

F 459

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"You Can GET IT In Louisville"

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# LOUISVILLE TO DAY



SOUVENIR

Western Kentucky Trip  
Trade Extension Committee  
Louisville Commercial Club

F 459  
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## Louisville in Brief.

Population, 247,758.

Two race-courses.

Annual tax rate is \$1.79.

The city covers 26 square miles.

Unsurpassed shopping districts.

Largest cattle market in the South.

Largest tobacco market in the world.

Largest bath tub factory in the world.

Twenty-two banks and trust companies.

Largest axe handle factory in the world.

Building permits annually exceed \$5,000,000.

Largest exclusive organ factory in the world.

Largest producer of sole leather in the world.

Largest cement factory in the United States.

The best State Fair of any city in the South.

One of the four largest plow factories in the world.

One of the largest poultry and egg markets in America.

Largest dry goods market in the South-Central States.

Five years' exemption from taxation for all new factories.

Ten days' stop-over privilege by all railroads on request.

Largest exclusive wagon manufacturing plant in the world.

The largest wholesale drug distributing point in the South.

Its manufactured products go to every quarter of the globe.

The largest Armory in the United States; seats 16,000 people.

Four of the largest hotels, with the finest rathskeller in America.

The largest paint manufacturing city in the South or Southwest.

Packing house industry represents business of \$7,000,000 annually.

Within sixty miles of the center of population of the United States.

A new sewerage system is being completed at the cost of \$4,000,000.

A city with 2,000 manufacturing plants, making every want of mankind.

Has fourteen clothing manufactories with largest output in Southwest.

Twenty-three modern hotels take care of the visitor within our gates.

One of the largest wholesale grocery distributing points in the South.

Ten railroads. Railroad rates on a competitive basis with water rates.

Has 30 furniture factories, producing more furniture than any city in the South.

Five cent fare to New Albany, Jeffersonville and to suburbs in all directions.

Has the largest hat factory in the Southwest, and is the largest jobbing market in the South.

Two big electric companies afford extraordinary light, heat and power facilities at lowest cost.

Largest wholesale hardware market in the South or Central West; second largest in the United States.

A new \$3,000,000 filter plant provides the city with water of pronounced clearness and acknowledged purity.

Over a score of theaters and amusement parks make Louisville a place where entertainment is plentiful.

A free public library and art gallery, with seven branch libraries, is one of the city's charming attractions.

Transportation by rail and river is unexcelled for cheapness and extent of territory covered. Splendid switching facilities are afforded the entire factory district. A nine-foot stage for the Ohio river all the year round has been authorized by Congress.

Its retail stores are acknowledged to be the best and the styles the most approved of any city of its size in America. Every conceivable line of the retail trade is represented.

Louisville's beautiful and extensive residence section is composed of broad, level avenues, lined with shade trees. Its suburbs are delightfully attractive and easily accessible by city and interurban car lines. The city has 250 miles of paved streets, with over 200 miles of street railway trackage.

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# LOUISVILLE COMMERCIAL CLUB'S

Heads of Houses Special Train

## Through Western Kentucky and Tennessee

JUNE 10-12, 1912

In Charge of Trade Extension Committee

PHIL F. LAIB, Chairman

Official Head of Delegation

JOHN M. SCOTT

President Louisville Commercial Club

### SPECIAL COMMITTEE ON ARRANGEMENTS

CHAS. B. NORTON, Chairman

C. W. Milliken

Wm. Thalheimer

Edward Altscheler

Frank Cassell

J. H. Settle

Joseph Burge

T. Johnson Clancy

Chairman Committee on Music

### SPEAKERS' COMMITTEE

Hon. E. J. McDermott

Hon. W. O. Head

Dr. Ben L. Bruner

C. Oscar Ewing

Chas. W. Milliken

R. S. Carver

J. W. Newman

Harry W. Robinson

Peter Lee Atherton

R. W. Bingham

John J. Davis

A. B. Wimsett

Logan C. Murray

The Falls City



## Official Itinerary Louisville Commercial Club's Heads of Houses Special.

### MONDAY—JUNE 10

LEAVE LOUISVILLE	7:25 a. m.	
Arrive Vine Grove	8:25 a. m.	45 minutes.
Leave Vine Grove	9:10 a. m.	
Arrive Leitchfield	10:10 a. m.	Two hours.
Leave Leitchfield	12:10 p. m.	
Arrive Caneyville	12:30 p. m.	One hour.
Leave Caneyville	1:30 p. m.	
Arrive Beaver Dam	2:10 p. m.	One hour.
Leave Beaver Dam	3:10 p. m.	
Arrive Central City	3:45 p. m.	One and one-
Leave Central City	5:15 p. m.	half hours.
Arrive Greenville	5:30 p. m.	Two hours.
Leave Greenville	7:30 p. m.	
ARRIVE DAWSON SPRINGS	8:30 p. m.	Spend night.

### TUESDAY—JUNE 11

Arrive Elkton	7:30 a. m.	One and one-
Leave Elkton	9:00 a. m.	half hours.
Arrive Guthrie	9:30 a. m.	45 minutes.
Leave Guthrie	10:15 a. m.	
Arrive Allensville	10:40 a. m.	45 minutes.
Leave Allensville	11:15 a. m.	
Arrive Russellville	11:40 a. m.	One and one-
Leave Russellville	1:10 p. m.	half hours.
Arrive Auburn	1:35 p. m.	One hour.
Leave Auburn	2:35 p. m.	
Arrive Franklin	3:45 p. m.	One and one-
Leave Franklin	5:15 p. m.	half hours.
ARRIVE NASHVILLE	7:00 p. m.	Spend night.

### WEDNESDAY—JUNE 12

Arrive Gallatin	7:30 a. m.	Two hours.
Leave Gallatin	9:30 a. m.	
Arrive Portland	9:50 a. m.	35 minutes.
Leave Portland	10:25 a. m.	
Arrive Woodburn	11:00 a. m.	35 minutes.
Leave Woodburn	11:35 a. m.	
Arrive Bowling Green	11:55 a. m.	Two hours.
Leave Bowling Green	2:00 p. m.	
Arrive Smiths Grove	2:25 p. m.	30 minutes.
Leave Smiths Grove	2:55 p. m.	
Arrive Rocky Hill	3:05 p. m.	30 minutes.
Leave Rocky Hill	3:35 p. m.	
Arrive Glasgow Junction	3:45 p. m.	30 minutes.
Leave Glasgow Junction	4:15 p. m.	
ARRIVE LOUISVILLE	6:45 p. m.	

Official Schedule

### TELEPHONE AND TELEGRAPH SERVICE.

Through the courtesy of the Cumberland Telephone and Telegraph Company, special telephone and telegraph service can be had from the train at all stops.

Music by Prof. Andrew Seibert's Greater Louisville Band.

Dining Car Conductors—D. H. McEwan, Chief; Chas. E. Smith, A. E. Floek.

Pullman Conductor—L. Pike.

For Participants, etc., see last inside page.

## Louisville Yesterday and Today.



WITH such illustrious men as our pioneer settlers, General George Rogers Clark, Daniel Boone, Dr. John Connelly and Thomas Bullitt, Louisville can look back upon an honored past.

It was in 1778 that these men of the "north country," looking for a more congenial clime, sailed down the beautiful Ohio, and with soldier and emigrant families chose to make a landing "above the falls," which in very enlarged proportions is now the City of Louisville.

It was not until April 10, 1779, that John Corbley made a survey and General Clark and others appointed trustees for the new town. This was the real founding of the city that has become the largest in commercial importance, and second largest in population south of the Ohio river.

The first charter of the city was granted by the Virginia legislature in 1828. It then boasted of a Mayor and ten Councilmen. The Honorable John Buckle was the first Mayor.

Louisville was named in honor of King Louis XVI. of France, who aided the Americans in freeing themselves from English rule.

But Louisville today, while revering the memory of the pioneers and past history, is prospering in the present and looking towards the future. And no city's future is brighter or offers better opportunities for home, happiness and industry than "The Nation's Thoroughfare."

Louisville is a city of 247,758 inhabitants, with more than 350,000 people living within a radius of ten miles of its civic center.

Louisville is the South's largest commercial and manufacturing city, surrounded by the greatest agricultural country of which this Nation boasts.

Louisville is the nearest large city to the exact center of population of the United States. She is on the most important navigable waterway in the world. She is at the threshold of Dixie, and the entrance to the great Middle West. Her location is unique, for here is neither East nor West, North nor South.

Louisville is affectionately known as "the City of Homes." Its beautiful architecture, that inviting "hominess," a picture of welcome that pervades our residence districts make life worth while even to a stranger, and the wonderful shade trees greet you everywhere with a sense of peace and rest.

A city that is the best place in the world to live, a city known for its homes and hospitality, should stand first in the consideration of any man in search for the best city in which to do business. Our enlarged manufacturing, wholesale, and other interests of recent years amply attest that the world recognizes Louisville as the one city of the South-Central States. She extends both hands in a Kentucky greeting and welcome to you. Come be with us, and really live while prospering.

The Falls City





### An Old But Progressive Establishment.



THE Otis Hidden Company, wholesale distributors of floor coverings, cabinet hardware and kindred articles, is located on Main street, right in the heart of the financial and wholesale district. This widely known house is one of Louisville's oldest as well as most progressive establishments. Founded nearly a half-century ago, The Otis Hidden Company has built up a tremendous clientele. Its remarkable growth rests upon the basis of many brains, although the Hidden name and strength is the dominant factor.

The house of Hidden has always had around it a group of keenest minds: and has developed along broad lines because its organization and its ideals have been and are consistent with the new ideals of merchandizing. Their immense building on Main street provides upward of 40,000 square feet of floor space, but even this promises to soon prove inadequate to their needs.

As competition and demand have called for extending the scope of their lines, this company has added departments until today it carries practically every item required by furniture stores or factories.



## Statistics That Show Louisville's Growth.



THE forty-second annual volume of the Louisville city directory contains 136,879 individual names, 3,252 more than appeared in the 1911 directory. There are 3,000 names of Indiana residents employed in Louisville and 10,000 names of those residing beyond our corporate limits in Jefferson county, which appear in the city directory. If we eliminate these, 13,000 all told, it leaves 123,879 individual names to the credit of the city proper. By using two as a multiplier, a figure that has been used since the 1900 census, it gives Louisville a population of 247,758, an increase of 6,504 over the 1911 directory. For sake of comparison only, the Indianapolis directory contains 102,136 names, and claims a population of 255,340.

The Assessor's valuation of the taxable property of Louisville for 1912 is \$190,607,995, and is divided as follows: Land, \$58,411,694; improvements, \$65,471,405; personal property and franchises \$58,524,896; railroad and bridge property, estimated, \$8,200,000. The rate of assessment for 1911 is \$1.79 on each \$100 valuation. The foregoing does not include the non-taxable property, which is valued at \$40,000,000; nor does it include new factories and industries started during the last five years, which we exempt from taxation; the valuation of factory exemptions is nearly \$1,700,000.

The report of Robert J. Tilford, Building Inspector, shows there were 2,481 building permits issued during the fiscal year ending August 31, 1911. The total cost of these buildings as given by the architects and contractors—30 per cent. less than the actual cost—was \$5,623,527, an increase over 1910 of \$1,626,735. In addition to the above, building equipment permits amounted to \$1,013,547.75, making a grand total of \$6,637,074.75 for improvements for the year, thus placing Louisville, the twenty-fourth city in the United States, the first city of the South, and ranking her ahead of Cincinnati and Indianapolis in the outlay for building construction.

From September 1, 1911, to May 1, 1912, there were 1,605 building permits issued, valued at \$4,202,000. This does not include plumbing, electrical or elevator work. This record shows Louisville is again far in the lead of all Southern cities, and will break its 1911 record, as many large contracts are announced that will make our building figures go over seven millions for 1912.

Bank clearings of Louisville for the year 1911 were \$674,533,256. The clearings for January, 1912, were \$65,333,982; February, \$66,639,741; March, \$62,548,890.14; April, \$63,010,377.13. Clearings for the past twelve years are as follows:

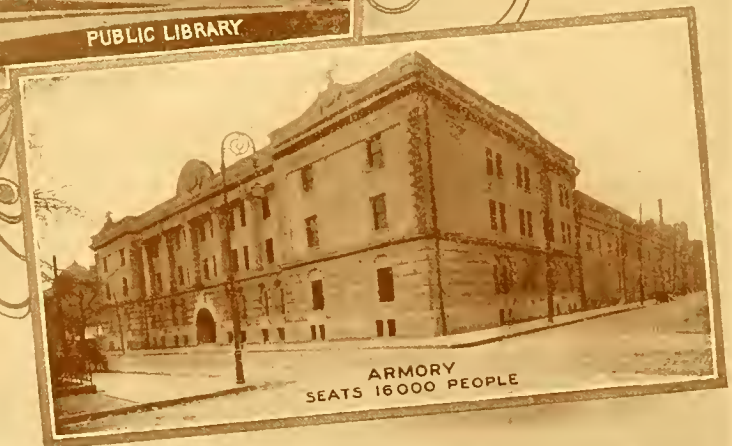
Year.	Amount.	Year.	Amount.
1900	\$424,563,551	1906	\$649,847,716
1901	462,031,893	1907	645,285,614
1902	501,424,110	1908	579,863,327
1903	529,241,195	1909	653,849,219
1904	558,163,698	1910	675,417,932
1905	602,316,722	1911	674,533,256

### SEVEN YEARS GROWTH IN LOUISVILLE.

	1904.	1911.
Area, square miles	20.52	26.00
Bank clearings	\$558,163,689	\$674,533,256
Assessed value property	\$139,500,000	\$190,607,995
Grain receipts, bushels	23,657,118	24,368,588
Grain shipments, bushels	16,057,012	11,414,736
Flour shipments, barrels	739,272	929,833
Live stock sales, head	1,138,621	1,308,545
Population	228,550	247,758
Building permits	\$1,918,972	\$6,647,074
Postoffice receipts	\$710,288	\$1,208,000
Street railway miles, estimated	150	200
Interurban railway, miles	17	175
Churches	210	235
School children	24,399	27,000



# THE CITY'S PUBLIC BUILDINGS



## The Commercial Club, Its Influence and Opportunities.



THE Louisville Commercial Club, in its influence and active work accomplished, stands at the head of the commercial organizations of the South. In point of membership this Club ranks second, if not first, among similar organizations in the United States, the present membership numbering over 3,000 active, red-blooded business men of the new and greater Louisville. Aggressiveness is always a dominant feature of this organization, and it has ever been in the front rank of any movement that meant progress; in commerce, education, any civic development that has secured the endorsement of the best citizenry of Louisville. This is an organization that is pleased with its past record, but restlessly vibrates with the spirit of enterprise, and its activities are not limited to Louisville, this State, or the South, for it spreads out over the Nation. It scans the horizon of things commercial, it keeps its eye on what's doing in the world's industries, and in presenting Louisville's many advantages, the Commercial Club gives facts and figures and the glad hand in its ends to secure for Louisville the things that mean a greater population, a greater prosperity, and better living conditions for her people.

The Commercial Club is planning to do many things the coming year. Among the most important accomplished by it during the past year, in part, were:

Influencing the passage of the McFerran County Bond Bill. This bill empowers any county to issue bonds for school purposes, and the funds are to be handled by a non-partisan commission. Three thousand dollars was spent by the Educational Committee in the interest of rural school improvement. A guarantee fund of \$1,500 was made by the Club and the Publicity League to secure the Kentucky Educational Association for Louisville.

Endorsement of bill creating a National Park and Forest Reserve at Mammoth Cave was given.

Endorsement of \$1,000,000 School Bond Bill.

Two "Trade Extension" trips were given under the auspices of the Trade Extension Committee. A three-days' trip to Eastern Kentucky, with a solid vestibule train of ten coaches, at a cost of \$4,389.33, was made in the spring, and later a two-days' trip through Southern Indiana, that included Indianapolis, was taken, and trade conditions much improved by a friendly spirit thus shown.

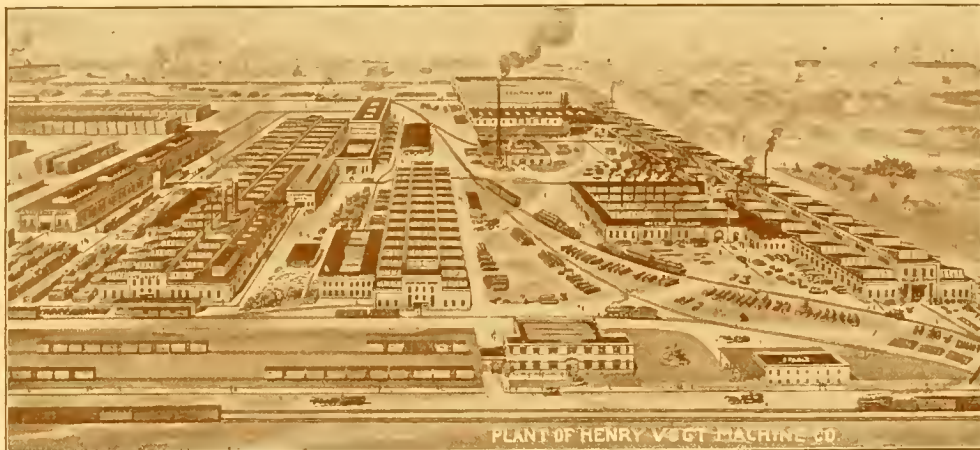
The Rivers and Harbors Committee of the National Congress was entertained by the Club July 20. This had its influence in appropriations for a nine-foot stage in the Ohio River.

The building of two great highways to the Lincoln Farm was actively taken up by the Club, and it has worked, along with other public-spirited organizations, in securing a model highway to the memorial of our martyred President.

At the annual Harvest Home dinner, Governor J. B. McCreary was guest of honor, and at the opening meeting of the American Association of Commercial Executives, Hon. Willis L. Moore, Chief of U. S. Weather Bureau; G. Grosvenor Dawe, manager of the Southern Commercial Congress; Clarence Cotton, president of the American Association of Commercial Executives; Lucius E. Wilson, of the Detroit Board of Commerce; Hon. Ben L. Bruner, Secretary of State, were the honored guests.

The Club had the honor of entertaining the President of the United States, and the members of the Kentucky Legislature during the year.

This represents in part its great work, but it is only a fraction of the real activities of the organization. The Commercial Club is here to be helpful; it is an information bureau for one who may become interested in this city. A most pleasing feature is its cheerfulness in meeting your wants; it matters not whether you wish to locate a factory, become a citizen of Louisville, or make a social call, the South's greatest commercial body welcomes you.



## The Henry Vogt Machine Company Plant.



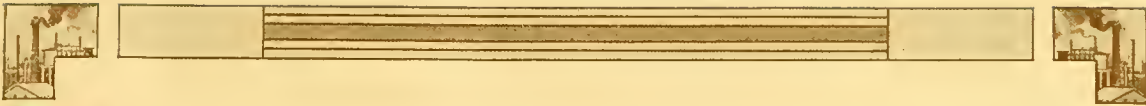
LOUISVILLE has several industries in size of manufacturing plant and output that are listed among the largest in their respective lines in the United States. Among this honored class is the Henry Vogt Machine Company. This large industry that has developed to its present immensity in the past few years, occupies a factory extending from Seventh to Eleventh streets, and from Ormsby to St. Louis avenues in this city. The area that is actually covered by buildings of this company occupy fifteen and one-quarter acres of ground space, and its output is sold in every country. Our picture can only give a general idea of the Vogt Company plant. A visit only can convey the real size and completeness of this establishment that is a model in its every detail. In the group of buildings that compose the works, ten large structures are to be seen. They are equipped with the most modern and up-to-date machinery. Seven electric traveling cranes make heavy handling easy. The entire factory plant is lighted and machinery driven by electricity from a centrally located power plant, and the latest pneumatic machinery, hydraulic riveting and flanging presses are in use.

There is over one mile of standard gauge railway tracks within the works of the company, with spurs to each of the shops, and with direct connections for freight with the ten railroads entering Louisville, make shipping facilities unsurpassed. An idea can be gotten of the output from the fact fifty-seven carloads of machinery alone were shipped out of the factory in April, 1912.

The Vogt Company make a specialty of ice machinery, water tube and other boilers, driers and filter presses, together with jobbing machinery, boiler and general foundry work. But the larger proportion of its output is of ice machinery, the shipments of orders for these machines alone showing Vogt ice plants are now installed in forty-four States in this country, also in Central America, South America, Cuba, India, China and Japan.

The name of Vogt in ice and refrigerating machinery manufacture has added to Louisville's fame as a manufacturing city. The reputation, gained after many years devoted to perfecting machinery of this class, is second to none in the country. Vogt machines are standard, and were perfected by a company headed by Mr. Henry Vogt, who himself is a practical machinist, and a corps of civil engineers and draftsmen and as skilled a foundry force as can be found in America. This company is one of the pioneers in its class of machinery, and the manufacturer of ice enjoys a better output, a better product and the lowest minimum of manufactured cost through the many improvements that have been made by the Vogt organization in this class of machinery.

Manufacturing plants do not grow to be the largest in their respective lines without good reasons. The Henry Vogt Machine Company ranks first because for many years it has produced machines the best of their class, the last word in construction and improvement, and absolutely dependable for the work for which they are built.



## Louisville a Center of Art and Culture.



THE stranger within her gates, Louisville can offer much of the aesthetic and artistic that is appealing. There are many art treasures both in public and private collections that are gems. When Louis Philip was a refugee from France, before he became king, he lived within a few miles of Louisville. He brought with him a collection of rare paintings as he feared for their destruction in those dangerous days of revolution. These included canvases by Van Dyck, Murillo and Von Brees. Being a devout and ardent Roman Catholic, he presented these to the societies and churches of his faith. They may now be seen in the Church of the Assumption, in the Convent at Nazareth, and in the historic old church at Bardstown, which still uses the old bell that was his gift.

Near the one time home of Louis Philip on the Brownsboro road is the homestead of Zachary Taylor. It was in this house that his daughter became the wife of Jefferson Davis. The government has bought this farm and erected a fifty thousand dollar monument to the hero of the Mexican War.

Of even greater historic interest is the magnificent Lincoln Memorial which was dedicated at Hodgenville last year, with fitting and elaborate ceremonies. The old log cabin, the tiny humble home of Lincoln's mother, Nancy Hanks, which is honored as his lowly birthplace, has been placed, with other interesting relics of his early life, inside the marble mausoleum.

The statute of Thomas Jefferson which stands in front of the Court House, was a gift to Louisville of the Bernheim Brothers, prominent distillers. This represents \$72,000 in execution and erection.

The women of Kentucky have erected a massive and towering monument to the cause of the Confederacy. This dignified memorial to duty is beautifully located on Third street, Monument Circle.

Hundreds stop daily to admire the beautifully conceived statute of Daniel Boone in Cherokee Park. This was the gift of Mr. C. C. Bickel, and the work of a Louisville sculptor, Miss Enid Yandell.

Inside of the Jefferson County Court House stands a magnificent statue of one of Kentucky's most illustrious sons, Henry Clay, "who would rather to be right than president." This was executed by Joel T. Hart, the master sculptor of America, and a Kentuckian.

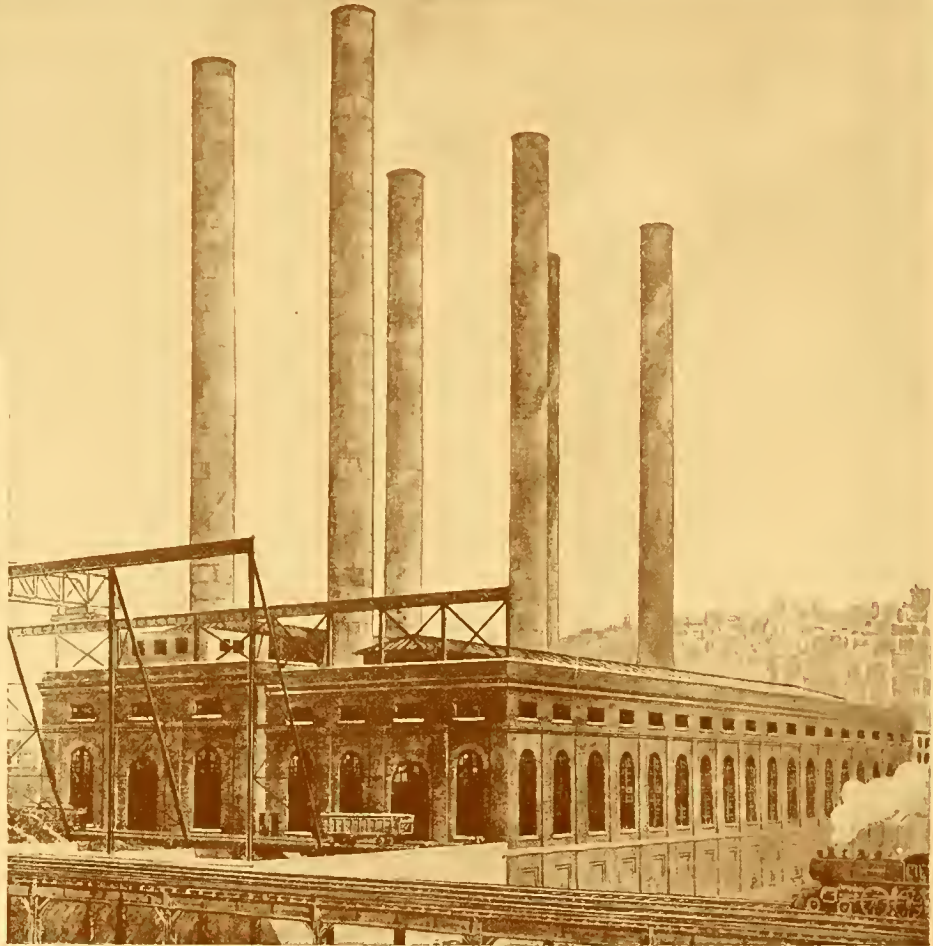
Many of the monuments in beautiful Cave Hill have made it world famous as a city of the dead. One of more than passing interest is a splendid statue of George Keats, a brother of the poet.

Louisville boasts of three museums that are notably interesting. The one in the basement of the Public Library contains a diverse collection ranging from a stielactite from Mammoth Cave to a mummy from Egypt more than a thousand years old. A very unique collection of moths and butterflies, the largest of the kind in America, is housed temporarily in an old mansion in Cherokee Park. Hundreds of visitors at Central Park have enjoyed the bird collection there, which is very elaborate, containing over ten thousand specimens. This is at all times open to the public.

One of the rarest treasures of the Public Library is the bird book by Aububon, who gathered his materials around Louisville where he spent the early years of his life. The lithographic stones which were used for the printing were destroyed when only a few volumes were completed and consequently they are almost priceless. This rare prize is under lock and key and can only be seen on certain occasions.

Many of these things appeal not alone to the interest, but to the imagination, and a sense of the beautiful that cherishes a city not only for its civic growth and prosperity, but for the treasure of tradition and association that is soul-satisfying—things executed by human hands, but inspired by a Higher Source—God existing and revealed in the beautiful.





### The Kentucky Electric Company Plant



HE Kentucky Electric Company, one of Louisville's largest public service corporations, in the business of generating and distributing electricity for light, heat and power, has shown a development and progress that is remarkable. Less than four years ago the company began operating a central station with four turbo-generators of 4,000 horse-power capacity, which, thanks to the patronage of the electricity consuming public, has become inadequate to meet its needs and has resulted in the erection of a new generating station in the square bounded by Washington and Water, Second and Third streets, which is designed for an ultimate capacity of 100,000 horse-power in generating units. The first section of this big new station has just been completed and there have been installed therein two large turbo-generators with a total generating capacity of 10,000 horse-power, giving to this company, in all, generating capacity of 14,000 horse-power.

The above half-tone is made from a perspective, showing the station with all four sections completed, the 1912 section being only one-fourth the size of the station as it will stand in future years. The first section has foundations already built for 13,500 horse-power capacity in additional generating units.

ATTENTION  
REGULATED

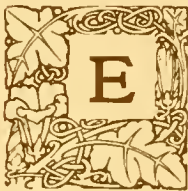


ATTENTION  
REGULATED

Two of Louisville's new hotels. They furnish the best accommodations to visitors.



Audubon Park—Entrance to Oriole Drive, Leading to "Grand Parkway," connecting Cherokee and Iroquois Park.

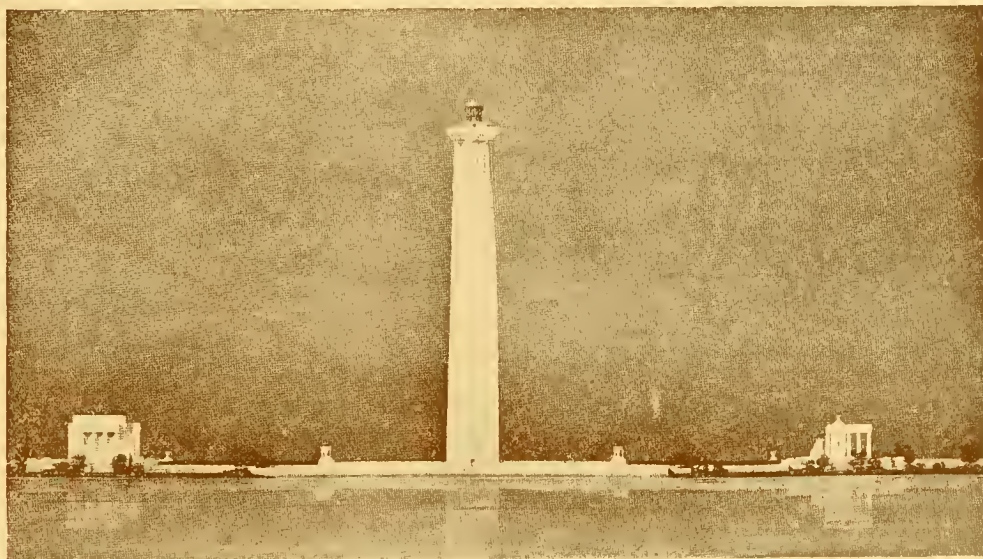


EVERY man should own his own home at Audubon Park. Only three and one-half miles from center of the city of Louisville; eighteen minutes ride via Okolona line. Macadam streets, electric lights, city water, telephones. This suburb is beautiful and very desirable. It is high and dry, being twenty-five feet higher than Cherokee Park, and will develop quickly. Wonderful indeed is Audubon Park with its natural beauty and rugged grandeur rarely met with anywhere. When you buy, buy in the country. Invest in health as well as comfort. Where fresh air and good neighbors are assured. Our prices are right, our terms are very easy. Drop us a line and let us send you our booklet, map and price list.

Audubon Park Realty Company (incorporated), D. A. Keller, president; Jas. L. Smyser, vice-president; G. R. Hunt, secretary; Fidelity Trust Company, treasurer. Represented by Clifford B. Harmon & Company (incorporated), Clifford B. Harmon, president.

Audubon Park Subdivision is being sold by the Harmon Easy Payment Plan System. Rufus V. Hilands, sales manager, 603 South Fourth avenue, Louisville, Ky. Cumberland 'phone Main 437; Home 'phone 9134.





Copyrighted 1912, by the Perry's Victory  
Centennial Commission.

THE PERRY MEMORIAL

J. H. Freedlander, A. D. Seymour, Jr.,  
Architects, New York City.

## Perry Victory Centennial, Louisville, 1913.



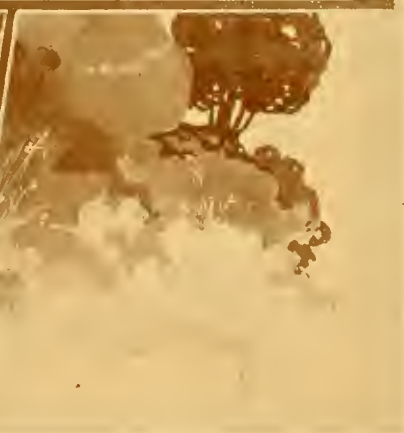
ONE dozen cities will act the part of host in the shifting scenes of the Centennial Celebration of the Victory of Commodore Perry on Lake Erie. On the actual scene of the victory a monument to cost nearly a million dollars will be erected to the memory of Perry. The series of celebrations will include other memorable engagements of the War of 1812. The celebration will open in one of the Lake cities, which has not yet been selected, July 4, 1913, and from week to week the scene will shift until the last week of October, the closing week, which will be celebrated in the city of Louisville. The Interstate Commissions having the celebrations in charge paid Louisville a signal compliment in designating it for the closing week, during which will fall the Centennial Anniversary of the Battle of the Thames. The exact nature of the celebration in Louisville, as well as in the Lake cities, has not yet been decided upon, but it will in all likelihood include a river pageant lasting the entire week, and will probably be the only city which will reproduce the Battle of Lake Erie and other 1812 War scenes in fireworks, so that the Louisville celebration will be distinctively different from the other eleven celebrations in the Northern cities.

It is expected that the Louisville celebration will attract a quarter of a million people to Louisville during the week. The details of the Louisville arrangements will shape themselves largely from the historic part that Kentucky took in that war, after wresting the great Northwestern territory, a generation before, from the hostile French and more than hostile Indians, and having seen it carved into the States of Indiana, Ohio, Illinois, Michigan and Wisconsin.

Kentucky responded nobly to the call to arms when the second war was declared against Great Britain. One-fourth of her men of soldier age volunteered for service. Henry Clay forced a declaration of war, and by his consummate skill, after the close of the war, contributed more than any other one man to secure peace. Of the 1,846 soldiers who were killed during that entire war, Kentucky furnished more than 1,200, or about 65 per cent.

The early stages of the war had been signalized by a series of unbroken victories

# LOUISVILLE COUNTRY CLUB



The Country Club is noted for its fine scenery and "summer widowers."

by British arms, and it was in the very midst of a period of greatest depression that Major George Croghan, a young Kentuckian, in command of less than 200 Kentucky soldiers, repulsed ten times as many British and Indians at Fort Stevenson and brought courage to the sinking heart of the American army.

Hundreds of Kentucky soldiers were massacred under the blundering command of General Hull at the River Raisin. Many times when the American army stood upon the brink of Lake Erie the cause appeared hopeless. Governor Isaac Shelby, who had been elected the second time as Chief Magistrate of Kentucky, had succeeded in urging the Federal Government to build a fleet of ships on Lake Erie, with Commander Perry in charge. Upon the completion of the fleet Perry found himself hampered for lack of men to man his ships. To supply the deficiency General Harrison called for volunteers and promptly one hundred Kentucky militiamen volunteered for service as marines on Perry's vessels. The result of that battle on Lake Erie, summed up in Perry's phrase, "We have met the enemy, and they are ours," has been repeated by every schoolboy on the Western continent. It was quickly followed up by an invasion into Canada and a victory on the River Thames, October 5, 1813. Kentuckians chiefly participated in this American victory, and it was particularly in recognition of their work that Louisville was the first city to be selected for a scene of celebration, and Louisville was given its option as to the date, selecting the day upon which fell the anniversary of the Battle of the Thames.

Innumerable pageants can be made up from these events—the defence of Fort Stevenson, the actual battle on Lake Erie, the massacre on the River Raisin, the victory on the Thames, Henry Clay pleading for a declaration of war, and later securing the treaty of Ghent, Governor Shelby urging the Federal Government to equip lake vessels, and personally leading his army of Kentuckians, the Kentucky sharpshooters winning the Battle of New Orleans, and scores of dramatic incidents which linked Kentucky so intimately with America's conflict with her parent nation country.

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## Kentucky's State Fair.



THE tenth annual Kentucky State Fair will be held the week of September 9 to 14, at Louisville. This institution is now recognized as an incalculable benefit to the agricultural and live stock interests of the State, and is playing an important part in developing our many industries. With no permanent home until 1908, it now has one of the most beautiful and well arranged plants of any State. Louisville, Jefferson County and the business men of this city donated \$165,000 to its building, to which the State of Kentucky added \$40,000, and the last General Assembly \$50,000 to give this institution a permanent home. It now has 180 acres of land and an equipment costing \$300,000. It has one of the best half-mile tracks known to horsemen, a splendid grandstand, the largest and most beautiful pavilion building of any institution in the land, and some thirty-five stables, temporary show buildings, etc. The number of articles on exhibition annually reaches over 8,000; more than 100,000 people visit it annually.

The State Fair of 1912 will be a record-breaker. With additional funds given by the last General Assembly, better accommodations will be provided and more premiums offered. This institution is being appreciated more and more throughout the State, and the people take a deeper interest in its welfare. No man can possibly keep up with Kentucky's progress unless he visits this institution and sees what is actually being done in agricultural production in the State. Catalogs offering more than \$30,000 in premiums will be issued July 1. Those desiring information should write the secretary, James L. Dent, 320 Paul Jones building, Louisville, Ky.



Important factors in Louisville's wholesale trade. Three houses of the first rank.



Street views of the Falls City. Come see us and get a better view of a fine city.



ADATH ISRAEL TEMPLE



WALNUT ST. BAPTIST CHURCH



FOURTH AVE. METHODIST CHURCH



FIRST CHRISTIAN CHURCH

Four of Louisville's new church edifices. We are noted as a religious center.

## Louisville, the Convention City.



LOUISVILLE has an organization, the Convention and Publicity League, whose only mission is to look after the details, share the expense, and provide every convenience for any organization that may be wise enough to accept the hospitality of the city. Louisville believes, on account of its location, accessibility to every section of the United States, hotel accommodations and railway facilities, it is the ideal Convention City. With twenty-four hotels, sixty restaurants, two hundred and fifty lodging houses, and a convention hall (the Armory) seating 16,000 people, it is capable of caring for any body of people, and with greater comfort than any city twice its size in America. We look back with satisfaction to the ease with which we cared for the National Conclave of Knights Templar, Pythian Encampment, International Sunday School Convention, Grand Army of the Republic, Confederate Veterans, Shriners, Associated Advertisers' Club of America, and many other large gatherings. These give assurance that Louisville's invitation is one bearing not only the glad hand, but comfort, the best accommodations, and surely you'll go away singing its praises, as all others have done.

There is unquestioned cordiality in our handshake. There is real warmth in the smile and friendly greeting we give visitors. We "stay with them" when here, really assuming that they will get lost or get into trouble if we should leave them. In these points Louisville does not need an argument. "Kentucky" and "hospitality" have long ago become synonyms. That her smiles have proved immensely attractive is evidenced by the large number of visitors who have basked in their sunshine within recent years.

Last year one hundred and thirty-five gatherings were held in Louisville as a result of the Convention League's activity in securing and entertaining conventions, and as the years go by there is every promise that the number will increase. Mr. R. W. Brown, secretary of the League, estimates this year's conventions will bring delegates who will spend approximately \$3,500,000 in Louisville.

Visitors are given the largest opportunities possible to acquaint themselves with Louisville. It is the policy of this League, cordially supported by other commercial organizations, to assure our visitors a very hearty welcome not only in words, but when possible in actual deeds. It is the broad policy to provide suitable meeting places for conventions which come to Louisville, and to provide the other usual convention facilities so as to relieve associations from the item of expense in conducting their meetings. As this policy has come to be known throughout America, many associations have intimated that an invitation from Louisville will be accepted by them, and the invitation is always forthcoming.

In the first six months of this year rates of one fare for the round trip, plus twenty-five cents, were granted from all the Southern States on account of the King's Daughters' convention, May 9-19, and the Presbyterian General Assembly, May 18-30. These two rates were good from all points in Kentucky, and in addition all Kentucky points enjoyed same rate on the occasion of the Republican State Convention, April 10, the Democratic State Convention, May 29, the Kentucky Educational Association, June 25-30, besides which rates, reduced but not half fare rates, upon occasions of the National Leather and Shoe Finders' convention, May 21-23, the Fraternity of Operative Millers of America and American Waterworks Association conventions, June 3-8, and the National Association of Real Estate Exchanges convention, June 19-21.

Some of the larger conventions to be held in Louisville this year with their estimated attendance, include the Presbyterian General Assembly, 5,000 delegates; Fraternity of Operative Millers, 2,000 delegates; Train Dispatchers' Association of America, 500; Kentucky Educational Association, 3,000; Federation of Catholic Societies of America, probably in excess of 25,000; an equal number of Christian missionary convention delegates; the Southern Educational Association, at least 2,000; National Master Bakers, 1,500, and scores of conventions ranging from 100 to 500 delegates and visitors. Active preparations are now being made to entertain in Louisville at least 50,000 visitors at the North American Saengerfest in June of 1914, and the Perry Victory Centennial celebration in October, 1913, which will probably attract as many visitors as a national exposition.





## The Belknap Hardware and Manufacturing Company.



THE Belknap plant is one of the biggest organizations in Louisville. In fact, it is one of the largest establishments of the kind in the world. The business is national in its scope, there being few merchants in the whole South and West or in the regions to the North and East but buy goods from the House of Belknap. The eleven warehouses comprising this group occupy three city blocks and contain a total floor space of over twenty-four acres. They are up-to-date in every particular,

with telephone and pneumatic tube systems for the sending of orders to the various departments, gravity freight conveyors, large and commodious packing rooms, railroad switches to the various shipping floors, besides great underground tunnels connecting the five largest. These make it possible to truck freight from the top floor of any one of them to any part of the others without leaving the premises.

In this great establishment is conducted a modern hardware and manufacturing business in its broadest sense. This company supplies vast sections not only with carpenters' and mechanics' tools, cutlery, builders' hardware and other hardware items, but handles also one of the most complete and diversified lines of furniture to be found anywhere in the country.

The Belknap Company employs over one hundred skilled workmen in its harness factory alone.

"If you haven't seen Belknap's, you haven't seen Louisville."



## Why You Should Locate Your Factory in Louisville.



THE first considerations of a manufacturer are location, looking to distribution of manufactured product, advantageous freight rates and a fuel supply. It is in these that Louisville appeals strongest. This city is within sixty miles of the center of population of the United States, is a freight basing point, and enjoys the cheapest coal the year round of any city in the country. Being a river town, our fuel supply is always sure, ample and cheap; Pittsburgh coal in competition with the excellent Kentucky product (right at our doors) gives an advantage no manufacturer should overlook. Manufacturing coal of the best quality is delivered in Louisville the year round at \$1.50. As a good location for manufactures, the city of Louisville makes its claims upon its merits. It offers you:

Exemption from taxation for new industries for five years.

Factory sites at the most reasonable prices.

Ten trunk line railroads to compete for your business.

Power at low cost, whether steam produced from coal or electric.

Labor of good quality, contented and skilled.

Banking facilities, ample and liberal, ready for any industry of known merit.

Railroad and water transportation facilities and rates unexcelled for excellence and cheapness.

Location central to a large and rich territory, rich both in raw materials and in consuming markets, the kind of location which cheapens the cost of production and increases the profits on manufactured articles.

This is why Louisville has 2,000 manufacturing plants.

Why Louisville has the largest plow factory in the world.

Why Louisville has the largest wagon factory in the world.

Why Louisville has the largest axe handle factory in the world.

Why Louisville has the largest factory making a specialty of ice making machinery.

Why Louisville has the largest box factory in the world.

Why Louisville factories produce the largest output of manufactured tobacco, whiskies, sole leather, jeans, corduroys, cement and plumbers' supplies of any city in the world, and leads the South as a manufacturer of soap, paints, varnishes, flour, stoves, tinware, pianos and organs, cotton seed products, sewer pipe, pickles, vinegar and other articles too numerous to mention.

These 2,000 industries would not have located here if they had not found our location, fuel supply, shipping facilities, and everything entering into the question of cheapest production just right.

Louisville invites you to the city where manufacturing is done under the best conditions, where the cost of production figures to the lowest minimum.



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## This Is Kentucky.

"Not the oldest nor yet the youngest; not the richest nor yet the poorest; not the largest nor yet the least; but take it all in all, for men and women, for flocks and herds, for fields and skies, for happy homes and loving hearts, the best place outside of heaven the good Lord ever made."



ATTENTION  
REPUBLICANS



## The Seelbach Hotel, Louisville.



ONE of the most delightful attractions of Louisville is the Seelbach Hotel. It is the logical stopping place for discriminating travelers who are satisfied with none but the best. For the Seelbach is unrivalled not only in Louisville, but also in the South and West for superior accommodations. Its architecture, its appointments, its furnishings, its cuisine, its service, and its convenient location all stamp it as one of the leading hotels of America. The Seelbach, on the corner of Fourth and Walnut streets, occupies the most prominent location in

Louisville. It is in the very heart of the retail business district, is surrounded by all the leading theaters, within a block of the Postoffice and Custom House, and any public building in the city can be reached from it in at least a five minutes' walk.

Noticeable features of the Seelbach are the lobby, with massive pillars of Vermont gray marble, its mural paintings depicting scenes of pioneer days in Kentucky, and the main dining room with Convent Sienna marble columns and Venetian Renaissance treatment, making this room one of the handsomest in the country. The Rathskeller is the most famed feature of this hotel and deservedly so. Its walls are made of the famous Rookwood tile and pottery, and were built at a cost of \$40,000 for the walls alone. It is a true reproduction of the famous underground drinking hall of one of the old castles on the Rhine. It is one of the most quaintly beautiful Rathskellers in this country, and really one of the sights of Louisville.

The Seelbach is owned and operated by the Seelbach Hotel Company, of which Mr. Louis Seelbach is president; Mr. Otto Seelbach, vice-president, secretary and treasurer, and Mr. Carl Rindt, manager. All of these gentlemen have had long years of experience in catering to the public, being also proprietors of the "Old Inn," Sixth and Main streets, and the "Victoria Hotel," Tenth and Broadway, in this city. The "Old Inn" being opened by them in 1880, and known as "Seelbach's," a rendezvous for discriminating travelers before the opening of the present Seelbach.

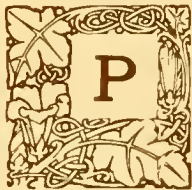


ATTENTION  
REQUESTED

Interior views of the Seelbach Hotel. You should come see it.



View on Pennsylvania Avenue, Bluegrass Addition.



**P**ENNSYLVANIA Avenue is an ideal spot for a home. It is the main avenue connecting Frankfort avenue with the Brownsboro road, and is destined to be the choice residence street of all Crescent Hill, with all the conveniences of the city, and yet far enough out and high enough up to have the charms of the country. The air is pure and the scenery is beautiful. Increasing popularity means increasing values. No part of Louisville has grown so rapidly within the past few years as has Crescent Hill, and the most popular part of Crescent Hill is Pennsylvania avenue in Bluegrass Addition. Prices are low compared with the real worth of the property. The new Baptist Theological Seminary is to be located near the north end of Pennsylvania avenue, where hundreds of thousands of dollars will be spent on buildings and grounds. This will certainly boost values.

We make a specialty of home sites, building homes and sub-divisions.

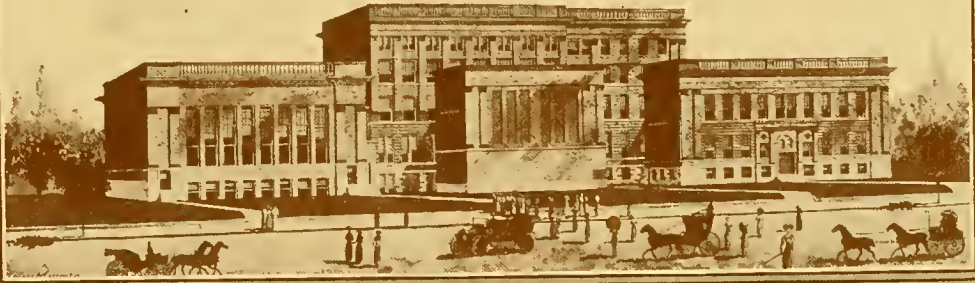
Douglass Park Subdivision, connecting Bardstown road and Cherokee Park.

In the beautiful Highlands where substantial home builders are putting their money—in the section that is being built up with lovely residences—high and dry above the germ-laden atmosphere of the lower and older districts, the better classes are rapidly moving to this point where the air is pure and sweet.

The natural scenery is beautiful, and to this has been added broad boulevards, and the city has spent thousands of dollars to make Cherokee Park and its surroundings the most attractive in the country. For a home there can be no better spot.

Mr. Earth Merchandiser, opportunity is knocking at your door here in Louisville. We believe in Louisville. We know that you can make no mistake to invest in Louisville real estate. We know that Louisville is one of the best places to live. Get acquainted with us. **THE TOWLE REALTY COMPANY**, Kenyon Building.

GIRLS HIGH SCHOOL



MANUAL TRAINING  
HIGH SCHOOL



MAIN BLDG.  
UNIVERSITY OF LOUISVILLE



BROADWAY SCHOOL

Four representative Louisville schools. We have 101 more like these in this city.

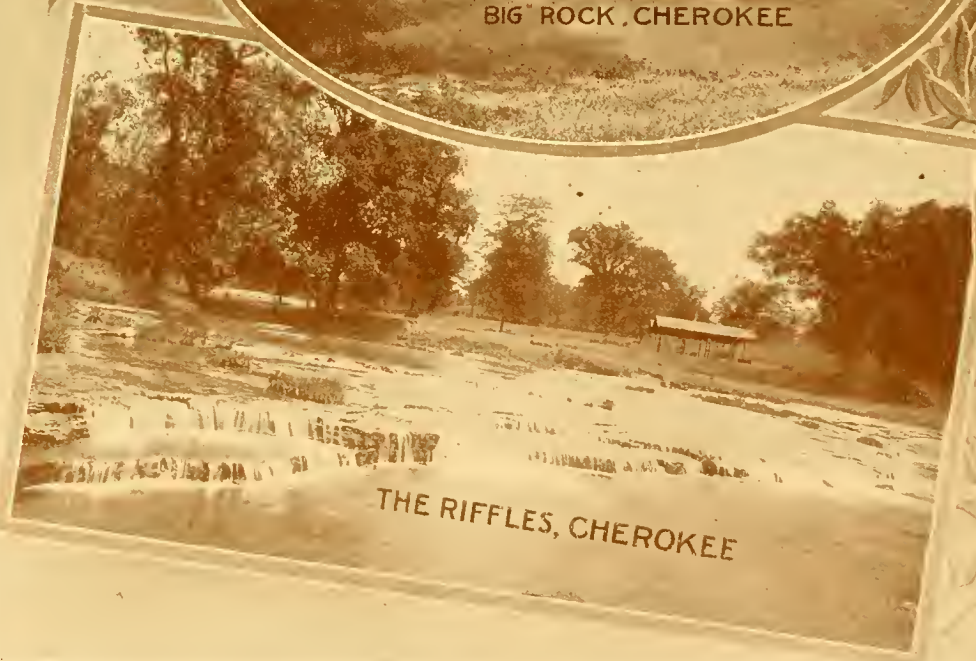
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THE RIVER DRIVE, SHAWNEE



BIG ROCK, CHEROKEE



THE RIFFLES, CHEROKEE

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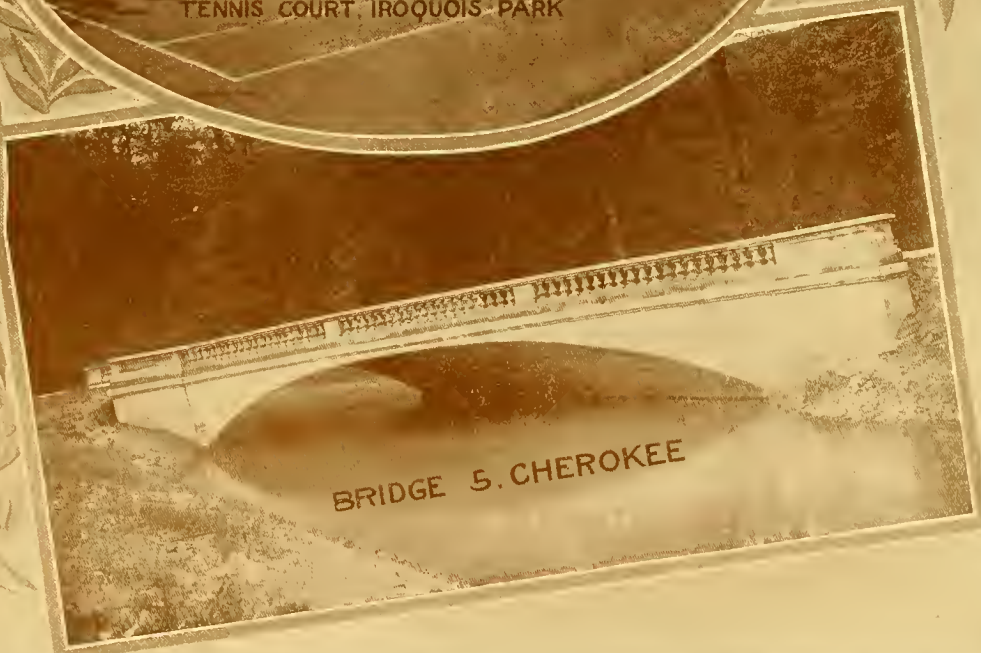
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THE PERGOLA.  
CENTRAL.



TENNIS COURT, IROQUOIS PARK



BRIDGE 5, CHEROKEE



## The Story of the Obelisk.



**T**HIRTY-ONE years ago, the two Ballard brothers—in response to the law of supply and demand—built a mill at Louisville that was destined to gain pre-eminence among the twelve thousand flour mills of the United States. Charles T. and S. Thruston Ballard are the names of these two brothers—an honored name in the historic annals of Kentucky—who in 1880 founded the institution that has come to be known in the commercial world as the Ballard & Ballard Company. The first year's output was 36,000 barrels of flour. During

the past few years the average output has been 700,000 barrels each year. In 1880 the wonderful shaft or obelisk, "Cleopatra's Needle," was received in the port of New York as the gift of Egypt to the United States. Quick to grasp an opportunity, the word "Obelisk" was then seized upon as the trade-mark of Ballard Mills. "Obelisk" is today throughout the Southland identified with pure patent flour—the highest grade, the best flour for all purposes.

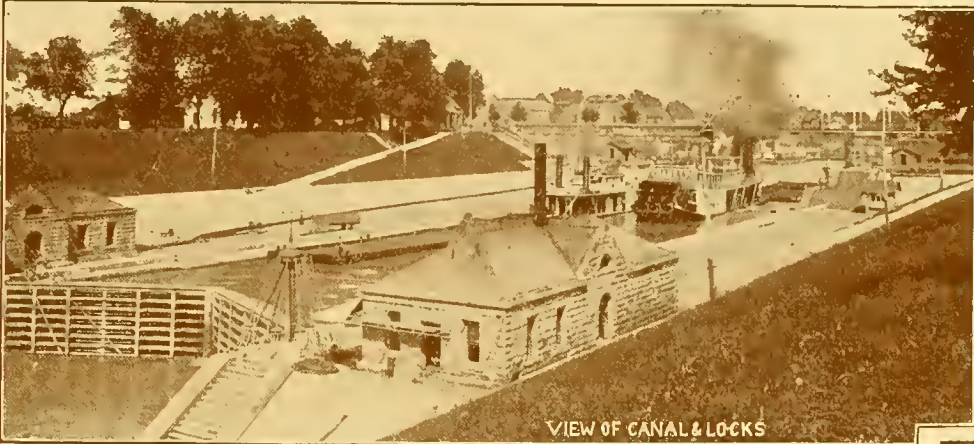
The "Ballard boys," as they are affectionately known, have been the pioneers of the great milling industry in modern welfare work, in sharing profits with their employes and last, though not least, in pure food legislation.

The employes themselves have charge of the rest-room, wherein are located the library, pool table, game tables, pianola, and, in fact, every other article which tends to enhance their comfort or pleasure. All social events are under the employes' supervision, as is the Mutual Aid Society.

At the end of the year the profits are shared with every employe who has been with the firm two years or longer, and in this connection there are several cases of father and son now employed.

The Ballards were among the very first to secure their guarantee under the Pure Food and Drugs Act. Even their mill feed has enjoyed the unique position of being without any of the adulterants which have usually characterized these commodities, so that today stock raisers consider the name "Ballard" on a sack of feed as synonymous with Purity.





## A Nine-Foot Stage of the Ohio Means Much to Commerce.



THIS picture shows the canal and locks at Louisville. Including the dam and approaches, it represents an expenditure of over \$4,000,000 by the national government. To meet the demands of a nine-foot stage in the Ohio river, an additional appropriation of \$5,000,000 has been made to widen this canal, \$1,800,000 of which is being expended this year. When the work is completed it will be wide enough to accommodate the larger steamers sure to follow the demands of a greater river commerce. This is only one instance of the awakening of the national government to the bearing this greatest of waterways is to have on future commerce. For of all rivers, the Ohio now has first consideration of Congress, as that body fully realizes the strategic position this waterway holds, and until its locks and dams from Pittsburgh to Cairo have been completed, improvements in tributary rivers will give little if any advantages to commerce.

Working on this principle, the government has now completed thirteen locks and dams between Pittsburgh and Louisville at a cost of one million dollars each. Sixty millions of dollars have been made available for this great work, five millions of which are being expended annually, and it is conservatively estimated that within seven years a nine-foot stage of water will be available the year round from Pittsburgh to Cairo. In addition to this, a project to dig a canal to connect the Great Lakes with the Ohio is on foot, and capital assured for its completion. This will give a direct route North and South for the Panama trade, and the shipment of freight on the same bottom from the Great Lakes to the Gulf.

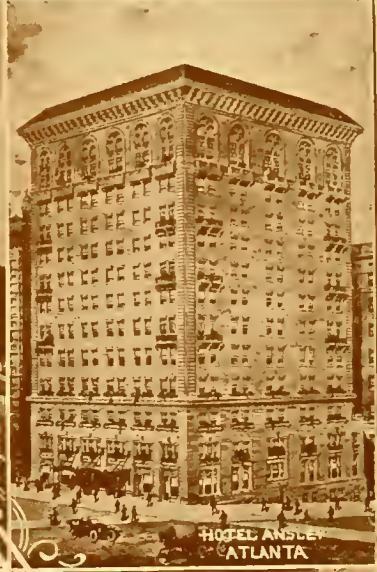
The average mind may find it hard to grasp what this will mean to Louisville and the cities on the Ohio river. But the business man has a clearer vision of the great benefits to come to him. For it is conservatively estimated that a freight bill of \$1 from Pittsburgh to Louisville will be cut to 20 cents by this all-water route. And with an assured stage of water, river steamers can make a time schedule equal to if not quicker than by rail, and traffic will not be disturbed by a low stage of water.

Louisville will benefit from a nine-foot stage of water as no other city situated on the Ohio. It enjoys the finest and deepest natural harbor on this river. Louisville will gain greatly from the fact it is the most central large shipping point, a freight basing city, and the Gateway to the South. It is destined to grow in commercial importance as few cities of the nation, for it will offer advantages to merchant and manufacturer that cannot be overlooked by the business man wise enough to see the trend of commerce in the near future.





BROADWAY SCHOOL  
LOUISVILLE



HOTEL ANSLEY  
ATLANTA



HENRY WATERSON HOTEL  
LOUISVILLE



INTER SOUTHERN LIFE BLD'G.  
LOUISVILLE

BRINTON B. DAVIS  
ARCHITECT  
LOUISVILLE



Work of a Louisville architect. Louisville has several architects of national fame.

## Louisville Has the Most Beautiful Parks in the World.



CENTRAL PARK is the boast of New York, Lincoln Park of Chicago, Fairmount Park swells with pride any citizen of Philadelphia, yet in not too boasting a spirit Louisville can point with pride to not one but four city parks which rival in beauty any of these. Our parks in their natural beauty have won the admiration of landscape gardeners from every nation, and they are one in pronouncing ours the most glorious parks in the world. It has not been found necessary in Louisville, as in many other cities, to resort to artificial methods in order to produce an impression of beauty, for the city found her parks practically made to order, waiting only to be completed by the addition of roads and walks and playgrounds, and offering to her citizens that which is of inestimable value—clean, invigorating air and an opportunity easily to get away from brick walls and granite streets and feel the yielding turf below and see the azure sky above.

A distinct feature of Louisville's park arrangement lies in the fact that every one of the embryonic Gardens of Eden is extremely accessible to the public at large, through an excellent line of operation of street railways which practically puts Cherokee, Shawnee, Iroquois, Central and other parks at the citizen's door. In other cities there are undeniably beautiful tracts, but these are often found to be peculiarly situated for the benefit of the motorist, who spins in his big touring car from his home to the park boulevards and gives never a thought to other individuals, not so lucky as he, who are compelled to utilize "shanks' mare" in getting to the parks on account of inadequate car service.

The location of public parks in numerous cities of the United States is either so remote from the heart of the town or else is so unfrequented that electric railway transportation to the garden spots is either tedious and complicated by transfers or is altogether a negligible quantity. In respect to quick transportation to beautiful scenery, where the great outdoors may be enjoyed to the fullest, Louisvillians may well congratulate themselves.

Our parks and how to reach them:

Cherokee Park contains 330 acres, and has six miles of macadamized roadway. Golf links and tennis courts open to the public. Take East Broadway or East Walnut street cars.

Central Park has tennis courts and playgrounds for children. Take Fourth avenue cars going south.

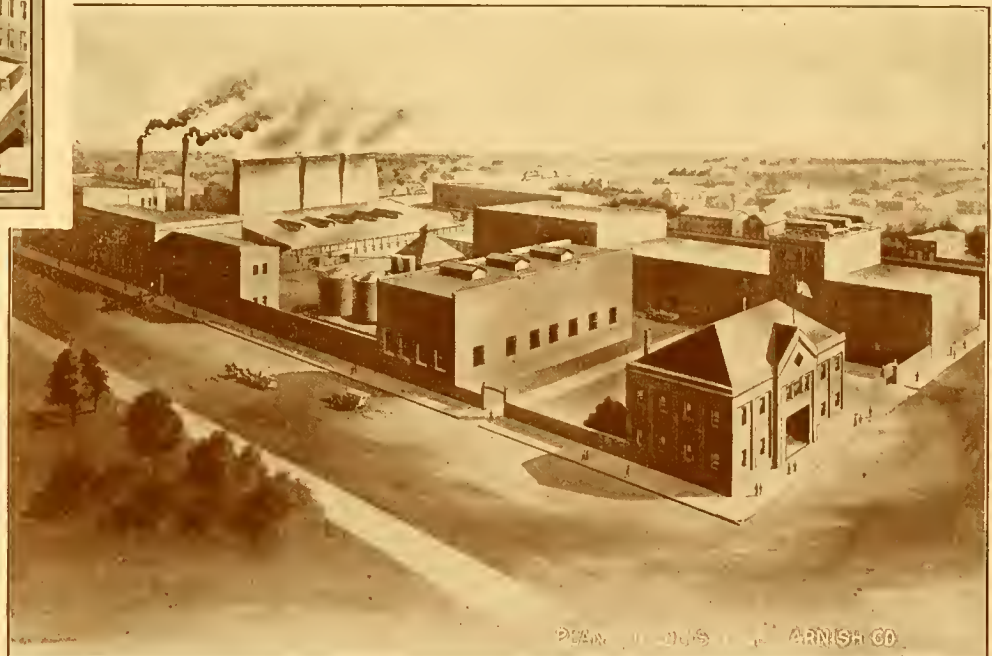
Iroquois or Jacob Park, at end of Grand boulevard, contains 670 acres and has five miles of macadamized roadway. There are approximately 15,000 native forest trees in this park and the planted trees and shrubs number upward of 200,000. Take Fourth avenue car going south, via Third or Seventh streets.

Shawnee or Western Park, located on the banks of the beautiful Ohio, is known as the flower bed of the series of parks. Has a magnificent bathing beach. Tennis courts open to the public. Take West Broadway or West Market street cars marked "Shawnee Park."

Fontaine Ferry Park, foot of Market street, on banks of Ohio river. Band concerts afternoon, evening, and vaudeville with every conceivable amusement device to please the visitor. Take Shawnee Park cars on Market street going west.

Riverview Park, on the Ohio River at end of Broadway car line. Every amusement, band concerts, vaudeville, famous lagoon and water amusements.





Two leading manufacturing plants of Louisville. We have 1,998 other factories here.

## Louisville's Excellent Public Library System.



FEW CITIES are better equipped with public libraries than Louisville. The magnificent stone building located at Fourth and York streets, in part a gift of Andrew Carnegie, contains one of the finest libraries in this country, and including the sub-libraries, represents an expenditure of over \$1,000,000. An excellent feature of the system in this city is the location of the seven branch libraries. These branches, conforming in many respects to the main library, are in Crescent Hill, the Highlands, Parkland, Portland, West Jefferson Street and Shelby Park. There is a colored branch at Tenth and Chestnut streets, and another is being planned for the Eastern section. At present 163,284 volumes are catalogued for public use. This number is being added to at the rate of 1,500 volumes per month. These are for free use in the building, and most of them can be taken home by any citizen having a library card. The library system represents a collection of many years, as the old Polytechnic library, and many private libraries have been merged in, forming the present institution. There are books to be found here on any scientific, professional or business subject, and for workers in the trades and industries, and fiction to meet the wants of any reader, be he man, woman or child.

As an indication of the amount of interest taken in our library system, 682,884 volumes were circulated the past year, and since the opening of the new library, in 1905, it has issued 3,536,613 volumes for home use.

The reference room is a feature much appreciated. Here information on any subject can be found. There are 25,000 volumes in this department alone. The current issues of 470 periodicals are on file for use in this room, and the completed volumes are bound for future reference. In addition to the principle magazines, daily papers from every city in the United States are to be found on the library's files.

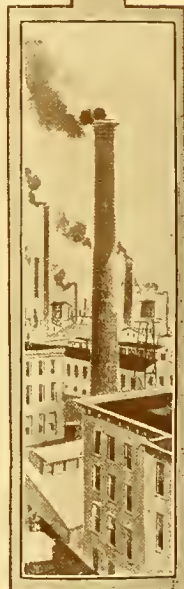
The children's room is a popular feature of the library, and about every book on juvenile subjects can be had, and collected with particular care as to what effect they might have on the minds of the young.

The Library's Museum contains many interesting and valuable specimens, such as birds, plants, shells, relics and curios. It is open from 2 to 5 daily, and for reference an information list is given visitors.

The art room is the most inviting department of the library. At many periods of the year exhibits are made which are free to the public, and in addition to these, the beautiful paintings owned by the Library Association give the lover of the beautiful in art many enjoyable hours with the old masters.

The library is frequently favored with gifts from loyal citizens. Recently, a statue of Stephen Collins Foster, author of "My Old Kentucky Home," was given by the Commercial Club. A bill of lading issued in 1800 and a certificate of the Kentucky State Colonization Society are recent gifts of W. R. Belknap; two hundred and ten volumes of rare old books have been donated by Judge A. P. Humphreys; many volumes of Yiddish books, presented by the Louisville Yiddish Literary Society form a rare collection; two famous paintings, "Morning" and "Man Would Be King," have been loaned by the Kentucky artist, Sidney Gorham. This only represents some of the additions of the past year, and is only one year's collection out of a half-century's history of this institution.

The old Polytechnic Library, which was consolidated with the present institution, was, in its day, one of the most famous libraries of this country, and had a very large collection of books, and a museum of national fame. The present consolidated library is thereby made one of the most interesting places to visit in Louisville, and a visitor can profitably spend at least a day among its treasures.





## A Pioneer Real Estate Agency.



FOURTY-THREE years ago, way back in the year 1869, Mr. W. C. Priest established the firm of W. C. Priest & Co., real estate and rental agents, in Louisville. With the highest sense of honor, a standard of business ethics that assured every transaction to be as represented, this agency has grown to be one of the largest in Louisville or the South. It has always borne the reputation of being a close student of real estate and rental values. An experience of nearly a half-century gives the insight, and a corps of employes, headed by Mr. J. E. Slaughter, the president, connected with the firm for the past twenty-five years, furnishes the push and energy to bring to a successful conclusion any business entrusted to W. C. Priest & Co. They make a specialty of rental property.

The illustration shows the new building recently erected and owned by W. C. Priest & Co., at 506 West Jefferson street. It is directly opposite the Court House, most centrally located, and one of the best equipped agencies in Louisville.

# LOUISVILLE AMUSEMENT PARKS



NIGHT SCENE AT  
RIVER VIEW PARK



ENTRANCE TO  
FONTAINE FERRY PARK  
AT NIGHT

Few cities have better amusement parks than Louisville. Night scenes showing two of them.



Five new residences that prove Louisville is really "a city of beautiful homes."



## Ten Railroads Give Louisville Great Shipping Facilities.



LOUISVILLE, like every other city of importance, owes much to the transportation facilities which have enabled her merchants and manufacturers to distribute their products all over the country. The fact the city is situated upon the most important inland waterway on the globe has aided in equalization of freight rates and local commercial institutions enjoy an advantage in this regard over many other cities not so favored.

Ten railroads enter Louisville and two of them have their general offices here. These are the Louisville and Nashville and the Henderson Route, which is controlled by that road. The other lines entering the city are the Illinois Central and the Southern, which operate South and West; the Chesapeake and Ohio, from the East; the Big Four, Monon and Pennsylvania, between Louisville and Chicago and the Middle West, and the Baltimore and Ohio Southwestern, East and West.

Louisville is attaining more and more importance from a railroad standpoint on account of the fact that this is recognized as one of the important natural gateways into Southern territory. The movement of traffic from the North into the South and vice versa is naturally through Louisville, and this is one of the city's most logical claims to commercial supremacy. Grain, which must be moved from the West into the Southeast, is handled largely by way of Louisville because this is the most direct and logical route for it to take. Lumber manufactured in the South and destined for Middle Western and Eastern furniture factories and railroad shops develops traffic, a large portion of which comes to Louisville by right of her commanding geographical position, making her the natural gateway for that business.

The railroads have of late been preparing for a big industrial development in Louisville, which seems certain to come. Terminal facilities are being improved and room made for the scores of new factories which the city is going to get as a result of the advantages which the Kentucky metropolis has to offer and the hearty invitation to come which is being extended. It is estimated that within the next five years from \$10,000,000 to \$15,000,000 will be spent in improving terminals around Louisville.

The railway systems having terminals here know the future of Louisville better than most of her citizens, for the activity of these railways in improving their traffic facilities in the Falls City indicates they are accurately forecasting conditions here with a nine-foot stage in the Ohio River. They know our commerce is bound to increase with great strides when the Panama Canal is completed and all-the-year traffic is assured from Pittsburgh to New Orleans. They are building ahead of a greater Louisville, for they know with our central location, a city in the midst of both manufacturing and agriculture, Louisville is bound to be the largest city South of the Ohio River, a metropolis of no less than 600,000 population within fifteen years.

The  
Falls  
City





J. M. ROBINSON, NORTON & CO.  
WHOLESALE  
DRY GOODS, NOTIONS



LAIB CO.  
427 W. MAIN ST.



JOHN J. SCHULTEN & CO.  
530 W. MAIN ST.

Three of Louisville's leading wholesale establishments. We have many like these.

## The South's Largest Wholesale Market.



LOUISVILLE is the largest wholesale market of the South, and is showing increased sales this season in all lines, making our position secure as a leading market of this great and rapidly growing section of the country. Since the olden days when Shippingport was a busy part of the present Louisville, when all freight coming down the Ohio had to be transferred here for the lower river trade, this city has maintained its leading position as the first wholesale market of the South. The same good reasons for our prestige as a market are ours today, and the trade of the South and South-Central States appreciate our advantages as to freight rates, central location, and the facilities of our merchants to meet the demands of the trade with quick service, and the right goods sold at the lowest market price.

In this day of keenest competition it is necessary to seek the best market, in price as well as in assortment of goods. It is essential to seek the largest market with the shortest haul on the merchandise to offer your customer. It is just this that has made Louisville the prime factor in the success of so many merchants. They can come here, get a selection to their liking, shop among many large houses, and on going home feel sure of not doing any better or even so well in any other market.

Not only does Louisville job everything to be had, but we manufacture much of the merchandise sold here; it is in large part a first-hand transaction. As a market Louisville occupies a commanding position; it is famous for its great lines of dry goods, clothing, shoes, cotton fabrics, woolen goods, hardware, paints, cement, tobacco, groceries, plumbers' supplies, stoves, farming implements, and many other lines. In any one of these it leads the South, and in some the Southeast and Southwest.

To give an idea of our trading in leading lines, our sales of dry goods alone is conservatively estimated at \$12,000,000 annually, two houses of this market selling over \$8,000,000 of this amount. Hardware is another large line of this market. There are eight large wholesale establishments, one of which is the second largest in the United States, and hardware and heavy iron sales foot up to more than \$25,000,000 annually. Water transportation gives Louisville an advantage over any other Southern market in the sale of heavy merchandise, for our transportation charges are lower.

The Merchants and Manufacturers Association is a local organization composed of the wholesale merchants and manufacturers of the Louisville market. It has done a great work in bringing closer together the three principal elements in trade, the manufacturer, wholesaler and retailer, and it has done so to the advantage of all.

The semi-annual merchants banquets of this association have become famous. In the fall and spring seasons the Louisville merchants send their invitations broadcast throughout the South-Central States. With this invitation not alone goes the request to come "wine and dine" with our merchants, but a tender of railway fares is made, and every accommodation is offered to make a trip here without cost. And these merchants know that they can still buy on the same basis as of other markets which do not show such appreciation of their patronage. Three hundred thousand invitations were sent out to merchants by this association last year.

The Package Car Service is a convenience to shippers inaugurated by the Merchants and Manufacturers Association. This service insures the trade a shipment of goods in broken car lots at about the same time consumed in a shipment by express, but at freight rates. This is a daily service, and practically all points in Kentucky, Tennessee and Indiana can be reached in twenty-four hours.

This association also maintains a freight bureau for the accommodation of merchants, wholesale or retail. It has at its head a thoroughly practical railroad man, and it is his business to answer any question on freight matters that may perplex the shipper. This has proven a much appreciated part of the association's work, and is only another indication of the thoughtfulness of the Louisville trade in looking after the interests of its customers. It goes to show that in trade as well as in social matters Kentucky hospitality crops out to the advantage of the stranger quite as much as to the one from whom he buys.





THE PAUL JONES BLDG., FOURTH AND JEFFERSON.



ATHERTON BLDG. 4TH & CHESTNUT

## Louisville Real Estate a Good Purchase.



LOUISVILLE, the metropolis of the State of Kentucky, is situated at the most strategic point in the Ohio Valley for the making of the greatest interior point of commence. The climatic conditions are all that could be desired. The back country is the famous Bluegrass, yielding the best of everything that land produces. It has from its beginning been one of the best and most economically governed cities in the United States. The topography of the city has made it possible to extend public utilities of all kinds

at a minimum cost per capita; all of which has earned for Louisville its world-wide reputation for low cost of living. Its geographical location and nearness to the center of population has contributed largely to the growth in value of real estate and has made Louisville real estate a most desirable investment. Louisville has grown to a fixed position from which she is sure to become much larger. Property is expected and does pay 6 per cent net. In addition to this 6 per cent, the annual increment is phenomenal.

The individual illustrations of what this increment has been during the past ten years has many parallels. A lot on Walnut between Third and Fourth streets sold for \$10,000 and was improved to the value of \$10,000 additional. This same property sold respectively for \$35,000, then \$50,000 and \$70,000 has been declined. It has paid 6 per cent on its cost from the date of completion of the building and the land value has multiplied six hundred per cent, which divided over ten years has made an annual net increment of 50 per cent.

In the Highlands a piece of property which embraces thirty acres has gone from a farming proposition to a town lot proposition along the following lines: Its value when subdivided was \$30,000; its town lot value today is on a basis of \$450,000.

In the West End a piece of property of twelve acres which a few years ago had a valuation of \$12,000, has been sold out in city lots on a valuation of \$60,000.

Taking these examples of how real estate increases wealth, it is safe to say that any investment in Louisville real estate will pay, be it cottages, lots, stores, office buildings, apartment houses, hotels or warehouses. To illustrate the increase, the following figures, based on the assessed value of Louisville at the different periods, shows the net increment over the 6 per cent that real estate pays. The real estate value in—

1850 was .....	\$ 18,000,000	1890 was .....	\$ 90,000,000
1870 was .....	71,500,000	1910 was .....	223,600,000
		1912 was .....	\$260,000,000

These figures show that the holders of the property embraced within the city limits as a whole made forty-three million dollars in the past two years, and in the past twelve years \$150,000,000, which has been generally distributed. From this property rents are collected to the extent of \$20,000,000 per annum, and taxes are paid out of it of \$5,000,000, leaving \$15,000,000 for cash monthly dividends. Considering the investment of over 10 per cent per annum, Louisville real estate is the best paying and safest investment of money that can be had.





REALTY BLDG.  
VARBLE & FRAZIER *Archts.*



INTER-SOUTHERN LIFE  
INSURANCE CO. BLDG.



Two of the newer office buildings. Louisville is building faster than any Southern city.

## Louisville, a Leader in Education.



**I**N MATTERS of education Louisville ranks high. This city has 105 schools, both public and private. The public school system consists of forty-eight ward schools, four high schools, a manual training and nine night schools. Besides the large number of private schools, there are two theological seminaries, two medical colleges, a college of dentistry, two colleges of law, a college of pharmacy, an art school, two military academies and one university, giving a range in education to meet any demand. Louisville is particularly strong in the standard of its public schools. In 1910 the new school law, creating a Board of Education of five members, went into effect. A non-partisan board was elected, and strictly on the merits of each member. This board has shown the wisdom of the new law, for today Louisville has a public school system based on the best features of the best school laws of this country, and every official from superintendent to teacher has been employed strictly on a merit basis.

An advanced step recently taken was the consolidation of the three girls' high schools in the one enlarged building at Fifth and Hill streets under the name of Central Girls' High School. This consolidation gives students the advantage of taking commercial work, domestic science, including sewing and cooking, along with the cultural subjects during their secondary school years. As separate schools this has heretofore been denied them, and is not offered in the public schools of many cities.

Departmental seventh and eighth grade work is a new feature of note. Several departmental centers are now established where teachers specializing in some one subject will have charge of that subject in teaching children in the seventh and eighth grades. At the same time manual training and domestic science work will be offered. This is for children not able to avail themselves of a high school education, and to help those least able to help themselves. Several loyal citizens of Louisville have given money toward the extension of this departmental center work, and it is to be extended to every section of the city.

The Manual Training School for boys is an important branch of the public school system. Here every facility known for training the hand as well as the mind is offered our boys, and it is making better and more useful citizens for a future and more cosmopolitan Louisville.

The Boys' High School offers the higher branches, and is in the first ranks of schools offering a course for entrance to the best of the universities.

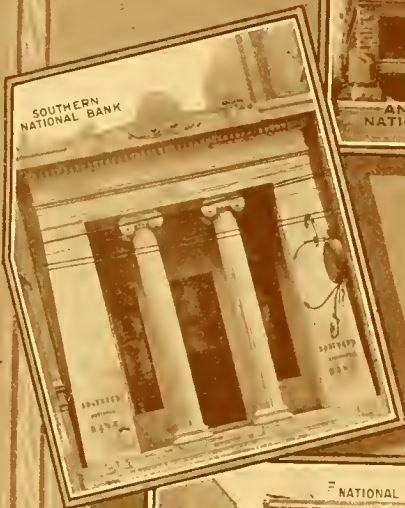
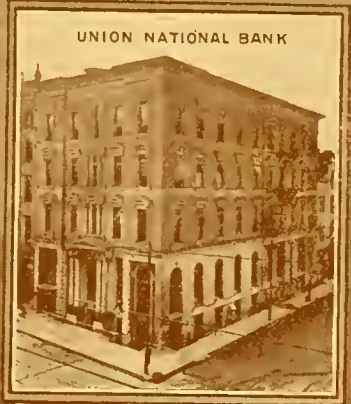
The law and medical departments of the University of Louisville are old established and among the best in the country, the medical department being the first established west of the Allegheny Mountains. It was established in 1837. Louisville has always been a center of medical education in the West, and a combination of interests on the part of the medical institutions a few years since has resulted in great improvement in conditions and a marked advance in the efficiency of the institutions remaining. Among other lines associated with medicine, educational facilities are provided in Louisville. There is a pharmaceutical college and a dental college, the latter connected with Central University.

In theological education Louisville is the foremost city of the South. The Louisville Presbyterian Theological Seminary, the buildings of which are regarded as fine examples of architecture, reminding one of the old colleges at Oxford, and the Southern Baptist Seminary are the leading institutions of their denominations, the latter in point of attendance being the largest in the United States.

Louisville has not neglected the artistic in its educational facilities. The city possesses an art institute of the highest class. In commercial schools we are most abundantly supplied, and with a class assuring the best business education and a position awaiting every graduate.



# LEADING BANKING INSTITUTIONS





## Louisville A Religious Center.



MOST important among the many factors that have united to place the city of Louisville upon the exalted plane it occupies is the fact that it is a city of churches. Its advanced educational advantages are largely due to its religious atmosphere; its staunch commercial standing and splendid credit in the business world is bulwarked upon its religious spirit. Its high place in the social world is due to the loyalty of its people to things religious first, then to those that are temporal.

Louisville's population is estimated at nearly 250,000. Statistics show that over half that number are allied with some of its many churches. The estimated Catholic membership is about 65,000, while the Hebrews and other churches will reach 80,000. It is estimated that Louisville's denominational edifices, together with congregational and denominational properties, is worth nearly \$15,000,000.

As monuments to the altruistic spirit—the spirit that is Christian in its every phase and therefore closely allied to the church—Louisville has scores of charities. There are homes for orphans of every denomination, homes for the nondenominational and shelter for them all. The Baptists, the Methodists, the Presbyterians, the Episcopalians, all maintain denominational orphanages, where thousands of defenseless, homeless little ones find a haven and are trained for useful lives.

In Louisville every nation finds a place to worship. Nearly every creed has a congregation or church, and nearly all are in a healthy state. In the trio of Young Men's Christian Associations the non-church member may enjoy a Christian atmosphere. That organization, the strongest in the South, has a railroad branch and a colored branch, and is now building a magnificent new home costing \$350,000.

The foreign population—Germans, Jewish and others, all have their churches. The German Methodists have about 1,000 members here, while the big evangelical churches, with a total of nearly 6,000 members, together with the Lutheran churches, offer satisfactory places of worship for the entire German population. Every phase of Judaism, from the strict orthodox to the most liberal of the new or reformed creeds, are represented.

Aside from the fact that Louisville has a full share of churches, it is the home of two of the largest theological seminaries of the continent. The Presbyterian Theological Seminary is equaled by but one other in the United States in point of attendance and general success. Its buildings at First street and Broadway are the most beautiful in a city of many beautiful structures. The Southern Baptist Theological Seminary holds the highest place in the seminary class of the entire South, and its students outnumber any similar institution in the United States.

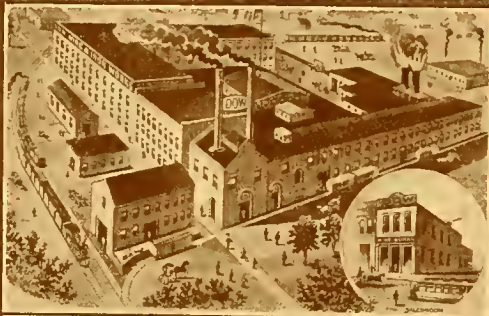
Louisville has 235 churches, or congregations. There are thirty-six Catholic churches, four Jewish synagogues, nine Evangelical churches, seventeen Methodist, eight Presbyterian, twelve Christian, seventeen Protestant Episcopal, twenty-eight white and twenty-three colored Baptist churches, four German Methodist, nine Lutheran and one Unitarian.

By reason of Louisville's high place in the religious world, it is the meeting center for Christian people from over the whole country. Conventions, conferences and religious gatherings of magnitude are held here annually.

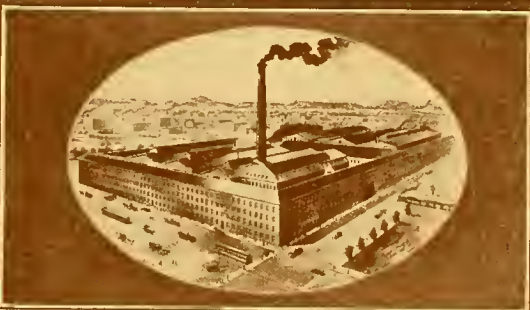




P. BANNON SEWER PIPE CO.  
SEWER PIPE, FIRE BRICKS, ETC.



DOW WIRE & IRON WORKS..  
STRUCTURAL & ORNAMENTAL IRON MFGRS.



STRATTON & TERSTEGGE CO.  
MFGRS. FURNACES, STOVES, TINNERS SUPPLIES, HARDWARE



B.F. AVERY & SONS. PLOWS.  
FACTORY COVERS 36 ACRES.



## Club Life In Louisville.



LOUISVILLE is affectionately known the world over as "a city of homes." Clubs therefore have not taken on that air of exclusiveness, become the dwelling place of the membership here, as is noticeable in many other cities. The influence of the home is seen in every club. The architecture of the club buildings, the furnishings, the hours in which the members while away time between business all bespeak of home ties. You cannot enter a Louisville club without noticing that air of "hominess," a quiet sumptuousness about the furnishings, and a touch here and there that tells a beautiful story of love for the companionship of mankind, yet a stronger tie of every Louisville man for his home. This is why Louisville, strictly speaking, is without a clubman class, our love of home being too strong to create it. Clubs to us represent a place for companionship and recreation, not exclusiveness, and not to create a class.

The oldest and most widely known club of Louisville and the South is the Pendennis. It was founded in 1881, and it numbers among its membership many of the most famous men of business and professional life in this country. Its members are not confined to Louisville, and number more than 500. The Pendennis is deservedly famous for its cuisine, its vintages are the rarest, and the service conveys the best ideals of Kentucky hospitality. Its home on Walnut street has recently been remodeled, its architecture conveying the true type of the old Southern mansion of sweet memories. The Pendennis is a club composed mostly of the older citizens of Louisville.

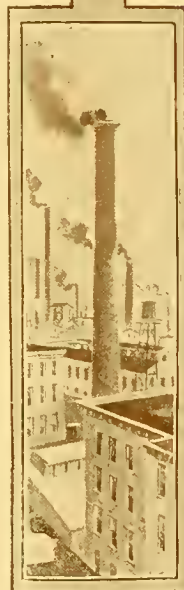
The Tavern Club is one of the newer organizations and the club of the younger man. It derives its name from the fact its first home was in a section of the Galt House. Its membership now numbers more than 300, and in a short time it has gained a name for hospitality and cuisine second to none. Its home on Third street near Chestnut, like the Pendennis, has clung to the old Southern mansion idea in its architecture and furnishings. A feature of this club is its periodical gatherings of members for an evening of song and good cheer to which guests from other cities are invited and the membership made better acquainted.

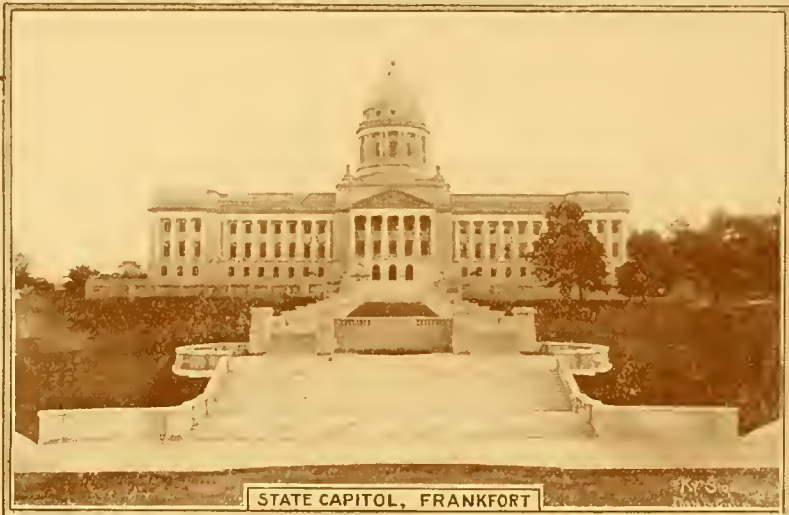
The Louisville Country Club has a magnificent new home at the head of Mockingbird Valley, just a few miles out, and overlooking the Ohio river. In picturesqueness of setting it is surpassed by few if any clubs of its kind in the country. This club has fine golf links, swimming pool and every feature a part of the modern country club. It is famous as the home of the "summer widower," and is a joy to the lover of the beautiful in nature.

The Audubon Country Club is one of the newer organizations. It is located southeast of the city and is composed largely of sportsmen, athletes and the lover of golf, shooting, tennis and horseback riding. Its golf course is pronounced one of the grandest in the country from a topographical viewpoint. Audubon Park subdivision is building 'round this club, and is adding to its attractiveness and membership.

The Standard Club is the Jewish organization. It has the distinction of owning two club homes, one at 648 South Third street, in the city, and a country house formerly owned by the Louisville Country Club. This affords its membership a home in the country in summer, with golf links, swimming pool, and every delight of country life, and in winter a sumptuous town house with every known luxury of club life. The Standard Club occupies an important part in the Jewish social life of Louisville, and its membership represents the wealth and culture of the Jewish population of this city.

The Elks' Club, with handsome club rooms on Walnut street, Knights of Columbus, located on South Fourth avenue, the Delmont Club, the German Club of the East End, and many other lesser organizations, make up the club life of Louisville. And they meet the needs of the citizen of whatever nationality or religious faith.





STATE CAPITOL, FRANKFORT



STEWART BUILDING



CITIZENS' LIFE BUILDING

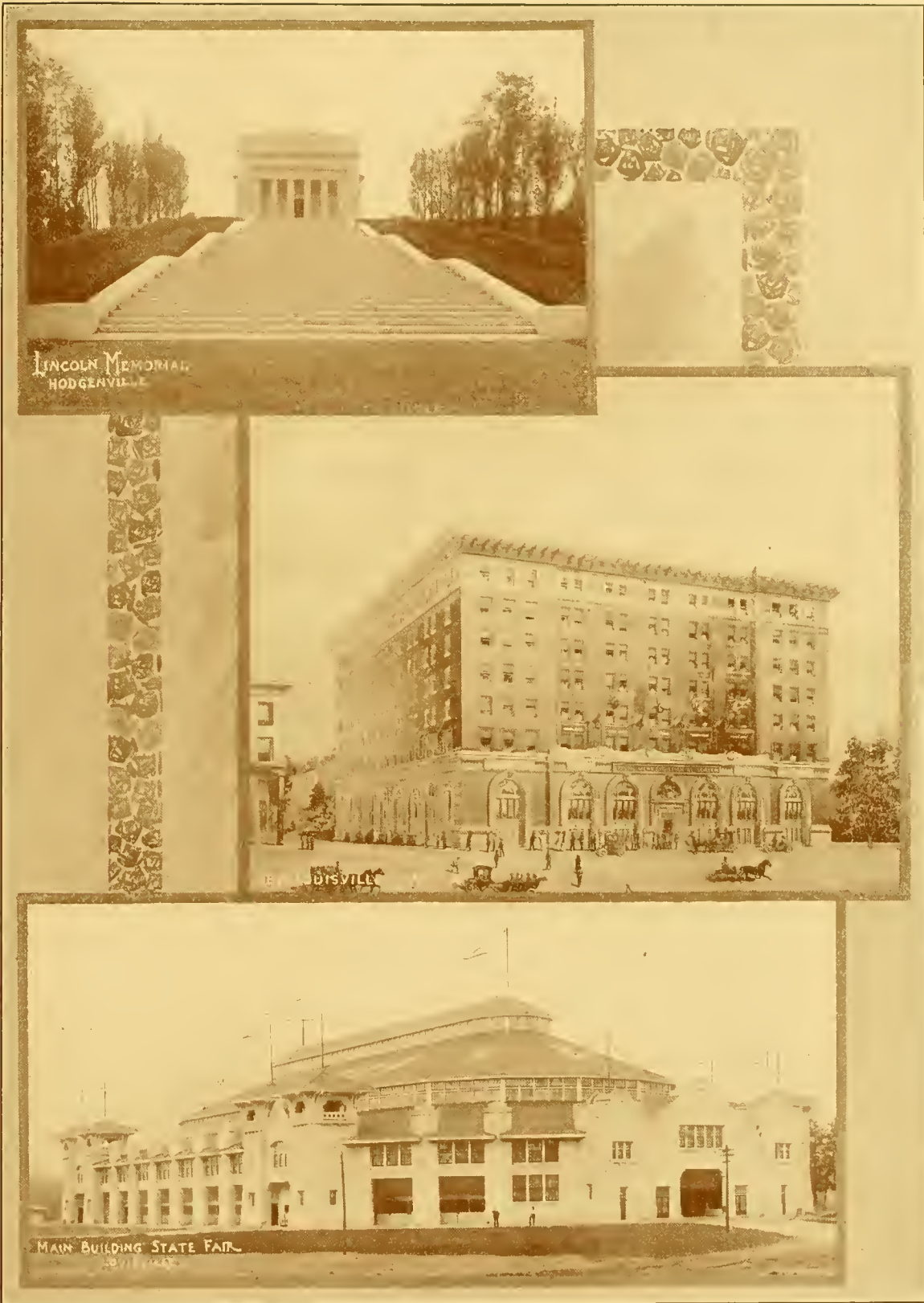


LINCOLN BUILDING



PRESBYTERIAN SEMINARY

Beautiful examples of Louisville architecture, the work of Architects McDonald & Dodd.



LINCOLN MEMORIAL  
HODGENVILLE

MAIN BUILDING STATE FAIR  
LOUISVILLE

A memorial of national fame and two new Louisville structures you should see.

PRESTON HOTEL  
3<sup>RD</sup> E MAIN STS.



KELLER BUILDING  
5<sup>TH</sup> E MAIN OFFICES



BRYCE & KELLER CO.  
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H. J. GUTMAN & CO.  
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# PARTICIPANTS

## ATTORNEYS

John J. Davis  
Harry W. Robinson  
John M. Scott

## BANKS AND TRUST COMPANIES

American National Bank, Logan C. Murray.  
Commercial Bank & Trust Co., Dr. Ben L. Bruner.  
First National Bank, J. J. Flynn.  
Louisville National Banking Co., B. A. Duerson.  
National Bank of Commerce, I. J. Hayes.  
National Bank of Kentucky, D. W. Gray.  
Southern National Bank, E. B. Robertson.  
Union National Bank, W. Ray Cobb.

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Streng & Thalheimer, Wm. Thalheimer.

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W. O. Head, Mayor.

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E. A. Richardson & Co., R. C. Richardson.  
Shuttleworth Clothing Co., Markham Levy.  
Shymanski & Sons, Wm. Shymanski.

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J. M. Robinson, Norton & Co., Chas. B. Norton,  
S. P. Roberts, L. B. Reeves, W. E. Kent.

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Washburn-Crosby Milling Co., G. Waldo Card.

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Willard Hotel, A. A. Webb.

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Guardian Life Insurance Co., Jas. A. Young.  
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Wm. E. Morrow, Secretary.

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Vatter-Lynn Millinery Co., Henry L. Kerr.

## MOTOR CAR COMPANIES

Transit Motor Car Co., W. B. Young.

(Continued on next page.)

## Participants—Continued

### NEWSPAPERS.

Courier-Journal Co., G. P. Holland, Urie J. Bell.  
 Evening Post, D. B. G. Rose, Chas. H. Musgrove.  
 Louisville Herald, R. S. Carver, J. Erle Davis.  
 Louisville Times, W. H. Hammond, Julius Thornton.  
 Trade Outlook, S. M. Anderson.

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Office Equipment Co., Clarence R. Smith.

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 Pullman Company, C. M. Talcott.  
 Pennsylvania Railroad, C. H. Magerty.

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Morgan-Abbott-Barker Co., D. J. Abbott.

### WAGON MANUFACTURERS.

Kentucky Wagon Mfg. Co., W. P. Greusling.

### WOODENWARE

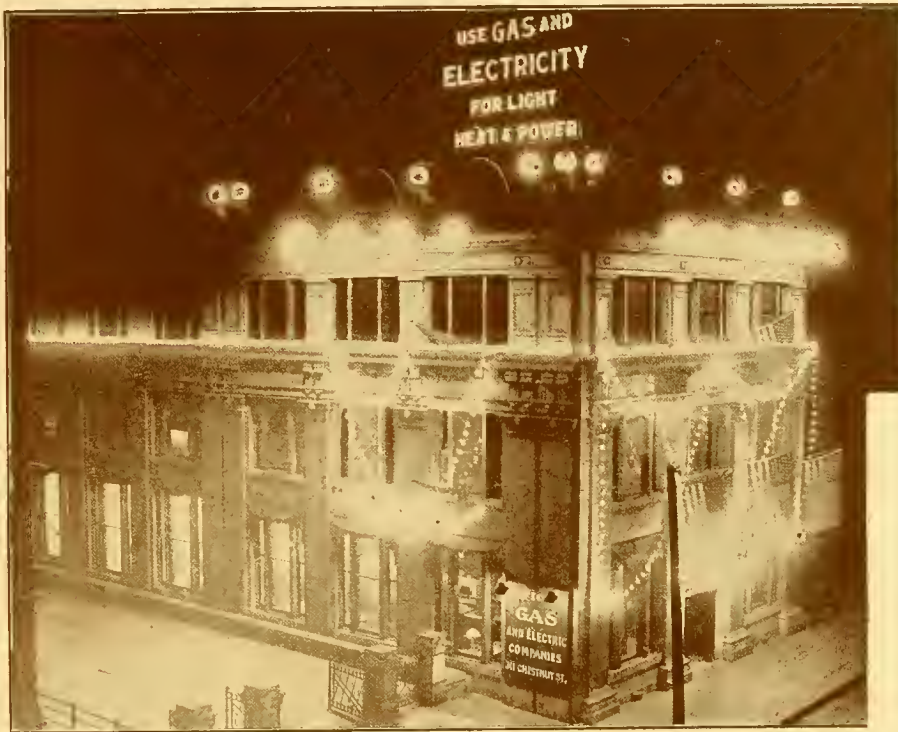
Myer-Bridges Co., Harry Bridges.

## L C L FREIGHT RATES AND DELIVERIES FROM LOUISVILLE.

Statement showing time required to make less-than-carload freight deliveries from Louisville, Ky., to points at which stops will be made on the Trade Extension Tour of the Louisville Commercial Club, June 10, 11 and 12, 1912; also showing class rates from Louisville to those points.

TO	L C L DELIVERIES MADE ON	RATES IN CENTS PER 100 POUNDS.					
		CLASSES.					
		1	2	3	4	5	6
Vine Grove	Next day	29	23	20	17	15	14
Leitchfield	Next day	47	41	36	31	27	22
Caoyville	Next day	50	43	38	33	29	24
Beaver Dam	Next day	50	45	40	35	31	26
Central City	Next day	55	46	40	35	31	26
Greenville	Next day	55	47	41	36	32	27
Dawson Springs	Next day	56	48	41	36	32	27
Elkton	Second morning	67	59	51	43	37	33
Guthrie	First day	53	46	40	34	28	24
Allensville	First day	55	47	42	37	32	30
Russellville	First day	55	47	42	37	32	30
Auburn	First day	55	47	42	37	32	30
Franklin	First day	55	47	42	37	32	30
Nashville	First morning	38	33	28	23	18	15
Gallatin	First day	55	47	42	37	32	30
Portland	First day	55	47	42	37	32	30
Woodburn	First day	55	47	42	37	32	30
Bowling Green	First morning	55	47	42	37	32	30
Smiths Grove	First morning	55	47	42	37	32	30
Rocky Hill	First morning	54	46	41	36	32	30
Glasgow Junction	First morning	53	45	40	35	32	30





## The Louisville Lighting Company.



HE pioneer in furnishing electricity to the people of Louisville was the Louisville Lighting Company, and it continues to hold its supremacy in the field. Its current is distributed from its Fourteenth street plant, which occupies practically the entire city block bounded by Broadway, Magazine, Fourteenth and Fifteenth streets. The capacity of this modern plant is 22,000 K. W., and at Tenth street station, used as a reserve, there is an additional capacity of 3,000 K. W. The Third street sub-station of the company is in the heart of

the city and is used largely as a transforming station. From it is served the underground district from Floyd to Eighth and from Broadway to the River. The Louisville Lighting Company's lines extend to every corner of the city and beyond the city limits to St. Helens, St. Matthews, Buechel, Lyndon, Prospect, and at this writing it is proposed to extend its lines to Pleasure Hill, Jeffersontown, Middletown and Anchorage. The street and alley lighting of Louisville is from the Louisville Lighting Company's lines, and the attractive street standards maintained by the Federal Sign System Electric are served jointly by the Louisville Lighting Company and another electric company. The large sign in the rear of Lincoln Park was conceived by this company and is lighted by it, the construction and maintenance being by the Federal Company.

The increasing use of electric current for power has been a very noticeable feature in the development of the Louisville Lighting Company's business. Hundreds of manufacturers now use central station service in preference to old-time methods because of its adaptability, availability and economy. It is ready for use every hour of every day. The handsome office building of the Louisville Lighting Company and of the Louisville Gas Company are at 311 West Chestnut, and customers and friends and the public generally are invited to visit them.



"You Can GET IT In Louisville"

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