

Hall of Fame

Atherton High School Alumni Association
3000 Dundee Road
Louisville, Kentucky 40205
502.485.8202



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Atherton High School – Alumni Association "Hall of Fame"

Deadline: Due by May 31 of each year

...all nominees must have demonstrated the highest levels of Integrity, Character and Scholarship, Service and Self-Respect...

Please complete all sections of the form in order to be considered for nomination:

Please print legibly.

You may download a printable version of the [Nomination Form Here](#) and mail it with any additional supporting documents to:

Atherton Alumni Association
c/o Atherton High School
3000 Dundee Road
Louisville, KY 40205

or you may complete the form below and submit it electronically below.

Name of Nominee:

JOHN M. ATHERTON

Address of Nominee:

City:

State:

Zip Code:

Email Address:

Year Graduated:

Phone (Business):

Home or Cell Phone:

DAVE HILL
COMETRY

*Honors, awards, recognition, special achievements, etc. of nominee while at Atherton:

J.M. Atherton
High School
namesake

*List of accomplishments of nominee since graduation from Atherton High School: higher education, professional/business, civic/community, religious, political, military, leadership, athletics, volunteer service, books/articles published, artwork created, etc.

See
attached

Note: You may submit up to 10 additional pages of supporting documentation, in addition to this form, on 8 1/2" x 11" paper, size 10 font or larger. A resume for the nominee would be helpful, along with any newspaper articles or other supportive documentation or media information. Submit other documents along with this form. Please refer to Eligibility and Instructions information on Page 2 of this form.

Nominated By:
Nominator's Address:
City:
State:
Zip Code:
Nominator's Email:
Phone (Business):
Home or Cell Phone:

Nick Gardner
154 Royal St.
Louisville
Ky
40205
rebel@gmail.com
502-555-1234

Eligibility for Induction into Atherton High School Alumni Association Hall of Fame:

Those selected to join the Atherton High School Alumni Association Hall of Fame must have met one or more of the following criteria:

- Must be a graduate of Atherton High School (unless the AHS graduate left school early to attend college).
- Must have graduated from high school at least 10 (ten) years ago.
- Demonstrated outstanding success in academics, athletics or leadership while enrolled at Atherton.
- Made an outstanding contribution to the students and staff of Atherton as a teacher, coach, administrator or as a member of the community.
- Demonstrated a recognizable degree of proficiency in these areas after graduation from Atherton.

Instructions:

- Any alumnus or friend of Atherton may submit a name for nomination. Self-nomination is acceptable.
- An official nomination form must be filled out for each nominee and emailed or postmarked by May 31 of each year to be considered for induction.

Submit all documents to athertonalumni@gmail.com or mail nomination packet to:

Atherton Alumni Association
c/o Atherton High School
3000 Dundee Road
Louisville, KY 40205

Once the nomination form is received, all actions necessary to the selection process will remain confidential. All submitted nominations will be retained by the Alumni Association, and all nominations will automatically be considered for up to three (3) consecutive years. All nominees, living or deceased, will be considered.

If you have any questions regarding the Hall of Fame Nomination process, please contact Vicky Frank or Sandy Callahan, co-chairs of the Nomination Committee at athertonalumni@gmail.com, or Michael Ashcraft at ashcraftms@bellsouth.net.

J. M. Atherton High School has a rich heritage of academic achievement and cultural appreciation. With more than 75 years of academic excellence, community service, and student merit, Atherton truly transcends the classic perspective of a school by living within its students, staff, and community and becoming the living school. May the classic Atherton motto of scholarship, service, and self-respect become the heritage of all who have and will pass through J. M. Atherton High School.



The Life of John McDougal Atherton

John McDougal Atherton was born in Larue County, Kentucky, on April 1, 1841. After attending school locally in Bardstown, he entered Georgetown College. He later attended the Louisville Law School. In 1873, he moved to Louisville, where he resided until his death in 1932.

Atherton received many business honors. Among them, he was president of the Lincoln Savings Bank and Trust Company; vice president and director of the National Bank of Kentucky; and director of the Louisville Realty Company, the Louisville Gas and Electric Company, and the Louisville and Nashville Railroad Company.

Civic honors also came his way. He was a member of the state legislature from 1870 to 1871. He was also chairman of the City Government Committee, which studied municipal reform. However, Atherton's chief civic interest was in the field of education. He became a member of the Louisville Board of Education in 1884. He worked successfully toward abolishment of the old school trustee law, which resulted in the Louisville school system being put under the management of a Board of Education. He also served as chairman of the Board of Trade's committee that selected candidates for the city's first nonpartisan Board of Education in 1910.

On December 30, 1921, after suspending a rule forbidding the naming of a school after a living person, the Louisville Board of Education decided to name the proposed new girls' high school on Morton Avenue at Rubel after Atherton. The board then sent the following message to him: "The Board of Education honored itself as well as you in naming the girls high school about to be built 'Atherton High school for Girls.' In wishing you a happy new year it desires to record itself appreciative of the years of hard and successful work which you have given to public school education in Louisville and the State of Kentucky."

JOHN M. ATHERTON

It would be difficult to name a man more closely identified with the progress and the development of Louisville and of the Commonwealth of Kentucky than John McDougal Atherton, of whom this is a brief memoir.

Born April 1, 1841, the son of Peter and Elizabeth Mayfield Atherton, he was reared in Larue County, Kentucky, and, attending the local schools until his tenth year, was placed for one year at school in Bardstown. At thirteen, he entered Georgetown University, but was compelled to relinquish his studies at the end of his junior year by reason of impaired health. He then worked on a farm for a year and, having regained his strength, studied for the long term in the Louisville Law School when once again application to his studies brought about a condition requiring the suspension of all work of that nature. He did not at that time give promise of that robust condition which later developed and which has resulted in the altogether unique fact that, inasmuch as his father, Peter Atherton, -was born in Virginia in 1771, and his son, our present subject, seventy years later, the joint span of these two lives does at this present writing extend beyond the life of the Republic by a matter of five years.

Early in his career Mr. Atherton built four distilleries at Athertonville, beginning their erection in 1867. In 1873 he removed the main conduct of his business to Louisville of which city he has ever since been a resident. All connection with the distillery business was severed in 1899 when the interests were acquired by a corporation, and Mr. Atherton has constantly directed his energies ever since to investments in real estate, the record of which shows a keen appreciation of values and a fine confidence in the future of the city. Among the more prominent transactions are the property now occupied by Crutcher & Starks, the corner of Fourth and Walnut, upon which was erected the building now housing the stores of the H. P. Selman Co., the Hendrick Firm, Thompson's Restaurant and others. A year later his son, Peter Lee, bought the site at Fourth and Chestnut of the office building first known as the Atherton, but later as the Francis Building. Shortly thereafter, and with the other associates, a deal was made for the corner of Fourth and Walnut, now occupied by the Stewart Dry Goods Co., of which Mr. Atherton and his son still retain one-third interest and, about the same period, Mr. Atherton was actively interested in the erection of the handsome office building of which today the Lincoln Bank & Trust Co., are the principal tenants.

As far back as 1881, Mr. Atherton was elected a director of the Bank of Kentucky, a position he retains, and he is today the sole survivor of those at that time associated with him on the board. Three years later, in 1884, he joined the Board of the Louisville Gas & Electric Co., but he has since retired. He has likewise disposed of practically all his office building properties, no longer retaining an active participating interest in any business. For a number of years after 1898, Mr. Atherton was a director of the Louisville & Nashville Railroad, and was regarded as one of those active in its affairs; he retired later, as he did from the Presidency of the Lincoln Savings Bank & Trust Co., being the first to hold that position.

All of his life he has been a Democrat of a sturdy, old-fashioned type, and in that interest represented Larue County in the Legislature of 1870-71; the year following, going as a Greely Elector to the National Assembly, but a narrow party allegiance has at no time characterized his public life and he has especially interested himself in public welfare and in education, in recognition of which services the new High School for girls, has received his name.

Remarkable as his business success has been, Mr. Atherton has never been too busy to forsake the duties of responsible citizenship, and a deep sense of public duty, both from the political and civic standpoints, has always marked his activities.

Mr. Atherton is a member of the Pendennis Club, and is a former member of the Jockey Club and the Country Club, from all of which, as well as from civic organizations, he has retired.

John M. Atherton, married October 24, 1861, at Georgetown, Kentucky, Maria B. Farnam, issue Peter Lee Atherton, whose interests are mainly in real estate.

--
In folio with photograph signed:
"To my grandson and namesake
John M. Atherton II
From his grandfather John M. Atherton 1922"

Cover of folio imprinted:
Steel Portraiture
From Editors National Press Syndicate
Southern Headquarters
Third Floor Balter Bldg.
New Orleans

J. M. Atherton



John McDougall ATHERTON

Name: John McDougall ATHERTON

Birth: 1 Apr 1841 New Haven, LaRue Co., KY
Death: 5 Jun 1932 Louisville, KY
Burial: Cave Hill Cemetery, Louisville, KY
Occupation: Distiller, State Representative, Developer
Education: Georgetown College, KY
Residences: Louisville: House At 3rd & Broadway, Summer House Campobello In Crescent Hill Near
Cochrane Tunnel.
Father: Peter ATHERTON (1771-1844)
Mother: Elizabeth (Betsy) MAYFIELD (1808-1885)

Misc. Notes

MEMOIR OF JOHN M. ATHERTON

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J. M. Atherton

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The Kentucky Standard, April 1, 1935

INTERESTING HISTORY CONNECTED WITH ATHERTONVILLE

Distilling History Made By The Site-

We can go back to the early days of American History to pick up the people and events that today reach their culmination in Cummins Distilleries at Athertonville, KY.

In 1771, Peter Atherton was born in Fauquier County, Virginia, and was therefore a British subject for the first five years of his life. In 1791, he came to Kentucky carrying with him land grants from the Virginia authorities (Kentucky at that time being a part of Virginia) and swam the Ohio River at Louisville, pushing all his earthly possessions before him in a sugar trough.

He took up the land described in his grants, something like a thousand acres, along the banks of the Rolling Fork River and Knob Creek, about fifty miles south of Louisville, Kentucky. Knob Creek is a mountain stream formed by the flow of many limestone springs in the lesser Cumberland Mountains, running about six miles through the valley and joining the Rolling Fork River, which at that point is the boundary line between Nelson and LaRue Counties. For a year, as the family was moving from Kentucky to Illinois, Abraham Lincoln, who was born about ten miles from the headwaters of Knob Creek, lived on the west bank of this stream.

Knob Creek established its experience in making fine Kentucky whiskey during the early years of the nineteenth century. From 1800 to 1830, Peter Atherton built and operated a log distillery on the West Bank of Knob Creek, a short distance from where it flows into Rolling Fork River. Peter Atherton lived on this site until his death in 1844. John M. Atherton was born in 1841 and became in time the owner of the larger part of the land conveyed in the

J. M. Atherton

original grant.

In 1867 he built on the bank of Knob Creek, about a mile south of its junction with Rolling Fork River, a distillery known as the the Atherton Distillery, and which in the beginning mashed one hundred bushels (about 7 barrels of whiskey) a day, making what was then known as sweet mash whiskey. About five miles from the site of the Athertonville Distillery, a man by the name of Thompson had built and operated a small distillery making sour mash whiskey. In 1869, Mr. Atherton purchased a one-half interest in this distillery, and the next year bought out Thompson's interest and moved the distillery to the east bank of the Knob Creek, just opposite the Athertonville Distillery. A cousin of Mr. Atherton, Alexander Mayfield, was assisting in this distillery work, and this distillery was named for him, operated in the name of A. Mayfield & Co., and made what came to be the well-known sour mash brand of "Mayfield Whiskey".

Chemical analysis indicated, and this was later verified by fifty years of commercial success, that the water of Knob Creek was about as nearly perfect as could be found for the manufacture of fine beverage whiskey, and all of the conditions for the making and warehousing of fine whiskey seemed to be well met by the surroundings of what came to be known as the village of Athertonville.

Between 1880 and June 30, 1882, the J.M. Atherton Company built two other distilleries known as the "Windsor" and "Clifton" and increased its number of brands from the original "Atherton" and "Mayfield" to eight or ten in number (see note). At the close of the distilling years of 1881, the Company has on its books orders for fifty-five thousand barrels of its various brands, and had actually made and delivered between the first of July, 1881 and the 30th of June, 1882 more than forty-seven thousand barrels.

Thus the quality of the product caused the site, the enterprise and the brands to take on national scope, becoming the single largest plant in the country for the manufacture, warehousing and distribution of fine whiskey for which Kentucky became so famous.

All four distilleries, all of the warehouses, etc., were sold by the J. M. Atherton Co. in February, 1899 to the Kentucky Distilleries and Warehouse Company, and also all of the brands which had been made by the J.M. Atherton & Company in all of its four distilleries.

This company operated the Atherton, Mayfield and Windsor plants until the advent of Prohibition. These properties had a total production capacity of about 350 barrels of whiskey per eight-hour day and warehouses with a capacity of about 200,000 barrels. After the Eighteenth Amendment was enacted, the whiskey then in the warehouses (some 150,000 barrels) was removed to concentration warehouses in Louisville, the property sold and all machinery and equipment dismantled.

(Note- The brands were Atherton, Mayfield, Clifton, Windsor, Howard, Carter, Kenwood, Brownfield and Baker. - from Robert M. Atherton, 1994)

BLUEGRASS, BELLES & BOURBON WHISKEY IN KENTUCKY

Article by H. H. Kroll

Found in Bardstown KY Library by Stephen Atherton Hadley of Royal Oak, MI, Oct 1995.

... John M. Atherton began making whisky in 1867. He started with an old distillery already built in the village, the old Johnnie Boone distillery, a place where Boone's father, the oldest distiller in Kentucky, made whisky for years, going back so far in antiquity that he worked old Tom Lincoln in his joint as a day laborer, and of all people Little Abe ... was water jack at 10 cents a day.

When Atherton took over, he began mashing 200 bushels of grain a day. He sent forth a flood of labels -- Atherton, Mayfield, Clifton, Windsor, Howard, Carter, Kenwood, Brownfield, and Baker. He employed 200 workers, most of them the nearby farmers. The Muldraugh hills rise blue against the hot Kentucky sky, hedging in Knob Creek valley where Thomas Lincoln used to plow with a knob-kneed mule and wagon his corn the distillery in an ox wagon. It's all there even today, and more's the pity that the highway is so fast the typical motorist almost runs over the Athertonville and the Seagram plant before he knows he has entered the Bourbon Belt. That small plant is all that remains of John Atherton's once noisy enterprise. It's fallen into alien hands. Not one of Atherton's labels survives. Jealous as all the carpetbagging distilling interests are of the history of their bought-in distilling, they have made no effort to capitalize on old Jack Atherton.

You don't speak of the man as old Jack. The portrait I have of him is of a stately cultured gentleman. He was twenty

J. M. Atherton

years old when the Civil War broke out, and I find no record of him ever fighting with the Yanks or Rebs. He attended St. Joseph's College in Bardstown, and later went to Georgetown College, Georgetown, Kentucky. He had a season in law school in Louisville, but his health cracked and he went back home to his farm. It was 1870 that he made a small stir in politics by being elected to the state legislature, and he became chairman of the Democratic State Central Committee. He wedded Maria Farnam, whose daddy was one of the professors at Georgetown College; and I mean that all this baggage of culture hindered his booze boiling in some intangible way, and Atherton whiskeys didn't survive the man. His name lasts on now in that little village at the twist of the turnpike, where you suddenly come upon the woody fragrance that so often emanates from a whisky distillery.

ILLUSTRATED HISTORICAL AND INDUSTRIAL SUPPLEMENT

Nelson Co. Record, New Year Supplement, 1896

Reprinted as facsimile in Nelson Co. Record, 1986

The J.M. Atherton Distilleries

Only a short distance from New Haven, just across the Rolling Fork, is situated that immense plant, the J. M. Atherton distilleries. They lie upon the Rolling Fork and Knob Creek, a tributary of the first named. The scenery in the vicinity is grand beyond description. The high hills that rise upon all sides are the most picturesque of the famed Muldraughs. The valleys are fertile, and beautiful coves nestle in their bosoms, and the silvery streams wind to and fro as they pursue their onward course to the mighty ocean.

Knob Creek is the largest clear stream of water in this section of the country. Millions and millions of gallons of water daily flow from hundreds of gushing springs.

We all know that pure water is the most essential thing to have to make pure whiskey. The J. M. Atherton Company have not only as fine water as is to found in the world, but they have one of the best equipped distilleries in the land. They are certainly as well situated as any distillery on the globe. They also have one of the most famous distillers in the country, Mr. Taylor Whitehead. Their warehouses are splendidly built and conveniently arranged.

The running capacity of this big distillery is twenty-two hundred bushels of grain per day. The corn, like the malt and rye used, is of the select grades. Their bonded houses have a capacity of over one hundred and fifty thousand barrels of whiskey. Mr. Atherton began manufacturing whiskey in 1867, upon the present site of the "Mayfield House", the other large distillery being the "Atherton". Old Johnnie Boone, whose father was about the oldest distiller in Kentucky, made whiskey here for years, and it was here that Thomas Lincoln worked in "Boone's Distillery".

Abraham, afterward President of the United States, assisted his father in the same distillery.

Mr. Atherton's best-known and most popular brands are the Atherton, Mayfield, Clifton, Windsor, Howard, Carter, Kenwood, Brownfield and Baker. His firm gives employment to over 200 men, most of whom have families.

The writer wishes to say, in conclusion, that no better whiskey is made than by The Atherton Co., for having tried them all, he knows whereof he speaks.

John M. Atherton was born April 1st, 1841 in LaRue County, Kentucky. He is the son of Peter and Elizabeth Mayfield Atherton. Mr. Atherton was educated at St. Joseph's College, Bardstown, and Georgetown College. He subsequently attended the Louisville Law School, but on account of failing health returned to LaRue County and engaged in farming. Remaining on the farm until 1867, he then engaged in the distillery business on a small scale. In 1870 he was elected to the Legislature from LaRue County, serving one term. He has been an Elector on the Democratic National Ticket, and Chairman of the Democratic State Central Committee of Kentucky, besides having held many places of trust and honor in both political and business circles.

John M. Atherton is a man of remarkable energy and intellect. He is genial and courteous, and his conversational powers are so brilliant and charming that he resistlessly attracts all who meet him.

In 1861 Mr. Atherton was married to Miss Maria B. Farnam, daughter of the late Professor Farnam of Georgetown College. They have one son, Peter Lee Atherton.

Mr. Atherton is one of the state's leading philanthropists, and a few years ago donated to Georgetown College thirty thousand dollars to endow a chair of natural sciences.

J. M. Atherton

HODGENVILLE, KY, NEWSPAPER
Old Times Supplement

Any compilation of LaRue County founding or lead-ing families of the last century would have to include the Athertons. While two and possibly three different Athertons settled in present-day LaRue County, it was the family of Peter from Virginia that had the greatest impact on the economy and politics of this region throughout the 19th century.

Peter. Atherton was born about 1771 in Fauquier County, Virginia. At about age 20, in 1791, he took up his Virginia land grants for Jefferson and Nelson counties in the Kentucky territory of Virginia and arrived in Louisville, swimming part of the way across the Ohio River with his belongings pushed in a sugar trough ahead of him. He set out then to claim his lands along the Rolling Fork River and Knob Creek.

Peter may not have lived in Barren County, but surely traveled in that section on business for there he married his second wife Elizabeth Mayfield in 1836. By this period, Peter had already established his distilling industry in what is today known as Athertonville. From where he learned his craft of whiskey making is unknown, but his success was apparent. When he died in 1844, he left his family a considerable estate of money, land and slaves. (Until the end of the War Between the States, the Athertons would remain among the largest slaveholders in LaRue County.)

Peter's son, John McDougall Atherton, had been born in 1841, and orphaned at age three. He was raised by his mother and step-father, Marshall Key, and would go on to re-establish his father's Bourbon distillery in 1867. Beginning with a production of about seven barrels a day, the business proved lucrative for this second generation distiller. The company was expanded in 1869 by the purchase of one-half interest in the nearby Thompson facility. The next year, J.M. bought out the Thompsons completely, naming the plant A. Mayfield and Co. for his cousin and business partner, Alexander Mayfield.

Atherton's commercial success at the end of the 1870s led to the establishment of two other distilleries within the growing complex — these named "Windsor" and "Clifton", as well as the development of marketing labels like "Howard," "Carter," "Kenwood," "Brownfield" and "Baker." During this peak period, production capacity reached 300 barrels per eight-hour day. From July 1881-June 1882, 47,000 barrels of bourbon whiskey was filled at this, the nation's largest sour mash distillery. At the time of the enactment of prohibition, 150,000 barrels were aging in the company warehouses. The Atherton Distillery complex was sold to Kentucky Distilleries and Warehouse Co. in 1899, became part of American Medicinal Spirits in 1927 and was acquired by Arthur Cummins Jr. in 1933. Cummins closed the plants, then sold them to Seagrams in 1946.

John McDougall contributed more to LaRue County than just its Bourbon heritage. After the death of his father, Peter, J.M. was educated at St. Joseph's College (Spalding Hall) in Bardstown, and went on to graduate from Georgetown College. He began law studies, but poor health forced him back to LaRue County and a life in agriculture. In 1870, three years after reopening the Atherton Distillery, J.M. Atherton was elected to the state legislature. He also served as an Elector on the Democratic National ticket and Chairman of the Democratic State Central Committee for Kentucky. The Nelson County Record said that John McDougal Atherton was a "man of remarkable energy and intellect. He (was) genial and courteous, and his conversational powers so brilliant and charming..."

J. M. Atherton was married in 1861 to Maria B. Farnam, whose father had been a professor at Georgetown College. Before his death, Atherton donated \$30,000 to endow Georgetown, chair of natural sciences.

John McDougall's son, Peter Lee, was born in Georgetown, Ky. in 1862. He operated the family distillery, with the help of master distiller Taylor Whitehead and served as one of the earliest promoters of tourism for LaRue County and Central Kentucky. In 1912, Peter Lee, as President of the Central Lincoln Road Association, published one of the first tourism/travel guides entitled CENTRAL LINCOLN ROAD, which highlighted the historic and natural

J. M. Atherton

sites of Jefferson, Bullitt, Spencer, LaRue, Hart, Barren and Allen Counties. The goals of this group were summed up in the following passage:

The purpose of the Association is to aid, assist and encourage the reconstruction of the greatest historic highway leading from Louisville to the Lincoln Home Park, Mammoth Cave, Nashville and points of the South, and to make it a part of a great interstate high-way from the Lakes to the Gulf Coast.

KENTUCKY PLACE NAMES

Robert M. Rennick

The University Press of Kentucky, 1984, Page 9-

Athertonville (LaRue) (New Haven). This once prosperous distillery town with extinct post office is on US 31E, 1 mile from the Rolling Fork River and 8 miles northeast of Hodgenville. Peter Lee Atherton brought his family to this site about 1790, and here his son John McDougall, built a distillery in 1867 and established a town for his workers. The local post office was called Medcalf for another local family when first established April 10, 1884, but was renamed Athertonville the following month. Opinions differ on whether the place was named for Peter or John or for the family as a whole.

FROM 1963 DEDICATION BROCHURE FOR NEW J. M. ATHERTON HIGH SCHOOL

"... Mr. Atherton's chief civic interest was in the field of education. He was a member of the Louisville Board of Education in 1884. He worked successfully toward abolishment of the old school trustee law which resulted in Louisville schools being put under the management of a Board of Education. He also served as chairman of the Board of Trade's committee that selected candidates for the city's first non-partisan Board of Education in 1910.

"On December 30, 1921, after suspending a rule forbidding the naming of a school after a living person, the Board of Education named the proposed new girls' high school on Morton Avenue at Rubel for Mr. Atherton. The Board then send the following message to him: "The Board of Education honored itself as well as you in naming the girl's high school about to be built 'Atherton High School for Girls.' In wishing you a happy New Year, it desires to record itself appreciative of the years of hard and successful work which you have given to public school education in Louisville and the State of Kentucky."

LETTER

6 February 1990

Sue Lichty

1315 Bancroft

Bloomington, IL 41607

Dear Ms. Lichty,

Your letter concerning the Atherton family found its way here to the City Hall. I have been answering letters of this type for some time. I am a member of the the New Haven City Commission and 86 years old. Back in 1912 or 1914, I can remember Mr. John M. Atherton used to ride the train from Louisville to New Haven about twice a week to supervise the distillery which was owned by the Atherton family at that time. (I do not think that JMA still had ownership of the distillery at that time - Allan Atherton, 1996.) I recall he had a son named Peter Lee Atherton who came with him from time to time. My father was the Railroad agent for many years.

George G Barry

City of New Haven, P.O. Box 70, New Haven, KY 40051

J. M. Atherton

EVOLUTION OF THE BOURBON WHISKEY INDUSTRY IN KENTUCKY

Sam K. Cecil, 1999

"Whiskey Trust", Chapter 3:

The Whiskey Trust was the outgrowth of a group of investors determined to control the production of industrial alcohol in the Midwest... They intended to limit the amount of production in order to fix prices at a high level that would net considerable profit... As I understand it, the Whiskey Trust and its successor companies skirted the (Sherman Anti-Trust Act of 1890) by trading shares of stock in the member companies in exchange for shares in the trust. I assume that this put them within the law... (The Whiskey Trust) did not enter into the whiskey business in Kentucky until about 1890. They bought out a few distilleries and attempted to modify them to produce both whiskey and alcohol, but due to their cutthroat methods of selling below cost to freeze out competition they were still not successful and were forced into receivership. Sometime later they reorganized as Distillers Security Company and established the subsidiaries of Kentucky Distillers and Warehouse Co. and Julius Kessler Co. The distillers made a valiant effort to compete with those companies, but they lacked a united front, and with no organization to support them and with their slim profits fanned by overproduction, they faced a losing battle. As a result, they started falling one by one for various reasons. They grew tired of fighting the competition; finances, fires or old age took their toll. Beginning about 1896 and through 1905, Kentucky Distillers and Warehouse Co. had purchased more than forty distilleries.... Since they had no use for so many distilleries and they were able to concentrate production in larger plants, the smaller ones were simply shut down and abandoned. ... By 1916 when it appeared that prohibition was approaching, the Trust had discarded a large number of brands...

"LaRue County, 5th District", page 95:

In 1879, J. M. Atherton purchased (a site just south of Athertonville) and built not one, but two distilleries on this property... Atherton built the J. M. Atherton plant (RD #87) and the Mayfield Distillery (RD #229) and then added a third distillery called Windsor Distillery (RD # 36), which had a combined capacity of 2200 bushels by 1893 and employed about 200 men. Their brands were Atherton, Mayfield, Clifton, Windsor, Howard, Carter, Kenwood, Brownfield and Baker. Atherton's son, Peter Lee, joined him and they moved their offices to Louisville, where they had other business property and investments. The (distillery companies) were sold to (the Whiskey Trust) in 1899. Atherton's brother-in-law, Alex Mayfield, superintendent of the Mayfield (distillery) plant, Mayfield's son-in-law, John Knox Daugherty, Clifton Atherton, son of Peter Lee, and John Carter, another relative, remained with the trust when the plant changed hands....

DID THE TRUSTS HAVE MARKET POWER? EVIDENCE FROM DISTILLING 1881-1898

by Werner Troesken, Hoover & Pitt, and Karen Clay, Carnegie Mellon

2. Background: History, Technology, and Market Definitions

2.a. The History of the Whiskey Trust

"... The formation of the trust was preceded by a series of unsuccessful pools. After the pools failed, distillers organized the Distillers and Cattle Feeders' Trust, better known as the "Whiskey Trust" in May 1887. Modeled after Standard Oil, the Whiskey Trust was bona fide trust so that when a distillery joined the trust it surrendered control of its operations to a board of trustees. Of the eighty-six distilleries that eventually joined the trust, only ten or twelve were kept in operation; the remainder were shut down. Perhaps surprisingly given its large market share, in January 1895 the trust entered receivership. The primary cause of the demise of the Whiskey Trust was market entry. According to industry observers, as the trust gained market share it also tried to raise prices. This attracted new firms to the market, who in turn, undercut the trust. Although the Whiskey Trust reorganized in August 1895 as the American Spirits Manufacturing Company, it never regained its former market dominance. A government investigation of the distilling industry conducted in 1900 found that "since the new company was organized there has been very little profit in the business," because "outside distilleries that were being built all of the time came into direct competition" with the company."

J. M. Atherton

FROM DISTILLER TO REAL ESTATE TYCOON

The Encyclopedia of Louisville, by John E. Kleber, 2000, p. 52:

“ATHERTON, JOHN MCDUGAL (b Larue County, Kentucky. April 1, 1841; d Louisville, June 5, 1932).

Businessman and civic leader. Atherton was the son of Peter and Elizabeth (McDougal) ATHERTON. His father was a native of Virginia who came to Kentucky to take up a land grant in the 1790s. After attending public school, he was sent to Bardstown to school for a year. He attended Georgetown College in Kentucky but withdrew because of bad health. At the age of nineteen he read law in Louisville. Over the years he developed considerable business and political interests in the city. He served in the General Assembly from 1869 to 1871 and was Democratic state central committee chairman for several years.

Early in his career he became involved in DISTILLING business in Larue County. By 1832 he had acquired four distilleries that, when combined, were said to have had the largest capacity of any bourbon producer in the United States. In 1882 he moved J.M. Atherton Co. business offices to 125 W. MAIN ST. in Louisville. He sold it in 1899 to devote his time to real estate and financial investments and invested in property at several key intersections in downtown, including Fourth and Chestnut Streets and Fourth and Walnut (Muhammad Ali Blvd.) Streets. The latter became the site of the Stewart Dry Goods Co. Because of Atherton's vast real estate holdings, he served on several boards of directors. In 1881 he was elected a member of the board of the Bank of Kentucky (later the National Bank of Kentucky) and continued in that position until 1928. He was made a director of the Louisville Gas Co. in 1884, and in 1898 was elected to the board of the Louisville & Nashville Railroad. Atherton also served as vice president, then president of the National Bank of Kentucky and was the first president of the Lincoln Bank & Trust Co.

Atherton was an ardent opponent of prohibition. He was a national founder and first president of the National Protective Association, organized in 1886 to oppose constitutional Prohibition. The great newspaper editor Henry Watterson declared that, through his involvement with the association, Atherton demonstrated the effectiveness of open-discussion campaigns in American politics. His interest in education resulted in changing Louisville's trustee system of school administration to that of a BOARD OF EDUCATION. In appreciation of his efforts, the Louisville Board of Education named the J. M. Atherton High School for Girls on Morton Ave. in his honor in 1923.

He was married October 24, 1861, at Georgetown, Kentucky, to Maria B. Farnam, daughter of Jonathan E. Farnam, a professor at Georgetown College. They had one son, Peter Lee, born in 1862. Atherton is buried in CAVE HILL CEMETERY.

See Courier-Journal, June 6, 1932.”

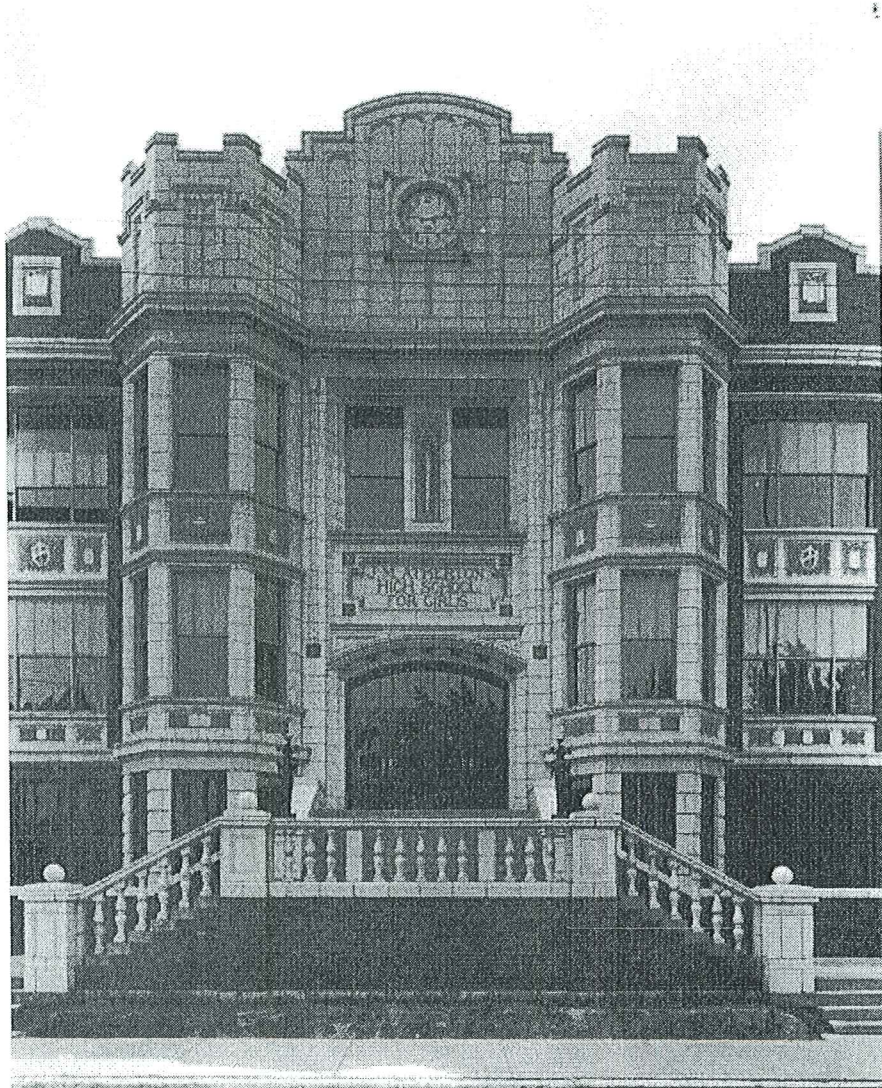
Spouses

1:	Maria Butler FARNHAM	
Birth:	22 Aug 1842	Louisville, KY
Death:	3 Apr 1918	Louisville, KY
Burial:	Cave Hill Cemetery, Louisville, KY	
Father:	Jonathan Everett FARNAM, Dr. (1809-1890)	
Mother:	Esteria BUTLER (1814-1891)	
Marriage:	24 Oct 1861	New Haven Or Georgetown, KY
Children:	Peter Lee (1862-1939)	

Atherton Girls High School

1923

Atherton Girls High School, Morton Avenue, Louisville, KY



“Atherton High School, exterior, Louisville, Kentucky, 1926.

J. M. Atherton High School for Girls is the sign posted over the entryway. This impressive building includes large plate glass windows, and a stone and brick exterior topped by a clock. The edifice was built in 1923 at 1418 Morton Avenue and named in honor of John McDougal Atherton.”

--Image Number ULPA CS 072765 in the Caufield & Shook Collection, University of Louisville Photographic Archives.

http://digital.library.louisville.edu/cdm4/item_viewer.php?CISOROOT=/cs&CISOPTR=958&CISOBOX=1&REC=3

Atherton Girls High School



"Atherton Girls High School, Morton and Rubel Avenues, Louisville, Kentucky, 1930.

Three-story brick building with white stairs leading from two directions to the front entrance. The section surrounding the entrance is also white and culminates in a turreted edifice. Above the door, "J. M. Atherton High School for Girls" is carved."

--Image Number ULPA 1994.18.0983 in the Herald-Post collection, University of Louisville Photographic Archives.

http://digital.library.louisville.edu/cdm4/item_viewer.php?CISOROOT=/heraldpost&CISOPTR=1084&CISOBX=1&REC=16

SCHOOL NAMED FOR JOHN M. ATHERTON

"Atherton's chief civic interest was in the field of education. He became a member of the Louisville Board of Education in 1884. He worked successfully toward abolishment of the old school trustee law, which resulted in the Louisville school system being put under the management of a Board of Education. He also served as chairman of the Board of Trade's committee that selected candidates for the city's first nonpartisan Board of Education in 1910.

Atherton Girls High School

On December 30, 1921, after suspending a rule forbidding the naming of a school after a living person, the Louisville Board of Education decided to name the proposed new girls' high school on Morton Avenue at Rubel after Atherton. The board then sent the following message to him: "The Board of Education honored itself as well as you in naming the girls high school about to be built 'Atherton High school for Girls.' In wishing you a happy new year it desires to record itself appreciative of the years of hard and successful work which you have given to public school education in Louisville and the State of Kentucky."

--<http://www.jefferson.k12.ky.us/Schools/High/atherton/history.html>