

**JUL
21
1983**



14-15 All Stars
Front row from left, Bobby Woosley, Jimmy Jetz, Eddie Reed, Kent Mattox, Second row, Tom Allison, Raymoney, Todd Gable, Derek Zachary, Phillip Colddron, Bill Reed, manager. Back row, Clyde Sama, coach, Keith Howard, Billy Pat Duncan, Jeff Sama, Jug Howard, Todd Hedges, Randy Hodges, coach. — Mercury photo.



District 12 champs
The 11 year old Babe Ruth All Stars are, front row from left, Tim Pope, Bryan Brifley, David McCarty, Bryan Johnson, Second row, Wendell McNabb, Terry Fetback, Kevin Hughes, Scott Allison, Todd Day, Chris Hollar, Third row, Bill McNabb, manager, Ray Phillips, Darwin Howard, Chris Anderson, Fryman, Gannon Bryant, Larry Jolly, coach, Eddie Day, coach, was absent when picture was taken. — Mercury photo.

Jockey's Steigerwaldt featured in woman's business magazine

In the July issue of Savvy, a Magazine for Executive Women, there is a feature on Jockey International and Donna Wolf Steigerwaldt, Jockey's chairman of the board and CEO. Jockey controls 70 percent of the \$1.6 billion per year fashion underwear market, which is 20 percent of the total underwear market, and since 70 percent of the people who buy men's underwear are women, Jockey developed an ad campaign that unabashedly appealed to those consumers. Jockey's advertising budget more than doubled from 1977 to 1982. Since 1980, Jim Palmer, 37 year old Baltimore Oriole, three time winner of the Cy Young award for best pitcher in the American League, has served as the official spokesman for Jockey. International of Kenosha, WI, the 107 year old manufacturer of men's underwear. As such, he has become the most conspicuous symbol of a revolution that has brought men's underwear out of the dresser and into public, transforming it from an invisible staple to an important accessory in any man's wardrobe. Not only is Palmer the official spokesman for Jockey, he promotes fashion underwear as the sexy, muscular model. When Donna Wolf Steigerwaldt came to head Jockey in 1978 she was no newcomer to the field. Daughter of Harry Wolf, the former head of Jockey, and sister of Harry Wolf, Jr., who succeeded his father as chairman, and when he retired, she decided to assume the leadership of the company. Her decision meant re-entering the workplace after a Master of Science graduate of Colorado College in 1960. She worked as a leader for Connecticut Mutual Life Insurance Company until 1964 when she left to get married and raise a family. Her husband owns a construction firm in Chicago. Determined to solidify and increase Jockey's share of the traditional market and to expand into new markets, her first move was to hire a highly

regarded textile and apparel/industry consulting firm to conduct an analysis of Jockey. She began the company's reorganization by hiring one of the consultants, Howard Cooley, to be the new president of Jockey. The company was financially sound, but the marketing and advertising expenditures were more in tune with Steigerwaldt's father's time than with the 1970's. It was agreed that the company needed to increase advertising and undertake a thorough analysis of their marketing strategies. Cooley, who had been a textile engineering specialist, knew the value of good equipment, and lobbied for modernization of plant facilities. He instigated a multi-million dollar program to reengineer Jockey's eight mills in Kentucky, Mississippi and Georgia. A dyeing process which stamps out patterns like a large cookie cutter and ensures that every piece of cloth emerges the same was introduced into the mills. At the same time, Steigerwaldt reorganized the sales force, which operates in more than a hundred countries, and reviewed licensing agreements with the companies that produce Jockey underwear outside the U.S. She also insisted on improved quality and marketing in Jockey's sportswear divisions. Since 1977, if the company's revenues were 100 percent of the time, "I feel that it is important to know what's going on where the work really happens," she says. She attends meetings and visits plants and the licenses in Europe. "I try to oversee everything that's going on at Jockey." Jockey plants in Kentucky are headed by Donald Hasey, president. They are located in Carlisle, Chattanooga, Mt. Sterling and Mayfield. Currently the Kentucky plants are producing 40 percent of the total underwear market made by Jockey.

Three area youth earn Babe Ruth awards

Three area boys have won first place awards in the Nicholas County Babe Ruth League's baseball skills competition sponsored by the R.T. French Mustard Company of Rochester, NY and the Babe Ruth League. The competition tests a youngster's skills of hitting, throwing and base running against boys his own age. Winning in the 13-year-old division was Todd Hedges of Mockingbird Lane. Top in the 14-year-old bracket was Mason L. Holland of East Main, while Lowell T. Fryman of Route 3 won the 15-year-old division. The runner up awards went to Phillip Colddron of Route 3, 15-year-old division; Ron J. Allison of Arnold Heights, 14-year old, and Chris Hollar of Route 3, 13-year olds. The supervising adult was Larry Allison. Each of the winners will receive plaques. The competition is intended to sharpen a boy's baseball skills in a spirit of friendly competition.

Babe Ruth news
The Nicholas County 13-year-old All-Stars were eliminated from advancement play by a fellow retired teacher, Mrs. Margaret Hunter. She was wearing a lovely white cord given to her by a fellow retired teacher, Mrs. Marjorie Wilson. This intrepid lady with the infectious smile has touched the lives of countless Nicholas County children, who now grown, came to the 2:30 p.m. program, along with family, friends and city and county officials, to wish her well in her retirement, and to recall the influence she has had in their education. The program event, "Remembering School Days," brought humorous recollections and stories from former students Ruth King (Blue Lick School), Jimmy Boyd (East Union), Emma Jean Hamilton (Piqua), Mrs. Coey Coffey (Burkas) and Pat Conley (Carlisle).

Grant funds are awarded county park
It was recently announced that Nicholas County was awarded \$2,465 in federal grant funds to remove the concrete block walls used as edging for recreation park and landscape seed the entire playground area. The announcement came from the Bluegrass Area Development District, which is responsible for the administration of the grant.

School committee meets
The Nicholas County School/Community Relations Committee will meet July 21, at the Nicholas County Elementary School, 7:30 p.m. Bill Guthrie, Federal Programs Coordinator for the school system, will discuss



The strong arm of 'Shepherd'
Mrs. Margaret Hunter, left, Mrs. Adelaide Shepherd, and Dennis Hasey, president of Blue Grass Industries, were among several dignitaries who broke ground Sunday for the new child development playground following ceremonies honoring Mrs. Shepherd. (See additional pictures on page 2) — Mercury photo.

Sunday celebration

Adalene Shepherd honored after 40 years of teaching

Mrs. Margaret Hunter, Mrs. Marjorie Wilson, and other dignitaries were among several who broke ground Sunday for the new child development playground following ceremonies honoring Mrs. Shepherd. Mrs. Shepherd was presented with a rocking chair from the local Community Center staff which she declared was lovely, and in which she sat during the program. She also received a Kentucky Colonel commission from Dr. Har-

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Housing credit available for selected applicants

Financial assistance in the form of credit sales and transfer to assuming applicants if their income exceeds the loan income limits," according to Kenneth L. Swain, State Director of Farmers Home Administration. Applicants without adequate housing who are otherwise qualified for the Frick loan may have income above credit limit but are unable to obtain credit from other sources and would like to live in the home as a full-time resident. All projects awarded these grant funds are required to be complete by or before August 1, 1983.

Two blood drives set

The Nicholas County Blood Drive Program has "picked-up" this year with the additional donations from Company "D" of the 21st Engineer Battalion. Donations had declined slightly over the past two years. Two more blood drives scheduled for Aug. 4 and Nov. 4. Program organizers hope to break the county's record of 440 quarts donated in 1979. To accomplish that, 125 people must donate at each drive. The added incentive for donating blood comes at a crucial time. The Central Kentucky Blood Center has experienced a 20 percent increase in demand for blood and blood components over the past few months. Approximately 7500 units of blood are transfused this year. The major blood users are open-heart surgeries and patients undergoing treatment for cancer. However, there are many others who need this vital gift for a variety of ill and injuries. There is only one source of blood and that is from those people who voluntarily donate on a regular basis. The program in Nicholas County has helped assure blood availability for patients at Nicholas County Hospital and for Nicholas County residents who find themselves in our hospital. Without ongoing support, this essential program could suffer and blood donors are always needed. For further information about the program, contact Rev. Phil Hastings at 388-702.