

BUSINESS PROFILES

On Broadway in Carlisle

Reid & Vice in 26th year

By Josh Berglund
Of The Carlisle Mercury Staff
 Many businesses come and go in Nicholas County, many of them within a few years of opening. However, there are a few stores which have beaten the odds and have emerged as successful business ventures. In 1962, Jewel Vice, together with his father-in-law, Gilbert Reid, opened a small lumber and building material shop in the building which now acts as the Nicholas County Fire Department. Vice said when they began, there were at least four lumber yards operating in Carlisle and an ample opportunity existed for markets to get involved in building supplies.

"This business is my first enterprise," Vice said. Business was slow at first and Vice said he wore several different hats, from bookkeeper to stock boy. Previously, Vice had worked as an assistant manager for J. J. Newberry in Paris, Kentucky. However, being entrepreneurial, Vice diversified himself in a least two other businesses, auctioneer and real estate broker. The hardware store did not spontaneously grow, but rather developed slowly and through a number of changes, grew until it occupied several buildings, for store material, and had diversified in other areas of construction and material supplies. But Vice said it was easier to take a business risk in 1962 than it is now, based primarily on the strength of money.

"Financially, we were better off in 1967 when the dollar was much stronger. We didn't make a lot of money, less than what people make now, but the dollar could also buy much more."

The market, Vice said, is also changing at a very rapid

rate, which, he said, is a very strong contributing factor to some specialty businesses not succeeding in smaller areas. "Markets and trade areas are growing smaller and concentrating," Vice said. A little over 20 years ago, Vice said, a trip to Lexington was an all day excursion, but with the general improvement and enlarging of state roads, as well as the rapid development of interstate highways, the general effect reduced the size of the county. This effect has reduced the potential success of small retail businesses in rural communities, Vice said. "Without benefit of an aggressive retailer, specialty shops will probably find themselves better in Lexington," Vice said.

Vice said he has tried to be innovative and current with business technology, but at times staying current can be a double edged sword, Vice said. "About 12 years ago, when computers were beginning to trickle in to the market, I bought one of the early models supposed to be one of the best systems available for businesses. It was a large system with a memory console so large it covered a table. Now twice the memory can be stored on a unit half as large," Vice said.

But the computer did have a lot of work time, he said. Since moving to its new location where the old Mabius Hotel stood, the hardware store has expanded and diversified in so many areas, several storage areas are kept to house supplies and material supplies.

However, Vice said, there has been a drop in demand for lumber supplies, and it has been necessary to grow to encompass a diverse range of construction materials including plumbing and electrical supplies.



Jewel Vice

\$1000 Manufacturer Rebate Direct To Purchaser Plus, Up To \$4000 Off List On 1989 Lot Models - Doublewides Cherry Hill Mobile Homes
 Williamstown, KY
 606-824-6014

Warm All Over

All the durable details are here to keep you comfortable when it's cold outside. Insulated Sportswear Concepts are great when the weather isn't!

Insulated Sportswear Concepts
 • Fully lined with quilted polyester fiberfill
 • Concealed knit cuffs and full concealer collar
 • Snap leg adjusters
 • Two-way brass zipper and concealed stainless steel snaps
 • Six convenient pockets, chest pockets with zipper closures
 • Available in a choice of fabrics in sizes S-XL

\$39.95
 Frank Hinton & Son
 Fleming Co. Farm Supply
 Maylick Mill
 Jabetown Mill

876-3171
 845-1121
 763-6602
 267-2161

BIG BEN'S
 Sportswear



SALE energy savings begin at home

25% OFF Vinyl Floor Coverings
 starting at **\$3.99** sq. yard
 IN STOCK • Reg. \$5.32 & up • NO WAX

*** Roofing Special ***
IKO Fiberglass Shingles
 NOW **\$18.99** square
 CASH & CARRY

Safety Specials

reg. 7.99 **4.77** smoke alarm
 reg. 10.99 **9.97** fire extinguisher

Gas and Electric Water Heaters

Reliable safety features
 Insulated for energy savings
 Fully glass-lined
 Fast recovery for ample hot water during peak hours
 Dependable performance backed by 5 year limited warranty

IN STOCK

Special 566 kerosene can
 reg. 8.99

Natural Oak Cabinets
 We can help you design a beautiful new kitchen
 Free Estimates!
IN STOCK
 Stop by the store and see our display

DelMar
 A Division of The Home Depot

Meet Hattie Jones . . .

Hattie is the newest employee at Reid & Vice. She is married to Bill Jones and they reside at 103 West North Street in Carlisle. They have three children and two grandchildren. Hattie enjoys cake decorating, reading, and shopping. Her duties at Reid & Vice include bookkeeping, clerical work, and helping customers. She invites her friends to shop Reid & Vice for their home decorating and remodeling needs.

Save Energy!
 Insulate Now
 Rolls, Batts or Blown
 Use Blower FREE
 For attics, walls, ceilings and floors.

Reid & Vice, Inc.
 • LUMBER • HARDWARE • PAINT • PLUMBING • ELECTRIC
 Carlisle, Ky. 289-7175

GENERAL NEWS

Suggestions on education

Continued from Page 1
 he said there is room for improvement. Commenting on a few of Habbage's recommendations, Nicholas County Superintendent Donald Elder said the Public Auditor's research and findings are reliable indicators of the funding problems rural schools have and his suggestions are valid and aid school funding in Nicholas County. Among the 26 recommendations Habbage has made to ward school management procedures, one is to empower to define the role of Director of Pupil Personnel from state to local level, a measure which Elder agrees.

"The role of the Director of Pupil Personnel is an important position and should be defined according to the needs of individual systems," Elder said. As accountability for actions are being put increasingly on the shoulders of local systems, the Pupil Personnel Director becomes a far more difficult job to handle if the state controls the position, Elder said. "The director should be allowed to do the job that best suits the needs of individual counties," Elder said. Problems arise, Elder said, when individual county problems are expected to be handled universally as if all counties experience the same problems and one approach is an good for one school system as the other. "Leaving Habbage's suggestions, other recommendations from different sectors come up with the idea of

employing a regional school board to administer to several counties, which, it is said, would increase the funding pool and increase their base of financial resources. However, Elder is opposed to the measure for several reasons. "The biggest problem Elder had is the measure would again equalize the problems of school systems by employing a board designed to minister to several school systems. Communities, he said, would lose identity and it is possible with a regional board that many areas would not be adequately represented. "Many of the changes the reform of education hopes to bring about would not be realized with a regional board except at possibly a supervisory level," Elder said. He also said the business of electing officials to a regional board, through general election, would have difficulty meeting the expectations and needs of smaller communities within individual county school systems. The very nature of a widespread governing body could not attempt to meet the interests of smaller sectors, Elder said, because the regional board's sphere of influence would be too big to take the concerns of small communities in its account.

"Certainly there are some very good advantages to a regional board, but I think in the long run, the idea would create more problems than exist in the system now," Elder said. As to school financing, a major category in school re-

Have A Bountiful Thanksgiving We Will Be OPEN For Hog Sales November 22, 1989 We Will Be CLOSED For Cattle Sales November 23, 1989
 Paris Stockyards, Inc.
 Paris, KY 987-2785

RANDALL JACKSON
 Center Manager

Superior Transmissions
 606-759-7599
 "Nobelski's Warranty"
 755 Kenton Station Road
 Mayville, KY 41056 Financing Available 90 Days Same As Cash

Get All Of Your Christmas Surprises at Colliver Furniture

Truck Load Just Arrived
Catnapper Sectionals
 Hide-A-Way Bed On One End
 Recliner On The Other
\$995

Every Item In The Store On Sale

Quality Table and 4 Chairs \$148

Lamps \$79 a pair

Riverside End Tables Only \$68 each

Large Selection Desks and Gun Cabinets

Recliner or Rocker Recliner By Lane \$288

Colliver Furniture
 Easy Payments 90 Days Same As Cash

Live Entertainment
Friday and Saturday Nights November 24 and 25 Corey Reid, Jr. Friday, November 24 Surf and Turf - Lobster Tail and Beef Tenderloin, Choice of Potato and Salad Bar \$10.95 Saturday, November 25 Baby Back Ribs, Texas Potatoes and Salad Bar \$8.95

Carnico
 U.S. 69 - Carlisle 289-7238 or 289-9112

We Loan Folks Money!

TERM	RATE	A.P.R.
30 YEARS		
C.A.R.M.	*8.625	10.74
30 YEAR	9.750	13.11
15 YEAR	9.375	9.91

Whether you are interested in a new home refinancing your present one, Bourbon Bank gives you a loan you can live with.

Please visit or call us now, Loan Center (606) 987-1795 or 1-800-268-0771

Bourbon Bank
 4th & Main, Paris, Kentucky 40361