



St. Matthews, Kentucky Area History



St. Matthews History

A look at St. Matthews through various forms.

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.



Explanation of the following pages, (Please Read)

This section is a limited history of the St. Matthews community. The easiest way to cover this and not go into the real detail of the very early history was to include 4 booklets and some articles that covered much of the history and wonderful photos.

St. Matthews...25 Years A City...Two Centuries A Community—The Louisville Herald Post of October 7, 1936 describes “Salubrious” St. Matthews:

St. Matthews makes its bow

The Voice of St. Matthews, July 15, 1954, Presenting The story of St. Matthews

The Voice of St. Matthews, July 22, 1954, Presenting The story of St. Matthews

History of St. Matthews compiled by R. O. (Bob) Dorsey, 1968

St. Matthews...25 Years a City Two Centuries a Community—1975

A place in time—The story of Louisville’s neighborhoods, 1989

St. Matthews — 1950—1995

City Of St. Matthews 50 Years—1950 — 2000

The Voice-Tribune, August 16, 2000—50th Birthday

All I have done here is to copy these wonderful booklets and histories to provide you with an overall history of the St. Matthews area.

For those of you who might be really into the St. Matthews history I have put the names of two wonderful books written on the history of the area. They are listed on the next two pages and I strongly suggest if you have a real interest in this history, purchase the following. Let me say up front, I wrote one of them, but that is neither here nor there. It is the only complete history of the St. Matthews Fire Department ever written.

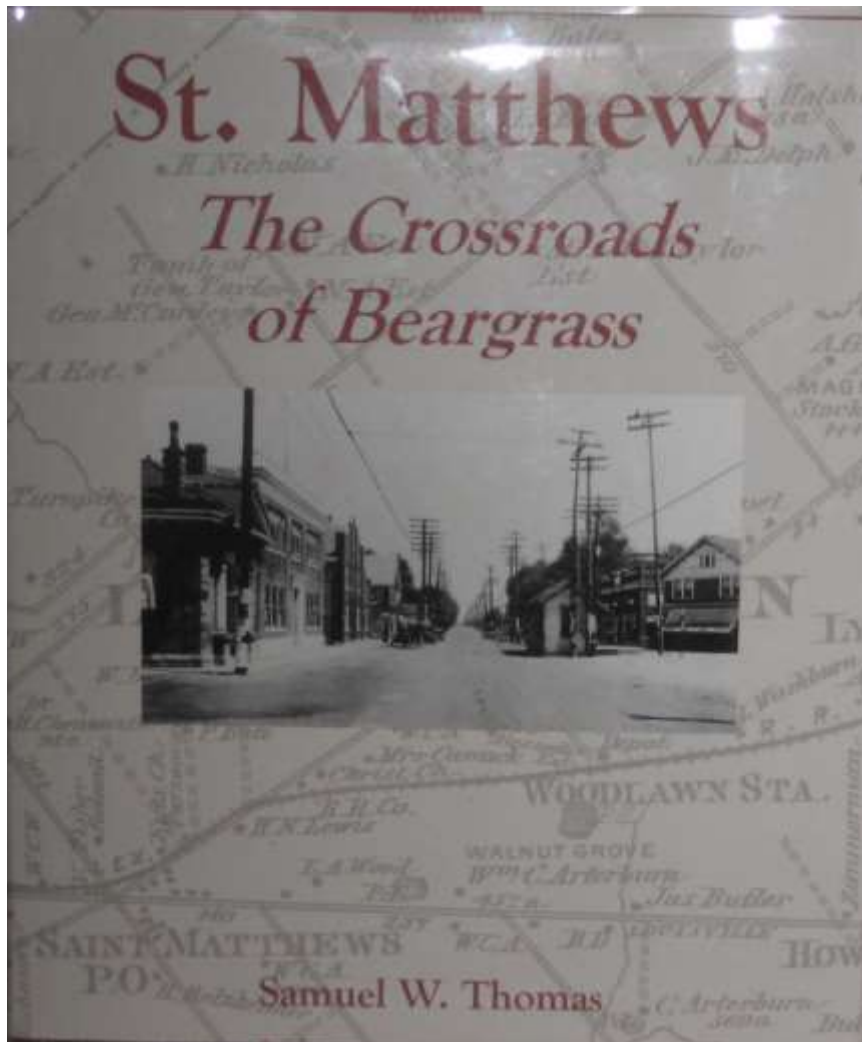
Recommended Book:

St. Matthews The Crossroads of Beargrass

Samuel W. Thomas

1999

I am sure this book is available in bookstores in the St. Matthews area and may be available on line at various places. The book is a beautiful 223 page history full of photos and accurate information on St. Matthews. The ISBN number is 1-884532-34-9 and it was published by Butler Book Publishing in Louisville, KY.



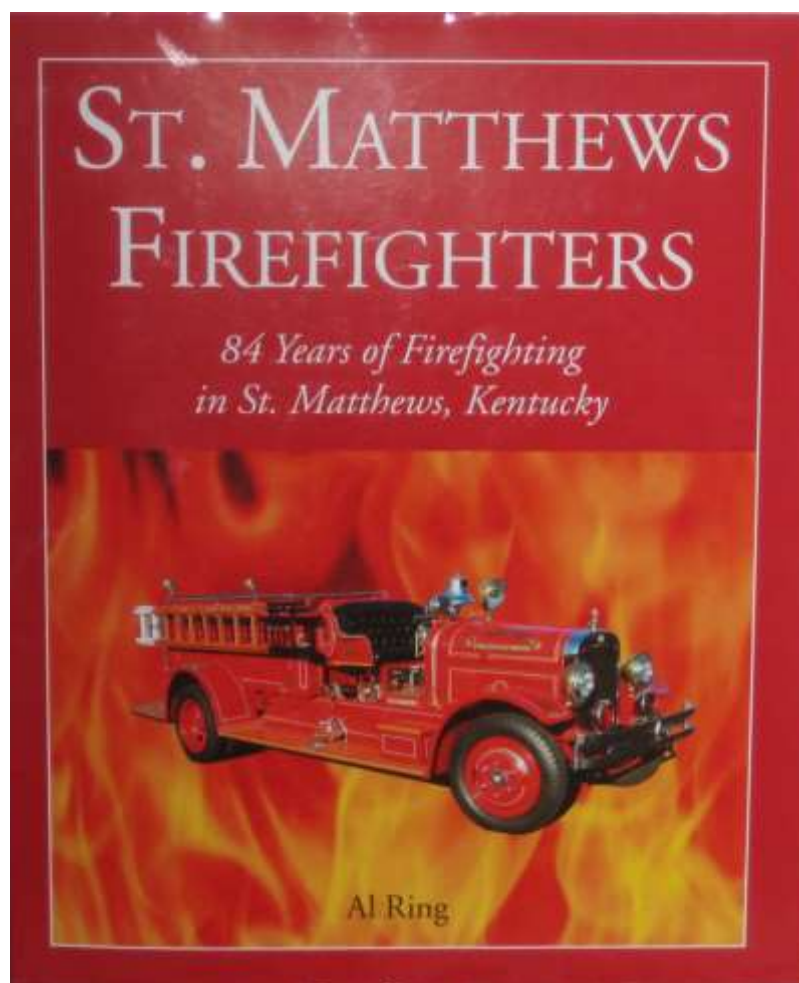
Recommended Book:

**St. Matthews Firefighters
84 Years of Firefighting in St. Matthews, Kentucky**

Al Ring

2004

I am sure this book is available in bookstores in the St. Matthews area and is available at <http://ringbrothershistory.com/firebook.htm> at a discounted price with all proceeds going to the St. Matthews Fire Department Alumni Association. The book is a beautiful 208 page history full of photos and accurate information on the St. Matthews Fire Department. The ISBN number is 1-884532-59-4 and it was published by Butler Book Publishing in Louisville, KY.



St. Matthews makes its bow — 1936:

Courtesy, *St. Matthews...25 Years A City...Two Centuries A Community—The Louisville Herald Post of October 7, 1936 describes "Salubrious" St. Matthews:* Wiley Brewer

The Herald-Post

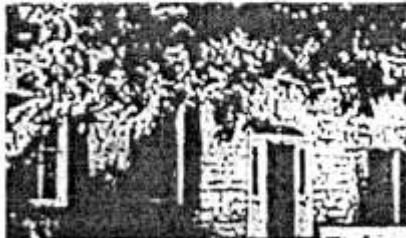
WEDNESDAY, OCTOBER 7, 1936

LOUISVILLE, KENTUCKY.

PAGE 1—SECOND EDITION

Salubrious Suburbia--No. 9 St. Matthews

By Hewitt Taylor



The 116-year-old Rudy house, where six generations of the family have lived.



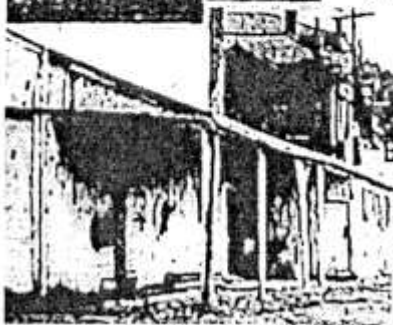
The old Chenoweth house, where the memory of a country doctor is revered.



Judge Churchill Humphrey's charming 170-year-old house. At the left, Wilderness, built by James Brown after he came from Delaware in 1791. It has been occupied by several generations of the prominent Monahan family of bankers.



The "main dog" in St. Matthews. Shows quarters on the Churchill Humphrey estate.



Stables, relics of the old Wilderness Race Track.

BUT when General Gibson came out from Louisville about 1840, it was a long way and from time. Even 20 years later the nearest village was not down Pleasant Avenue, in Clifton, this side of Crescent Hill—among the houses we know today. But the two roads came together there 24 days, and traffic of one kind or another had established a well-worn cover. One day after the horse and buggy days, the Gen. Gibson found it a

large garden, and the town, then with 1000 people and the 100, are just really beginning.

ST. MATTHEWS has had a long and varied history. The road almost ran, it was like the world, that it has run the ground. First along old lines around the Falls City and then the "Post" as a famous place for one day. Some of the old buildings in the country were brought

Edward Stoneham, who was a governor of the state of Kentucky, in 1810, and the surrounding country. It was in 1810 that many excellent buildings have been erected—and are a part of the fine historical record of Louisville.

The history of James Stoneham was not only his establishment as a wealthy gentleman, but his two sons, Arthur and Thomas Stoneham, Arthur

born in this house. Also north of St. Matthews, back on what is now called Massey Avenue, is a fine old house now occupied by Judge Churchill Humphrey. It was built in 1806 of brick made on the place for Col. Henry Massey and his wife, Miss Helen Buffitt. The house, so any Kentuckian, and particularly to any resident of Jefferson County, needs no further introduction. It also fits into the Rudy family picture, for one of the Rudys occupied it at one time. A long, straight road, from Westport Road to Massey Avenue, recently has been completed. Judge Humphrey's house, at the far end, sits stately in it. It is a beautiful setting.

ON CHENOWETH LANE—and in the history of Kentucky you have in Chenoweth a name to cherish with—stands another old house, though situated only on a small part of its site. It is now occupied by Mrs. Elizabeth and Mrs. Reynolds, grand daughter of Dr. Henry Chenoweth, who 50 or 60 years ago was a resident of the place and a physician practicing in Jefferson County. The memory of this Doctor Chenoweth is particularly revered in the neighborhood of

St. Matthews makes its bow — 1936:

Courtesy, St. Matthews...25 Years A City...Two Centuries A Community—The Louisville Herald Post of October 7, 1936 describes “Salubrious” St. Matthews: Wiley Brewer

If the ???? were ????????? today they'd stop, most likely, at St. Matthews, where five roads come together. They'd think they'd got as far as possible. Anyhow, they'd see no point in going on to Louisville for St. Matthews has everything or nearly so.

Traffic lights, for example. Two, to be exact; there were three, but this was conceded to be a little too swanky. And two banks, two drug stores, two dry goods emporiums, two five and tens, three chain groceries and five beauty parlors.

You need a couple of traffic lights where three major highways and two other roads come together. In fact, for a community of two or three thousand people—do your own counting; nobody knows, exactly—you need nearly everything. St. Matthews aims to have it.

It used to be Gilman's Point—the place where 5 roads come together. The roads are, of course, Shelbyville Pike, Lexington Road, Westport Road, Chenoweth Lane and Breckenridge Lane. The site is now one mile east of Louisville, on the Shelbyville Pike. The city limits are still discernible, but the suburban fringes touch. Soon you'll have to figure out the difference. St. Matthews is fast taking the “sub” out of suburb.

But when Daniel Oilman came out from Louisville, about 1840, it was a long way out from town. Even 25 years later the nearest toll-gate was well down Frankfort Avenue, in Clifton, this side of Crescent Hill—using the names we know today. But the five roads came together then as now, and traffic of one kind or another had established a settlement there, long before even the horse and buggy days. So Dan Gilman found it a good place, right at the “point,” to set up a tavern and several stores dispensing liquors on the side, or vice versa. There he held forth, a substantial and respected citizen of the community, for 30 or 40 years.

Thus it was that the settlement became known, to travelers along these roads from miles around. Old timers call it that, or just “The Point,” today. But meanwhile a little church had been established, on the then northern edge of the settlement, across the Short Line Railroad. It was an episcopal Church, and was called St. Matthews. It, too, had become a factor in the community; people went to church at “St. Matthews” for 50 years. It was, some citizens thought, a better name for a postoffice than “Gilman's Point.” The first postoffice, opened in 1854, was called St. Matthews. So, in course of time, was named the railroad station, too. And so, of course, the took hold. But some local historians stubbornly contend there is no St. Matthews, officially, and never was.

As a matter of fact, excepting the postoffice, the community was never St. Matthews or anything else, officially. It was never incorporated as a town. It just grew. But how it grew!!

Twenty five years ago, St. Matthews was, statistically, the largest single shipping point of Irish potato's in the United States—and that means, probably, in the world. Farmers had discovered that two crops to the acre could be grown in the ?????????????? climate of St. Matthews and vicinity. To potatoes—and the potato-growers' association—St. Matthews owes an enviable position on the map. There are two of these associations, operated upon somewhat different lines, functioning largely, through St. Matthews now—the St. Matthews Produce Exchange run by R. W. Hite, and the Worthington Produce Association, run by H. H. Simcoe. But the advance of the suburbanite has pushed the potato-growing zone back to Lyndon and beyond—up Worthington and Prospect way. The Holzheimer land, on which acres of potatoes were visible only recently from “The Point,” is “Breckenridge Villa,” a populous subdivision, today, and Henry Holzheimer, Jr. who quit potato-growing to make the deal, is a real estate now.

It was Henry Holzheimer, Sr. who, coming out from town with money to invest, bought old Dan Gilman's store and some good farm land nearby shortly after the war between the states. Three Bauer brothers, Louis, Henry and John, bought out the store or stores about 1890, and the Holzheimers went to farming only. The Holzheimers and the Bauers belong to the middle and modern picture of St. Matthews. Louis Bauer now is local bank president, and the Bauers, their son, their nephews and the like, are into nearly everything.

St. Matthews makes its bow — 1936:

Courtesy, St. Matthews...25 Years A City...Two Centuries A Community—The Louisville Herald Post of October 7, 1936 describes “Salubrious” St. Matthews: Wiley Brewer

St. Matthews has had a long and varied history. You might almost say, if you like the word, that it has run the gamut. Fairly young old-timers around the Falls Cities may remember “The Point” as a famous place for cock fights. Some of the best birds in the country were brought here and fought, openly, in the good old days.????????????????? much as \$100,000 changed hands in the betting in a single night. Latterly, of course, the thing had to be done somewhat under cover; but many now-substantial citizens in their young days sportively inclined could tell good stories about cock fights at “The Point.”

The memories of these citizens do not go back far enough, however. They do not go back to the days when the “haut tone” of Louisville (the term is from an old newspaper clipping) went out to St. Matthews to visit at neighboring estates, or to attend the races at old Woodlawn Race Track. Woodlawn flourished in the years just after the Civil War. Though the establishment was relatively small, it was the local Saratoga and driving out by carriage and pair in the racing season was quite the social ting to do. The old clubhouse still stands, converted into a dwelling and long occupied by Norbourne Arterburn. It is now “Sunny Acres,” the property of Dr. Roy Moore, of Louisville. Some of the stables are still intact on the Palmer place nearby.

In those days and before, the country around St. Matthews was (it is getting to be again)—oh, definitely! - “haut tone.” A historic example of that shining and substantial background was James Brown, who came out from Delaware in 1800, to establish himself as a country gentleman, near old Dutch Station on Beargrass creek. His house survives toady, to some extent remodeled, just north of St. Matthews on brown’s Lane. It is now and has been for several generations the Monohan home, “Wildwood.”

There, in the midst of a beautifully parked estate, lives the widow of John M. Monohan, son of that sturdy Edward Monohan, who was a power in the affairs of Louisville, St. Matthews and the surrounding country. It will be remembered that three successive Monohan's have been directors and one a president—of the First National Bank, of Louisville.

The history of James Brown does not stop with his establishment as a country gentleman. He had two sons, Arthur and Theodore Brown. Arthur inherited his father’s house; Theodore built a tall, Gothic structure across the road. It is Theodore ?????????? here about today. His father had been interested in charitable and religious enterprises, and Theodore became a lay preacher. He married twice, and was the proud father of some 20 children. A story ?????? of his taking them all to church on Sundays in the old family coach. Lay-preacher Brown never lacked a congregation.

So great-grandfather Brown, country gentleman, founded well. There are Browns in Louisville and elsewhere today, all good people in their various walks of life, as everybody knows.

It is difficult to get away from the James brown, or Monohan, place without another word. There is, of course, the original spiral staircase, reaching three stories, that architects come to see. And it is said that in some of the windows are the original panes of glass. On one of these—an old pane when it was done—was scratched with a diamond ring the names and date, “Mary Gray. Anita Gray. 1875.” A few years ago an old descendant, came from California to Louisville for a visit, came out to the old house to see if the inscription was still thee. It was and is.

Getting farther back, there is the old Rudy house, north of St. Matthews on Rudy Lane. This house, built of stone to withstand the Indians and the elements by first-settler Jacob Rudy for his eldest son Daniel dates back in part to about 1790. In it have lived six generations of Rudy's. The sixth is represented by Thomas S. (Sam) Rudy, his wife and children, now. Occupying it as a matter of sentiment, they have dug out from the plastered walls the old stone fire places, and have restored the old house comfortably. County Judge Ben F. Ewing, his mother a Rudy, was born in this house.

Also north of St. Matthews, back on what is now called Massey Avenue, is a fine old house now occupied by Judge Churchill Humphrey. It was built in 1806 of brick made on the place for Col. Henry Massey and his bride. Miss Helen Bullitt. The house, to any Kentuckian, and particularly to any resident of Jefferson County, needs no further introduction. It also fits into the Rudy family picture, for one of the Rudy's occupied it at one time. A long, straight road, from Westport Road to Massey

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Avenue, recently has been completed. Judge Humphrey’s house, at the far end, sits athwart it. It is a beautiful setting.

On Chenoweth Lane—and in the history of Kentucky you have in Chenoweth a name to conjure with—stands another old house, though oldest only in a small part of its structure. It is now occupied by Alex Heyburn and Mrs. Heyburn, grand-daughter of Dr. Henry Chenoweth, who 50 or 60 years was a resident of the place and a physician outstanding in Jefferson county. The memory of this Doctor Chenoweth is particularly revered in the neighborhood of St. Matthews. He was, they say, the old country doctor of the finest type. And a later Dr. Henry Chenoweth, his son, carried on the name in Louisville.

A very earlier settler on the fine land near St. Matthews was Gen. John Breckenridge of Revolutionary history, who acquired to much land in Jefferson County that early squatters on it, the story goes, remained for years undiscovered and unmolested—and of whose place no physical evidence now remains but the old Breckenridge family graveyard and Breckenridge Lane.

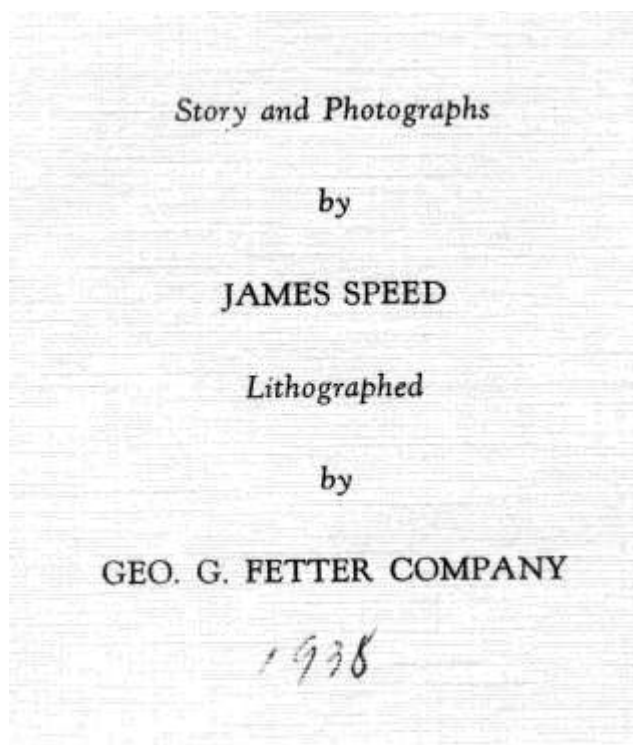
Back on this lane and a little to the right, is another old but somewhat later graveyard. There are buried Floyds Parks, who died in 1865, and members of his family. Floyd Parks came, as a very young man, from New York State and gradually acquiring a considerable fortune and large land holdings, built a fine colonial home, since burned, near St. Matthews. Parks is a name which old residents of St. Matthews well remember. His lands, it is said, at one time extended from Westport Road to where Bowman Field is today. Some of his descendants, now married into Louisville families of other names, tell fascinating stories of the old home in ante-bellum days.

So. YOU see, St. Matthews, the modern on-its-toes community, has its background, too. As, Hardin Herr, St. Matthews resident and Louisville lawyer, who makes local history a study, or Hewett Simcoe, who runs the potato-growers association on week-days and—like the postman hiking on a holiday—hoes a small patch in his back yard on Sundays and who yet finds time to make history a hobby. Run down the story of the Rudy’s, Holland Dutch, who came with the very earliest settlers, or the Herr’s or the arterburns, whom St. Matthews, claims but who, really belong to the county-at-large; whom the chronicler hopes to reach along one of the three major highways or, another—and whom, anyhow, everybody knows. Or the Hite’s. Or the Bullitt’s, Learn how the Simcoe’s, of early French ancestry, were represented by a Governor-General of Canada and a Colonel who surrendered with Cornwallis, remained in, America, married “Mad Anthony” Wayne’s sister, and brought A Wayne visiting to St. Matthews. Dodge, if you can, the story that Abraham Lincoln, young lawyer from Springfield, Ill., came occasionally through St. Matthews a visiting his old friend Speed or his grandfather’s grave in Jefferson County. Or his your eyebrows, if you must, at the legend that even George Washington, through his in-laws, had a branch on the local family tree.

These may not be the stories that you hear at the nightly meetings of St. Matthews Country Club, at one or the other of the drug stores—take your pick. No at the weekly sessions of the Ladies Five Hundred Club—an institution which, some say, really started on euchre and which now plays contract bridge. But those who lived these stories, their descendants of their collaterals, are the kind of folks you meet. Plus the folks who, in recent years or days, have moved out from Louisville, and who hope St. Matthews the suburb which in one way or another dates back 150 years, will live forever.

St. Matthews makes its bow — 1938:

Story and Photographs by James Speed, Lithographed by Geo. G. Fetter Company, 1938



St. Matthews makes its bow — 1938:



ST. MATTHEWS

Makes Its Bow

THE big, new highway, which is now the Broadway of St. Matthews, typifies the progressive spirit of this unusual suburb.

Visitors observing the many automobiles with their front bumpers against the curbing inquire, "Anything going on in St. Matthews? The place looks busy for this time of day."

In spite of the heavy traffic on the plainly marked lanes, it is a pleasant and comfortable place in which to transact business. With cars parked vertically to the sidewalk, they move in or out easily and safely.

No vacant stores stare gloomily at the passerby in St. Matthews. For rent signs are almost unknown as business is thriving. Even the offices for professional men above the stores are comfortably filled.

Long ago, the people, who tilled the soil about St. Matthews, owned their homes and their farms. The residents of today build or buy their homes so the same solid foundation for continued prosperity exists. Vacant houses are not for rent but for sale. People come to St. Matthews to make their home and they stay. They learn to work and to play together as they are the younger men and women.

This ability to do splendid team work for the good of the community is what made possible the publication of this book concerning a most unusual suburb.

St. Matthews

HAS ALWAYS BEEN PROSPEROUS

IN those early days when hardy pioneers came through Cumberland Gap into the new land of Kentucky, small groups settled here and there in the Bluegrass of the state. Others came to the fertile uplands about the Falls of the Ohio to make their homes.

Soon clearings were made in the heavy timber along picturesque Beargrass Creek. Thus the St. Matthews neighborhood came into being on the high gently rolling uplands. Rough trails led from cabin to cabin and crops were planted in the fresh, deep, soft, soil. Grain and vegetables flourished.

Game was abundant and the long Kentucky rifles brought down buffalo, elk, deer and many smaller animals. Wild pigeons frequently darkened the skies and their "roosts" were raided to fill homemade casks with the birds in brine for use in the winter.

Fine clear cold springs kept a swift stream flowing in Beargrass and grist mills were built to take place of grinding by hand. The ruin of the old stone mill at Big Rock in Cherokee Park is one of those early mills.

While men and boys waited patiently for their grain to be ground at the mill, they often fished in the swirling current below the rough building. Good sized black bass and other frying fish were abundant and furnished the settlers with a change in their rather monotonous diet. The dense growth of cane nearby provided the anglers with smooth straight fishing poles.

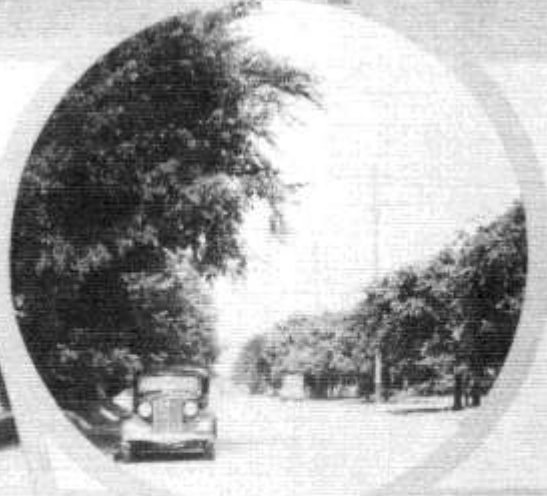
The settlers prospered with the growing of grains and the grazing and feeding of live stock on the fine grass furnished by nature. Hogs ran wild in the timber to forage for themselves. These thin, long-legged animals used their rough snouts to turn up grubs and tender roots for their food. Then when beechnuts and acorns covered the ground beneath the trees in the autumn, the animals grew fat enough for slaughtering. In addition, hemp was a staple crop as the tough fibre could be twisted into cables by negro labor in long narrow buildings called "rope-walks." Kentucky rope and hawsers for sailing vessels became noted along the Atlantic seaboard and brought the settlers much needed supplies.

The "licks," south of Louisville and about Shepherdsville on Salt River, were developed into wells which provided the pioneers with salt. This most necessary commodity was transported by water from Louisville to many points on the river and hauled by wagon to Lexington and other towns and settlements. Below Shepherdsville in the rough hills, pockets of iron ore were discovered and furnaces were built to utilize this needed natural resource. Thus hand made nails, plow points and bolts could be fashioned by the local blacksmiths.

Before many years had passed the larger farmers were building rather pretentious homes with slave labor and the hand work of artisans brought from Virginia and Maryland. Life became easier as this section of the new West grew prosperous. Stage coaches came into use over the roads

St. Matthews makes its bow — 1938:

ST. MATTHEWS
*has many
modern roads
beautifully
shaded*



St. Matthews makes its bow — 1938:

which were still without any hard surfacing.

In 1832 the Shelbyville Turnpike was constructed by a stock company. Perhaps it was thrown open to the public with pomp and ceremony as was the new highway of today. Wagons, buggies and stage coaches drawn by four horses moved rapidly over the new turnpike which had been laid down in limestone that had been broken with small hammers in the hands of laborers.

No steam rollers pressed the new metal into a smooth surface; but the wheels of vehicles gradually made the road fairly comfortable. In summer these early roads were covered with a fine limestone dust which enveloped travelers. Both men and women wore long linen dusters with which to protect their clothing from the penetrating dust.

Another revolution in transportation came when a railroad train steamed its way between Frankfort and Louisville in 1851. It was a rather small affair, which had to be stopped by the use of hand brakes and it was relatively quite slow. However, in comparison to stage coaches and buggies, it was a tremendous step forward. Really it was the beginning of the life of the suburb-anite as business men could live some distance from the city and go in and out with ease. At once the fertile and beautiful territory about St. Matthews secured its full share of the early commuters. These prosperous business men and their families purchased rather extensive grounds for the proper setting of a country home. As in the past St. Matthews developed by the addition of the most desirable people.

Later along science and invention gave St. Matthews another boost in the inauguration of an electric interurban service between Louisville and LaGrange. Instead of a railroad train or two, morning and evening, these swift clean electric cars rushed back and forth during all hours of the day

and well into the night. Farmers' sons and daughters went to the city to high school or the business colleges. The country and the city began to get closer as neighbors.

Much of the fine old cultural life that had had its beginnings in Virginia and the East was kept alive while Kentucky was still forest clad. As prosperity increased that culture blossomed and became available to an ever increasing number of people. Instead of being the heritage of the few, it became the property of the well to do.

Today the interurban has almost disappeared and in its place have come swift, silent and comfortable busses which make the trip into the city in a few moments. It is possible to shop in Louisville for an hour or two in the morning and reach home for luncheon. Going to the movies or to a dance is made rapid and easy.

Automobiles and the modern highway make rural life merely a most refined and delightful city life. Thus St. Matthews offers its residents all the best of the country and the metropolitan center. It has been a relatively rapid development which has placed St. Matthews in the splendid position it holds today.

During all of the changes which have come to St. Matthews, the fertility of the soil has been conserved. The early settlers took good care of their land. The gardeners, who followed them with their intensive cultivation of small crops and vegetables, increased this fertility. Today trees, shrubs, flowers and vegetables grow splendidly in the good soil. The land and the culture of the early days are still a part of this most unusual suburb.

With city water, gas and electricity for everyone in this little town, there has never been any boom. Naturally prices for property have advanced; but not greatly. Perhaps the satisfied owners of property in St. Matthews are its best advertisers. It should double its size in a few years.

St. Matthews makes its bow — 1938:

*Attractive
Churches
in*
ST. MATTHEWS



BEARGRASS CHRISTIAN CHURCH



HARVEY BROWNE MEMORIAL
PRESBYTERIAN CHURCH



ST. MATTHEWS BAPTIST CHURCH



BETHEL EVANGELICAL
CHURCH

St. Matthews makes its bow — 1938:



ENTRANCE TO OFFICES UPSTAIRS

FIVE years ago a group of business men decided after mature deliberation that St. Matthews had grown big enough and prosperous enough to support a second bank. Walter Crady, who had made a success in other financial organizations, was selected as president of the Farmers and Depositors Bank. It has proved conclusively that the judgment of these conservative citizens was sound. The deposits from St. Matthews and the surrounding territory have grown with the most gratifying regularity.

Walter Crady, the president of the bank had this to say recently:

“In spite of general hard times, the high class business done in St. Matthews has

St. Matthews makes its bow — 1938:

continued to be reflected in increased deposits. An ever increasing number of customers come to the bank from a wide spread territory. As there is little congestion in traffic out here in this rural community, it is quite easy to park and convenient to use a car for the business of banking. Of course, our own suburban dwellers, the farmers and the gardeners are delighted to transact business while on their way in or out of the city.

“One of the great advantages of a bank of this size is that the officials have both the time and the inclination to know each and every depositor well. Ordinarily they call the customers by their given names. They can discuss the customers’ problems readily and with first hand knowledge of their in-

dividual businesses and the financial condition of the small community as a whole.

“It is an essentially friendly bank with officials who have a solid background in business training and life in a rural setting which fits them to offer constructive advice. Unlike the successful bank in a great city which deals with huge corporations and large manufacturing plants, the Farmers and Depositors Bank must succeed through the business activities of many depositors.”

In a successful rural bank, it is essential to look out for the individual interests of its depositors while at the same time it must help to develop the welfare of the entire community.

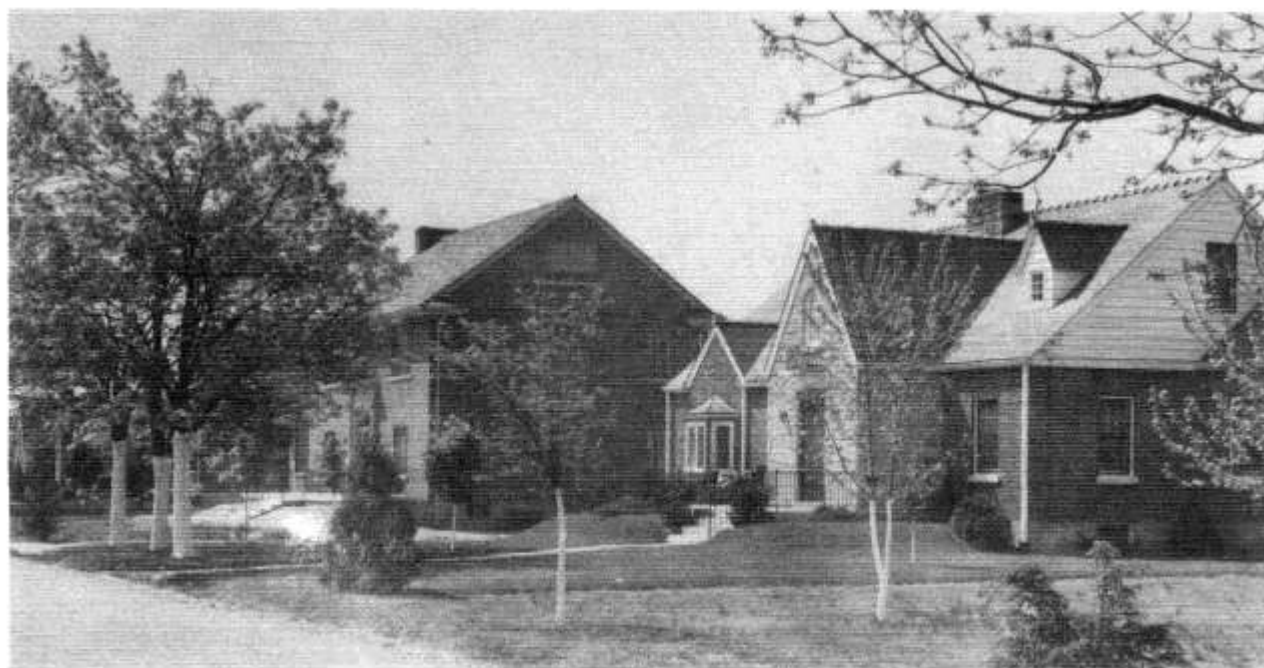


WALTER CRADY,
President



H. A. NELSON,
Cashier

St. Matthews makes its bow — 1938:



THE Eline Realty Company, "Builders of Reliable Modernistic Homes", specializes in farms and suburban property.

A. J. Eline, who has had a wide experience with property in St. Matthews, explained:

"Our company has sold five hundred pieces of property in and near St. Matthews. We believe that this high, dry land is a safe investment. No other location has such well drained, fertile, Bluegrass soil.

"To date our company has developed some eight or ten subdivisions, which contain 15,000 feet of water mains and a like number of feet of gas and electric lines.

"Sections one, two and three of the English Village, restricted to stone or brick houses, attract the most discriminating buyers.

"Brownsboro Village on the new, four-lane, Brownsboro Road and adjoining Indian Hills, is wonderfully located.

"Besides fine soil, clear skies, perfect location and city conveniences there is the added inducement of low taxes.

"Allow our salesman to show you St. Matthews."

St. Matthews makes its bow — 1938:



THIS is the twenty-fifth year A. J. Eline of the Eline Chevrolet Company has been selling and servicing automobiles.

Here is his record:

The Eline Garage handled Ford cars for fourteen years. During the following five years, the Eline Motor Company sold Buick and Pontiac.

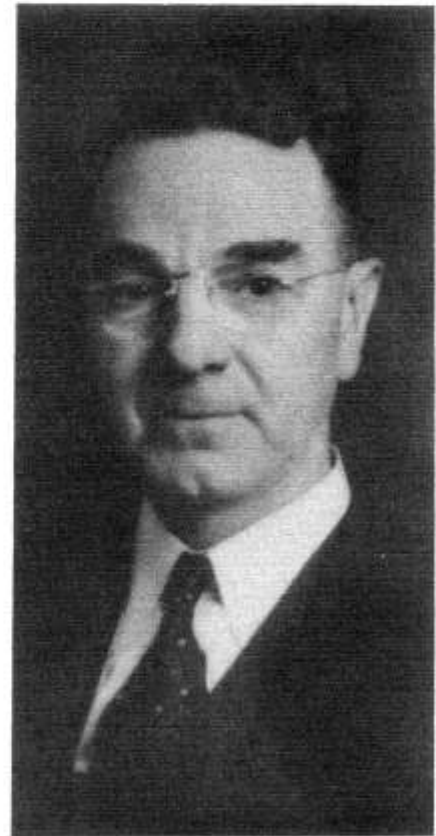
Then the name became the Eline Chevrolet Company as that dependable car got to be very popular. The sales of new and used cars has reached nearly the 2,000 mark in a single year.

The veteran automobile dealer stated:

“Our building, 3908 to 3914 Frankfort Avenue, contains 35,000 square feet of floor space. It is the largest business house in St. Matthews employing from 60 to 75 mechanics, salesmen and office people. A used car department is maintained at 710 E. Broadway in Louisville.

“We thank our many patrons, who appreciate the Chevrolet and the service rendered. The slogan of the company is:

“SALES, SERVICE, SATISFACTION SINCE 1913.”



A. J. ELINE

St. Matthews makes its bow — 1938:



THE men about St. Matthews must have had great faith in the future of the surrounding country when they incorporated The Bank of St. Matthews in January, 1906.

That the institution began in a very small way can be gathered from what its cashier, G. T. Dick had to say:

"The bank was so small that I was the cashier, the teller, the bookkeeper and the janitor all rolled into one. The bank prospered from the very beginning. Really it seems odd to recall that the bank was heated by



DOORWAY TO OFFICES ON SECOND FLOOR

a large coal stove. Coal oil lamps gave the light and the water came from the town pump by the roadside.

The bank was progressive. It understood the rural community in which it existed. It knew the depositors and their families intimately. During its entire thirty-two years of substantial

growth this neighborly spirit has existed between the community and the bank.

The Bank of St. Matthews has a mature rural background; but it is as modern as the great highway in front of its doors.

St. Matthews makes its bow — 1938:



G. T. DICK,
Cashier



T. H. COOPER,
Asst. Cashier

OFFICERS
ST. MATTHEWS BANK



E. S. MONOHAN, JR.,
Vice President



LOUIS BAUER,
President

St. Matthews makes its bow — 1938:



HENRY BAUER, senior member of Bauer Brothers, grocers and butchers, smiled as he said, "My nephews and partners, Albert L. and Irvin P. Bauer, represent the third generation of our family in business in St. Matthews. Our family opened the tavern that is still on the Brownsboro Road. Father had a blacksmith shop on the site of the Haggard Garage. He shod many horses as the Shelbyville Turnpike passed his door.

"Later my two brothers and I operated a tavern where the Bank of St. Matthews now stands. Farmers and traders, driving live stock to Louisville, stopped overnight to be on the market early the following morning.

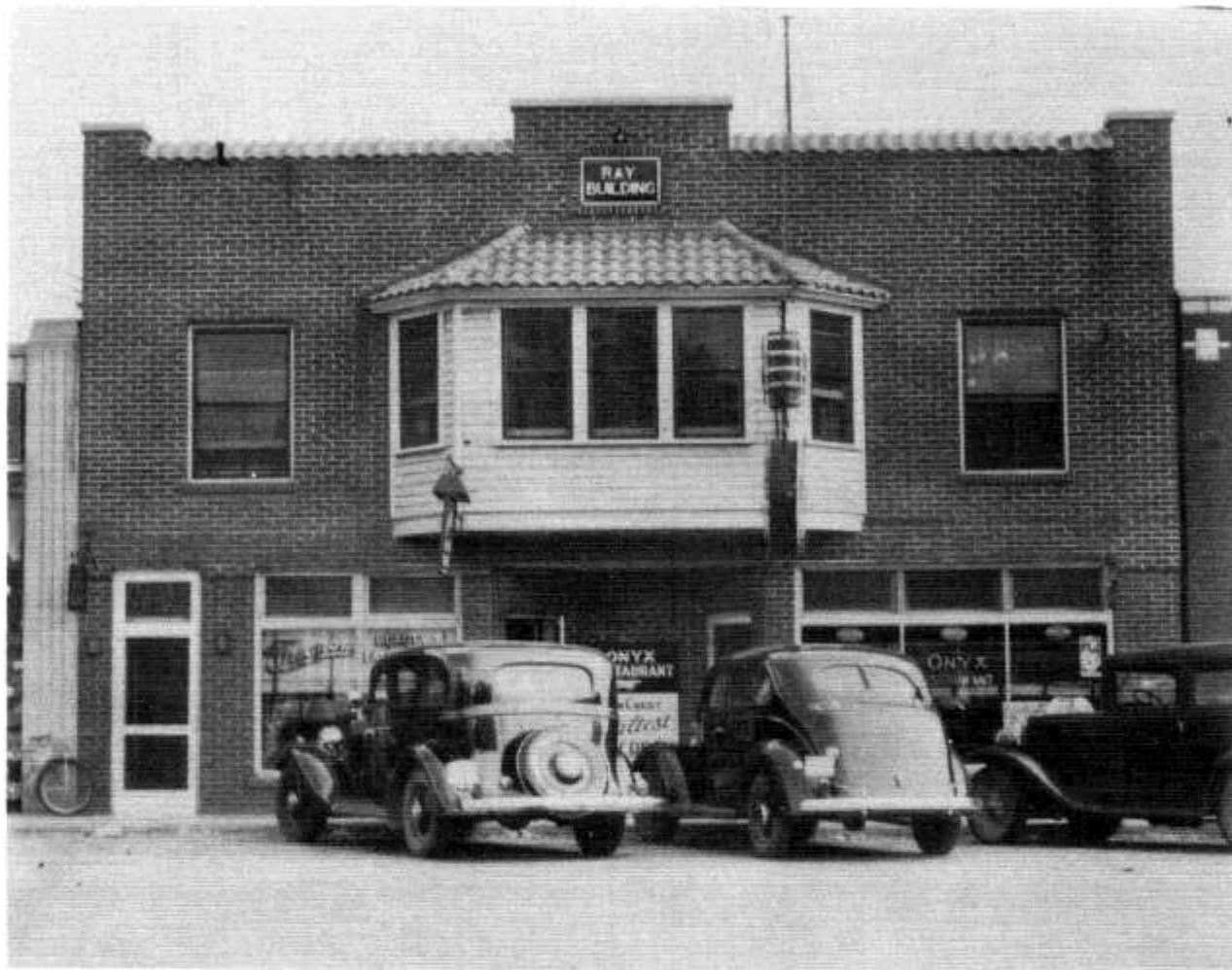
"What I've been telling belongs to the horse and buggy days. Since then business

and life have changed completely. The dusty turnpike is now a smooth, four-lane highway. The heavy staple groceries that were on the grocer's shelves in the gay nineties have been replaced with attractive displays of canned goods and ready prepared foods. Today our customers in St. Matthews and on the farms buy as do the housewives in the city.

"Our business has grown along progressive lines in the past few years. This should continue as an increasing number of people, who wish to have the solid comforts of rural life and the advantages of the city, are coming to make their homes in St. Matthews.

"We believe it is a neighborly place to live in and a good place in which to do business."

St. Matthews makes its bow — 1938:



THE Ray Building is a fair example of the solid and safe investments to be made on the Big White way in St. Matthews. It was erected in 1935 upon a vacant lot and has had tenants continuously ever since that time. Like most of the other two story business buildings in the suburb, this one has stores on the main floor and offices for professional men on the second floor.

Besides being a paying investment at the present time, the building is steadily increasing in value as the demand for both store and office space is very great in St. Matthews. For a relatively short time of

late one store in town was without a tenant; but it has been rented. Probably no other town, city or village can claim such a record during the late trying times. This growth in the business section has been caused by the increase in the population in the community as a whole. This increase, by the way, is in people who are at least fairly well to do.

Mr. and Mrs. W. L. Linder, the owners of the Onyx Restaurant, occupy one of the stores in the Ray Building.

The Trianon Beauty Shop, operated by Mr. David Hughes, takes up the remaining space on the street front of the building.

St. Matthews makes its bow — 1938:



THE Haggard Motor Company of St. Matthews, Kentucky, was organized February 1st, 1936, to deal in the sale and service of new and used automobiles.

C. W. Haggard, the president of the company, stated lately:

"Business has been most encouraging. In spite of the economic conditions and the handicap of the construction of the new highway, we have been able to transact a fair volume of business. This was largely due to the personal contact and service we were able to



C. W. HAGGARD,
President

extend to our customers. "The major portion of our personell live in St. Matthews or nearby. As most of our profit comes from the community, we make an effort to buy largely at home."

At present, the Haggard Motor Company specializes in the purchase and the reconditioning of

used cars to meet present day standards. All makes of customer cars are efficiently serviced by expert mechanics.

See the Haggard Company for any motoring need.

St. Matthews makes its bow — 1938:



THE handsome, brand new and fully equipped Continental Oil Station in St. Matthews harmonizes perfectly with the recently completed, four-lane, concrete highway. The wide paved space of great depth in front of the three gas pumps gives ample room for cars to swing into the station from the highway, Lexington Road or Frankfort Avenue.

C. E. Bauer, president of the company, explained, "While the office of the Continental is at 1301 Main Street in Louisville, the officials are enthusiastic boosters of St. Matthews. My cousin, M. A. Bauer, and I were born, reared and still live in St. Matthews. L. J. Connolly, the third member of our official family, has made his home in the splendid suburb for a long time.

R. M. Keal, who is in charge of the St. Matthews station, emphasized the fact that business has been consistently good on the new great white way. Like every other person one meets he is a firm believer in the town as a delightful place in which to live and to sell the products and the services of the Continental Oil Company.

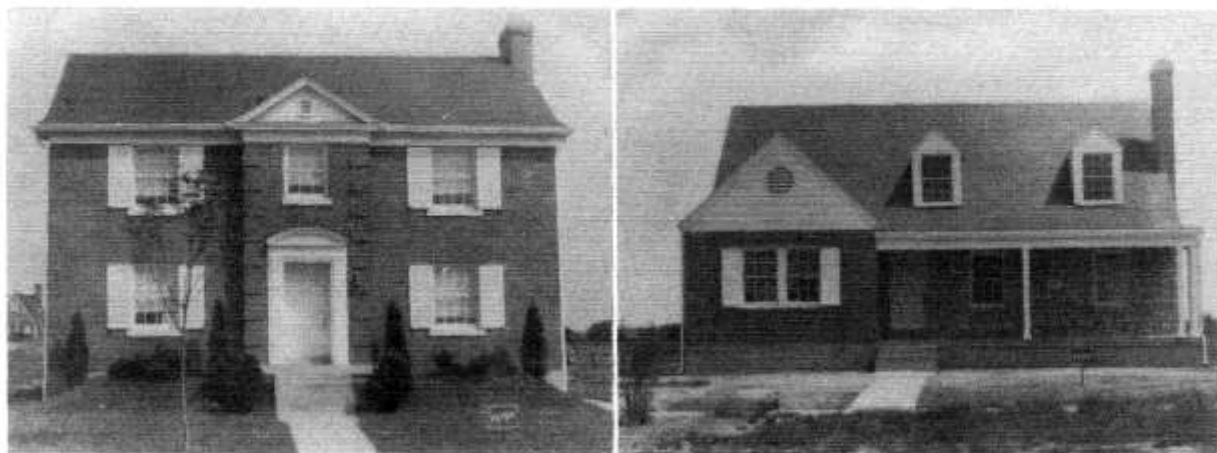


R. M. KEAL

St. Matthews makes its bow — 1938:

KENBAR SUBDIVISION

Near St. Matthews.



SELECT YOUR HOME OR LOT

Between Seneca Park and St. Matthews

This is the prettiest subdivision in the East End.
Hundreds of shrubs and trees.

City Water, Gas, Electricity. Asphalt Street with
Concrete Base according to City Specifications.

Sidewalks and Fire Hydrants

And Remember — You Can Buy On
EASY TERMS

“C.” Robt. Peter

Agent

106 Realty Building

Jackson 3157

“C.” ROBT. PETER, SR. “C.” ROBT. PETER, JR.



St. Matthews makes its bow — 1938:



TWELVE years ago the home owners of St. Matthews and the surrounding territory began to demand city conveniences. J. J. Butler, Jr., seized upon the opportunity to be of service in furnishing equipment. He organized the Butler Plumbing and Heating and is still its president. In the beginning three men were employed. Today ten specialists are busy.

By 1929 it was found expedient to organize the St. Matthews Gas and Electric Shop as a subsidiary of the older company. A complete line of nationally advertised appliances is on display in this shop which has grown far beyond Mr. Butler's expectations.

Both bottled and underground gas systems are distributed by the company. It is possible to cook, heat water, use individual room heaters and have refrigeration anywhere in the country. The cost is low enough to suit anyone.

The store really is:

THE CENTER OF KENTUCKY'S FASTEST
GROWING COMMUNITY



J. J. BUTLER, JR.,
Demonstrates Modern Range

ST. MATTHEWS
GAS & ELECTRIC
SHOP

St. Matthews makes its bow — 1938:



D. W. Weyland, the owner of the Advance Motor Company, came to St. Matthews six years ago after a long experience in the selling and the servicing of automobiles. He explained his choice of St. Matthews as a place of business by saying:

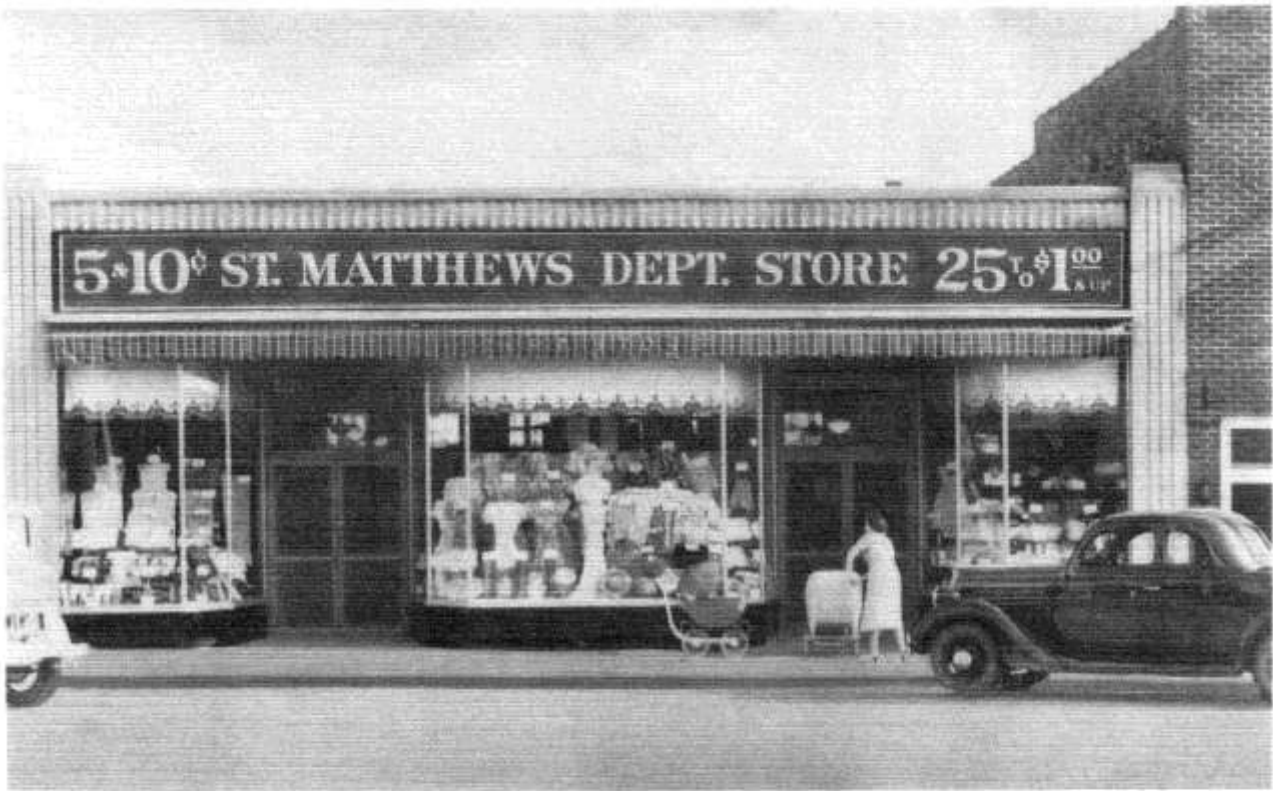
"I'm here because I made a most careful study of this town. For several years my business caused me to pass through St. Matthews quite frequently. I observed the steady and solid development business and in building. There was no boom at any time. No cheap construction was indulged in by the real estate men. Under such conditions well to do young people came and they needed cars.

"Our judgment was sound. We own our attractive sales rooms and the big ell at the rear of the building to take care of our repairing and service.

"Our sales of DeSotos and Plymouths have been good."



St. Matthews makes its bow — 1938:



The St. Matthews Department Store was purchased by Max Oppenheimer from the F. S. Marshall Co., five months ago. So it is quite interesting to have Mr. Oppenheimer say:

"I invested in a business in St. Matthews because I was convinced that this rapidly developing territory with its residents owning their own homes had a definite future. Sales are increasing steadily in spite of complaints of slow business in many localities.

"Magnificent roads in every direction have drawn much trade to the suburb. The business from the surrounding country is bound to increase as it is so easy and convenient to trade with the many types of retail stores in St. Matthews.

"This large store on one floor, handles a complete line of five and ten cent goods. In addition there is a wide choice in merchandise selling from twenty-five cents to three dollars. The store carries over three thousand items from which selection may be made.

"The outlook for good business seems splendid in this beautiful suburb."



MAX OPPENHEIMER, Owner

St. Matthews makes its bow — 1938:



J. K. CLEMENS

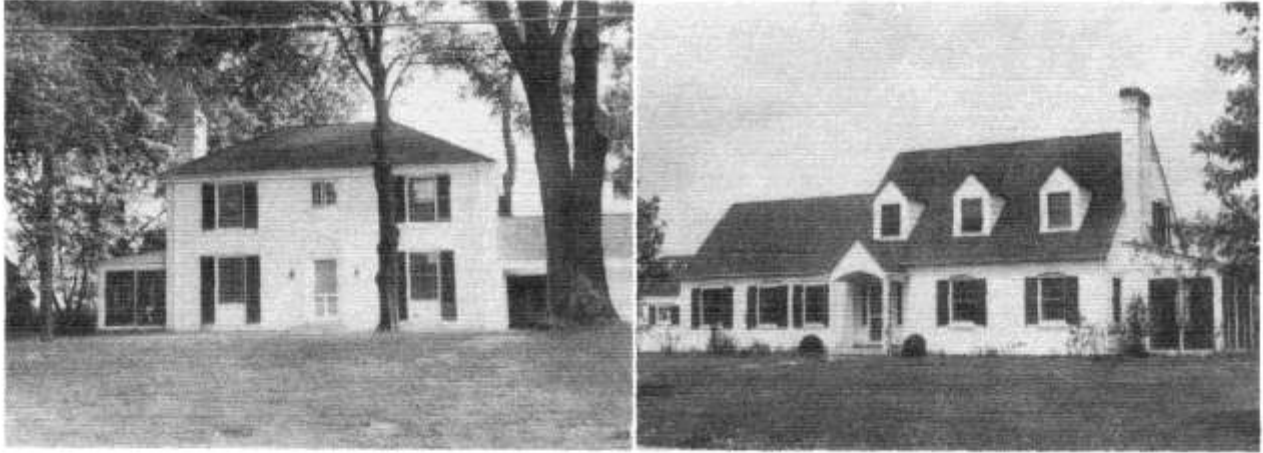
J. M. ROBY

THREE modern, fast delivery trucks hurry groceries, meats and vegetables from the Roby and Clemens store in St. Matthews to customers. The new highway and the many other well paved roads allow goods to be delivered rapidly in Lakeland, Crescent Hill, Clifton, Indian Hills and Mocking Bird Valley.

For the past sixteen years this firm has enjoyed a steady growth in business. Of late years the trade has held up remarkably well considering financial conditions over the country. This was probably due to the fact that St. Matthews and the surrounding country has no very poor or ultra rich people as residents. The local population consists of the great, sane and conservative group that is quite consistent in its buying.

The opening of the new broad highway is already helping business. With it to make life more modern in every way, the town is certain to grow rapidly both in population and in business. The future looks very bright indeed.

St. Matthews makes its bow — 1938:



EMERY KINKEAD

Incorporated

Designers and Builders

of

DISTINCTIVE QUALITY HOMES

Since 1920

940 BAXTER AVENUE

WABASH 5218

Real Estate Brokers



St. Matthews makes its bow — 1938:



THOMAS RAY Inspects A Hill-side Garden Which He Developed

THOS. RAY General Landscape Service

126 Carlisle Avenue
LOUISVILLE, KY.

THE pioneers had a super-abundance of beautiful forest trees. The trees were literally in the way of the men so they had to be felled and burned that the land might be prepared for the growing of crops. Naturally those hardy men and women had little love for the green growing things which were in their way.

The suburban dweller of today is very busy planting and caring for trees and shrubs. He is fertilizing his small lawn. He is most anxious to paint his limited landscape in living green once more. He has fallen in love with his plans for beautifying his own bit of the out of doors. And in the rebuilding of what has been destroyed much technical skill and advice is needed.

Thos. Ray has been planting, pruning and spraying trees and shrubs for the past twenty-two years. He knows what is good for their health's sake. He is a successful surgeon to handsome trees when dangerous cavities endanger their lives.

He knows where and how to build formal gardens for artistic effects. He understands the likes and dislikes of plants which cover entrancing rock gardens. He knows the gentle art of thinning out plants when they get overcrowded.

St. Matthews makes its bow — 1938:



JOHN C. FENLEY

The Life of St. Matthews
Produce Exchange
Has Been Long

IN 1910 the St. Matthews Produce Exchange, a stock company composed of farmers and gardeners, was organized. It was a definite effort to sell potatoes and onions cooperatively for the benefit of the community. D. S. Taylor was the president and Robert W. Hite, the manager. A year later John C. Fenley became the president. He and Bob Hite are still the officers of the organization.

The Exchange succeeded in establishing a trade mark, which made possible the selling of produce in distant cities upon orders. The grading of potatoes was done by portable machines that allowed freight cars to be loaded at several points in the county and thus save long hauls. At present there are plants for receiving produce at O'Bannon and Worthington.

The organization enlarged its service to the growers by acquiring and building warehouses. Besides the long warehouse on the railroad, it owns four others. One of these is a frost-proof building for the storage of 10,000 barrels of second crop potatoes. These can be marketed or used at home for seed purposes.

Naturally the Exchange buys coal, fertilizers, insecticides, farm machinery, feed, fencing and other heavy farm supplies cooperatively for its many members. In fact it strives to adjust its activities to be of definite service to its members and to help them understand the great value of cooperation both to the individual and the community.

St. Matthews makes its bow — 1938:



Furniture — Fine Millwork — Building Materials — Roofing — Paints

The Very Best in Service — Quality — and Price

ESTIMATES CHEERFULLY FURNISHED

St. Matthews Lumber & Manufacturing Co.

Thierman Lane and L. & N. R. R.

Phone BElmont 3074

St. Matthews, Ky.



1938 HOME



BEAUTIFUL, BUT LOW IN COST

DISTINCTIVE DESIGNS EXECUTED BY CAPABLE CRAFTSMEN

Architectural Services — Financing Advice and Direction are Free

*Many Completed Homes in the Louisville Area have the Most Modern Ideas in
Equipment and Construction*

F. H. A. LOANS

Also Title Number One Loans Arranged for Remodeling, Repairing and Financing

LOUISVILLE BUILDERS

Phone BElmont 3074

Thierman Lane and L. & N. R. R.

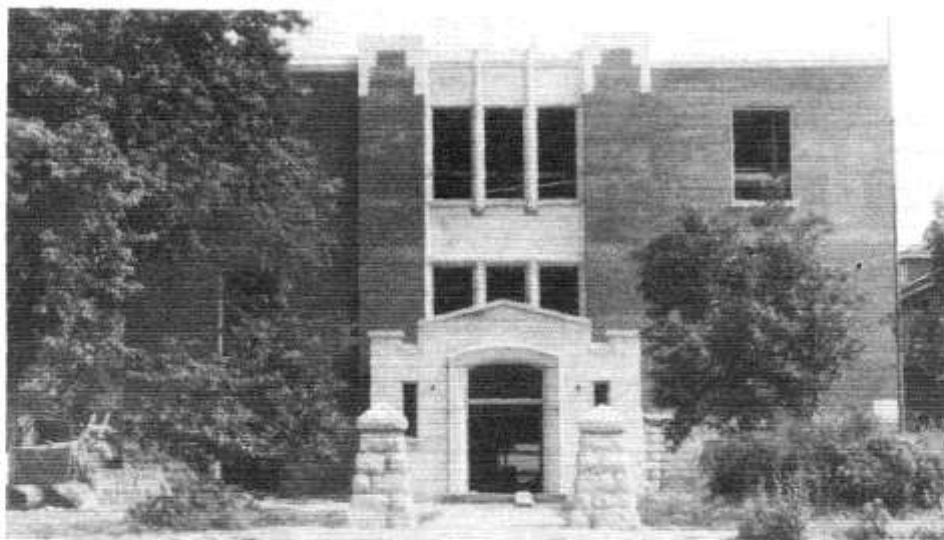
St. Matthews, Ky.

St. Matthews makes its bow — 1938:



MANY small county schools with big stoves for heat and drinking water from the town pump had come and gone in St. Matthews prior to 1914. At that time a strong public demand secured two acres of land and the building of a portion of what is now the Greathouse School. A number of additions have been made to the building until it now houses 250 pupils who are instructed by nine teachers.

The 126 active paid members of the Parent-Teachers Association are vitally interested in the school. Sixteen committees take up the various phases of the work. While two paid workers do a portion of the serving of the school lunches, two members of the association are present. What these mothers are doing is merely another phase of the community life in St. Matthews.



THE Holy Trinity parish of St. Matthews is erecting a most modern school building upon the foundation left after the fire of last September.

The fire-proof edifice will consist of fourteen well lighted and perfectly ventilated class rooms. A kitchen and cafeteria accommodating from 200 to 250 children will occupy the basement. Lavatories and drinking fountains will be found on each floor. Heating and ventilating systems will be strictly up-to-date.

Perfect cooperation has made possible the building of this fine school.

St. Matthews makes its bow — 1938:



The force all live in St. Matthews. FRIEDA KAMER, C. W. BARNES, EVELYN KAMER.

FOUR thousand two hundred distinct items can be found at the Ben Franklin Store in the Eline Building, the original and only five and ten cent store in St. Matthews.

C. W. Barnes, the owner stated:

“The store opened seven years ago and weathered the ensuing dull times. Its appeal is universal. The small boy selects a straw hat. Little sister gushes over a sun suit. Mother discovers a handy gadget. Father picks out a wrench.

“Prices are most reasonable because of the cooperative buying of 2,600 other such individually owned stores in the United States.

“The members of our force believe in satisfied customers.”



DURING the many years that A & P has been serving St. Matthews with the finest foods at minimum prices, a friendly relationship has existed between A & P and the citizens.

A & P contributed \$32,899 to St. Matthews during last year alone, which represented \$20,853 in purchases of St. Matthews products — and rents, wages and other local expenses amounted to another \$12,046.00.

We are proud of our relationship in St. Matthews and promise a contribution of a policy of distributing quality merchandise to St. Matthews citizens at the lowest possible prices.

WE TRY TO BE A GOOD NEIGHBOR!

St. Matthews makes its bow — 1938:

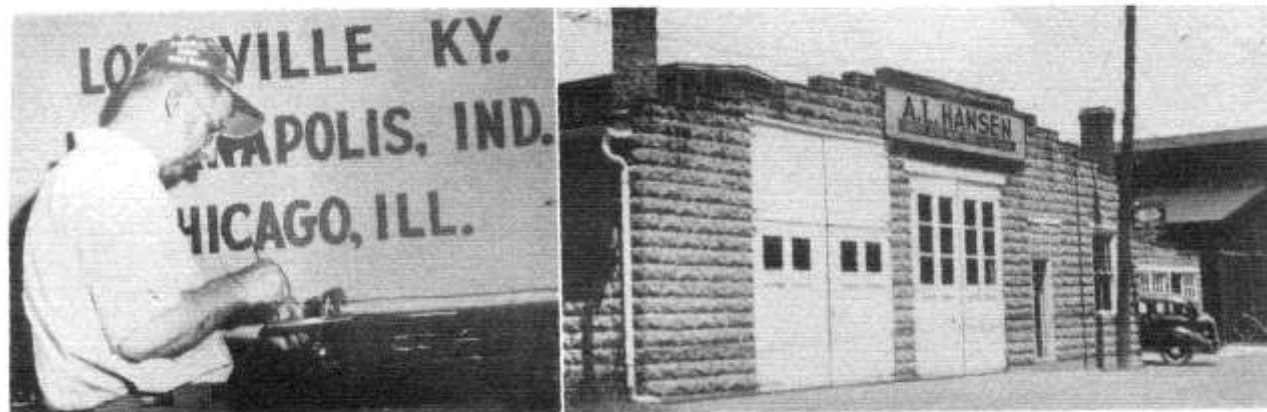


THE Marshall Planing Mill is glad to be a part of this growing and progressive community of St. Matthews, which offers everything that can be expected of a modern suburb.

R. W. Marshall, who operates the Planing Mill on Breckinridge Lane, stated:

"Our company has been serving this trade area for the past ten years with a fully equipped and up-to-date Planing Mill, a complete stock of Lumber, Doors, Windows, Built-in-Cabinets, Roofing, Shingles and Paint Products.

"We sincerely hope that those in need of our many products or expect to build in the near future will consult us about their problems. Our business is making, repairing and building easier for the home owner."



THE wide and high doors of the A. L. Hansen automobile painting shop in St. Matthews open wide from time to time to admit dingy commercial trucks. They leave glistening and with sharply defined lettering.

While busy with his brush, the expert painter announced:

"I began the business thirty years ago painting buggies, surries and farm wagons. Good roads, super-highways and modern cars have revolutionized the entire business. Even the farmers in this section of the country use trucks instead of wagons to take produce to town so my time is taken up painting them and the big trucks which require extra fine work and artistic lettering.

"While I do a comfortable local business, I also, have numerous jobs for the huge interstate truck lines which come to me from Louisville largely."

St. Matthews makes its bow — 1938:



THE KROGER STORE
St. Matthews, Kentucky

Managed by

O. C. TRINKLE.....Grocery Department

P. RUSH.....Market Department

Pharmacy

BUSCHEMEYER & OGDEN

St. Matthews, Kentucky

Solicit Your Wants in the Drug Line — Also Your Prescriptions

Compliments

Frankel - Obrecht Drug Co.

INCORPORATED

PRESCRIPTION SPECIALISTS

Telephones BELmont 1300 & 9127
St. Matthews, Kentucky

St. Matthews makes its bow — 1938:

KILROY COMPANY, Inc.

MACHINERY

114 Bauer Ave.

Phone: BELmont 1221

Louisville, Ky.

BOTTLE FILLERS
BREWERY EQUIPMENT
CASTERS
CHAIN HOISTS
CLUTCHES
CONVEYORS
CONVEYOR PARTS
CRANES—ELECTRIC & HAND
CRUSHERS

DISTILLERY EQUIPMENT
ELECTRIC GENERATOR-SETS
ELECTRIC HOISTS
ELECTRIC MOTORS
FILTERS
FILTER PAPER
FLEXIBLE COUPLINGS
FLOOR TRUCKS
GEARS

GEAR MOTORS
GEAR REDUCERS
GLASS-LINED TANKS
HOISTS
LIFT TRUCKS
LIFT TRUCK PLATFORM
MIXERS
PULVERIZERS
PUMPS

ROLLER CHAINS
SILENT CHAINS
SPROCKETS
STACKERS—ELECTRIC & HAND
STORAGE RACKS
TANKS
TRANSMISSION EQUIPMENT
VARIABLE SPEED TRANSMISSIONS
WELDING MACHINES

Plehn's Bakery Offers

A Complete Line of Oven Fresh Bakery Goods
and

Its Own Delicious Home-Made Ice Cream — Serve It Every Day

Special Attention Given To Party Orders

3936 Frankfort Avenue for 14 Years

Telephone BELmont 1190



Ruin of Old Mill, Cherokee Park

The Voice of St. Matthews, July 15, 1954, Presenting The Story Of St. Matthews:

Presenting The Story Of St. Matthews

Towards the middle of the 18th Century, pioneers came through the Cumberland Gap into Kentucky. They made clearings in the heavy timber along picturesque Beargrass Creek.

The gently-rolling upland in the St. Matthews neighborhood boasted soft, fertile soil, suitable for grain and vegetables, and cabins began to go up. The hunting was good, and the pioneers could step from their cabins and bring down buffalo, elk, deer and other game with the long Kentucky rifles.

According to the late Hardin Herr, writing in The St. Matthews Booster on January 23, 1930, Zachary Taylor, who was born in Virginia in 1784, was brought to Kentucky (then part of Virginia in 1785). His family settled near what came to be known as St. Matthews on the old Taylor farm on Brownsboro Road, where his monument now stands. He remained there until he was 24.

He was married on June 17, 1810, to Margaret Smith at Gilman's Point, where the First National Bank of St. Matthews now stands. Exactly 25 years later, Gen. Taylor's daughter, Sara Knox Taylor, was married to Jefferson Davis in a house at Brownsboro Road and Crescent avenue.

Jacob Rudy the first, a veteran of the Revolutionary War, came here in the 1790's and settled on a large tract of land due south from the Taylor monument. He built a large log house over a spring so attacking Indians couldn't bottle him up without water. This was in the present Windy Hills neighborhood.

Another early settler was James Brown who came here in 1799 or 1800 and established himself near the old Dutch Station on Beargrass Creek. He eventually owned all the land from Shelbyville Road to Taylorsville Road on the east side of Browns Lane.

His house on Browns Lane survives today, and architects still come to see the original spiral staircase in this home, which is three stories high.

For several generations it was the Monohan home, "Wildwood." From this house came three successive Monohan's who were directors of the First National Bank of Louisville. One was president.

Back on what is now called Massie Avenue is a fine old house occupied by Judge Churchill Humphrey. It was built in 1806 of brick made on the place for colonel Henry Massey and his bride, Miss Helen Bullitt.

On Chenoweth Lane stands the old home of Dr. Henry Chenoweth. For over 50 years he served the St. Matthews neighborhood, riding out on horseback to visit the sick.

He succeeded his father, also a doctor here, and the two Chenoweth's' service in St. Matthews totaled about 100 years. Dr. Chenoweth died in 1949. The Chenoweth house was later occupied by the Alex Heyburns.

Simeon Simco ran a tavern or hotel at Rat Castle on the Jacob Rudy land, near the Taylor farm, in 1800. The road running past is now Brownsboro Road. This same road ran to Gilman's Point.

A dramatic scene was staged at the old Chrogham farm on Blankenbaker Lane, later owned by the Waters family, according to Huett Simcoe. The founder of Louisville, George Rogers Clark, old, dissipated, and minus one leg, was living there, penniless and in want. The Virginia Legislature, hearing of his hard luck, presented him with a gold sword on the front porch.

After the speech, Clark accepted the sword, then snarled "Go back and tell Virginia when she needed a sword I furnished one Bread is what I need. Bread!" He died near here in 1818.

According to a master's thesis written in 1951 by Ruth Osborne, now principal of Stivers School, there are two theories as to the earliest name of this community. Some early settlers said that several ponds were situated near the corner of Westport Road and Chenoweth lane, and these were called Gilman's Pond. Others say that five roads came together at this corner, and the name was Gilman's Point.

These theories stem from the fact that Daniel Gilman in about 1840 came here from Louisville and established a store at the sharp point made by the junction of the Westport and Shelbyville Roads. Some say the store was a large tavern and stagecoach stop. Hardin Herr claims it was a grocery store with an entrance on both roads. The railroad station was also called Gilman's Point, according to Herr. (Mrs. Henry Holzheimer tells us that all groceries in St. Matthews in those days wee taverns as well.)

Mrs. Osborne reports that some citizens thought it inappropriate to name a community after a saloon keeper, so they called it St. Matthews after an Episcopal Church established here in 1838 or 1839 on Westport Road.

The General Assembly on January 1830, established a voting precinct for the community. The people previously voted in Middletown. It was called Sale's precinct after Captain Edmund P. Sale, a tavern keeper on the Shelbyville Turnpike.

The Voice of St. Matthews, July 15, 1954, Presenting The Story Of St. Matthews:

(The turnpike was built in 1832 by a stock company.)

Sometime between 1845 and 1847, according to Herr, the precinct was renamed Gilman.

A post office was established here in 1854 and was named after the church. The people had previously gotten their mail at the Middletown, Louisville or Six Mile Island post offices. The railroad station also was eventually called St. Matthews.

Just 100 year ago, in 1854, this area suffered a terrible drought, similar to the one today. Everything green turned brown. The Ohio River quit running, and boat traffic stopped (there were no stage dams then). You could walk across the river. It finally rained in November, and then began to snow. Many of the settlers went hungry and their livestock starved to death.

The oldest school was in the hollow on the golf course grounds west of Bauer's Café, presumably now Crescent Hill Golf Course. The second school, the Old Hickory School, in the 1830's was on Westport Road below Herr's Lane, but was moved to Herr Lane. There was another school where Holy Trinity High now stands and a fourth at Gilman's Point.

John Simcoe in about 1850 went to school here with the Hite's, Taylor's, Barbour's, Chamberlains and Dorsey's, and with Bob Womack, discoverer of the Cripple Creek Gold Mine, on of the richest in the United States. Old Sam Womack, his father, owned a large tract of land not far from Gilman's Point.

The three husky young Arterburn boys moved down by ox teams from Virginia with their mother, and settled on a tract known afterward as the old Arterburn place. It joined the Bullitt farm and was eventually acquired by William Marshall Bullitt.

When the Civil War opened and seemed certain to do away with slavery, the discouraged Bullitt rented the farm to the three Arterburn's, Norbourne, Crawford, and Covington.

Norbourne Arterburn eventually owned about 1,000 acres to the east and south of Gilman's Point, worth about \$3.5 million today, not counting improvements. He kept it well into this century.

A railroad train began running from Frankfort to Louisville in 1851. It was small and slow, with hand brakes, but it allowed commuters to establish large country homes in the St. Matthews area and gave a hint of what was to come in the next century when St. Matthews became a refuge for people seeking to live in comfort away from the noise of Louisville.

Later an electric interurban service was established between LaGrange and Louisville, and served St. Matthews until the end of the 1930's when busses took over.

The northern General Buell brought an army to Gilman's Point during the Civil War and threw up breastworks west of Bauer's Restaurant on Brownsboro Road. Old John Lausman had his arm shattered in a battle there.

Huett Simcoe tells of Fred Rudy entertaining a half—dozen Federal soldiers with all hospitality and cursing them at the same time for invading the south. The whiskey was flowing freely, and the more he drank the more abusive he got. He was pulled out of bed that night by several soldiers and was nearly hanged. A northern general, who knew the old man, interceded and got him off with a month in jail.

The large flocks of wild pigeons which had been a feature of life around Gilman's Point from the beginning, were last seen about 1866. By 1870 they were all gone.

The Woodlawn race track flourished in St. Matthews in 1866. It was small but drew large crowds from Louisville and other neighboring communities. It went bankrupt and closed after five years. The club house was converted into a home and was occupied for many years by the Norbourne Arterburns.

By 1887, according to Mrs. Ruth H. Osborne, St. Matthews had an international reputation as a breeding place for fine trotting horses. L. L. Dorsey owned an extensive farm, headed by the famous stud, Gold Dust. Glenview Farm was conducted by James McFerran. The famous Pancost lived there later when John E. Green owned the farm. The Indian Hill stud farm was the property of R. S. Veech and was headed by Princesps.

The first large commercial establishment was started in St. Matthews in 1880. It was Nanz and Neuner, florists, now still operating at Willis Avenue and Breckinridge Lane in the name of Mans and Kraft Florists. The flower gardens covered about 30 acres.

Bauer Brothers in 1887 organized a general merchandise store which soon became the largest in Jefferson County outside of Louisville. A large glass of the best whiskey cost 15 cents and you paid 10 cents for all the beer you could drink. The bank of St. Matthews was begun in 1906 with a capital of \$15,000.00. For a while it was in a small building next to Bauer's grocery at the corner of Chenoweth Lane and Frankfort Avenue. Louis Bauer was president. It was eventually moved into the Bauer place and was modernized and enlarged, and the grocery moved next door.

The Voice of St. Matthews, July 15, 1954, Presenting The Story Of St. Matthews:

St. Matthews was a dusty town in 1900, according to Fred Gnau, treasurer of the City of Richlawn. The only stores were Bauer's Grocery, Greishaber's Grocery, Mans and Neuner Florists, a blacksmith shop and a saloon. Potatoes were 20 cents a barrel and rotting in the fields. Most of the land north of the Louisville & Nashville railroad was a swamp all the way to Brownsboro Road. Squire Shadburne and Henry Bauer were big men around town.

According to Henry Holzhelmer, St. Matthews was known far and wide as a gambling center for roosters. On Osa Lentz's 12 acre farm, some men bet as high as \$1,000.00 of their potato money on a single rooster fight. Chicken fights were also held at Bauer's Grocery and Saloon.

Fisher's Grocery and Tavern was on Frankfort Avenue about half a block west of Bauer's.

The development of St. Matthews took a significant turn in 1907. Henry and Emma Koehler in June divided a piece of property on St. Matthews Avenue, between Westport and Shelbyville Roads, into 25 lots. It was the first St. Mathews subdivision.

(Just when the land was developed is not clear. The Jefferson County Plat Book only reveals the date land is subdivided. In many cases, development takes place many years after subdividing. Norbourne Estates, for example, was subdivided in the late 1920's, but the Great Depression came, and home—building there was held up for more than 10 years.)

The next subdivision was started in 1912. Mary Mans cut up a piece of her property into 35 lots. It was on Grandview and Mans Avenue, between Fairfax and Breckinridge Lane. She called this Maplewood.

In March 1913, Mrs. Louise Neuner, H. A. Kraft and Sallie D. Kraft, cut up a piece of property into 57 lots. It was bounded by Fairfax Avenue and Breckinridge Lane, and Shelbyville Road and Nanz Avenue. They called this Magnolia.

A. J. "Tony" Eline had set up St. Matthews' first real estate office in 1912.

He built what he calls the fourth store in St. Matthews at the northeast corner of St. Matthews Avenue and Shelbyville Road, where the Frankel—Klapheke Drug Store is now located. (The other three, he said, were Bauer's, Fischer's and the old Edinger Grocery where the Citizens Fidelity Bank and Trust Company now stands.) Young Mr. Rime had his real estate office in one part and there was a dry goods store in the back.

He took a chance on Maplewood place and built 25 homes there in 1913. They sold well. Later, he developed the adjoining Magnolia tract, and that, too, was a success.

Mr. Eline opened the first Ford dealership in Jefferson County in 1913. It was in his building, next to his real estate office, facing St. Matthews Avenue. (lord previously had only salesmen here.)

He developed the Thompson Subdivision on Browns Lane, and named Sherrin, Fairfax and Grandview Avenue, in 1916.

The St. Matthews Produce Exchange was organized on July 5, 1909, to sell Potatoes and onions cooperatively and get better prices for the farmers. Farmers previously had often brought their potatoes to St. Matthews and were met by buyers who had agreed in advance how much to pay.

If the farmer refused the price, he could not sell. If he sold, he often found from the next day's stock quotations that he had been given considerably less than the market price. He could not sell individually. The Eastern markets bought only in car-load lots.

To meet the situation, the exchange was organized. It extended its operations to the buying of supplies for the farmer.

It began with 200 men, with J. C. Fenley as first president. It was incorporated in 1910 with a capital of \$6,000.00. The stock was worth \$5.00 a share. By 1921, it was worth more than \$75.00.

The St. Matthews Produce exchange in 1921 shipped 13,000,000 pounds of potatoes to every section of the United States, Canada, Mexico, and Cuba. It was the second largest potato exchange in the world.

By 1952 there were few potatoes being grown in St. Matthews, and the few farmers left were in dairy. work. K. W. "Buck" Marshall in December 1952 bought the Exchange's building at 103 Exchange Avenue for about \$25,000.00. It had been located there since the 1937 flood. Mr. Marshall moved his lumber business there from 131 Breckinridge Lane, and another historical St. Matthews landmark was destroyed by the conversion of a farm into a residential community.

The St. Matthews Volunteer Fire Department, the first of its kind in Kentucky, was organized in 1919 and was located in the Eline garage. Anthony Eline was the first president. Xavier Schuler was the first chief and Andrew Neichter the first captain. Neichter became chief in 1921 and held that position until 1939.

In 1931 the department bought a new fire engine to replace the Model T. Ford chemical engine, which had a one—ton truck holding three 35—gallon chemical tanks. The department moved to 109 Breckinridge Lane in 1931.

The Voice of St. Matthews, July 15, 1954, Presenting The Story Of St. Matthews:

In 1952, under John Monohan, chief since 1941, the department moved to St. Matthews Avenue, north of Shelbyville Road. It now has three modern fire trucks. The rates are \$3 a year for subscribers. If the department answers the fire alarm of a non-subscriber, it charges \$50 per hour per piece of equipment used.

In 1931 fire Insurance rates here were 96 cents per 100 valuation on real property. Today all houses within 1,000 feet of a fire plug or three miles of the St. Matthews Volunteer Fire Department, pay 24 cents.

The department began adding radios to its fire trucks this year.

The great St. Matthews development, begun on such a small scale, proceeded slowly. A few subdivisions were built up before the 1920's. There was a boom in the 20's, followed by almost no activity in the 30's. The boom picked up again in 1938 and lasted until the war. The last great boom started in 1946, and is still going. St. Matthews, however, is about 90 per cent developed, and the boom is moving eastward and northward, to Middletown and Lyndon.

Prior to 1925, St. Matthews was mostly a series of farms.

The Holzheimer farm was in the southwest corner of Shelbyville Road and Breckinridge Lane. Henry Holzheimer's holdings also extended across Shelbyville Road and bordered along the west side of Chenoweth Lane. The Zehnder Dairy Farm was in the corner south of Lexington Road and east of Cannons Lane.

The R. W. Herr farm was south of the Holzheimer farm, along Breckinridge Lane. The Tinsley farm was between the Herr farm and Beargrass Creek. Across Beargrass Creek was the Murphy Farm.

Between Browns Lane and Breckinridge Lane were the Nanz and Neuner greenhouses, the Veech farm, and the Winchester farm. East of Browns Lane were the Hahn farm, the James Brown estate and the Monohan estate.

The Chenoweth farm bordered along Chenoweth Lane from Brownsboro Road, halfway to Westport Road. The Stich farm was immediately south, extending to Westport Road. East of there were the Henry Hahn farm, the Hubbard farm, the Rudy farm, the Herr farm and the Rite farm.

The Arterburn farm was between Westport Road and Shelbyville Road.

The present day streets in those areas got their names from the farms.

* * *

These farms today have been broken up into about 40 subdivisions, providing homes for about 6,000 families and businesses.

The first big boom opened modestly in 1923, when Sara Thompson laid out 15 lots on Browns Lane. William Randolph pushed it along in 1925, when he subdivided Fairlawn, near Druid Hills, into 75 lots. Mr. Randolph's subdivision, and two others he laid out in the next two years, were developed by the Wakefield—Davis Company (now known as Wakefield—McMakin, and one of St. Matthews' great builders.)

The boom reached enormous proportions in 1926, when nearly 900 lots were laid out.

Henry Holzheimer sold the property bordered on the north by Lexington Road and Frankfort Avenue, to J. C. and Lula Turner for the astonishingly high sum of \$3,000.00 an acre. That set the standard for all future transactions here until the depression. L. Holzheimer's father had once owned the property at Gilman's Point, and owned a grocery and tavern which later became Bauer's. He knew the value of the land.

The Turners bought the property, which extended southward to Nanz, east to Breckinridge Lane, and west to Lexington Manor which came up to Bauer Avenue. They subdivided it into 360 lots and developed it.

That same year, the U. S. Realty Association subdivided and developed 260 lots in Lexington Manor, which extended from Lexington Road to Willis and from Cannons Lane up to and including Cornell Place.

Also in 1926, Joe Oeschli laid out 146 lots in Excella Place. This extended from one block east of Browns Lane to the Arterburn Estate and included Ridgeway and Brown Avenues.

William Randolph laid out 110 lots on Fairy Drive and Elfin in Druid Hills in 1926, and added 34 lots in 1927.

Norbourne Estates was also laid out in 1927 by the Moorhouse Corporation and included 190 lots between Browns end Breckinridge Lanes.

A. J. Eline laid out the Herriston subdivision in the 1920's, named Warner and Grandview Avenues, and built 80 homes. In 1929, he subdivided Plainview, 14 lots on Sherrin Avenue.

The area comprising the original City of St. Matthews was built up during the 1920's by Henry Bauer and Alex Staebler.

The first restaurant opened during the 1920's in St. Matthews on the present site of the Whitligig.

The Voice of St. Matthews, July 15, 1954, Presenting The Story Of St. Matthews:

During 20's the American Legion Zachary Taylor Post was organized here, and an auxiliary was formed in 1931.

The St. Matthews Booster, which seems to have been St. Matthews' first newspaper, was first published in 1925 just as the boom started. In 1930, when the depression was starting, it was a full size sheet of four pages, and was running a series of articles by Hardin Herr on the history of St. Matthews. H. C. Kelting stated in the paper that St. Matthews' population was about 4,000.

Efforts were being made to keep the Community Club alive. It had been organized in 1924. The Marshall planing Mill had been established on Breckinridge Lane. The Booster reported that a rate of 40 cents on each \$100.00 of taxable property in Jefferson County had been adopted by the Fiscal Court. Property subject to taxation in Jefferson County for 1930 was \$819,768,661.00, and increase of \$18,731,368.00 over 1929.

The Eight—Mile House was burned to the ground in March, 1930. It had been established 40 years earlier by Martin Ochsner.

E. S. Monohan, who had come to St. Matthews in August, 1877, died in April at the age of 74. There were 5,000 subscribers in the Belmont telephone exchange and less than 2,000 were in St. Matthews. There was a miniature golf course on Lexington Road between Bauer Avenue and Shelbyville Road.

The Booster reported June 12, 1930, the sale of a five—acre tract between St. Matthews Avenue and Chenoweth Lane north of the railroad tracks to the Palmer Asbestos and Rubber Company of Chicago for construction of a \$1,000,000.00 plant. Holy Trinity organized its first PTA. and elected a Mrs. Wine president.

A second bank was opened in St. Matthews during the 1920s called the Farmer's and Depositors Bank; it failed during the depression. It was revived again in 1933, and Walter Crady was the president.

(A third financial institution, Colonial Federal Savings and Loan Association was opened here in 1944.)

During the depression, lots in St. Matthews were selling for as low as \$300.00, and land along Rudy Lane, now worth over \$3,000.00 per lot, was moving slowly at \$1,000.00 an acre.

Building was stopped almost completely during the 1930's. Business was bad everywhere. A few tracts of land were subdivided. Judith and Sevier Bonnie laid out 16 lots in Bonniewood which lay between Napanee and Ormond Road, and St. Matthews and Chippewa Avenues.

A. J. Eline in May, 1933, laid out 45 lots in English Village No. 1. These lay along Hycliffe and St. Germaine Court between Breckinridge Lane and Wallace. In December, 1936, English Village No. 2 was laid out in 53 lots. These were along Hycliffe, St. Germaine Court and Norbourne Boulevard from Macon to Wallace.

In 1933 and 1934, A. J. Eline developed Hycliffe from Breckinridge Lane to Browns Lane but this moved slowly.

A. J. Eline sold Fords from 1913 to 1927, but switched to Buicks and Pontiacs for five years at his present location. In 1933 he began selling Chevrolets.

Stores began building up slowly along Frankfort Avenue in the 20's and 30's.

Things began to move in 1938 following two significant developments. First Shelbyville Road and Frankfort Avenue were converted into a four driving lane U. S. highway, channeling traffic into St. Matthews.

Second, Taylor Drugs built a series of stores in the triangle at the junction of Lexington Road and Frankfort Avenues.

St. Matthews now had a modern highway, and it's first shopping center. The pall of the depression began to lift.

Wakefield—McMakin began laying out Springhill and the Bonnies' subdivided Stonebridge. In 1939, the pace picked up as Charles and Rita Speith and Burk Liner laid out 110 lots along Grandview, Breckinridge lane, Meridian, Hycliffe, Warner and Browns Lane.

Charles Trueheart built a string of stores along the south side of Lexington Road, and Joseph Knust built several more. This was shortly before America was involved in the war, and business was picking up rapidly.

Winchester Place, with 56 lot., was subdivided by the Speiths and Burk in 1940. The following year they subdivided Arlington into 159 lots. All these lay between Breckinridge and Hubbards Lane, from Winchester to the Monohan estate. Beechwood was subdivided.

A. J. Eline subdivided Parkside in 1940 into 98 lots, along Monohan, Hubbards Lane, and Norbourne.

The St. Matthews Sun had begun publication in 1935, 14 years before The Voice. It was tabloid size.

Under publisher Ton Jones, who also published The Jeffersonian, it grew to full size in 1953, but ceased publication toward the end of the year.

The Voice of St. Matthews, July 15, 1954, Presenting The Story Of St. Matthews:

At this point, the clubs began to form.

The St. Matthews Woman's Club held its first meeting on April 17, 1938. Mrs. E. V. Bazzell was elected first president. It was federated on May 16, There were only 15 charter members.

The Club moved into its spacious clubhouse on Shelbyville Road in 1948. Today there are 400 members and a long waiting list to get in. Mrs. William C. Cruse, Jr., is president, and the club during the winter months has two speakers each Monday, two annual style shows and flower shows, and contributes to numerous charities.

The Younger Woman's Club of St. Matthews was organized on October 16, 1939. Five girls attended the first meeting. Six officers were elected. The sixth was a girl who agreed to be a member but couldn't make the meeting.

The club remained a junior department of the St. Matthews Woman's Club until it was reorganized in 1949. Today it has more than 200 members, and actively supports the Community Center.

The St. Matthews Lions Club was established February 2, 1940. There were 17 charter members, and Dr. J. Charles Ray was first president. The club nearly collapsed at first when it insisted on holding weekly meetings. Sometimes two members showed up at Dr. Harry Frankel's drug counter.

But the meetings were changed to twice a month and that proved to be the salvation of the club. The membership is now 80. George Walker, Jr., is president.

The outstanding projects of the club have been sight conservation, spastics, the Community Center Playground and the annual Christmas baskets.

The St. Matthews Rotary Club organized in 1941 with 22 members. Charles W. Owens was first president. The four areas of activity marked out by the club for itself are club service, vocational service, community service, and international service.

The present membership is about 70 Edward Kraft is president. The Rotary Club led the fight in 1951 to improve traffic conditions in St. Matthews. With the aid of the Lions and Kiwanis, Rotary got the State to make a four way stop at Breckinridge Lane and Willis; install left turn lanes into Willis and St. Matthews Avenues off Shelbyville Road, and bar left turns from Shelbyville Road into Breckinridge Lane or Chenoweth.

It also took a leading part, along with the Lions, Kiwanis, and People's Committee, in revamping the rate structure of the St. Matthews Sanitation District in 1951.

The St. Matthews Eagles Club was chartered on November 26, 1941, with 131 members. It had 289 members by December, 1953. Primarily a fraternal organization the Eagles assist sick members, destitute families, and support the Community Center.

The Eagles have their own air-conditioned clubhouse above Eline Chevrolet, 3918 Frankfort Avenue.

The St. Matthews Commuter, a weekly tabloid of 12 pages, was established here in 1940 and published its first issue on February 9, Ed Sales was publisher and Peyton Hoge, editor.

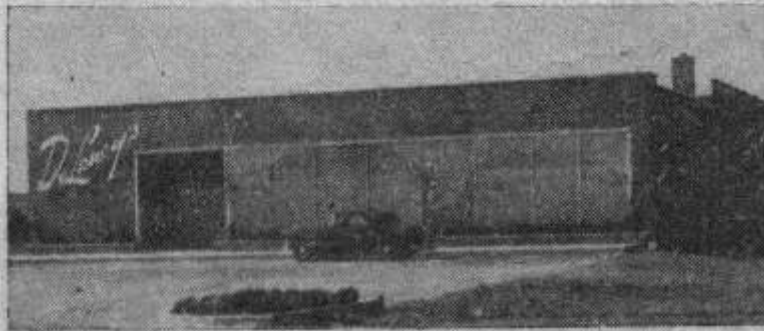
He reported that 300 people met at Holy Trinity under the auspices of the St. Matthews Civic Club to protest against a bill to make it easier for Louisville to annex St. Matthews. The great running feud between the communities, which has lasted to this day, had already begun.

Mockingbird Valley established a sixth class city that month and helped establish a pattern that was to guide the future action of many St. Matthews Communities.

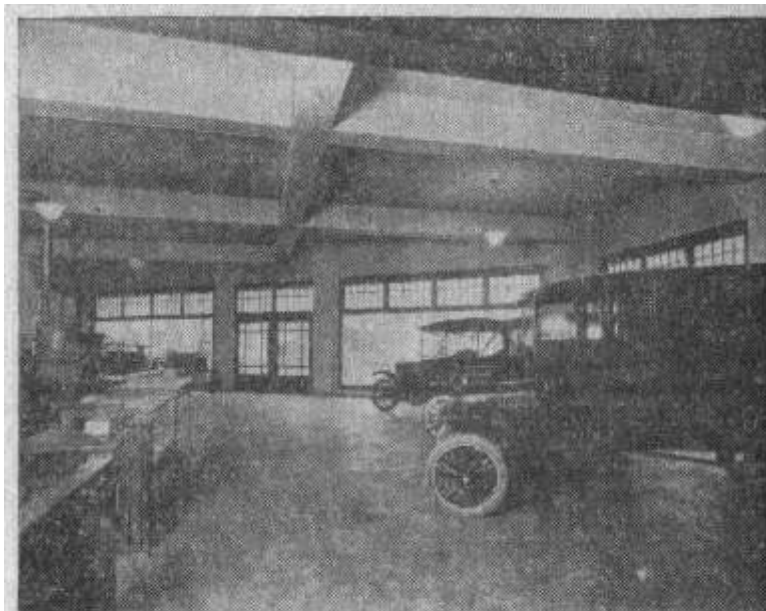
The Voice of St. Matthews, July 15, 1954, Presenting The Story Of St. Matthews:



These pictures of the old Bauer Grovory and Tavern, snapped in 1895, and the new DeLaney Furniture Store, opened on Shelbyville Road this week, typify the changes 60 years have brought to the architecture of St. Matthews business firms. The First National Bank of St. Matthews has replaced Bauer's.



Matthews and were met by buyers who'd agreed in advance how much to pay.



The St. Matthews Fire Department, pictured in 1919, was begun in Elne's Garage, on Frankfort Avenue, where Charles Morgan's Men's Store now stands.

The Voice of St. Matthews, July 22, 1954, Presenting The Story Of St. Matthews:

After the war, St. Matthews was the most attractive place for people wishing to live in the suburbs. It was the only section of the county free from industrial smoke.

The build—up began. Joe Kunst added more stores on Lexington Road. The A & P moved into its present location, constructed by Mr. Eline, in 1945.

Norbourne Estates' development got under way again and grew into one of the loveliest communities in the State. Colonial Village on Chenoweth Lane was subdivided into 113 lots extending as far north as Elmwood and west to the Masonic Home. Beechwood Village and Richlawn were developed, and work began in Fairmeade.

Windy Hills began building up.

Despite the fact that everyone deplored strip and spot zoning, these practices continued. The growing area needed more stores all the time. When Wallace Center was built in 1949, everyone hoped it might establish a pattern for St. Matthews. The block of stores sits well off the Lexington Road highway behind Terry's Texaco gas station. Traffic is slow and parking facilities good.

But it didn't work. Nobody wanted to build homes along Shelbyville Road. They wouldn't sell...so the strip zoning began, out of necessity. Joseph Knust in August 1951 opened eight stores at the corner of Shelbyville Road and Hubbards Lane, the first major shopping center outside the immediate St. Matthews business district. The following year, the Wakefield—McMakin Company built 11 stores right up against Knust's just to the east. This is the Fairmeade Shopping Center.

The strip zoning continued. Buck Marshall announced he would build a \$2,000,000.00 shopping center on a 20 acre tract on the south side of Shelbyville Road, with 12 to 15 stores, and parking for 1,000 cars.

(He gave a 99—year lease on the property in March, 1954, to a New York firm, who will do the job.)

Behind the Fairmeade stores, a whole new subdivision began going up in April 1952.

The Voice of St. Matthews revealed on January 4, 1952, that Greater St. Matthews spent \$3,000,000.00 building and improving homes, roads, and stores in 1951.

About 270 homes were built at a cost of nearly \$2,800,000.00. Three sixth—class cities and two road districts had repaired streets at a cost of about \$68,000.00 and \$108,535.00 **was** spent on commercial buildings.

* * *

All this was not lost on Louisville. The City began a major drive in 1946 to annex St. Matthews. An ordinance proposing to annex the business district was approved by the aldermen, but St. Matthews business men stopped it with a filed protest. Louisville then passed another ordinance seeking to annex the residential area. The Court of Appeals ruled against the move in 1910.

It was obvious that some form of government had to be provided for St. Matthews. Up until that time, the County government, headed by the chief executive officer, the County Judge, provided some road service and police protection. This was inadequate.

Robert Ripley commented in 1949 that St. Matthews, with a population of 10,000 to 20,000, was the largest unincorporated community in the United States.

If not annexation, what?

Richlawn solved the problem for itself on January 24, 1948, by incorporating itself into a sixth class city.

St. Matthews followed suit. On March 22, 1950, the sixth class city of St. Matthews was incorporated. It comprised about three square blocks from Westport Road to Gilman Avenue and from Chenoweth Lane to St. Matthews Avenue.

The very next day, the sixth class city passed an ordinance proposing to annex the entire area comprising the St. Matthews Sanitation District No. 1, an area with about 15,000 population.

The People's Committee of St. Matthews declaring that a city with a 75 cent tax rate maximum could only pay fat salaries and lawyers' fees but could not provide services, filed a protest suit. The protest was sustained by the Court of Appeals, reducing St. Matthews to its original boundaries.

Louisville then tried to annex St. Matthews again. A protest suit was filed and Louisville lost the case before a jury in August 1952. The law office neglected to file an appeal within the required 90 days, claiming it forgot. This ruled out further annexation moves on the same area for two years. This move alienated much of Louisville's support in St. Matthews.

The People's Committee of St. Matthews declaring that a city with a 75 cent tax rate maximum could only pay fat salaries and lawyers' fees but could not provide services, filed a protest suit. The protest was sustained by the Court of Appeals, reducing St. Matthews to its original boundaries.

The Voice of St. Matthews, July 22, 1954, Presenting The Story Of St. Matthews:

Louisville in January 1953 made a move which alienated further support in St. Matthews. The city's law department revived the 1946 ordinance proposing to annex the business district. This was viewed as an attempt to get the high—revenue—producing business section without the low—revenue—producing residential area.

The Annexation Protective Association, composed of St. Matthews business men, organized to fight the move.

* * *

In 1950, the Municipal League polled St. Matthews to get the people's view on the question of annexation vs. incorporation. Only 13 per cent of the people responded and 70 percent said they preferred to be annexed by Louisville. There is general agreement that Louisville's actions in the past four years have, reduced this number to about 50 percent or less.

To further alienate support, Louisville has three times tried to get legislation passed making it easier to annex unincorporated territory and sixth class cities. All were unsuccessful.

Further, it was revealed by The Voice in 1952 that while Louisville homeowners had to pay property taxes totaling \$3.55 per year per \$100.00 valuation, the City of Richlawn paid \$2.05; Beechwood \$1.80; and Bellewood \$2.01.

On September 29, 1953, the City of St. Matthews annexed the business district, and if Louisville loses its suit in October, will be permitted to keep it.

Five other ordinances were proposed to annex the residential area. Three were opposed. Two succeeded, and St. Matthews now is a city of about 5,100 people comprising the area bounded by Bellewood, Frankfort Avenue, Windy Hills and Chenoweth Lane, and another area bounded by Shelbyville Road, Norbourne Boulevard, Eline Avenue and Browns Lane.

It became a fourth class city on June 19, 1954, has contracted for garbage service, hired a police chief, and expects revenues of \$71,000.00 for the current year.

Other communities in this area were not idle in providing themselves with needed services, while the Cities of Louisville and St. Matthews were fighting it out in court.

The following sixth class cities were organized, in addition to Richlawn and St. Matthews: Cherrywood Village, April 1950; Springlee, April 1950; Norbourne Estates and Druid Hills, fall 1950; Beechwood Village, June 5, 1951, Fairmeade, September 1953; Windy Hills, September 30, 1952, and St. Regis Park, August 1953; Woodlawn Park, Plymouth Village, Brownsboro Village, Indian Hills, Parkside and Broad Yield.

These cities set up planning and zoning commissions to regulate building, and to protect property values, organized police courts and patrolling to cut down speeding, repaired streets, and furnished fire protection.

Richlawn, for instance, completed street repairs in May 1951 at a cost of \$10,000.00. Springlee resurfaced all streets in 1953 at a cost of \$32,000.00. Tax rates vary. In Springlee everyone pays \$35.00 a year. In Druid Hills each family pays \$12.00. The average city has about 200 homes.

Richlawn set up traffic court May 21, 1951, in Judge L. D. Stiglitz's back yard and fined five persons \$10.00 to \$12.50 for exceeding the 20 m.p.h. speed limit. Norbourne Estates and Beechwood Village have set up similar courts.

And they have started annexing Windy Hills last month, annexed 94 lots at the owner's request. Beechwood Village attempted to annex the 20-acre Buck Marshall property in front of the city and fronting on Shelbyville Road to bring it under the authority of its zoning board and make sure that nothing but homes are built there. Mr. Marshall is opposing the move.

The small cities have no delusions of grandeur. They organized for various reasons: to keep from being annexed by Louisville, which has a bad reputation for not providing city services to annexed areas even though collecting taxes; and to keep from being annexed by St. Matthews, which they feel has not proved its ability to govern.

They wanted to set up organizations to enforce traffic rules and provide minimum city services, including street repair and garbage collection, and to protect their property values while the courts are deciding what to do about this area.

They serve without pay. It is notable that some of the volunteer officers have contributed their time straight through, without let up. W. T. Porter of Bellewood and James Noland of St. Matthews have been Mayors from the time their cities were incorporated.

Political maneuvering is kept to a minimum, though a group of dissatisfied residents, led by Mayor Brad Williams, managed to unseat Fred Burkel's slate in Beechwood last fall.

To take care of roads badly in need of repair, the people of various unincorporated St. Matthews neighborhoods began forming road districts.

If home owners representing 51 per cent of the front footage on a given section of road sign a petition requesting formation of a road district, the County Judge grants it the power to organize. An engineer is hired, the road is built, (by officers appointed by the County Judge) for their proportionate share of the expenses, including a ten-year maintenance fund.

The Voice of St. Matthews, July 22, 1954, Presenting The Story Of St. Matthews:

Twelve such road districts have been formed in the last four years and have rebuilt roads at a cost of \$144,000.

The creation of St. Matthews Sanitation District No. 1 to provide sewer service here was first attempted in 1945, but was delayed until 1949. Business expansion was slowed considerably with no sewers available.

Estimated to cost \$1 million, it cost \$2.75 million because of the delay and because the construction companies struck rock. Two of the firms who helped build it went bankrupt.

It has now about 3,500 users and 75 miles of sewer lines, and is beginning to make money. Its first fiscal year ending June 1, 1950, it lost \$79,424. The following year it lost \$25,356. The third year it lost about \$3,000 but last year it announced a profit of \$28,511.

Criticized for a rate structure showing partiality, to commercial and industrial users W. Howard Hopkins, general manager, asked the St. Matthews Lions, Rotary and Kiwanis Clubs, as well as the People's Committee to appoint representatives to study the rate structures and make recommendations for change.

In the absence of any other governmental body in St. Matthews, these organizations assumed the responsibility. The committee recommended a rate raise for industrial users and commercial users, with no rate raises in home rates.

In May 1952, the Sewer District virtually doubled rates for industrial and commercial users,

The St. Matthews Kiwanis Club was organized in April, 1945. Burton W. Stevens was the first president. There were 30 charter members. There are nearly 60 now. Sam Evans is president.

The Kiwanis has been an active supporter of the Community Center. It has engaged in such civic projects as county-wide collection of clothes for war relief, aiding of handicapped children; and support of the Y.M.C.A.

The St. Matthews Optimists Club was organized this year under the leadership of Dick Wheeler, president.

The St. Matthews Community Center was organized in 1945 by Burton Stevens, James Noland (Mayor of St. Matthews) and Ray Chanaberry, to provide recreation facilities for local youngsters.

It sponsored the Potato Festival, which began in 1946, to provide funds for this project. The Festival was a social success and at first made money. The profit in 1949 was \$7,358.00. The next year it made nearly \$7,000.00. Profits dropped to \$4,953.00 in 1951. It was renamed the charity Raiser in 1953, and profits dropped to less than \$3,000.00.

What caused this decline is debatable. Many people think it was the let-down in attractions. When the Festival first started, a contest was held to pick a queen and this proved popular. Stars such as Payee King were hired to entertain. These project. were later dropped and the profits seemed to decline accordingly.

* * *

The Festival has now been abandoned by the Center as a fund-raising project, and the Potato Festival property turned back to the Arterburn family from whom it was leased.

This year, a Booster's day celebration will be held instead. The St. Matthews Community Theater and All-Star all games with Pony League and Little League teams competing.

The Center opened a playground on Shelbyville Road next to the Drive—in theatre in June 1951, on 20 acres leased at \$1,200.00 a year from the Arterburn family. Little League and Pony League play is held there. There is also a softball diamond and picnic grounds.

A wading pool was opened in July, 1953, at a cost of \$3,148. Plays are staged by the St. Matthews Community Theatre in the building donated in 1953 by the Billy Reynolds family.

Members of the Community Center are the St. Matthews Eagles and Auxiliary, the local Rotary, Kiwanis, and Lions Clubs, the Woman's Club of St. Matthews, the Younger Woman's Club of St. Matthews, the Greathouse and Holy Trinity P.T.A.'s, the St. Matthews Community Theatre, the local Legion and Auxiliary and the S. Matthews F.F.W.

The St. Matthews Community Theatre was organized in 1963 by Richard Clay and Emil Aun. It staged its first play, "The Man Who Came to Dinner," in the Community Center Building in December 1953. Since then it has staged two more plays. Profits have amounted to about \$1,200.00, and nearly \$1,000.00 of that total has been donated to the Community Center.

* * *

The stock of the Farmers and Depositors Bank was bought by the Citizens Fidelity Bank and Trust Company in August, 1951. It is now known as the Citizens Fidelity Bank and Trust Company of St. Matthews. President Walter Crady retired in September 1951.

Karl Straub in January 1951 succeeded H. A. Nelson as president of the St. Matthews National Bank. That year the bank became the First National Bank of St. Matthews.

The Voice of St. Matthews, July 22, 1954, Presenting The Story Of St. Matthews:

Under the leadership of John Ed Pearce, the River Road Country club, called the "poor man's country club," was organized in 1952. Members with their own hand renovated the old Standard Club at Zorn avenue at River Road. But they discovered there is no such thing as a poor man's country club, in the words of Mr. Pearce.

Families admitted now must pay a \$370 entry fee. Monthly dues are \$25 per month, but \$10 is returned in chits to be spent on the premises.

The St. Matthews Committee on the Louisville Chamber of Commerce was organized in October 1953, to replace the defunct St. Matthews Chamber of Commerce. Karl Straub was elected first president.

After a pool conducted by the Committee, most St. Matthews merchants on May 14 of this year agreed to stay open until 9 o'clock on Friday evenings. The clothing stores generally continued to remain open on Thursday evenings.

Greathouse school, according to a master's thesis by Ruth Osborne, principal of Stivers School, has served the St. Matthews area for over 75 years. It has expanded from one room to 27, and each of the six locations of the school has been as nearly as possible at the population center of the district at that time.

It was first located in 1877 at Browns Lane opposite the family of Phillip Brown. Miss Emma Russell was the first teacher. Enrollment was seven. Tuition was \$4.94 per month. It moved near the Holzheimer home off Breckinridge Lane, and then to the present site of the Palmer Asbestos and Rubber Company.

At this location, Miss Tommie Greathouse was appointed teacher for the five-month term at a salary of \$210.38. It remained a one-room school until 1903, with Miss Tommie the only teacher for 19 years. She remained as principal 15 years more.

The school was moved in 1888 to the triangle formed by Lexington Road and Frankfort Avenue. The 1893 enrollment was 32. Another room was added the following year. In 1912 a third teacher was added.

The older boys made the fires in the mornings and the girls swept and dusted. The boys carried the drinking water in a cedar bucket from a pump located where the First National Bank of St. Matthews now stands.

A new building was erected on Shelbyville Road opposite Browns Lane in 1915 for \$7,252.00. It was named Greathouse School in honor of Miss Tommie. She retired in 1918, after 34 years.

Miss Mayme Waggener was principal from 1918 to 1946.

Eline Realty Company bought the old building on Shelbyville Road for \$7,355.00 and converted it into eight apartments.

The school moved to its present site in 1939. The building and grounds cost \$88,000.00. A lunchroom was added in 1950 to serve 280 persons. The school, designed to hold 650 pupils, had an enrollment of 740 in 1952. Overcrowding was caused by the tremendous increase in St. Matthews population.

Stivers School, named after O. J. Stivers, former Superintendent of County Schools, opened on Westport Road in 1952 with Mrs. Ruth Osborne as principal. It was designed for 480 pupils. Enrollment the first year was 530. Classes the past year were being held in the auditoriums and reading rooms.

Eastern High School in Middletown was opened in 1950, with Jack Dawson as principal, to take care of the St. Matthews high school population. Designed for 1,500 students it had 1,631 enrolled in 1951.

The build-up in St. Matthews was putting tremendous pressure on County Schools. The voters in 1952 OK'd a 50 cent special building tax to relieve the situation.

With the extra tax money, the Board of Education built two schools here. The first, Chenoweth Elementary School, named after Dr. Henry Chenoweth, is on Brownsboro Road west of Chenoweth Lane.

The Mayme Waggener Junior High School, named after the former Greathouse principal, is on Hubbards Lane. John Lowe, assistant principal at Eastern, will be the principal.

Until Eastern was organized, students went to Anchorage High School.

The Eastern Eagles have had a good record in sports. Under Earl Duncan the basketball team won 55 games and lost 25 in four years. The football team, under Emmett Goranflo, has won 22 and lost 13.

Eastern graduated 160 in 1952, 202 in 1953, and 220 in 1954.

Holy Trinity School was established in the 1880's along with the church. It has a current enrollment of about 600. Our Lady of Lourdes has an enrollment of about 450.

The Voice of St. Matthews, July 22, 1954, Presenting The Story Of St. Matthews:

Holy Trinity High School was established on the grounds of the old Holy Trinity church and school on Shelbyville road last fall with a freshman class. One class will be added each year until it is a full-fledged high school

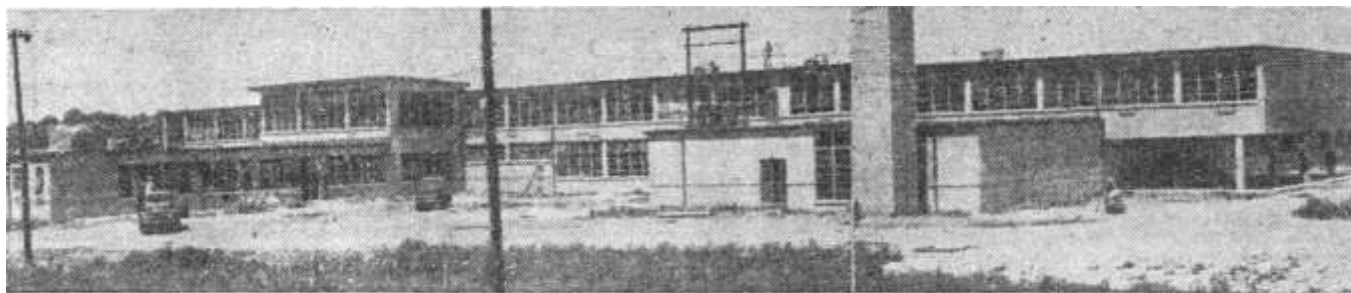
At present there are about 200 business firms in St. Matthews and about 20,000 people. The Highbaugh realty is currently engaged in building ad additional 1,110 homes near the Inner belt Highway.

The area lying between Cannon's Lane and the eastern limits of Beechwood Village and Windy Hills, and between Brownsboro Road and the City of Springlee's south boundary is generally known as the St. Matthews area. It is about 90 per cent developed and its market value has climbed past the \$100 million mark.

A slight trend is discernible to move farther eastward in search of open spaces. Many families have moved out of St. Matthews in the past five years to settle in undeveloped Middletown and Lyndon.

The business causalities have been astonishing. Dr. Harry Frankel, at Frankel-Klapheke Drug Store, said he can only remember a handful of stores still bearing the same name as when he move here 25 years ago: Eline Realty, St. Matthews Hardware, Zehnder's Dairy, Nanz and Neuner, Palmer Asbestos and Rubber Company, Plehn's Bakery and Marshall Planing Mill.

The Voice of St. Matthews, July 22, 1954, Presenting The Story Of St. Matthews:



The Waggener Junior High School on Hubbards Lane will be ready for the fall semester.



JAMES NOLAND
Mayor of St. Matthews

History Of St. Matthews, November 1968, by R. O. “Bob” Dorsey:

Robert O. Dorsey, Sr. was in the real estate business in St. Matthews beginning before World War I, and Bob Dorsey, Jr. who wrote this history was in the insurance business and served in the city council.

(NOTE: Much of this history was copied from the 1954 *Voice* history)

HISTORY OF ST. MATTHEWS

Compiled By
R. O. (Bob) Dorsey
November 1968



Robert O. Dorsey

St. Matthews is certainly among the best suburban cities man has made for himself. There are few communities which can boast of a better economic stability, low crime rate, beautiful homes, adequate shopping centers, dedicated city officials, civic organizations, most desirable people, churches and education facilities.

Toward the middle of the 18th century, pioneers came through the Cumberland Gap into Kentucky. They made clearings in the heavy timber along picturesque Beargrass Creek.

The gently—rolling upland in the St. Matthews neighborhood boasted soft, fertile soil, suitable for grain and vegetables, and cabins began to go up. The hunting was good, and the pioneers could step from their cabins and bring down buffalo, elk, deer and other game with the long Kentucky rifles.

* * *

Beargrass Creek was fed by cold, clear springs, and grist mills were built to take place of grinding by hand. Good—sized black bass and other frying fish abounded in the streams. Hemp became a staple crop. The tough fibre was twisted into cable by negro labor, and Kentucky rope and hawsers for sailing vessels became standard equipment along the Atlantic seaboard. Supplies were brought in by boat.

Plantations were built, and stage coaches began regular deliveries through St. Matthews, the oldest community in Jefferson County next to Jeffersontown and Middletown.

* * *

According to the late Hardin Herr, writing in *The St. Matthews Booster* on January 23, 1930, Zachary Taylor, who was born in Virginia in 1784, was brought to Kentucky (then part of Virginia) in 1785. His family settled near what came to be known as St. Matthews on the old Taylor farm on Brownsboro Road, where his monument now stands. He remained there until he was 24.

He was married on June 11, 1810, to Margaret Smith at Gilman’s Point, where the First National Bank of St. Matthews now stands. Exactly 25 years later, General Taylor’s daughter, Sara Knox Taylor, was married to Jefferson Davis in a house at Brownsboro Road and crescent Avenue.

Jacob Rudy the first, a veteran of the Revolutionary War, can. here in the 1790’s and settled on a large tract of land due south from the Taylor monument. He built a large log house over a spring so attacking Indians couldn’t bottle him up without water. This was in the present Windy Hills neighborhood.

Another early settler was James Brown who came here in 1199 or 1800 and established himself near the old Dutch Station on Beargrass creek. He eventually owned all the land from Shelbyville Road to Taylorsville Road on the east side of Browns Lane.

His house on Browns Lane survives today, and architects still come to see the original spiral staircase in this hone, which is three stories high.

For several generations it was the Monohan home, “Wildwood”. From this house came three successive Monohan who were directors of The First National Bank of Louisville. One was president.

Back on what is now called Massie Avenue is a fine old house occupied by Judge Churchill Humphrey. It was built in 1806 of brick made on the place for Colonel Henry Massey and his bride, Miss Helen Bullitt.

The oldest school was in the hollow on the golf course grounds west of Bauer’s Cafe, presumably now Crescent Hill Golf Course. The second school, the Old Hickory School, in the 18³⁰’s was on Westport Road below Herr Lane, but was moved to Herr Lane. There was another school where Holy Trinity High School now stands, and a fourth at Gilman’s Point.

John Simcoe in about 1850 went to school here with the Hite’s, Taylor’s, Barbour’s, chamberlains and Dorsey’s, and with Bob Womack, discoverer of the Cripple Creek Gold Mine, one of the richest in the United States. Old Sam Womack, his father, owned a large tract of land not far from Gilman’s Point.

History Of St. Matthews, November 1968, by R. O. “Bob” Dorsey:

The three husky young Arterburn boys moved down by ox teams from Virginia with their mother and settled on a tract known afterward as the old Arterburn place. It joined the Bullitt farm and was eventually acquired by William Marshall Bullitt.

When the Civil War opened and seemed certain to do away with slavery, the discouraged Bullitt rented the farm to the three Arterburns, — Norbourne, Crawford and Covington.

Norbourne Arterburn eventually owned about 1,000 acres to the east and south of Gilman’s Point, worth about \$3.5 million today, not counting improvements. He kept it well into this century.

A railroad train began running from Frankfort to Louisville in 1851. It was small and slow, with hand brakes, but it allowed commuters to establish large country homes in the St. Matthews area and gave a hint of what was to come in the next century when St. Matthews became a refuge for people seeking to live in comfort away from the noise of Louisville.

Later an electric interurban service was established between LaGrange and Louisville, and served St. Matthews until the end of the 1930’s when busses took over.

The northern General Buell brought an army to Gilman’s Point during the Civil War and threw up breastworks west of Bauer’s Restaurant on Brownsboro Road. Old John Lausman had his arm shattered in a battle there.

Huett Simcoe tells of Fred Rudy entertaining a half—dozen Federal soldiers with all hospitality and cursing them at the same time for invading the south. The whiskey was flowing freely, and the more he drank the more abusive he got. He was pulled out of bed that night by several soldiers and was nearly hanged. A northern general, who knew the old man, interceded and got him off with a month in jail.

* * *

The large flocks of wild pigeons which had been a feature of life around Gilman’s Point from the beginning, were last seen about 1866. By 1870 they were all gone.

The Woodlawn race track flourished in St. Matthews in 1866. It was small but drew large crowds from Louisville and other neighboring communities. It went bankrupt and closed after five years. The club house was converted into a home and was occupied for many years by the Norbourne Arterburns.

By 1887, according to Mrs. Ruth H. Osborne, St. Matthews had an international reputation as a breeding place for fine trotting horses. L. L. Dorsey owned an extensive farm, headed by the famous stud, Gold Dust. Glenview Farm was conducted by James McFerran. The famous Pancost lived there later when John E. Green owned the farm. The Indian Hill stud farm was the property of R. S. Veech and was headed by Princeps.

The first large commercial establishment was started in St. Matthews in 1880. It was Nanz and Neuner, florists, now still operating at Willis Avenue and Breckinridge Lane in the name of Mans and Kraft Florists. The flower gardens covered about 30 acres.

Bauer Brothers in 1887 organized a general merchandise store which soon became the largest in Jefferson County outside of Louisville. A large glass of the best whiskey cost 15 cents and you paid 10 cents for all the beer you could drink. The bank of St. Matthews was begun in 1906 with a capital of \$15,000.00. For a while it was in a small building next to Bauer’s grocery at the corner of Chenoweth Lane and Frankfort Avenue. Louis Bauer was president. It was eventually moved into the Bauer place and was modernized and enlarged, and the grocery moved next door.

* * *

St. Matthews was a dusty town in 1900, according to Fred Gnau, treasurer of the City of Richlawn. The only stores were Bauer’s Grocery, Greishaber’s Grocery, Mans and Neuner Florists, a blacksmith shop and a saloon. Potatoes were 20 cents a barrel and rotting in the fields.

Most of the land north of the Louisville & Nashville railroad was a swamp all the way to Brownsboro Road. Squire Shadburne and Henry Bauer were big men around town.

St. Matthews was known far and wide as a gambling center for roosters. On Osa Lentz’s 12 acre farm, some men bet as high as \$1,000.00 of their potato money on a single rooster fight. Chicken fights were also held at Bauer’s Grocery and Saloon.

Fisher’s Grocery and Tavern was on Frankfort Avenue about half a block west of Bauer’s.

The development of St. Matthews took a significant turn in 1907. Henry and Emma Koehler in June divided a piece of property on St. Matthews Avenue, between Westport and Shelbyville Roads, into 25 lots.

(Just when the land was developed is not clear. The Jefferson County Plat Book only reveals the date land is subdivided. In many cases, development takes place many years after subdividing. Norbourne Estates, for example, was subdivided in the

History Of St. Matthews, November 1968, by R. O. “Bob” Dorsey:

late 1920’s, but the Great Depression came, and home—building there was held up for more than 10 years.) The next subdivision was started in 1912. Mary Mans cut up a piece of her property into 35 lots. It was on Grandview and Mans Avenue, between Fairfax and Breckinridge Lane. She called this Maplewood.

In March 1913, Mrs. Louise Neuner, H. A. Kraft and Sallie D. Kraft, cut up a piece of property into 57 lots. It was bounded by Fairfax Avenue and Breckinridge Lane, and Shelbyville Road and Nanz Avenue. They called this Magnolia.

* * *

A. J. “Tony” Eline had set up St. Matthews’ first real estate office in 1912.

He built what he calls the fourth store in St. Matthews at the northeast corner of St. Matthews Avenue and Shelbyville Road, where the Frankel—Klapheke Drug Store is now located. (The other three, he said, were Bauer’s, Fischer’s and the old Edinger Grocery where the Citizens Fidelity Bank and Trust Company now stands.) Young Mr. Rime had his real estate office in one part and there was a dry goods store in the back.

He took a chance on Maplewood place and built 25 homes there in 1913. They sold well. Later, he developed the adjoining Magnolia tract, and that, too, was a success.

Mr. Eline opened the first Ford dealership in Jefferson County in 1913. It was in his building, next to his real estate office, facing St. Matthews Avenue. (lord previously had only salesmen here.)

He developed the Thompson Subdivision on Browns Lane, and named Sherrin, Fairfax and Grandview Avenue, in 1916.

* * *

The St. Matthews Produce Exchange was organized on July 5, 1909, to sell Potatoes and onions cooperatively and get better prices for the farmers. Farmers previously had often brought their potatoes to St. Matthews and were met by buyers who had agreed in advance how much to pay.

If the farmer refused the price, he could not sell. If he sold, he often found from the next day’s stock quotations that he had been given considerably less than the market price. He could not sell individually. The Eastern markets bought only in car-load lots.

To meet the situation, the exchange was organized. It extended its operations to the buying of supplies for the farmer.

It began with 200 men, with J. C. Fenley as first president. It was incorporated in 1910 with a capital of \$6,000.00. The stock was worth \$5.00 a share. By 1921, it was worth more than \$75.00.

The St. Matthews Produce exchange in 1921 shipped 13,000,000 pounds of potatoes to every section of the United States, Canada, Mexico, and Cuba. It was the second largest potato exchange in the world.

By 1952 there were few potatoes being grown in St. Matthews, and the few farmers left were in dairy. work. K. W. “Buck” Marshall in December 1952 bought the Exchange’s building at 103 Exchange Avenue for about \$25,000.00. It had been located there since the 1937 flood. Mr. Marshall moved his lumber business there from 131 Breckinridge Lane, and another historical St. Matthews landmark was destroyed by the conversion of a farm into a residential community.

* * *

The St. Matthews Volunteer Fire Department, the first of its kind in Kentucky, was organized in 1919 and was located in the Eline garage. Anthony Eline was the first president. Xavier Schuler was the first chief and Andrew Neichter the first captain. Neichter became chief in 1921 and held that position until 1939.

In 1931 the department bought a new fire engine to replace the Model T. Ford chemical engine, which had a one—ton truck holding three 35—gallon chemical tanks. The department moved to 109 Breckinridge Lane in 1931.

In 1952, under John Monohan, chief since 1941, the department moved to St. Matthews Avenue, north of Shelbyville Road.

In 1931 fire Insurance rates here were 96 cents per 100 valuation on real property. Today all houses within 1,000 feet of a fire plug or three miles of the St. Matthews Volunteer Fire Department, pay seventh class rates.

* * *

The great St. Matthews development, begun on such a small scale, proceeded slowly. A few subdivisions were built up before the 1920’s. There was a boom in the 20’s, followed by almost no activity in the 30’s. The boom picked up again in 1938 and lasted until the war. The last great boom started in 1946, and is still going. St. Matthews, however, is about 90 per cent developed, and the boom is moving eastward and northward, to Middletown and Lyndon.

Prior to 1925, St. Matthews was mostly a series of farms.

The Holzheimer farm was in the southwest corner of Shelbyville Road and Breckinridge Lane. Henry Holzheimer’s holdings also extended across Shelbyville Road and bordered along the west side of Chenoweth Lane. The Zehnder Dairy Farm was in the corner south of Lexington Road and east of Cannons Lane.

History Of St. Matthews, November 1968, by R. O. “Bob” Dorsey:

The R. W. Herr farm was south of the Holzheimer farm, along Breckinridge Lane. The Tinsley farm was between the Herr farm and Beargrass Creek. Across Beargrass Creek was the Murphy Farm.

Between Browns Lane and Breckinridge Lane were the Nanz and Neuner greenhouses, the Veech farm, and the Winchester farm. East of Browns Lane were the Hahn farm, the James Brown estate and the Monohan estate.

The Chenoweth farm bordered along Chenoweth Lane from Brownsboro Road, halfway to Westport Road. The Stich farm was immediately south, extending to Westport Road. East of there were the Henry Hahn farm, the Hubbard farm, the Rudy farm, the Herr farm and the Rite farm.

The Arterburn farm was between Westport Road and Shelbyville Road.

The present day streets in those areas got their names from the farms.

* * *

These farms today have been broken up into about 40 subdivisions, providing homes for about 6,000 families and businesses.

The first big boom opened modestly in 1923, when Sara Thompson laid out 15 lots on Browns Lane. William Randolph pushed it along in 1925, when he subdivided Fairlawn, near Druid Hills, into 75 lots. Mr. Randolph’s subdivision, and two others he laid out in the next two years, were developed by the Wakefield—Davis Company (now known as Wakefield—McMakin, and one of St. Matthews’ great builders.)

The boom reached enormous proportions in 1926, when nearly 900 lots were laid out.

Henry Holzheimer sold the property bordered on the north by Lexington Road and Frankfort Avenue, to J. C. and Lula Turner for the astonishingly high sum of \$3,000.00 an acre. That set the standard for all future transactions here until the depression. L. Holzheimer’s father had once owned the property at Gilman’s Point, and owned a grocery and tavern which later became Bauer’s. He knew the value of the land.

The Turners bought the property, which extended southward to Nanz, east to Breckinridge Lane, and west to Lexington Manor which came up to Bauer Avenue. They subdivided it into 360 lots and developed it.

That same year, the U. S. Realty Association subdivided and developed 260 lots in Lexington Manor, which extended from Lexington Road to Willis and from Cannons Lane up to and including Cornell Place.

Also in 1926, Joe Oeschli laid out 146 lots in Excella Place. This extended from one block east of Browns Lane to the Arterburn Estate and included Ridgeway and Brown Avenues.

William Randolph laid out 110 lots on Fairy Drive and Elfin in Druid Hills in 1926, and added 34 lots in 1927.

Norbourne Estates was also laid out in 1927 by the Moorhouse Corporation and included 190 lots between Browns end Breckinridge Lanes.

A. J. Eline laid out the Herriston subdivision in the 1920’s, named Warner and Grandview Avenues, and built 80 homes. In 1929, he subdivided Plainview, 14 lots on Sherrin Avenue.

The area comprising the original City of St. Matthews was built up during the 1920’s by Henry Bauer and Alex Staebler.

The first restaurant opened during the 1920’s in St. Matthews.

In 1925 the American Legion Zachary Taylor Post was organized here, and an auxiliary was formed in 1931.

* * *

The St. Matthews Booster, which seems to have been St. Matthews’ first newspaper, was first published in 1925 just as the boom started. In 1930, when the depression was starting, it was a full size sheet of four pages, and was running a series of articles by Hardin Herr on the history of St. Matthews. H. C. Kelting stated in the paper that St. Matthews’ population was about 4,000.

Efforts were being made to keep the Community Club alive. It had been organized in 1924. The Marshall planing Mill had been established on Breckinridge Lane. The Booster reported that a rate of 40 cents on each \$100.00 of taxable property in Jefferson County had been adopted by the Fiscal Court. Property subject to taxation in Jefferson County for 1930 was \$819,768,661.00, and increase of \$18,731,368.00 over 1929.

* * *

The Eight—Mile House was burned to the ground in March, 1930. It had been established 40 years earlier by Martin Ochsner.

History Of St. Matthews, November 1968, by R. O. “Bob” Dorsey:

E. S. Monohan, who had come to St. Matthews in August, 1877, died in April at the age of 74. There were 5,000 subscribers in the Belmont telephone exchange and less than 2,000 were in St. Matthews. There was a miniature golf course on Lexington Road between Bauer Avenue and Shelbyville Road.

The Booster reported June 12, 1930, the sale of a five-acre tract between St. Matthews Avenue and Chenoweth Lane north of the railroad tracks to the Palmer Asbestos and Rubber Company of Chicago for construction of a \$1,000,000.00 plant. Holy Trinity organized its first PTA. and elected a Mrs. Wine president.

A second bank was opened in St. Matthews during the 1920s called the Farmer’s and Depositors Bank; it failed during the depression. It was revived again in 1933, and Walter Crady was the president.

(A third financial institution, Colonial Federal Savings and Loan Association was opened here in 1944.)

* * *

During the depression, lots in St. Matthews were selling for as low as \$300.00, and land along Rudy Lane, now worth over \$3,000.00 per lot, was moving slowly at \$1,000.00 an acre.

Building was stopped almost completely during the 1930’s. Business was bad everywhere. A few tracts of land were subdivided. Judith and Sevier Bonnie laid out 16 lots in Bonniewood which lay between Napanee and Ormond Road, and St. Matthews and Chippewa Avenues.

A. J. Eline in May, 1933, laid out 45 lots in English Village No. 1. These lay along Hycliffe and St. Germaine Court between Breckinridge Lane and Wallace. In December, 1936, English Village No. 2 was laid out in 53 lots. These were along Hycliffe, St. Germaine Court and Norbourne Boulevard from Macon to Wallace.

In 1933 and 1934, A. J. Eline developed Hycliffe from Breckinridge Lane to Browns Lane but this moved slowly.

A. J. Eline sold Fords from 1913 to 1927, but switched to Buicks and Pontiacs for five years at his present location. In 1933 he began selling Chevrolets.

Stores began building up slowly along Frankfort Avenue in the 20’s and 30’s.

Things began to move in 1938 following two significant developments. First Shelbyville Road and Frankfort Avenue were converted into a four driving lane U. S. highway, channeling traffic into St. Matthews, Second, Taylor Drugs built a series of stores in the triangle at the junction of Lexington Road and Frankfort Avenues. St. Matthews had a modern highway, and its first shopping center. The pall of the depression began to lift.

Wakefield—McMakin began laying out Springhill and the Bonnies’ subdivided Stonebridge. In 1939, the pace picked up as Charles and Rita Speith and Burk Liner laid out 110 lots along Grandview, Breckinridge lane, Meridian, Hycliffe, Warner and Browns Lane.

Charles Trueheart built a string of stores along the south side of Lexington Road, and Joseph Knust built several more. This was shortly before America was involved in the war, and business was picking up rapidly.

Winchester Place, with 56 lot., was subdivided by the Speiths and Burk in 1940. The following year they subdivided Arlington into 159 lots. All these lay between Breckinridge and Hubbards Lane, from Winchester to the Monohan estate. Beechwood was subdivided.

A. J. Eline subdivided Parkside in 1940 into 98 lots, along Monohan, Hubbards Lane, and Norbourne.

* * *

The St. Matthews Sun had begun publication in 1935, 14 years before The Voice. It was tabloid size.

Under publisher Ton Jones, who also published The Jeffersonian, it grew to full size in 1953, but ceased publication toward the end of the year.

* * *

After the war, St. Matthews was the most attractive place for people wishing to live in the suburbs. It was the only section of the county free from industrial smoke.

The build-up began. Joe Kunst added more stores on Lexington Road. The A & P moved into its present location, constructed by Mr. Eline, in 1945.

Norbourne Estates’ development got under way again and grew into one of the loveliest communities in the State. Colonial Village on Chenoweth Lane was subdivided into 113 lots extending as far north as Elmwood and west to the Masonic Home. Beechwood Village and Richlawn were developed, and work began in Fairmeade.

Windy Hills began building up.

History Of St. Matthews, November 1968, by R. O. “Bob” Dorsey:

* * *

Despite the fact that everyone deplored strip and spot zoning, these practices continued. The growing area needed more stores all the time. When Wallace Center was built in 1949, everyone hoped it might establish a pattern for St. Matthews. The block of stores sits well off the Lexington Road highway behind Terry’s Texaco gas station. Traffic is slow and parking facilities good.

But it didn’t work. Nobody wanted to build homes along Shelbyville Road. They wouldn’t sell...so the strip zoning began, out of necessity. Joseph Knust in August 1951 opened eight stores at the corner of Shelbyville Road and Hubbards Lane, the first major shopping center outside the immediate St. Matthews business district. The following year, the Wakefield—McMakin Company built 11 stores right up against Knust’s just to the east. This is the Fairmeade Shopping Center.

The zoning continued. Buck Marshall announced he would build a \$2,000,000.00 shopping center on a 20 acre tract on the south side of Shelbyville Road, with 12 to 15 stores, and parking for 1,000 cars.

He gave a 99—year lease on the property in March, 1954, to a New York firm.

* * *

Behind the Fairmeade stores, a whole new subdivision began going up in April 1952.

The Voice of St. Matthews revealed on January 4, 1952, that Greater St. Matthews spent \$3,000,000.00 building and improving homes, roads, and stores in 1951.

About 270 homes were built at a cost of nearly \$2,800,000.00. Three sixth—class cities and two road districts had repaired streets at a cost of about \$68,000.00 and \$108,535.00 was spent on commercial buildings.

* * *

All this was not lost on Louisville. The City began a major drive in 1946 to annex St. Matthews. An ordinance proposing to annex the business district was approved by the aldermen, but St. Matthews business men stopped it with a filed protest. Louisville then passed another ordinance seeking to annex the residential area. The Court of Appeals ruled against the move in 1910.

It was obvious that some form of government had to be provided for St. Matthews. Up until that time, the County government, headed by the chief executive officer, the County Judge, provided some road service and police protection. This was inadequate.

* * *

Other communities in this area were not idle in providing themselves with needed services, while the Cities of Louisville and St. Matthews were fighting it out in court.

The following sixth class cities were organized, in addition to Richlawn and St. Matthews: Cherrywood Village, April 1950; Springlee, April 1950; Norbourne Estates and Druid Hills, fall 1950; Beechwood Village, June 5, 1951, Fairmeade, September 1953; Windy Hills, September 30, 1952, and St. Regis Park, August 1953; Woodlawn Park, Plymouth Village, Brownsboro Village, Indian Hills, Parkside and Broad Yield.

These cities set up planning and zoning commissions to regulate building, and to protect property values, organized police courts and patrolling to cut down speeding, repaired streets, and furnished fire protection.

Richlawn, for instance, completed street repairs in May 1951 at a cost of \$10,000.00. Springlee resurfaced all streets in 1953 at a cost of \$32,000.00. Tax rates vary. In Springlee everyone pays \$35.00 a year. In Druid Hills each family pays \$12.00. The average city has about 200 homes.

Richlawn set up traffic court May 21, 1951, in Judge L. D. Stiglitz’s back yard and fined five persons \$10.00 to \$12.50 for exceeding the 20 m.p.h. speed limit. Norbourne Estates and Beechwood Village have set up similar courts.

* * *

They wanted to set up organizations to enforce traffic rules and provide minimum city services, including street repair and garbage collection, and to protect their property values while the courts were deciding what to do about this area.

They serve without pay. It is notable that some of the volunteer officers have contributed their time straight through, without letup.

To take care of roads badly in need of repair, the people of various unincorporated St. Matthews neighborhoods began forming road districts.

If home Owners representing 51 per cent of the front footage on a given section of road sign a petition requesting formation of a road district, the County Judge grants them the power to organize. An engineer is hired, the road is built, and the property owners are billed (by officers appointed by the County Judge) for their proportionate share of the expenses, including a ten year maintenance fund.

History Of St. Matthews, November 1968, by R. O. "Bob" Dorsey:

Robert Ripley commented in 1949 that St. Matthews, with a population of 10,000 to 20,000, was the largest unincorporated community in the United States.

If not annexation, what?

Richlawn solved the problem for itself on January 24, 1948, by incorporating itself into a sixth class city.

St. Matthews followed suit. On March 22, 1950, the sixth class city of St. Matthews was incorporated. It comprised about three square blocks from Westport Road to Gilman Avenue and from Chenoweth Lane to St. Matthews Avenue.

The very next day, the sixth class city passed an ordinance proposing to annex the entire area comprising the St. Matthews Sanitation District No. 1, an area with about 15,000 population.

The People's Committee of St. Matthews declaring that a city with a 75 cent tax rate maximum could only pay fat salaries and lawyers' fees but could not provide services, filed a protest suit. The protest was sustained by the Court of Appeals, reducing St. Matthews to its original boundaries.

Louisville then tried to annex St. Matthews again. A protest suit was filed and Louisville lost the case before a jury in August 1952. The law office neglected to file an appeal within the required 90 days, claiming it forgot. This ruled out further annexation moves on the same area for two years. This move alienated much of Louisville's support in St. Matthews.

* * *

Louisville in January 1953 made a move which alienated further support in St. Matthews. The city's law department revived the 1946 ordinance proposing to annex the business district. This was viewed as an attempt to get the high—revenue—producing business section without the low—revenue—producing residential area.

The Annexation Protective Association, composed of St. Matthews business men, organized to fight the move.

* * *

In 1950, the Municipal League polled St. Matthews to get the people's view on the question of annexation vs. incorporation. Only 13 per cent of the people responded and 70 percent said they preferred to be annexed by Louisville. There is general agreement that Louisville's actions in the past four years have, reduced this number to about 50 percent or less.

To further alienate support, Louisville has three times tried to get legislation passed making it easier to annex unincorporated territory and sixth class cities. All were unsuccessful.

Further, it was revealed by The Voice in 1952 that while Louisville homeowners had to pay property taxes totaling \$3.55 per year per \$100.00 valuation, the City of Richlawn paid \$2.05; Beechwood \$1.80; and Bellewood \$2.01.

Five other ordinances were proposed to annex the residential area. Three were opposed. Two succeeded, and St. Matthews now is a city of about 5,100 people comprising the area bounded by Bellewood, Frankfort Avenue, Windy Hills and Chenoweth Lane, and another area bounded by Shelbyville Road, Norbourne Boulevard, Eline Avenue and Browns Lane.

It became a fourth class city on June 19, 1954, has contracted for garbage service, hired a police chief, and expects revenues of \$71,000.00.

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The St. Matthews Commuter, a weekly tabloid of 12 pages, was established hire in 1940 and published its first issue on February 9. Ed Scales was publisher and Peyton Hoge editor.

It reported that 300 people met at Holy Trinity under the auspices of the St. Matthews Civic Club to protest against a bill to make it easier for Louisville to annex St. Matthews. The great running feud between the communities, which has lasted to this day, had already begun.

The creation of St. Matthews Sanitation District No, 1 to provide sewer service here was first attempted in 1945, but was delayed until 1949. Business expansion was slowed considerably with no sewers available.

Estimated to cost \$1,000,000.00, it cost \$2,750,000.00 because of the delay and because the construction companies struck rock. Two of the firms which helped build it went bankrupt.

It has now about 3,500 users and 75 miles of sewer lines, and is beginning to make money. Its first fiscal year ending June 1, 1950, it lost \$79,424.00. The following year it lost \$25,356.00. The third year it lost about \$3,000.00, but it announced a profit of \$28,511.00 in 1953.

Criticized for a rate structure showing partiality to commercial and industrial users, W. Howard Hopkins, general manager, asked the St. Matthews Lions, Rotary and Kiwanis Clubs, as well as the People's committee, to appoint representatives to study the rate structures and make recommendations for change.

In the absence of any other governmental body in St. Matthews, these organizations assumed the responsibility. The committee recommended a rate raise for industrial users and commercial users, with no rate raises in home rates.

History Of St. Matthews, November 1968, by R. O. “Bob” Dorsey:

In May 1952, the Sewer District virtually doubled rates for industrial and commercial users.

* * *

The St. Matthews Community Center was organized in 1945 by Burton Stevens, James Noland (Mayor of St. Matthews) and Ray Chanaberry, to provide recreation facilities for local youngsters.

It sponsored the Potato Festival, which began in 1946, to provide funds for this project. The Festival was a social success and at first made money. The profit in 1949 was \$7,358.00. The next year it made nearly \$7,000.00. Profits dropped to \$4,953.00 in 1951. It was renamed the charity Raiser in 1953, and profits dropped to less than \$3,000.00.

What caused this decline is debatable. Many people think it was the let—down in attractions. When the Festival first started, a contest was held to pick a queen and this proved popular. Stars such as Payee King were hired to entertain. These project. were later dropped and the profits seemed to decline accordingly.

* * *

The Festival has now been abandoned by the Center as a fund— raising project, and the Potato Festival property turned back to the Arterburn family from whom it was leased.

The Center opened a playground on Shelbyville Road next to the Drive—In theatre in June 1951, on 20 acres leased at \$1,200.00 a year from the Arterburn family. Little League and Pony League play is held there. There is also a softball diamond and picnic grounds.

* * *

The St. Matthews Community Theatre was organized is 1963 by Richard Clay and Emil Aun. It staged its first play, “The Man Who Came to Dinner,” in the Community Center Building in December 1953. Since then it has staged two more plays. Profits have amounted to about \$1,200.00, and nearly \$1,000.00 of that total has been donated to the Community Center.

* * *

The stock of the Farmers and Depositors Bank was bought by the Citizens Fidelity Bank and Trust Company in August, 1951. It is now known as the Citizens Fidelity Bank and Trust Company of St. Matthews. President Walter Crady retired in September 1951.

Karl Straub in January 1951 succeeded H. A. Nelson as president of the St. Matthews National Bank. That year the bank became the First National Bank of St. Matthews.

* * *

The St. Matthews Committee of the Louisville Chamber of Commerce was organized in October 1953 to replace the defunct St. Matthews Chamber of Commerce. Karl Straub was elected first president.

After a poll conducted by the Committee, most St. Matthews merchants agreed to stay open until 9:00 o’clock on Friday evenings. The clothing stores generally continued to remain open on Thursday evenings.

* * *

Greathouse School, according to a master’s thesis by Mrs. Ruth H. Osborne, principal of Stivers School, has served the St. Matthews area for over 15 years. It has expanded from one room to 27, and each of the six locations of the school has been as nearly as possible at the population center of the district at that time.

It was first located in 1877 at Browns Lane opposite the family of Philip Brown. Miss Emma Russell was the first teacher, and Mrs. Lewis Lentz the first trustee in the district. Enrollment was seven. Tuition was \$4.94 per month. It moved near the Holzheimer home off Breckinridge Lane, and then to the site of the Palmer Asbestos and Rubber Company.

At this location, Miss Tommie Greathouse, was appointed teacher for the five—month term at a salary of \$210.38. It remained a one room school until 1903, with Miss Tommie the only teacher for 19 years. She remained as principal 15 more years.

The school was Moved in 1888 to the triangle formed by Lexington Road and Frankfort Avenue. The 1893 enrollment was 32. Miss Greathouse’s salary was boosted to \$85.88 per month in 1902. Another room was added the following year. In 1912 a third teacher was added.

The older boys made the fires in the mornings and the girls swept and dusted. The boys carried the drinking water in a cedar bucket from a pump located where the First National Bank of St. Matthews now stands.

A new building was erected on Shelbyville Road opposite Browns Lane in 1915 for \$7,252.00. It was named Greathouse School in honor of Miss Tommie. She retired in 1918, after 34 years.

Miss Mayme Waggener was principal from 1918 to 1946.

Eline Realty Company bought the old building on Shelbyville Road for \$7,355.00 and converted it into eight apartments.

History Of St. Matthews, November 1968, by R. O. “Bob” Dorsey:

The school moved to its present site in 1939. The building and grounds cost \$88,000.00. A lunchroom was added in 1950 to serve 280 persons. The school, designed to hold 650 pupils, had an enrollment of 740 in 1952. Overcrowding was caused by the tremendous increase in St. Matthews population.

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Stivers School, named after O. J. Stivers, former Superintendent of County Schools, opened on Westport Road in 1952 with Mrs. Ruth Osborne as principal. It was designed for 480 pupils. Enrollment the first year was 530. Classes the past year were being held in the auditoriums and reading rooms.

Eastern High School in Middletown was opened in 1950, with Jack Dawson as principal, to take care of the St. Matthews high school population. Designed for 1,500 students it had 1,631 enrolled in 1951.

The build—up in St. Matthews was putting tremendous pressure on County Schools. The voters in 1952 OK'd a 50 cent special building tax to relieve the situation.

With the extra tax money, the Board of Education built two schools here. The first, Chenoweth Elementary School, named after Dr. Henry Chenoweth, is on Brownsboro Road west of Chenoweth Lane.

The Mayme Waggener Junior High School, named after the former Greathouse principal, is on Hubbards Lane.

Until Eastern was organized, students went to Anchorage High School.

* * *

ZACHARY TAYLOR'S HOME IS BROUGHT UP TO ITS TIME

Springfield, Zachary Taylor's old home off Blankenbaker Lane, is regaining the appearance it had 130 years ago.

Mr. and Mrs. Paul Davis, who bought it in 1964, have taken off a front and side porch which were added around 1890. These porches replaced earlier porches built about 1865.

The first part of the house was built in 1794—95 by Col. Richard Taylor, President Taylor's father, and an east wing was added around 1830.

“I know those porches were added years later because of this ‘water table’ across the front,” Mrs. Davis said.

BOLTED TO FRONT WALL

A “water table” is an exterior projection along the wall about three feet from the ground, along the level of the first floor. When rain ran off the roof, it hit this bulge and splashed away from the foundation.

If there had been a porch across the front, that bulge wouldn't have been needed, Mrs. Davis believes.

She had a few moments of anxiety that perhaps the front porch had been there all the time when the wreckers found it anchored to the front wall with bolts 14 inches long. They were fastened on the inside of the upstairs hall and bedroom.

She was reassured after the porch came down and she saw the outline of a small triangular roof above the front door, which apparently had covered an early front stoop.

RENOVATED IN 1928

The Davises plan to put two small stoops at the front and side resembling the ones the Taylor family had there.

Louisville architect Frederic L. Morgan has provided them with a design for the stoops. Morgan has a long acquaintance with Springfield. He made extensive improvements there in 1928 when Emmanuel Levi, then vice—president of The Courier—Journal and Louisville Times, bought the house.

It was Morgan and Dr. Samuel W. Thomas, former curator at nearby Locust Grove Museum, who estimated the dates when Springfield was altered.

Thomas thinks the east wing was added around 1830 because its inside molding and other architectural features were the type in use at that time. The present work by the Davises will restore the appearance the house had then.

Morgan believes that porches across the front, back and side were added about 1865. He thinks the large, Victorian—style porches just torn down were built about 1880 or 1890. The Davises are keeping the big back porch along the first and second floors because they like to sit out there and use it for entertaining.

Dr. John A. Brady, a St. Matthews physician whose brother, Matthew Brady, had owned Springfield, sold it to Emmanuel Levi.

History Of St. Matthews, November 1968, by R. O. “Bob” Dorsey:

At that time, Morgan made only one change in its design; he reversed a stairway so that it opened into the kitchen instead of on the back porch. When the Taylor's lived there, that stairway led upstairs to a “travelers’ room.”

“In those days there were few inns here,” Mrs. Davis said. “The Taylor's let travelers passing through sleep in that room upstairs. They went up from an outside door and their room could be locked off from the rest of the house.”

Morgan also put in modern plumbing, heating and wiring and added two upstairs bathrooms. He removed many heavy interior details that apparently had been added late in the 19th century.

“I wanted to take those porches off then,” Morgan said, “but Mr. Levi wouldn’t do it.”

OLD PICTURE SHOWS PORCHES

The Devises know that porches were on the house in 1875 because they have a picture and story from The New York Daily Graphic of January 19, 1875. It tells about the home and has a picture of it that shows the porches.

It also tells about the Taylor family cemetery where President Taylor is buried. That now is part of the Zachary Taylor National Cemetery, off Brownsboro Road just east of Blankenbaker Lane.

Colonel Richard Taylor, a Revolutionary soldier who was an aide to General George Washington, came to the site in 1785 and settled on a 400 acre farm on the Muddy Fork of Beargrass Creek. Zachary was 8 months old and Louisville was a swampy town of about 100 people. The family lived in a log house at first before the present place was started in 1794. Zachary Taylor was the 12th president of the United States. (1849—1850).

LIVED THERE LONGEST

Zachary Taylor lived there for 23 years, longer than he lived anywhere else. He was in the Army and moved from place to place, but his family stayed here and he often came back.

In 1829, when Colonel Richard Taylor died, he left Springfield to his three Sons, Hancock, Zachary and Joseph. Later, Hancock acquired the estate and left it to his descendants.

Zachary’s daughter, Sarah, married Jefferson Davis, the president of the Confederacy, who had served in her father’s 1st Infantry Regiment before their marriage in 1835.

Strangely enough, Paul Davis, who lives there now, is the grandson of Lieutenant Joseph Davis, a Confederate soldier who was related to Jefferson Davis. He has a bundle of letters the lieutenant wrote home during the Civil War and has a picture of him hanging on the wall.

ORIGINAL FLOORS STILL USED

“I have always wanted an old house and this one just suited us”, Mrs. Davis said. “I’ve been collecting old furniture for a long time.”

Springfield’s walnut woodwork gives her old furniture a magnificent setting. It came from walnut trees cut and carved on the Taylor farm. The floors are the original 1 1/4 inch tongue—and—groove ash that Colonel Richard Taylor put down.

When Morgan modernized the house in 1928, he took walnut paneling and a walnut fireplace out of the kitchen and put it in the dining room.

Most of the doors in the house have 18th century “lift locks” that were made in England by Carpenter & Co., Locksmith. to the king. They have the British royal seal on them, Davis said.

Richard H. Hill, secretary and director of the Filson Club, visited Springfield while the porches were being removed. The Filson Club is devoted to the study of Kentucky history and Hill enjoyed the chance to look through the old house.

Mrs. Davis showed him the wall between the hall and the east wing, added about 1830. That wall is solid brick and is 19 inches thick; The other inside walls are 10 inches thick.

The old home today looks much the same as it did when the Taylor's lived there. Then it stood on the edge of a 400 acre farm. Today, at 5608 Apache Road, it is In the midst of many new houses.

* * *

On Chenoweth Lane stands the old home of Dr. Henry Chenoweth. For over 50 years he served the St. Matthews neighborhood, riding out on horseback to visit the sick.

He succeeded his father, also a doctor here, and the two Chenoweth's' service in St. Matthews totaled about 100 years. Dr. Chenoweth died in 1949. The Chenoweth house was later occupied by the Alex Heyburns.

History Of St. Matthews, November 1968, by R. O. "Bob" Dorsey:

* * *

Simson Simcoe ran a tavern or hotel at Rat Castle on the Jacob Rudy land, near the Taylor farm, in 1800. The road running past is now Brownsboro Road. This same road ran to Gilman's Point.

* * *

A dramatic scene was staged at the old Chroghan farm on Blankenbaker Lane, later owned by the Waters family, according to

Huett Simcoe. The founder of Louisville, George Rogers Clark, old, dissipated, and minus one leg, was living there, penniless and in want. The Virginia Legislature, hearing of his hard luck, presented him with a gold sword on the front porch.

After the speech, Clark accepted the sword, then snapped it across his knee and declared, "Go back and tell Virginia when she needed a sword I furnished one. Bread is what I need. Bread:" He died here in 1818.

* * *

According to a master's thesis written in 1951 by Mrs. Ruth Osborne, there are two theories as to the earliest name of this community. Some early settlers said that several ponds were situated near the corner of Westport Road and Chenoweth Lane, and these were called Gilman's Point. Others said that five roads came together at this corner, and the name was Gilman's point.

These theories stem from the fact that Daniel Gilman in about 1840 came here from Louisville and established a store at the sharp point made by the Junction of the Westport and Shelbyville Roads. Some said the store was a large tavern and stage-coach stand. Hardin Herr claims it was a grocery store, with an entrance on both roads. The railroad station was also called Gilman's Point, according to Herr. (Mrs. Henry Holzheimer told us that all groceries in St. Matthews in those days were taverns as well).

Mrs. Osborne reports that some citizens thought it inappropriate to name a community after a saloon keeper, so they called it St. Matthews after an Episcopal Church established here in 1839 on Westport Road.

The General Assembly on January 29, 1830, established a voting precinct for the community. The people previously voted in Middletown. It was called Sale's precinct after Captain Edmund P. Sale, a tavern keeper on the Shelbyville Turnpike. (The turnpike was built in 1832 by a stock company.)

Sometime between 1845 and 1847, according to Herr, the precinct was renamed for Gilman.

* * *

A post office was established here in 1854 and was named after the church. The people had previously gotten their mail at the Middletown, Louisville or Six Mile Island post office. The railroad station also was eventually called St. Matthews.

In 1854 this area suffered a terrible drought. Everything green turned brown. The Ohio River quit running and boat traffic stopped (there were no stage dams then). You could walk across the river. It finally rained in November, and then began to snow. Many of the settlers went hungry and their livestock starved to death.

* * *

A. J. ELINE HAS MADE HIS MARK ON ST. MATTHEWS

As you have read the development of St. Matthews from the time when most of the land was in farms and a few wagon trails were the main arteries of communications, you probably have marveled at the rapid rate of development of the community.

St. Matthews is certainly among the best of modern cities man has made for himself. There are few communities which can boast of a better economic stability, almost a non-existent crime rate, and really great church and educational facilities.

While the development of St. Matthews has been the work of many people, who in the final analysis are basically its wealth, there have been a few individuals who have had major roles in the development.

The leader has been A. J. "Tony" Eline, the dean of St. Matthews businessmen, who was active in changing the face of the community with the construction of business buildings, apartment houses, and subdivision developments.

To many, many people Mr. Kiln, meant housing, a place to live and work. He established the first realty firm in the area and began the first major multiple housing units, or subdivisions.

To a great many other people, Mr. Eline was associated with the automobile, for he was one of the first auto dealers in the Louisville area, having started in 1913 when the auto was still a questionable mode of transportation.

The Eline Building on Shelbyville Road which still houses the Eline Realty Company, now has small retail stores and offices where once was the Eline Motor Company and later the Eline Chevrolet Company. The sidewalk in front is a reminder of that era as it still is constructed for automobiles to cross over.

History Of St. Matthews, November 1968, by R. O. “Bob” Dorsey:

Among his more modern day contributions is the Sidney Eline Memorial Library, named in memory of a son who was killed during World War II. It is one of many “marks” Mr. Eline made to change the face of St. Matthews.

The St. Matthews Business Association best indicated Mr. Eline’s place in the community when it gave him one of three distinguished service awards.

St. Matthews means a lot of things to most people, but there aren’t many who don’t associate St. Matthews with the name “Eline”.

THE CHENOWETH MASSACRE

Richard Chenoweth first built Fort Nelson, which bankrupted him. He was disappointed in the Government’s refusing assistance in this matter, and came here in 1782, after the Floyd’s Pork massacre, and built for himself this fort, and just above it the cabin where he lived with his family. At that time there were no out settlements except Lynns, Bear Grass, Harrods Creek, and Boone’s stations. The family consisted of himself, his wife Peggy, who was a brave woman (and who was a McCarthy before marriage) Thomas, James, Alexander, Millie, and Naomi, the last named being at that time about two years old. Re also had some few persons constantly about them as guards, and at this time Rose and Bayless were with the family.

About dusk one evening in midsummer, while this little family was talking over the past at their evening meal, they were suddenly surprised by sixteen Indians belonging to the tribe of the Shawnees, suddenly opening the door and rushing in. Rose, being the nearest to the entranceway, jumped behind the door as soon as it was swung open, and in the dreadful excitement which followed, passed out undiscovered and effected an escape. Bayless was not killed outright and was burned at the stake at the springhouse, just a few feet distant. The old man was wounded and his daughter Millie tomahawked in the arm, but she escaped to the fort. The old man survived and lived many years, but was killed by the falling of a log at a house—raising. James, a little fellow, was with his brothers Eli and Thomas, killed at the wood—pile. The daughter Millie afterward married a man named Nash. Naomi, the little girl, crept to the springhouse and took refuge, child like, under the table. An Indian came in and placed a fire brand on the table, but it burned only through the leaf. In the morning a party of whites was reconnoitering and supposed the Chenoweth family all killed. Upon approaching the scene, they discovered the little girl, who had stood in the doorway; she told them they were all killed. The mother was scalped and at that time was not known to be alive, but she survived the tragedy for many years and did much execution after that with her trusty rifle. Her head got well, but was always bare after that.

* * *

STARTLING BURGLARY TOOK PLACE AT OXMOOR

The Bullitt name and Oxmoor have close ties with the history of Jefferson County, St. Matthews and all of Kentucky.

It began with Captain Thomas Bullitt, a soldier in the French and Indian wars, a man who was a company commander in George Washington’s own regiment.

Bullitt and a party of surveyors came down the Ohio River in 1773 and carried out the first exploration and survey of the baggy land around the Falls of the Ohio.

Then the settlers came, first in a trickle, then by the boat—load. By the 1780’s there were a number of fortified stations — stockade. and blockhouses — to protect the newcomers from savage Indians who roamed the area.

Around what today is St. Matthews, there was Spring Station, where the Big Spring Golf Course now lies. Near Oxmoor was the Sturgis Station, where in 1785 more than 20 families had gathered.

A year earlier, another Bullitt, Alexander Scott Bullitt, a nephew of the surveyor, had come to Jefferson County. He settled on a 1,000 acre tract, which he called Oxmoor.

To the adjoining tract on the west in 1785 came Colonel William Christian, whose wife was the sister of the patriot Patrick Henry. That same year young Bullitt married the colonel’s daughter, Priscilla. Before he died in 1816, Bullitt etched his name deeply into Kentucky’s history. He helped frame the state constitution in 1192 and in 1800 he became the state’s first lieutenant governor. A County was named for him.

Bullitts have always lived at Oxmoor. The present occupant is Mrs. William Marshall Bullitt who, with her late husband, an attorney, added two wings and a mammoth library to the house.

LITTLE LOOT WAS RECOVERED

Oxmoor in 1956 was the scene Of one of Kentucky’s most startling burglaries. Nearly \$200,000.00 was stolen from a safe in the mansion.

The family chauffeur and three henchmen were found guilty of the theft and sent to prison, but only a small amount of the loot has been recovered.

History Of St. Matthews, November 1968, by R. O. “Bob” Dorsey:

Evidently, Oxmoor will one day become just another part of suburbia. Interstate 64 already cuts through the middle of the property, and a plan for eventual urban development of the vast acreage has been drawn up.

In the early 1800's the area around St. Matthews was known as Sales Precinct for Captain Edmund P. Sale, who had a tavern along Shelbyville Road.

About 1840, Daniel Gilman opened a general store and stagecoach tavern at the junction of what is now Shelbyville Road, Westport road and Chenoweth Lane.

Episcopal Church is Oldest

St. Matthews Episcopal Church has the distinction of being the oldest church in St. Matthews.

The late Hardin Herr, writing in the weekly St. Matthews Booster on March 8, 1930, explained that on May 8, 1839, the widow Helen N. Martin conveyed to James Brown, K. S. Smith and other vestrymen of St. Matthews Episcopal Church some property on Westport Road between the road and the tracks of the old L. C. and L. a. K., now a branch of the L. & N.

He goes on to say that by December 29, 1839, (only seven months later) Mrs. Martin was again a widow, having married Major Keyes, who died. When the church burned, the property reverted back to her. On that date, he wrote, she executed another deed conveying the property to Dr. H. M. Bullitt, Dr. Henry Chenoweth and Judge Joshua F. Bullitt, trustees for the church.

For many years, he said, no services were held in the rebuilt church. The property then reverted back to the Keyes' heirs. The heirs sold the property.

Mr. Herr said he had information that the last—built St. Matthews Episcopal Church was torn down around 1910.

Margaret Curry, secretary for the St. Matthews Episcopal Church today, said the church was founded in the 1830s and disbanded shortly after the turn of the century.

The Voice of St. Matthews in a front page story on June 26, 1952, told the story this way:

“The original church was established in 1838 on Westport Road, where the building of Palmer—Ball Company (Palmer Asbestos and Rubber Co.) now stands. This land was donated by members of the Bullitt and Keyes families. Other families closely associated with the church were the Chenoweths, Tuleys, Robinsons and Hardins.

“The small community was known as Gilman's Station, a name derived from the owner of a prosperous tavern.

“In 1862 the St. Matthews church was burned to the ground, and rebuilt shortly afterward. For a time services were held in the rectory and girls' school which still stand at the northeast corner of St. Matthews Avenue and the L & N railroad.

“(It) was merged with the newly—organized St. Marks Church in Crescent Hill shortly after the turn of the century.

“At any event, all hands agree it was the first church here and that this community was named after it.”

* * *

Today's St. Matthews Episcopal Church held its first meeting April 2, 1948, at the home of Bishop Clingman, with 24 present.

The Diocesan Convention 12 days later granted approval for establishment of the mission church here. The Department of Missions contributed \$1,000.00 in 1948 and \$4,000.00 in 1949 for support of the new church.

The present pastor, Reverend Wilfred Myll, was called from St. Marks Church in San Antonio. First services were held September 5, 1948, at the St. Matthews Womans Club on Shelbyville Road, and Reverend Myll took over the following Sunday.

The church purchased an 8 acre tract at Hubbards Lane and Massie Avenue and in 1951 became a full—fledged self—supporting Episcopal Church. Architects began sketching plans for the building, and \$60,000.00 was raised in three years.

Ground was broken on April 6, 1952 and the first service in the lovely modern church was held February 8, 1953.

* * *

HOLY TRINITY - OLDEST CATHOLIC CHURCH

Old, 1882, Shelbyville Road

New, 1953, 501 Cherrywood Road

The oldest Catholic Church here is Holy Trinity. It was organized in 1882, with Reverend Louis C. Ohle as pastor. A small frame church and two—room schoolhouse were erected on Frankfort Avenue.

Subsequent pastors were Reverend Andrew J. Thome, 1886-1888; Reverend Henry Martens, 1883—1898; Reverend Joseph Neeson, 1898—1913; Reverend John Bohlsen, 1913—1925; Reverend B. F. Besinger, C.P.S., 1925—1938; Reverend John F. Knue, 1938—1945; Reverend A. O. Gnat, 1945—1951.

History Of St. Matthews, November 1968, by R. O. "Bob" Dorsey:

During the administration of Fathers Bohlsen and Besinger the congregation showed its growth in the splendid buildings composing the parish plant, an outstanding feature of the Frankfort Avenue neighborhood. Even the disastrous fire in 1938 meant only an improvement in the building which replaced the destroyed one.

But the mushrooming expansion of the whole area required the division and relocation of Holy Trinity. This was effected by erecting the parish of Our Lady of Lourdes in 1950 on Breckinridge Lane, and that of St. Margaret Mary in 1953 at Lyndon; and further, by shifting the Holy Trinity parish plant to a new location in that section of territory remaining.

This complete new plant, consisting of church and school, convent for the Ursuline Sisters teaching in the school, rectory, and auxiliary buildings, was erected in 1952—53 and occupies a splendid location on Cherrywood Road north of Massie Avenue. Reverend Charles C. Boldrick, appointed to succeed Father Gerst in February 1951, is now pastor.

Reverend C. A. Riede ——— Reverend J. P. Tierney

ONLY FIVE CHURCHES HERE IN 1930

The St. Matthews Booster reported on March 20, 1930, that the St. Matthews Baptist Church, meeting temporarily at Greathouse School, had decided to build its new church home at Lexington Road near Bauer Avenue.

The rapidly growing church was three years old, and had 120 members. Reverend W. E. Bridge was pastor, and there were only four other churches listed by the paper as being in the area at that time.

These were Beargrass Christian, Reverend Lee Tinsley, pastor; Harvey Browne Memorial Presbyterian, Reverend William T. McElroy, pastor; Bethel Evangelical and Reformed, Reverend Walter A. Scheer, pastor; and Holy Trinity, Reverend B. F. Besinger, pastor.

* * *

BEARGRASS CHRISTIAN CHURCH

1842, Westport Road

1917, 4116 Shelbyville Road

Beargrass Christian Church has the longest continuous history of them all, It was organized in 1842 with 86 members. The first building was located on Goose Creek but was later moved to Westport Road. Records state that Alexander Campbell, one of the early founders of the Disciples of Christ movement, preached in the old Goose Creek Church in 1842.

The dedication of the church building at its present site, Shelbyville Road and Browns Lane, was held June 24, 1917. Since then, a growing and dedicated congregation has made two additions to the building. New Sunday School rooms were added in 1939 and the sanctuary was remodeled and enlarged. A new 11—room education plant was added in 1949, shortly after The Voice began publication.

The church bought adjacent property at 4116 Shelbyville Road in 1952 for parking space, additional Sunday School rooms, and an apartment for the caretakers. The property at 4118 Shelbyville Road was purchased for Sunday School. The upstairs is used as an apartment for Reverend R. Willard Van Nostrand and his family.

The entire expansion program has taken place under the leadership of Dr. Walter E. Lawrenson. Dr. Lawrenson, generally considered the dean of St. Matthews preachers and one of the community's outstanding citizens, began his ministry at Beargrass in April 1931, to a congregational membership of some 200.

Beargrass is one of the largest churches in St. Matthews, with the longest continuous history, and whose pastor has served longer than any other. James A. Cox 1951—Lee Tinsley 1923—J. W. Ricketts—W. H. Tharp—J. T. Holton—F. W. O'Malley—Timothy Tinsley—Curtis J. Smith 1867-68.

* * *

HARVEY BROWNE BEGAN AS MISSION SUNDAY SCHOOL

Old — Bauer Avenue

New — 311 Browns Lane

Harvey Browne Memorial Presbyterian Church began as a mission Sunday School in 1891 under the sponsorship of the Crescent Hill Presbyterian Church, in the old Greathouse School which stood on the spot now occupied by the Kroger Grocery in St. Matthews.

Mr. Hugh Barret, an elder in the Highland Church became interested in the mission. He and Mrs. Barret did much to keep the work alive.

Many outstanding leaders in the area helped with the work, preaching and visiting. Later Seminary students preached one evening a week and visited in the community. Prominent in this work were Dr. Henry Sweets and J. O. Reavis. In 1914 Dr. J. O. Longenecker, an ordained minister, took over the work while waiting for his appointment as a missionary to Africa.

In 1914 a Mrs. Roberts of Bardstown, Kentucky gave \$2,000.00 to the Louisville Presbytery to be used for some good cause and as a memorial to her brother, Dr. Harvey Browne. Mr. Barret was instrumental in securing this money to help erect a building for a Presbyterian Church in St. Matthews. The Bauer Avenue site was selected and the building erected.

History Of St. Matthews, November 1968, by R. O. “Bob” Dorsey:

Sunday, August 16, 1916, the Harvey Browne Memorial Presbyterian Church was organized by a commission of the Presbytery. There were 27 charter members.

October 6, 1916, Mr. William T. McElroy, by appointment of the Presbytery, began his work with this church. July 28, 1918, he was ordained and installed as pastor, serving until January 1, 1937.

The Reverend Charles W. Owens was pastor from May 30, 1937 through May 10, 1942. Under Mr. Owens the church grew. The Sunday School was departmentalized, June 1 and 4, 1941, the 50th anniversary of the Sunday School and 25th anniversary of the church were celebrated.

The Reverend Paul M. Watson served as pastor from September 1942 until September 1948. The church continued to grow. He further organized the church and Sunday School.

In February 1949, the Reverend Olof Anderson, Jr., came to serve as pastor. Plans for a new church home, begun about 10 years before, were completed. The ground—breaking for the present building took place November 5, 1950. The corner—stone was laid June 17, 1951, and the building used for worship and study January 20, 1952.

In October 1953, the Reverend George Clementson became Associate Minister.

Ministers—F. K. Homer—C. H. Reckard—R. M. Pegram—Dr. Jos. B. Mullin.

* * *

BETHEL UNITED CHURCH OF CHRIST

(1923)

115 Meridian Avenue

Bethel United Church of Christ in 45 years has grown to a membership of over 800. The first service was held at the old Greathouse School January 7, 1923. There were 43 charter members.

Reverend William F. Mehl, minister of St. Paul’s Evangelical church, conducted the first service.

The name Bethel was adopted at the first official meeting February 4, 1923, at the suggestion of Dr. E. A. K. Torsch, who aided by taking charge of the church school and conducting worship services. Reverend Walter A. Scheer was the first minister and took up his duties in June.

The first unit of the present building was built at a cost of \$29,000.00 and dedicated November 23, 1924. With Bethel on the march, the building soon became inadequate and a second unit costing \$75,000.00 was dedicated September 15, 1929, just one month before the Wall Street crash.

Reverend Scheer resigned in October 1937, after 15 years. Reverend Willard H. Zinke took over in February 1938, and served until May 1950. Reverend E. A. Wahl took over the reins in October 1950.

Two lots on the east side of the church were purchased in 1945, and a parsonage and adjoining lot were purchased in 1951; the parsonage was enlarged and redecorated.

Once again, Bethel’s facilities were inadequate. The congregation in November 1952 decided to build a new sanctuary and convert the other one to educational use.

Ministers — Reverend Darrell Schultz 1964, Reverend William E. Knack 1965— Reverend Richard W. Brandon 1967. Reverend Knack and Brandon present pastors.

BAPTISTS BEGAN WITH TENT MEETING

(1927) Old — Breckinridge Lane at Willis

New — 3515 Grandview Avenue

The origin of a Baptist work in St. Matthews dates back more than 35 years. At the first, Dr. O. M. Huey and a band of helpers held cottage prayer meetings in the community. Dr. E. C. Stevens and other pastors conducted a tent meeting in St. Matthews in August 1926. Following the revival, services were held in the Harvey Browne Presbyterian Church and later in Greathouse School.

Under the leadership of Reverend C. W. Chadwick, a church was organized in May 1927 as an extension of Walnut Street Baptist Church. Reverend W. A. Pegg was called as pastor in August. Plans were made for the erection of a house of worship on Lexington Road, but this idea was abandoned. In August 1928, St. Matthews became an independent church with a membership of 85.

Reverend Carroll Morong was called as pastor on November 11, 1928. He was followed in 1929 by Reverend W. E. Bridge. In 1931, Reverend W. A. Smith came to the pastorate. During his ministry the Long Run Association made available two lots on Breckinridge Lane and Willis Avenue as a building site.

In January 1934, Dr. J. J. PreVol became the churches pastor, and in the following March a campaign for the building on Breckinridge Lane was successfully launched. Reverend J. F. Barton led in further expansion from October 1936 to December 1940. Dr. E. A. McDowell was supply pastor from January 1941 to June 1941.

History Of St. Matthews, November 1968, by R. O. “Bob” Dorsey:

On June 15, 1941, Dr. Verlin C. Kruschwitz began a fruitful ministry in St. Matthews. The church experienced remarkable growth in membership, finances, and influence.

On September 4, 1945, 15 lots on the corner of Grandview and Macon were purchased as the site for a new building. Construction began in October 1948, and in October 1949 the first services were held at the new location.

Following the resignation of Dr. Kruschwitz in August 1952, Reverend Eldred M. Taylor served as interim pastor for nearly a year. On August 23, 1953, Dr. Carroll Hubbard came from the first Baptist Church, Ashland, Kentucky, to assume the pastorate at St. Matthews.

Ministers—Reverend E. M. Taylor 1952—Dr. Wayne E. Ward 1965— Dr. J. J. Owens 1966—Reverend A. H. McEachern 1966 —Dr. Carroll Hubbard 1953—Dr. Y. C. Kruschwitz 1941.

* * *

ST. MATTHEWS METHODIST 319 Browns Lane (1938)

The St. Matthews Methodist Church is the evolution of a series of Evangelistic Services held in the summer of 1938 in a tent on a vacant lot at the intersection of Lexington Road and Frankfort Avenue, where a modern shopping center is now located. The evangelist was the Reverend John W. Lewis, later pastor of the Methodist Church in Lebanon, Kentucky. The move was initiated under the leadership of Dr. Roy H. Short, who became Bishop Roy H. Short of the Nashville Area of The Methodist Church.

The congregation was organized with a membership of 27 people. Services were held for a brief period in the former Harvey Browne Presbyterian Church on Bauer Avenue, then in the old Greathouse School until the congregation moved into its church building on the corner of Breckinridge Lane and Grandview in September 1939. Five years later the church was dedicated, free from debt.

It soon became apparent that this property would not be adequate for future growth. In 1947 the church was moved, to Browns Lane and placed over a full—size basement and remolded for Sunday School and Church use. After the sale of the Breckinridge Lane property, the congregation held services in the present Greathouse School until May 1948, when the first services were held in the Chapel on Browns Lane. In August 1953 this second building was dedicated, free of indebtedness.

Plans were immediately drawn for a three—unit expansion program looking toward the completion of physical assets that would accommodate 900 in church school and 1,000 in the Worship Services, with an estimated property value in excess of \$350,000.00; Reverend James S. Curry, pastor, 1952. Former pastors; A. D. Leitchfield, 1938—41; William Neil Taylor 1941—42; M. L. Dyer 1942—44; Marshall R. Owen 1944—48; Marvin B. Whitmer 1948—52; R. T. Perkins 1958—64; H. T. Chandler, 1964 Present Minister Emil D. McAdams.

* * *

OUR SAVIOR LUTHERAN CHURCH (1942)

4217 Shelbyville Road

Our Savior Lutheran Church had its official beginning on September 22, 1942, when the congregation was organized. Services were held in the Greathouse School. Its pastor, the Reverend John P. Kutz, was installed on the above date.

The congregation had a very humble beginning with 27 members, 13 of whom were communicant members. In 1943 the congregation bought a piece of property on the corner of Shelbyville Road and MacArthur Drive. Due to the restrictions that were necessarily placed on construction during the war years, the congregation continued to worship in the Greathouse School until December 1947, when the new church on Shelbyville Road and MacArthur Drive was dedicated.

Much of the labor and materials that went into the new church was donated by members of the congregation and other interested Lutherans throughout southern Indiana and Kentucky.

The congregation continued to grow and it soon became apparent that more space for Sunday School **WAS** urgently needed. The congregation erected a Sunday School and Recreation Building in 1952.

Ministers — Richard Lehmann—Paul Koch.

* * *

ST. JOHN LUTHERAN CHURCH

801 Breckinridge Lane

It was Palm Sunday, March 21, 1948. The church was decorated with palms. Each person wore a small palm cross made by the women of the church. The service had been read, hymns sung, prayers of thanks had been offered to Almighty God; then the moment arrived for which the people had dreamed, worked and planned. The Reverend S. P. Diehi stood in the center of the chancel and began to speak: “I do now declare this the St. John Evangelical Lutheran Church of Christ. The congregation comes formally into being with a charter membership of 81 members.” With those words another church was born in St. Matthews. Minister R. G. Whousetler.

History Of St. Matthews, November 1968, by R. O. “Bob” Dorsey:

Actually the history of St. John Lutheran Church begins in the spring of 1946, when a small group of individuals decided that there was a need for a Lutheran Church here. The problem was taken before the Louisville Lutheran Ministerial Association, but nothing was decided until fail.

On November 3, 1946, 75 adults met at Greathouse School to talk about organizing a new congregation. Fifty of those present signified their intention and willingness to affiliate with the proposed mission. The Lutheran pastors of Louisville Breed to hold afternoon services until a mission developer could be secured. The first formal worship was held on November 10, 1946, at Greathouse, with Dr. G. D. Busch, president of the Kentucky—Tennessee Synod, preaching.

The work progressed rather slowly until May of 1947. At this time the people were informed that the Reverend S. P. Diehl had agreed to serve as mission developer for the proposed new mission in St. Matthews,

On August 1, 1947, Pastor Diehl conducted his first worship service. The service started at 7:30 P.M. and was held at the then St. Matthews Methodist Church. Sixteen people were present, and we are told that the temperature might have had something to do with the number present, for it was 101 degrees inside the building.

The congregation purchased the present church building at 239 Breckinridge Lane from the St. Matthews Methodist Church, and took ownership on January 1, 1948, three months before the congregation was formally organized.

The little mission of 1946 had grown to a membership of 389 baptized members and it was forced to conduct two services 10 months out of the year.

* * *

OUR LADY OF LOURDES CATHOLIC CHURCH

500 Breckinridge Lane

To provide for the increasing Catholic population of St. Matthews, it was necessary to divide the parish of Holy Trinity.

A 10—acre site was purchased on Breckinridge Lane between Norbourne and Winchester in the spring of 1949, and ground was broken the following winter for a building which would house both church and school facilities for the parish.

The building was completed in 1950, with 10 classrooms, cafeteria and office rooms for the school and auditorium seating 600 for the church. The new parish was dedicated to Our Lady of Lourdes and its boundaries included the area lying roughly between Shelbyville Road and Taylorsville Road and between Fairmeade subdivision and Cannons Lane.

The school opened its doors to some 240 children in September 1950 and the first Mass was offered in the church on December 10, 1950. Reverend Anthony G. Gerst, who had been pastor of Holy Trinity Parish since 1945, was appointed pastor of the new parish, and Reverend J. D. Gallagher was named assistant pastor.

The Ursuline Sisters of Sacred Heart Motherhouse furnished the faculty for the school.

* * *

BROADWAY BAPTIST CHURCH

4000 Brownsboro Road

Broadway Baptist Church, whose history dates from 1870, has been in its new location at 4000 Brownsboro Road since July 1950.

Broadway is old in tradition and new in spirit. It moved here from Louisville to follow its congregation who gradually were drifting to better homes in St. Matthews.

The congregation has enjoyed a substantial growth. The original unit, including a chapel and Sunday School rooms, was quickly pressed to take care of the increasing membership. A second unit of the four—unit building program has been completed. This building, linked by a cloister to the first unit, provides educational space for 300 students from nursery through 12 years. Included in the facilities of this building are an air—conditioned suite of rooms for the nursery. Scout rooms and a library are also provided.

Broadway is fortunate in having a wonderful musical program under the direction of Miss Audrey Nossaman and Miss Doris Gene Bowman.

The Reverend Edwin F. Perry is pastor. He is a graduate of Wake Forest College and the Andover-Newton Theological School in Newton Centre, Massachusetts. (Note: Father of Edwin F. Perry, Jr. (60), Pamela Perry (61) and Tim Perry (63))

The two buildings made available worship, educational, and recrea-tional facilities for approximately 1,200 persons, The sanctuary fronts upon Brownsboro Road, The eight—acre site enables the church to provide adequate parking facilities.

* * *

BEECHWOOD BAPTIST CHURCH (1953)

201 Biltmore Road

History Of St. Matthews, November 1968, by R. O. “Bob” Dorsey:

The Beechwood Baptist church is in Beechwood Village.

The ground was Purchased and presented debt—free to Beechwood by the Crescent Hill Baptist Church, the St. Matthews Baptist Church, the Long Run Baptist Association, the General Association of Baptists in Kentucky and the Women’s Missionary Union of Kentucky.

Beechwood began as an extension of the Crescent Hill Baptist Church November 17, 1952. About 100 members of the Crescent Hill Church met at Stivers School to talk about establishing a work in the Beechwood area. About 30 agreed to remain with the extension and aid he program for three months.

Dr. James B. Sawyer, a graduate of the Seminary, was called as pastor February 1, 1953, following Dr. W. C. Boone, who had served as interim pastor since the preceding December.

The Church name was adopted in March 1953 and in December the extension became a duly—constituted Southern Baptist Church.

St. Matthews Free. Methodist Church
239 Breckinridge Lane
1956

Ministers — Rev. James Robberson - Rev. Roland Seabold — Rev. Vincent Spencer

Westport Road Church of Christ
4500 Westport Road
1950

Ministers - Rev. Tarbrough Leigh — Rev. Dewey flaw — Rev. James Brasher

Christ Church Methodist
4614 Brownsboro Road
1957

Ministers - Rev. W. W. Slider — Rev. James W. Averitt - Rev. K. A. Loy

St. Margaret Mary Church
117 Arterburn Lane
1951

Rev. Elrich J. Stewart — Rev. Charles F. Reteneller — Rev. Richard G. Grenough

St. Albert The Great
1405 Techny Lane
1960

Rev. Robert Willett — Rev. Norman Riggs

Second Presbyterian Church
3701 Brownsboro Road
1954

Rev W. R. Clark - Tuenis Gowens

St. Matthews Seventh Day Adventist Church
9810 Shelbyville Road
1961

Jehovah’s Witnesses
411 Hubbard Lane
1959

Calvin Presbyterian Church
2501 Rudy Lane
1957

Dr. Arie D. Bestebreurtje 1957—1967 — Rev. F. Morgan Roberts 1967, Rev. Walter K. McCrary

Second Church of Christ Scientist
1957

4125 Shelbyville Road
dedicated 1967

Mr. James Overton (reader)

History Of St. Matthews, November 1968, by R. O. "Bob" Dorsey:

Clubs - Fraternal - Civic - Service, etc.

Zachary Taylor Post #180 American Legion
of Kentucky 1925

Red Mens Lodge

Fraternal Order of Eagles #2379 1941

Optimist Club 1954

Rotary Club 1941

St. Matthews Business Association 1953

St. Matthews Junior Chamber of Commerce

St. Matthews Kiwanis Club 1945

St. Matthews Woman's Club 1938

The Young Women's Club of St. M. 1939

Masonic Widows & Orphans Home 1927

Lions Club 1940

Exchange Club 1967

Elks Club 1950

St. Matthews Masonic Lodge 1921

St. Matthews Y. M. C. A. 1955

The Sidney Eline Memorial Library 1959

St. Matthews Community Center 1945

St. Matthews Armory (National Guard) 1942

Veterans of Foreign Wars 1940

News

St. Matthews Sun 1935

The Voice Jeffersonian 1966

St. Matthews Commuter 1940

St. Matthews Booster 1925

The Voice 1949

Doctors

A. M. Zaring

Henry Chenoweth

John A. Brady

John Lewis

H. N. Lewis

Dr. Gault

First Magisterial District Justice of the Peace

R. O. Dorsey

Hugh Schultz

Geo. Shadbourne

Schools

Greathouse - 1887 - 1914 - 1939

St. Matthews Elementary 1955

Our Lady of Lourdes 1950

St. Margaret Mary 1952

Holy Trinity (old 1882) new 1953

Chenoweth Elementary 1954

Stivers Elementary 1952

Waggener High School 1954

Trinity High School 1953

Kentucky Southern College 1962

Groceries and Taverns

Sale Grocery & Tavern

Gilman's Grocery & Tavern

Holzheimer Grocery & Tavern

Bauers Grocery & Tavern

Fishers Grocery & Tavern

Edingers Grocery & Tavern

Grieshabers Grocery & Tavern

Indian Tribes

Shawnee

Cherokee

Miamis

Wyndote

Delawaris

Ottawa

Chickasaws

Wear

Pottawatomies

Dickapoor

Iroquois

History Of St. Matthews, November 1968, by R. O. "Bob" Dorsey:

Streets - Roads - Lanes - named for residents of St. Matthews

Massie Avenue	Arterburn Lane	Herr Lane	Dorsey Lane
Gilman Lane	Chenoweth Lane	Brown Lane	Hubbard Lane
Winchester Road	Monohan Drive	Nanz Avenue	Fenley Avenue
Rudy Lane	Kaelin Drive	Norbourne Blvd.	Staebler Avenue
Barbour Lane	Oechsli Avenue	Ridgeway Avenue	Brecknridge Lane
Eline Avenue	Thierman Lane	Washburn Avenue	Blankenbaker Lane

Families

Bullitt	Bauer	Arterburn	Massie	Dorsey	Holzheimer
Brown	Rudy	Nanz	Neuner	Winchester	Hite
Ridgeway	Chenoweth	Brecknridge	Clark	Taylor	Pontrich
Hubbard	Oechsli	Barbour	Veech	Brady	Simcos
Shadburne	Eline	Fisher	Staebler	Heskamp	Butler
Crowder	Kaelin	Schultz	Dodd	Hansen	Zehnder
Ochsner	Lentz	Gerlach	Tinsley	Greathouse	Kirchsner
Winkler	Stutzenberger	Lausman	Ziebler	Ormsby	Freed
Hahn	Stich	Martin	Osborne	Rueff	Fravert
Beierle	Hettinger	Chambers	Fust	Manemann	Dick
Collins	Coleman	Murphy	Thorpe	Feigel	McFarran
Edinger	Cheatham	Thierman	Weber	Drescher	Washburn
Cowling	Ray	Akers	Barrett	Russell	Bench
Fehr	Whitcomb	Ayers	Bowls	Cannon	Clark
Cockerel	Doup	Goff	Grimes	Hudson	Hoffman
Lewis	Murdock	Sherley	Nugent	Landes	McKay
Gering	Hunt	Zimmerman	Ward	Richardson	Parks
Schoenbachler	Whittnauer	Hardths	Tuleys	Neichter	Wormack
McClosky	Clarkson	Schuler	Deckel	Grieshaber	Gerstle
			O'Man	Nicouln	

Senior Citizens

Mrs. G. T. Dick	Miss Rose Oechsli	Mrs. John Monohan	Mr. Henry Kaelin
Miss Carrie Eline	Norbert Rudy	Mrs. Rose Kaelin Liebert	
Mrs. Mary Kaelin Bauer		Josephane Oechsli Ratterman	

Sports

St. Matthews Baseball Park, N. W. Corner Ridgeway & Westport Road

Baseball and Football Park

Home of many champion amateur baseball teams. Some of better players were
 F. Bauer - M. Powers - K. Powers - D. Litterell - J. Irwin - E. Stich -
 C. Nachand - H. Bell - M. Thompson - Chas. Staebler Manager

St. Matthews Community Center - Home of Little League Teams - One of the best little league programs in the country.

Zachary Taylor Post Athletic Field - Baseball & Softball

Jefferson Little League- A large number of boys from the St. Matthews Community take part in this program.

History Of St. Matthews, November 1968, by R. O. “Bob” Dorsey:

Holy Trinity Field (Lighted Yield) Baseball — Football — Softball - Track — Basketball Gym
Waggener Field (Lighted Field) Baseball — Football — track — Basketball Gym

Baby Town Eight cottages on Chenoweth Lane North of L&N RR tracks

Cumberland Telephone Company Office was on Shelbyville Road west of Chenoweth Lane.

George Rogers Clark’s home - Locust Grove on Blankenbaker Lane.

Fountain Square located in triangle at Lexington load and Frankfort Avenue dedicated in 1967.

Colonel John Floyd 1774, Surveyor — County Judge, Fort on Breckinridge Lane, Grave Yard on Breckinridge Lane. Killed by Indians in 1783.

CITY HALL.
City of St. Matthews
201 Thierman Lane

6th Class City — 3—22—1950

Trustees 1950 — Sam Rudy — Jim Nolan — Henry Leathers — E. W. Gratzner — Gilbert Flack Mayor Nolan served until 1958

4th Class City — 1954

Mayor Bernard Bowling was appointed Mayor October 1, 1958, elected November 1960, 1964 and 1968.

Council Members 1960 when City Hall was dedicated were as follows: B. W. Gratzner, T. S. Rudy, Henry Leathers, E. R. Grinstead, John Barker, Millard C. Rudy, J. Pryor Wise, Millard French.

Council Members elected November 1967: T. S. Rudy, Henry Leathers, John Barker, Millard C. Rudy, Millard French , Harry Jones, Louis Herm, C. H. Ballard.

September 1968 — R. O. Dorsey appointed by council to fill unexpired term of C. R. Ballard.

Treasurer, J. C. Scheibel City Clerk, Gretchen Kaiser

Police Judges — Gilbert Flack — H. D. Proffitt — Thurston M. Crady

Police Chief — Kermit Cook

MAYOR BOWLING

Mayor Bernard F. Bowling is a most capable and dedicated citizen who has contributed his time and talent toward modern progress of our city.

BIBLIOGRAPHY

HISTORY of the FALL CITIES and THEIR COUNTIES, 1882

R. O. DORSEY

MRS. RUTH H. OSBORNE

SENIOR CITIZENS OF ST. MATTHEWS

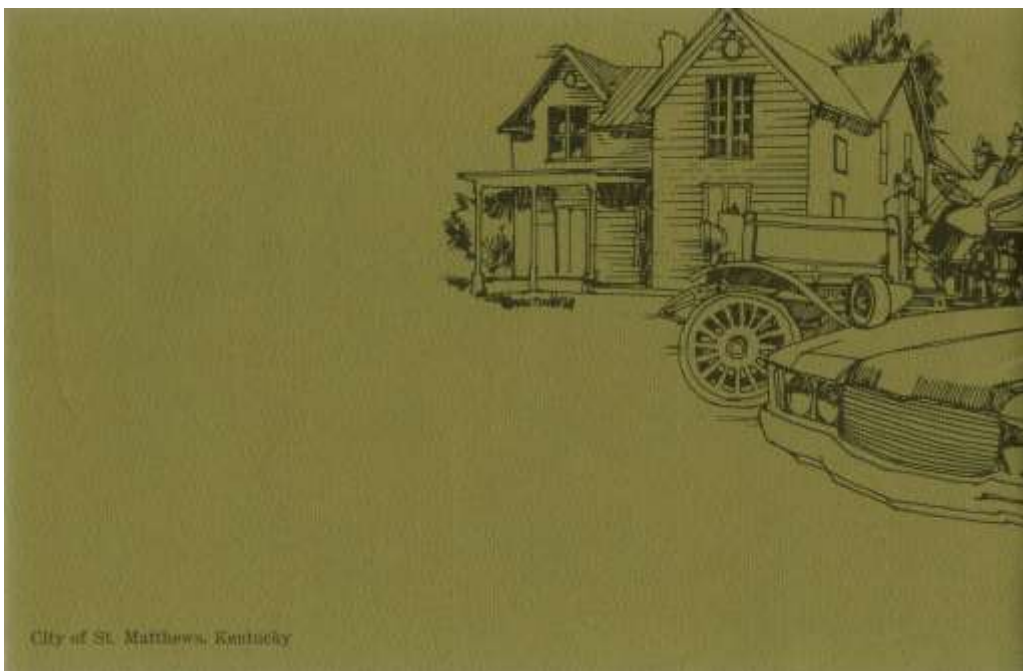
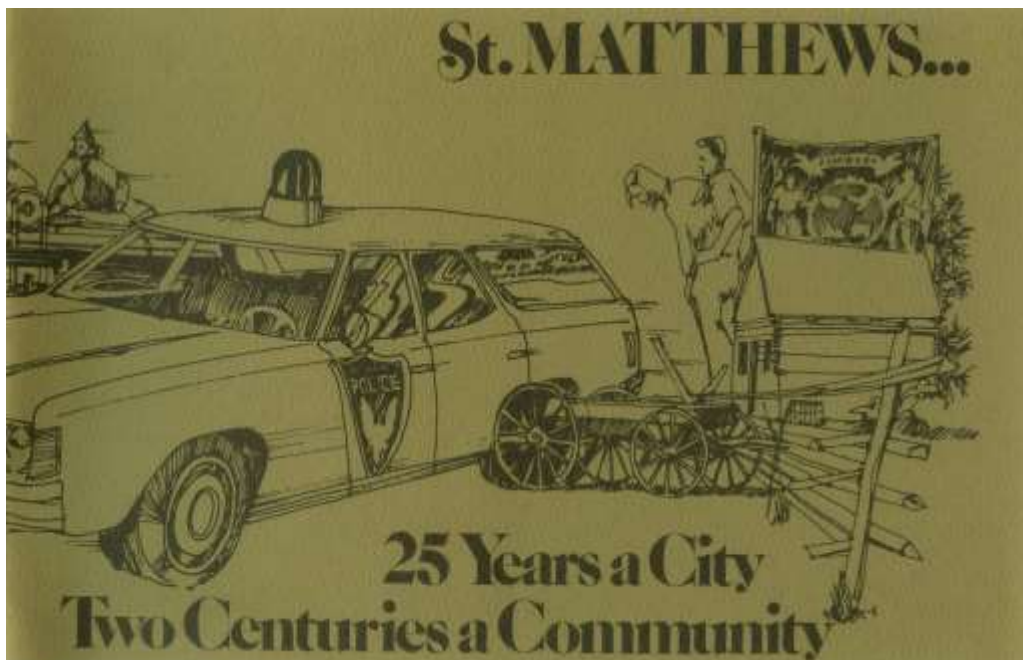
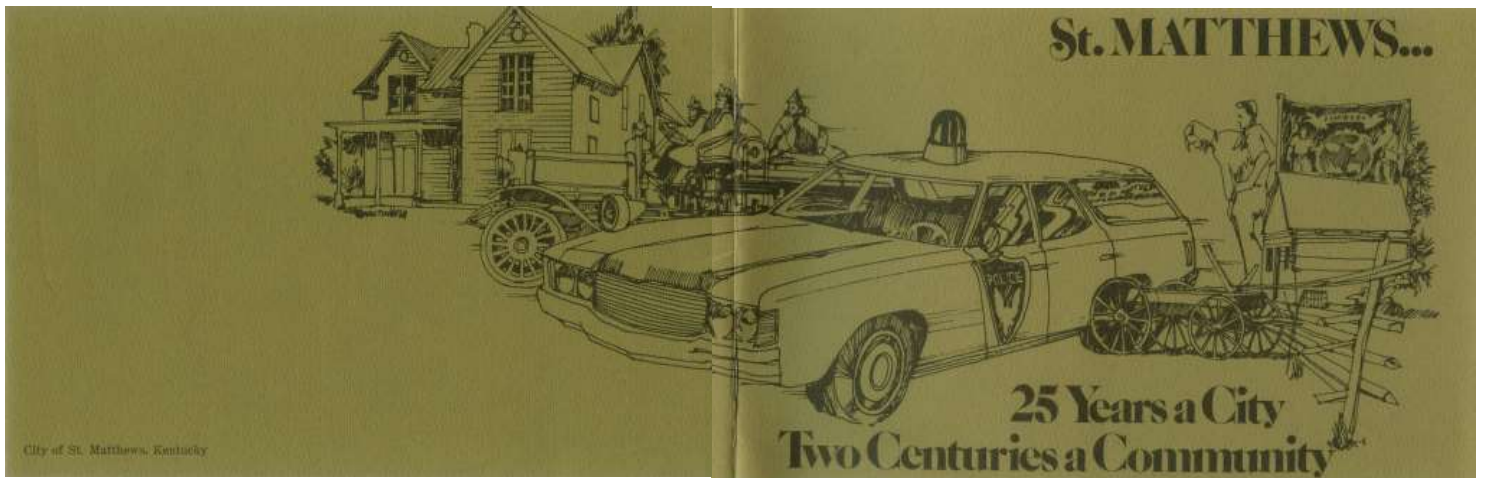
THE VOICE

THE VOICE JEFFERSONIAN

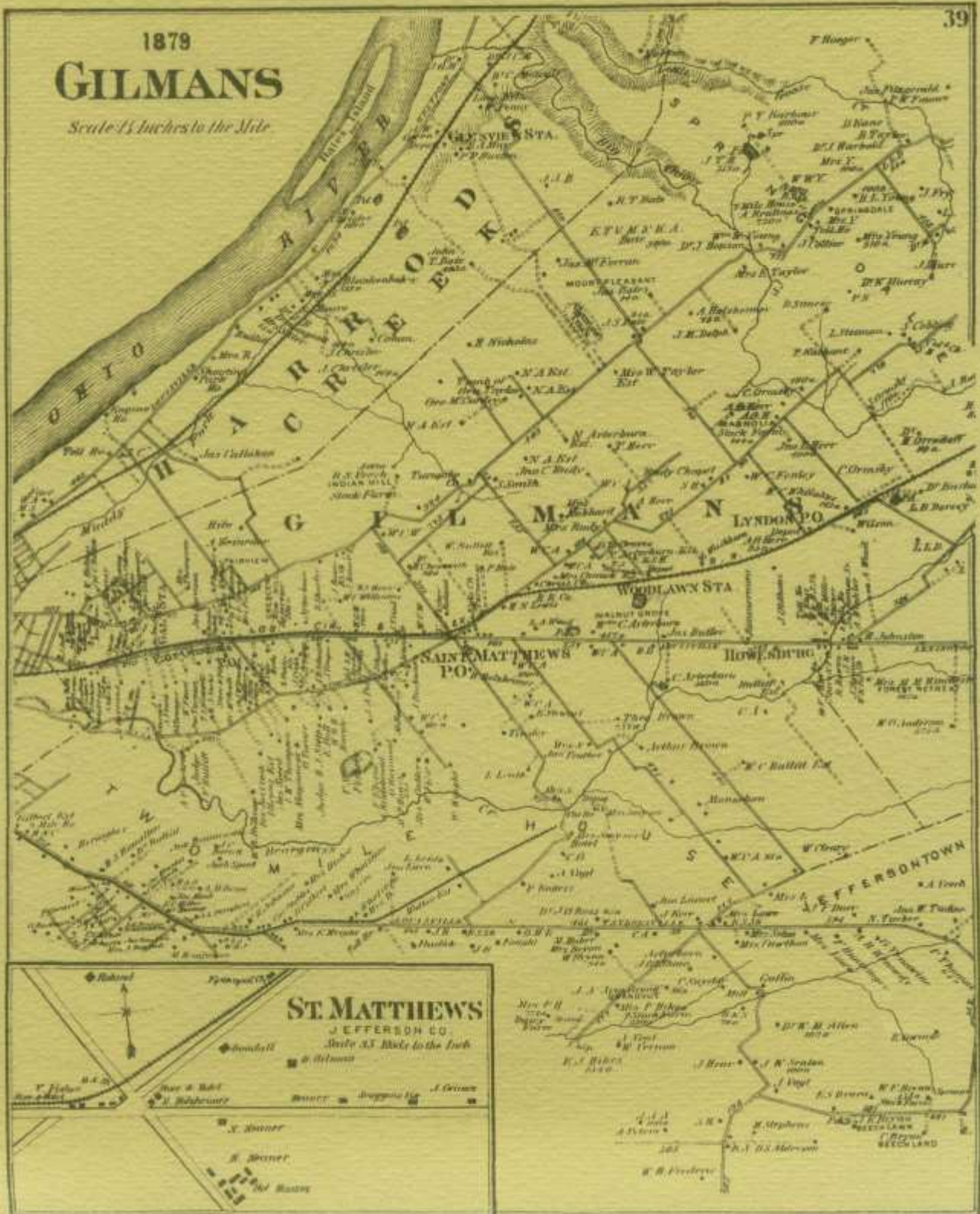
THE HERALD POST

THE COURIER JOURNAL & LOUISVILLE TIME

St. Matthews...25 Years a City Two Centuries a Community—1975:



St. Matthews...25 Years a City Two Centuries a Community—1975:



St. Matthews...25 Years a City Two Centuries a Community—1975:

190 YEARS A COMMUNITY

It has been just 25 years, on March 22, 1950, since St. Matthews officially was incorporated as a city. But this late part of its heritage is just the tip of the proverbial iceberg . . . for the threads of history began to mesh into the fabric of our community nearly 200 years ago.

In 1785, Colonel Richard Taylor became the first settler of substance in the "East End." His 400 acre farm was located in the Brownsboro Road area. The National Cemetery occupies part of that land today. His son Zachary, later to become the 12th President of the United States, was eight months old when the family moved here from Virginia. During the next 20 years, he helped his father clear the land, farm, hunt and trap. His favorite haunt may very well have been where your home or apartment stands today.

The westward movement through the Cumberland Gap or down the Ohio river to this area of Kentucky soon gave the Taylor farm more and more neighbors.



The "Business District" in 1895



Looking East on Westport Road shortly after the turn of the century.



In the early 1900's . . . looking East from Lexington Road down Shelbyville Road



A forest of poles run east on Shelbyville Road in 1920

St. Matthews...25 Years a City Two Centuries a Community—1975:

The names of many of these early pioneer families are familiar to present day St. Matthew residents as names of many of the thoroughfares in the city. They included James Brown, Jacob Rudy, the Monahan family, Henry Massie, the Bullitt's, the Arterburns, the Floyd's, the Chenoweth's and the Breckinridge's.

Most of these settlers purchased large tracts of land from which they created large farms.

Early in its history, the area was named Gilman's Point for a combination grocery store and tavern, owned by a Daniel Gilman, that stood on the corner of what is now Shelbyville Road and Westport Road. In the custom of the era, it served as a gathering place for the local farmers, and was a sleepy little country road junction where the stagecoach stop offered the high point of the day.

Excitement must have reached a fever pitch on June 7, 1810, when Zachary Taylor and Margaret Smith were married there. Just 25 years later, on Brownsboro Road, their daughter Sarah was wed to

Jefferson Davis, then an officer in Taylor's command, and later to be President of the Confederate States of America. Sadly, Sarah died three months after the wedding.

Although Gilman's Point was listed as an official stop on the railroad that was built to Frankfort in 1851, some of the local citizens apparently felt that their community did not offer the world the proper degree of dignity by being named after a tavern operator. This sensitivity resulted in the name St. Matthews being selected from the St. Matthews Episcopal Church, the only house of worship in the area. In 1854, when a post office was established, the new name received official sanction, and St. Matthews it has been ever since.

Not until 1880 did much happen to change the completely traditional rural character of the countryside. Then, a 30 acre flower "farm" for commercial flowers was established by Nanz & Neuner. Seven years later, a general merchandise store was opened that shortly grew to be the largest of its kind in Jefferson County, outside of Louisville. Back in those days, most stores of this type were taverns, too, with whiskey at 15¢ per glass and all the beer you could drink for a dime.

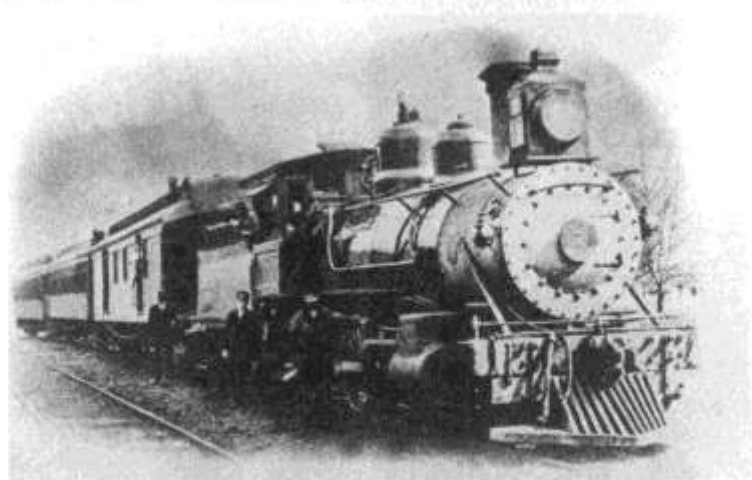


In the mid-30's, Arthur Noel's "stone house" stood nearly alone where the Women's Club building is presently located.

The Louisville Herald Post of 1936 describes "salubrious" St. Matthews

About 75 years ago, Jake Heskamp's Blacksmith Shop stood where White Castle is today.

Commuters rode to Anchorage, LaGrange and Louisville on the "Little Train."



St. Matthews...25 Years a City Two Centuries a Community—1975:

At the turn of the century, still not much progress was notable. Bauer's Grocery, Greishaber's Grocery, Nanz & Neuner Florist, a blacksmith shop and a saloon made up the "Business District." The area had one major distinction, dubious as it may have been. St. Matthews was considered the cock fighting capital of Northern Kentucky, and during the numerous matches held at various locations, it was not uncommon for up to \$1,000 to be bet on the abilities of a single bird.

The size of the bets hinged to a great extent on the success that year of the potato crop, for potatoes were king! The tubers adapted themselves ideally to the acre after acre of reclaimed swamp land that lie generally between Shelbyville and Brownsboro Roads.

However, each farmer sold his crop separately. The buyers, who met them in St. Matthews, had usually agreed in advance on a price. Nearly always, it was substantially below the market. Yet, individually, these farmers were at the mercy of this unscrupulous system since the eastern markets only bought in car-load lots . . . quantities few farmers in the area could

provide. If they sold, they were cheated. If they held out, they lost their crop.

To protect themselves and get better prices for their potatoes, 200 farmers organized the St. Matthews Produce Exchange in 1910. Just 11 years later, over 13 million pounds of potatoes were shipped annually from St. Matthews. In fact, the exchange had become the second largest in the world. Today, tulips, roses and flowering shrubs dot the residential landscape that once was a virtual sea of potato plants.

About this same time, early in the second decade of the century, A. J. "Tony" Eline established the area's first real estate office, and any review of St. Matthews' past would not be complete without recognizing his contributions to the growth of our city. From a store and office he built on the northeast corner of St. Matthews Avenue and Shelbyville Road, he directed the opening of nearly innumerable subdivisions that provided the residential base for the community today.

After Louisville's disastrous 1937 flood, a surge of building on "the high ground to the East" began. Then, after World War II, the housing boom further expanded the residential perimeter of the community and additionally necessitated the construction of more and more shopping areas.



The St. Matthews Produce Exchange stood where the Marshall Planing Mill is now.



Location of an early Fort, Floyds Station was near Breckinridge Lane. Its spring has been restored.



The historic Floyd family cemetery is near Breckinridge Lane.



The Oechsli home on Westport Road is one of St. Matthew's oldest.

St. Matthews...25 Years a City Two Centuries a Community—1975:

With all this growth, covetous glances from our large neighbor to the west became more and more obvious, and so, in 1950, to protect its independence, St. Matthews became a sixth class city. Surprisingly, its area of incorporation included only about three square blocks—the business district—bounded by St. Matthews Avenue, Westport Road, Gilman Avenue and Chenoweth Lane.

Four years later, with the agreement of the residents in the annexed areas, the city expanded its boundaries to include one section bounded by Frankfort Avenue, Bellewood, Windy Hills, and Chenoweth Lane. The other areas's borders were Shelbyville Road, Norbourne Boulevard, Eline Avenue and Browns Lane.

Thus, with these new additions of homes and businesses, St. Matthews met the state requirements and became a fourth class city on June 19, 1954.



*The "Father of St. Matthews"
Mayor James H. Noland
1950-1958*



Mayor Noland's home on Kennison Avenue served as "city hall" during the early years.



The former Post Office Building at Willis Avenue and Breckinridge Lane housed city offices next.



Annexation by Louisville forced a move from City Hall #3 on Breckinridge Lane.



The lower right half of this Frankfort Avenue location housed city offices next.

St. Matthews...25 Years a City Two Centuries a Community—1975:



This modern facility, housing all city offices, was built in 1960. It is just east of Thierman Lane.

... TWENTY-FIVE YEARS OF GROWTH

The 25 year evolution of city headquarters to our present city hall complex offers an interesting insight into the growth of St. Matthews since its incorporation. Back in 1950, the Board of Trustees, which included James Noland, chairman; Gilbert Flack; Henry S. Leathers; B. W. Gratzer and T. S. Rudy (deceased) met for regular meetings in the home of Mr. Noland on Kennison Avenue. Often, after these meetings, Mrs. Noland would serve coffee and cookies to the group.

Then, about three years later, city offices were moved to what was then the Post Office building at Willis and Breckinridge . . . and then to the Colonial Building on Breckinridge Lane. However, this last stay was short-lived since that part of the city on which the building stood was included in an annexation suit won by the city of Louisville. Somehow, it didn't seem quite right either morally or legally to have our city hall located in another municipality. A move to the building next to Trinity High School ensued and city facilities were located there until the present modern building was opened in August of 1960 . . . a far cry from Mr. Noland's living room and Mrs. Noland's cookies.



A soggy St. Matthews Avenue after a heavy rain in 1952.

The attractive grounds of the Masonic Children's home further enhance the 3700 block of Frankfort Avenue



On Norbroune Boulevard, the St. Matthews YMCA contributes substantially to the betterment of the community's youth



The handsome Plaza d'Ora condominiums on the right are city hall neighbors, on the east side of Thierman Lane



Eline Library was named in honor of Sidney Eline who gave his life in World War II.



St. Matthews...25 Years a City Two Centuries a Community—1975:

It is odd to think back to the first area of incorporation and realize that the three square block site contained at the most, less than 1½ miles of streets which the city was obligated to maintain. Today, the three blocks have grown to three square miles and 47 miles of streets and roads, not including state maintained highways, patrolled and maintained by our city.

Some of the early historians claim that Gilman's Point was in an area that not only included a considerable amount of swamp land, but also had five large ponds. This watery history has been felt by many to have continued right up to the past decade. However, in the past ten years, an extensive storm sewer system involving the expenditure of millions of dollars has been installed by the city.

Back in the '50's, parts of St. Matthews were known as the "Land of Lakes," and statistics show that in the heavy rains of 1962, over 40 percent of St. Matthews' residences reported basement water problems of varying degrees. Today, these complaints have diminished from a torrent to a trickle, and the city will

continue its efforts to provide adequate drainage facilities to every structure in its growing residential and commercial area.

Along with the first Board of Trustees, special mention should also be made of some of the other original city officials. These included Granville Crockett, Police Chief; C. B. Edidel, Marshall; Charles C. King (deceased), Assessor; and City Clerk Pro-Tem Shirley Leezer, E. Martha Kuhl and Robert L. Newman.

Early, the city found itself needing the assistance of a number of interested citizens, acting on various boards and commissions that were required to further orderly growth. Some of these included a planning and zoning commission, and advisory board and an equalization board. As the years went by numerous other regulatory bodies have been added.

Minutes of city council meetings indicated the usual growing pains of an expanding area, and the city administration was constantly faced with the addition of new people, the purchase of new equipment, the expansion of the police department, street repair and maintenance, the installation of street lights and signs and the myriad of other details involving a learning and a growing sophisticated city government.

LAW ENFORCEMENT

1955 saw the birth of the present St. Matthews Police Department when William Tolliver was appointed Captain of a three-man force, including present Chief of Police Kermit Cook.

The officers operated from one desk in a crowded two-room Colonial Building city office. That modest law enforcement group has grown to a modern department of 19, including Chief Cook and Assistant Chief James Burton. Its headquarters is an efficient suite of offices, including a two cell hold-over, in the St. Matthews City Hall.

The force has 20 patrol cars and uses the 24 hour system that enables officers to have the cars with

them at all times, whether or not they are on duty.

Each member of the department has had a minimum of 400 hours of law enforcement and first aid training, and annually attends a week-long retraining school, sponsored by the U.S. Department of Justice.

Although traffic control, including the use of the most modern radar, and the protection of life and property are the primary functions of the group, the department is also equipped with the latest types of armament and riot control equipment... hopefully, never to be used.

Members of the force claim a century of St. Matthews police service.



St. Matthews...25 Years a City Two Centuries a Community—1975:

FIRE PROTECTION

With a hand pulled hose cart, housed in an auto dealership garage, and a single fire hydrant at Lexington Road-Frankfort Avenue, the St. Matthews Volunteer Fire Association was feebly founded in 1919. A. J. Eline was president, Xavier Schuler, Chief and Andrew Neichter, Captain.

During its early years, the enthusiasm and truly herculean efforts of department members kept the organization afloat. Finances presented a tremendous problem and in the early '30's, a recently purchased truck was literally hidden from representatives of the manufacturer to keep it from being repossessed. Old "Betsy" is still around today, having long been paid for, and is used for training and as auxiliary equipment.

In 1941, John M. Monohan Jr. was named Chief

and still holds that position.

The group has pioneered many innovations in fire fighting equipment and was one of the first units to use telephone and later two-way radio communications. Additionally, they adopted the use of self-contained breathing outfits, and were one of the first departments to obtain a Quint, a combination aerial ladder and pumper.

During its 56 year existence, the department has outgrown four fire houses and is currently housed in an ultra-modern facility built in 1969 on Lyndon Way.

Its growth from a ten man department to a seven truck, fifty man, highly trained group, making well over 200 emergency runs a year, is a high compliment to these dedicated volunteers.



PUBLIC WORKS AND SANITATION

When the Board of Trustees of the newly incorporated city of St. Matthews paid \$350 for a used $\frac{3}{4}$ ton truck, little did any of them realize how this piece of second hand equipment would multiply twenty-five years later.

As the city grew, more and more equipment was required to meet the various needs of street maintenance and the increasing general demands that resulted from this growth.

Today, city equipment includes four street maintenance trucks, another truck for traffic maintenance,

a tractor mower, a tree chipper, a street sweeper and washer, two back-hoe tractors with front mounted snow plows and a long list of miscellaneous tools and equipment.

Additionally, the city has five large capacity garbage compactors that provide citizens of the community with efficient garbage collection service.

A full-time department constantly utilizes this entire array of apparatus to keep St. Matthews a clean and comfortable city.



St. Matthews...25 Years a City Two Centuries a Community—1975:

CITY ADMINISTRATION

In 1958, Mayor Noland, "the father of St. Matthews," resigned, and Bernard F. Bowling was appointed to replace him on October 11th of that same year.

Mayor Bowling has directed the affairs of the city for the past 17 years, and as with any other holder of public office, he has had his admirers and his critics. However, friends and opponents alike respect the single gauge he uses for his decisions, and that is the simple question, "Is it good for St. Matthews?" Through his dedication and singleness of purpose, our community has become one of the fastest growing and most progressive in the state.

Assisting Mayor Bowling in ably conducting the affairs of the city are the city council and the city hall staff. Each individual in city government feels a moral obligation to serve the citizens of St. Matthews to the best of his abilities and continue to make the city the finest place anywhere for all of us to call home!



MAYOR BERNARD F. BOWLING

CITY OFFICIALS



William Archer
Tax Assessor



James Burton
Asst. Police Chief



Kermit Cook
Chief of Police



Thurston Crady
Judge



J W Jones
City Attorney



Gretchen Kaiser
City Clerk



J. C. Scheibel
City Treasurer



Hobert Strong
Superintendent of Public Works



Joe Williams
Assistant to the Mayor

St. Matthews...25 Years a City Two Centuries a Community—1975:

CITY COUNCIL



John J. Barker



Robert O. Dorsey



Millard F. French



Harry Hargadon, Jr.



Harry Jones



Betsy Ross



Millard C. Rudy



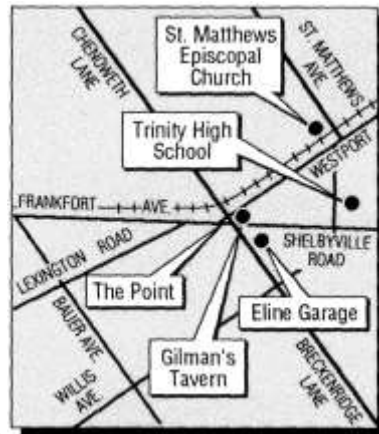
Omega Waters

A place in time, The story of Louisville's neighborhoods, 1989:

Courtesy of *The Courier-Journal & Louisville Times Company*:

St. Matthews

Development of community was rooted in potato farms and a Protestant presence, by Gayle Cutler Pressman



DID YOU KNOW:

- St. Matthews founder Col. John Floyd, killed by Shawnee Indians on April 8, 1783, is buried behind the present site of Jamestown of St. Matthews apartments off Breckenridge Lane.
- Breckenridge Lane is named for pioneer Alexander Breckinridge, but it is spelled differently because of an error in street sign markings.
- St. Matthews' original business district at "The Point" has been outside the city limits since it was annexed by Louisville in 1958, after a bitter 12-year fight.

WHEN Col. John Floyd settled in chose the high, dry, fertile ground of the lush Middle Fork of Beargrass Creek, later called "the garden of the state."

the area in 1779, he present-day St. Mat-

Floyd, a surveyor and the area's first resident, invited other prominent Virginians to join him at the lush Middle Fork of Beargrass Creek, later called "the garden of the state."

Eager settlers came from Virginia, Pennsylvania, Maryland and New York. They were joined in the 1860s by German and Swiss immigrants. Some 200 years later, their legacy lives on with the many descendants who still proudly call St. Matthews home.

A fourth-class city today, St. Matthews developed at the same time as Louisville and, around 1840, began to be called Gilman's Point, according to Beargrass-St. Matthews Historical Society records. It was named for Daniel Gilman, who opened a stagecoach tavern at "The Point" — the juncture of Shelbyville and Westport roads and Breckenridge Lane. This is where the community's original business district developed.

But around 1850, the deeply religious Protestant community renamed it more suitably after the first church, St. Matthews Episcopal Church, which had recently been built on what's now St. Matthews Avenue. The name "St. Matthews" became official in 1851, when the newly established post office adopted it.

Today, every Protestant denomination is represented in St. Matthews, with a heavy concentration of Baptists. There are three Catholic churches, the oldest being Holy Trinity, built in 1882 on the present site of Trinity High School. A new Holy Trinity Church was built in 1950 near Brownsboro Road.

Potatoes were big business in the community's early days.

St. Matthews was known as "the potato capital of the world" from 1910 to 1946, when the St. Matthews Produce Exchange — once the second-largest potato shipper in the country — was dissolved. The community's central location along the tracks of the Louisville, Lexington & Cincinnati Railroad, which were built in the mid-1800s, facilitated the shipment of potatoes to northern and southern markets. Also, tracks for The Louisville and Interurban Railway Co. were laid in St. Matthews in 1901, enabling people to commute to Louisville, Middletown and Anchorage.

The building that housed the Produce Exchange, which was run by R. W. Hite, still stands at Westport Road and Clover Lane as The Colony shopping center.

One of the largest potato farms belonged to German immigrant Henry Holzheimer Sr. and was located along Chenoweth and Breckenridge lanes until 1928, when it was subdivided for development.

One by one, farms were broken up as land became more valuable for real estate than for farming. The original farmers and their descendants — including Holzheimer and the families Brown, Rudy, Nanz, Monahan and Oeschner — remained in St. Matthews and became the backbone of the community, lending their names to streets and providing leaders in politics, religious, social, business and educational institutions.

In 1905, the city's first bank was opened by Louis Bauer in Holzheimer's old tavern at The Point, later owned by brothers Louis, Henry and John Bauer. It was The

A place in time, The story of Louisville's neighborhoods, 1989:

Courtesy of The Courier-Journal & Louisville Times Company:

Bank of St. Matthews, at Chenoweth Lane and Frankfort Avenue (now Shelbyville Road), and is still a bank site. The Bauer family now runs a Brownsboro Road restaurant.

In the late 1920s, the first modern shopping district developed on Frankfort Avenue, near what is now the Vogue Theatre.

The movie house opened in 1938 and became one of the social centers of the day, charging 16 cents for a ticket.

The 1937 flood marked the start of the biggest growth years for residential development. Since Crescent Hill was completed up to Cannons Lane, St. Matthews was the logical starting-over spot for people with flood-devastated homes.

Developer A. J. "Tony" Eline, whose descendants are prominent figures in St. Matthews today, wrote in a 1938 real estate brochure, "We believe that this high, dry land is a safe investment.

Besides fine soil, clear skies, perfect location and city conveniences there is the added inducement of low taxes."

Eline went on to develop the first small shopping districts, and the A & P grocery and the Bacon's store on Shelbyville Road just east of "The Point," as well as many of the present subdivisions in St. Matthews.

The Eline Garage was the forerunner of all automobile dealerships on Shelbyville Road and sold the first Model T Fords in the Louisville area. The dealership is now Saint Matthews Station shopping mall, which is owned by one of Eline's grandsons, Brad Breeland.

Despite its many riches, St. Matthews had serious drainage problems and incorporated as a sixth-class city in 1950 to work toward getting sewers.

"Things were in a deplorable condition," remembers John Barker, who was a member of the City Council for 31 years.

"I couldn't sit in my own back yard because of septic tanks running over, The stench was everywhere. Half the streets in St. Matthews flooded after just an inch of rain, and the streets had big holes because of the water," said Barker, 83, of St. Germaine Court.

So bad was the problem that St. Matthews became known in some circles as "the land of the lakes."

In 1954, the city gained fourth-class status, and when Mayor James Noland resigned in 1958 because of poor health, St. Matthews businessman and engineer Bernie Bowling Sr. became mayor. He initiated a \$2 million sewer construction project and directed the city until 1984, when he died at 62.

Today Bowling's son, Bernie Bowling Jr., runs the family business — Plehn's Bakery — and serves on the City Council.

Incorporation galvanized the community in the 1950s.

The business association, today named the St. Matthews/Eastern Jefferson County Business Association to reflect the growth of the area, was formed in 1950 by business owners who successfully halted a proposal by the highway department to make St. Matthews Avenue one way. They said it would have hurt local businesses and prevented the fire truck from traveling both north and south on St. Matthews Avenue.

Also in the 1950s, the community banded together to establish the YMCA and the Eline Memorial Library, the only branch of the Louisville system not owned by the city.

The city's two high schools also were established in the 1950s.

Trinity High School has provided Catholic education to young men since 1953 and has grown from 88 graduates in 1957 to 290 in 1989.

Waggener High School was founded in 1954. It was named for Mayme S. Waggener, who had been principal of Greathouse School, an elementary then located on Shelbyville Road. In 1959, Waggener was one of the first four high schools to offer the new "advance program." In 1973 it had 35 merit scholars, tying for first place in the nation. Its principal at that time was Art Draut, the present mayor.

Despite the establishment of major shopping areas such as The Mall St. Matthews, small business has always been the city's bread and butter. Cleaners, drug and hardware stores, service stations and restaurants — many still run by founding families — make up the core of the city's 1,500 businesses. New businesses include expensive boutiques located in former homes on Chenoweth Lane.

"St. Matthews is an all-American city," says Lynn Olympia, the president of the Beargrass-St. Matthews Historical Society.

"This is a closely knit community," Olympia said, "where the ideals of home, church and community still come first, as they did with the original colonial settlers."

A place in time, The story of Louisville's neighborhoods, 1989:

Courtesy of The Courier-Journal & Louisville Times Company:



In 1895 the L. Bauer & Bros. grocery and tavern, above, operated at Shelbyville Pike and Chenoweth Lane.



Plehn's Bakery sat along the rail line on Frankfort Avenue (now Shelbyville Road) in 1933. The bakery is at the same site today.

The intersection of Shelbyville road and Breckenridge Lane was already busy by 1955. Saint Matthews Station shopping mall has replaced the drugstore.



St. Matthews — 1950—1995:



St. Matthews
1950-1995



St. Matthews City Hall
3940 Grandview Ave.
St. Matthews Kentucky 40207

St. Matthews — 1950—1995:

The Mayor of St. Matthews



Mayor Arthur K. Draut

Arthur K. Draut, 70, was appointed mayor after Bernard Bowling's death in September 1984. Draut, who grew up in Louisville's West End, has lived at 4306 Churchill Road in St. Matthews since 1958. He is a duPont Manual High School graduate and a 24-year Navy veteran who served in World War II and the Korean War and retired at the rank of commander. He earned bachelor's and master's degrees in marketing and commerce from the University of Louisville and worked as a teacher at Eastern High School. In 1954 he became dean of students at Waggener High School in St. Matthews. He became assistant principal at Waggener in 1959 and principal in 1968, serving until 1983. He was appointed to the City Council in 1976 to finish the unexpired

term of Millard Rudy. Under his leadership as mayor, the city established an occupational tax to increase revenues in 1986. Since then, the city has hired additional police officers, improved three city-owned parks, upgraded city employees' pensions, computerized city records, started a sidewalk replacement and construction program, bought 35 acres adjacent to the St. Matthews Community Center, and purchased the historic Greathouse School for use as City Hall.

Draut represents the city on the boards of KIPDA, the Kentucky Derby Festival and the Kentucky League of Cities. He is a widower with three sons and two grandsons, and is a Scottish Rite Mason and a member of the Shrine Club. His hobbies include baseball and fishing.

The St. Matthews City Council



Bernard Bowling Jr.



Harry Hargadon Jr.



Mary Jo Nay



William J. O'Connell



Steve Resch



Martha Schade



Richard Tonini



Tony Weiter

St. Matthews — 1950—1995:

Police Department



Police Chief Norm Mayer

The St. Matthews Police Department has grown from a three-person department in 1955 to a 37-employee force that includes six dispatchers, a five-member Criminal Investigation Division and 21 patrol officers (three platoons of seven each).

The department is headed by Norm Mayer, who became chief in May 1988. Mayer retired from the Louisville Police Department after 27 years, leaving the department at the rank of lieutenant colonel. After two years of self-

employment as a private investigator, he came to St. Matthews.

In addition to routine police services, the department also provides House Watch (daily checking while residents are away), traffic enforcement, bank escorts for businesses, security surveys of commercial and residential properties, crime-prevention and anti-drug programs, and a Stop and Walk Program (officers on foot patrol in businesses and malls). The department also offers a driver-education program for mature

motorists.

The department's annual budget is \$1.6 million. The force has 25 marked patrol cars and uses the 24-hour system that enables officers to have the cars with them at all times, whether they are on or off duty. Each member of the department has had a minimum of 400 hours of law enforcement training, and annually attends a week long retraining program sponsored by the U.S. Department of Justice. The department also has six unmarked cars and two special-purpose vans.



Bottom row, left to right: Les Jewell, Norm Mayer, Rick Laun, Mike Johnson, Chris Flowers, Steve Mattingly, Jim Carter, Gary Burton, Jeff Hancock, Willie Duncan, Bill Fitzgerald, Larry Ethington, Debbie Marasa-Holly, Larry Alvey. Top row: Donna Bruce, Mike Clark, Linda Trusner, Kathy Eigelbach, Rick Dykes, Jimmie White, Ted George, Beverly Cline, Chris Redman, Bob Moser, Harry Hupp, Steve Williams, Matt Oakes, Dennis McDonald, Darlene Ellis, Mike Meece, Loretta Powers, Brenda Wells.

CITY ADMINISTRATION



City Clerk Gretchen Kaiser

The city's eight person administrative staff is headed by City Clerk Gretchen Kaiser, a St. Matthews employee for more than 29 years. Kaiser is the senior employee of the city.

The City Clerk's staff of three full-time employees bills and collects \$5 million a year in property, occupational and business license taxes. In addition, this office handles accounts receivable and

payable, payroll and employee benefits and responds to citizen's questions and complaints.

The department has four part-time employees: a sign and zoning officer who issues license and sign renewals, as well as enforcing compliance; a license inspector who makes on-site visits to old and new businesses and developments;

a special projects coordinator who assists the mayor in community projects and programs; and a troubleshooter who responds to citizens' complaints and requests. This department, the primary link between the residents and their government, is located on the third floor of the new City Hall.



Bottom row, left to right: Dorene Stopher, Barbara Haga, Joan Saling. Top row: Ray Bissmeyer, Ed McGill, Butch Helm, George Clephas.

St. Matthews — 1950—1995:

Works Department



Superintendent Bill Kaiser

The St. Matthews Works Department, headed by Bill Kaiser, is located in the maintenance facility in the rear of the old City Hall at 201 Thierman Lane.

Kaiser a lifelong resident of St. Matthews, has been an employee of the city for 18 years. He became superintendent in the summer of 1994.

The department consists of a supervisor, an equipment operator, a mechanic and four

full-time employees. During the leaf-pickup season the department may expand to take in as many as 20 workers. Their responsibilities include street patching, ice and snow control, minor storm-sewer repairs, installation of regulatory and identification signs, emergency storm services, tree planting, mowing and landscaping and maintenance of parks and city properties. The department utilizes two field

tractors, a backhoe with a front-end loader, three mowers, two salt trucks, three snow plows, a limb chipper, three leaf vacuums, four pickup trucks, a van and three dump trucks.

The department's annual budget is \$1.4 million and includes street resurfacing, street lights, tree trimming, garbage collection, recycling and yard-waste.



Kneeling, left to right: Dennis Baker, Terry Knäger. Standing: Kenny Hendricks, Don Buschermöhle, Frank Tonini, Terry Ridgeway.

Construction Department



City Engineer
James N. Birch

Jim Birch has been a professional engineer and land surveyor for 30 years. He served as the director of Jefferson County Public Works and Transportation department and was the county engineer for 10 years. In November 1988 he came to St. Matthews from Presnell and Associates. He works for St. Matthews part-time and is president of his own engineering company.

This department was created in 1994 to more efficiently handle in-house drainage and construction projects. The construction department has four full-time employees (a supervisor, an equipment operator and two employees) who operate two backhoes, a hoe ram, an air compressor, a street saw, a concrete saw, a plate compactor and two dump trucks.

These workers build new sidewalks, storm sewers, catch basins, headwalls, driveways, street curbs and retaining walls, do ditching and grading for drainage and repair drainage structures.

The annual budget of the Construction Department, including engineering and major projects undertaken by other contractors, is approximately \$1 million.



Left to right: Jeff Dickens, John Mills, Dennis Fletcher, Joe Colomb

St. Matthews — 1950—1995:

Treasurer and Attorney



City Treasurer
Jim King

Jim King was appointed city treasurer in 1978. He is married and is the father of four daughters. His position is part-time; he is also a buyer for United Distillers.



Attorney for the City
Foster Haunz

Foster Haunz, a Notre Dame University Law School graduate, has served as attorney for the city since 1978. Haunz has represented as many as 15 other cities in Jefferson County during his career.

St. Matthews Information

Fire Protection

The 35,000 residents of the city and surrounding area are served by the St. Matthews Fire District, which has 18 full-time career employees, supplemented by 40 volunteers. The fire district is an independent taxing agency with an annual budget of \$1.3 million. Its equipment consists of two 100-foot, tractor-drawn aerial ladder trucks, four pumper trucks, a fan truck, two utility vehicles and three cars. Fire Chief Bill Seng graduated from Waggener High School and has a degree in fire safety engineering from Eastern Kentucky University. He was appointed chief in 1993.

Library

The St. Matthews/Eline Memorial Library moved to City Hall, 3940 Grandview Avenue, in the spring 1994. The city provides library space without charge. It is the second-largest branch in the Louisville Free Public Library system, with a circulation of about 30,000 volumes a month. The head librarian is Susan Irving, a St. Matthews resident. She is a graduate of Waggener High School and

has degrees from the University of Louisville and the University of Kentucky. Irving has been an employee of the library for 10 years. She is assisted by approximately 15 employees. The library's financial support comes from Louisville and Jefferson County governments and the city of St. Matthews.

St. Matthews Government

St. Matthews is represented by a mayor who serves a four-year term and eight council members who serve two-year terms. Their elections are non-partisan. They meet on the second and fourth Tuesdays of each month. With a large business district, St. Matthews has made every effort to keep a moderate ad valorem tax rate and a generous discount. In 1994 the rate was reduced from 25 cents to 23 cents per \$100 of assessed valuation. Additional income is derived from business licenses and occupational taxes. Rear-door garbage collection, front yard leaf pickup, installation of ornamental street lights, and a tree-planting program are among the most appreciated services.

St. Matthews Parks & Green Space

St. Matthews has grown from a rural community of potato farmers to one of the largest cities in Jefferson County. With development and growth of the area, much of the natural green space was disappearing. All three of the city's mayors have been determined to preserve and maintain areas for recreation and enjoyment. The St. Matthews Community Center was the

first of several purchases for the city's park system. In 1980 the city exercised an option to own 13.4 acres for \$200,314. In the fall of 1988 the city purchased an additional 34.6 acres for \$1,297,500. Shortly thereafter 2.133 acres was sold to the state for the widening of the Watterson Expressway. After a major fire in 1982 a new brick building was con-

structed on the land. It is an excellent facility for both private and public gatherings. The park features baseball diamonds, tennis courts, a pavilion, a tot lot, grills, picnic tables and benches.

The most difficult park development was Warwick Villa Park, bounded by Washburn, Columbia, Kentucky and Virginia

avenues. The area was a series of 50-by-150 foot lots with a great number of owners, both known and unknown. Each lot was acquired individually. Together with easements and rights-of-way, the total size of the park is 8.4 acres. It features a walking track, a basketball court, a soccer field, grills, picnic tables and benches.



St. Matthews Community Center.

St. Matthews — 1950—1995:

St. Matthews Parks



Warwick Villa Park.



Brown Park.

In February 1977, the James Graham Brown Foundation gave the City 27.5 acres of land bounded by Bowling Blvd., Browns Lane, I-64 and Baptist Hospital East, with the stipulation that it would forever remain a park. The mayor and council determined that it was an ideal setting for a passive-use park. It is the home of many birds, rabbits, squirrels and ducks. A walking track has been constructed through the wooded

St. Matthews Parks



Brown Park.

area along Beargrass Creek. Many trees in Brown Park are marked, which adds to visitors' enjoyment of the grounds. In 1992 the city purchased an adjacent triangular lot at Bowling Blvd. and Browns Lane from a local businessman to assure that there would be no commercial development bordering the park. A pavilion, picnic tables and benches attract families and groups to the area. Recently Brown Park has become the home of an annual Christmas display sponsored by the St. Matthews Area Business Association.



Green space at the corner of Chenoweth Lane and Westport Road.

St. Matthews' newest "park" is a still-nameless, small but welcome tract of green space at the intersection of Chenoweth Lane and Westport Road, a one-time asphalt parking lot bought in 1992 at a cost of \$45,000.

St. Matthews — 1950—1995:

St. Matthews Services



Tree-planting program.

In 1987 a sidewalk-construction and replacement program was initiated whereby the city responds to petitions from affected residents. Approximately \$1.3 million has been spent thus far. Not only have these improvements provided added safety for youngsters, walkers and joggers, but they have made property more attractive and more valuable. This on-going program is still available to those who feel that their neighborhoods need sidewalk improvement.

Also in 1987, city officials determined it was in the best interest of the taxpayers to

award a contract for garbage disposal, because of increased dumping costs and deteriorating equipment. Laidlaw Waste Systems was awarded the contract, and Laidlaw was again the low bidder when it was re-bid five years later. St. Matthews residents appreciate the convenience of rear-door pickup and many years ago had voted to have a supplemental fee added to their tax bills to insure its continuance. The special fee was discontinued in 1987. Recycling of newspaper, glass, tin cans and some plastics began in 1991. The occupant of each residential unit was given a plastic con-

tainer to place at the edge of the street on regular garbage pickup day. The venture has been very successful. Jefferson County 109 Board passed laws that forced the separation of trash and yard waste in 1994. This service was provided to St. Matthews residents last fall.

In the interest of ecology, a tree-planting program began in 1989. Scores of Red Sunset maples, ash and ornamental pear trees have been planted on city rights-of way at homeowners' request. In years to come, beautiful tree-lined streets will be the norm in St. Matthews rather than the exception.



Leaf collection in St. Matthews.



Tree trimming program in a St. Matthews neighborhood.

Previous City Halls



3937 Kennison Avenue
(Mayor James Noland's home)
1950-1954



203 Post Office Building
Breckenridge & Willis avenues
1954-1955



The Colonial Building
131 Breckenridge Lane
1955-1957



4003 Frankfort Avenue
1957-1960



201 Therman Lane
1960-1994

St. Matthews — 1950—1995:

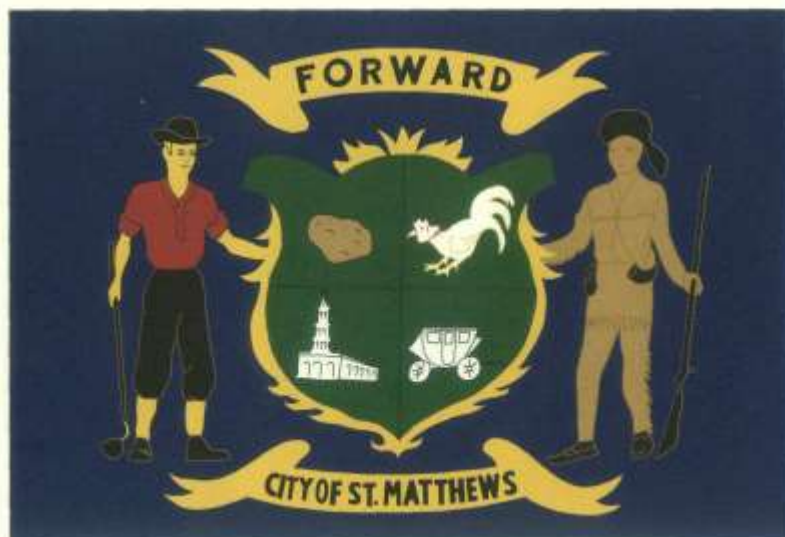
St. Matthews Flag Story

St. Matthews' flag is emblazoned with symbols of the community's history – buckskin-clad pioneer, for the explorers who first settled in the area; a potato and a hoe-wielding farmer, representing St. Matthews' heritage as a producer and marketer of potatoes and other vegetables; a stagecoach, for the coach stops that

were the area's first businesses; a fighting cock, for a "sport" that was popular in St. Matthews early in its history; and a church, representing St. Matthews Episcopal, for which the city was named. The flag is primarily blue and gold, the colors of the commonwealth of Kentucky, with green to represent the fertility of the area's

soil. It bears the one-word motto, "Forward."

The flag was designed in 1960 by Stephanie Baldyga, then a 13-year-old eighth-grader at Our Lady of Lourdes School, the winner of a design contest sponsored by the St. Matthews Elks Lodge. Six civic organizations donated a total of \$212 to have the first flag made.



216 Years a Community



Col. John Floyd's Spring House.

Col. John Floyd, a surveyor and pioneer from Virginia, apparently was among the first to make his home on the high, fertile ground of present-day St. Matthews. He arrived in the thickly forested area along the middle fork of

Beargrass Creek in 1779, just one year after George Rogers Clark erected the Corn Island fort that would eventually become Louisville. Floyd lent his name to one of the earliest crude fortifications in the area, Floyd's Station, and was among

the builders of Spring Station, a garrison on a site now occupied by the Big Spring Country Club. He was killed by Indians in 1783 and buried near the present site of the Jamestown of St. Matthews apartments, off Breckenridge Lane.

In the early 1800s the sparsely populated area was called Sale's Precinct, for Capt. Edmund P. Sale, who owned a tavern on the primitive stagecoach route that linked Louisville and Frankfort. Traffic picked up in 1832 with the completion of the Shelbyville Turnpike, a hard-packed gravel road from which passing wagons lifted powdery clouds of limestone dust, and again in 1851, with the opening of a Louisville-Frankfort rail line. By then the area had long been known as Gilman's Station, Gilman's Point, or simply Gilman's—for Daniel Gilman, another tavern owner, who located his business at "The Point," the juncture of Shelbyville and Westport roads, Breckenridge and Chenoweth lanes, and Frankfort Avenue—the site of the community's original business district.

St. Matthews — 1950—1995:

216 Years a Community



Photo by Debra D. St. Matthews Historical Society

Breckenridge Lane, Chenoweth Lane, and Westport Road near Shelbyville Road in the early 1900s.

Around 1850, some citizens, arguing that it was unseemly for their settlement to share the name of a saloon-keeper, began calling it St. Matthews, borrowing the name from the area's first church, St. Matthews Episcopal, which had recently

been built on what is now St. Matthews Avenue. The name became official in 1851, when it was adopted by the newly established post office—although the railroad stop was still known officially as Gilman's Point, and the Gilman name continued to

appear on maps as late as 1879.

Through most of its history, St. Matthews was a community of large farms, many of them originally owned by pioneer families whose names are still familiar today—among them Brown,

Rudy, Chenoweth, Massie, Monahan, Bullitt, Nanz, Arterburn and Breckinridge (Breckenridge Lane was named for pioneer Alexander Breckinridge, but is spelled differently today because of an error compounded by a succession of street-sign painters).

216 Years a Community



Photo by U.S. Army Photographic Center, CAPC, Fort Belvoir, Ill. Neg. #75238

The area near the intersection of Frankfort Avenue and Lexington Road 1940s.

Farmers who managed to reclaim the swamp land that lay generally between Shelbyville and Brownsboro Roads discovered that it was ideal for cultivating root vegetables, especially potatoes and onions. The prosperity that ensued was enhanced by

St. Matthews' ideal location along the tracks of the Louisville, Lexington & Cincinnati Railroad, which provided ready access to northern and southern markets alike.

The St. Matthews Produce Exchange, formed by 200

farmers in 1910, grew to become the second-largest potato shipper in the world. Stock in the venture initially sold for \$5 a share; by 1921, when more than 13 million pounds of potatoes were dispatched by rail from the Exchange to all parts of North

America, a share was worth \$75. St. Matthews was known as "the potato capital of the world" until 1946, when the Exchange closed its doors. The hangar-like Exchange facility, which included "a frost-proof building for the storage of 10,000 barrels of second-crop

St. Matthews — 1950—1995:

216 Years a Community



St. Matthews Produce Exchange

potatoes, survives as The Colony shopping center at Westport Road and Clover Lane.

Eventually, as land in the area became more valuable for development than for farming, most of the old family holdings were broken up and subdivided. This process got under way in 1907, when Henry and Emma Koehler split their property on St.

Matthews Avenue (between Westport and Shelbyville roads) into 25 residential lots. The first big housing boom came in the late 1920s (when the going price for prime land reached \$3,000 per acre). That was followed

by the bust known as the Great Depression (when

landowners dropped their prices to as little as \$300 per acre, and still had no takers). A second boom started just after the 1937 Ohio River flood and lasted until

the attack on Pearl Harbor.

The St. Matthews Produce Exchange, formed by 200 farmers in 1910, grew to become the second-largest potato shipper in the world.

After a wartime lull, the last great boom started in 1946. As the area's population grew, a modern shopping district developed along Lexington Road, near the present site of the Vogue Theatre. Virtually all of the available improved land in the area was developed by 1950, when St. Matthews officially became a city.

216 Years a Community



Cooks for the First Bethel Church's turtle-soup supper in 1929.



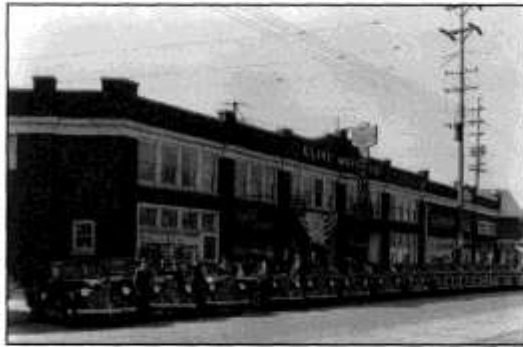
Looking west on Westport Road at the railroad crossing in 1937.



Looking east on Shelbyville Road in 1933 with Flehn's Bakery and Bethel Church in the background.

St. Matthews — 1950—1995:

216 Years a Community



Provided by Univ. of Tennessee Archives. © 1942. Photo Lab. Neg. #70380

Eliac Motor Company proudly displays its new line of 1940 cars.



Provided by Univ. of Tennessee Archives. © 1940s. Photo Lab. Neg. #70380

The Vogue Theater and the Lexington Road shopping area in the 1940s.



Provided by Univ. of Tennessee Archives. © 1946. Photo Lab. Neg. #70380

The grand opening of the new A&P supermarket in the 3900 block of Frankfort Avenue in 1946.



Provided by Univ. of Tennessee Archives. © 1940s. Photo Lab. Neg. #70380

The intersection of Lexington Road and Frankfort Avenue at the start of Shelbyville Road in the 1940s.

The City Fathers of St. Matthews



*James H. Noland
1950 - 1958*

James H. Noland, the first mayor of St. Matthews, was one of three men who organized the St. Matthews Community Center in 1945 to provide desperately needed recreational facilities for youngsters in the area. By then he was well known as a community leader, and in the late 1940s, when St. Matthews fended off repeated annexation efforts by the city of Louisville, Noland was among those who led the resistance efforts and organized the community. He

was chairman of the five-member board that incorporated St. Matthews as a sixth-class city in 1950, and was immediately chosen to serve as mayor. From then on he was known to one and all as "Mayor Jim." Noland's home at 3937 Kennison Avenue—which had been the only house on the block when he moved in, sometime prior to 1930—served as City Hall from 1950 to 1954. The city initially consisted of only three square blocks, but Noland engineered a major annexation in 1953 that added about 5,000 residents, and St. Matthews became a fourth-class city the following year. Noland, a native of Frankfort, served as mayor without pay until 1958, when poor health forced him to resign. He continued advising city officials on policy matters until his death in 1960 at age 65. Noland, who often put in 50-hour weeks in service of city residents, explained his devotion this way: "I guess I enjoy getting things done." After his death, a council member told *The Courier-Journal* that Noland

was "a man of great compassion" who always shunned the limelight and "sometimes paid with his own money the taxes of people who didn't have the money to meet their city obligations." After the battles over annexation, Noland's principal challenge was dealing with severe drainage problems in low-lying parts of St. Matthews. Noland started his business career with the Louisville Bedding Co. in 1912. After Army service overseas during World War I, he returned to Louisville and in 1924 helped organize the Kentucky Sanitary Bedding Co., which he served as vice president. He was a longtime leader of Beargrass Christian Church, a president of the St. Matthews Rotary Club, a district chairman of the Old Kentucky Home Boy Scout Council, and a member of the board of the Christian Church Widows and Orphans Home. Noland resigned as mayor in 1958 for reasons of poor health, and was succeeded by busi-

nessman and engineer Bernie Bowling Sr., who directed the city for 26 years. It was under Bowling that St. Matthews confronted and overcame problems of poor drainage, traffic congestion and rapid population growth, and achieved a reputation for unparalleled service and responsiveness to its citizens. Bowling died in office and was succeeded by the current mayor, Art Draut, in 1984.

A special thank you to those who donated their time and talent to make this book possible.

*Photo: Sharon Welby
The Open House Committee:
Gretchen Kaiser
William O'Connell
Martha Schade
Rick Tostel
Tony Weller*

St. Matthews — 1950—1995:

Mayor Bowling

Bernard Bowling Sr. was appointed mayor in October 1958 when failing health forced Noland to resign. Bowling was a long-time St. Matthews businessman and civic leader whose family owned Plehn's Bakery at 3940 Frankfort Avenue. However, he also was trained as a civil engineer, and it was that technical expertise that proved important when he tackled the city's chronic drainage and flooding problems, historically the biggest obstacle to development in St. Matthews. Bowling quickly initiated a \$2 million sewer-construction project that laid the groundwork for development of the bulk of the city's remaining undeveloped land, and thus for phenomenal growth in the city's tax base during the 1970s and '80s. Bowling, a father of 10 children, served as mayor for 26 years, without pay for the first 21; he was personally involved in virtually every decision, large and small, made on the city's behalf over more than a quarter-century. He spent thousands of hours driving and walking the neighborhoods, and came to know St. Matthews like the back of his hand. "I know where every



Bernard F. Bowling Sr.
1958 - 1984

sinkhole is," he once boasted. He also made a point of knowing almost every homeowner and business person by name. His unrivaled devotion to the city's welfare and his considerable personal charm—not to mention his careful cultivation of a like-minded City Council and

administrative staff—gave Bowling authority to conduct the city's affairs almost single-handedly. Determined to maintain cordial relations with larger local government entities (mainly to safeguard his city's independence), he had doughnuts delivered from his family's bakery to Louisville City Hall and Jefferson Fiscal Court virtually every day he was in office. Some critics contended that Bowling was excessively pro-development, that his zoning policies in particular led to "piecemeal development of large tracts of land," causing traffic congestion and spoiling the city's quiet residential character. Bowling felt that he'd done what was necessary if St. Matthews was to grow and prosper and continue meeting the needs of its citizens. (A son of the former mayor, Bernard Bowling Jr., is currently a member of the City Council.)

"The thing about Mayor Bowling was that he really loved St. Matthews; that was obvious even to the people who disagreed with him. He had a very specific vision of the city's future, and he made it happen: The St. Matthews we live in today is largely the one he envisioned."

—Gretchen Kaiser

45 years a City

That move was quickly challenged by an anti-annexation group, whose lawsuit was eventually sustained by the Court of Appeals, limiting St. Matthews to its original boundaries.

Over the next four years, Louisville (which had coveted St. Matthews territory as early as 1940), tried on three occasions to pass legislation making it easier to annex unincorporated territory and sixth-class cities, but was unsuccessful each time. The larger city also passed six additional ordinances proposing to annex parts of St. Matthews, all strenuously opposed by the St. Matthews Annexation Protective Association, a business owners' group. Nonetheless, two of those efforts succeeded. Ironically, one of the areas claimed by Louisville was the original St. Matthews business district near "the Point."

When the smoke cleared, St. Matthews comprised two areas that were home to about 6,500 people (who had voted to accept annexation into the new city). One area was bounded by the city of Bellewood, Frankfort Avenue,

Windy Hills and Chenoweth Lane, the other by Shelbyville Road, Norbourne Boulevard, Eline Avenue and Browns Lane. St. Matthews became a fourth-class city in June 1954.

For fiscal 1954, the city had receipts of \$48,965 and spent \$34,216, including \$1,442 for police department salaries and \$17,673 for public works (mainly road construction and repair and garbage collection). The city budget for 1995 includes appropriations of \$4.8 million, including \$1.63 million for police and \$1.2 million for public works.

St. Matthews Sanitation District No. 1 had been formed in 1945 to work toward providing sewer services for the poorly drained area, which was known to some as "the land of the lakes" because so many of its streets flooded after brief summer rain showers.

The sewer system initially was expected to cost \$1 million, but actually cost \$2.75 million, because the start of construction was delayed for nearly five years and because the construction companies unexpectedly struck rock. Two

firms that helped build the system went bankrupt.

The city's first "city hall" was Mayor James Noland's home on Kennison Avenue. Over the next 10 years, city offices were located in the former Post Office Building at Willis Avenue and Breckenridge Lane; then in the Colonial Building on Breckenridge Lane (which had to be vacated because it was annexed by Louisville); then in a storefront near the present site of Trinity High School; and finally, in 1960, in a brand-new City Hall built just east of Thierman Lane. That building (with just 5,500 square feet of usable space) was eventually outgrown, and in 1994, a new City Hall was established at 3940 Grandview Avenue, in the (30,000-square-foot) former Greathouse Traditional Elementary School building, which the city purchased for \$1.3 million and renovated at a cost of more than \$1 million. (In addition to city government offices and the police department, the Grandview Avenue building also accommodates the St. Matthews/Eline branch of the

In 1946, the Louisville Board of Aldermen passed an ordinance proposing to annex St. Matthews' business district. This was viewed as an attempt to grab the revenue-producing business section without having to provide city services to the thousands of people living in the residential areas. (At the time, St. Matthews was believed to be the most populous unincorporated community in the United States.) When business owners in the affected area went to court to block the annexation, Louisville passed a second ordinance, proposing now to annex the residential parts as well. The state Court of Appeals ruled against the annexation in 1950.

On March 22 of that year, St. Matthews was incorporated as a sixth-class city. Initially it took in only three square blocks, bounded by Westport Road, Gilman Avenue, Chenoweth Lane and St. Matthews Avenue. But the very next day, the new city's council passed an ordinance proposing to annex the entire St. Matthews Sanitation District No. 1, an area with a population of about 15,000.

Louisville Free Public Library and office and meeting space for such groups as the St. Matthews Area Business Association and the Beargrass/St. Matthews Historical Society.)

City Hall could not be in a more historic location. The Greathouse School building on Grandview is the sixth incarnation of the first public school in St. Matthews. The original school, a one-room building on Browns Lane opposite the family farm of Philip Brown, opened in 1877 with an enrollment of seven students. The first teacher was Emma Russell; tuition originally was \$4.94 per month. Miss Tommie Greathouse was appointed teacher in 1884 at an annual salary of \$210.38; she was the only teacher for 19 years, then served as principal for 15 more years before retiring in 1918. The school had been renamed in her honor in 1915. Miss Mayme Waggener, after whom St. Matthews' public high school was named, served as principal of the Greathouse School from 1918 to 1946.

City Of St. Matthews 50 Years—1950 — 2000:



an aerial view of
st. matthews showing
the intersection of
frankfort avenue and
lexington road
in the 1940s.

the mayor

Arthur K. Draut, 76, was appointed mayor after Bernard Bowling's death in September 1984. Draut, who grew up in Louisville's West End, has lived at 4306 Churchill Road in St. Matthews since 1958. He is a DuPont Manual High School graduate and a 24-year Navy veteran who served in World War II and the Korean War, retiring at the rank of commander.

He earned bachelor's and master's degrees in marketing and commerce from the University of Louisville and later worked as a teacher at Eastern High School. In 1954 he became dean of students at Waggener High School in St. Matthews. He became assistant principal at there in 1959 and principal in 1968, serving until 1983.

He was appointed to the City Council to finish the unexpired term of Millard Rudy. Under his leadership as mayor, the city established an occupa-

tional tax in 1986 to increase revenues. Since then, the city has hired additional police officers, improved and expanded three city owned parks, upgraded city employees' pensions, computerized city records, started a sidewalk replacement and construction program, expanded the St. Matthews Community Center and community center park, and purchased historic Greathouse School for use as City Hall. Most recently under his leadership, the city has acquired a 19-acre parcel of property which it intends to retain as a nature preserve.

Mayor Draut represents the city on the boards of KIPDA, the

Kentucky Derby Festival and the Kentucky League of Cities. He is a widower with three sons, two grandsons and two granddaughters, and is a Scottish Rite Mason and a member of the Shrine Club. His hobbies include baseball and fishing.



Mayor Arthur K. Draut

the city council

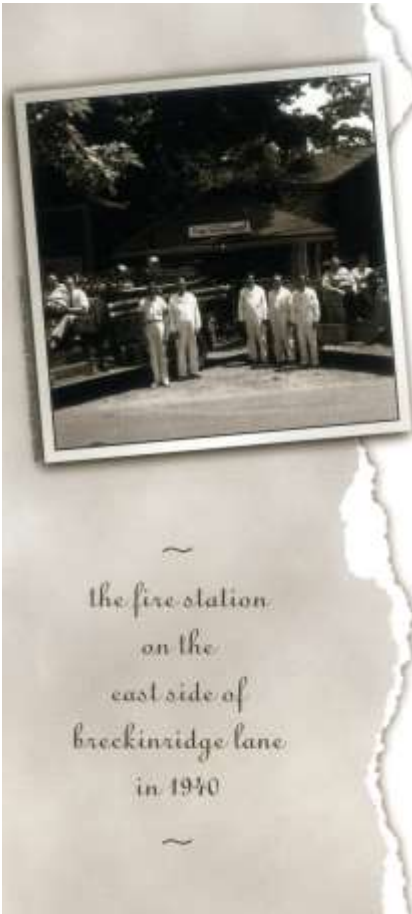


Back row from left to right: Tony Weston, Bernard Bowling, Jr.,
Kerita Giddins, Richard Tamm, Harry Wargarten, Jr. and Gary Vincent.
Front row from left to right: Martha Schade, Arthur Draut and Mary Jo May.

the view
looking east
down shelbysville
road in
the 1920s



City Of St. Matthews 50 Years—1950 — 2000:



the fire station
on the
east side of
brockinridge lane
in 1940

city administration

The city's eight person administrative staff is headed by City Clerk - Treasurer James King, a St. Matthews employee for more than 24 years.

The City Clerk - Treasurer's staff of four full-time employees bills and collects \$6 million a year in property, occupational and business license taxes. In addition, this office handles accounts receivable, and accounts payable, payroll and employee benefits, and responds to citizen's questions and complaints.

The department's four part-time employees consist of: a sign officer who issues license and sign renewals, and enforces compliance with sign ordinances and regulations; a license inspector who makes on-site visits to old and new commercial establishments; a special projects coordinator who assists the Mayor in various community projects and programs; and a troubleshooter who responds to citizens' complaints and requests. This office, the primary link between the residents and their government, is located on the third floor of City Hall.



City Clerk - Treasurer James King



Back row from left to right: George Clephus, Hatch Helm and Ray Brimmer. Front row from left to right: Vera Cherry, Paula Fisher, Barbara Kays and Patsy Murray.

St. Matthews 1950 - 2000

police department



Back row from left to right: Norm Mayer, Rick Dyles, Debbie Mariani-Kelly, Matt Calce, Bill Fitzgerald, Leslie Christopher, Rick Lane, Bob Rutledge, Jimmie White, Karen Wright, Joel Mangin, Brent Jeffery, John Keeler, Linda Swanson, Michelle Swanson, Paul Richardson, Todd Pritchard, Kelly Sigelbach and Gary Barton. Front row from left to right: Ted Swager, Steve Williams, John Strawn, Pat Binkovich, Danny Grant, Tony Miller, Eric Brantley, Dennis McDonald, Rudy Paris, Bob Martin, Mike Johnson, Larry Ellington, and Chris Robinson.



Police Chief Norm Mayer

The St. Matthews Police Department is one of the best-trained and most respected police departments in Kentucky. When it was established in 1955, the department only had three officers. Today, the Police Department is comprised of 39 men and women who are dedicated to providing quality police services to the city of St. Matthews.

Chief of Police Norm Mayer heads the department. Chief Mayer was appointed in May 1988. He previously had retired from the Louisville Division of Police, after 27 years of service, at the rank of Lieutenant Colonel. Under Chief Mayer's command, the St. Matthews Police Department has gained a reputation as being among the most innovative and proactive law enforcement agencies in the Commonwealth. Many of the department's community policing initiatives have been recognized as "models" for other police agencies throughout the state. In February 1996, the Kentucky Association of Chiefs of Police recognized the St. Matthews Police

Department's professional excellence and high degree of effectiveness by awarding it the "Certificate of Accreditation."

The St. Matthews Police Department's success can be attributed to its ability to attract very talented men and women to join its ranks. Many St. Matthews police officers have college degrees and other post-secondary education. Each officer has completed at least 400 hours of basic training and is required to receive an additional 40 hours of yearly in-service training.

The majority of those who "protect and serve" are assigned to the patrol division. Officers assigned to this division perform those duties commonly associated with police work such as answering calls and traffic enforcement. Additionally, officers conduct daily house checks for residents who are away from home, serve as bank escorts for businesses and patrol of neighborhoods, the mall and other businesses by foot.

City Of St. Matthews 50 Years—1950 — 2000:



~
 eline motor company
 proudly displays
 its new line
 of cars
 in 1940
 ~

public works department

In early 2000, what had been the Works department and Construction department, respectively, since 1994 were merged into a single Public Works department. The newly-created Department is headed by James N. Birch, the city engineer. Mr. Birch has been a professional engineer and land surveyor for over 35 years. He served as the director of the Jefferson County Public Works and Transportation department and was the Jefferson County Engineer before coming to St. Matthews in November of

1988. Presently, he works part-time for the City and is president of his own engineering company.

The Public Works department consists of three divisions each supervised by Dennis Fletcher: 1) construction, 2) parks, public grounds and streets and 3) building maintenance. The Department has 16 full-time employees and operates on a budget of nearly \$3 million per year. Workers in the construction division of the Department build and repair sidewalks, storm sewers, catch basins,



Back row from left to right: Pam Whitford, Larry Fletcher, Dennis Fletcher, Terry Ridgeway, Ed Bates and Frank Jensen. Front row from left to right: William Casner, Michael Parker, Ray Wheeler, Don DeWaters and Franklin Bennett.



City Engineer James Birch

public works department



Tree Trimming Program

headwalks, driveways, street curbs and retaining walls and perform grading work to improve drainage. Employees in the remaining two divisions are engaged in activities such as: patching and removing snow and ice from city streets, installing road and other regulatory or identification signs, providing emergency storm services, planting trees and flowers on city property and rights-of-way and other-



Leaf Collection

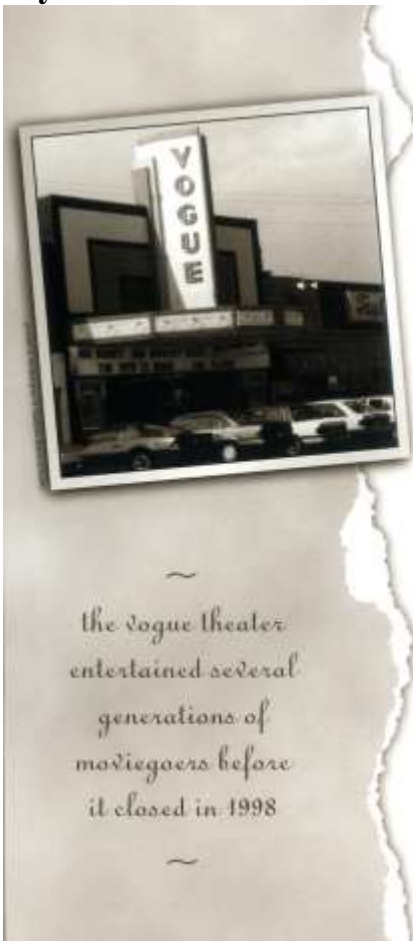
wise landscaping and maintaining city parks and properties.

Among the innovative services which the Public Works department provides for the city are: in-house storm sewer work which is provided in lieu of the city's involvement with the storm water drainage program administered by the Metropolitan Sewer District, and curb-side leaf pick-up to all city residents in the fall.

~
 workers plant
 a tree as part
 of the tree
 planting program
 in 1995
 ~



City Of St. Matthews 50 Years—1950 — 2000:



the vogue theater
entertained several
generations of
moviegoers before
it closed in 1998

city information and services

City Attorney - Foster Hauriz, a Notre Dame University Law School graduate, has served as attorney for the city since 1978. Hauriz has represented as many as 15 other cities in Jefferson County during his career.

City Zoning Enforcement Officer - In 1998, city leaders created the position of Zoning Enforcement Officer to strengthen the compliance of city and county zoning regulations in the face of increasing development. Ron Howard was hired to fill that position and continues to serve in that capacity today.

City Government - St. Matthews is represented by a Mayor who serves a four-year term and eight council members who serve two-year terms. Their elections are non-partisan. The council meets on the second and fourth Tuesdays of each month. With a large business district, St. Matthews has made every effort to establish and maintain a moderate ad valorem tax rate and a generous discount. For the past ten years, the property tax rate has



City Attorney Foster Hauriz



City Zoning Enforcement Officer
Ron Howard

been reduced from \$25 to \$20 per \$100 of assessed value. The city also offers a 40% discount on this rate for early payment, resulting in one of the lowest, if not the lowest, tax rate in the county. Rear-door garbage collection, front yard leaf pick-up, installation of ornamental street lights, and a tree-planting program are among the premier services which the city offers its residents.

Fire Protection - The 35,000 residents of the city and surrounding area are served by the St. Matthews Fire District and its two fire stations at Sears Avenue and the corner of Brownsboro Road and Hubbards Lane. The District recently added a second career crew, bringing the total number of full-time employees to twenty-eight, supplemented by twenty-five volunteers, and performs 1500 to 1600 runs per year. The Fire District is an independent taxing agency with an annual budget of over \$2 million. Its equipment consists of a 100-foot, tractor-driven aerial ladder

city information and services

truck, four pumper trucks, a fan truck, two utility vehicles and three cars. Fire Chief Bill Seng graduated from Waggener High School and has a degree in Fire Safety and Engineering from Eastern Kentucky University. He was appointed Chief in 1993.

Public Library - The St. Matthews/Eline Memorial Library moved to City Hall, 3904 Grandview Avenue, in the spring of 1996. The city provides office space for the library free of charge. The Eline branch is one of the busiest branches in the Louisville Free Public Library system, with a circulation of about 30,000 volumes per month. The Head Librarian is Susan Irving, a St. Matthews resident and graduate of Waggener High School. Ms. Irving has degrees from the University of Louisville and the University of Kentucky and has been an employee of the library for fifteen years. The library itself is supported financially by the City of Louisville and Jefferson County as well as the City of St. Matthews.

City Services - The city initiated a sidewalk construction and replacement program in 1987 in order to respond to residents' requests for new sidewalks and repair existing ones. Over two million dollars have been spent on the program to date. Not only have these improvements provided safety for youngsters, walkers and joggers, but they have made property more attractive and more valuable. This on-going program is still available to those whose neigh-

borhoods need sidewalk improvement. Typically, the decision to install sidewalks requires a petition to be signed by more than 90% of adjoining landowners.

Also in 1987, city officials determined that in the best interest of the taxpayers, a contract for private waste disposal should be negotiated. As a result, for the past fourteen years, a private company has handled waste pick-up for the city. St. Matthews residents enjoy the convenience of rear-door garbage pickup. Moreover, since 1991, the city has contracted with a private hauler for pick-up of recyclable materials, including newspaper, glass, aluminum cans and some plastics and has provided every residential unit with a plastic container to facilitate the temporary storage and pick-up of these items. The venture has been very successful since its inception. Finally, consistent with the county law passed in 1994, the city now requires the separation of trash and yard waste and assists residents in separating these items by providing special bags in which to store yard waste for pick-up.

The city began a tree-planting program in 1989. Scores of Red Sunset maples, ash and ornamental pear trees are planted every year on city rights-of-way at the request of homeowners. Beautiful tree-lined streets are now the norm rather than the exception in St. Matthews.

the foot bridge
that crosses
beargrass creek
at brown park



City Of St. Matthews 50 Years—1950 — 2000:

city parks and green space



~
the breathtaking
beauty of
beargrass creek
at brown park
~

Over the years, St. Matthews has grown from a rural community of potato farms to one of the largest cities in Jefferson County. With the development and growth of the area, much of the natural green space has disappeared. All three of the city's Mayors, however, have worked to acquire, preserve and maintain areas for recreation and enjoyment of the outdoors.

St. Matthews Community Center Park - The St. Matthews Community Center Park was the first of several purchases for the city's park system. In 1980, the city exercised an

option to purchase 13.4 acres for just over \$200,000. In the fall of 1988, the City purchased an additional 34.6 acres for \$1.3 million. Shortly thereafter, two of those acres were sold to the state for the widening of the Watterson Expressway. Following a fire in 1982, a community center building was constructed on the land. The building and surrounding grounds subsequently underwent considerable renovation and expansion in 1999 at a cost of \$3.5 million. The building is an excellent facility for both private and public gatherings. The park land adjacent to the



St. Matthews Community Center

st. matthews 10 1950 — 2000

city parks and green space



Green Space at Brown Park

building features baseball diamonds, tennis courts, a pavilion, a large playground and a paved walking trail.

Brown Park - In February of 1977, the James Graham Brown Foundation donated 27.5 acres of land to the city with the stipulation that the property would forever remain a park. The area was subsequently designated for passive use only. Today, the Park is home to a wide array of wildlife, including many birds, rabbits, squirrels and ducks. A walking trail has been constructed through the wooded area along Beargrass Creek which runs through the park. Many of the trees in Brown Park are identified by posted mark-

ers, which adds to visitors' enjoyment of the grounds. In 1992, the city purchased an adjacent triangular lot at the corner of Bowling Boulevard and Browns Lane to assure that there would be no commercial development bordering the park. A pavilion and picnic tables attract families and other groups to the area. The city spent roughly \$800,000 just three years ago to update and renovate Brown Park. Today, the park is home to an annual, city-sponsored Halloween celebration as well as a Christmas display sponsored by the St. Matthews Business Association (SMABA). During the summer months, SMABA also stages a musical concert series.

~
st. matthews
parks are
teeming with
wildlife
~



st. matthews 11 1950 — 2000

City Of St. Matthews 50 Years—1950 — 2000:

city parks and green space



the st. matthews
potato festival
parade in
the late 1940s.

Beargrass Nature Preserve - The Beargrass Nature Preserve consists of 19 acres of land adjacent to Bowling Boulevard which was acquired by the city in the early 1990s. The property runs along both sides of Beargrass Creek just north of Brown Park and west of Mall St. Matthews. While the park has been in the planning stages for some time, the city expects to break ground on the \$1.8 million project in the fall of 2000. The area is expected to be dedicated to passive use only and will contain several acres of wetland area with elevated walkways, two bridges over Beargrass Creek and a nature trail. The preservation of this area will result in the estab-

lishment of a greenway connecting Brown Park to the south across Bowling Boulevard with the Community Center Park to the north across Shelbyville Road.

Warwick Villa Park - Warwick Villa Park, located in the far eastern end of the city and adjacent to Washburn Avenue, was perhaps the most difficult park area to acquire. This park was originally a series of 50 x 150 foot lots owned by many individuals. These lots were acquired individually by the city over a number of years and today comprise the 8.4 acre park. Warwick Villa Park features a walking track, a basketball court, and a soccer field.



Entrance to Brown Park.



Playground at Warwick Villa Park.

previous city halls



Mayor Nelson's House, 1950 - 1954
3957 Kennison Avenue



3235 Post Office Building, 1954 - 1958
Brookside Lane & Willis Avenue



The Colonial Building, 1957 - 1957
851 Brookside Lane



4029 Frankfurt Avenue, 1957 - 1960



701 Wisconsin Lane, 1960 - 1963

All the hall photos provided by Progress & Action Historical Society

another
view of
the potato
festival parade



City Of St. Matthews 50 Years—1950 — 2000:

our thanks to the following individuals who have served the city over the years:

current mayor
Arthur K. Prant

current city council members

Harvard F. Bentley, Jr.
Kevin Eddins
Harry L. Kingdon, Jr.
Mary Jo May
Martha Sobush
Richard J. Tamm
Bryce B. Vincent
Tony Waters

former mayors

Harvard F. Bentley
James K. Noland

former city council members

Wm. S. Clasher
E. R. Ballard
John Barber
Robert C. Poiry
Arthur K. Prant
John Evans
Alberta Fennema
Gilbert Hask
Melburn French
Bernard W. Bridges
E. R. Branstead
Robert T. Hart, Jr.
Louis L. Kern

fifty years a city

In 1946, the Louisville Board of Aldermen passed an ordinance proposing to annex St. Matthews' business district. This was viewed as an attempt to grab the revenue-producing business section without having to provide city services to the thousands of people living in the nearby residential areas. (At the time, St. Matthews was believed to be the most populous unincorporated community in the United States.) When business owners in the affected area went to court to block the annexation, Louisville passed a second ordinance, proposing annexation of the residential areas as well. The state Court of Appeals ruled against the annexation in 1950.

On March 22 of that year, St. Matthews was incorporated as

a sixth-class city. Initially it consisted of only three square blocks, bounded by Westport Road, Gilman Avenue, Chenoweth Lane and St. Matthews Avenue. The very next day, however, the city's council passed an ordinance proposing to annex the entire St. Matthews Sanitation District No. 1, an area with a population of about 15,000 residents. That move was quickly challenged by an anti-annexation group, whose lawsuit was eventually sustained by the Court of Appeals, limiting St. Matthews to its original boundaries.

Over the next four years, Louisville (which had covered St. Matthews territory as early as 1940), tried on three occasions to



The Vogue Theater and the Lexington Road shopping area in the 1950s.

st. matthews 1950 — 2000

fifty years a city

pass legislation making it easier to annex unincorporated territory and sixth-class cities, but was unsuccessful each time. Louisville also passed six additional ordinances proposing to annex parts of St. Matthews, all strenuously opposed by the St. Matthews Annexation Protective Association, a business owners' group. Nonetheless, two of those efforts succeeded. Ironically, one of the areas claimed by Louisville was the original St. Matthews business district near "the Point."

When the smoke cleared, St. Matthews comprised two areas that were home to about 6,500 people who had voted to accept annexation into the new city. One area was bounded by the city of Bellewood, Frankfort Avenue, Windy Hills and Chenoweth Lane, the other by Shelbyville Road, Soursome Boulevard, Eline Avenue and Inness Lane. St. Matthews became a fourth-class city in June 1954.

For fiscal 1954, the city had receipts of \$48,965 and spent \$34,216, including \$1,442 for police department salaries and \$17,675 for public works (mainly road construction and repair and garbage collection). By contrast, the city budget for fiscal 2001 includes appropriations of over \$8.5 million, including \$2.8 million for police and nearly \$2.8 million for public works.

St. Matthews Sanitation District No. 1 had been formed in 1945 to work toward providing sewer services for the poorly drained area, which was known to some as "the land of the lakes" because

so many of its streets flooded after brief summer rain showers.

The sewer system initially was expected to cost \$1 million, but ultimately cost \$2.75 million, because the start of construction was delayed for nearly five years and because the construction companies unexpectedly struck rock. Two firms that helped build the system went bankrupt.

The city's first "city hall" was Mayor James Noland's home on Kenrison Avenue. Subsequently, city offices were located in the former Post Office Building at Willis Avenue and Breckinridge Lane; then in the Colonial Building on Breckinridge Lane which had to be vacated after being annexed by Louisville; then in the store front near the present site of Trinity High School; and later, in 1960, in a new City Hall built just east of Thiernan Lane. That building with just 5,500 square feet of usable space was eventually outgrown, and in 1994, a new City Hall was established in 3940 Grandview Avenue, in the 30,000-square-foot, former Greathouse Elementary School building, which the city purchased for \$1.3 million and renovated at a cost of more than \$1 million.

The Grandview Avenue building presently houses city government offices, the police department, the St. Matthews/Eline branch of the Louisville Free Public Library and office and meeting space for such groups as the St. Matthews Area Business Association and the Beargrass/St. Matthews Historical Society.

former city council members (cont.)

Harry James
J. C. Krupper
Kerry S. Leathers
Edwin Loring
Cecil R. Moore
William J. O'Connell
Steve Roush
Norman Rine
Elizabeth Ross
Melburn Rusty
S. S. Rusty
R. C. Schickel
Harold Schell
Omaha Waters
William Wigginton
J. Payne Ware

former and current city staff members

William Clasher
C. Marshall Brown
James B. Branstead
William J. Harris
Vester Kenny
J. W. Jones
Brotherman Kanner
Charles C. King
James L. King
Martha Kuhl
Shirley Leyer
Parvathy Nohlet
J. C. Schickel

City Of St. Matthews 50 Years—1950 — 2000:



high water
in front of
bacon's and
the a&p
in july 1955

city fathers

James H. Noland, the first mayor of St. Matthews, was one of those men who organized the St. Matthews Community Center in 1945 to provide desperately needed recreational facilities for youngsters in the area. By then he was well known as a community leader, and in the late 1940s, when St. Matthews lended off repeated annexation efforts by the city of Louisville, Noland was among those who led the resistance efforts and organized the community. He was chairman of the five member board that incorporated St. Matthews as a sixth-class city in 1950, and was immediately chosen to serve as mayor. From then on he was known to one and all as "Mayor Jim."

Noland's home at 3937 Kermiton Avenue—which had been the only house on the block when he moved in, sometime prior to 1930—served as City Hall from 1950 to 1954. The city initially consisted of only three square blocks, but Noland engineered a major annexation in 1953 that added about 5,000 residents, and St. Matthews became a fourth-class city the following year. Noland, a native of Frankfort, served as mayor without pay until 1958, when poor health forced him to resign. He continued advising city officials on policy matters until his death in 1960 at age 65.



James H. Noland

Noland, who often put in 50-hour weeks in service of city residents, explained his devotion this way: "I guess I enjoy getting things done." After his death, a council member told *The Courier-Journal* that Noland was "a man of great compassion" who always shunned the limelight and "sometimes paid with his own money the taxes of people who didn't have the money to meet their city obligations." After the battles over annexation, Noland's principal challenge was dealing with severe drainage problems in low-lying parts of St. Matthews.

Noland started his business career with Louisville Bedding Co. in 1912. After Army service overseas during World War I, he returned to Louisville. In 1924 he helped organize the Kentucky Sanitary Bedding Co., and served as its vice president. He was a longtime leader at Beargrass Christian Church, a president of the St. Matthews Rotary Club, a district chairman of the Old Kentucky Home Boy Scout Council, and a member of the board of the Christian Church Widows and Orphans Home. Noland resigned as mayor in 1958 for reasons of poor health, and was succeeded by businessman and engineer Bertie Bowling Sr., who directed the city for 26 years.

city fathers

Bertie Bowling Sr. was appointed mayor in October 1958 when failing health forced James Noland to resign. Bowling was a long-time St. Matthews businessman and civic leader whose family owned Pehm's Bakery at 3940 Frankfort Avenue. However, he also was trained as a civil engineer, and it was that technical expertise that proved important when he tackled the city's chronic drainage and flooding problems, historically the biggest obstacle to development in St. Matthews. Bowling quickly initiated a \$2 million sewer-construction project that laid the groundwork for development of the bulk of the city's remaining undeveloped land, and thus for phenomenal growth in the city's tax base during the 1970s and '80s.

Bowling, a father of 10 children, served as mayor for 26 years, without pay for the first 21; he was personally involved in virtually every decision, large and small, made on the city's behalf over more than a quarter-century. He spent thousands of hours driving and walking the neighborhoods, and came to know St. Matthews like the back of his hand. "I know where every sinkhole is," he once boasted. He also made a point of knowing almost every homeowner and business person by name. His unvalued devotion to the city's welfare and his considerable personal



Bertie Bowling Sr.

charm — not to mention his careful cultivation of a like-minded City Council and administrative staff — gave Bowling authority to conduct the city's affairs almost single-handedly.

Determined to maintain cordial relations with larger local government entities (mainly to safeguard his city's independence), he had doughnuts delivered from his family's bakery to Louisville City Hall and Jefferson Fiscal Court virtually every day he was in office. Some critics contended that Bowling was excessively pro-development, that his zoning policies in particular led to "piecemeal development of large tracts of land" causing traffic congestion and spoiling the city's quiet residential character. Bowling believed he had done what was necessary for St. Matthews to prosper and continue meeting the needs of its citizens. Bertie Bowling Jr., a son of the former mayor is currently a member of the City Council.

"The thing about Mayor Bowling was that he really loved St. Matthews; that was obvious even to the people who disagreed with him. He had a very specific vision of the city's future, and he made it happen. The St. Matthews we live in today is largely the one he envisioned," says Gretchen Kubser, former city clerk.

cooks at the
first annual
bethel church
turtle soup
supper in 1929



City Of St. Matthews 50 Years—1950 — 2000:

Two hundred and twenty one years a community

Colonel John Floyd, a surveyor and pioneer from Virginia, apparently was among the first to make his home on the high, fertile ground of present-day St. Matthews. He arrived in the thickly forested area along the middle fork of Beargrass Creek in 1779, just one year after George Rogers Clark erected the Corn Island fort that would eventually become Louisville. Floyd lent his name to one of the earliest crude fortifications in the area, Floyd's Station, and was among the builders of Spring Station, a garrison on a site now occupied by the Big Spring Country Club. He was killed by Indians

in 1783 and buried near the present site of the Jamestown of St. Matthews apartments, off Breckinridge Lane.

In the early 1800s the sparsely populated area was called Sule's Precinct, for Capt. Edmund P. Sule, who owned a tavern on the primitive stagecoach route that linked Louisville and Frankfort. Traffic picked up in 1832 with the completion of the Shelbyville Turnpike, a hard-packed gravel road from which passing wagons lifted powdery clouds of limestone dust, and again in 1851, with the opening of a Louisville-Frankfort rail line. By then the area had



~
detail of the
grave marker
of gen. robert
breckinridge
~



Col. John Floyd's Spring House



Hurlump & Brant's blacksmith and stage-making establishment on Chenoweth Lane around 1900.

at st. matthews 18 1950 — 2000

Two hundred and twenty one years a community



The St. Matthews Potato Exchange, formed by 200 farmers in 1910, grew to become the second largest potato shipper in the world.



long been known as Gilman's Station, Gilman's Point, or simply Gilman's for Daniel Gilman, another tavern owner, who located his business at "The Point", the juncture of Shelbyville and Westport Roads, Breckinridge and Chenoweth lanes, and Frankfort Avenue—the site of the community's original business district.

Around 1850, some citizens, arguing that it was unseemly for their settlement to share the name of a saloon keeper, began calling it St. Matthews, borrowing the name from the area's first church, St. Matthews Episcopal, which had recently been built on what is now

St. Matthews Avenue. The name became official in 1851 when it was adopted by the newly established post office, although the railroad stop was still known officially as Gilman's Point, and the Gilman name continued to appear on maps as late as 1879.

Through most of its history, St. Matthews was a community of large farms, many of them originally owned by pioneer families whose names are still familiar today — among them Brown, Rudy, Chenoweth, Massie, Monahan, Bullitt, Nantz, Arterburn and Breckinridge (Breckinridge Lane was named for pioneer

~
a delivery
from the
g. g. ehrmann
candy company
around 1895
~



at st. matthews 19 1950 — 2000

City Of St. Matthews 50 Years—1950 — 2000:



gas station on
lexington road
at the corner of
wallace avenue
in 1927

two hundred and twenty one years a community

Alexander Breckinridge, but is spelled differently today because of an error compounded by a succession of street-sign painters). Farmers who managed to reclaim the swamp land that lay generally between Shelbyville and Brownsboro Roads discovered that it was ideal for cultivating root vegetables, especially potatoes and onions. The prosperity that ensued was enhanced by St. Matthews' ideal location along the tracks of the Louisville, Lexington & Cincinnati Railroad, which provided ready access to northern and southern markets alike.

The St. Matthews Produce Exchange, formed by 200 farmers in 1910, grew to become the second-largest potato shipper in the world. Stock in the venture initially sold for \$5 a share; by 1921, when more than 13 million pounds of potatoes were dispatched by rail from the Exchange to all parts of North America, a share was worth \$75. St. Matthews was known as "the potato capital of the world" until 1946, when the Exchange closed its doors. The hangar-like Exchange facility, which included "a frost-proof building for the storage of 10,000 barrels of second-crop pota-



Looking east on Shelbyville Road in 1938 with Pike's Baking and Bethel Church in the background.

st. matthews 21 1950 — 2000

two hundred and twenty one years a community



The grand opening of the first K&S supermarket in the 3900 block of 17 milefoot Avenue in 1946.

construction of
the mall began
in the early 1960s
soon after the
wallerson expressway
was opened

toes," survives as The Colony shopping center at Westport Road and Clover Lane.

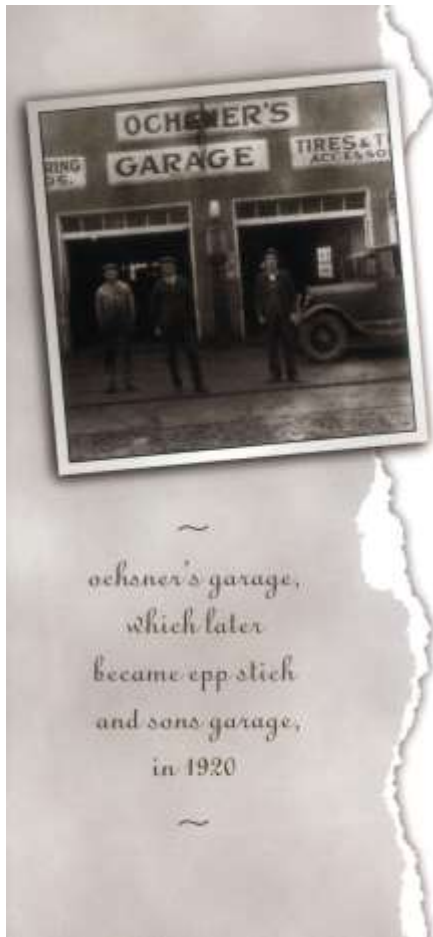
Eventually, as land in the area became more valuable for development, most of the old family holdings were broken up and subdivided. This process got under way in 1907, when Henry and Emma Koefler split their property on St. Matthews Avenue (between Westport and Shelbyville roads) into 25 residential lots. The first big housing boom came in the late 1920s (when the going price for prime land reached \$3,000 per acre). That period

was followed by the bust known as the Great Depression (when landowners dropped their prices to as low as \$300 per acre, and still had no takers). A second boom started just after the 1937 flood and lasted until the attack on Pearl Harbor. After a wartime lull, the last great boom started in 1946. As the area's population grew, a modern shopping district developed along Lexington Road, near the present site of the now closed Vogue Theatre. Virtually all of the available improved land in the area was developed by 1950, when St. Matthews officially became a city.



st. matthews 21 1950 — 2000

City Of St. Matthews 50 Years—1950 — 2000:



~
 ochner's garage,
 which later
 became epp-stich
 and sons garage,
 in 1920
 ~

three views of st. matthews



Aerial view of Shellyville Road in 1916 ...



... and in 1920 ...



... and in 1993.

the st. matthews flag story

St. Matthews' flag is emblazoned with symbols of the community's history: a buckskin-clad pioneer who represents the explorers who first settled in the area; a potato and a hoe-wielding farmer, exhibiting St. Matthews' heritage as a producer and marketer of potatoes and other vegetables; a stagecoach, for the coach stops that were the area's first businesses; a fighting cock, for a "sport" that was popular in St. Matthews early in its history, and a church, representing St. Matthews Episcopal, for which the city was named. The

flag is primarily blue and gold, the colors of the Commonwealth of Kentucky, with green to represent the fertility of the area's soil. It bears the one-word motto, "Forward."

The flag was designed in 1960 by Stephanie Baldyga, then a 13-year-old eighth-grader at Our Lady of Lourdes School, the winner of a flag design contest sponsored by the St. Matthews Elks Lodge. Six civic organizations donated a total of \$212 to have the first flag made.



the city of
 st. matthews
 would like to
 thank all those
 who contributed
 to the creation
 of this booklet

~
 University of Louisville
 Photographic Archives

~
 Beargrass-St. Matthews
 Historical Society

~
 fiftieth anniversary committee

Mary Jo Ray
 Martha Schade
 Tony Weiler
 Kevin Eldins

Section B

2000° The Voice-Tribune, Louisville, KY

Wednesday, August 16, 2000

12 pages



Paper work

Voice-Tribune has filled a niche from its beginning in 1949

By STEVE RUSH
News Editor

The Voice-Tribune has long been known as a community newspaper, and when it was first published on July 14, 1949, that was simply its name — "St. Matthews, Your Community Newspaper."

The paper began as a small, tabloid-size, eight-page paper, and was published by James K. VanArsdale III. Slater & Gilroy printed the paper. The distribution was handled by Up To Date Distributing Co., which was owned by VanArsdale's father.

The brand-new paper filled a void in the rapidly growing eastern Louisville suburb of St. Matthews.

A contest was held to name it, and a 4-year-old Martha May of the \$100 prize with an entry of "The Voice of St. Matthews." Later, when May was in high school, she was a columnist for the paper.

The Voice grew into a larger tabloid size and then into a full broadsheet within three years.

Area incorporated

In March 1950, St. Matthews was incorporated. As Jefferson County's East End neighborhoods began to grow, a battle ensued between the community and the city of Louisville, which tried to annex the area. Some people at the time thought that there should be only one city, Louisville, in the county. The merger never happened, and there are now more than 90 incorporated small

cities in the county, with the overwhelming majority in the East End.

The Voice provided a forum for its readers about the annexation issue, which enabled the paper to build a strong foundation that has helped it thrive through the years.

The paper has changed and grown over the years, and has had several owners and publishers. Some modified the paper's name and its look, but its focus of serving the community has continued.

Paper owners

Al Shansberg bought the paper in 1952 and was the publisher through the early '70s. During his ownership, he bought The Jeffersonian, the Jeffersontown-based newspaper that began in 1907.

After two years of publishing the two papers, they merged in January '66 and he published The Voice-Jeffersonian. (In 1970 it was an 80-page, broadsheet product.)

It was called The Voice-Jeffersonian when Shansberg sold it in May 1971 to Bruce Von Dusen, who sold it in '79 to giant newspaper chain Scripps-Howard, which owned several local papers under the Voice umbrella.

Besides The Voice, The Highland Herald, Middletown Mirror (earlier Suburban Mirror), Jefferson Reporter, Glolona Observer, Southwest News, The Jeffersonian and Prospect News also were published.

Scripps wanted to develop a

See page B-12

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Scripps wanted to develop a
See page B-12

Voice-Tribune has filled niche from its beginning

From page B-1
strong network of papers around the community. That plan lasted only a few years, partially due to the fact that The Courier-Journal, the metro area's daily morning newspaper, started its own neighborhood editions.

In July 1981, Bill Matthews bought the paper from Scripps. He sold to John Waits in '82 who ran it until the paper ceased publication in September '86.

Harralson & Co.

Led by Central City native John H. Harralson Jr., a former South Central Bell executive, Southern Publishing Inc. bought the name and assets of The Voice Newspapers in 1987. The company, which owns the paper today, started publishing again on April 1 of that year.

When Southern Publishing took over, the weekly had a circulation list of about 1,800. One of the first things the new owners did was change the name to The New Voice to let readers know of the new management.

Since then the paper has grown and become the state's largest paid weekly with a circulation of about 14,000 and a readership of about 50,000.

On its seven-year anniversary under Southern Publishing, the paper took on a new name, The Voice-Tribune, to give it more of a classic newspaper name and eliminate the misunderstandings some had of The New Voice name, Harralson said.

Filling a niche

For years the paper's motto has been "Community News With a Difference" and it has tried to fill its niche as a "hometown" community newspaper for East End residents.

The Voice-Tribune, at 3818 Shelbyville Road, focuses on local events, people and businesses. Besides its local news and feature stories, the paper's appeal has been its popular columns by veteran Kentucky sportswriter Earl Cox, social columnists Lucie Blodgett and Carla Sue Broecker, book reviewer Mary Caldwell and garden writer Jensen Wiche, daughter of the late garden expert Fred Wiche. Other appeals are the paper's extensive obituary section and its two- to four-page photo spread, which is put together by Harralson, an avid photographer who shoots events nearly every day of the week.

Originally a St. Matthews-only paper, The Voice-Tribune now covers several other fourth-class cities and East End communities, including Middletown, Lyndon, Jeffersontown, Prospect, Hurstbourne, Anchorage, Hikes Point, Crescent Hill and the Highlands. It now has subscribers in all Jefferson County zip codes, all over Kentucky and in 42 states (with many readers in Florida getting the paper).

Two centuries of progress

From John Floyd's station in 1779 to 2000, St. Matthews' phenomenal growth has great historic significance

By TOM STEPHENS
Staff Correspondent

By the time Jefferson County was founded by the state of Virginia in 1780, the area that would become St. Matthews was already in its infancy.

John Floyd, an early surveyor, established a "station" - or fort - on the middle fork of Beargrass Creek in November 1779. Floyd, of Amherst County, Va., brought with him his wife, Jane Buchanan Floyd, their son and only child, three brothers and two brothers-in-law to his settlement. In doing so, he became not only the first "legal" resident of Jefferson County, but "truly" the founder of St. Matthews.

The following year, Floyd's community, which he called Beargrass, boasted 10 families. One was that of Robert and Jemima Suggett Johnson, which included their son, Richard Mentor Johnson, future vice president of the United States. Floyd's family would grow to include three sons, William Preston, George Rogers Clark and John Floyd Jr.

Five other stations - Spring, Low Dutch, A'Sturgus, Sullivan's and Linn's - were built in and around Floyd's 2,000 acres, which today would be roughly bounded by Ormond Road, Cannons Lane and the Watterson Expressway.

Floyd is area leader

Described as a man "with a great show of modesty and open honest countenance and no small share of good sense," Floyd was a leader in the area, one of the state's first judges and the namesake of Floyd County. Gen. George Rogers Clark named him military commander of the area during a period of Indian "depre-dations" in the early 1780s.

On April 12, 1783, Floyd, his brother Charles, and Alexander Breckinridge were traveling to the Salt River when they were attacked by Indians and Floyd was shot in the arm. By the time the men rode to safety, the wounded man was dying from loss of blood.

"He lived that night, talked much to his brother, and expressed unmitigated sorrow for his young wife, the unborn infant, and a resignation to his new, Laetitia Preston Floyd. He desired to be buried at his Station on an eminence he had chosen for a grave yard. All this was done."

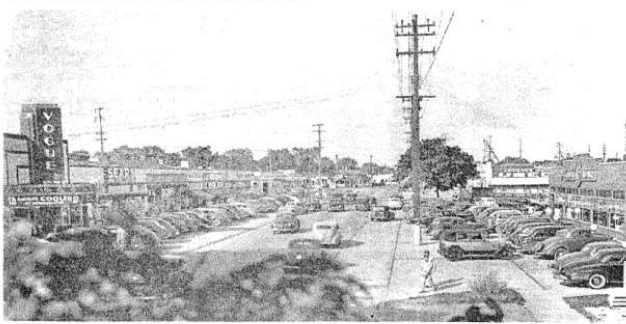
Christian fills the gap

Col. William Christian, a lawyer, statesman, diplomat and veteran of the French and Indian and Revolutionary wars, somewhat replaced Floyd as a leader of the area. Arriving in 1785, Christian began building a fine estate on his thousand-acre farm. When a band of Wabash Indians stole some of his horses during an April 1786 raid, Christian organized a group of men to chase them. Ambushed after crossing the Ohio River in pursuit, Christian was killed.

"I don't think that this Country even in its Infant State bore so Ghomy an Aspect as it does at present," wrote Gen. George Rogers Clark to Patrick Henry, whose sister Anne was Christian's widow. "The loss of Colonel Christian hath Caused general Uneasiness." The Kentucky General Assembly subsequently named Christian County in the colonel's honor.



This building, pictured in 1895, housed a grocery store and tavern and sat on the northeast corner of Chenoweth Lane and Shelbyville Road.



The A&P Supermarket stood directly across from the Vogue Theatre in 1941.

The Bullitt family

Upon Christian's death, his son-in-law Alexander Scott Bullitt (1761-1816), who had married his daughter Priscilla, became the owner of the property. Bullitt was a highly successful man in his own right, having served in the

major in that state's militia before coming to Kentucky in 1784. After arriving, Bullitt became a militia officer, member of the Louisville Board of Trustees, first speaker of the state Senate and the common-wealth's first lieutenant governor. He also was a delegate to Kentucky's first constitutional convention and helped write the new document. Back home on Beargrass Creek, he continued his father-in-law's work, building the estate into Oxmoor, which remains in his family more than two centuries later.

The present St. Matthews city limits are almost entirely within the property originally owned by John Floyd and William Christian. The Floyd, Christian, Breckin-ridge, Bullitt and A'Sturgus families intermarried and their descendants helped settle the growing area. Others were here too, including the Bruners, Geigers, Hikeses, Hites, Hokes and Funks.

Immigrants arrive

The Louisville & Lexington Turnpike Road (known to locals as Shelbyville Pike and today as

Shelbyville Road) was built in 1820, attracting German and Swiss immigrants who began growing produce on small truck farms carved from the flat, fertile land. As they prospered, such surnames as Doup, Brentinger, Tra-cenrider, Yennewein, Frederick

The building of the railroad in 1851 established links to Louis-ville, Shelbyville and the rest of the outside world, allowing the farmers to sell their produce to almost anyone in the growing nation.

Success had turned the community into a respectable village around which was situated several large farms - along with their already historic residences - and many smaller farms, the lanes and roads of which became known by the names of their owners. We know them today: Washburn, Arterburn, Brown, Dorsey, Rudy, Fenley and Herr, among others.

Long known as a portion of "Sale's Precinct" - as opposed to the earlier Beargrass - the village was served by the Louisville & Lexington Turnpike Road (Shelbyville Road) and the Louisville & Lexington Railroad. The post office was called St. Matthews, after the nearby St. Matthews Episcopal Church, founded in 1839, at Westport Road and St. Matthews Avenue.

Gilman's Point

But another name vied for per-manence. It was Gilman's Point. Daniel Gilman (1804-85) lived in

the area by 1850, the year his tavern became Gilman's Precinct, the voting place for that section of the county.

"Mr. Gilman kept a grocery

which had an entrance fronting on the Westport Road, and an entrance fronting on the Shelbyville Pike and therefore the place where the two roads meet was called Gilman's Point," explained local historian Hardin H. Herr in an article in the "St. Matthews Booster" newspaper. "We called it The Point," recalled Alice O. Monahan, who grew up in the area. "We never called it St. Matthews. You always went to The Point."

Race track established

One of the gems of the neigh-borhood was Woodlawn Race Course, the thoroughbred track established, in part, by horse breeder Robert Aitchison Alexan-der in 1858 at the intersection of today's Westport and Beechwood roads. Racing began in the fall of 1859 and meets attracted thou-sands of visitors - via the Louis-ville & Frankfort Railroad - as well as those from the surround-ing countryside.

The sensation of the track was its challenge cup, a 29-pound, 12-ounce silver-plated vase made for Alexander by Tiffany and Co. That trophy eventually became the property of Maryland's Pimlico Race Course, which awarded it to winners of the Preakness, the second leg of the famed "Triple Crown" of racing. Today consid-ered "priceless," the trophy was retired in 1954 and winners now receive replicas.

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Post-war expansion

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The formation of the St. Mat-thews Produce Exchange, operat-ed by John Carr Fenley and Shelbyville Pike. "The retreating

See page B-12

and the City of St. Matthews present

Music in Brown Park

113th Army Band "DRAGOONS"

The 113th United States Army Band has the distinction of being the second oldest Army Band generally on active duty. Formed on July 8, 1840 as the Band, First Regiment of Dragoons, the name "Dragoons" has been made the Band's official nickname.

It began its service with two buglers, three fifers and three drummers, serving throughout the Indian Wars in 1855. The Band participated in President Lincoln's second Inaugural Parade, and received campaign partici-pation for numerous Civil War battles, including Appomattox.

Later, the Band sailed with the First Cavalry to Luzon to assist in putting down the Philippine Insurrection in 1901-1902. President Roosevelt later wrote of the moving experience he had listening to the Dragoon Band playing patriotic music on the

Philippine shore. On July 15, 1940, the Band was reorganized and redesignated the Band, First Armored Regiment (Light), serving in Algeria, French Morocco, Tunisia, and Italy - where it was disbanded in 1943.

On March 21, 1956, the Band was reconstituted and redesignated the 113th Army Band. In 1970, it consolidated with the 158th Army Band, and its mission broadened to include the support of all the United States Army Armor Center and Fort Knox.

Today, the 113th Army Band "Dragoons" continues its proud tradition of musical support to the House of Armor and Cavalry. The Band is currently commanded by CWO Kenneth D. Allen.

We are confident of our abilities and mindful of our motto: "COURAGEOUS AND FAITHFUL."

Sunday, August 20

FREE
ADMISSION

6:00 pm

ARMY JEPS
THROUGHOUT
THE PARK

Wagner Traditional High School Cheerleading Boosters will be selling refreshments. Bring the family, friends and all your neighbors to join in the festivities!

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Two centuries of prog

From John Floyd's station in 1779 to 2000, St. Matthews' phenomenal growth

By TOM STEPHENS
Staff Correspondent

By the time Jefferson County was founded by the state of Virginia in 1780, the area that would become St. Matthews was already in its infancy.

John Floyd, an early surveyor, established a "station" — or fort — on the middle fork of Beargrass Creek in November 1779. Floyd, of Amherst County, Va., brought with him his wife, Jane Buchanan Floyd, their son and only child, three brothers and two brothers-in-law to his settlement. In doing so, he became not only the first "legal" resident of Jefferson County, but "truly" the founder of St. Matthews.

The following year, Floyd's community, which he called Beargrass, boasted 10 families. One was that of Robert and Jemima Suggett Johnson, which included their son, Richard Mentor Johnson, future vice president of the United States. Floyd's family would grow to include three sons, William Preston, George Rogers Clark and John Floyd Jr.

Five other stations — Spring, Low Dutch, A'Sturgus, Sullivan's and Linn's — were built in and around Floyd's 2,000 acres, which today would be roughly bounded by Ormond Road, Cannons Lane and the Watterson Expressway.

Floyd is area leader

Described as a man "with a great show of modesty and open honest countenance and no small share of good sense," Floyd was a leader in the area, one of the state's first judges and the namesake of Floyd County. Gen. George Rogers Clark named him military commander of the area during a period of Indian "depre-dations" in the early 1780s.

On April 12, 1783, Floyd, his brother Charles, and Alexander Breckinridge were traveling to the Salt River when they were attacked by Indians and Floyd was shot in the arm. By the time the men rode to safety, the wounded man was dying from loss of blood.

"He lived that night, talked much to his brother, and expressed unmitigated sorrow for his young wife, the unborn infant,

and the unborn child of his wife, Preston Floyd. "He desired to be buried at his Station on an eminence he had chosen for a grave yard. All this was done."

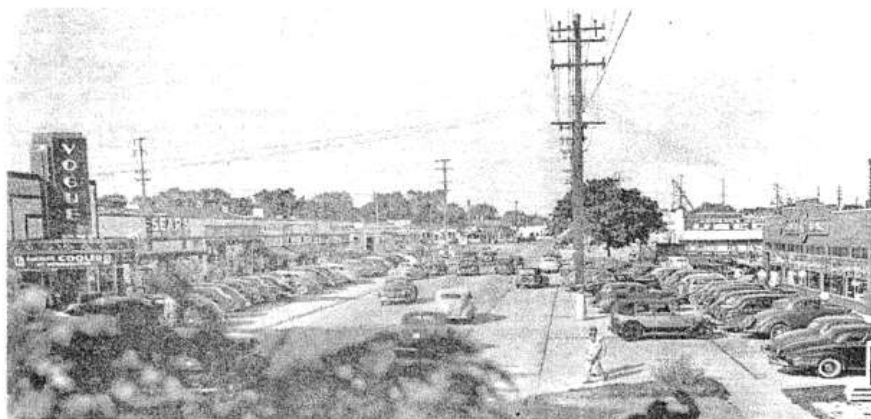
Christian fills the gap

Col. William Christian, a lawyer, statesman, diplomat and veteran of the French and Indian and Revolutionary wars, somewhat replaced Floyd as a leader of the area. Arriving in 1785, Christian began building a fine estate on his thousand-acre farm. When a band of Wabash Indians stole some of his horses during an April 1786 raid, Christian organized a group of men to chase them. Ambushed after crossing the Ohio River in pursuit, Christian was killed.

"I don't think that this Country even in its Infant State bore so Gloomy an Aspect as it does at present," wrote Gen. George Rogers Clark to Patrick Henry, whose sister Anne was Christian's widow. "The loss of Colonel Christian hath Caused general Uneasiness." The Kentucky General Assembly subsequently named Christian County in the colonel's honor.



photos reprinted with permission of "ST. MATTHEWS: THE CROSSROADS OF BEARGRASS," BY SAMUEL W. THOMAS
This building, pictured in 1895, housed a grocery store and tavern and sat on the northeast corner of Chenoweth Lane and Shelbyville Road.



The A&P Supermarket stood directly across from the Vogue Theatre in 1941.

The Bullitt family

Upon Christian's death, his son-in-law Alexander Scott Bullitt (1761-1816), who had married his daughter Priscilla, became the owner of the property. Bullitt was a highly successful man in his own right, having served in the

major in that state's militia before coming to Kentucky in 1784. After arriving, Bullitt became a militia officer, member of the Louisville Board of Trustees, first speaker of the state Senate and the commonwealth's first lieutenant governor. He also was a delegate to Kentucky's first constitutional convention and helped write the new document. Back home on Beargrass Creek, he continued his father-in-law's work, building the estate into Oxmoor, which remains in his family more than two centuries later.

The present St. Matthews city limits are almost entirely within the property originally owned by John Floyd and William Christian.

The Floyd, Christian, Breckinridge, Bullitt and A'Sturgus families intermarried and their descendants helped settle the growing area. Others were here too, including the Bruners, Geigers, Hikeses, Hites, Hokes and Funka.

Immigrants arrive

The Louisville & Lexington Turnpike Road (known to locals as Shelbyville Pike and today as

Shelbyville Road) was built in 1820, attracting German and Swiss immigrants who began growing produce on small truck farms carved from the flat, fertile land. As they prospered, such surnames as Doup, Brentlinger, Tra-cenrider, Yennewein, Frederick

The building of the railroad in 1851 established links to Louisville, Shelbyville and the rest of the outside world, allowing the farmers to sell their produce to almost anyone in the growing nation.

Success had turned the community into a respectable village around which was situated several large farms — along with their already historic residences — and many smaller farms, the lanes and roads of which became known by the names of their owners. We know them today: Washburn, Arterburn, Brown, Dorsey, Rudy, Fenley and Herr, among others.

Long known as a portion of "Sale's Precinct" — as opposed to the earlier Beargrass — the village was served by the Louisville & Lexington Turnpike Road (Shelbyville Road) and the Louisville & Lexington Railroad. The post office was called St. Matthews, after the nearby St. Matthews Episcopal Church, founded in 1839, at Westport Road and St. Matthews Avenue.

Gilman's Point

But another name vied for permanence. It was Gilman's Point. Daniel Gilman (1804-85) lived in

the area by 1850, the year his tavern became Gilman's Precinct, the voting place for that section of the county.

"Mr. Gilman kept a grocery



Press

rowth has great historic significance

which had an entrance fronting on the Westport Road, and an entrance fronting on the Shelbyville Pike and therefore the place where the two roads meet was called Gilman's Point," explained local historian Hardin H. Herr in an article in the "St. Matthews Booster" newspaper.

"We called it The Point," recalled Alice O. Monohan, who grew up in the area. "We never called it St. Matthews. You always went to The Point."

Race track established

One of the gems of the neighborhood was Woodlawn Race Course, the thoroughbred track established, in part, by horse breeder Robert Aitcheson Alexander in 1858 at the intersection of today's Westport and Beechwood roads. Racing began in the fall of 1859 and meets attracted thousands of visitors – via the Louisville & Frankfort Railroad – as well as those from the surrounding countryside.

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St. Matthews' phenomenal growth has great historic significance

From page B-2

Robert Warner Hite, solved the problem. In 1920 local farmers produced 13 million pounds of potatoes, earning about \$1 million the following year and becoming the "biggest potato shipping point in the United States."

Subdivisions bloom

Even as they prospered, however, farmers couldn't match the money they could make selling their land to developers anxious to build subdivisions. A transformation had begun.

One by one, the farms were sold for subdivisions that would become the city of St. Matthews when it was founded in 1950. Twenty years later, the city boasted a population of 13,152. Today's population is estimated to be more than 16,000, making St. Matthews one of the state's largest cities.

The rapid expansion of residential development made Shelbyville Road some of the most expensive real estate in Kentucky and turned the narrow old "pike" into the concrete-and-neon retail mecca that we know today.

The past remembers

There are, however, reminders of the area's history, places where trees and open spaces still can be found. Perhaps one of the best is Ridgeway, the handsome "Jeffersonian" house on Massie Avenue considered one of the finest exam-

ples of Federal architecture in Kentucky.

It was built from 1816-18 for Col. Henry Massie, an early surveyor, whose wife was Helen was a daughter of Alexander Scott Bullitt.

The house, also described by architectural historians as Jeffersonian, Early Classical Revival, Roman Classicism and Jeffersonian Classicism, features the typical Jeffersonian hipped-roof, along with two recessed connectors with hipped roofs, false doors and lunettes. It is strikingly similar to the William Morton House, built in Lexington in 1810, and Homewood, built in 1803 in Baltimore. The four-columned Roman portico, also typically Jeffersonian, resembles that of nearby Oxmoor - built in 1829 by William Christian Bullitt, Massie's brother-in-law. The main entrance, with its fanlight lunette and sidelights, is in the Federal style.

The original 434 acres - at the time bounded by today's Westport and Brownsboro roads and Chenoweth and Hubbards lanes - was divided among family members at Massie's wife's death in 1871. It was restored in 1985.

Sources for this article include "St. Matthews: The Crossroads of Beargrass," by Samuel W. Thomas; "Two-Hundred Years at the Falls of the Ohio," by George Yater; "The Kentucky Encyclopedia," "Kentucky Place Names," by Robert M. Fennick; "St. Matthews Booster" newspaper; "History of Kentucky," by Lewis Collins and Richard H. Collins; "Antebellum Architecture of Kentucky," by Clay Lancaster; and "Jefferson County: Survey of Historic Sites in Kentucky," by Elizabeth F. Jones and Mary Jean Kinsman.

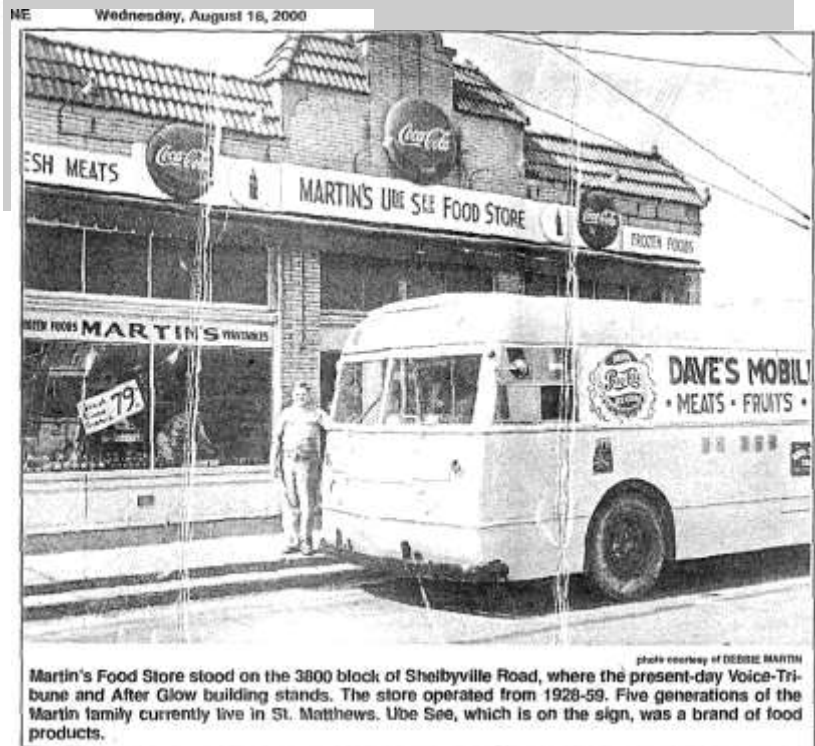


photo courtesy of DEBBIE MARTIN
Martin's Food Store stood on the 3800 block of Shelbyville Road, where the present-day Voice-Tribune and After Glow building stands. The store operated from 1928-59. Five generations of the Martin family currently live in St. Matthews. Ube See, which is on the sign, was a brand of food products.

From spuds to duds and beyond

Growth of city as a shopping mecca was aided by railroads, family-owned businesses and malls

By SUSAN McDONALD
Staff Correspondent

First it was potatoes and now it's clothing, books, furniture and cosmetic. Whatever the product, St. Matthews has been known throughout its history as a community where a good business climate was as important as the quiet beauty of its residential neighborhoods.

No question about it, the city's appearance has changed, but even a century ago, familiar names dotted the business landscape. Recognizable families like Bauer, Eline, Chenoweth and Nanz would have been listed in a business directory at the turn of the 20th century, but their businesses were likely to be farms, blacksmith shops and wagon makers rather than the retail mecca that St. Matthews has become in more recent years.

Why did St. Matthews, which was once a tiny rural community on the far outskirts of Louisville, grow to be the bustling business area we see today? Samuel W. Thomas cites several reasons in his 1989 history of the area called "St. Matthews: The Crossroads of Beargrass."

Rails bring customers

Like other communities across the nation, St. Matthews underwent significant growth with the

onset of rail service around the turn of the century, Thomas said. Later, the location of interstate highways in the area made St. Matthews easily accessible to people from a wide region who were eager to take advantage of the diverse shopping opportunities that were springing up along Shelbyville Road.

In addition, the success of early businessmen soon set the stage for still further growth. Thomas quotes Emil Aun, editor of the old Voice of St. Matthews newspaper, who wrote in a 1954 series detailing the area's history. "Nobody wanted to build homes along Shelbyville Road. They wouldn't sell. So the strip mining began out of necessity."

Whatever the reasons, historical records indicate that business has always been an important part of life in St. Matthews. At the turn of the century, various members of the Bauer family ran businesses around Chenoweth Lane that included a blacksmith shop, wagon maker, grocery and tavern, while another tavern and grocery were located a stone's throw away, on Shelbyville Road just west of Breckenridge Lane.

Family businesses remain

While those early businesses have disappeared from the landscape, a handful of St. Matthews retailers look much the same as



The Vogue Theatre closed and has remained vacant since 1908.

they did half a century ago. Piehn's Bakery was opened in 1924 by German immigrant Kuno Piehn and later purchased by his nephew, the late St. Matthews mayor, Bernard Bowling, whose family continues to own the bakery today. While a 1933 photo from the University of Louisville Photographic Archives shows a familiar-looking Piehn's sign, the area around the storefront is distinctly rural except for the lines of the interurban railway running in front of the store.

Just up the street from Piehn's, George Wurster opened St. Matthews Hardware, the area's first hardware store, in

1921, and operated it until his death 20 years later. Wurster's bookkeeper, George Hammer, took over the business before selling it in 1980 to his son, current owner Pete Hammer, who has made the store's signature red hammer a familiar symbol to St. Matthews residents.

The Eline family has also figured prominently in the business history of St. Matthews, from Anthony J. Eline's early Ford dealership on Shelbyville Road near Breckenridge Lane, through countless residential and commercial developments, to Eline Realty, which was launched in 1912 and still is active today.

But others disappear

But over the years, some old familiar names have disappeared from the St. Matthews landscape. Zehnder Brothers Creamery has made way for Meier's Tavern, and White Castle long ago took over the space where a Standard Oil service station once stood. Thornbury Toys, which James

Thornbury launched in the mid-1950s as a bicycle shop, soon mushroomed into a chain of 17 toy stores that delighted both children and adults.

And J. Bacon and Sons, later Bacon's, opened the doors to its Shelbyville Road store in 1952, later adding a third floor for furniture and home decor.

Like the now-empty Bacon's, the Vogue Theatre, closed and vacant since 1998, stands as a sad reminder of its glory days in the 1940s and 1950s, before neighborhood theaters gave way to huge suburban cinema complexes.

One of the Vogue's early neighbors, however, still is a fixture in St. Matthews. Sears moved from its first home in the Lexington Road strip center to a new complex at the corner of Shelbyville Road and Thierman Lane in 1959, and finally to Oxnor Center in 1984.

Zoning wars

In his book, Thomas recalls a bitter rezoning battle that preceded construction of the new Sears store at Shelbyville and Thierman, which had previously been the site of a vegetable farm owned by the Seiderman family.

Resistance to Sears' plans was probably exacerbated by plans to build a new strip center a short way down Shelbyville Road,

Thomas said. Neighbors fought Shelbyville Road Plaza, fearing traffic congestion on the already busy street, and it took several tries for developers to win planning and zoning approval for the shopping center, he said.

Once completed, however, Shelbyville Road Plaza enjoyed strong success until the development of nearby malls drew off businesses and customers, said Thomas. The 1976 opening of Hawley-Cooke Booksellers breathed new life into the center, and a recent facelift is a precursor to further planned renovations.

And battling malls

While St. Matthews had long been a retail center, shopping changed forever in 1962 when Mall St. Matthews opened the doors to its \$10 million, 40-store, all air conditioned complex. It was soon followed by Oxnor Center and the two malls have continued to compete for customers and sought-after tenants.

What does the future hold? Earlier this summer, both Mall St. Matthews and Oxnor Center, following close on the heels of major renovations, announced plans for further expansions and major new stores, leaving little doubt about the future of St. Matthews as Jefferson County's retail center.

Cookes, Schuetzes realized a dream with Hawley-Cooke

On June 12, 1978, Martha Neal and Graham Cooke, Audrey Schuetze and William Schuetze realized a big dream and opened a 7,800-square-foot bookstore in Shelbyville Road Plaza. Twenty-two years later, with a lot of hard work, dedicated booksellers and the support of the Louisville community, Hawley-Cooke Bookstore continues to serve its customers with a 25,000-square-foot store in Shelbyville Road Plaza, as well as stores in the Gardner Lane Shopping Center and Glenview Pointe.

Hawley-Cooke takes great pride in its ties to the community, supporting both local authors and charities, such as the Children's

Library developed by Hawley-Cooke for the St. Anthony Community Outreach Center. Over the years, Hawley-Cooke has truly been a meeting place for folks to engage in thought-provoking discussions, to participate in events that broaden the mind (or are just plain fun!), and to educate and share memorable moments with the children in their lives. Authors and celebrities who have visited Hawley-Cooke include Sus Grafan, Mary Higgins Clark, Rick Pitino, Gloria Steinem, Anne Rice, Naomi Judd, Charlton Heston, James Lee Burke, Nikki Giovanni, Wendell Berry and Muhammad Ali.



Hawley-Cooke founders Graham and Martha Neal Cooke, and Audrey Schuetze and William Schuetze.

Jim's Body Shop flourishes

In 1966, Elmer E. Keelin and Fred J. Wolf started an auto body shop on the corner of St. Matthews Avenue and Westport Road that became Jim's Body Shop.

The building was a frame construction, having 1,000 square feet of work space with half of the floor made of wood and the balance just hard-packed dirt. Gasoline was sold from two hand-operated gas pumps in front of the property.

Having rented the property from 1946-59, we were given the opportunity to purchase the property, which we accepted. Since our working area was small, we immediately made plans to erect a new building around the old wooden shack. It took about four months to build the new brick building.

The business flourished

rapidly for the next 10 years. Then once again, we realized we had a need for more space.

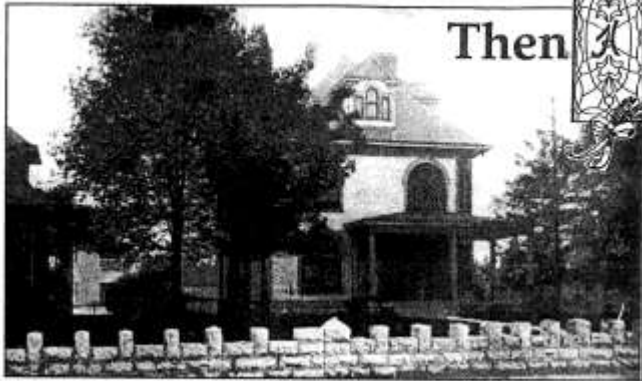
Luckily again, in 1969, we found a perfect place just across the railroad tracks, at 141 St. Matthews Ave. We purchased and built our current facility to accommodate our growing business.

Along the way, Fred retired and my sons, Tom and Mark, who are graduates of Trinity High School, joined me as partners in the business.

This year we'll reach our 54th year of continuous auto body work in St. Matthews, as Jim's Body Shop continues to operate with a staff of eight people, including the Keelin family: Elmer, Tom and Mark.

— Elmer E. Keelin

Welcome to the Arch L. Heady-Cralle Crescent Hill Home



Residence of N.C. SHOUSE, 2120 Frankfort Ave.

For those who are not aware of our history, let us share some with you.

We are located at 2428 Frankfort Avenue, with a portion of our building being the residence constructed by the Newton Combs Shouse family. In the entryway you can still see the columns from the original Shouse home! The Crescent Hill Baptist Church was founded in this building while the Shouses still lived here.

In 1931 the building was bought by Herbert C. Cralle, Sr. where he opened the Herbert C. Cralle Funeral Home. The first service was held on May 31, 1931.

Mr. and Mrs. Cralle lived above the funeral home. As families began to use the home more, they expanded and in 1950 a chapel was added to the Shouse house.

The Cralles were long-time

members of Walnut Street Baptist Church and served on several boards, including the old Highlands Hospital. The Herbert Cralle, Jr. family were active members of Crescent Hill Baptist Church.

Mr. Cralle Sr. remained active until about 1955 when his son Herbert C. Cralle, Jr. took over complete operation, having worked with his father for a time.

Mr. and Mrs. Cralle Sr. died in 1960. Herb Cralle Jr. took over the home and built on his father's beginning until his death in 1967. Over the years the home had several owners, including Ed Hillock and Sam Portez.

In 1984 Arch L. Heady and Son purchased the business. They remodeled the home, adding a larger chapel, additional visiting rooms, a lounge, a showroom and parking.

The name was changed to Arch L. Heady & Son Funeral Home. In the interest of preserving our heritage, we are now known as the Arch L. Heady-Cralle Funeral Home.

We continue to be operated by professional caring personnel. Our directors have more than 50 years' experience with Heady-Cralle dealing with people of all ages, faiths and types of needs.

2428 Frankfort Avenue is a lovely facility with five visitation rooms and a chapel accommodating approximately 200, all tastefully decorated and designed to provide comfort for your family during an uneasy time.

After the loss of your loved one, our staff can help you deal with Social Security, file insurance claims for you and provide advice in dealing with financial matters. A notary public is available to assist you.

Then

• RELIEVING THE BURDEN

There are many reasons that families decide to prearrange their funerals, but the reason we hear most often is it just makes it so much easier on the loved ones left behind.

Planning now gives your family a gift of knowing. Knowing what you wanted, knowing what is to be done, even knowing what to spend avoids indecision and possible disagreements.

Too often, we see families left uninformed and ill-prepared to face the 50 or so decisions that have to be made when a death occurs. We encourage you to act now to "put your house in order" in a relaxed unhurried way.

Why Pre-Plan?

THE WAY YOU WANT IT

Preplanning allows people to make certain wishes known, to the great comfort of their loved ones. You can make the service a reflection of your personal choices, whether it be choosing the flowers, music, favorite readings, or naming a special person to recite a poem or story. Although it will be a sad time, preplanning allows the service to be made a personal celebration of the life lived.

At Arch L. Heady-Cralle, we offer a free planning service to help your family make those decisions ahead of time. When these decisions are completed, a permanent record is placed in our files and will be there for your family when needed.

• HEDGE ON INFLATION

By making arrangements and paying for them today, Arch L. Heady-Cralle will guarantee the service you select at no additional cost ... whenever needed.

We offer many convenient interest-free plans to meet anyone's income needs. When you call, ask about our child-grandchild protection plan.

If you would be interested in talking with a counselor, please call us at 896-8821.

The MISSION of the Arch L. Heady-Cralle Crescent Hill Home is to provide goods and services needed and needed by families before, at the time of and after the loss of a loved one by offering an attractive, comfortable atmosphere with knowledgeable, caring personnel who are willing and enabled to go the second mile to provide service above and beyond the call of duty.

Now



Photos from "Beautiful Crescent Hill" Courtesy of Crescent Hill Community Council

ARCH L. HEADY-CRALLE FUNERAL HOME

2428 Frankfort Avenue

Louisville, KY 40206

Phone: (502) 896-8821

Staff: Gregory A. Robertson, David Hadfield, Glenn Crabtree, Sue Juett

For land's sake

Tony Eline left farming for more lucrative real estate business, and it still is going strong

By SIDNEY W. ELINE JR.
Eline Realty Co.

Has real estate changed in St. Matthews? Now, that's a wide-open question. In just the short 35 years I have lived in the St. Matthews area and raised three children. I have seen many changes. We have all read many stories about the early days of St. Matthews. St. Matthews is not just one of those communities that popped up in some cornfield but had its start when Indians still were hunting and living in the area. This is a community where you can live some of the history by just reading street signs such as Rudy Lane, Hubbards Lane, Eline Avenue, Chesoweth Lane, Nanz Avenue and many others. Even today you can find descendants of these early families still living in the area.

Development begins

By the Civil War, the Indians were gone and farmers were in control of most of the land. Near the end of the century, farmers found out some of the city folks wanted to own small tracts of land. Farmers could make more by selling parts of the family farm than growing potatoes.

My grandfather, A.J. "Tony" Eline, found out in 1913 that he could make more by selling real estate than working on the family farm. A few years later he found out he could sell Model T Fords out of his barn. Land still was cheap by today's standard, \$100 to \$500 an acre.

Along with several other developers, Tony Eline started developing a subdivision in the St. Matthews area. This was despite the fact that several friends told him he was a bit crazy to sell building lots way out there in St. Matthews. Perhaps these were the same ones who told him no one would buy his cars when he built the first part of the building on Frankfort Pike that would become a very successful Ford dealership in downtown St. Matthews. Starting in 1919, he built the dealership building, adding onto it in 1923. Today that building is the base for the St. Matthews Station shopping center at Shelbyville Road and Breckenridge Lane.

Depression hits

Most of us know that money was really flowing in the 1920s, so Tony Eline started buying up land west of Breckenridge Lane to develop several subdivisions. Sales of homes and lots went quite well until the Depression of the early 1930s. In order to get people to come out to the development, there would be an auction of lots on weekends. However, in order to get the people there, Mr. Eline would have a drawing for a \$50 gold piece after the sale of three lots. This worked, and many lots were sold for as much as \$500 each. As the depression waned, people started moving out east again. Eline Realty Co. was again developing farmland and building homes. At that time, one could purchase a very nice three-bedroom, two-bath home for \$10,000,



A home in the Hycliffe neighborhood in 1937.

photos courtesy of ELINE REALTY CO.

with the GI Bill of Rights, which enabled GIs to obtain home loans with very little money down. The building boom was building up steam and more and more farmland was disappearing in the East End to subdivisions.

The 1950s would see a lot of growth for St. Matthews. Many big stores like Bacon's and Sears came to the area. The city of Louisville looked east to grab more land and St. Matthews became a city and tried to fight off the big guy from the west but lost many blocks of good tax producing homes and businesses to Big Brother Louisville.

Eline dumps GM

General Motors told my grandfather that his dealership in the heart of St. Matthews was old-fashioned, a used car lot was across the street and new cars were stored on the second floor. They said, "Mr. Eline, St. Matthews is moving out Shelbyville Road, you should be out at least as far as Hubbards Lane."

Tired of GM telling him how to run his business, he put up a building near Hubbards Lane and sold his Chevrolet dealership to a new tenant, Pendergrass Chevrolet. The old Chevy building would become home to Eline Realty Co. and several other businesses. Land that could have been purchased for \$500 an acre would now bring in \$5,000 for the building of homes. Homes in St. Matthews' many subdivisions could be purchased anywhere from \$11,000 for a nice bungalow, to \$18,000 for a three-bedroom, two-bath home with a basement.

Housing patterns

By the early 1960s, land and home prices were somewhat stable. Most of the homes on Frankfort Avenue had given way to apartment buildings or stores. You could purchase a three-bedroom, one-and-a-half-bath home on Ormond Road for \$14,950. Watterson Expressway was built and it set a physical boundary to the growth of St. Matthews. Out-

side of the expressway, several large subdivisions and buildings were being planned and started. People could now purchase homes in the Hurstbourne or Plainview areas for up to \$40,000. As these more expensive developments were started, home prices in St. Matthews started to slowly rise.

Nothing much exciting took place in the housing market during the '60s. You still could purchase a three-bedroom, two-bath home in a nice area for under \$20,000. Home mortgage interest rates could still be gotten for six percent.

Prices double

By the mid-'70s it would take \$45,000 to \$50,000 to purchase a family-size home in St. Matthews. What happened? We had a war in Vietnam and then we had the oil shortage and inflation abounded. New homes were costing more to build, thus the used housing market started to jump. People were doubling the prices of their homes in less than 10 years. Interest rates started to climb as high as 8 percent. The government decided the economy was moving too fast and by 1978 there was a recession, with interest rates as high as 17 or 18 percent. The government lowered rates, oil became cheaper and people were moving out east, as far as Middletown and Prospect. Interest rates dropped to 8 percent again. People wanted newer and bigger houses.

Entering the '80s, you still could purchase very nice homes in St. Matthews for under \$60,000. As home prices on the West and East coasts began to go crazy, this trend slowly moved our way. Mortgage rates still were low and there were many new ways to finance a home, some plans required no down payments. The commonwealth of Kentucky got into the home mortgage business with the Kentucky Housing Mortgage for low-income families. Since there was a lot of easy money around, home prices were on the rise. Until the end of

the '80s, home sales in St. Matthews for the most part were under \$100,000. Commercial land prices were going crazy. Why? Not that much land for commercial development. One corner lot in St. Matthews sold for \$300,000 and then was resold a few months later for \$575,000, with the building being torn down for a new one.

Big changes in '90s

The 1990s would bring the biggest changes for St. Matthews. Many of the biggest retailers would move out and several new retailers would build mega-stores on former vacant land. The 100-

Open for business

As more people were moving to St. Matthews, many new businesses were being added to the area. Schools, churches, hardware stores, and yes, several drinking establishments, were being built. Prior to World War II, most families had to have at least 40 to 50 percent of the purchase price of the home as the down payment and no home loans were longer than 15 years, many being only 7 1/2 years. Then again interest rates were around 2 percent.

Something big was in store for St. Matthews following the 1937 flood of Louisville. A lot of families were housed in homes and buildings in St. Matthews during the flood. The second floor of Eline Chevrolet Co. housed displaced families for weeks after the flood. Many of those people realized the East End had remained high and dry. These people wanted to live in the East End, and therefore they started coming east faster than ever before. Then we became involved in a small event called WWII. Home building came almost to a halt. Building materials became very hard to come by. Homes that had sold for \$7,000 to \$8,000 before the war were selling for up to \$14,000 during the war. This was very unusual, because before the war you would almost never make a profit selling your home.

Post-war boom

WWII ended and many of the returning GIs needed a place to live. The government came up

For land's sake

Tony Eline left farming for more lucrative real estate business, and it still is going strong



Eline's Garage in the early 1920s.

acre horse farm on Breckinridge Lane would sell for \$4 million. By the late 1990s it would become very hard to find a home for sale under \$100,000 in St. Matthews. Many investors were grabbing up homes to renovate them and turn a quick \$15,000 to \$30,000 profit. You could place a four- to eight-unit apartment building for sale on Friday and have four full price offers by Saturday morning. Most of those buildings would sell for up to \$190,000.

The St. Matthews area would never be the same again. Finding affordable housing would be a thing of the past. Many couples buying homes for the first time would have to get help from family members to purchase their first home. Banks were building bigger buildings to handle all the customers. The last vacant land on Shelbyville Road would disap-

pear, the greenhouses on Hubbards Lane gave way to Kroger and other shops. Two new Walgreen's opened, hospitals were growing, car dealerships heading east, many changes to the good old St. Matthews area.

What's in store

And what does the future have for us? If the trend continues, most homes will be selling for \$200,000 and higher. We will see the return of the small mom and pop store that gives good service and perhaps we might even get streetlights on Shelbyville Road. As homes become more expensive, a lot of retired people will be staying in their St. Matthews homes, getting the mortgage paid off and seeing their children move out, perhaps to other homes in the East End. St. Matthews will stay an upscale city.



Flooding would not stop St. Matthews residents from trying to travel by car on July 8, 1955, to A&P Super Market. The market is located where Bluegrass Brewing Co. now stands.



In January 1957, the 3900 block of Shelbyville Road featured Stone Studio, which sold jewelry and picture frames, a shower store, a Frigidaire refrigerator shop and an auto loan store. St. Matthews Station stands there today.

Thornbury's bikes, toys remembered for personal service

By LUGH HARRINGTON Staff Writer

Thorny hucks, the birthday chest and a wooden monkey (Thorny) riding a real bike are what many young St. Matthews residents remember best about Thornbury's toy store.

Tom Struck, the son-in-law of founder Jim Thornbury and husband of Lolly Thornbury, sums up the bike and toy entrepreneur's achievements by saying, "He was a big dresser, and a lot of his dreams came true."

Thornbury's toys began in 1954 as a family business that grew to 17 stores nationwide before closing in 1996. In 1976 it earned the title of the nation's largest Schwinn dealership.

Jim Thornbury, who died in 1991, did all his own marketing and advertisements and produced a local television show called "Goose Why?" which featured Thornbury family members and employees as its cast.

The Thornburys' four children and their spouses have all worked for the store at some time or another. Their son Tom was the manager of the Panama, Fla., store, son Jerry was a buyer for the store and daughter Lolly was in charge of the birthday club. Lolly chuckled as she said that she set her husband Tom to take her place.

Humble beginnings

Thornbury toys grew out of Jim and his wife Mary's desire to work together. The couple were married in 1938 while Jim was working at Suleff's store on Fourth Street for \$16 a week.

After Suleff's Jim began working for the McCosnick gun company and at age 38 decided it was time for a change.

"My husband had a job with McCosnick and Co. and he traveled. Our children were small and after a while, he didn't like to travel so he said, 'We ought to look around.' We looked at an ice cream store, a shoe store and all kinds of businesses," Mary Thornbury said.

A local bicycle store soon caught their eye. The business was owned by an elderly man who wasn't able to keep up with his work load and it was the only one of its kind in St. Matthews.

"So they began their bicycle repair shop out of their own garage."

"We had our own gift wrap that had Thorny as it," Struck said. "Most places just don't offer that kind of service anymore."

"Gussie Wile," which began in the early '60s and enjoyed a six-year run, greatly contributed to the success and popularity of the store. Children who watched the Saturday morning show knew the Thornburys as Uncle Jim and Aunt Mary. Englewood and owner Joe Struck was nicknamed "Froggy Toe." It was not unusual for children to come into the store and ask for autographs.

The birthday chest was a popular attraction at the store. It had a membership of 50,000. "Parents registered their kids and a key card would be mailed to them for their birthday," Thornbury said. "They would bring the card into the store, open the chest, and it would play 'Happy Birthday.'"

The birthday chest would pick out a gift-wrapped gift and would receive an tree-on-Thorny deal, a Schwinn bicycle and a free meal at Burger Club.

Thorny hucks, equally as popular, were a take-off of Top Value Stamps. For every dollar spent, customers received two Thorny hucks. Parents registered their kids and a key card would be mailed to them for their birthday, Thornbury said. "They would bring the card into the store, open the chest, and it would play 'Happy Birthday.'"

Their marketing plans worked, and in 1966 they opened their first satellite store in the Portland Mall in Lexington. The second was opened in Denver Mall, just a little more than a mile away.

"It was one of the biggest promotions and ran for a long time," Thornbury said. "People still talk about Thorny hucks."

Their marketing plans worked, and in 1966 they opened their first satellite store in the Portland Mall in Lexington. The second was opened in Denver Mall, just a little more than a mile away.

As a Schwinn dealer, Thorn-



The original Thornbury's store was located at 117 BuckleBelt Lane. The pedaling Thorny sign was a crowd pleaser from the very beginning. Mrs. Thornbury said that people used to stop in front of the store just to look at the sign.



Mrs. Mary Thornbury with her daughter and son-in-law Lolly and Tom Struck.

Competition hurts

Thornbury's wasn't the only toy store enjoying success, however. Tom & Co. opened its first two locations in Lexington in 1984, and they were expanding in other states as well.

"We were really hurt in Panama and Birmingham. They literally built Toys R Us in our parking lot," Thornbury said.

Also in 1984, Sears closed its location near the Shelbyville Road Thornbury's to open a store in Denver Mall.

"Sears drew in a lot of people. When Sears left, that really hurt our sales," Thornbury said.

Mall St. Matthews and Denver Mall pulled customers and retail business to the other end of Shelbyville Road and Thornbury's began to feel the strain. One by one, the Thornbury's satellites began to close.

When the Top Value store next to Thornbury's closed in 1978 Uncle Jim bought the space, increasing the footage from 9,000 to 12,000. The added space provided for an expanded bike repair center and warehouse.

Thornbury's continued expanding in Lexington with stores in Jefferson and Davyford Manor malls and on Dixie Highway. They also opened stores in Anderson, Mississippi and Florida. They were adding one new location per year.

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In 1986, Thornbury's moved to 6101 Shelbyville Road. The new store had 6,000 square feet inside and room for more than 100 cars in the parking lot.



"Aunt Mary" posed with the famous Thorny.

When the stores began to close, K&K legs bought out the mall stores.

"When K&K took over, it was totally different," Davis said. "There was a big rental and a lot of rules. Thornbury's was more like a family."

Davis chose to return to the Shelbyville Road store and the family-like atmosphere he enjoyed.

"Pretty much everybody who came in the Shelbyville Road store knew the Thornbury family and had the service," Davis said.

Eventually, in 1996, it became evident that the continuing success Shelbyville Road would have to close. Davis expressed interest in taking over the Schwinn center and now operates the Schwinn Bicycle & Fitness store, 106 Sears Ave., just a block away from the Thornbury's building.

"I'll see parents that I have from the old store come in with their kids who are bragging in their back seat," Davis said.

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- Fri, Sept 1st • Eastern High School Eastern High School @ 7:30pm
- Fri, Sept 8th • Butler High School Butler High School @ 7:30pm
- Fri, Sept 15th • Seneca High School Jansing Field/THS @ 7:30pm
- Fri, Sept 22nd • St. Xavier Papa Johns Cardinal Stadium @ 8:00pm
- Fri, Sept 29th • Fern Creek Fern Creek High School @ 7:30pm
- Fri, Oct 13th • Southern High School Southern High School @ 7:30pm
- Fri, Oct 20th • Ballard High School Jansing Field/THS @ 7:30pm
- Fri, Oct 27th • Jeffersontown High School Jansing Field/THS @ 7:30pm

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- Fri, Sept 8th • Fairdale @ Valley
- Fri, Sept 15th • North Bullitt @ Irigoien
- Fri, Sept 22nd • Jeffersontown @ Fern Creek
- Fri, Sept 29th • Manual @ Doss
- Thu, Oct 5th • Western @ Moore
- Fri, Oct 13th • Male @ Ballard
- Fri, Oct 20th • Southern @ Seneca
- Fri, Oct 27th • R.R.P. @ Butler

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Tom Struck is still in St. Matthews From Thornbury's Toys to Kentucky Farm Bureau



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Pressing on

Louisville area is rich with newspapers, talented writers, new publications, despite TV, radio competition

By MARY CALDWELL
Staff Columnist

It was a great idea. Two young veterans back from World War II looked to the East, and thought it could use its own weekly newspaper. But family responsibilities and financial reality sent George Lamason back to his desk at The Louisville Times and Jim Caldwell to the WAVE-TV newscast, leaving The Courier-Journal to fend for itself.

But someone else thought it was a great idea, too, and had the wherewithal to start The Voice, the history of which you will find elsewhere in these pages. The new paper was a great addition to the then-richly endowed newspaper field. The demise of The Herald Post some years earlier had left a hole in the community, not to mention the political and financial uproar its folding left in its wake.

Two great papers

But there was talent aplenty, much of it wandering over to Third and Liberty to swallow pride and anger and, as true professionals, join the mighty Courier-Journal and Louisville Times staffs to further strengthen the two great newspapers. The C-J had the national reputation, but it was The Times that covered local news. It was lively with creative features, a less smug staff, and excellent reporting and writing. It was, and is, widely held that the afternoon Times was the cash cow of the Bingham newspapers, a wisdom backed up by a slightly more elegantly phrased judgment of Barry Bingham Jr.: "The best thing The Courier-Journal has going for it is The Louisville Times."

Fifty years ago, the two newspapers, by then ensconced at Sixth and Broadway, served the Louisville area around the clock, with The Courier's bulldog edition on the streets in the moonlight. The Times put out editions that met morning deadlines and continued until the Red Flash hit the streets, just before the morning paper started its bulldog run.

In addition, The Courier had a smothering statewide circulation and influence across the Bluegrass that reflected it. Both papers were noted for their excellent reporters and Washington with first-rate bureaus. Those were the days, my friend.

Weeklies abound

There were other voices out there. The Slavey area was well represented by The Newsweek. Some papers came and went. Mike Barry's saucy Kentucky Irish American drove the Bingham to distraction, and they later hired him themselves. Barry's paper was rich in wit, oneness and sometimes foolish



courage, but poor in financial resources. Its demise was sorely lamented, even among Republicans, whom Barry delighted in taunting. He was a lovable scamp, talented to the max, and a loyal and delightful friend.

The Louisville Defender, a weekly, was in full bloom, serving the African-American community with a fine professional newspaper under Frank Stanley Sr. In the 1960s, coverage of the black community was somewhat sparse in the Bingham papers. The Defender is still a vibrant entity in the area, while the Gannett-owned Courier-Journal has increased its own coverage of minorities to a remarkable degree. The Defender's circulation varies from 2,300 to 8,700. Yvonne Bach is director of news and editorial policy.

The Voice of St. Matthews took hold in the East End, offering some tasty dishes, such as splashy engagement and wedding spreads as well as society coverage by former C-J photographer Laurie Blodgett, later to be joined by Carla Sue Broecker. The ten



fed a hunger for social news that The Courier-Journal and The Times had abandoned in their mission of more balanced and democratic (small d, the capital D was, is, and evermore shall be, obvious) coverage.

Bingham upheaval

The rumblings of family problems among the Bingham, a family wracked by multiple tragedies, permeated the building. Finally, in 1986, it all came to a head. It was, in fact, Bastille Day, July 14, when Bingham Jr. and Al Neuharth gathered the staffs together to make it official: The C-J and Times had been sold to the Gannett chain for more than \$300 million. It was a tidy sum indeed, perhaps not enough to smooth the ruffled feathers of some family members, but it put an end, at least publicly, to the wrenching family feud.

It was also the end of the wonderful Kentucky flavor of the papers, as evidenced by the out-of-town owners filling some of the top slots with Gannett editors from other cities. Through no fault of their own, they scarcely knew how to pronounce "Versailles"; had little or no appreciation of the likes of Happy Chandler, Charlie Farnley, the gigantic upending of the Democratic machine by Bill Cowper and Marlow Cook; the ins and outs of the school busing controversies,



which nearly tore the community apart; or the wildly diverse characters of Kentucky's regions, which makes the commonwealth impossible to classify.

It wasn't long before Gannett decided to turn the cash cow out to pasture, and the death of The Louisville Times dealt yet another blow to our newspaper heritage. Louisville wasn't alone, nor was Gannett to blame. Television and radio news bombarding the population 24 hours a day made it hard to serve up red-hot news, lacking red-hot investigative reporters, many of whom had long since left



for prestigious jobs elsewhere.

Two newspapers

Mike Kallay had pleaded with the powers that be at Sixth and Broadway to put out a weekly business section. His arguments could not persuade management to take the plunge, but Kallay was right. He left the Bingham to put Business First on the media map. The paper still is thriving 16 years later, under the guidance of Carol Timmons (bored away from The Voice), with a circulation of 15,000. Kallay is now with the corporate office of American City Business Journals, which now owns Business First as part of its chain.

A new face appeared on the horizon in 1990 when John Yarmuth, a savvy political junkie and first-rate writer with a first-rate mind, had the bright idea of starting another weekly newspaper.

His earlier magazine, Louisville Today, while successful with readers and quite professional, could not compete with the well-financed Louisville Magazine, and folded after a few years.

Undaunted, Yarmuth called together a few of his friends, Danny Crum, Dudley Saunders and your correspondent, both from the Times, Bob Schulman, teaching at the University of Louisville, a radio host and former media critic for the Bingham, and said, in effect, "Write whatever you want to write once a week and we'll put out a good paper." Rick Kincaid took care of the nuts and bolts and John's project, the Louisville Eccentric Observer, or LEO, with the later addition of Blanche Kitchen as publisher and many, many fine new, young, fresh writers, has flourished.

Some clergymen were horrified at the "dirty" ads, but the law protected LEO and the mainstream press has long since carried much of the same advertising material, shocking or not.

Herald moves in

There are now 30 listings under "newspapers" in the Yellow Pages. Many of them are church-related or advertising throu-



aways, but one looms larger than the rest: The Lexington Herald-Leader. It took up the slack in state coverage when The C-J retrenched, and is now making inroads in the Louisville area.

However, it is doubtful that the Herald-Leader USA Today or The New York Times will ever really replace The C-J, despite the complaints and the changes Gannett has made. But you may be sure that The Voice-Tribune, LEO, Business First and The Herald-Leader will get their share of readers and advertising. And that's a good thing.



It's up in the air

Radio, TV, cable, satellite and Internet change communication business and there's probably more to come

By JIM CALDWELL
Staff Correspondent

When you look at the changes in broadcasting in the Louisville market over the past 50 years, it is not just growth you see. It's more like an explosion.

In 1950 there were only two television stations on the air (WAVE and WHAS), reaching only a few thousand sets and billing combined less than \$1 million in annual advertising revenues.

Today there are 10 TV stations, with estimated combined annual revenues of some \$100 million. Virtually every household has a set, some three or four sets.

In addition, there are 45 cable channels, plus the 10 local TV channels, covering everything from business to golf. Cable only came to Louisville in 1980, but already it has 201,400 subscribers and \$111 million in annual revenues.

In 1950, there were 10 radio stations on the air (WAVE, WHAS, WINN, WKYV, WGRC, WKLO, WHAS-FM, WFPL-FM, WKXW-FM and WBOX-FM) with total ad revenue less than \$2 million. Most radios were in homes and cars, but shortly transistors added portable listening. Today there are 40 radio stations in the Louisville market (14 AMs, 26 FMs) with combined annual ad sales of about \$50 million.

The common denominator of all these systems - radio, TV, cable - is change. Change of ownership, call letters, program formats, networks, technology, you name it. With help from station broker Ed Henson and Francis Nash's broadcast history "Towers Over Kentucky," we'll run through this litany of change.

Radio was first

First, radio, since it's the oldest.

In 1950 the two major station owners were Harry Biagham, owner of WHAS-AM, WHAS-FM, WHAS-TV and The Courier-Journal & Louisville Times, and George W. Norton, owner of WAVE, WKXW-FM and WAVE-TV. WHAS, affiliated with CBS, had been on the air since 1922, WHAS-FM since 1945. WAVE went on the air in 1953. WKXW-

FM in 1947. Both FMs aired classical music. WHAS was located at Sixth and Broadway, WAVE at Preston and Broadway.

WRGC, a Mutual affiliate owned by the Harris family and Porter Smith, and located in the Kentucky Home Life Building, had been on the air since 1936. Its FM station was WBOX (for "Music Box").

WINN, owned by the Sawyer family of Dayton, Ohio, an ABC affiliate located on Walnut near Third, had been on the air two years.



"The Magic Garden" was an original children's program on WAVE-TV hosted by sports director and announcer Ed Kallay.



WAVE radio made its debut in 1933 and shared an office with the TV station until the radio station was sold to Henson Broadcasting in 1982.

WKYV, an all-music independent owned by Steve Galar, had been on the air one year, on Walnut near Fifth.

Also in 1950 Louisville got its first public radio station, when Mayer Charles Farnesley put WFPL-FM on the air. The call letters stood for "Free Public Library," its location. It programmed arts and culture and later joined NPR (National Public Radio).

Programming

Here is some of the radio programming heard in Louisville in the 1950s:

Network soap operas: Nora Drake, Wendy Warren, The Brighter Day, The Second Mrs. Burton, King's Row, The Doctor's Wife, Five Star Matinee, and One Man's Family.

When the soaps switched to TV, network radio turned to locally newscasts and magazine formats such as MCNIGHTOR.

Local radio programming gradually became built around music, news, sports, street jockeys and personalities.

WKLO had Beecher Frank, from "Kench House" remotes. WHAS had Randy & Cactus, Jim Walton, Milton Metz, Cawood Ledford, Fred Wiche, Wayne Perkey, Gary Barkan and Terry Meiners. WAVE had Coyote Calhoun.

WAVE had Pastor Brooks, Pee Wee King, Pat Murphy, Art Mettler, Joe Fletcher and the group

called the "Fabulous Five" - Bob Kay, Livingston Gilbert, Bill Gladden, Ed Kallay and Ryan Halloran.

Other changes set in: In 1953, WLOU, Louisville's first black-programmed station, went on the air under Bill Summers' guidance. WBOX folded and went off the air. In 1954, Norton gave WKXW to the library, where it has since operated as WFPL.

In 1958, Gordon McLendon of Texas bought WGBC and converted it to WAKY, Louisville's first "Top 40" station, playing the top 40 records on current charts. WKLO shortly became Top 40 too, and the two stations went head-to-head for the teen-age and young adult audience for some 15 years.

In 1977 WHAS-FM became WAMZ, and has since been Louisville's top-rated country music station. In 1984 WINN was sold and became WLLV, programming "black gospel." Two years later WHAS and WAMZ were sold to Clear Channel Broadcasting of Texas.

Multiple changes

In 1982 WAVE sold to Henson Broadcasting and the call letters changed to WAVG. In 1998 it was sold to WKLY-TV and became all-news WKLY-FM, but is in the

process of being sold to a Carolina religious group. The WAVG call letters were moved to what had been WKXW. Musical chairs!

The radio explosion continued through the '60s, '70s, '80s and '90s - mostly in the growth of FM, with its purity of signal that enhanced music. FM now has 78 percent of the Louisville radio audience. AM gradually moved to talk, news, sports and services such as weather and traffic reports.

Today Louisville's 40 radio stations break down this way in program formats: 7 Christian stations, 2 gospel, 5 news/talk, 6



ABC-TV star Diane Sawyer started out as a WLKY "weather girl."

country music, one classical and 12 miscellaneous music (oldies, adult, jazz, etc.). At any given moment, on average, 106,000 people in the Louisville area are listening to radio, and they average listening 20 hours a week.

Due to recent FCC ownership-regulations relations, broadcast groups may now own more than one radio station in a market. Clear Channel now has eight stations - five FM and three AM - under one roof on Bishop Lane. Blue Chip has six FM and one AM. Cox four FM, Salem two religious FM's, and Mortenson two black-gospel AM's. Only WTMT, WAVG and WHEL are locally owned stand-alones.

Most interesting is the trend to group broadcasting is perhaps Public Radio Partnership. It puts WFPL, WYFK and WLOU (U of L's classical music station), all FMs, in a newly renovated building on Fourth between Chestnut and Broadway, WFPL, a National Public Radio affiliate, specializes in news and information. WYFK plays jazz and "adult alternative" music.

Television explosion TV station owners still are lim-

ited to one per market. Here's the lineup, chronologically since 1950:

WAVE-TV: Went on the air Nov. 24, 1948, on Channel 5 at Preston and Broadway, managed by the late Nathan Lewis. Telecast the Derby (local, live) in 1949; national network cable did not arrive until 1980. Was then, and still is, an NBC affiliate, switched to Channel 3 (Cable 2) in 1953. Moved to new building at Floyd and Jacob in 1959, where it still is located. When George Norton died in 1964, his widow, Jane Norton Norton, became board chairman. Chief charity: Norton Foundation. Major news personalities: the late Livingston Gilbert, Jackie Hays, weathermen Tom Wills and John Belaki, sportscaster Bob Demine. Sold in 1982 to Cosmos Broadcasting of Greenville, SC.

WHAS-TV: Went on air March 1950 at The C-J Building, Sixth and Broadway, on Channel 3, managed by the late Vic Shibus. Switched in 1953 to Channel 11 (Cable 4). Originally a CBS affiliate, switched to ABC in 1990. Moved in 1986 to new building at Sixth and Chestnut, where it still is located. Sold in 1986 to Providence Journal for \$83.7 million, resold in 1998 to Belo Communications. Chief charity: Crusade for Children, jointly with WHAS Radio since 1952. (Major news personalities: Gary Rosenzater, Melissa Swan, weathercaster Beth Andrews.)

WLKY-TV: Went on air in 1961 on Channel 22 (Cable 5), owned by local group headed by the late George Egger. Originally an ABC affiliate, switched to CBS in 1990. Built a new building at 1818 Mulwood, where it still is located. Since sold to Combined Communications, then in 1998 to Hearst Apple. Chief charity: Bill Awards. Noted alumna: Diane Sawyer, then a WLKY "weather girl," now ABC-TV star. (Major news personalities: Lia Everman, Vicki Dorch, Rick Van Hoesse, sportscaster Fred Cowgill.)

More new stations

WBRE-TV: Went on air in 1971 on East Market on Channel 41 (Cable 2), then an independent managed by Elmer Jaxson. Built new building in 1980 at 624 W. Muhammad Ali Blvd., where it still is located. Since 1977 to Minneapolis Star Journal, resold in 1984 to Toledo Blade. Joined Fox network in 1984. Has a working arrangement with WPTE Channel 58 to show some movies and sports events. (Major news personalities: Don Schroeder and Lauretta Harris.)

WPTE-TV: Went on air in 1984, licensed to Salem, Ind., Tom Ledford owner, on Channel 58 (Cable 10). UPN affiliate, programs miscellaneous including wrestling.

WBNA-TV: Channel 21 (Cable 21), on air in 1986 owned by Word Broadcasting of Bullitt County. PAX network, religious-based programming. (Took over defunct Channel 21, which had been forfeited in 1964 by then WKLO-TV, which had operated it six months but failed - ahead of its time in the UHF spectrum, which required special antenna.)

WWVB-TV: Channel 54 (Cable 7). WB Network. Warner Brothers movies and network reruns.

WCYS-TV: Channel 26 (Cable 24). A low-power station programming miscellaneous and paid programs.

KET 15 (Cable 13). The origi-



The late Pete French was an announcer for WHAS radio.

nal Channel 15, PBS affiliated, located at 4309 Bishop Lane. Originally went on air in 1958 as the library station WFPK-TV. In 1967, operated by Jefferson County Public Schools as an educational channel. Then operated, 1981 until 1996, as a non-profit community station. Taken over by KET in 1998, following financial troubles. With superior signal, it replaced KET's Channel 88 as the basic PBS station in Louisville.

KET2-68. (Cable 15). The original Kentucky Educational TV network station for Louisville, WKML Channel 68, went on the air in 1970. When KET took over Channel 15 in 1998, WKML became the secondary PBS station in Louisville, carrying some PBS programming, some from other educational sources. Both stations are basically programmed by KET headquarters in Lexington.

Cable comes to town

In the 20 years cable has been in the Louisville market, it, like



These announcers each started at WAVE radio and spent most of their careers with WAVE. Pictured celebrating WAVE-TV's 10th anniversary in 1958 were Bill Gladden, left, Ed Kallay, Ryan Halloran, Livingston Gilbert and Bob Kay.

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broadcasting, has had a dizzying ownership merry-go-round:

1980 - River City Cable in the city, Storer in the county

1985 - Storer and Times-Union bought and shared city and county

1985 - (December) - KKR (Krovis Group) bought both

1988 - TCI and Comcast bought and shared it all

1989 - TCI bought it (a joint venture by TCI and Knight-Ridder)

1997 - TCI bought it all

1998 - InterMedia bought it all

1999 - Inlight bought it all, and has charters from the city of Louisville, Jefferson County, and cities on the Indiana side of the river.

Insight Community Relations Manager Robb Dautrick reports that 61 percent of all area homes that are accessible by cable now have cable service. Ninety percent of Insight's revenue comes from monthly connection charges, the rest from advertising.

As with broadcasting, cable's operating profits are a closely guarded secret. But most agree that more of today's broadcast profits come from sale of the facilities than from operating them.

New: Satellite, Internet

Two other growing communication media are satellite, in which the broadcast signal goes directly to homes, and the Internet, on which every median knows to man now has a Web site.

And in another year, a satellite service will reach Louisvillians, at an estimated \$10 a month charge, which will provide 100 radio channels direct to home or car.

As to how many satellite and Internet connections there are now in the Louisville area - who knows?

Columnist revisits 50 years of the local 'Social Side'

The Social Side



By LUCIE BLOOGGETT Social Columnist

Happy 50th Birthday to the Voice!

Let's walk through the social history of things since its founding in 1949.

I came to Louisville as a photographer for The Courier-Journal in 1952, taking society pictures and accompanying the society editors of the day, so perhaps this story is accurate in many ways.

Helen Burnett, Marian Greene, Joan Kay, Bea Hopkins, Helen Mitchell, Helen Leopold and K.T. Smith were writing columns beginning "Mr. and Mrs. Robert M. Nash just returned from a vacation in Sea Island with their children Louise, Margaret and Kathy..." One of my later free-lance assignments was to take a picture of Stacey Nash, the twins and little Kathy with a Thanksgiving turkey (made of pianos) for *Cosy Gregg's* cooking page. Little did we suspect that Kathy would be a nationally famous chef!

Now here from Mississippi, I felt at home with the genteel Southern atmosphere in Louisville. Ladies wore pretty hats and gloves when shopping on Fourth Street at Stewart's Dry Goods and Selman's. Little girls were dressed in velvet frocks with white lace collars (and white gloves) for church. Everyone made their own mayonnaise at home. Country ham was served with old-fashioned beaten biscuits at Derbytime. A lady only had her name used sparingly in the newspaper when she was born, married or died.

Some of the Grand Dames (whom I admired and loved and wished I could emulate) were the lovely Ida Mamey Thompson, who loved to garden and support the Cabbage Patch Settlement House; Harriet Cox Collins was a great lady whose mother, Marie Gaultier Cox left us the beautiful riverside Cox's Park; and Mrs. Herman Nettleroth (Mary) who left library books for children and bird sanctuaries. I lived next door to her and every evening she would go out on her back lawn overlooking the Ohio River and feed the cardinals who lit on her shoulders like St. Francis of Assisi. Judy Bonnie, mother of Ned and Surver Bonnie, was an expert French chef and did everything with European flair. The beautiful Louise Calhoun was dressed immaculately and charmingly everywhere she went, civic-minded rose expert gardener Mrs. Morris Belknap had a small carriage house that housed a series of sailboats including Mary and "Sonny" Webb, (who finally got everyone to call him Marie). My own former mother-in-law, the chic Mary Shrove Long entertained at 1401 South St. with

movie star guests like Don Ameche for the Derby. Mrs. Franklin Starke Sr., whose manners were impeccable, showed great taste in everything she did; Mrs. John Heyburn Sr. was a legend of kindness; and Mary Caperton Bingham had superb literary talent, skill as a hostess and devotion to great causes.

I was so lucky to know these women personally who were so kind to me including Ethel Brown, Trude Brown (who gave a wedding luncheon for us at Sutherland), Sally Brown, still so beautiful and so active, who rises at six to ride her horses, then leaves her Harrods Creek house to attend the environmental meetings at the Audubon Society, Garden Clubs of America, and Nature Conservancy. This whole column could be written about the legacy of the lovely woman of Louisville.

Many belonged to "The Belgians," a sewing circle devoted to sewing articles for the Belgian refugees in World War I. Their meetings were held on lawns, porches and cozy living rooms. Dainty chicken salad sandwiches, tea and conversational conversation were enjoyed as they sewed. The Belgian Club members wore embroidered and tuxedo Liberty of London lawn gowns and they kept their voices soft and gentle.

Parties then were mostly held at home in the large Victorian houses with loyal cooks and butlers. Menus were elaborate at Sunday dinners held at noon after church. Bashford Manor was a typical big family gathering, with Mr. and Mrs. George Long presiding. The farm bred Derby winners Mansel, Azra and Sir Isaac. Bashford Manor was recently honored with a historic highway marker by the Kentucky Derby Museum. Royden Peabody Jr., a leading Leap descendant, made a speech at the ceremonies this spring in the existing carriage house on Bardwell Manor Lane.

Fifty years ago, weddings were held in churches with at least 12 ushers and 12 bridesmaids.



Brides wore wedding gowns and "going away dresses" with hats and shoes to match. One bride, Ina Shallenberger, had gossamer summer frocks made by hand for her trousseau. Little did she know that her husband, Army Gen. Martin Shallenberger, had been posted to Valdez, Alaska! She told me years ago her first Christmas tree was cut in the snow. Six months later when the snow melted, the tree was 50 feet high and they had only cut the top off!

These great ladies mentioned were mature matrons in 1950, and their daughters have carried on their customs and traditions. Changes came when the racial integration process stopped the young African-American women from being house servants and cooks. Large houses then became impossible to keep up with no help. Also wives were encouraged in their desire to hold jobs and do volunteer work. Previously, ladies did not work if they were married, unless widowed or in financially insecure circumstances. Post-war atmosphere in the 1950s opened up new freedoms for women.

First, the Parisian New Look - long skirts. Then the miniskirt of the 1960s and the sexual revolution of The Pill, Rock 'n' Roll, Hippies, Flower Children and communes changed the whole social atmosphere. Young women lived with their boyfriends before marriage, made up their own wedding vows, competed in the workplace with

men, and had minds of their own.

Some girls even refused to make their debuts at the Pendennis Bachelor Club Cotillions, a rebound institution. The Junior League, which had originally required social connections for membership, began to admit a more democratic group. As Louisville matured, the African-American society and the Old Guard met in a happy discovery of shared interests and mutual help. One of the most beautiful experiences I have had in 50 years is meeting, working with and associating with African-American Louisvillians who have been great leaders and great citizens. They are wonderful to invite me to their events.

My only dismay when attending these functions was that the beautiful ladies always out-dressed me! I especially loved the African turbans and glorious batik dresses worn with such grace and dignity! Their hats are delicious. I finally got a hat and new outfit for the Ellis Club International Convention here at the Galt House East a few years ago which honored Dr. Sam Robinson of the Lincoln Foundation. My seat was at a table at the front near the TV camera. Not a soul had on a hat except me. The cameraman eyed my big picture chapeaux and said, "Lady we are going to lose the hat!" To summarize the social changes I would say several things. Instead of expensive glorious clothes, we now have expensively maintained and glorious figures kept fit by trainers, exercise, good nutrition, and the high metabolism of keeping busy. Clothes now are more simply cut and free of full skirts, waist-cinch hand stays, and couture fabrics.

Instead of mansions with staffs of servants, we now rent mansions like Whitehall, Farmington and Locust Grove, hiring caterers and waiters. We rent the china and silver (Good grief! Think of all that silver we polished!) and no hostess has to wash the dishes after tending to

guests all night.

Weddings can still be elaborate except that young people today have options to get married barefooted in a field of daisies if they like. One conservative Old Louisville mother wrung her hands because her son married in New York and the bride and bridesmaids all dressed in black!

Guest lists are inclusive now. Hostesses now invite same-sex couples with politeness and warmth. Live-in couples are accepted with the dignity given to married couples. One advantage of this new arrangement to me is that young people get to know each other well before they are married, a far cry from a newlywed couple overboard in a honeymoon suite years ago by one of my friends who heard through the walls the bride say indignantly to her new groom, "Step that or I'll tell my Daddy on you!"

Derby parties today - the really big ones - are so expensive that many of the great hostesses are curtailing their annual parties. Socialite Mary Lou Whitney of Lexington has canceled her big Derby Eve formal dinner dance. The fabulous Laurie Samuels forgoes her large and glamorous garden party Derby breakfast on Sulgrave Road; the Barry Bingham Jr. of Melcombe skip a year or two between their classic Derby breakfast where Edie serves the traditional turkey hash, cheese grits, Derby Pie and Devonshire cream with fresh strawberries. The Allan Lanings took a sabbatical last year from their large and beautiful Derby Thursday party at historic Box-hill, and the Bill Samuels of Markers' Mark are considering

not having their big Derby Eve party on Mayo Lane next year in favor of the big Markers' Mark corporate party at the distillery in Loreto.

In their place are lavish charity benefit parties - wonderful and productive for our society. Inter- or designer Don Allen calls Louisville "Ball City." Cinderella will never lack a ball in Louisville to wear her glass slippers!

The Speed Museum Ball, the Bourbon Ball for the Kentucky Art and Craft Foundation, the Nutcracker Ball for the Louisville Ballet, the Kentucky Derby Museum Gala, the Actors Theatre Gala - our calendar is peppered with dates. The Louisville Orchestra has its FanFara dinner, concert and dancing afterwards to open the orchestra season every September, and the Kentucky Opera has its fabulous wine auction dinner.

Get out your dancing shoes! Get out your golf clubs! Get out your bicycles and hiking boots! Get out your bird binoculars! There is a social function for all your favorite activities.

Even bridge playing. One cruise hosted by the late bridge teacher Dottie Weiss was scheduled to go through the Panama Canal during the daily bridge tournaments and lessons. The ship broke down in the Virgin Islands and never made it through the canal. When the group got back, one couple was asked how it felt to go through the Panama Canal.

"Wonderful!" they said. There is a Louisville society circle for anything you are interested in! Read the event calendar in The Voice-Tribune!



Pictured at the "Teen Center" at a street dance were Keith Morrison and Joyce Hill, Margie Hopkins and Bill DeVos, and Pat Jackson and Bill Jones. An orchestra played in the background. The dance was held on Church Way as part of an effort by local churches and parents to start a regular program of teen-age activities in St. Matthews.

Life is not multiple choice.

The High School that will best prepare me for college and beyond is one that...

PIES • CAKES • COOKIES • PIES • CAKES • COOKIES

Mayor Draut: Making a career out of serving St. Matthews

By DANIELLE COMBS
Staff Writer

While working "just enough hours to get a retired person out of bed in the morning" and daily witnessing end results, St. Matthews Mayor Art Draut enjoys the job he has had for 16 years.

After graduating from duPont Manual High School in 1942, Draut served in the Navy from 1942-46 during World War II. He went on to attend college at the University of Louisville, graduating in 1949 with a bachelor's degree in marketing and commerce.

He also obtained his teaching credentials, on the advice of his older brother whom he said was a "father image" to him after their father died. "My brother told me it was a very stable occupation and you were sure of a paycheck."

Draut taught at Eastern High School for a short time before being called back to serve in the Korean War. He served in the Pacific, but never actually made it to Korea. Once he returned home, he completed his master's degree and went to work at Waggener High School when it opened in 1954.

He worked at Waggener for nearly 30 years until retiring in 1983. He was a teacher, counselor, assistant principal and principal. "I had every job they had there except custodian."

The favorite part of his career in education was the "association with the kids. I enjoyed being next to the kids and I realized the importance of it in later life."

In 1976, he was appointed to the St. Matthews City Council to



Mayor
Art Draut

finish the term of Millard French, who had died suddenly. Draut agreed to run, saying it "sounded interesting," so interesting in fact that he ran for re-election every two years until 1984, when he was appointed mayor.

"I have a personal satisfaction because I can get things done," he said.

"In the school business, you never see the end result until the kids mature, but as mayor I can make things happen and do things that are effective immediately."

St. Matthews established an occupational tax in 1986, shortly after President Ronald Reagan eliminated federal revenue sharing.

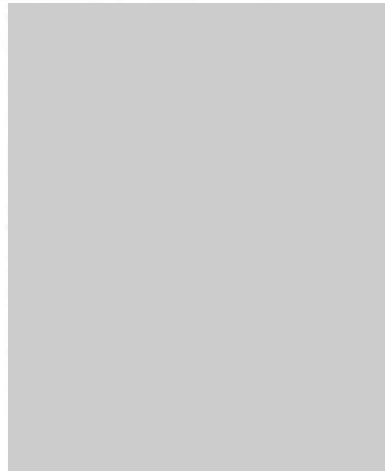
"We needed something and we had three choices: raising real estate taxes, adopting the county insurance tax or having an occupational fee," Draut said.

The tax, at 3/4 cent per 100, has "proven to be the savior of the city," he said. The city also has been able to reduce real estate taxes, even offering a 40 percent discount if taxes are paid during the first 30 days of the year.

Draut works about three hours per day at St. Matthews City Hall in addition to attending evening meetings with the St. Matthews City Council, which he praises highly. "I have always felt the people of St. Matthews are very blessed to have the council."

Draut's term expires in December 2002. He has not decided whether he will run for re-election, but said it will depend on his health. He is 77.

Draut, a St. Matthews resident since 1958, has three sons, two grandsons and two granddaughters. His wife, Patricia, died in 1990.



Wednesday, August 16, 2000

THE VOICE-TRIBUNE

Page B-9



Ken Coggeshall, left, owner of K. Coggeshall, a jewelry store specializing in diamonds and watches, posed with the store's watchmaker on Oct. 16, 1940. The store was located at 3725 Lexington Road, next to the Vogue Theatre.



The St. Matthews flag was unveiled in May 1961. It bears the motto "Forward" and features symbols of the city's history.

St. Matthews flag features symbols of city's history

The St. Matthews flag was officially presented May 19, 1961, following the regular meeting of the St. Matthews City Council.

It was designed by Stephanie Baldyga, a student at Our Lady of Lourdes School, who won a contest sponsored by the St. Matthews Order of the Elks.

The flag bears the motto "Forward" and features symbols of the city's history, including a church representing St. Matthews Episcopal Church, for which the city was named; a potato to represent St. Matthews' potato-farming heritage; a cock to represent the popular sport of cock-fighting; and a stage coach to depict the coach stops that were the city's first businesses.

Surrounding the symbols are a farmer to depict the city's farming heritage and a pioneer wearing buckskin-clothing to represent

the explorers who first settled in St. Matthews. The flag is mainly blue and gold, the colors of the commonwealth of Kentucky, with green to represent fertile soil.

Organizations that helped donate the \$212 cost for the flag were the St. Matthews Business and Professional Women, Woman's Club of St. Matthews, St. Matthews Lion's Club, Younger Woman's Club of St. Matthews, St. Matthews Fraternal Order of the Eagles and the St. Matthews Business Association.

- Danielle Combs

Check out
The Voice-Tribune's
Web site at
louisville.com



Standing behind the Cherokee Dairy Store's counter in 1962 were cook Pearl Perry and Barney Bryan. The store stood between the present-day Voice-Tribune building and PNC Bank.

Cherokee Dairy Store was 'town hall of St. Matthews'

By DANIELLE COMBSS
Staff Writer

From 1941-69, the Cherokee Dairy Store stood at 3824 Frankfort Ave., between the present-day Voice-Tribune building and PNC Bank.

The store was described in the Oct. 20, 1949, issue of The Voice of St. Matthews as "the town hall of St. Matthews."

"Each morning you will see the doctors, business men and arm-chair lawyers discussing the local situation." The Voice reported. "Barney (Bryan) is a big friendly fellow with a lot of personality who acts as referee during these discussions."

In a recent interview, the wife of Barney Bryan, who owned Cherokee Dairy Store from 1941 until it closed in 1969, reminisced on how it all began.

The store was much like one would envision an old diner, with round stools behind a large counter, colored tiles on the floor and a large menu featuring bowls of chili for 30 cents each. It was the town gathering place, with treat-seeking schoolchildren frequenting the store as much as the lawyers, real estate agents and other professionals.

The store was opened by the uncle of his wife, Albertha "Bert" Bryan. Bert worked for her uncle, helping him with ice cream and

short orders and helping him open the store on Sundays.

Barney kept hanging around the store when Bert was working and began to help them out.

When Barney said he'd like to own his own restaurant, Bert's uncle said, "If I thought you were interested, I'd sell you this." This from a man who once told Bert, "I'll get rid of my wife before I'll get rid of this store."

Barney worked at Swift Packing Co. before he bought the restaurant. "To save his neck, he went into the restaurant business," Bert said.

Barney was famous for his out-

tard pie. He could make 50 pie crusts at once, Bert said. The pie cost only 20 cents per slice.

Bert, an 89-year-old Lyndon resident, was married to Barney for 45 years.

Karl Schweizer, who managed the store until he was drafted for World War II, recently wrote a letter to The Voice-Tribune. In it he wrote, "I remember many good days as manager and see a lot of people that I have served gondans and banana splits then and see many of these still walking the streets today. Many good memories still remain."



The Cherokee Dairy Store survived a disaster in 1959, when a car drove through its front door, sending tables and chairs flying. No one was inside at the time, but a police officer was sitting nearby and chased and caught the man.

'The Lace Panty Building'

That's how Dutchmans Lane tower was described when it opened

APRIL 9, 1970
By AUDREY JANAK

"The Lace Panty Building" — that's how a 70-year-old woman described the imposing 16-story Lincoln Tower Building at 6100 Dutchmans Lane near the Waterson Expressway and Breckinridge Lane.

The remark of this elderly friend brought a smile to the lips of John T. Acree Jr., president of the Lincoln Income Life Insurance Co., whose home offices are there. There are many other tenants in the building, of course.

The imposing and unique structure of concrete, glass and steel was designed by Talliesia Associated Architects, an affiliate of the Frank Lloyd Wright Foundation. The unusual idea in design is a 16-story building (sans a 13th floor) of a cantilever construction.

The walls in the core of the building are of cast-in-place concrete with semicircular "half-round" grooves 4 feet on center both ways.

Efficient floor plan

The surface, which is finished in a soft rose color, has its own highly decorative appeal.

With 116,530 square feet of total floor area, Lincoln Tower boasts a high-efficiency floor plan that makes 86 percent of the floor space usable.

The function of the core of the building is to eliminate the necessity of supporting columns within the building, adding to this usable floor space.

Also contained in the core is the elevator shaft, stairway and heating and cooling ducts.

It also houses the communication system.

At right angles to the core, reinforced "I" beams jut out to meet and connect with "I" beams which are connected to the floor above, giving the building an appearance of hanging in mid-air.

Basement's on 15th floor

The 15th floor "basement" of the building contains impetant files and storage. This floor, which has no windows, is lighted entirely by artificial lighting.



The 16-story Lincoln Tower Building at 6100 Dutchmans Lane was once described as "the lace panty building."

All floor except the 15th are covered with carpeting, cutting down on noise and adding to the comfort of the employees.

Acree has reason to be proud of the first of its kind building.

It has had many nicknames, but the one that brought a smile to Acree's lips was "The Lace Panty Building" remark of his women acquaintance.

The top floor of the building is reserved for the dining room. Surrounding the glass-enclosed floor is a balcony that provides a breath-taking view of the countryside.

Acoustics are excellent

On the ground level and looking out onto a nearby pond is a "Civic Room," which seats between 150 and 250 people. The acoustics are so well-planned that the speaker at the rostrum can be heard in all parts of the room without the aid of a microphone.

This room, which is utilized for sales meetings, has been lent to church and civic non-profit groups for meetings.

Acree is an avid fisherman and

evidence of his prowess grace the curving walls of this room.

Inside, the building has an aura of efficiency. There is the impression that one is in a cosmopolitan area. It is amusing, then, to look out the windows at the pastoral scene of horses grazing in a field. The Lincoln Tower area is a combination of city and country.

Gremlins ran elevator

Another interesting feature of the building is the outside elevator. The mechanism can be set on this elevator to control its descent. By taking a full 28 minutes to descend, riders have the feeling of floating down to the ground.

Gremlins were thought to occupy the outside elevator at first because it went up and down, seemingly by itself. It was discovered that the sun activated the buttons designating the various floors. The problem was solved by installing colored buttons.

There is enough concrete in this building for a new highway 20 miles long and 20 feet wide. The pre-cast filigree work alone weighs 1,266 tons. The glass would cover about half an acre.

The use of the pond

The concrete and insulated glass not only give the building its unusual beauty but serve to reduce the operating cost of the air conditioning system.

The pond and fountains are functional as well as beautiful. They are integrated into the cooling system and have eliminated costly piping.

The ceilings are opaque panels, which permit fluorescent fixtures to spread light more effectively. This arrangement permits a less-expensive way of providing adequate lighting and the building remains lighted 24 hours a day.

If an office or enclosure is needed in any particular part of the building, gettable and removable partitions are available. These provide almost instant privacy. They are designed to give the appearance of permanence.

Sex education in public schools: Protecting our youth?

By DANIELLE COMBS
Staff Writer

Sex education curriculum in Jefferson County came under fire in 1969, when parents began to question and challenge what their children were taught in public schools.

But at the head of the controversy were materials that were not even being used in the county schools. The materials attacked included some published by the Sex Information and Education Council of the United States (SIECUS), an elementary textbook called "I Wonder, I Wonder," and slides called "How Babies are Made."

The textbook and slides were tentatively scheduled to be used by the city school system - not the county - in its new curriculum.

Although none of the materials objected to were being used by the county, some thought that the county was using them because they confused the county with the city board.

The city board had recently introduced a new curriculum for elementary and high school students. When Dr. Gordon Drake, education director for the Christian Crusade in Tulsa, Okla., came to town to display and discuss sex education materials, the city school board came under fire. By association, the county's curriculum also was questioned.

Many simply were confused, thinking that the county had introduced new curriculum when it actually was using the same materials it had used for five years.

Sex ed in the county

In 1964, the county school system began a sex education program because of concern about the increasing number of unwed teen-age mothers and venereal disease among high school students.

The curriculum, developed by study groups comprised of teachers, parents and principals, was introduced in all 13 grades.

During first and second grade, children learned the role of each family member in the family relationship. The teacher's guide suggested teaching them that "father and mother animals have babies," explaining that those with fur have been alive and those with feathers are hatched from eggs.

Third graders were taught a little more about animals and how their parents care for their young, and fourth graders were taught basic biological classifications of animals. Human reproduction was not mentioned in the first through fourth grades.

In the fifth and sixth grade, the biological approach was more detailed and reproduction of plants and animals was taught.

Once children turned 11, they could view films that explained changes caused by puberty. There were separate films for boys and

girls that explained physiological changes and depicted human reproductive organs.

Eighth-grade students discussed dating, living with siblings, understanding parents, helping at home, behavior and self-understanding. Sexual reproduction was discussed only in separate groups, all boys or all girls.

High school courses addressing sex education were ninth-grade health, 10th-grade biology and 11th- and 12th-grade family living and physiology courses. The only course required for graduation was ninth-grade health.

One chapter in the ninth-grade textbook explained human reproduction fully, using pictures and scientific explanations. The chapter was taught to separate gender groups.

Sex ed opposition

Opposition to the curriculum was led by the Concerned Citizen's Committee, headed by Joe Krueger.

The group argued that sex education did not belong in the textbooks and should be taught at home by parents. Some argued further that sex education encouraged children to experiment.

James Farmer, the associate superintendent of county schools at the time, told The Voice-Jeffersonian that he could not control how teachers approached sex education.

In a prepared statement he handed out to parents who were bombarding his office to leaf through sex education materials, he wrote, "I will have to be honest and say that teachers are free to inject their own thoughts or to skip over parts they don't consider pertinent. They have this freedom in order to adapt the materials to the maturity level of the child."

To opponents of the curriculum, he added, "It might be well to point out that it is neither desirable nor possible for any one person or group of persons to serve as censors for the entire community."

The controversy heated up further less than a week later. The lead in the April 17, 1969, issue of The Voice-Jeffersonian read: "The Voice blushing found out this week that sex education instruction is not sanctioned by the county school board but has been viewed by Jefferson County pupils."

A teacher at Ballard Junior High School had invited a guest speaker to her eighth-grade home economics class, Mrs. John Peiry, a member of the family life and sex education advisory committee. Peiry showed a sex education film, "Parent to Child on Sex." It had been shown in other schools but had not been approved by Ballard or its PTA.

Although the teacher was not reprimanded, Mrs. O.G. Wilson, Ballard's PTA president, said, "The film, I believe, was intended for adults not children."

Farmer, associate superintendent, said Peiry did not speak as a sanctioned party of county curriculum, adding that "Teachers have freedom" even though most schools required administrative permission.

Jefferson County Public Schools supervisor Herbert Lewis said, in a May 22, 1969, Voice-Jeffersonian article, that the schools used a "spiral approach," meaning the same topics were taught each year but additional information was added as the child progressed.

This approach in a scaled-down version of what the county school system does today.

Sex ed today

In 1990, as part of the Kentucky Education Reform Act, each school was required to establish a SBDM (Site-Based Decision Making) council made of principals, teachers and parents to make curriculum decisions. This allows each school to choose appropriate curriculum for its students rather than using standard state curriculum although schools must adhere to the state's minimum guidelines.

The Family Life Program curriculum used in Jefferson County Public Schools begins in kindergarten and continues through 12th grade. The curriculum addresses various topics, including family living, decision making, physical development and care, interpersonal relationships, communicable diseases, personal safety and AIDS and sexually transmitted diseases (STDs).

The topics are addressed differently in each age group. Each topic, including AIDS and STDs, is addressed beginning in kindergarten using a type of "spiral approach."

From kindergarten through second grade, students are taught that many factors contribute to illness, infection, disease and well-being. In third through fifth grade, students are taught about disease-causing agents. From sixth through eighth grade, students learn definitions of HIV, AIDS, chlamydia, herpes, gonorrhea and syphilis. They also learn how the diseases are caused and how to recognize them. The same concepts are reinforced in high school, along with a reflection on the history, national and worldwide, of AIDS and STDs.

STLBS

State guidelines require Family Life education and a certain number of hours for instruction in each grade: five for elementary, 12 for middle school and a one-semester health course for ninth graders. Students in first through sixth grade must have parental permission. Seventh through 12th grade students may opt out after parental notification.

One month before instruction in human sexuality begins, all materials are made available for review by parents and guardians.

Today, according to JCPS practical living specialist Mark Sauer, the majority of sexual education topics are taught with boys and girls in the same room. He said that 95 percent of parents want their children to receive Family Life instruction. Of those who didn't, the primary reasons given were that parents did not understand what was going to be taught and that the student simply did not want the instruction.

Teachers were asked to follow up with those parents and several ended up with 100 percent participation in the classes.

Sauer taught in the county school system for 22 years and spent 20 of those teaching sex education, which he said was "the most rewarding and gratifying part."

In the early '80s, he had a female fourth-grade student who was dating a male high school senior. He went to her mother and she said she knew they were dating and that he was a nice boy. Although Sauer said that might be true, he explained that boys his age have different philosophies and he asked her to look at the situation.

The girl became pregnant, but miscarried after being hit by a car on Preston Highway four months later. About seven months later, she became pregnant again. Sauer said the girl didn't understand how it even happened.

Expanded curriculum

This magnified the importance of sex education for Sauer, particularly with the lack of males speaking to students about it.

"Men need to step up to the plate," he said. "Students need men as role models to tell them it's not the cool thing to do and that you're half responsible."

The county has strict policies on guest speakers, who must provide the exact script of what they will discuss. Discussion on abortion and masturbation and the distribution of condoms is off-limits in all Family Life instruction.

The program emphasizes abstinence as the key and as the only sure means of preventing pregnancy. About 1 million teenage girls become pregnant each year. A sexually active teen using no contraceptive has a 90 percent chance of becoming pregnant.

The county has implemented a special program called Postponing Sexual Involvement (PSI), which reinforces the abstinence message through peer education. By age 20, 77 percent of girls and 96 percent of boys have had sex, according to the Center for Disease Control and Prevention in Atlanta.

According to Sauer, 70 percent of Kentucky students go through the nationally recognized program. Last year, 5,000 middle and high school students completed the program, which has

since been adapted to include fourth- and fifth-graders. The teen leaders and instructors receive PSI training and students are able to progress at their own pace through an instructional CD-ROM about abstinence, written by students and including quizzes and songs. Materials are updated every two years.

Another program, Reducing the Risk (RTR), is used in some high schools to provide additional instruction on AIDS and STDs. One-fourth of new HIV infections in the United States occur in people ages 15 to 20, with two becoming infected every hour.

"We usually have letters of praise for our proactive approach and abstinence education," Sauer said. He said the instruction opens the lines of communication between parent and child, which gives parents "the opportunity to be the primary educator."

"We're never resting on our laurels," Sauer said. "We're always continuing to move ahead."



The children in Mrs. Rebecca Chandler's first-grade class toss the icicles onto the Christmas tree in the lobby of St. Matthews Elementary School. This picture was snapped Friday, at the "hanging of the greens" ceremony at the school. The ceremony started off a week of Christmas programs at the school, which continue through tomorrow, when the Christmas pageant will be held. Each grade will perform an original play with all pupils taking part.

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"Is there a place in this society for children from broken homes who have lost their way? Yes, and these children need places such as Boys' Haven which offer them love along with discipline and education. In my opinion, Father Jim Maloney ranks as an authentic American hero for what he accom-

St. Matthews has provided lifelong friends, memories

Letter

In the fall of 1949, my father Henry S. Leathers Sr. received a phone call from Jim Noland. He wanted my father to attend a meeting, along with T. Sam Rudy, Gilbert Flack and Bernie Gratzer, at his home on Kennison Avenue in order to discuss the possibility of forming and incorporating the city of St. Matthews.

At that time, the St. Matthews area was growing rapidly and without control due to ineffective zoning regulations and lack of organization.

Streets flooded after heavy rains due to an inadequate storm sewer system and basements flooded due to septic tank back-ups (a sanitary sewer did not exist). Furthermore, police and fire protection was limited. All of these issues, and more, were discussed over several meetings resulting in the incorporation of the city of St. Matthews in March 1950.

The original St. Matthews covered four blocks: Staebler Avenue, Kennison Avenue, Massie Avenue and Chenoweth Lane. However, the city expanded quickly due to annexations. The first elected officials were Jim Noland, mayor, and Leathers, Rudy, Gratzer and Flack, councilmen. These men served their



community without pay for many years.

For over 25 years, my father served as a councilman of St. Matthews and our family has lived in the area over 50 years. St. Matthews gave me lifelong friends, fond memories and a idyllic childhood. I am proud of my father and his fellow St. Matthews residents who had the foresight, desire and ability to make the St. Matthews area a better place to live.

Henry S. Leathers Jr.
Louisville 40206

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