

THE ROWAN COUNTY NEWS

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MOREHEAD, KENTUCKY, THURSDAY, APRIL 30, 1936

SECTION FIVE

NUMBER 18

Shady Rest Service Station Is Growing

Several years ago, five to be exact, Mike Flood who came back to Morehead in 1926 after several years absence and purchased the Eagles Nest from Walter Swift, sold out his interest in that business to his partner and began looking about for new fields to conquer and a new business to build up. The result was the erection of Morehead's first modern service station and tourist camp. Mr. Flood purchased what was then the home of Judge Blair and moved his family to that loca-

tion. The business thus started has flourished ever since, until now, the "Shady Rest Service Station" is a synonym for real service for automobiles.

Mr. V. D. Flood, called "Mike" by his friends, and a title, by the way which he likes, is still at it, still improving his place, still building up his business by giving it close attention and by selling service. During the past winter in order to better accommodate his trade, he installed steam heat in all his tourist cabins and in his home, which serves as a tourist home during the summer and which accommodates the overflow guests of the hotels at all

times during the year. In charge of the home at all times, guests will meet Mike's pleasant wife as a hostess who is interested only in the comfort of her guests.

At the Shady Rest Service Station one may purchase General tires and Standard oil and gas, have his car washed and greased, obtain soft drinks or lunch, and purchase all and sundry accessories.

"Mike" has always taken an interest in community affairs and has always been one of the most consistent boosters for the welfare of the Morehead State Teachers College.

ASHLAND BUSINESS OFFERS GREETINGS

Foster Feeling Of Friendship Between Communities And People.

Morehead State Teachers College is an Eastern Kentucky institution and as much the Rowan County News carries a number of messages from surrounding cities and towns, messages of good will and congratulation to the new president of the college, Harvey A. Babb.

Among these are several business firms and merchants from Ashland. We have made no particular canvass of solicitation. Most of the ads in this issue have come freely and we are glad to convey their message to residents of this community, as they indicate definitely the feeling of the surrounding territory toward the Morehead State Teachers College.

Among the firms which sent their greetings to President Babb are Fields Furniture Store, Evans Bakery, Moriarty Furniture Store, Smart Shop, Betterton Coffee Company.

Morehead wishes to thank these firms for their cooperation and for their expressions of good will toward both the college and the community.

Golden Vital is a natural medicine made of many herbs, designed to recondition the entire system, cleaning out the impurities and stimulating the digestive and eliminating functions of the stomach, liver and kidneys. Try Golden Vital on a money-back guarantee.

C. E. BISHOP DRUG CO

Mt. Sterling Friends Of President Babb Extend Congratulations On Inauguration

Many Firms In Neighboring City Offer Expression of Pleasure.

Taking a decided interest in the future of the Morehead State Teachers College, ever since its organization and establishment, Mt. Sterling

Dr. A. L. Wise Has Morehead Office

Maintaining optometrist service in both Morehead and Mt. Sterling, Dr. A. L. Wise, who comes to Morehead Friday of each week is developing a patronage that is worth while in his profession. He has built up a clientele that is of the highest class by giving service that is of the highest grade. Glasses fitted by Dr. Wise, are really fitted and really give service.

Dr. Wise is recognized as one of the leading optometrists in the east section of Kentucky. He keeps thoroughly abreast of the times and utilizes all the newest developments in his profession, that will tend to perfect his work.

His offices are equipped with the last word in modern facilities for the testing of eyes for refractions and for really measuring glasses to guarantee a perfect fit for the eye.

That he is thoroughly qualified to take care of the most difficult cases is indicated by the fact that when he took the required state examination for a registered optometrist, Dr. Wise made an average grade of 98, one of the highest grades ever given by the state board. In the subject that deal most closely with the eye such as refractions and optics, he made perfect scores. He is at present in charge of the monthly classes organized by the Nation Optometrist Association, which are held each month to familiarize practicing optometrists with

citizens have seen that interest increase with the passage of the years. And in the past six months, with the election of Harvey A. Babb as president of the college, that interest has become even more pronounced.

In this issue of the Rowan County News, which is dedicated to President Harvey A. Babb, whose inauguration as president of the Morehead State Teachers College takes place on May 5, a number of Mt. Sterling business men and business women have taken the opportunity to extend their congratulations, not only to President Babb, himself, but to every citizen of Morehead and Rowan county as well.

Mt. Sterling, capital of Montgomery county was for years one of the chief shopping centers for eastern Kentucky, and those merchants are as well acquainted with Rowan county people as are the Morehead merchants.

They have always had a warm spot for Rowan county and Morehead. They are glad to have this opportunity to express their gratitude to Morehead people.

ECONOMICS DEPARTMENT



NEVILLE FINCK

the latest developments in their profession.

Dr. Wise's office in Morehead is located in the Hart Studio Building. In Mt. Sterling his office is located on Mayville Street.

MEMBERS OF BOARD OF REGENTS



DR. J. M. ROSE



DR. A. O. TAYLOR

ON THE ROAD TO MOREHEAD

Visit

MYRTLE'S TEA ROOM

Either as you arrive or when you are leaving Morehead. On the Midland Trail just east of Morehead.

A regular steak or chicken dinner at a moderate cost. A comfortable place to rest and relax.

PRESIDENT BABB

We extend our hearty felicitations to you on your appointment and inauguration as President of the Morehead State Teachers College.

Greetings TO PRESIDENT BABB

On his inauguration as President of Our College

FOGG FARM

Mt. Sterling,

Kentucky.

Franchised Distributors Of

Bireley's Orangeade

"You'll Like It, Too"

Delicious and refreshing, it contains all the food value of tree ripened oranges without preservatives or artificial flavoring. Your Grocer has it in quarts, too, for the home. Always look for the name BIRELEY on the bottle cap.

CONGRATULATIONS

H. A. BABB

On Your Appointment As President

From

Morehead's Oldest Retail Business

The C. E. Bishop Drug Co.

140 YEARS OF CONTINUOUS SERVICE TO MOREHEAD

ESTABLISHED 1886



WHAT'S ALL THIS TALK ABOUT



ALL-WEATHER!

Gives 3 minutes to point out why "G-3" is America's best-seller - no ifs, ands, or buts! To become America's best-seller, it had to be America's best buy - and that's the "G-3" All-Weather for you! Evidence? - we've got plenty... local proof of better than 43% greater non-skid mileage, quicker-stopping, safer grip, longer endurance. Get your money's worth and then some - see us about tires!

"MORE PEOPLE RIDE ON GOODYEAR TIRES THAN ON ANY OTHER KIND" Some testimonial, what!

Calvert Service Station

F. M. Calvert,

Green Houses and Nursery

A. J. and A. G. Humphreys Florists and Nurserymen Holt Avenue Mt STERLING, KENTUCKY

Estimates Cheerfully Given

Candyland Manager Backs All Athletics

Meet John Petro, the one and only. There is but one John Petro and he lives in Mt. Sterling and operates the Candyland Cafe.

Naturally when those interested in athletics visit Mt. Sterling, they gravitate to the Candyland Cafe, if only to renew their acquaintance and friendship with John.

ters for athletes and athletics. Even though the hour be late when you return from a trip with the team, Candyland will be open and waiting to receive you and to feed you.

"For he's a jolly good fellow," and you can be sure that he is alright.

Mt. Sterling Garage Is Well Known Institution

The Mt. Sterling Garage, agents for Buick and Pontiac automobiles is located on Main Street in Mt. Sterling. The garage is under the management of Mr. Smathers and is one of the largest and best equipped between Lexington and Ashland.

were the only Buick dealers in this section of the state. Mr. Smathers invites you to stop in at the Mt. Sterling Garage whenever you visit them, if you are not acquainted, drop in and make yourself known. If you are acquainted, drop in and renew your friendship.

Greenland Cafe Draws Morehead's Best Trade

When you visit a new city, the first thought that enters your mind, especially if the noon hour is approaching, is "where shall I eat?"

That problem ceases to be a problem if you are in Mt. Sterling. The answer is contained in two words: Greenland Cafe.

Home Lumber Company Is Great Institution

"The Home Beautiful" has come to be a by-word in Mt. Sterling when the Home Lumber Company, under the management of Mr. W. O. Pierce. The Home Lumber Company is one of five years under the same ownership, scattered throughout Kentucky.

The Home Lumber Company specializes in building materials of the highest grade and is able to supply the needs of its customers at moderate prices at all times.

M. B. May Handles All Farm Implements

One of the newest, but not one of the least important businesses in Mt. Sterling is the M. B. May Implement Store located at 51 S. Maysville Street in that city. It is under the direction of Mr. M. B. May, who, while he has been in business but a short time is thoroughly familiar with the implement business.

Mr. May is agent for the McCormick Deering farm machinery, which is the standard the world over. If you farm, he is able to supply your needs at a moment's notice. He is particularly interested in his farm tractor, the Farmall, put out by the McCormick-Deering people,

and especially designed to meet the needs of the farmer for a small compact and powerful tractor. He invites the farmers of this section to make his store their headquarters when in Mt. Sterling at any time.

City Dispensary Is New Mt. Sterling Business

The City dispensary in Mt. Sterling in Mt. Sterling is Mt. Sterling's newest liquor store. It is located on South Maysville street at Number 57, and is operated by two of Mt. Sterling's men, William Utterback and Ernest Crouch. They carry a complete line of wines and liquors of every grade.

Both men are well known in this section of Kentucky, being natives of Mt. Sterling and having a wide circle of acquaintances throughout the territory they serve.

Machinery

The machinery of education is the plant of the Morehead State Teachers College.

H. A. BABB

New President of that institution, we salute you and wish you well.

FARM MACHINERY

We are headquarters for farm machinery of Eastern Kentucky.

McCormick-Deering Farm Machinery Farmall Tractors Implements and Parts

M. B. MAY

Mt. Sterling, Kentucky

Reis Poultry House Has Morehead Branch

The E. T. Reis Poultry Company of Mt. Sterling and Morehead is one of the largest buyers of poultry of all sorts in eastern Kentucky. With main offices at Mt. Sterling, they maintain a branch in Morehead, under the direction of R. L. Reynolds.

Incidentally the Reis company is not a new Morehead institution. They have been in business here for almost ten years and have built up a large patronage by their method of doing business.

The poultry business is one of the most important in the country today and involves the exchange of millions of dollars annually, which goes directly into the pockets of the farmers.

Whenever you have poultry to sell, call at the Reis poultry house either in Morehead or Mt. Sterling, where you will be assured of the most courteous treatment as well as the highest prices.

We Join Hands

Today as always we of Mt. Sterling join hands with Morehead in congratulating the new president of Morehead State Teachers College.

HARVEY A. BABB

He was our superintendent; He is your president.

Our wish is that he may remain with you and help the great teachers college to grow on.

HOME LUMBER COMPANY

Lumber - and Building Materials

Mt. Sterling

Kentucky

CONGRATULATIONS

President H. A. Babb

Eat At

CANDYLAND CAFE

Mt. Sterling, Ky.

BOOST FOR MOREHEAD STATE TEACHERS COLLEGE

Athletic Headquarters

CANDYLAND CAFE

JOHN PETRO,

E. T. RIES

Congratulates Morehead State Teachers College on its New President

THE LARGEST PURCHASERS OF POULTRY IN THIS SECTION

E. T. RIES

Morehead, Ky.

Mt. Sterling, Ky.

WHY SHOULD I ATTEND SCHOOL AT MOREHEAD STATE NORMAL SCHOOL AND TEACHERS COLLEGE

Article Written By Deceased Professor Of College Is Still True.

Several years ago, the Rowan County News put out its first, and up to the present, its last special

edition. In that issue, Prof. W. L. Jayne contributed the following article. In looking up material for publication in this issue, we re-read the article by Prof. Jayne, and found that it was still worthwhile and still applied. In seeking the reason for any student from Eastern

Kentucky for attending school at Morehead, the reasons given in the article entitled "Why I Go to School at Morehead" are just as true and just as applicable today as they were seven years ago.

We are indebted to Prof. Jayne for his clear and concise summing up of the situation.

"Where shall I attend school?" is a question which must be answered by many young people. A number of things must be considered:—The type of institution, its equipment and personnel; the living conditions; the surroundings; the kind of town or city in which the school is located; the type of students with whom you must associate.

I am one of those who believe that there are better opportunities for the best kind of student life in the small town than in the large city.

Surely no-one would say that our town is too large. We have perhaps in the whole population center, comprising Morehead and Clearfield, three thousand people.

Our town is small and quiet, but only a few towns of this size are so well improved. Well-paved streets, electric lights, and water works make Morehead a clean, convenient and healthful place to live.

There are good public schools and four excellent churches—Methodist, Christian, Baptist and Church of God. Each of them have regular preaching each week and good Sunday schools.

But the best thing about Morehead is that it is a town of good citizens and good homes. Of course, like every other town in the world, we could spare a certain few and feel no great sense of loss, but the large majority of people living in Morehead are quiet, industrious and kindly people.

It is a democratic town. There are no Aristocrats or pocketbook noblemen. The poorest are as good as the best, and often more highly respected than the rich or distinguished of wealthier towns.

It is a good place to study or to work. The most thrilling excitement is the movie show or a protracted meeting, and neither of these is over-

erdone. The town looks clean. The streets are swept. Someone has said "The clothes do not make the man, but they are an index to show what is in him." In the same way, streets and public buildings in our town show that our citizenship is clean and wholesome.

The buildings and equipment of Morehead State Teachers College are new and good. Fire-proof throughout they are safe and comfortable.

The faculty is large and efficient and moreover they are human. You can get acquainted with them. There is no high hat attitude, no dignified owls strutting across the campus, unable to see a poor student because he is not sufficiently important to hold a degree.

The aspirations and ambitions of our schools are great, but we try to keep our feet on the ground and to train for the needs of Kentucky schools.

Personally, we have the feeling that Morehead should become a vocational and industrial school, not only to train teachers, but to train for the many industries and trainings in this part of the State. We should continue the preparation of teachers and give regular college courses, also training for the many vocations.

Nobody seems to have realized the need for a polytechnic school in Kentucky, but we are important hundreds of young people trained in such schools in other states.

Our students are the best class of the best people in the world. The blue bloods of America are found in these Kentucky mountains. When you come here and associate with them, you will find them "the salt of the earth."

Many from neighboring blue grass counties are found among the number. Here at the border of the hills is growing a great institution for the service of Kentucky Youth.

Come and enjoy it with us, for to paraphrase the language of a writer of old—"We will try to do the good."

Highway Advantages Of Rowan County

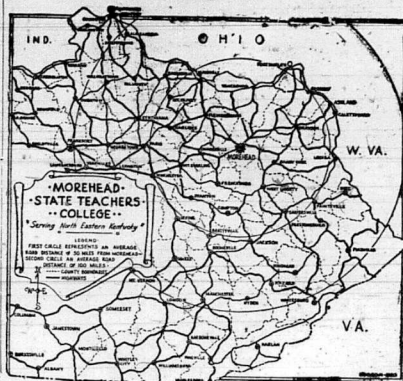
Living conditions in the city of Morehead and surrounding territory are unexcelled. The climate is good and little sickness is found in the county.

The county has an excellent rural school system and the Haldeman and Morehead communities have excellent graded and consolidated schools equal to that of any other Kentucky community.

The Midland Trail traverses the whole length of the county from East to West. Another road traversing the county North and South connects Elliott and Fleming county and passes through the city of Morehead. This will offer excellent outlets from West Liberty connecting up with the Garret Highway leading into the Big Sandy section and with Flemingsburg, giving an outlet leading either up or down the Ohio River Roads.

Morehead is the seat of the Morehead State Teachers College, an institution of higher learning and with a student body of over 1,000. Its equipment consists of over \$2,000,000, in buildings and with more to be erected in the near future. To the territory it serves, the school offers educational opportunities unexcelled and at low cost.

WHAT MOREHEAD STATE TEACHERS COLLEGE MEANS TO NORTHEASTERN KENTUCKY



Situated in the center of a population area of 563,905. No competing institution within an average radius of 100 miles. Within two hours driving distance of 65.9 per cent of the population of Northeastern Kentucky.

The only institution of its kind in Northeastern Kentucky in a continuous area of 9,982 square miles.

Roads now built or under construction make the distance to Salsyville and Paintsville 50 miles less, to Prestonsburg and Pineville 65 miles less on the Southeast; bring Maysville and Brooksville 65 miles nearer, and Covington, Newport, and Falmouth 50 miles nearer in the Northwest. Conveniently connected by railroad and bus lines to all of Northeastern Kentucky, insuring a minimum transportation expense for students and visiting relatives.

GREETINGS TO MOREHEAD

To our Morehead friends we extend greetings

HARVEY A. BABB

We extend congratulations.

EAT WITH US

When in Mt. Sterling take your meals with us. We serve

only the best in the best manner.

Steak and Chicken Dinners

MODERATE PRICES

GREENLAND CAFE

Mt. Sterling, Kentucky

CONGRATULATIONS

to

PRESIDENT HARVEY A. BABB

When Better Automobiles Are Built Buick Will Build Them.

BUICK PONTIAC

The Mt. Sterling Garage

Mt Sterling, Kentucky

We Congratulate Our Former Superintendent

HARVEY A. BABB

ON HIS INAUGURATION AS PRESIDENT OF MOREHEAD STATE TEACHERS COLLEGE

At the Top

M. S. T. C. is at the top of the educational institutions

in Kentucky. Our drinks are at the top of the soft drinks

of Kentucky.

DRINK NuGRAPE

It satisfies your thirst

Mt. STERLING BOTTLING COMPANY

Mt. Sterling

Kentucky

POINTS OF IMPORTANCE

ESTABLISHING THE NEED OF YOUR SEEING

Through the only pair of eyes you will ever have

You Must Use Them Every Minute You Are Awake

85 per cent of your knowledge must come through your eyes

All you will be able to make and do for yourself must come through the aid of your eyes.

WHERE TO OBTAIN THE BEST SERVICE

Graduate from Northern Illinois College of Optometry in Chicago.

Needles Institute of Optometry, Kansas City;

35 years of experience.

The best equipment and training enables us to serve you best

Dr. L. A. WISE

Morehead, Fridays Only. . . . Office In Mrs. Hurt's Studio
Mt. Sterling other days

Deans Of Women, And Hospital Force



Above: Miss Curreleean Smith, Dean of Women; Center: Dr. G. C. Nickoll and Miss Maude Hackney, school doctor and nurse; Below Miss Exer Robinson, Assistant Dean of Women.

Dancing School Gives Morehead Opportunity

Morehead has a new interest in the Dancing School recently organized and maintained by Miss Jean Luzader, a niece of Mrs. Guy Snyder, who is making her home in this city with her aunt. Miss Luzader is well versed in her profession and is conducting tap dancing classes for the children of this city, which are becoming well known and which are creating considerable interest.

Miss Luzader has had considerable experience in her work having taken lessons under some of the best teachers of the east. At present she makes a weekly trip to Lexington where she is enrolled in a class in order to keep strictly abreast of the times in her work.

She conducts classes for children from 2 years to five years on one day each week and for those from five to 12 years on another. Interest is being keenly aroused and the classes are growing. Demands are being made for classes for older groups and Miss Luzader is planning on establishing other classes to take care of these demands as rapidly as possible.

The classes at present are being conducted at the Snyder home on Main street.

J. B. Rose Has Modern Tourist Camp Here

With the completion of good roads in this section of Kentucky, the tourist trade through the section has increased to a marvelous degree, and with the tourist trade has come the development of a business that was lacking a few years ago.

It is not at all difficult to remember the time when there were no filling stations or tourist camps between Morehead and Farmers or even farther. That is any thing but the truth today. Tourist camps dot the landscape along the highways, and filling stations are only a short distance apart. And one of the most important of these is the ROSE TOURIST CAMP, located on the Midland Trail about six miles west of Morehead, just past Bluestone. The camp is owned and operated by J. B. Rose.

Mr. Rose has modern cabins with comfortable beds for tourists. He advertises a feature which is particularly attractive during the early spring and late fall months, as all his cabins are gas heated from a natural gas well located right on the grounds.

The Rose tourist Camp also serves lunches and soft drinks.

Mr. Rose is planning extensive improvements which will eventually make the Rose Tourist Camp one of the most modern in this section of the state.

Strothers Motor Co. Invites You To Visit

Strothers Motor Company in Mt. Sterling carries a message of congratulation to Morehead and President Harvey A. Babb in this issue of the Rowan County News.

Strothers Motor Company is one of the old and most reliable automobile concerns in Montgomery county and during the past years has done considerable satisfactory business with local people. They are agents in that county for Dodge and Plymouth cars and have a wide range of used cars in their floor which they offer for sale after thorough reconditioning.

They are very pleasant people with whom to do business and invite Morehead people and Rowan county people to drop in and pay them a call when they are in Mt. Sterling or are passing through the city.

They maintain comfortable offices and parlors, as well as display rooms at their garage and enjoy looking after the comforts of their guests and visitors.

I. G. A. Store Under Fraley Management

Glenn Fraley was a pioneer exponent of the Independent Grocers Association when the movement was first organized and the idea was in its infancy. He is the original I. G. A. man of Morehead, and opened his store with the idea of giving low prices and high quality. He immediately connected with the I. G. A., an association of independent home grocers, who, by uniting their buying under one central organization, were able to buy high grade merchandise in large quantities, and thereby obtain quantity prices. The result has been that Mr. Fraley has been able to maintain a high quality of groceries for his customers and at the same time pass on to them great savings.

The I. G. A. Store has been in operation for about five years. From a small beginning they have grown to one of the leading grocery establishments in the city, with a trade that has continued to reach out and increase from year to year.

They maintain a delivery service that practically covers the county, goods being delivered to a distance of several miles.

In addition to a complete line of staple groceries, they carry at all times, fresh vegetables and fruits in season. They operate in connection with the grocery a modern sanitary meat market which enables the customer to purchase his entire supply of eatables without either or the necessity of going to more than one place on the shopping trip.

BLAIR BROS. & COMPANY

An old established firm, that carries only the highest

grade merchandise

EXTENDS GREETINGS
and Congratulations

HARVEY A. BABB

Newly Elected President Of The

MOREHEAD STATE
TEACHERS COLLEGE

We have been behind the College since it was organized.

We are still backing it and expect to cooperate with it in the worth enterprise of bringing education to Eastern Kentucky.

Visit Our Store While
Attending the Inauguration.
Look Over Our Stock

LADIES READY-TO-WEAR; FURNISHINGS; A COM-

plete Stock of SHOES FOR THE FAMILY

BLAIR BROS. & CO.

Morehead Mercantile Is New Business Here

The Morehead Mercantile Company located in the Cecil Block, is owned by

MATHEMATICS DEPT.



MRS. MARTHA BLESSING

and operated by G. W. Prichard and J. B. Praley. The store which was opened for business a little over a year ago, carries a line of general drygoods, including ready-to-wear for ladies, furnishings for men and a complete line of high grade shoes for every member of the family.

Neither Mr. Prichard nor Mr. Praley needs introduction to the people of this community. Both have been residents of this community for a number of years. Mr. Prichard coming to Rowan county from Wrigley in Morgan county where for a number of years he operated a successful mercantile business. Mr. Praley was formerly a merchant at Elliottsville, Kentucky, moving to Morehead several years ago. Both men are experienced in the buying and selling of merchandise and are therefore able to offer their trade many real bargains in the lines they offer.

Fogg Farm Distribute Bireley's Orangeade

Fogg Farm, Mt. Sterling's dairy farm, is located about one and one half miles from Mt. Sterling and is one of the most modern and progressive dairy farms in this section of Kentucky. The farm is owned by N. V. Fogg and his father, J. W. Fogg and uncle, C. W. The management of the business is under the active supervision of N. V. Fogg.

The Fogg Farm maintains a herd of pure bred Jersey cows from which the milk they offer for sale comes. Every cow in the herd is tested and the product is guaranteed pure.

Recently Fogg Farms have become the franchised distributors for Bireley's Orangeade a pure wholesome drink which they distribute over eight counties. Their territory

covers Morgan, Meigs, Boone, Bath, Montgomery, Fleming, and Nicholas counties.

Mr. Fogg makes regular trips to Morehead where the orangeade product may be purchased at all restaurants and groceries.

Cottage Cafe Is On Fairbank Street

A cozy little home cafe, where friends may gather and sit, while they eat their sandwiches and lunches and drink soft drinks, that is the Cottage Cafe, under the management of S. B. Mutters.

"Scorch" Mutters needs no introduction to the people of this community. He has been in business here in various capacities for the past thirty years. To say that Scorch is well known is placing a limit on his acquaintance, and so far as we have been able to learn there is no limit.

Five years ago he returned to Morehead after a short absence and opened his present business on Railroad street, later moving to his present location on Fairbank avenue.

He is interested primarily in sports and of these his favorite are baseball and horses. His daily recreation is picking winners in the major baseball leagues and at the track. He is a member of the Junior Order.

MATHEMATICS DEPT.



DR. J. G. BLACK

County Agent Shows Farmers Way To Capitalize Of Rowan County Farms

Chas. L. Goff Has Been In Charge Of Department Since Organized

Farmers in Rowan County have made some progress during the past several years under the leadership of County Agent Chas. L. Goff. Numerous new practices have been adopted throughout the county by the more progressive farmers at the advice and instruction of County Agent Goff. Many of these practices then rapidly spread to practically all farms. Such practices as use of lime, sowing of alfalfa, Korean Lespedeza, and other legumes, inoculation of legumes, proper brooding, housing, and feeding practices, control of insects, control of parasites and diseases of poultry, and livestock, proper installation of the foundation and other things too numerous to mention were.

County Agent Goff visited approximately 200 different farms in the county in 1933, a total of 500 farm visits were made and more than 2000 office calls either in person or by phone were made. More than 1000 farm bulletins were distributed and hundreds attended numerous meetings held by him throughout the county.

The County Agent worked constantly throughout the years of 1931, 1932 and '33 to interest farmers in the then new crop, Korean Lespedeza. This year it is second most widely produced crop in the county being second only to corn that is produced on particularly all farms. However the acreage of Korean is larger than the county's corn acreage and is therefore the largest crop in the county in number of acres.

Interest in the use of lime is growing rapidly and is one of the projects that received much of the County Agent's time. Improved roads make it possible to get lime to many of the county's farms at a very reasonable rate. A few farms in the county have limed practically their entire cultivatable acreage, others are working toward this goal as rapidly as they can. Numerous demonstrations on local farms have shown beyond all doubt that lime will pay for itself many times over. Approximately 1200 tons of lime was used in 1933 by Rowan County farmers.

Poultry production in Rowan County has made much progress under the direction of County Agent Goff. Successful artificial brooding of poultry before 1928 was almost unknown on the farms of the county. Very few farms had purchased chickens and many believed that pure-breds were inferior to crossbred at

scrub stock. This idea has been proven false by scores of demonstrations. Farmers in all parts of the county are brooding chicks by home made brick brooders in well planned brooder houses. These farmers are following instructions and advice which in most instances has been directly from the County Agent, and in other instances from experienced poultry leaders who have been trained by the County Agent. Poultry production has far to go yet, but indications are that it could well be a major enterprise on many farms of the county.

It is not intended here to review in full the progress made by Rowan County farmers during the past six or eight years but mention should be made of the interest shown by boys and girls who will make up warriors their mothers and fathers lay down their work. This interest is shown in 4-H Club work. Each year from 100 to 150 boys and girls in the county take projects in the various farm crops, livestock, or home work. This work is done under local leaders in 4-H Club work and with the assistance of the County Agent. Each year several of these boys and girls do outstanding work in their projects. In 1933 one boy raised more than 80 bushels of corn on an acre of land with proper seed, and soil treatment. This is a goal for practically all Rowan County farmers to shoot at.

During the past two years County Agent Goff has devoted a large portion of his time to the AAA work in connection with the contracts of approximately \$25,000.00 in direct payments. And since prices of these crops have been decidedly higher farmers are very much encouraged.

The new Soil Conservation and Domestic Allotment Program will require much of the Agent's time this year. This program is too new to estimate its value to the county but in all probability it will bring into the county more than twice as much money in direct payments as the AAA program brought. The new program pays the farmers for carrying out better farm practices and not for reducing any particular crop. This feature should make the new program decidedly a better one.

HEAD ECONOMICS DEPT.



DR. R. L. TERRELL

men who know whiskey like



GLENMORE DISTILLERIES CO. LOUISVILLE OWENSBORO

KENTUCKY HATCHERY BABY CHICKS Real profit makers - all leading brands Kentucky Approved. Fully incubated, healthy, active, strong, and ready to hatch. Price \$1.00 per 100. KENTUCKY HATCHERY 217 W. FOURTH STREET, LEXINGTON, KY.

Morehead Mercantile Company

GREETINGS

PRESIDENT H. A. BABB

And the Morehead State Teachers College and

visitors.

When better merchandise is sold, we will offer you more real bargains. We carry a general line of the best quality merchandise.

The MOREHEAD MERCANTILE CO.

Morehead State Teachers College is Morehead's Center. The new President.

HARVEY A. BABB

is to be congratulated on his inauguration. We welcome him to

Morehead

Eat at the

Cottage Cafe where prices are moderate and food is as good as the best. A home like place, where friends gather to while away a few hours in a friendly atmosphere.

Lunches — Soft Drinks

COTTAGE CAFE

Morehead,

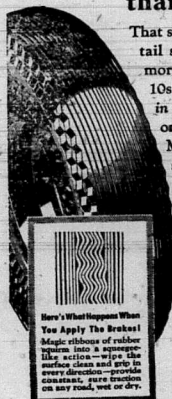
Kentucky

New kind of tire **STOPS** your car straight **LIKE A TRAIN**

ON ITS TRACKS

... Stops quicker than any other tire

That sickening, sliding swerve and tail skid everybody fears is no more. With new General Dual 10s you can stop your car straight in its tracks — on any road, wet or dry — and you stop quicker. Magic ribbons of rubber squirm into a squeeze action when you put on the brakes. Dual 10s give you skid-safety you've never known before — come in — see for yourself. After one ride we believe you'll be afraid to drive any car without Dual 10s.



Here's What Happens When You Apply The Brakes! Magic ribbons of rubber squirm into a squeeze-like action — grip the surface clean and grip in every direction — provide constant, sure traction on any road, wet or dry.

CAUTION: When you see this emblem on the car ahead... look out for a quick stop!

With Pleasure **GENERAL TIRES**

and **SHADY REST Service Station**

CONGRATULATES

HARVEY A. BABB

On His Inauguration As

PRESIDENT

Of The Morehead State Teachers College

And Offers Him Our Support and Co-operation In Every Way

100 Percent

Shady Rest Service Station

STANDARD GAS and OIL

V. D. "MIKE" FLOOD, Prop.

Tires, Batteries and Auto Accessories

Prominent In Legislative Circles



CLARENCE E. NICKELL

Senator Nickell has during his four years in the State Senate, devoted a great deal of his time to the interest of the Morehead State Teachers College and its welfare. He is a member of the college faculty.

Rowan County Named After Judge Rowan, Noted Jurist Of Early Days

Rowan Named After Founder And Builder Of Old Kentucky Home.

Rowan county has a claim to distinction that no other county in Kentucky has, even including the county of Nelson, where "My Old Kentucky Home" is located. For of all the counties in the state of Kentucky, Rowan has the good fortune to be named in honor of the founder and establisher of the beautiful brick home near Bardstown, the home in which Stephen Foster penned his immortal song, the mecca for loyal Kentuckians, thousands of whom visit the shrine each year.

Judge Rowan was the uncle of Stephen Foster, who spent many years of his life and who wrote most of his great and enduring songs while visiting at the home near Bardstown.

Incidentally, Rowan county folk should remember this fact and should make an effort to visit "My Old Kentucky Home". There is and should be a close connection between those who live in the county which bears the name of the founder of the home and the home which has come to be recognized as a symbol of the Kentuckian's love for Home.

Despite the fact Rowan County is not a typical agricultural county, many outstanding developments along this line have taken place within the past five years. To the casual observer, very little development can be seen but if one takes a day off and goes out into the rural districts, he will find the language of the farmer far different from that of five or ten years ago. He is thinking in different terms than at any previous time. His successes are being measured and monuments to his achievements are being found in all parts of the country.

It is difficult to estimate the progress that would have taken place in agriculture if the county had not suffered on many occasions from high waters during the past few years but nevertheless the county can boast of several outstanding developments.

The Pioneer Orchards of Farmers, Kentucky, managed by Dr. Howard Van Antwerp has demonstrated to the fruit grower in this section the value of proper fertilization, handling of fruits. In past year this orchard disposed of close to 20,000 bushels of apples. The fruit grower of the future will have to meet outside competition stronger than ever before and his attention will have to be turned toward the production of better quality fruit and study the methods as to how this is done. This agricultural development is in its infancy but considerable promise is in store. There are more people spraying plants in this county than ever before.

Two years ago, the farmers in the county would hardly lend an ear to the employment of a county agricultural agent. Within three years over 600 farmers and business men signed petitions requesting the Fiscal Court to employ an agent at the earliest convenient period. And year ago this was done and since the coming of the county agent many improvements can be seen throughout the county.

Another sign of progress has been the purchase of purebred sires and these are in the hands of three of the largest cream shippers in the

county. Many new and modern poultry houses are seen dotting the hillsides here and there. They are being constructed according to the plans put out by the Kentucky Experiment Station.

The hillsides are being covered with purebred flocks of chickens and this season marked the shipment into the county of thousands of baby chicks that were selected with better care and will receive better housing and management than ever before. With each incoming train that unloads mail in Morehead, the "peep of the baby chick is heard."

More legumes of proper varieties are being sowed than ever before. Korean Japan Clover is finding its place on many farms and the farmers have long since learned the value of legume inoculation. More feed is being raised on the average farm today than at any time previous. This means a greater prosperity for the county and will soon cut down the purchases of feeds from the outside.

The various civic clubs and organizations in the county have awakened to the needs of the farmer and have been lending their assistance in the securing of better livestock and encouraging young people in 4-H Club work.

Rowan County is classified as one of the smaller counties of the state, but within the past fifteen years it has become one of the most noted and talked of in the state due to its rapid expansion in many fields.

By an enactment of the Kentucky Legislature, a part of Morgan and Fleming county was set aside for the formation of a new county on May 1, 1859 and to be known as Rowan county in honor of the distinguished Kentucky jurist and lawyer, Judge John Rowan who was at this time one of the most noted Kentuckians.

Rowan County marked the formation of the 104th county and is 77th in size in comparison with the other counties in the State. It has an area of 272 square miles and com-

prises about 1800 farms ranging in size from only a few acres to several thousand. In reading the enactment that set aside this tract or area of land in the formation of Rowan County one finds many interesting things. In describing the boundaries one reads as follows: "That from and after the first day of May, 1856, so much of the counties of Fleming and Morgan as lies within the following boundaries shall be and the same is hereby erected into and established a separate and distinct county to be called the county of Rowan, viz: Beginning at the Elk Lick on the Licking River near Fielding Cooper's in Fleming

(Continued on Page Seven.)

ROSE TOURIST CAMP

Five Miles West Of Morehead on the Midland Trail. Gas Heated Cabins. Modern Equipment. Lunches.

"YOUR HOME ON THE ROAD"

We congratulate President Harvey A. Babb on his inauguration as President of the greatest educational institution in Eastern Kentucky.

DANCING!

Classes For Young and Old

Develop grace and coordination by dancing. We instruct classes for children from 2 years to 12 years in Tap and Acrobatic Dancing.

Hours will be arranged to suit the demand. Call us for arrangements.

CONGRATULATIONS

PRESIDENT

HARVEY A. BABB

Jean Luzader

Phone 247

Sun Street

Morehead, Kentucky

SIXTEEN YEARS OF AMUSEMENT SERVICE



During the past sixteen years we have given the people of Morehead

and Rowan county the BIGGEST and GREATEST Motion Picture

made.

In 1935-36, we contracted for SIXTY NINE PER CENT of all the re-

cognized big pictures produced.

IN THE FUTURE AS IN THE PAST

We will follow this custom of giving in cooperation with the More-

head State Teachers College, the highest quality of service and product.

that the students may have the opportunity of enjoying the best in entertainment and educational values.

A GOOD THEATRE IN A GOOD TOWN

With a Great And Good School

THE COZY THEATRE

STUDENTS

COME TO OUR NEW LOCATI ON R. R. And FAIRBANKS ST.

Selby Shoes
25c To \$3.50

Polo Shirts 49c

Men's Dress Sox
5c Pair

SAVE MONEY

STEP INS 19c

Anklets 5c Pair

Prints 9 1-2c Yard

PRINCESS SLIPS 29c

Ladies Spring

Coats 1.98 & 2.95

Humming Bird

Gordon

Full Fashion Hose

79 & 98c

HAVEN'S DEPT. STORE

Morehead Royalty Wears Winter Carnival Crown



Scene at coronation of King and Queen of Winter Carnival held in Morehead State Teachers College Gymnasium this spring.

EARLY HISTORY OF ROWAN COUNTY AS TAKEN FROM THE RECORDS OF THE FIRST ESTABLISHED WOMENS CLUB HERE

Giving A Glimpse Of The Organization And Its Community Effect.

When Rowan County was a part of Fleming County, in 1791, Jacob Powers and Barnett Simmons came here from Virginia. Both were men of considerable wealth and owned many slaves. Jacob Powers was the grandfather of H. M. Logan. At this time Lewis D. Lee owned the farm now known as the Marion Toliver farm and donated the ground for what is now the Lee Cemetery. Ben Evans lived in the log house which stood on the property now occupied by Cornelius Caudill. He was the father of Mrs. Boone Logan of Pineville, Ky. Uncle Tom Trumbo lived across Triplett Creek in the house burned Aunt Polly Cassidy lived on and owned quite a board of land in the west end of Morehead, later known as the Judge J. W. Riley farm. Mr. William Nickell, grandfather of George and William Nickell was one of the early settlers. Mrs. Libby Oxley,

HISTORY OF ROWAN
(Continued From Page Six)

County, running thence up the Licking to the mouth of North Fork of said river, in Morgan county; thence up said North Fork of said river to the mouth of Creek called Miger's Creek; thence up said creek to the mouth of a branch running by the residence of Jedediah Day; thence up the said branch to the head thereof; thence down a creek called Laurel Creek, to the mouth of Bate's branch; thence with the ridge east of Bate's branch to the head of the twin branches of Caney Creek, to the line of Carter County, to the boundary line between Carter and Fleming counties, to the point at which the boundary lines of Carter, Lewis and Fleming intersect each other, thence, with the boundary, between Fleming and Lewis counties, to the head of the east fork of Fox's Creek; and thence with the dividing ridge, between the waters of Fox and Triplett Creeks to the beginning."

The Seat of justice for Rowan County was designated on the east fork of Triplett Creek at a point agreed upon by the commissioners; and to be between the residences of Dixon Clack and B. F. Powers. The name of the seat of justice was to be Morehead, in honor of James T. Morehead, at one time Governor of Kentucky. The commissioners selected to locate the city of Morehead was Harvey T. Wilson, William Mynhier, George W. Crawford, Mason Williams, and William Grannis. Among these names are some that still make up some of the names to be found in the county at the present time. The commissioners met at the house of Dixon Clack March 1, 1865.

grandmother of George and William Nickell, owned much of the land on which Morehead now stands as lived on the site now occupied by Will Hogge's store. E. Houston Logan, father of Mrs. Queen Clark, lived on what is known as the Frank Nickell farm now owned by Dr. A. L. Blair. Ben Johnson built the house, occupied for a time by Dan Caudill next to the Masonic building. Elies Bradley, familiarly known as Grandfather Bradley, owned the land where Clearfield now stands. Mr. James Black also owned much land here. William Logan, was one of the most prosperous men of the county. All of the above named people live here be-

Their findings were to be written up and given to E. H. Logan or B. F. Powers and this certificate to be handed to the County Court Clerk and whose duty it was to record in records of the county and a duplicate sent to the Secretary of State of the Commonwealth.

The county was divided into four districts in each was to be elected two justices of the Peace, and one constable which districts shall be the election districts; Dixon Clark, Isaac E. Johnson, B. F. Powers, and M. C. Royce were appointed commissioners to lay off the above districts.

There were also to be chosen election officers and a Circuit Court Clerk, County Court Clerk, Sheriff,

for the Civil War.

In 1854 Colonel Harziz came here and purchased from Mrs. Oxley the land and marked out the town of Morehead, first mapping out the Public Square, and then began selling town lots, naming the town Morehead after Governor Morehead, one of Kentucky's early Governors. The county was then cut off from Fleming and Morgan Counties and named Rowan, after Judge John R. Rowan, of Fleming County. The first office selected were James Black, Jailer, Isaac Johnson, Sheriff.

Other early arrivals in Morehead were 1869, James E. Clark, father of Mrs. J. W. Riley, 1870, Doctor Banfield, 1871, Z. T. Young, 1873, H. M. Logan, 1874, Grandfather Carter, 1875, Henry Burns, 1876, James Moody, 1880, Uncle Cloy Powers, 1881, Mr. Hamilton, 1882, Dr. Rank, 1887 Dr. Frank C. Button and mother.

Assessor, Surveyor, County Judge, two justices of the Peace and constable.

The counties of Fleming and Morgan, before this act takes effect, shall have jurisdiction in all things, as though this act had not been passed.

The County Judge together with the justices of Peace made final selection of the plots of ground on which the buildings were to be erected and to pay owners for the same. The payment for these was met by a capitation tax on all persons in the county, but was not to exceed \$2 per person in any one year.

(Continued On Page Eight)

Mt. Sterling Greets You
FINE LIQUORS, FINE WINES

Completely at your Service

Mt. Sterling's Newest Liquor store on S. Maysville Street

CITY DISPENSARY

Wm. Utter back

Ernest Crouch

57 S. Maysville Street

Mt. Sterling, Ky

YOUR LOCAL I. G. A. STORE

Greets You

PRESIDENT H. A. BABB

On your inauguration as President of the Morehead State Teachers College.

CLEAN MINDS And CLEAN BODIES

Your work is to develop in young Kentuckians, clean minds in clean healthful bodies. Our work is to supply the clean healthful fresh vegetables and groceries that preserve those bodies and give them an opportunity to develop clean minds and strong, resourceful, vigorous activities.

We carry and sell only the best quality of merchandise. Our vegetables and meats are always fresh and clean. Our service is your service.

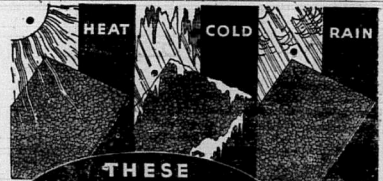
Your I. G. A. Store pledges its continued support to the Morehead State Teachers College and pledges its customers to continue to offer only the Best at Saving Prices.

I. G. A. STORE

GLENNIS FRALEY, PROPRIETOR

Morehead,

Kentucky



THESE DOUBLE-DUTY SHINGLES RESIST THEM ALL

Here's an important roof improvement—a long lived, fine looking shingle with a thick cork back. It INSULATES against summer heat and winter cold, increasing comfort and cutting fuel costs. And you save money, for Carey Cork Back Shingles cost only about HALF what you would pay for ordinary shingles and separate insulation.

Ask us about this beautiful double duty shingle—we'll gladly supply samples and quote prices.

Morehead Grocery Co.



Congratulations

PRESIDENT H. A. BABB

'IMPERIAL' Dry Cleaners

IN MOREHEAD on MONDAYS, WEDNESDAY and SATURDAYS.

»Prices To Meet Competition»

Twenty Three Years Experience in cleaning your clothes. Our work is REALLY guaranteed.

"IMPERIAL Dry Cleaners"

John Will Holbrock, Prop.

Olive Hill

Morehead Ky

Bishop Drug Company Established 40 Years

Morehead's oldest business firm, forty years under the same management, those phrases represent the slogan of the C. E. Bishop Company, established forty years ago by Charles E. Bishop, and ably carried on since his death in 1930 by his son, Robert Bishop.

Forty years in business is a long time. It is a reputation, for no one form can stay in business for that length of time unless they have conformed to the dictates of good business methods. Conversely to any firm with a forty year record of successful business relations behind it may rest assured that they have the friendship of the community in which they work.

It is hard to picture the Morehead of forty years ago. We know that this thriving city was at that time a struggling, struggling village, beset with trouble and with the Morehead State Teachers College only at its beginning. The man who went into business at that time was a pioneer, and that is the title to which Charles E. Bishop and his drug store are entitled. Mr. Bishop was the pioneer druggist of Morehead and his store was a pioneer business.

It was in that hard time that the character of the present business was established, a character founded on the most solid of business principles, that of good and complete service.

This character was maintained throughout the succeeding years, and has been applied consistently to the principles by which the C. E. Bishop Drug Store is conducted under the management of Robert Bishop. Three years ago the C. E. Bishop Drug Store moved its business from its former location on Railroad Street to its present location on Main Street where it was developed into a strictly modern store, one of the best of its kind in this section of Kentucky. A registered pharmacist is on duty at all times, to take care of the large prescription business that has grown with the years. In addition to the usual line of drugs they carry a complete line of candies, cosmetics and toiletries.

EDUCATION DEPARTMENT



DR. R. L. HOKE

Cozy Theatre Has Given Years To Amusement

Sixteen years ago, Morehead was practically without a place of amusement in the way of a theatre. True, the COZY was here and was operating, but the pictures shown were the cheapest that could be bought and the equipment was worn out and obsolete.

And then the Cozy Theatre was taken over by a man who had a certain vision of the future and who was not afraid to tackle a job that would have caused most men to hesitate and consider. Harley Battson assumed charge of the old Cozy, with its picture contracts, its poor machinery and its unpaid claims.

That was sixteen years ago. Today Mr. Battson together with his partner, H. C. Willet have developed the Cozy Theatre into one of the most aggressive and progressive business places in Morehead, showing sixty-nine per cent of the best picture produced by leading film companies.

The Cozy has come during the past few years to be recognized as Morehead's Amusement Center, the place where the best pictures are shown and where the sound is as good as any place in the state.

This business was not built in a day, and it was not built up without effort. There were days when it seemed that the management of the Cozy would not be equal to the occasion. There were other days when it looked

as if their efforts were in vain. But through it all, Mr. Battson had faith in the future and kept his faith with his customers.

The old equipment was gradually replaced. The old screen gave way to new and better screens, the old worn out equipment and machines were replaced with better, more modern machines and the business, with the offering of the best grade of pictures, showed a decided increase and the owners were encouraged to further improve.

Then came talking pictures and the entire equipment became out of date and had to be discarded just as they were on the high road to success. Again it was replaced and Morehead had its first talking pictures. The early machine was not satisfactory and later it was discarded, a new matter of \$2,500 lost, and newer, better sound equipment was installed.

Immediately the owners were justified in their expenditures, for business and patronage increased, until today the Cozy is doing the greatest business they have ever done and

have been obliged to make repeat shows on numerous occasions.

And the progress is just beginning. Mr. Battson and Mr. Willet are already discussing plans for the erection of a new and larger Cozy. It may be some time in the future, but it will be built if and when the business of the Cozy increases to justify the expense. In the meantime, the Cozy has come to be recognized both for the quality of the pictures and the quality of the sound they offer.

HISTORY OF ROWAN

(Continued On Page Eight)

Judge Hargis stepped off the land which is now used as the public grounds in Morehead.

Rowan County was given the right to use the jail of Fleming County until a jail was built in Morehead.

The city of Morehead was incorporated January 26, 1869 even though it was laid out as early as 1856. It had a population of about 200. Today, this growing Metropolis boasts of a thriving city of close to

2000 population, and a student body of 1000 to 1400 from all sections in a \$2,000,000 school plant. Practically every street in the city is paved whereby not over 15 years ago many oxen were seen lying in the mud on the main thoroughfare. The early type home has given way to modern homes and supplied by modern conveniences.

The first member of the legislature from Rowan County was Harrison G. Burns who served from 1859 to 1861. Up to 1874 there had been no resident Senator from Rowan county but since then Rowan county has supplied the legislature with some of the leading statesmen and among the more recent and not the least one was our own Senator Allie W. Young who gave to the district many things that stood out as monuments to his labor.

The county was once covered with vast resources of timber and furnished millions of board feet of the nation's best hardwood. Many saw mills working throughout the county furnished the supply of lumber.



COMPLIMENTS

to

Harvey A. Babb

from

"Home Of Golden Dream Coffee"

BETTERTON COFFEE COMPANY, INC.

Ashland,

Kentucky

Ask Your Grocer

for

EVANS WHOPPER BREAD

and

TASTY CAKES

EVANS BAKERY

Ashland,

Kentucky

Myrtle's Tea Room

First In Morehead

A few years ago, Mrs. S. C. Caudill conceived the idea of opening a small tea room near Morehead where those who, were so inclined might spend a few minutes or hours in relaxation, while laughing or visiting or where those who wished to do something different in the way of entertaining, might arrange and hold dinner parties. The erection of Myrtle's Tea Room was the solution to that idea, and the answer to a definite need for the city at that time.

Since that time several years ago, numerous other tourist camps, tea rooms, and filling stations have sprung up in this section, but Myrtle's Tea Room under the active management of Mrs. Caudill has maintained its position as the leader in this class of entertainment.

Mrs. Caudill serves regular dinners to her customers of home cooked and well prepared food. She will arrange to serve small dinner parties on request and by arrangement.

By strict attention to serve she has built up an excellent trade that seldom varies.

SUPT OF BUILDINGS



W. H. RICE

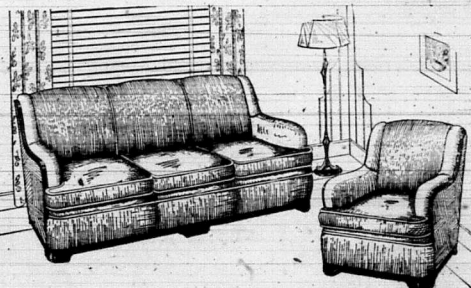
Your Neighbors Greet You

We extend our congratulations to you, President

Babb and to you Citizens of Rowan County. We are

glad to greet you and invite you to make our store

your headquarters when in Ashland.



NEW FURNITURE FOR YOUR HOME

P. Moriarity Furniture Store

Over Thirty-Five Years in Business

1616 Greenup Avenue

Ashland, Ky.

WE CONGRATULATE

The Morehead State Teachers College On Securing

MR. H. A. BABB

As Your President

We also wish to take this opportunity to thank the many students, teachers, and residents of Morehead and vicinity for their patronage and hope we may continue to be of service to you.

SMART SHOP

238 Sixteenth St.

Ashland, Kentucky

Cloth Coats — Dresses — Fur Coats