

Waggener High School



Places You Will Remember In More Detail S to Z, 1st. Edition

This is one of many sections that contain information, photos, newspaper articles, internet items, etc. of the St. Matthews area and especially of Waggener High School. 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 Waggener and the students and teachers who were there during my time. Being retired I now have time to do many of the things I have always wanted, this project is just one of them. The collection is continuing today, so if you should have old or new information on the St. Matthews area from 1950 to 1962 or Waggener High, please contact Al Ring.

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*.

Explanation of the following pages, (Please Read)

This section consists of many places and things that those that spent time in the St. Matthews area during the 1950s and 1960s will recognize and may have spent considerable time at them. I have tried to include a photograph of the place as well as a brief history of it.

Section A—E:

American Legion Zachary Taylor Post 180
Anchorage
Ashbury-Berman
Bacons Department Store
Bauer's-La Paloma-Azalea
Beech Bend Raceway Park
Belle of Louisville
Bernheim Forest—Arboretum
Big Springs Country Club
Bowman Field
Byck's
Camp Piomingo (YMCA)
Captains Quarters
Carl Casper Custom Car Shows
Cedar Creek Drag Strip/Bullitt Dragway
Central State Hospital
Cherokee Park
Churchill Downs
Claudia Sanders Dinner House
Colonial Design
Cox's Lake
Crescent Hill
Crescent Hill Pool & Park
Crescent Reservoir
Dutch's Tavern
East Drive-In

Section F—L:

Fairgrounds Motor Speedway
Fort Knox
Fountain Park
Fontaine Ferry Park
Frisch's Big Boy
Fun Fair
General Electric Appliance Park
Gerstle's Place
Haller's Pet Shop
Harrods Creek
Howard Johnson's
Hytken's
Interurban & Trains
Jewish Community Center
Keeneland
Kentucky Military Institute
Kentucky Model Shop
Kentucky State Fairgrounds
KingFish Restaurant
King-Putt Miniature Golf
Kt's Restaurant—Old Kentucky Tavern
Lake Louisville
Landohr Bowling Alley
Levy Brothers
Locust Grove
Louisville Boat Club
Louisville Country Club
Louisville Water Tower
Lyndon

Section M—R:

Mall St. Matthews (The Mall)
Mammoth Cave
Mario's Pizza
Masonic Widows and Orphans Home
Middletown
My Old Kentucky Home
Nally Barber Shop
Nanz & Kraft Florists
Old Stone Inn
One Hundredth Division
Otter Creek Park
Parkway Field
Pearson Funeral Home
Plantation Swim Club
Plehn's Bakery
Pookman Drugs
Prospect
Ranch House
Ratterman Funeral Home
River Road Country Club

Section S—Z:

St. Matthews Armory
St. Matthews Eagles
St. Matthews Feed & Seed
St. Matthews Fire Department
(Everything you ever wanted to know
about the department can be found at
[http://ringbrothershistory.com/alsprojects/
stmfd.htm](http://ringbrothershistory.com/alsprojects/stmfd.htm)
Cut and paste, let the site fully open and
old fire siren will sound.
St. Matthews Hardware
St. Matthews Potato Festival
St. Matthews Woman's Club
Sears
Seneca Park
Shelbyville Road Plaza
Showers
Sportsdrome
Standiford Field—Louisville International
Ten Pen Lanes
The Hat Box
The Turntable
Thornbury's Toys
Vogue Theater
Watterson Expressway
White Castle
World War Two Monument
Zachary Taylor National Cemetery

Courtesy <http://kynghistory.ky.gov/places/loufairgroundsarmory.htm>:

A Brief History of Kentucky National Guard in Louisville Edited for the St. Matthews Armory:

The 149th Armored Brigade, currently at the Louisville armory, was federally recognized as Headquarters Company, 1st Battalion of the 149th Infantry, in Anchorage, Kentucky, in March of 1925. There is no known armory, or other building that served as an armory, located in Anchorage. The 149th was part of the 38th Division. On April 9, 1931, the unit's location changed to St. Matthews. In 1942, the St. Matthews armory was completed, but not before the Headquarters Company was activated for World War II. The unit was inducted into Federal service on January 17, 1941, at St. Matthews, and was inactivated November 9, 1945, at Camp Anza, California. Upon return, the unit was reorganized at St. Matthews in 1946 and became the Headquarters Company and Service Company of the 240th Tank Battalion.

In addition to the 1905 Armory, another armory was built in St. Matthews in 1942. The armory was one of eight Works Progress Administration (WPA) armories constructed between 1941-1942. The St. Matthews Armory is located at 113 Sherrin Avenue in the fourth-class city of St. Matthews within Jefferson County. This two-story poured concrete building was designed by Louisville architect Edd R. Gregg, who designed a total of seven armories in the state between 1941-1951.

The armory was completed in July of 1942, after the Headquarters Company of the 149th Infantry had departed for service in World War II. Upon return, the 240th Tank Company joined the 149th Infantry. In 1957, a new armory was completed in suburban Buechel for the expanding National Guard units in Louisville. In the early 1960s, another new armory was built at the Fairgrounds. By 1970, the St. Matthews Armory was outdated, because there was no land around it on which to expand or add a motor pool. Despite the addition of another garage bay, the building was simply not large enough to accommodate all of the National Guard unit's vehicles and equipment. The Guard left the building in the late 1960s, and in 1970 the armory was sold to the City of St. Matthews.

In the mid-1980s, the armory was sold again - this time to Trinity High School, an all-boys Catholic high school. The building sat empty after the city bought it, so when Trinity acquired the building it needed quite a bit of renovation.



Diane Garber, 15, of 3429 Hycliffe, gets a lesson in dancing on skates from assistant manager Billy Webster, before an eager audience at the new skating rink on the second floor of the St. Matthews Armory.

St. Matthews' first skating rink opens

A skating rink opened up here at the St. Matthews Armory last week and will be open from 7 to 10 p.m. each evening except Monday and Tuesday.

Col. Robert L. Bell, Commander of the National Guard Unit at the Armory, which is sponsoring the project, said plans got underway last fall. He said after several persons had contacted him asking for a rink, it was decided

(Continued on page 10)

St. Matthews skating rink

(Continued from page 1)

to give it a try. He said it is being sponsored as a community gesture, but some expense is necessary in order to pay the operator and keep up other expenses. The rink is 54 by 96 feet.

George Parker, who now operates a rink in Eminence, Ky., will manage the rink here. Mr. Parker is a native of Georgia. He was introduced to Armory officials by Sgt. Edgar Kelley of the St. Matthews Police. The Armory will supervise and keep order.

Col. Bell said attendance has averaged from 80 to 90 persons. Patrons pay an admission fee of 50 cents, and 40 cents to rent skates.

A matinee, mostly for children, is being held Sunday afternoons from 2 to 5 p.m. Children pay the admission fee only for matinees. Col. Bell said they may start having the children's skating on Saturday afternoon, also, since a number of parents have requested it.

Thursday night is being held as club night. On this night, Church organizations or groups may reserve the rink for a flat fee.

Sgt. Kelley said he thought the rink would provide some healthy indoor winter sport for the teenagers of the community, and help curb juvenile delinquency.

ROLLER SKATING REOPENING

7:30 p.m. FRIDAY, Sept. 30, 1960

ALL NEW SKATES

Under New Management

Adm. 50c

Rental Skates 40c

Sat. and Sun. Matinees . . 2:00 p.m.

Adm. Only



ST. MATTHEWS ARMORY

113 NO. SHERRIN AVE.

TW 5-8282

September 29, 1960

ST. MATTHEWS ARMORY ROLLER RINK

Re-Opens Friday Oct. 2, 1964

Friday Nite - Teen nite 7:30 to 10
 Saturday Nite - Open Skating 7:30 to 10
 Sunday Nite - Special
 "Small Fry Nite" - 6:30 to 8:30

Skate for
 Fun & Health



For Private Parties Call 895-5262

The Voice Of St. Matthews, January 28, 1960

September 24, 1964

SERVING ST. MATTHEWS AND COMMUNITY

ST. MATTHEWS ROLLER RINK

WILL BE OPEN FRI. SEPT. 16

113 N. SHERRIN AVE - ST. MATTHEWS - PHONE 363-9078



Roller Skate

For Healthful Family Fun

Mom, Dad and the kids . . . roller skating's great sport, healthful fun. It keeps older youngsters develop sessions supervised

REGULAR SKATING SESSIONS

FRIDAY EVENINGS From 7:30 - 10:00 O'clock
\$.50 ADMISSION - \$.25 SKATE RENTAL

SATURDAY EVENINGS From 7:00 - 9:30 O'clock
ADMISSION - \$.25 SKATE RENTAL

SUNDAY EVENINGS "SMALL FRY SKATE"
From 6:30 - 8:30 O'clock
\$.50 ADMISSION - NO CHARGE FOR SKATES
(CHILDREN 13 AND UNDER AND BEGINNERS)

PRIVATE SKATING PARTIES

ST. MATTHEWS ROLLER RINK IS AVAILABLE FOR PRIVATE SKATING PARTIES AT ANY TIME THERE IS NO REGULAR SKATING SESSION.

Prices are reasonable and arrangements are flexible enough to suit most any need; be it a birthday party or just a fun time.

BIRTHDAY, SCHOOLS, CHURCHES, SCOUTS, CLUBS, SOCIAL ORGANIZATIONS AND RECREATION CLASSES.

DAYTIME 2 HOUR PARTY

(Saturday Mornings and Saturday and Sunday Afternoons)

\$15.00 for 50 or less - \$15.00 if over 60
Shoe Skate Rental 25¢ per pair

NIGHT PARTIES 2 HOURS

(Monday, Tuesday, Wednesday, & Thursday Nights)

\$20.00 for 60 or less - \$15.00 if over 60
Shoe Skate Rental 25¢ per pair

JUST PHONE 363-9078

GIRL SCOUTS SHOULD TAKE ADVANTAGE OF THE DAYTIME 2 HOUR PARTY AS AN OPPORTUNITY TO EARN A SCOUT BADGE. AN INSTRUCTOR WILL BE FURNISHED AT NO EXTRA COST.



JUDY (KELLY) NEUMAN
Girl Scout Instructor
Judy has been skating for 13 years and has had professional instruction.



WALTER N. FLETCHER, JR.
Floor Manager
Supervises all games and is always on the floor to keep order.



JOE GOUGH
Skating Rink Manager
Call me for bookings of private parties. Phone 363-9088



CONNIE GOUGH
Connie already has earned a scout badge on skating and assists with the instruction of other girl scouts.



JOE GOUGH, Rink Manager,
Helen; daughter, Connie Jo and Michael.

SKATE SALES AND SERVICE

The best place to buy skates is from our Rink. We service what we sell and everything is guaranteed.

The St. Matthews Roller Rink carries a complete line of skates and skating equipment. Skates are available from the lowest priced to the finest custom models.

A complete repair shop is ready to service your skating equipment and most parts for any make skate are available.

ST. MATTHEWS ROLLER RINK

113 N. Sherrin Ave. Phone 363-9078

FREE PASS



* SERVING ST. MATTHEWS AND COMMUNITY *

ST. MATTHEWS ROLLER RINK NOW OPEN!

113 N. SHERRIN AVE - ST. MATTHEWS- (Upstairs, in the St. Matthews Armory)

REGULAR SKATING SESSIONS

- FRIDAY EVENING 7:30-10:00 P.M. —
Open Session for Everyone.
75c admission. 25c Skate Rental.
- SATURDAY MORNING 10:00-12:00 —
Children 9 years & younger &
beginners. Parents can skate with
their children if they wish.
50c admission. No charge for skates.
One parent can skate free with
each child.
- SATURDAY MATINEE 2:00-4:00 P.M. —
Children 13 years & younger & parents
75c admission. No charge for skates.
- SATURDAY EVENING 7:30-10:00 P.M. —
Open Session for Everyone
75c admission. 25c skate rental.
- SUNDAY MATINEE 2:00-4:00 P.M. —
Children 13 years & younger & parents
75c admission. No charge for skates.

DANCING

Additional space is provided for dancing during the Friday & Saturday Evening Session (7:30-10:00). This space is away from the Skating Floor and can be used all during the skating period.

SKATE AWHILE — DANCE AWHILE
75c admission

PRIVATE SKATING PARTIES

ST. MATTHEWS ROLLER RINK IS AVAILABLE FOR PRIVATE SKATING PARTIES AT ANY TIME THERE IS NO REGULAR SKATING SESSION.

Prices are reasonable and arrangements are flexible enough to suit most any need; be it a fund raising party or just a have-fun-together.

BIRTHDAY, SCHOOLS, CHURCHES, SCOUTS, CLUBS, SOCIAL ORGANIZATIONS AND RECREATION CLASSES.

NIGHT PARTIES 2-HOUR

(Monday, Tuesday, Wednesday and Thursday Nights)

\$20 Rent plus 25¢ per pair Shoe Skate Rental

PHONE 363-9078

CUT THIS FOR REFERENCE



JOE GOUGH
Skating Rink Manager
Call me for bookings
of private parties.
Phone 363-9078

SKATE SALES AND SERVICE

The best place to buy skates is from our Rink. We service what we sell and everything is guaranteed.

The St. Matthews Roller Rink carries a complete line of skates and skating equipment. Skates are available from the lowest priced to the finest custom models.

A complete repair shop is ready to service your skating equipment and most parts for any make skate are available.

ROLLER RINK

113 N. SHERRIN AVE.

Upstairs, in the St. Matthews Armory.

FREE PASS

This Pass Good For One Admission
(Skate Rental Extra)

NAME

ADDRESS

DATE OF BIRTH

PHONE NO.

EACH CUSTOMER WILL BE ADMITTED
ONLY ONCE ON PASS

No Good After
December 1, 1968

Courtesy *The Voice-Jeffersonian*, October 5, 1968:

Roller rink to be closed

The St. Matthews Roller Rink at 113 N. Sherrin Ave. will be closed permanently after the skating session Sunday, Nov. 24.

The announcement was made Monday by skating rink manager Joseph Gough. Gough said the City of Louisville has brought the Armory building in which the rink is housed and will use the space for storage of Civil Defense materials.

Gough has operated the rink eight years. He said he doubted if he would reopen a skating rink elsewhere in the area.

Effort made to reopen skating rink

Hope still exists for resuming operation of the St. Matthews Roller Rink. Charlie Vettiner, director of the Metropolitan Park and Recreation Board, said Wednesday he plans to get together with St. Matthews Mayor Bernard Bowling and city-county Civil Defense officials to see if something can be worked out to reopen the facility.

Skating at the rink ceased two weeks ago. Joseph Gough, manager of the rink, said he could not agree with officials on their terms for keeping the facility in operation.

The Civil Defense agency had asked for use of a large room on the second-floor, where the skating arena is located.

Gough said he needed that room for overflow crowds and for a dancing area.

Owned by Louisville

The City of Louisville bought the National Guard Armory, which houses the skating rink, several months ago.

Vettiner said, "Somebody has to do something in that area for those kids."

Mayor Bowling said he will be happy to discuss with any group a plan to reopen the rink. He said the City of Louisville has been as cooperative as possible.

At this point the city's terms have called for use of the dancing area upstairs and for payment of the gas and light bill.

"I'm interested in keeping this facility in operation for the kids, too, but the arrangements will need to be more satisfactory," said Gough.

About three weeks ago the City of St. Matthews passed a resolution urging the Civil Defense Agency to extend the rink's lease until the end of the current school year -- in late May or June.

Then negotiations were begun to keep the facility in operation, but then stalled. Approximately 500 youngsters use the rink weekly, Gough estimated. He has operated the rink by himself for about four years.

The rink originally was installed in 1959. The building housing the rink is at 113 N. Sherrin Ave.,

St. Matthews rink to reopen

The St. Matthews Roller Rink will be reopened this Friday and continue weekend operations until June 1.

The rink will be operated by the Metropolitan Park and Recreation Board with Joseph Gough as manager.

According to Al Lecomte, a park board official, the plan for resuming operation of the facility was agreed upon and worked out by Mayor Bernard Bowling of St. Matthews, Mayor Kenneth Schmied of Louisville, the park board and the City-County Civil Defense Agency.

Gough's salary will be paid by the park board. The heat and light bill at the rink will be paid by the City of Louisville.

The rink will have this schedule until June 1:

Friday: 7:30 - 10 pm, open to everybody.

Saturday: 10 - 12 am, open to children 9 and under, their parents, and beginners; 2 - 4 pm - children 13 and under and their parents; 7:30 - 10 pm, open to everybody.

Sunday: 2 - 4 pm, open to children 13 and under and their parents.

"No arrangements have been made yet for operation of the facility after June 1," said Lecomte.

The rink was closed late last year after the City of Louisville bought the building housing the rink at 113 N. Sherrin Ave.

Gough, who managed the rink, reportedly could not reach an agreement at that time with the city over new leasing terms.

March 6, 1969

The Voice-Jeffersonian

Roller rink to be closed June 1

The St. Matthews Roller Rink will close June 1. Probably forever.

Louisville and Jefferson County Civil Defense Director George Kinkaid said Monday the rink would close permanently June 1. He said a 200-bed portable hospital would be moved into the roller rink.

The City of Louisville bought the building for Civil Defense use late last year. The building at 113 N. Sherrin Ave. had housed the rink for ten years.

On March 6 an agreement for operation of the rink until June 1 was made by the mayors of St. Matthews and Louisville, the Metropolitan Park and Recreation Board, and the Civil Defense agency.

The rink had been shut down after the sale of the building to the city.

Joseph Gough who has been running the rink since the agreement said that as many as 600 children have used the rink weekly since it opened again in March.

May 8, 1969

The Voice-Jeffersonian

December 28, 1968

The Voice-Jeffersonian

St. Matthews Skating Rink to open Oct. 2

The Metropolitan Park and Recreation Board announced the opening of the roller skating rink at the St. Matthews Armory on Friday, Oct. 2, at 7 pm. The rink will be open to the public on Friday nights; Saturday mornings, afternoons and nights, and Sunday afternoons.

Private parties for Mondays through Thursdays may be obtained by calling Gough, 1316 Scholar Avenue.

October 2, 1969

The Voice-Jeffersonian

Waggener High Alumni comments

Do you remember kindergarten at Greathouse in the old St Matthews Armory? I remember you and Mary Lou Scott. I still have my "diploma" from there and a photograph in a paper graduation "gown." I remember Mrs. Smith and how pretty she was and also the tremendous 2d grade crush I had on Doris Zibart! Thanks again for the reply.

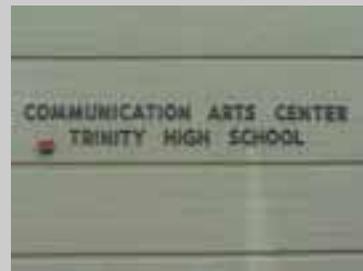
Yes I sure do remember kindergarten in old armory now that you mention it...this is amazing me how much I do remember....this short term memory problem we seem to be having at the age we are now is not as bad as I thought. Yes Doris was a cutie-patootie alright. Somehow the smell of white paste lingers in my mind when I think of kindergarten! I do remember another teacher...Mrs. Stroud, but cant remember what grade that was. (short term is kicking in again).

This is Marilyn again. I am an armory kindergarten graduate too. I remember dance classes there. My starring role was as a cabbage in my first recital! I only went to Greathouse for three years then a lot of us went to Stivers. It was the NEW school.

Nice to hear from a fellow member of the famed stick band at the Armory kindergarten. I don't remember a thing about Bobby Bell, but polio was certainly a real threat at the time.

Courtesy http://www.louisvilleartdeco.com/architecture/TrinityHS/S_TrinityHS06.JPG

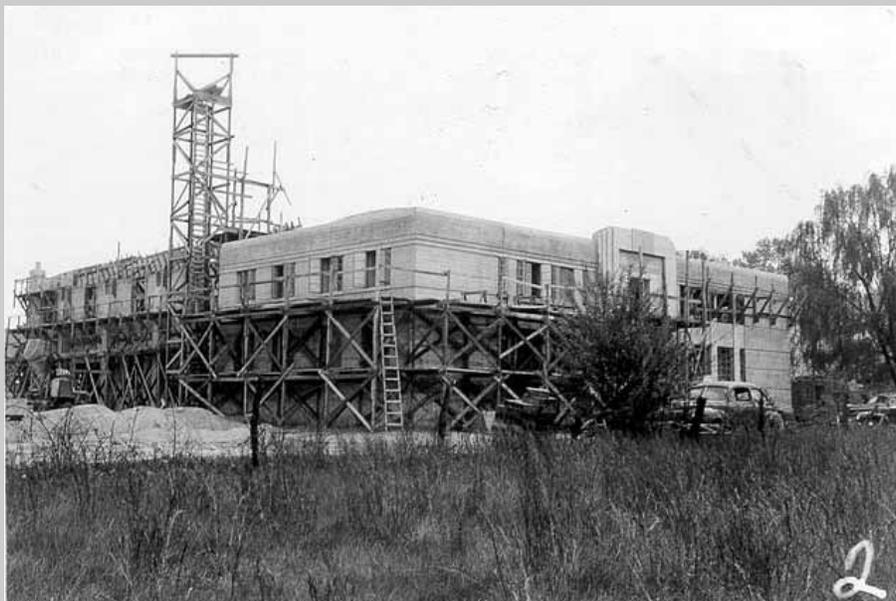
This is one of several buildings on the Trinity High School campus. It houses the Arts & Communication Center. It was originally the headquarters armory for the Kentucky National Guard's 149th Infantry Regiment. It was built by the Works Progress Administration (WPA). The National Guard left the building in 1962 and the deed ended up going to the City of Louisville. Trinity acquired the building from the city in 1985 and spent \$350,000 renovating it. Photos by Jim L. Patterson



[St. Matthews Armory construction.](#)
1940-11-23 - 1942-7-16
orig. silver print 3x2 in.: Goodman-Paxton Photographic Collection, 1934-1942: 64M1: digitized 6-23-2000
Goodman, George, 1876-1961
Created by Goodman, George, 1876-1961
The identification number for this item is KUKAV-64M1-2726.



2



[St. Matthews Armory construction, 1940-11-23 - 1942-7-16](#)

orig. silver print 3x2 in.: Goodman-Paxton Photographic Collection, 1934-1942: 64M1: digitized 6-23-2000

Goodman, George, 1876-1961

Created by Goodman, George, 1876-1961

The identification number for this item is KUKAV-64M1-2726.

Courtesy *The Voice Of St. Matthews*: January 7, 1954

St. Matthews Eagles, - Primarily Fraternal

The Eagles Club of St. Matthews (F.O.E. Aerie 2379) is probably St. Matthews' biggest club and almost certainly its richest. And it's president, James Emberton, has his way, it will be the most active.

He may have a hard time getting his way, for the Eagles are a fraternal organization first and foremost, and a civic group only secondarily. Not that the Eagles in general and the St. Matthews Aerie in particular don't do civic work. They do. The local aerie helps at the Kosair picnic, supports the St. Matthews Charity Bazaar, is active in the Community Center, and helps the poor at Christmas time.

But there's no denying that the main reason for the club's existence is a social one. The members, especially the older men, look upon the organization as a means of enjoying themselves. They maintain a fine clubhouse at 3515 Frankfort Avenue, where every night they can drop in for a drink at the bar, a game of billiards, watch television, or play shuffleboard. There is also a large dance hall for Saturday nights, and even a kitchen for preparing large dinners.

Then there's the security angle. Joining the Eagles automatically entitles members to sick and funeral benefits. The organization has also set up a Memorial Foundation which takes care of the health and even the educational needs of orphans of Eagles killed in war.

The members have a tendency to join and enjoy the social and other benefits of the club and do only enough work to keep the group and the clubhouse operating efficiently. They help out with certain worthy charitable and civic activity when requested, but rarely take the initiative in seeking out worthy projects to work on. That, they feel, is the job of the civic organizations, not fraternal groups, and for that reason, many Eagles also belong to civic clubs such as the Lions or Rotary.

But there's been a change of attitude of late, and the St. Matthews Eagles are gradually expanding their civic activities. Last summer, for example, the club okayed formation and sponsorship of a Teen Age Club, headed by Ray Atkinson. In less

than six months, it has mushroomed into the biggest teenage club in the State with a membership of 600. The young people have full run of the Eagles' dance hall every Thursday night. There is often an orchestra and always soft drink refreshments, and the older folks carefully keep out of the youngster's way.

Also last summer, the Eagles aided the St. Matthews Community Theatre with a cash donation, which meant the difference between a loss and a small profit on the struggling group's first production. And they have set up a Youth Guidance Committee, headed by Turney T. Gratz, which keeps its eye open for ways in which the Eagles can serve the youth of St. Matthews.

This change has been mostly the handiwork of Mr. Emberton who said he wanted his club more active in community affairs after he took over the presidency last June. He also said he wanted to keep the public better informed on Eagle activities, find entertainment for the membership, and set up the aforementioned youth guidance program. He has been fairly successful so far in carrying out this program, but he is not satisfied.

The older hands in the club like to kid him about his anxiousness to increase the activities and the accomplishments of the Eagles in St. Matthews. There are no hard feelings about it; it's all done in the best of spirits; but the fact remains that the average Eagle prefers to take it easy and enjoy himself, and Mr. Emberton is having a hard time breaking the habit. It is a tribute to the strength of the club that it remains congenial and a happy organization despite the differences of opinion among members as to what role the club should play in community life.

Facts About The Fraternal Order Of Eagles

The St. Matthews Eagles Club is only one of 1,800 subordinate units or Aeries in the United States, its Insular Possessions, Canada, and the Philippines. The first Eagles Club was organized

in 1891, and all Aeries now have more than a million members. It is nonsectarian and nonpartisan and membership is confined to the Caucasian race. It has assets of more than \$100 million. Minimum membership age is 18 and minimum dues are \$13 per year.

Sick and funeral benefits are paid members in good standing. Since organization of the Eagles, sick benefits paid total more than \$75 million, and funeral benefits paid total over \$22 million. These benefits are paid by individual aeries.

75% of all Aeries own their own homes (the St. Matthews Aerie does not).

The Eagles are given credit for passage of Workmen's Compensation, Mothers' Pensions, Old Age Pensions, and similar measures in a majority of the states. They are also recognized as primarily responsible for passage of the United States Social Security Law. The late President Roosevelt gave the Order a pen with which he signed this law. The Eagles are now striving for adoption of measures to stimulate employment.

The Order built a modern dormitory at Boys Town, Neb., which houses 125 boys and cost \$175,000.

Facts About The Eagles Club Of St. Matthews

The St. Matthews Eagles Club was chartered on November 26, 1941, with 131 members. By December 1, 1953, it had 289 members. The Ladies Auxiliary, organized in February, 1951, has 50 members.

From its beginning, the club has been located at 3913 Frankfort Avenue, over Eline Chevrolet. Its net worth is estimated to be, at the very least, \$30,000.

It is composed largely of workmen, though its membership includes a liberal sprinkling of business and professional men.

James Emberton, 144 Breckinridge Lane, is president. H. R. Grimes, 2733 Field Avenue, is vice president. C. E. Rust, 490 W. Bloom, is secretary. Allen F. Wheeler, 110 North Keats, is treasurer.

Other officers are N. K. Gallion, 254 Thompson, chaplain; J. R. Kurzenoerfer, 1818 Deer-



JAMES EMBERTON

wood, inside guard; and Harding Marshall, 861 Clarks Lane, outside guard.

Members of the Board of Trustees are Mr. Rust, clerk; H. G. Erhart, Sr., (also junior past president), Lyndon; M. B. Tingle, 106 Pennsylvania Avenue; Louis L. Horn, 3706 Nanz, Steve B. Price, 3923 Massie, and Harold Petty, 1822 Mellwood. Mr. Price is chairman.

C. M. Strobel, 151 Chenoweth Lane, is auditor. L. W. Peleske, 509 Wendover, is membership director. Mr. Marshall is steward.

Committee chairmen are:

Athletic, Tom Tuber, 916 Clarks Lane; child health, Homer Bryant, 136 Chenoweth Lane; entertainment, Mr. Tingle; finance, Mr. Marshall; legislative, Mr. Price; Memorial Foundation, Mr. Strobel; membership security, Mr. Wheeler; mental hygiene, Mr. Grimes; Patron Eagle, Mr. Rust; old age and social security, Harry McKnight; physically handicapped, Mr. Bryant; reserve membership, Mr. Petty; steering, Mr. Peleske; war service, Mr. Hubs; youth guidance, Turney Gratz; bulletin, Mr. Horn; sick visiting, Mr. Horn and Mr. Marshall; investigating, Mr. Horn, and telephone, Frederick Beck.

The initiation degree team consists of H. G. Erhart, Jr., Ivin Fischer, Coleman Boyd-Robertson, Charles Thompson, Kenneth Gallion, and Jim Kurzenoerfer.

Courtesy *The Voice Of St. Matthews*: January 7, 1954



HARRY GRIMES



H. G. ERHART, SR.



HOMER BRYANT

Eagle portraits by
Frederic Beck and Stone Studio



EGBERT KURZENDO



CHARLES RUST



MORRIS TINGLE



LEO W. PELESKE



KENNETH GALLION



LOUIS HERMS



STEVE PRICE



JAMES KURZENOERFER

St. M. Eagle Members Listed (Continued from Page 1)

Raymond V. Cummings, James W. Cunningham, Carl D. Curry, Thomas K. Davidson, William T. Davis, Cornelius J. Demling, Coleman Dew, Charles E. Dietrich, Thomas L. Dobson, Robert O. Dorsey, Albert G. Drury, Mark D. Eberly, Thomas L. Elder, A. J. Eling, Sr., James E. Emberton, Herbert G. Erhart, Sr., Herbert G. Erhart, Jr., James B. Erhart, Robert C. Erhart, James B. Farina, Charles R. Faulkner, Jr., Vernon L. Fawbush, E. David Flech, Irvin J. Fischer, Roy H. Foeman, Edwin C. Ford, Edwin A. Frazit, Norbert K. Gallion, Lloyd J. Goemmer, William K. Golden, Turney T. Gratz, John W. Gray, Frances V. Greenwell, Jr., James E. Greenwell, Thomas M. Greenwell, James S. Grider, Bruce R. Griffiths, Harry R. Grimes, Harold C. Guelda, Harold C. Guelda, Jr., George M. Haendiges, George W. Hafler, Hoyt A. Hall, John E. Harbin, John M. Harmon, Raymond J. Hartman, Fred J. Harstern, Kenneth H. Hassen, Andrew L. Hauniz, John Hauschild, Leonard J. Hays, Jr., Louis L. Herms, Gene L. Heuvels, Freddie C. Hill, John A. Hinkle, R. L. Hochstrasser, Harold P. Holtzkecht, James J. Huber, Thomas R. Huber, William E. Huber, Ernest R. Hulker, John R. Humphrey, Clinton R. Hulseher, Joseph L. Jeffries, Guy B. Jones, Henry M. Jones, Walter Judy, Jr., George J. Keeble, Joseph W. Kiley, James D. Killim, Gilbert C. Kircher, George Kleyer, Guy Klingsmith, Bernard Klotz, James W. Knauer, Joseph Knight, Jr., John H. Knoerr, James Kolb, Joe Koons, Edward Kraut, Louis Kraus, William Kuhn, Egbert Kurzenoerfer, James Kurzenoerfer, Charles M. Kyne, Melvin La Duke, Kenneth LeFeber, Arthur Lentz, Marion Leonburger, Don Lesch, Shirrel G. Lord, Thomas Lutes, William Lynam, Norman Maler, Irvin Marrilla, Harding Marshall, J. Dave Martin, John D. Martin, Sam Martin, William E. Martin, William L. Martin, Herbert Marx, James E. Mattingly, Jack M. Mattingly, L. E. Mayhugh, Joseph Meccia, Louis J. Mees, Paul Melsner, John W. Miller, Paul D. Miller, Wilburn Mims, Charles Moeller, Charles P. Morgan, Marvin Morgan, Albert E. Morris, Jr., Chester Morrison, Donald Morrison, Gerald Morrison, James D. Murphy, Charles McCarty, Thomas McClure, Shelby McConnell, John McCormick, Eugene McCaughey, Fred M. McGrath, Jr., Harry C. McKnight, Alfred Nachand, Theodore Nagel, Robert Neutz, J. F. Nicoulin, Edward D. Niemier, Jr., Johnnie Norris, Henry Ochsner, George J. Oeswein, Kenneth Oliva, Robert O'Neil, George Osborne, Carl E. Palmer, James T. Paxton, Jr., Leo G. Peleske, Leo W. Peleske, John Perkins, C. H. Peters, Harold Petty, John M. Phillips, Leonard Phillips, George Pinto, Edwin Powers, Jack S. Price, Stephen B. Price, Robert E. Purnell, William T. Quilty, Jr., John E. Rademaker, W. D. Rankin, Edwin A. Rausch, Reinert J. Rausch, Jr., John Redmon, Kenneth Reeves, Ralph Riedling, Warren L. Riedling, Sr., Tommy Riggs,

Charles Ritter, Sherrill Ritter, Thomas H. Rogers, Donald L. Ross, Fred E. Ruby, Richard Rupp, Charles E. Rust, Carroll Sanders, Jack Saterly, Edward Scapes, Jr., Dennis Scanlah, Larry Scannini, Roy E. Scheurich, Albert Schmidt, George J. Schmoetzer, Gerald Schneider, John A. Schneidmiller, Jr., William R. Schneidmiller, Frank O. Schooler, Alois A. Schuler, Edward Searcy, Casper Soora, Falk Shaff, Francis Shafner, Stephen Shalcross, John T. Sheets, Edward Shomer, Robert Shreve, Gary Simpson, William A. Simpson, William Sims, Charles B. Smith, Louis F. Smith, William W. Smith, Sr., William W. Smith, Jr., Kenneth G. Soeter, Robert J. Spalding, George Sprags, Robert Starnman, F. Elmore Stoker, Joseph Streng, Charles M. Strobel, Robert Stultz, Edward P. Sullivan, Sr., Edward P. Sullivan, Jr., George Sullivan, Thomas Sullivan, W. J. Tabler, Jr., William Tapp, Dudley T. Taylor, Jr., Charles T. Thompson, Maurice Tingle, James K. Van Arsdale, Fred W. Wacyky, John J. Waddell, Henry Watson, Charles Watts, Allen Wheeler, Henry Whelan, John White, Phillip A. White, Sr., Frank Wick, Ernest Williams, Grant Willis, Allen L. Wilson, Christian Wine-man, Gene Yost, Alfred Zehnder, Edward Zehnder, Joseph Zehnder, and Arthur Zimmerman.

Courtesy Business First, August 23, 2002:

St. Matthews Feed & Seed is blooming with new owners and a new look.

Located at 225 Chenoweth Lane, St. Matthews Feed & Seed now is owned by local partners Mary Ann Dallenbach and Catherine Davidson, who bought the decades-old gardening business from Dean Burgiss.

Burgiss decided to sell and contacted Davidson in January about buying the business. She, in turn, called her friend and fellow gardener Dallenbach.

"We are avid gardeners," Davidson said, adding they had asked Burgess some time ago to call them first when he was interested in selling. "The timing was very good for us."

Davidson's background is in fine dining and catering, and she most recently was director of corporate catering at Ashland Inc. for Marriott corporate services. She is working full-time in the feed and seed store as the managing partner.

Dallenbach is continuing her primary career in the benefits consulting business. She is vice president with J.P. Morgan/American Century.

Davidson declined to disclose the purchase price, but she said the purchase was financed, in part, through Bank of Louisville, which was bought by Winston-Salem, N.C.-based BB&T Corp. and will change its name in mid-September.

"We just saw such a need in the community to retain St. Matthews Feed & Seed and just an opportunity to rebuild it the way we would like to have a store," Dallenbach said.

Dallenbach and Davidson say they plan to turn the business, which has been in operation for at least 80 years, into an up-scale gardening center. The two are renovating space with the help of property owner C.R. Davis, who is leasing the space to the duo.

"We are renovating the main store and then doing some renovations to the garage area," Davidson said, although she could not say what the cost will be because plans have not been completed.

She said Davis is taking out a loan to pay for the renovation.

A revamped inventory will include unusual annuals and perennials and semi-tropicals. The store also will have an expanded selection of gardening tools, work with loose flowers and arrangements and perhaps provide gardening furniture, Davidson said.

Lunch-and-learn events featuring guest speakers also will be offered, Davidson said.

Davidson said the store will remain open during the renovation, which is expected to be completed by the spring. She also said she and Dallenbach probably will need to add about two or three new employees after the expansion is finished. They currently have seven employees.

In the meantime, however, St. Matthews Feed & Seed will hold a large attic and yard sale Sept. 6-7 from 9 a.m. to 6 p.m. to get rid of various odds and ends, including some 100 straw sun hats.

Courtesy http://s3.amazonaws.com/activerain-image-store/image_store/region_images/ar117952652985007.jpg



© Copyright The Press

Courtesy *The Voice Of St. Matthews:*

WE INVITE EVERYONE
To Come In And See..
OUR STORE **MARCH 13-14**



GARDEN AND LAWN SUPPLIES
 NOW IS THE TIME TO PLANT GRASS SEED

LAWN-MOWERS
 Sales & Service
LAWNMOWER REPAIR

DOOR PRIZE
 New 20" FOLEY Power
LAWNMOWER
 OTHER DOOR PRIZES
(COME IN AND REGISTER MARCH 13 & 14; YOU DO NOT HAVE TO BE PRESENT TO WIN!)

Free Gifts for Everyone
 NO. 1 GRADE BLUEGRASS
50¢ Lb.
(MARCH 13 & 14 ONLY!)

Hardware AND PAINT

PET SUPPLIES

ST. MATTHEWS FEED & SEED
 225 CHENOWETH LANE TW 6-4473

March 12, 1959

DON'T FORGET YOUR FEATHERED FRIENDS

- BIRD FEEDERS
- SUNFLOWER SEED
- PEANUT HEARTS
- EARS OF CORN
- SUET CAKES



Wild BIRD FEED → **10 lbs.** \$1.00

St. Matthews Feed and Seed
 TW 6-4473 225 CHENOWETH LANE

January 18, 1962

LET US SHARPEN SERVICE & REPAIR YOUR MOWER

AUTHORIZED SERVICE DEALERS
 • Briggs - Stratton • Clinton Lawson
 • Wisconsin • And Others



St. Matthews Feed & Seed
 225 Chenoweth Ln. TW 6-4473

March 7, 1963

Courtesy The Voice Of St. Matthews: January 7, 1954

It's Get Acquainted Week

So Meet The Folks At ST. MATTHEWS HARDWARE

And Take Advantage Of The
Get Acquainted SPECIALS!



GEORGE HAMMER **R. B. MORGAN** **REUBEN UPTON**

Get Acquainted Specials!

Reg. 89c
Padlocks
SALE **45c**

2-CELL
FLASHLIGHTS
Reg. 1.35 SALE **65c**

**WHITE ENAMEL
STEP-ON-CAN**
WITH WHITE ENAMEL INSERT
Reg. 3.99 SALE **2⁹⁹**

FREE **Valuable Coupon**

Nothing To Buy!

1 Lb. Pkg.
**VERTA-
GREEN**

CLIP COUPON

This coupon entitles you to one pound pkg. of famous VERTAGREEN plant food, fertilizer.

NAME

ADDRESS

During Get Acquainted Week



WALTER MOORE **A. W. PRIEST**

Get Acquainted Specials!

**VERTAGREEN
FERTILIZER SPECIAL**

5 lbs.	49c
10 lbs.	89c
25 lbs.	1.89
50 lbs.	2.49
100 lbs.	4.69

SALE PRICES

Pint Vacuum **1⁴⁹**
Reg. 1.65

6 Ft. Tape Rule **29c**
Reg. 59c

**Jumbo Rubber Tire
Wheel Barrow** **8⁵⁰**
Reg. 11.95

FREE **KURFEES PAINTS**

NOTHING TO BUY

CLIP THIS COUPON

VALUABLE COUPON!

This coupon good at our store only for one quart-pint famous Kurfees Granitoid Enamel in one of 24 beautiful glossy colors!

Name

Address

ST. MATTHEWS HARDWARE

3919 Frankfort Ave. **FREE PARKING IN REAR OF STORE** **Open Thurs. and Fri. Nites** **TW. 6-1764**

"When You Get A Good Thing—Remember Where You Got It"

September 27, 1956

**NEW AUTHORIZED
SERVICE
Hoover DEALER**

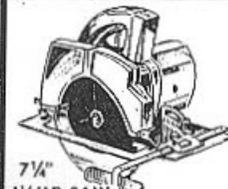
St. Matthews Hardware is happy to announce that they are now a Franchised Service Station and Dealer for the famous Hoover vacuum cleaner

**ST. MATTHEWS
HARDWARE**
GEO. HAMMER

FREE DELIVERY - FREE PICKUP
3919 FRANKFORT AVE. TW. 6-1764

February 28, 1963

FATHERS DAY SPECIALS



**7 1/4"
1/4 HP. SAW**



3/8 DRILL
Double reduction gears for maximum drilling power, even at slow speeds. 800 and 1800 rpm's controlled by locking trigger switch. Powerful 3 amp motor.

OFFER 1
7 1/4 SAW
3/8 DRILL
SANDER
\$54.95 VALUE
ALL FOR 39.95



SABER SAW
CROSSETS, RIPS, SCROLLS AND MAKES ITS OWN STARTING HOLE. 36" HOLE CUTS, RIP GUIDE, 3 BLADES AND Allen WRENCH. 3 AMP MOTOR. WEIGHT (4) LBS.



FINISHING SANDER
14,000 strokes per minute for high-speed finisher rough sanding. Lightweight, 18 sq. in. sanding surface.

OFFER 2
7 1/4 SAW
SANDER
\$39.95 VALUE
BOTH FOR 29.95

OFFER 3
SABER SAW
OR 3/8" DRILL
& SANDER
29.95

ST. MATTHEWS HARDWARE

FREE DELIVERY



Park FREE In The Rear

3919 FRANKFORT AVE PHONE 896-1764

June 15, 1967

The Voice—Jeffersonian

Courtesy *The SMABA, Connection*, February 2008:

Albert Sanders Award



Pete Hammer was born in 1953, the third of 4 siblings who all lived happily together with their grandmother in a 1 bathroom home in St. Matthews, our Albert Sanders Recipient has known to be quoted in print as the "The Little Prince of St. Matthews". Some of his best memories ever collected began in St. Matthews and so the love for St.

Matthews began.

Our Albert Sanders recipient's life is very full. His family definitely keeps him busy. He wouldn't have it any other way. He still finds it a pleasure to go to work every day. Talking to and assisting people in St. Matthews is at the heart and soul of his daily existence. He attempts to accommodate his customers in any way possible. His motto has always been "if we don't have it, then you don't need it."

He has been part of SMABA for over twenty years. The majority of time he is happy to stay in the background but is always providing his services in everyway possible not only in the large tasks but the smallest of ones as well. Sherry remembers calling Pete to help in a "small" tasks. Of course he volunteered immediately. The task was putting 17 executive chairs together. So they sat on the floor, one screwdriver for himself and one for Sherry – endless screws, nuts and bolts. For the last two years, he gave of his time and his employees to help decorate Brown Park for Light Up St. Matthews. He has served as Vice President and President for SMABA. He presence always makes for a lively board meeting. He loves the people of SMABA and everything it represents. Congratulations to Pete Hammer of St. Matthews Hardware as our 2007 Albert Sanders Award Recipient.



Places You Will Remember-In More Detail:

St. Matthews Hardware

Courtesy <http://www.waggenerhighalum.org/DSCF0856a.JPG>

:



Courtesy *The Voice*, July 25, 1974, reprint article from July 14, 1949:

Potato Festival Opens Wednesday

W. H. Baker, publicity chairman for the Third Annual St. Matthew Potato Festival, announced that this year's festival would be the biggest and best yet. It begins Wednesday at 4 P.M., July 20th and continues through Saturday, July 23rd at the festival Grounds on Shelbyville Road. Baker said: "It's a family affair for a great cause and there will be fun for everyone."

Clowns will be present, rides for the children, free entertainment and fun for the grown-ups. Daredevil Don Woods will ascend in a 'balloon to 1000 feet and jump out in a parachute. This will be free daily between 5 and 6 p.m. There will be truck loads of Gordon's Potato Chips dropped by parachutes each evening. Around 8 p.m. each evening free death defying acts will be presented by the great aerial artists "The Lehnbechs." "Your whole family will want to see these Dynamic dangerous acts high in the air. They are spine-tingling and a thrill to see," Baker said.

Free entertainment Wednesday, July 20th and Thursday, July 21st, nights by the famous Georgia Wildcats, with Clayton McMichen on the bandstand. Friday, July 22nd J and Saturday, July 23rd, the Golden West Cowboys, featuring their leader Pewee King will be on the bandstand for your entertainment. Another night feature will be a trained dog act, that is a top notch attraction.

There will be rides, games and hundreds of prizes, so make your plans now to attend. The proceeds go for recreation and a community center. A spectacular flower show will be held Thursday, July 21st, at 2 p.m. You may enter any flower you wish, provided you hurry, Baker announced, because this part of the program is creating a lot of interest since the sponsor, The Women's Club, announced the judges and prizes.

The major prize will be a 1949 Buick; a live baby beef, custom cut, frozen and stored in a 6 cu. ft. locker is the second prize. The major prize will be drawn Saturday night. Ten other prizes will be awarded with drawings nightly.

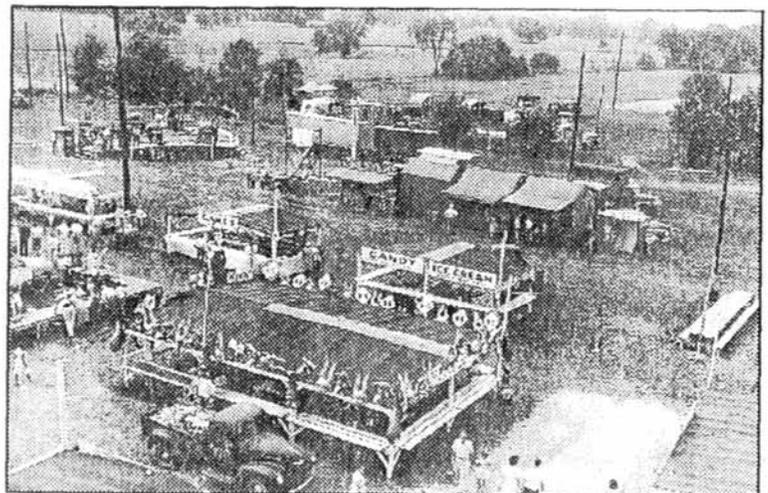
Saturday, July 23rd, will be Governor's Day, with Gov. Earle Clements and Lt. Gov. Wetherby invited to participate in the festivities. A gigantic parade will be held Saturday with over 50 cars, trucks and floats. Of course, clowns and a lot of fun goes along with the parade. The route of the parade will be announced within the next few days.

The Man-on-the-Street broadcast through WHAS, featuring the known Pete French for Strietmann Biscuit Co., will start Monday, July 18th in St. Matthews. Go over and appear on the broadcast daily at 2:45 p.m.

Plenty of free parking space is available this year. Come early and stay late, because it's the biggest event ever sponsored in St. Matthews. Festival Headquarters are located at the Y.M.C.A., 145 St. Matthews Avenue, Belmont 3282.



Uncle Hiram, juggling clown featured daily at the Potato Festival.



Not part of above article:

The St. Matthews Potato Festival was so large in 1951 that it had its own festival grounds! Today, the area is fully developed with homes, shopping, schools, parks and churches.

Courtesy *The Voice Of St. Matthews:*

Dates for the 1952 Potato Festival Are Announced

At the meeting Monday night of the Board of Directors of the Community Center, definite dates were set for the coming Potato Festival. The Festival will be held for only three days, June 26, 27 and 28. Mr. Riley will be there again this year with his rides for the little ones and of course the Tilt-A-Whirl for the older ones.

Key Elliott, president, appointed the following committee chairmen:

Grounds, John Nicoulin; entertainment, M. E. Laslie; Capitol prize, C. A. Roettger; Concessions, Orville Cruse; Parking, Jim Noland; Parade, Cliff Eble; Exhibits, Mr. Roettger; Publicity, Bake Baker.

Anyone interested in exhibit space may contact Mr. Roettger at Vanetti Appliance.

Mr. Elliott appointed for the Recreation Committee: Stuart Paine, chairman; John Nicoulin, Mrs. O. F. Hands, Chas. Meyer, Jr., C. A. Roettger. Any person or groups with ideas to submit for a better recreation program in this area may contact any of the committee.

Many of the clubs have already reported the concessions they wish to operate this year. We hope to have a bigger and better festival for 1952.

April 3, 1952

Local Delegates Buzz Over 1952 Potato Festival

Detailed plans for another successful Potato Festival in St. Matthews were drawn up Tuesday night, when the Community Center organization met at Zachary Taylor Post, American Legion. Key Elliott, chairman, presided.

The Community Center, composed of representatives of all civic and social groups in the St. Matthews area, sponsors the Potato Festival each June to raise funds for continued improvement of the Community Center park and playgrounds. Dates for the Festival this year will be June 26, 27 and 28.

Stuart Paine, 304 Monohan Drive, recreation supervisor of the Community Center, reported at the meeting that the County Board of Recreation will again operate the playground, supplying personnel during the summer especially.

Paine also reported that long-range plan of improvements to the Community Center are now underway.

Gene Leslie Lynch, one of four park and playground planners employed by the National Recreation Association, was in St. Matthews recently and looked over the Community Center grounds, Paine reported. Lynch is now drawing up plans for continued annual improvements over a 15-year period to make the land available serve as many people, both adults and children, as possible in many forms of outdoor recreation.

Items which are expected to be included in the blue print of long-range planning include such facilities as a wading pool, shelter house, courts for various games, and attractive landscaping of the area.

Paine explained that Lynch has worked on both national and state parks, including the Coon-skin State Park in West Virginia.

(Continued on page Five)

Local Delegates

(Continued from page One)

and the Great Smoky Mountain National Park.

Members of the St. Matthews Community Center Board of Directors and the organizations which they represent are as follows:

American Legion Auxiliary, Mrs. Ed Zehnder, 122 Fairfax Ave.; American Legion, Geo. F. Hoffman, Sr., Shelbyville Road and Norwood; Amvels, Post 16, J. Gorter, 4017 Plymouth Road; Chamber of Commerce, Stuart Paine, 304 Monohan Drive; Eagles Club, No. 2379, John Nicoulin, 425 Oxford Place; Eagles Auxiliary, Mrs. Bertha Herm, 3706 Nanz; Greathouse P.T.A., Mrs. J. A. Herron, 3504 Nanz; Holy Trinity, Rev. Bolderick, 1007 Frankfort Ave.; Kiwanis Club, F. M. Grawemeyer, 2640 Longview Ave.; Lions Club, C. K. Elliott, 3921 Hycliffe Ave.; C. A. Roettger, 4017 Spring Hill Road; Woman's Club, Mrs. J. L. Robertson, 3818 Staebler Ave.; Veterans of Foreign Wars, A. E. Lauer, Sr., 210 Baylor street; Younger Woman's Club, Mrs. Earl Gordon, 4017 Gloucester Road; Member at large, Charles Meyer, Jr., 4034 Leland Road.

May 1, 1952

Courtesy *The Voice Of St. Matthews:*

Potato Festival Plans Now In High Gear

Plans for the 1952 St. Matthews Potato Festival shifted into high gear this week as committees reported progress and meetings of the sponsoring Community Center organization changed from monthly to weekly.

Meeting Monday night at the Zachary Taylor Post of the American Legion, the Community Center group, under the leadership of Key Elliott, general chairman, determined to strive for net proceeds of \$10,000 from the annual promotion event.

All proceeds, Elliott explained, will be used for improvement of the Community Center playgrounds area between Shelbyville Road and Westport Road.

Taking its name from the lowly but expensive tuber that was once the principle cash crop grown on the acres that have since sprouted hundreds of thousands of dollars worth of the finest homes east of Louisville, the annual St. Matthews Potato Festival has become the biggest community event of the year. All civic and service clubs in St. Matthews are represented on the board of the Community Center organization.

A three day event, June 26-28, the Potato Festival will start with the annual parade through Louisville to the Community Center grounds in St. Matthews. Forming on Algonquin Parkway at about 1 p.m. Thursday, June 26, the parade will advertise the opening of the Festival at 5 p.m. that day.

Governor Lawrence Weatherby has been invited to participate in the parade and to officially open the three day event.

Retail exhibits, carnival rides and shows, and many special events have been lined up by the various committees to attract the most people and to make every minute spent at the Festival as enjoyable as possible.

The Dan-Louis Shows, which played the Festival last year, will again be on the grounds with eight or ten different kinds of

rides for young and old. Rides will include: ferris wheel, whip, merry-go-round, kiddy rides, ponies, and others.

Mrs. Ed Zehnder, 122 Fairfax Ave., was appointed secretary, with the following club representatives present:

American Legion Auxiliary, Mrs. Ed Zehnder and Mrs. Gilbert Mueller; American Legion, T. H. Huffman; Amvets, Bill Chappell; Chamber of Commerce, Stuart Payne; Eagles' Club No. 2379, John Nicoulin and Louis Herm; Eagles Auxiliary, Mrs. Bertha Herm; Greathouse PTA, Mrs. J. R. Herron; Lions Club, Key Elliott; Rotary Club, C. A. Roettger and N. E. Laslie; Woman's Club, Mrs. J. L. Robertson and Mrs. George E. Jonte; Younger Woman's Club, Mrs. Earl Gordon and Mrs. J. G. Dietrich; Veterans of Foreign Wars, Orville Kunz; and member-at-large, Charles Meyer, Jr. Also attending were two members of the Citizens Committee, Clarence Hardin and Hugh Doyle.

May 29, 1952

Plans Shaping Up For Festival

A headquarters office for the St. Matthews Potato Festival has been set up in space provided by the Eline Realty Co. Mrs. Cliff Eblem is in charge of the office, Key Elliott, president of the sponsoring Community Center organization announced.

All committees are making progress on plans to make the sixth annual Potato Festival the most entertaining ever held.

At the Tuesday night meeting of the sponsoring group, it was indicated that there was a good chance of getting several top-notch radio and TV entertainers, and that radio and TV shows may originate on the Festival grounds.

Cliff Eblem, in charge of the parade, issued an appeal for convertibles and bathing girls to ride in them. The reason for a parade is to attract attention, and Cliff reasoned that convertibles with St. Matthews beauties in bathing suits will do just that. Those interested were requested to call the headquarters office, TA. 5969.

June 5, 1952

Courtesy The Voice Of St. Matthews:

Festival To Feature \$1,500,000 Worth Of U. S. Army Equipment

TV Stars Will Be At Festival

If the 6th annual St. Matthews Potato Festival isn't the best publicized and the most entertaining ever held, it certainly won't be the fault of the Community Center organization, which annually sponsors the Festival.

At last week's meeting of the group at its new headquarters, space provided by the Eline Realty Co., the committee voted to present three nights of entertainment by radio and TV stars.

Roaming the Potato Festival grounds on Thursday and Saturday nights, June 26 and 28, will be those popular entertainers, Randy Atcher and Castus Tom Brooks. They'll be there in their regular work clothes to talk to children and grown-ups, and make the evenings interesting for all.

Then, on Friday night both a radio and a TV show will be broadcast and telecast direct from the Festival grounds. Again, Randy and Castus will be there as they star in their own Hayloft Hoedown shows. Permission to present the shows from the festival grounds has been received from the Greater Louisville Ford dealers, sponsors of the Friday night show.

A special platform will be built at the grounds for the show. A 30-minute rehearsal between the radio and the TV shows will give the Festival visitors a once-in-a-blue-moon chance to find out what really goes on at a rehearsal.

Mrs. Cliff Eblem is in charge of the headquarters office of the St. Matthews Potato Festival. The office can be contacted by calling TA. 5969.

Cliff Eblem, in charge of the parade, issued an appeal for convertibles and bathing girls to ride in them. The reason for a parade is to attract attention, and Cliff reasons that convertibles with St. Matthews beauties in bathing suits will do just that.

Another meeting of the Community Center group will be held Thursday at 7:30 p.m. at the headquarters office, Key Elliott, chairman, announced.

A display of more than \$1,500,000 worth of U. S. Army equipment will be one of the public attractions at the 6th annual St. Matthews Potato Festival, it was announced Wednesday.

NOTICE TO MAIL SUBSCRIBERS

Mail subscriptions to The Voice of St. Matthews and/or The Voice of The Highlands will be \$2.00 per year, effective July 1, 1952. Higher newsprint and postage costs make this increase necessary. Renewals for one year only at the \$1.50 rate will be accepted until July 1.

June 12, 1952

The agreement to arrange the display was made with officers at Fort Knox by a Festival committee, consisting of Charles Meyers, chairman, Stuart Paine, and John Nicoulin.

The display of more than 50 pieces of equipment of all sizes from hand weapons to medium tanks will not be in the Festival parade, but will be on the Community Center grounds all three days, June 26, 27, and 28, Meyers reported.

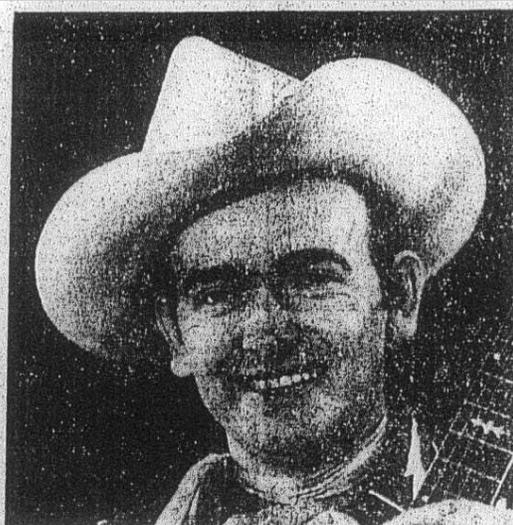
Two prime movers will be required to move the light and medium tanks of the latest design from Fort Knox to the field, taking up to six hours for the trip. The tanks will be equipped with steps, permitting the public to get an inside view.

Newest among the pieces of equipment will be at least one unit of the new multi-million candlepower lights designed especially to reflect light from clouds for clear-as-day battlefield illumination.

The weapons and equipment will also include: a full complement of soldiers' hand weapons, including the new automatic rifles and sub-machine guns; machine guns of various sizes, 50 and 75 mm. howitzers, anti-tank guns, rocket launchers, and mortars.

A fully equipped radio unit of field equipment will also be on the field.

Ten to 15 men will bring the equipment and remain on the Festival grounds with it. Included on the staff will be specially trained personnel who will answer any and all questions from the public pertaining to the equipment displayed.



Well known throughout Kentucky and the midwest, Randy Atcher with his guitar and his melodious baritone voice will be on the St. Matthews Potato Festival grounds all three nights. A native of Tip Top, Ky., Randy has found his popularity with all ages increasing each year. In addition to his own personality and singing, Randy has earned a reputation for his yodeling and his singing of western and folk songs.

June 19, 1952

"Got A Spare Potato On Ya, Randy?"



With potato prices what they are today, you can bet your last wisp of bluegrass that "Cactus" Tom Brooks will wear jeans with built-in bushy pockets at the sixth annual St. Matthews Potato Festival next weekend. He and his slightly more handsome end man, Randy Atcher, will be at the Festival all three nights to meet their public and do some entertaining on their own.

Busy St. Matthews Prepares For Potato Festival Next Weekend

More entertainment, more rides and more exhibits—altogether, they're sure to bring out more people to enjoy themselves at the sixth annual St. Matthews Potato Festival next weekend, June 26, 27, and 28.

Key Elliott, president of the Community Center organization that annually sponsors the Festival, declared today that "everything is shaping up bigger and better. Committees are working now at top speed to have everything ready for the greatest show of the year in St. Matthews."

"The only real need facing us right now is a string of shiny convertibles and more names on our list of St. Matthews beauties to ride in the convertibles in the opening day parade," Elliott added.

Need Convertibles

"We're appealing to owners of convertibles, and girls, too, of course, to call our Festival Headquarters office. Just call BE. 2075 and put your name on the list. Then we'll know where we stand on lining up the parade that is scheduled to start on Algonquin Parkway early Thursday afternoon."

Meanwhile, Fort Knox officers assured Festival chairman that two of the multi-million candlepower battlefield illuminating lights will be on the Festival grounds on Shelbyville Road. Other equipment to be on display in the Armored Force unit will include two tanks, a light tank and a medium tank; guns and artillery pieces of almost all sizes, ranging from hand weapons to 75 mm. howitzers; a complete field radio outfit, and many other pieces of equipment.

The army display will be complete with a unit of all-night guards trained to demonstrate and explain the functions of the equipment on display.

X-Ray Unit At Festival

Again this year, the Louisville Tuberculosis Association will have a mobile chest X-ray unit in an exhibit tent on the Festival grounds. The unit will make free chest X-rays for any and all comers. Last year at the festival, the mobile unit made 1,819 chest X-rays.

Charles Vettner, of the Jefferson County Recreation Board, reported today that square dance groups and a cater will be a part of the Friday night radio and TV program, featuring Randy Atcher and "Cactus" Tom Brooks.

Both the radio and TV shows will be broadcast and telecast direct from the Festival grounds. "The Old Kentucky Barn Dance," a full hour radio show from 7 to 8 p.m., will be open to the public while it is broadcast to the WHAS audience.

Then, following a half-hour rehearsal, which will also be open to the public on the grounds, the TV version, known as the "Hay-

loft Hoedown," will be telecast by WHAS-TV.

Playground supervisor Emmett Goranillo will be on the grounds to conduct games and supervise entertainment for children attending the festival, Vettner also reported.

Eight mechanical rides, including several new ones, will be brought to the Festival for the entertainment of children of all ages.

Two giant ferris wheels will whirl their lights and passengers skyward, while the tilt-a-whirl, chair-plane, and others entertain those who prefer to stay closed to mother earth.

Spuds Missing

Exhibits of many kinds will be on display in the special tents provided for them. Booths will attract thousands of others to various forms of games and contests.

The only product that may become conspicuous through its absence may be the lowly but mightily expensive tuber that gives the Potato Festival its name.

June 19, 1952

Courtesy The Voice Of St. Matthews:

Potato Festival Starts Thursday In St. Matthews

FREE BUS RIDE

Free transportation will be furnished from Breckinridge Lane to the Potato Festival Grounds and back every half hour in a School bus designated "Potato Festival."

Price Tags On Army Equipment At Spud Festival

Each piece of the \$1,500,000 worth of U. S. Army equipment on public display at the Potato Festival grounds will be labeled with an individual price tag to acquaint the taxpayers with the cost of equipment and its upkeep.

First Lieutenant Harry J. Breitenberg, an assistant and 42 enlisted men from Company A, of the 38th Reconnaissance Battalion at Fort Knox will be on hand to explain operation of the equipment and answer questions from the public.

There will also be posters on display and pamphlets distributed for public information.

Equipment will include: an M24 light tank; an M47 medium tank; trucks; machine guns (30 and 50 calibre); M 1 rifles; carbines; a rocket launcher; Browning automatic rifle; mortars; recoilless rifle; radio ground equipment from the Signal Corps; dummy rounds of ammunition; and two anti-aircraft search lights.

Company A represents the School Troops, an army unit that helps out any armored school and gives demonstrations for public information.

They will be stationed at the Potato Festival grounds for the three days of the festival.

Festival Features Free Chest X-Rays

There will be a free chest x-ray mobile unit at the Festival gain this year, open to the general public for the entire three days from 5:00 to 11:00 p.m. Announcers Mrs. Ardis Fiske, R. D., Director of Mass X-Ray Surveys.

Two x-ray technicians will be with the unit to give the x-rays and distribute pamphlets to Festival visitors. The unit, which gave 481 chest x-rays at the Potato Festival last year, is financed by the Christmas Seal campaign.

The booth for the unit will be located by the First National Bank of St. Matthews and the Citizens Fidelity Bank of St. Matthews.

Potato Festival Responsible For Community Center Playground

This year's Potato Festival marks the second year that the St. Matthews Community Center Playground has been in operation for the children and residents of the St. Matthews area.

The 30-acre grounds located on Shelbyville Road west of the drive-in theatre, represent the realization of a long cherished ambition of the residents of St. Matthews, Richlawn, Beechwood Village, Bellewood, Norbourne Estates, Cherrywood, Lyndon, Middletown, Springlee and adjacent neighborhoods for a recreation center.

The Potato Festival is responsible for making this recreation center possible and is also the means through which the center can thrive and expand.

An active and varied program is now in full swing and will be through August 15. Supervised activities under the direction of Emmett Granillo, Eastern High School coach, are open Monday through Friday, from 2:00 to 10:00 p.m.

Learn Arts and Crafts

These include instruction in various arts and crafts each Monday from 2:00 to 4:00 p.m. by Mrs. Marguerite Lockard, woman specialist from the Jefferson County Recreation Board.

A swimming program is now in

HIGH FLYERS

An exhibition of model airplane flying will be held at the Potato Festival Grounds Saturday from 4 to 5:30 p.m.

operation with Tuesday morning trips to Lakeside in a chartered bus.

The center is equipped with a ball diamond that is well lighted for night play and has a softball league in operation.

Other play facilities include a volley ball court, horseshoe pits, badminton courts, swings, see saws, sliding boards, ping pong tables and picnic grounds equipped with tables and grills.

Grounds are open to any group in the St. Matthews area either for picnics or day camps. Requests may be cleared through Stuart Paine, chairman of recreation, to avoid any conflict in schedules.

15 Year Plan

Organize in 1946, a 15-year expansion program is now being completed by the National Recreation Association of New York City which will include many new projects, such as; a spray wading pool, tennis courts, shelter houses, enlarged parking area, hard surface areas for square dancing and basketball courts.

The Community Center is under the direction of the following organizations and their representatives: American Legion Auxiliary, Mrs. Ed Zehnder and Mrs. Gilbert Mueller; American Legion, T. H. Huffman; Amvets, Bill Chappell; Chamber of Commerce, Stuart Payne; Eagles' Club No. 2379, John Nicoulin and Louis Herm; Eagles Auxiliary, Mrs. Bertha Herm; Greathouse PTA, Mrs. J. R. Heron; Lions Club, Key Elliott; Rotary Club, C. A. Roettger and N. E. Laslie; Woman's Club, Mrs. J. L. Robertson and Mrs. George E. Jonte; Younger Woman's Club, Mrs. Earl Gordon and Mrs. J. G. Dietrich; Veterans of Foreign Wars, Orville Kunz; and Member-at-Large, Charles Meyer, Jr.

June 26, 1952



Radio and TV comedian, who has always had a special appeal to the youngsters, Tom "Cactus" Brooks is the likable buffoon, the cook whose culinary failures are monumental. Cactus stars with Rauldy Atcher on several radio shows each week, as well as the Hayloft Hoedown presentation on WHAS-TV. He'll be at the Potato Festival with Rauldy to entertain and to "meet my public face to face without a studio to protect me."

St. Matthews Festival Will Plug Hot Potato

The celebrated, often historically castigated potato, which St. Matthews people will honor next month with a jazzed-up festival was once the talk of Europe.

The potato has been creamed, browned, rice, baked, boiled, scalloped, mashed, French fried and heaven knows what else since Spanish explorers found the South American Indians, who lived around the Andes Mountains, serving potatoes in the 16th century.

The Spaniards took the potato for food in their trek into Florida and from Florida, the vegetable was carried into Virginia.

Sir Walter Raleigh, who used to make regular ship runs between London and Roanoke, took some potatoes back to his estate in Ireland where he planted them. He had already distributed lots of potatoes around London, but not everybody took to them.

The potato to-do was going on while Elizabeth was queen and while she and Raleigh had a case on. During one of his numberless calls on "Good Queen Bess," Raleigh talked "potato" so fervently that the Queen got up an appetite for a royal snack. Somebody gave an order to the chef to cook up a dish of spuds for the red-headed queen.

Fit For A Queen

Even though the potato went over big with the Queen's palate, the man on the street had a superstition about eating the potato. He felt, like many other people, that the potato would shorten his life.

Over in France the folks at the Tuileries, and anywhere else where people weren't starving, got a yen not for the potato but for the potato flower. The 17th century Lill Daches and Adriaes were plenty busy growing enough potatoes for flowers to dress up the Madame du Barrys.

If the potato meant fashion in France, it meant food in Ireland. The Irish people were a little worse off at this time than Mother Hubbard when she made her immortal trip. Seeking a source of food, the Irishman, plagued by famine, singled out the "sarcosum tuberosum" which is Einstein for potato.

The result of the potato boom in Ireland was a jump in the Irish birth rate. That's when Ireland started a real agricultural hoedown to raise potatoes.

Burbank Developed Spud

The potato boom in the United States came in the early part of the 20th century. Luther Burbank, a botanist, had been kidding around with the spud in his laboratory for a long time. After experimenting one day, he came up with a new kind of potato. This potato was proven to have so many vitamins that it was dubbed the Burbank potato. That's what most people are still eating today.

It is the "Burbank tater" that will keynote the St. Matthews annual chindig that the Community Center is backing next month. With everybody's cooperation, St. Matthews people can write another chapter to the Indian-English-French-Irish spud.

June 26, 1952

Courtesy *The Voice Of St. Matthews:*

Over 25,000 Persons Attend Sixth Annual Potato Festival

The sixth annual Potato Festival was one of the largest in festival history with more than 25,000 persons attending during the three nights of its running, June 26 through 28, announces Key Elliott, general chairman of the festival.

"We deeply appreciate the help and cooperation given by the various civic clubs and individuals who helped make this year's Potato Festival a great success," added Elliott.

Gross receipts totaled over \$15,000, but it will be a couple of weeks before we can issue a statement of net profits," he continued.

The Festival led off at 2:30 p.m. Thursday with a parade of 30 to 35 vehicles, headed by Randy Atcher and "Cactus" Tom Brooks in the lead car, and numerous convertibles regally equipped with attractive young bathing beauties.

The gala entourage, managed by Gene Laslie, started from the Gordon Potato Chip Co. on Algonquin Parkway, down 18th Street to Broadway, over to Main and Frankfort Ave., arriving at the Potato Festival grounds at about 3:30 p.m.

Entertainment at the grounds

was in the capable and ever-popular hands of Randy Atcher and "Cactus" who "packed them in" all three nights of the festival.

Another feature attraction, the Army equipment display, with 20 to 25 pieces of equipment, ranging from a M47 medium tank to radio ground equipment, was of constant interest to festival visitors.

Mechanical rides, game booths and exhibits provided further entertainment.



RANDY AND CACTUS GREET ADMIRERS—Randy Atcher and Tom "Cactus" Brooks greet several of their younger admirers after WHAS-TV's Friday night show at the St. Matthews Potato Festival. The children are: (left to right) Charles Rowe Pierson, of 4032 Hillsborough Road, Springlee; Pete Guetty, of 213 N. 39th St., Louisville; and Charlia Guy, of 2147 Lakeside Drive in the Highlands. —Ed. Yant Photo

July 3, 1952

July 3, 1952

Slim Profit On Festival Stirs New Plan

Methods and means of obtaining more profit from the 1953 St. Matthews Potato Festival occupied most of the time at the September meeting of the St. Matthews Community Center Monday night at the Zachary Taylor Legion post meeting room.

Copies of the financial statement of the 1952 Potato Festival had been handed out by Key Elliott, president of the Community Center organization.

The consensus of the members present was: "We've got to find some way of producing more profit from the amount of time and energy we spend to stage a successful festival."

Elliott then outlined a plan that had been presented as a suggestion for the 1953 festival. The plan would guarantee a profit to the Community Center of \$3,000. It was taken under advisement.

The financial statement, which appears on page five of this issue, reveals the profit-wise concern of the Community Center members.

With a total income of \$7,8332.98, profit before depreciation was \$3,022.87, but only \$1,903.72 after deducting a 20 per cent depreciation reserve.

Included in the statement is a breakdown of the Community Center's expenses in the operation of the playground for the community. Those expenses exceeded the Potato Festival profits by \$1,347.69, the statement reports.

The Community Center is a long ways from being broke, however. Cash in banks total \$7,504.34, and it has accounts receivable of \$163.50.

In addition to its current assets, the organization also has fixed assets totaling \$7,725.75, for a net worth of \$15,393.59.

October 2, 1952

COMMUNITY CENTER GIVES JOB TO LOCAL MAN, ANNOUNCEMENT

Potato Festival's Name Changed, Now Called St. M. Charity Bazaar

R. C. "Ray" Marrillia, 331 Sherrin, has been named general chairman of the 1953 St. Matthews Charity Bazaar, formerly called the Potato Festival.

Key Elliott, president of the Community Center, which sponsors the annual outdoor fair, made the announcement.

Elliott said Marrillia will have complete charge of promoting the bazaar, working in conjunction with the executive committee of the St. Matthews Community Center.

Job of staging the annual festival has been handled in the past by the Community Center executive committee alone.

Elliott said the change was made for the following reasons: 1. The job definitely needs full time men. 2. Non-salaried committee members don't have time to promote it.

3. Marrillia has had a world of experience in handling charity bazaars. He is civic-minded and interested in young people.

4. Handling of the festival has been too much hit-or-miss in the past. Giving the job to Marrillia will make it better organized.

Marrillia has been working on the 1953 festival for 30 days now. He plans to allow every club participating to keep 50 per cent of the profits it makes either on its booth or on book sales. Before this, the clubs kept nothing. All profits went to the Community Center for maintenance of the Community Center Playground on Shelbyville Road.

January 8, 1953

Courtesy Sidney Eline Jr., Eline Realty Company:



1951 Potato Festival, that was sponsored by Gordon Chips



Tom I. Ball is sitting in the car that was given away as the prize at the Potato Festival in 1949. Bud Eline is standing next to the car and the check was for funds raised from the sale of raffle tickets on the car. I believe the car is a 1949 Chevy given by Eline Chevrolet. Co.



Pee Wee King and brother Stuart signing at the 191 Potato Festival. You may not be able to see the Fehr's beer can on the stage to the right of singers. Ah, the good old days.

Courtesy Sidney Eline Jr., Eline Realty Company:



Potato Festival parade on Frankfort avenue about 1950 or 1951

Courtesy *The Voice Of St. Matthews:*

\$1 Million Development Planned For St. M's Potato Festival Grounds

Would Include 72-Unit Motel, Restaurant, Gas Station, 6 Stores

Churchill Developers wants to build a 72-unit motel, a Howard Johnson restaurant, a service station, and six stores on the St. Matthews Potato Festival property. The development would cost close to \$1 million.

The Arterburn estate, which owns the property, is willing. So, apparently, is the St. Matthews Community Center, which leases the property, if certain conditions are met.

Charles Meyer, Jr., and Eugene Wells will represent the Community Center in a meeting scheduled for today at attorney Scott Hamilton's office to discuss the matter.

The Arterburn estate has arranged a 99-year lease for the developers, a local company, for the Potato Festival property. This fronts about 600 feet along the north side Shelbyville Road and runs about 500 feet deep. It is immediately in front of the St. Matthews Community Center playground.

The Churchill Company is headed by Ed Kaiser of Louis-

ville and John Stall of Florida.

Before giving up their own lease on the property, Community Center officials want the developers to relocate the road leading from Shelbyville Road to the playground. They also want the Center's light poles and lights moved. And they want the Center's sanitary facilities connected with the proposed motel's sewers.

All this was announced by Mrs. Lenwell Bivins, president of the Community Center, and by a representative of the Arterburn estate, following a Community Center executive board meeting Monday.

At this meeting, Luke Brown, president of the St. Matthews Lions, and Garland Hubbard, a member of the St. Matthews Rotary, were named to head a committee to revise the Center's constitution and by-laws. Also on the committee will be representatives of the St. Matthews Kiwanis, the Woman's Club of St. Matthews, and the Younger Woman's Club of St. Matthews. No Community Center delegates will be on this committee.

The revisions will be put to a vote of the Community Center April 26.

Mrs. Bivins requested that all members of the Center's recreation committee phone chairman Harry Neal at 2-6033. The committee is scheduled to meet with Charles Vettner, director of County recreation, at 450 Armory Place Sunday at 3 p.m.

Present at the Monday meeting were Mrs. Bivins, Mr. Meyer, past Center presidents Key Elliott and Helen Zehnder, secretary, Mrs. George Jonte, treasurer Mrs. J. L. Robertson, Mr. Wells, Van Buren Bell of Kiwanis, and Jack Fritsch of Rotary. The meeting was held at Mrs. Jonte's home, 305 Monohan.

April 1, 1954

Potato Festival Ground Lease Is Relinquished By Community Center

Instead of putting all its eggs in one basket, the St. Matthews Community Center is apparently going to scatter them around in several small baskets.

Officials evidently are going to rely on several small projects a year for fund-raising instead of one large project like the Potato Festival (or Charity Bazaar as it was known last year).

The Center last week agreed to let the Churchill Corporation, developers, take over the Potato Festival grounds and a narrow strip of the Community Center playground.

Shelton Arterburn, representative for the Arterburn estate, which owns the ground and the Center's playground, said a survey would be made of the 23-acre estate leases to the Center. This would presumably be the first step in plans to develop for home building part of the playground not used by the Center.

The Center announced that its pressing financial obligations

have been met, under the direction of finance chairman Eugene Wells, Jr., and its main project now will be a program to secure the \$4,600 needed to operate the playground for the next year.

As a first step, the Center will support a dance by the Beargrass Post of the Veterans of Foreign Wars. All profits go to the Center. The dance will be held at the post home, 113 North Sherrin, Saturday, April 24, at 8 p.m.

The Greathouse P.T.A. and the Younger Woman's Club of St. Matthews are joining forces to sponsor a teen-age dance at the Center Building, with these profits also going to the Center. Mrs. E. G. Simpson and Mrs. John Henderson are in charge of the dance.

The Potato Festival grounds, about 600 feet along Shelbyville Road just west of the drive in theatre and about 500 feet deep, is in front of the Center's playground. The Center agreed to give up its lease on the property and on a small adjacent tract so the developers, who want to build stores and a motel there, can meet zoning requirements.

In return, the developers will furnish sewer connections for the Center playground, build a black top road to the Center's property line, dismantle and move the building containing Festival supplies, and relocate light poles, wiring and fixtures owned by the Center.

Emmet Goranflo, Eastern High School football coach, was engaged again this year to operate the Center's concession stand, wading pool, and grounds, and to take charge of all league play on the softball diamond.

April 15, 1954

Courtesy of *The Courier-Journal*, 1/16/2007, As group turns 70, it awaits ruling on site's sale. Edited article, from AI Ring collection.



The former home of the Woman's Club of St. Matthews, which turns 70 this year, was completed in 1948. Who has the right to buy it is being disputed. (By Sam Upshaw Jr., *The Courier-Journal*)

As the Woman's Club of St. Matthews turns 70 this year, its members say it's a time of frustration as well as celebration.

Their longtime home -- a traditional-looking red brick building with a stage that was once used for meetings, receptions and other events -- sits unused at 4124 Shelbyville Road, while the club awaits a court ruling on who has a right to buy it.

The club was organized and became a part of the Kentucky Federation of Women's Clubs in 1938, and its building was completed in 1948.

Virginia Guinn, 93, of St. Matthews, who has been in the club nearly 60 years, said members were "very, very proud" of the new building. "It was such an honor for me to belong," she said.

In the early years, the club had a big drama program, and put on productions for members and guests, she said.

It also had a chorus and published a monthly bulletin with 70 or 80 advertisers. A club history marking its 50th anniversary in 1988 said during World War II "every member was engaged in the war effort."

Among its projects were equipping "a large day room for soldiers" at Bowman field and participating in a scrap metal drive. Guinn said members also sold U.S. Savings Bonds.

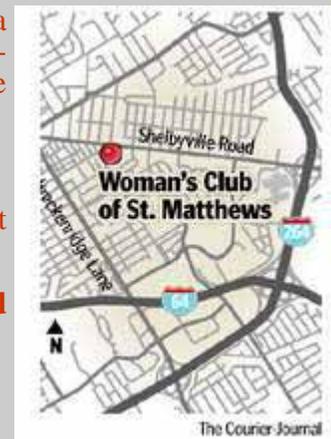
It helped establish the first St. Matthews library branch and start a kindergarten program at Great-house Elementary School (now City Hall on Grandview Avenue), the history says.

More recently, the club also has helped girls at Maryhurst, sponsored a Waggener Traditional High School scholarship and helped equip a children's area at family court. The club also has held annual bridge marathons, chili suppers, holiday boutiques, Derby parties, "junque and jewels sales" and style shows and card parties.

The building also was used by many community groups, Kiser said.

The club's future is in limbo. Until the lawsuit is resolved, "you really can't make any long-term plans," she said.

(NOTE: Many members of Waggener alumni attended cotillion and other events at this building all through the 1950 & 60s.)



Places You Will Remember-In More Detail:

Sears

Photo courtesy Richard "Dick" Bedwell (61):

The Original sears Store in St. Matthews.



Courtesy of *The Voice Of St. Matthews*:



Sears Roebuck & Company's giant new St. Matthews store will hold its public grand opening Oct. 1. A dinner will be held Sept. 28 for St. Matthews business and civic

leaders, and the informal grand opening, to which 20,000 persons will be invited, will be held Sept. 29. Construction began in August of last year.

—photo by Duddy Ori

September 10, 1959



The New Sears

Parking will handle 1,000 cars. At left is the old Greathouse School, in right foreground, the steeple of Beargrass Christian Church

September 24, 1959

Courtesy *The Voice Of St. Matthews*, September 24, 1959:**New Sears store in St. Matthews opens next Thursday, Mayor will cut ribbon**

The giant new Sear, Roebuck and Co. store, under construction for more than a year, will have formal opening ceremonies Thursday, October 1, at 10 a.m. Mayor Bernie Bowling of St. Matthews will cut the ribbon.

The new store located at 4121 Shelbyville Road in the City of St. Matthews, will open with 300 employees, handling 30 merchandise departments. Mayor Bowling said that extra police have been assigned to take care of the traffic situation.

The modern, two-story building of reinforced concrete was designed by Chicago architectural firm Dunlap U Eager. Contractor was H. K. Whittenburg.

The store is 208 feet wide and 313 feet long, with a total store area of 113,000 square feet. The gates area amounts to 55,000 square feet. The parking lot will accommodate 1,000 autos.

No cost figures have been announced. However, the best estimates are that the ground and building cost about \$1,750,000.

Radio and television personality Phyllis Knight is slated to act as mistress of ceremonies Thursday. She will introduce Elmer C. "Pat" Weber, manager of the new store; Cyril J. Deutsch, general manager for Sears in the Falls Cities area; Sears vice president Gordon M. Metcalf, County Judge Bert Van Arsdale, and Mayor Bowling.

Meanwhile, Sears has released the names of the top personal at its new store. Assisting Mr. Weber will be John A. Gates, credit manager; Harry D. Baker, operation superintendent; Mrs. Wanda K. Thompson, personal manager, John A. Griffin, controller, and James C. Peterson, merchandise manager.

Mr. Weber a native of St. Matthews attended Greathouse school and Manual High, where he was All-State and All-Southern tackle on the National Championship Football team. He also played football at the University of Louisville.

Joining Sears on July 25, 1929, he managed the company's New Albany store from 1934 until a few weeks ago when he was named manager of the new St. Matthews store.

To accommodate the new store, Sears has widened Thierman Lane 10 feet, and installed new curbing, sidewalks, and a landscaped parkway. Sears Avenue, formerly unnamed and unimproved, which lies west of the site, has been paved with asphalt between U.S. 60 and Oechsle Avenue.

To facilitate traffic control, a deceleration median strip has been installed in Shelbyville Road, and a three-phase traffic light installed at the intersection of Shelbyville Road and Thierman Lane for eastbound traffic to turn into Thierman Lane.

Around the building, fully sheltered perimeter walks extend the full length of the structure over the display windows and customer entrance on the east parking lot side.

The site is landscaped with planting areas, shrubs and trees facing the south and east parking areas. In addition, trees are being planted at the ends of the parking lanes. A 12-car service station with full basement and an outdoor shrubbery and garden sales enclosure are attached to the main building.

The store hours on opening day will be from 10 a.m. to 9 p.m. Regular store hours will be: Mondays, Thursdays, and Fridays, 9 a.m. to 9 p.m. Tuesdays, Wednesdays and Saturdays, 9 a.m. to 5:30 p.m.

Courtesy *The Voice Of St. Matthews*, October 8, 1959:**Sears opening is gala event**

They came to see and they stayed to buy! Almost everyone was there.

Where? At the opening of the new sears, Roebuck store in St. Mathews, Thursday, October 1.

A party spirit prevailed outside the doors as music played over the p.a. system until the ceremonies started at 10 a.m. Elmer C. "Pat" Weber, store manager; Cyril J. Deutsch, area general manager; and Gordon Metcalf, Chicago, Midwest territory vice president, were introduced.

Then County Judge Bert Van Arsdale declared the new store a further step forward for St. Matthews, and Mayor Bernard Bowling called it a wonderful asset to the community and neighboring counties.

With that., Mayor Bowling cut the satin ribbon, and the crowd surged through the doors.

The bright, superbly equipped \$2,000,000 plant showed off to its best advantage as Bermudas-clad housewives, young mothers with restless babies, older couples from nearby counties, and myriads of other people with varied interests in the new store milled around.

Washers, swished and driers hummed in the home appliance department where the tentative buyer could see this projected purchase in operation.

Courtesy *The Voice Of St. Matthews:*

SEARS
ROEBUCK & CO.

Handy in St. Matthews! Complete, expert care for your car at lower prices . . .

SEARS Super Service

Allstate Safety Belts . . . installed
Allstate Auto Safety Belt, Law reads - C.A.A., S.A.C., and Federal government specifications.
948 Each
Most Cars

SEAT BELTS

BRAKE SERVICE!
Extra heavy duty, louvered brake linings, complete brake service, 25,000 mile guarantee.
3498
Most Cars

MINOR TUNE-UP
best 698 best 898
gas extra

SEAT BELTS

BRAKE LINES

MINOR TUNE-UP

SEARS Super Service

Get 30% Longer Muffler Life with an Allstate Heavy Duty Muffler . . .
New Double Zinc Coated
\$1088
*48-60 Chev.
except convertibles

INSTALLED

- *1957 Ford V8, except convertibles 11.99
- *1958 Ford V8, except convertibles 11.99
- *1959 Ford V8, except convertibles 11.99
- *1960 Plymouth 6, except convertibles 11.99
- plus tax, 7.49 to 12.49

Get longer life, more gas economy, take the wear out of your car with Allstate mufflers at Sears car prices! Equal to or better than original equipment! Same as dealer.

Car Safety Belts Installed **SEARS St. Matthews Service Station TW 3-3671**

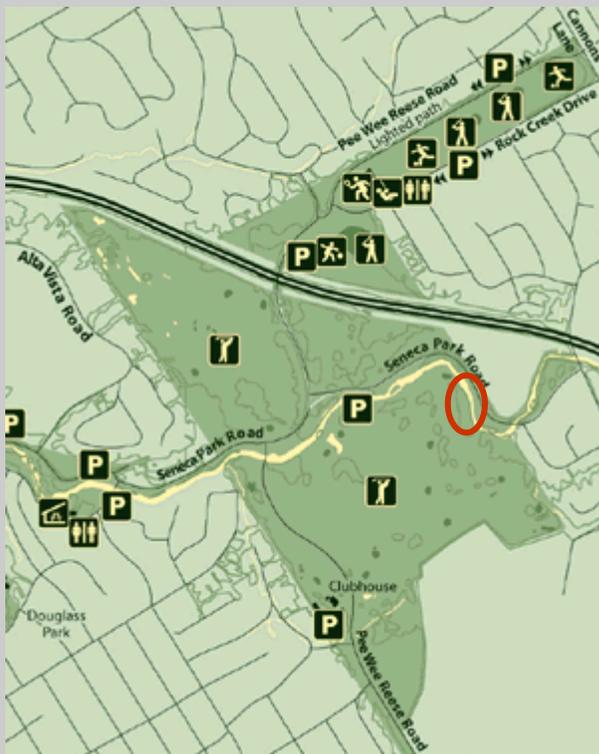
January 25, 1962

Courtesy of courtesy <http://www.flickr.com/photos/pleasantfamilyshopping/2282372723/>



February 21, 2008

Photos courtesy of various Internet sites.



Location of the "Curve" in Seneca Park, a place where we "hung out."

Courtesy http://www.cityofsenecagardens.com/surrounding_areas.htm

Seneca Park

Excess land from Louisville's purchase of Bowman Field was developed as Seneca Park, named for the famous tribe of American Indians. Plans for the park were drawn by Olmstead Brothers, successor to the firm of Frederick Law Olmstead, the original designer of Louisville's park system.

Gifts and purchases of strips of land adjoining the original tract have added 13 acres, making Seneca Park the second largest park in Louisville. Cherokee and Seneca Parks were linked in 1929 by purchase of four acres from R. S. Reynolds and C. K. Reynolds for \$12,862.



Places You Will Remember-In More Detail:

Seneca Park

Courtesy Al Ring:



The "Curve Area"



The "Curve Area"



Courtesy St. Matthews The Crossroads of Beargrass, by Samuel W. Thomas, 1999:

Marshall Gives 99-Year Lease To New York Firm

March 18, 1954

R. W. "Buck" Marshall has given a 99-year lease on his 34 acres on the south of Shelbyville Road, proposed site of the giant Marshall Shopping Center, to the Delevan Realty Corporation.

This is a subsidiary of Jacob Gross, Inc., of Rochester, N. Y. Ralph Bierbaum is the president and Rex Levy of New York acted as broker.

The 20 acres zoned for commercial use will be used for the shopping center. No plans have been announced for the remaining 14 acres, zoned residential.

The Rochester firm, which has shopping centers under construction in several other major cities, will construct between 25 and 40 stores in a semi-circle fronting on Shelbyville Road, across the road from Beechwood Village and the St. Matthews Community Center.

There will be parking space for 1,400 cars. The firm is busy getting tenants, and the Taylor Drug Company is reported ready to go into the center with a store. Other major tenants will be a super market and a department store.

Construction is expected to start in June. Estimated cost will be \$1.5 million.

The Marshall Realty Company last week purchased an 18-acre tract across the road, next to Beechwood, for \$125,000 from the J. J. Butler estate. There are no definite plans yet for developing this property, but it is expected eventually to be a supplement to the shopping center.

MARSHALL TO BUILD CENTER FOR 2 MILLION

Construction of a \$2,000,000 shopping center on Shelbyville Road will be started within about 90 days, Robert W. "Buck" Marshall said Friday, following rezoning of a 20-acre tract for commercial building.

"I'm going to make it one of the nicest shopping centers in the United States," said Mr. Marshall. "It's the fulfillment of a dream for me. I've been planning and studying it for four of five years. St. Matthews will be proud of it. I'm going to shoot the works on this one. Everything's going to be done right or not at all."

He said he thought it might take three years to complete the job. He plans to build 12 to 15 stores and furnish parking for more than 1,500 automobiles. They won't be sold, but leased, he said.

He said Kroger's was ready to go in with one grocery store, Walgreen Drugs and S. S. Kresge may also come in, he added. He also feels another post office might locate there. He said he also wants one good department store, and several second-story offices for an insurance company, a doctor's office, and a lawyer's office. "I want only high class stores," he said. "I want to be a complete shopping center."

Ed Augustus, St. Matthews architect, is working on drawings now.

Mr. Marshall had previously been turned down in applying to have the area rezoned commercial, following objections by home-owners in the neighborhood. The shopping center will be located on the south side of Shelbyville Road opposite Brampton Road.

Mr. Marshall lives at 4180 Westport Road. He owns Marshall Planing Mill in St. Matthews.

September 24, 1953

New Center Will Put Taylor Drugs, Kroger's, Citizens Bank In Key Spot

A Voice Feature

They're calling it "the most fabulous mile in the southeast," the mile of Shelbyville Road between Hubbards Lane and the Inner Belt Highway.

Groundbreaking ceremonies were held Thursday for the 20 stores to be built in the middle of the fabulous mile. They will go up on the 34 acres developer Ralph Bierbaum is leasing from Buck Marshall on the south side of Shelbyville Road opposite Beechwood Village.

The deal fixes Buck for life, yielding him an annual \$25,000 for 99 years. And a look at the firms which have already taken leases on the stores, not scheduled to be finished until August, 1955, points up the tremendous potential of the area in terms of commercial development.

The prospects are so bright that a deal is in the making for "Park and Shop" to build a store near the Bierbaum development.

Here are the firms already signed by R. J. Stewart, realtor, who is handling the deal for Mr. Bierbaum on the local level:

Kroger's, Central Furnitures, Highland Cleaners, Vic Lorch Jewelers, Diana Stores (a national chain of lady's ready-to-wear), Schiff Shoes and Thom McAn Shoes (both national chains), Woolworth's, Taylor Drugs, Zeller's, Levy Brothers (who will open a clothing department store), W. T. Grant Food Basket (a grocery chain) and Citizens Fidelity Bank and Trust Company.

Several other firms have signed, but have asked to remain anonymous at present. Dahlem Construction Company will do the building. The cost has not yet been announced, but is estimated to be between \$1.5 and \$2 million. Sidney Moritz of Chicago is the architect, and Rex Levy of New York, the realtor.

Parking will be available for 1,600 cars at first. More parking space will be added later if necessary.

The development will be another blow to downtown Louisville business, and may hurt, at least temporarily, downtown St. Matthews. For it will raise to 50 the number of stores between the Inner Belt and Hubbards Lane, making it a major shopping center, with the best parking facilities in the County.

Buck of the trade is expected to come from a radius of two and one half miles. That would include Lyndon, Brookhaven, Beechwood Village, Richlawn, and Parkside. More trade is expected to come along the Inner Belt Highway from the Taylorville Road area and the Cherokee section, and from Middletown and Anchorage.

There are other important ramifications. Trade from Anchorage, Middletown and Lyndon, which normally went to St. Matthews and the Fairmeade sector, will be diverted to the new center.

Taylor Drugs, Citizens Fidelity Bank and Kroger's have put themselves in a very advantageous position over continuing competition. Taylor's now has a store in the heart of St. Matthews, which has captured much of the St. Matthews trade. A second store at the corner of Chenoweth Lane and Brownsboro Road has won the Indian Hills — Rolling Fields — Mockingbird Valley trade. With the only drug store along Shelbyville Road east of Fairmeade, Taylor's is making a bid to capture all the trade in that area.

Citizens Fidelity will be in an extremely favorable position. It will have a branch bank on both flanks of St. Matthews. The downtown St. Matthews branch is further west than any other St. Matthews bank, and has almost half the business in downtown St. Matthews. This branch is being expanded and a drive-in window added.

The new branch is further east than the Bank of Louisville and Lincoln Bank branches under construction on Shelbyville Road, and will have first crack at all the business between Beechwood Village and Middletown, and from Lyndon to Taylorville Road.

Kroger's, which also does a heavy volume in downtown St. Matthews, now has a chance to capture all the trade along Shelbyville Road, east of Fairmeade. It will be the chain supermarket closest to Anchorage, Middletown, and Lyndon.

All this at a time when residential construction in the area is at an all-time high, and promises to go even higher during the coming year.



Builder Joe Dahlem, right, smokes "the biggest cigar" at groundbreaking ceremonies for "the biggest shopping center" Thursday. It is located on Shelbyville Road, across from Beechwood Village. From left are M. C. Harvin, Kroger real estate manager; R. W. "Buck" Marshall, owner of the land; Ralph Bierbaum, developer; Charles Kane, assistant vice president of Citizens Fidelity Bank and Trust Company; William Harrison, president of Taylor's Drugs; and Mr. Dahlem.

December 16, 1954

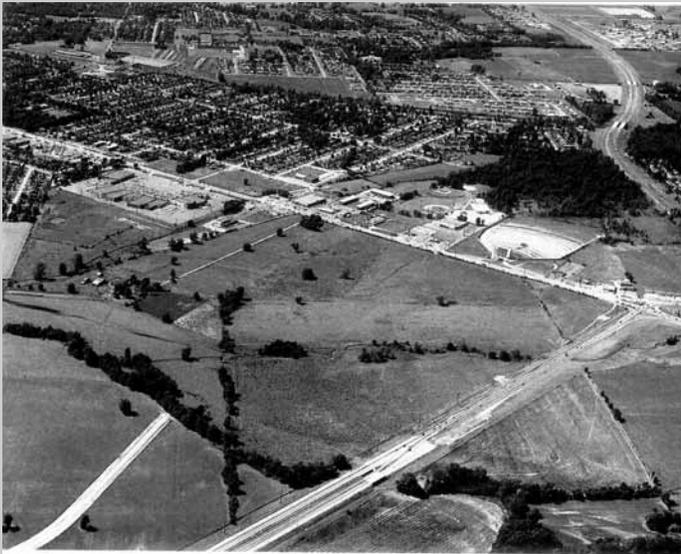
Places You Will Remember-In More Detail:

Shelbyville Road Plaza

Courtesy St. Matthews The Crossroads of Beargrass, by Samuel W. Thomas, 1999:



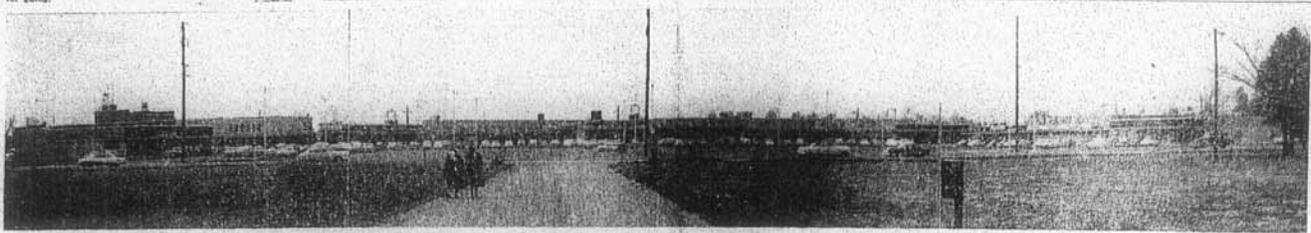
Meisner house and barn. Now site of the Shelbyville Road Plaza. View from Shelbyville Road just east of creek that borders the shopping center. Photograph by Warren Kellar Frederick. About 1940. University of Louisville Photographic Archives.



Aerial view showing Watterson Expressway before completion North of Shelbyville Road and the completed Shelbyville Road Plaza. By Billy Davis, 7 July 1960. Louisville Since The Twenties, 192. Below, 1967 photo, Billy Davis Collection, University of Louisville Photographic Archives.



Courtesy *The Voice Of St. Matthews*, November 24, 1955:



The Shelbyville Plaza

Shelbyville Plaza Grand Opening Is Tuesday

Diana Store To Use All Local Personnel

Mrs. Audra Johnson, manager of the Diana Shop which opened in the Shelbyville Plaza Thursday, may not be with us long.

The attractive, pleasant lady executive, who seems to be very popular with all her employees from the janitor to her assistants, explained that it is a policy of the chain organization to pick personnel for each store from the area in which it is located.

"I just helped open a unit in Ottumwa, Iowa," she said. "I'll stay here until a local person is trained to take over."

"The Diana management feels the needs of shoppers can best be served by their friends and neighbors," she said.

Mrs. Johnson, who hails from Ottumwa, said the store will have 20 employees and will be open from 9 a. m. to 9 p. m. every day.

She explained that Diana Stores Corporation was founded in 1938 in two small towns in the South, and now has 178 specialty shops, with its own five-story executive and buying offices and warehouse in New York.

The local store carries a com-

plete line of misses' and women's dresses, coats, suits, sportswear, beach wear, lingerie and accessories. A special section devoted to a complete children's department will be featured. Hosiery manufactured in the company's own mill will also be stocked.

The store, 35 by 170 feet, is completely air-conditioned. The interior is of blond, Honduras mahogany, set off by custom designed carpeting from wall to wall. Walls are of moss green and the harmonizing wall paper are expressly designed for Diana stores.

There are 13 modern, fitting rooms. Mrs. Johnson explained the company now in an expansion program, plans to open 50 more stores in the next five years.

On opening day, free gifts for the ladies and children were distributed, as well as door prizes. On hand were Diana executives including Miss Helen Lee, a vice president; O. Tobel, display director; and two territorial super-



MRS JOHNSON

November 24, 1955

23 Stores To Be Ready Giving Away Car And Other Prizes

Twenty-three stores in the Shelbyville Plaza shopping center, located on the south side of Shelbyville Road opposite Beechwood Village, will be doing business at the center's grand opening November 29.

Nine of the stores will be open for the first time on the day of the grand opening.

In celebration of the grand opening, the stores as a group will award five valuable prizes. On November 29, a Westinghouse refrigerator will be given away; on November 30, a Westinghouse range; on December 1, a Westinghouse laundromat; and on December 2, a Westinghouse dryer.

The grand prize given December 3 will be a 1956 Ford Ranch Wagon.

Nearly all the stores will award prizes of their own and will present souvenirs to their customers.

Between 100 and 150 thousand customers are expected to shop at the Plaza during opening week.

week.

Left to right, the elaborate modern stores in the Plaza and their opening dates are:

Jefferson Federal Savings and Loan Association, opened November 21; Alfred Allen's Beauty Shop, opened November 17; Kentucky Imports, opened late last week; Kroger's, opening November 29; Central Furniture, opened November 21; Hi-Land Cleaners, opened November 17; Vic Lorch Jewelers, opening November 29;

Diana Shops, Schiff Shoes, and F. W. Woolworth, opened November 17; Zellners and Taylor Drugs, opening November 29; Levy Brothers, opening November 21; W. T. Grant, opened November 17; Thom McAnn and Hytken's, opening November 29; Val-U-Mart, opened November 17; Hall of Cards, opening November 29; Plaza Flowers and Fun Fair, opened November 17; Gateway Super Market, opening November 29; Richmond Clothing, opening date not announced at this time; Devco Paint Store and Wagner's Bakery, opening November 29.

There is parking space for 1,550 to 2,000 cars, depending on how the people park.

A marquee extends the full length of the building and will protect the shoppers during bad weather.

Shelbyville Plaza is located on the 34-acre site, developer Ralph Beirbaum leased from Buck Marshall. The lease yields Mr. Marshall an annual \$25,000 for the next 99 years.

Dahlem Construction Company did the building. Sidney Morris of Chicago was the architect, and Rex Levy of New York, the realtor. R. J. Stewart, realtor, handled the leasing on the local level.

The ground breaking ceremonies were held in mid-December of 1954.

Courtesy *The Voice of St. Matthews*, December 1, 1955:

**Shelbyville Plaza Opening Called Successful
1,500-Car Parking Lot Crowded Most Of Day; 12 to 18 County Police Kept Traffic Moving**

Businessmen in the Shelbyville Road Plaza were pleased with the grand opening Thursday.

"Tremendous" said James Garrett, manager of Levy Brothers.

"Fabulous," said Murry Libman of Val-U-Mart.

"Very successful," said W. H. King of Woolworth's.

"It went very smoothly and very successfully," said William McAuley, manager of

W. T. Grant's and president of the Plaza Merchants' Association.

No estimate was available of how many people visited the Plaza as a whole, but Mr. McAuley noted that the parking lot, which can accommodate 1,500 to 2,000 cars, was full all day.

Individual store estimates ran from 3,000 to 8,000 each. There was some difference of opinion as to whether the cold weather, which hovered around and below 20 degrees all day, affected business.

Mr. McAuley and other businessmen highly complimented handling of traffic by the County Police force.

The Plaza opened at 9:30 a.m. and closed at 9 p.m. The parking lot was at least three-quarters full until about 4 p.m. Then it slacked off until 6 p.m.

Traffic was so heavy at 7:15 that one lane was backed up to Hubbards Lane, about a half mile away. Every parking space in the giant lot appeared to be taken.

C. E. Howard, of 1014 Cannon's Lane, won the Westinghouse refrigerator that was given away. Each night until Saturday an appliance will be given away. Then the week's total of free chances will be dumped together and a winner selected for the grand prize, a station wagon.

Mr. McAuley, like the other businessmen interviewed, said he heard of no unpleasant incidents. "Things went pretty smoothly thanks to the marvelous job the County Police did. I didn't hear of any traffic accidents."

Mr. King said: "The Jefferson County Police did a beautiful job of keeping traffic moving and not letting it get bottled up. They kept it going very smoothly, despite the fact that the parking lot was crammed full much of the time." Twelve to 18 County Police were on duty all day.

Mr. McAuley said all the merchants he talked to thought the opening successful. "One man said all he did was fill out tickets (free chances on appliances and the car.)"

He could not say exactly how

many people visited Grant's. However, he said his employees issued about 8,000 to 10,000 tickets, so he would estimate his store's crowd at about that much.

He said his store had about as good a day "as we had November 17 when we opened."

He noted that 22 stores participated in the grand opening Tuesday, one more was scheduled to open Wednesday, and the other four would be opened shortly.

Merchants participating in the Grand Opening Celebration were: Levy Brothers; W. T. Grant Company; F. W. Woolworth Company; Gateway Supermarket; The Kroger Company; Central Furniture Company; Taylor Drug Stores; Vic Lorch and Sons; Diana Shop; Zellner's Inc.; Schiff Shoes; Tom McAnn Shoe Stores; Jefferson Federal Savings and Loan Association; Devco Paint Store; Hi-Land Cleaners; Val-U-Mart, Inc.; Plaza Flowers; Wagner's Bakery; Fun Fair; Hall of Cards; Imports Ltd., and Alfred's Hair Stylist.

Hytken's was scheduled to open yesterday. Other stores to open are Thom McAn's Shoes, Don Arnold Portrait Studio, Richman Brothers, and a restaurant.

The driveway in front of the stores developed rough spots, so that automobiles bumped along as if they had flat tires. Mr. McAuley said it would be resurfaced.

He explained there was a water table under his building, and he has four sump pumps going to keep the level 12 to 18 inches below the building. After the first of the year, two more inches of asphalt will be added to the whole parking lot, he said.

He said the Plaza would be open from 9:30 a.m. to 9 p.m. every week day until Christmas. Regular hours will be established later, Mr. McAuley added, and he expects the Plaza to stay open regularly two nights a week.

He said he had 124 people working Tuesday, in shifts. "I was a little short of help in the evening," he said.

Mr. Libman said his Val-U-Mart had 25 to 30 people at a time in the store for 12 hours.

"It was fabulous." He said his three employees worked feverishly all day, and in the evening, two more were added.

Like the other store managers, he agreed that the crowd "bought" as well as "looked."

"If it were not for the cold weather holding down the crowd, there would have been no conceivable way for us to handle the people. We were at our limit."

Dan Patterson noted that his Taylor Drug Store "did very well" and the firm's executives seemed pleased.

He observed that a drug store could not be expected to experience that tremendous boost in traffic usual to a grand opening. Nevertheless he estimated that 2,000 or 3,000 people came in the store "as a wild guess."

His store has 18 regular employees and seven more were brought in from other stores in the Taylor chain to help. He said he could not make an accurate guess of traffic because the store was big. "We have 7,500 square feet, the largest in the Taylor chain."

The only slack period he noticed was from 4 to 6 p.m. The night was very busy, he said.

He did not think cold weather held down the crowd. "The parking lot was full. The people were somewhere here," he said.

Mr. Garrett at Levy Brothers said he used 80 sales people in three shifts. He noted the store opened with 40 sales people a week ago Monday, and this number has already been doubled. "It's been simply tremendous," he said. "We had about twice as many people as we expected Tuesday."

He said business has been "amazing" at his store since opening day and has improved ev-

ery day. "The cold weather didn't hold down the crowd," he said. "I don't know what we would have done with more people." He added that the County Police gave "excellent service and attention."

Mr. King estimated the crowd at Woolworth's at about 5,000 people. He cautioned, though, that this was just a guess. "They were buying pretty good," he said.

The only thing that went wrong was that the dishwasher at the lunch counter broke down, he joked. Otherwise it was "very successful and we were very pleased."

Hap Wetzel, manager of Kroger's, estimated that 3,900 people visited his store. Buyers and lookers were equally mixed in the crowd.

Mr. Wetzel was very pleased with the opening and the entire day went quite smoothly. "The people made nice comments on the set-up of the store and the space," he said.

Parking space for customers was all right and there is parking space in the rear for Kroger customers," commented Mr. Wetzel.

Officers of the Shelbyville Road Plaza Merchants Association are as follows: Mr. McAuley, president; Mr. Garret, vice-president; Mr. King, secretary; John Harris, manager of the Jefferson Federal Savings and Loan Association branch office, treasurer.

Directors of the association are: Mr. Libman; Joe Wright, Central Furniture Company; Mr. Wetzel; Mr. Patterson; William K. Teiser, Vic Lorch and Sons; Lee Farah, Hi-Land Cleaners, and Charles Downs, Gateway Stores.

December 1, 1955

WIN A CAR AT THE PLAZA

Shop Weeknights at Shelbyville Plaza 'Til 9 p.m.



AMPLE FREE PARKING FOR 2,000 CARS
CONTROLLED STOP LIGHT TRAFFIC FLOW

FOLLOWING STORES OPEN 'TIL 9 P.M. FIVE NITES A WEEK

MONDAY
Thru
FRIDAY

- ★ CENTRAL FURNITURE
- ★ VIC LORCH
- ★ DIANA SHOP
- ★ SCHIFF SHOES
- ★ WOOLWORTH'S
- ★ LEVY BROS.
- ★ GRANT'S
- ★ THOM McAN
- ★ HALL of CARDS
- ★ FUN FAIR
- ★ RICHMAN
- ★ WAGNER'S

The KROGER CO. AND GATEWAY SUPER MARKET
 Open 6 Days A Week 'Til 9 p.m.

TAYLOR DRUG CO. OPEN 7 DAYS A WEEK
 8 a.m.—3:30 p.m. Weekdays
 8 a.m.—3:30 p.m. Sundays

OTHER STORE HOURS

SUBURBAN CAR—SUBURBAN LIVING—SUBURBAN SHOPPING

New Chevrolet Station Wagon
 To Be Given Away **FREE**
 At Shelbyville Road Plaza

REGISTRATION BEGINS TODAY
 CONTINUES THRU NOV. 3
YOU MAY WIN



WIN THIS SUBURBAN CAR for your **SUBURBAN LIVING AND SUBURBAN SHOPPING PLEASURE!**

HYTEN'S 9:30 a.m.—5:30 p.m. daily except Open 'til 9 p.m. Thurs. & Fri.	DEVOE PAINT 8:00 a.m.—5:30 p.m. daily except open til 9 p.m. Thurs. & Fri. nites	HI-LAND CLEANERS 7:30 a.m.—6 p.m. Mon. thru Sat.
ZELLNER'S 9 a.m.—5:30 p.m. daily except 9:30 a.m.—9:00 p.m. Thurs. & Fri.	JEFFERSON FEDERAL 9 a.m.—4 p.m. Mon. thru Fri. 9 a.m.—12 noon Sat.	ALFRED'S DON ARNOLD 9 a.m.—8 p.m. Daily Open Mon., Thurs. & Fri. 10 to 8 a.m.

FREE — FREE
 WIN THIS BRAND NEW
SUBURBAN CAR



CAR FURNISHED BY YOUR SUBURBAN CHEVROLET DEALER
PENDERGRASS CHEVROLET CO.
 4156 SHELBYVILLE ROAD

COME OUT AND REGISTER
 BEGINNING TODAY, SEPT. 20, 1956

DRAWING WILL BE HELD
 SATURDAY—NOVEMBER 3, 1956

NOTHING TO BUY — REGISTER
 AT ALL PARTICIPATING STORES
 IN THE PLAZA

You Do Not Have To Be Present To Win. Employees and Families Not Eligible.
 —Shelbyville Road Plaza Assn.




20 CAGES
 OF
WILD ANIMALS
 ON DISPLAY FOR YOU TO
 SEE THURS.—FRI.—SAT.
 FROM 10 A.M. 'TIL CLOSING

THURS.-FRI. & SAT.
MAY 5-6-7
ADMISSION



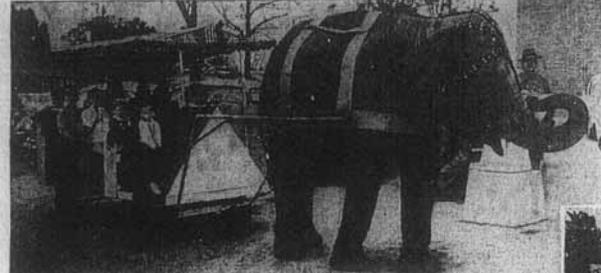
Free

- THURS. & FRI. SHOWS
AT 4 PM & 7 PM
- SATURDAY SHOWS
AT 11 AM—2 PM—4 PM



★
 SEE
 FAMOUS
 CLOWNS
 ★

CIRCUS WILL BE ON PLAZA PARKING LOT



ELEPHANT RIDES!
EXCITING SAFARI TRAIN!!

EVERY PARTICIPATING PLAZA STORE WILL GIVE AWAY CUT RATE TICKETS GOOD FOR RIDES ON THE ELEPHANT AND THE EXCITING SAFARI TRAIN
 A FREE MERCHANT EXCHANGE TICKET & 15c ENTITLES YOUR CHILD TO A 25c RIDE

RIDES OPEN 10 A.M. TO 9 P.M.
 THURS.—FRI.—SAT., MAY 5-6-7



- ★ SEE PERFORMING ELEPHANTS
- ★ OUTSTANDING CIRCUS ACTS
- ★ LAUGH AT FUNNY CLOWNS
- ★ 20 CAGES OF WILD ANIMALS

Mothers: Bring Your Cameras To Take Pictures Of Your Children Having Fun!

MOM & DAD! BRING THE KIDS TO THE PLAZA FOR LOADS OF FUN!

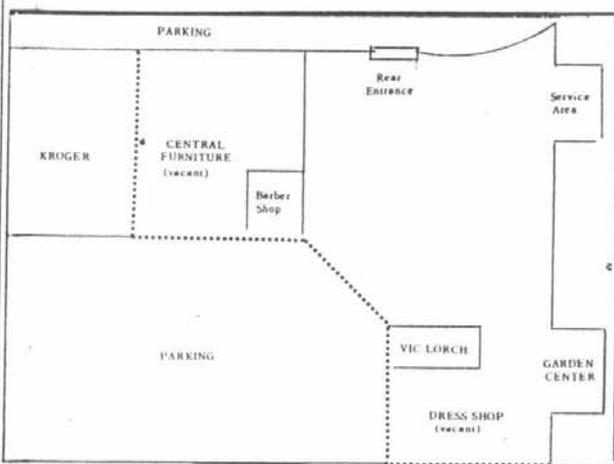
Get Your Ride Tickets From Any Store Listed Below!
 THE MERCHANT EXCHANGE TICKET AND 15c ENTITLES YOUR CHILD TO A 25c RIDE

- | | | |
|----------------------------------|---|--------------------------|
| Alfred's Hair Stylist, Inc. | Hytken's | Plaza Barber Shop |
| Central Furniture Co. | Jefferson Federal
Savings & Loan Assn. | Plaza Flower Shop |
| D. T. Davis Co.
Inc., of Lou. | The Kroger Co. | Rainbow Shops |
| Devoe Paint | Levy Bros., Inc. | Schiff Shoes |
| Fun Fair, Inc. | Vic Lorch & Sons, Jewelers | T. P. Taylor Drug Stores |
| W. T. Grant Co. | Niblack System of Ky. | Wagner's Bakery |
| Gateway Super Market | Thom McAn Shoes | Woolworth's |
| Hall of Cards | Dr. Ivan M. Pearlman
Optometrist | Zellner's, Inc. |
| Hi-Land Cleaners | | |



Courtesy *The Voice Of St. Matthews*, August 29, 1963:

Expansion at Plaza set for Consolidated Sales



Top is a diagram of the proposed layout of the expansion to Shelbyville Road Plaza. Right is vacant quarters of a former furniture firm and left is vacant store room. Photo at bottom shows the area as it is today. The new structure will go in the center and toward the rear—an area now used for parking.

Expansion

continued from page 1
 as one of the major shopping centers in Louisville.

When the ultra-modern Mall center opened just a few hundred yards east of the Plaza over a year ago, there was a strong belief among business men that the Plaza's business climate would be appreciably hurt.

Plaza merchants have since maintained that their business has grown, however.

Plans for a major expansion of Shelbyville Road Plaza to accommodate Consolidated Sales were approved last Saturday by the St. Matthews Planning and Zoning Board.

When completed the new structure and alterations will cost an estimated \$300,000 and will contain some 44,000 square feet of floor space.

The Board approved a building permit for the new structure on the southeast side of the Plaza and alterations of adjoining buildings in which are presently located a barber shop and a jewelry store.

When completed the altered buildings and new structure will be incorporated into one unit. According to plans filed with the Zoning Board, the alterations will include quarters formerly occupied by a furniture store on the east side and quarters formerly occupied by a dress shop on the south side.

Board officials said they were told construction would start immediately, and the building would be ready for occupancy by March.

The plans, submitted by Dahlem Construction Co., say that window glass in existing buildings will be removed and redesigned to fit into the architecture of the new building.

Also the front of the upper part of the building will be faced with ribbed sheet metal siding. A new canopy will be installed over part of the sidewalk and part of the existing canopy will be retained.

The plans show the main entrances and exits to the new building will be located generally in the center.

A service area for automobile accessories will be located at the rear of the building and also an enclosed garden center. A major rear entrance is located on the east side.

Additional parking (to offset space used by the new structure) will be added to the rear. The plans say an area of 150 feet by 655 feet will be paved.

The building plans confirmed reports for nearly a year that Consolidated Sales would move from its present quarters at Chenoweth Lane and Shelbyville Road.

It is the first major expansion of the Plaza which was opened with some 30 stores in 1955.

continued on page 11

Places You Will Remember-In More Detail:

Shelbyville Road Plaza

Courtesy Google:



Places You Will Remember-In More Detail:

Shelbyville Road Plaza

Courtesy Al Ring (61), June 2008:



Courtesy <http://www.loopnet.com/property/15077522/4600-Shelbyville-Road/>

Courtesy *The Courier-Journal*, May 7, 2008, Martha Elson:

Hanging it up Landmark men's apparel shop to close doors

In the "old" days about 35 years ago, dressing up for church was a given.

But today, if dad's wearing a golf shirt to church, he can't require his young son to wear a blazer or suit, said Ron Sanders, owner of Showers Boys' & Young Men's Shop.

"That wouldn't fly," Sanders said one recent morning at the small "better boys clothing" retailer, an institution in downtown St. Matthews that is scheduled to close at the end of this month.

At his church, Middletown Baptist, Sanders said he's among only about a half dozen men who still wear a suit or jacket.

After 34 years of owning the shop, Sanders, 61, who lives in Anchorage, is hanging it up and ending the store's 67-year history, unless someone buys it. It has been for sale for about a year, he said.

His lease runs out in July at its current location, 3803 Wilmington Ave., in the Wallace Center.

The store is named for its original owner, Henry Showers, who started it in 1941 on Shelbyville Road, near Plehn's Bakery, where it stayed until 1989.

Showers, who died in 1964, sold it in 1955, and Sanders bought it from George Venhoff in 1974. It moved to Chenoweth Square in 1989 and to its current location five years ago.

Sanders had been a boys' clothes buyer for Bacon's, across Shelbyville Road from the original site near Plehn's.

Showers has become, in essence, a special-occasion shop with attire for weddings, funerals, proms, bar mitzvahs and other dressy events, Sanders said.

He also had business over the years from Louisville Collegiate School and others that required the type of knit shirts and slacks he sold as part of their uniforms.

"It's made a good living for me for a lot of years, but I haven't been pushing it for the last few years," he said.

Some of the store merchandise -- which included classic blazers, khaki pants, ties, blue oxford cloth shirts and yes, even Levi's jeans -- was marked 80 percent off.

Brands that Showers has carried include Cant, Nautica, LaCoste and Dockers.

In its heyday, the store was known as "the Rodes of the boys' world," and it had as many as 15 competitors -- including Rodes, Lovenhart's, Fashion Post and Lad 'n' Dad, Sanders said.

He has refused to carry more "fashionable" and less-expensive clothes, saying stores go out of business selling what's here today and gone tomorrow.

"The market has become extremely casual," Sanders said. "We're a survivor. We're one of the few that's still going. There's market there, but it's not as big as it used to be."

Even he has loosened up a bit. He was wearing a sport coat and shirt, but no tie. "Two years ago, I wouldn't have been caught dead without one," he said.

Showers is "such an old staple of St. Matthews," said Sanders' daughter, Christie Robinson of Indian Hills. People her age, 31, whose mothers took them there, take their sons, she said. She is Sanders' and his wife, Sherry's, only child, and she has two daughters. But her dad said he has some well-dressed nephews.

Real-estate broker and Chenoweth Square owner Walter Wagner, 75, said he went to Showers as a young person and has taken his children and grandchildren there.

"We wore nice clothes," Wagner said. "Children wore nice slacks and shirts." Today, "it's really a different ballgame." His company now has a casual day on Fridays, "which 20 years ago I wouldn't have even thought about."

He said Sanders "ran a great business."

Sanders used to have four or five employees, but he's now down to a part-time alterations person. "It's sad" but also a relief, he said, "It's been a good run."

By Bill Luster, *The Courier-Journal*, Ron Sanders, owner of Showers Boys & Young Men's Shop, said in recent years the store has become a special-occasion shop.



Courtesy *The Voice Of St. Matthews:*



***Boy Scout**

TRADING POST

Your Boy Scout will find all his "official" clothing in our very complete Boy Scout Trading Post. Your charge account welcome.

SHOWERS

BOYS' SHOP

3930 Frankfort Ave. St. Matthews TA. 7012



Courtesy Sidney Eline, Jr., Showers Shop

March 4, 1954

Places You Will Remember-In More Detail:

Sportsdrome

Courtesy of <http://www.sportsdromeonline.com/>



Sportsdrome Today



DOOR PRIZES

**Sportsdrome
Speedway**

Jeffersonville, Indiana
Presents

DOOR PRIZES

9th Annual

**G&G Radiator
X-treme Figure 8
KEEP KOOL 100**

Sat. May 10, 2008

5:00 PM Qualifications Begin - 7:00 PM Races Begin
Pit Gate opens at 2:00 PM

- 100 Lap X-treme Figure 8 Feature
- 30 Lap Oval X-treme Feature
- 25 Lap Dromer Figure 8 Feature
- 25 Lap Dromer Oval Feature

-PLUS-

STREET LEGAL SPECTATOR DRAG RACES ON THE OVAL!
\$300 + TROPHY TO WINNER!



2007 Champion Jeff Roberts
(Photo by: Vito Riva)

General Admission - \$12.00 • Children 12 & under - \$5.00

Rain Date: Saturday, May 17, 2008

A G&G Motorsports Production



Sportsdrome 1950

In operation since 1947 Sportsdrome Speedway is the Home of Short Track Racing in the Louisville and Southern Indiana area. The only asphalt track in Kentuckiana to feature Oval action and the thrill of Figure 8 Racing, Sportsdrome Speedway is the ultimate weekly Auto Racing attraction for Drivers and Fans!

Sportsdrome Speedway is located 4 miles north of Louisville Kentucky at I-65 & Indiana Highway 131.



Courtesy of Earl M. "Mason" Gary (61):

Gary's Three Victories Steal Drome Show

Mason Gary stole the show last night at the Jeffersonville Sportsdrome.

The 20-year-old ministerial student of Campbellsville College scored a triple, winning the 25-lap figure 8 feature, the first heat race and the second semi-feature. Fastest qualifier in the feature was George Allard, in 18.68 seconds.

A 100-lap late model race is scheduled Saturday night.

- Trophy Dash—A. Arnold,
- First Heat—Mason Gary, Jim True, Hershel Nugent,
- Second Heat—Wally Ishaan, Don Uhl, A. Stringer,
- Third Heat—Don Gettlefinger, Glenn Sinder, Sonny Mattingly,
- First Semi-Feature — Bill Kimmel, Glenn Snyder, Ernie Fry,
- Second Semi-Feature—Mason Gary, Billy Vincent, A. Arnold,
- Consolation—Pete Wise, M. L. Hart, Jack Blankenbaker,
- Figure 8 Feature—Mason Gary, A. Arnold, Don Uhl, Walter Phipps.

Tommy Thompson is featured in race

Tommy Thompson, 4404 Compen on every foot of an auto racing track until the last car has passed the checkered flag.

One leg and one arm are permanently useless and even speech is a difficult task. He is able to utter only a few words at a time.

Everybody who has anything to do with auto racing at the Jeffersonville Sportsdrome is getting into the act to help make it a real success. The drivers are donating 10 percent of their purse, the Sportsdrome is donating 13 percent of the total gate (after deducting the purse and taxes), the concession stand is donating 15 percent and the track officials are going 50 percent of their wages and the 10 officers who are on hand to direct traffic are giving \$3 each from their night's wages.

Anyone wishing to donate a trophy or prize will find a warm welcome right up to the time of the race, according to Melvin J. Black, Sportsdrome manager better known as "Blacky" who is directing the benefit effort.

The Sportsdrome is located 2 miles north of Jeffersonville, Ind. on U.S. 31E. Admission for this race only will be \$2 for adults and 50 cents for children. Parking is free, as usual. Regular racing will resume on Saturday, Tuesday and Thursday with the Go-Carts on Tuesday and the Stock Cars on Thursday and Saturday nights.

The Voice Of St. Matthews, August 4, 1960

17-Year-Old Bids For Lead In X Racing

Mason Gary, a 17-year-old, will be shooting for Charlie Reichmuth's lead tonight when the X division automobile racing returns to the Sportsdrome.

Although Reichmuth continues to lead with 780 points, Gary has made the biggest advance the past two Fridays, vaulting from 10th to third with 560 points. Gary won last Friday's feature as he threaded his way through the intersection, with cars piling up all around him.

Bill Kimmel holds second place with 645 points but has had motor trouble the past two weeks. Ray Logsdon, in fourth place with 540 points, is still a threat for the X title.

A special program has been scheduled for Memorial Day night. Headlining the card will be a 100-lap late model feature for the 33 fastest qualifiers lined up 3 abreast, and a 25-lap Figure X race. Four heats and a late model semi-feature will round out the card.

Qualifying for Saturday and Wednesday will start at 6:30, with the first race each night set for 8:15.



This is one of Mason's cars.



Courtesy of Earl M. "Mason" Gary (61):

SPORTSDROME

STOCK CAR RACING

OFFICIAL
PROGRAM **15c**

1955



ABOUT THE COVER — SEE PAGE 2

BOB BRADY

Appliances and Furniture

COLOR-STYLED

Caloric

GAS RANGE

MAgnolia 2260

• 1212 S. 4th, Louisville, Ky. •

MAgnolia 3787

Courtesy of Earl M. "Mason" Gary (61):

1962 OFFICIAL PROGRAM 20¢

Sportsdrome Speedway

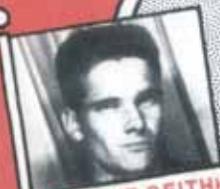
JEFFERSONVILLE, INDIANA



JIM ROBINSON
1961 CHAMPION - 'A' DIVISION
Car #8

COMING SPECIAL EVENTS--

- ◆ June 30—Powder Puff Derby
- ◆ July 4—Special Holiday Racing
- ◆ Watch for these Added Attractions!
- ◆ Mid-Season 'B' Div. Championship!
- ◆ Mid-Season 'X' Div. Championship!
- ◆ Mid-Season 'A' Div. Championship!
- ◆ Art Binkley Benefit Race!



CHARLIE REITHMUTH
Car No. 84



LEE GARRETT
Car No. 28



MASON GARY
Car No. 18



PAUL RIESERT



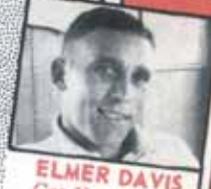
DANNY CRAVENS
Car No. 99



LLOYD FARNSELY
Car No. 75



RAY LOGSDON
Car No. 1



ELMER DAVIS
Car No. 22

Places You Will Remember-In More Detail:

Sportsdrome

Courtesy of Earl M. "Mason" Gary (61):

POINT STANDINGS MAY 17, 1962

"A" DIVISION				"B" DIVISION			
1. Bill Kimmel	870	---	---	1. Lee Garrett	700	---	---
2. Jim Robinson	715	---	---	2. Geo. Austin	690	---	---
3. Chas. Glotzbach	715	---	---	3. Bill Kimmel	660	---	---
4. Jack McDonald	690	---	---	4. Lloyd Farnsley	650	---	---
5. Danny Cravens	645	---	---	5. J. Blankenbaker	540	---	---
6. Earl Balmer	645	---	---	6. P. Hartlage	415	---	---
7. H. Hartlage	580	---	---	7. Chas. May	405	---	---
8. Gene Hanger	520	---	---	8. H. Logsdon	400	---	---
9. Buddy Barnett	450	---	---	9. Chas. Smith	375	---	---
10. Ray Logsdon	455	---	---	10. Jim Elzey	365	---	---
11. Stu Shouse	395	---	---	11. B. Hartlage	360	---	---
12. P. Hartlage	385	---	---	11. Gene Smith	360	---	---
13. Bruce Blair	365	---	---	13. Dee Beldon	320	---	---
14. E. Hartlage	315	---	---	14. Bill Skaggs	220	---	---
15. Paul Reisert	250	---	---	15. Chas. Mefford	210	---	---
16. Clatus Duvall	215	---	---	16. Norman Beldon	205	---	---
17. Wally Wulder	140	---	---	17. Ed. Haven	180	---	---
18. Paul Wellman	110	---	---	18. J. Mayfield	155	---	---
19. Tubby Weber	55	---	---	19. Billy Slone	125	---	---
20. R. W. Noel	50	---	---	20. Al Noe	120	---	---
20. Ed. Haven	50	---	---	21. Burl Hoke	110	---	---
20. Jesse Griffin	50	---	---	21. Lee Gehlbach	110	---	---

RACE RESULTS FROM SATURDAY MAY 12

1st Heat "A" cars	2nd Heat "B" cars	3rd Heat "A" cars	4th Heat "B" cars
1. J. McDonald	1. Bill Kimmel	1. D. Cravens	1. A. Noe
2. B. Kimmel	2. D. Hartlage	2. B. Blair	2. G. Austin
3. E. Balmer	3. E. Goldsmith	3. S. Shouse	3. L. Farnsley
4. J. Robinson	4. A. Mosgrove	4. H. Hartlage	4. L. Garrett

5th Heat "A" cars	"B" Feature	"A" Feature	"B" Consolation
1. C. Glotzbach	1. B. Kimmel	1. B. Kimmel	1. A. Mosgrove
2. P. Reisert	2. G. Austin	2. J. McDonald	2. C. Day
3. P. Hartlage	3. H. Logsdon	3. C. Glotzbach	3. C. Mefford
4. G. Hanger	4. E. Goldsmith	4. J. Robinson	4. R. Taylor
	5. L. Garrett	5. B. Blair	
	6. J. Blankenbaker	6. P. Hartlage	
	7. C. Smith	7. H. Hartlage	
	8. D. Hartlage	8. P. Reisert	
	9. D. Beldon	9. E. Balmer	
	10. L. Farnsley	10. B. Barnett	

Mason Gary was the winner in last night's FIGURE "X" feature, Ray Logsdon 2nd, finishing on three wheels after being hit in the intersection on the last lap, Glen Snider 3rd, Chas. Glotzbach 4th, Paul Reisert 5th. Eight cars finished the race out of 24 that started. The intersection was completely blocked for over half of the race.

For the tops in thrills, spills, action and excitement like you have never seen before be sure and see the spectacular FIGURE "X" race Friday here at the Sportsdrome. Four heats, a semi-feature, and rookie race, for drivers who have never won a race, will round out the program. Qualifications 7:00 P. M. First race 8:30 P. M.

FINAL POINT STANDINGS SEPTEMBER 22, 1962

HIS IS THE FINAL POINT STANDING FOR THE "A" DIVISION CARS

#69 B. Kimmel	3720	11. #48 P. Hartlage	1865
#12 C. Glotzbach	3375	12. #70 B. Barnett	1770
#98 E. Balmer	3360	13. #68 T. Spaugh	1485
#8 J. Robinson	2850	14. #66 B. Blair	1330
#4 J. McDonald	2725	15. #11 D. Cravens	1115
#28 H. Hartlage	2565	16. #44 E. Haven	1075
#64 S. Shouse	2305	17. #51 C. Jones	1045
#22 E. Davis	2210	18. #1 R. Logsdon	945
#99 P. Reisert	1930	19. #62 J. Griffin	755
#55 G. Hanger	1925	20. #87 C. Duvall	585

HIS IS THE FINAL POINT STANDING FOR THE "B" DIVISION CARS

#26 L. Garrett	2805	11. #2 C. Smith	1135	21. #55 G. Hanger	730
#37 B. Kimmel	2650	12. #14 A. Mosgrove	1120	22. #41 J. Elzey	715
#75 L. Farnsley	2435	13. #71 B. Slone	1115	23. #18 J. Mayfield	680
#90 E. Haven	2015	14. #34 D. Cravens	1035	24. #25 N. Beldon	615
#63 H. Logsdon	1790	15. #03 E. Burnett	1025	25. #57 B. Blair	555
#47 P. Hartlage	1690	16. #91 J. Sommerville	900	26. #17 Alfie Noe	540
#00 J. Blankenbaker	1460	17. #42 B. Hoke	880	27. #52 C. May	495
#92 E. Balmer	1365	18. #68 G. Smith	865	28. #66 B. Webb	445
#61 G. Austin	1320	19. #3 A. Noe	785	29. #38 B. Hartlage	425
#32 D. Hartlage	1250	20. #50 B. Summers	740	30. #97 R. Hurst	365

HIS IS THE FINAL POINT STANDING FOR THE "X" DIVISION CARS

#1 R. Logsdon	3375	11. #12 T. Watson	1305
#69 B. Kimmel	3055	12. #76 J. Taylor	1250
#94 C. Reichmuth	2930	13. #58 J. Wathen	1205
#16X M. Gary	2155	14. #23 H. Nugent	1170
#0X C. Glotzbach	2020	15. #24 D. Mullen	1085
#90X J. Slider	1645	16. #45 I. Mathews	1020
#5 G. Snider	1645	17. #27 D. Uhl	990
#68 T. Spaugh	1635	18. #50 B. Vincent	850
#2X P. Reisert	1555	19. #6 J. True	815
#67 J. Kelly	1435	20. #8 J. Robinson	810

This Sunday afternoon will be the final race of the season here at the **DROME**. Sept. 23th at 2:30 PM. **RACE YOU ALL HAVE BEEN WAITING TO SEE.** A challenge race between the best late models here at the Drome racing against the best the Fairgrounds Motor Speedway has.

The Sportsdrome and all its officials wish to thank each and every loyal race fan for their wonderful patronage this year and hope to see you all next year.

Courtesy of Earl M. "Mason" Gary (61):

SPORTSDROME
SPEEDWAY

OFFICIAL PROGRAM
1963
20¢

LATE MODELS
EVERY
SATURDAY
NIGHT

FIGURE
"8"
EVERY
SUNDAY
NIGHT

CLAPP MOTOR SALES
JEFFERSONVILLE, IND.
BU. 3-6665
4

Jack McDonald, Winner of the 1963 Memorial Day 100-Lap Race!

Courtesy of Earl M. "Mason" Gary (61):



ELMER DAVIS Overall Winner of Binkley 300 Aug. 3, 1963



Courtesy Dave Westerman (61),
From 1964, Sportsdrome figure 8 car



JIM ROBINSON Top Contender in Late Model Division 1961 Late Model Champion



Courtesy of Earl M. "Mason" Gary (61):

SPORTSDROME

OFFICIAL
PROGRAM
1964



25¢

SPEEDWAY



"STU"
SHOUSE

1963
LATE MODEL
CHAMP



FIGURE
"8"
EVERY
SATURDAY
NIGHT

BILL
KIMMEL

1963
FIGURE "8"
CHAMP



NEW AND
LATE MODELS
EVERY FRIDAY NIGHT!

Courtesy of <http://www.flylouisville.com/about/history.asp>

History

The 1940s

After World War II, community leaders began to acknowledge the tremendous potential for commercial aviation. Increasing airline passenger counts left no doubt that 400-acre Bowman Field could not continue to handle the needs of air passengers forever.

An aerial survey during the 1937 flood pointed to an unaffected area that had the potential to be the home of a new airport. This survey showed a large, dry area of land, which was later to become Standiford Field. (The airport was named for Dr. Elisha David Standiford who, as a businessman and legislator, played an important role in Louisville transportation history and owned part of the land on which the airport was built.)

In 1941, the U.S. Army Corp of Engineers built one, 4000-foot, north-south runway. However, the War Department delayed turning over the new airport to the community until the conclusion of World War II, as it was an integral part of both airfield operations and aircraft manufacturing. In fact, Curtiss-Wright and Consolidated Vultee both built aircraft for the War Department at Standiford Field during the war. Then, in 1947, the Federal Government turned the airport over to the Air Board, at which time all commercial flights moved to Standiford from Bowman Field.

Standiford Field opened for passenger business on November 15, 1947. Three airlines - American, Eastern, and TWA - were then handling more than 1,300 passengers a week. The old Consolidated Vultee Cafeteria on the airport was used as a temporary terminal. For the first 2 ½ years, the airlines operated out of a World War II vintage barracks on the east side of the field.

The 1950s

Growing pains led to the construction of Lee Terminal, a new, \$1 million facility that opened on May 25, 1950, with 42,400 square feet of space, sufficient to handle 150,000 passengers annually. That terminal was named for Addison Lee, Jr., Airport Authority Chairman from 1929 to 1949. Six gates were included in the new terminal. The parking lot contained space for 300 vehicles. In the mid-to-late 1950s, two interior concourses replaced fenced, open-air gate positions. In all, air terminal space was increased to 114,420 square feet.

The 1960s and 1970s

Boarding's at Standiford increased from 600,000 a year in 1965 to almost a million in 1970. Due to this increase in passenger activity, 1970 and 1971 brought new construction and an expansion of the terminal. The main lobby was extended; a west concourse housing USAir facilities was completed; and a 33,000-square-foot Delta Air Lines concourse was built. In addition, ramps serving the USAir and Delta concourses were constructed. The Federal Aviation Administration moved into the second control tower on Derby Day, 1971. The parking lot was increased to 2,000 spaces, and major airfield improvements were made.

The 1980s

Construction of the new landside terminal began in May 1983, with the terminal opening June 30, 1985. The modern facility replaced a terminal building first constructed in the late 1940s and originally designed to accommodate 150,000 annual passengers. In 1985, nearly two million passengers arrived and departed Louisville via scheduled airline service. The entire landside terminal project cost approximately \$35 million.

The new landside terminal was connected temporarily to Lee Terminal until a new airside terminal could be completed. Standiford Field "spread a new wing" with the opening of the airside terminal on April 2, 1989.

The future of Standiford Field changed dramatically when, in 1981, United Parcel Service (UPS) began a new overnight-delivery business with hub operations at Louisville's airport. UPS built a 35-acre apron for parking additional aircraft and initially employed 135.



A runway appears out of farmland



The old Consolidated Vultee Cafeteria



Lee Terminal



Passenger Terminal

Courtesy of <http://www.flylouisville.com/about/history.asp>

Just as Bowman Field outgrew itself in the late 1930s, so did Standiford Field in the late 1980s. As a result, the Airport Authority announced an ambitious expansion plan, called the Louisville Airport Improvement Program (LAIP), in 1988. In essence, the plans called for building a new airport atop the existing one, all the while continually and safely operating the airfield.

The 1990s

In 1993, low-cost carrier Southwest Airlines began service to Louisville that significantly increased passenger air travel. In fact, due in large part to Southwest's presence, passenger boardings increased 97.3 per cent from 1991-1999.

Increased passenger activity, its ranking as a major international air cargo airport, and the Airport Authority's vision for the future drove a name change for Standiford Field in 1995 to Louisville International Airport.

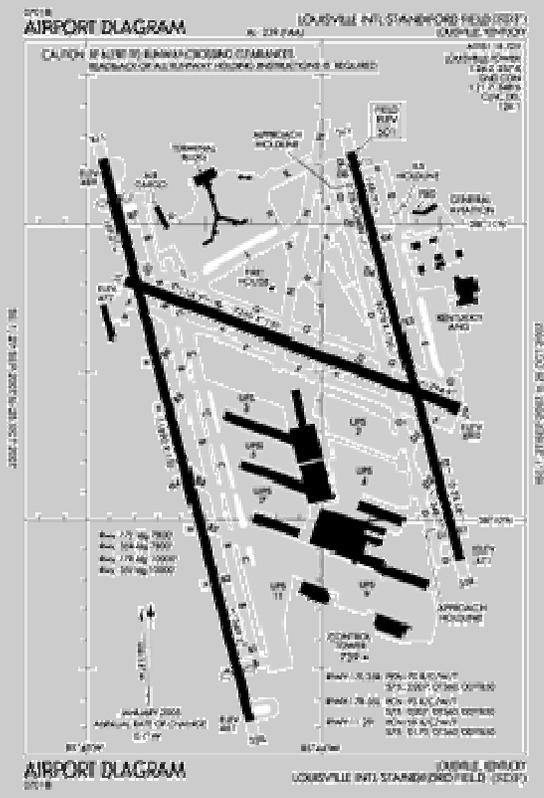
In 1998, a near total renovation of Louisville International Airport's airfield was finished. The expansion brought the opening of the new east and west parallel runways, a new Kentucky Air National Guard Base, a new United States Postal Service air mail facility, new corporate hangars, a new fixed-based operator, a four-level parking garage to handle increased passenger activity, and a new control tower.

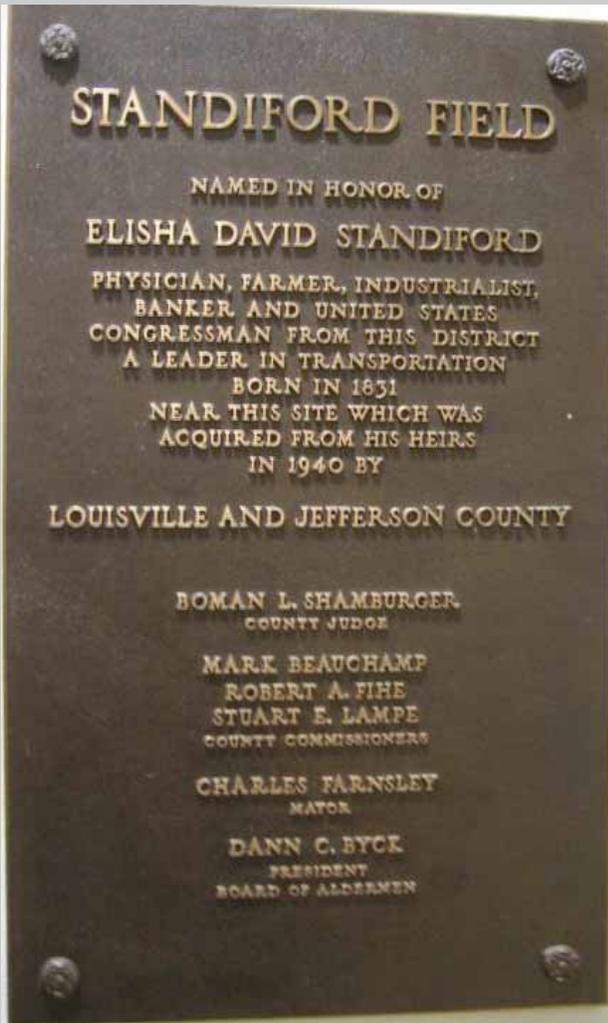
2000 and Beyond

On September 27, 2002, Worldport, a \$1.1 billion package-sorting center was opened by UPS at Louisville International Airport.

In 2005, a \$26 million, award-winning terminal renovation project was completed. Also in 2005, UPS chose Louisville for its heavy airfreight hub after closing the Dayton, Ohio, air hub of Menlo Worldwide Forwarding.

In May 2006, UPS announced a \$1 billion expansion that will increase sorting capacity over the next five years and create more than 5,000 additional jobs.





Courtesy *The Voice Of St. Matthews:*

\$500,000 bowling alley is planned near Center

For years there has been only one bowling alley in St. Matthews—Landohr’s on Shelbyville Road near Hubbards Lane—but before the year is out there will probably be another one worth almost \$500,000.

Ed J. Augustyn, of 1013 Old Cannons Lane, plans to build one between the Community Center grounds and the Shell Station just west of the East Drive in Theatre.

There will be 24 alleys and parking for 155 cars. The building, which will be about 24,000 square feet, will cost something like \$175,000 and the rest of the money will be for equipment and parking facilities.

The building will be one floor with ceramic walls and floor. It will have a bar, snack bar, club room, and “maybe even nursery,” said Augustyn.

“I want to make it one of the nicest alleys in this part of the country,” he said. “I’ve been looking 20 years and I know what people want. They want something clean and comfortable.

The alley will be completely automated and will have automatic machines to return the ball under the floor.

Groundbreaking is expected to take place within the next two weeks, and Mr. Augustyn said he hopes to have the alley open by Christmas.

An additional \$7,000 will be spent for a sewage filtering plant. He said he plans to connect the Community Center’s lines to his sewer line and pay for the connection himself.

He has a 96-year lease on the property, which is owned by the Arterburn estate.

Architect is Kenneth D. Mock of Fred Elswick and associates of St. Matthews.

Mr. Augustyn said he hasn’t finally decided yet who the builder will be. Nor could he name a manager. “I’m still interviewing them,” he said.

Mr. Augustyn is one of the former owners of Southern Gravure which was purchased by Reynolds Metals.

The alley will be named Ten Pin Lanes, which is also the name of the corporation, set up and owned by Mr. Augustyn and his wife, Bernice, for operation of the business. Mr. Augustyn is president of the corporation. **July 3, 1958**

\$400,000 bowling alley to open

The new Ten Pin Lanes bowling alleys open tomorrow at 9 a.m. Building, property, and equipment for the 24-lane alley, located in front of the Community Center off Shelbyville Road, are valued at around \$400,000.

It has a bar, snack bar, a nursery for children, and an automatic pin setter.

The owners are Mr. and Mrs. Ed Augustyn, of Cannons Lane.

January 8, 1959

Ten Pin Bowling Lanes formal opening is Sunday

Formal grand opening of the new Ten Pin Bowling Lanes, 5005 Shelbyville Road, will be held Sunday. The celebration will continue through the week.

• • •

The 24-lane bowling alley features automatic pin spotters, a free baby-sitting service in a supervised nursery, a snack bar and a beer bar.

On opening day, Johnny King and Georgette DeRosa will give free bowling instructions from 1-3 p.m. Buster Adams and Flo Farwick will team Johnny and Georgette in a bowling exhibition at 8 p.m.

All visitors can register without obligation for free gifts. Bowling bags, balls, and shoes will be given away. The alleys are open from 9 a.m. to 1 a.m. every day.

A coupon in today’s Voice entitles the holder to a free game after bowling three games at the regular price, March 9 to 12.

The alley is owned by Mr. and Mrs. Ed Augustyn. The manager is John E. “Red” Dahl.

March 5, 1959

OPEN BOWLING

- 24 LANES
- UNDERLANE BALL RETURN
- AMF PINSPOTTERS

LEAGUES NOW BEING ORGANIZED



TEN PIN LANES
5005 SHELBYVILLE RD. TW. 6-1727
OPEN DAILY 9 A.M. TO 12 P.M.

March 5, 1959

Courtesy The Voice Of St. Matthews:

GRAND OPENING
SUNDAY, MARCH 8th

OPEN DAILY 9-AM-1 AM

TEN PIN BOWLING LANES

IN FRONT OF THE COMMUNITY CENTER 5005 SHELBYVILLE RD. JUST WEST OF WATKERSON EXP.



Louisville's Only Bowling Alley with Free Baby Sitting Service
LEAVE YOUR CHILD IN OUR FULLY EQUIPPED "CRY ROOM" WHILE YOU BOWL!

● 24 LANES—AMF PINSPOTTERS
● Free Baby Sitting Service In Supervised Nursery
● SNACK BAR ● BEER BAR

FREE GIFTS To Every Person Who Registers At Front Door
Win GRAND PRIZES
★ Bowling Bags
★ Ladies' Bowling Shoes
★ Men's Bowling Shoes
★ AMF Bowling Balls

"MAGIC TRIANGLE" AUTOMATIC PINSPOTTERS
"PLENTY OF FREE PARKING"
SUMMER LEAGUES NOW FORMING
CALL TW. 6-1737 FOR INFORMATION

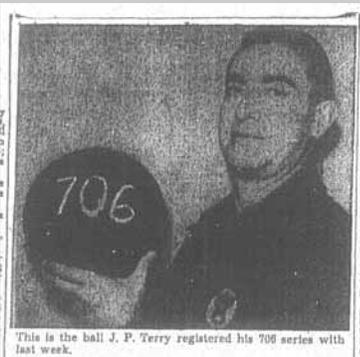
Special Features For Opening Day
CHAMPIONSHIP BOWLING
★ JOHNNY KING ★ AND GEORGETTE DeROSA
WILL GIVE FREE BOWLING INSTRUCTIONS 1 PM H 3 PM

EXHIBITION 3 P.M. SHARP
Sister Persons & Flo Farwick
Johnny King & Georgette De Rosa

COUPON
GOOD DURING OPENING CELEBRATION—MARCH 9 thru 13
Bowl 3 Games at Regular Price
BOWL 4th GAME FREE!
JUST CLIP THIS COUPON AND PRESENT IT AS YOU BOWL
TEN PIN BOWLING LANES

March 5, 1959

February 25, 1960



This is the ball J. P. Terry registered his 706 series with last week.

Terry and team give Gargotto bowling lesson

J. P. Terry and his Terry's Texaco Service team gave Gargotto's a lesson in bowling Feb. 17 at Ten Pin Lanes.

Terry rolled a sensational 706 series on games of 207, 243 and 256 to lead his team to a 4-0 victory over Gargotto's. The victory stretched Terry's lead in the Ten Pin Major League to eight games over second-place Gargotto.

Terry had plenty of support, as his team bowled games of 1,004, 1,066, and 1,054 for a total series of 3,124.

His teammates, Cliff Reis and Al Dobroth, both broke 600. Reis had 662, on games of 247, 202, and 213. Dobroth got 604, including games of 309 and 202.

The fourth man, Eugene Olson, barely missed 600. He got 592, including a 234 game. And the last man, John Grinnell, didn't do badly. His series score was 560.

April 20, 1961



Open Bowling

Saturday 9 AM to 12 PM
Sunday, 10 AM to 12 PM

SOME LANES MON. 6:30 P.M. to 12 P.M.
SOME LANES WEDS. 9:00 P.M. to 12:00 P.M.

40c MON. thru FRI. 'til 6 P.M.
45c 6 P.M.—12 P.M. Sat., Sun. and Holidays

FREE INSTRUCTION Monday thru Fri. by DORIS SIMPSON

SNACK BAR
24 A.M.F. LANES
Nursery Service for League Bowling

TEN PIN LANES
5005 SHELBYVILLE RD. TW. 6-1727
OPEN MON. thru SAT.—9 A.M. to 12 P.M.
SUNDAY—10 A.M. to 12 P.M.

January 7, 1960

OPEN BOWLING
SAT. & SUN.
9 am-12 pm—10 am-12 pm



OUR NEW LANES NOW OPEN

Call Us About Open Bowling

TEN PIN LANES
5005 SHELBYVILLE RD. TW. 6-172
OPEN MON. thru SAT. — 9 A.M. to 12 P.M.
SUNDAY — 10 A.M. to 12 P.M.

January 19, 1961



Season champs in the Leavitt Manhattan Bowling League at Ten Pin Lanes are from left Margaret Conway, Ruth Williams, Margaret Schmidt, Dorris Simpson, and Lil Heltz. J. P. Terry holds the ball.

Courtesy Pamela L. Flack Key (62):



Left to right: ????, Henry Timmons, ???, ???, Gilbert Flack



L to R: ???, ???, ???, Gilbert Flack, ???

Courtesy *The Voice Of St. Matthews:*

SWEEPSTAKES TOURNAMENT
Jan. 13 11p.m.
70% Handicap
 6 Games
 Across 12 Lanes
 \$6.00 entry fee
 1st Prize \$75.00
 Based on 64 entries
TEN PIN LANES
 4661 SHELBYVILLE RD. TW. 6-1727
 OPEN MON. thru Sat. - 9 A.M. to 12 P.M.
 SUNDAY - 10 A.M. to 12 P.M.

January 4, 1962

St. M. bowling center sold this week

Ownership of Ten Pin Lanes, the 32-lane ultramodern bowling center in St. Matthews changed this week.

Woody Axton, purchased the establishment from Ed Augustyn. The price was not disclosed. Mr. Augustyn and his wife, Bernice, built the center in 1958 and opened it in January 1959 with 24 lanes. A year later they added eight lanes.

Mr. Augustyn vice president and general manager of an engraving company.

Mr. Axton, who played football with Manual High in the early 1930s, has been in the restaurant and pleasure boat business in recent years.

Personnel and policies of Ten Pin Lanes will not change. Johnny Miller, manager for the last year and a half, is staying on in his post.

January 6, 1966

Courtesy *The Courier-Journal*:

St. Matthews bowling center to be sold

BY MARTHA ELSON SEPTEMBER 3,2008 *The Courier-Journal*

Ten Pin Lanes bowling center in St. Matthews is expected to be sold tomorrow to S & S Family Entertainment in Hendersonville, Tenn.

The company operates three other bowling centers in Louisville and one in New Albany. Woody Axton of Hunting Creek, who has owned Ten Pin for 42 years, said he expects to close on the sale tomorrow, and the center will be renovated and updated, with lights and music added.

Axton, 66, said he and his wife, Sue, plan to move to Charlotte, N.C., where their three grown children live.

The Ten Pin center, 200 Ten Pin Lane off Shelbyville Road next to the St. Matthews Community Center, will become Ten Pin Strike & Spare.

The other local S & S bowling centers are: Executive Strike & Spare, 911 Phillips Lane; Shively Strike and Spare, 3950 Park Drive; Fern Valley Strike & Spare, 6220 Shepherdsville Road; and Hoosier Strike & Spare, 2310 State St. in New Albany.

S & S operates 14 centers in all, including ones in Nashville and Knoxville, according to its Web site.

Courtesy <http://www.waggenerhighalum.org/DSCF0847a.JPG>:



Courtesy *The Courier-Journal*, September 17, 2008, by Martha Elson:

Ten Pin Lanes owner sells business after 42 years After 42 years, Axton sells popular Ten Pin Lanes

Woody Axton was 23 and had just graduated from Kentucky Wesleyan College in Owensboro when he came home to work at Ten Pin Lanes in St. Matthews. His family had just purchased the bowling center.

Forty-two years later, Axton, 66, decided to strike a deal too.

He recently sold the business to S & S Family Entertainment of Hendersonville, Tenn.

Axton, who lives in Hunting Creek, is leaving as Ten Pin -- now Ten Pin Strike & Spare -- rolls toward its 50th anniversary in March. "I was working on a 50-year birthday party," Axton said. "It's tough. But it's time to go."

S & S operates three other bowling centers in Louisville and one in New Albany, Ind. They are: Executive Strike & Spare, 911 Phillips Lane; Shively Strike and Spare, 3950 Park Drive; Fern Valley Strike & Spare, 6220 Shepherdsville Road; and Hoosier Strike & Spare, 2310 State St. in New Albany. S & S operates 14 centers in all.

"Needless to say, we're sold on Louisville for bowling," said Larry Schmittou, S & S's president. "It's still the No. 1 recreational sport" in the country.

Axton said Schmittou had first approached him about selling Ten Pin several years ago.

Schmittou was head baseball coach and a football recruiter at Vanderbilt University in Nashville from 1968 to 1978 and then owned minor league baseball teams, including the Nashville Sounds, before going into the family entertainment business.

"We cater to ... people that just want to have a good time," said Schmittou, who still lives in Nashville.

Axton said he and his wife, Sue, plan to move to Charlotte, N.C., where their three grown children and three grandchildren live.

At Ten Pin, which is off Shelbyville Road next to St. Matthews Community Center, some renovations are planned, but the center will remain open during the work. New lanes and carpeting are being put in, and new concessions equipment will be installed. Laser lights and music also will be added.

Mary Wright of the Middletown area, who was bowling in a women's league at Ten Pin on a recent Thursday morning, said she didn't know what effect the sale might have. But she added, "We like the people" who are running it now.

Ten Pin has "always been a family-oriented" place, Woody Axton said. "That has been one of our biggest draws."

It's been the site of many birthday and anniversary parties, wedding rehearsals and even a wedding, he said. Leagues start for bowlers as young as age 4, and several high school teams -- including those from Trinity, Waggener and Eastern -- compete and practice there.

"It's been a wonderful business," Axton said. "The customers are more friends than customers. My employees -- I don't even consider them as employees. They're friends."

Gayle Hunter, who's staying on as Ten Pin manager, has been there as long as Axton, except for seven years when she left to be secretary of the Greater Louisville Women's Bowling Association.

Her son, Dave Hunter, has worked there for 20 years, but is moving to Executive Strike & Spare to manage a new "Strike Zone" addition with 16 new lanes.

Bowling centers like Ten Pin have seen big changes during the years Axton has been involved, Gayle Hunter said.

"It used to be that the leagues were all the big things and a lot of competition," she said. "Now, it's a family entertainment type thing. You have to change with it."

But some people "have bowled here ever since it opened," said employee Ralph Gronefeld.



Woody Axton was 23 and had just graduated from Kentucky Wesleyan College in Owensboro when he came home to work at Ten Pin Lanes in St. Matthews.

Places You Will Remember-In More Detail:

The Hat Box

Courtesy <http://pastperfectvintage.com/louisvillestores.htm>

All photos copyright Holly Jenkins-Evans 2007, edited May, 2008

The Hat Box- A St. Matthews, Ky. Millinery shop active from 1939 - 1983 at 323 Wallace Ave. The founder was Rose Schneider, and the longtime manager was Pearl Sills. The Hat Box became Whitney's Hat Box in 1983 , then Whitney's.



1950s box from The Hat Box



From a 1960s Hat, courtesy Elizabeth's
Timeless Attire

Courtesy The Voice Of St. Matthews:

Phonograph And Record Shop To Open Here

A new Hi-fi phonograph and record shop called the Turntable will open sometime next week in the renovated American Legion Hall, 135 St. Matthews Avenue.

The shop will be owned by three professional men here, Dr. W. A. Kirchner, a pediatrician; James B. Tabler, a broker, and Bill Montgomery, a pianist and instructor at the Louisville Academy of Music.

However, the shop will be managed and operated by two others, Miss Kay Kohlhepp, who will be in charge of the record department, and William Cunningham, who will be in charge of the sets.

The shop will be "exclusively Hi-fi", according to Mr. Montgomery, one of the owners.

"There won't be any radios or TV sets," he said, "but rather we'll specialize in Hi-fi exclusively."

This will include both standard and custom-made Hi-fi sets, and components, speakers, tape-recorders, and a large line of records.

"We'll have both long playing and 45 speed records," Mr. Montgomery said, "but no 78's. And no 'hillbilly' recordings for a while at least."

Instead of recording rooms, the shop will have two "listening posts," speakers mounted on

posts where sounds can be heard only at that particular spot. The shop will also have a large speaker which will carry throughout the store.

The Turntable will be affiliated with the Golden Ear, downtown Hi-fi suppliers. The owners also have a contract with an interior decorating company to build sets that will match particular furniture styles of individual homes. Mr. Cunningham will build the sets.

Opening day for the shop will be announced something next week.

September 30, 1956

TURN IN at
The Turntable

135 ST. MATTHEWS AVE.
FOR THE BEST IN
Recorded Music
IN THE ST. MATTHEWS AREA



You'll Love these **BEST SELLERS ON** **RCA VICTOR** IN STEREO AND MONAURAL

SMASH HIT! the music from **PETER GUNN**

from the exciting new NBC-TV Show, "PETER GUNN," comes the most exciting new jazz album of 1956.

composed and conducted by **HENRY MASCIS** from the NBC television series **PETER GUNN**

Exclusive on RCA VICTOR

The Turntable

135 St. Matthews Ave.
COME ON IN AND BROWSE AROUND
From 9:30 To 5:30—Mon., Tues., Wed., Sat.
9:30 To 9:00 Thursday & Friday

March 12, 1959

COLUMBIA
360 SOUND
GUARANTEED HIGH-FIDELITY

Finest Phonograph Records
HI-FI ENSEMBLES

The Turntable
135 ST. MATTHEWS AVE.

December 6, 1956

Courtesy *The Voice Of St. Matthews:*

There's "SNOW TIME" like now
to visit

The Turntable
3628 Brownsboro Road
CHENOWETH PLAZA
TW 7-2552

4 SPEED RECORD PLAYER
PLUS 6 REG. 1.98 RECORDS
*Christmas Special
Complete*

THIS IS ANOTHER

Capitol
PHONOGRAMS

IDEA FOR CHRISTMAS!

*Also greeting cards,
candles, decorations,
and wraps to make
this a merry
Christmas*

Courtesy The Voice Of St. Matthews:

Bicycle Shop Opening Here

The Thornbury bicycle shop, 117 Breckinridge Lane, is open for repair work, although the modern showroom of new and used bikes won't be ready for about two more weeks.

Proprietor James Thornbury said his service department would repair all makes, whether domestic or foreign. Pick-up and delivery will be free, he said.

All well-known brands of bicycles and accessories will be sold, he said. Bob Noe is in charge of service.

Mr. Thornbury, 3508 Hycliffe, is a member of Our Lady of Lourdes Church. Three of his children, Tom, 12, Carol, 8, and Jerry, 6, go to school there. The fourth, Lolly, 15, goes to Sacred Heart Academy.

October 14, 1954

Bicycle Store Opening Formally

Thornbury's Bicycles and Toys will hold its formal grand opening at 117 Breckinridge Lane today, tomorrow and Saturday. A bicycle will be given away, free balloons given to children, and free gliders or plastic cars to children accompanied by their parents.

Jim Thornbury, proprietor, said he plans to organize a bicycle safety club chapter in each school here, and bicycle patrols. The patrol will report safety violations on the part of club members.

Plans also call for a bicycle rodeo in the spring, where chapters will compete in riding and application of safety rules.

November 4, 1954

DON'T FORGET . . .

BASEBALL CLINIC

For all Little League, Pony League and Babe Ruth League Players and parents.

1 to 3 P.M. Saturday, March 9 & 16
At Community Center - Shelbyville Rd.



Thornbury's

TOYS

OPEN FRIDAY
NIGHTS 'til 9

117 Breckinridge Ln. Phone TW. 5-7261

March 7, 1957

Thornbury Sets 4-Day Open House

A four-day open house commences today at Thornbury Bicycle and Toy shop, 117 Breckinridge Lane.

Proprietor Jim Thornbury said the newly-remodeled and enlarged store is "a child's fairyland" with hundreds of items of new merchandise.

Free gifts and novelties will be given to every child visiting the store during the four-day celebration. Children may register for the three major prizes without obligation.

Hours are, today, 9 a.m. to 9 p.m.; tomorrow 9 a.m. to 9 p.m.; Saturday 9 a.m. to 6 p.m., and Sunday, noon to 5 p.m.

During the Sunday session no merchandise will be sold. Refreshments will be served.

Thornbury's sells toys, bicycles, camping equipment, and dolls, and has a complete bicycle repair operation, with three full-time mechanics.

March 28, 1957

Courtesy The Voice Of St. Matthews:

A MONTH OF MIRACLE VALUES... MAGNIFICENT SAVINGS!

5th ANNIVERSARY

august TOY sale

Thornbury's TOYS Where the Monkey Rides the Bike

117 Breckinridge Ln. Phone TW. 5-0553

As we close our fifth year of serving you we want to say "Thank You Again," it's been great fun being your monkey, "Uncle Jim". Our policy has been and will continue to be Quality merchandise at competitive prices. Our goal is to provide you with the best selection of toys and accessories. We try to offer you the most interesting and useful toys.

Thanks again from Uncle Jim and all the people here for accepting us as you have these past five years.

UNCLE JIM

AUTOS	88¢	88¢	23 Good Quality TENNIS RACQUETS FROM 4.95 to 12.95 Reduced To Sell!
10 Only—No. 87—In Carton MURRAY CHAMPION Reg. 13.95—SALE	9.95	HUGE SELECTION OF TOYS ON SPECIAL 88¢	KEY VIEW OBSERVATORY REG. 9.98—SALE
5 Only—No. 87—In Carton Murray Fire Engine With Ladders, Reg. 21.95	15.00		6.00
1 Only—No. 87—In Carton FIRE PATROL Reg. 27.95—SALE	19.95	88¢ Table	DOLLS
TRICYCLES		5 FOR \$4.00	TINY TEARS No. 1 Reg. 5.98—SALE
12 Only—No. 88—In Carton 16" MURRAY Reg. 12.95—New Only	9.95	SPRING HORSES	TINY TEARS No. 2 Reg. 7.98—SALE
5 Only—No. 88—In Carton 12" MURRAY Reg. 12.95—SALE	8.95	No. 898—Winged—In Carton SPRING HORSE Reg. 8.95—SALE	TINY TEARS No. 4 Reg. 9.98—SALE
4 Only—No. 88—In Carton 10" MURRAY Reg. 11.95—SALE Only	8.50	No. 899—Winged—In Carton WONDER PONY Reg. 10.95—SALE	All Vogue Dolls & Accessories—Now
TRUCKS		6.88	33 1/3% OFF Other Hi-Wheel and Baby Dolls Reduced!
Hydrol Heavy No. 200 GIANT CRANE Reg. 9.98—SALE	4.98	LARGE INVENTORY 8" to 11" DOLL CLOTHES & FURNITURE REDUCED FOR CLEARANCE!	Many Doll Buggies and Strollers Reduced To Clear!
Hydrol Hydraulic DUMPER Reg. 7.95—SALE	4.49	BADMINTON	SPORTING GOODS
Many Other Trucks and Cars In Stock From All Reduced		4 RACQUET SETS—Complete REG. 8.95 — SALE	TETHER BALL and POLE REG. \$12.95 Sale Price
BICYCLES		5.85	BASEBALL GLOVES HUTCH No. 57 GLOV 11.95 Reg. 16.95—SALE
1 Only—Reg. 67.95 26" Boys—3 Speed MURRAY DELUXE	47.95	8.95	NOKONA No. 5125 Reg. 12.95—SALE
1 Only—Reg. 67.95 26" Girls—3 Speed MURRAY DELUXE	47.95	BOOKS	ALL OTHER GLOVES REDUCED!
2 Only—Reg. 39.95 26" Boys MURRAY	34.95	SHIRLEY TOMPLE STORIES ANDERSON FAIRY TALES BLACK BEAUTY—MOTHER GOOSE ADVENTURES OF ROBIN HOOD and Many Others	Gun & Holster Set VEST, BULBS, COFFE REG. 5.98 SALE PRICE
A Free 31" Only Girls and Boys SCHWINN BIKES REDUCED TO SELL		88¢ 1/2 5 For \$4.00	3.29

Open Friday Nights Til 9 p.m.

CHRISTMAS LAYAWAY

At THORNBURY'S You Can Buy 3 Ways
• Cash • Open Charge Account • Budget Plan

117 Breckinridge Ln. Phone TW. 5-0553

August 13, 1959

Uncle Jim says:

CONGRATULATIONS TO THE VOICE ON 10 YEARS OF SERVICE

—FROM—

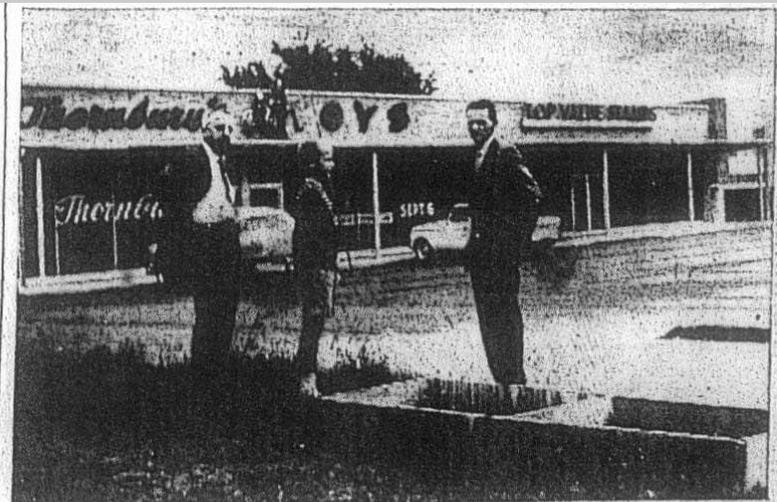
UNCLE JIM

THE SOUTH'S LARGEST YEAR-ROUND TOY STORE

Thornbury's TOYS Where the Monkey Rides the Bike

117 Breckinridge Ln. Phone TW. 5-0553

OPEN FRIDAY NIGHTS 'TIL 9



"Uncle Jim" Thornbury's new toy store on Shelbyville Road next to Sears is slated to open next week. Pop Andriot (in background) is busy putting up the store's trademark, a monkey. In foreground are Mr. Thornbury (left), his son, Jerry, and store manager Bob Noe. The other half of the building, built by A. J. Eline, Jr., on the site of the former Greathouse School, will be occupied by Top Value savings stamps. The building is 100 feet wide, 120 deep, and each of the two tenants will have 6,000 sq. ft. of floor space.

September 1, 1960

Uncle Jim says:

I have some exciting news. Thornbury's Toys have a brand new home with parking a-plenty on Shelbyville Rd. west of Sears.

GRAND OPENING

THURSDAY, SEPT. 22 thru SAT., OCT. 1

- YOU MAY WIN A SCHWINN BIKE—JUST REGISTER
- FREE BIKE STREAMERS • GAS FILLED BALLOONS
- FREE COKES • COFFEE AND ROLLS FOR ADULTS

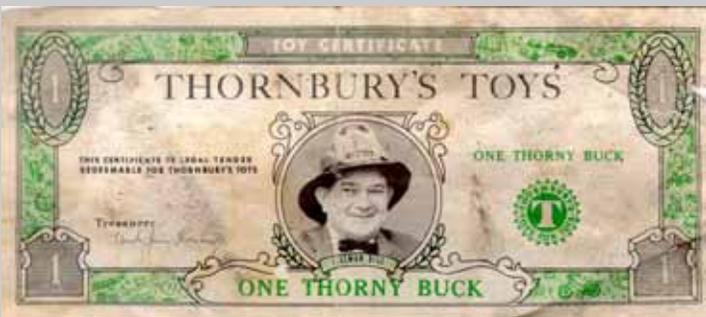
Mother and Dad: Take advantage of our Grand Opening Specials. Layaway now for Christmas!

Thornbury's TOYS

4101 Shelbyville Rd. (Next To Sears) TW 5-0553

NOW OPEN MONDAY, THURSDAY & FRIDAY NIGHTS 'TIL 9 P.M.

September 22, 1960



Lt. Bill Andriot, 4035 Massie Avenue, is employed with Thornbury Toys and has been a fireman for six years.

Courtesy The Voice Of St. Matthews:

Jerry Thornbury, wins yo-yo contest, trip to Disneyland

Local "Yo-Yo" championship was won on Saturday by thirteen-year-old Jerry Thornbury, son of Mr. and Mrs. Jim Thornbury of 3506 Hycliffe Ave. Jerry, who is a seventh grade student at Our Lady of Lourdes School, competed in the finals held on Saturday at the Louisville Y.M.C.A. having won a similar contest recently held at the Shelbyville Road Plaza.

Many shopping centers and businesses held small contests in their area and the winners all competed for the championship which had as a reward an all expense paid trip for two to Disneyland, California, and a television set. The trip will be made in June of next year, where Jerry will compete with many others for a \$5,000. Scholarship.

The contestants, sixteen by number, were judged on their performance of the basic tricks as well as the difficult ones. Each used a different type Yo-Yo for many of the tricks, such as "walk-the dog", "four-leaf-clover" and "loop'd loop" 135 times. The nearest Jerry assured his title in the contestant completed the loops close race, by doing the "loop'd only 40 times.



JERRY THORNBURY

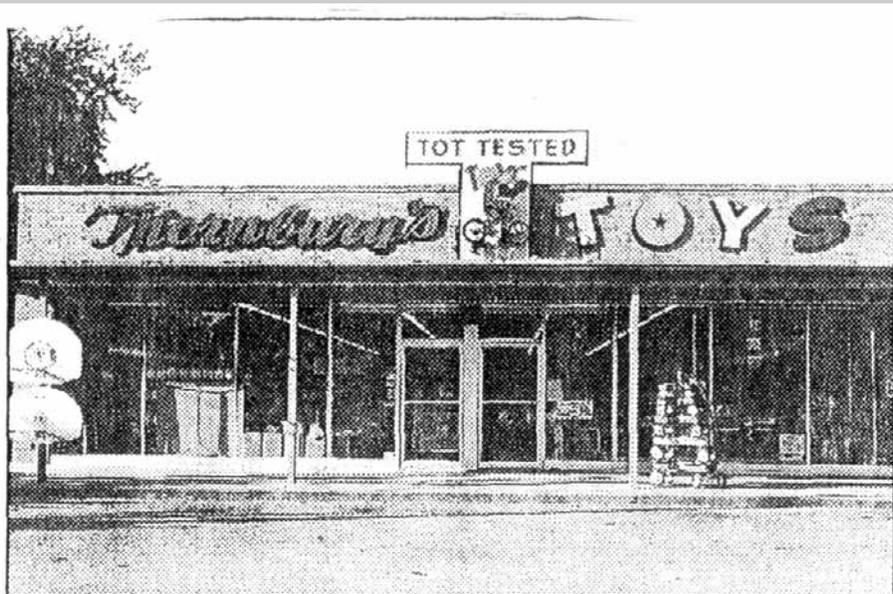
October 26, 1961

Storage building under construction

A new concrete block, two-story building is going up behind Thornbury Toys for that firm's additional storage and office space.

The building, 36 x 70 feet, is being constructed by Eline Realty Company. The cost is estimated at \$8,000.

August 20, 1964

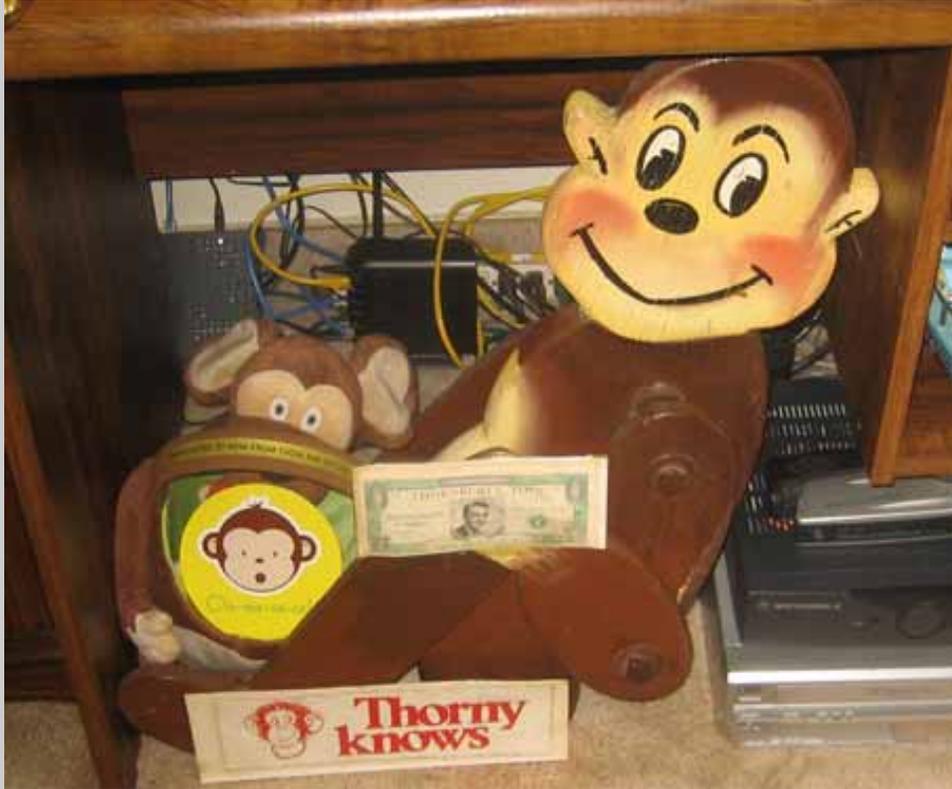


Babyboomers and their parents remember Thornbury's Toys, and especially "Trigger Tom" Struck and "Uncle Jim" Thornbury. The pedaling monkey made the store a St. Matthews landmark.

Places You Will Remember-In More Detail:

Thornbury's Toys

Courtesy Tom Thornbury, August 2009:



This is Thorny



Thorny bucks



Mr. & Mrs. Thornbury, this photo was in their office for years.



12/1980



Places You Will Remember-In More Detail:

Thornbury's Toys

Courtesy Tom Thornbury, August 2009:



Courtesy Tom Thornbury, August 2009:

Thornbury's bikes, toys remembered for personal service



The original Thornbury's store was located at 517 Branchville Road. The building today is a parking lot. The picture shows the store in 1960. The store was 10,000 square feet inside and room for more than 100 cars in the parking lot.



In 1960, Thornbury's moved to 4101 Shattuck Road. The new store had 8,000 square feet inside and room for more than 100 cars in the parking lot.



Mrs. Mary Thornbury with her daughter and son-in-law Lolly and Tom Struck.

Competition fierce
Thornbury's wasn't the only toy store in the area. In 1960, there were other toy stores in Louisville and they were expanding in other states as well.



Aunt Mary posed with the famous Strucky

...the store carried all sorts of toys, games, train sets and radio-controlled dolls like Madame Alexander and Barbie. One of the trademarks of the store was free gift wrapping.

When the Toy Value store next to Thornbury's closed in 1974, Uncle Jim bought the space, increasing the footage from 6,000 to 12,000. The added space provided for an expanded bike service center and warehouse.

Gifts but not forgotten
Faithful employee Chuck Davis worked at Thornbury's for 20 years. He was one of the original employees who worked at the store when it first opened in 1954.

"We had our own gift wrap that had Thornbury's on it," Struck said. "Most places just don't offer that kind of service anymore."

Thornbury's continued expanding in Louisville with stores in Jefferson and Bardonia Mansions and one on Dean Highway. They also opened stores in Alabama, Mississippi and Florida. They were adding one new location per year.

When the store began to close, N&K Toys bought out the store. "When N&K took over, it was totally different," Davis said. "There was a big overhaul and a lot of sales. Thornbury's was more like a family."

"Most people who worked there were high school and college age and there wasn't a high turnover. We would stick together."

The birthday club was a popular attraction of 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 card and it would play Happy Birthday."

The birthday club would get you a pre-wrapped gift and would receive an invoice. They had a free Louisville Zoo pass and a free meal at Burger King.

These weeks, usually on payday, were a take-off of Toy Value discounts. For every dollar spent, customers received two Thorny Bucks. Parents and children collected the bucks to get discounts on their future purchases.

It was one of the biggest promotions and ran for a long time. Thornbury said, "People still talk about Thorny Bucks."

Their marketing plan worked, and in 1968 they opened their first satellite store in The Highlands Mall in Lexington. The second was opened in Danmore Mall, just a little more than a mile



Courtesy Tom Thornbury, August 2009:



NAME _____ AGE _____

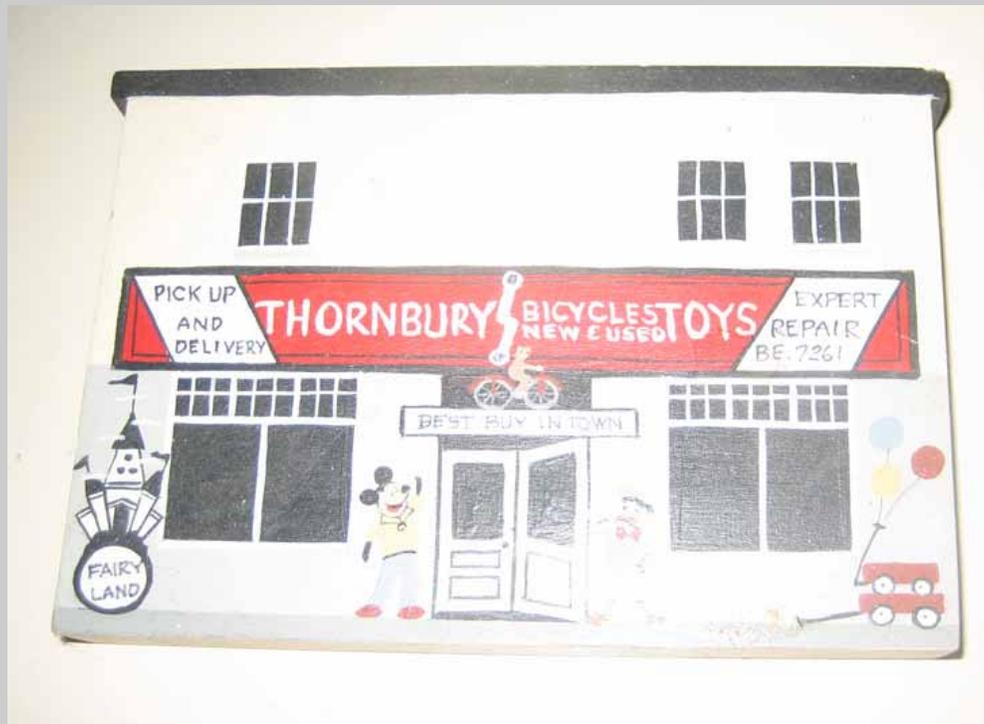
ADDRESS _____

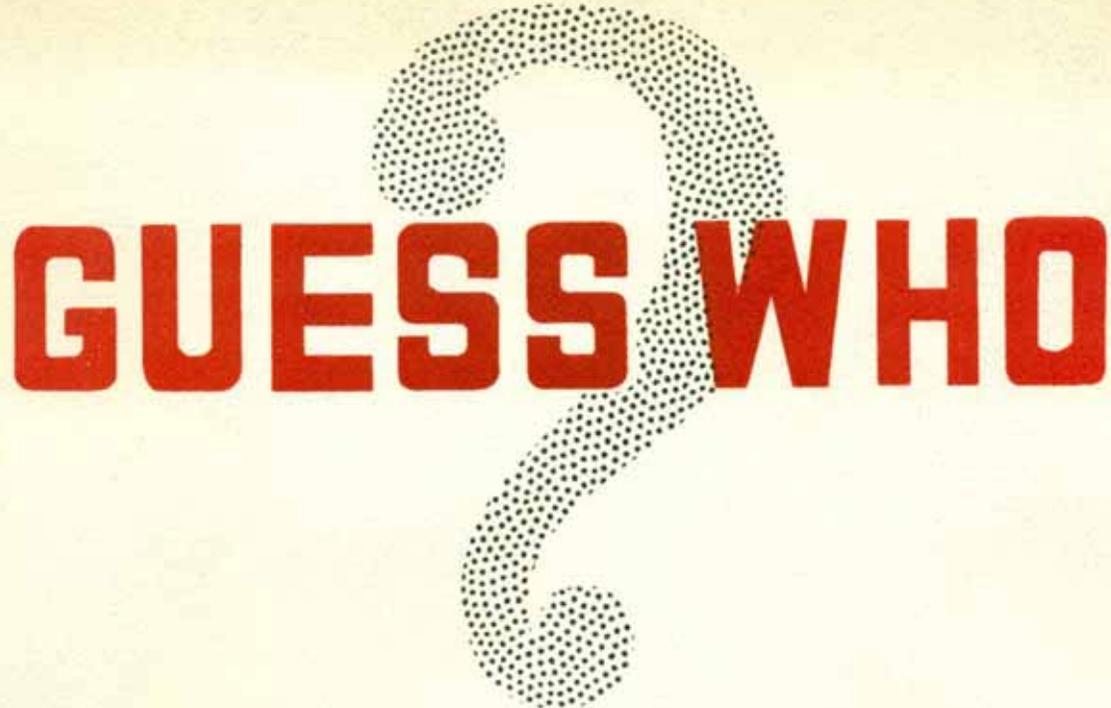
CITY _____ ZIP _____ PHONE _____

Places You Will Remember-In More Detail:

Thornbury's Toys

Courtesy Tom Thornbury, August 2009:





GUESS WHO

PRESENTED EACH SATURDAY MORNING BY



ON

WAVE-TV CHANNEL 3

LOUISVILLE

Courtesy Tom Thornbury, August 2009:

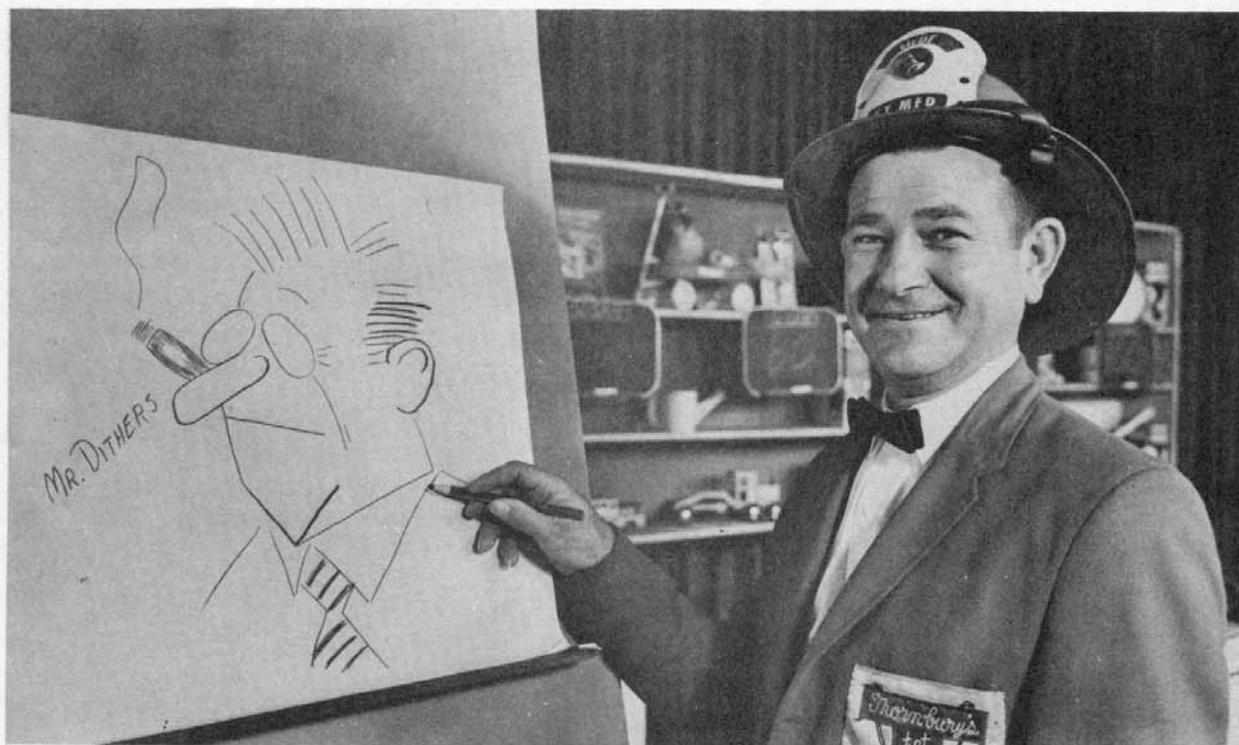
GUESS WHO is a live fifteen minute children's quiz show featuring Uncle Ed Kallay and Uncle Jim Thornbury as co-MC's and caricaturist Fireman Bill.



Uncle Ed Kallay



Uncle Jim Thornbury



Fireman Bill

Courtesy Tom Thornbury, August 2009:

The setting for *Guess Who* is a Toy Store. Some of the toys on the shelves are used within the commercials, others for set trim. A rear screen unit, used for show title identification, is also available for commercial use.



The panel sits behind stands constructed from bicycles. On each handle bar is a head lamp and horn, wired together, and activated by the horn button. Contestants names are placed on cards attached to rear view mirrors on the handle bars. Commercials are performed in this set or in other parts of the studio.

Courtesy Tom Thornbury, August 2009:



Four contestants, classified into age groups for the program, are selected from requests received by Thornbury's.



Before each game, a youngster dressed in a monkey suit pops out of the huge jack-in-the-box. "Thorny" the monkey hands Uncle Ed the cue cards for the game. Fireman Bill starts to draw a picture, Uncle Ed gives audio clues, and Uncle Jim controls the electronic timing device.

When a panel member thinks he knows the identity of the picture, he blows the horn on the bicycle handle. Uncle Jim stops the timer, and Fireman Bill stops drawing the picture. If the answer is correct, the score is recorded. If the answer is incorrect, no penalty is involved, and the clock is started again. The points start at 100 and decrease as the picture becomes more complete. If the identity is not guessed within 2 1/2 minutes, the game is counted lost and no points are awarded. The highest point total wins the grand prize...toys, sporting goods, dolls,.... from Thornbury's Toys. Duplicate prizes are awarded in case of ties, and a consolation prize goes to the remainder of the panel.

Courtesy Tom Thornbury, August 2009:



GIVE THE SECRET SIGN

Viewers are invited to come to the store with their parents, give him the sign, and receive a little gift. The "T" for Thornbury's is used as a close up tag to one commercial per week. During the period of May 6th through August 1, it was promoted only on television and more than 12,000 gifts were given away in answer to the sign. The value of each gift is only three quarters of a cent.



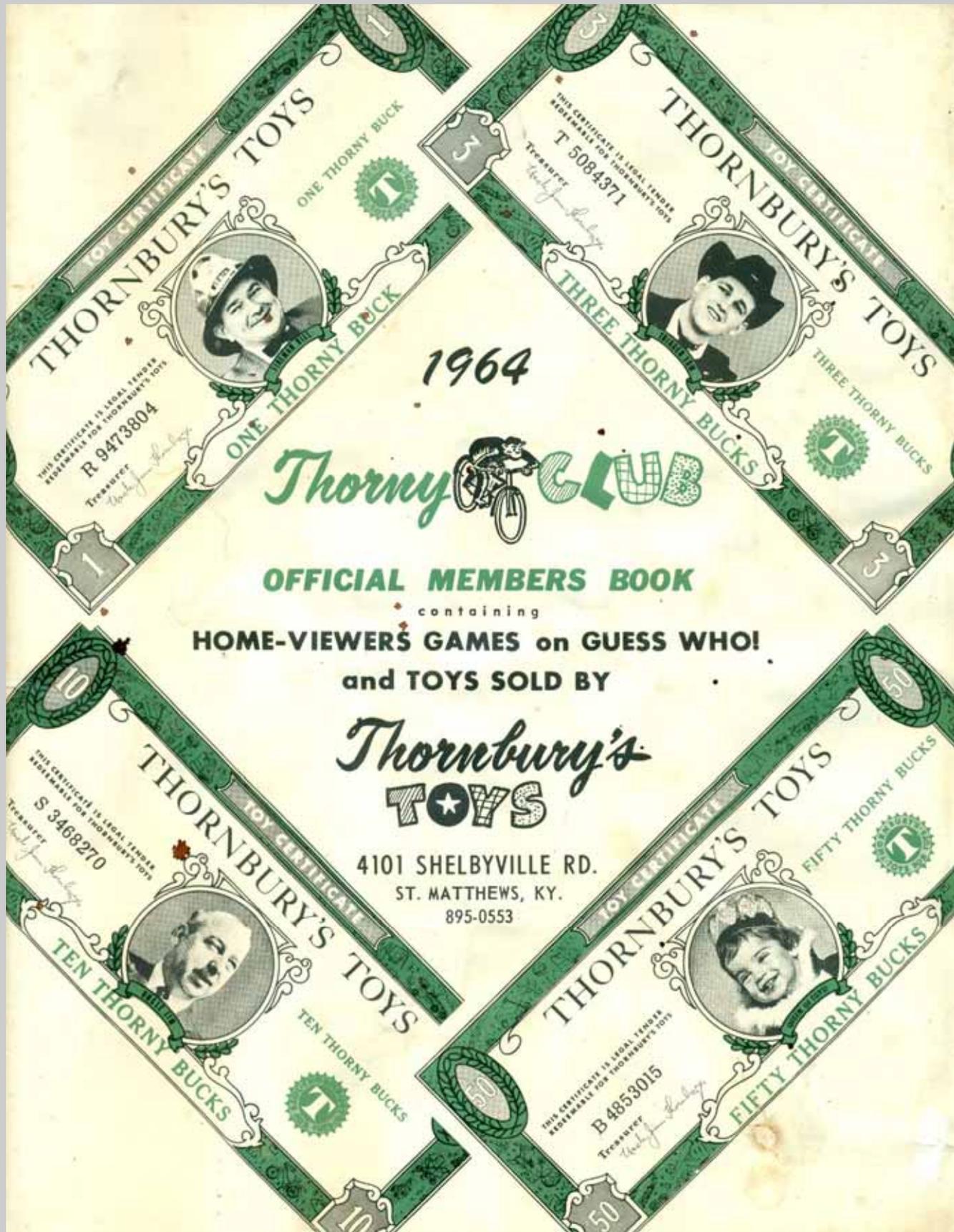
A LUCKY WINNER ON GUESS WHO



One highly successful gimmick was developed to help boost sales of bicycles. At the time of purchase, a polaroid picture is taken of the bicycle and the new owner. One commercial a week is devoted to showing these pictures and selling bicycles. The idea caught on with the bicycle set and there is still a backlog of pictures. Schwinn Sales have increased 82.2% over the corresponding period a year ago.

Guess Who movies to a half hour on September 23rd and a "Guest Fireman of the Week" will be included in the program. The winner of the previous week's grand prize will be invited to return as guest fireman, and draw a picture for the panel to identify. Bonus points or an additional prize will be awarded to the panel member who guesses the identity of the drawing. A fireman hat will be awarded to the guest fireman. In-store promotion will include a polaroid of the guest fireman and will be mailed to the child after his reign is over.

Courtesy Tom Thornbury, August 2009:



Courtesy Tom Thornbury, August 2009:

GUESS WHO?

Show being Telecast from WAVE-TV Channel 3

Showing Behind The Scenes Action Of TV Camera Crews



UNCLE JIM

Meet these TV Personalities

FROM THE 'Guess Who?' Show IN PERSON



QUEEN OF TOYS



FIREMAN BILL



Thornbury's TOYS

4101 Shelbyville Road
St. Matthews, Ky.



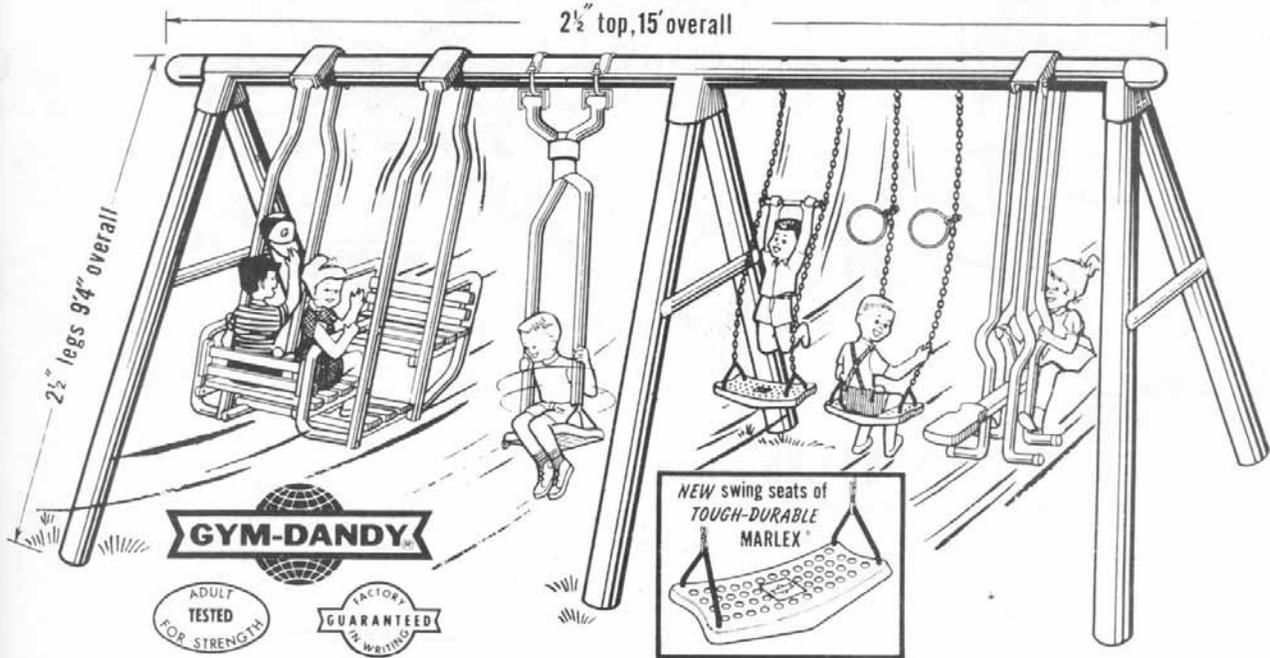
THORNY

Courtesy Tom Thornbury, August 2009:



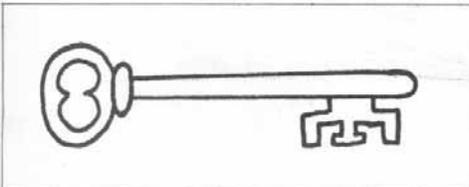
THORNY SAYS: "CHECK THESE!"

BIG 2 1/2" top and legs!



MODEL 888\$65.88 Complete

A GIANT-SIZE GYM FOR GIANT-SIZE FUN! For those who want the MOST of the BEST this six-leg gym is the answer! A 4-passenger glider, 2 swings with the new durable, light and safe Marlex swing seats, gym rings, trapeze bar, 4-upright Sky-Skooter pumping swing and Twirler Swing which spins and twirls as it swings. Big 2 1/2" top and legs.

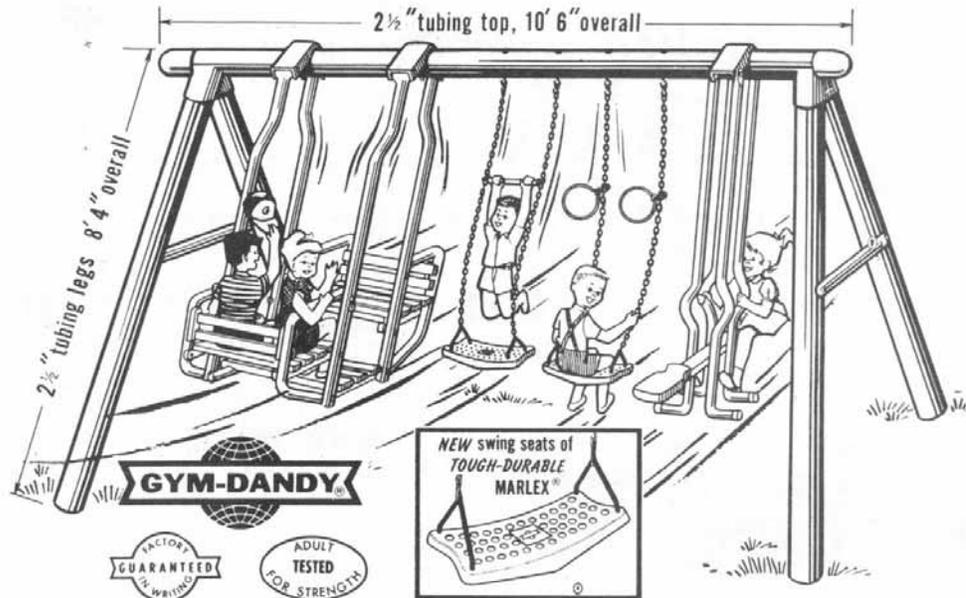


MODEL 980

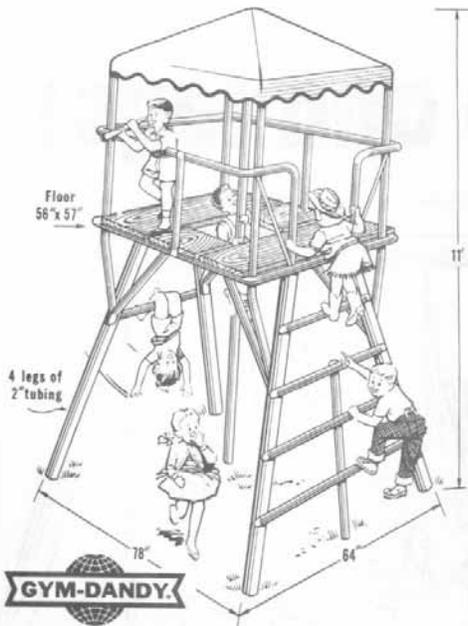
Count the features. A big 4-passenger glider, 2 swings, gym rings, trapeze bar, Sky-Skooter pumping swing . . . King size by every measure.

\$42⁸⁸

You Get
TWO THORNY BUCKS
For Every Dollar
You Spend At
THORNBURY'S

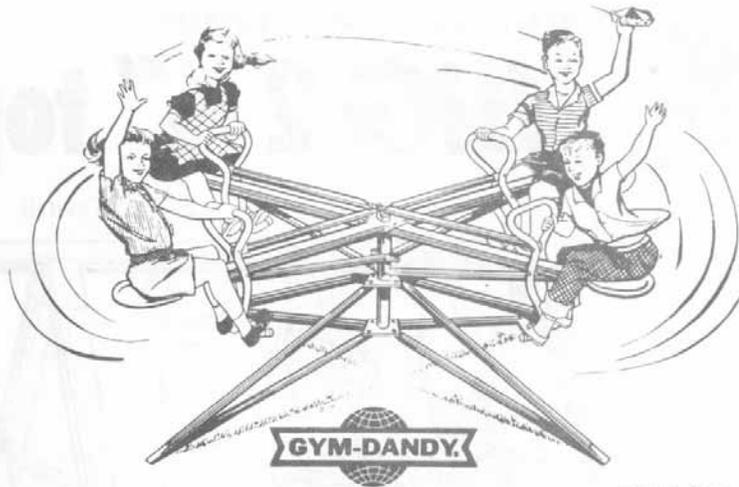


Courtesy Tom Thornbury, August 2009:



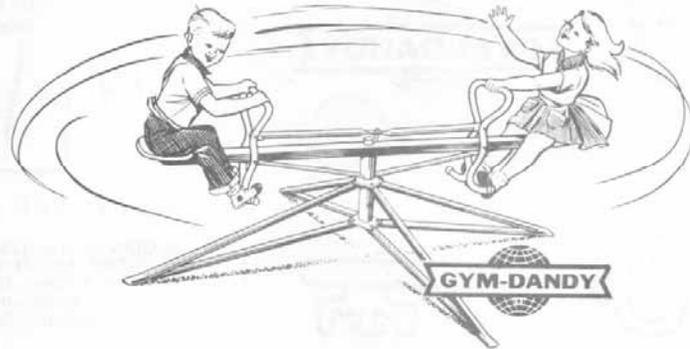
LOOKOUT TOWER \$47.88

The last word in happy hours of play. Big double width ladder, roomy play section "up-in-the-sky" is extra strong, 56" x 57" redwood finish floor of plywood. Fireman's sliding pole in center for fast exit.



WHIRLWIND—4-Seat—Model 189 \$21.88

Rugged all steel construction for happy, whirling, Merry-Go-Rounding at its best. Form shaped steel seats. Pumping handles and foot bars formed from one piece of tubing. Large heavy-duty nylon bearings for easy pumping. Ground space 77" x 77" — Compact enough for patios, carports and small play areas.



2-SEAT WHIRLWIND

Same size—77" x 77"—as the 4-seater and has same form shaped seats. Pump handles and foot bars are formed from one piece tubing. Height at seats 20".

\$15⁷¹



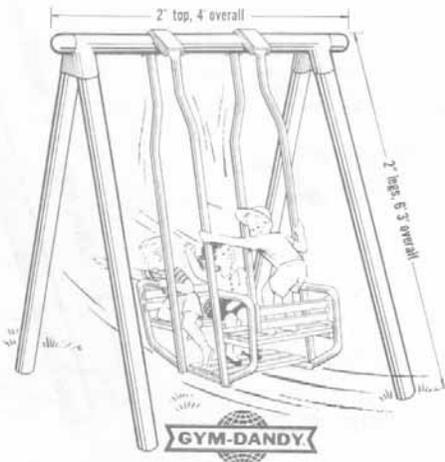
TANGLE TOWER CLIMBER \$27.88

The graceful hexagonal design provides a fascinating maze of sturdy steel tubing for climbing up and over, in and out, and through. Ground space 64" x 90", height 82".

**LAWN GLIDER
MODEL 224**

A "must" for every home play area. With two facing seats and platform, this glider is large enough for FOUR youngsters. All steel leg sockets and all-steel cross-arms are electric welded to top bar. Heavy duty nylon bearings. Wood seat slats and floor boards finished in weather resistant auto-type enamel.

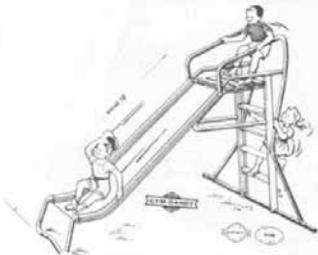
\$24⁸⁸



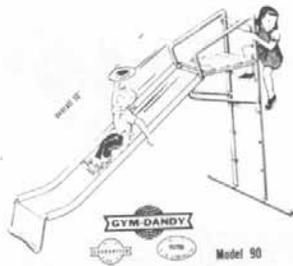
**Thornbury's
TOYS**

Courtesy Tom Thornbury, August 2009:

THORNBURY TOYS GYM-DANDY SLIDES



MODEL 109—Same as Model 111, but smaller, 8 ft. Slide platform. Overall length 10 ft. **\$25.88**



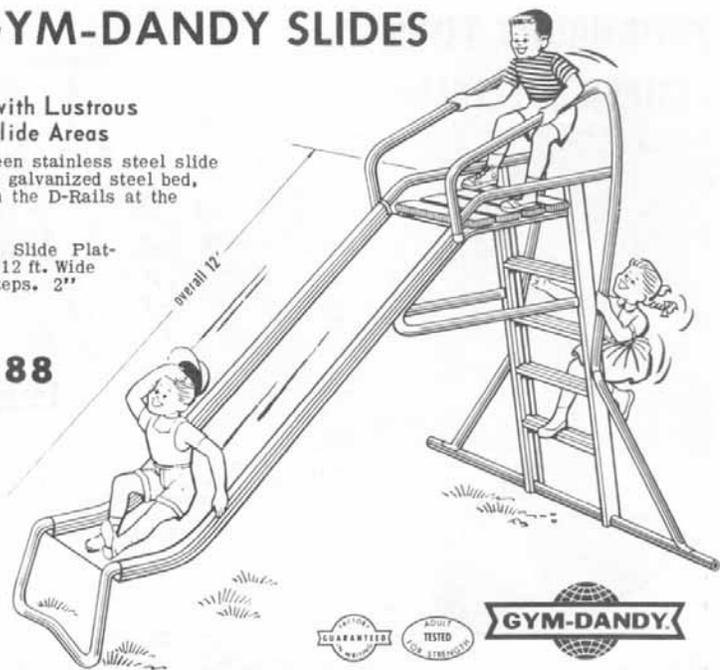
MODEL 90—One piece galvanized bed formed into no-sag D-Rails. Flat tread steps. Overall length 10 ft. **\$14.88**

Platform Slides with Lustrous Stainless Steel Slide Areas

The bright, high-sheen stainless steel slide area is on top of the galvanized steel bed, which is inserted in the D-Rails at the factory.

MODEL 111—10 Ft. Slide Platform. Overall length 12 ft. Wide safety flat-tread steps. 2" D-Rails

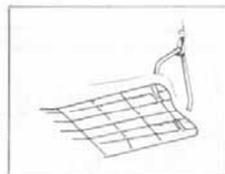
\$31⁸⁸



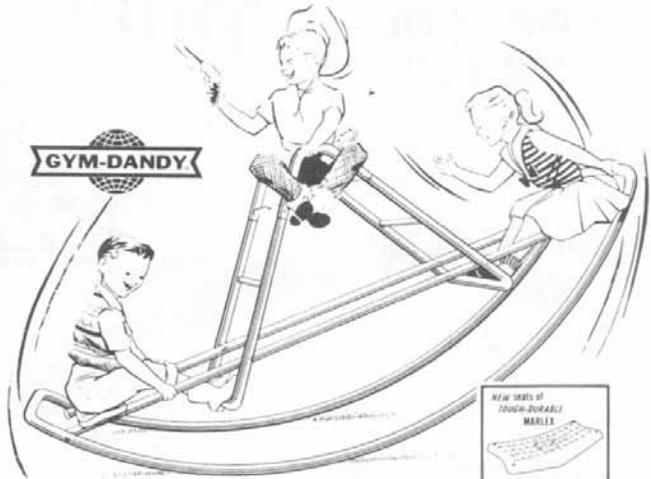
COMPLETE SWING UNIT

Includes new scuff-proof, tough, resilient air-cooled Marlex swing seat with the new safe non-tilt seat bracket, 2 eye-bolt type swing hangers with heavy duty nylon bearings, galvanized chain and adjustable steel gym rings. Overall height 6 ft.

\$2⁸⁸



NEW! — Safe Non-Tilt Seat Bracket. No nuts to work loose . . . No sharp exposed edges.



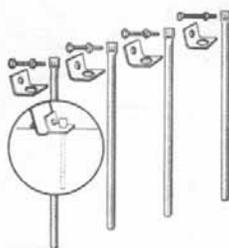
HI-RIDE ROCKER—Model 55 **\$12.88**

More high, wide and handsome than ever is the new 1964 Gym-Dandy Hi-Ride with new tough, durable, air-cooled Marlex seats. Three seats for rollicking rocking fun — two at low level and the third at an elevated "on top" position. Height 36", width 17", length 80".

MODEL 3 EXTRA HEAVY ANCHOR STAKES

We recommend Model 3 Extra Heavy Anchor Stakes to securely position gyms and for added safety. Four steel rods, 1/2" in diameter, 20" long, with all necessary bolts and brackets included. Easily attached.

\$1.98



Courtesy Tom Thornbury, August 2009:

**THORNBURY TOYS
SUPER-SPECIAL!**



**FIREMAN BILL
FIRE HAT!**

A top quality closely woven straw hat. Shaped just like Fireman Bill's real fire hat. Ideal for outdoor wear in warm weather. Sizes. S-M-L.

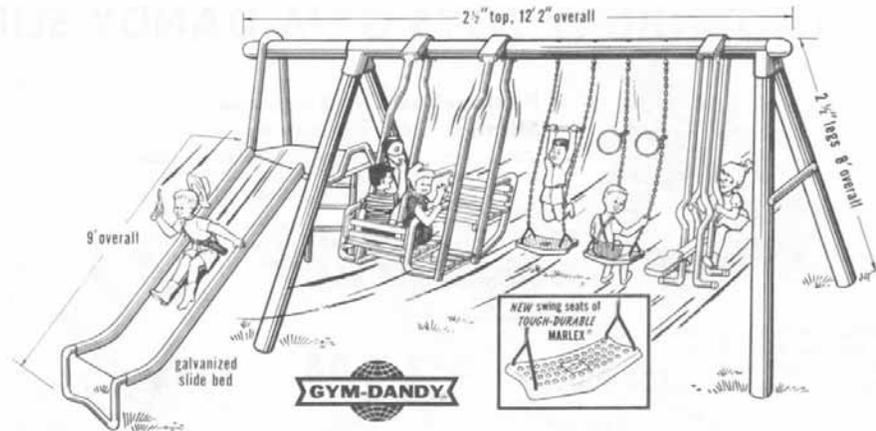
ONLY **\$1.19**



**MODEL 635
(At The Right)**

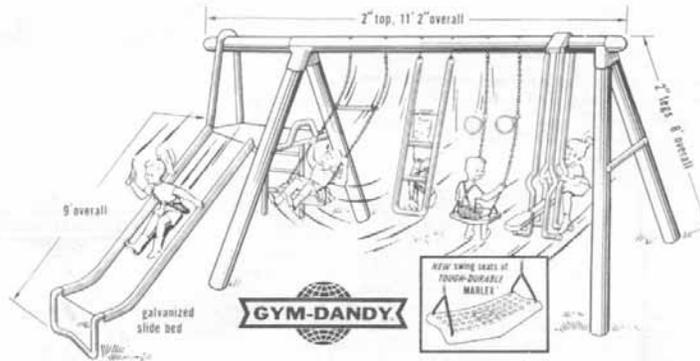
Check these features! 3 swings with the new eye-appealing light and safe Marlex seats, a Sky-Skooter pumping swing . . . and famous Gym-Dandy Quality.

\$19.88



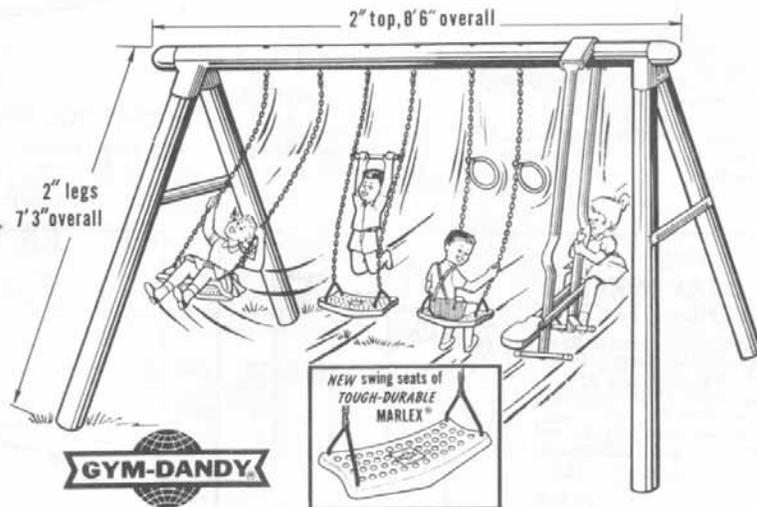
MODEL 8380 A big gym, big in value, big in play features, with a 4-passenger glider, 2 swings with the new, safe, strong and light air-cooled Marlex seats, gym rings, trapeze bar, four-upright Sky-Skooter pumping swing and a big 9' overall length exclusive Gym-Dandy safety angular platform slide with the new Ever-brite galvanized steel bed.

\$49⁸⁸



MODEL 7640 There's big fun under this gym's big top—a swinging tubular ladder for circus stunts, 2 swings with the new, safe, strong and light Marlex seats, gym rings, trapeze bar, a 4-upright Sky-Skooter and a BIG 9' overall exclusive Gym-Dandy safety angular platform slide with the new Ever-brite galvanized steel bed.

\$33⁸⁸



Courtesy Tom Thornbury, August 2009:

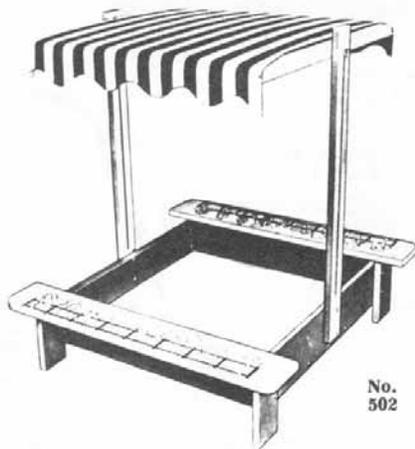


**Genuine
REDWOOD
PICNIC TABLE**
\$7.44

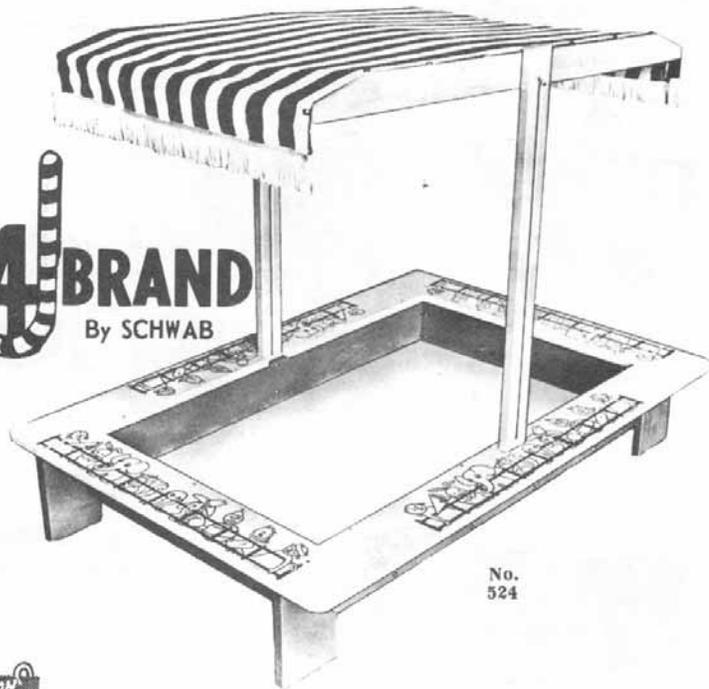
No. 756
Not to be mistaken for redwood finished lumber. This is a beautifully constructed true California Redwood with outdoor durability. Size: 36x37½



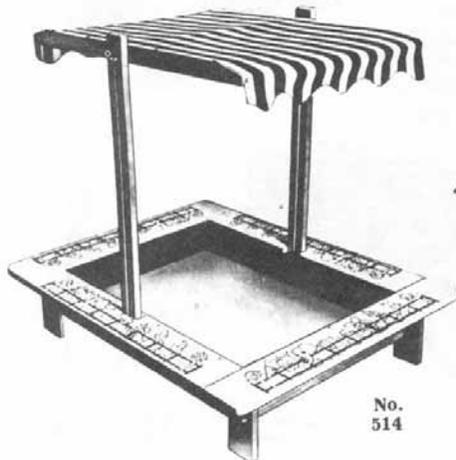
Uncle Jim makes the "Secret Sign".



**No.
502**



**No.
524**



**No.
514**



No. 524—DELUXE SAND BOX . . . \$16.44

Our best and largest sand box. Four floor braces for extra strength. Size: 38½x56½"

No. 502—SAND BOX \$8.77

Two floor braces for added strength. Size: 36x38"

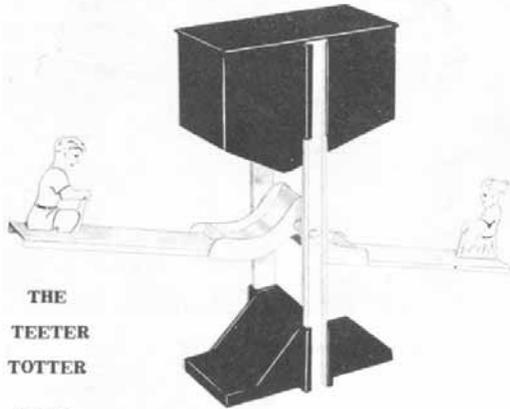
No. 514—SAND BOX \$11.88

Extra large play area and 4 seats. Moderately priced with 4-J Brand feature: Size: 38"x48"

Courtesy Tom Thornbury, August 2009:

SANDBOX TOYS

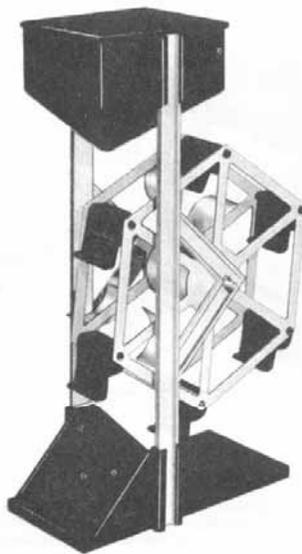
That really work to afford hours of Pleasure to the Youngsters!



**THE
TEETER
TOTTER**

\$.89

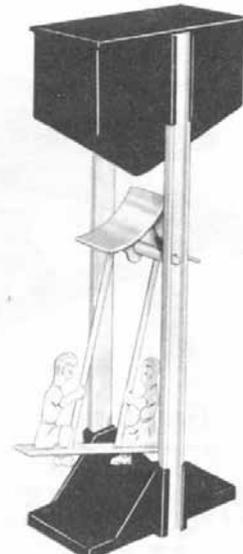
7-1/2" high, 2-3/8" deep, 12" wide Red and White polyethelene plastic.



THE FERRIS WHEEL

11" high, 6" deep, 3/2" wide Red and White polyethelene plastic.

\$.98



THE SWING

Red and White polyethelene plastic 10" high, 4" deep, 2 1/2" wide.

\$.79



LARGE SPRINKLING PAIL

No. 792-Assorted Day Glo color poly sprinkling pail. One quart. Size 10"x8".

\$.69



SAND SIFTER SET

No. 764-Eight inch diameter with rotating handle and assorted sand molds.

\$.59



SMALL PAIL AND SHOVEL SET

No. 719 - Red. Pail size 4 1/2"x4 1/2".

\$.19



GIANT PAIL & SHOVEL

No. 798 Day Glo Colors Pail: 9"x7" Shovel 11"

\$.79



SUPER GIANT PAIL AND SHOVEL

No. 799 . . **\$.97**
Pail: 9"x9", Shovel: size 11"



No. 250 REEL-TYPE MOWER

Blades spin and mower clicks-just like the real thing. Steel wheels with rubber traction tread.

\$.1.88



No. 200 ROTARY MOWER

Smooth operating blade, steel housing, plastic motor mount and authentic mowing sound. Size: 24" x 10 1/2" x 10".

\$.1.88



TOY WHEEL BARROW

\$.2.88

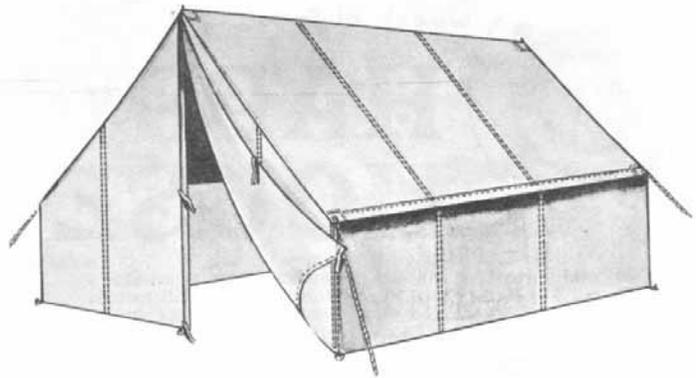
Model 30-Tot size working replica of Dads! 20"x16"x5 1/2" body. Never-need-oil bearings. Puncture proof tires.



Courtesy Tom Thornbury, August 2009:



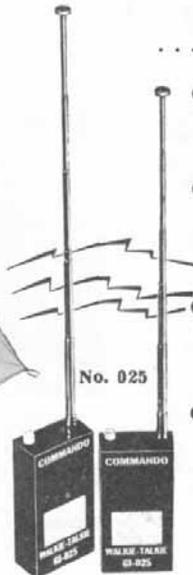
... THE CHIEF



... JUNIOR WALL TENT "Vacation Pal"



... "CARNIVAL" JUNIOR UMBRELLA TENT



- **THE CHIEF** \$6.88
Indoor-Outdoor play tent. Patented frame permits easy pitching. Ideal for the young "tenderfoot." Attractive yellow with red stencilling. Wood poles.
- **JUNIOR WALL TENT** \$12.88
Designed for the "Young Campers". Width 5 ft., length 7 ft., center height 4 ft. 6 in. Closely woven tent sheeting, weighing 4 oz. before water repellent treated. Model 2650W.
- **JUNIOR UMBRELLA TENT** \$9.88
A real "take-off" on Dad's tent. Size 6 ft. by 6 ft., center height 5 ft. Pleasant Sierra Green color, water repellent. Poles, guy ropes and tent stakes included.
- **WALKIE-TALKIE** \$29.85
Two complete Walkie-Talkie units, each a transmitter-receiver. Operates on 9 volt transistor battery, 27.065 megacycles. No license required.

Uncle Jim Says -
"For your protection know and observe the bicycle safety rules."



Boy's Frontier Outfit

Deluxe sanforized red poplin shirt with black embroidered yoke. Black twill trousers with zipper fly and elastic back.
Sizes. 2 to 10. \$4.77



Girl's Frontier Outfit

Blouse made of deluxe sanforized turquoise poplin with black embroidered twill yoke. Black twill skirt with fringe. Two pockets.
Sizes 2 to 12. . \$4.77



Five-Star General

Durable sanforized Olive Green twill jacket with gold buttons and braid, two crossguns, two 5-star ornaments, campaign ribbon. Matching pants. Overseas cap trimmed with gold braid.
Sizes 2 to 12. . \$5.88



Jungle Fighter

Sanforized print cotton twill jacket decorated with ranger and sergeant emblems. Complete with camouflaged helmet and matching trousers.
Sizes 2 to 12. \$5.44

Courtesy Tom Thornbury, August 2009:



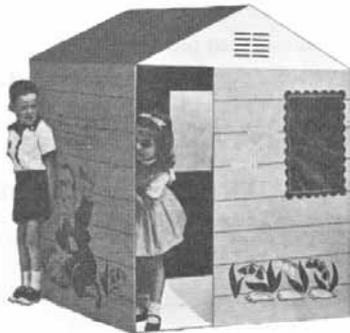
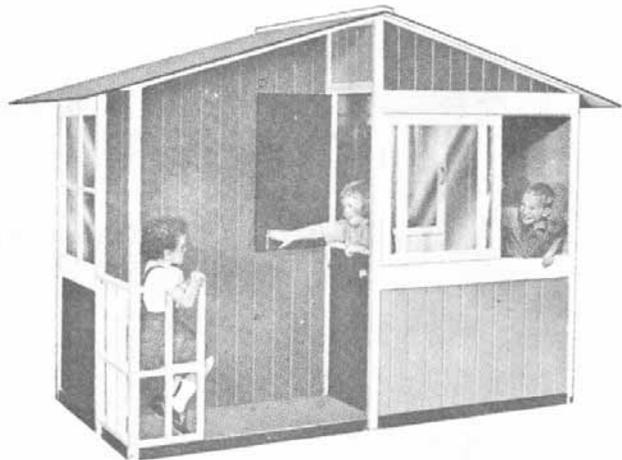
Queen of Toys

HAPPY HOUSE

Here's a dream house scaled to capture a small homemaker's heart. Finished in bright eye-catching colors. Full painted plywood floor, durable wood framing. One of the finest. 4' x 8' x 6'. For ages 4 to 12 years.

SHIPPED DIRECT FROM MFR. PREPAID
AT THORNBURY'S TOYS LOW PRICE
(You Pay No Freight Charges)

\$69⁸⁸



Nursery Rhyme' House

A Fairyland playhouse, 4' x 4' x 5', constructed with aluminum frame and vinyl covering. For indoor or patio. Bolts together quickly. For ages 2 to 10 years. Bright, gay, delightful.

\$11.88



CANDY STRIPE TEA SET

27-Piece Service for 4. Extra large plates, poly tea pot & cutlery. Gift boxed. . . . \$.97

EMBOSSED TEA SET

(As Illus.)
A regal 22-piece, service for three, trimmed in gold.

\$1.88



ROSE TEA SET (Not Shown)

Royal 22-piece, service for three. Complete Complete cutlery included.

\$1.77



FESTIVAL TABLE & CHAIR SET **\$12.88**

Made of tubular steel with flared legs. Gleaming bronze or metallic blue frame blended with bronze-tone plastic upholstery that is soil, water, and heat resistant. Finish is baked-on, chip-resistant enamel. Easily cleaned. Table is 24½ x 24½ x 20½" high. Chair is 23½" high. Seat is 11 x 11¼ x 13" from floor.



MIGHTY MITE ALUMINUM CHAIR

Webbing 3 x 4, height 23", width 13¾". Well proportioned and attractive.

\$3.44

ALUMINUM CHAISE LOUNGE

Sturdy tubular aluminum. Supports any child safely and comfortably.

\$6.44



Webbing: 3 x 13
Chaise Overall:
Length: 40"
Width: 15¾"



You Get
TWO THORNY BUCKS
For Every Dollar
You Spend!

Courtesy Tom Thornbury, August 2009:



MORTAR & CAMOUFLAGE HELMET-(REMCO) . . . \$3.99

Sturdy, authentic-looking long range Mortar shoots harmless polyethylene rockets.



GUERRILLA GUN MATTEL \$2.99

Automatic, cap-firing, authentically camouflage machine gun. Has bolt action, smoking barrel. Fires 50 shots.



MONKEY GUN REMCO \$4.88

Three guns in one. Automatic pistol, tommy gun and rifle grenade with motorized sound effects.



WINCHESTER RIFLE MATTEL \$2.71

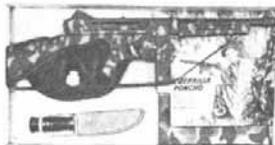
Triggers single shots or rapid-fire. Realistically ejects cartridge. Secret compartment in barrel stores extra Shootin' Shells. Rifle 26".



MESS KIT and CANTEEN

Sturdy plastic. Realistic "chow" time equipment.

.97



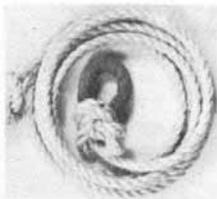
GUERRILLA GUN SET MATTEL \$4.44

Continuous fire-power with fully-automatic, 50-shot, camouflage machine gun with snap-on sling strap; camouflage-patterned poncho-commando beret with official insignia; commando knife, "leather" belt scabbard.



TRIGGER TOM LARIAT

A real Western Lariat with regulation type tied loop and leather honda.97



CHAP & VEST SET \$3.88

Made of heavy Palomino colored permahide simulated leather. Smooth brown leather belt and trim. Large nickel spots highlight this set. Leather leg straps. Sizes S-M-L.



Trigger Tom RUBBER KNIFE

In leather scabbard. Bone-like grip. Heavy leather scabbard with cactus overlay.

.97



NEW! - Mattel GUERRILLA BOOBY TRAP

Detonation can be immediate or delayed. Fires up to 5 Greenie Caps at once. A metal unit in authentic camouflage colors! Size 7-3/8".

\$1.44



30 1/2" long with adjustable carrying sling strap. All-Metal mechanism. \$3.29

INDIAN TOMAHAWK

Hand carved and hand painted. Soft silvered rubber head.

.97



Cowboy & Cowgirl Hats

Several Styles
Sizes S-M-L .98 and \$1.98



DAISY CUB B-B GUN

350 shot. Ideal for beginners. Gun metal blue steel, simulated wood grain stock. Pre-tapped for scope. 30 1/2" long. **\$6.71**



DAISY WESTERN CARBINE

Lever cocking action, 450 shot gravity feed repeater; peep and open sights. 35" long. **\$8.71**



WOODSTOCK RIFLE

Lever action, 850 shot, adjustable rear, ramp type front sights, genuine wood stock. 38-1/8" long. **\$9.71**



PUMP GUN

King of all B-B guns! Trouble-free pump action and simulated gold engraved receiver. 50 shot. Adjustable sights. 37" long. **\$11.88**

Uncle Jim Says -

Be careful where you aim your Bee-Bee Gun!



DAISY B-B GUN & SCOPE SPECIAL

Lever action, 850 shot gravity feed repeater, mounted scope detachable, rear and front sights; wood-grained stock. 36-1/8" long. **\$12.71**



TARGET SPECIAL

America's finest target training B-B rifle. N.R.A. approved. Perfect weight and balance. Adjustable leather sling. Holds 50 shots. 36 1/2" long. **\$15.88**



BEE-BEE'S

Copper Coated in Tubes10
Large Cardboard Tube25

KIDS KNOW -

"IT'S A DAISY!"



Courtesy Tom Thornbury, August 2009:

SLEEPING BAGS



JUNIOR GI FATIGUE SUIT

Rugged, well made, sanforized machine washable outfit similar in style and materials to U. S. Armed Forces. Each suit includes: Jacket, Trousers, Belt with buckle, Insignia, Cap and come with iron-on insignia that will promote any boy from a private to a general. Plus—Genuine U.S. Army style name patch.

Sizes 2, 4, 6, 8, 10, 12

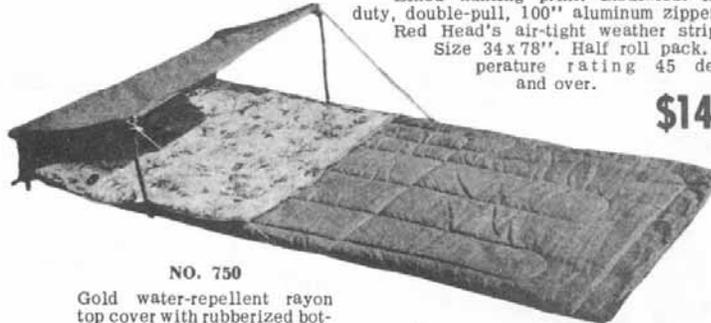
\$6.98



NO. 1000

Olive drab water-repellent poplin top with rubberized bottom and canopy. Air mattress pocket. Lined hunting print. Insulated. Heavy-duty, double-pull, 100" aluminum zipper with Red Head's air-tight weather stripping. Size 34x78". Half roll pack. Temperature rating 45 degrees and over.

\$14.88



NO. 750

Gold water-repellent rayon top cover with rubberized bottom and canopy. Lined. Insulated. 100" weather-stripped zipper. Size: 34x78". Half roll pack. Temperature rating 45 degrees and over.

\$12.88



NO. 500

Blue water-repellent rayon top cover with blue vinyl bottom and canopy. Grey Kash cloth lining. Insulated. 36" weather-stripped zipper. Size: 33"x69". Half roll pack. Temperature rating 65 degrees and over. . pack. .

\$7.88



SUMMER JUNGLE CAMOUFLAGE SUIT

A realistic miniature of the outfit U. S. Armed Forces wear on jungle maneuvers. Each suit includes: Jacket, Trousers, Belt with buckle, Cap. Hard to beat for wear 'n tear—and it won't show the dirt. Sanforized. Machine washable.

Size 2, 4, 6, 8, 10, 12

\$6.98



No. SPI

KNAPSACK

Designed for use on short trips and hikes. Heavy OD canvas construction with shoulder strap. Reinforced at all strain points. Ideal for all campers. Size: 12" x 5½" x 15½". . . . \$1.66



PALCO MESS KIT

Aluminum, sanitary, lightweight, easy to clean. Strong plastic cup. Contains cup, fry pan, chow dish, cook pot and lid. . . . \$3.75

IMPORT MESS KIT (Not Shown)

Outdoor kitchen set. Aluminum. Contains fry pan, chow dish, cup, cook pot and lid. . . . \$1.95

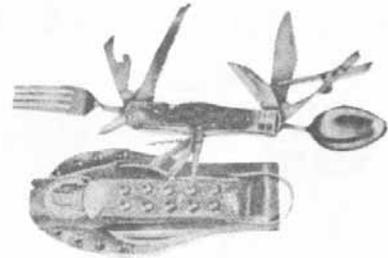


PALCO CANTEEN

Aluminum canteens, sturdy, sanitary. Stopper with attached chain, carrying cover, shoulder strap. 1 qt. capacity. . . . \$3.49

IMPORT CANTEEN (Not Shown)

Handy rustproof canteen, heavy aluminum, side pour, cover, shoulder strap. 1 qt. cap. \$1.95



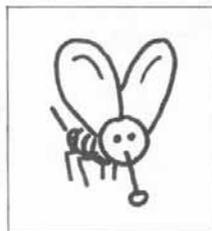
12-PIECE COMBINATION KNIFE

Complete with leather holster \$2.19

LIDED POCKET COMPASS WITH STOPPER

Case: 1½" x ¾" dia. Brass gilded with nickel. Disc: Sloped black dial with jeweled pivot, luminous points.

\$.97



Thornbury's TOYS

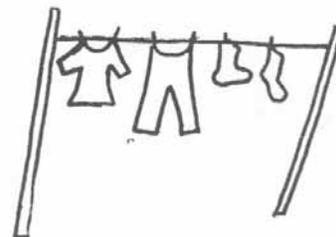
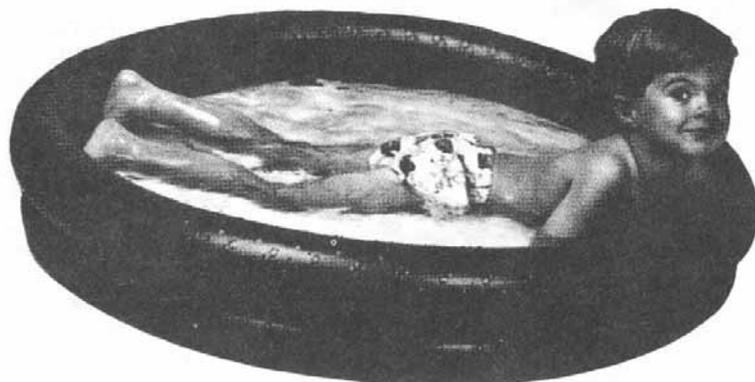
Courtesy Tom Thornbury, August 2009:



3-RING INFLATABLE POOL

No. 5509-5—Featuring Ideal's new, exclusive "Super Wall" construction. Dark blue 3-D embossed vinyl bottom. Repair kit included. Size: 68" x 15".

\$5⁴⁹



2-RING INFLATABLE POOL

\$1⁶⁹

No. 5504-6—New embossed circle design vinyl. Da-glo sidewalls with attractive printed bottom. Size: 41" x 9".

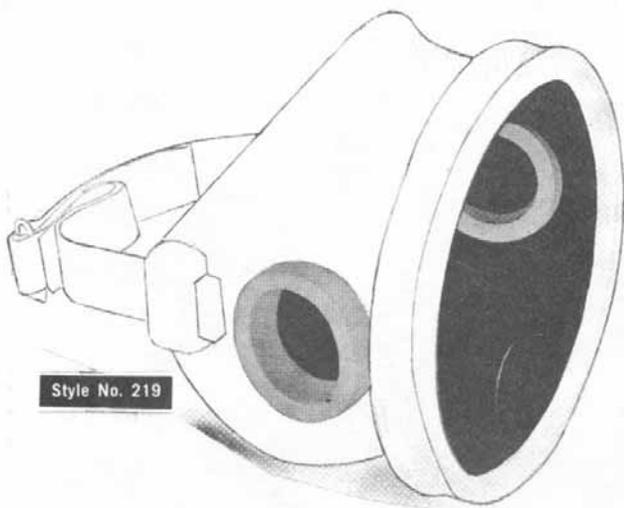
2-RING INFLATABLE POOL

No. 5452-8—Made of new sparkle dot vinyl. White bottom with 2-color animal print. Repair kit included. Size: 51" x 41" x 9".

\$2⁸⁸



Courtesy Tom Thornbury, August 2009:



NEW! PORTHOLE MASK WITH EXHAUST VALVE

A mask that offers unequalled side vision thru strategically placed portholes. Unique flare-out construction for maximum comfort and fit. Exhaust valve enables wearer to blow out moisture without removing mask. Sealed against incoming moisture. Extra heavy, shatterproof lens. Rustproof fittings.

\$2.44



The only fins popular priced and designed to eliminate any pressure on the arch bone. Rigid construction. No flapping around. Snug fit without pressure. Rustless fittings. Replaceable straps. Available in white or blue.

No. 250 Small \$1.88
No. 260 Medium \$2.29



STAY-A-FLOAT SWIM VEST

No. 117 - High count sheeting, filled with Kapok sealed in vinyl film covers. Two straps in front equipped with safety buckles. Adjustable patented crotch straps. Bright orange color. (No design as shown in illustration.)

Small Size—Up to 50 lbs. in wt. \$3.88
Large Size—Up to 80 lbs. in wt. \$3.88



TAPATCO VESTS

An orange drill yoke-type vest. Filled with new kapok electronically sealed in vinyl plastic. Continuous adjustable waist straps of strong webbing. U. S. Coast Guard Approved.

No. 257—Adult Vest—Universal size for weights over 90 lbs. \$3.88
No. 260M—Child Vest—Large size—6 to 12 years (50 to 90 lbs. in weight) . . \$3.44
No. 260s—Child Vest—Small size—2 to 5 years (Under 50 lbs. in weight) . . \$2.98



VISTA-VUE SWIM MASK97
With 32.6% Increased Visability

New! Exclusive design from Martin Rubber. Slim body withstands the most severe underwater pressure without buckling. Shatterproof lens.



VOIT SWIM MAGIC

Good buy for youngsters. New Materials resist the elements and abuse. Round, clear plastic lens . . \$.97



DELUXE SWIM MASK

Deluxe, blue, tempered safety lens \$3.95



VOIT CONVERTIBLE SWIM MASKS

Two masks in one. Convert from snorkel to standard mask by replacing snorkels with plugs (included). Blue with white snorkels, clear plastic lens and single neoprene strap. Convenient side buckles.

B8NB, Clear Plastic Lens \$2.95
B9NB, Blue Plastic Lens \$2.95



THE MOST COLORFUL SNORKEL EXTRA LONG 36"

Available yellow and blue candy-stripe with blue rubber fittings or blue and white with white rubber fittings.

.88
No. 299

TUCK

Courtesy Tom Thornbury, August 2009:

AIR MATTRESSES • BEACH BALLS • RINGS • RAFTS



CANVAS AIR MATTRESS \$6.71

No. 5576-4—31"x76" mattress features comfortable contour pillow. Made of canvas laminated vinyl in bright colors two metals. I-beam construction, 4 ribbed.

CANVAS SURF RIDER

Made of canvas laminated vinyl in bright colors with full rope attached to metal grommets. Brass, rust-proof valve. I-beam construction, 4 ribbed. \$4.88

SEE-THRU RAFT

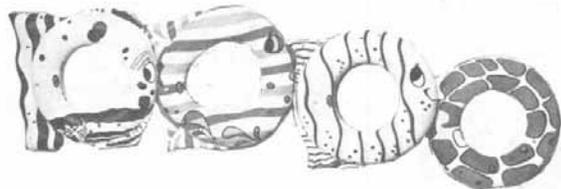
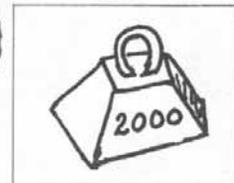
Model 5572-3—Size: 28" long. Made of heavy duty vinyl in Starbright pattern with "See Thru" insert and vinyl-coated rope for water floating fun. \$.97

12-PANEL RINGS

The ever-popular 12-panel multi-colored ring in two new material patterns. Comes with safer "slow-flow" valve.

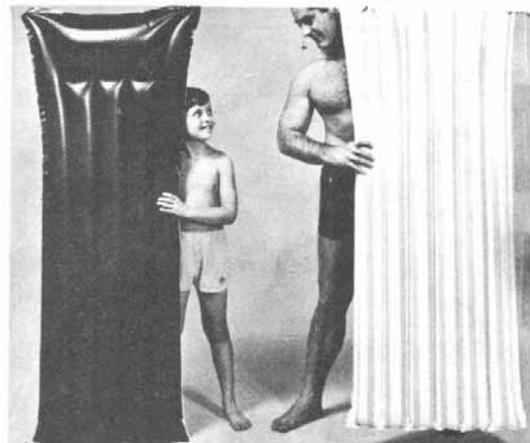
No. 5564-20" \$.88

No. 5566-36" \$1.88



FISH RINGS

No. 5567-3—Whimsical shapes, bright color combinations and unusual decorative motifs. Each 22" wide. \$.88 Each



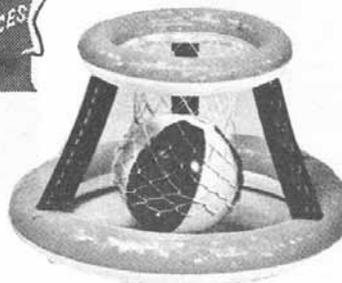
VINYL AIR MATTRESS \$2.79

No. 5578-9—Size 72"x31"—The American Mattress features a comfortable contour pillow. Heavy gauge Koroseal, two tone stripes, two separate valves for inflating pillow and mattress.



ANIMAL SPLIT RINGS

No. 5568-1—18 inch split ring with animal heads. Each animal wears a beany with propellor. \$.97 Each



Vinyl Air Mattress . . . \$1.88

No. 5577-2—Size 66"x27"—The Americana, Jr. 5 ribs, contour pillow, two valves, made of heavy gauge Koroseal.

Water Basketball Game \$1.88

NO. 5594-7 - 2-piece floating basketball game of embossed vinyl. Floats on a 24" base with three 9" uprights supporting a 14" ring with net suspended. Single valve inflation. 12" 6-Panel ball of "simulated leather" vinyl.

Courtesy Tom Thornbury, August 2009:



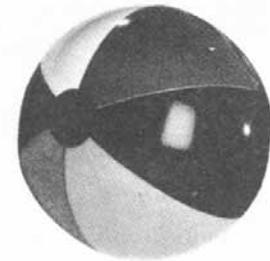
BILNOR Steel Wall POOLS

Pre-closed steel wall with heavy vinyl liner. Easy to set up . . . and just as easy to clean and store. Fully Guaranteed.

MODEL 41-S-820
8' x 20"
630 Gal. Cap. \$15.88

MODEL 41-S-1024
10' x 24"
1175 Gal. Cap. \$23.88

MODEL 41-S-1030
10' x 30"
1475 Gal. Cap. \$29.71



DISNEY BEACH BALLS

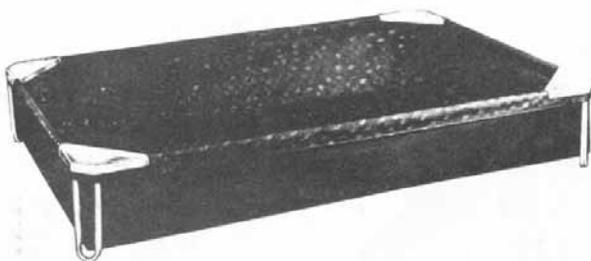
2 material patterns with imprinted Disney cartoon characters on alternate panels. 6 Panels.

NO.	SIZE	COST
5357	18"	\$.49
5556	27"	\$.88
5557	30"	\$1.19
5558	36"	\$1.88

**A NEW 6' x 15" Pre-Assembled
ALL STEEL Circular Pool**

Nothing to do but add water. 265 gal.cap.

9⁸⁸
Model 3R615



Rigid Frame Wading Pool—72 x 60 x 15 \$12.44

No. 2VL-6515—Rigid frame wading pool with heavy vinyl liner and snap on seats of super-high impact styrene. Goes together very easy.



Steel Frame Pool—72 x 48 x 12" \$12.44

No. 2BC-641—Rigid steel frame pool with heavy Butyl liner. Butyl—the synthetic rubber that out-performs the natural product.

Courtesy Tom Thornbury, August 2009:



UNCLE JIM

What is a 'THORNY TOY?'

A message from Uncle Jim

A THORNY TOY is loaded with "Play Value" and "Worth the Money".

"Play Value" is that quality a toy has to entertain and hold the interest of a child over a period of time. When choosing a toy it is well for an adult to call the child's attention to the "Play Value" of a toy. Point out the object of the toy and the hours of pleasure he may look forward to.

A "Worth the Money" toy is well constructed and holds the child's interest over a long period. A toy that breaks easily or does not hold the child's interest is very expensive regardless of the price you pay for it.

The sales personnel at Thornbury's represents over 50 years accumulated experience retailing toys. Using their vast experience, they have selected a group of toys, that in their opinion are loaded with "Play Value" and "Worth the Money". These are THORNY TOYS. They are designated by a label picturing one of Thornbury's TV personalities and the slogan "A Thorny Toy Is A Worth The Money Toy".

Remember . . .

- It's selected for its 'Play-Value'
- It's 'Worth the Money!'



Queen of Toys

presents

Her Thorny Toys



**Super
Skate**

The first "break-thru" in roller skate design in a generation. Wear any shoes; toe cover protects any wearing out shoe by "drag-toe." Exclusive spring action.

\$5⁴⁹

**Candy Stripe
Tea Set**

Seventeen jumbo pieces, four cups, four saucers, four extra large plates, four cake plates and one serving tray. Box size: 12¾" x 16½".

97¢



Courtesy Tom Thornbury, August 2009:



Fireman Bill
presents
**3 Great
THORNY TOYS**



Fireman Bill Fire Chief Automobile with chrome plated Fire Chief bell. Sleek and fast . . . body is 33 inches in length and 15 inches wide. Bright Red and White.

\$10⁸⁸



**Fireman Bill's
FAMOUS
FIRE HAT**

A top quality closely woven straw hat shaped just like Fireman Bill's real fire hat. Sizes S-M-L.

\$1¹⁹



Fireman Bill Drawing Set—Play "Guess Who?" at home. Everything you need to draw and trace while your friends "Guess Who?"

97¢



**TRIGGER TOM
presents
HIS FAVORITE
THORNY TOYS**

**Trigger Tom
LARIAT**

Like a real Western Cowboy Lariat with regulation tie loop and leather honda.

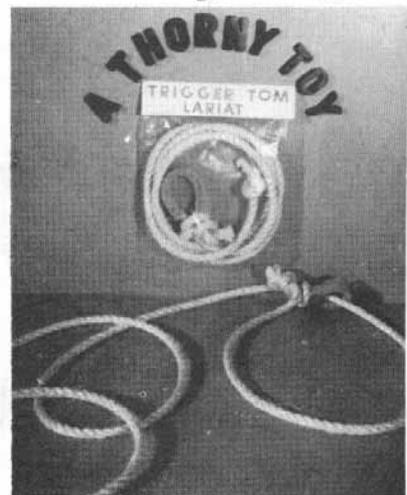
97¢



**TRIGGER TOM
KNIFE
In Leather Scabbard**

Knife has bone-like grip. Scabbard is heavy leather with cactus overlay.

97¢



Courtesy Tom Thornbury, August 2009:



Uncle Jim
presents

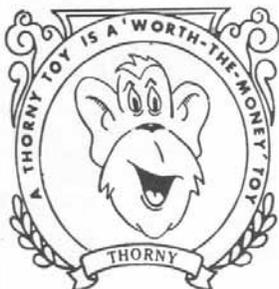
The Official
THORNY CLUB
Tee-Shirt

His First
THORNY TOY



Top quality "Tee" Shirt. 100% cotton. "I Like Thorny" slogan imprinted on front. Sizes S-M-L.

.69



THORNY
presents
His Choice
THORNY TOY

SKATE SCOOTER

A strong well constructed Skate-Scooter that is real fun for kids, three to twelve years of age. Ball bearing skate wheels, rubber shock absorbers, weather-proof hardware. Skate-Scooter sports club emblem. Overall size: 27" x 24 3/4" long.

Remember, You get
8 THORNY BUCKS
with this Skate Scooter

\$3⁸⁸

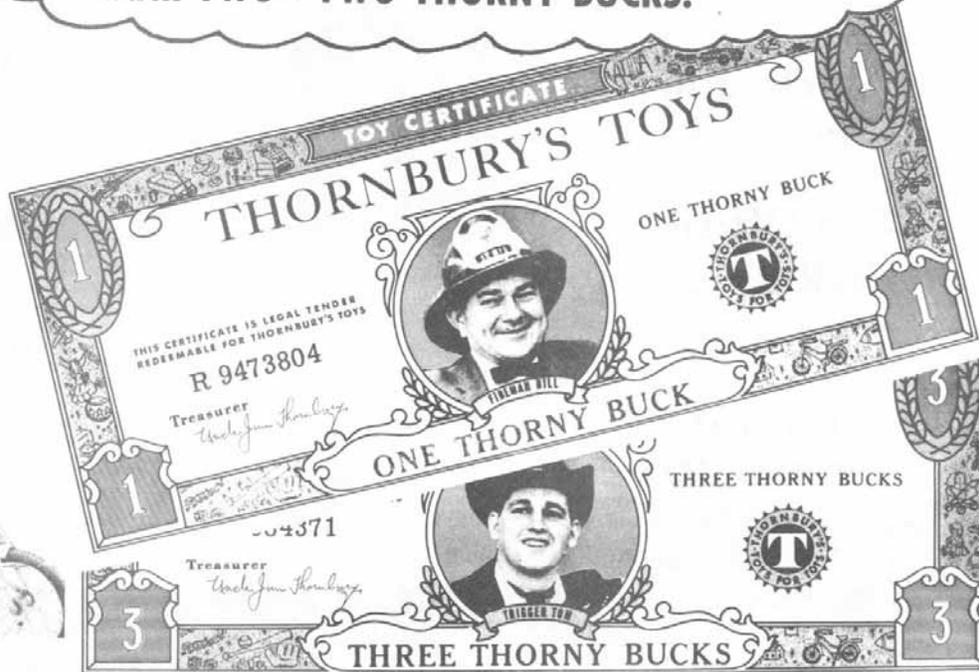


Courtesy Tom Thornbury, August 2009:

HEY, KIDS! Have you heard?
 You get "THORNY BUCKS" at Thornburys Toys.
 When you spend a buck at Thornburys you get
 back TWO - TWO THORNY BUCKS.



"THORNY"



"THORNY BUCKS" are our way of saying thanks to our many customers. Thorny Bucks are given as a bonus. We will continue to offer a most complete selection of toys; to give outstanding service and to maintain low prices.

Uncle Jim

**THORNY BUCKS ARE WORTH
 1/2¢ OR MORE ON ANYTHING
 IN THE STORE! Collect 'em! Save 'em! Swap 'em!**

Courtesy Tom Thornbury, August 2009:

THORNY BUCK SPECIALS

Thorny Bucks are worth 2½¢ or more!

MORE on these Thorny Buck Specials!



COWBOY HAT

100% new felt. Sizes: S-M-L.
Price \$.97
100 Thorny Bucks



FUN FACTORY, JR.

(Boys-Girls 3-6)
For modeling fun.
Comes with 3-2 oz cans Play Doh.
Price . . . \$1.67
200 Thorny Bucks



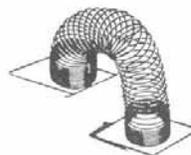
CHU-CHU GUM MACHINE

With gum balls.
Has lock and key.
Price . . . \$.97
100 Thorny Bucks



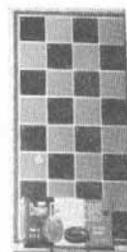
SPARKLE PAINT

Paint pictures that sparkle like jewels.
Large . . . \$1.71
200 Thorny Bucks
Small . . . \$.97
100 Thorny Bucks



SLINKY

The walking spring
Price \$.88
100 Thorny Bucks



FOLDING CHECKER BOARD

This is a heavy pressed cardboard.
Price . . . \$.29
30 Thorny Bucks



HIHO CHERRY-O GAME

Cherry Picking Game
Ages 4-8
Price \$.88
100 Thorny Bucks



ARMY HELMET

Has adjustable band, fits all head sizes.
Price \$.88
100 Thorny Bucks



HAND GRENADE

Authentic appearance. Shoots caps.
Price . . . \$.88
100 Thorny Bucks



JUMP ROPE

With Wood Handles.
Price . . \$.10
10 Thorny Bucks



INDIAN CHIEF HEADDRESS

Adjustable head-band.
Price . . . \$.97
100 Thorny Bucks



CROWN CHECKERS

24 Self Stacking plastic checkers.
Price . . . \$.29
30 Thorny Bucks

BINOCULARS

Full 3 power.
\$1.19
125
Thorny Bucks



PLAY-DOH MODELING COMPOUND

Clean, non-toxic, air dries, color true.
Price \$.88
100 Thorny Bucks



KENTUCKY DERBY GAME

An exciting spinner type race horse game.
Price \$.59
75 Thorny Bucks



CANDYLAND GAME

A sweet game for little folks.
Price \$.97
100 Thorny Bucks



Sponge Rubber BASEBALL

A long lasting, high bouncing ball
Price . . . \$.25
30 Thorny Bucks



No. 24 CRAYOLA CRAYONS

24 brilliant colors
Price . . . \$.35
50 Thorny Bucks



CRYSTAL MARBLES

Genuine Cat Eye Brand.
Price \$.10
10 Thorny Bucks



TAMMY DOLL (pictured)

America's most popular teen-age doll and family.
Price . . . \$2.39
300 Thorny Bucks



TAMMY' FAMILY (not shown)

Mom . . . \$3.66
400 Thorny Bucks
Ted . . . \$3.29
350 Thorny Bucks
Dad . . . \$3.66
400 Thorny Bucks
Pepper . . \$2.39
250 Thorny Bucks

OTHER THORNY BUCK SPECIALS (Not Illustrated)

ITEM	DESCRIPTION	PRICE	THORNY BUCKS
Milton Bradley TUSSELE GAME	NEW—Seen on the "GUESS WHO" Show	\$2.91	350
Magnetic Board on Easel Stand	NEW—Seen on the "GUESS WHO" Show	\$4.85	500
Wiffle Baseball	High quality plastic. Can be batted.	\$.39	50
Ideal Combat Tank Destroyer	Unbreakable plastic. Shoots harmless shells.	\$.77	50
Ideal Seven Keys Game	Seen on TV—Ages 10 to Adult	\$3.77	100
Official Thorny Club Shirt	Washable—100% Cotton—Wears Well	\$.69	75
Finger Paints	Safe non-toxic colors	\$.97	100
Water Colors	Metal Box—Brush & 10 bright colors	\$.29	25
Wooden Glider Airplane	Loops, circles, soars	\$.10	10
Pea Shooter & Ammunition	Safe, sanitary plastic tube—Dried peas	\$.20	25
Yoder Bicycle Horn	Bulb type plastic horn	\$.44	45
No. 50 Bicycle Siren	Operates by hand—Fits all bikes and trikes	\$.97	100
Bicycle Mirror	3" Chrome plated	\$.49	50
Rubber Dagger w/Sheath	9" Soft Rubber—Safe	\$.10	10
Bicycle or Tricycle Handlebar Streamers	High quality, multi-color—Fits all handle bars	\$.19	20

Courtesy Tom Thornbury, August 2009:



\$38.77

American Flyer UNICYCLE



First and Only Professional Model Ever Offered To The Public

- Fully chrome plated.
- Specially designed, 2-tone correct unicycle saddle.
- 15" seatpost, adjustable to any height rider, positive position and locking.
- Choice of 16", 20" or 24" wheel with 1.75 tire. Full ball bearing hubs and pedals.



\$1.00

BIKE PARK
FITS ALL BICYCLES

\$2.98



BIKE SIREN

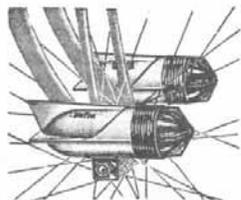
Chain pull operated. Realistic siren sound.



\$2.25

.97

BIKE STAND



A-1845

SAFETY LITES

One green, one red lens, mounts front or rear hub.

\$1.79



A-1846

RED BEAM

Pin type white plastic case, ultra-modern red lens.

\$1.10



A-2815

"ROADLITER"

Mounts on handlebar. Chrome plated, quality built.

\$2.91

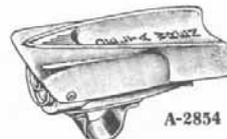


A-2187

SEALED BEAM

King of bicycle headlights. Powerful 6 volt model.

\$6.95



A-2854

"WREN"

One-cell beauty at economy price. Fender or handle bar mounting.

.89



20" BIKE SEAT

No. 7035 W

\$2.19



Full range in stock for 16-20"

24-26" Bikes

\$2.19 to \$2.95



DELUXE BIKE SADDLE

All Sizes In Stock

\$2.95 to \$8.00



SOLO-POLO SEAT \$6.95 to \$7.95

With trus rods, foam cushioned, roomy. Shown here mounted on Schwinn "Fairlady", 20".



SADDLE BASKETS

\$3.49



Bicycle Speedometer

Shockproof, waterproof, dust-proof. For all bikes domestic & foreign. . . . **\$5.71**



LECO SAFETY SEAT WITH FOOTSHIELD

Easily attached to any standard bicycle. Large toe shields for extra safety. Padded seat. Arms and seat fold flat for use as regular carrier. **\$10.49**

Courtesy Tom Thornbury, August 2009:



HARD-TO-FIND PARTS & ACCESSORIES

♦ FOR BICYCLES ♦ VELOCIPEDES ♦ PEDAL CARS ♦ WAGONS
♦ ROLLER SKATES ♦ DOLL BUGGY ♦ SULKY ♦ SURREY ♦ WHEELS

AIR PUMPS \$1.98 & \$3.29
 AXLES-FRONT WHEEL \$.25
 AXLES-REAR (Spec. Make) From \$.60
 AXLE CONES (Spec. Make) Each \$.25
 AXLE SETS-FRONT WHEEL From \$1.50
 AXLE RODS FOR PEDAL CARS Per Ft. \$.50
 BABY SEATS FOR BICYCLES \$10.50
 BALL RETAINERS (Spec. Size) From \$.25
 BASKETS-FRONT (Spec. Size Bike) From \$1.69
 BASKET-SADDLE TYPE \$3.49
 BENDIX BRAKE PARTS From \$0.00
 BICYCLE EXERCISERS \$16.88 to \$78.88
 BERMUDA OAK FRONT BASKETS \$2.49
 BICYCLE TRAINING WHEELS (All Sizes) \$2.95
 BICYCLE COVERS (PLASTIC) \$2.75
 BRAKE STRAPS \$.12
 BRAKE CABLES-FRONT \$.60
 BRAKE CABLES-REAR \$.90
 CYCLOMETERS \$2.69
 CABLE CLIPS \$.12
 CAB TIRING (Spec. Size) Per Ft. \$.45
 CARRIERS-FRONT \$2.98
 CARRIERS-REAR \$2.98
 CHAINS (Nos. 61 and 65) \$1.19
 CENTRIX COASTER BRAKE PARTS From 00.00
 CHAINGUARDS (Spec. Size) \$1.30
 COMBINATION LOCKS (Master) \$1.69
 COTTERS FOR IMPORTED CRANKS Each \$.20
 CRANK ARMS IMPORTED-RIGHT \$3.98
 CRANK ARMS IMPORTED-LEFT \$1.98
 CRANKS-AMERICAN STYLE \$2.60
 CRANK BEARINGS Each \$.35
 CRANK CONES Each \$.35
 CRANK SPROCKETS (AMERICAN) \$1.10
 DAN-D-LOW SEAT POST \$1.89
 DELTA BICYCLE LIGHTS \$.89 to \$3.49
 DOLL BUGGY WHEELS (Spec. Size) From \$.70
 EXPANDER BOLTS AND LUGS \$.35
 FENDERS-CHROME (Spec. Size) Pair \$3.98
 FENDERS-REPAIR (Spec. Size) Pair \$2.49
 FORKS (AMERICAN) (Spec. Size) \$3.45
 FORKS (IMPORTED) (Spec. Size) \$4.49
 FORK COLLERS (TRICYCLES) Each \$.70
 FRONT WHEELS (BICYCLE) (Spec. Size) \$6.79
 GENERATOR SETS \$4.88 & \$7.88
 GOOSE HORNS \$.44 to \$1.19
 GRIPS (TRICYCLE) Pair \$.30
 GRIPS (BIKE) Pair \$.45
 HANDLEBARS-TOURIST TYPE \$1.60
 HANDLEBARS-HI-RISERS \$1.98
 HAND BRAKES-FRONT \$3.98
 HAND BRAKES-REAR \$3.98
 HAND BRAKES-PAIR \$7.49
 HANDLEBAR STEMS \$1.69
 HEAVY DUTY FRONT HUBS- \$7.88
 SULKY OR TRAILER TYPE
 HORN AND LIGHT COMBINATION \$3.49
 HUBS-BICYCLE (Spec. No. of Holes) \$2.00
 JUVENILE SEATS \$2.19
 KICKSTANDS (Spec. Size) \$.97
 KOMET COASTER BRAKES PARTS
 MATTACUCK COASTER BRAKE PARTS
 MIRRORS \$.49

MORROW COASTER BRAKE PARTS
 MURRAY OHIO PARTS
 NEW DEPARTURE BRAKE PARTS
 PARKCYCLE CRANKS \$3.49
 PEDAL-20" BIKE Pair \$1.40
 PEDAL-24" BIKE Pair \$1.40
 PEDAL-26" BIKE Pair \$1.69
 PEDAL BLOCKS FOR TRIKES \$.97
 PERRY COASTER BRAKE PARTS
 REAR WHEELS-BICYCLE \$10.80
 (Spec. Size) Less Tire
 REFLECTORS \$.20
 ROLLER SKATE PARTS
 SADDLE BAGS \$2.89
 SADDLE BASKETS \$3.49
 SEATS-20" BIKE \$2.19
 SEATS-24" & 26" BIKES \$2.95
 SEAT COVERS-ALL SIZES \$.97
 SEAT POST \$.90
 SEMI-PNEUMATIC TIRES-16" \$1.80
 SEMI-PNEUMATIC TIRES-12" \$1.60
 SEMI-PNEUMATIC TIRES-10" \$1.40
 SIRENS-CHAIN PULL TYPE \$2.25
 SIRENS-2 CELL ELECTRIC \$2.95
 SLIP ON PEDALS Each \$.50
 SPEEDOMETERS-CADET \$5.71
 SPEEDOMETERS-SCHWINN \$5.71
 SPOKE WRENCHES Each \$.20
 SPOKES-ALL SIZES 3 for \$.10
 STREAMERS-MULTI COLOR Pair \$.19
 SURREY WHEELS-ALL SIZES Each \$2.95 to \$4.95
 STURMEY ARCHER PARTS
 TAPER COTTER PINS Each \$.10
 TIRES-GOODYEAR, SCHWINN OR
 US RUBBER-ALL SIZES Pair \$5.80
 TUBES-US RUBBER-ALL SIZES Each \$1.35
 TUBES-GOODYEAR SPEEDWAY Each \$1.50
 TUBE PATCH KITS \$.29
 VALVE CAPS \$.03
 VALVE CORES \$.15
 VELOCIPED SEATS-METAL \$1.49
 VELOCIPED HANDLEBARS \$1.60
 VELOCIPED PEDALS Pair \$.80
 VELOCIPED BEARINGS From \$.75
 WAGON WHEELS (Spec. Size) From \$1.00
 WHEELS OF ALL TYPE, PLEASE INQUIRE

We stock parts for any type of Schwinn bicycle made. If we may help you in any way to find a part please call upon us.

Thornbury's **TOYS**

SERVICE DEPARTMENT
 4101 SHELBYVILLE RD. 895-0553
 St. Matthews, Ky.

Courtesy Tom Thornbury, August 2009:



RADIO LINE

WAGONS & SCOOTERS



RADIO TOT
\$2.99

Smallest in size. All steel. One piece body. 20½x11x3". 5" wheels. Rubber tires.



REX PAL
\$3.93

Bright Fire Engine Red. Cloud White wheels. 25 x 12½ x 3½". Steel sleeve bearings. 6 x ¾" molded tires.



RADIO SUPER
\$5.94

Solid steel axles, new Fit-Grip handle. Graphite bearings never need oiling. Body 28½ x 13½ x 3½". Puncture proof tires.



TOWN & COUNTRY \$21.95

Natural finish body is 38x10 x10" deep, with Seminole Red Stakes. Bearings never need oiling. New Fit-Grip handle.



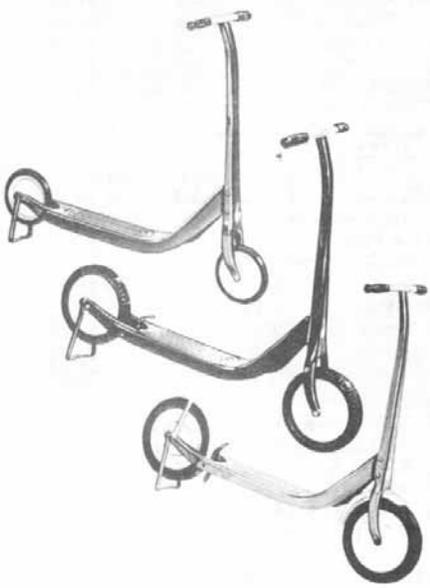
RODEO WAGON \$13.71

An attractive newcomer. Finest hardwood body with extra heavy steel body. 30 x 15½ x 7½" deep. Natural finish.



RADIO FLYER \$9.87

World's most popular wagon. Body 36 x 17½ x 4½" deep. Puncture proof semi-pneumatic tires. Congo Graphite bearings.



- No. 2—Radio Super Scooter \$3.98
- No. 4—Deluxe Scooter \$5.95
- No. 5—Radio Chief Scooter \$8.95



FIRE TRUCK

Model Y660—Realistic fire truck with flashing red lite and chrome plated fire engine bell. Equipped with jet type steering wheel, wooden ladders, ladder rails and rear platform. \$15.41



SPORTS CAR

Model V712—Sports Car with music box and adjust-o-matic pedals, retractable radio antenna and chrome finished instrument panel. \$17.88



SUPER DELUXE FIRE TRUCK

Model V750—Fire truck with adjustable pedals. Equipped with fire engine bell, blinker light, windshield and two wooden ladders. \$19.88



TEE BIRD

Model Y650—Auto with modern advanced styling. Bahama Blue with white trim, red wheels with white stripe. \$10.88



TOY WHEELBARROW

An exact replica of dads. Bright red. Body 16x20x5½". \$2.88

IT'S EASY TO ORDER FROM THORNBURY'S JUST CALL "COLLECT"

Thornbury's Toys will pay all telephone charges within 100 mile radius of Louisville on order of \$5.00 or more.

Ask Operator For **895-0553**



Courtesy Tom Thornbury, August 2009:



MURRAY



SKY BOLT X 64
 Boys: Flamboyant Red with white trim.
 Girls: Flamboyant Blue with white trim.
 Boys 26" - Y10X64 . . . \$33.66
 Girls 26" - Y11X64 . . . \$33.66



"JET FIRE X 64"

Boys: Flamboyant Black Cherry with white trim.
 Girls: Flamboyant Turquoise with white trim.
 Boys 26" Y20X64 \$39.88
 Girls 26" Y21X64 \$39.88

When you spend a buck at Thornbury's you get back Two -

TWO THORNY BUCKS!

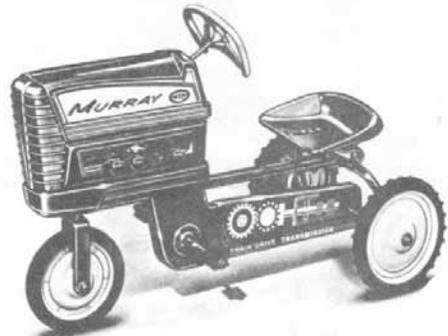


WISHBONE FRAME VELOCIPEDE
 1 1/2" tubing with sturdy rear platform. 20" front wheel - 16" rear wheel. . . \$16.95



NEW SUPER DELUXE VELOCIPEDE
 Full ball bearing. Double deck frame.

Model	Front Wheel	Rear Wheel	Price
W-480	10"	8"	\$15.71
W-481	12"	8"8"	\$16.71
W-482	16"	10"10"	\$17.71

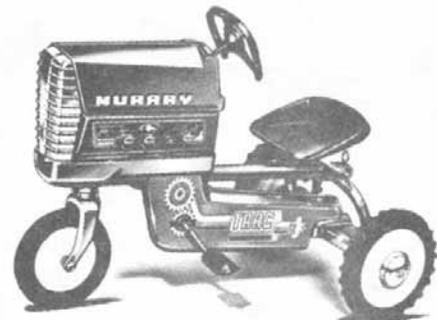


SUPER DELUXE TRACTOR
 Ball bearing chain drive with motortone gear shift. Red with white trim. 37" long, 22" wide, 25" high. \$18.71



PLATFORM VELOCIPEDE

Model	Front Wheel	Rear Wheel	Price
Y-395X64	10"	8"	\$ 9.71
Y-396X64	12"	8"	\$10.71
Y-397X64	16"	10"	\$11.71



CHAIN DRIVE TRACTOR
 37" long, 20 1/2" wide, 25" high. 8" front wheel, 10" Tractor Tread rear wheel. \$15.71



TRAIL TRAC
 \$5.21

12" long, 11" wide, 6" deep. 8" wheels, tailgate opens. Hooks up under tractor seat.

Courtesy Tom Thornbury, August 2009:

TRAMPOLINES

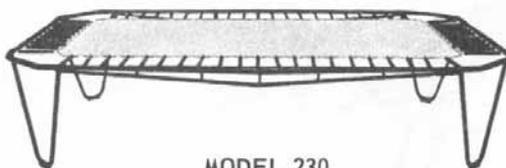
ROCKET
POGO STICKS

ALL METAL FULLY GUARANTEED

Lifetime tempered steel spring, aircraft aluminum plunger and footrest. Non-slip hand grip. Live rubber jumping tip.

MODEL	WILL HOLD	PRICE
P-34	to 60 lbs.	\$4.95
P-38	to 100 lbs.	\$5.95
P-40	80 to 150 lbs.	\$6.95
P-42	150 to 200 lbs.	\$7.95

COMES FULLY ASSEMBLED

MODEL 230

Spring suspension for all weights, children or adults. Frame 73"x112". 30" from floor. Bed size 4'x8'.

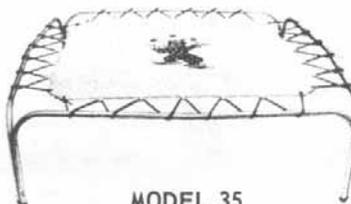
\$119.95



TRAMPOLINE
MODEL 340

Larger model of picture . . . for all weights, children or adults. Frame 73"x112". 30" from floor. Bed size 5'x10'.

\$149.95



MODEL 35

For children up to 75 lbs. Frame 66" X 6", 21" from floor. Bed size 54" X 54".

\$27.95

SUPER SKATE

The first "break-thru" in roller skate design in a generation. Wear any shoes; toe cover protects any wearing out shoe by "drag-toe." Exclusive spring action.

\$5.49



EXTENDS 7" to 14"
AGES 5 to 12

SUPER JUNIOR SKATES

For indoors and outdoors. Simple push-button size. Unbreakable plastic in satiny blue and pink.

SIZES 11 to 7 **\$5.49**

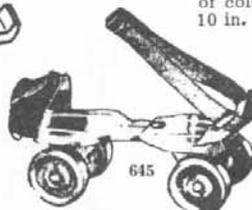


530

SPEED KING SKATES

Outstanding value in full size with heavier rollers. Extension channel of cold rolled steel. Adjusts 7 3/4 to 10 in.

\$3.29

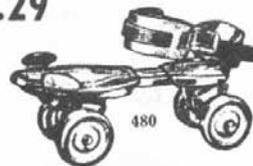


645

BEGINNERS SKATES

Built to same quality other Speed King Skates. Light-weight with leather toe caps instead of clamps. Adjusts 6 1/2 to 8 in.

\$1.88



480

Turned over edges and channel extension bar. Adjusts 6 3/4 to 11 1/4 in. "Shaped to shoe" toe-plates and sponge rubber ankle pads are standard equipment. A quality built skate.

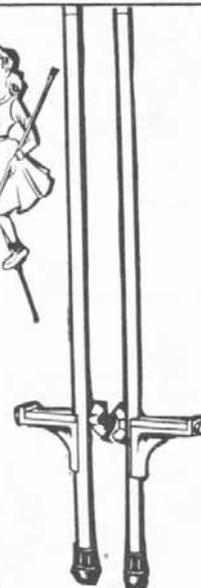
\$3.99



STILTS

Full 72 inches in length. Aircraft aluminum footrests with wing nut adjustment to any height. Hard rubber tips. Loads of fun!

\$4.95



NAVAJO STILTS

AT LEFT

Made of round selected ash or hickory rods, beautifully finished. Flanged steps adjustable to three heights. 6 ft. long.

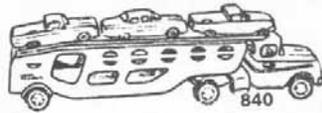
\$2.98



Courtesy Tom Thornbury, August 2009:



1. Front End Loader—Hubley



17. Car Carrier...Tonka



16. Cement Mixer...Tonka



15. Dump Truck & Sand Loader...
Tonka



2. Tractor—Tru-Scale

Thornbury TRUCKS TOYS

1. All Metal. Red body and wheels. Aluminum side arms and bucket. Realistic details. Operated by lever near drivers seat. 7 3/4" long. Boxed. **\$2.98**

11. Side ramp drop to curb level for loading and unloading. New modern cab, white sidewall tires. 10 1/2 x 4-5/8 x 5". . . . **\$1.69**

2. Magic No-Scuff steering. Metal with poly tires. Red baked enamel. Measures 8-1/2 x 4-1/4 x 4-7/8". **\$1.98**

12. Ford F/350 truck pulls a trailer with hinged tailgate and side ramps. Heavy gauge steel. Thoroughbreds included. Measures 23 1/2 x 5-5/8 x 6-3/8". **\$7.49**

3. Turn the crank and watch corn elevated by an auger. Adjustable to any height. Measures 16 1/2 x 2 1/2 x 5". **\$2.91**

13. Hose, which pulls out of tank, squirts water when Pumper is connected to garden hose. Equipment includes "emergency light", steering wheel", detachable ladder, trailer hitch, hand rail, and 2 hand extinguishers. Measures 10 3/4 x 6 1/4 x 5 1/4". **\$3.71**

4. Attaches to tractor without tools. Adjustment to raise and lower. All steel. Red. 18 x 18 3/4 x 4-7/8". Boxed. . . **\$3.98**

14. Heavy duty dumper, fully workable. Control levers at rear of cab for dumping and tailgate release. Tailgate opens to two positions. White sidewall tires. Dual rear wheels. Measures 6-3/8 x 6-1/4 x 13-3/8". **\$3.71**

5. Attaches to T-401 tractor without tools. Trips in any position, can be used to dig or bulldoze. All steel. Red. Measures 10 3/4 x 3 1/2 x 3". Boxed. **\$1.79**

6. Pick-up fingers, auger feeder, plunger head and flywheel all operate. Measures 17 1/4 x 7 1/2 x 3 1/4". Boxed. **\$3.49**

7. A "workhorse". Moves forward or backward on deep-grooved treads. Blades adjusts to 3 positions. Measures 8-7/8 x 4-5/8 x 6". **\$2.98**

15. The perfect combination. Endless belt operates by crank on top of Sand Loader. Hopper raised and lowered by side lever. Truck fully workable. . . . **\$5.66**

8. Fully equipped. Genuine rubber tires plus detachable spare. Custom chrome steel discs. Measures 10 1/2 x 5 1/2 x 5 1/4". . . . **\$2.44**

16. An exact model that works with perfect realism. Fills through hopper on top; mixer tilts to pour "cement" down adjustable chute. 15-5/8 x 8 x 6-3/8". **\$5.88**

9. Two hand wheels control raising and lowering of boom and loading and unloading of shovel. Cab revolves 360 degrees. 26-3/8 x 7-5/16 x 6-15/16". . **\$3.71**

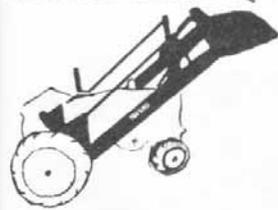
10. Steel construction, bucket trips automatically, positive stop winch to raise and lower boom. Cab pivots Adjustable screw jacks slide out. Measures 31 1/2 x 7 1/2 x 20 1/4". **\$9.71**

17. Really 4 toys in one. Carrier of heavy gauge steel — strong enough to sit on. Includes 3 scale model plastic cars. Lever positions ramp for loading or unloading. 28 1/2 x 8 1/2 x 5 3/4". **\$7.44**

3. Auger Elevator Set—Tru-Scale



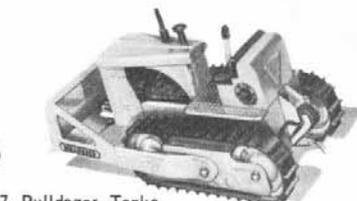
4. Com Picker—Tru-Scale



5. Loader—Tru-Scale



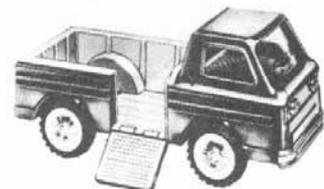
6. Hay Bailer—Tru-Scale



7. Bulldozer—Tonka



8. Military 'Jeep'—Universal



11. Rampside Pick-Up—Structo



10. Michigan Shovel—Nylint



9. Power Shovel—Structo

Courtesy Tom Thornbury, August 2009:



BASEBALL GLOVES



"MICKEY MANTLE" . . . \$9.71

No. MM5 - Top quality boys' model featuring a Spiral Top Action Anchored Web and L-Heel. Large "Deep Well" pocket. Adjustable wrist strap for snug fit.



"DICK HOWSER" . . . \$8.44

No. TT85 - Featuring Rawlings famous Big "T". Fully leather lined and Nylon sewn, laced heel and three-loop lacing in the pocket. A terrific companion for the young baseball player.



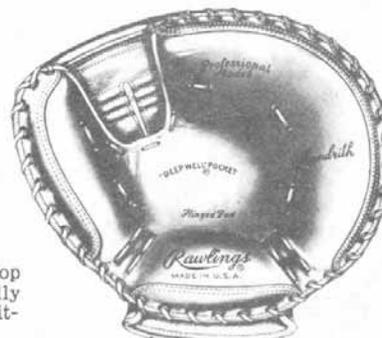
"TRIPLE CROWN" . . . \$5.95

No. MM9 - Mickey Mantle "Triple Crown." This boys glove has a full leather web with single tie-down and modified V-anchored lacing. Leather laced heel and leather welting throughout. Hinged pad for instant glove response and flexibility.



NEW! BIG '8' \$13.88

Rawlings latest model. Never shown before. Top grain leather, Flex-o-matic palm, laced heel, fully leather lined, nylon sewn. None better for the Little Leaguer.



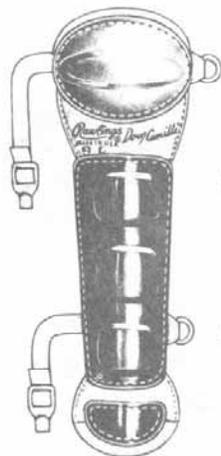
CATCHERS MITT . . . \$14.88

No. DB25 - Catchers Mitt, featuring a laced-down double break for greater flexibility. Adjustable pocket lace. Easily adjustable wrist strap, lined with Shearling for snugness and comfort.



Leather Top Approved LITTLE LEAGUE SHOES \$3.88

Featuring moulded rubber cleated soles, made over regulation spike last. Top grain leather tip, waterproof upper. Sizes 1 to 9 including 1/2 sizes. Style No. 6666.



No. 9C LEG GUARD
Small boys' leg guard made of plastic like the professional models
\$5.71 pair



GLOVOLIAM39 CAN

Rawlings exclusive formula glove lubrication. A favorite of the pros for more than 45 years. Keeps gloves and mitts in top condition. 4-oz. can.

Courtesy Tom Thornbury, August 2009:



No. 190

BASEMAN'S MITT
Flare-Flex mitt made from top grain, cork colored leather. Leather bound, rawhide laced with laced-in break and X-ed in trap. Leather lined with adjustable finger stalls. Glyco treated fibre inserts. \$9.88



No. 68

FIVE-FINGER MODEL
New for 1964. Flare-Flex design with L-shaped heel. Rawhide laced with spiral laced double trap, double interlaced fingers, laced down pad and laced in break. Made from selected Protan cork leather. \$9.88



No. 48

LARGE SIZE 5-FINGER
Flare-Flex design for top performance at a budget price. Features fully leather lined laced down palm, laced in trap, interlaced fingers. Made from selected cork colored full weight top grain leathers. \$6.88



No. 36

FIVE-FINGER GLOVE
A Flare-Flex design for 1964. It features fully leather lined laced down palm, a laced in break, barrel shaped laced in trap, interlaced fingers and made from selected cork colored top grain leathers. . . . \$5.88



No. 123

BASEBALL SUIT

Cotton Flannel pants with zipper fly, twill cap, hose, press on letters. Size 2, 4, 6, 8. A real suit for that little "Little Leaguer".

As Shown At Left

\$4.71

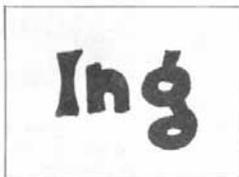
SIX-FINGER GLOVE

New for 1964. Extra large Flare-Flex design made from cork colored Protan leather. Laced in palm and laced in break and adjustable wrist strap. Padding is new model narrow profile style that forms an extra wide pocket.

\$7.88



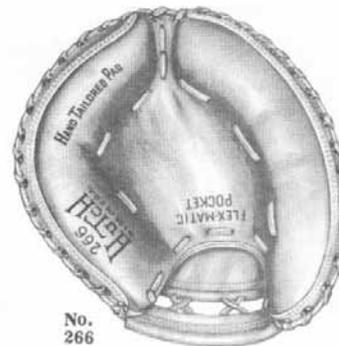
No. DD



No. CPI

BODY PROTECTOR

Boy's model heavy duty twill body protector with quilted padding, web harness and adjustable finger tip fastener. \$2.99



No. 266

CATCHER'S MITT

Heavy weight top grain leather. Leather bound and rawhide laced. Hand formed pad. Laced palm. Laced in wide break. New style double X trap. Wool shearing adjustable wrist strap. Thumb and finger loop. Flex-Matic wide deep pocket. \$9.88

LOUISVILLE BASEBALL SUIT
Each suit includes shirt, pants, belt with buckle, professional shaped cap with beaded sweatband. Made of Reeves' Cricket-T-Cloth. The combination of quality manufacturing and Cricket-T-Cloth assures plenty of base-sliding wear and lasting "Big League" appearance.
Sizes 2, 4, 6, 8, 10, 12
\$7.95



Ask About Team Price on 15 or More Suits



HOME PLATE

Tough, white rubber. Official size, 3/4" thick w/detachable spikes. Used on thousands of diamonds.
\$13.88



No. PBI

PITCHER'S BOX
Official size. 3/4" thick. Detachable spikes. \$10.88

Courtesy Tom Thornbury, August 2009:

Louisville



Sluggers



GENUINE AUTOGRAPHED POWERIZED SLUGGER
No. 125—Natural finish. The authentic models of the famous sluggers whose genuine autographed signatures appear on the barrel. Turned from choice, open-air-seasoned white ash.
Lengths: 33, 34, 35, 36".....**\$3.88**



"WALLOPER" OFFICIAL SOFTBALL BAT
No. 50—Brown finish. Ship white tape grip. 33 and 34" lengths.....**\$1.35**



"SWATTER" OFFICIAL GIRL'S SOFTBALL BAT
Natural white finish. Ash or hickory. Gray Zapon grip. 33" length.....**\$2.20**



MEDIUM SIZE LITTLE LEAGER
No. 125J—Medium-size junior bat. Natural white finish. Autographs of Ernie Banks, Harmon Killebrew, Mickey Mantle, Roger Maris, Ed Matthews and Wally Moon.....**\$2.45**



LITTLE LEAGUE, NATURAL FINISH
No. J2—Dark Maroon finish. Large-size junior bat. Each bat branded with name of one of these famous hitters; Henry Aaron, Rocky Colavito, Nelson Fox, Mickey Mantle, Roger Maris and Ed Mathews.....**\$1.85**



CRACKERJACK BAT
For small boys. Golden finish, burn branded.....**\$.97**



SPECIAL POWER DRIVE
No. 140S—Natural white finish. Patterned after original models of famous sluggers but slightly smaller specifications for high school, prep school, Babe Ruth league, P-O-N-Y baseball and other teen-age players.....**\$3.30**



AUTOGRAPHED LITTLE LEAGUE SLUGGER
No. 125LL—Large-size junior bat. Natural white finish and brown antique finish. Autographs of Henry Aaron, Rocky Colavito, Nelson Fox, Mickey Mantle, Roger Maris, and Ed Mathews.....**\$3.29**



"MARS" SLOW PITCH SOFTBALL BAT
Ash and/or hickory finished in ebony. New maximum size—2 3/4" in diameter. 32 and 33" lengths.....**\$2.90**



OFFICIAL LITTLE LEAGUE BASEBALL
No. 1850—Endorsed by Little League Baseball Commission.

\$1.49

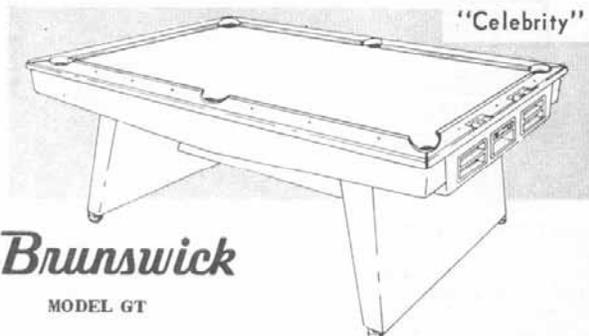


OFFICIAL BABE RUTH LEAGUE
No. BR1700—Built to the rigid specifications of the Official Babe Ruth League and approved by that body.

\$1.69

BATTER'S HELMET
One piece injection molded plastic in red, white or blue. Padded Suspension for protection. One size fits 6 3/4 to 7 3/8.

\$2.99



Brunswick

MODEL GT

HOME BILLIARD TABLE

"The Celebrity" represents the finest construction and playing qualities of home billiard tables. "Levelite" bed of 2 1/2 inch fibre glass guaranteed to stay level for two years, 8 foot table also has adjustable leveling screws (feet) one to each corner of the legs. Professional type cushions offer accurate rebounds. Four regulation cues, professional balls, triangle and chalk included. It's complete. It's perfect for pleasure.

Free Delivery and Installation in Louisville Area
Page 30

\$495.00

F.O.B. Louisville



NEW SAVIDGE BIKE MOTOR

Weights a scant nine (9) lbs. 3/4 h.p. motor fits any bike from 16" through 27". Two principal controls — clutch lever and throttle control. Just put the bike in motion, then lower the Bike Booster, with the clutch control, the motor starts immediately — and away you go.

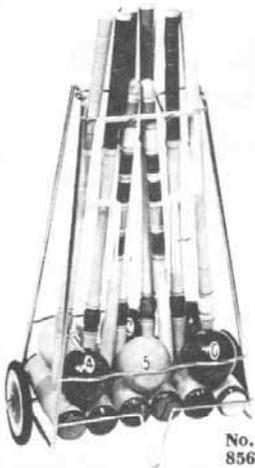
MOTOR COMPLETE

(For more information on Sting Ray Bike see Schwinn Bike Insert.)

\$79.95

Uncle Jim Says—
Remember: A deed often matches a personality.

Courtesy Tom Thornbury, August 2009:



No. 856

CROQUET SET

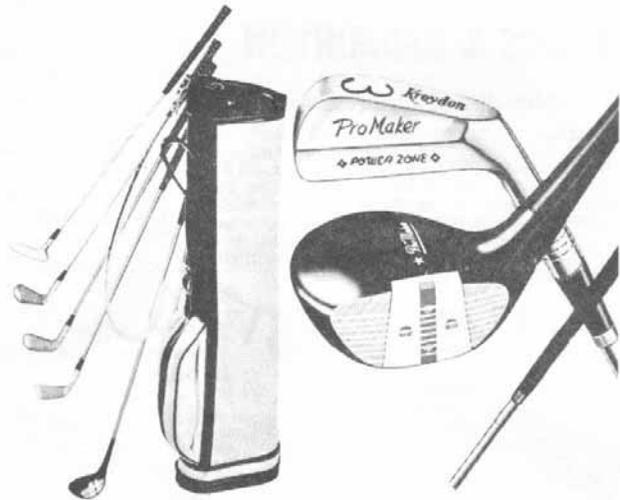
6-Player set in chrome plated rack with 5" wheels. 8" mallets with "Dura-Tips" and turned handles. Colored plastic balls. **\$15.77**



No. 336

CROQUET SET

6-Player set in sturdy wire rack. New 7" turned and striped mallets. Full size plastic balls. Wood parts varnished. **\$9.88**



KROYDON PRO-MAKER YOUTH SETS

WOODS (Right Hand Only)

Made from genuine "Persimmon" kiln dried blocks with a dark walnut finish. Beautiful white and scarlet Cyclocac face insert. Flexible "Tru Temper Starmaker" shaft with black and white "Golf Pride" grip. Matched sets in right hand only. Age 5-9, 35 1/2" length; age 10-14, 38 1/2" length.

41-A SET-AGES 5 to 9

4 Irons (3, 5, 7, 0)
1 Wood (#1), Bag . . . **\$28.71**

41-B SET- AGES 10 to 14

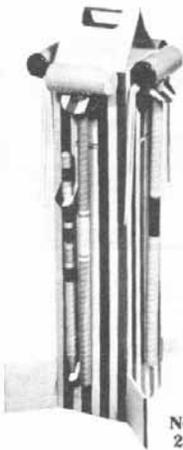
4 Irons (3, 5, 7, 0)
1 Wood (#1), Bag . . . **\$28.71**

IRONS (Right Hand Only)

Powerful muscle back forged blade style with regulation straight-line face scoring. Flexible "Starmaker Tru Temper" shaft with black and white "Golf Pride" grip to match the woods. Each set is matched. Right hand only. Age 5-9, 32 1/2" length; age 10-14, 35 1/2" length.

INDIVIDUAL CLUBS

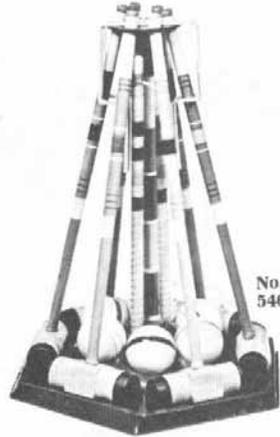
Woods (1, 2, 3),
Ages 5-9 & 10-14 . . . **\$7.44**
Irons (3, 5, 7, 0),
Ages 5-9 & 10-14 . . . **\$5.44**
Putter,
Ages 5-9 & 10-14 . . . **\$4.88**



No. 24

CROQUET SET

4-Player set, 5" grooved mallets with colored tips. Plastic balls. Inner carton can be set up into convenient carrying rack. **\$5.39**



No. 546

CROQUET SET

6-Player set, attractive tepee rack of molded plastic. 7" mallets with shaped hand grips and rubber tips. Plastic balls. Step down arches. **\$13.77**

JARTS

The Sensational New Missile Game for outdoor play anywhere by the whole family, or 2 or more! Completely weatherproof. Practically indestructible!

\$7.71



Whiffle Plastic GOLF BALLS
2/\$.39



AL PAYNE GOLF BALLS

Liquid Center—Vulcanized cover. Tournament Tough rebuilt balls.

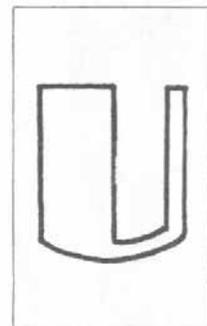
3/\$1.44

You Get
TWO
THORNY BUCKS
For Every Dollar
You Spend At
THORNBURY'S



PRO PUTTING DISC

Helps to keep your putting consistent, a fine way to practice putting during your leisure hours. Permits putting practice on any carpet or other suitable surface. **\$.97**



Courtesy Tom Thornbury, August 2009:

TENNIS & BADMINTON

DON BUDGE "PERSONAL"

Designed to perform like the great champion whose name it proudly carries. Constructed for life-time durability, it has full overlays and outside shoulder reinforcements of genuine rawhide. Trimming is rendered in sophisticated simplicity, white throat face and carefully hand finished natural wood grains. The grip is of finest genuine leather. Strung in multi-fibre Nylon, Hi-Test grade.

\$7.88

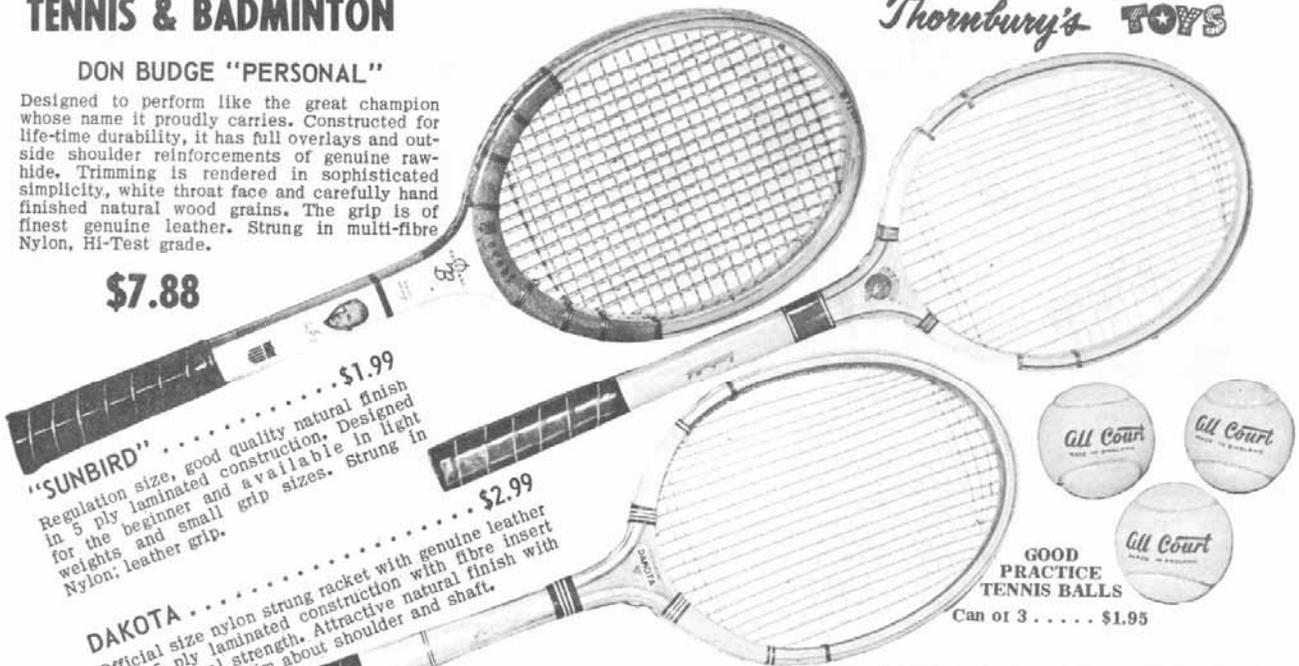
"SUNBIRD" \$1.99
 Regulation size, good quality natural finish in 5 ply laminated construction. Designed for the beginner and available in light weights and small grip sizes. Strung in Nylon; leather grip.

DAKOTA \$2.99
 Official size nylon strung racket with genuine leather grip. 5 ply laminated construction with fibre insert for additional strength. Attractive natural finish with colorful brown trim about shoulder and shaft.

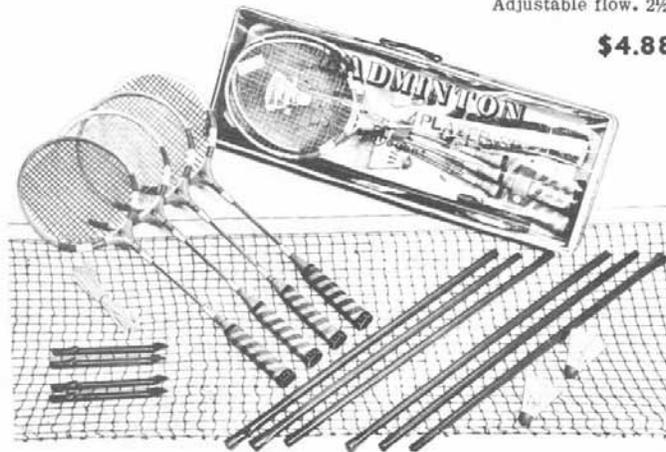
"DM" DRY LINE MARKER
 Adjustable flow. 2½ lb. cup.

\$4.88

Thornbury's TOYS



GOOD PRACTICE TENNIS BALLS
 Can of 3 \$1.95



BADMINTON SET (4)

Contains 4 official size hardwood nylon strung rackets with vinyl grips, 20 ft. taped net, 2 shuttlecocks, complete set of 3-piece metal poles, set of metal stakes and ropes. All in carrying case with zipper and handle. **\$11.77**

BADMINTON SET (2)

Contains 2 official size laminated rackets, Hi-Test Nylon strung, vinyl gripped, 1 shuttlecock, 1 taped top net. Packed in specially designed attractive plastic carrying case with button down flap and handle. **\$1.77**



HORSESHOE SET

Set includes 4 (2"A", 2"B") forged steel 2½ lb. horseshoes and 2 stakes of 1" solid hardened steel. Completely official. **\$8.41**



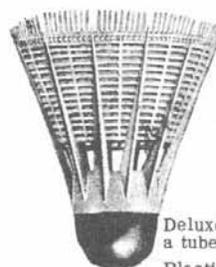
BADMINTON RACQUETS

Nylon Strung Vinyl Grip
\$1.99 Each



BADMINTON NETS

No. 2400—Brown cotton net with 1" white head band. Size 20 x 2½ ft. **\$4.88**
 No. 2300—Nine ply tarred black cotton net with one inch head band. **\$1.98**
 No. 325—Three section metal badminton posts with guy ropes and pegs. **\$3.00**



SHUTTLECOCKS OR BIRDS

Deluxe nylon outdoor bird. Standard weights. 3 to a tube. **\$.97**
 Plastic outdoor bird. Tube of 3 **\$.49**

Courtesy Tom Thornbury, August 2009:



ORDER BY PHONE FROM THORNBURY'S TOYS

CALL COLLECT!

IF YOU LIVE WITHIN A 100-MILE RADIUS OF OUR STORE. WE WILL ACCEPT YOUR Station-to-Station CALL during regular Store Hours on any order of \$5.00 or more!

AREA CODE 502 - 895-0553

When you call . . . ask for **THORNBURY'S TELEPHONE SHOPPING SERVICE**

Please Have This Toy Book Handy When Placing Your Call!



TWO WAYS TO FIGURE PARCEL POST CHARGES

- 1. TO ESTIMATE PARCEL POST CHARGES . . .**
 . . . allow 75c for orders up to \$10.00, an additional 75c for orders from \$10.00 to \$20.00, etc. Generally this allows more than enough — if you send too much or if your order is shipped by another method, WE WILL REFUND THE OVER-PAYMENT.
- 2. TO COMPUTE PARCEL POST AND INSURANCE CHARGES . . .**
 . . . get the total shipping weight of your order by adding the weights for each item as listed in the catalog. Refer to the PARCEL POST ZONE MAP to determine which Parcel Post Zone you are in. Use the PARCEL POST RATE CHART to determine Parcel Post charges according to the total shipping weight and your Parcel Post Zone. Then add the Parcel Post insurance amount according to the Insurance Rate Table.

INSURANCE RATE TABLE

value up to \$10.00 10c value \$ 50.01 to \$100.00 30c
 value \$10.01 to \$50.00 . . . 20c value \$100.01 to \$200.00 40c

We carry safe delivery insurance on all Parcel Post shipments. You are charged the same insurance rates as charged by the U. S. Post Office. The combined charge for Parcel Post and Insurance will appear on your invoice.

PARCEL POST RESTRICTIONS

A package can be shipped by parcel post if it weighs up to 70 lbs. and measures not more than 100 in. in combined length and girth. Exceptions: Packages mailed to a First Class Post Office in zones 1 and 2 may not weigh over 40 lbs. and may not measure over 72 in. in combined length and girth. Packages mailed to a First Class Post Office in zones 3 through 8 may not weigh over 20 lbs. and may not measure over 72 in. in combined length and girth.

SHIPPING INFORMATION

ESTIMATED EXPRESS CHARGES

Express is recommended for shipping certain merchandise which cannot be sent via Parcel Post due to postal restrictions on size, weight, or type of merchandise. Express shipments are handled by one company all the way. Charges for Express are determined by the weight of the shipment and the distance of the destination office from the originating office. Express charges are collected when the merchandise is delivered. The following chart will enable you to estimate these charges.

(Rates for Eastern Territories are slightly higher)

Wt. lbs.	100 Miles	200 Miles	300 Miles	400 Miles	500 Miles	750 Miles	1000 Miles
5	2.60	2.66	2.72	2.78	2.82	2.90	3.00
10	2.75	2.87	3.00	3.13	3.19	3.36	3.54
15	2.90	3.09	3.27	3.46	3.56	3.81	4.06
20	3.05	3.32	3.55	3.79	3.94	4.26	4.61
25	3.20	3.52	3.81	4.13	4.31	4.74	5.17
35	3.51	3.95	4.38	4.81	5.04	5.64	6.24
55	4.12	4.79	5.47	6.16	6.54	7.47	8.42
75	4.73	5.64	6.58	7.49	8.01	9.29	10.59
100	5.48	6.72	7.95	9.18	9.86	11.57	13.20

ADDRESS ALL MAIL ORDERS TO OUR LOUISVILLE OFFICE

PARCEL POST RATE CHART

Total Shipping Weight in pounds	ZONES							
	Local Zone	1 & 2 Not Over 150 Miles	3 to 300 Miles	4 to 600 Miles	5 to 1000 Miles	6 to 1400 Miles	7 to 1800 Miles	8 Over 1800 Miles
1..	\$0.24	\$0.33	\$0.35	\$0.39	\$0.45	\$0.51	\$0.58	\$0.64
3..	.28	.43	.47	.55	.65	.77	.90	1.02
5..	.32	.53	.59	.70	.85	1.03	1.22	1.40
7..	.36	.63	.71	.84	1.05	1.29	1.54	1.78
9..	.40	.73	.83	.98	1.25	1.55	1.86	2.16
11..	.44	.81	.95	1.12	1.45	1.79	2.18	2.52
13..	.48	.89	1.07	1.26	1.65	2.03	2.50	2.88
15..	.52	.97	1.18	1.40	1.85	2.27	2.81	3.24
17..	.56	1.05	1.28	1.54	2.05	2.51	3.11	3.60
19..	.60	1.13	1.38	1.68	2.25	2.75	3.41	3.96
21..	.64	1.21	1.48	1.82	2.43	2.99	3.71	4.32
23..	.68	1.29	1.58	1.96	2.61	3.23	4.01	4.68
25..	.72	1.37	1.68	2.10	2.79	3.47	4.31	5.04

Courtesy Tom Thornbury, August 2009:

BASKETBALLS . . Playground Balls . . Kick Balls



No. WB20

PROFESSIONAL BASKETBALL

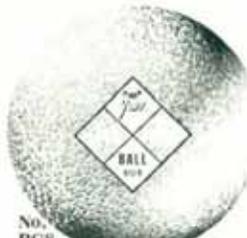
Quality throughout. Official size, weight and performance. Icosahedron carcass is fused by undercover. Official color. \$11.88



No. LB2

COLLEGIATE BASKETBALL

Official size, weight and performance. 40-pattern nylon carcass and long wearing composition cover. Official orange color. . . . \$4.88



No. RG8

FOUR-SQUARE BALL

Multiple use, 8 1/2", inflated ball for all bounce games. Rugged construction. Waterproof and Scuffproof. \$2.88



No. LS3

COLLEGIATE SOCCER-KICKBALL

Size 5. Rugged, waterproof, scuffproof. New 40-pattern, nylon carcass provides great inner strength. Composition cover. \$7.95



No. RS3

LAMINATED RUBBER KICKBALL

Size 5. Rugged, economical, all-rubber composition. Low price Voit quality. All-weather, scuffproof, official size and weight. \$4.95

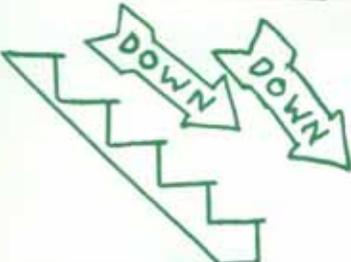


Thorny Toys Board Goal & Post \$21⁸⁸

(as shown at left)

4''x4''x16''. Painted post. 3'x4' fan shaped board with heavy goal and net. Can be adjusted to any height for small fry.

BOARD & GOAL ONLY \$12.88



Thorny Toys Board Goal & Post \$47⁸⁸

(as shown at right)

4''x16'' steel post. 4'x6'x3/4'' marine plywood backboard. Heavy goal and net. Backboard is set out 3 feet from post.

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Thornbury's TOYS



Collegiate Volleyball \$7.95

No. LV4—Long-wearing 40-Pattern nylon carcass, soft, "Stingless" cover with distinctive black seams. Waterproof, scuffproof. Official size and weight.

Laminated Rubber Volleyball \$4.95

No. RV4—Voit quality at lowest price. Official size. Stingless cover. Rugged and economical.

Hand Pumps For Inflating Play Balls (Not Shown)
No. 01 \$.49 No. 02 \$1.49



LATEX REPAIR KIT 79¢



DR-2 Deck Tennis Ring 45¢

Uncle Jim Says—
Good children never disobey mother or dad.



No. V8740

VOLLEYBALL SET

Steel posts with stakes and guy ropes. Weatherproofed net 30'x2'x1-1/8". Regulation volley ball. Family game of high quality. Packed in attractive box.

\$9.88

Courtesy Tom Thornbury, August 2009:



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Saturday mornings at 9 a.m.

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Play Chess or Checkers with pegs that won't slip or slide. Campout pocket size.
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Make it climb! . . . drive! . . . fly level! . . . and fire machine guns "rat tat tat" . . . all with remote control stick safely INSIDE car! Remote control panel on control stick has air speed, turn and bank indicators that really work! Ideal for trips or ordinary driving. Fits any car, does not extend beyond line of car.

\$298

Places You Will Remember-In More Detail:

Vogue Theater

Photo courtesy Richard "Dick" Bedwell (61).



December 14, 1939: The Jeffersonian:



From: <http://cinematreasures.org/theater/340/>

The 800-seat Vogue Theater closed in 1998 after nearly sixty years as a movie house.

Remembered by many for its 24-year run of the "The Rocky Horror Picture Show", the Vogue was the last single screen, privately-owned theater in Louisville. The Vogue, which specialized in independent, foreign and art house film, was the only theater of its kind in the city.

After bleeding money for several years, the theater was finally shuttered, despite the support of its devotees who now visit the theater only in their memories.



Photos courtesy of Annie Wachtel, 2001, note "For Rent."

Courtesy Sandy Thomas (60)

Club Opens Drive For 'Suitable' Saturday Movies For Children

A drive has been launched by the Younger Woman's Club of St. Matthews to get the Vogue Theatre, 3727 Lexington Road, to show movies "suitable" for children on Saturday afternoon.

The president, Mrs. Henry Hardesty, said the club this week was sending out letters to every club in St. Matthews, urging them to cooperate in the drive.

She said the clubs would be asked to contact the theatre's owner in Indianapolis "to promote the showing of Saturday afternoon movies appropriate for children."

She said the local manager, O. B. Smith, had been contacted, but he said selection of pictures was up to the owner.

Mrs. Hardesty said if the owner, William Rosenthal, "gets enough letters from enough local organizations," then he might see his way clear to making changes.

The Club's letter says:

"Crime, horror, murder and sex are the themes of many of the movies being shown at the Vogue Theater at the children's Saturday matinee. Examples are 'Tea and Sympathy', 'The Girl On The Beach', 'Man Eater', and 'From Here To Eternity'. Are these fit for your children to see?"

"Saturday afternoon is primarily movie time for the children. Since the Vogue is the only theater in this area, is it not its moral obligation to schedule movies suitable to these patrons?"

"With the multitude of cartoons, comics, musicals and light educational films now being produced, there is no reason why this type can not be shown to the children."

"Action by you to promote the showing of Saturday afternoon movies appropriate for children, should be taken immediately by contacting:

"Mr. William Rosenthal, Illinois Bldg., Indianapolis, Indiana.

"We are enlisting the cooperation of other organizations in the St. Matthews area in this drive. Only by the action of all of us (our protest) can we put pressure on the Vogue Theater management to select movies suitable for our Children's entertainment."

Correction Made Already, Says Vogue Manager

The Vogue Theatre "won't have any more objectionable films on Saturday afternoons for children," manager O. B. Smith announced this week.

"We had a bunch of bad ones in a row," he said. "I wasn't in favor of them, either."

He explained the films were booked by the theatre's owner in Indianapolis. "Since I talked to (The Younger Woman's Club) seven or eight weeks ago, I went to Indianapolis," he said. "I talked to the owner and explained the situation here. Now the pictures are better."

"It's straightened out now and I'm sure the children won't see any shows on Saturday afternoon they shouldn't see."

The Younger Woman's Club this week is getting out letters to all St. Matthews clubs, asking them to write the theatre's owner, in Indianapolis, in an effort to have films more "suitable" for children at The Vogue on Saturday afternoons.

The theatre's owner was listed as William Rosenthal.

Boy Beaten At Vogue Theatre To Get \$1,500

The case of a 15-year-old-boy who was hit with a billie by a policeman at the Vogue Theatre Oct. 28 has been settled for \$1,500.

Kenneth G. Corey, 15, of 3702 Dayton, will receive \$750 from the theatre and \$750 from the Protective Services Association, employers of the policeman, Oscar L. McCamant, 25.

Howard R. Hunt, attorney for the boy, said: "Naturally everyone regrets the incident. We're glad to have been able to effect a settlement of the case. Equally important as the monetary consideration is the fact that this agreed settlement certainly vindicates Kenneth Cory of ill-founded charges of misbehavior."

He added that, "In view of the irresponsible charges made against Kenneth of using profanity, molesting some girls in the theater, and attempting to grab the officer's gun, Kenneth has suffered an imputation of wrongdoing, which I am only too glad to correct at this time."

July 4, 1957

Courtesy *The Voice Of St. Matthews:*

Lausman now at Vogue

A jolly fellow who apparently likes people, especially children, is the new manager of the Vogue Theatre, 3727 Lexington Road, and organized the rival Royal Republican Club. Both clubs are still going. He attends St. Boniface Catholic Church in Louisville.

"My biggest thrill came about 20 years ago," said Jess Lausman. "I got a copy of Snow White and the Seven Dwarfs so I could show it for the children at St. Joseph and St. Thomas Orphanage. It went over so well, I had shows for them every month."

He's been managing theatres for 39 years. Asked how old he was, he grinned, "I'm like Jack Benny—39."

He was asked if he was any kin to Will Lausman, St. Matthews civic leader. "I'm a cousin of Will's," he said. "All us Lausmans are cousins. Many of them live in St. Matthews."

Why doesn't Jess live here?

"I like St. Matthews," he said. "But I bought a house in town years ago and I got stuck with it. Anyway, it's close to everything downtown and convenient so I decided to stay."

He and his wife live at 709 E. Chestnut. They have no children.

"The manager of your bank out here, Ray Steltenpohl, he married my sister, Charlotte," he said. He was referring to the manager of the St. Matthews branch of the Bank of Louisville.

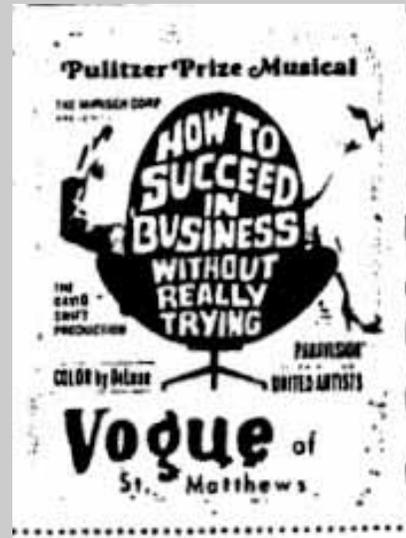
Mr. Lausman, who succeeds the late Orin Smith at the Vogue, was recently assistant manager of the Kentucky Theatre, and has previously managed the Airway (six years), the Broadway (eight years) and the Bard (six years).

He also likes to manage political clubs. Six years ago, he organized the Loyal Republican Club of Louisville. In a dispute over parliamentary procedure and the question of segregation, he and about 50 others quit the club,



Jess Lausman is the new manager of the Vogue Theatre in St. Matthews.

October 23, 1958



May 18, 1967

Vogue to be modernized

A complete modernization is in store for the Vogue Theatre on Lexington Road.

The theatre has been taken over by the Switow brothers, who own the Kentucky, Preston Drive-In, Cozy and West End Theatres in Louisville, and who also have theatres in Lexington and throughout Southern Indiana.

They took over the Vogue recently from William Rosenthal of Indianapolis. The building is owned by the Taylor estate. Jesse Lausman will stay on as manager, according to vice pres-

ident and treasurer Fred Switow.

He said the seats will be upholstered, the stage redone, new carpets put in, and the interior generally redecorated. "It will be completely modernized—up-to-date," he said.

Mr. Switow said two private policemen were on duty on weekends and one during the week "so the adults can enjoy the movie."

His brother Sam is president of the firm and another brother, H. R., is secretary. All three men live in Louisville.

January 21, 1960

Places You Will Remember-In More Detail:

Vogue Theater

Courtesy Al Ring (61), taken June 2008



Courtesy *The Voice Of St. Matthews*:

November 5, 2008

A marquee destination — Upscale shops thriving in Vogue Center after renovation

by Steve Kaufman

For nearly 60 years, the Vogue Theater was a keystone of St. Matthews, the art deco marquee dominating the 3700 block of Lexington Road just past the Frankfort Avenue intersection. For its last 24 years, the Vogue was the place to see “The Rocky Horror Picture Show.”

In 1998, the 800-seat neighborhood picture show closed. The locus of St. Matthews commerce had relocated eastward to the two big malls and assorted strip centers on Shelbyville Road. Louisville was becoming a city of motorists who drove to the huge cineplexes.

And that would have been the end of the story if not for the vision of Phyllis Kirwan, part of the Taylor family who owned Taylor Drug Stores and the land around the Vogue. She formed St. Matthews Triangle LLC with various siblings and cousins and began a \$3.8 million property renovation in 2005.

The theater was torn down, storefront facades were updated, retail tenants were enlisted, landscaping was added and a charming brick walkway (called Taylor Promenade) runs from Lexington Road to the huge parking lot fronting Frankfort Avenue. It’s all modern and up-to-date. But the original art deco Vogue marquee remains, looming above the entrance to what is now Clodhoppers apparel store, a beacon for shoppers.

“It has been an ideal location for us,” said jeweler Sheila Newton, owner of From the Vault, who moved into the Vogue in 2006. “This center attracts people of all ages, from all over Louisville. We have customers from Prospect, Middletown, the Highlands, the South End, even Lexington. It’s convenient, has easy access from highways, a real crossroads.”

Newton said she also has customers who walk from the Frankfort Avenue corridor in Crescent Hill.

“That’s been the amazing thing about this center,” she said. “It has brought walking back to St. Matthews. People actually get out of their cars and walk around, shop, eat, stroll.”

And there are plenty of shops to stroll into. In just three years, the Vogue center is bursting at the seams with From the Vault, Clodhoppers, Anabel’s Oriental Rugs, Dandelion (gifts and housewares), Lebliss Salon & Spa, SustainKids (eco-friendly children’s clothes), The Peppermint Palm (fashions and home furnishings), You’re Sew Vain (personalized gifts and monogramming) and – one of the newest additions – The Curtain Exchange, which arrived in April 2007.

“We had to pass a rigorous exam to gain entrance,” said Curtain Exchange owner Mandy Tyler. “Phyllis Kirwan has made smart decisions and she doesn’t add just anyone; she wants the right mix.”

“I wanted to return upscale shopping to St. Matthews,” Kirwan said, “and a diverse group of retailers, with the same vision and formula, that complement one another.” (In addition to the boutiques, there’s the Homemade Ice Cream and Pie Kitchen, Stan’s Fish Sandwich Restaurant and a BB&T bank.)

Tyler likes the blend of high-end merchandise aimed at the same discriminating taste levels for which her curtains are designed. She also likes that the various store owners work to sustain each other.

“I’m always sending people across the promenade to Anabel’s, and they send people my way,” she said “We all benefit from each other’s success.”

Newton has an additional thought on why the center has succeeded.

“We’re a group of stores largely owned by women, and that means a certain taste level, warmth, friendliness and attention to detail,” Newton said.

Recently, the various store owners formed the Shops Around the Vogue association to cooperate on advertising and marketing campaigns and special events. During the Holiday Walk on Friday, Nov. 7, retailers will open their doors from 6 to 9 p.m. and welcome in the Christmas season with food, music and their newest lines of merchandise.

It’s not just for the Vogue shops either. The entire neighborhood, on both sides of Lexington Road, joins in, including House of Denim, Colonial Designs, The Lampmaker, Miller’s Fancy Bath and Kitchen, Poppie Design, Blink Boutique and The Nest and Rainbow Blossom food market.

One thing the Vogue center was missing, though, was a beacon on the Frankfort Avenue side of the center.

“When asked for directions, I tell them, ‘look for the Vogue marquee,’ and everybody approaching from Lexington Road knows it,” Tyler said. “But from the other side, we’ve been lacking an identity.”

But Kirwan said a Vogue marquee is coming soon to the other side of the center, too.



Waggener High School Alumni Comments:

I'm guessing that Sidebottom is not on the Invite List for the reunion. However, he might have turned into a really nice person. Not, impossible!

One of my good friends in later life in Owensboro, David Haycraft, (a tennis and sailing buddy, and a really great guy) was the Vogue's bouncer before Sidebottom. David used to joke that he taught Sidebottom everything he knew. Some of you may know David (Spider as he was know at Eastern). He was a few years ahead of us at Eastern and was State high hurdles champ. He married Mary Lou Greenbaum (I am probably wrong on that last name, but it's Green.....) from St Matthews also.

Sidebottom, died from heart failure, many years ago. His sister Fredia still lives on Washburn Ave, in Louisville.

I love hearing about Sidebottom (first name -Marion) and do you remember SPARKY ?????? He scared the hell out of us when we took the bus to Crescent Hill to swim (I would meet Nancy Marella there), the Vogue, the old Woolworth's, (Bev Curry's Mom worked there) the Sultans (Wasn't Mike Woodring a Sultan and Eddie Morris and also Freddie Hamilton (this was early on) They played near Trinity all the time. Pookman's drugstore where we got vanilla and cherry cokes. Plehn's bakery. Ratterman's. Spent some spooky sleepovers there Lois.....Ashbury Berman's ...Mario's Pizza.....Twig and Leaf.....Taylor's Drug...Kroger's and the old A&P...(Dennis worked there)... Canary Cottage... and there was a lady who had a small shop in the back of the Vogue theatre and she sold little dolls and doll clothes when we were in grade school..(Jan Dee Broida and I were good customers).. and who could forget the Tweed and Tartan... I used all of my hard earned money there! Does anyone remember Miss Garland... the third grade teacher who died and then Lucille Lapsely's (sp?) Mom finished out the year? BUT the most outstanding memory of all in grade school was when Brad Arterburn jumped out of the window with an umbrella to fly like Mary Poppins or was it someone in Dr. Doolittle?? So many memories... Or how about the policeman (better known then as a cop) we called consumption?

Not only was Earl Zion nasty at the Vogue, he used to push all us soda jerks around at Webb's Drug Store. Mr. Webb let him wear a white coat like a pharmacist to impress the customers, I guess. I bailed out and got a good job at Frankel Klapheke in 1958, where I drove the delivery truck. Also got a major raise from \$.65 to \$.75/hour. Never looked back. Left my retirement on the table.

YESSSS, the VOGUE!

Let's see.... Friday nights and the amusing Mr. Sidebottom!!!

Some of the more memorable events included:

1. A quart of lightening bugs released...
2. Three bats (flying, not baseball) released.....
3. Smoke bombs ignited.....
4. Cherry bombs rolled under the seats....
5. Whoopie cushions.....
6. Banging on the steel emergency exit doors (guaranteed to make Mr. Sidebottom break into a sprint down the aisle.)
7. Snoring.....
8. Mice released.....
9. Exhaling near the back of the person sitting in front of you after eating a raw onion.....
10. Umbrellas opened.....

Friday nights were not the time to expect to see the completion of a movie.

In younger days, Saturday matinees were the attraction. I remember Billy Friedenberger was ALWAYS the first in line so he could claim his favorite seat: center of the first row down in front. You could see him standing at the box office at least two hours before the first show started.

Now, the smoke bombs involved the careful placement of a product named "Genie Powder" in the ashtrays. This amazing product, sold at Caulfield's magic supply store downtown, was the same color as the sand in those ash urns. It was ignited whenever a cigarette touched it and there was no flame. But a little went a long way. A 50 cent tube was good for several episodes and the smoke was so thick you couldn't see the wall on the opposite side of the lobby. Made partly of Sulphur, the aroma was horrible! All that was required was a careful spreading of a tablespoon's worth across the sand in the urn.

Waggener High School Alumni Comments:

As for the lightening bugs and bats, I can't claim any responsibility but I suspect I know who did those things. (Hey Bert, are you reading this?)

But the crown jewel of all the theatre pranks I've heard about took place not at the Vogue but at the Rialto on 4th Street where the balcony beckoned. A can of vegetable soup was poured over the railing as the perpetrator emitted the voracious vocalizing associated with a sudden attack of an upset stomach. From the dark void below came the reaction of the unsuspecting victim: "SON OF A B____!" It required a quick and skillful exit from the premises.

I firmly believe Sidebottom was put on the earth for us to terrorize, he was absolutely a statue of authority in the Vogue Theater. That was just what we were looking for, "A Statue of Authority We Could Bring Down" what about it Bert.

Sidebottom was beautiful, a white shirt with a pocket on it and one of those plastic things in the pocket that was loaded with ball point pens, that leaked, and an insignia on the plastic thing from Western Auto, one of those skinny black neck ties hanging around his neck that soaked up the perspiration from chasing guys away from the back metal door that we pounded on, black slacks, white socks black lace up shoes that could never stay tied from the weight strain, and a heavy duty belt to hold that massive beautiful belly in his drawers, that he took so much pride in building, with beer and pizza. One large chrome flash light that did not work and was used for a club, if he could only catch someone, was crammed in one of his back pockets, putting a definite strain on that belly. He had another flash light in his left hand that would go off and on as he chased kids around the theater. This guy was definitely sent to earth for our entertainment, he was a porpoise, like at Sea World, and he had a purpose, entertainment for humans.

Does anyone remember the time John and I pinned the curtains at the Vogue with a huge laundry pin? No? What? Why the hell did we do it? We also released bats...yeah bats...in the Vogue...hence the term, "Bats in the Voguefree..." You think I'm kidding huh...c'mon...let's hear some gutsy humor here....all laughs all the time, only on WNBC...Bert.

It was Eddie ____ who took a gun to the Vogue. Now there is a song title.

I was in Louisville this past weekend and I noticed that the old Vogue theater is being torn down. In fact, it looked like the whole block is going. Apparently a furniture store, other shops and eating places will be the replacements.

Perhaps this has been mentioned before but I was surprised and thought I would let you know.

On the other hand it appeared that there had been a little beautification going on with more flowers and some new street lights. Of course a lot more needs to be done to improve the appearance but then it would not be the same. Frank

Frank, Did you strap yourself to the popcorn machine and stop the bull dozers? I can see the headlines - Waggener Grad Saves Cultural Icon") Ray I would have tried but it was too far gone.

Frank, awww the Vogue..so many pleasant memories there on Friday nights. And the ladies room..well those of you that were there know what I mean...one place where we could sit and smoke and not be hassled (wish I had never started)! Remember one snowy Friday night as show let out, came out and Sidebottom had some boy on the ground and beating the tar out of him...police and ambulance came...we abruptly left! all that blood on newly fallen snow...what a memory (ugh). That man was indeed not a source to be reckoned with. Betty '61

Frank, Thought I should throw my two cents' worth in, even though maybe only worth one cent!

My father who still lives in Louisville just faxed me an article from the Courier Journal about my former brother-in-law Scott Tichenor, who is moving his business from Butchertown to the site of the former Vogue Theater in St. Matthews. The article did not say that the old building would be torn down, so that had not occurred to me. I was thinking more about what his furniture/decorative items store would do in that spot, and whether it would be successful. My sister and father and I do not have contact with Scott these days. Phyllis '61

Believe I read recently that the Vogue marquee would be saved, refurbished and put back once the new building(s) were finished. The building housing the Vogue was to be shelled out and reconstructed with two floors, perhaps a restaurant on the first, offices on the second. Drove by yesterday and saw an old sign, "Little Women Apparel" or something similar over the doorway of the shop just to the right of the Vogue. Siding had been pulled off to reveal the sign. Any of you girls remember shopping there? My sisters don't recall.

Waggener High School Alumni Comments:

Re: Vogue Theater, Damn! Now where will we go to raise hell?

If it is restored, we should all go to the opening armed with cherry bombs, lightening bugs, genie powder, and a couple of bats just to show this generation how to enjoy a movie. Jim H

The Vogue? Gone?? I have had about all the progress I can stand. My memories of the Vogue are more when I was 9 or 10 and being allowed to go on Saturday afternoons to see the "Cartoon Circus" - about an hour of real cartoons-Heckle and Jeckle, Looney Tunes etc before a double feature of some kind. Where was Sidebottom when we were being pelted with JuJubes and Juicy fruits from the back row. In HS I remember going downtown to the Rialto or to Loews more often than the Vogue. Trent '61

Those are my memories of the Vogue too -- it was mostly a childhood theater, then the downtown theaters in teenage years. Lots of Saturdays at the Vogue as a child, a dime clutched in my sweaty little hand for admission, maybe a nickel or two for candy. Cartoons, the cowboy serials, sometimes some live music on stage before the show.

Here's a Vogue-related memory. I was standing in line for the movies one Saturday and a little horseplay broke out among several boys -- I got shoved a little too hard and instinctively grabbed for that gumball machine that was on the sidewalk as I was going down. Of course, it got knocked over, the glass globe broke, and gumballs went cascading all over the sidewalk. Most of the other kids thought it was great fun, but the shop owner or someone from the Vogue who owned the machine came out and he was not pleased. I remember being embarrassed, but unrepentant because I didn't think it was my fault -- it was the fault of the boy who shoved me, who, of course, made himself very scarce so I could take the blame.

So I guess I started out life as an accidental vandal, but it's been (mostly) uphill since then. Bill '61

And you a former news editor of the Chit-Chat -- your news instincts deserted you!

We definitely need an on-line, eyewitness news story about this calamitous event in St. Matthews' history, complete with photos, interviews with the mayor (Arthur Draut? How could he have let this happen?), and with a descendant of Sidebottom to give his "side" of the story (if there was one). On the other hand, the thought of Sidebottom propagating is unsettling. Bill '61

Hey gang: While it will never be the same, the fate of the Vogue is probably as good as we could expect. Nobody could run a theater there anymore. The Vogue sign will be saved, the buildings will be completely renovated and a boutique-style shopping district will emerge. So far, I have heard of two tenants: 1) Homemade Pie Kitchen and 2) Tichenor's Antiques (Scott Tichenor, '60). One building in the middle has been razed to create an inner courtyard and passageway, with shop fronts. Steve '61

Barb and Dale, I am not sure that I mentioned that while I was in Louisville for Thanksgiving I drove through St. Mathews and saw the progress on the Vogue.

You will be pleased to know that it is looking probably better than it ever has. The sign is still there marking the spot but the whole block is bricked in with space for shops.

It appeared that it should be completed in just a few months.

The good news is that this whole block will look great. The bad news is that it makes the rest of St. Mathews look very bad.

That is my update. Perhaps Dick or someone there can keep an eye on things to see how they end up. Frank

Courtesy Sandy Thomas (60)



The Vogue Theatre

Courtesy <http://www.kentuckyroads.com/i-264/>

The Watterson Expressway began life as the US 60 By-pass around Louisville between Shelbyville Road and Dixie Highway. Construction began in 1948; the road was incorporated into the interstate highway system in 1956.

I-264 was eventually extended to Interstate 71 east of downtown Louisville, and to Interstate 64 west of downtown Louisville. The section between Dixie Highway (US 60/ US 31W) and Interstate 64 west of downtown is known as the Shawnee Expressway.

I-264 was completed in August 1974. Much of the route was rebuilt during the 1980s.

Trivia

- I-264 is 22.927 miles long.
- I-264 and I-265 are contained entirely within Jefferson County.



Louisville is the only city to have consecutively numbered three digit interstates: I-264 and I-265.



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

Places You Will Remember-In More Detail:

Watterson Expressway

Courtesy of St. Matthews, The Crossroads of Beargrass by Samuel W. Thomas:

Lincoln Income Insurance Company Tower Rising between the Watterson expressway and the Clayton Moores' Golden Maxim Farm, on the west side of Breckenridge Lane. Ca. 1965, Billy Davis collection, University of Louisville Photographic Archives.



View of commercial development in place along south side of Shelbyville Road west of Watterson Expressway by February 1967. Across Road, East Drive-In would become site of Service Merchandise and Stein Mart. Beyond, at end of Ten Pin Lane, is the community recreation center, now undergoing extensive revitalization. Billy Davis Collection, University of Louisville Photographic Archives.



Courtesy White Castle Web Site:

1950^s

Have your Slyder® and eat it too! Some White Castle Restaurants begin freezing hamburgers for sale to customers who want to serve them at a later time.



Accept no substitute, White Castle patents its unique five-hole Slyder®.

1954

1956

A smooth and refreshing treat, ice cream shakes are added to the menu.



1961

White Castle has served 1 billion hamburgers, more than any other hamburger chain in the U.S.



A great boon for dairy cow farmers across Wisconsin, cheeseburgers appear for the first time as a standard menu item.

1962

1968

White Castle sells over two billion hamburgers - 2,147,176,733 to be precise.



Courtesy *Business First*, December 13, 1996:

BUSINESS FIRST

Choose Another City: [Louisville](#)

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Louisville > Print Edition

Friday, December 13, 1996

Slip-slidin' away . . . St. Matthews White Castle to close?

Access, space issues may doom store in '99

Business First of Louisville - by [Terry Boyd](#)

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It's happening again. Another landmark White Castle restaurant likely will bite the dust.

The Columbus, Ohio-based fast-food chain plans to close its 57-year-old store at 3837 [Shelbyville Road](#) in St. Matthews when its lease expires in 1999.

White Castle leases the property on which the restaurant sits and owns the adjoining parking lot, said Kate [Kelley](#), marketing coordinator at the company's Ohio headquarters.

Jefferson County Property Valuation Administrator records show that White Castle owns the western half of the three-quarter-acre tract, and leases the eastern half from a trust that is administered by PNC Bank, Kentucky Inc.

Rick Cook, PNC's vice president of public relations, declined to identify the individual property owners. He said White Castle had not informed owners that it won't renew the lease, noting that it has three years left to run.

No one was available for comment in White Castle's property-acquisition office. Kelley said she has no information about management's plan for the parking lot.

Company executives decided not to renew the Shelbyville Road lease because the site's small size and difficult access from Shelbyville Road prevent adding drive-through service there, said Doris Edlin, assistant area manager for [White Castle System Inc.](#)

White Castle management already is searching for other spots in the St. Matthews area, but has not settled on a site, she said.

Word of the closing has been circulating for some time, said Edlin, who managed the Shelbyville Road store before she became assistant area manager.

Anytime she goes any place in the St. Matthews area, "they ask me, 'Are you all closing our White Castle?'" she said. "The answer is, 'Yes, but not right away.'"

White Castle opened the Shelbyville Road restaurant in May 1939, then replaced it in 1969 with the current building, Kelley said.

If the company follows through on the closing, the Shelbyville Road store would meet the same fate as the White Castle that once stood on the northwest corner of Eastern Parkway and Bardstown Road in the Highlands.

That store was demolished in 1989 after 33 years of operation, when White Castle and property owners were unable to agree on a new lease.

White Castle was founded in Wichita, Kan., in 1921 by Kelley's great grandfather, Billy Ingram, Kelley said.

White Castle now has 19 stores in the Louisville area, and 304 in 12 states in the eastern United States, she said.

The family-owned company reported \$325 million in gross sales for 1995.

White Castle is expanding

White Castle hamburger house in St. Matthews is being expanded to more than double its space for customers and also additional space for carry-out services.

The expansion is being done on the east side of the building which will retain its present style.

The work is to be completed in about six weeks.

June 13, 1963
The Voice Of St. Matthews

White Castle may expand in St. M.

Unless unforeseen circumstances develop, the White Castle organization will expand its facilities in St. Matthews.

It was learned Tuesday that the restaurant chain is taking a 30-year lease on property at Frankfort Avenue and Chenoweth Lane, now occupied by Contractor's Carpet City, 3825 Frankfort Ave.

The two - story red brick landmark will be razed to make way for a new White Castle building twice the size of the present outlet on adjoining property to the west.

It also was reported that a hearing has been set for Thursday, June 1, by the Louisville and Jefferson County Planning Commission on plans to rezone the property from M-2 Industrial to C-1 commercial, a lighter zoning category, for the expansion.

Michael J. O'Dea, of the real estate firm bearing his name, has been representing White Castle in negotiations with Citizens Fidelity Bank & Trust Co., over details of the lease.

The bank represents an estate that has held title to the corner property many years. Only recently, a one-story building to the west, was purchased by the estate in order that White Castle would have clear access to all property from Chenoweth Lane to its present site in a single lease.

May 25, 1967
The Voice—Jeffersonian



Landmark's fate sealed

A St. Matthews area landmark, the old Schuler Hudson and Essex building at Chenoweth Lane and Westport Road will be razed this fall to make way for a White Castle restaurant. The present occupant, Contractor's Carpet City, will have 90 days to vacate.

Landmark to hit dust in fall

A St. Matthews area landmark will be razed this fall to make way for a new White Castle restaurant at the corner of Chenoweth Lane and Westport Road. The landmark is the 2-story brick building now occupied by Contractor's Carpet City.

Erected in the 1920s, the building first housed the Schuler Hudson and Essex dealership and the Hoskamp blacksmith and wagon shop.

During World War II a Ford agency, Summers-Herrmann was operated there.

The back portion of the tract has a much longer history, though. A blacksmith shop, originally in a frame building, was located there as early as 1850.

Contractor's Carpet City will be given 90 days to vacate the premises, according to Arnold Fuller, area manager of the White Castle system.

Accepting bids

White Castle now is accepting bids on the new building and will begin construction in October or November with completion set for spring.

The new restaurant will be 45 by 45 feet and will have entrances on both Chenoweth Lane and Westport Road.

The building will have the traditional white tile surface and "castle" architecture.

The White Castle System has leased the tract for 15 years, with options for renewal, from the Summers' estate, Fuller said.

The White Castle restaurant present-

ly located in the 3800 block of Frankfort Avenue will be torn down. The lot it now occupies and part of the tract of the new site will be turned into a parking area with a 50-car capacity for the new restaurant.

A small one-story building just west of Contractor's Carpet City has been purchased by the Summers' estate. The small frame building also will be razed

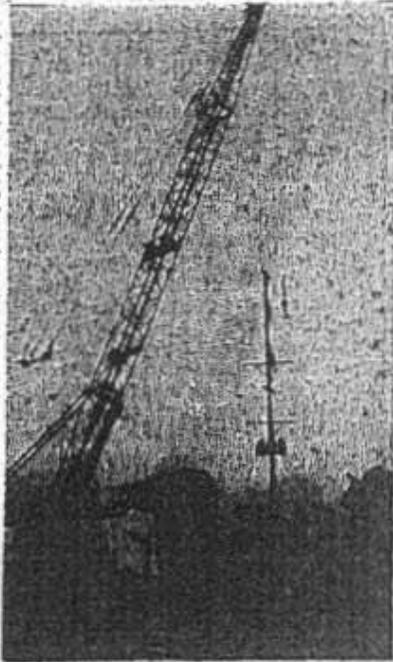
to give complete clearance for the new parking lot.

A 20-foot strip of land on the eastern fringe will be given to the State Highway Department to allow construction of an additional traffic lane on Chenoweth.

Fuller said between 25 and 30 employees will operate the restaurant.

The manager will be Mrs. Doris Edlin, assisted by Mrs. Nell Spinson.

June 20, 1968
The Voice—Jeffersonian



Castle site

A crane and a bulldozer are used in wrecking operations at Westport Road and Chenoweth Lane. The site is being cleared for a new outlet of the White Castle System. The building, a St. Matthews landmark, was occupied by Contractor's Carpet City. The picture was taken last Saturday morning.

October 31, 1968

The Voice—Jeffersonian

Waggener High school Alumni comments:

The doctor doesn't like me to eat the things very often so I ate four double sliders with an order of fries just for you last night. The place was packed but the service was pretty fast considering the crowd. They had about 15 people working behind the counter. I had forgotten that they removed the stools from the front windows years ago. We would sit there for lunch on Saturday, watching to see who was going to the Vogue. Except for some of the ladies, Steve Porter and John Dobins, most of the people that Marilyn and I saw had hair to color of mine (assorted shades of white)! We left early since there were a number of people hunting parking places.

The old White Castle building will be razed and replaced with a new bank building. We always heard the reason White Castle left was because they couldn't do a drive-thru window. The bank, of course, will have a drive-thru window. Go figure. White Castle has always been tough to deal with when their long-term land leases run out. We lost the one at Eastern Parkway and Bardstown Road too. Steve '61

White Castle #9, 3609 Frankfort Avenue, was located at the west end of the present parking lot from 1939 to 1969. It was replaced by the larger and more streamlined store on the corner of Chenoweth Lane. Note White Castles 5-cents. Dick '61

Places You Will Remember-In More Detail:

White Castle

Photo courtesy Richard "Dick" Bedwell.

Courtesy of Waggener High School 1960-62's Alumni—
<http://>



Courtesy Eclipse:



Total Eclipse Spring 2006

The Eclipse Experience

We all know what a "taxing" time it has been as we raced toward the April 15 tax filing deadline. But, no one is more acutely aware of the stress than our accountant friends.

So, to ease the burden a bit on their race against the clock we delivered "Tax Relief" baskets to several area accountants featuring specially brewed Eclipse Banker's Blend coffee, chocolate calculators created by the legendary Muth's Candy, Eclipse gum, an official White Castle mug, and of course, a roll of Tums for those moments when the numbers just don't add up.

The baskets provided both a smile and a reminder that Eclipse Bank is a resource for accountants as they provide financial advice to their clients. It's just another way we are reaching out to share Eclipse Bank's fresh approach to banking.



WC Memorabilia

At Eclipse, we are proud to recognize the legendary tradition of our bank's predecessor, the St. Matthews Triangle White Castle.

This original landmark opened in 1939 and served its last burger in 2002. Many "Sliders" and memories have passed through that corner and we're happy to showcase some of those mementos.

In addition to some prized antique White Castle collectibles on hand, Eclipse recently received a wonderful framed art photo of the St. Matthews White Castle in its heyday, courtesy of our friend Dr. John Guarnaschelli. We will proudly add this to our growing collection as we honor the memory of one landmark... and grow to create the next St. Matthews landmark destination with Eclipse Bank.

Photo above by
Suzanne E. Schwartz
Donated by Dr. John Guarnaschelli

Let Us Know What You Are Thinking...

Contact us any time via our website:
www.eclipsebank.net
or call us at
502-671-4800.

Or, do it the old fashioned way and drop by our current location at 135 Chenoweth Lane. We'll be happy to share a cup of coffee and maybe do a little banking too.

Eclipse Bank
135 Chenoweth Lane
Louisville KY 40207
Tel. (502) 671-4800
info@eclipsebank.net
www.eclipsebank.net

Courtesy Eclipse:



Notes from John Pendergrass

As you can see, much is happening at Eclipse Bank. The summer flew quickly for us as the transformation of the Eclipse corner takes shape. The pace is picking up inside our current location as well. Business is good and we are serving customers daily.

As shareholders, if you haven't done so already, I strongly encourage you to visit us at our temporary location on Chenoweth Lane to transfer your personal and business accounts to Eclipse. Our continued success relies on your support and enthusiasm.



You might think it's a hassle to switch your accounts, but Eclipse has made it simple. Visit us or our website and ask for a Rescue Kit. Everything you need to transfer your accounts is included –

from information on switching your personal and business accounts to seamlessly transferring your automatic payments and direct deposits. We'll even provide the form you need to close out your account at another institution. It only takes a few minutes and no heartache or aspirin is needed. If you have any questions, a member of the Eclipse team is available.

And remember, my door is always open. Visit me with any questions, or email me directly at john.pendergrass@eclipsebank.net. I look forward to seeing you soon.



Bricks....Mortar....and the Bank.

The moment we've waited for has arrived. Construction has begun on the Eclipse Bank "World Headquarters" at 3827 Shelbyville Road. Lichtefeld, Inc. will be the primary contractor for the bank headquarters. Sealed bids for the construction project featuring our two-story, 11,000 square foot building were submitted and reviewed by the Eclipse Bank board of directors.

Now that the White Castle is a memory, construction will progress through the autumn with completion slated for the first quarter of 2007. A mild winter has been ordered and we hope to celebrate the arrival of spring in our new location. The building design reflects the classic architecture of St. Matthews, yet features exciting elements that the entire community will use and enjoy.

Lichtefeld, Inc. is a fourth-generation, family-owned and operated company that focuses on commercial and industrial facilities. Current Lichtefeld Inc. projects in Louisville include the Old Henry Business Park, the Shops At East Point, the southwest campus of Christian Academy and Hoops Basketball Academy.

"We look forward to working with Eclipse Bank as we build the next landmark location in St. Matthews," said Paul Lichtefeld Sr., President of Lichtefeld, Inc. "Eclipse Bank has a unique approach and style that we will incorporate into the construction. It will showcase Eclipse's distinctive brand and customer service focus."



A FRESH WAY TO BANK

135 Chenoweth Lane
 Louisville KY 40207
 Tel. (502) 671-4800
info@eclipsebank.net
www.eclipsebank.net

Courtesy Eclipse:

Total Eclipse

Fall 2006



Sliding Into History

The morning of August 1 was served up hot and when the first bite of the building went sliding to the ground about 50 onlookers and media were 'treated' to the final whiff of the legendary White Castle. In under two hours, the White Castle building was nothing more than a pile of twisted metal and glass. Eclipse friends and neighbors watched alongside some of the 'old regulars' from the legendary White Castle and toasted their memories of the old landmark location that's now making way for St. Matthews' newest landmark - Eclipse Bank.



Let Us Know What You Are Thinking...

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Or, do it the old fashioned way and drop by our current location at 135 Chenoweth Lane. We'll be happy to share a cup of coffee and maybe do a little banking too.


eclipse

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Courtesy *The Courier-Journal*, December, 31, 2008:

Also see Fountain Park:

Bank to tend WWII memorial, by Martha Elson

After years of struggling to find volunteers to maintain the World War II monument at Lexington Road and Frankfort Avenue, Gary Vincent of St. Matthews has gained a victory.

Vincent, who was recently re-elected to the St. Matthews City Council, has reached an agreement with Stock Yards Bank to take over responsibility for maintaining the site.

"These guys deserve better than to let this place go down," Vincent said recently, referring to the names of 29 St. Matthews-area war dead inscribed on the monument.

The bank, which has a branch across Lexington from the monument, got in touch with Vincent in the fall to express interest in keeping up the site. It plans to erect a small sign indicating it is the caretaker.

The bank will add the maintenance to the regular work done at the bank property by a landscaping contractor, said Leisa Krish, the bank's marketing director.

Steve Allyn of Torrance, Calif., whose father's name is on the monument, had seen photos of its run-down condition and wrote to St. Matthews and Louisville officials earlier this year to see if it could be kept up.

Vincent also is working with attorney William Warner of Crescent Hill, who served in the Navy, to set up a nonprofit entity that could accept donations for long-term maintenance.

The property is owned by the state.

Warner, who also is an assistant Jefferson County attorney, said his father and five uncles served in the military in World War II.

When he read a Courier-Journal story about Vincent's efforts, he wanted to help, he said.

The bank's participation is "just fabulous," he said, and "gives us some breathing room ... until we can get our feet on the ground."

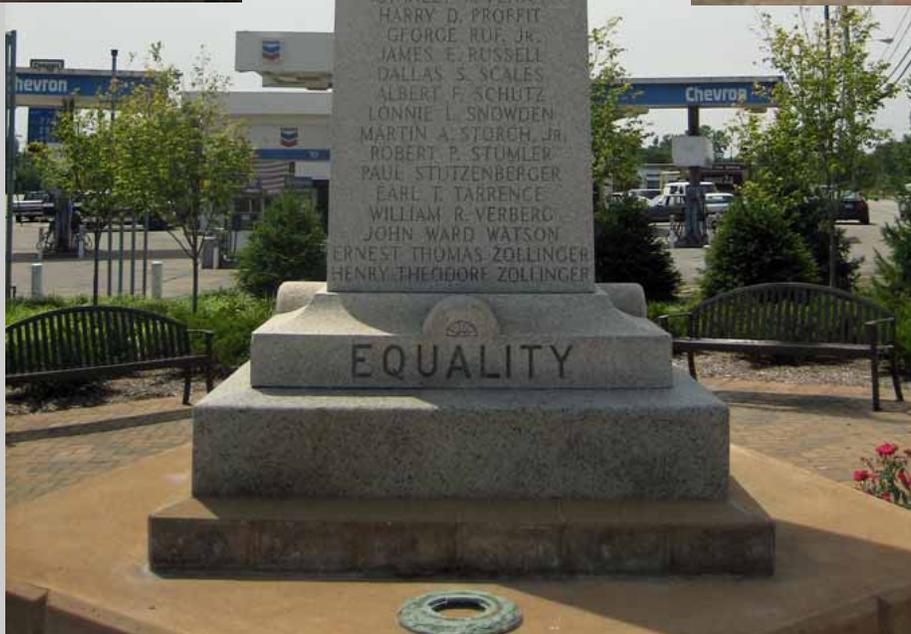
Courtesy Al Ring, August 2009:



Places You Will Remember-In More Detail:

World War II Monument

Courtesy Al Ring, August 2009:



ZACHARY TAYLOR NATIONAL CEMETERY

4701 Brownsboro Road • Louisville, Kentucky 40207 • Tel: (502) 893-3852

Open daily. No admission fee. Administered by the National Cemetery System, Department of Veterans Affairs.

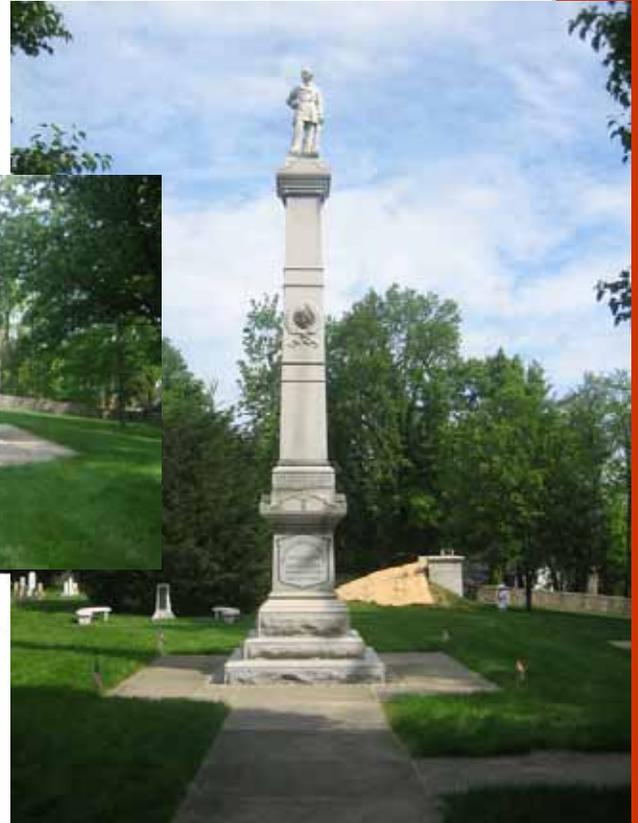
The mausoleum is limestone, with the interior lined in marble. The inscription "1784 Zachary Taylor 1850" appears over the two glass-paneled bronze doors. The original family vault can still be seen in the family burial grounds.

(Courtesy National Cemetery System, Department of Veterans Affairs.) ►



A granite shaft that supports a marble statue of President Taylor is located approximately 30 feet from the mausoleum. This memorial shaft was erected by the State of Kentucky in 1883. Its base is inscribed with President Taylor's dying words: "I have endeavored to do my duty, I am ready to die."

(Courtesy National Cemetery System, Department of Veterans Affairs.) ►



In the spring of 1785, Zachary Taylor's father, Colonel Richard Taylor, received a bonus of land from the government for his service in the Revolutionary War. The 400-acre Taylor family farm in Jefferson County, Kentucky, came to be known as Springfield. Zachary Taylor grew to adulthood there. In 1801, he left to pursue a career in the United States Army. The home is privately owned and not open to the public.

After President Taylor's death in 1850, his remains were placed in a vault located on the Taylor Farm Burial Grounds at Springfield. They were transferred from the vault to a mausoleum, erected on the property by the United States

Government, in May 1926.

The cemetery is the only site commemorating President Taylor that is open to the public. It was officially named the Zachary Taylor National Cemetery by an Act of Congress approved on 10 May 1928 and by General Orders, War Department, in 1936. The Taylor Family Burial Grounds, consisting of approximately half an acre, is located within the confines of the national cemetery. Although the burial grounds are privately owned, the area is cared for and maintained by the United States Government out of respect for the former president.

Courtesy of the Zachary Taylor National Cemetery:**ZACHARY TAYLOR NATIONAL CEMETERY**

Zachary Taylor National Cemetery is the final resting place for veterans, their spouses and dependents. The cemetery is named for Zachary Taylor, who served as President of the United States from 1849 to 1850.

PRESIDENT ZACHARY TAYLOR

Zachary Taylor was born in Orange County, Virginia on November 24, 1784. He was less than a year old when his family moved to Kentucky. His father, Colonel Richard Taylor, had received land in Kentucky for his service in the Revolutionary War. Zachary grew to adulthood on the family farm, known as "Springfield", located in eastern Jefferson County. He did not receive a formal education, but studied under tutors and gained practical knowledge by working on the farm. He spent most of his adult life in military service, where he distinguished himself in the War of 1812, the Black Hawk War (1832), the Seminole Conflict (1837), and the War with Mexico (1846-1848). It was General Taylor's victory at the Battle of Buena Vista (1847) during the Mexican war that propelled him into national prominence. "Old Rough and Ready" was not experienced in political matters, but the Whig Party chose him to run for President in 1848, and he reluctantly accepted. He was elected overwhelmingly as the 12th President of the United States, and took the oath of office on March 5, 1849.

President Taylor's term was of short duration. He died in office on July 9, 1850, after serving as President for only 16 months. He was originally entombed in the receiving vault at Congressional Cemetery, Washington DC before being returned to the Taylor home. There he was interred in a tomb on the family burial ground. Sixty-six members of the Taylor family, including Colonel Richard Taylor, and Zachary's mother, Sarah Strother Taylor are buried in this 1/2 acre lot. The lot is located within the boundaries of the national cemetery, but owned by heirs of the Taylor family.

CEMETERY HISTORY

President Taylor and his wife, Margaret Smith Taylor (d. 1852) were transferred from the tomb in 1926 and placed in a limestone mausoleum built by the federal government. Adjacent to the mausoleum is a granite shaft surmounted by a marble figure of President Taylor that was erected by the Commonwealth of Kentucky in 1883. This area was designated as a national cemetery in 1925, and in 1927 the state donated 5 acres to the federal government for the cemetery. An additional donation of land from the state in 1928 increased the size of the national cemetery to its present total of 16.5 acres. The cemetery was officially named Zachary Taylor National Cemetery in 1928, and is now managed by the National Cemetery System of the Department of Veterans Affairs.

The newly established national cemetery had only 286 interments by the end of 1938. However, activity at the cemetery increased during and after World War II and Korea, when decedents from overseas were returned to the states for burial. Many of these individuals, because of the circumstances of their deaths, could not be identified for individual burials. These honored dead were interred as group burials in common graves. The cemetery has 621 graves of this type, containing the remains of 1~88 individuals.

Demand for grave sites at the cemetery continued through the late 1940's and 50's. By 1960 the cemetery no longer had sites available, except for eligible family members of individuals already interred in the cemetery and for the burial of cremated remains. The cemetery remained in this status until 1969, when a portion of Section D, along the main road, was developed to bury casualties from Vietnam. These sites were used quickly, and the cemetery subsequently closed to the burial of casket size remains.

The cemetery was in the path of a powerful tornado that struck Louisville and the surrounding area on April 3, 1974. Approximately forty trees in the cemetery, including large pin oaks, maples and pines were uprooted and damaged by the severe winds. The job of removing trees and debris from the cemetery took several weeks, and the task of planting replacement trees was completed two years later.

After the completion of a grave site development project in July 1985 an additional 1,600 graves were made available to veterans and their families. The cemetery reopened for new burials, but the additional sites were filled by March 1989. Grave sites were later developed in Sections E, F and H, and the cemetery opened again from December 1991 to August 1992. Burials are now limited to the spouse or eligible child of a family member buried in the cemetery.

There are 12,900 individuals interred in the cemetery, including veterans of the Civil War, Spanish-American War, World Wars I and II, the Korean Conflict, the Vietnam War and the Persian Gulf War.

MEDAL OF HONOR RECIPIENTS

Two recipients of the Congressional Medal of Honor, Sergeant Willie Sandlin, US Army, and Sergeant John C. Squires, US Army, are also buried in the cemetery.

Sgt. Sandlin received the Congressional Medal of Honor from General John J. Pershing for his conspicuous gallantry at Bois De Forges, France. On September 26, 1918, Sgt. Sandlin, armed with a pistol and grenade, advanced alone on an enemy machine gun nest and killed the crew. Later in the day he attacked and put out of commission two other machine gun nests. He accounted for the deaths of 24 German soldiers and at one point used an enemy's bayonet to kill two soldiers who

Courtesy of the Zachary Taylor National Cemetery:**ZACHARY TAYLOR NATIONAL CEMETERY**

had escaped his grenades. At the time he made the attack Sgt. Sandlin was suffering from a grenade wound in the head and a shell fragment wound in the leg. Sgt. Sandlin, from Hyden, Kentucky was the only Kentucky resident to return from WW I wearing the country's most prestigious combat award. He is buried in Section E, Grave 10-A.

Sgt. Squires distinguished himself during his company's attack on enemy positions near Padiglione, Italy on April 23 and 24, 1944. Participating in his first offensive action, he braved intense artillery and mortar fire to investigate the effects of an antitank mine explosion on the leading platoon. Acting without orders, he reconnoitered a new route of advance organized his comrades and led them forward. They established an outpost that was counterattacked three times and each time Sgt. Squires returned fire and inflicted numerous casualties on the enemy. After these fights, he moved to the south of the outpost and engaged 21 German soldiers in individual machine-gun duels at point-blank range. He forced them to surrender and used their weapons the next night to kill three enemy soldiers. Sgt. Squires, who was from Louisville, Kentucky, died in a succeeding action. He is buried in Section A, Grave 1359.

MEMORIALS

The cemetery has a Memorial Section located adjacent to the administration building. This section contains markers with the inscribed names of individuals whose remains were not recovered or identified. In this same area is a monument dedicated to the memory of 37 men from Company U, 291st Infantry Regiment, 75th Division, who were killed in action during WW II.

SPECIAL EVENTS

During the Memorial Day weekend hundreds of people visit the cemetery to reflect on the lives of those who died to secure freedom for others. Traditionally, the scouts decorate each grave with a small American flag, and the "Avenue of Flags" is displayed along the main road. The local veterans organizations sponsor a Memorial Day program on Monday of the three day weekend to observe this national holiday.

A wreath laying ceremony is conducted every year on November 24th in recognition of President Taylor's birthday. The Commanding General from the US Army Armor Center & Fort Knox, Fort Knox, KY places a wreath at the entrance of the mausoleum to signify our nation's gratitude for President Taylor's years of faithful service.

Facts:

Zachary Taylor arrived in Louisville at the age of 8 months.

He was raised at "Springfield" and buried in his family's cemetery which is now part of the Zachary Taylor National Cemetery.

Taylor married Margaret Mackall Smith, a genteel woman of Maryland society in Jefferson County. They had five daughters and one son, four of whom lived to adulthood.

Taylor's daughter Sarah Knox married Jefferson Davis in a home off Brownsboro Road in Louisville.

In 1819, he served as an aide to General Andrew Jackson and President Monroe.

Abraham Lincoln and Jefferson Davis served under General Taylor.

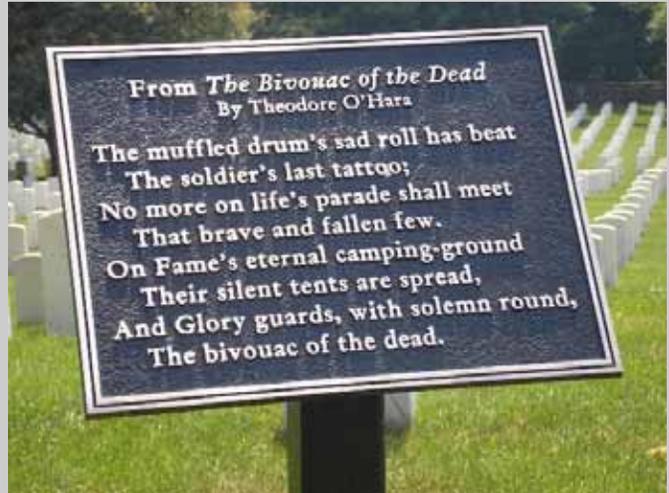
U.S. Grant and Robert E. Lee were with Taylor in Mexico.

100,000 spectators reputedly turned out for his funeral in Washington. Abraham Lincoln gave a Eulogy at a service held a few weeks after Zachary's death. He said:

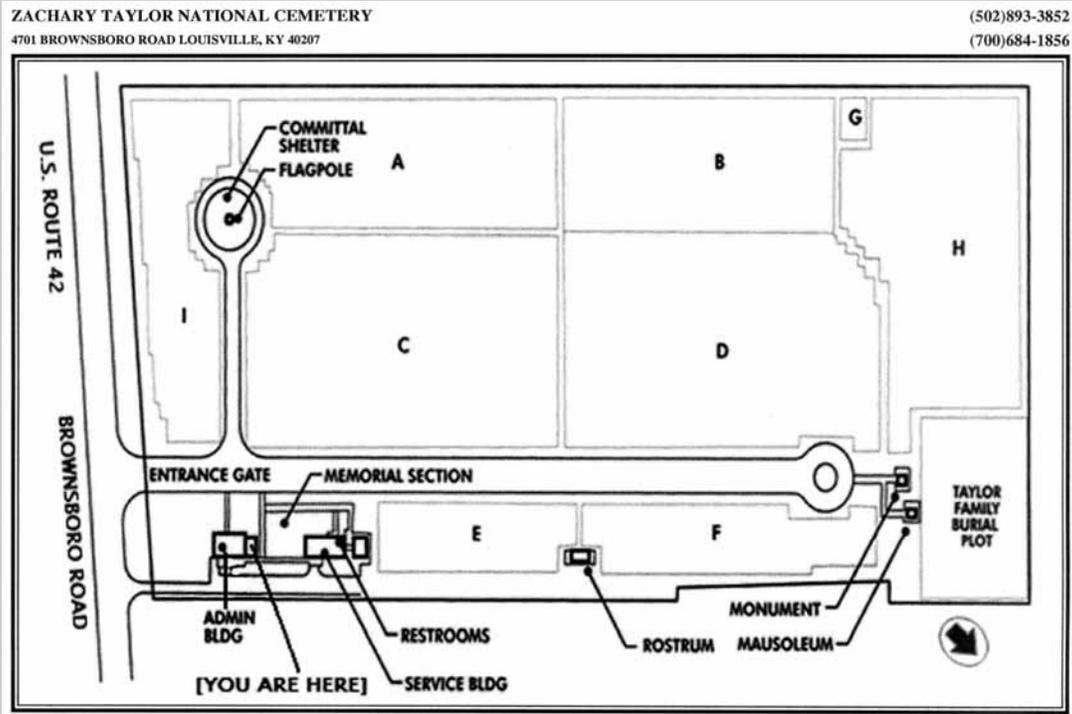
In General Taylor's general public relation to his country, what will strongly impress a close observer was his unostentatious, self sacrificing, long enduring devotion to his duty He indulged in no recreations, he visited no public places seeking applause, but quietly, as the earth in its orbit, he was always at his post Along our whole Indian Frontier; through summer and winter; in sunshine and in storm, like a sleepless sentinel, he has watched while we have slept for forty long years. How well he might say... "I have done my duty I am ready to go."

The *Life and Public Service of General Zachary Taylor*; "An Address by Abraham Lincoln", Houghton Mifflin Company, Riverside Press, Cambridge, 1922. pgs. 51, 52.

Courtesy <http://www.waymarking.com/waymarks/WM1V6F>



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DEPARTMENT OF VETERANS AFFAIRS

Zachary Taylor National Cemetery

4701 Brownsboro Road, Louisville, Ky. 40207

General Information

1. Entrance gates will be open and visitors are permitted in the cemetery throughout the year.
2. Visitors will not litter the grounds, cut, break or injure trees, shrubs or plants or otherwise conduct themselves in a manner not in keeping with the dignity and the sacredness of the cemetery.
3. All graves will be decorated on the work day immediately preceding Memorial Day with small United States flags, which will be removed on the first work day after Memorial Day. Flags are not permitted on graves at any other time.
4. Cut flowers may be placed on graves at any time. Metal temporary flower containers are permitted. Floral items will be removed from graves as soon as they become faded and unsightly.
5. Artificial flowers may be placed on graves only during the period of October 10 through April 15. Plantings, statues, vigil lights, glass objects of any nature and any other type of commemorative items are not permitted on graves at any time.
6. Approximate location of grave is indicated in red pencil.
7. Please bring all complaints to the attention of the Cemetery Director. 502/893-3852.