

# Opinion

## Our message

A representative of the Kentucky Department of Tourism stopped by the Mercury office this week to introduce himself and ask if there was anything his department could do for us.

Yes, we told him, this message back to Frankfort: study the master plan for Blue Licks State Park. Tell us why the state can invest \$35 million in a losing proposition (the horse park) but cannot find enough funds to update and upgrade Blue Licks as it should be. Tell us why areas that have sufficient attractions to lure tourists keep getting more while other areas of the state are neglected. Tell us why the state cannot see that installing a lodge in the middle of a 50-mile stretch of

national highway that has no overnight accommodations would be a good business proposition. To his credit the representative of the Tourism Department heard us out and agreed with us. He said we would pass the word along and hoped that it would do some good. We hope so, too. But it looks more and more as if it will take a lot more than just a word to get somebody in Frankfort to make it one of the state's first and Kentucky parks are the best in the nation.

Blue Licks will never be a Kentucky Lake. Neither will it be a Lake Cumberland (titles the Corps of Engineers has its way on the Falmouth Dam) but what it can and should be, and is, is an intermediate-size facility with historical background, archeological interest and recreational opportunities. It is already a nice park. It can be much more than that if someone in Frankfort will listen to the people of an area that has been ignored so long some of us are wondering if we're still in Kentucky.

It just makes good sense to us to further develop Blue Licks and we will join with the citizens of this area in pushing, pleading, cajoling and coaxing the people responsible until it is done.

## Down Memory Lane Library adds 483 new books; Bill Gilley lands big bass

**Thursday, July 14, 1980**  
The Nicholas County Board of Education has elected Ballard Moore as English teacher at the Nicholas County High School. Miss Sue Ann West has been employed as home economics teacher. The Rev. and Mrs. Ashley Lovett and daughters, Leanne and Pamela of Verona, Missouri, were guests of the First Christian Church last Sunday where Rev. Lovett preached to the largest crowd assembled at Concord in many years.

**BORN** - To Mr. and Mrs. William Richards of Milltown, N.J. a son, June 27 at Middlesex General Hospital, NJ - To Mr. and Mrs. Harold Pruitt a son, July 8 at the Nicholas County Hospital - To Mr. and Mrs. Rodney McDonald a son, July 10 at the Nicholas County Hospital - To Mr. and Mrs. Frank D. Hunter a son, July 10 at the Bourbon County Hospital.

**MARRIED** - Miss Sandra Carol Lawrence of Maylick to Donald Ray Hamm, Saturday at the Maylick Baptist parsonage.

**Thursday, July 11, 1940**  
Blackberries are ripening according to reports. Bill Gilley, local fisherman, landed a five and one-half pound bass at the city reservoir last Thursday. The local milling company is paying 77 cents per bushel for wheat. Yield is reported above average and quality is good.

**BORN** - Mrs. Ora Rice, 66, last Wednesday afternoon at her home near Moorefield - (Thomas J. Fryman, 79, Thursday night at his home in the Berterville section. - Miss Lucie B. Fisher, 77, Tuesday morning, Edward R. Talbert, 66, Lexington, Tuesday night at the Good Samaritan Hospital. He was a native of Moorefield.

## Letters

**Editor's note:** Due to the large volume and length of letters to the editor received recently the Mercury would like to remind writers that letters should be submitted by 4:30 p.m. Monday to be included in that week's edition and that length be kept to 500 words or a reasonable amount considering the subject matter. Letters that are deemed libelous, in bad taste or letter that are not signed in block by the writer will not be printed.

## Love notes and other letters

**To the Carlisle Mercury:**  
Thank you for the nice write up and fine association throughout most of my life. Dan and Edythe Rich

**To the Carlisle Mercury:**  
I have already put one letter in the paper on my opinion about the Ford and Communist Union who is trying to help us out in the future. But some of my so-called friends have made it necessary for me to write another one. They seem to think that all we are after is the money.

**To the Carlisle Mercury:**  
I am interested in getting in touch with women out miners or a history I am writing on women in the coal industry. I am attempting to find women who worked years ago during the war years with small family operations, or around the mines. And I would like to contact those who are active miners, and who are willing to share their experiences in a project of this sort.

**To the Carlisle Mercury:**  
The Nicholas County Senior Citizens Participation and Self would like to express their sincere thanks to the staff of the Carlisle Mercury for the articles and pictures in recent issues.

**To the Carlisle Mercury:**  
The Nicholas County Senior Citizens Bank notes for \$10,000. These were last printed in 1944 and there are only about 400 of these bills still in circulation.

**To the Carlisle Mercury:**  
Twelve architects spent most of their lives working on the construction of St. Prier's Church in Berea. Most of them never lived to see its completion.

**To the Carlisle Mercury:**  
Very recently two men died in Pittsburg.

## Agree or Not No revenue sharing

**By S. C. Van Curton**  
Following up on last week's column, the revenue picture for repairing and refurbishing the governor's mansion has given us a rough idea of what a recent study that the U.S. Senate had voted to restore some of the federal revenue sharing money for the states which confused some people. The revenue sharing money was designated for the mansion and many other public construction projects.

When the Senate did vote to restore between 19 and 10 million it had to do so before the end of the fiscal year beginning October 1, is not out of now, and isn't likely to be restored in any appreciable amount.

So far as the mansion repair is concerned, we are back to square one. However, there is another thing or two that needs to be clarified.

A new citizens committee was created by Mrs. John Y. Brown recently, but it is distinct and has a different objective from that of the Mansion Committee created by legislation.

The citizens committee created by Mrs. Brown with the aid and assistance of the governor is named Save the Mansion Inc. Its members are appointed volunteers who will serve without remuneration and be named by Mrs. Brown or the organization as the needs arise for expansion of the committee.

The purpose of the committee is to raise private funds to help renovate and redecorate the interior of the mansion. It will be strictly a fund-raising organization.

Committee members named to date are John Harwick, Louisville, chairman; Mrs. Mary Frances, Louisville, treasurer; Mrs. Sally

Maugh, Frankfort, vice president; Mrs. Mike Maloney, Lexington, secretary; and Bill Floyd, state curator of historic properties. This committee will have nothing to do with renovating and repairing the mechanical facilities of the mansion. A separate committee created by the legislature is responsible for this and state funds will be used when this part is done.

House Bill 613 in the 1980 session of the General Assembly changed the committee responsible for seeing after the physical structure of the mansion. It repeated an old law whereby the chief justice appointed the mansion committee.

Under the new law, a new committee will be appointed July 15 by the governor. Floyd, the curator, is automatically a member of the committee and is secretary. The governor must appoint one member from Franklin County and six other members from the state at large with experience in historical restoration. The membership must elect a chairman. The first lady of Kentucky will be honorary chairman.

All members will serve four year staggered terms after the first committee is appointed for serving numbered years to accommodate the staggered term principle.

The reason for changing the committee, according to a spokesman in the governor's office, is to provide continuing attention to the maintenance, furnishings and repairs of the mansion.

In the past, the wishes of first ladies have prevailed mostly in the furnishings of the mansion. The intent for the new committee is to

restore the mansion to its historical period, give 1900 furnishings and decorations and let it remain such.

The first lady will have more say on furnishings of the living quarters on the second floor.

The first floor is public while the second floor is not.

**OFF THE WALL**  
© 1980, International Paper  
NOW WE KNOW WHAT HIGH OCTANE REALLY MEANS

The highest denotation motor in circulation are U.S. Federal Reserve Bank notes for \$10,000. These were last printed in 1944 and there are only about 400 of these bills still in circulation.

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**I JUST LOVE A GOOD MYSTERY!**  
BASIC ECONOMICS  
LIVE DANGEROUSLY... DIE LAUGHING  
starring ROBBY BENSON  
Mr. and Mrs. Jon Stewart - Owners  
OFFICES  
Cynthiana - 238-6564  
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## Newspaper advertising is trusted

**EDITOR'S NOTE:** This is the second in a series of three articles about readership of Kentucky newspapers, and where the public prefers to obtain advertising and news/features information.

Is advertising trusted? Is it influential? To Kentuckians, the answer is yes, if it's newspaper advertising. When asked in a statewide survey which of the major media of communication is likely to carry the most believable advertising, newspapers drew more public support than radio or television combined. Approximately half of those responding (49.4 percent) to a recent University of Kentucky Survey Center study singled out newspapers. Four percent mentioned television.

The survey also gathered data to rank the three major sources of advertising for influence on purchasers. Again newspapers (45.2 percent) outpulled television (30.1 percent) and radio (9.2 percent).

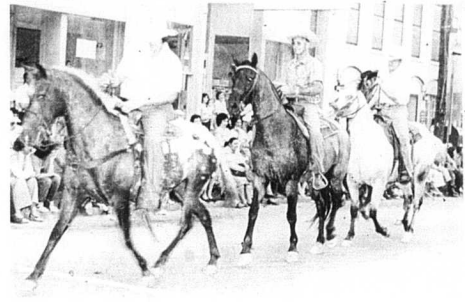
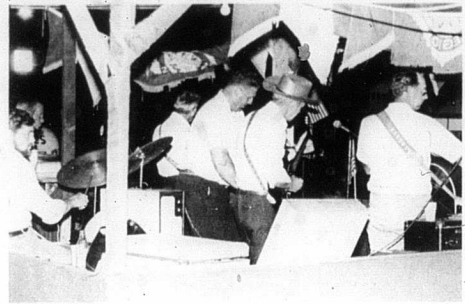
Warren Fisher, Mercury publisher, said the study confirmed what he had advocated for years: "Newspaper advertising creates sales. In today's market every advertiser wants to get the absolute maximum for the dollar spent. Now, the people of Kentucky have identified the most influential source of advertising. Consumers said newspapers," he stressed.

People look to the printed pages for a variety of advertising messages. For instance, 64.5 percent of all adults "almost always" or "sometimes" read grocery advertisements. Of that percentage, the most likely purchasers of groceries - women - read grocery ads more often than men.

Nearly seven of every 10 readers look to the classified sections, and 65 percent read advertising supplements often found within both weekly and daily newspapers.

The survey was sponsored by the Kentucky Press Association in order to assist member publications in their own marketing efforts. "The integrity of UK's Survey Research Center gives us an unbiased and completely independent look at citizens' preferences in our state," stressed Don Armstrong, KPA executive director. "Although quite beneficial to our members, it will be invaluable to those who advertise their products and services. I'm sure."

Armstrong said KPA has established the theme of "the shortest distance between two points" to focus on the public's commendation of newspapers' advertising strengths. "We're saying if advertisers want the shortest route to potential customers, then they should take the straight line between two points. The first point is the newspaper," he explained. (NEXT: Kentuckians are "cluster" readers.)



**2341202 Studio Cinema I**  
E. FRI 8:00 - 10:00 PM, KY  
**OPENS FRI, JULY 11 ONE WEEK ONLY**  
Fri-Sat 7:30, 9:30, Sunday 2:00, 7:30 Mon-Thurs 7:30  
**FRIDAY THE 13TH**  
A 24 hour nightmare of terror.  
1 TUES 7:30

**Hi Way Drive In**  
Mt. Sterling, Ky.

**"Heart-stopping. A spellbinding horror film."**  
Held Over!  
Held Over!  
**ONE SHINING HOUR**  
JAMES EARL RAY  
A STANLEY KUBRICK FILM  
JACK NICHOLSON, SHARLETT DOWELL  
"THE SHINING" STEPHEN KING  
STANLEY KUBRICK, DANNE JOHNSON  
STANLEY KUBRICK, "THE SHINING" DIRECTOR  
R  
Second Feature

**LIVE DANGEROUSLY... DIE LAUGHING**  
starring ROBBY BENSON  
PG  
Mr. and Mrs. Jon Stewart - Owners  
OFFICES  
Cynthiana - 238-6564  
Mt. Vernon - 726-0251

**Carter Caves**  
opens waterfall  
A spectacular 300-foot waterfall, closed to the public for the past 15 years, has been reopened as a part of the Cascade Cave Tour at Carter Caves State Resort Park.  
Park officials were required to close the attraction in 1960 because it was used as a public water supply and health officials feared it would become contaminated. A city water system is now used.  
Discovery of the underground waterfall has been traced back to the early 1800s, but was not added to park attractions until 1959.  
The waterfall is fed from an underground, free-flowing spring and disappears back into the ground after over the fall.

**- OPEN HOUSE -**  
Friday evening, July 11th from 6 P.M. until 8:30 P.M. with music from 8 P.M. to 10:30 P.M. on Highway 12 A. 36.  
Linda Jett, Realtor - Associate, will be at this nice country home this Friday evening from 6 p.m. until 8:30 to show you the property.  
You will see a newly remodeled, attractive country home on a choice one acre lot. The house has a living room, nice kitchen (range and disposal), bedroom, family room (or second bedroom), full bath and ample closet space. The house is well insulated and the oil furnace heats it very economically. There is wall to wall carpeting, a washer and dryer hook-up, and many other nice features.  
The listed price of the house and lot is only \$39,500. It is very difficult to find property such as this in this price range. Home loans are readily available now, and interest rates have come down.  
Take a drive to the country and see this well located home that is reasonably priced. Your Hostess, Linda Jett will be there to show you around and to discuss financing with you.

**Gerald M. Whelan**  
OFFICES  
Cynthiana - 238-6564  
Mt. Vernon - 726-0251

## Festival time

## VA pensions get bigger

Over 8,500 Kentucky veterans and their survivors will be getting larger Veterans Administration pensions in checks on July 11 - the result of a 14.3 percent increase in the government's cost of living index.  
Everett Caudill, director of the VA's regional office in Louisville, said that about 56,000 Kentucky VA pensioners are affected in some way by the cost of living index.  
Pensioners are paid to veterans totally and/or permanently disabled from circumstances unrelated to their military service, Caudill said. They are paid also to survivors of veterans who are in need of financial assistance because of those disabled because of military service, pensions are affected by income from other sources.  
The 8,789 who will get increases this month (payable July 11) are those who have switched to the "improved" VA pension plan inaugurated by Congress in 1978. The plan links VA pension rates to adjustments in Social Security payments. Before the change, an individual's pension was subject to reduction each time Social Security increased.

## Judy Drive In

Wednesday thru Saturday  
July 9 thru July 12

**Beverly Hills and the civilized world will never forget them.**  
The HOLLYWOOD CITY HALL  
BEVERLY HILLS CITY HALL  
THE HOLLYWOOD CITY HALL  
BEVERLY HILLS CITY HALL

**REDFORD FONDA ELECTRIC**  
THE ELECTRIC HORSEMAN  
Sunday - Monday - Tuesday

**ROLLER BOOGIE**  
It's love on wheels  
Linda Jett, Realtor - Associate, will be at this nice country home this Friday evening from 6 p.m. until 8:30 to show you the property.

There were some familiar sights at this year's Blackberry Festival. At left Billy Mac Gaunce and his band play for the crowd. Below left, Nicholas County horsemen (and women) show off their steeds and below, these folks show you don't have to be square to be a square dancer. - Mercury photo.



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