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**STEVENSON,**

**ALABAMA.**

The "hub" of the Most Important  
Colliery District of the South.

FOR ITS ADVANTAGES AND CAPABILITIES

**INQUIRE WITHIN**



THE  
Stevenson Land

and

Improvement Co.

CAPITAL, \$5,000,000.

NAPOLEON HILL,  
President.

R. J. BLACK,  
Treasurer.

R. DUDLEY FRAYSER,  
Vice-President.

JNO. J. FREEMAN,  
Sec. & Gen. Manager.

Only \$1,000,000 Full Paid "Treasury Stock" of this  
Company to be Sold at 20 Cents on the Dollar.

Subscription Books for same will be opened April 20th, and remain open only ten days; therefore if you wish any of it act promptly, as our motto will be "First come, first served."

Sale of Lots on the Premises, May 15 and 16, 1889.

*Terms, One-third Cash, balance in 1 and 2 years, with interest.*

Special Trains with reduced fares will be arranged for the occasion over the Railroads centering there.

Come and Investigate—That is all we ask.

# STEVENSON, ALABAMA.

## A Rare Opportunity for Investors

IN THE HEART OF THE ALABAMA AND TENNESSEE  
COAL, IRON AND TIMBER REGION.

Propositions Made Which Should Win the Favorable Consideration  
of Manufacturers and Capitalists Everywhere.

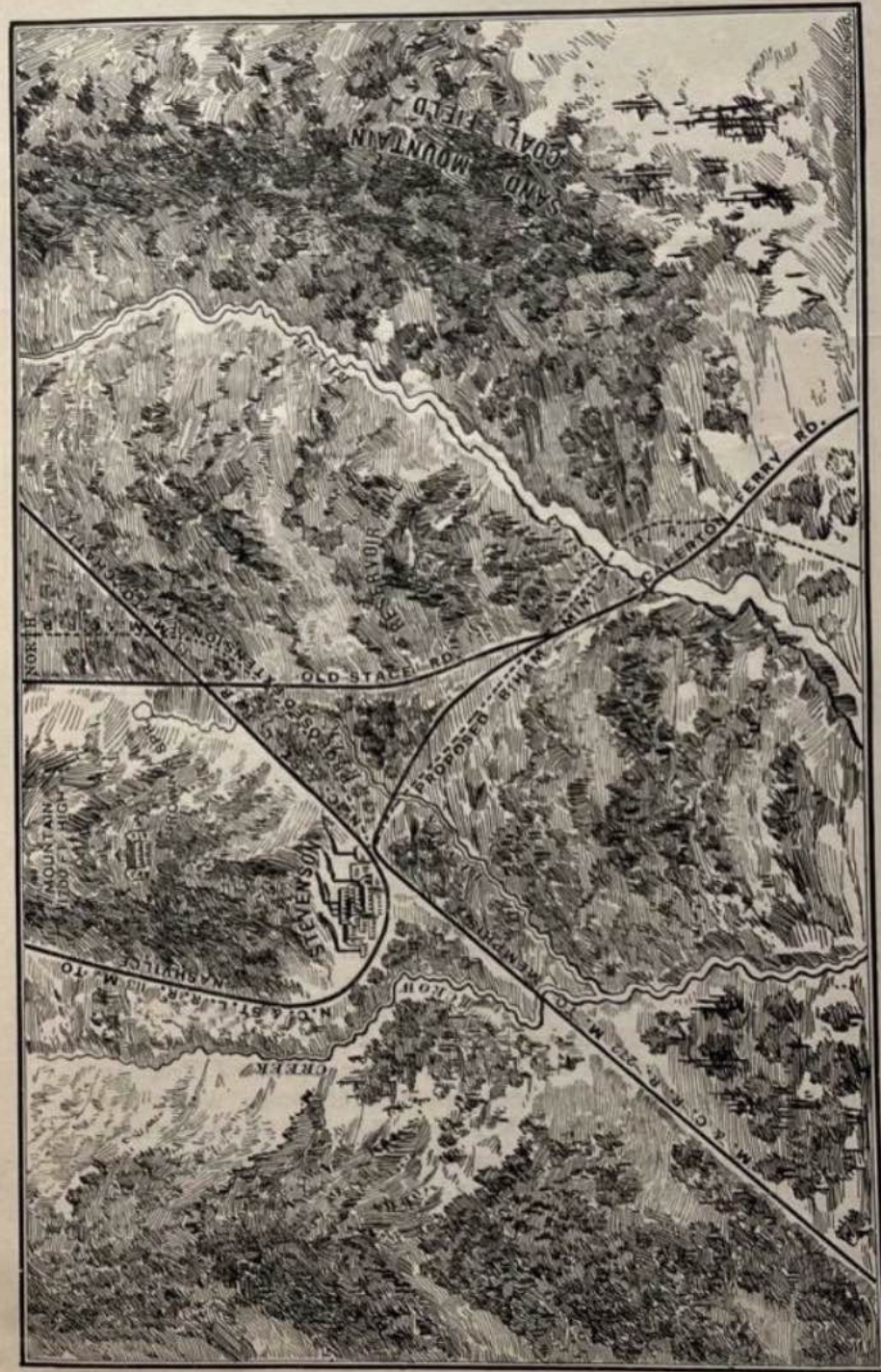
"Alabama leads in mining and manufacturing enterprises  
in the South."—*The New York Herald.*

This is a statement of fact which cannot be gainsaid. And why has the State taken this surpassing lead? The reason is palpable. It has been because men have been found to develop her natural wealth. It has been barely a decade since the attention of capitalists was seriously fixed upon the possibilities of profitable investment in opening up the mineral resources of the northern part of the State, and in locating there such manufacturing enterprises as might prosper because of the convenient accessibility of raw material. Since that time what has happened? One need but glance at the magic cities of the region to find the answer—an answer eloquent of marvelous progress and speedily acquired fortunes for those who have had the sagacity to perceive that the same natural conditions which have filled Pennsylvania with thriving communities existed in Alabama. But the grand work of development has scarcely begun. The sudden rise of Birmingham to metropolitan dignity is merely an auspicious incident. There is reason, and room, for a dozen Birminghams, and they *will* be, for they *must* be. The world needs more iron and more coal and more timber every year. Shall the world wait upon Pennsylvania? Shall it be content to receive what the controlling corporations of that State may dole out according to the condition of the market, the prices of which they fix themselves? Shall it refuse the treasures of Alabama's hills and vales, which may be had for



the asking? The history of trade gives a most emphatic negative. This region, so rarely blessed, *must* yield its possessions to a clamorous world. Men will be found to dig into the mines, to build the furnaces and to hew the timber. Already they are coming. Already is Alabama iron a welcome staple. Already have hundreds of millions of dollars been added to the wealth of the State by the shrewd pioneers who have invested in this vast field, so lately discovered, but so magnificently profitable in the fulfillment of its promise. But at what point in the territory shall the new-comer locate? Some sites are better than others. The considerations which should govern the investor are four: Industrial advantage, convenient communications, healthfulness, and agreeable topographical environment. One might travel the wide earth over and find no more picturesque region than that where the beautiful Tennessee curves through the mountains of Northern Alabama. It is the paradise of the poet and the painter. It lies in the very medial line of the temperate zone. The long summer has no distressing heat, and the brief winter no cruel cold. The air is full of the invigorating breath of the cedar and the pine. Life there has every charm that nature can bestow, and when in addition to these prepossessing conditions one finds a sure and large return for industrious effort and a safe investment for capital, he must confess to the incomparable advantages that the region holds for him who seeks to better his fortunes, and if he should drift slowly down through the panoramic vistas of the Tennessee, noting with critical eye the topographical relations that suggest adaptability to the founding of municipalities, there is one spot which would challenge more than passing notice, embracing as it does every desirable condition conceivable. It is an undulating valley, stretching away from the river to the verdure-clad spurs of the Cumberland range, that rise in beauty more than fifteen hundred feet above the level of the sea, and there the future will see, as surely as that humanity shall demand the garnering of the earth's treasures, the rich, thriving and populous city known as

STEVENSON, ALABAMA.



## WHAT IS OFFERED INVESTORS.

A strong syndicate of Memphis, New York, New Orleans and Nashville capitalists have determined to build a manufacturing town in Jackson county, Ala. The county is in the extreme northeastern corner of the State. The town is to be built at the intersection of the Memphis and Charleston Railroad, running east and west, and the Nashville, Chattanooga and St. Louis Railroad, running north and south. Already there exists at this point a village called Stevenson, in honor of V. K. Stevenson, one of the founders of the Nashville and Chattanooga Railroad. A large tract of land contiguous to the village has been purchased and platted by the syndicate. The distance from the railroad intersection to the Tennessee river is less than three miles, the intervening country being gently undulating and covered with a handsome growth of timber. Back of the town rise the spurs of the Cumberland range of mountains. That the site is adapted to the purposes of the syndicate is indicated as much by the character of the gentlemen who have organized the "Stevenson Land and Improvement Company," which has undertaken the work of development, as by anything else. They are known all over the South to be sagacious, successful business men, of the highest financial standing. Among them are the following: Napoleon Hill, W. D. Bethell, R. B. Snowden, R. D. Frayser, S. Mansfield, Elias Lowenstein, Hon. James Phelan, George Arnold, M. B. Trezevant, R. J. Black, Sol. Coleman, R. H. Vance, W. E. Love, R. B. Pegram, S. H. Dunscomb, W. J. Crawford, S. P. Read, J. W. Cochran, S. F. Andrews, E. A. Keeling, S. R. Montgomery, W. D. Beard, W. L. Clapp, W. F. Taylor, John J. Freeman, B. M. Stratton, T. M. Scruggs, S. A. Harpman, W. R. Stewart, J. D. Goodloe, D. A. Frayser, Zellner & Co., A. B. Goodbar, George Gillham, I. Samelson & Co., of Memphis; J. C. Latham, New York; Edgar Jones, J. Compton, R. B. Lea, Nashville; Rev. Telfair Hodgson, Sewanee; John H. Vaught, W. W. Howe, Stevenson; Martin & Rorex, Scottsboro, Ala.;

W. J. Campbell, Columbus, Miss.; G. Chisholm, Tuscumbia, Ala.; L. Craddock, Dallas, Texas; T. R. Roach, Wm. Cohen, New Orleans.

The good faith, the feasibility and the pre-eminent propriety of the enterprise which the Stevenson Land and Improvement Company has undertaken, are proved by the names of the projectors, who are men that have won the public confidence. They can afford to challenge the attention of capitalists and manufacturers everywhere. As the whole of Northern Alabama and the contiguous region of Tennessee abounds in iron, coal and timber, to say nothing of other valuable resources, and as the whole region is as healthful as it is picturesque, the special advantage which Stevenson enjoys, and which makes it particularly conspicuous, is the fact that here two of the most important and oldest of the railroads of the South cross—the one giving communication with all the great cities of the East and West, the other with those of the North and South. Thus it will have the best possible accommodations in the matter of freight rates. The railroads do not have to come; they are there now. Nature and man have both joined in preparing the conditions for a great manufacturing city. It only remains to take advantage of these exceptional opportunities. There is nothing for the manufacturer who desires to locate within reach of raw material to do but to go to Stevenson and begin operations. He will not have to wait for railroads to be built or for mines to be opened. All that has been anticipated.

It is a remarkable fact that no intelligently conceived and properly conducted manufacturing enterprise in the iron, coal and timber districts of Alabama and Tennessee has failed. No town that has been started has done otherwise than progress magnificently. In one or two instances there has been an inflation of ground values, and some speculators have suffered because of their own folly; but the factories, once established, have remained to prosper, and towns once laid out have thrived, and without exception. This was natural. It could not have been otherwise. The staples of the country constitute a basis of development upon which the



up its side, and take passengers direct from the depot of the other railroads centering there, landing them at the hotel within ten minutes of the arrival of other trains, where, for beauty and picturesqueness of scenery, pure and invigorating atmosphere and pleasant surroundings its equal can scarcely be found—and that, too, almost at the very door of the teeming cities of Tennessee, North Alabama and Georgia.

Fruit of every description is produced in the surrounding country in greatest abundance, and rarely misses making a good crop, while on the fertile lands of the neighboring coves and creek bottoms are raised all of the cereal and other crops of this section.

THE

## Stevenson Land and Improvement Company

### ITS ORGANIZATION AND PURPOSES.

The Stevenson Land and Improvement Company is organized under the laws of Alabama, with a capital stock of \$5,000,000. Its officers are as follows:

NAPOLEON HILL, *President.*  
 R. DUDLEY FRAYSER, *Vice-President.*  
 R. J. BLACK, *Treasurer.*  
 JNO. J. FREEMAN, *Sec'y and Gen'l Manager.*

The following gentlemen constitute the Directory:

NAPOLEON HILL, President Union & Planters Bank, Memphis.  
 R. DUDLEY FRAYSER, Pres. Memphis St. R'y Co., Memphis.  
 W. F. TAYLOR, of W. F. Taylor & Co., Memphis.  
 W. E. LOVE, late of Goodbar, Love & Co., Memphis.  
 W. J. CRAWFORD, of Mallory, Crawford & Co., Memphis.  
 E. LOWENSTEIN, of B. Lowenstein & Bros., Memphis.  
 GEO. ARNOLD, Pres. Geo. Arnold Grocery Co., Memphis.  
 JNO. C. LATHAM, of Latham, Alexander & Co., New York.  
 HON. J. H. VAUGHT, Stevenson, Alabama.

These gentlemen are of wide reputation in the commercial world. Their financial credit is above question. They have organized this Company with definite knowledge of the possibilities of development of the region and in absolute good faith.

### THE PLAN.

It is intended to sell only \$1,000,000 of the stock, which will be put upon the market at 20 cents on the dollar. The Board of Directors in offering the stock, pledge themselves that the proceeds realized therefrom shall be used, either in the purchase of adjoining property or in the improvement of that already owned by the Company. In other words, the money will go into the Treasury of the Company, and will not be used for the payment of dividends, but for the purchase of stocks in manufactories; for the appreciation of the value of the Company's property; for the opening of mines; for the establishment of blast-furnaces, rolling mills, car factories, furniture factories, and for such fundamental improvements of the site as shall give the city a proper basis for orderly and satisfactory developments.

The stock now offered is the "Treasury" stock of the Company, *full paid and non-assessable*. Subscription books will be opened simultaneously at the office of Messrs. Latham, Alexander & Co., No. 16 Wall St., New York; at the American Nat'l Bank, Nashville; the Louisville Banking Co., Louisville; the Southern Land & Loan Co., Chattanooga; office of Hill, Fontaine & Co., St. Louis; the Security Bank, Memphis, and the Company's office, Stevenson. Said books to be opened on the 20th of April, to remain open ten days, unless the amount is sooner subscribed. Subscriptions may be made in person or by letter at any of the above named points, and will be forwarded each night to Stevenson by wire.

The property of the Company has been lately subdivided into lots which will be offered for sale at public auction on the 15th May, upon the following terms: One-third cash, balance in two annual payments, one and two years from date, the deferred payments to bear interest.

In the meantime, persons desiring to purchase lots at pri-

vate sale, may do so upon application, either in person or by mail, to the General Manager at Stevenson, who will be glad to furnish plats and price lists, and all desired information upon the subject; and to parties who will agree to build, a deduction of one-third will be made in the prices of lots.

In conclusion, we beg to say that with all the advantages as above recited we think the location which we now present to the public as a manufacturing centre, offers inducements in the way of natural resources scarcely equaled by any point in the country, either north or south—to supplement which, in a very practical kind of way, this Company proposes as follows:

*First.* To donate to furnaces, mills, or any other manufacturing establishments, any ground that may be needed for these purposes.

*Second.* To take, if desired, say twenty per cent. of the stock of any such enterprise to be located there.

*Third.* To guarantee them against all municipal taxes for a period of five years.

The State taxes are limited by the Constitution of Alabama to one-half of one per cent., and by the same instrument county authorities are prohibited from levying a greater sum.

With the knowledge that we have a very valuable property, we have no disposition to present elaborate tables or estimates of what this, that or the other branch of the Company's operations will realize, *upon paper*, but address ourselves to the sober business judgment of capitalists and manufacturers throughout the Union.

The Directory of the Company feel confident that with such wealth of raw material at its very doors, with excellent transportation facilities for distribution of manufactured products, healthful climate, free building sites, almost total immunity from taxation, and substantial aid in the way of cash subscription to stock, no more engaging propositions have ever been offered to the investing world.

Come and investigate, and we pledge ourselves to make good every assertion herein contained.

JNO. J. FREEMAN,

Secretary and General Manager.

STEVENSON, ALA., March, 1889.

