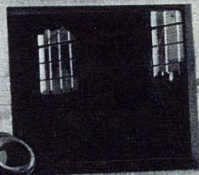
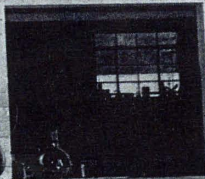


GULF

GULF

WASHING

GULFLEX

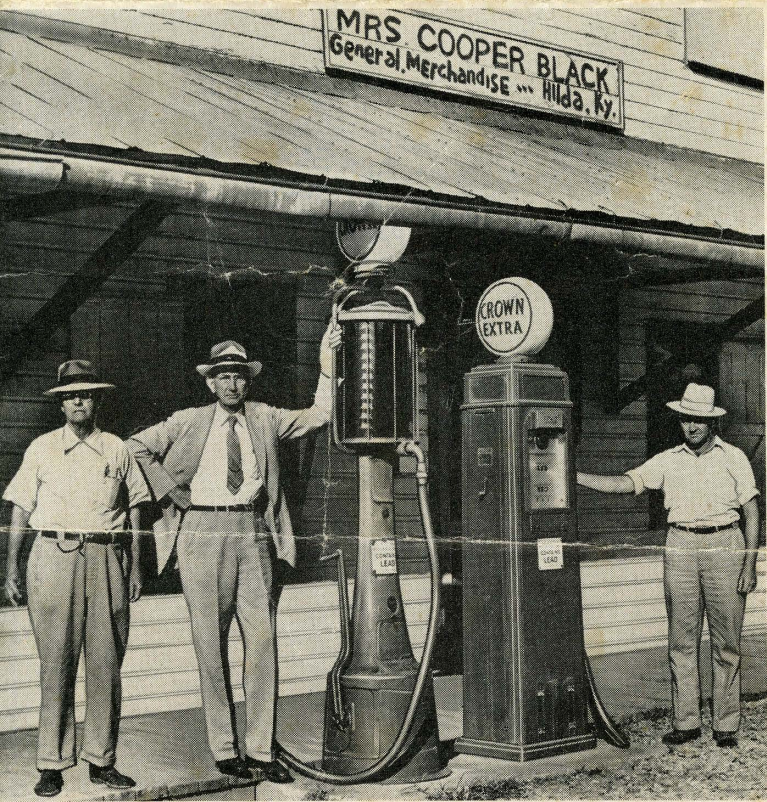


Walter + Stella Coadill OWNERS OF
Coadill Service Center

RT 32 - East end US60 EAST MAIN ST
19602

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

Low Boy Visible Pump Created As Necessity



Cooper Black, Morehead, Kentucky, Standard Oil Dealer; N. E. Kennard, Morehead Agent; and Elmer Black proudly pose with the Low Boy Visible Pump, perhaps the only one in existence.

Have you ever seen a Low Boy Visible Pump? There's one near Morehead, Kentucky, at Standard Oil Dealer Cooper Black's General Store, and it is distinctive in the fact that it is possibly the only one in existence.

At the time of purchase years

ago, the visible pump, in its original length, would not fit under Mr. Black's shed; therefore, Agent N. E. Kennard cut three feet out of the center, welded it back—thus creating the Low Boy Visible Pump, proving that "necessity is the mother of invention!"

1950*

Debbie

Unloading cases of
Motor oil from boxes
~~at the~~ trailers of truck
was faster and safer
for the men to use a
roller type.

Two men in truck put
the cases on roller -

Two men caught the
boxes & stacked in
order in the warehouse -
Our girls & sometimes their
friends ~~was~~ were allowed

to come down after the
truck was unloaded and
Pop Nichell would find
Coraboard just the size
of roller _____ for
the girls. Could ride
all the way from ~~the~~
trailer outside to lower
spot in work house -
Great fun and went on
until Pop grew tired

Earl Blair (5-26-02)

Worked for Wellcome-
Nickle and Company
Mar 1902

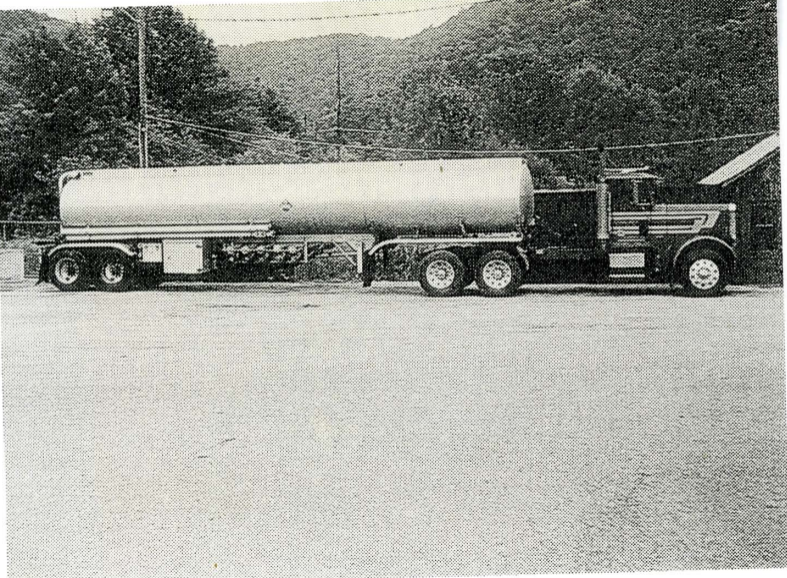


GULF

TIRES

ALFRED
GULF
STATION
W MAIN
MOREHEAD
19305

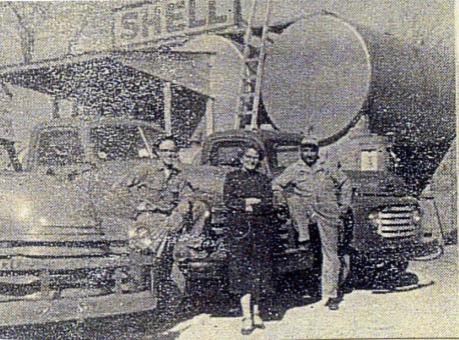
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MODERN 18 WHEEL TANK
TRUCK OWNED BY
WILLIAMS-NICKELL
TRANSPORT COMPANY
IN THE 1970'S. IT
WAS USED TO TRANSPORT
GASOLINE FROM
LOUISVILLE TO ~~HERE~~
MOREHEAD BULK PLANT.

50

2 cols



GRAYSON KY
SHELL BULK STATION

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OWINGSVILLE KY
SHELL BULK
STATION

From The Collection Of:

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552 W. Sun St.

Morehead, KY 40351

606-784-7473



LIZZIE NICKELL, OPERATIONS
MANAGER OF THE
FAMILY OIL COMPANY,
AT THE TIME OF
HER DEATH IN 1969.

110

2 cols



This 1932 Luxury four-door
Pontiac Sedan was
OWNED BY J. L. NICKELL.
HIS GRANDSON JIMMY
WILLIAMS POSES IN FRONT
WITH HIS DOG. 1934.

2cols
10¢



^(A.K.) Carmel Johnson(?), Jarl Ellington, _____,
the old Dutchman, ^{Labo} Lake Mc Kinney(?) and
Ransom Gibbs

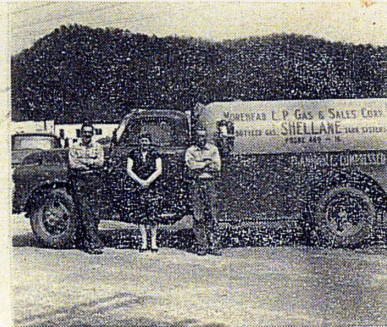
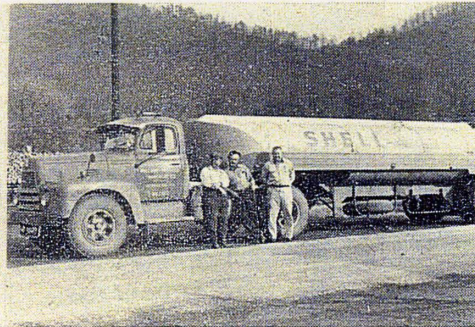
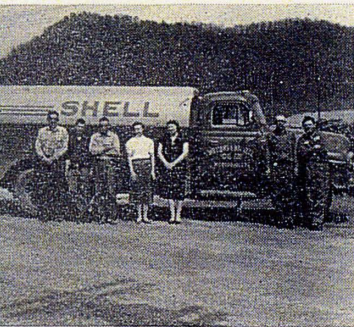
71 (Steam Summit)
Early without air drilling crew at Mt. Hope
in Rowan County, in 1942 (used
a steam powered drill working on)

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Grayson, Ky.

J. L. Nickell

Owingsville, Ky.



SERVICE IS OUR BUSINESS

STANDARD

STANDARD
OIL
WINDSHIELD
SERVICE



This 1950² photo of
HELWIG'S STANDARD OIL STATION
WAS LOCATED ON THE CORNER
OF HARGIS AVE AND MAIN
STREET IN MOREHEAD.
(PRESENT SITE OF THE NEW
MOREHEAD FEDERAL SAVINGS
BANK).

BUILT IN THE 1920² WAS ONE
OF MOREHEAD'S EARLIEST GAS
STATIONS. IT WAS OWNED
AND OPERATED BY JACK HELWIG
SR + JR. JACK JR. IS SHOWN
PUMPING GAS BEFORE SELF-SERVICE
CRACKS WERE 5¢ AND GAS WAS 20¢.

100

3cols

Williams-Nickell Oil Co.

MOREHEAD, KENTUCKY



STANDARD
OIL
PRODUCTS

CROWN
ETHYL

CROWN

U.S.
TIRES



MOREHEAD MAIN STREET
1925-1926

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



01L ---
Jimmy Williams + Dog

1933 ?

1932 Pontiac - 4 door
Luxury Touring Ca.

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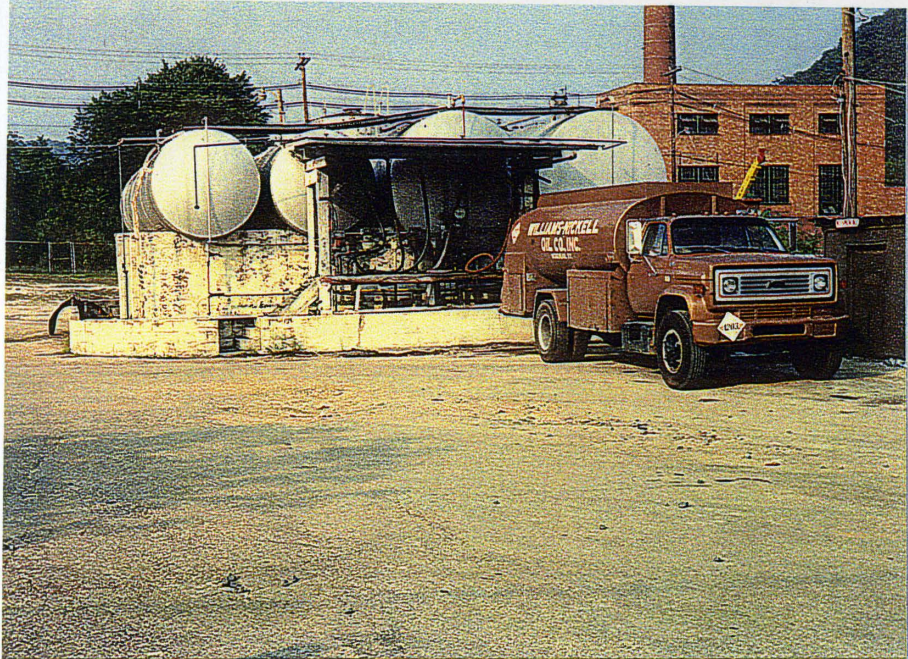
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WILLIAMS-Nickell
Tanker Truck
loads Gasoline in
Preparation for
DELIVERING GAS
TO LOCAL STATIONS.
1950-1960

90 2 cols



SERVICE CENTER

LUBRICATION

AIR COND



MAIN + BRADLEY ST
MORNING KEY
2007



♥ MOREHEAD - ROWAN COUNTY EMS ♡



2006

Eagle Truck Stop.

KY

I 64 + 801.

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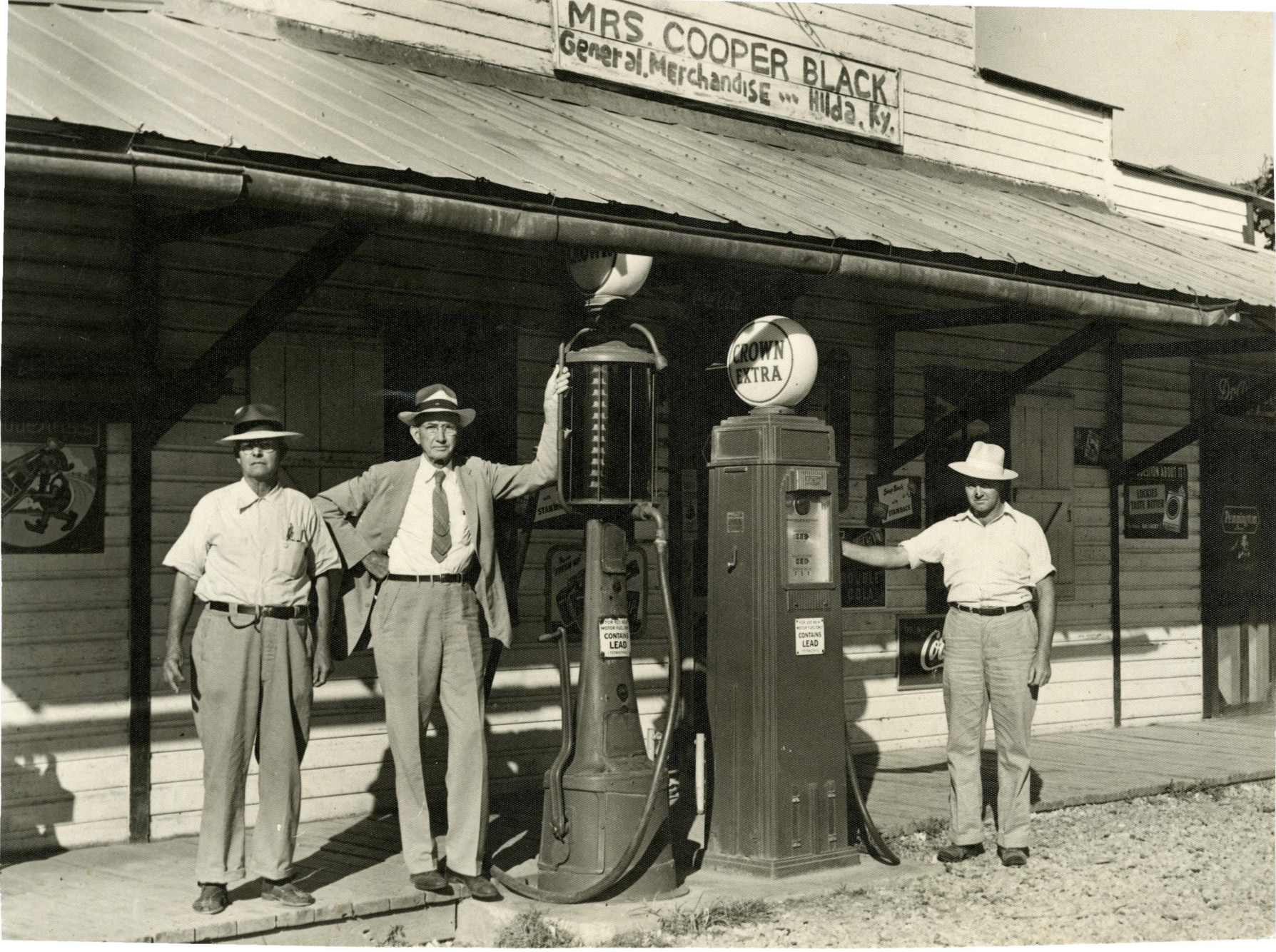
Dr. Jack D. Ellis

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Morehead, KY 40351

606-784-7473

MRS. COOPER BLACK
General Merchandise ... Hilda, Ky.



Carl Johnson (8)
3308 Cedarwood Ln
Fairborn, Ohio 45321

oil companies - released
or cover



Dr Jack D Ellis
215 Knapp Ave
Morehead, KY 40351

COOPER BLACK (L) ~~AND~~ EARLY
STANDARD OIL MOREHEAD
AGENT W E KENNARD (C) AND
ELMER BLACK POSE BESIDE
EARLY "LOW BOY" VISIBLE GAS
PUMP^s INSTALLED AT MR
BLACKS STORE IN THE 1920s.
IT WAS ONE OF THE FEW
THAT REMAINED IN USE TO
AFTER THE NEWS REPORTED
MODERN GAS PUMPS CAME
INTO USE IN THE 1950s.
(Photo: Art Stewart)

From The Collection Of:
Dr. Jack D. Ellis
552 W. Sun St.
Morehead, KY 40351
606-784-7479

Photo: Art Stewart
Carl Johnson

3cols

AGNES
WILLIAMS

Agnes Williams

My life seemed almost over when I lost Jim in January 1969. Lizzie made me come to the office starting in February. She taught me how to open mail, sort it, get in order of its importance and which basket to according to importance and time.

My next class was writing checks. Not sign them but prepare for signature attached to invoice dates etc - . . .

Taking orders over phone and knowing the customer - who - where - when - also knowing product names and units for sale.

Near five P.M. the day sales, charges, ~~for~~^{credit} accounts had to be sorted & matched with checks, cash and whatever for daily report and bank deposit to balance and take to bank to the

flight deposit. so I could go to the bank next ~~day~~ morning to start the day again.

I went home early most days because the girls had lessons, meetings and practice after school and needed me to see that they did it all.

I prepared dinner for us and ^{asked} either Lizzie into coming to our table or send food if she preferred to stay home.

Things were shaping up for all of us until ^{on} April Sunday. When Lizzie called for me to come over - she didn't think she felt too well - After several calls to Dr Louise and Susie she agreed to go to the Emergency Room - hospital

It was her heart - ~~had~~ ^{she} to spend weeks in St. Claire before she could go home to rest and obey her doctors. ~~But when she was~~ ~~watched~~.

What I had to learn in February was kindergarten compared to what awaited me. With Lizzie's help I replaced her hours at the office. I certainly could not replace the knowledge of everyone, it seemed of every transaction but one. My daughters of course spent as much time as possible during the hours I had to be in office. My employees were patient, caring and more or less business as usual.

Lizzie died in ~~Spain~~ the fall of 1969 - just eight months after Jim. I had followed instruction but now there was no one to teach.

I had never written a check
for more than maybe a hundred
dollars a few times prior to this
time when the state taxes had to
be paid. I thought I could
remember the amount ~~to pay~~ ^{to pay}
It was over ten thousand
\$ and hand written and signed
I call Roy Candice at ^{Peoples} ~~the~~ bank.
He had me to come in and explained
the proper way to ~~write a check for~~ ^{write a check for}
~~that amount.~~ I practiced
several times to get it all on one
line and realized that I
also was the one to run a company
by one for myself, ~~my~~ family &
~~my~~ employees.

The Shell people ^{out of the Journal} ^{to office} come ~~in~~
nowhere to find out how much
I knew and if I could use it.
They were always there when
I needed them - by phone - or

person - My employees were
wonderful - Actually all
just learned together that
we could do it ~~together~~.

Without ~~them~~ them I'm sure I
could not ^{have} kept the company
from sale.

Fellow jobbers Dick Coe of
Cynthiana, Bill Green - Mt
Sterling, would call often
to meet them at "Farmers
International" for lunch and
progress update.

KPMA - Kentucky Petroleum
Marketers Association members
were all male with the exception
of ~~four~~ three females. One from
Edith Rapier from East Ky - ~~Rapier~~
and I were shell jobbers and "accepted"
in ~~the~~ new world. All were
devoted to shell and ready to give
advice any time I needed.

Slowly I ~~was~~ became
a member of the business world
and ventured out to continue
WROC policy and fulfill
Jim's plans for the company.

Early 70's the new ware-
house was built on property
Jim bought from Cap Dandley,
was used for Morehead
Ice + Coal.

The first Company ~~and~~
dealership was I 64 Buick
on I 64 137 east. The property
was leased from Friley
to Steve and then to WROC.
I bought it in the mid 70's.
and continued lease until
the sale of Co. in the 80's.

My interest and ~~past~~ time
switched from ~~my job~~ to civic
organizations, League of ^{Womens}
Voters, Church Board, Council

United Way,
meetings = ^{Monthend - Rowlands} Chamber board -
Bank Director - grandchildren

In the 80's we went thru
the shortage of gasoline much
like the war years of 40's
I, like other jobbers, believed
their (company) stores about "our"
problem. ~~We~~ We were
allocated monthly galorage
A transport designed to
carry 8100 gal could
only load 6500 per load.
We in turn had to figure,
based on former sales, the portion
each of our dealers could
have. Many stations went
with dry tanks if they did not
~~in turn~~ choose to do the same.
Our 64 stations cut hours and
even closed several times
just as our dealers

I guess I really believed
the petroleum ^{that} story from our
supplier. I did what I had
to, but I wonder how much
different ~~that~~ ^{that} story is from
today's expenses & availability
and demand somehow expect
supply ^{entire} to produce profits.
Can it always be the fault
of foreign countries?

I learned the rules,
played the game, from 1969
to the mid 80's. They changed
the game and I choose to
leave rather than alter
the ^{business} theories established by those
before me.

Early
1920's -

Jim Nichell worked for
Standard Oil in Pike Co. and
local.

1924 - Ed Williams, ^{of Perryville, Ky} was given
a football scholarship to Morehead
College upon help of Mr. - Hoggins

1926-30.

Ed Williams married Beulah
Nichell and helped her father
in law in the oil business

1932

Jim Nichell + Ed Williams
sought and was awarded a
Shell Oil Jobbership covering

the counties of - (see Deberis print)

The location for the ~~plant~~ bulk plant

was property bought from W. G. Burns

+ Ed Tannin (former location of electric
company) - a side track provided

~~the~~ by the C & O railroad allowed

Class within 3
Roller Bar up us 60

2-6-69

1965-60

Ed William Morris
Richard and Eugene
in town in the oil business

1935

John Morris + Ed William
bought the two tractors
the country of - (see business plan)
The location for the first well about
was proposed by the year 1935
+ Ed Morris (from Morris's estate
company) - called that property
the Morris + Ed Morris estate

unloading of tankers for gasoline
and box cars for motor oil shipments

> The difference between a jobber ship
and an agent (such as Cislund or
Standard) is that the product
for sale is owned at the time of
delivery by the jobber ship ~~and~~ ^{as}
well as the equipment, ^{pumps etc} to resell
to the public.

> Some of the locations near
Inouthead were -

- (?) ~~Inouthead Camp + Driner~~
- ~~Archie + Mae Williams~~
- ~~Kenneth Lewis Garage~~
- ~~Midland Trail Garage (Jaynes)~~
- ~~Calvert Garage (?)~~
- ~~I & Shee (now Pineda Rosa)~~

> The Golden Shell Pitch Club -
(also known as Set-Back)

> Sunday afternoon at noon until dark
(Sam Allen ^{was} ~~had~~ his store to go play)

> Located W^m Nichell Oil Co Office

Regular players ~~was~~

James "Pop" Nichell
Sam Allen

Ernie Thompson

Rufus Gordon

Judge Lee Stewart

Bert Proctor

Felix Wellman

Harold Johnson

Johns Davis

Ralph Davis

Henry Stampen

Dave Sevedan

Cap Daugherty

They played ^{just the} game or watched

someone
go out
they could
replace

Smoked Cigars - drank water

(3)

1942 - Ed Williams left the
Company - Beulah (daughter)
Came to work - W^{ms} Nichellett Co Inc

The following year two
sub-stations were formed
to better serve Carter County
Mayson - Bath County Owensville

~~The~~ Steele another company
was incorporated - William Nichellett
Transport Inc. eliminating the
need for the switched ~~side~~
side track of C+O main
tracks.

In the years of W^{ms} Nichellett
it was on delivery to distant Counties
with ^{gasoline} loaded truck tanks, 5 gal + 10 gal
of course of Keros + Diesel belted to the
sides of the truck and cases of Motor
oil in the Cab with him.

Out of the fountain - (Had to go to the warehouse for bath room)

On New Years Eve - Pop had Haviland bring fresh ^{fish} (packed in ice) from Louisville - Jim Lane would come down and fry the fish - They played the "old year out" and the "New Year In"

Ralph Davis (he and his Dad were regulars) ^{remember} ~~reminds~~ in his words - "Cream of the Crop" in Morehead.

Sundays were special because of the club. Great friendships and wonderful fun.

Jim a civil ^{North} war, north or south?

when was Pop born?

Dad's & Mom's name Moore

Jim N 16th

1958

(1)

Lain
William
Cartee

In the fifties Pop was
very ill - could not
really do too much but
he still could ride
the truck wagon to
visit customers ^{many of} ~~the~~ whom
were friends about his
age.

On nice days - sometimes
etc he would ~~bring~~
his chair outside the
door - roll up his pants
legs to the knee - hat

(2)

Cigar in hand &
~~the~~ watch what the
world was about.

Workhead Ice + Coal
next door had people
coming + going - ~~the~~ ~~the~~ ~~the~~
Company customers -

People ^{at} railroad
Tracks just to the side
of office and a pretty

back of ~~the~~
old glider -

I WENT TO WORK FOR WILLIAMS & NICKELL OIL CO ON MARCH 22, 1956, THE OIL BUISNESS WAS IN FULL SWING.

WILLIAMS & NICKELL OIL HAD ALREADY WENT INTO THE PROPANE BUISNESS FOR HOME HEATING, AND WILLIAMS & NICKELL TRANSPORT CO. TO HALL THEIR OWN GASOLINE AND FUEL FROM THE SHELL TERMINAL IN LOUISVILLE, KY.

POP NICKELL TOLD ME HE HAD NO ALTERNATIVE BUT TO GO INTO THE TRANSPORT BUISNESS, BECAUSE THE RAILROAD COULDN'T DELIVER ON TIME, AND THEIR GASOLINE AND DIESEL FUEL BUISNESS HAD GROWN SO MUCH THAT GETTING THEIR PRODUCT BY RAIL WASN'T WORKING, AND THAT THEY WERE OUT OF PRODUCT TO MUCH.

THEN IN THE LATE FIFTY'S JIMMY WILLIAMS GOT THE IDEA THAT WE WOULD DELIVER DIRECT TO THE STATIONS FROM THE TRANSPORT, BUT ALL THEIR STORAGE TANKS WERE TO SMALL. SO JIMMY CAME UP WITH THE IDEA TO MOUNT A METER ON THE TRANSPORT AND METER THE AMOUNT EACH SMALL STORE OR SERVICE STATION NEEDED. THIS WORKED REAL WELL AND IS USED IN SOME OIL CO. EVEN TODAY. WE WOULD LOAD UP IN LOUISVILLE AND MAKE DIFFERENT ROUTES EACH DAY. ONE ROUTE WAS NAMED(AROUND THE HORN), IT BEGAN IN LOUISVILLE, TURNED OFF ON RT. 460 THROUGH FRENCHBURG AND WEST LIBERTY, ON TO RT. 7 AND RT. 173, AND 32, BACK HOME. WE DELIVERED ALL SHELL SERVICE STATIONS AND GROCERY STORES ON THAT SAME RUN.

AS I THANK BACK TO ALL THE THING'S THAT HAPPENED IN THE THIRTY YEARS I WORKED FOR WILLIAMS NICKELL OIL AND WILLIAMS NICKELL TRANSPORT CO'S, WAS THE CLOSNESS WE ALL HAD BETWEEN OUR EMPLOYER'S AND COWORKERS, WE WERE LIKE FAMILY. IF ONE HAD A PROBLEM WE ALL HAD A PROBLEM.

ONE LATE FALL DAY IN 1956 POP AND I WENT ON A KERSONE RUN THROUGH MENFEE AND MORGAN TO FILL KEROSENE TANKS UP. POP WENT WITH ME A LOT, AND I ENJOYED THE STORIES HE WOULD TELL ME WHILE WE WERE WORKING. HE TOLD ME THAT DAY HOW THAT KEROSENE A FEW YEARS BACK WAS THEIR BIGEST BUISNESS. HE TOLD ME HOW HE HAD TO CARRY FIVE GALLON CANS AND FILL THE KEROSENE TANKS UP IN GROCERY STORES STOCK ROOM. HE SAID YOU BOY'S HAVE GOT IT MADE NOW, YOU JUST PUMP IT IN. WE WERE IN A ALMOST NEW 2 TON 1955 CHEVROLET 1200 GAL. TANKER WITH A POWER TAKE OFF PUMP.

ON THAT SAME DAY I WAS FILLING A KEROSENE TANK IN MORGAN COUNTY WHEN POP WAS TALKING TO AN OLD FELLOW, THE OLD FELLOW ASKED POP IF HE WAS ANY KIN TO THE NICKLE'S IN CLARK COUNTY, POP SAID NO' AND THE OLD FELLOW SAID THEY WERE ALL GOOD PEOPLE, THEY WERE ALL DEMOCRATS, KNOWING POP WAS A VERY STRONG REPUBLICAN. ON THE WAY HOME POP SAID ACCORDING TO THAT OLD FELLOW I DON'T AMOUNT TO MUCH, BUT I SURE AIN'T NO DEMOCRAT. WE HAD A GOOD LAUGH, IT HAD BEEN A GOOD DAY.

AS THE DEMAND GREW FOR OIL AND GASOLINE, (POP) JIM NICKELL BEAULAH WILLIAMS AND HER SON JIMMY WILLIAMS SEEN THE NEED FOR MORE BULK PLANTS, SO THEY BUILT ONE IN GRAYSON AND LATER ONE IN OWINSVILLE. THEIR BUISNESS WAS BOOMING. BUT TRAGEDY HIT, BEAULA DIED AT A EARLY AGE WHICH LEFT A *Terrible* ~~TERIBLE~~ EMPTY SPOT IN THE BUISNESS. ELIZABETH NICKELL, POP'S OTHER DAUGHTER CAME IN TO HELP RUN THE BUISNESS, THEN POP DIED LEAVING A SPOT NO PERSON COULD FILL, THEN A FEW YEARS ELIZABETH DIED. THEN JIMMY DIED THE LEADER AND MANAGER OF THE WHOLE OPERATION.

AGNUS WILLIAMS WIFE OF JIMMY CAME IN TO HOLD THE BUISNESS TOGETHER, SHE RUN THE BUISNESS SUCCESSFULLY. BUT MANY THINGS STARTED TO HAPPEN IN OIL JOBBER BUISNESS BULK PLANTS WERE NOT NEEDED AS THEY ONCE WERE, AND IN THE SEVENTY'S GASOLINE AND DIESEL FUEL GOT SCARCE CUTTING INTO PROFITS.

I REMEMBER ONE DAY AGNUS SENT ME TO LOUISVILLE TO GET 6500 GAL. OF GASOLINE IN A 8700 GAL. TANKER. THAT WAS ALL WE WERE ALLOCATED. A STATION IN WEST LIBERTY WAS NEXT IN LINE FOR GASOLINE, SO THAT WAS WHERE SHE SENT ME.

AS I DROVE INTO WEST LIBERTY I NOTICED A LINE OF TRAFFIC BEHIND ME, WHEN I ARRIVED AT STATION WHICH HAD BEEN OUT FOR SEVERAL DAYS, I COULDN'T EVEN SEE THE END OF THE LINE.

I KNOW THERE SO MANY THINGS THAT HAPPENED OVER THE 30 YEARS I HAD THE PLEASURE WORKING FOR SUCH A FINE FAMILM, BUT THIS IS ABOUT ALL I CAN REMBER FOR NOW.

Remember

I HOPE YOU MAY BE ABLE TO USE SOME OF THESE THINGS.

THANK'S ERNEST BALDRIDGE

784-7287

Ellis
552 W. Sun St.
Morehead, KY 40351
606-784-7473

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

WILLIAMS-NICKELL OIL COMPANY 1932-1986

Motto: "SERVICE IS OUR BUSINESS"

The Oil Company was located at the end of east Railroad Street (now First Street). On the property that was once owned by the Old Power Company, and then later by the Ice and Coal Company owned by "Cap" Daugherty and Wallace Fannin. It was a family owned business for 54 years. Founded in 1932 by James L. Nickell and son-in-law Edward B. Williams. They owned and operated the Shell Oil jobbership having over 25 dealer/outlets in Rowan, Morgan, Menifee, Elliott, Bath, Fleming, Carter, and Magoffin counties in eastern Kentucky, distributing gasoline products to these dealers. In 1940, Beulah Nickell Williams, after a brief teaching career, joined her father in the business. She was in charge of the office work because her father disliked accounting and bookkeeping, but you could also find her filling tanker trunks and helping customers. Jim Williams, grandson of J. L. Nickell took over for his grandfather in the 1950's. In 1957, due to the untimely death of Beulah, Elizabeth "Lizzie" Nickell took over her sister's position at the Oil Company. Elizabeth had to resign her position of 25 years as manager of the Kentucky Utilities of Morehead to join her father. In 1969, after the deaths of both Jim Williams and Elizabeth Nickell, Agnes Williams, wife of Jim, ran the Oil Company along with the support of her three daughters, Debbie, Leslie and Sandi. She continued with the business until 1986 where the assets of the corporation were sold.

The Nickell family was one of the earliest families to settle in Rowan County. James L. was the son of James Andrew Nickell, who settled in Morehead in 1854 with his father Robert Nickell. At the time, there was only one house in Morehead. He lived near Rodburn and farmed the land that is now occupied by MSU. After the civil war he and his wife Hannah Rouse returned back to Morehead. Hannah ran a boarding house on Main Street, where Jesse James is said to have stayed after robbing a bank in Huntington, West Virginia. Jim Andy delivered salt by wagon from Cincinnati back to Morehead and parts of eastern Kentucky. Beulah Nickell, daughter of James L., got her early education at Morehead Normal School and graduated in 1934 from Morehead Teachers College, where she served as president of the Alumni Association in 1954. Jim Williams, grandson of J.L. Nickell, graduated from Breckinridge Training School in 1947, was a volunteer firefighter for the Morehead Fire Dept. and was active in the community. Agnes Williams, wife of Jim, also graduated from Breckinridge in 1948, was a full time mom and a Girl Scout leader before she took over the family business and remains active with the community organizations today.

Some of the past employees of Williams-Nickell Oil Co. were: Galen Conn, Arthur Cox, Ernest Baldrige, Wilburn Baldrige, Dwayne Wilson, Pat Williams, Rodney Porter, Oscar McGloffin, Clester Williams, Peggy Williams, Jesse Eldridge, Norwood Caudill, Ed Smith Jr., and A.J. Shackelford. Family members that also worked at Williams-Nickell Oil Co. included Debbie Williams Caudill, Terry W. Caudill, Leslie Williams, and Sandi Williams Smith.

*Robert
James H
James L*

*J.A. Civil
Was set 2
where side*

W. H. Caudill

+ W. H. Nickell Transport Inc

Arthur Cox

*Bill - Harry Caudill, Medford Jenkins, Charles Jenkins, Glen Conroy,
- Jimmie Davis, Ralph Davis, C. Howard, Carl Blair,
Carl Ellington - Cleve Wallace Jr., Loyal Parker -*

Jimmy Williams *son*

Grandson of Jim Nickell, joined his mother and grandfather in the company business after high school graduation. He had grown up being around the oil business and was a natural to follow into their footsteps. He and his mother and grandfather ran a successful business for many years. They delivered to 7 surrounding counties.

Elizabeth Nickell

Joined the family business in 1957 after the untimely death of her sister, Beulah Nickell Williams. Known by everyone as Lizzie. Before coming to WNOG she was the office manager of Kentucky Utilities Co. of Morehead for 25 years. She was active in many civic organizations, a officer in the Order of the Eastern Star, a member and formerly on the Board of Directors of the Ky. Petroleum Marketing Assoc., and was the vice president of the Rowan County Woman's Republican Club.

Agnes S. Williams

After the death of her husband in 1969 she took his place at WNOG. She ran the business until 1984. Before she joined WNOG she was a devoted mother, girl scout leader, and a member of many civic organizations.

Background material on founders of Williams Nickell Oil Co.

Beulah Nickell Williams

Soon after graduation from Morehead State College, in 1934, she joined her father as manager of WNOC. She was a former president of the Morehead State College Alumni Association. She was a past Matron of the Eastern Star chapter of Morehead. She was elected to a three year term on the Board of Directors of the Chamber of Commerce. Awarded the Lions Club Outstanding Woman Award for 1956. She was a member of the policy committee for the Centennial of Morehead in 1955 and 1956. She also held office in many other organizations with civic, business and educational concerns of Morehead and Rowan County.

James L. Nickell

Graduated from the old Morehead Normal School. He took on many successful business careers. He first started as a railroad cross-tie buyer for the late Same Bradley. He left that job to open a grocery store on Railroad Street. Disposing of the food business he became the principal coal dealer in Morehead. Where he made his own deliveries by horse and wagon. When bluestone came into demand he saw an opportunity in laying and installing this material particularly for burial vaults. When the bluestone business declined he accepted a job with John Anglin to manage the Standard Oil bulk plant at Morehead. Standard Oil put him in charge of the its productive Morehead operations. He operated the business so successfully that Standard Oil transferred him to Pikeville expanding their operation in the coal fields. He resigned after a year and returned back to Morehead. In 1932 he was awarded the Shell Oil Company franchise at Morehead , a bulk plant serving several counties. He had plenty of experience and know-how to run a successful business, but he disliked bookkeeping and accounting so his daughter Beulah joined the family owned business. He was not only a successful businessman but also a member of the Masonic Lodge, Morehead Chapter 654 for 35 years, he had extensive property holdings, a member of the Scottish Rite, and a member of the Morehead Christian Church.

Edward B. Williams

Married to Beulah Nickell, joined in creating WNOC with Jim Nickell. He only stayed with the company a few years, until he and Beulah divorced. }

Noah Kennard Was Official Lamp Lighter In Olden Days

A man who has since given a full measure of service to the city of Morehead and Rowan County, was the first man to light the kerosene lamps here, shortly before the turn of the century.

N. E. Kennard, longtime Morehead business and civic leader, was the man who was first hired to light the city's 12 kerosene lamps and as a result Mr. Kennard now terms himself "the old lamp lighter."

The lamps were located in an area from near the present Bruce Motel to the Midland Trail Garage on Main Street, a few were on Railroad Street and some were placed near the Morehead Normal School.

Kennard's contract, given him by the city fathers, called for him to light the lamps "near sundown and to turn them out between 11 p. m. and midnight."

"This was in order to save kerosene," Kennard explains today.

From that job—for which he was paid \$8 a month—Mr. Kennard went on to further service to the community. He served "three or four terms" on the city council, was elected mayor for two terms, in addition to rendering aid to the community at any time he felt it needed his help.

In the city's business life, the name Kennard has also been a prominent one. He entered the garage business here about 1915, and was one of the first dealers for that permanent symbol of the early days of this century—the Model T Ford.

Later he engaged in the hardware business for a number of years and the trade name "N. E. Kennard Hardware Co.," still is a familiar one here.

During the past 25 years, Kennard has been agent in Rowan County for Standard Oil Company of Kentucky, and is the agent at the present time.

The Kennard family moved to

WHEN KEROSENE LAMPS were in vogue in Morehead, Noah Kennard, since several times Mayor and business man, was the official lamp lighter. Kerosene was used, but back in the early days pine knots were in vogue for home lighting. Mr. Kennard was able to locate one of the old Morehead street lamps. It was cleaned up, erected and Mr. Kennard enacts here how he used to light the lamps of Morehead at dusk each evening.

Rowan County, from Mr. Kennard's birthplace, Morgan County. He attended the Morehead Normal School as a youth.

This is a man who can say with

a great degree of accuracy: "I've seen Morehead grow from a town of kerosene lamps and mud streets, to a modern town 'within this valley.'



MR NOAH KENNARD ^{2/20/03}
DISPLAYED ONE OF THE
EARLY MOREHEAD
KEROSENE STREET LAMPS
USED IN MOREHEAD IN THE
LATE 1800'S. MR KENNARD
RESTORED ONE OF THOSE
EARLY LAMPS HE LIT
WHILE HE WAS MOREHEAD'S
LAST LAMP LIGHTER. LATER
HE BECAME THE STANDARD
OIL AGENT IN MOREHEAD
AND TWO TIME MAYOR.

Dr. Jack D. Ellis
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Local Trivia

Great Opportunities

The Williams-Nickell Oil Company opened the Shell Oil franchise Jobbership in Morehead in 1932.

SECTION C

History

About the Author



Morehead Memories:

People Places

Williams-Nickell Oil Company Part II 'Service is Our Business'

By Jack D. Ellis Special to The Morehead News

In 1946, James S. Williams, son of Beulah and Ed Williams, graduated from Breckinridge High School. The night of the Senior Prom he eloped with Agnes Smith, his childhood sweetheart.

Following his marriage, and because there was such a need for him to help in the family business, he elected to go to work full time instead of following in his parents footsteps and attend Morehead State College. Jimmy and Agnes Williams have three daughters, Debby, Sandy, and Leslie, and one son-in-law, Terry Caudill, who worked part-time in the business.

Jimmy Williams had worked in the family business during high school, but following his marriage, he began to seriously learn the business from his mother and grandfather. During those post WW II years, the oil



Jimmy Williams, owner of the Williams-Nickell Oil Company at the time of his death in 1969.

use was not taxed and this writer recalls going to the Williams-Nickell Oil Company many times and purchasing fifty gallon drums of gasoline for farm use. They always



Lizzie Nickell, operations manager of the family oil company at the time of her death in 1969.

cars, it was the "Saturday Night Social Center" in Morehead. Pitch was a card game of four players with two teams. It was possible for a team to make seven points each game. Each man received six cards and six cards were in the center called the "widow." You would bid up to seven points and the high bidder got the cards from the "widow" and called trumps. If the bidder reached his bid he won, if he failed to make his bid, he was "set back." The bidding was heated and the game good natured fun. But the losing team sat out and there was always someone there to take their place.

This writer can remember as a child, my mother and father hosting "pitch" games on Saturday night. People would walk for miles to attend those pitch games. Also those Saturday night social gatherings usually included a "candy-pulling." Those waiting to get in the next game would make molasses taffy or "pull" candy. I was too young to play pitch, but I sure enjoyed that home-made candy.

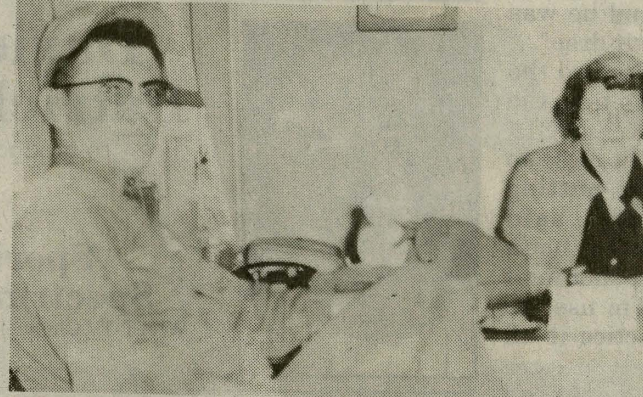
Among those who were members of the Morehead Golden Shell Pitch Club were James Nickell, Sam Allen, Bert Proctor, "Jinks" Davis, Ralph Davis, Rupert Hardin, Cisco Howard, Ernie Thompson, Lee Stewart, Hobart Johnson, Henry Stamper, Dave Gevedon, Cap Daugherty, Harry Caudill, Henry Stamper and many others. It was the Social Center of Morehead.

In the 1960s as the C&O began to cut services, the company could not get enough

product and many days their dealers would have no gasoline. That created some major problems because that meant that if the company was to have a dependable gasoline supply, they would have to haul it themselves.

It would then have to get transported by truck from Louisville to Morehead. Ernest Baldrige, a 30 year employee with the company,

See OIL COMPANY on B-5



Jim Williams and his mother Beulah at office Shell Demlersh ID. 1950



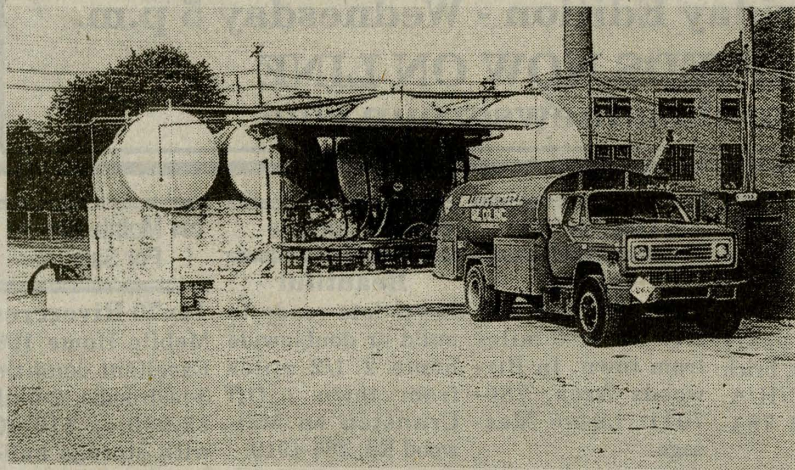
Casual Linville (left) and Jim Williams pump "LP" Butane gas from railroad car to Williams-Nickell tanks.

business blossomed. New automobiles, trucks and farm tractors were arriving in the Rowan County region. (This writer's family purchased a new 1947 automobile and a new farm tractor). It was during those years that Williams-Nickell opened smaller bulk sub-stations in Grayson and Owingsville, Kentucky. That made delivery of their products more efficient. Gasoline for farm

lived up to their motto: "Service Is Our Business."

Prior to WW II, many local businesses were centers of social activity as well as business activity. The Shell Oil Bulk Station was the headquarters for the "Golden Shell Pitch Club." It was a place where many men from the neighborhood would meet on Saturday night and play a card game called "pitch" or "set back." With no TV or

Oil Company From C-1



Williams-Nickell tanker truck loads gasoline in preparation for delivering gas to local stations. 1950 - 1960

recalled J.L. Nickell saying, "They had no choice but to form a subsidiary company called, 'Williams-Nickell Transport, Inc.' to fulfill the role formerly held by the railroad." At first the transport company purchased a small tanker truck and employed drivers to transport gasoline from the refinery in Louisville to Morehead. There were times when driver Ernest Baldrige and others would make two trips a day to the refinery in Louisville. Later on the company purchased a modern 18 wheeler that could carry 8,100 gallons of gas.

In addition to family members and those already mentioned, others who worked at Williams-Nickell included: Galen Conn, Arthur Conn, Ernest Baldrige, Wilburn Baldrige, Dwyane Wilson, Pat Williams, Rodney Porter, Oscar McGlothen, Clester Williams, Peggy Williams, Jesse Eldridge, Norwood Caudill, Ed Smith Jr., J.J. Shackelford, Harry Caudill, Medford Jenkins, Charles Jenkins, Jean Conn, Cisco Howard, Jinks Davis, Ralph Davis, Earl Blair, Carl Ellington, Cleve Wallace Jr., and Lowell Packer.

During the 1950s and 1960s a series of tragedies struck the promising family oil business. On Easter Sunday, 1957, Beulah Williams died unexpectedly of a heart attack, leaving Jimmy and his grandfather to manage the growing business. Then older daughter, Elizabeth "Lizzy" Nickell, resigned her job with Kentucky Utilities and took over the accounting and bookkeeping part of the business. Also, that was at the beginning of the movement across America for recreation vehicles, and people living in mobile homes. That created a demand for butane gas. The Williams-Nickell Oil Company, whose motto was "Service is Our Business," built bulk butane storage tanks at Gates on U.S. 60 East to supply that product to the public.

In 1963, company founder James L. "Pop" Nickell died leaving his grandson Jimmy and his daughter "Lizzy" to continue the business. They continued to successfully manage the booming business for the next six years.

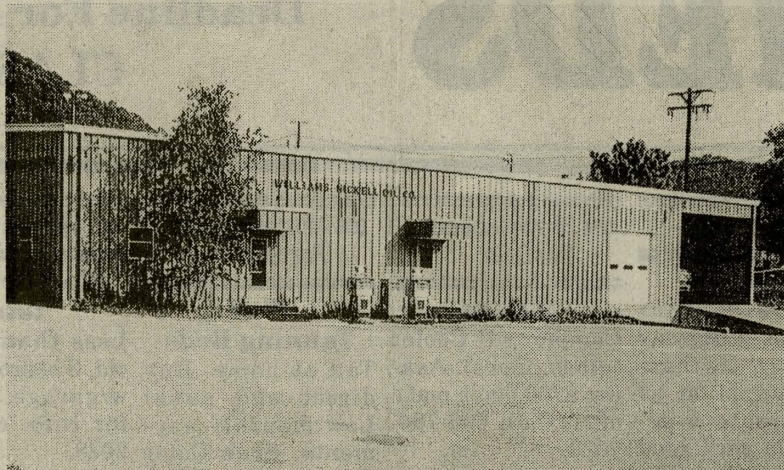
In 1969 there were twin

tragedies and cataclysmic changes in the 37 years old family business. That was the year both Jimmy and his Aunt Lizzy died. Both deaths were shocking but Jimmy's death at age 40 not only was personally devastating to the family, it shook the very foundation of the family business. Local citizens began to speculate about who might end up owning the business.

In February 1969, less than one month following the death of her beloved husband Jimmy, Agnes Williams was thrust unwillingly in the "wonderful world of work." While grieving for her husband she threw herself into learning the business even as she cared for her three daughters and continued to be a homemaker. By that time the oil business had become very competitive with other oil companies, such as Sinclair, Gulf and Ashland.

Agnes recalled, "I went from being a mother, homemaker and a girl scout leader baking cookies, to managing a bustling business enterprise that I knew nothing about." But she said, "I knew I had to learn" and with the help of Aunt Lizzy and the support of her three daughters, and many excellent loyal employees she was determined to keep the family business. Many local people were projecting that she would not last a year, but Agnes fooled them all. She emphasized that she could not have kept the company going without so many loyal hard working employees.

In February 1969, Agnes began to learn the oil distribution business under the tutelage of her Aunt Lizzy. She had to learn to figure the state and national taxes on gasoline (which had to be paid monthly), salaries, payroll deductions and hundreds of other major details. At the same time she had to manage a home for her three daughters. Just as she began to gain some slight understanding of the business, her beloved "mentor" Lizzy died in the fall of 1969. With no one to teach her, she turned to the regional dealers and the Shell Company in Louisville for help. Agnes recalled they were always there when she needed them. Also her employees were always helpful and understanding.



New Williams-Nickell office and warehouse built in early 1970s located at First Street. The business closed in 1986.

Agnes Williams was one of only three women members of the Kentucky Petroleum Marketing Association. She was a woman working in a

male dominated business. But slowly she became accepted into the business world and became more determined to continue her deceased

husband's vision for the company. She built a large new office and storage building on adjacent property. She had to purchase a new 18 wheeler transport truck, and then purchased land at the I-64 interchange and opened a new Shell station (where Ponderosa is now located).

During the 1980s with the critical gasoline shortages her product was rationed to her, and she in turn had to ration it to her dealers. In addition to shortages, the price began to increase and her margin of profit decreased.

The shortages and price increases were blamed on foreign countries. But in looking back at the condition that existed then and the many changes in the rules of business by the petroleum

companies, Agnes said that it was all nations.

Agnes said, their rules of 1969 to 1986 changed many of and I chose to close our business being forced to policies that were by those that were. Therefore, the Nickell Oil Company opened the doors and closed its doors four generations of members involved in the business.

It was one of the pioneer companies in Rowan County, Kentucky growing energy in the products.

Local Trivia

Great Opportunities

The Williams-Nickell Oil Company opened the Shell Oil franchise Jobbership in Morehead in 1932.

History

About the Author



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

Morehead Memories:

People & Places

Williams-Nickell Oil Company 1932-1936 Part I 'Service is Our Business'

By Jack D. Ellis Special to The Morehead News

He is buried in the Lee Cemetery.

J.L. Nickell worked at many jobs

James L. Nickell was born in 1883 in Rowan County, Kentucky, and was the son of James A. and Hannah Rouse Nickell. He received his early education in the Rowan County Public schools before graduating from the Morehead Normal School. James L. Nickell married Dalia Moore and they had two daughters, Elizabeth and Beulah. From 1900-1920, James L. was involved in several successful businesses in Morehead. In his first job he was a railroad cross-tie buyer for Sam Bradley's Lumber Yard located on the south side of the railroad tracks through Morehead. He left that job to open a grocery store on Morehead's Railroad (First) Street. After a couple of years he sold the food store and became the principal coal dealer in Morehead. During that time he made coal deliveries with a team of mules and wagon. J.L. Nickell then sold the coal business to C.B. Daugherty and when bluestone began to be used for burial vaults, he tried his hand at selling and laying the stone vaults. But that was an

With good will doing service." (Ep. 6:7) Nickell is one of the old family names in Rowan County. Robert, and his son, James Andrew Nickell, settled in Rowan in 1854, two years before it became a county. They lived on land near Rodbury and farmed much of the land now occupied by Morehead State University. At that time the Morehead had not yet been named, and the local post office was then called Triple.

Civil War veteran to mule skinner

During the Civil War, 1861-1865, James Andrew was one of many Rowan youngsters to enter that war on the side of the Union. Following the Civil War, James A. returned to Morehead and married Hannah Rouse. Together they ran a boarding house on Morehead Main Street when, according to local legend, Jesse James spent the night on his way back to Missouri after robbing a bank in Huntington, W.Va. Also, James worked for a while as a "mule skinner" hauling salt by wagon from Maysville on the Ohio River to the counties throughout Eastern Kentucky



J. L. Nickell, Oil Company owner, loads gasoline to be delivered to regional Shell Stations (1940).

Although he liked the oil business, Mr. Nickell could not see much future working for someone else. But he was so successful managing the Morehead Plant that the company transferred him to Pikeville where he was in charge of a new bulk plant in the coal fields. However, like many Moreheadians, he could not stay away from his Morehead home and he resigned after one successful year and returned to Rowan County.

Williams-Nickell awarded Shell Oil Jobbership

As a result of his experience with Standard Oil, James L. Nickell could see the great

opportunities for the future of oil products in Morehead. At the same time early entrepreneur Nickell recognized that working for someone else limited his potential success. Therefore in 1932 Jim Nickell and his son-in-law, Edward Williams applied for and were awarded a Shell Oil Jobbership covering the 25 dealer-outlets in Rowan, Morgan, Menifee, Elliott, Bath, Fleming, Carter and Magoffin counties in Eastern Kentucky.

The Williams-Nickell Oil Company opened the Shell Oil franchise Jobbership in Morehead in 1932. It was founded by James L. Nickell

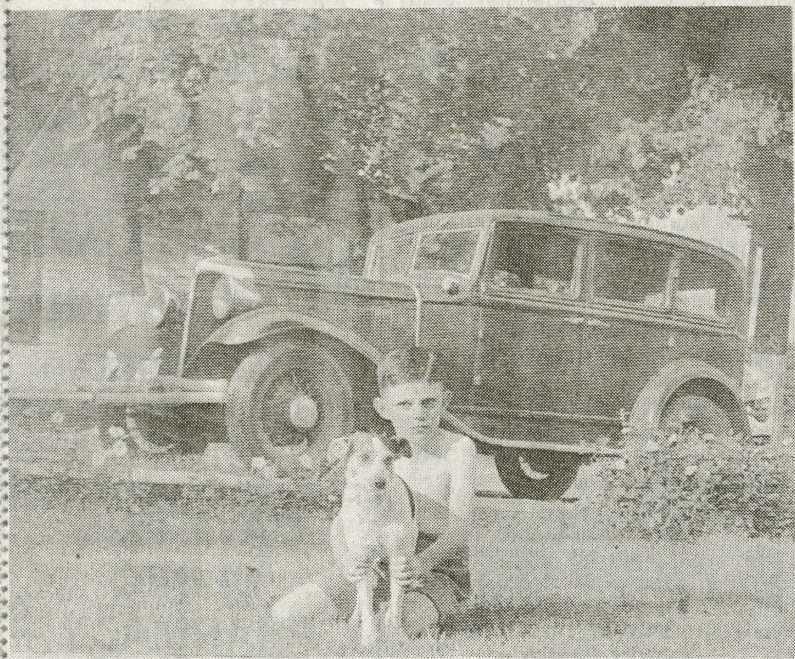
and his son-in-law, Edward B. Williams, who with the help of Henry Haggan, received a football scholarship from Morehead State College. (It was then he married Beulah Williams). An oil jobbership is different from an oil agent

because the jobber holds a franchise and owns the land, buildings, equipment and products. However, an agent does not own any of those, but

See OIL COMPANY on C-2

It was a lucrative business because salt was a basic necessity for curing meat as well as enhancing the taste of food. Since it was in short supply, it was a valuable product. James Andrew Nickell, one of Rowan's early businessmen died in 1935. He was one of Rowan's last surviving Civil War veterans.

people could afford vaults. Following the decline of the Bluestone Burial Vault Business in the 1920s, early entrepreneur Nickell, accepted a job as an assistant agent with the Standard Oil Company in Morehead. John Anglin and Noah Kennard were the local agents.

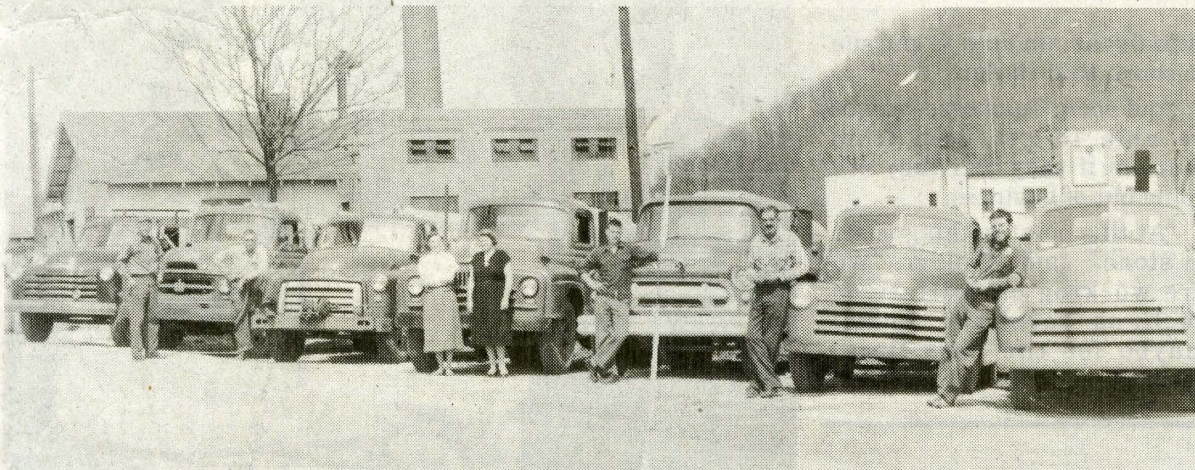


This 1932 luxury four-door Pontiac sedan was owned by J.L. Nickell. His grandson Jimmy Williams poses in front with his dog (1934).

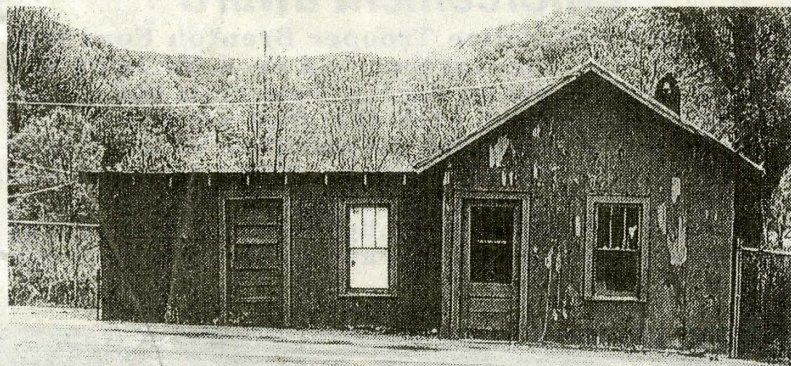


In 1957 Jim Nickell (center) accepts 25 year Shell Service plaque from Joe Dooley (left) Kentucky Regional Manager, as Mr. Nickell's grandson Jim Williams (right) looks on. The business lasted for another 29 years.

Oil Company From C-1



In 1955 some of the Williams-Nickell Oil Company employees stand beside company trucks. Left to right: Medford Jenkins, Casual H. Nulle, Jean Conn, Beulah Williams, Clester Williams, Jimmy Williams. MSU Power Plant in background.



First Williams-Nickell "office" building built in 1932. Located on East First Street and Bridge (center) Street.

simply represents the oil company within a given territory.

The new Shell Oil bulk plant was built on land purchased from Ed Fannin and H.G. Burns. It had previously been the site of the first Morehead Electric Company and was located at the east end of Railroad (First) Street and adjacent to the railroad tracks. Later the business acquired more property that was formerly the Morehead Ice and Coal Company (owned by C.B. Daugherty and Wallace Fannin) and extended to

Bridge Street. The C&O Railroad Company built a side track to the land to allow tank cars to unload gasoline, kerosene and oil directly into storage tanks.

Early deliveries mostly kerosene

During the early 1930s while the business was young, both Mr. Nickell and Mr. Williams made most of their deliveries throughout the eight county region. In the early years the company sold more kerosene than gasoline and many times the men had to carry kerosene in ten gallon cans into a store and pour it

by hand into their tank. Later on it was not uncommon for one of the men to leave on a long distance delivery with the tank truck filled to the brim with gasoline, a dozen of five or ten gallon cans of diesel fuel and kerosene belted to the outside of the truck, and several cases of motor oil stacked in the cab making it difficult to see or shift gears. Many times they had to unload their products by hand because there was no electricity for a pump.

By 1940 with the great depression almost over and more automobiles appearing in Rowan and surrounding counties and the economy of the region improving the demand for gasoline and oil products began to boom. As the business increased it required more men and much more paperwork. Both Mr. Nickell and Mr. Williams hated all of the accounting and bookkeeping, and Mr. Nickell's daughter (Mr. Williams wife Beulah) resigned her teaching position and went to work full time in the family business. She not only did all the secretarial-clerical work involved in the business, but would also fill the tanker trucks and load oil cans on to the truck.

During those early years this writer's wife, Janis, lived a few doors apart from the Nickells family on East Second Street. She recalled that Mr. Nickell would walk past her house each morning on his way to work usually wearing an old felt hat cocked on the side of his head and a pair of red suspenders. He was usually smoking a cigar.

World War II and gas rationing slow growth

In 1942, Ed and Beulah Williams divorced and Mr. Ed Williams left the company. During the difficult day of gasoline rationing during WW II (1942-1945), Beulah and her father continued to operate the business. They even made a profit in spite of gasoline shortages, gas rationing, price freezing and no civilian automobiles coming off the assembly lines.

To purchase rationed gasoline during WW II required gas station stamps provided by the U.S. Government based upon how essential one's job was to the war effort. The gas ration stamps were necessary to buy gasoline and were given to the retail gas station when gas was purchased. (Of course there was never enough product so gasoline was also rationed to each dealer.) The dealer then had to return the ration stamps to the bulk plant.

Therefore the Williams-Nickell Oil Company usually held large numbers of gas ration stamps. During the war someone broke into their office and took only the gas ration stamps which were worth far more than money.

Among some of those early Shell service stations in the Morehead area included Morehead Camp, Kenneth Lewis Garage, Midland Trail Garage, Calverts Garage and many more.

Part II next week