

"The reason we do not accomplish more,
is because we do not attempt more."

NOW IS THE TIME TO INVEST!

The Newest Old Town in the State

JEFFERSONTOWN, KY.,

THE COMING SUBURB!

Not a "Soap Bubble" inflated with fictitious valuations, but a REALITY, founded upon
a tangible and substantial basis.

INVESTIGATE AND BE YOUR OWN JUDGE

"The most fertile acre of land in Christendom, as well as the richest gold mine, must have the touch of human hands, and the care and watchfulness of an intelligent mind before it can have more than an uncertain or speculative value—speculative, because its value to the owner turns entirely on the contingency of some person coming forward and buying it and turning it to some practical account, in the only practical way, labor intelligently applied."

NO BETTER OPPORTUNITY WILL EVER PRESENT ITSELF



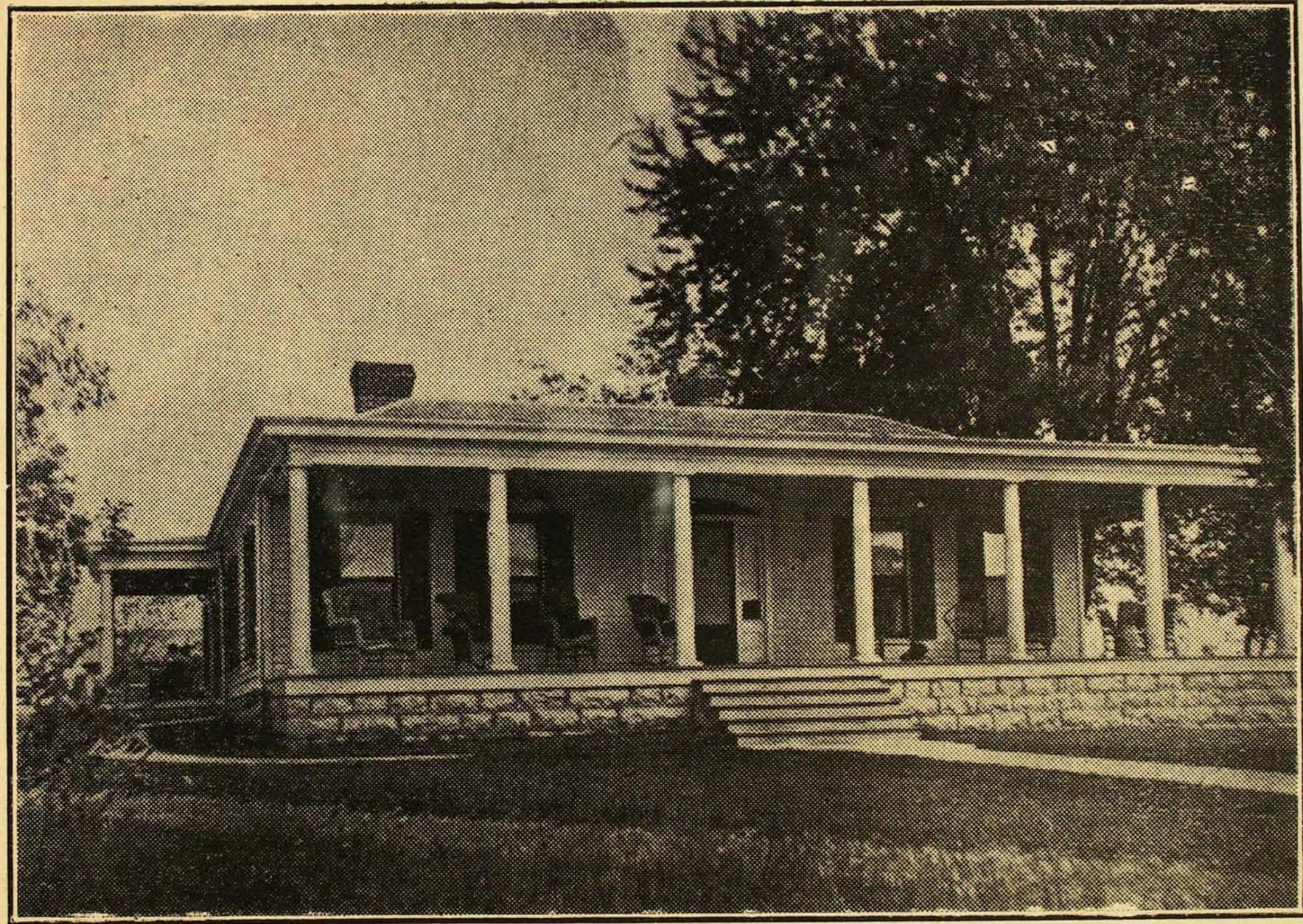
The Country is the Place For Boys.



Despise Not the Country Town.

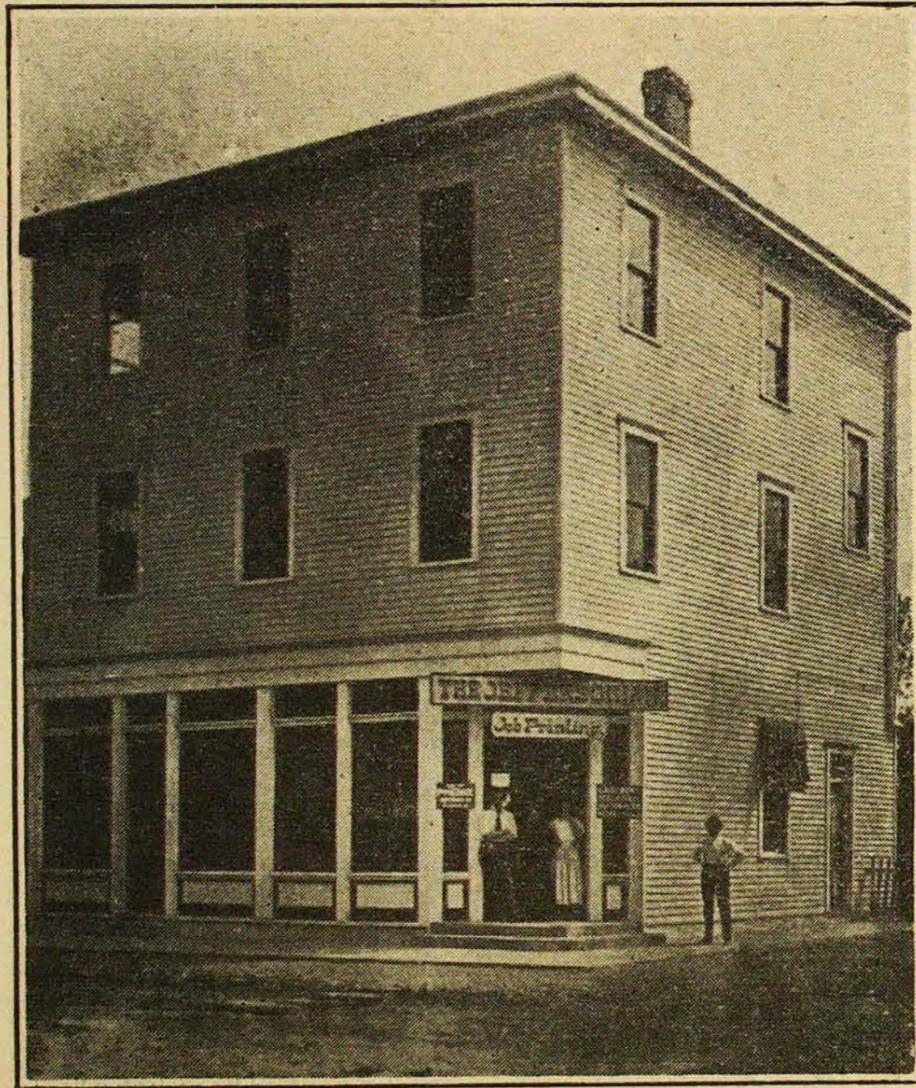
By President Thomas, of Middlebury College.

"In the making of leaders the small community is of highest importance. There are strange, personal currents where masses throng together, drawing individuals irresistibly into the same course of life and thought. Ideas flow from mind to mind, beliefs from soul to soul, feelings from heart to heart. The vast city concourse, plebeian or proletariat, is monotonous, stupidly similar, and tame. In small communities you find individuality and independence. In mountains, where men live in hamlets, have ever been lovers of freedom. Great men have not risen from the hords of Persia, Babylonia, or the valley of the Nile where mathematically the chances were so great, but from little Greece, tiny Palestine and sequestered England, lands all separated into isolated communities by mountain ranges or indenting seas. The greater the aggregate, the less the power and intensity in the individual man. If you would make a master, remove him from the confusing, stifling crush of the masses who are too busy to think. The city university has its justification, but the making of men of might will remain the honor of the country college."



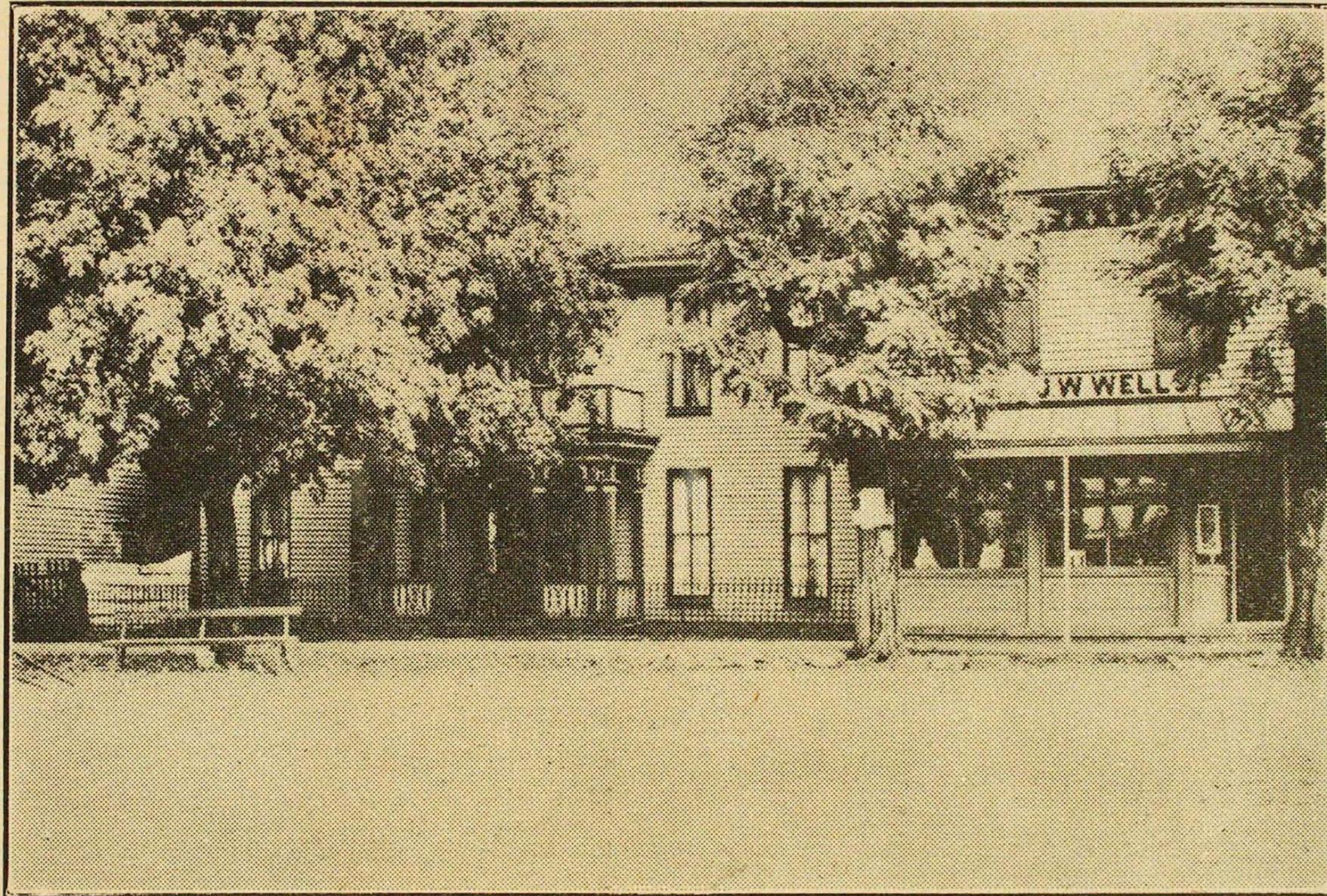
Home of Mr. W. J. Semonin, near Jeffersontown.

Office of The Jeffersonian
JEFFERSONTOWN, KY.



Our County Paper, and Printers of this Book.

Jeffersontown is over one hundred years old, and, as can be attested by a number of prominent business men of Louisville and elsewhere, who were born here, at one time wholesale houses were located here and goods hauled to Louisville and retailed. But Louisville, being located at the Ohio River Falls—for a long time the head of navigation—grew into a City, and Jeffersontown went to sleep; and although the surrounding country has become thickly settled and is in a prosperous condition, the old town has never grown very much, **simply because it has had no incentive to make it grow until now.** But the time has arrived when the generous hearted people of this section have awakened to the realization of the practically demonstrated fact, there are **great possibilities** in store for them, anxiously bidding for its development, and are determined to shake off their lethargy and utilize the natural advantages with which they are so enrichly endowed, Being located on Louisville Southern Railroad and Louisville and Taylorsville Pike, less than eight miles from City limits, also the terminus of the Louisville and Jeffersontown Electric Railway, there is no reason on earth why it should not soon be a

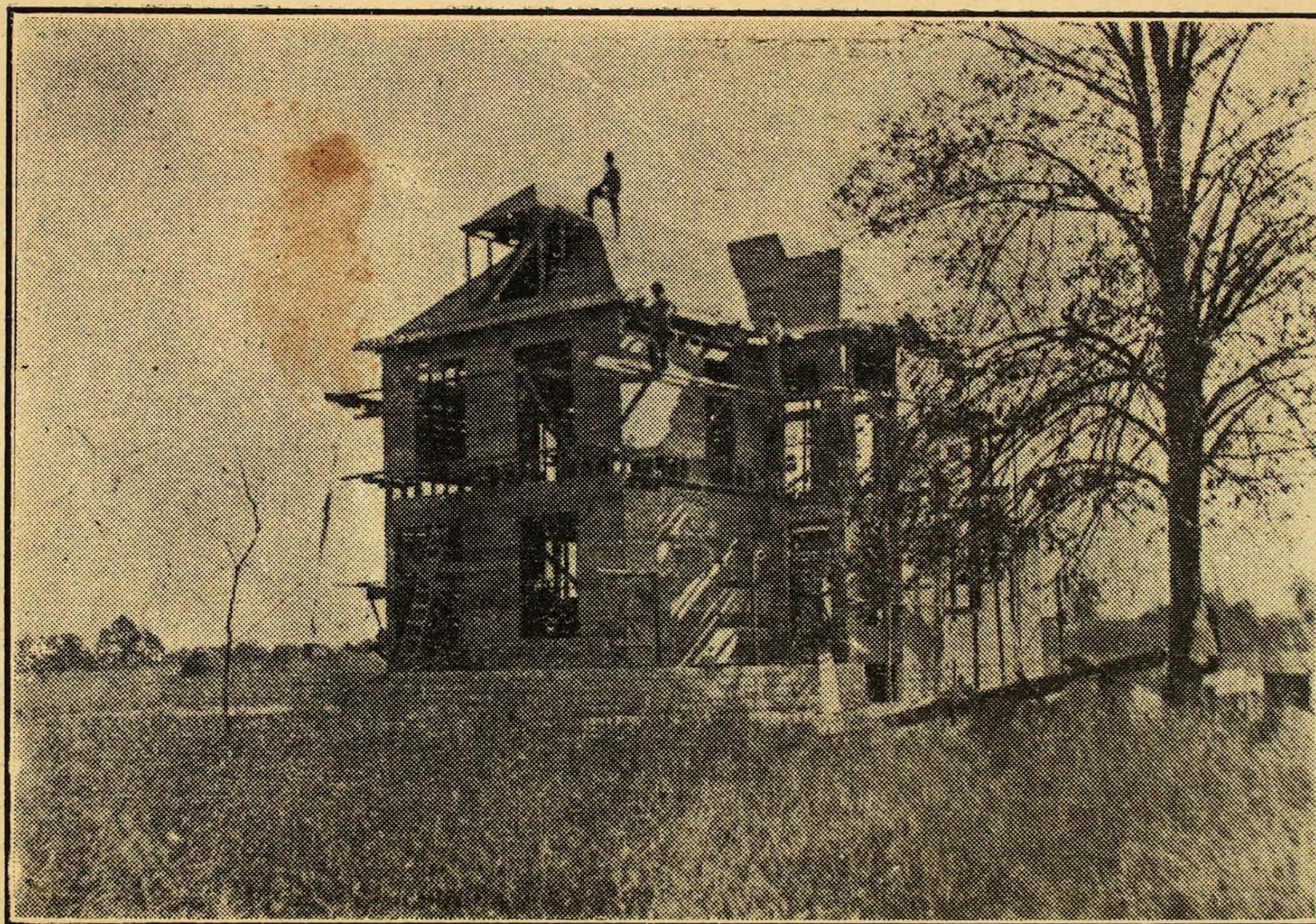


Residence and Drug Store of Dr. J. W. Wells, on Public Square in Jeffersontown.

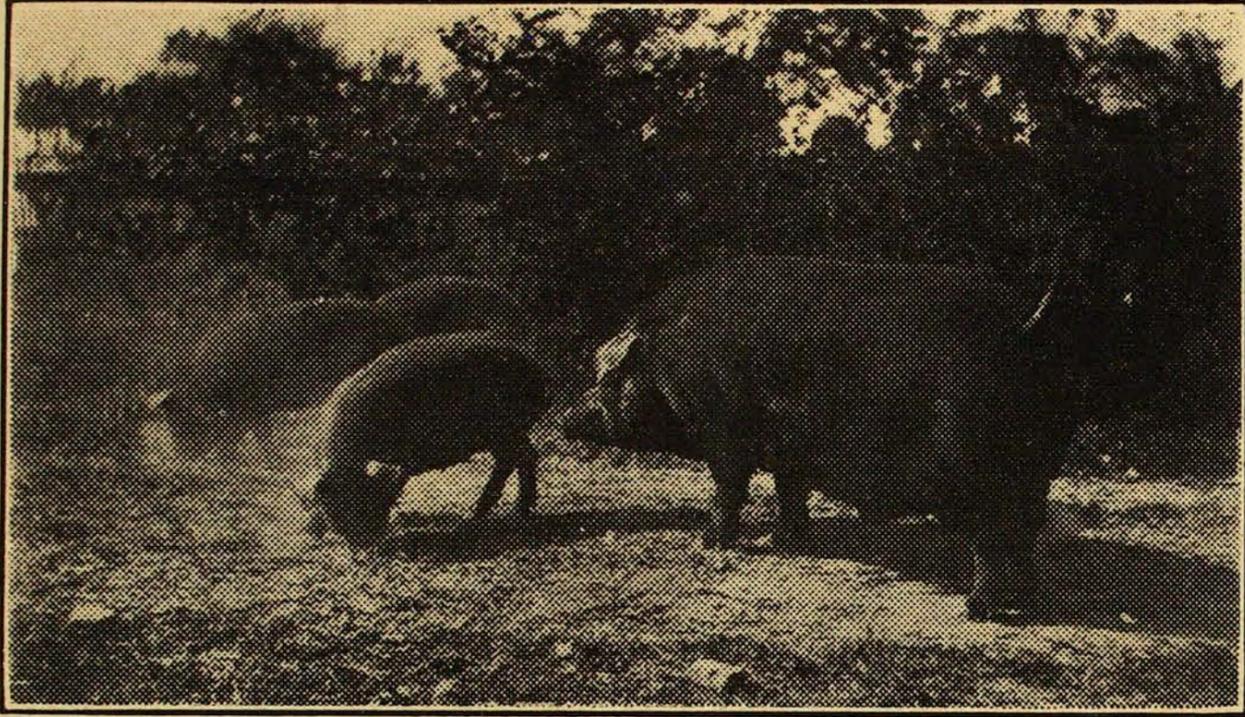


"CEDAR CROFT." RESIDENCE OF MR. L. C. OWINGS, Near Jeffersontown.

delightful suburban home town of considerable size. **And it will be!** High and dry, with an abundance of excellent limestone water. Red clay soil, level enough for any purpose, and rolling enough to make beautiful building sites. Susceptible to any kind of fertilization, and particularly adapted for fruit culture and garden products. Near by are a number of fine farms in a high state of cultivation. From two to three hundred car-loads of Onions and Potatoes shipped from here each year, besides the hundreds of barrels taken to market in wagons. Thousands of barrels of Onion Sets and Crates of



Beautiful home of Mr. Tony F. Roselle, now in course of construction, near Jeffersontown.



A part of 'Cedar Croft' herd of Duroc-Jerseys, (L. C. Owings, Prop.) showing The Boar "Owings" at head of herd, 21 months old; weight 750 pounds. This represents such strains as "King of Cols." "Highland Chief", "Proud Advance", "Col. Scott", "Commodore", "Ed's Col." and "Can't be Beat." All of which are grand champion winners.

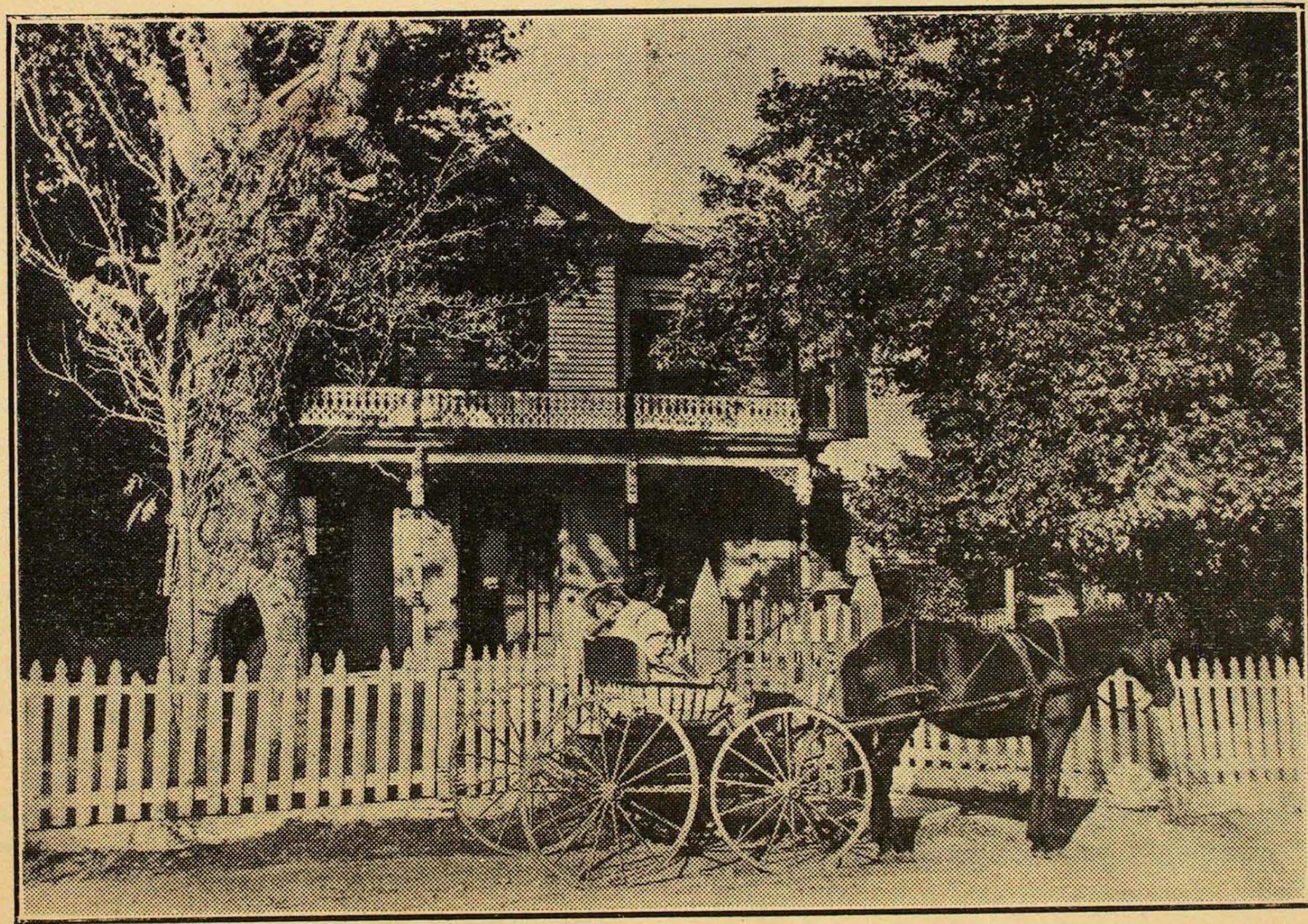
Berries and Bushels of Tomatoes and other garden products, are sold from here each season as well as thousands of pounds of Onion Seed, which has a ready market. And as our Electric Railway is run to accommodate the people, business men from the City can find no more beautiful and healthful place for a country home, and NOW is the time to buy. Land will never be as cheap again in this section. We have one of the

handsomest little banks in the State, which less than four years ago was organized with a capital of \$15,000, and now has nearly \$200,000 on deposit. What better evidence can we give you of the prosperous condition of this section.

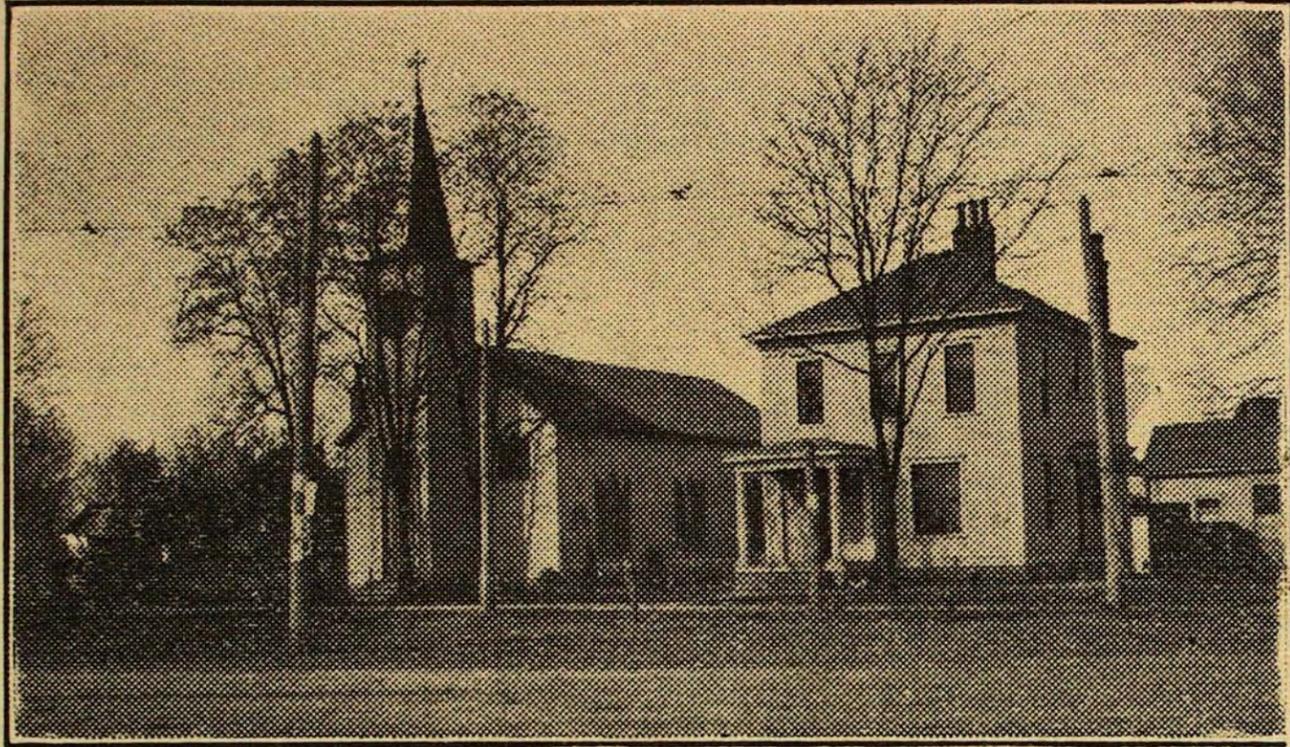
Only a few years ago there were hundreds in this vicinity who did not possess a dollar, but did have grit and energy. Consequently they are now not only the owners of sweet, cozy homes but have a nice bank account as well. Jefferson-town now has about 600 inhabitants and is increasing very rapidly. In less than ten years we will have a population of at least 2,500. In addition to our bank we have a first-class creamery, which makes the finest of butter; a mill that makes the best of flour. A gentleman who was then connected with a large mill in another state made the statement, "we think we make the best flour out, but *One Dollar's worth of the Flour made by the Jeffersontown Mill is worth One and One-half Dollar's worth of mine or any other mill's make.*"

We also have a number of general stores, drug store, confectionery, No. 1 collar maker (who has not heard of the Gill collar?), livery stables, telephone exchange, and eight churches, embracing the Presbyterian, Baptist, Methodist, Christian, Lutheran and Catholic faiths.

And last, but not least, our *up-to-date, newsy*



Home of Mrs. Marie Winsor in "Livingston Heights Sub-division" near Jeffersontown.



Catholic Church Property, Jeffersontown.

county paper, whose *first issue* carried off the first prize at the meeting of the State Press Association one year ago for being the *Neatest* paper; and at its last meeting, a short time ago, for the *Best* county paper in the state.

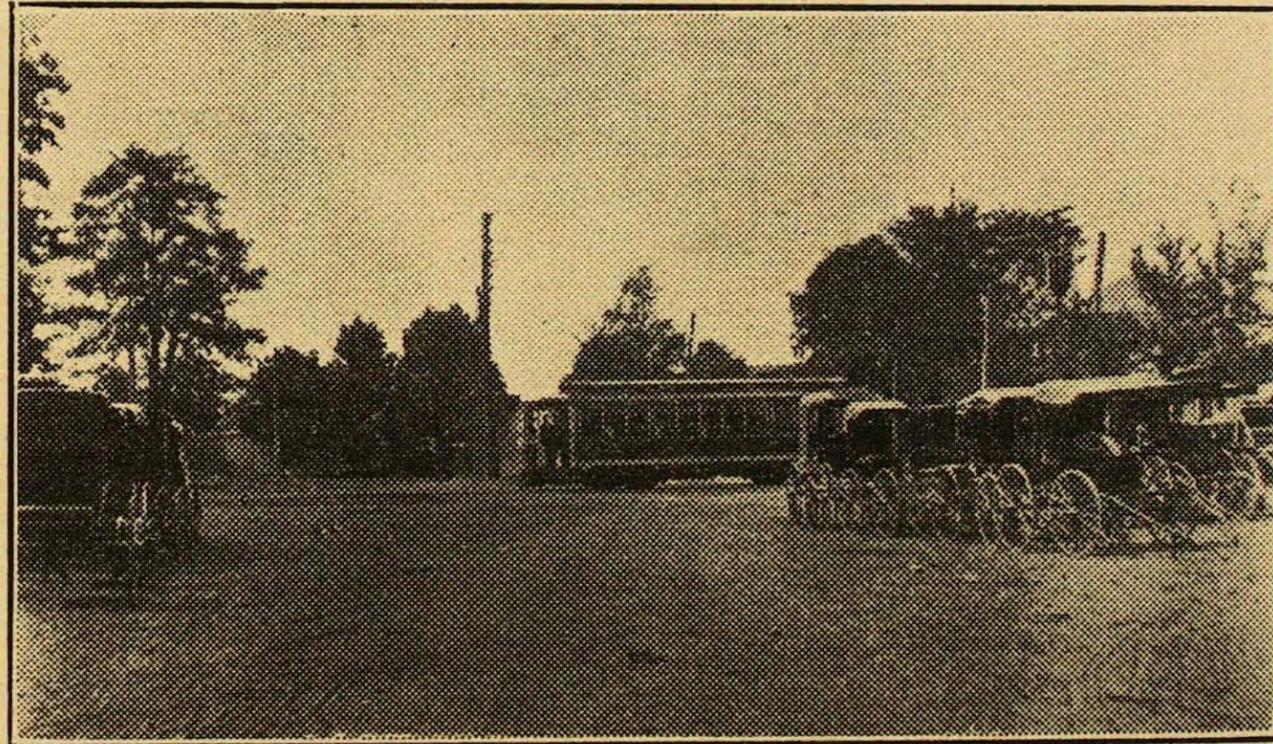
We need a graded school, ice factory, lumber yard, brick kiln, electric light plant, and a number of other enterprises, ALL of which would do well. And there is no better location for a cannery, as we could furnish every thing needed for it. Also concrete plant, as we have the finest of limestone quarries near here.

Capital can make no mistake in coming here. For purchasers can with a *certainty* rely upon *increased values in a very short time*. Low taxes, and plenty of room for new blood.

What Makes Values?

Why is it that some stocks and bonds are worth more money than others? *It is because of their earning capacity*. And this is just *why* property, in and around Jeffersontown, is increasing so rapidly in value.

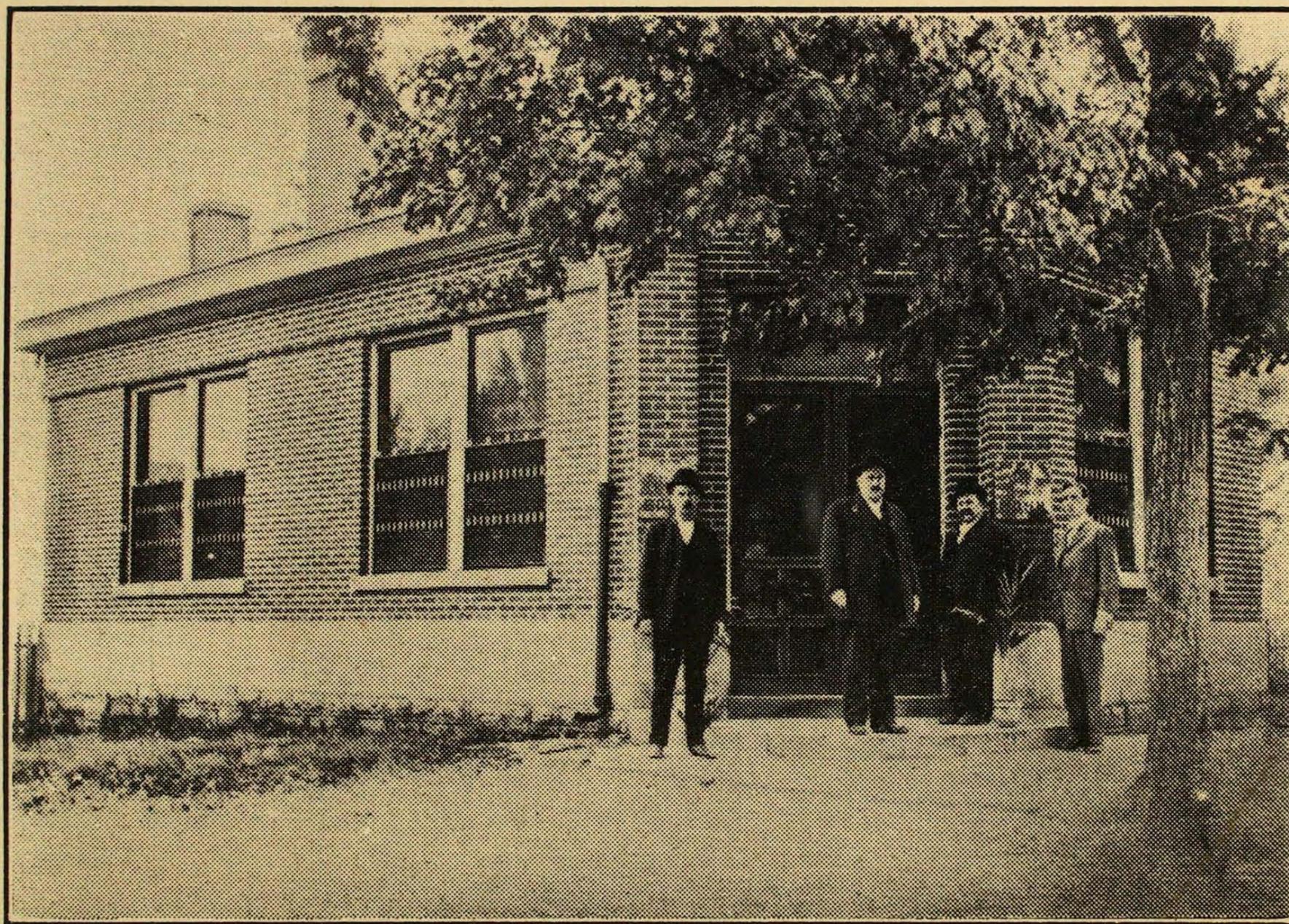
Not a piece of property is renting for less than *eight to twenty-five* per cent. and we have not



Street Scene in Jeffersontown.



Residence of Mr, Jas. A. McCann in "Livingston Heights Sub-division" near Jeffersontown,



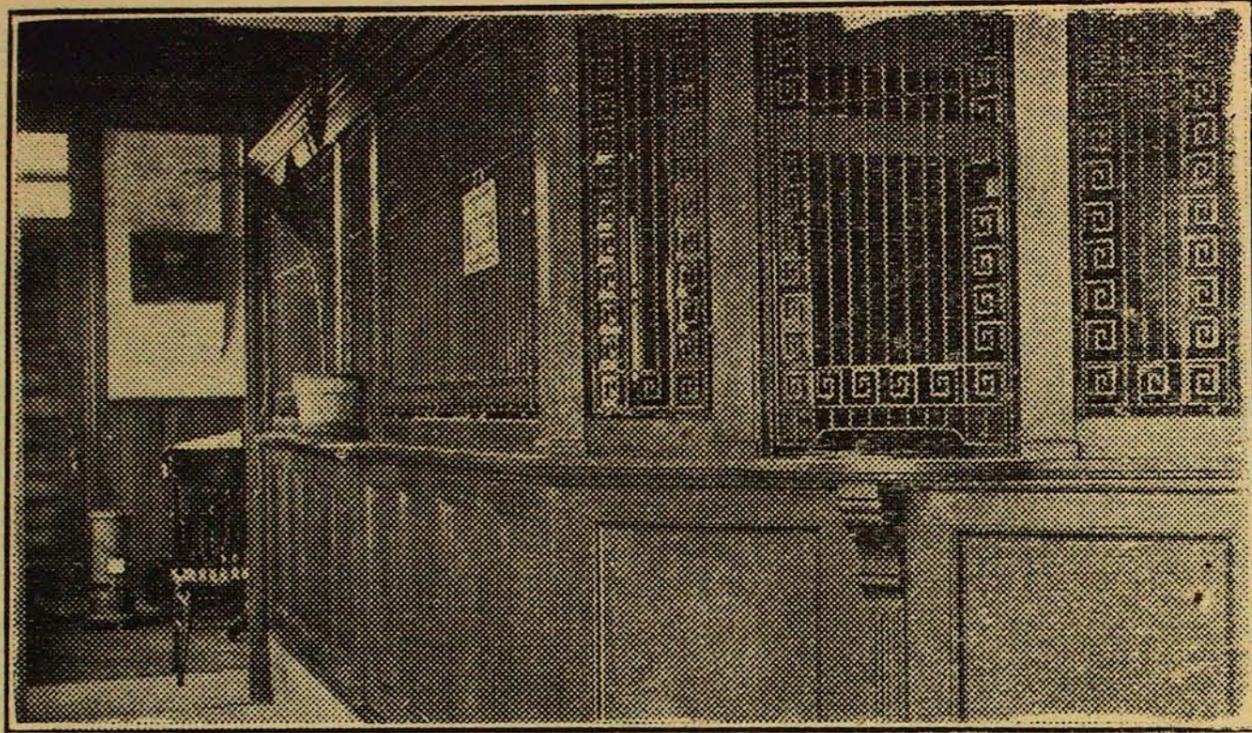
The Jefferson County Bank at Jeffersontown. Reading from the Left Shows H. N. Reubelt, President, as No. 2 and Wm. H. Ames, Cashier, No. 4.

near enough houses to supply the demand. And there are *acres* of land near here, that *each year* produce from *two to four* times as much as the land can be bought for. And we do not have to expend it for freight, as we have a market for everything *right at our door*.

This section invites a thorough investigation. Come and see for yourself. You will admit that a gentleman knew what he was talking about when he stated a few days ago, "I have traveled all over a great many Sections, and spent a good part of my time in Europe, but I never saw a Country that had as bright a future as this around



Strawberry "patch" and pickers, about four miles south of Jeffersontown.



Interior of The Jefferson County Bank.

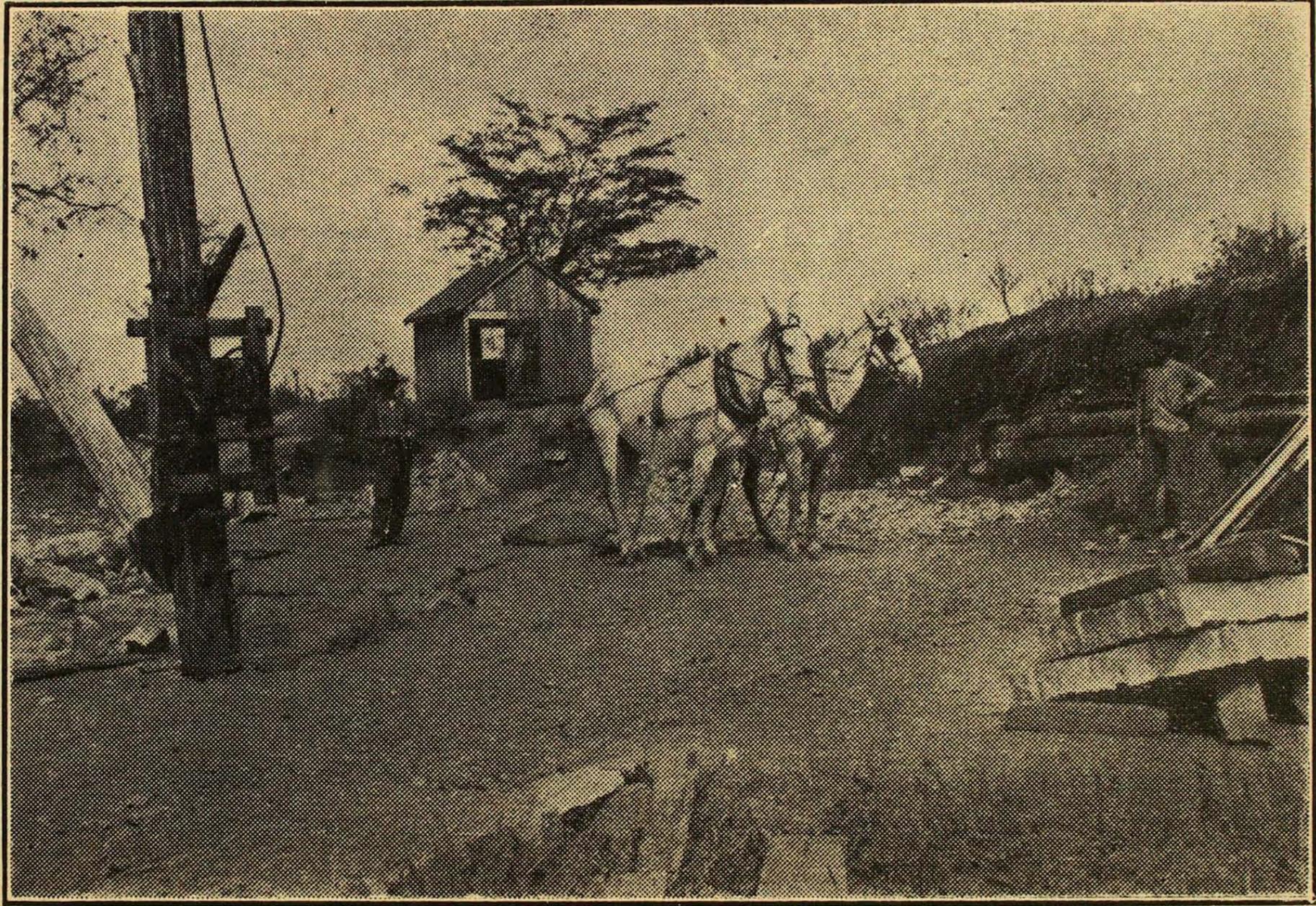
Jeffersontown. It is undoubtedly the most promising of any I ever saw."

Thirty years ago the writer heard Mr. John Throckmorton, the old Manager of the Galt House, say, "I have traveled all over the United States and all over Europe, but I never saw as fine country as that in Jefferson County East of Louisville," and this same fact has been voiced by a great many experienced, intelligent men who have looked over the situation.

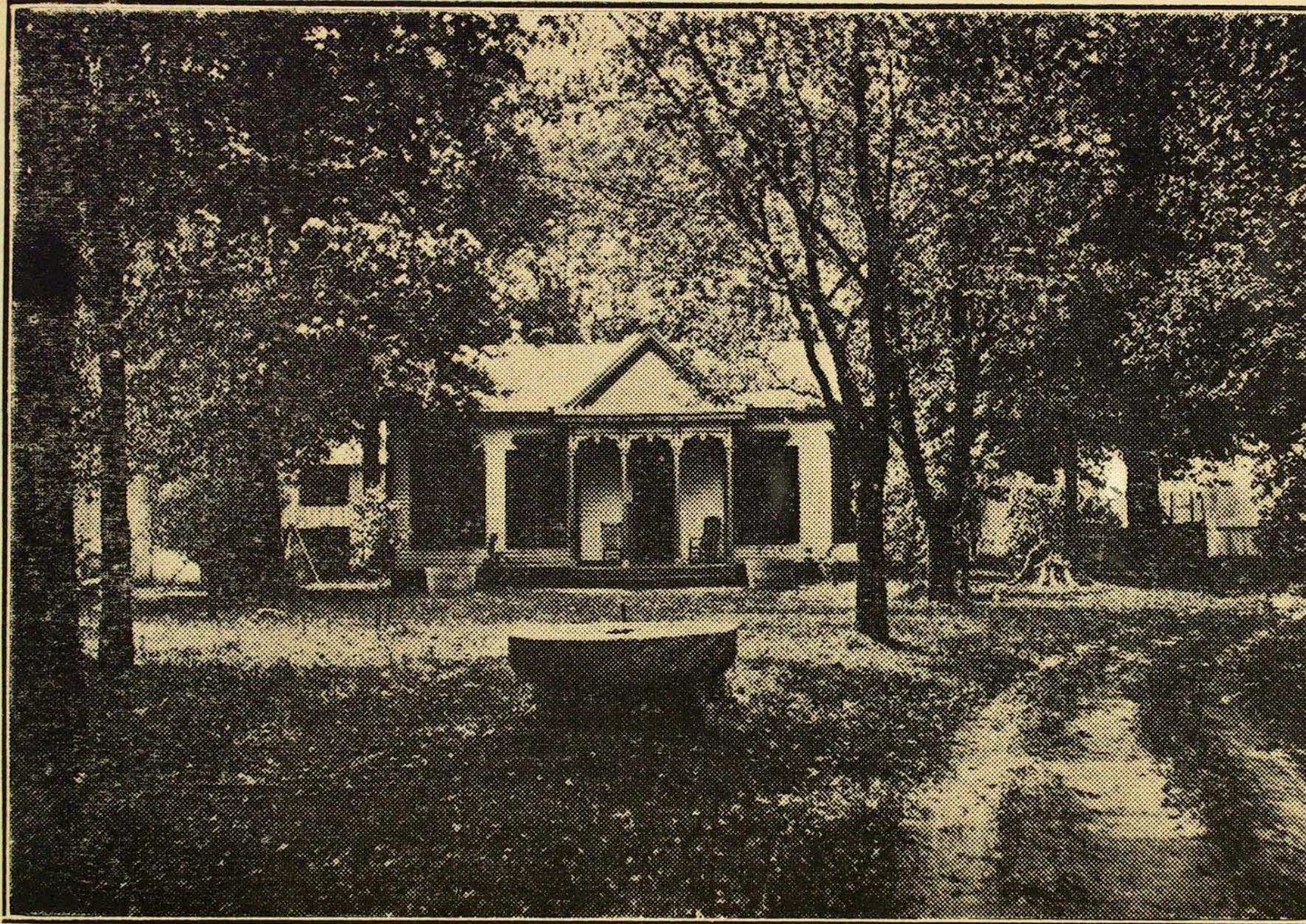
Now the natural question arises, why has this development not taken place long ago?

Simply because that conditions are now altogether different from what they were a few years ago. Louisville is now extending its limits very rapidly out this way. Land for agricultural purposes near the city, is now too valuable to be utilized in this way much longer. A great deal of it is now being cut up into lots, and the gardener will have to move back. *And this is the direction in which he will come.* He is coming already. And as they are great improvers of land, you can readily understand what that will mean to this Section in the near future. And again the *native* rarely develops an enterprise of any magnitude. Men will spend their whole lives in close proximity to immense wealth. The stranger will come along, buy him out, frequently for a *mere pittance*, and live like a prince the balance of his days. The former owner's sons will probably move into some other Section and take advantage of some-one-else's "lost opportunity."

But where one makes a success "in giving up the old love for the new" thousands become stranded. If the same enterprise and push were manifested in some of our undeveloped *old* communities, that are in the *new*, what a wonderful



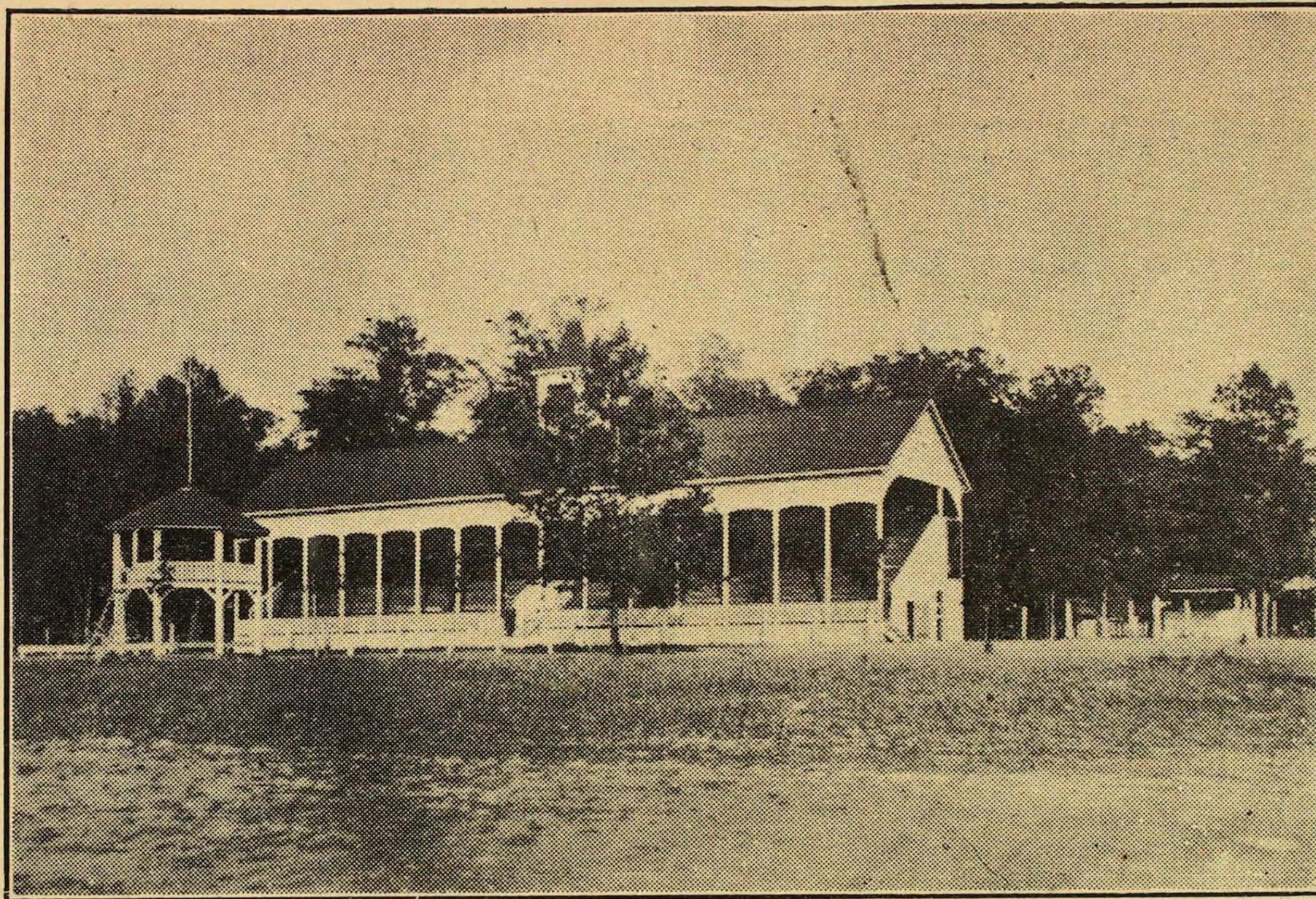
Quarry of fine building stone owned by Mr. David McKinley, near Jeffersontown.



Sweet Little Home of Mr. John M. Seabolt at "Woodside Fruit Farm" Near Jeffersontown.

transformation there would be! The difference is, you *go to sleep* in the *old* and *wake up* in the *new*.

There are a great many inducements(?) offered (on paper) by a number of new countries to get you to locate with them. And in some Sections there are fine opportunities for the young and vigorous to accept. A great many make the attempt, but only a few meet with success. As like the lightning, it only "strikes" in a few places. The majority become the prey for the vultures to feed upon. And when you lose out among strangers, you are a "goner" sure enough. No matter



The Jefferson County Fair Co., Incorporated in 1901 by W. P. Hays, Frank Williams, E. B. Berry, Dr. H. P. Stivers and six others in Directory. Re-organized in 1907 and Directory increased to twenty members. Mr. Bryan Williams is now and has been the only president. Mr. E. B. Berry was secretary for three years and Dr. Stivers held the same office for five years. Mr. Berry has been, for five years, and is still the Secretary, and Mr. Louis Diemer is now the Treasurer. The Fair Company paid \$600 for 35 acres, and the best evidence of the great good it has done is shown by the fact that land all around it cannot now be bought for less, and IS SELLING for \$100 per acre and upwards. It is located about two miles south of Jeffersontown and near Fern Creek, a thrifty growing village in the heart of the fruit section of Jefferson county.



The Mittler Residence Adjoining Jeffersontown. Built Nearly 100 Years Ago and Successfully Conducted as a School for a Number of Years. Now Converted into a very Substantial and Attractive Home.

where you go you have to have money to make money. If you have money, there is no better place on earth for you to invest it *than right here in Jefferson County*. If you are short of cash, work of all kinds is plentiful, and you are assured of a living. And if misfortune overtakes you, you are among friends. Cheap lands produce cheap results. And wherever lands in new countries are yielding such extraordinary results you will find that the purchase price is overwhelmingly in proportion. And away beyond the proportion of our prices here, where taking one year with another, our results are much better.

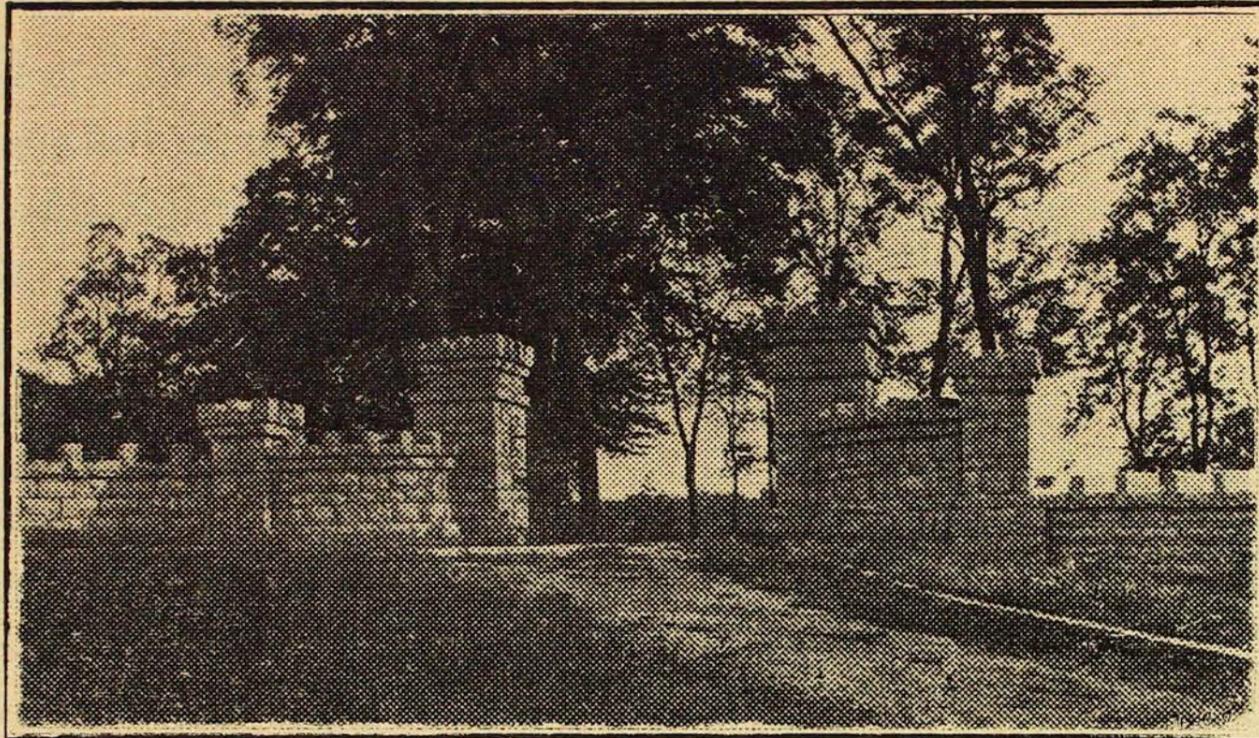


Home of Mr, John Bornhauser, near Middletown, and four miles from Jeffersontown.



"Mansfield," near Jeffersontown, The Elegant Home of Mr. Henry Watterson,
Editor of The Courier-Journal.

New countries start with a "hurrah" and values become inflated, and soar sky-high like a balloon, only to be pierced in the end by common sense and reason, and the collapse engulfs the fellow, who has been filled to the brim by the "oily-tongued shark" who has unloaded "the good thing" on him. His credit is strained to the last dollar, and his money is all gone. The result is, that when matters are reduced to normal conditions, and an investment would be safe, the other fellow has the money to invest. And these new countries do not possess any real intrinsic value, but



Entrance to "Mansfield."

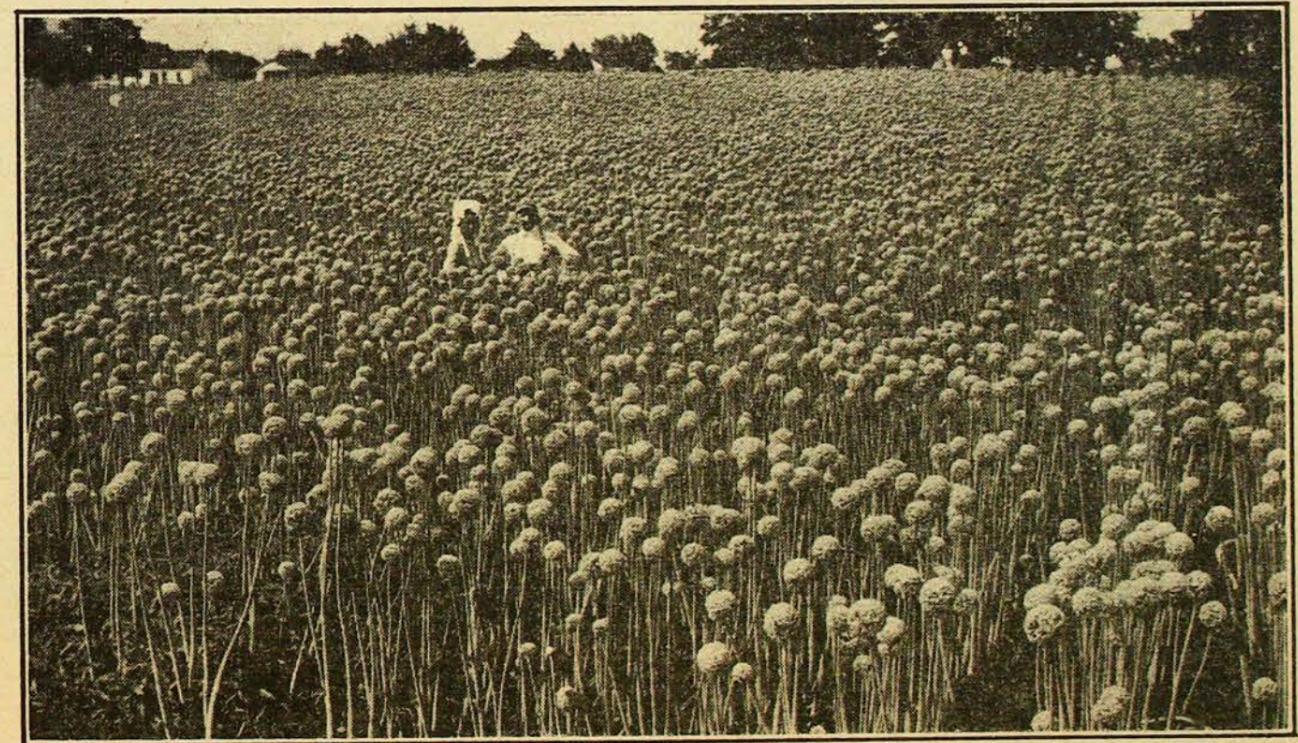
purely speculative until such condition is obtained. If you want to take the "Bucket-Shop" chance, and like the excitement, a new country is the place for you to go. But if you want a *safe investment, and one upon which you can depend*, then you must wait until the excitement is over, and normal conditions have been assumed.

And that being the fact, had you not better invest where you *know from years of the past, what you can depend upon for the future?*

You will not be taken out to some *special show place*, and shown "what was done *last year*", but

you can see what has been done *all over* this country *for years*, one with another. We have no *boom* here; but a *natural and healthy growth*, brought about "through the natural course of human events." A prudent man will be cautious when change of base, or investment of savings is proposed. To have faith, he must see good works. He will seriously consider only the *proven* fields. The resources of *Jefferson County, Kentucky*, have been tested and in innumerable ways their value has been proven.

It is no longer necessary to prophecy, nor



Onion Seed Grown by E. R. Sprowl, at Jeffersontown, in 1907. While Seed Sold at the Low Price of 30c per lb., one Acre Netted \$196.90.



Corn field on farm of Mr. A. M. Gregg, near Jeffersontown.
Taken September 25, 1908.

invite faith upon surface indications. We have the *actualities of the present*, as earnest of what may be done. When we speak of the possibilities of fruit culture and truck farming, we base our statements upon, not only what *has* been done in this Section for years, but is *now* being done.

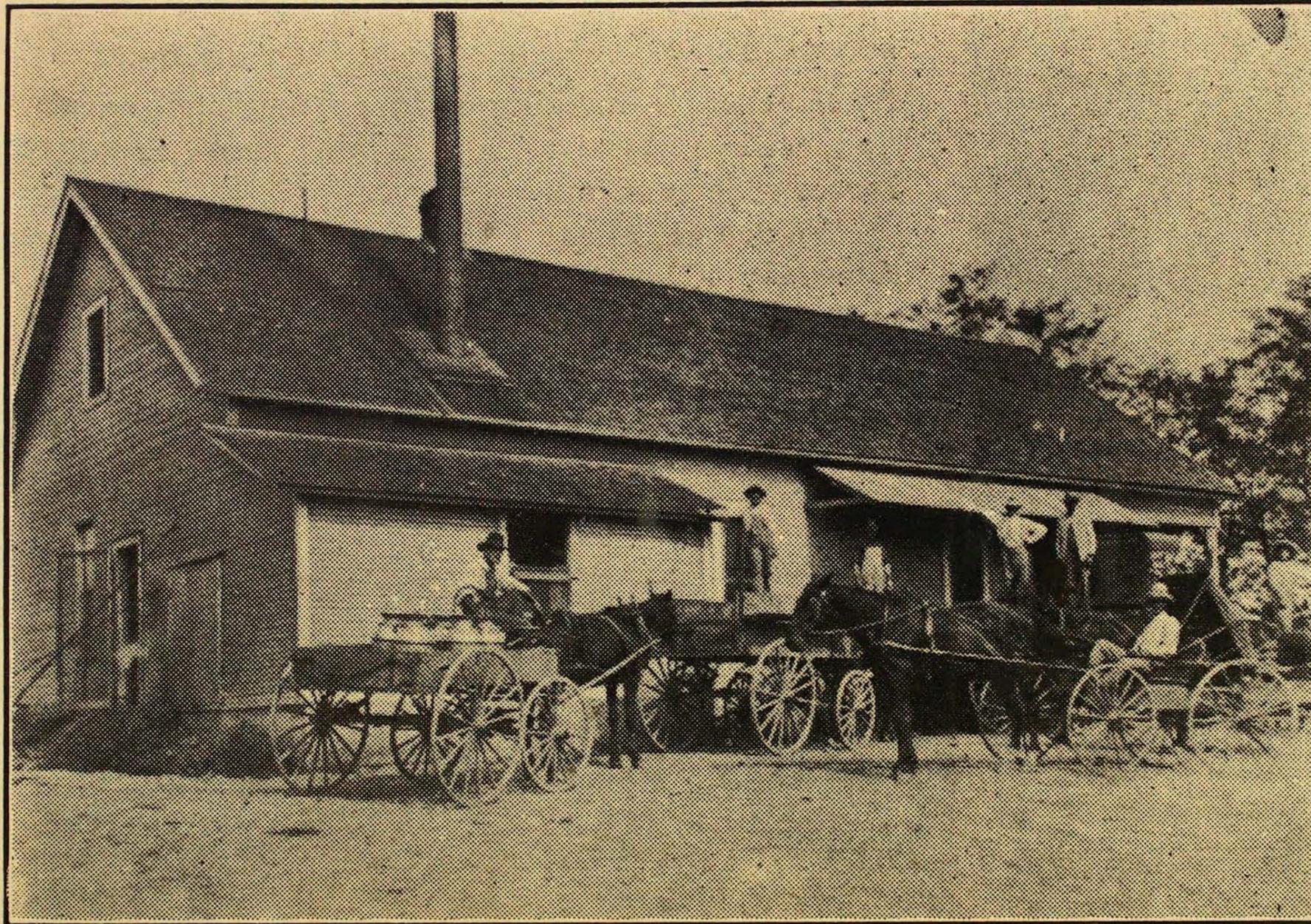
Dollars do not grow upon trees here, but there are plenty of them in the ground, if you only dig for them. You can buy land cheaper in this Section *now* than it will ever be again. Our nearness to the city, which is growing in this

direction so rapidly, and being connected with a No. 1 Pike, and both steam and electric railways that traverse an agricultural country that is second to *none*, entering the city in its most attractive part, bringing us in closer touch every day, will always be the means of lands steadily increasing in value.

We are also nearly *three hundred feet higher than Louisville*. Consequently epidemics of all kinds, and even mosquitoes are entire strangers to



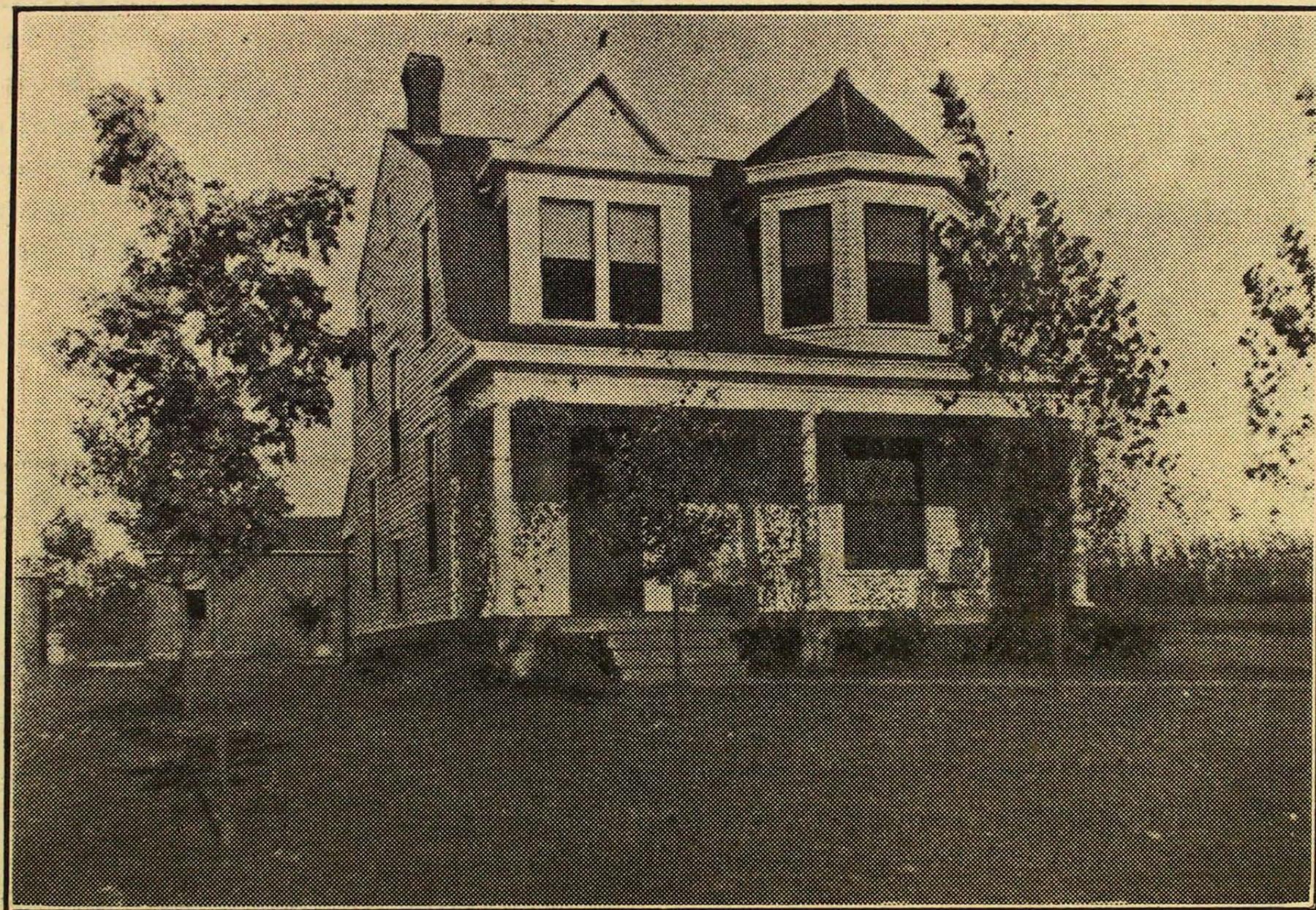
"Patch" of second crop potatoes on farm of Mr. A. M. Gregg, near Jeffersontown. Taken September 25, 1908, during drouth extending over a number of states.



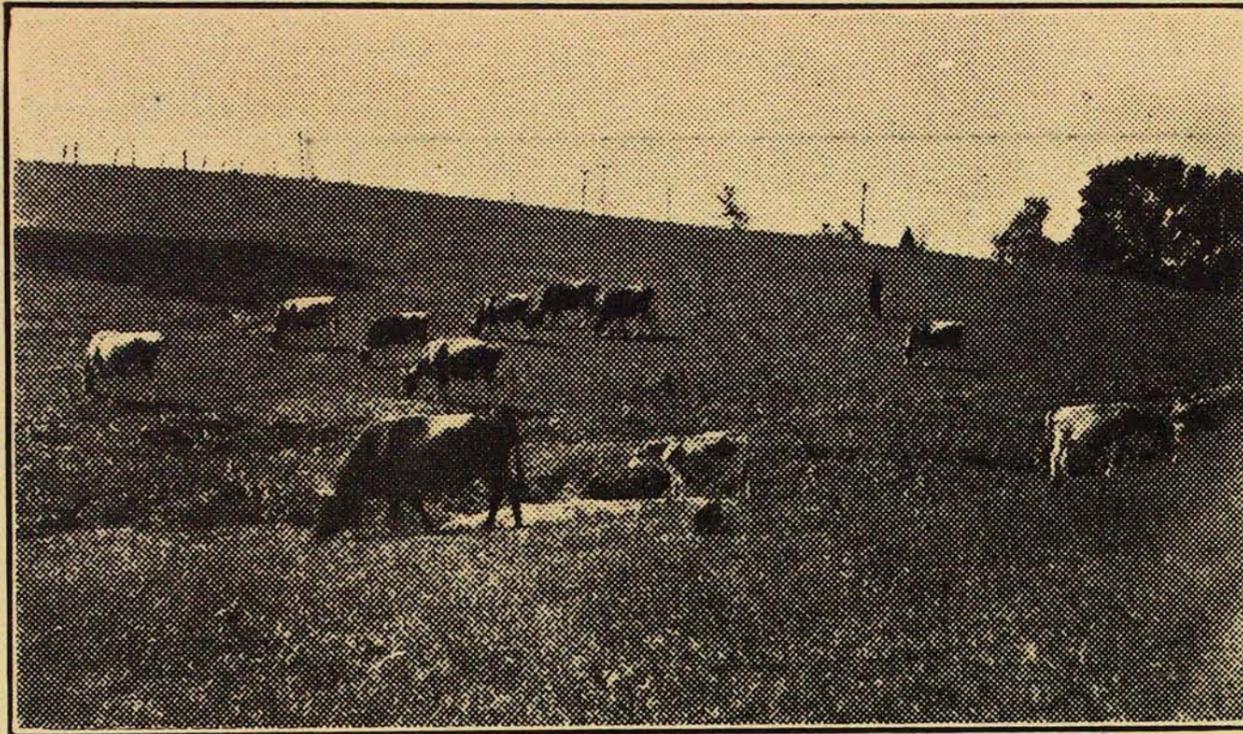
Jeffersontown Creamery. Where that good butter is made.

these parts, making it one of the most desirable localities for suburban residences to be found anywhere.

Louisville has made rapid strides during the past few years. But she is way behind other Cities so far as pertains to country homes. Business men in a number of other Cities do not think anything of going from twenty to thirty miles to their homes out the various interurban roads. And in the near future, Louisville people will do the same thing, in a much larger proportion than they do now. The trend in this direction is increasing more and more every year. For you not only



Home of Prof. R. H. Snively in "Livingston Heights Sub-division," near Jeffersontown.



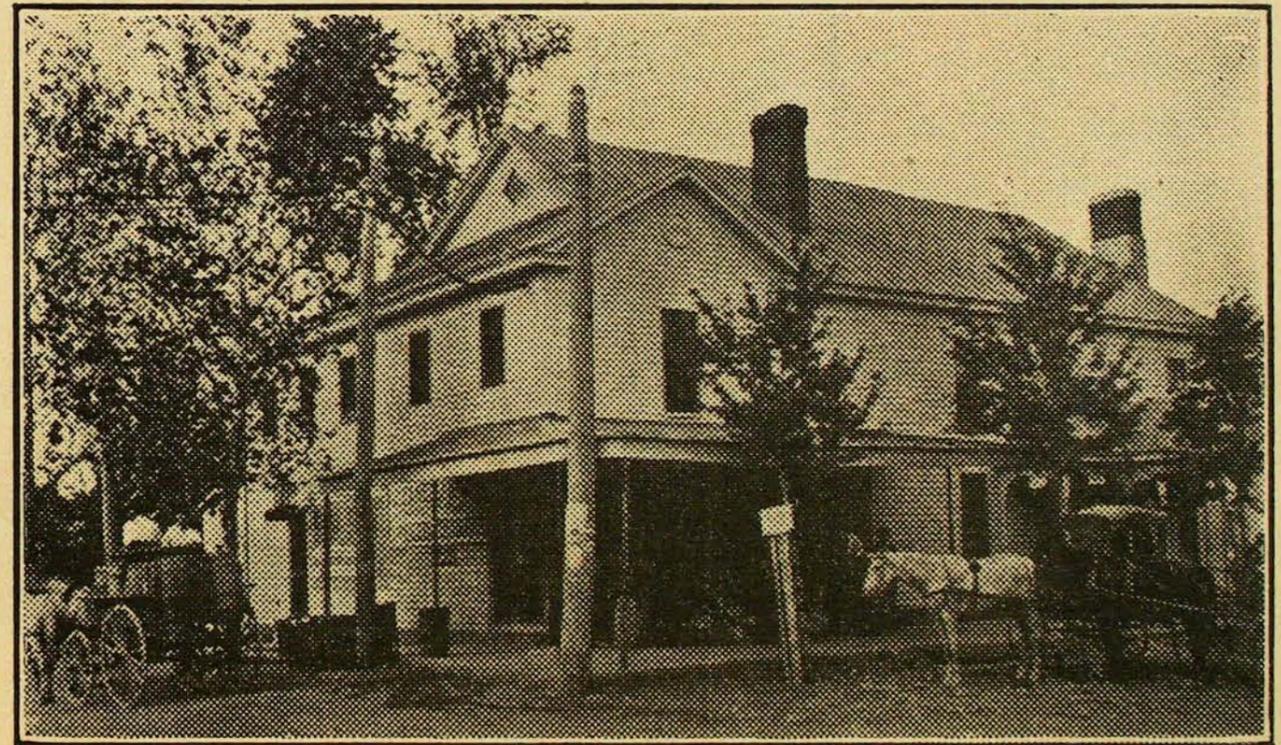
Herd of thoroughbred Jerseys on farm of Mr. Geo. H. Hite, near Jeffersontown.

get rid of the dirt and confusion of the City, in exchange for the healthfulness and quietude of the country, but you can live much better for less than one-half.

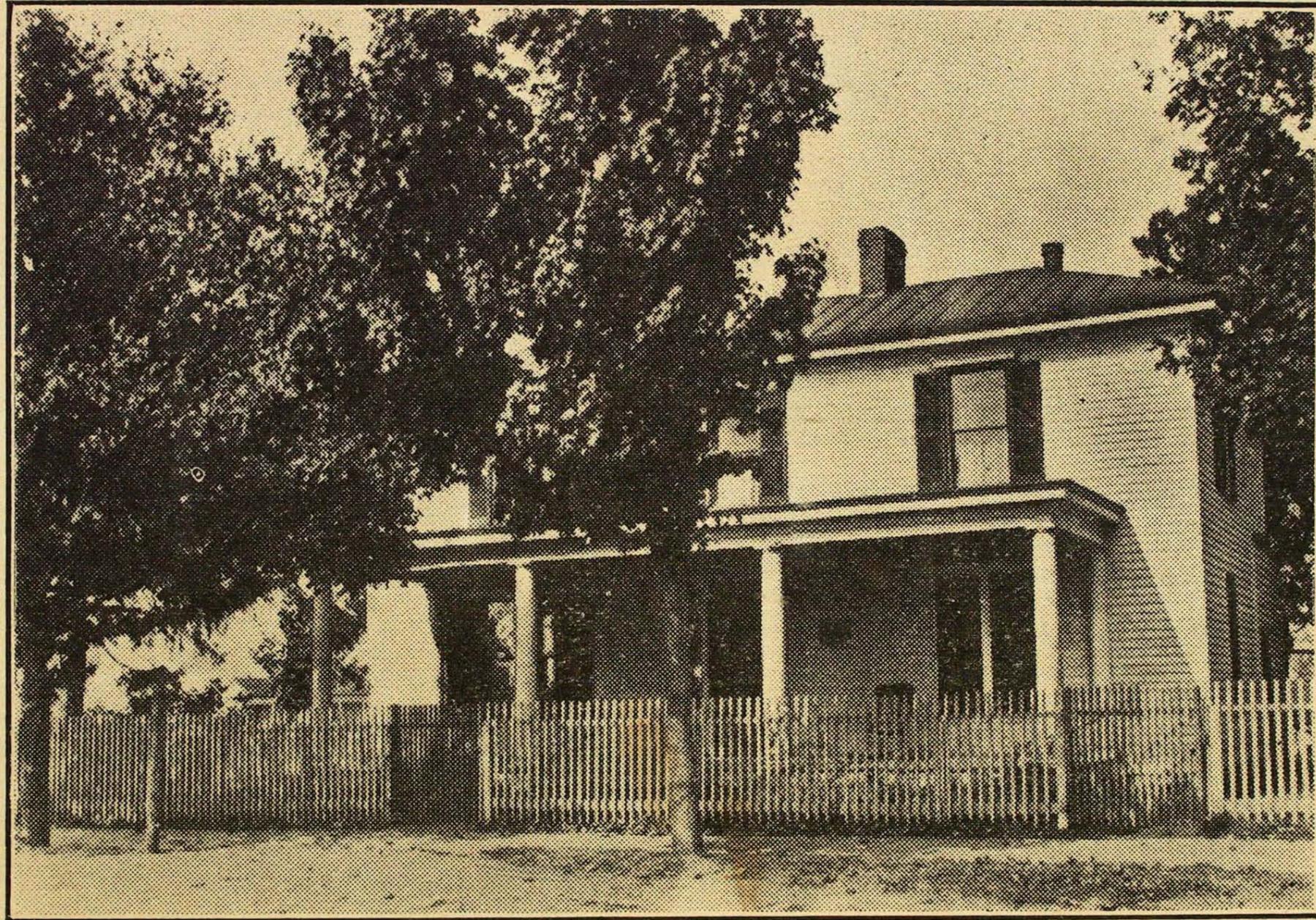
While we are in the throes of a severe drouth and the papers full of accounts of the suffering elsewhere, Jeffersontown has plenty of pure, cold water. No one ever need suffer for water in this Section, if they will bore from thirty to sixty feet. During the extreme drouth four years ago, the writer sunk a well forty-four feet and not only got magnificent water, but in quantity

sufficient to plaster an eleven room house.

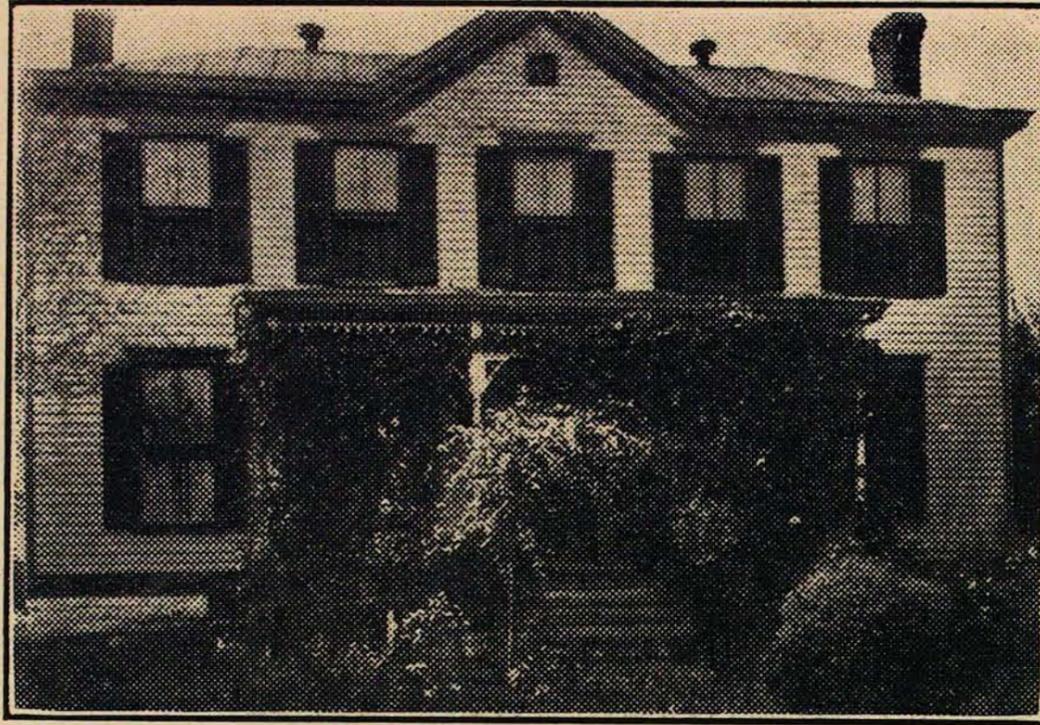
This booklet is intended to give those desiring to locate in a superb locality a TRUE description of some of the advantages possessed by Jeffersontown and vicinity. And the writer feels his inability to do the subject justice. Time alone, and only a short one at that, will prove whether or not he has overdrawn the picture. And he feels reasonably certain that those who do not take advantage of the present opportunity, will in time do him the justice of giving him credit for his honest opinion, and regret not having taken his advice.



One of the old "land marks." Groves Building on Public Square in Jeffersontown. Built when Kentucky was part of Virginia,



Residence of Dr, L. A. Blankenbeker on Main St. in Jeffersontown.



Residence of Mr. Wm. Winand, near Jeffersontown.

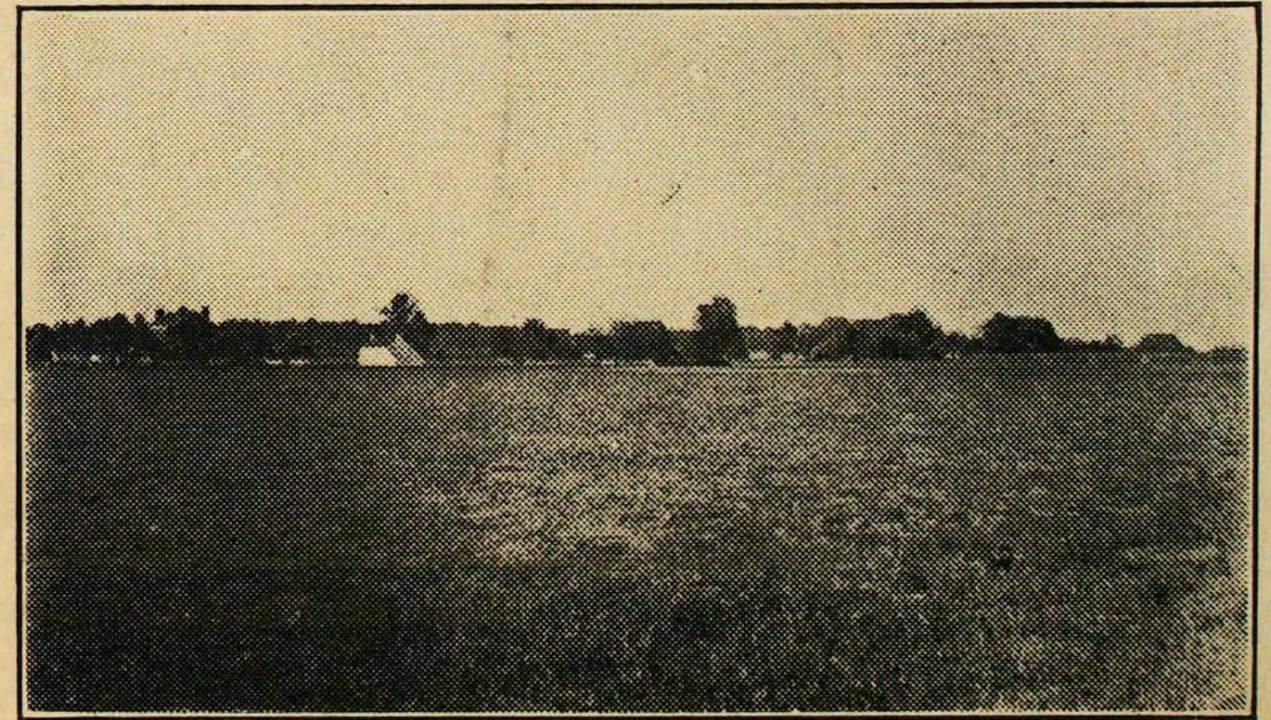
Good Roads.

Jefferson County now has the best roads of any County in the State, as our appropriation for such purposes amounts to over Two Hundred Thousand Dollars per annum. In a short time we ought to have every road in the County Macadamized and in first-class condition. Which will be the means of bringing the now comparatively isolated farms, right to the front. The consequence will be, their values will be very largely enhanced and none of them considered as REMOTE. A great many of these farms can now be bought at a very low figure; much lower than they

can when the roads are all made. The wise will buy now, when they can be in position to reap the benefit of this improvement, without any expense whatever.

Land can be had in these Sections, now, at from \$25 to \$50 per acre, that will produce as well as some lands near the railways that will cost from \$200 up.

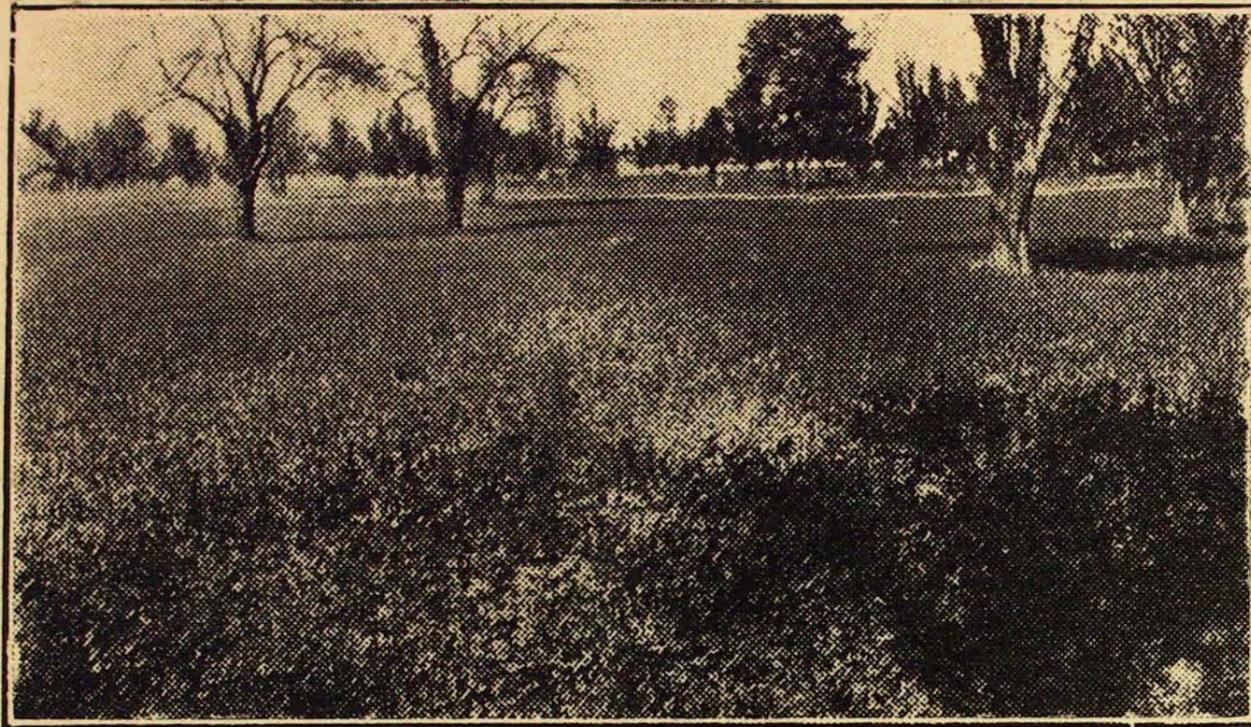
The Jefferson County Fair, which is located within two miles of Jeffersontown, has just closed its most successful meeting. The display of farm products was the best within its history, although this, and adjoining States, are in the midst of one of the worst and most unusual drouths for years. This is one of the best



Zehnder farm, near Jeffersontown. Taken September 25, 1908.



Splendid farm residence near Jeffersontown on E. N. Owings Estate.



Alfalfa sown by Mr. L. C. Owings August 1, 1908. Taken Sept. 25, 1908.

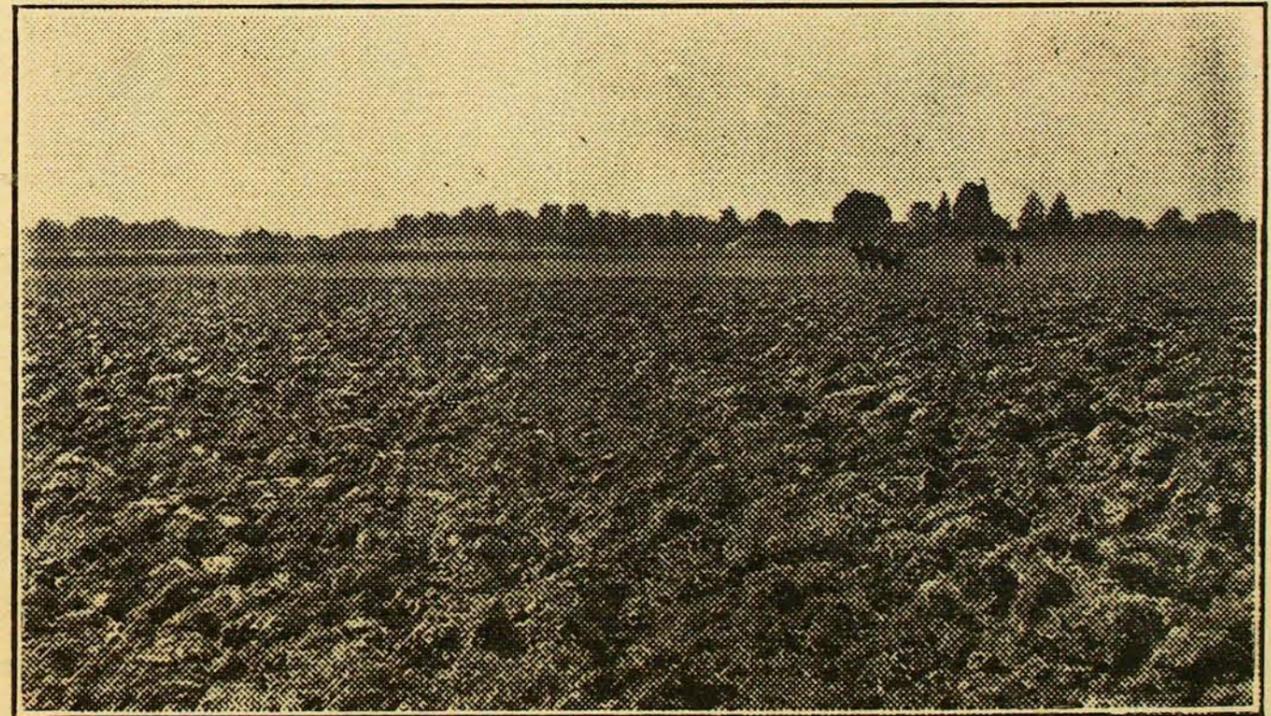
County Fairs in the State, and has done a great deal for our agricultural interests.

Never failing wells of pure, sparkling water can be had on our lands at depths ranging from 30 to 60 feet.

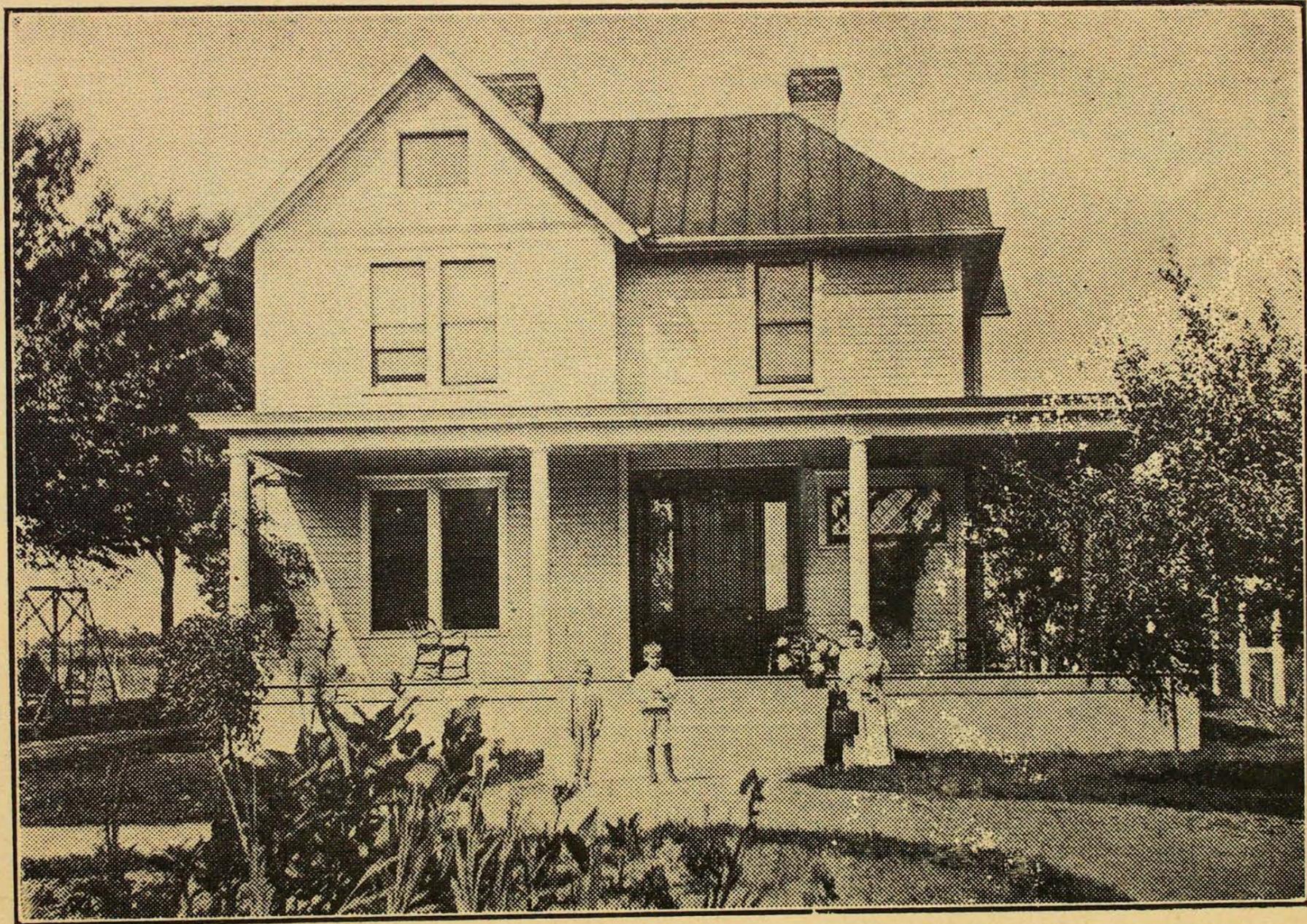
The "truck farmer" can raise all kinds of vegetables and small fruits, for which there is a ready sale. And you may look the world over, from the important standpoint of market facilities, and you cannot find a location superior to that of Jefferson County, Ky.

Wheat and corn produce well in this section, but our land is getting too valuable for such crops. As the

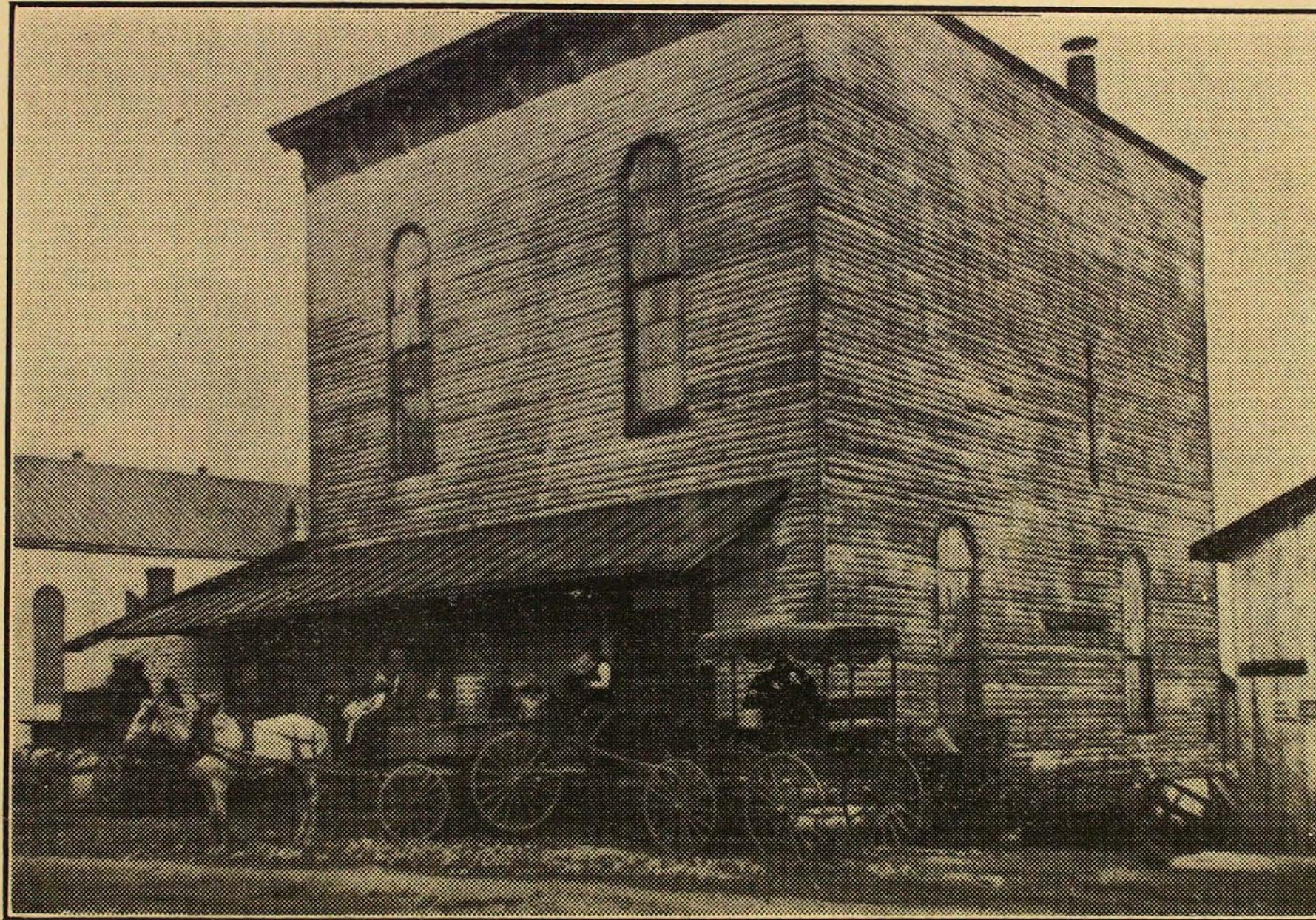
results from such as onions, onion sets, potatoes and other vegetables; strawberries, raspberries, dewberries, blackberries, etc., are so much greater. In conclusion, we express our candid opinion, without reservation, that **NOWHERE** and at **NO TIME**, has there ever been presented a better opportunity for profitable investment than there is now in old Jefferson County, and around Jeffersontown in particular. Just one more dea. Which would you buy, if given your choice, a **GOVERNMENT BOND** or a **LOTTERY TICKET**? This sounds like a foolish question, don't it? The main difference between them is a guarantee of money



Plowing for wheat. Scene showing part of the Thomas and Owings farms, near Jeffersontown. Taken Sept. 25, 1908,



"Edgeland" home of Mr. E. R. Sprowl, near Jeffersontown.

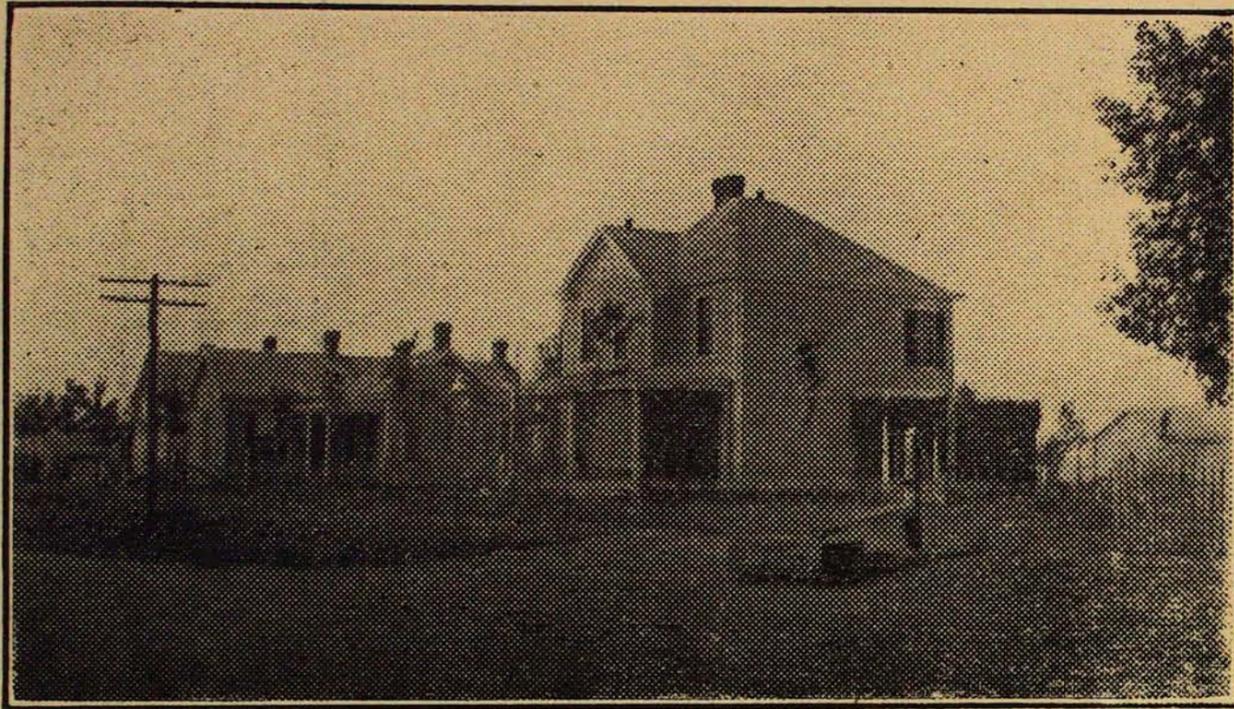


Jeffersontown Roller Mills, where that good flour is made, Wheeler and Davis proprietors.

returns. That's where the difference comes in between farming in an OLD country where you have the PAST as a criterion for the FUTURE, whereas the new country hinges entirely upon the future as an experiment, making it SPECULATIVE altogether.



FIRST AUCTION SALE OF LOTS EVER MADE IN JEFFERSONTOWN



A Part of Gregg's First Addition to Jeffersontown.

Opened up and auction sale of lots made by E. R. Sprowl, Auctioneer, May 23, 1903. Nearly all of the lots now have cozy homes erected on them, with concrete pavements.

In June, 1906, Mr. Sprowl opened up Gregg's Second Addition, and sold all the lots (46) at auction in less than two hours' time. A number of these lots also have sweet little homes on them.



We had to condense this book as it would require a very large edition to properly describe and illustrate this great section of country.



03.39.01

E. R. SPROWL

REAL ESTATE

AUCTIONEER

BUILDING MATERIAL

NOTARY PUBLIC

A large list of desirable properties for sale in Jefferson and adjoining counties, from a Town Lot to a Four Hundred Acre Farm, at prices varying from \$100 to \$25,000

If you have a sale to make, property to sell, or want to buy property, call on me or address me at Jeffersontown, Ky. Cumberland Telephone 36-3.

WILL YOUR BIOGRAPHY BE A BUNCH OF RENT RECEIPTS FOR A LIFE'S WORK?

Count up the years you have been paying rent—then look forward to the years you will continue to pay rent—and then draw your own conclusions. I have a number of lots, cottages, etc., that I can sell you on easy terms, at reasonable prices. Come and see me and let me show them to you.

This IS the year to BUY. If you do not do so you will always REGRET IT

LUMBER OF ALL KINDS---

When in need of anything in this line, kindly give me an opportunity to make estimate for same.