

CHRISTMAS 1966

JUNE 4, 1936

Morehead Merchants Will Give Cash Every Saturday

Fifty Dollars To Be Awarded Shoppers Saturday, June 13; Encourage Trade-At-Home Policy In City

Morehead merchants united this week in a cooperative movement to forward a policy of Trade-at-Home, and to also allow their patrons an opportunity to win a large number of cash prizes which will be awarded weekly.

Beginning Saturday morning, purchasers in practically all Morehead stores will receive a ticket with each 25 cent purchase. The stubs of these tickets are placed in a box conveniently located in the store, and each Saturday afternoon at 3 o'clock, all the tickets will be assembled in a large box on the courthouse lawn for the drawing of the prizes.

The first drawing will be held Saturday June 13. Drawings will continue every Saturday thereafter. Fifty dollars in cash will be given to fortunate ticket holders at the initial drawing—the first prize being \$25; second prize \$10; third prize \$5, and five prizes of \$2 each.

Winners must have a ticket corresponding in number with the stub drawn. If the winning ticket is not on the ground, another stub

will be drawn, etc., until all the prizes are awarded. Merchants stressed the fact that the ticket must be presented at the drawing.

There is no cost to the shopper under this plan—the entire expense being defrayed by the merchants who are sponsoring it.

Their idea is to encourage Morehead and Rowan county shoppers to trade at home, thereby keeping our money where it will do the most good. The entire plan is open and above board, simply offering shoppers an opportunity to win one of the prizes.

In order to clarify the method of giving the tickets, the merchant's organization declared that four tickets will be given with a one dollar sale, 20 tickets with a five dollar sale, etc.

Places where tickets will be given are: Eagles Nest Cafe, Golde's Department Store, Consolidated Hardware Co., C. E. Bishop Drug Co., Midland Trail Garage, Morehead Dispensary, TGA Store, Morehead Mercantile Co., Bruce's 5-10-\$1 Store, Shady Rest

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THOUSAND BUCKS . . . Jack Evans, right, married exactly one month, was the winner of the \$1,000 cash award of the Morehead Merchants Association. The check was presented by F. E. 'Chick' Conley, Secretary-Manager of the Morehead Chamber of Commerce. *Dec. 22, 1966*

DRAWINGS

Jan 4, 1936

MT

From The Collection Of:

Dr. Jack D. Ellis

552 W. Sun St.

Morehead, KY 40351

606-784-7473

BIG WINNER OF
DRAWINGS IN
MORNING

From The Collection Of
Dr. Jack D. Ellis
552 W. Sun St.
Morehead, KY 40351
606-784-7473

July 13, 1936

Morehead Memories

Cash for Morehead Shoppers

FREE

1936

\$50 IN CASH PRIZES

ON

Saturday, June 13th

AND PRIZES EACH AND EVERY SATURDAY

DETAILS OF THE PLAN

Every merchant listed below will give a free ticket with every 25c purchase. If your purchase amounts to \$1.00 four tickets will be given you, etc.

Deposit the stubs of the tickets in the boxes which are provided conveniently in each store.

On Saturday afternoon, June 13 at 3:00 the tickets from every store will be placed in a large box and a drawing will be held on the courthouse lawn at this time.

Some child will make the drawing. The holder of the ticket with a number corresponding to the first stub drawn from the box will receive \$25.00 in cash, which is first prize; second prize will be \$10.00; third prize \$5.00; and 4th, 5th, 6th, 7th and 8th prizes will be \$2.00 each, making a total of \$50.00.

If a stub is drawn and the corresponding ticket is not held by someone at the drawing, this stub will be discarded and another one drawn, etc until all the prizes are awarded.

RAIN OR SHINE THE DRAWING WILL BE HELD AND THE PRIZES WILL POSITIVELY BE GIVEN AWAY.

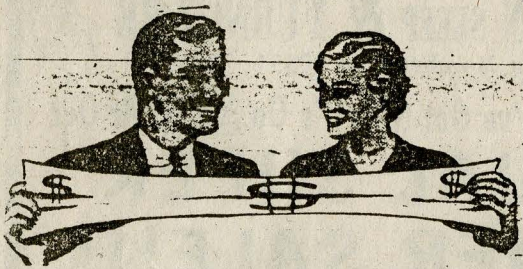
All stubs will be discarded following each drawing. The merchants will start giving tickets for the next week's drawing at 3:00 o'clock each Saturday.

Drawing To Be Held On Courthouse

3:00 p. m. Beginning Saturday, Ju

You Must Be Present At Drawi

Ask For Ticket With EVERY 25c PURCHASE



TICKETS GIVEN WITH EVERY 25c PURCHASE BY THE FOLLOWING MERCHANTS

Eagles Nest Cafe
Consolidated Hardware
Midland Trail Garage

IGA Store
Morehead Mercantile Store
Bruces 5&10&1.00 Store

Shady Rest Tourist Home
Havens Dept. Store
Amos and Andy
Goldes Dept. Store
C.E. Bishop Drug Co.
Morehead Dispensary
A&P Tea Company

M.F. Brown Grocery
The Mayflower
Morehead Lumber Co.
Cut Rate Grocery
Leader Restaurant
Regal Grocery Store
The Economy Store

Battson Drug Store
Midland Bakery
A.B. McKinney

J.A. Allen Grocery
Dixie Grill
Blair Brothers Dept. Store

By Jack D. Ellis

(Editor's Note: This is one in a series of articles about local history entitled Morehead Memories: People and Places. The articles deal with those business and professional people that helped Morehead grow and prosper.)

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were sure we had a better chance of winning that way.

(Many are still scheming up ways today that will help them win the lottery).

Excitement builds

At the appointed hour a child would be selected from the audience and after the round metal drum was cranked vigorously



Consolidated Hardware
Midland Trail Garage

IGA Store
Morehead Mercantile Store
Bruces 5&10&1.00 Store

By Jack D. Ellis

(Editor's Note: This is one in a series of articles about local history entitled Morehead Memories: People and Places. The articles deal with those business and professional people that helped Morehead grow and prosper.)

In the summer of 1936 this nation had not yet recovered from the Depression of 1929. Morehead seemed to be slow in feeling the results of the depression, but Morehead's merchants were quick to try to counteract its results.

In June, 1936 the local Chamber of Commerce organized a "local lottery." Playing on our basic instincts of getting something for nothing, and to encourage more local shopping, a lottery was organized.

This "lottery" awarded \$50 in cash every Saturday afternoon at 3 p.m. First prize was \$25, second was \$10, third was \$5 and five other prizes of \$2 each. You had to be present to win, so every Saturday afternoon the swimming hole at blue hole in Triplett Creek emptied. Also the vacant lot where we played baseball (where the Adron Doran University Center now stands) vacated. Baseball and swimming seemed to lose their luster when there was the possibility of winning \$25 cash.

Winning eligibility determined

In order to be eligible to win you had to spend at least .25 at one of the 26 local participating merchants. (Notice only two names, are still in business: Dixie Grill and Battson Drug Store). So for every .25 spent, you would receive 1 ticket. You kept your stub and wrote your name on the ticket, and then you dropped it into the box provided at each store.

Morehead really a Saturday town

Beginning Saturday afternoon on June 13, 1936, huge crowds began to gather on the courthouse lawn where the first drawing was held. There were hundreds present from throughout Rowan and surrounding counties.

After all the tickets had been collected and placed in a large wire mesh horizontal drum with a heavy handle at one end, the drum was placed on the back of a flat bed truck and delivered to the courthouse where the drawing took place. (It was moved to a different participating store every Saturday). The truck with the tickets would usually arrive a few minutes early. Then you could drop your tickets into the drum until the 3 p.m. deadline.

Those of us who dreamed of hitting this \$25 jackpot waited until the last minute because we

Havens Dept. Store
Amos and Andy
Goldes Dept. Store
C.E. Bishop Drug Co.
Morehead Dispensary
A&P Tea Company

were sure we had a better chance of winning that way.

(Many are still scheming up ways today that will help them win the lottery).

Excitement builds

At the appointed hour a child would be selected from the audience and after the round metal drum was cranked vigorously the child would begin pulling out the winning tickets. (Didn't this bet a computer selecting the winners).

The tension would build as the first number was called. As each name was called everyone hoped that the winner would not be there to collect, then another name would be called. But as the last winner was announced our childish dreams were dashed. But we could look forward to next Saturday when we might win. But that next Saturday never came for me. Even though the "local lottery" continued for several years, I never won.

Dreams are dashed

Today I'm sure people who buy lottery tickets have wonderful dreams about how they would spend their million dollar winnings. But none of these dreams could compare with the visions I had of what I would do with the \$25 first prize. This nine year old lad had dreams of a new red bicycle with a siren on the side and a basket on the front. (His parents could never afford to buy him one at that time).

In his mind's eye he would cruise up and down Main Street with greater joy than today's "cruisers" in their air-conditioned, "souped up" trucks. He dreamed of coasting down the "Saints Church" hill (N. Hargis Avenue now) with the wind whistling through his blond hair. And also he dreamed of reaching the rite of passage of all the young boys in Morehead then, to be able to climb the Saints Church Hill on your bicycle without setting your foot on the ground.

Dr. Warren C. Lappin one of the winners

I never won Morehead's Local Lottery, which was a good thing for me because I learned early in life that you rarely get something for nothing. Listed below are the lucky winners at that first "Local Lottery" (that first drawing in Morehead, June 13, 1936:)

\$25 L.C. Porter, Morehead;
\$10 F.D. Burrows, Haldeman;
\$5 Everett Hall, Morehead; \$2 J.H. Reynolds, Farmers; \$2 Sarah Parsons, Morehead; \$2 Corrine Bradley, Morehead; \$2 Maude Peters, Morehead; and \$2 Warren C. Lappin, Morehead.

The Mayflower
Morehead Lumber Co.
Cut Rate Grocery
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Regal Grocery Store
The Economy Store

Midland Bakery
A.B. McKinney

J.A. Allen Grocery
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Blair Brothers Dept. Store



About the author

Dr. Jack D. Ellis is a retired Morehead State University Library director and a retired minister.

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