



From The Collection Of:

Dr. Jack D. Ellis

552 W. Sun St.

Morehead, KY 40351

606-784-7473

EE Maggard,
1879-1948.

PIONEER MOREHEAD
BUSINESSMAN



MOREHEAD LADIES POSED BEFORE
SHOOTING MOVIE ABOUT MOREHEAD
AS THE BEST SPOT FOR A COLLEGE
L. to R.
1922

Mystle Cornette Caudill

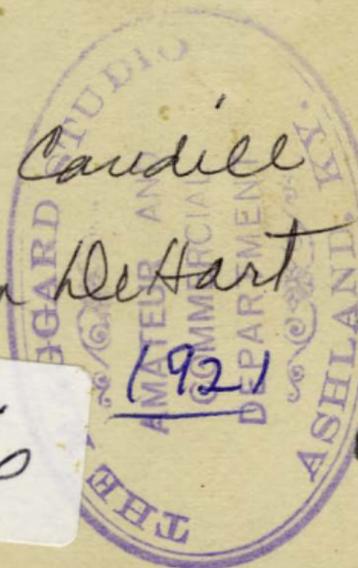
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Mary Caudill

Verna Hart

106



From The Collection Of:

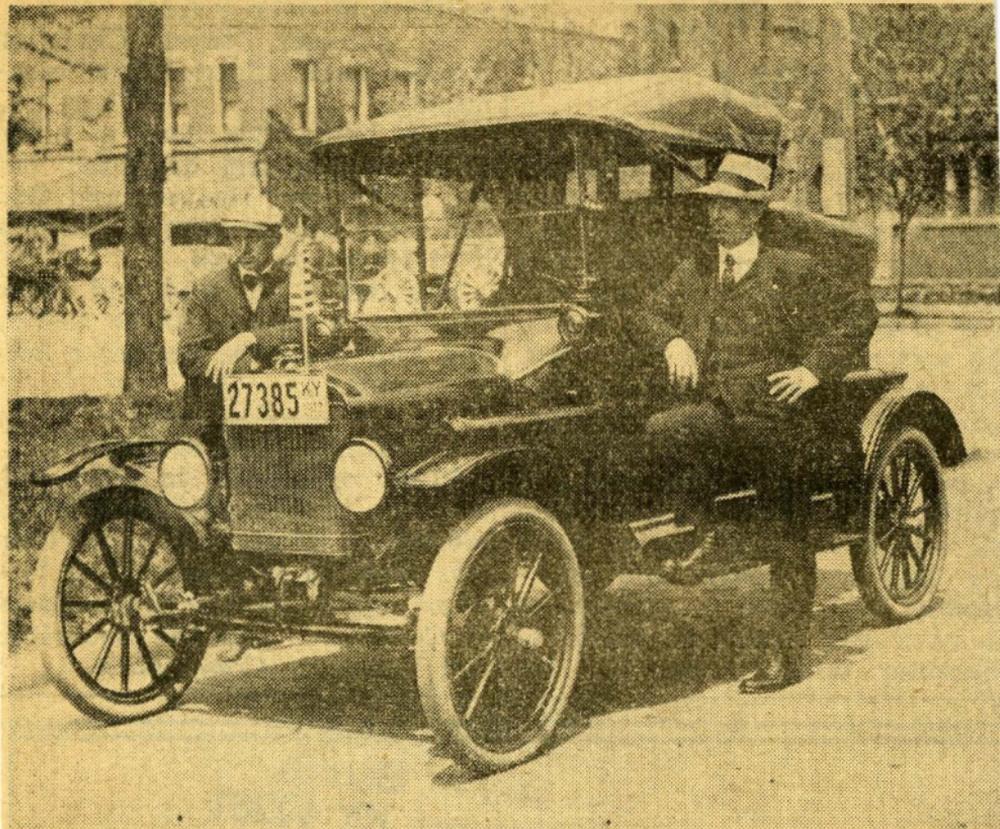
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"stars" of the
Ed Meggard movie
about Morehead
which helped
convince the Ky
Legislature to select
Morehead as ~~the~~ site
for college



SELLING DELCOS—Before electric lights came many of the more progressive citizens of Morehead and Rowan County used delcos for light. Enterprising E. E. Maggard is shown in this picture with his Model T delivering one of these delco plants. The other man is unidentified. Mr. Maggard's name will be found throughout this Centennial Edition because he headed many enterprises at and after the turn of the century.

Mrs. L
Debar
Life In

From News

Mrs. Le
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June 2, 19
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Mrs. Jake
wife of Ha
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A DAPPER ED MAGGARD
WITH ONE OF THE FIRST
AUTOMOBILES IN
MOREHEAD

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Elishe Edward Moggard

1879 - 1948

Filmmaker and
Early Entrepreneur in

MD PENNS

AKA

Successful Businessman
and Respected Inventor.

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Morehead, KY 40351

606-784-7473



ONE OF THE THRIVING businesses in Morehead some 30 years ago was the Cosmograph Company which made motion picture projectors sold throughout the world. The process was patented by E. E. Maggard who founded the company. In collecting material for this edition Photographer Norman Tant located one of the old Cosmograph's, cleaned it up and it worked better than you might expect. One of the largest orders the company received was from Russia. This is a picture of the employees shortly before Cosmograph lost its market and closed down because of improvements made by eastern manufacturers. Most of these people are still living. Seated, from left: Bill Curtis, Russell Clayton, George Johnson, Howard Davis, unidentified, Leslie Cooper, Bill Thurber, Lonnie Porter, Charlie Caudill, Reb Bradley, Charlie Jones, Sam Caudill, Sam Bradley, Wm. Gretta. Standing: Carrie Townsend, Ed Goodan, August Rahm, next three unidentified, Wayne Vinton, unidentified, Mr. Robinson, unidentified, George Clayton, Bob Adams, unidentified, Prentiss Boyd, Freddie DeBord, unidentified, Augustine DeBorde, Oscar Hall, Fred Wheeler, unidentified, Jesse Stewart, unidentified. Sam Bradley was a partner with Mr. Maggard in the business.

...selves that in the fu-

1917-1918



Monday

Tuesday

Wednesday

MOVIE PROJECTION FACTORY 1
COSMOGRAPH MOVIE PROJ.

114 1910 BY ED MABER
Photo. Rawson Co. Historical Society
Mabey
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2006-784-7473

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21

22

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27

28

29



E E MCGONNOLD'S COSMOLANDIA FACTORY WORKERS
MANUFACTURED MOTION PICTURE PROJECTORS
© 1910 - 1920

71

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552 W. Sun St.
Morehead, KY 40351
606-784-7478



Talks on an old wall
style ANTIQUE PHONE.
THIS WAS THE STYLE
PHONE IN MOREHEAD
WHEN ED MOREHEAD
STARTED THE MOREHEAD
PHONE COMPANY

ONE OF THE MANY BUSINESSES
MR MAGGARD ESTABLISHED WAS
Morehead Ice Company. LATER
BOUGHT BY E. B. DAUGHERTY - THIS
Ad. as it appeared IN
IN THE EARLY 1930'S
ISSUES OF THE BOWMAN
COUNTY NEWS.

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

USE PURE

ICE

FOR HEALTH SAKE

Always at

Your Service

USE

ICE

FREELY

WE DELIVER

COLD STORAGE

SERVICE

OURS is a health service. The use of PURE ICE for the preservation of all Foods is a real health Protection for your entire family. You cannot afford to be without ice.

OURS is always Absolutely Pure, because it is hygienically made from Pure water, no freezing compounds made.

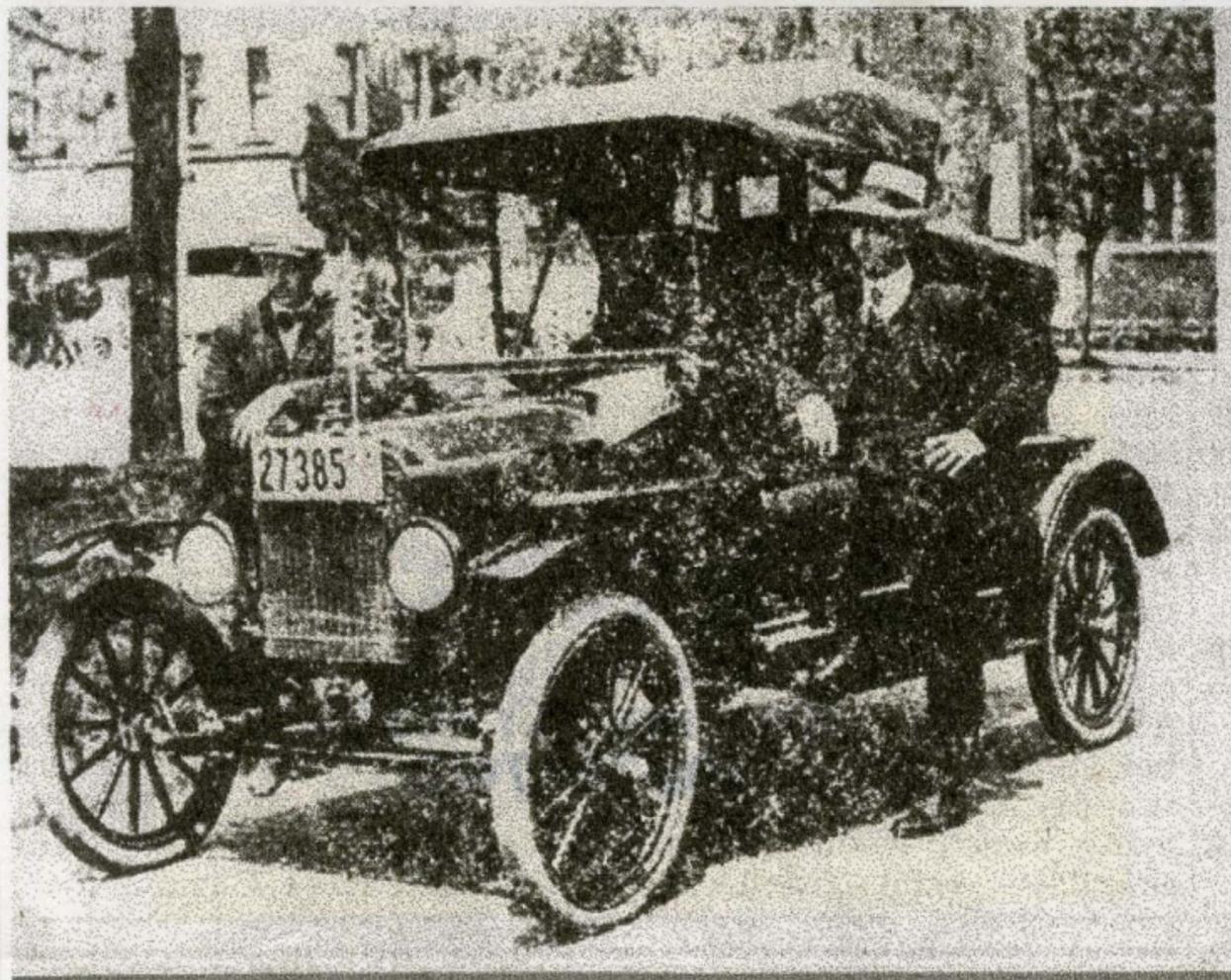
ORDER a regular delivery of ice to your home and be safe.

Morehead Ice & Bottling Co., Inc.

C. B. DAUGHERTY, Mgr.

435 RAILROAD ST.

PHONE 71



A Dapper Ed Meggard
(Right) Beside the first ~~Model~~

MODEL T Ford '11

MORRHEAD. (C) ~~1911~~ 1910

2 col

114



EE MAGNARD 10

Dr Steve Younis
MSU PROFESSOR

DEMONSTRATES A
RESTORED COSMUGRAPH
PROJECTOR BUILT IN THE
MOREHEAD FACTORY OF
EE MAGNARD. C. 1912

From the collection of

Dr. Jack D. Ellis

552 W. Sun St.

Morehead, KY 40351

304-764-7473

17 (3)

Ed Maggard Was The First To Start Many Local Enterprises

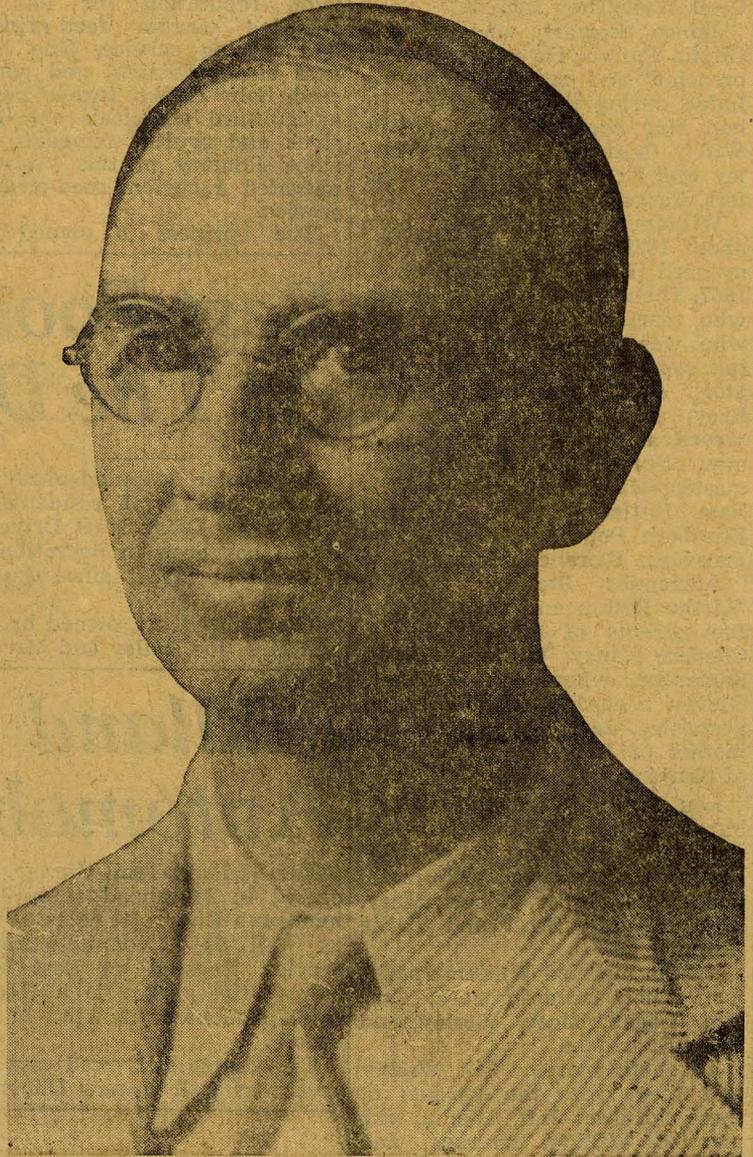
Perhaps no one man has had more to do with pioneering in a business way in Morehead than the subject of this sketch, E. E. Maggard, who passed away-----

Mr. Maggard was born in Elliott County in the year 1879 and located in Morehead in 1903. His first activity in a business way after arriving here was the installation of the first electric lights in the city and county.

Working on the construction of the lines and plant of the original Morehead Light company, Mr. Maggard, transformed the old coal oil lighted streets into a "bright way" and made possible better illumination for the homes and business places of Morehead. The original company was formed by the late J. M. Carey, C. A. Proctor, F. E. Webster, W. F. Davidson and Mr. Maggard and was operated until 1906 when the plant was destroyed by fire. In the following year the plant was rebuilt by the city and operated under lease by Mr. E. E. Maggard until 1925 when it was sold to Barrett Waters and associates from Augusta, who later sold it to the Kentucky Power Company and it became affiliated with its present owners, which are a subsidiary of the Kentucky Utilities who operate similar plants throughout many Kentucky cities. The present power plant was built in 1925, but later when the Dix's Dam power project was developed the power came from that source. The local power station is now used only as a stand-by plant for the local territory.

Ever alert to the progress and development of his town and community Mr. Maggard established the first ice making plant in the city, when the Morehead Ice Company was organized and began operation in 1921. This is now what is known as the Morehead.

Back in 1909 Mr. Maggard started the first picture show in the city of Morehead and because of difficulty in the projecting of pictures, to his entire satisfaction, in 1910 he perfected and invented the Cosmograph moving picture machine and organized the Maggard-Bradley company for the manufacturing and marketing of the machine. This firm had a plant here for the manu-



E. E. Maggard

number of people this business grew from its inception and sold Cosmographs all over the world, notable, one large order for machines sold to the Russian government to be used for educational purposes throughout Russia. In 1919 this business was sold to the World's Eye company of Cleveland, O., and the plant dismantled and moved to the Ohio city.

In 1917, Mr. Maggard became interested in the hardware and building business. During the years of 1917-19 he built a number of the buildings and resi-

and effected a consolidation of the companies into the Morehead Telephone Company. Developing this business into a public service institution that rendered a better means of communication between various sections of this part of the state. Mr. Maggard in 1925 sold the plant and business to a Mr. Brown, who in turn sold it to a Mr. White and this gentleman sold to Mr. Sparks, who later sold to the Kentucky Telephone Company.

In 1919 the hardware business, with which he had been connected for some two years was re-

1877

1948

Funeral Services For

ELISHA EDWARD MAGGARD

Will Be Conducted

Wednesday, October 27, 1948

2:00 P. M.

at the

CHRISTIAN CHURCH IN MOREHEAD

Services Will Be Conducted by Rev. Elmore Ryle

The Body Will Lie in State from 1:00 P. M.

Burial in Brown Cemetery

Services at the Grave by the Masonic Lodge

ACTIVE BEARERS

Alpha Hutchinson
George I. Cline
George Hunt
Ernest Jayne
Eldon Evans

Robert S. Bishop
Clyde Bruce
Roy Caudill
Earl Young
Thomas R. Burns

HONORARY BEARERS

Members of Lodge 654 F. & A. M.

Heart Attack Is Fatal To E. E. Maggard

Deceased Citizen Was
Pioneer In Many
Morehead Enterprises



E. E. Maggard

Elisha Edward Maggard, who could be truly termed the "pioneer" of the present Morehead yesterday found his last resting place on the outskirts of the town he loved so well.

This widely known Morehead-ian who invented and manufactured a moving picture machine which sold internationally while the cinema was in its infancy, died suddenly at 6 o'clock Sunday evening from a heart attack. He was 71 years old.

Mr. Maggard suffered the stroke at the McBrayer Taxi Company and died within a few minutes. He had been in ill health for the past three years. It was typical of him that he predicted his end would be the result of such an attack although several physicians had advised that his heart was in excellent condition and this was not the cause of his illness which forced his retirement in 1946.

The first electric light plant in Morehead was built and operated by Mr. Maggard. He opened the town's first ice plant and installed the first telephone system.

Ed Maggard drove the first automobile ever in Rowan County. The car—a Ford—belonged to the late S. M. Bradley. Senator Bradley could not drive the car but Ed Maggard could and did on his first attempt. Maggard then purchased a car for himself, the second to be owned by a Morehead-ian.

The moving picture machine he made was called the Cosmograph. He incorporated a company which made the machines and which employed a large number of workers for several years. The Cosmograph became obsolete as the moving picture industry advanced, but it re-

buildings in Morehead, the buildings being the Trail Theatre, McBrayer Furniture Company, and a number of homes and duplex apartments. When he became too ill to look after his business interests he sold everything he owned except what "I can see from my back yard." This latter was rather extensive since it covered a half block from Main Street through Second Street. He formerly held the office as Police Judge and was active

(Continued on Page 6)

Heart Attack--

(Continued From Page 1)

throughout his life in civic and governmental affairs in Morehead and Rowan County.

When he disposed of his property he sold the Consolidated Hardware Company, of which he had been president since its founding, to his partner, Bob Young.

He was born on January 8, 1877 in Elliott County, the son of Slias and Sabra Maggard. At the age of 15 his parents moved to Carter Caves in Carter County. In 1898 he married Delia Ray, who passed away shortly after the marriage. A son, Earl, died at the age of 17.

In 1903, Mr. Maggard moved to Haldeman to assume a position as electrician for the Kentucky Firebrick Company. The following year he married Elizabeth Hayes of Hayes Crossing. She, and a daughter, Hildreth, survive. He also leaves two brothers, Dr. E. H. Maggard of Ashland and Charles Maggard of Wolfe and a sister, Mrs. Hiram Kiser, of near Olive Hill.

The body was removed to the Anderson Funeral Home in Morehead which handled the arrangements.

Funeral services were conducted Wednesday at 2 o'clock at the Christian Church with Rev. Elmore Ryle officiating. Burial was in the Brown Cemetery.

The services at the grave were in charge of the Masonic Lodge of which Mr. Maggard was an active member since reaching his maturity. The Knights Templar stood guard at the interment rites.

Active casket bearers at the funeral were: Alpha Hutchinson, George I. Cline, George Hunt, Ernest Jayne, Eldon Evans, Robert S. Bishop, Clyde Bruce, Roy Caudill, Earl Young and Thomas R. Burns. The members of Morehead Lodge 654 F. & A. M. were honorary bearers.

In memory of Mr. Maggard's service to this community all business places closed during the funeral, at the request of Mayor William H. Layne, who issued a proclamation setting out his many contributions to the City.

Philadelphia, who became interested in the project after reading a letter of Mrs. McMeekin's in "The Point of View."

Mrs. McMeekin and her helpers can rest now because the 500 schools have all the ornaments they need to trim their trees.

Who Fitted 10,000

Spectacles Here Is Claimed

A man who fitted more than 10,000 pairs of glasses for residents of Rowan County and vicinity died Friday.

He was Dr. A. L. Wise of Mt. Sterling, who came to Morehead every Friday for more than 20 years.

Dr. Wise died of a heart attack in Mt. Sterling. He had been in poor health for over a year.

Funeral services were conducted Monday morning with burial in the Hillcrest Cemetery in Lexington. The Rowan County Chapter of the Red Cross recently issued a public commendation of Dr. Wise for examining and fitting glasses for hundreds of Rowan County children and citizens at cost price. Henry C. Haggan, former Red Cross Chairman, said that Dr. Wise had rendered a most valuable service in this respect. He spent many hours, Mr. Haggan said, in furthering our program and helping the people of this community who could not afford proper glasses.

On his weekly visits to Morehead, Dr. Wise made his headquarters at the J. A. Bays Jewelry Company store.

Mr. and Mrs. J. A. Bays, Mr. and Mrs. Kenneth Bays and Opal Johnson attended the funeral.



Jubilant after the
for the Vice-Pr



Honor Grand Officer With Breakfast

Mrs. John W. Holbertained with a 10: breakfast at her home Street, Thursday mor 16. The breakfast wa of Mrs. Betty McGa Richmond, Grand Mar Order of Eastern Sta tucky. Guests were C. O. Leach, Maggie F. Penix, Arch William Caudill, Roy Cornette Carter, Ward William Blair and W. E. Crut



The "Perfect" Projector

Uses the Standard Film, Can be Attached to any Ordinary Lamp Socket.

THIS machine is the most simple in the world as a single part performs the work of three of the most important parts as employed by all other makes of projectors, namely, the cam shutter and fly wheel. This feature alone reduces the number of parts to less than one half of that employed in the make up of any other machine. It also reduces the amount of wear and cost of repairs and makes the machine so simple and easy to operate or adjust that a child can operate it. All parts are made of the best materials and are readily adjustable to take up any wear. The entire frame of the machine is built of aluminum and fitted with a standard high grade Bausch & Lomb lens. The base of machine is fitted with a large thumb screw which fastens it on the top of the carrying case for operation. The carrying case is made of three ply quartered oak which becomes the film magazine when the machine is being operated there being two reel hangers when the machine is taken out of the case is loosed and drop down in a vertical position and made fast by two small latches placed underneath the top of the case. One of these hangers is fitted with an automatic film take-off while the other is for the pay-out reel. When the machine is not in use these hangers are folded up underneath the top and the machine and rheostat placed in the case and the large thumb screw clamps the entire machine to the bottom. The top then closes down and is securely held by a clasp lock and two keepers affording a strong beautiful compact carrying case 8x11x17 inches and weighing about 20 pounds.

The picture thrown by this machine is clear, steady and flickerless, projecting as good a picture as any machine in the world, even those costing three times as much. In fact, it is not over stating the facts in the least to state that no machine is capable of projecting a better picture than does this machine.



Roy Switz

PHONE COMPANY

J. Ellis

FROM Collection of:
Dr. Jack D. Ellis
552 W. Sun St.
Morehead, KY 40351
606-784-7473

2 cols

MN

8/11

160

The "Perfect" Projector

Uses the Standard Film. Can be Attached to any Ordinary Lamp Socket.

THIS machine is the most simple in the world as a single part performs the work of three of the most important parts as employed by all other makes of projectors, namely, the cam shutter and fly wheel. This feature alone reduces the number of parts to less than one half of that employed in the make up of any other machine. It also reduces the amount of wear and cost of repairs and makes the machine so simple and easy to operate or adjust that a child can operate it. All parts are made of the best materials and are readily adjustable to take up any wear. The entire frame of the machine is built of aluminum and fitted with a standard high grade Bausch & Lomb lens. The base of machine is fitted with a large thumb screw which fastens it on the top of the carrying case for operation. The carrying case is made of three ply quartered oak which becomes the film magazine when the machine is being operated there being two reel hangers when the machine is taken out of the case is loosed and drop down in a vertical position and made fast by two small latches placed underneath the top of the case. One of these hangers is fitted with an automatic film take-off while the other is for the pay-out reel. When the machine is not in use these hangers are loaded up underneath the top and the machine and rheostat placed in the case and the large thumb screw clamps the entire machine to the bottom. The top then closes down and is securely held by a clasp lock and two keepers affording a strong beautiful compact carrying case 8x11x17 inches and weighing about 20 pounds.

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L. D. MAGGARD

★ ★ ★ ★

L. D. Maggard Passes; Rites On Thursday

Man Long Active In City's Business-Civic Life Is Victim Of Long Illness

Lindsay D. Maggard, 78, long active in Ashland business circles, died at 6 a. m. today at his home, 2357 Winchester Avenue. He had been in failing health for several years.

Funeral services are to be held at 1:30 p. m. Thursday, January 1, at the John Stoen Funeral Home with burial following in the Rose Hill Cemetery, Rev. C. E. Hawkins in charge. Friends may call at the funeral home after 10:30 on Wednesday.

Mr. Maggard was born in Elliott County December 29, 1869. He was the son of James and Abigail Maggard.

In his young manhood he engaged in farming and timbering and later in real estate. He came to Ashland about 1920 and was active in business and community work until his health began to fail.

He was a member of the First Methodist Church and had been a Mason and an Odd Fellow.

He is survived by his wife, Mrs.

(Continued on Page 2, Column 8)

Maggard

1906 - Bought Property in
City of Merceus from
J & Davidson

1910 City of Merceus
Granted her a deed in
City of Merceus

1912 - Bought land in
City of Merceus

1913 Lot and Building
in Town of Merceus

L. D. Maggard

(Continued from Page 1)

Nannie V. Maggard, three daughters, Mrs. Bess Arnett, Ashland, Mrs. Beulah Horton, Flemingsburg and Mrs. Wilma Steele, Los Angeles, and two sons, F. Don Maggard and James F. Maggard of Ashland.

Three sisters and three brothers also survive. They are Mrs. Nancy Ridgway, Green, Ky., Mrs. Mima Johnson, Columbus, O., and Mrs. Alice Burton, Carter City, and Thomas Maggard, Beaver, O., Elisha, Poplar Plains, Ky., and J. M. Maggard, Charleston, W. Va. He leaves also fourteen grandchildren and two great grandchildren.

Active pallbearers will be Jack Cornett, Charles Cornett, Earl Cornett, Julian Horton, David Horton, all grandsons, and Kenneth Maggard, a nephew.

Honorary pallbearers include: Dr. E. H. Maggard, John P. Colliver, C. C. Price, W. R. Walsh, Judge W. M. Prichard, B. F. Forgey, J. W. Harvey, E. H. Brother, Ed Sparks, Joe Arnett, T. A. Martin, Harry L. Carroll, William Green, Ed Maggard, Dr. H. R. Skaggs, Roscoe Brown, Ollie Adams, Joe Reed and J. T. Norris.

1924 - Wright Henry
Machines Company
Specialist Repair
Wm. Lizzie

1913 Muggard -
Broddy Co.

Art of 2 1913
Article of
Incorporation

Local Trivia

Early History

■ In 1909 Mr. Maggard started his first motion picture show in the city of Morehead. But because of difficulty in projecting of pictures, to his entire satisfaction, in 1910 he perfected and invented the Cosmograph.

Section D

History

THE MOREHEAD NEWS, APRIL 21, 2006

About the Author



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

Morehead Memories:

People & Places

E.E. Maggard: Pioneer businessman

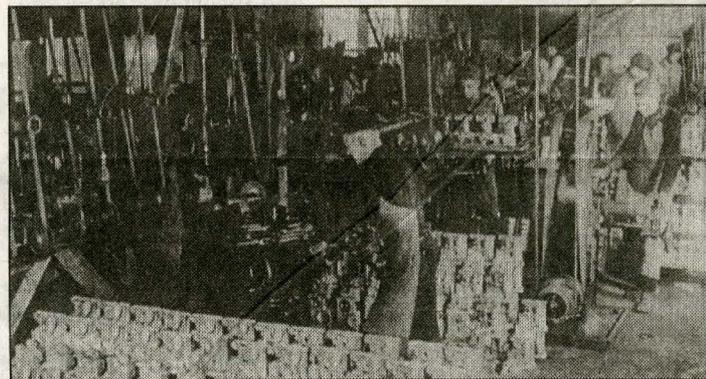
By JACK ELLIS
Special to The Morehead News

*"The city that is set on a hill cannot be hid."
(Matthew 5:14)*

It is almost unbelievable what E.E. Maggard accomplished in his lifetime. Perhaps no one individual has done more to bring business and industry into Morehead and Rowan County than E.E. Maggard. He was Morehead's pioneer entrepreneur and could very well be called Rowan's "Citizen of the Century". Although Mr. Maggard was born in Elliott County in the year 1879, he moved to Morehead in 1903. His first activity in a business way after arriving here was the installation of the first electric lights in the city and county.

Let there be light

By directing the construction of the electric lines and power plant of the original Morehead Light Company, Mr. Maggard transformed the old coal oil lighted streets into a "bright way" and made possible better illumination for the homes and business places of the city. The original Morehead Light Company was formed by the



Interior Cosmograph Motion Picture, Morehead, circa 1918.

late J.M. Carey, C.A. Proctor, F.E. Webster, W.F. Davidson and Mr. Maggard. It was operated until 1906 when the plant was destroyed by fire. The following year the plant was rebuilt by the city and operated under lease by Mr. E.E. Maggard until 1925 when it was sold to Barrett Waters and associates from Augusta, who later sold it to the Kentucky Utilities Power Company. The Kentucky Utilities power plant was built in 1925; however, when the Dix's dam power project was completed, Morehead's electricity came from that source.

Involved in many businesses and industry

Ever alert to the progress and development of his town and community,

Mr. Maggard established the first ice-making plant in the city, when the Morehead Ice Company was organized and began operation in 1921. In 1926, C.B. Daugherty purchased the thriving ice company. At that time the company had the capacity to produce 4.5 tons of ice daily, but soon built a new plant with the ability to produce 10 tons per day.

The company had always maintained high standards of quality, but with the new plant they began using only distilled water, which insured absolute purity. The water they used in the production of ice also flowed through several miles of silicon sand and gravel before

See HISTORY on D-2

**VOTE FOR HARRY CLARK
DEMOCRAT MAGISTRATE
DISTRICT FOUR**

Hello Again! This time I would like to remind everyone to get out and vote! Our county is governed by the fiscal court that consists of a county judge/executive and a magistrate from each of the four districts. This court has the authority to enact ordinances, issue regulations, levy taxes, issue bonds, appropriate funds, and employ personnel in the performance of several public functions. Each magistrate not only votes on issues that affect his district but the entire county. This takes an individual with the ability to communicate with the community, keep an open mind and impartially represent all of them. I have the experience, integrity, knowledge, and skills that meet these requirements.

So have YOUR SAY in OUR county government and vote!

AND I'D BE HONORED IF YOU VOTED FOR ME.



**VOTE FOR
HARRY CLARK
DEMOCRAT
MAGISTRATE
DISTRICT FOUR**

paid for by Harry Clark

Morehead Memories (

Tourists, Tourist Camps and Tourism

By Jack D. Ellis

Morehead and Rowan County leaders are making a major effort to attract tourists to our community. There is even a Department of Tourism designed to entice visitors to our county.

However, since the Midland Trail (U.S. 60) came through our county in 1925, there have been local leaders in our community who recognized the economic value of tourism.

Daniel Boone — first Kentucky tourist

The word "tourism" is a relatively new word in our language. It comes from the French word "tour," referring to a journey for "business, pleasure, or education, in which you return to your starting point."

Americans have always been an adventurous people, migrating west looking for new opportunity. But they could not be called tourists. However, I suppose Daniel Boone could be called one of Kentucky's earliest tourists. Because on his first trip into Kentucky, I'm sure he was "educated," had fun, increased his fur trade, and returned home. That would qualify him to be called a "tourist," even though he later settled here.

Early settlers not tourists

In 1835, Washington Irving popularized the word "tour" in his book called *Tour on the Prairies*. It was an autobiographical narrative of his travels on the mid-western frontier. Although there were many settlers moving into Kentucky for the remainder of the 19th century, there were not many "tourists." Those traveling into Kentucky brought their own food, clothing, and shelter. Although those earliest travelers would sometimes knock on the door of a settler's cabin, and offer to buy food, or a place to spend the night, they had no effect upon the economy.

Tourism began with cars and roads

By the 1920s and the invention and manufacturing of automobiles, there came a demand in this country for better cars and better roads. With the

"birth" of the touring car, and the building of concrete roads, Americans began to travel for education, fun, or business and then returned home. The Age of Tourism was born in America early in the 20th century, along with a new creation called a "tourist." Along with the tourist came the need for food, lodging, and automobile service. Thus, a new industry was born called "tourism."

Tourist camps come to Rowan County

In the 1920s as better roads were built across America, it brought with it an American phenomena called Tourist Homes and Tourist Camps. (They were called camps because prior to that time people traveling camped beside the road in tents.) Those places of lodging appeared throughout America alongside the new highways. Therefore, tourism reached Morehead in 1925, with the construction of Midland Trail (U.S. 60). It was a concrete ribbon that eventually ran from the Atlantic to the Pacific and comes through the heart of Rowan County.

It brought many travelers through Rowan County and inspired many local visionaries to see the value of tourism. Almost immediately some of these local visionaries began to construct tourist homes and tourist camps beside this ribbon of concrete called the Midland Trail. Since there was no zoning restrictions in those days, anyone living along a highway could just put up a sign and they were in the tourist home business.

The tourist camps were more complex and included gas stations in the front, a restaurant inside the office, and small individual cabins at the rear. Tourist Camps were the motels of their day. (The word "motel" had not yet entered our language.)

Tourist homes were private residents with a sign indicating rooms were available to rent on a nightly basis. They were similar to today's bed and breakfast without the breakfast. There were many private tourist homes along U.S. 60 in Rowan

County.

Shady Rest early Morehead Tourist Camp

The Shady Rest, located on W. Main and N. Blair Avenue in Morehead, was both a Tourist Home and a Tourist Camp. (It was on the site of the present Dairy Mart Convenient Store.) The service station sold gasoline, tires, batteries, and spare auto parts.

Woodie Hinton, local visionary and newspaper columnist, built the Shady Rest in the 1920s. In the early 1930s, Mike Flood, who was one of the original partners in the famous Eagles Nest Restaurant, sold his share to J.M. Clayton, and bought the Shady Rest.

He operated it as a service station, restaurant, and tourist home. It also included separate cabins, and was both a tourist camp and tourist home.

After Mike Flood went to work at the Post Office, he sold the Shady Rest to Chester Caskey, who operated it until the 1950s. Beginning Jan. 15, 1952, Mr. and Mrs. W.L. Keith and Leonard Davis leased the restaurant where the old restaurant and gas station used to be. They ran that restaurant until

August 1970, when the business closed. However, from 1952 - 1957, the restaurant was open 24 hours a day, seven days a week. (The first retail business in Morehead to offer such service.) The Dairy Mart on W. Main Street is presently located on the site of the Old Shady Rest (wasn't that the name of the hotel in the old TV show *Petticoat Junction*?). Morehead's Shady Rest was in business 50 years before that TV show, and remains a Morehead Memory.

Morehead's Mayflower

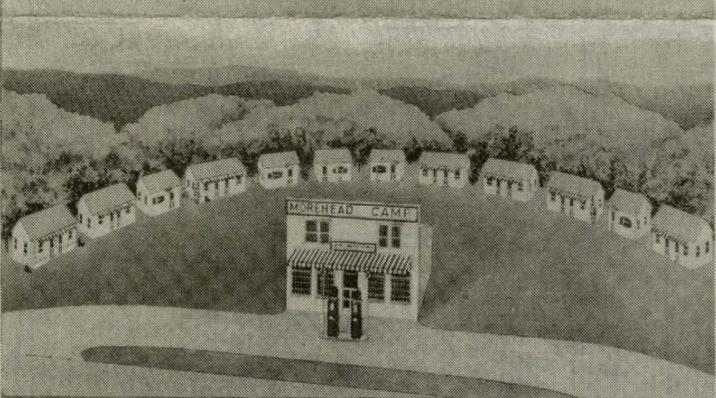
Soon tourist homes and tourist camps became quite a competitive business in Rowan County. There needed to be some "special attraction" to cause tourist to want to stop. Directly across the street from Morehead's Shady Rest was the Mayflower Tourist Camp.

The Mayflower was a neat, well-maintained log cabin containing a restaurant with a large dance hall. Also there were gas pumps and a grease pit outside for automobile service. A special attraction designed to get people to stop was a moonshine still. Although it had been captured by revenuers and rendered useless by punching thousands of holes in its copper cooking tank and condensing pipes, it looked very real.

There were eight small individual log cabins for guests. The Mayflower served meals, and with the large dance hall in the rear of the restaurant, was a popular local night spot for Moreheadians to go for food and dancing. (But if you went into the dance hall area there was a 5 cent cover charge.)

The Mayflower opened in 1935 and was owned and operated by visionaries Clell and Sylvia Bruce. It was quite a successful business, because it was well advertised on road signs east and west of Morehead, "Log

MOREHEAD TOURIST CAMP
ON U.S. 60 — 1 1/2 MILES EAST OF MOREHEAD, KY.



This is an artist's sketch of the Morehead Tourist Camp located 1 and 1/2 miles east of Morehead. It specialized in fried chicken.



The Mayflower Tourist Camp on Morehead's West Main Street was built in 1935 and was owned and managed by Clell and Sylvia Bruce. Purchased in 1947 by O'Rear and Velva Caskey, it is still owned by Mrs. Caskey. (Notice the "Moonshine Still" on the right.)

bins and Moonshine Still." No one could resist passing through Kentucky without stopping in a log cabin, or seeing moonshine still? (Two things closely connected to Kentucky's reotype.)

This writer's best childhood friend, Meredith Mynhier, was a step-son of Clell Bruce. Meredith grew up in the living quarters behind the business. It was family operated, and helped by washing dishes and cleaning cabins. Having spent the night with him many times and helping him with his chores, it was hard work.

During WWII, Clell Bruce had to be away working in defense plants and on Sept. 18, 1945, sold the Mayflower to Earl Adcox. Later owners of the Mayflower were Jack West and Fred Caskey.

Mr. and Mrs. O'Rear Caskey purchase the Mayflower

In 1947, the Mayflower was purchased by O'Rear and Velma Caskey. From 1947-1969, it was both a tourist camp and taxi stand. (They operated six taxis.) After the death of Mr. Caskey, Velma closed the tourist camp.

Velma still owns the property on W. Main Street, which over the years has been a doughnut shop, dry cleaner, photo shop, and taxi business. Today, her son Ron, has his classic car business on the property. Even though it burned down once, it has been restored to excellent condition and remains a Morehead Memory.

Morehead camp opened

Another early entrepreneur who saw a future in the touring trade in Rowan County was James Archie Williams. In 1935 when Mr. Williams, from Morgan County, married May Waggoner, from Carter County, they formed a lifetime partnership in the tourist camp business. Shortly after their marriage they opened a tourist camp and restaurant on U.S. 60 in Farmers. After five years they sold their business Farmers and purchased property on U.S. 60, 1 1/2 miles east of Morehead. It was there they opened the Morehead (Tourist) Camp. The Camp contained a restaurant, gas pumps, and 12 separate rental cabins. Each unit contained a bathroom, potbellied stove with coal heat, bed and dresser.

Shortly after opening in 1941, Archie added a second floor above the restaurant for family living quarters. There they reared their children, Candy, Jim, and Sharon. (All now live away from Morehead, but return often.)

Specialty was fried chicken

Archie advertised on road signs east and west of Morehead as the "Morehead Camp: Home cooked food, specializing in fried chicken and steak." They also served country ham, home-made yeast rolls, and home-baked pies. The food was delicious and it was a popular eating place for many Moreheadians. (This writer, and his wife, Janis, during their dating years, used to eat there on special occasions.) It was also a place where many Moreheadians would eat for their Sunday dinners.

In talking with the genial May Williams in her retirement home on Knapp Avenue, she says that "she cannot eat fried chicken to this day." Since their

specialty was fried chicken, she was the one who fried the chicken. After Archie would go out into the country and buy the chickens alive, it was her job to kill them. But she also had to clean out their entrails and pick the feathers off, singe the remaining tiny feathers, and cut them up before they could be fried. She would prepare a dozen chickens at one time. Next, she would soak them in boiling water, partially fry them in lard in a big black iron skillet. After that she would next refrigerate them until they were ordered. Then, she would re-fry them in that big black iron skillet as ordered by the customers. (No wonder she can't eat fried chicken today.)

Morehead camp owner specialized in Democrats

May laughingly said another of her specialties was "Democrats." Long active in the state and county Democrat Party, she has served as county chairman, and on many political committees. Following the death of her beloved Archie, she closed the Morehead Camp. Although she still owns the land (the buildings have been torn down), the Morehead Camp remains a Morehead Memory to many.

Homelike Tourist Camp opened in 1930

In 1930 Morehead's Millard Moore was another local visionary who saw a future in tourism. That was the year Mr. Moore, his wife, and sister, Miss Bertilee Moore, opened the "Homelike Tourist Camp." It was located on U.S. 60, 2 1/2 miles east of Morehead. Mr. and Mrs. Moore were previously in the mercantile business on Christy Creek, and were the parents of three children: Hilda, Gladys, and Wilbur, all now deceased.

In 1925, Mr. Moore moved to Morehead and purchased a Chevrolet dealership. He also became involved in politics and ran an unsuccessful campaign for sheriff in 1929. Following his defeat, he sold his auto dealership, as he recognized the future of tourism in Rowan County. Therefore in November 1930, he opened his Tourist Camp in Rowan County. (Mr. Moore also owned a Tourist Camp in Wisconsin.) The new Midland Trail Highway was less than five years old and the future looked bright for the tourist trade. The new tourist camp was advertised as the "Brightest spot in Rowan County" and emphasized home-like treatment and real Kentucky hospitality. Since Rowan County was a wet county then, everything to eat or drink was available. That included: whiskey, wine, brandy and cold beer. Also available were complete meals, sandwiches, candies, cigars, cigarettes, tobacco, tires, gas and oil. All supplies were available for both the tourist and his car. The Homelike Tourist Camp offered state-of-the-art, clean, modern, well-furnished cabins, as well as "the best barbecue in Eastern Kentucky."

The business closed long before Mr. Moore's death in 1972, and the buildings have all been torn down. However, Mr. Moore's grandchildren still own some of the site of the Homelike Tourist Home, which remains a Morehead Memory.

Other early tourist camps

Among other tourist camps in Rowan County during that era was "Joe's Place" on east U.S. 60 (across the highway from the entrance to the University Golf Course.) Joe specialized in hot dogs and barbecue sandwiches. In an attempt to attract families to stop he constructed a small home-made children's play ground with swings, merry-go-round and sliding board. Also there were picnic tables. Joe closed it during WWII.

The "Trocadero" was located at the entrance of Cincinnati Branch and U.S. 60 west. It was a well known night spot during the time Rowan county was wet. But when the county voted dry it went out of business. Also another Tourist Camp was the "Mountain View" camp in Farmers. One of the owners was Mort May, former sheriff of Rowan County. All of these tourist camps remain a Morehead Memory.

Looking at the tourist trade through the telescope of time you immediately recognize the importance of U.S. 60 crossing our county. It brought opportunity and prosperity as people began crossing our county. Alert local entrepreneurs saw "gold in them thar cars," and worked hard to "mine" their share. Thus forming the foundation for today's gigantic tourism efforts in Rowan County.



About the author

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

Photos wanted for historical book on Rowan

The Rowan County Historical Society is seeking your pictures for the new "Rowan County Pictorial History Book."

Wanted: photographs of reunions, children, veterans, special events, homes, businesses, historical events, etc. of Rowan County.

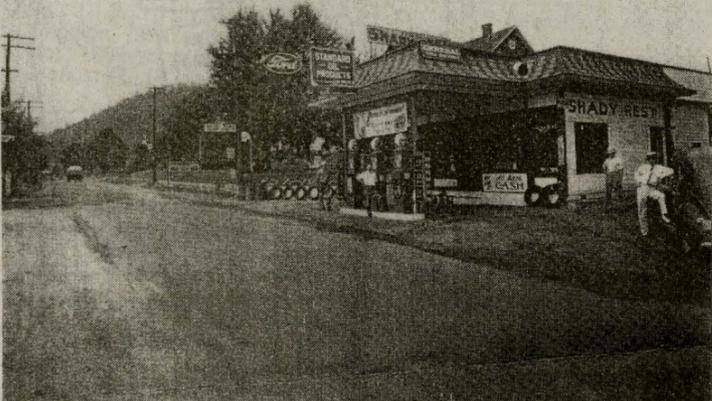
Contact Gary Lewis, Betty Sharp, Avanelle Eldridge, Mabel Reynolds or any Society member for more information. Drop off boxes will be placed at the Rowan County Public Library and at American Office Supply.

Put pictures in an envelope with a brief description and date of event on a separate piece of paper. Also include your name, address and telephone number.

...d a car after me, that's why.

Top Video Rentals

1. Lethal Weapon 4 starring Mel Gibson (Warner - R) Last Week: No. 5
2. Blade Wesley Snipes (Warner - R) No. 2
3. The Negotiator Samuel L. Jackson (Warner - R) No. 3
4. Out Of Sight George Clooney (Universal - R) New Entry
5. The Mask Of Zorro Antonio Banderas (Columbia TriStar - PG-13) No. 4
6. Armageddon Bruce Willis (Buena Vista - PG-13) No. 1
7. Six Days, Seven Nights Harrison Ford (Buena Vista - PG-13)



Morehead's Shady Rest Tourist Camp, Service Station and Ford Dealership was located on West Main Street and North Blair Avenue in 1936. Owner Woodie Hinton stands



One of the thriving businesses in Morehead some 80 years ago was the Cosmograph Company which made motion picture projectors sold throughout the world. The process was patented by E.E. Maggard who founded the company. Photographer Norman Tant located an old Cosmograph, cleaned it up and it worked better than you might expect. One of the largest orders the company received was from Russia. This is a picture of the employees shortly before Cosmograph lost its market and closed down because of improvements made by eastern manufacturers. Seated from left: Bill Curtis, Russell Clayton, George Johnson, Howard Davis, unidentified, Leslie Cooper, Sill Thurber, Lonnie Porter, Charlie Caudill, Reb Bradley, Charlie Jones, Sam Caudill, Sam Bradley, Wm. Gretta. Standing: Carrie Townsend, Ed Goodan, August Rahm, next three unidentified, Wayne Vinton, unidentified, Mr. Robinson, unidentified, George Clayton, Bob Adams, unidentified, Prentiss Boyd, Freddie DeBord, unidentified, Augustine DeBorde, Oscar Hall, Fred Wheeler, unidentified, Jesse Stewart, unidentified, Sam Bradley was a partner with Maggard in the business.

E. E. MAGGARD WAS PIONEER IN MANY EARLY BUSINESSES

Well Known Merchant And Police Judge Took Prominent Part in the Early Development of Morehead And Rowan County.

Perhaps no one man has had more to do with pioneering in a business way in Morehead than the subject of this sketch, E. E. Maggard, the well known hardware man and present police judge of the city.

Mr. Maggard was born in Elliott county in the year 1879 and located in Morehead in 1902. His first activity in a business way after arriving here was the installation of the first electric lights in the city and county.

Working on the construction of the lines and plant of the original Morehead Light company, Mr. Mag-



gard, transformed the old coal oil lighted streets into a "bright way" and made possible better illumination for the homes and business places of the city. The original company was formed by the late J. M. Carey, C. A. Proctor, F. E. Webster, W. F. Davidson and Mr. Maggard and was operated until 1906 when the plant was destroyed by fire. In the following year the plant was rebuilt by the city and operated under lease by Mr. E. E. Maggard until 1925 when it was sold to Barrett Waters and associates from Augusta, who later sold it to the Kentucky Power Company and it became affiliated with its present owners, which are a subsidiary of the Kentucky Utilities who operate similar plants throughout many Kentucky cities. The present power plant was built in 1925, but later when the Dix's dam power project was developed the power came from that source, the local power station is now used only as a stand-by plant for the local territory.

Ever alert to the progress and development of his town and community Mr. Maggard established the first ice making plant in the city, when the Morehead Ice company was organized and began operation in 1921. This is now what is known as the Morehead and Ice and Bottling company and is one of the city's thriving industries.

Back in 1909 Mr. Maggard started the first picture show in the city of Morehead and because of difficulty in the projecting of pictures, to his entire satisfaction, in 1910

marketing of the machine. This firm built a plant here for the manufacturing of its products in 1914 and gave the city its first manufacturing plant. Employing a number of people this business grew from its inception and sold Cosmographs all over the world, notable, one large order for machines sold to the Russian government to be used for educational purposes throughout Russia. In 1919 this business was sold to the World's Eye company of Cleveland, Ohio, and the plant dismantled and moved to the Ohio city.

In 1917, Mr. Maggard became interested in the hardware and building business and became affiliated with the forerunner of the present Consolidated Hardware company of which he is now manager. During the years of 1917-19 Mr. Maggard built a number of the building and residences of the city and in 1919 he purchased the Big Sandy, Farmers and Salt Lick telephone lines and effected a consolidation of the companies into the Morehead Telephone company. Developing this business into a public service institution that rendered a better means of communication between various sections of this part of the state. Mr. Maggard in 1925 sold the plant and business to a Mr. Brown, who in turn sold it to a Mr. White and this gentleman sold to Mr. Sparks, who later sold to the Kentucky Telephone company the present operators of the system.

In 1919 the hardware business, with which he had been connected for some two years was re-organized and incorporated as the Consolidated Hardware company. This business is now located in their modern building on Main street and occupying the same located that has been used continuously as a hardware store for the past-half century.

Morehead Memories (People and Places)

"Morehead's Utility Man"

By Jack D. Ellis

In baseball there is usually a utility man. This is a man who can perform well at several different positions. Mr. Maggard was such a man. He was the Utility Man for many Morehead utilities. He performed well at every position.

Water and Gas come to Morehead

In the 1922 general election, the city of Morehead voted to put water in Morehead. In 1924 twenty five thousand dollars in bonds were sold to install water lines in Morehead homes. A dam was erected on Triplett Creek and Morehead built its first water treatment plant. Norman Wells had the contract to lay the first water lines to the homes and businesses. In the early 1930s natural gas was brought to Morehead by the L.C. Young Company. The first gas fields to supply the city were located on Long Hungry, about six miles west of Morehead. During these early days there was weak water pressure and low gas pressure. Moreheadians shivered in the winter time and had trouble getting water pressure. Then Mayor Noah Kennard (Morehead's last Lamplighter) called upon the man who had ended his lamplighting job by bringing electricity to Morehead many years ago, to help. He appointed an elderly Ed Maggard as water and gas commissioner with the assignment to remedy the situation. Ed located another large gas field toward Lewis County and piped the needed gas to Morehead. This move helped meet the demand for more gas until the giant Tennessee Gas Transmission lines came to Morehead in the 1940s.

Mr. Maggard the Daniel Boone of industry

Water pressure was improved under Maggard's supervision by installing new pumps, building a new water tower and locating leaks. Whenever, and wherever there was a problem with any of Morehead's utility services, Mr. Maggard was the "trouble-shooter" they called. He could usually locate and solve the problem.

Mr. Maggard might be called the Daniel Boone of his day.

Daniel would discover new territory, settle it, and move on. This seemed to be Ed's major formula. He would move into a new business territory, establish it, and move on to new territory.

Building business and buildings

In his later years, Mr. Maggard was involved in many business ventures. He was one of the men who established the citizens Bank. He was one of the owners of the Consolidated Hardware Company (phone 92) located on Main Street. Also, he went into the construction business and built many fine homes and businesses in Morehead.

The last building he built was on Main Street was where the McBrayer Furniture Store was located. When Mr. Maggard decided to build, his intention

was to join his building with the Peoples Bank building next door and completely cover his lot. C.P. Caudill, president of the Peoples Bank offered him \$1,000 if he would leave a five foot easement between the buildings. Mr. Maggard agreed, and since the total cost to construct his building was eleven hundred dollars the building only cost him \$100. I'm sure the rent he collected from Mr. McBrayer paid for the building several thousand times.

Mr. Elisha Edward Maggard was a major force in bringing Morehead from a small town without utility services, to a thriving community with all utilities and services. He was recognized by many of his contemporaries as a "mechanical and electrical genius", and as a "real asset to Morehead". Although the Bible tells us that "A Prophet is not without honor, except in his own land," Ed was honored and respected in his own land.

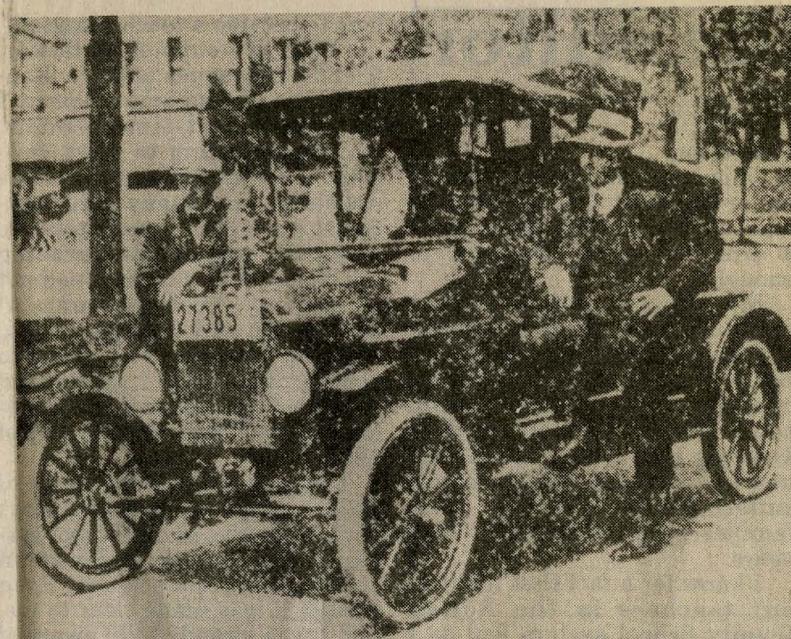
Dying in Morehead better than living in Arizona

He had a deep love for Morehead, and devoted his life to enhance its growth. As he grew older his health began to fail, and his doctor told him that if wanted to live he would have to move to Arizona. After several agonizing days of decision, Ed packed up and boarded the train

for Arizona. One cold, snowy day less than a month later, this writer saw him in the Post Office. I was surprised to see him and said: "Ed, I thought the doctor told you to move to Arizona if you wanted to live?" He said: "I'd rather die in Morehead than live in Arizona". Yes, Mr. Maggard loved Morehead, and in less than three months he was dead. (March 1, 1948). But he should remain a Morehead Memory because of his Famous Firsts:

- (1) Established electrical service in Morehead.
- (2) Established first viable movie house in Morehead.
- (3) Established telephone service in Morehead.
- (4) Established first factory in Morehead (Cosmograph).
- (5) Established first ice plant in Morehead.
- (6) Demonstrated first Victrola in Morehead.
- (7) Helped to establish viable gas and water service here.
- (8) Also, successful builder and businessman.
- (9) Helped establish Citizens Bank.
- (10) Although he did not own the first car in Morehead (Sam Bradley was given that honor), he went to Lexington with him to buy the car, (a chain drive Ford). Ed drove the car back for Sam since he had not yet learned to drive. When they came to the Licking River at Farmers, they had to wait over night for the water to recede so they could ford Licking River. As they traveled through Farmers and Morehead they attracted a large crowd.

(11) Ed Maggard did own the first Model T Ford car in Morehead. He was probably the first man in Rowan County to wreck his car. It was on a trip out in the country, and he was driving his Model T too fast, and hit a large rock in the road, lost control, and turned the car completely over one revolution and landed right-side-up. A farmer that witnessed the accident came running over to see if Ed was hurt. He was not injured, in fact he was sitting behind the wheel and still had his hat on and his cigar was still in his mouth.



Ed Maggard with the first Model T Ford in Morehead in 1910.



About the author

Morehead Memories (people and places)

MOREHEAD ST. UNIV. NOT PRESTONSBURG ST. UNIV.

Picking a site for an Eastern Kentucky college

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.)



About the author

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

In 1922 the Legislature in Frankfort was debating the most appropriate site for a new college recently authorized for Eastern Kentucky. The site selection committee was deeply divided between Morehead and Prestonsburg.

Senator Allie W. Young was arguing valiantly that the most appropriate site should be Morehead. But the site selection committee seemed unimpressed, and it was at this point that Mr. Maggard entered with his movie magic.

Mr. Maggard begins his movie

Ed Maggard produced a silent movie, documenting the many advantages of Morehead as the best site for a college. Many of Morehead's citizens actively participated in the movie. The plot went something like this:

On the scheduled day, dozens of Morehead citizens, dressed in their Sunday best (the men in suits and ties, the ladies in long dresses and hats) met at the Railroad Passenger Depot just as the noon train arrived. (This writer's father-in-law, Lindsay Caudill was a Railway Express agent on the train at that time).

The local citizens then all boarded the train and it slowly backed out of the station for about a half a mile. Then as the train returned to the station, Ed filmed the train as it came chugging into Morehead. He then filmed all of these people as they got off the train, promoting Morehead as a busy passenger terminal. In the meantime all the people who owned cars in Morehead (perhaps a dozen or more) had been scripted to drive along the dirt street now called First Street.



grinding away.

Some of the people walked down the wooden sidewalks to the businesses in town, where they were filmed, and others went to their homes where they were filmed. Senator Allie Young was filmed going to his home where he picked up his newspaper and sat down on the porch to read.

His daughter, Jane Young Holbrook, told me that in this scene he was holding his paper upside down. She said the family always had a good laugh over his big movie roll when he was reading the paper upside down.

Filming continues at the Normal School

Many of the people were

Film previewed in Frankfort

The film was shown to the Site Selection Committee on "Ed's Manufactured in Morehead Perfect Projector." Senator Young provided appropriate narration to the silent film.

Also it was evident that the film had a dramatic effect upon the committee, even though they had visited the Morehead site. It had a dramatic effect because of what is now known about the learning process; also, how a moving image and a sound track can affect behavior, and change attitudes.

This writer at one time served as a full-time Educational Consultant to Coronet Films. (A division of Equire, Inc.). We were the world's largest producer of educational films.

This company was founded because the President (Mr. Abraham Blinder) had lived in Germany before WW II. He had

viewed first-hand Adolph Hitler's rise to power, and how the Nazis had used a moving image and a soundtrack to change behavior. This was primarily the way the "Hitler Youth" were trained, and they soon would turn against their parents. So Mr. Blinder came to this country and founded Coronet Films, designed to help change the behavior of children through the use of educational films.

Mr. Maggard "sells" Morehead

When Mr. Maggard made this film designed to promote Morehead as a site for a college, he had no idea what an important tool he had discovered. He may not have been the first to recognize that a moving image, and a soundtrack could "sell" a product, (or then he may have been the first).

Today, we are bombarded on every side with these moving images. We know that it can affect behavior. Looking at this incident through the telescope of time, it is apparent Elisha Edward Maggard was light years ahead of his time, when he produced this film to promote the image of Morehead.

Did the viewing of this film affect the vote of the Site Committee? The committee by a slim

margin of one vote picked Morehead over Prestonsburg as the site for the new college. Now we have our fine institution, Morehead State University. We are all justly proud of Morehead

State. But a mighty Memory (because Ed Maggard) we Morehead State instead of Prestonsburg University. (Perish

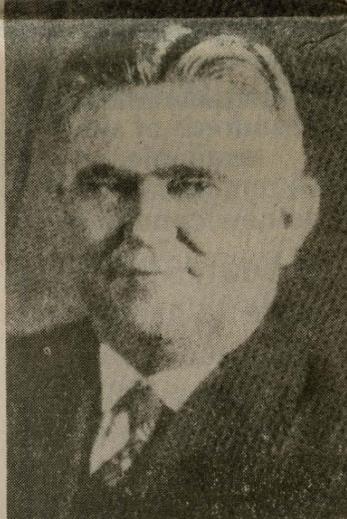


Local belles at the passenger depot in Morehead at the time of the Morehead Movie were, from left, Myrtle Cornette, unidentified, Mary Caudill, unidentified.

filmed as they walked over the grounds and through the buildings of the beautiful Morehead Normal School. This provided evidence that Morehead already was emphasizing the importance of education, and the Normal School could form a nucleus for a new college. Brother Frank Button, Morehead Normal School President was filmed in his office, and in chapel with the students. This showed educational and administrative leadership already in place in Morehead.

The newly produced film was sealed in a can and rushed off to Cincinnati to be developed. As soon as titled subheadings were spliced into the film, Senator Young scheduled a screening with the committee in Frankfort.

It was then, Ed loaded one of his cosmograph film projectors, manufactured in Morehead (the committee must have been impressed by this), and, along with some of the city "fathers," boarded the train to the state capital.



Judge Allie Young was successful in convincing the committee to vote for Morehead as the new college in 1922. (Jane Holbrook is the daughter of the late Judge Allie Young).

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Elisha Edward Maggard (1879-1948) was a filmmaker and early entrepreneur in Morehead. He also was a respected inventor.

Morehead citizens provide the action

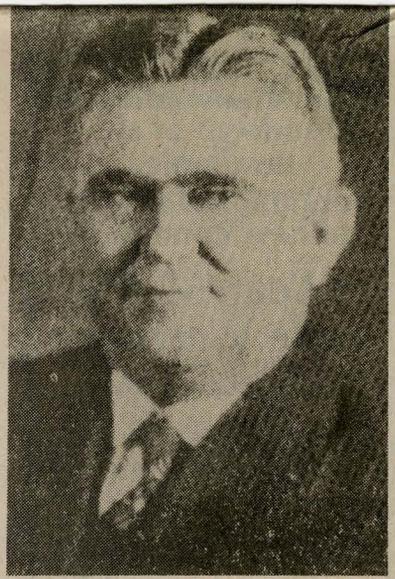
As all these people walked across Railroad Street, a policeman was on duty to stop the cars, and allow the people to cross the street. Of course, Mr. Maggard was filming all of this activity depicting Morehead a busy, safe, yet modern community.

The people then walked up the dirt street (Trumbo Avenue) to the corner of Main Street, and by that time the same dozen cars had circled the block. The sheriff was on that street corner stopping traffic (there were no traffic lights in Morehead then). As the people crossed the dirt street safely under the guidance of the sheriff, Ed's camera was

grounds and through the buildings of the beautiful Morehead Normal School. This provided evidence that Morehead already was emphasizing the importance of education, and the Normal School could form a nucleus for a new college. Brother Frank Button, Morehead Normal School President was filmed in his office, and in chapel with the students. This showed educational and administrative leadership already in place in Morehead.

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FRIDAY

—MOREHEAD, KY

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people and places)

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State. But a mighty Morehead Memory (because of help from Ed Maggard) we can now say Morehead State University instead of Prestonsburg State University. (Perish the thought).

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Morehead Memories (People and Places)

Morehead Telephone Company (Phone No. 1)

Early entrepreneur Elisha Edward Maggard was a pioneer in many fields. He not only patented and manufactured a movie projector in Morehead, he also brought Morehead out of the darkness with his electric power plant. But he also brought the telephone to Morehead (This invention was and is considered both a blessing and a cursing). But nevertheless, Mr. Maggard was credited with bringing Alexander Graham Bell's invention to Morehead (telephone). Mr. Bell's famous first phone message, "Mr. Watson come here", reverberated all the way into these Kentucky hills thanks to Ed Maggard.

Moreheadians connected to each other by "Central"

In 1919 Mr. Maggard established the Morehead Telephone Company and began stringing telephone lines on the electric poles he owned throughout the city. (A master stroke of genius) The switchboard was located on the second floor of a building on Main Street. That's where the telephone operator, or "central" was located. She was called "central" if you didn't know her name. (But most everyone knew her name.)

It was an exciting time in Morehead as the crude phones were hung upon the walls of Morehead homes. I say homes, because businesses had not yet seen a need for such a device. (They preferred personal contact). If you wanted to make a call, the procedure was, you picked up the receiver, attached to a cord from the phone on the wall. You held it to your ear, and cranked vigorously, and "central" would answer. Then you would yell into the phone on the wall "Esther get me Lindsay Caudill's house". (Esther Ellington was one of the early switchboard operators.) Some would just use a first name - nobody ever used telephone numbers. However, Ed Maggard's phone number was #1, and Calvert's Garage and Taxi Service was #2. (I'll bet they never forgot their phone number).

Connected to other communities

Looking for ways to expand his communications empire, he purchased the Big Sandy, Farmers, and Salt Lick telephone companies. Then he consolidated the companies into a public service company. The Morehead Telephone Company was then able to provide much better service, not only to Morehead, but to these regions of Kentucky.

In 1925 Mr. Maggard sold the Morehead Phone Company to a Mr. Brown, who sold it to a Mr. White, who then sold it to a Mr. Sparks. Mr. Sparks later sold out to the Kentucky Telephone Company, which became the General Telephone Company.

Another famous first for Morehead's Ed Maggard was the gramophone. He was credited with being the first to demonstrate this device in Morehead. (The gramophone was the invention of Thomas Edison which reproduced music or sound on a wax disk). It was at the July 4th, 1920 celebration on the Courthouse lawn Ed demonstrated the gramophone music from a wax disk. he cranked up the old music box and presented a concert. The "canned concert" was a great success as Moreheadians marveled at music from a box, even though a live band also performed.

Moreheads "Mr. Cool"

Another famous first for Mr. Maggard was helping to cool Morehead. No, air conditioning had not yet been invented, but the process of freezing water into ice had, and Ed brought it to Morehead.

In 1920, Mr. Maggard established the Morehead Ice and

side. If you wanted ice you stuck the card in your window with the 25 or 50 showing how many pounds you wanted.

"Old Dobbin" aids ice delivery

Delivery was made from a wagon pulled by a team of mules. The wagon was filled with sawdust, and the ice placed in the sawdust and covered with a heavy wet tarpaulin for insulation. Wallace Fannin would then drive the ice route delivering ice to homes and businesses. He carried the ice from the wagon to the delivery point with large ice tongs. The ice was carried all the way to the wooden ice boxes of customers.

Wallace Fannin kind to kids

Years later (in the mid-1920's) J. Wallace Fannin was still delivering ice in the mule drawn wagon. But this writer's

family did not ever have a wooden ice box - we could not afford ice. We kept our milk and butter in a water tight bucket hanging submerged in the well in our yard. Both on hot summer days, as Wallace made his rounds in the ice wagon all the neighborhood children would surround the wagon, some riding on the rear "tongue" of the wagon

"mooching" small chips of ice. Wallace would always run us off - but only after we had grabbed a large chunk of ice to cool us off on a hot day. Years later, I realized that Wallace deliberately left some large chunks, and gave us time to get them before he would run us off. Eating ice from the back of the old ice wagon remains a Morehead Memory, as well as the early phone service when we were on a first name basis with central (operator).



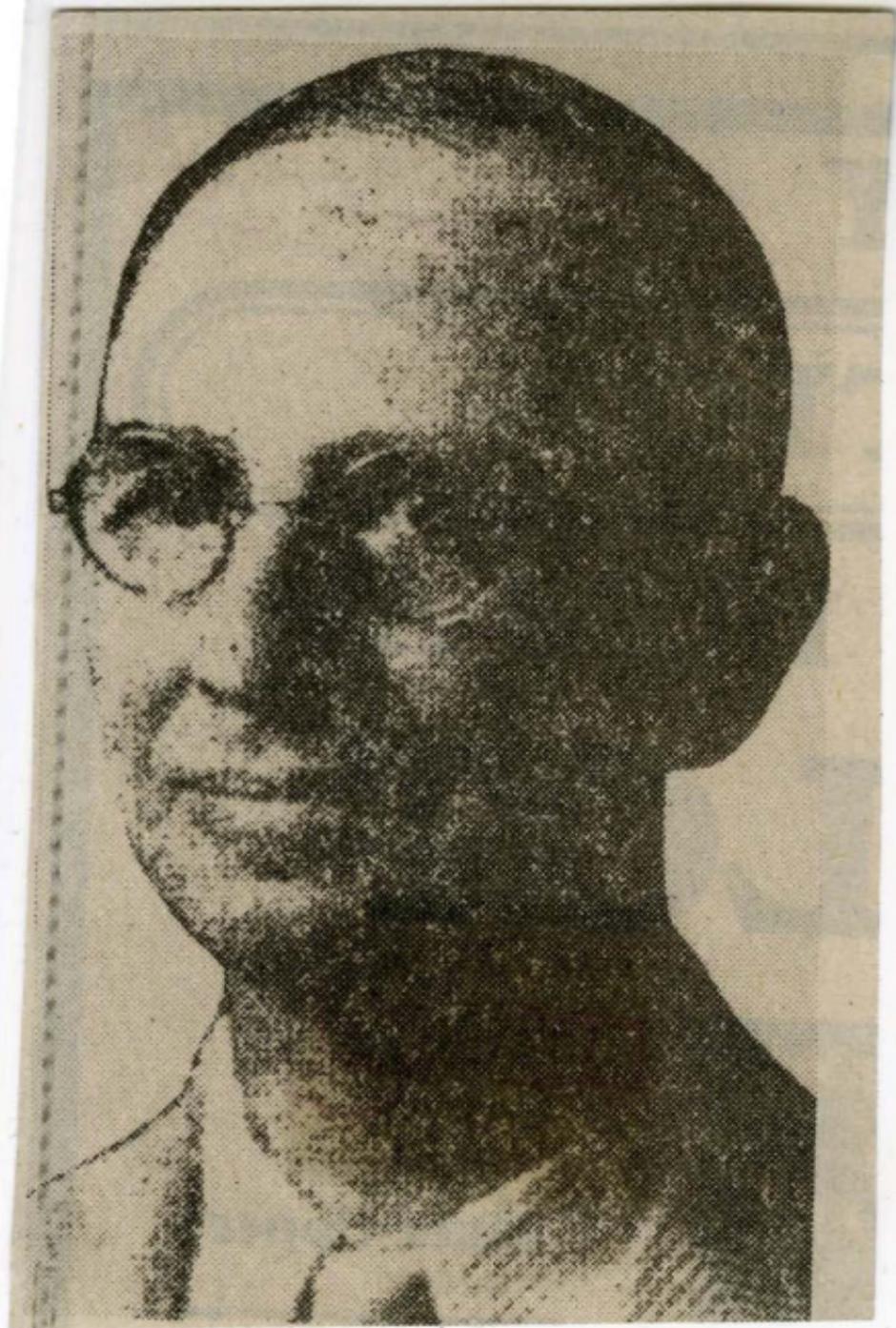
Roy Switzer of Frieda's Antiques demonstrates an old telephone, similar to ones used by early Morehead residents when they were first connected in 1919.

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Home ice delivery comes to Morehead

Mr. Maggard's partner and early ice company manager was C.B. Daugherty, who would later become successful as a stockholder in the Citizens Bank. (C.B. Daugherty) Branch Bank in Trademore Shopping Center). Later, young J. Wallace Fannin was employed as the delivery man. Delivery was made to the homes in Morehead on a regular basis. Each customer was given a card with a large 25 printed on one side, and 50 on the reverse



Y

*Need
Ed and Car*

ION

10:30 AM

LOT

II

(I)



Fixer-Upper

Morehead Memories

Picking a site for an Eastern Kentucky college

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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Senator Allie W. Young was arguing valiantly that the most appropriate site should be Morehead. But the site selection committee seemed unimpressed, and it was at this point that Mr. Maggard entered with his movie magic.

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Ed Maggard produced a silent movie, documenting the many advantages of Morehead as the best site for a college. Many of Morehead's citizens actively participated in the movie. The plot went something like this:

On the scheduled day, dozens of Morehead citizens, dressed in their Sunday best (the men in suits and ties, the ladies in long dresses and hats) met at the Railroad Passenger Depot just as the noon train arrived. (This writer's father-in-law, Lindsay Caudill was a Railway Express agent on the train at that time).

The local citizens then all boarded the train and it slowly backed out of the station for about a half a mile. Then as the train returned to the station, Ed filmed the train as it came chugging into Morehead. He then filmed all of these people as they got off the train, promoting Morehead as a busy passenger terminal. In the meantime all the people who owned cars in Morehead (perhaps a dozen or more) had been scripted to drive along the dirt street now called First Street.

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people and places)

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Today, we are bombarded on every side with these moving images. We know that it can affect behavior. Looking at this incident through the telescope of time, it is apparent Elisha Edward Maggard was light years ahead of his time, when he produced this film to promote the image of Morehead.

Did the viewing of this film affect the vote of the Site Committee? The committee by a slim

Folk art center gets two grants

The Kentucky Folk Art Center has been approved to receive two grants from the Kentucky Arts Council in Frankfort.

The grants are determined by application to the Council and review by a panel of experts, and will be applied to the Fiscal Year 1998-99.

The Folk Arts Program Project Grant will provide \$3,000 toward research for an exhibition of artists from coal producing counties of Southeast Kentucky.

The exhibition is titled "Creativity From the Kentucky Coalfields" and will focus on self-taught artists from Floyd, Harlan, Johnson, Knott, Leslie, Letcher, Martin, Perry and Pike counties. The exhibition is intended to study and evaluate the effects of coal mining on artistic creativity and development.

The Arts Development Grant will provide \$8,000 toward general operational support and equipment.

Funds are still being sought for an exhibition catalog and other support materials to help the promotion of the coalfield exhibition.

The Kentucky Folk Art Center is open Monday through Saturday from 9 a.m. to 5 p.m. and Sunday 1 to 5 p.m.

Did You Know?

(NAPS)—Feline infectious peritonitis (FIP), is a leading viral killer of cats, ranking second only to feline leukemia (FeLV). Each year an estimated one-half million cats in the United States succumb to the disease. FIP attacks the vital organs of the body, and blood tests alone are usually not helpful in diagnosing the disease. For some cats, vacci-

margin of one vote picked Morehead over Prestonsburg as the site for the new college. Now we have our fine institution, Morehead State University. We are all justly proud of Morehead

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ARMAGEDDON PG-13 1:00 4:00 7:00 9:50

LETHAL WEAPON R 4:00 9:50

THE PARENT TRAP R 12:30 2:30 4:30 7:20 9:40

THE MAFIA! R 1:30 4:15 7:10 9:40

THE MARK OF ZORRO G 1:00 7:00

THE NEGOTIATOR R 4:00 9:40

DR. DOLITTLE G 1:15 3:15 5:15 7:20 9:50

saving private ryan R 12:30 4:00 7:30

there's something about mary R 1:30 4:15 7:10 9:40

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Morehead Memories (People and Places)

Let There Be Light

By Jack 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.)

This writer has written much about the darkness that prevailed over Morehead in the early years. (Spiritual Darkness). But this is the account of the man who literally brought Morehead out of the darkness.

Local legend looms large

He was one of Morehead's early pioneers in business, industry, and utilities. Although he was not a large man, his early contributions in all of these areas looms large over the local landscape. He was responsible for bringing the mysterious magic of electricity to Morehead.

Early entrepreneur arrives in Morehead

His name was E.E. Maggard, and everyone called him Ed, but really the E.E. could have meant "Early Entrepreneur." He was born in Elliott County in 1879 and moved to Morehead in 1903, because of the influence of Warren M. Alderson, who had extensive real estate holdings in Rowan and Elliott counties. Colonel Alderson, a prominent pioneer businessman in Morehead, (this writer's great-great grandfather) had just sold 50 acres to the Morehead Normal School for \$250.

He had also sold some of his other real estate holdings and due to poor health moved to Elliott County where he lived with a daughter. There he became friends with young Ed Maggard and encouraged him to move to Morehead where there was greater opportunity.

In 1903, Morehead had no paved streets, utilities, or city services. There were a few "coal oil" (kerosene) street lights that flickered faintly on Morehead's Main Street. The last local

lamplighter in Morehead was Noah Kennard.

As a young man, Noah was a deadly shot with a rifle or shotgun. He would put on local exhibitions of his skill with a rifle by hitting marbles as fast as you tossed them into the air. Noah later served as Morehead Mayor for many years. But he was proud that he was the last local lamplighter and that Ed Maggard put him out of a job.

E.E. Maggard was a man of vision. He had visited some of the surrounding cities and literally "had seen the light," by recognizing the importance of Thomas Edison's invention. He was determined to transform Morehead's dim coal oil illuminated streets into a new bright way. He also wanted to better illuminate Morehead's homes,

schools and businesses. So after a few months in Morehead Ed formed the original Morehead

Light Company.

The Morehead Light company was founded in 1903 by E.E. Maggard, J.M. Carey, C.A. Proctor, F.E. Webster, and W.F. Davidson. They began construction of lines and power plant immediately (without any government regulations). The first power plant was constructed about where the old dam is on Triplett Creek, as you go over to the City Park.

In a few months electricity was ready to be turned on in the village of Morehead.

Most residents were excited, but many were afraid of this new invention of lights from a line. But nevertheless, electricity came to Morehead in 1903. There were of course no meters to measure the amount of electricity a customer used. The power was turned on for only five hours each evening (from 5 to 10 p.m.)

Cost was determined by the number of light bulbs in the building. The charge was .50 per 50 watt light bulb per month. (Notice there were no electrical outlets at this time). Later as electrical outlets were added there were additional charges based upon the number of outlets.

The Morehead Light Company Power Plant burned down in 1906. But Morehead residents had "seen the light" and were determined not to live with coal oil light anymore. Therefore, the city of Morehead rebuilt the power plant and leased it to Ed Maggard, and he managed the operation until 1925.

During this time tragedy struck the Maggard family. It happened one evening during an electrical storm, because the power went off as it often happened. Of course if the power went out anytime except between 5-10 p.m. in the evening nobody noticed.

But when it went out during the time that people were supposed to receive electricity many people would pound on Ed's door. (No phones yet).

One evening about dusk the power went out and Ed sent his only son (who worked for him) to restore the power. Tragically Ed's son accidentally came in contact with a bare high tension line and was electrocuted. Ed, had to be the one to turn the power off and get his son's badly burned body down from the pole. Of course he was profoundly affected because the thing he had created had destroyed his only son. (He had one daughter, Hildreth, who died in a local nursing home in 1998). Ed believed in the importance of his work and he continued to manage the Morehead Light Company until 1925 when it was sold to Barrett Waters and Associates from Augusta. It was later sold to the Kentucky Power company who later became Kentucky Utilities Company.

A new power plant was built in 1925 about where the "Olde Towne Park" is now located. (There was a small dam across Triplett Creek there.) It supplied electricity to Morehead and part of Rowan County until the mighty Dix River Dam was completed in the 1930s.

Then the Morehead Plant was used only as a supplementary emergency power source. It was torn down in the 1960s. Let rural Rowan Countians remember Roosevelt and the Rural Electrification Act of the 1930s for their electricity. (My grandfather did not get electricity on his farm in Rowan County until 1945).

But a "light" ory should be who believed i light a candle curse the darkness who punched b ness of Morehe a Morehead M turn on our ligh



About the author

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Morehead Memories (people and places)

MOREHEAD ST. NOT PRESTONS BURG ST. UNIV.

Picking a site for an Eastern Kentucky college

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Elisha Edward Maggard (1879-1948) was a filmmaker and early entrepreneur in Morehead. He also was a respected inventor.

Morehead citizens provide the action

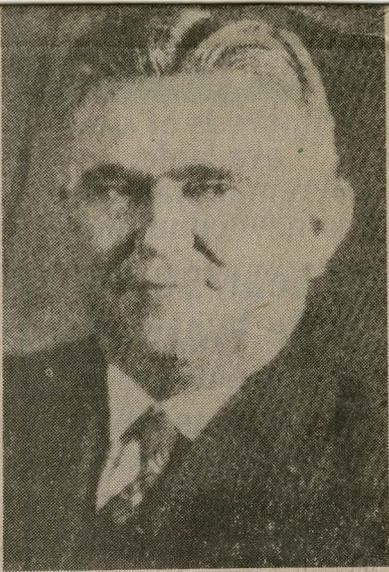
As all these people walked across Railroad Street, a policeman was on duty to stop the cars, and allow the people to cross the street. Of course, Mr. Maggard was filming all of this activity depicting Morehead a busy, safe, yet modern community.

The people then walked up the dirt street (Trumbo Avenue) to the corner of Main Street, and by that time the same dozen cars had circled the block. The sheriff was on that street corner stopping traffic (there were no traffic lights in Morehead then). As the people crossed the dirt street safely under the guidance of the sheriff, Ed's camera was

grounds and through the buildings of the beautiful Morehead Normal School. This provided evidence that Morehead already was emphasizing the importance of education, and the Normal School could form a nucleus for a new college. Brother Frank Button, Morehead Normal School President was filmed in his office, and in chapel with the students. This showed educational and administrative leadership already in place in Morehead.

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Deadline For Tuesday Edition - W
Deadline For Friday Edition - W

SSIFIEDS

Morehead Memories (People and Places)

Morehead Telephone Company (Phone No. 1)

Early entrepreneur Elisha Edward Maggard was a pioneer in many fields. He not only patented and manufactured a movie projector in Morehead, he also brought Morehead out of the darkness with his electric power plant. But he also brought the telephone to Morehead (This invention was and is considered both a blessing and a cursing). But nevertheless, Mr. Maggard was credited with bringing Alexander Graham Bell's invention to Morehead (telephone). Mr. Bell's famous first phone message, "Mr. Watson come here", reverberated all the way into these Kentucky hills thanks to Ed Maggard.

Moreheadians connected to each other by "Central"

In 1919 Mr. Maggard established the Morehead Telephone Company and began stringing telephone lines on the electric poles he owned throughout the city. (A master stroke of genius) The switchboard was located on the second floor of a building on Main Street. That's where the telephone operator, or "central" was located. She was called "central" if you didn't know her name. (But most everyone knew her name.)

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ice boxes of customers. **Wallace Fannin kind to kids**: Years later (in the mid-1920's) J. Wallace Fannin was still delivering ice in the mule drawn wagon. But this writer's

family did not ever have a wooden ice box - we could not afford ice. We kept our milk and butter in a water tight bucket hanging submerged in the well in our yard. Both on hot summer days, as Wallace made his rounds in the ice wagon all the neighborhood children would surround the wagon, some riding on the rear "tongue" of the wagon

"mooching" small chips of ice. Wallace would always run us off - but only after we had grabbed a large chunk of ice to cool us off on a hot day. Years later, I realized that Wallace deliberately left some large chunks, and gave us time to get them before he would run us off. Eating ice from the back of the old ice wagon remains a Morehead Memory, as well as the early phone service when we were on a first name basis with central (operator).



Roy Switzer of Frieda's Antiques demonstrates an antique telephone, similar to ones used by early Morehead residents when they were first connected in 1919.

the way into these Kentucky hills thanks to Ed Maggard.

Moreheadians connected to each other by "Central"

In 1919 Mr. Maggard established the Morehead Telephone Company and began stringing telephone lines on the electric poles he owned throughout the city. (A master stroke of genius) The switchboard was located on the second floor of a building on Main Street. That's where the telephone operator, or "central" was located. She was called "central" if you didn't know her name. (But most everyone knew her name.)

It was an exciting time in Morehead as the crude phones were hung upon the walls of Morehead homes. I say homes, because businesses had not yet seen a need for such a device. (They preferred personal contact). If you wanted to make a call, the procedure was, you picked up the receiver, attached to a cord from the phone on the wall. You held it to your ear, and cranked vigorously, and "central" would answer. Then you would yell into the phone on the wall "Esther get me Lindsay Caudill's house". (Esther Ellington was one of the early switchboard operators.) Some would just use a first name - nobody ever used telephone numbers. However, Ed Maggard's phone number was #1, and Calvert's Garage and Taxi Service was #2. (I'll bet they never forgot their phone number).

Connected to other communities

Looking for ways to expand his communications empire, he purchased the Big Sandy, Farmers, and Salt Lick telephone companies. Then he consolidated the companies into a public service company. The Morehead Telephone Company was then able to provide much better service, not only to Morehead, but to these regions of Kentucky.

In 1925 Mr. Maggard sold the Morehead Phone Company to a Mr. Brown, who sold it to a Mr. White, who then sold it to a Mr. Sparks. Mr. Sparks later sold out to the Kentucky Telephone Company, which became the General Telephone Company.

Another famous first for Morehead's Ed Maggard was the gramophone. He was credited with being the first to demonstrate this device in Morehead. (The gramophone was the invention of Thomas Edison which reproduced music or sound on a wax disk). It was at the July 4th, 1920 celebration on the Courthouse lawn Ed demonstrated the gramophone music from a wax disk. He cranked up the old music box and presented a concert. The "canned concert" was a great success as Moreheadians marveled at music from a box, even though a live band also performed.

Moreheads "Mr. Cool"

Another famous first for Mr. Maggard was helping to cool Morehead. No, air conditioning had not yet been invented, but the process of freezing water into ice had, and Ed brought it to Morehead.

In 1920, Mr. Maggard established the Morehead Ice and Bottling Company. (Phone 71). I'm not sure what they were bottling but the business was located on the East end of Railroad Street. The ice was frozen from pure healthy water (as stated in their advertisements). It was frozen in 100 pound blocks, then it was stored in an ice house with thick walls heavily insulated with sawdust. Before the ice was sold it was chipped with a sharp ice pick into 50 and 25 pound blocks then it was ready for sale. (There was a real art to chipping the ice without losing small chunks).

Home ice delivery comes to Morehead

Mr. Maggard's partner and early ice company manager was C.B. Daugherty, who would later become successful as a stockholder in the Citizens Bank. (C.B. Daugherty) Branch Bank in Trademore Shopping Center). Later, young J. Wallace Fannin was employed as the delivery man. Delivery was made to the homes in Morehead on a regular basis. Each customer was given a card with a large 25 printed on one side, and 50 on the reverse

Morehead Memories (People and Places)

"Morehead's Utility Man"

By Jack D. Ellis

In baseball there is usually a utility man. This is a man who can perform well at several different positions. Mr. Maggard was such a man. He was the Utility Man for many Morehead utilities. He performed well at every position.

Water and Gas come to Morehead

In the 1922 general election, the city of Morehead voted to put water in Morehead. In 1924 twenty five thousand dollars in bonds were sold to install water lines in Morehead homes. A dam was erected on Triplett Creek and Morehead built its first water treatment plant. Norman Wells had the contract to lay the first water lines to the homes and businesses. In the early 1930s natural gas was brought to Morehead by the L.C. Young Company. The first gas fields to supply the city were located on Long Hungry, about six miles west of Morehead. During these early days there was weak water pressure and low gas pressure. Moreheadians shivered in the winter time and had trouble getting water pressure. Then Mayor Noah Kennard (Morehead's last Lamplighter) called upon the man who had ended his lamplighting job by bringing electricity to Morehead many years ago, to help. He appointed an elderly Ed Maggard as water and gas commissioner with the assignment to remedy the situation. Ed located another large gas field toward Lewis County and piped the needed gas to Morehead. This move helped meet the demand for more gas until the giant Tennessee Gas Transmission lines came to Morehead in the 1940s.

Mr. Maggard the Daniel Boone of industry

Water pressure was improved under Maggard's supervision by installing new pumps, building a new water tower and locating leaks. Whenever, and wherever there was a problem with any of Morehead's utility services, Mr. Maggard was the "trouble-shooter" they called. He could usually locate and solve the problem.

Mr. Maggard might be called the Daniel Boone of his day.

Daniel would discover new territory, settle it, and move on. This seemed to be Ed's major formula. He would move into a new business territory, establish it, and move on to new territory.

Building business and buildings

In his later years, Mr. Maggard was involved in many business ventures. He was one of the men who established the Citizens Bank. He was one of the owners of the Consolidated Hardware Company (phone 92) located on Main Street. Also, he went into the construction business and built many fine homes and businesses in Morehead.

The last building he built was on Main Street was where the McBrayer Furniture Store was located. When Mr. Maggard decided to build, his intention

was to join his building with the Peoples Bank building next door and completely cover his lot. C.P. Caudill, president of the Peoples Bank offered him \$1,000 if he would leave a five foot easement between the buildings. Mr. Maggard agreed, and since the total cost to construct his building was eleven hundred dollars the building only cost him \$100. I'm sure the rent he collected from Mr. McBrayer paid for the building several thousand times.

Mr. Elisha Edward Maggard was a major force in bringing Morehead from a small town without utility services, to a thriving community with all utilities and services. He was recognized by many of his contemporaries as a "mechanical and electrical genius", and as a "real asset to Morehead". Although the Bible tells us that "A Prophet is not without honor, except in his own land," Ed was honored and respected in his own land.

Dying in Morehead better than living in Arizona

He had a deep love for Morehead, and devoted his life to enhance its growth. As he grew older his health began to fail, and his doctor told him that if wanted to live he would have to move to Arizona. After several agonizing days of decision, Ed packed up and boarded the train

for Arizona. One cold, snowy day less than a month later, this writer saw him in the Post Office. I was surprised to see him and said: "Ed, I thought the doctor told you to move to Arizona if you wanted to live?" He said: "I'd rather die in Morehead than live in Arizona". Yes, Mr. Maggard loved Morehead, and in less than three months he was dead. (March 1, 1948). But he should remain a Morehead Memory because of his Famous Firsts:

(1) Established electrical service in Morehead.

(2) Established first viable movie house in Morehead.

(3) Established telephone service in Morehead.

(4) Established first factory in Morehead (Cosmograph).

(5) Established first ice plant in Morehead.

(6) Demonstrated first Victrola in Morehead.

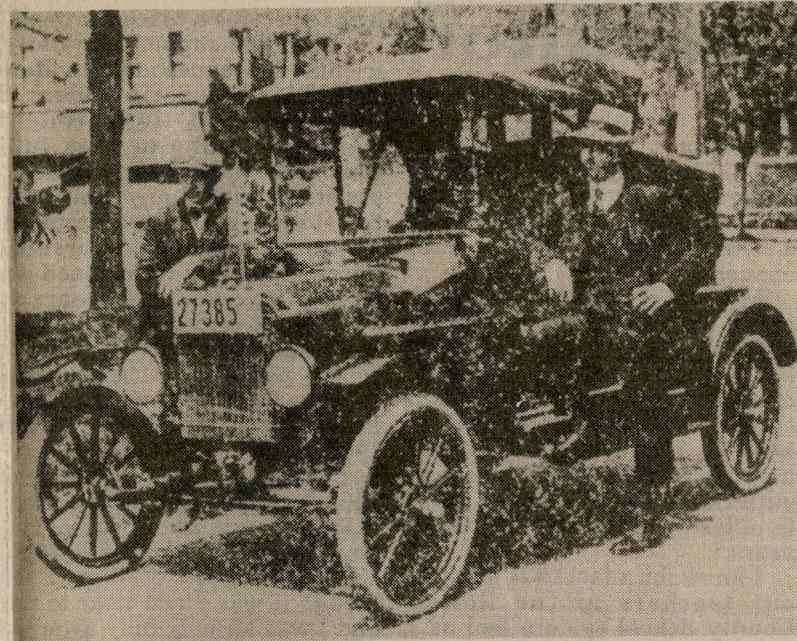
(7) Helped to establish viable gas and water service here.

(8) Also, successful builder and businessman.

(9) Helped establish Citizens Bank.

(10) Although he did not own the first car in Morehead (Sam Bradley was given that honor), he went to Lexington with him to buy the car, (a chain drive Ford). Ed drove the car back for Sam since he had not yet learned to drive. When they came to the Licking River at Farmers, they had to wait over night for the water to recede so they could ford Licking River. As they traveled through Farmers and Morehead they attracted a large crowd.

(11) Ed Maggard did own the first Model T Ford car in Morehead. He was probably the first man in Rowan County to wreck his car. It was on a trip out in the country, and he was driving his Model T too fast, and hit a large rock in the road, lost control, and turned the car completely over one revolution and landed right-side-up. A farmer that witnessed the accident came running over to see if Ed was hurt. He was not injured, in fact he was sitting behind the wheel and still had his hat on and his cigar was still in his mouth.



Ed Maggard with the first Model T Ford in Morehead in 1910.



About the author

Morehead Memories (people and places)

By Jack D. Ellis

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"Do not go where the path may lead — Go instead where there is no path . . . and leave a trail." (Ralph Waldo Emerson)

Thomas Edison invents movie projector

The idea of moving pictures has long been a dream of mankind. But it wasn't until 1889 when Thomas Edison and George Eastman designed their celluloid strips that it became a reality.

Even then, watching moving images was done on an individual basis, and involved great exertion. The viewer was required to turn a heavy crank on a primitive private appliance in order to watch short frames on small screens.

In 1891 Edison invented the movie camera, and then in 1898 he developed the Kinetoscope. These inventions formed the

basis for filming and projecting moving images on a white surface.

But Edison's silent projector left much to be desired, because the films were constantly fluttering and flickering which was irritating to the viewer. But in any event movie houses were born.

Early Morehead movie houses

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Morene Adkins enjoyed early movies

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For a nickel you could see a movie and listen to Elizabeth Young as she accompanied the movie on the piano. The crescendo increased on the piano as the drama increased on the screen. (Also, when it rained on the tin roof of the building, she would start playing "Showers of Blessings.") Moreheadians flocked to see the movies and hear the music.

They did this in spite of the fact that the city council enacted a law making it illegal for young boys to walk the streets of Morehead shouting the name of the movie playing that night. (This was Ed's method of advertising his movies).

But Ed became dissatisfied

with the quality of the image being projected (it constantly flickered), and the dependability of the projector, (it constantly broke down). So Morehead's mechanical movie man believed he could improve upon Thomas Edison's movie projector. Undaunted by the reputation of the great Mr. Edison he began blazing a new trail (a la Mr. Ralph Waldo Emerson) "Go not where the path may lead, but go instead where there is no path and leave a trail."

Ed Maggard improves upon Edison's invention

Entrepreneur Ed decided one of the problems with the projector was it had too many moving parts. He theorized that if he could simplify the machine by reducing the number of moving parts he would have a more practical dependable machine. He was determined to improve upon the eminent Thomas Edison, who had invented the movie projector.

So in reality he was determined "to build a better mousetrap", and the world did beat a path to his door. In 1913 after receiving a patent for his invention, Mr. Maggard formed Morehead's largest enterprise to date. He then secured sufficient financial backing for a factory to produce movie projectors.

It was called the Maggard-Bradley Company. Incorporators were E.E. Maggard, S.M. Bradley, B.S. Wilson, J.B. Peers, and A.M. Beatty. (Mr. Beatty of Denver, Colo., was formerly with the Thomas Edison Company.) The company was incorporated at \$250,000, a fortune for that time, and Mr. Beatty was appointed national sales manager.

Cosmograph company commences

The Maggard-Bradley Cosmograph built Morehead's first factory on the corner of Railroad Street (now First Street), and Trumbo Avenue. It was constructed of native bluestone, and began production Sept. 13, 1913. (Maybe this would explain the ill fate that would come to this company.) Fifty men were employed, with the production capacity of 50 to 100 machines per day.

National and international markets

The company opened offices at 95 Liberty Street, New York, N.Y. Also, offices were opened in Chicago, Illinois, and Denver, Colo., and a national sales and publicity campaign began. The machine was advertised nationally as follows:

"This machine is the most simple in the world to operate as a simple part performs the work of three of the most important parts as employed by all other projectors, namely, the cam shutter, and fly wheel. Also, the picture thrown by the machine is clearer and uncluttered."

A better mousetrap had been built; and national sales were brisk. Soon the "Perfect Projector" was being sold internationally. No less than the Czar of Russia ordered several hundred

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End of the "Perfect Projector"

The envoy never showed up with the money, therefore Morehead's largest enterprise to date — The Maggard-Bradley Cosmograph Company — suffered a devastating financial loss. In 1919 the business was sold to the World Eye Company at Cleveland, Ohio, dismantled and moved to Ohio. So after six years of operation, Morehead's first manufacturing plant went out of business, but this was not the end of E.E. Maggard.

More memories about Mr. Maggard's contributions to the

growth and development of the city of Morehead will come in later issues.

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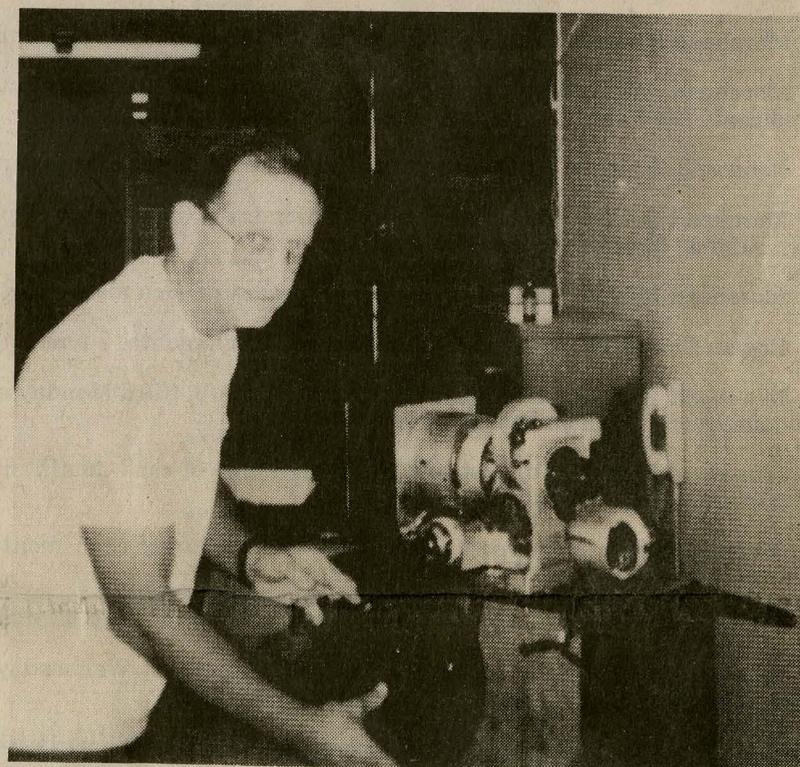
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The Perfect Projector

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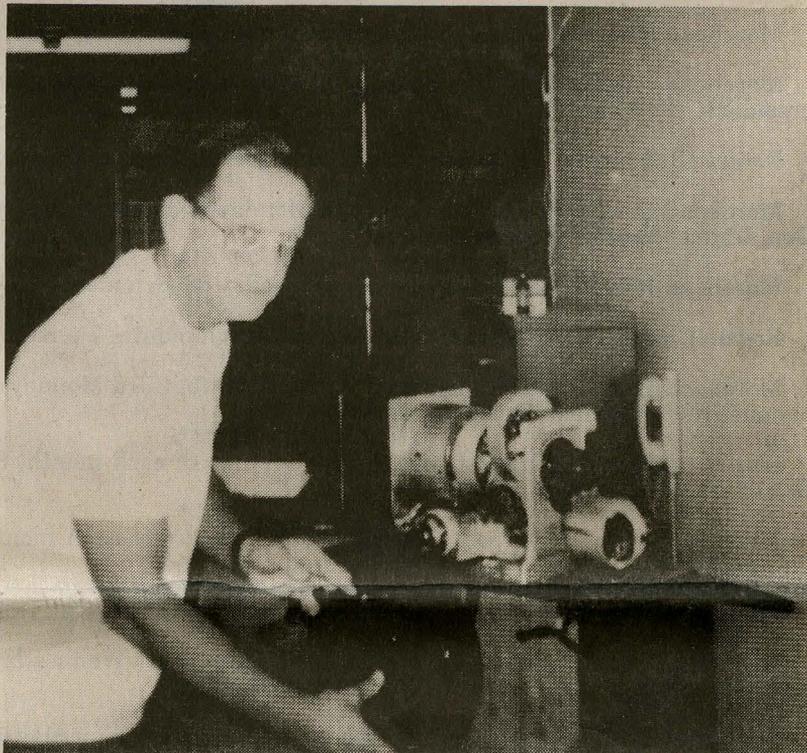
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"Uses standard film, can be attached to any ordinary lamp socket."



Dr. Steve Young, MSU professor, demonstrates a cosmograph projector manufactured in Morehead in 1915. The late Dr. Norman Tant, MSU professor, restored the projector.



... was the Cosmograph Company which made motion picture projectors sold throughout the ed the company. Photographer Norman Tant located an old Cosmograph, cleaned it up and it ers the company received was from Russia. This is a picture of the employees shortly before improvements made by eastern manufacturers. Seated from left: Bill Curtis, Russell Clayton, Sill Thurber, Lonnie Porter, Charlie Caudill, Reb Bradley, Charlie Jones, Sam Caudill, Sam dan, August Rahm, next three unidentified, Wayne Vinton, unidentified, Mr. Robinson, enttiss Boyd, Freddie DeBord, unidentified, Augustine DeBorde, Oscar Hall, Fred Wheeler,

Morehead Memories (People and Places)

Let There Be Light

By Jack 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.)

This writer has written much about the darkness that prevailed over Morehead in the early years. (Spiritual Darkness). But this is the account of the man who literally brought Morehead out of the darkness.

Local legend looms large

He was one of Morehead's early pioneers in business, industry, and utilities. Although he was not a large man, his early contributions in all of these areas looms large over the local landscape. He was responsible for bringing the mysterious magic of electricity to Morehead.

Early entrepreneur arrives in Morehead

His name was E.E. Maggard, and everyone called him Ed, but really the E.E. could have meant "Early Entrepreneur." He was born in Elliott County in 1879 and moved to Morehead in 1903, because of the influence of Warren M. Alderson, who had extensive real estate holdings in Rowan and Elliott counties. Colonel Alderson, a prominent pioneer businessman in Morehead, (this writer's great-great grandfather) had just sold 50 acres to the Morehead Normal School for \$250.

He had also sold some of his other real estate holdings and due to poor health moved to Elliott County where he lived with a daughter. There he became friends with young Ed Maggard and encouraged him to move to Morehead where there was greater opportunity.

In 1903, Morehead had no paved streets, utilities, or city services. There were a few "coal oil" (kerosene) street lights that flickered faintly on Morehead's Main Street. The last local

lamplighter in Morehead was Noah Kennard.

As a young man, Noah was a deadly shot with a rifle or shotgun. He would put on local exhibitions of his skill with a rifle by hitting marbles as fast as you tossed them into the air. Noah later served as Morehead Mayor for many years. But he was proud that he was the last local lamplighter and that Ed Maggard put him out of a job.

E.E. Maggard was a man of vision. He had visited some of the surrounding cities and literally "had seen the light," by recognizing the importance of Thomas Edison's invention. He was determined to transform Morehead's dim coal oil illuminated streets into a new bright way. He also wanted to better illuminate Morehead's homes,

schools and businesses. So after a few months in Morehead Ed formed the original Morehead

Light Company.

The Morehead Light company was founded in 1903 by E.E. Maggard, J.M. Carey, C.A. Proctor, F.E. Webster, and W.F. Davidson. They began construction of lines and power plant immediately (without any government regulations). The first power plant was constructed about where the old dam is on Triplett Creek, as you go over to the City Park.

In a few months electricity was ready to be turned on in the village of Morehead.

Most residents were excited, but many were afraid of this new invention of lights from a line. But nevertheless, electricity came to Morehead in 1903. There were of course no meters to measure the amount of electricity a customer used. The power was turned on for only five hours each evening (from 5 to 10 p.m.)

Cost was determined by the number of light bulbs in the building. The charge was .50 per 50 watt light bulb per month. (Notice there were no electrical outlets at this time). Later as electrical outlets were added there were additional charges based upon the number of outlets.

The Morehead Light Company Power Plant burned down in 1906. But Morehead residents had "seen the light" and were determined not to live with coal oil light anymore. Therefore, the city of Morehead rebuilt the power plant and leased it to Ed Maggard, and he managed the operation until 1925.

During this time tragedy struck the Maggard family. It happened one evening during an electrical storm, because the power went off as it often happened. Of course if the power went out anytime except between 5-10 p.m. in the evening nobody noticed.

But when it went out during the time that people were supposed to receive electricity many people would pound on Ed's door. (No phones yet).

One evening about dusk the power went out and Ed sent his only son (who worked for him) to restore the power. Tragically Ed's son accidentally came in contact with a bare high tension line and was electrocuted. Ed, had to be the one to turn the power off and get his son's badly burned body down from the pole. Of course he was profoundly affected because the thing he had created had destroyed his only son. (He had one daughter, Hildreth, who died in a local nursing home in 1998). Ed believed in the importance of his work and he continued to manage the Morehead Light Company until 1925 when it was sold to Barrett Waters and Associates from Augusta. It was later sold to the Kentucky Power company who later became Kentucky Utilities Company.

A new power plant was built in 1925 about where the "Olde Towne Park" is now located. (There was a small dam across Triplett Creek there.) It supplied electricity to Morehead and part of Rowan County until the mighty Dix River Dam was completed in the 1930s.

Then the Morehead Plant was used only as a supplemen-

tary emergency power source. It was torn down in the 1960s. Let rural Rowan Countians remember Roosevelt and the Rural Electrification Act of the 1930s for their electricity. (My grandfather did not get electricity on his farm in Rowan County until 1945).

But a "light" Morehead Memory should be of Ed Maggard who believed it was "better to light a candle (bulb) than to curse the darkness". He was one who punched holes in the darkness of Morehead. He should be a Morehead Memory when we turn on our lights tonight.



Morehead Memories (people and places)

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Thomas Edison invents movie projector

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