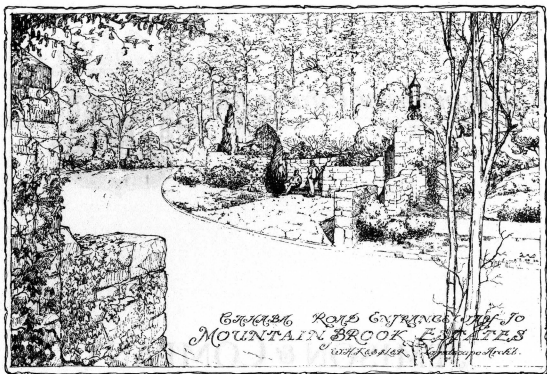


Mountain
Brook
Estates





JEMISON & COMPANY
BIRMINGHAM
Developers



DEVELOPERS AND SALES AGENTS

JEMISON & COMPANY

Landscaping By

W. H. KESSLER

Engineering Work By

JOHN H. GLANDER, JR.

Landscape Consultant

WARREN H. MANNING
BOSTON, MASS.



CROSS RED MOUNTAIN, fifteen minutes from the heart of Birmingham, adjacent to the grounds and golf course of the new Country Club, near the distinguished Redmont Park development, is a large tract of virgin woodland which appears to have been designed by nature for the creation of Birmingham's first improved estate section.

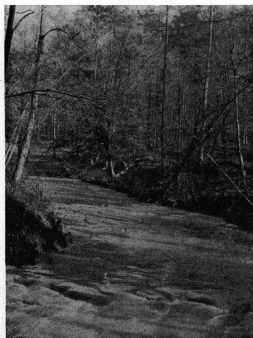
This tract—consisting of 400 acres in the new Country Club district—is dear to the heart of every nature lover. Here are high hills and rounded knolls; deep bluffs and meadowland, sloping gently to the brook's tree-fringed edge; clear springs and sparkling streams; quiet pools beloved by fishermen; undulating uplands, endless vistas which appeal to every instinct for the beautiful in nature. Here, too, is the all-pervading peace and beauty of the country at its best.

Such is the setting, surpassed in natural charm by no other location in Birmingham, where Jemison & Company is fashioning today an exclusive estate section for country homes, where cultured persons can preserve those fine traditions of aristocratic country life which the Old South knew in ante bellum days.

THE PURPOSE OF MOUNTAIN BROOK ESTATES—This home place has been named Mountain Brook Estates. Home lovers who have long sought a locality



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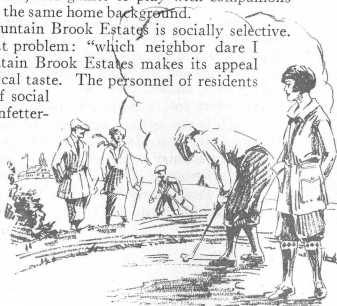
supremely different from the ordinary city lot for the fulfillment of their ideals of a home place will find it in this beautiful development. Mountain Brook Estates will be much more than a beautiful sub-division. It has been designed to meet the desires of those who feel that home means more than just a house, and to appeal to those who feel that home life after business hours should hold more than the narrow limitations of a back yard. With that thought to the fore, Mountain Brook Estates has been divided *into acre grounds*. To the man who has nursed a rose bush or two and groomed a single shrub within the confines of a city lot, Mountain Brook Estates offers the outlet for dreams that he has always cherished. Here is room for a *real* garden with a sun dial and a

fountain with its rocky pool, where lilies bloom in the shade of drooping ferns.

LIFE IN THE GREAT OUTDOORS—In Mountain Brook Estates life can be really lived! Here outdoor sports can be indulged from the very doorstep—horseback riding over winding mountain trails and along the tree fringed banks of the brook. Tennis, on courts exclusively reserved for Mountain Brook residents. Golf, on two of the finest courses of the South, open to all members of the Country Club. And what a paradise for children! Here they can romp in protected freedom and grow up with a knowledge and a love of nature. There are trees to climb, quiet pools to dabble in, mysterious copses inviting exploration and adventure. Pure air to breathe, free games to play with companions of their own station in life and with the same home background.

DELIGHTFUL SOCIAL LIFE—Mountain Brook Estates is socially selective. Residents will never have to face that problem: "which neighbor dare I choose as a familiar?" because Mountain Brook Estates makes its appeal to persons of discrimination and critical taste. The personnel of residents will in itself create an atmosphere of social freedom, with friendly intercourse unfettered by formal conventional barriers and fostered by liberality of ideas.

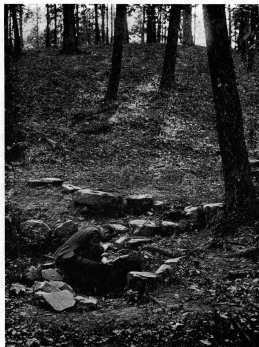
The two golf courses of the New Country Club, adjacent to Mountain Brook Estates are velvety lawns that delight the eye, and invite to healthful recreation.



Mountain Brook Estates, Inc.



LANDSCAPE WORK—Landscape work in Mountain Brook Estates has received long and careful study. Intent upon preserving the alluring native beauty of this woodland scene, landscape architects and engineers have planned improvements with much care. They have adroitly blended the conveniences of city life into this picturesque environment without disturbing nature's craftsmanship. Always the aim has been to reveal original beauties of the region in unexpected spots. Here and there lanes have been cut to provide vistas of distant mountains, but so skillful as to impress the visitor that this is also part of nature's handiwork. Nothing has been done brutally. Not a tree has been disturbed nor a branch cut without forethought for the finished picture.



ROADS IN MOUNTAIN BROOK—Roads to resemble England's rural lanes have been planned with great care and artistry. Running east and west for nearly a mile through the entire development is Mountain Brook Parkway, an avenue of quiet dignity, connecting at the entrance gates upon the west with the Cahaba River Road or Twenty-fourth Street road and on the east continuing over the hill and through Pine Ridge. This main thoroughfare has been dedicated to a width of a hundred feet. For practically its entire length it will be bordered by the brook. Plans provide for elaborate parking and three miles of bridle paths which curve and twist through the surrounding hills.

From Mountain Brook Parkway winding roads climb up the mountain side, following wherever practicable the natural curves and dips of the undulating slopes. These roads are relatively narrow in accordance with approved authority and practice. One of the distinctive touches in construction of these drives has been the care exercised to show each home site from the road. This was accomplished by first making a preliminary survey which fixed as far as possible the sites where homes would be erected. Complete plans



Bridle paths, winding through the Estates, make possible a pleasurable form of exercise, denied to city dwellers.

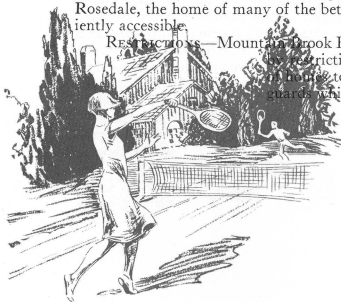


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provide for the construction of between four and five miles of roadway. All these will be permanently paved, combining enduring charm with the modern demands for utility.

CONVENIENCES IN MOUNTAIN BROOK—Mountain Brook's conveniences, those essential features of comfort in the modern home, will include electric lights and electricity for cooking, city water and telephones. All these will be supplied to every estate. Servants will have the neighborly advantages created by a community of servants called together by the families of Mountain Brook. Rosedale, the home of many of the better type of negro families, is also conveniently accessible.



RESTRICTIONS—Mountain Brook Estates has been permanently protected by restrictions and limitations concerning the cost of buildings to be erected and other necessary safeguards which insure permanence of values and prevent encroachments of trade. These restrictions have been drawn with legal exactness and care and to make

Plenty of room in Mountain Brook Estates for tennis, the most graceful of games. Every outdoor game may be enjoyed in ideal settings.

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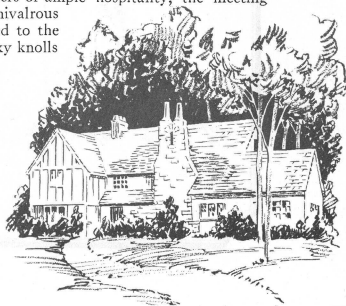


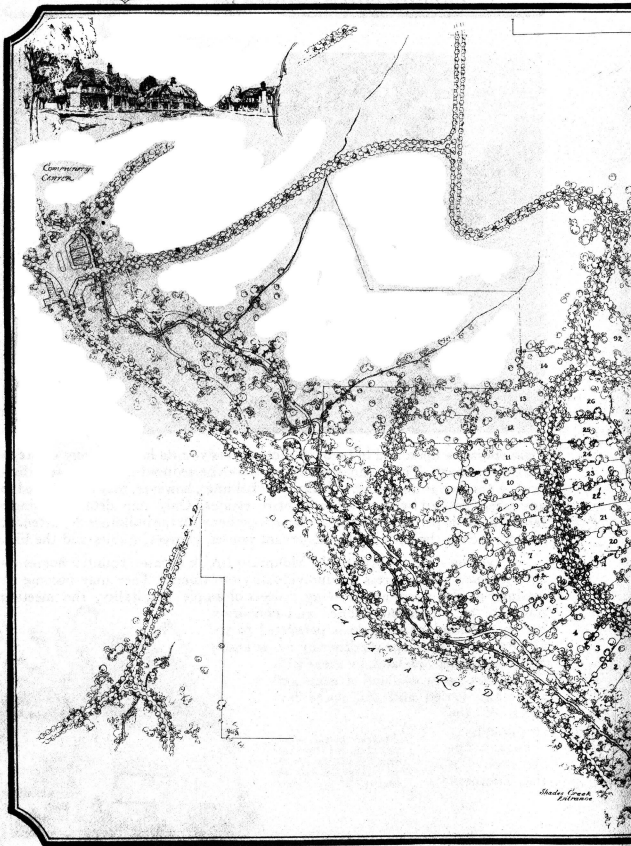
them operative upon and in favor of each successive title holder to any estate in the development. The original estate can never be reduced in size by sub-division or fractional alienation. Individual holdings, however, may be enlarged to any extent desired by the merger of entire estates. Only one detached, single family home is permitted on each estate together with the buildings appurtenant thereto, such as the entrance lodge, servant houses, garages, stables and the like.

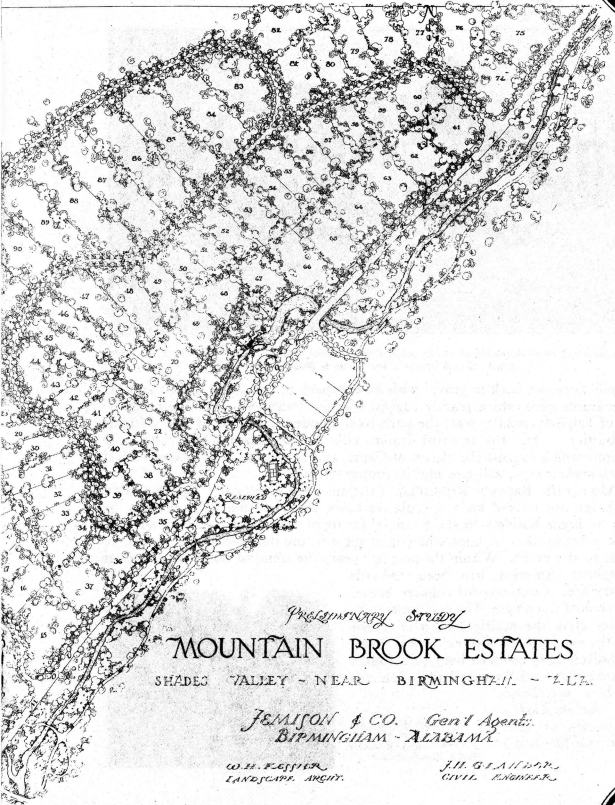
TYPES OF ARCHITECTURE—In Mountain Brook Estates, country homes on *acre grounds*, may express the individuality of owners. They may become an intrinsic part of a manner of living, centers of ample hospitality, the meeting places of an intelligent, refined and chivalrous society. Abundant latitude is permitted to the architect and landscape gardener by rocky knolls and sloping meadow land, by areas with shade trees, by brooks and streams and the many varied and distinctive features of the topography.

For the construction of the Southern

A house by the side of the road, far from the restless confusion of the city, yet enjoying all the comforts the city affords.







Preliminary Study

MOUNTAIN BROOK ESTATES

SHADES VALLEY - NEAR BIRMINGHAM - ALA.

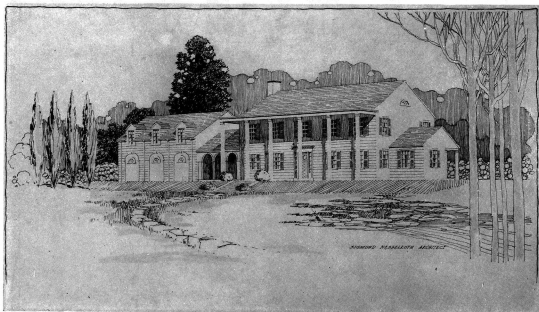
*JEMISON & CO. Gen'l Agents,
BIRMINGHAM - ALABAMA*

*W. H. KOSPER,
LANDSCAPE ARCHT.*

*J. H. GILBERT,
CIVIL ENGINEER*



Mountain Brook Estates, Inc.



There is an air of ample hospitality about this stately Colonial home which is reminiscent of the antebellum South. It will occupy a large estate in Mountain Brook

Colonial type, set back in groves with an approach of spreading trees, there are innumerable plots which readily suggest effective treatment. For the rambling type of English country seat, the park-like, wooded areas, hold out alluring possibilities. For the colorful Italian villa perched upon a bluff, there are locations which suggest the charm of Capri and Sorrento. The more formal French *manoir* type, will also find its proper setting.

MOUNTAIN BROOK'S FINANCIAL FUTURE—While grounds in Mountain Brook are not offered on a speculative basis, consideration will naturally be given by home builders to the financial future of the section. Every man who builds a home likes to know that, if at some future date, he desires to sell, he can do so at a profit. Within the past few years the trend of home development throughout America has been towards country life. Contracts for country homes have *trebled* since 1918. The golf course, the country club, the multiplication of motor cars, the extension of electric power lines, the shortening of business hours, the longer vacations have all furnished their impetus to this migration from the increasing discomforts of congested city life to the



Light and shadows on a sunny slope, typical of the vistas in which Mountain Brook Estates abounds.

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Here is the plan for a charming Country House in Mountain Brook, which illustrates how much more room for originality is permitted architects where homes adorn acre grounds.

freedom and the charm of the open countryside. In Birmingham the trend of better home development has been over the Mountain, focusing in the area which surrounds the new Country Club and creating what has come to be known as the "New Country Club District." This is the district of future values in Birmingham. This is the section where the fine homes of the future will be found. The great demand for property in this locality, the limited amount of it available and the construction of a steadily increasing number of the more substantial type of homes, have all served to bring about a steady rise in values. This is reflected in the fact that practically every site in Redmont Park, which changed hands on resale, brought a handsome profit to the original purchaser. For years to come, as this new section develops and is built up with beautiful

homes, advancing values must continue. An estate in Mountain Brook is purchased on a rising market, not one that has reached peak and gone into decline.

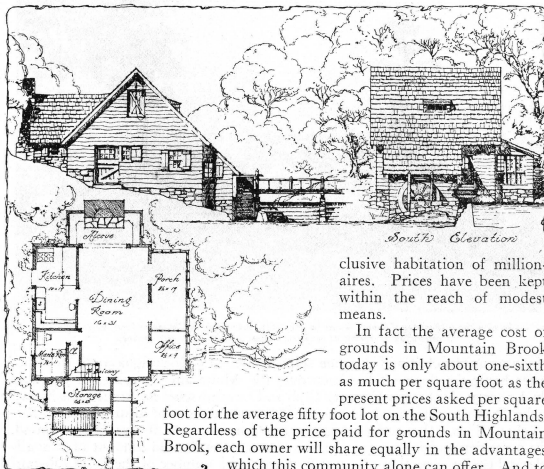
A WORD ABOUT PRICES—Prices of estates in Mountain Brook will prove an agreeable surprise. This property does not appeal solely to those of unusual wealth. It is not a community designed to be the ex-



Roadways make the property accessible but blend with the landscape of the virgin forest, like England's rural lanes.



Mountain Brook Estates, Inc.



Ye Old Mill

will belong its ravines and its hills, its lovely brooks and enchanting vistas, its
bridle paths, its tennis courts and tea room, its social life, its outdoor recreation
and its year in and year out homelike charm.

COMMUNITY CLUB—One of the picturesque embellishments of Mountain
Brook Estates, reminiscent of the ante bellum South, will be the old mill, designed
by W. H. Kessler, landscape architect, to be erected on the original site of
Perryman's mill which borders Mountain Brook Parkway. The mill will be
constructed of native stone and roofed with hand split shingles. Surrounding
it will be a park-like area, beautified with shrubs and flowers. While the
exterior of the mill will be a faithful replica of old time structures of its type,
the interior will provide the necessary touch of modernity. Plans provide for a
kitchen and dining room where tea may be served. The mill will serve as a
community club house for Mountain Brook residents, a meeting place for in-
formal social gatherings, bridge luncheons and the like.

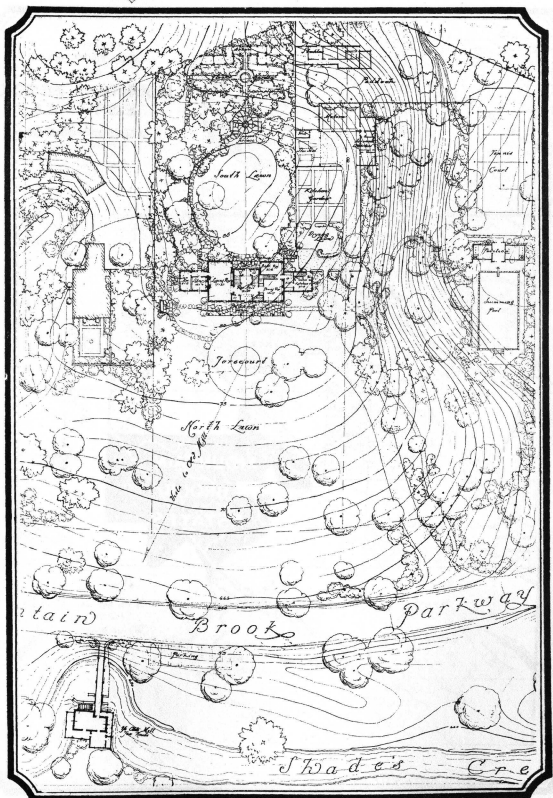
clusive habitation of million-
aires. Prices have been kept
within the reach of modest
means.

In fact the average cost of
grounds in Mountain Brook
today is only about one-sixth
as much per square foot as the
present prices asked per square

foot for the average fifty foot lot on the South Highlands.
Regardless of the price paid for grounds in Mountain
Brook, each owner will share equally in the advantages
which this community alone can offer. And to
every owner and his heirs and assigns forever,



Mountain Brook Estates, Inc.



Suggested Landscaping for Country Estate

Mountain Brook Estates, Inc.



JEMISON & COMPANY, developers of Mountain Brook Estates, is the largest real estate firm in the South, if not in the entire country, housing under one roof organizations exclusively devoted to real estate, mortgage loans and investment banking. For 24 years it has grown with Birmingham and helped Birmingham grow. It has developed with the aid of its clients many of the city's most beautiful residential environs including Redmont Park, Mountain Terrace, Fairfield, Central Park, Bush Hills and Glen Iris Park. In executing every detail of these developments with rigid fidelity to the finest standards, Jemison & Company has been sensible not only of its obligation to prospective home owners but to the city which has made possible its own progress. Mountain Brook Estates will conform in every particular to the same standards which have made the name of Jemison & Company, the symbol of service to customers and to Birmingham.

JEMISON & COMPANY

REAL ESTATE • MORTGAGE LOANS
INVESTMENT BANKERS

—221 North 21st Street—
BIRMINGHAM, A.L.A.

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