

### More Important Than Ever In 1940 In Making A Profit With Low Market.

This year more than ever before we have greater possibilities to make poultry a major and one of the best paying enterprises in this section.

We have ideal poultry land, and chicks of the very highest quality can be purchased at reasonable prices from our local hatchery. When your pullets are mature we will blood test them and will pay a premium for their eggs at 8c per dozen above Cincinnati extra first market. This will net you about an average of \$3.00 per case more than the usual market you have.

It is our whole-hearted and earnest desire to see the poultry enterprise grow, and to see the farmers of this section join the thousands of other Kentucky farmers in enjoying the extra profits by selling eggs to a hatchery.

It should be the desire of every citizen of Rowan County to see the local business grow. I have faith in you, and greatly desire to build your confidence in me. Let's all cooperate to improve our poultry and poultry products. We hope to be of some service to you at anytime you have any poultry problems.

We sincerely hope this year will be your most successful in your experience with poultry.

### JESSE ASHLOCK, Manager

EASTERN KENTUCKY HATCHERY ADVERTISE MENT IN THE 1940 ROWAN COUNTY VIKING. (STUDENT YEMRBOOK)

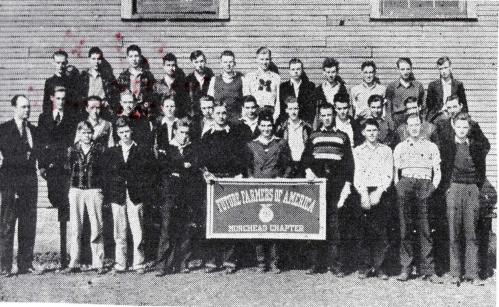
From The Collection Of: Dr. Jack D. Ellis 552 W. Sun St. Morehead, KY 40351 608-784-7473

& By HUATCHERY, IX MO 1 ×1 BOSINEST 195.1 1 × MO RENTOP 1935-1941 From The Collection Of: Dr. Jack D. Ellis 552 W. Sun St. Morehead, KY 40351 606-784-7473

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business, and must necessarily be	称
run on a business like basis The	1.1
following is a procedure, outlined	
by Charles McKenzie, which is	
followed by the Morehead Chapter	3.5
of the Future Farmers:	1000
Probable Labor Returns:	
EXPENSES	9.00M
Ten ewes @ \$10 \$100.00	
Int, on Investment	Q.
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(Lespedeza Hay 2400 lbs.	Sec.
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100 lbs	AR
(Wheat Brar 500 lbs. @	23
\$1.50 per 100 tbs	
Drenching	
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	1
\$133,70	100
RETURNS	17
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Woot 88 lbs. @ 30\$ 26.40	12
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\$253.90	10
Returns - \$253.90 - Expenses	No.
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the sheep. I will borrow the	11.9
(a.) I will need \$100.00 to get the sheep. I will borrow the money at the Peoples Bank of Morehead, Ky., at 6 percent inter-	N. 1. 1. 1

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## Morehead Slock Yards To Hold **Opening Sale On Thursday Of** Next Week, February 20

East Kentucky Hatchery Prepares For New Season

The East Kentucky Hatchery which was started here last year Thursday of next week, will again open for business in mark one of the Red Letter days he same location on Fairbanks treet, according to their ad in in the history of the develophis issue of the News.

The hatchery should do a sincere hope and belief of every large volume of business this citizen of the community, and in year, and is getting an early particular those business men-start to take care of the first who have sponsored and worked needs of the poultry men of this to establish the New Morehead section. They will-raise only the Stock Yards. For on Thursday oure blood strain chickens of the of next week the Morehead stock highest quality.,

Huge Crowd Expected Be Present When Enterprise Gets Under Way

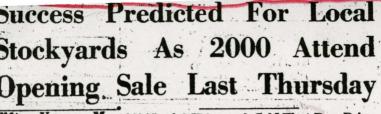
ment of Morehead, That is the

Yards Company will hold their first weekly stock sale, and, judged by the number of furm-ers and stock men who have hown an interest in the project, would be one of the bigges ivs in the history of Morehead insiness.

The yards and dipping pens a: he site coposite the Power Plant I the Morehead State Teachers follege is complete, and is modilled after the yards in other orimunities. However, the mer a charge of the local yards hav: profitted by the mistakes of oth wards, and have what is consiliered one of the mously yards in convenience and arrangement. to be found anywhere in ection.

The following men are officerof the company: W. L. Jayne, president; William Carter, Vice Presideht; J. R. Wendel. Secreary-treasurer Directors of the company are W. L. Jayne, Willam Carter, J. R. Wendel, Glennis Fraley, Ray Lytle, Wm. Sample, V. H. Wolfford, C. Z. Bruce, W. H. Layne, Earl McBrayer Management of the yards le under the supervision of Mr. Wendel, who has spent a great months, developing the plans and supervising the building. When the yards open for bus less for the first time nex: Phursday, February 20, the folowing crew will be in charge: starter J. M. Clark, Mt. Sterling Mictioneer, Sam Walter Hill-

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Defense Vade Urges More "Men To Take Advantage Of Free

Training

At present there are fifty young en enrolled in the Defense Trainng Classes being conducted at he Morehead High School under lightly for the past six weeks. The lass will complete its work withn two weeks. A new class will e started as soon as it closes.

"I would like to see more young nen enroll for this free training," Mr. Wade stated. "The course has proved very satisfactory and many enefits have been derived. Mr. ancaster, instructor of Carpentry, s a very able man in his field.",

(Continued on Page 1.)

ffty Young Men 360 Head Of Livestock Sold First Day, Prices Enrolled In Nat'l. WPA Engineer **Rivaling Cincinnati Market** 

Training Reports Progress On **Construction In Co.** 

> Roy H. Hardy, WPA Engineer reports that during the past month, thirty additional men have been put to work on the Rowan County Roads.

Part of these men were assigned to the Haldeman-Bearskin project he supervision of Mr. Carl Wade, and the balance to the lower Lick-Carpentry has been taught ing project, these being the only projects under construction at this

been completed and traffic is now crossing it. All men on this project have been moved to the Open to \$61.50. Bulls sold for \$30.00 to Fork and are grading on the threemile link which when completed will connect this road with State Highway Number 32 on Christy Anyone who is interested in en- Creek. As soon as the weather olling for the coming course permits all new grade on this road and the lower Licking project will be surfaced with gravel.

An estimated crowd of 2000 people were present at the op ing sale of The Morehead Stockyards, held Thursday, February 20.

Over one hundred buyers, including representatives from many of the large meat packing houses in the country, paid top prices for a total receipt of 369 head of livestock.

According to the Sales Report. released, this week, mind, printer paid were right in line with the Cincinnati market. Cows. a h 4 sold for \$8.00 to \$9,19, heifers up to \$8.70 and cows and calves up \$45.00 a head. Top veal calves brought an average of \$12.76, mediums'\$10.00 and common and large calves sold for \$6.60 to \$9.28

The horse and mule sales were reported as fair with prices ranging from \$20.00 to \$120.00 per head.

There were no sheep or lamb receipts on the opening' day

'A survey of a cross-section of opinion, made by a representative of the Independent, revealed that every one was more than pleas with the results of the sale: The man the sale was a huge suce sellers received top prices for 1 e with the 140 the stock obtained on the lo market.

The Morehead Yards are not the closest market for farmers a other livestock dealers in Mo gan, Elliott, Carter and other sur rounding counties. Dealers may now realize greater profits from their sales by eliminating. the greater expense of hauling stock tomore distant markets. The More head Stockyards were organized by a number of our public spirited citizens who are interested in the growth and development of the livestock industry in this section,

Bug R. Hauth, WPA Environment reports that disring the means thereit with an intermed part of which an intermine part to watch an in-

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Dr. Jack D. Eills 552 W. Sun St. Morehead, KY 40351 606-784-7473

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# **Morehead Memories (People and Places)**

### Morehead **Stock Market**

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

per.) "You have need of strong meat." (Heb. 5:12)

Morehead once had its own active and viable stock market. It was the center for buying and selling stock in this region of Kentucky. No, it was not blue chip stock listed on the Dow, but t was listed each week in the Morehead Independent as the stock report, eg:

Stock Report: Aug. 22, 1944. Morehead Stock Yards: The sales report for the sale of Tuesday, Aug. 22, at the Morehead Stock Yards are as follows:

Hogs: Packers \$14; Mediums 13.85; Shoats (small hogs) \$1.10 to \$3.50.

Cattle: Steers, \$13.50 down; Heifers, \$8.90 to \$10.00; Cows \$4.10 to \$6.70.

Cows and Calves: \$58.00 to \$133.00; Stock Cattle, \$14.00 to

\$45.00; Bulls, \$7.10 down. Calves: Top Veals, \$15.05; Medium, \$14.50; Common and Large, \$6.20 to \$12.50.

Horses & Mules: market was considered fair ranging from \$20.00 to \$120.00.

**Stock Yards Opened in 1941** The opening of the stock yards was called red letter day and was referred to as one of the biggest days in Morehead's business history. Local farmers watched the stock prices as carefully as today's stock exchange. The stockyard's grand



About the author Last D Fills

opening day sale was Feb. 26, 1941. On that day, Moreheadians were awakened by cattle bawling, pigs squealing, and mules braying. Also, there was a strong barn odor in the air. In 1941, the economy of Rowan and the surrounding counties had a strong agricultural base, so there was a lot of truck traffic in town that day.

#### **Big day in Morehead business** history

The yards and dropping pens (where you unloaded before being weighed) were located at the end of Bridge Street opposite the college power plant on the banks of Triplett Creek. Over 2,000 people attended the opening day sale, including Agriculture Commissioner Wallin Harris, and over 100 buyers from the major packing companies. The first sale day was extremely successful with 360 head of livestock sold at prices competitive with the Cincinnati market. A survey of both sellers and buyers reported everyone was pleased with the sale.

The original officers of the Stock Company were: Chevrolet dealer, W.L. Jayne, President;

Sheriff William Carter, Vice President; and businessman, J.R. Wendel, Secretary-Treasurer. The Board of directors was: Glennis Fraley, Ray Lytle, William Sample, V.H. Wolford, C.Z. Bruce, W.H. Layne, and J. Earl McBrayer. This group of public spirited citizens put their capital where their mouth was by promoting the sale of live stock in our area. Capital stock in this new company was listed at \$10,000.

## Finding stock workers difficult

The yard opened for business under the able management of J.R. Wendel. Mr. Wendel hoped to profit by the mistakes of other yards, because, before construction began, he visited other yards and asked what they would have done differently. Then he supervised and planned the construction of the Morehead yards. Also, getting work-ers was a problem, you did not just employ anyone to work in stockyard. The workers had to be assigned by the Department of Agriculture. Therefore, on opening day, Mr. J.M. Clarke of Mt. Sterling was assigned as a starter. (A starter was someone who knew the value of the stock and would start the bidding at a price he himself would be willing to pay for the animals, thus speeding up the sale.) Also, Mr.

weighmen had to be fully bonded. Their names had to be posted on large red and white signs beside the scales. Scales had to be tested regularly, with the date tested displayed prominently. Failure to do so could result in fines of \$100-\$500.

#### Stock day brought "pen hookers" to town

The stockyards conducted a sale in Morehead every Tuesday. Stock day was always a big business, and heavy traffic day in Morehead. In addition to those that came to buy, sell, trade, or just watch, there were the "pen hookers." The "pen hookers" were men who came up to a truck waiting to unload live stock and make an offer to buy from the owner before the animals were unloaded and weighed. A good pen hooker would climb up on the side of a truck, poke a stick through the wood paneled truck, estimate the grade and weight of the animal, and make an offer to the owner. He was betting the owner that his offer was better than what he would get at auction, and he would not have to wait until the sale ended. The pen hooker would than either sell the live stock that day, take them to another market, or keep them hoping prices would increase next week.

One of the best pen hookers the area was Clint Jones. Clint ran a grocery store and meat market at the corner of U.S. 60 and 519. He also operat-

ed the last retail slaughter house to go out of business in Rowan County. Mr. Jones could look at a cow, poke it a couple of times with a stick, and estimate the quality and quantity (weight) of the animal.

He could do that with uncan-ny accuracy, and was proud of his skill. Clint rarely lost money on an animal he bought. But when he did he would talk about it for a week because he wanted the word to get around that if you sold your livestock to him, he would probably pay you more than you could get at the auction

Rowan, Morgan, Bath and Menifee counties had a lot more rich fertile farmland in 1940 than they now have, because the thousands of acres now covered by Cave Run Lake was then rich river-bottom farmland. The Morehead Stockyards was the closest market for all of the surrounding counties. Farmers soon realized they could increase their profits by eliminating the time and expense of

not fish) on Fairbanks (South Wilson) Avenue. That hatchery was set up to assist, meet the needs and promote poultry and egg production throughout this region. They took orders and shipped baby chicks throughout Kentucky. The baby chicks were shipped via parcel post, and when you entered the Morehead Post office, you could not only smell them, but could hear them "peeping". The mail handlers hated to have to ship chickens via parcel post, but they did.

#### Which came first - the chicken or the egg?

The hatchery shipped not only baby chicks, but specially fertilized eggs of special breeds of chickens, such as Leghorns and Rhode Island Reds. Those special fertilized eggs were for those who wanted to hatch their own. Many times the eggs became chicks between the time the eggs were shipped and they arrived at their destination. (This explains which came first the chicken or the egg.) As a result of the Eastern

Kentucky Hatchery, poultry and egg production increased dramatically. The initial cost for someone getting into the poultry business was small; however, the profits were also small. Many local farmers entered the poultry business, but few were successful. Disease, cost of food, and the low egg prices drew most farmers out of the poultry business after two or three years. The Eastern Kentucky Hatchery went out of business at the end of WWII, but remains a Morehead Memory for those who made an attempt to get into the poultry production business.

Agriculture courses enter high school curriculum

With the arrival of the Stockyards and the Hatchery there was a demand for additional agriculture in the high school curriculum. The federal govern-ment began subsidizing high school agriculture teachers' salaries. This brought Mr. Carl Wade to old Morehead High School to teach agriculture. (Later on he was replaced by Mr. Charles Hughes).

Mr. Wade's courses in hog, cattle, sheep and crop production became very popular among the boys at Morehead High School. In order to take one of his courses you had to have a "project." That meant you had to grow a field crop, or farm ani-mals for profit. The course required the boys to keep metic-ulous records of the cost of bringing the animal or crop to

upper Licking River section of Rowan County. His project served as a model for every project. He listed the cost of 10 ewes, \$100.00; and food, dipping, and marketing, \$13.75. After selling the wool and marketing the lambs, he received a total of \$253.90 and a profit of \$120.15. While Charles realized a profit on his project, sheep were never a profitable business in this area because there were so many dogs that were running loose, and they killed the sheep. "Townies" could not take

### Agriculture

Boys living in town had problems getting into these courses. J.D. Hicks, one of the "townies" tried to get into an agriculture course but his advisor, Coach Telford Gevedon, said 'what do you know about farming?' He refused to allow him to take the course. J.D. entered the Military Service the next year. Following his service in WWII, he never returned to Morehead (except to marry his high school sweetheart, Frankie Messer). J.D. and his brother, Warren, settled in the rich California farming country. They began buying farmland and farming commercially. The boy who could not get into the high school agriculture class told this writer on one occasion, "One out of every three Memories.

tomatoes that Campbell Company uses, is from my farm." So much for counseling!

#### **Future Farmers** club popular

The agriculture students all belonged to an exclusive club called the Future Farmers of America. That was a national organization with local chapters. The name was descriptive of their purpose, but the club involved so much more. The boys learned parliamentary procedure, public speaking, writing and business. The club encour-aged social interaction and broadened their experiences by going on trips to state meetings. It gave them confidence and helped to improve their self-image. Many of the quiet, shy, self-conscious farm boys became more outgoing and self-assured through the Future Farmers of America. Just as all boys who became farmers were not in that club, so all who were active club members did not become farmers. But most who were members of the Future Farmers of America found it a very worthwhile experience.

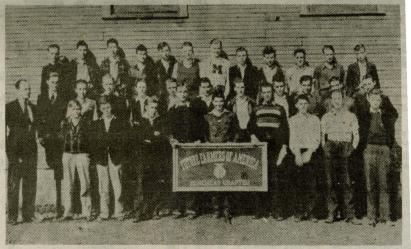
The Stock Market, Eastern Kentucky Hatchery, and the Future Farmers of America, are all part of Morehead's history. They are all a part of Morehead

#### COMPANY REPORTS AT LOW COST

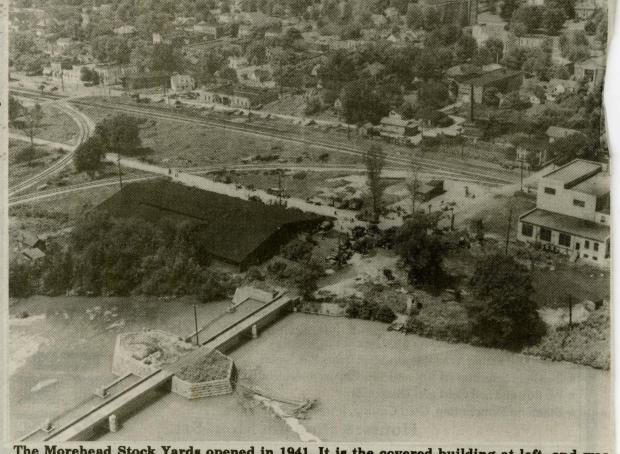


More Important Than Ever In 1940 In Making A Profit With Low Market.

Eastern Kentucky Hatchery advertisement in the 1940 Rowan County Viking, student yearbook.



Future Farmers Club, Morehead High School 1940 — Bottom row: Carl Wade, Billy Stidom, Pete Kessler, Dof Marshall, Pete Brown, Maurice Hall, Bill Stewart, Joe Evans, Ivan Reed, Glen Poston. Second row: Vernon Christian, Alvin Gully, Earl Boggess, Charles Reeves, Glen Gilkerson, Charles McKenzie, Hanson Carey, Bill, Joe Peed, Jack McKenzie, Elmo Epperheart. Top row: Paul Dowdy, Loyd Pierce, Claude Pierce, Billy Turner, Rodney Johnson, Paul McBrayer, Charles Roe, Allie Hunt, Emerson Lewis, Ed Carpenter, Adrain McKinny, Rufus Flannery.



The Morehead Stock Yards opened in 1941. It is the covered building at left, and was located off the present day bypass near city park.

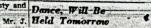


ployer's orders are matched with the qualifications of the appli-cant as shown on the registration The Employment Service is the clearing house for the local labor supply. Employers can profit by listing their employment require-

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interview Veterans who are in-terested in the Farm Co-op Train-ing Program every Tuesday aftering Program every Tuesday after-noon in the office of the United States Employment Service.

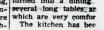
Prizes will be awarded the win hers. Most of the time will per tain to business in the closin of the current school year.

zard. Any person who could op-erate a Democratic newspaper through five years of the depres-sion and under Herbert Hoover has to has a wizzard"

as to be a wizzard.

has to be a wizzard." Bates Is Optimistic Underwood was preceded by Congressman Joe B. Bates of the Eighth district who predicted an overwhelming Democratic victory in Kentucky this year and the re-election of President Truman in 1948.

The Farmers Sch Project is proving to b



### STOCK REPORT Morehead Stockyards

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