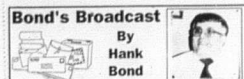


FOCUS



Bond's Broadcast
By
Hank Bond

Two down and one to go . . .

The last weekend in June it was time to turn back the clock 20 years and meet with those souls I had spent the better part of 12 years with in school.

Yes, as hard as it is to believe - at least for me - it was my 20th High School Reunion - the class of 1969.

It was a two night event of talking, eating, dancing, and of course more talking. It was no different for me than anyone else, when I had to try and figure out who some of those people were.

No way could that have been Mark - or Brenda. No way. Those could not be the people I knew every day for four years - and longer.

But, true enough, here it was 20 years later. It was comical watching people jockey for position to talk about their kids, their houses, their cars, and the positions they hold in the working world.

It was most fun to see those most successful never mentioning their accomplishments. We had a class member driving a 1989 Porsche. Not bad, for a little guy, huh?

We have doctors, dentists, lawyers, certified public accountants, nurses, teachers, business executives, railroad and iron workers, and even a newspaper operator included in our class of graduates.

We were indeed fortunate to reach the lev-

Josh Shepherd From Left Field

Since the release of the major summer movies this year, it seems as if Hollywood, and fast food are inextricably linked by the pocket.

Movie promotional hoopla is nothing new to Hollywood. Advertising gimmickery is a practice that extends far into the history of major film making.

Before David Selznick ever began to cast for roles in "Gone With The Wind", radio and newspapers across the nation were covering the story as closely as they covered pre-World War II developments in Europe.

Nearly every casting decision on the movie was considered a major national media event and when Vivian Leigh and Clark Gable were cast, producers, though concerned about the massive cost overruns Selznick commanded for the making of the film, knew they had a major hit on their hands.

But imagine if "Gone With The Wind" were released today. Which major fast food chain would have been granted permission to market the 16 ounce cups with the famous Gable-Leigh embrace embossed on the Burger offered for a limited time only. Sort of gives you an overwhelming sense of nausea, doesn't it.

But there is money to be made in this type of promotion so I guess you can't blame the movie companies for doing it. But on the other hand, given the amount of movies vying for biggest moneymaking hit of the summer, I wonder if movie makers are looking to make a great movie or simply vehicles to accommodate related marketing.

So far, McDonald's has been granted rights to Honey I Shrunk the Kids, a movie I had once hoped would overshadow every sequel in the movie release race. Hardee's has Ghostbusters II with those ridiculous ghost buzzers and Slimmer Sunday, and Taco Bell, of all places, is pushing Batman, which, considering the movie's reported grosses, seems hardly necessary for anyone to push.

It used to be when a movie was failing that was the time for Hollywood executives to pull out the stops in their efforts to promote a disaster.

els of success we have seen and I'm certain as the 25 year reunion comes a little closer there will be even more changes.

All along I thought I had one of the two oldest children, but several weeks ago I found out I had two.

I thought I was the least changed, but the vote missed me by one, as another classmate had not changed quite as much as I, but I think gray hair has something to do with that.

Walking into that room, especially Saturday night, it was like going back to the summer of 1969.

Gathered in that room were almost all of the people I knew at that time in my life. Girls were now women with children plus careers, and the boys both fathers and professionals.

The band played nothing but music from 1964 to 1969, and about an hour into the dancing, it was just like it was 20 years ago.

The allegator, the jerk, the mashed potato, the twist, the train, the stroll, the pony, the lit goes on and on.

As the night lingered on hugs replaced handshakes when classmates and friends had to leave to go back to the normal schedule. It wasn't easy. In just two days, years were brought back to the front and it felt as though those years had never passed.

About the only thing to really surprise me, especially since the majority of these people were from 36 to 40 years old, was to watch

Take, for instance, one of Hollywood's biggest mistakes, "Antony and Cleopatra" with Elizabeth Taylor and Richard Burton. This brainless feature, designed primarily to cash in on one of filmdom's most romanticized couples, couldn't find a doghouse, much less a movie theater.

So, to promote a movie and save the studio from a major financial black eye movie theaters were sent Egyptian costumes for employees to wear in hopes people would remind themselves that the picture did indeed exist.

Needless to say their plan failed miserably. It took "Star Wars" to show most studios that a successful picture can make millions in toys and memorabilia.

Sales of "Star Wars" related novelties and gifts could have financed the making of another sequel alone.

However, the lesson "Star Wars" taught studios is that a movie must be a box office success for side markets to sell.

This lesson was further confirmed with the movie "Annie". The studio, thinking they had a guaranteed hit, geared in advance for marketing a slew of Annie dolls soon that the picture opened to cash in on Christmas sales.

Yet critics and public alike turned their noses up and their thumbs down and a toy manufacturer was suddenly stuck with a warehouse full of Annie dolls that could not be given away.

But most related marketing with movies are now status quo, though wisely, they are confined to movies like Batman which at least fit with a marketing scheme.

I don't think there would be too much interest if say Francis Ford Coppola tried to market a Don Corleone doll, pull the string and it makes you an offer you can't refuse.

But I can still see a toy company offering Mel Gibson plenty for the rights to his likeness on a Lethal Weapon doll equipped with a toy .44 magnum accurate to 100 yards.

What I think the movie-going public should do is throw a wrench in Hollywood's marketing schemes, come out of left field and demand a Robin Williams collector's cup for "Dead Poet's Society". That should stir marketing projections up and befuddle advertisers quite nicely.

Until Next Week....

spouses get jealous at the attention of old friends and classmates.

A couple of the wives got very upset because their husbands hugged and kissed the girls they had gone to high school with, shared dreams and homework with, and grown up with.

It didn't stop most of us though. I saw my first love, as I know at least five others did - remember I grew up with them.

Although my lovely bride of 19 years was sitting with me at the table when this first love walked through the door, I couldn't help but wonder, now 20 years later, what if I don't had the chance to ask. She may not have told me anyway. But, this is 20 years later, and time stands still for no one.

I'm almost certain Marilyn will have the same type of feelings and fleeting thoughts if her first love is at her reunion in a few weeks. That will be my third reunion in less than two months.

As I was reading over this column and thinking about the class I discovered something I had left out - those classmates who have passed on to our maker. It would be impossible to forget Marshall, Frank and Bonnie. They were part of us.

When it's finally three - and none to go - the class gets started thinking and planning for that 25 year reunion . . . and trip back to 1969 when things weren't nearly as complicated as it may have appeared then.

Goodbye, my friends, until we meet again.

And so, for this week, thanks and thirty.

MORE LETTERS PAGE 6

LETTERS TO THE EDITOR

Editor:
I read with interest the baseball story in the June 29 issue of The Mercury an enjoyed it very much. I did not agree with Glen McClanahan's account of baseball in Nicholas Co.

In the first place the team he says he played on was not Carlisle, it was called Blue Licks. He claims they had four pitchers who played regularly, namely Milton Fryman, Mike Fryman, Earl Fryman and Edgar Hughes. Mike and Milton were the same man and Earl was Bille, short for Billy.

It would seem odd that four pitchers could play regularly while playing only one game per week.

Another statement I did not agree with that Walter Shepherd played against Barterville, and I never played against Shepherd.

I played in every game that Barterville played, and I never played against Shepherd.

It was a real good pitcher but did most of his pitching in a league down South for pay.

I'm well aware of how well Shepherd could pitch, for I have hit him several times.

Thanks John T. How Danville, Ky.

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GENERAL NEWS

Arnold resigns

Continued from Page 1
hearings can last from one hour to several weeks. Arnold specializes in such technical subject areas as antitrust, the securities and commodities programs, labor-management relations, interstate and international trade, worker's compensation, social security, health and safety, and communications. "ALJs are often leading authorities in the nation on specialized areas of federal law," Judge Arnold added.

In reviewing his career as a trial judge for Harrison, Nicholas, Pendleton and Robertson Counties, Judge Arnold said the extremely low number of appeals and the total absence of reversals of his judgments, decisions and rulings he made while judge of the Nicholas Circuit and

Council approves

Continued from Page 1
Concomitant Jeff Tyler said he agrees a system must be implemented, but he said if the council sets up the budget, then the council should have a hand in overseeing the schedules of city employees and have the authority to set rates.

Carlisle Mayor Lee Bentz said the ordinance would leave the authority in the council's hands but it would also eliminate time-consuming dickering over each individual's pay.

Watson explained that no salaries would be set with the ordinance on March 4, Cassidy Creek Road, Carlisle.

Pedigo said the trailer was being rented by Cindy Ring and was not occupied at the time of the fire. Ring lost most of her possessions in the fire, according to a RSP spokesman.

McCarthy was lodged in the Bourbon County Jail.

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 - 1977 Ford 250 Pickup - 8Cyl., A.A.
 - Under \$2,000
 - 1983 Plymouth Horizon - 4 door, 4 speed
 - 1983 Chev. Chevette Scooter - 2 door, auto
 - 1982 Ford Escort - 2 door, hatchback, 5 speed
 - 1982 Chev. Cavalier Station Wagon 4 speed, air
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upon retirement if an ALJ decides to retire. Judge Arnold wants to thank everyone for having given him the great honor of having served as one of their three trial judges for the past seven and one-half years. He said all the federal judges at the Dayton, Ohio ALJ office were former state court trial judges just like himself. Governor Wilkinson should appoint my successor with in the next 60 days and until this occurs, Honorable Richard Heston, regular judge of Fleming Circuit Court will preside over the Nicholas Circuit Court.

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NOTICE
To Nicholas County Residents
Imogene Green will be taking applications for the Mathers Educational Fund at the Courthouse on July 25 and 27 and August 1 and 3.

"Joy Trek"
"Journey with Jesus through time and space"
Vacation Bible School
Moorefield United Methodist Church
July 17 - 21
7:00 p.m. til 8:30 p.m.
Nursery thru High School

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