

BUSINESS PROFILES

Reid & Vice celebrating 25 years

By Jamie B. Danson
of the Carlisle Mercury staff

People have been buying hand-worked building supplies from Reid and Vice, Inc., 191 South Broadway for the last 25 years, and the future looks bright for another 25 years just as successful as the first 25.

Jewel and Wanda Reid Vice are the owners of Reid & Vice, Inc., and have worked side-by-side since 1962 when Wanda started working in the bookkeeping department of the business that Jewel and her father, Gilbert Reid, started in January, 1962.

Reid was a successful building contractor in Carlisle, and had been considering opening his own material supply dealership.

It was a mutual agreement between Reid and Jewel that he would take over the retail aspect of the business.

Jewel and Wanda married April 22, 1956. At the time Jewel was working at J. Newberry's on Main Street in Paris where he soon became assistant manager. Wanda was Dr. Stanley Hatching's receptionist in his dental practice in Carlisle.

Wanda was a graduate of Carlisle High School, with Jewel having graduated from Nicholas County High School.

From 1958 to 1962 Jewel worked the field as a carpenter. He was just prior to forming the partnership.

The business opened in the old brick building on Market Street which is now the location of the County Fire Department.

Danson believes that the

business was outgrowing the building, so within the same year, the partners bought the brick building which houses their plumbing store from Stanley Colburn's. They also bought the Matthews frame building which was torn down, and their hardware store built in its place.

The Matthews building housed Donlin's Restaurant on the ground floor which was a popular eating establishment in Carlisle. It was run by Bernard and Marie Doherty. There were 25 partners.

The Doherty's explained to include the Stalliff Bros. building which Reid and Vice bought in September, 1975.

Jewel explains they have rearranged themselves several times during the past few years.

In 1978 the bookkeeping and billing systems brought computerized. Their first computers were purchased from Duane Rawlings, Wanda said.

"We thought we had something when we got a putting machine," Reid & Vice was one of the first businesses to install computers. According to Wanda, Lida Osterman, the first book-

keeper for the business, used to send out bills by hand, a process made considerably easier with the use of computers.

Reid & Vice, Inc. had the first lift in town, which was a "big thing" 20 years ago. According to Jewel, it was used and cost \$2,500. Today a new one would cost around \$25,000.

These, plus other inflationary price of building materials, has

two or three men two days to unload and send out bills by hand.

Today lumber is trucked in. The price of lumber has doubled or tripled since 1962.

Reid, according to Jewel, the cost of cement has seen the highest jump in price, about five times the cost in 1962.

These, plus other inflationary price of building materials, has

encouraged the cost of building a new home. The Vice remember their first house costing \$1,500.

Reid & Vice, Inc. is part of a large wholesale buying group with its members using a portion of the company. The company is Hard-

ware Wholesale, Inc. (HWI). In 1977 Reid & Vice, Inc. acquired a new business to include

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SAVE 10% 20% 30%

TIRE SIZE	RIB RADIAL	ALL SEASON
155/80R13	28.16	30.33
165/80R13	29.53	31.26
175/80R13	30.38	32.72
185/80R13	33.26	35.82
185/75R14	33.24	35.80
195/75R14	34.10	36.72
205/75R14	34.81	37.49
205/75R15	36.05	39.82
215/75R15	37.27	40.14
225/75R15	40.18	43.27
235/75R15	42.11	45.36

THESE ARE NOT BLEMS OR SECONDS 1ST GRADE RADIAL WHITEWALLS!

90 DAYS SAME AS CASH OR 24 MONTHS TO PAY

FREE ROTATION & REBALANCE EVERY 5,000 MILES

GOODYEAR Tire Center 6 Court St. Cynthiana, KY 234-5150

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These are not blms or seconds 1st grade radial whitewalls!

90 days same as cash or 24 months to pay

Free rotation & rebalance every 5,000 miles

Goodyear tire center

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Fast or slow whatever your speed we have a mercury for you!

4 - 1986 MERCURY COUGARS, Loaded

1986 MERCURY TOPAZ, 4 Dr., Black

1986 MERCURY SABLE, 4 Dr., Loaded

1985 MERCURY COUGAR, Loaded, Charcoal/Silver

1985 MERCURY MARQUIS WAGON, Loaded, Maroon

2 - 1985 MERCURY MARQUESSES, 4 Dr., Loaded

1985 MERKUR, Loaded, Black

1984 MERCURY GRAND MARQUIS, 4 Dr., Loaded, White

1984 MERCURY CAPRI G.S., Auto., Air, Charcoal

OVER 50 OTHER CARS AND TRUCKS TO CHOOSE FROM

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Salesmen Scotty Fryman, Frank Farmer, Ray Riggs, Doug Copher, Don Claypoole, Ellis Robinson, Ken Fox

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Cole FORD MERCURY

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KU celebrating 75 years

Other employees and dates of employment: new: Ricky Hughes 1975, Vicky Sparks 1976, Jim Wilson, Monte Carter, London, Paris, Rome, Rio de Janeiro, Nashville, and the Caribbean.

Jewel and Wanda are both natives of Nicholas County, Jewel being born at Milltown. Her mother, Patricia Vice, resides at 346 North Locust. He has a brother, Calvin Vice, and a sister, Wanda Sanders, both in Cynthiana.

Reid & Vice, Inc. continues to offer quality products with a staff of friendly people who make it a joy to walk in the door!

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