



St. Matthews, Kentucky Area History



St. Matthews & Surrounding Community, 1960 — 1964, 1st Edition

This is one of many sections that contain information, photos, newspaper articles, internet items, etc. of the St. Matthews area. Many of the items came from Al Ring's personal collections but many people have helped and I have tried to give credit where I can.

The purpose of this "collection" was to create the history of St. Matthews, Kentucky. Being retired I now have time to do many of the things I have always wanted, this project is just one of them.

All graphics have been improved to make the resolution as good as possible, but the reader should remember that many came from copies of old newspaper articles and photos. Credit to the source of the photos, etc. is provided whenever it was available. We realize that many items are not identified and regret that we weren't able to provide this information. As far as the newspaper articles that are not identified, 99% of them would have to be from one of three possible sources. *The Courier-Journal*, *The Louisville Times* or one of the *Voice* publications. Books that we have used for some information include, *Randy*, *Cactus*, *Uncle, Ed and the Golden age of Louisville Television*, *Waggener High School Alumni Directory 1996*, *Waggener Traditional High School Alumni Directory 2007*, *Memories of Fontaine Ferry Park*, *St. Matthews The Crossroads of Beargrass* by Samuel W. Thomas, *St. Matthews, 25 Years a City Two Centuries a Community*, *St. Matthews 1960-1995*, *Waggener Lair's 1958 to 1962*, *The Holy Warrior*, *Muhammad Ali*, *Louisville's Own (An Illustrated Encyclopedia Of Louisville Area Recorded Pop Music From 1953 to 1983)*.

Please use this information as a reference tool only. If the reader uses any of the information for any purpose other than a reference tool, they should get permission from the source.



Courtesy Al Ring collection.

January 30, 1960: The largest fire of the year occurred when J. P. Terry's Texaco Station exploded and burned. The explosion was caused by a gasoline leak in the garage that was ignited by a water heater. Two cars in the garage at the time were destroyed and damage was estimated at \$20,000. 3800 Lexington Road.



St. Matthews & Surrounding Community:

1960

Courtesy Al Ring collection.

I entered my 1955 Chevy convertible in the Car Show at the Fairgrounds. I know several people helped me, but I just can't remember the details. This car was quite well known in the St. Matthews area. This could have been summer 1961.



Photo courtesy of *St. Matthews, The Crossroads of Beargrass*, by Samuel W. Thomas, 1999. Caption-Aerial view showing Watterson Expressway before completion north of Shelbyville Road and the completed Shelbyville Road Plaza. By Billy Davis, 7 July 1960, *Louisville Since The Twenties*, 192.



Photo courtesy of *St. Matthews, The Crossroads of Beargrass*, by Samuel W. Thomas, 1999. Caption-Meisner house and barn, now site of the Shelbyville Plaza. View from Shelbyville Road just east of creek that borders the shopping center. Photograph by Warren Kellar Frederick about 1940. University of Louisville Photographic Archives.

St. Matthews & Surrounding Community:

1960

Courtesy of Bluegrass-St. Matthews Historical Society:



Looking West, Willis Avenue crosses Shelbyville Road and becomes St. Matthews Avenue, August, 1960

McDonald's at Hikes Point, September, 1960



Photo courtesy of *St. Matthews, The Crossroads of Beargrass*, by Samuel W. Thomas, 1999. Caption-Aerial view of the mall after its opening in the spring of 1962. Edge of Oxmoor farm is in background. Billy Davis collection. University of Louisville Photographic Archives.



This building is now under construction at 4900 Shelbyville Road, near Howard Johnson's. The Goodyear Tire & Rubber Co. will handle tires, accessories, household appliances, garden supplies and hardware. Goodyear is leasing the \$90,000 building from J & S Developers, a Louisville real estate building company, which has a 99-year lease on the property, owned by the Artterburn estate. The building should be completed by early spring, according to Sam Roberts of the real estate department of the Lincoln Bank & Trust Co., which is handling the deal. The general contractor is Robert Strick & Sons.

The Voice Of St. Matthews, January 21, 1960



Goodyear opens store here

Making ready for the formal grand opening today of the new Goodyear Service Store at 4900 Shelbyville Road are manager L. H. Witsken, Jr., (left) and assistant manager Gary Wallace. The store will feature a complete line of Goodyear line products, General Electric major appliances, television sets, and small electrical appliances. There will also be a service department for auto.

The grand opening runs through June 23 and free gifts will be given to all visitors. Free door prizes include tires, a vacuum cleaner and a window fan. Mr. Witsken, 29, of Cincinnati, has been with Goodyear five years. He and his wife live at 400 Mass. Mr. Wallace, 34, of Shelbyville, has been with the company three years.

The Voice Of St. Matthews, June 16, 1960

Courtesy *The Voice Of St. Matthews*:



Mark Allen, 12, of 300 Jarvis Lane, gets a free ride, courtesy of Andy Dozier, 12, of 411 Sprite. The other two ice-skaters are Annie Englund, 18, of 3831 Brookfield, and Susan Dozier, 18, of 411 Sprite. This picture was taken at the swamp below Indian Hills Saturday.

June 28, 1960



LAST FLING -- Igloo-building occupied the younger set, who got in one more day of fun before the sun began to melt the snow. Larry LaDuke, 11, is the skeptical Eskimo inside as the Brunderman children pile on the snow in back of their home at 3829 Ormond Rd. The Brundermans are, left to right, Jimmy, 4, Nancy, 12, Carol, 11, Paul, 5, Mike, 4, and David, 4.

August 11, 1960

March 17, 1960

THE CITY of ST. MATTHEWS

PROUDLY DEDICATES ITS NEW CITY HALL

SUNDAY, AUGUST 14, 1960 at 4:00 P.M.

THE PUBLIC
IS
CORDIALLY
INVITED

REFRESHMENTS
SERVED



MAYOR BERNARD BOWLING



JOHN BARBER
Council Member



EUGENE FRENCH
Council Member



The Council Board business a semi-circular room. It is the largest single room in the new City Hall and will seat over 100 persons. It is here the public will have its say, where the press and eyes will be held, the issues decided and also where the commissioners will handle most affairs.



R. W. GRATTEN
Council Member



E. S. SANDYSELL
Council Member



Exterior of new City Hall appears as you enter paved driveway to left. Public parking is to right on paved lot. Service drives will keep to left and park to rear of building. Overway to completion runs to at far right. (Yes, that's where you pay your taxes).



Reception room. It is here that all visitors will be given attention as waiters in their aprons. An office of the City Clerk. It is here the oldest members file for the Council limited. Transiently every citizen of St. Matthews will appear or later have cause to visit this room.



HENRY LEATHERS
Council Member



M. C. RIDD
Council Member



St. Matthews Police Dept. in seven outdoor cars. Left to right: Chief M. H. Taylor, Sgt. E. H. Baker, Officer Albert Baker, Officer Robert Clark. (Other Officers Pharoah, Officer Herbert Mathias, and Officer E. H. Barrett).



St. Matthews Dept. of Public Works -- Left to right: Supervisor City Dept., George Sandolan, Deputy Helen, Douglas Prewitt, and John Schwabert. Storage and repair shop is to rear of City Hall.



E. M. JONES
City Attorney



W. H. TOLIVER
Police Chief



'DRET' SCHOBEL
Treasurer



DAVID I. PROBST
Judge



HARRY JONES
Chairman Planning and Zoning



GENEVA BRANTLEY
City Clerk



EDWIN S. THRELK
City Planner



NORMAN ONE
Asst. of Public Works



LEWIS BARR
Finance Director



CHARLES RING
City Planner

CONGRATULATIONS, ST. MATTHEWS, ON THIS PROGRESSIVE CIVIC ACHIEVEMENT!

Courtesy *The Voice Of St. Matthews:*

GRAND OPENING

TOP VALUE STAMPS



NEW TOP VALUE STAMP REDEMPTION CENTER
4105 SHELBYVILLE ROAD

Visit our new extended Center now, during the Grand Opening... you'll enjoy seeing the many more exciting new items there in our larger display area. You'll also find it easier than ever to select your gifts of our new conveniently located Center with its spacious parking facilities and new rest rooms.

DOOR PRIZES

Get gifts free for Top Value Stamps

Hours Daily 9:30 to 5:30
Mon. 9:30 to 9 P.M.

September 22, 1960

Suit Up With The National Football League!



This economical set includes shoulder pads, pants, helmet and jersey all in the same color and design as the National Football League teams wear.

\$10.95

GET YOUR
Mac Gregor NFL Grid Football Equipment

—TODAY AT—
KENTUCKY MODEL SHOP

WALLACE CENTER TW 7-2358
PARISH SIDE & BEAR * OPEN FRIDAY MORNINGS

September 29, 1960

LIONEL TRAINS and ACCESSORIES



The Perfect Gift For Christmas

Only Lionel offers so much pleasure with each complete set. From the old-time "General" to deluxe and intricate to the latest innovations with "radio-control" features, here's a whole new model railroad. I assure, to, as T. W. B. B.

KENTUCKY MODEL SHOP
VERA & HUNTER LODGE
Wallace Center TW 7-2358
3803-S Wilmington TWINBROOK 7-3338

December 22, 1960



Formal opening of the new United Furniture Store in St. Matthews will be held today. It is on the north side of Shelbyville Road, just west of Howard Johnson's (visible in right background). Open house will be held tomorrow and Saturday from 10 a.m. to 9 p.m. The ladies will be given orchids. Free door prizes and souvenirs will be given away.

October 6, 1960

REMODELED TO MEET THE NEED OF THE 60's
"We have brightened up the corner where we are"

WE'RE CELEBRATING OUR **10th Anniversary** DECEMBER 8-9 & 10
DEC. 1950 TO DEC. 1960

THREE REGISTERED PHARMACISTS



FILM FREE ROLL OF BLACK AND WHITE FILM WILL BE GIVEN TO EACH PERSON WHO TURNS IN A ROLL OF FILM FOR PROCESSING. 127-420-126 SIZES ONLY

SPECIAL 69c 1/2 GALLON VANILLA

DESIGNED BY AUGUSTUS and DOUMAS
135 Brockmidge Lane

FREE! ORCHID The First 1000 Ladies To Visit the Store During Our Celebration Will Receive A

FREE FUN for All TO ALL CHILDREN 6 MONTHS TO 60 YEARS

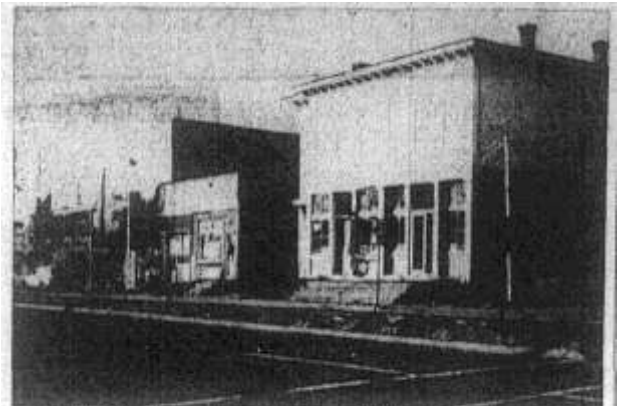
Door Prizes TURKEY GIVEN AWAY FREE EVERY TWO HOURS, DECEMBER 9 & 10 AT 10, NOON, 2, 4, 6, 8 & 10

GENERAL CONTRACTOR **BROADWAY BUILDERS**
3817 LEXINGTON ROAD TEL. 3-8874

TWINBROOK 5-5446 WEBB'S DRUGS INC. SHELBYVILLE ROAD AT HUBBARD'S LANE FREE DELIVERY ON PRESCRIPTIONS—SICK ROOMS—BABY NEEDS TWINBROOK 5-5446



A familiar scene to most people in St. Matthews but it has changed as the photo at right will show. The two buildings right of Bacon's have come down to make way for the firm's expansion. Barbara Clarke, a woman's apparel store, Bechtel Interiors, and a restaurant occupied the buildings until recently.



The Fisher building (right), one of the oldest in St. Matthews, is being torn down along with the adjacent building at left to make room for progress. When the Fisher building was constructed, approximately 100 years ago, most of St. Matthews area was farm

Face lifting in St. Matthews

Two buildings razed to make room for Bacon's expansion

Two buildings adjoining Bacon's St. Matthews store on Frankfort Avenue were removed this week in preparation for expansion of the firm's store which is scheduled to get underway about January 1.

The expansion will give the store an additional 25,000 square feet of floor space making a total of 100,000 square feet of floor space for the store when completed.

Urban Dishinger, store manager, said that the new addition, which will front on Frankfort Avenue, will be similar in design to the architectural style of the main building. It will include a

basement and extend three floors as does the main unit.

The store will have additional window display in front and an entrance from the parking lot in the rear. The expansion will cover an area of 43 by 120 feet.

The only new department to be installed in the store, Mr. Dishinger said, will be that for men's shoes. However, most of the addition will be used to increase existing departments — that of beauty salon, women's and children's shoes, and other men's furnishings.

Two openings to the new addition will be provided on the first floor and one each for the upper

stories. The interior will have modern fixtures, but in the same style as existing fixtures in the main store.

It will be the second expansion for the store since it was established in 1935 with two floors. Two years later the third floor was added.

The two one-story buildings torn down to make way for the expansion were occupied by Barbara Clarke and a restaurant.

Until construction starts, the area will be used for extra parking space for Christmas shoppers in the downtown area, Mr. Dishinger said.

Construction is scheduled to be completed by spring.

Old land mark in St. Matthews comes down for parking area

An old land mark, believed to be at least 100 years old, was gradually disappearing from the St. Matthews scene this week as workmen started razing two buildings in the 2000 block of Frankfort Avenue.

Being torn down for parking space is the old Fisher building, which in recent years housed a cafe, and an adjoining building in which had been located the St. Matthews Auto Glass firm.

The property, purchased by White Castle, Inc., a restaurant chain, is being removed to provide extra parking space for the firm's nearby restaurant. The two buildings are expected to be completely moved by this weekend, and company officials say that gravel will be placed on the 5120-foot area by Christmas. White Castle officials said expansion of the restaurant is scheduled sometime later.

The Fisher family building, constructed of brick, is said to have been the second two-story building to be constructed in St. Matthews, and, according to Tony Elms of Elms Realty Co., its architecture had remained virtually unchanged since it was built.

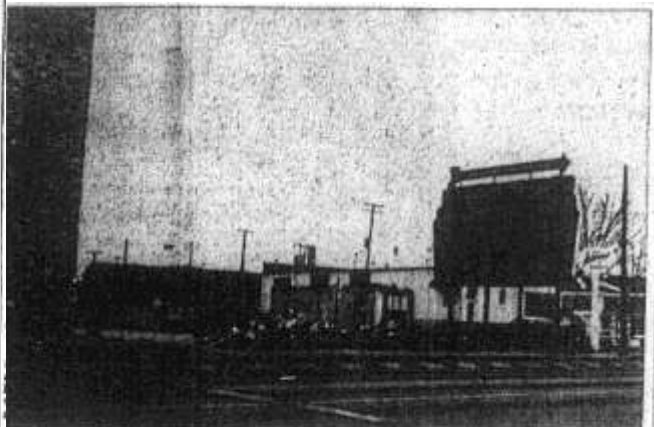
Mr. Elms recalled that a family named Fisher constructed the building as they did the adjoining concrete block building some years later and operated a grocery and a feed store and a saloon for many years there. The upper story was used for the family's living quarters.

The Fisher family also operated a butcher shop at the rear of the building, largely for the butchering of hogs. Country

meats and smoked hams were several large trees being in a speciality of the store.

Mr. Elms also recalled that as a boy attending the Hazelton school which was located on the corner also now occupied by the Kruger store, he and other students carried water from a well in front of the Fisher building, which also furnished a watering trough for horses. During the same period—given as about 50 years ago—he said that most of men in country stores during the area on the south side of Frankfort Avenue east was in the floor. Sledge groceries came from a bush, cultivated by his in barrels then and he remembered, and he recalled here one as black dress dresses.

Operation of the Fisher store was a trading center but a school which was located on the corner also now occupied by the Kruger store, he and other students carried water from a well in front of the Fisher building, which also furnished a watering trough for horses. During the same period—given as about 50 years ago—he said that most of men in country stores during the area on the south side of Frankfort Avenue east was in the floor. Sledge groceries came from a bush, cultivated by his in barrels then and he remembered, and he recalled here one as black dress dresses.



The last of the two buildings right of Bacon's is all but gone. Just a small amount of rubble remained when this photo was taken Monday. The lot was cleared by Tuesday.

REMODELED TO MEET THE NEED OF THE 60's

"We have brightened up the corner where we are"

WE'RE CELEBRATING OUR 10th Anniversary

DECEMBER 8-9 & 10

DEC. 1950 TO
DEC. 1960



THREE REGISTERED PHARMACISTS



MR. J. PRICE WEBB



MR. DON MABREY



MISS IDA MAE WEBB

The degree of a business's service to the public can be measured by its progress. Those businesses which expand with the community are those which best serve the people.

It has always been our view that we exist for the benefit of you, the public—that, as the saying goes, you are not an interference with our business but rather the reason for it.

In the past 10 years we have viewed with pride the growth of the St. Matthews community and we have done our best to keep pace with this growth. We have tried to serve you and we have found, to our understandable delight, that you have always been ready to reward us with your trust and patronage. It has been, in short, an association of great mutual benefit.

Thanks to your patronage, we have been able recently to carry out another expansion in service and products. Beyond the magazines, books, cosmetics, greeting products and sundry items, our main business has been to bring you the finest and newest medicines and wonder drugs. For we are, first of all and most important of all, pharmacists. Your health is our main concern. Every other service and product we provide is secondary.

Our expansion has been aimed to broaden our service to you in the field of health. We have made every effort to provide the finest facilities in the city. We want you to have the drugs and medicines you need when you need them—quickly and without needless delay.

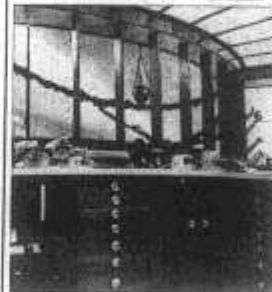
We can say, not as a matter of boasting but as a matter of fact, that we are trained to perform this vital task, and that when you call upon us you will find three registered pharmacists on duty to fulfill your requests.

Call us or have your doctor call us. We are ready.

The First 1000 Ladies To Visit the Store During Our Celebration Will Receive A



PRESCRIPTIONS



FREE FREE ROLL OF BLACK AND WHITE FILM WILL BE GIVEN TO EACH PERSON WHO TURNS IN A ROLL OF FILM FOR PROCESSING.

127-620-120 SIZES ONLY

SPECIAL



69c 1/2 GALLON

DESIGNED BY
AUGUSTUS
AND
DOUMAS

135 Breckinridge Lane

FREE
Balloons
TO ALL
CHILDREN
6 MONTHS
TO
60 YEARS



Door Prizes



TURKEY

GIVEN AWAY FREE
EVERY TWO HOURS,
DECEMBER 9 & 10
AT 10, NOON, 2, 4, 6, 8 & 10

GENERAL CONTRACTOR
BROADWAY
BUILDERS

3617 LEXINGTON ROAD JU 3-8874

TWINBROOK
5-5446

WEBB'S DRUGS INC.

SHELBYVILLE ROAD AT HUBBARD'S LANE
FREE DELIVERY ON PRESCRIPTIONS—SICK ROOM NEEDS—BABY NEEDS

TWINBROOK
5-5446

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THE VOICE OF ST. MATTHEWS & THE VOICE OF THE ISLANDERS

Thursday, Aug. 31, 1961

IT'S BACK TO SCHOOL TIME

DRIVE WITH CAUTION

AND SAFEGUARD THE LIVES OF ALL OUR CHILDREN!

SAFETY IS YOUR RESPONSIBILITY . . .
WHEN IN DOUBT, "STOP"!

YOU, nobody but YOU controls YOUR car! If you are involved in an accident . . . if a child is injured or killed . . . YOU are responsible! Remember, children are hasty, unable to exercise judgment, it is up to YOU to watch out for them, to be extra-cautious, extra-alert! YOUR judgment as an adult has qualified you for a driver's license . . . so YOU must accept the responsibility for the safety of our children by taking more than usual care, by being always on the alert! You can NEVER replace a life!

The first rule of safety is . . . SLOW DOWN AND LIVE! Those few extra moments you spend driving slowly may save a child's life, perhaps YOUR own! Be sure your car is in top mechanical condition! Poor brakes and slippery tires can, in an emergency, mean death instead of life! Best of all, learn to understand and obey all traffic laws! They were written for good reason . . . in the interest of YOUR safety and the safety of others!

Remember, Safety Is No Accident! Be Sure To Drive Carefully . . . To Protect Our Children!



Join These Sponsors In St. Matthews Area "DRIVE FOR SAFETY"

Adolphe's Hair Dressing Salon 106 Brockinridge Lane TW 3-3772	Courtney-Weber School of Dance 136 St. Matthews Ave. JU 4-7914	Llewellyn's St. Matthews Dry Cleaners, Suspenders and Collarbands 328 Brockinridge Lane TW 6-1703	Shower's Boys & Men's Shop 3930 Shelbyville Rd. TW 3-7012
Alfred's Hair Stylist, Inc. Shelbyville Road Plaza TW 5-1746	Eline Realty Co. 3912 Shelbyville Rd. TW 5-2463	Marshall Planing Mill, Inc. 4053 Westport Rd. TW 6-0351	Stauffer System 119 St. Matthews Ave. TW 3-5432
Ashbury-Berman Drug Co., Inc. The Best of Both Worlds Through Time 3900 Shelbyville Rd. TW 5-5413	Elsie-Mae Beauty Salon 3620 Lexington Rd. TW 3-7022	J. Ashby Miller Co., Realtor 134 Brockinridge Lane TW 5-2471	Stock Yards Bank 1040 E. Main JU 2-2371
Betty's Beauticians Hubbard's Lane at Shelbyville Rd. TW 5-8646	Fashion Cleaners 2322 Brownstone Rd. TW 6-4224	George Moore 630 S. Fourth JU 3-0345 3710 Lexington Rd. 893-2794	Stone Studio & Camera Shop DeWitt's Bldg. 3934 Shelbyville Rd. TW 3-1802
Baland-Maloney Lumber Co. 913 E. Main St. JU 4-6125	The Fashion Post, Inc. 313 Wallace Ave. TW 6-6214	O'Brien Sales & Manufacturing Co. 191 Colony Way TW 5-1634	Ten Pin Lanes 4661 Shelbyville Rd. TW 6-1727
Boston Shoe Co. 3734 Lexington Rd. TW 6-4991 3939 Taylorsville Rd. GL 1-4991	Hammack's Beauty & Gift Shop 111 Cannon Lane TW 5-3325	Piehn's Bakery 3940 Shelbyville Rd. TW 5-8223—TW 6-4430	Terry's Texaco Service 3800 Lexington Rd. TW 6-9217
William L. Brewer Heating Co. Radio Licensed 4212 Harborside Blvd. TW 6-1083	Hobday & Kinker, Inc. General Insurance 3903 Shelbyville Rd. TW 7-2621	Pryor's Drive-In Shelbyville Rd. at Hubbards Lane TW 5-9469	The Turntable 135 St. Matthews Ave. TW 7-3532
Joe Brown Ford House of Service 4021 Shelbyville Rd. TW 5-4251	Hunter Screen & Weather Strip Co. 3016 New Main TW 3-7522	Rudolf's Creative Hair Styling 106 Buser Ave. TW 5-7168	Tweed & Tartan 4050 Westport Rd. 897-1373
Byck's Of St. Matthews 3738 Lexington Rd. TW 7-2525	Hytken's Shelbyville Rd. Plaza TW 5-5023	St. Matthews Business and Professional Women's Club Helen Eddy, Health and Safety, Chairman	Dr. G. A. Vaughn, D. C. 3516 Lexington Rd. TW 7-3093
Canary Cottage 3722 Lexington Rd. TW 6-8029	Kretschmer's House of Appliances 112 St. Matthews Ave. TW 3-3604 8607 Preston Hwy. WO 9-3636	St. Matthews Feed & Seed Grain & Farm Supplies 325 Chenoweth Lane TW 6-4473	Webb's Drug Store Cor. Shelbyville Rd. & Hubbard's Ln. TW 5-5440
Citizens Fidelity Bank & Trust Co. Zachary Taylor Office—4810 Brentwood Rd. St. Matthews Office—3830 Shelbyville Rd. Jeffersonian Office—Jeffersonian Center 9503 Taylorsville Rd.	Levy Bros. Shelbyville Road Plaza TW 6-1744—TW 7-2578		

St. Matthews & Surrounding Community:

1961

Photos courtesy of 1961 Lair. Shelbyville Road Plaza, St. Mathews, Seneca Park, Howard Johnson's, Big Boy



Firemen move in

St. Matthews firemen move in rear line as they fight the fire that gutted Frisco's Big Boy restaurant at 4800 Shelbyville Rd. early Wednesday morning. Samual Berdick, restaurant manager, said damage would total at least \$75,000.



September 25, 1968, Local restaurant gutted by fire. Courtesy Al Ring

Photos courtesy Marie VanHoose Sayre:



1961, Warren E. VanHoose (61) & Cassandra (Colvin) Carr (62)



Warren E. VanHoose (61), Marie D. VanHoose (60) Pi Kappa Alpha National Convention, Louisville, KY

Courtesy *The Voice of St. Matthews*:



Mr. Snow Man was a favorite of hundreds of boys and girls in the area last weekend what with some three inches of snow on the ground. (Left) Scott Kaelin, 718 Lyndon Ln., and Thomas Salley, 607 Lyndon Ln., work on a snow man's mid-section.



Some children decided on a fort as did those who work on one of the home of Frank Massie, 3310 Grandview. Standing inside the fort is David Seigel, 3309 Grandview.

January 5, 1961

Below March 2, 1961

MARIO'S
ITALIAN RESTAURANT



Catering To
Parties -
Banquets and
Club Dinners

USE OUR CARRY-OUT SERVICE
Your order will be ready when you arrive

Enjoy Food that Really Tastes Good
In an Atmosphere of Good Taste

Try Our Deep Fried Haddock Dinner
3705 LEXINGTON RD. TW. 3-0509
"Louisville's Most Intimate Restaurant"

THURSDAY, MARCH 2, 1961

ST. MATTHEWS, (Louis



Typical of most motorists Saturday during the heaviest snow in many years was the immobility of this car in front of the Voice's office on Meridian Ave. Just about everybody who travelled had to dig, push and sometimes pray to get moving.



By Monday much of the snow had turned to mush and water. Here St. Matthews Works Department crewmen remove snow on Frankfort Avenue. Literally tons of snow was removed in this manner.

Courtesy *The Voice of St. Matthews:*



In bathing suits are more candidates from the St. Matthews area in the Miss Jefferson County contest, sponsored by the Fern Creek Lions Club. From left, front row, are Carol Ericksen, 6705 Bedford; Bobbie Ann Freeman, 3402 Grandview Dr., and Patt Pierce, 12210 Ridge Crest Dr. Back row are Sandy Riehl, 3941 Elfin Ave.; Boni Babcock, 2430 Frankfort Ave.; Sharon Bledsoe, 8000 Vincecrest Ave., Fidele Hindman, 4020 St. Germaine. Judging will be this Friday night during the Club's Fair and Horse Show.

June 1, 1961

June 8, 1961



Second runner-up Sandy Riehl, 3941 Elfin Ave., poses with the winner of the Miss Jefferson County Contest, Miss Valida Ann Draper, Valley Station, held at the Fern Creek Lions Club's Fair and Horse Show last Friday night. Miss Riehl was one of a dozen or so girls from this area in the contest.

St. Matthews & Surrounding Community:

Early 60's

Photos courtesy Al Ring.



4601 Shelbyville Road, American Oil station in late 1950's or early 60's. Became Al Ring American Service in 1965. His first station.



4300 Shelbyville Road, (Fairmeade Rd. & Shelbyville Rd.). This picture is late 1965 or very early 1966. Station would have been same through most of the 1950's. Al Ring bought the station in December 1965. Note new brick building in back which is Minnish & Potts Florists (Steve Potts (61) father and family were owners), has been replaced after fire April 14, 1965.



Photos courtesy of 1962 Lair.

PLANTATION SWIM Club is a second home to many of us during the summer.



RECREATION CENTERS attract Waggoneers on weekends.

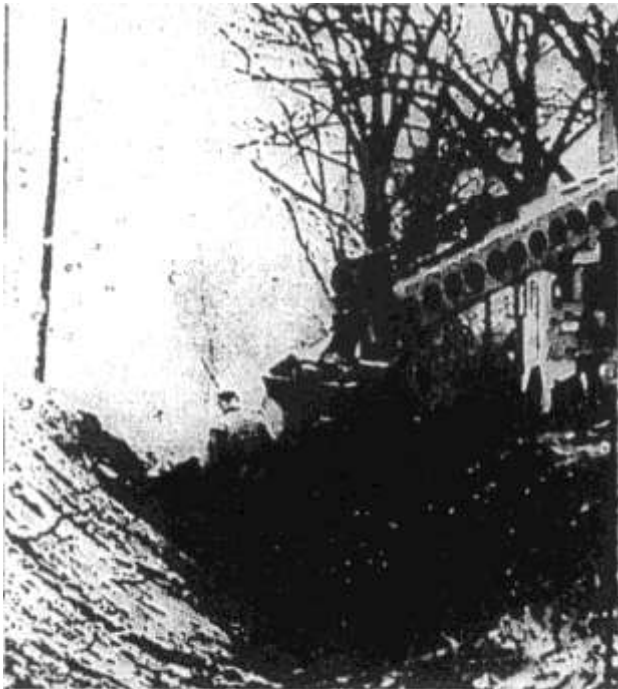


THE BEAUTY of Seneca Park in the winter is unsurpassed.

ST. MATTHEWS' NIGHT spots draw patrons from all of metropolitan Louisville.

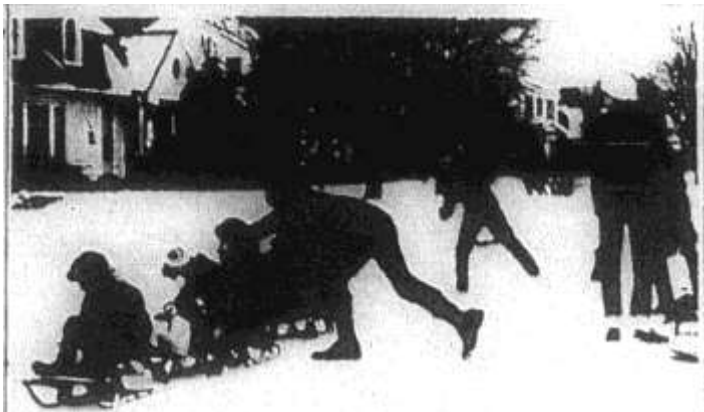


Courtesy *The Voice Of St. Matthews:*



State Highway Department workmen excavate this drainage ditch on Shelbyville Road for the Mac Arthur and Bonner Avenues drainage project which is underway. St. Matthews Works Department will lay 24-inch tile in the ditch when excavation is completed.

January 11, 1962



It was only last week when snow covered the ground and most of the children in the Greater St. Matthews area made the most of it, as did children in Richlawn, when they were taken for sleigh rides behind automobiles. And, too, there were a few snowballs thrown

January 25, 1962

JOIN THE PARADE— TO KRETSCHMER'S

GE OPEN HOUSE
JANUARY 24—FEBRUARY 24

REGISTER and WIN FABULOUS PRIZES

WIN
ONE OF THESE VALUABLE AWARDS

1ST PRIZE
1962 FORD FAIRLANE '500

2nd, 3rd, 4th and 5th PRIZE
CHOOSE OF ANY APPLIANCE, TV, OR STEREO SHOWN HERE

HERE'S HOW

Nothing to buy — no obligations! Come in and register today or by Feb. 24, 1962. Or write to General Electric Co., P. O. Box 1843, Louisville 16, Ky. Attention: Advertising Department, not entry stamp.

Prizes will be determined by drawing to be conducted by the General Electric Co. on March 10, 1962. First prize will include travel and hotel expenses of Ford Fairlane 1962 plus 1000.00. Grand prize will include 1000.00. All other prizes will be as shown. Prizes are not cashable.

Entries must be 18 years of age or older, residents and members of their immediate families of the State of Kentucky. General Electric Co. will accept no entries from anyone under 18 years of age. All prizes are not cashable.

Applicable winners who have previously received a prize will accept their prize. "Cash prizes" will be paid in cash.

GE RANGE Model 18-2000
GE AUTO. WASH. Model 18-2000
GE REFRIG. Model 18-2000
GE HAND DRYER Model 18-2000
GE TV Model 18-2000
GE STEREO Model 18-2000
GE DISHWASHER Model 18-2000

STONE MOUNT, 201 E. 1st, Apt. 101 336-1312, Wm. T. H. Co.

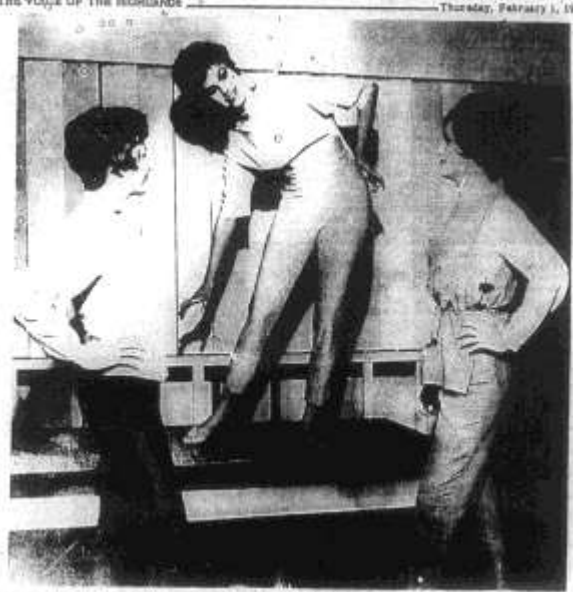
KRETSCHMER'S
House Of Appliances, Inc.

211 ST. MATTHEWS AVE. (at 3-Inda) 5002 PRESTON HWY., MO. 63104
 (901) 336-1312 (314) 931-1312

January 25, 1962



One of the first steps toward becoming a model is learning how to apply make-up. Here a class is being conducted by Elsie Carter for models. From left Scheri Sennen, 1231 Carrico, Colene Wheeler, 142 Breckinridge Ln., and Juan Rapp, 1504 Strand.



Proper exercise is what keeps the figure trim. Colene Wheeler and Correen Cavanaugh, 6200 Highway, instructor Elsie Carter shows models, from 340, how to properly exercise the waist.



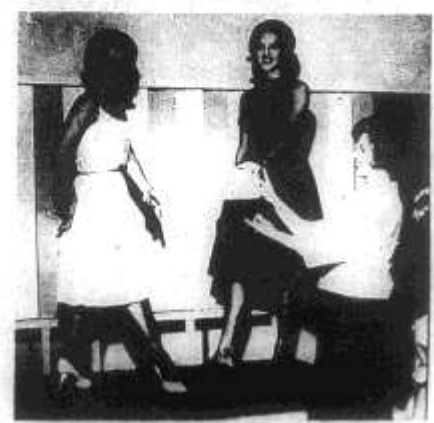
"Beauty is as beauty does" is demonstrated by these models. Hara Barbara (Diagnastinger) shows the proper method of putting on gloves. Nancy Struble shows the modeling of her dress; Correen Cavanaugh shows how to carry a bag, and Suzanne Pardieu shows how to sit properly.

The Great Game of Beauty Culture

"Beauty is as beauty does," has some measure of truth, according to the practices of beauty culturists, provided, it means cultivating one's physical charms. Modeling often is the end product of beauty culture—at least girls usually achieve the status of models through a course of beauty culture.

The Greater St. Matthews area produced a large share of the models in the Louisville area. There are dozens of girls who find the endeavor a practical outlet for their spare time, for most models hold down other full-time jobs.

This fact prompted the Barbara Cordis School of Beauty Culture to move here. The school is operated by Barbara Veith, formerly Miss Barbara Strange of Radiance Road, and Elsie Carter of Beechel.



Suzanne Pardieu, 3505 Bostham Drive, demonstrates "curves" a correct way, and Barbara modeling while Barbara Diagnastinger, 3112 Ashert Ave., shows Veith's help, of carrying a purse.



Little Miss Colleen Jarman, 4, daughter of Mr. and Mrs. James Jarman, 427 Carrico St. L., and Lynn Gandy, 7, daughter of Mr. and Mrs. S. H. Gandy, 2000 Madison St., model a pose for the photographer.



Correen Cavanaugh poses as modeling pose for the photographer as she waits to be modeling for portrait photography.



Nancy Struble, 2222 Tyler Ln., shows that an attractive hair do can be one of a model's greatest assets.



Barbara Veith, 3400 N. St., shows part of a model's basic routine, make-up, right; Barbara Veith shows the proper way of carrying one's purse.

Enjoy **PRYOR'S** Lenten Specials

Baked fish, Creole Sauce, Vegetable, salad, and hot rolls **95c**



- * Broiled Red Snapper
- * Fresh Boston Scrod
- * Tuna Fish Salad
- * French Fried Colossal Shrimp
- * Large Shrimp Salad Bowl
- * Fried Fish
- * Italian Spaghetti
- * Egg Sandwich on Toast

SPECIAL low cost plates for children
plenty of parking space

PRYOR'S
Shelbyville Road at Hubbard Lane
Open til 1 A.M. week days 2 A.M. week ends

February 15, 1962



Margaret Geiser and Sonny Smith, left, and Sally Seigfriedt and Dennis Bryan are shown doing the cha cha in which they tied in a contest Saturday night during the Lyndon Junior Cotillion Valentine Dance.

Jr. Cotillion has Valentine dance

The Red Barn was gaily decorated Saturday, Feb. 10, for the Valentine dinner dance which the Jr. Cotillion members attended. A fancy valentine was suspended from the ceiling of the ballroom with red and white streamers extending to the corners of the room. The young ladies attending all looked like fluffy Valentines in their gay party dresses and their lovely smiles. The young men were handsome in their suits and their red jackets quite the Ivy Leaguers on parade.

We arrived just in time to see the Cha Cha contest and contestants taking part were: Miss Sally Voorhees wearing beige and Mr. Robert Hudson looking quite handsome in his red jacket, Miss Mary Lusky dainty in blue dancing with Mr. Mike Lloyd, Miss Connie Hawkes was claimed by Mr. Mike O'Dea and lovely indeed she was in a dress of pink with short white gloves.

February 15, 1962

Miss Sally Seigfriedt in pink danced by with Mr. Dennis Bryan. Winners of the contest were Miss Sally Seigfriedt and her handsome partner Dennis.

Gay polka dancers were personable Miss Wendy Trubey in a shaded green gown with short white gloves completing her outfit. Her partner for the polka was Mr. Jimmy Berg. A perky blue bow accented the dress of Miss Marcy Corcorn who danced by with Mr. Glenn Griesbach. Miss Sandy Waddell in champagne was in step to the music as she danced with Mr. Danny Hutt.

The most popular dance of the evening, as in all groups, was the twist and we viewed many versions but thought Miss Pam Reichart and partner Mr. Phil Gayhart, Miss Leslie Christy and Mr. Danny Hutt, couldn't identify the partners of Miss Betsy Burgess and Miss Lynda Lewis, but all looked like pros to us.

Yes, toes were smashed and stockings were in shreds but this didn't bother Miss Susan Shadbourne who looked lovely in blue, Mr. Jay Peatch, Mr. Sandy Hutt, Miss Jean Darcy who danced to the gay tune of Mack the Nire or sumpin.

Courtesy *The Voice Of St. Matthews:*

SUNDAY IS FUN -DAY
ON BROWNSBORO ROAD

GALA OPEN HOUSE

THIS SUNDAY FEBRUARY 25 2 to 5 p.m.

BREATHTAKING SKY DIVERS EXHIBITION PARACHUTISTS PLUNGING OUT OF THE SKY STARTS AT 3 P.M.

REGISTER FOR TELEVISION AND OTHER DOOR PRIZES

Balloons And Rides For The Children Free Soft Drinks

BROWNSBORO RD. U.S. 42 AT THE
END OF THE WATTERSON EXPRESSWAY

Third birthday celebration planned for Eline Library

By Marilyn Frederick

The third birthday of the Eline Library will be celebrated on Sunday with an open house at the library on Churchway, from 3 to 5 p.m., under the direction of the St. Matthews Library Committee.

Guests will be members of community clubs and organizations that have contributed money, books, shelves and time to bring the library from 5,000 volumes to 11,000 to increase its circulation from 28,810 to 75,965 a year.

Since the City of St. Matthews has taken over the Library, its hours have been extended from 29 to 42 hours a week, and they now boast of two full time librarians.

Birthday guests of honor will be St. Matthews Mayor Bernard Bowling; Louisville Mayor William Cowger and Mrs. Cowger; Judge Marlow Cook and Mrs. Cook; C. R. Graham director, Louisville Free Public Library; Miss Florine Kammerer, co-ordinator of branch libraries, and Mr. A. J. Eline, who donated the library's site on Churchway and \$10,000. The library is named

for his son, Sidney Eline, a bomber pilot killed in action in 1944.

The Eline Library, opened March 23, 1959, has been community supported since July, 1959. In addition to funds from the City of St. Matthews and money donated by the area's clubs and organizations, 10 of the surrounding sixth-class cities contribute at the rate of \$1.00 per home per year.

This year's book donations include a 15 volume Encyclopedia Science and Technology; 30 volume Encyclopedia Americana; a set of Compton's Picture Encyclopedia and 75 fine reference books.

The library committee is headed by Mr. J. Price Webb, with Mrs. George Sutton, Jr., as vice chairman; Mrs. Harriett K. Cowman as secretary, and Mr. K. H. Clark, treasurer.

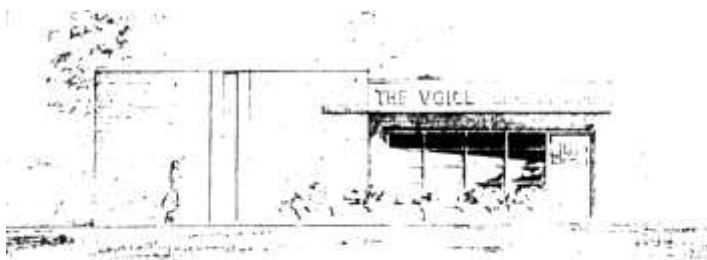
Mrs. Sutton is chairman of the birthday open house, assisted by Mrs. Hayden Heaphy and Mrs. James Rosenblum. They have also planned a hobby show for children in the community on Sunday afternoon.

March 22, 1962

February 22, 1962

Courtesy *The Voice Of St. Matthews:*

Voice to expand into new home in June



Structure will be near P.O.

Ground was broken Tuesday for a new building to house The Voice of St. Matthews and its related St. Matthews Printing Co.

The new building will be on the Palmer Hall property between the St. Matthews Postoffice branch and the L. & N. railroad, and will face the south wall of the postoffice.

The 40 x 65 ft. structure will be built by Starley Palmer Hall, president of Clenoweth Square, Inc., which also built the postoffice building. Work is to start immediately, with occupancy scheduled in June.

Construction will be concrete block, brick, stone, and glass, with an attractive canopied front with a large stone planter. Peyton Davis, architect, has specified a decor treatment in the large areas of brick and concrete block.

The new building will give the Voice almost twice as much space as the company now occupies at 108 McFarland Ave.,

which has been too small for its needs for some time.

The recent change from letterpress to offset production further complicated the space problem, since a cold type composition department had to be installed.

The new building will be air conditioned, and will have an office area considerably larger than at present, with partitioned work areas. The center area of the building will be partitioned into three rooms, darkroom, machine composition, and make-up.

A room across the back of the building will house the pressroom, addressing, mailing, and paper storage.



Mayor Bernard Howling turned the first earth in a very simple ceremony Tuesday morning saying, "We'll be glad to get The Voice back into St. Matthews." Giving him moral support were, from left: Al I. Schramberg, publisher of the newspaper; Howard B. Hunt, attorney; Starley Palmer Hall, owner of the property; and Albert Sanders, unofficial vice president of St. Matthews.

What In The World Is Keeping You From Participating In

The Voice of St. Matthews

"Everybody Wins"

Trade Expansion Drive

There Must Be A Reason—WHAT IS YOURS?

YOU CAN WIN!

YOUR CHOICE:

FIRST GRAND PRIZE
A 1962 Oldsmobile Delta 88 (Value \$2,500)

SECOND GRAND PRIZE
A 1962 Oldsmobile Delta 88 (Value \$2,500)

THIRD GRAND PRIZE
A 1962 Oldsmobile Delta 88 (Value \$2,500)

4 50% 5 33% 6 25%

CONTEST HEADQUARTERS:
The Voice of St. Matthews
100 MERRIMAN - ST. MATTHEWS, KY.
PHONE TW 5-0436

JACKPOT AWARDS:
- \$100.00
- \$50.00
- \$25.00
- \$10.00
- \$5.00
- \$2.50
- \$1.00
- .50
- .25
- .10
- .05
- .01

March 22, 1962



Among the models in the Younger Women's Club of Crescent Hill fashion show last Friday afternoon were, from left to right, Roger Wolford, who models a play suit; Robbin Clay, a bad minion outfit; Ricky Buttorff, golfer's attire; Mark Dobbins and Maw Clay, bathing suits; in back are Russell Rabe-straw, golfer's attire, and Bill Clay, after 5 dress suit. The show was at Crescent Hill Woman's Club house.

April 22, 1962,

March 22, 1962

Courtesy The Voice Of St. Matthews:

Chenoweth Plaza to open soon

Chenoweth Plaza, a neighborhood shopping center on Brownsboro Rd. just west of Chenoweth Ln., is almost ready to open, according to Hugh Doyle, leasing agent.

The center will contain seven stores and office space consisting of 14,000 square feet. Scheduled are a drug store, beauty salon, barber shop, gift shop, drycleaning and laundry.

April 26, 1962

GRAND OPENING!

THURSDAY-FRIDAY-SATURDAY MAY 10, 11, 12

NORGE LAUNDRY and CLEANING VILLAGE

4306 SHELBYVILLE RD. OPEN 7-A.M. to 10 P.M. SUNDAY NOON 'til 10 P.M.

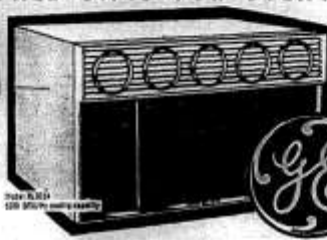


**READY TO WEAR
IN 50 MINUTES!**
It takes only 50 minutes for a load to be drycleaned and ready to wear! You can dryclean the coat or jacket you have on, and then wear it home.

Unbelievable SAVINGS ON DRAPES perfect wrinkle-free results!



FREE GIFTS FOR EVERYONE



- * 18-POSITION THERMOSTAT - holds constant level you choose.
- * VENTILATION CONTROL - gives fresh air, with no window cooling.
- * WASHABLE AIR FILTER - removes even airborne dust and pollen. Chemically treated to inhibit germ growth in trapped particles.
- * FIVE ROTATOR AIR DIRECTORS - for complete control over circulation pattern.
- * TFC FAN SPEEDS - Use on any adequate 115-volt circuit, install in lower sash windows or through the wall.

Worth \$219⁰⁰

FREE 5 YR. SERVICE

SPECIAL DOOR PRIZE FREE DRAWING

OF A NORGE COIN-OPERATED DRYCLEANER...
 Dryclean all this for only \$200

The actual number of things you can dryclean in one load depends on the size, weight, and bulk of the items. There are some size limits to show you how economically you can now do your drycleaning...

\$200

- * 10 slipover sweaters or
- * 4 medium-weight men's suits or
- * 1 full size bedspread or
- * 8 dresses

Regular drycleaning methods would cost you about 4 times more!

Bring in all your WASHING TOO!

While you do your drycleaning, you can do a week's laundry at the same time! The newest Norge Automatic Washers and Dryers give you a beautifully white, bright wash of every washable... and fast, gentle drying of every fabric. And it's all so economical!

Use our brand-new **NORGE** fully automatic WASHERS AND DRYERS

RELAX, VISIT, OR SHOP WHILE YOUR CLEANING IS DONE automatically!



These are our amazing automatic, coin-operated Norge drycleaning machines.

They dryclean anything that's drycleanable—and using them is actually easier than using an automatic washer! You just open the glass door, pop in your load, drop the coin in a slot, and push a button. As the machine whirs softly, you can see your garments gently twisted through the special Norge cleaning fluid. Then, after thorough cleaning, they are tumbled gently until dry—ready to use or wear!

Don't Judge Coin Drycleaning Until You've Tried The Norge System.

special GRAND OPENING offer!
50% DISCOUNT
 ON ONE LOAD OF DRYCLEANING

clip this coupon!

Properly filled in, this coupon entitles you to 50% discount on drycleaning or coin-washed items. Only one load in a family, please!

NAME _____
 ADDRESS _____
 CITY _____

May 10, 1962,

Courtesy The Voice Of St. Matthews:

YOUR ST. MATTHEWS  DEALERS BRING YOU

DISCOUNT TIRE PRICES

AT YOUR LOCAL SERVICE STATION

3 DAYS ONLY

THURS.-FRI.-SAT. MAY 17th -18th-19th

ALL AMERICAN TIRE SALE

ATLAS TIRES

\$ **9**⁹⁵

12 1/2 x 15 Black Tube Type



\$ **13**⁹⁵

13 1/2 x 15 Black Tubeless



FREE!!
\$400⁰⁰ IN CASH!

YOU'LL SAVE \$'s ON ALL TIRE SIZES DURING THIS SALE.

ALFORD'S AMERICAN
442 WESTVILLE ROAD
Phone TW 4322

WOODSER'S AMERICAN
400 WESTVILLE ROAD
Phone TW 4327



REINHART'S AMERICAN
112 LEXINGTON LANE
Phone TW 4412

SCHULTEN'S AMERICAN
400 WESTVILLE ROAD
Phone TW 4412

May 17, 1962,

ST. JOHN'S DAY LEAGUE

IT'S 75th MASONIC PICNIC 75th TIME!

3 BIG DAYS and NIGHTS **3**
THURS.-FRI.-SAT.-JUNE 28-29-30

FREE SPECTACULAR DISPLAY

FRIDAY JUNE 29

ANTIQUE Auto Show

SAT. JUNE 30

53 ATTRACTIONS Fun For All **10** GIANT RIDES

SERVING UNDER **BIG TOP** ALL 3 DAYS

CHICKEN IN A BASKET \$1.00	SANDWICHES \$1.00	FRIDAY FISH DINNER \$1.00
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Plenty OF PARKING

3701 FRANKFORT AVE. MASONIC HOME GROUNDS

June 28, 1962,

June 21, 1962

Pee wee has yen for uniform, particularly for police officer's

A big, friendly German police dog has a yen for a uniform, particularly if the uniform belongs to traffic officer Carolyn Haerberlin who patrols the Louisville area of St. Matthews business section daily.

He is Pee Wee who normally comes to the business section most every afternoon and "takes up" with Officer Haerberlin as she makes her rounds along Lexington Road, Shelbyville Road and adjoining streets.

Late in the afternoon when Officer Haerberlin directs traffic in the "Y" of Lexington Road and Shelbyville Road, Pee Wee stands by her side just as though he belonged there.

And when the day is done, around six o'clock, Officer Haerberlin puts Pee Wee in her car and drives him to his home, the residence of the Robert M. Colemans, 400 Napanee Rd.

The big, husky brute is well behaved, Officer Haerberlin says. "I don't believe he would bite anyone. He'll sit when I tell him to."

Officer Haerberlin believes he is attracted by her uniform, for he likes to trail along with policemen as well. She says he normally comes to the intersection of Shelbyville Road and Flockin-

ridge Lane and sits at one of the two letter drops, apparently waiting for a postman.

If Pee Wee happens to notice her--and he usually does--he immediately runs to meet her.

Why is Pee Wee attracted to a uniform? One theory has it that children had mistreated him when he was young while

he was treated kindly by the mailman.

Pee Wee has been making the afternoon rounds with officer Haerberlin since last winter, walking the route over which she figures she travels 200 miles a month receiving a pat now and then from passer-by who by now expect to see him trailling along with officer Haerberlin.



Pee Wee and Officer Haerberlin

June 7, 1962

ST. MATTHEWS OPTICAL CO.




Pete and Bonnie Kennedy wish to announce the

OPENING

of their new branch store

IN THE MALL

NOW 2 LOCATIONS

St. Matthews Optical and Contact Lens Co.

104 MERIDIAN
Opposite Bacon's
TW 4 4497

THE MALL
Shelbyville Road
TW 3-7202

Complete prescription service at both stores

"ASK YOUR EYE DOCTOR ABOUT US"

Courtesy of Bluegrass-St. Matthews Historical Society:



Christ Methodist Church, May, 1962

St. Matthews & Surrounding Community:

1962

Courtesy The Voice Of St. Matthews:



Teenagers take time out from twisting and dance just plain rock and roll at the Pi Kappa Tau soc hop Saturday night at the Mall Community Room. The Night Crawlers furnished the music.

July 5, 1962,



Winners of a miniature car race which lasted eight days over a period of three weeks at the Kentucky Model Shop are from left, Ed Ramsey and Mike Watson, in the stock car class, and Mike Bryan and Tom Myer in the modified car division. The tiny cars were electrically controlled. The contest was sponsored by a manufacturer of the cars and a major car manufacturer.

July 12, 1962



Social and Personal
by Marilyn Frederick

Pi Kappa Tau Social Club held a slumber party last Friday night for some 36 members and their "rushes" at the home of Lys Smith, 205 Northbourne Blvd. Among those attending were (front) Liz Bova, second row, Kathy Roggenkamp (cap); Elaine Goodrich, club president; Rhea Timmons, Sandy Smith, Jane Keen, Mari Schmitz, Kathy Hut, Len Smith, and Christy Craigmyle. Others from left are Linda Hartough, Barbara Peter, Jo Ann Buckner (glasses), Barbi Daley, Susan Hurley, Mary Jane Rosenblum and Jayne Riddle.

August 16, 1962,



Herbert Martingly surveys the front of his new building--the St. Matthews Trim and Upholstery Company, 123 N. Sherrin. The firm has some 1500 square feet of floor space and three or four times more parking space than it had at its old location, 131 Breckinridge Lk., in the Colonial building. The other front half of the building--built by Elmer Reath's company in vacant, Earl A. Thomas sign company occupies the rear third of the new building.

August 16, 1962

Courtesy *The Voice Of St. Matthews:*



Artist's conception of new medical center

August 23, 1962,

Medical building set for Spring completion

Two offices have been opened in the Brownsboro Medical Center now under construction at Watterson Expressway and Highway 42, and two more are scheduled to open soon.

The building, owned and being constructed by the John Waiser Builders, Inc., will have about 5,000 square feet of space and will house seven medical offices. Occupying offices at present are Dr. Richard Wolf, pediatrician, and Dr. Nelson Bentley, dentist.

Other offices scheduled to open will be one by Dr. Joseph Hutson, dentist, and Dr. William Selden, orthodontist. John Waiser of the Waiser Company said other offices may be filled by an obstetrician and several internists.

The new fire proof masonry building is a one floor plan. It is of buffed brick with blue glazed brick panel and stone trimmed at the windows. It is expected to be completed by early spring at an approximate cost of \$95,000.



A busy intersection last Friday was Brownsboro Road and Hubbards Lane where the State Highway Department is adding an extra lane and a storage lane for left hand turns. Here the entire intersection is being paved. An extra lane for through traffic is far right. The work is to be completed about Oct. 29.

September 27, 1962

Open and Ready to Serve You!

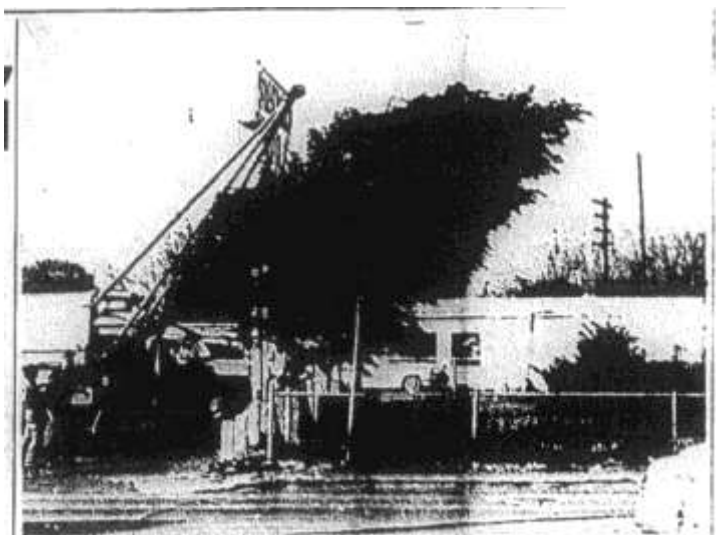
Brooks' Ashland Service
 Chenoweth Plaza 3642 Brownsboro Rd.
 Phone 896-9396 Louisville, Ky.

FEATURING...

- ★ AAA Service Center Headquarters
- ★ Light Tune-up Facilities
- ★ Factory-trained Mechanics on Duty
- ★ Top-quality Ashland Oil Products
- ★ Friendly "Good Neighbor" service

Bobby Brooks, Mgr.

Drink in today and meet
"The Friendly Man. With the Better Brand!"



Although the weather may seem like Indian summer, preparations for Christmas go on. Here workmen erect the St. Matthews Business Association's annual yule tree at Lexington Road and Frankfort Ave.

December 6, 1962

October 11, 1962,

Courtesy *The Voice Of St. Matthews:*

Teen Dance to aid March of Dimes

The March of Dimes Teen Dance will be held Sunday, Jan. 27 from 1-5 p.m. in the west wing of the Kentucky Fair and Exposition Center.

All proceeds will go for the March of Dimes in place of the annual Peanuts for Pollo sale. Many high schools in the area are cooperating in promoting the ticket sales.

Joan McCarty, Jamie Kerchner, and Don Lovelace were Waggener members of a teen council who made plans for the dance. Among those scheduled to perform are the Sultans, Paul Penny, the Carnations, the Trendels, Cosmo and the Counts, Bobby Vinton, and Bobby Comstock.

Tickets are \$2 in advance and \$2.50 at the door. They can be purchased beforehand at Vine Records, Paul Cowley's, and at any high school.

January 24, 1963



We Tarzans - No Janes

Every boy eventually gets the yen to play Tarzan. Bobby Ochener (left on platform), 118 Brampton Road, gave vent to such a desire about a year ago and started on this tree house near his home, and now invites his friends to join him above ground.

Bobby started with the lower platform, over a year ago, and in recent weeks added the top floor, as boards and cardboard became available. He figures he can go another floor before running out of tree space.

Small boys became a problem, so Bobby added a combination lock and a trap door to keep the smaller fry out. Also he knocked off three lower steps leading up the tree.

Jake Edinger, father of young Jake (top floor) figures the structure contains more nails and man-hours than the Empire State Building. Bobby figures he might be right.

January 24, 1963

When's your next club meeting?
Well, no matter what day it falls on . . . why not stop by the Blue Bear in the Mall before or after the meeting for a luncheon treat! Luncheon served from 11 A.M. until 2 P.M.

NEXT WEEK'S LUNCHEON SPECIALS
MONDAY - Hot roast beef sandwich with whipped potatoes and rich beef gravy, 50¢
TUESDAY - Oven baked pork chops with green beans and new potatoes, 55¢
WEDNESDAY - Filled quarter of young chicken, whipped potatoes, peas & carrots, 62¢
THURSDAY - Braised fresh beef liver, onions, 45¢
FRIDAY - Fried Halibut steak with potatoes au gratin and omelette, 65¢

Blue Bear 
CAFETERIAS
 301 E. 6th • 4th Fl. • 1st Fl.
 Kentucky Lane Center • The Mall

Courtesy *The Voice Of St. Matthews:*



Winter !!!

Winter can mean many things--it can be a period of fun or hardship, or, to the sweat, shorts and sunburn crowd, it may be only an interlude between summer and spring. It can also be a period of peace and tranquility. Take the photo upper left--there are no daisies growing here but the stark realism of winter. As a period of fun, these Eastenders in Cherokee Park (left center) skated,

while others (upper right) found the going a little difficult. Fun, however registered on the faces of Beverly Gies, Jane Ann Gies and Patty Stocker, all of Plymouth Rd., (lower right) as they sleighed down Hillcrest. But there was work and hardship, as this stalled car (lower left) at the entrance of Shelbyville Road Plaza indicates.

January 31, 1963

February 7, 1963



Fifth grade student Gary Zirnfeld, 3518 Hycliffe, tries his hand at sculpture carving out a scottie dog with snow. Gary places a leash after completing the job. He studies art at Waggoner High School.

Courtesy *The Voice Of St. Matthews:*



These two buildings on Lexington Road at Bauer Avenue, occupied by the Garden Shop and Ostrander's Landscape Service are to be torn down and the land leased for service station purposes.

Garden Shop is moving

The Garden Shop and adjoining business, Ostrander's Landscaping Service, among the oldest businesses in St. Matthews, are moving to 9611 Taylorville Road.

John Ostrander, owner of the businesses, said the two resident-type buildings in which his businesses are located will be torn down and the ground leased for service station purposes.

More space and a four-lane highway were factors considered in his moving. Mr. Ostrander said, Taylorville Road presently is being constructed to four-lanes.

Mr. Ostrander said he will have about four acres of land for the businesses at the new location. He expects to be moved in about a "week or so."

February 7, 1963



The "good guys" get down to business and imaginatively wipe out the "bad guys." Performing the chores in the fashion of the Old West (for TV) are (from left) David Courtney, David Merrifield, Gary Gludice, Larry Merrifield and Mike Harrison.

February 14, 1963

CHOICE MEATS

SLICED COUNTRY HAM	1b. 2 ⁹⁹
COUNTRY HAM <small>Whole or Half</small>	1b. 1 ²³
LINK SMOKED SAUSAGE	1b. 89 [¢]
FRESH LINK SAUSAGE	1b. 79 [¢]
TASTY BULK SAUSAGE	1b. 65 [¢]
HOME BAKED HAMS <small>Whole or Half</small>	1b. 1 ²³

Center Slices - \$2.25 lb.

KAELINS CHOICE MEATS
MARKET

OPEN Friday & Saturday till 7 p.m.
8700 Westport Road

February 14, 1963

SAME DAY SERVICE **NO EXTRA CHARGE!**

Sanders
CLEANERS

"Beautiful Cleaning"

127 St. Matthews Ave. Business Road (Shopping Center) 4414 Harding Ave.

February 14, 1963

Courtesy *The Voice Of St. Matthews:*



BRADLEY ALTON

Bradley Alton, 30, was appointed recently a patrolman on St. Matthews Police Force. He was a Jefferson town policeman one year (1962), and was with the Falls City Special Police three years. He has trained through Jefferson County Police and will take a special course through State Police beginning March 1.

February 28, 1963



Taking a break and talking things over were Bloodmobile workers, from left: Mrs. Roy Mason, 2031 Cedarcrest; Mrs. Joe Barker, 1122 Spruce; Mrs. Jack Mayrose, 323 Wood Road; and Mrs. Charles Arrington, 410 Oread Road.

In spite of the flu, a 100 percent increase was chalked up at the Tuesday visit of the Red Cross Bloodmobile to St. Matthews. Sara D. Gidden, chairman, reported that 203 people responded. Just under 100 pints were received a year ago.

February 28, 1963

ELAINE GRAY
At The Place In The Lounge
MONDAY thru SATURDAY
8 to 12
COMPLETE DINNER from \$1.95
Canary Collage
8122 LEXINGTON RD. TW 4-8828

February 28, 1963

St. Patrick Day Dance 9 till 1 a.m.
March 15
Music - MOONLIGHTERS
Dinner - 7.00 per couple
TW 4-4734
ZACHARY TAYLOR POST 180
THE AMERICAN LEGION
See Sign - 418 SHELBYVILLE RD., LOUISVILLE 7, KY

March 14, 1963

Restaurant corner sold, leased for fish carryout

Another carry out food service will open in downtown St. Matthews soon in the fancy restaurant building on the corner of Wiltshire and Shelbyville Road.

The building was sold this week by Mr. and Mrs. C. E. Gaines, Creacent Hill, to Lehman-Davis Realty Co. The transaction was handled by the J. Ashby Miller Co.

Arch Davis, Jr., of Lehman-Davis, reported that Leo Well, owner of Fulton Fish Co., had taken a long lease on the building, and will open a carry out fish restaurant there.

The Gaines bought the building as an investment when it was being built in 1928 for the Kroger Co., which operated a grocery there for 11 years.

The building continued to house a grocery until 1960. The Roby & Clemens partnership later became Clemens and Martin, and then John

Martin bought out his partner and operated Martin's Grocery, which eventually became a grocery-restaurant combination a few years ago.

Robert Colglazier leased the building, remodeled it extensively, and opened a Pancake House. St. Matthews people just wouldn't eat enough pancakes, and he converted it into a Steak House and later, a Smorgasbord restaurant. He sold it, and Romo's Italian Restaurant opened, but didn't stay open long.

Mr. Davis said his company also bought the adjacent building on Wiltshire, which houses Lester Jewelry and Joe Brill's tailor shop.

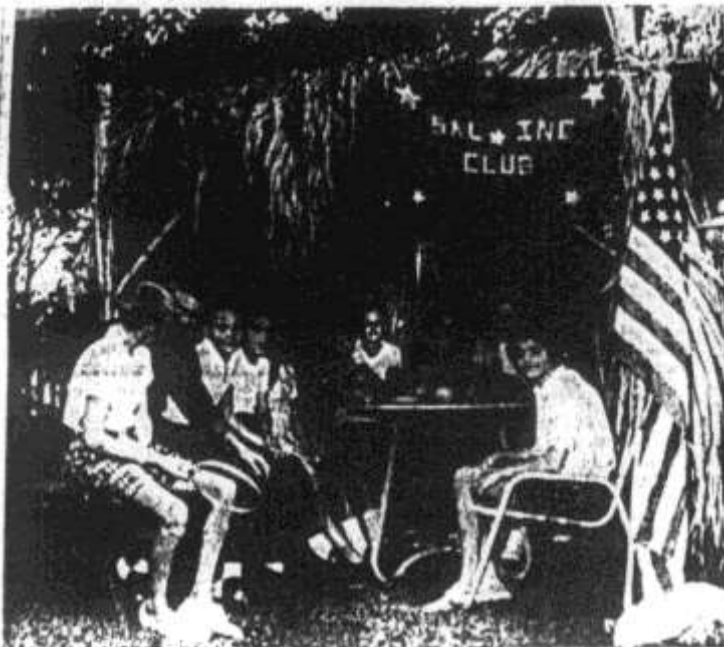
February 28, 1963



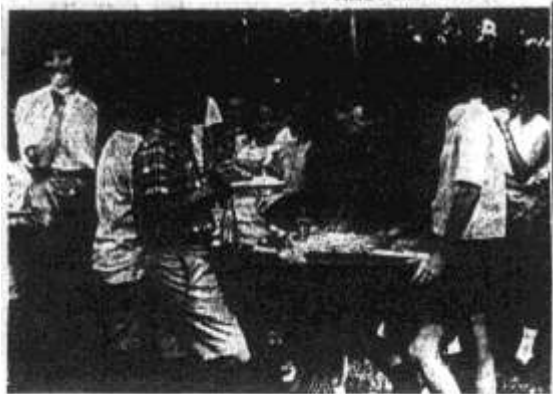
Kite flying fever came early this year when a bright, warm day came along. In one of the horse farm pastures near the Watterson Expressway, the Voice photographer caught Andy Terry, 4, kbitizing the high flying of Teddy Strader, 4007 Brownlee; Joe Robinson, 23 Eastover Court, with his kite down; and David Bergman, 3913 Alton Road.

March 7, 1963

Courtesy *The Voice Of St. Matthews:*



The Salamanders hold a pow wow in a hut during a special outing recently at Susan Mattingly's home, 3734 Old Brownsboro Road.



The special outing wasn't all business, here a group of Salamanders eat a buffet-style supper.

August 8, 1963

Salamanders: They promote activities for themselves

Attention City Fathers of Indian Hills: Your successors of a few years hence could very well come from the Salaman-

The club name may not mean very much to you; it doesn't mean much to the club members either. But the club did need a name, and the organizers reasoned that Salamander could do very well.

It all began about five years ago by only a few youngsters, meeting in a little, haphazardly constructed "club house" similar to those usually seen in neighborhoods where there are children. The big reason is they were constructed by children, but other similarities end there.

Today the club, with some 25 members, is going strong--and with a purpose. As one beaming youngster put it: "Our purpose is to promote and develop activities for children of Indian Hills."

Mark Schwarzer started the club and is currently its president. It still meets in his backyard at 3909 Old Brownsboro Road. Included were a number of recreational activities which were typical of the club's role.

One parent said she was happy the youngsters were taking such an interest in their own activities. It keeps them off the street and they are easier to keep tabs on, she reasoned.

While there are both

boys and girls in the club, each group have their own special interest at times. The boys go in heavily for sports, organized through their own initiative. And of course the girls do those things which interest girls in the pre-teen age group.

Not only do they keep themselves amused, but they are interested in other projects. Take for instance insects. They have been collecting and studying them for some time.

Organized exercise is another one of their aims. They go through their push-ups and jumps as avidly as a believer in President Kennedy's health program.

Among their other activities, are a newspaper they publish once a month, hikes and tours of the neighborhood. They are a patriotic group, too, for they usually display the



Juanita Marie McDonald (left) and Carol Ashby Miller look at one of their charms that signify they graduated with honors.

Need a nurse?

ST.M. HAS 'EM

St. Matthews may never get a hospital, which some people think it ought to have, but the area is doing alright in producing nursing talent.

This week three more honor graduates from nursing training turned up.

They are Miss Carol Ashby Miller, daughter of Mr. and Mrs. J. Ashby Miller, 4032 St. Ives Ct.; Miss Juanita Marie McDonald, daughter of Mr. and Mrs. Mason McDonald, Jr., 115 Perryman Rd., and Sylvia Jeanne Schiefferle, daughter of Mr. and Mrs. James Schiefferle, Statton Rd.

All three graduated last Friday from the Owensboro-Daviess County Hospital School of Nursing. Miss Miller was top of the class and valedictorian. Miss McDonald was the outstanding senior and Miss Schiefferle was salutatorian.

Miss Bette Dalley, Clover Ln.; Miss Hannah Halberberg of Elme Avenue and Miss Shirley Jean Simpson of Atwood also graduated in the class.

Miss Miller isn't through yet. She begins the fall term at the University of Louisville toward a B. S. degree in nursing. Miss McDonald has started work at Methodist Evangelical Hospital.

It was the second straight week that a St. Matthews area girl got nursing honors. Miss Mary Schanberg was named the Best All Around Student in this year's class at General Hospital. She graduated two weeks ago.

August 15, 1963

Courtesy The Voice Of St. Matthews:

KENTUCKY STATE FAIR

LOUISVILLE
SEPT. 6-14



RODEO

WITH
BEVERLY HILLBILLIES
(SEPT. 6-7-8)



HORSE SHOW
SEPT. 9-14



AZTEC BIRDMEN
FREE DAILY

PLUS

SONORO VALLEY FUN

IT'S A HOOGEMANNY!

SPETACULAR OF STARS

OLSON SHOWS INDUSTRY

MORE THAT'S FREE IN '63

THE FUN STARTS EARLIER THIS YEAR!

August 29, 1963



Driving range to open

One of the newest bus- Center--which is expect-
inesses coming to the St. ed to open about October
Matthews area is a driv- 1.
ing range--Mall Golf continued on page 9

September 12, 1963

Driving range to open Oct. 1

Cont. from page 1

The Center will cover about 15 acres on the Arterburn farm, between the Mall Shopping Center and Zachary Taylor Post, American Legion. It will be owned and operated by G. W. McConnell, 4610 Hanford Ln.

A club house, with sewer facilities, is under construction, and a solid concrete tee line--believed to be the only one of its kind in Louisville--is already in. Rubber matting will be also used.

GMAC office building okayed

Building planned on Browns



Architect's design of the proposed GMAC office building.

A building permit has been issued for construction of an office building for General Motors Acceptance Corporation at 211 Browns Lane. The firm presently is located at 706 E. Broadway.

St. Matthews Planning and Zoning Commission issued the permit which calls for some \$200,000 worth of construction.

According to plans filed with the Commission, the building will be one-floor plan of concrete and brick construction.

The building will contain 11,700 square feet of floor space, front 113.4 feet and extend to a depth of 102.4 feet.

The lot, now the site of O'Leary property, is 321.86 feet in depth and fronts 155.52 feet on Browns Lane.

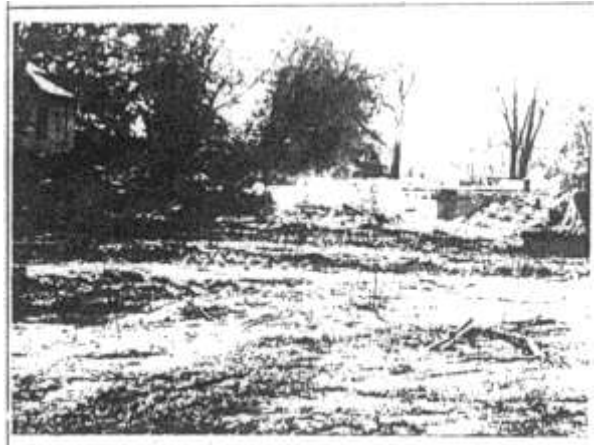
A lawn area will extend about 50 feet in front of the building and will be bisected by a walk. Curbing will be placed on the street.

A 76-foot driveway, including a sidewalk, will be placed on the left side of the building and a 15-foot drive will be on the right side. Plantings will be placed along the outside of the right hand drive and in front of the building.

Parking for about 70 to 80 cars will be provided at the rear of the building, and a dry well will be provided for excess drainage.

A section of land just at the rear of the parking lot, extending the width of the lot and for about 25 feet in depth has been sold from the property to Beargrass Christian Church as a site for a nursery school.

September 19, 1963



Only the foundation of a large brick residence remain while a bulldozer eats into remaining rubble in clearing the site for General Motors Acceptance Corporation's new office building on Browns Lane.

September 26, 1963

Courtesy The Voice Of St. Matthews:

Esso America's First Choice

ST. MATTHEWS

Esso SERVICENTER

3623 Lexington Road

OCT. 4th & 5th



SPECIAL
OFFER
2 Lbs. Sugar
With Each 8 Gallons of Gas

DRIVE IN AND HAVE A **FREE Coke** WITH US

Hey Kids
Free Bubble Gum & Suckers
When Recommended by an Adult
Take A FREE RIDE on the MERRY-GO ROUND.

PRIZES

COM IN AND REGISTER FOR

- 1 Gall. 1st Best Wash
- 1 Gall. 2nd Best Wash
- 1 Gall. 3rd Best Wash
- 1 Gall. 4th Best Wash
- 1 Gall. 5th Best Wash
- 1 Gall. 6th Best Wash
- 1 Gall. 7th Best Wash
- 1 Gall. 8th Best Wash

Esso

NO PURCHASE NECESSARY TO REGISTER

Happy Motoring! Phone 896-9373

DRAWING FOR PRIZES, Oct. 5th, 8p.m.



There'll be a jack-o-lantern at the Waven Beard home, 218 Merriman Road this Halloween--thanks to Janette, 13, who found that from two little seeds two large pumpkins grew. She shows one of the two large pumpkins which are the envy of the neighborhood. She planted the seeds in a small pot and later transplanted the plant in their back yard. Janette, student at Waggener, says she has been interested in plant life.

October 3, 1963

October 24, 1963, below

October 10, 1963

SOMETHING NEW IS COMING TO ST. MATTHEWS

SPARKLE BRITE AUTOMATED

CAR 19¢ WASH

COSTING LOW AS

HERE'S THE WAY IT WORKS:

REGULAR PRICES FOR THE FINEST CAR WASH YOUR CAR EVER HAD -- A REASONABLE \$1.75 AND WORTH IT IF YOU BUY GASOLINE FROM US

At the regular prices charged to this date the car wash price is indicated according to the amount of gas purchased.

TO 1.49 -- 1.29 -- 99c -- 79c -- 49c -- EVEN 19c

NEWEST - FINEST EQUIPMENT FROM CALIFORNIA NOW BEING INSTALLED

Every Drop Of Water Softened -- New Washing Chemicals Used -- Quality Workmanship

MAJOR BRAND -- HIGHEST QUALITY GASOLINE

CREDIT CARD SERVICE -- GASOLINE -- CAR WASHING -- WAXING -- CLEAN-UP

5 MINUTE SERVICE

WATCH For Special Offer In Your Mail Box

★ GRAND OPENING SOON! ★

SHELBYVILLE ROAD ACROSS FROM THE MALL

Courtesy *The Voice Of St. Matthews:*



OPENING SATURDAY

**MALL
Golf Center**
4850 SHELBYVILLE ROAD
OPPOSITE HOWARD JOHNSON'S

DRIVING RANGE
MINIATURE **GOLF**
GOLF PROFESSIONAL ON DUTY

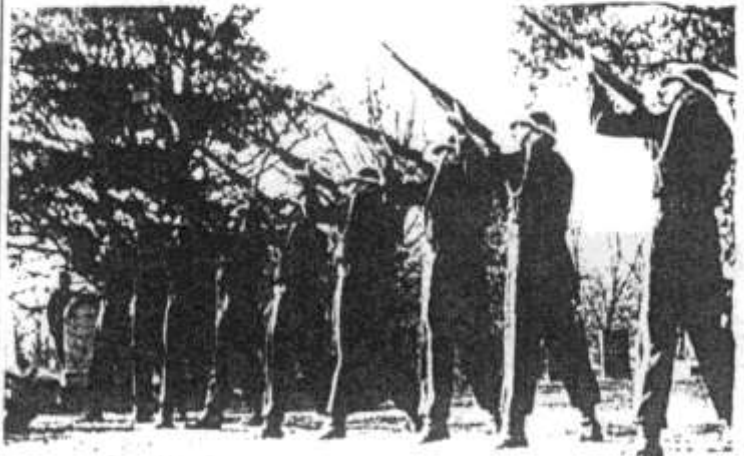
BRING THIS AD AND GET
2 FOR 1
AT THE ALL NEW
MALL GOLF CENTER
897-2809

Not our grand opening but you can hit balls and play miniature golf!

October 24, 1963



Eulogies and prayers end. . . "Taps" sound across the stillness of soldiers' graves in the final homage to a fallen President.



A firing squad from Iroquois Post fires six volleys as in firing a fallen soldier.

November 28, 1963

Courtesy *The Voice Of St. Matthews:*

Volley of fire, 'Taps' sound here for JFK

A volley of fire and then "Taps" sounded across the stillness of Zachary Taylor National Cemetery off U. S. 42 Monday afternoon in ceremonial recognition of the burial of the late President Kennedy.

The national flag flapped gently at half-mast, in a weak sun-light that caused ominous shadows cast by trees and headstones of graves.

About 100 persons watched in silence as members of the Fifth District American Legion, Department of Kentucky, marched from the cemetery's entrance to positions near the monument of Zachary Taylor, the nation's 12th president. Short, curt commands to the units occasionally punctuated the silence.

The Pledge of Allegiance and a prayer by the Rev.

Rual T. Perkins, pastor of St. Matthews Methodist Church, opened the 25 minute ceremony at about 2 p.m., the time when the body of President Kennedy was being laid to rest in Arlington National Cemetery in Virginia. Former Congressman Frank Burke spoke briefly:

"The wound in the spirit which was rent by the

assassin's bullets was described best by the mystic poet of ages past, who wrote that "No man is an island, entire of itself; every man is a piece of the main; . . . any man's death diminishes me, because I am involved in mankind, and therefore, never send to know for whom the bell tolls; it tolls for thee."

Burke said that "some part of us is being buried at this hour in Arlington.

"Some part of decency and justice and truth and honor was brutally gunned down by hate and cowardice and pride and evil. This can not happen," we tell ourselves.

"This is America."

"But it did happen; and this is America. Not by one man's hand, not by a twisted mind and a mail-order gun; but by each man and each woman who has tolerated the climate of hate to build its thunderheads of evil was this shameful crime made possible.

"It cannot be true that there are those who say what we need to do now is to get back to everyday living. No day henceforward is like a day that has passed. In pride we looked down on other people; in meanness men accused their neighbors without cause of base acts and unworthy motives.

"Hit by slanderous hit a structure of evil was erected from whose pinnacles the crime of Cain was capable of launching. This is the emptiness which affects us all.

"But if our devotion to our country is genuine, if we truly pray that John Kennedy has not died in vain, let us look deep into our own hearts. Let us have the simple courage to look into our eyes. Let us believe that brotherhood is superior to affluence that truth is to be preferred to personal power, that charity is the crowning virtue."

A women's group from Shawnee Post sang "The Battle Hymn of the Republic" and "Praise for Peace" and "Abide With Me."

Members of Zachary Taylor Post and Highlands Post were among those taking part in the ceremony.

A firing squad from Ironquills Post fired six volleys, and echoing "Taps" sounded. The sun had disappeared behind an overcast sky, and the 50-plus-degree weather appeared more chilly.

November 28, 1963

St. Matthews & Surrounding Community:

1963

Courtesy of 11/29/ & 12/ 6, 1963 Life from Al Ring collection. Not much else to say!!!!!!



Page 13 The Voice of St. Matthews-Highlands Thursday, December 26, 1963

HALF A CENTURY

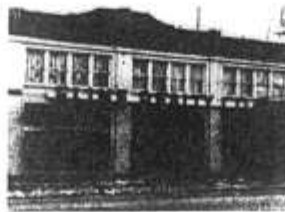
of

progress

1913 1963

BUILDING FIFTY YEARS with ST. MATTHEWS

YES, WE ARE INDEED PROUD THAT OUR COMMUNITY HAS BEEN MOVING SO STEADILY IN THE RIGHT DIRECTION . . . FOR THIS IS PROGRESS. WE HAVE SEEN ST. MATTHEWS GROW SINCE IT WAS JUST A CROSSROADS—AND WE HAVE ALWAYS BEEN A PART OF THE STEADY PROGRESS THIS CITY HAS ACHIEVED.



WE ARE PROUD THAT WE HAVE BEEN ABLE TO HELP SO MANY NEIGHBORS LOCATE THE HOUSES AND BUILDINGS THEY HAVE MADE INTO HOMES, OFFICES AND STORES . . . FOR THIS, TO US, IS ALSO PROGRESS, AND—ON THIS OCCASION WE ARE PROUD TO OFFER YOU THESE ACCOMPLISHMENTS:

"Service To St. Matthews Since 1913"



LEX-MANOR BLDG. Built 1914



FAIRFAX BLDG. Built 1914



PARKSIDE MEDICAL BLDG. Built 1954



METROPOLITAN LIFE BLDG.

WHEN BUYING or BUILDING RENTING or SELLING

Call
ELINE REALTY CO.
REALTORS

REAL ESTATE SERVICE SINCE 1913
PROPERTY DEALERS IN ST. MATTHEWS
MEMBER: CITY, COUNTY AND METROPOLITAN REAL ESTATE BOARDS
OVER 45 YEARS IN GOOD REPUTATION
12 SALES OFFICES IN OUR ORGANIZATION
100 HOME TOURS
HUNDREDS OF THOUSAND DOLLARS SOLD

22 Subdivisions developed including a million dollars in water and gas mains.
Dozens of business properties improved, leased and sold.

BRIMMING ESTATE



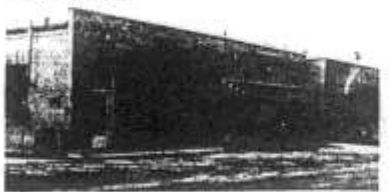
ELINE BUILDING



LELAND ROAD APTS.



SCARBRIE DRIVE APTS.



30, SHERRIN AVE. STORES



CHURCH WAY APTS.

ELINE REALTY CO. REALTORS AND BILDORS

★ 3912 FRANKFORT AVE., ST. MATTHEWS, KY.

★ MEMBER: NATIONAL REAL ESTATE BOARD

★ TW 5-2463

Courtesy of Bluegrass-St. Matthews Historical Society:



January, 1964



Courtesy *The Voice Of St. Matthews:*



The five-inch snow which hit the area last week wasn't just plain misery to all people as these youngsters were among many in the area who built the conventional snowman—this one eight feet tall. Danny Zirnheld, 3518 Hycliff, holds his younger brother, Gary, to make a repair. Ricky Pranger, a neighbor, watches.

January 9, 1964



While motorists and work crews fought the six-inch snow which fell this week, there were a few areas which still looked like "winter wonderland" Tuesday such as this farm scene on Old Lyndon Lane near Whipps Mill Road.

January 16, 1964

Complete course

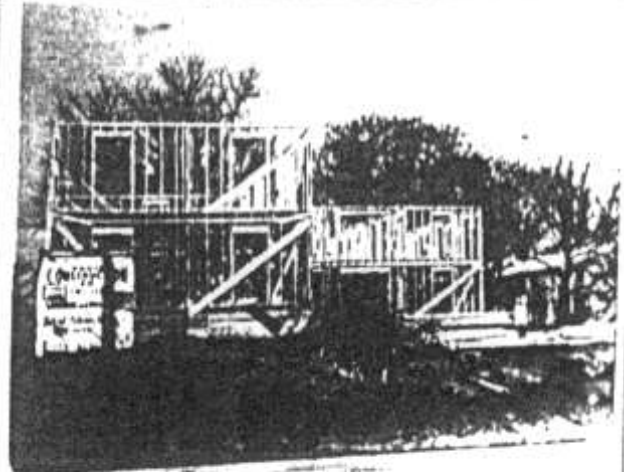
Two local soldiers completed a six-week general supply course under the Reserve Forces Act program at the Army Armor Center, Fort Knox, Ky., on Jan. 24.

They are Pvt. Ralph J. Zehnder, son of Mrs. Virginia H. Zehnder, 122 Fairfax, and Pvt. John T. Cosdon, Jr., whose father lives at 160 Linden Ln. Zehnder, 22, is a 1961 graduate of Waggener High School and Cosdon, 22, is a graduate of Atherton High School.

January 30, 1964
There goes our music!!!!



It was kite flying weather last Sunday—at least these three youngsters thought so, saying they had been flying for two or three weeks. Bobby Combs (left) watched his brothers, Steve and Wally, start to get their kites airborne. They are the sons of Mr. and Mrs. Wallis Combs, 3909 Springhill Rd.



The fourth of six apartment buildings planned on the "old Gerlach property" on Breckinridge Lane at Hillsboro is under construction. The apartments, four and eight plex, are being constructed by Davis Construction Company for Davis and Miller Realty firms. A finished apartment is at right in background. The view is from Hillsboro.

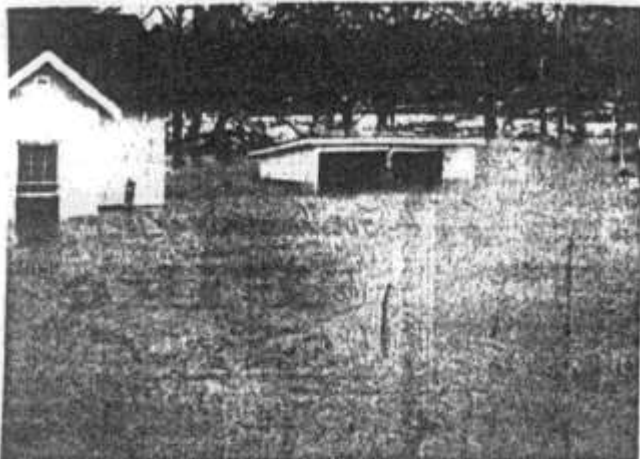
February 13, 1964

March 5, 1964

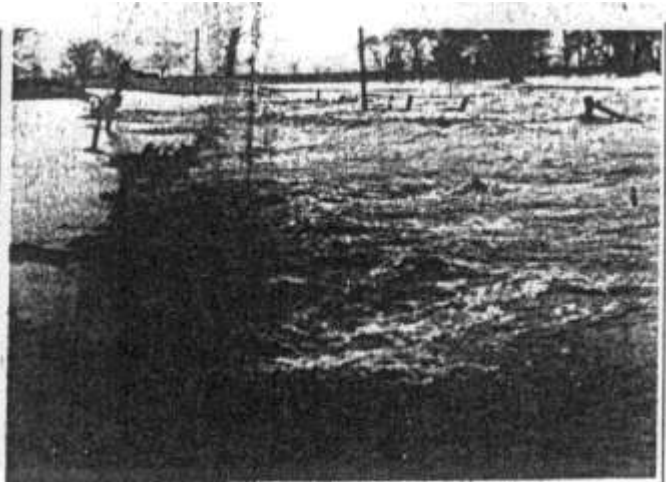
St. Matthews & Surrounding Community:

1964

Courtesy *The Voice Of St. Matthews:*



Water up to four feet covers the County's garage on Hubbards Lane (background), and U. S. 42. Workmen began retrieving equipment at 3:30 a.m. Monday.



Beargrass Creek pours over Browns Lane, and spreads over farm land, cutting off Aquinas School just beyond this point. The water subsided Tuesday.

March 12, 1964

The General Motors
Acceptance Corporation

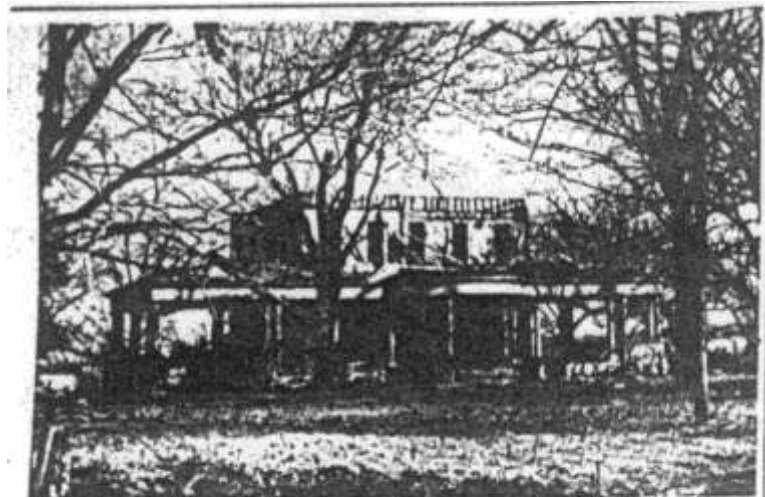
Announces
its move from
706 East Broadway to
Browns Lane in St. Matthews



Congratulations

We are proud to have played a part in
such a fine and beautiful landmark.

March 12, 1964



Another old farm homestead going down as have many in the St. Matthews area. This belonged to the Monohan family on Browns Lane, near Aquinas Prep School. Object of vandalism, the home is being removed.

April 2, 1964

Courtesy The Voice Of St. Matthews:

BIG BUYS
for gals and guys!

BRAZIER
Char-broiled
BURGERS

A Full 1/4-Lb. of Tender, Tasty, Flavorful Beef On A Tasty, Toasted Seeded Bun!

Each only **35¢**

AT YOUR FRIENDLY BRAZIER

Dairy Queen

Par-Fay Jr.
10c
WITH ANY BRAZIER PURCHASE.

3624 LEXINGTON RD.
DAIRY QUEEN

April 16, 1964

May 7, 1964



Architect's view of remodeled bank

Citizens bank getting extensive face-lifting; inside remodeled

Includes new drive-in stalls, more parking

St. Matthews branch of Citizens Fidelity Bank is undergoing an extensive face-lifting that will include new drive-in facilities.

With two major entrances planned, the service area will be redesigned to serve from both the front and an entrance to the parking lot. The Shelbyville Road entrance will have a new vestibule and the parking lot entrance will be decorated in walnut paneling and vinyl. Both will have a modern motif.

The interior design will feature a lower ceiling, extensive use of light walnut paneling and aluminum, planters and a mural in the office area depicting the history of St. Matthews.

Some local artist is to be commissioned to do the painting shortly after the remodeling is completed. A bank official said the idea for the painting came from a historical series which ran in The Voice early this year.

The office area will remain in its present area but redecorated. Additional facilities for lock boxes are also planned inside.

Virginia green marble and aluminum will be used extensively on the outside, along with iron grill work around the second story windows to give the building a New Orleans (French) design.

The lower windows are each being made the same size, in bringing equal emphasis to both Breckinridge Road and Shelbyville Road sides.

The bank's large sign in front will go, and in its stead will be a sign across the entire front. The sign will be extruded plastic letters (lighted) set against white porcelain steel. A jump clock with temperature readings will be in the corner.

There will be a new sidewalk on the Breckinridge side, on much the same elevation as the walk on Shelbyville Road.

Drive-in facilities will be entirely different. A new building will be constructed in much the same location but there will be two drive-in lanes west and one going east. The building, 40x45 feet, will have an over hanging roof.

The lot is being redesigned to gain about 50

percent in parking area and to discourage through traffic.

Noting the bank had obtained a new 10-year lease on the parking lot and the over-all extensive remodeling job, a bank official said, "this indicates we have faith in St. Matthews and intend to stay here. . . . There had been numerous reports early last year that the bank had

Continued to page 15

Citizens Bank

Continued from page 1
intended to move its locations.

The work, expected to be completed by June 1, is being done by Dahman Construction Company.

Restaurant being built in Fairmeade

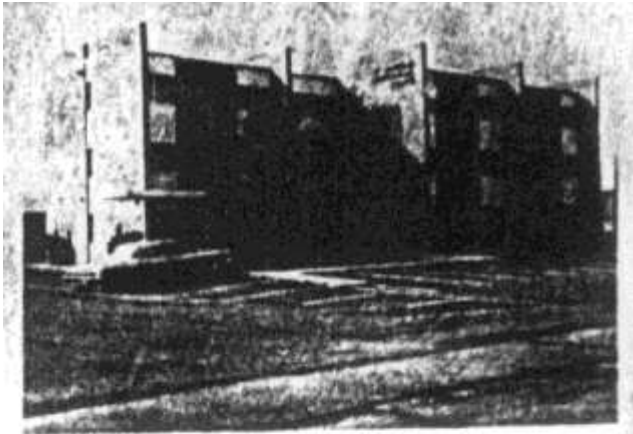
A Chinese restaurant will soon be added to the complex of commercial buildings in the sixth class City of Fairmeade. The building, 25 feet by 125, is under construction between the American Oil Service Station and the First National Lincoln Bank in the 4300 block of Shelbyville Road.

Walter Laidlaw, owner of the Realty Company on Fairmeade Road, which owns other commercial property in the area, is constructing the building, which Mr. McKinnis described as "a modern, one story, air-conditioned building."

He said the building, scheduled to be completed about November 1, will be leased to Mr. and Mrs. Hugh Woo, proprietors of the Lotus Restaurant on State Highway in Silvery. It is being eliminated to make way for expressway construction.

August 13, 1964

Courtesy *The Voice Of St. Matthews:*



New home of Insurance company.

Insurance firm leases building on Norbourne

St. Matthews Professional Building, 4211 Norbourne Blvd., has been leased for 20 years to Teachers National Life Insurance Company, and the building's name will be changed to bear the firm's name.

Harris L. Wood, president of the firm, said the firm will move into its new quarters the first week in September. The firm was organized about one and one-half years ago and has operated from 4848 Brownsboro Road offices since.

Mr. Harris said the insurance company will occupy one-third of the building and the remaining part will be leased to businesses already in the building.

The three-story, white marble and yellow brick structure, was completed in 1960 by the Pullen Construction Company for the Kestex Investment Company, Inc., of Dallas, Tex. The building has 15,000 square feet of floor space.

Hollenbach and Gott, realtors, negotiated for the lease. The building will be permanent headquarters for the in-

insurance company, Mr. Wood said.

He also announced that as of July 31, the Company's production amounted to in excess of \$16 million in life and accidental death, and that the firm since has achieved an 18 percent gain over the July period.

August 30, 1964

Food mart goes up on Hubbards

A building for a Convenient Food Mart is going up on the R. W. Marshall property on Hubbards Lane, next to a service station which also fronts on Westport Road.

The food mart will be one of four or five commercial businesses planned for the small commercial zoned area on the west side of Hubbards Lane from the railroad to Westport Road.

Mr. Marshall said there will be room for about two other small commercial buildings on the property. A barn near the railroad is yet to be leased, he said. Earlier plans were to lease that building to an automobile agency.

The food mart is to be owned by Tom Hite and Al Rutherford, who opened a mart on Wallace and Wiltshire Ave., about a year ago.

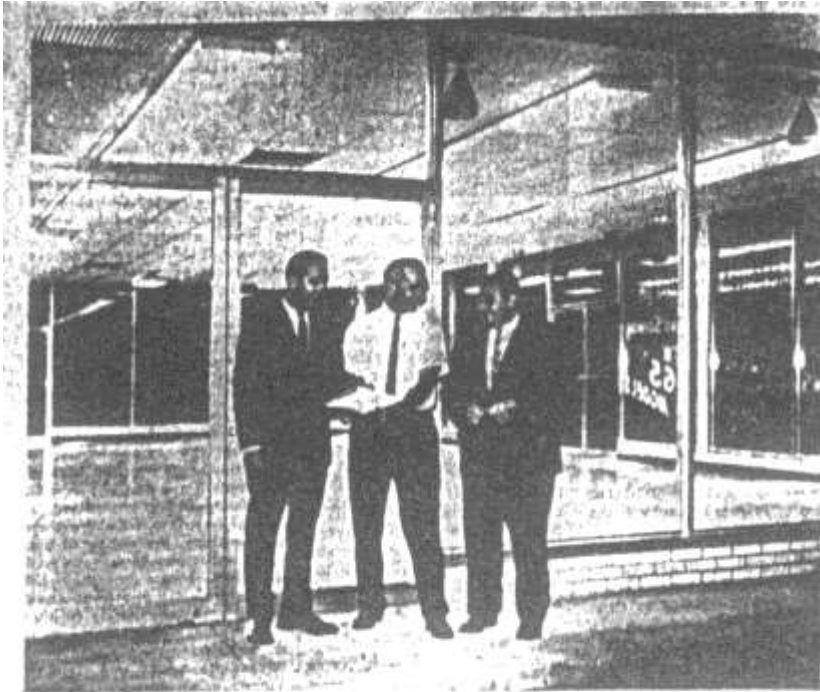
They will lease the building from Sovereign Company, outlet for the Convenient Food stores. Sovereign will lease the building from Marshall.

Mr. Rutherford said he and Mr. Hite planned the store to take some of the load off their present store on Wallace.

Their new store, which is planned to open late next month, will be a "little larger" than the Wallace Avenue store. The building and parking area will front 300 feet on Hubbards. It will be of concrete and brick construction, 60 by 50 feet. The building is estimated to cost \$23,000.

August 27, 1964

Courtesy *The Voice Of St. Matthews:*



With a spacious display room waiting for new cars, Stuart Morguelan, (right) confers with his service manager Oscar Broyles and his partner Lee Morguelan (left).

Chrysler-Plymouth agency to open here

The second and last unit of Chrysler Corporation's newly constructed car agencies on Shelbyville Road is scheduled to open tomorrow when the 1965 models are to be shown.

The new building, next to the St. Matthews Woman's Club, will house the St. Matthews Chrysler-Plymouth agency which also will include the Imperial and Valiant cars.

Owners and operators of the agency will be Stuart Morguelan who will be president and general manager and his cousin, Lee Morguelan, who will be secretary-treasurer and director of sales.

Both men have operated the Falls City Imports, a new and used car lot on East

Broadway and will continue to operate the firm. They have been in the import car business since 1946.

However, both men will give most of their time to their St. Matthews business.

Service manager at the local agency will be Oscar Broyles who has several years experience in the Chrysler-Plymouth field.

The Morguelans estimated they will employ approximately 30 persons eventually. They will include salesmen, repairmen and administrative staff.

The first unit of the Chrysler Corporation-owned property -- Tatel Dodge agency, was scheduled to open yesterday. Chrysler is reported to have invested an esti-

mated \$600,000 in the property. Chrysler, however, has leased the buildings to the operators of the agencies and they will be conducted as separate and private businesses.

Such an arrangement, where a major car-maker constructs the buildings and leases them to private firms who handle the company-made cars, is the first of its kind in the Louisville area.

Both buildings are identically designed and landscaped and have joint parking areas in the center of the property, formerly owned by J. Graham Brown.

The two new car agencies will make St. Matthews six major car agencies. Stuart lives at 1046 Parkway Dr., and Lee resides at 715 Homestead Boulevard,

Announcing OPENING OF
PLAZA BARBER SHOP
 Shelbyville Road Plaza Shopping Center

Paul DeLoe H. F. Groves Tom A. Miller

MONDAY, THURSDAY and FRIDAY - Open 'till 9:00 p.m.
 TUESDAY, WEDNESDAY and SATURDAY - Open 'till 6:00 p.m.

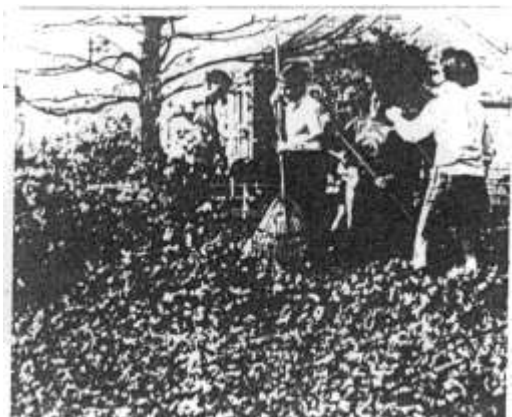
October 15, 1964

Paul Haydon
 INTRODUCES HIS 2 NEW BARBERS

Ronald Mize Elbert Vance

Brownsboro Center BARBER SHOP
 BROWNSBORO ROAD AT THE WATTERSON EXPRESSWAY

October 15, 1964



Rake and burn is the solution most people are using to dispose of leaves. These young folk, members of the Watoon League at Our Savior Lutheran Church on Shelbyville Road at MacArthur are performing the chore for the church. From left are Robert Lase, Lyone Hefon and Nancy Crossman.

November 12, 1964

September 24, 1964

