

Governor Hopes Carillon Will Ring Cash Registers

The bells pealed for Gov. Julian M. Carroll and tourism Wednesday. The only thing missing was the ghost of the great race horse, Citation.

The scene was on the Ohio side of the river where they say "youse" instead of "y'all." The governor was getting his first look at the bells that will ring in the Carroll Bell Tower of Covington's Mainstrasse project.

Ceremonies were held at the L. T. Verdin Co., Cincinnati, where the 43-bell carillon was manufactured. The hoopla included a little bit of political promotion, a lot of pulpit fervor for tourism and a total aura of show biz.

NO SOONER had Carroll sounded the first note on the "Big J," the largest bell of the carillon, than carillonneur Dick Watson rang out "My Old Kentucky Home" on another set of tuned bells. The governor rushed to the second carillon, but if he sang along with the anthem, it was lost in the sound of the bells.

Political and business leaders turned out in sizable number for the bell dedication. Similar to any good opening, the champagne bubbled. There were also beer and pretzels,



JACK HICKS

on the inside

- Gov. Carroll dedicates bell tower chimes, Photo on Page A-4.

perhaps more in keeping with the Mainstrasse theme, and even a bell made out of butter.

The theme of Carroll's talk centered on the value of tourism and how it puts money in everyone's pocket—except the tourists, of course. All those people the state hopes will be rushing to the new Horse Park near Lexington might stop in Northern Kentucky long

enough to spend a few bucks here, the governor declared.

It's been estimated that tourists—the predictions are there will be a million a year—will spend \$25 a day each on their visits to the Horse Park. The money turns over two-and-a-half times.

"**WE WANT** you to get your share of that," Carroll told his audience.

Last year, Kentucky hosted 45 million tourists. Their spending amounted to \$91 million in additional taxes for the state and \$41 million more for local coffers, Carroll said. In return, he continued, government doesn't have to expend great amounts for facilities such as schools, new utility systems and the like to serve tourists.

Instead, the money goes for education and making a better life for Kentuckians, the governor said.

The state has invested \$2.5 million in Mainstrasse, including the 100-foot bell tower, but it will be returned many, many times, Carroll predicted. Mainstrasse will stimulate \$1 million in trade the first year it's open, he contended.

Carroll also talked about a survey being conducted that is aimed at an even bigger effort to sell Kentucky to the nation and the world.

People and industrial leaders are being asked, "What do you think of Kentucky?" and Kentuckians are being queried, "What do you think of yourself?"

The forthcoming campaign will tell the world, "We're not barefooted and ignorant, we're one of the most beautiful and progressive places anywhere. Come and see us," Carroll said with all the verve of an evangelist or super salesman.

WINDING DOWN a little before the unveiling of the "Big J" bell, Carroll apologized for talking so long. "You see how enthusiastic I get," he said.

The governor didn't let the opportunity pass to laud state Commerce Commissioner Terry McBrayer, the man everyone considers Carroll's choice to be the next governor. McBrayer, whom Carroll noted has a Northern Kentucky wife, has been instrumental in seeing the Mainstrasse project materialize, he said.

It was also interesting to note that every time Carroll said Horse Park, the words were emphasized like a pitchman trying to emblazon a product name into the subconscious of his audience.

The carillon will be installed in

the Carroll Bell Tower soon after tests are completed at the Verdin Co. Northern Kentucky leaders praise it as one of the most impressive bell towers in this region and a landmark that will serve to welcome tourists entering the state.

ALTHOUGH CARROLL talked of unity among Northern Kentuckians opening up new vistas in state-municipal co-operation, the Mainstrasse project, and more specifically the Northern Kentucky Convention and Visitors Bureau which spawned it, haven't been without their critics.

Some have criticized the theory of using public monies to benefit private developers, and others, particularly in Campbell County, have charged the Convention and Visitors' Bureau chiefly promotes Kenton County.

Judge-Executive Lambert Hehl and State Rep. Arthur Schmidt, R-Cold Spring, were the only elected officials from Campbell County conspicuous at Wednesday's ceremony.

The best way to quiet critics of course is for the project to work out to the benefit of ALL Northern Kentuckians. Then the bell tower will really have some a-peal.



Enquirer photo BY TERRY ARMOR

AP—PEALING TASK: Gov. Julian M. Carroll, right, Wednesday dedicated the chimes that will ring in the bell tower bearing his name in Covington's Mainstrasse project. Among Northern Kentuckians taking part in the ceremony at the L. T. Verdin Co., Cincinnati, was Gerald Deters, who introduced Carroll. Story on Page A-1.