

The Soulard Restorationist

Volume VIII Issue IV

August 3, 1983

Brewing in Soulard

Part 1 — Beginnings

It was by no accident that the United States Brewing Association selected St. Louis to host its 19th and largest Annual Convention in the spring of 1879. Seventy years after the establishment of a primitive brewery here by John Coons, St. Louis brewers, pioneering the use of new technology, were exporting their products around the globe and St. Louis was taking its place next to Munich, Dortmund and Pilsen as one of the world's great brewing centers.

by Russell Farber

At the time of the Convention, eight of the city's nineteen breweries were located in the general area of the south side neighborhood now known as Soulard; therefore, its early history and St. Louis' rise to brewing dominance are closely entwined.

There are at least two myths regarding the reason that so many brewers established themselves in this area; the existence of an exceptional natural cave system needed for the lagering of the beer and the presence of a large labor force of beer-loving Central European immigrants. According to Dr. William Vollmer, Anheuser-Busch Archivist, both are essentially inaccurate. There were caves in

continued on pg. 7

SOULARD in PROGRESS

House Tour Preview

The theme of the 9th Annual Soulard House Tour is Soulard in Progress. This theme is incorporated into many aspects of the tour and its associated activities. First and most important is the houses and their owners. All of the homes except one have never before been opened to the public. This is progress! There are old and new residents who want to share their homes with tour goers.

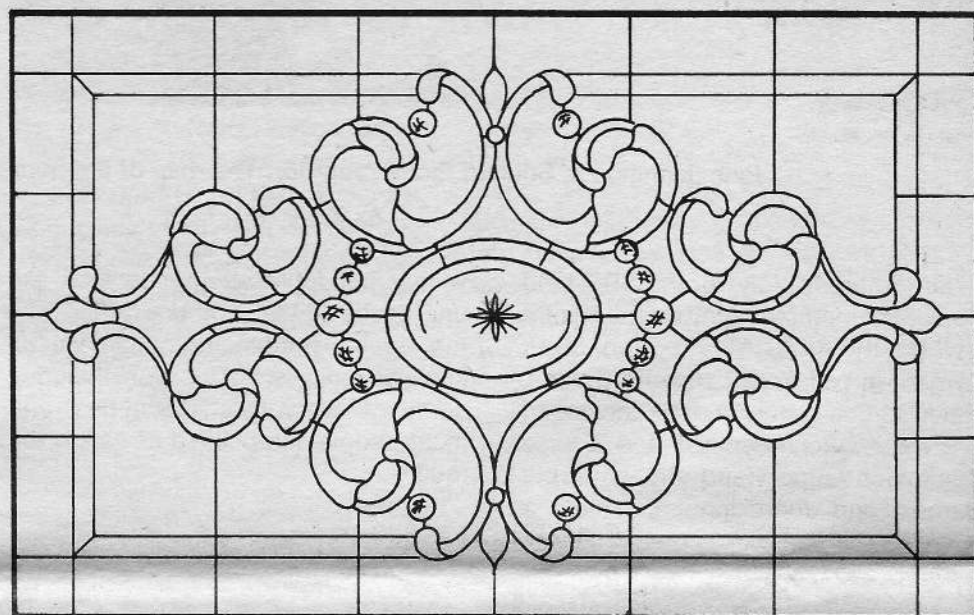
On the tour itself, visitors will see progress for themselves. They will get a glimpse of an unstarted home as well as one that is in the process of restoration. They will see the infinite possibilities Soulard offers in the finished homes on the tour. For those who think Soulard may be void of children, the tour will show there are young families flourishing in Soulard.

A special treat is in store for those who go to this year's tour; The Eugene Field House and Museum has graciously offered a display of antique dolls to be placed in a special home.

Other highlights of the tour include the display of photography resulting from the photography contest, the display of the art glass window made by Mithra Glassworks to be given away Sunday, September 18, at 2:00 p.m., and a band concert Sunday afternoon. We will have the double decker bus again this year as an added attraction.

The tour dates are September 17 and 18, 1983 from noon till six each day. Tickets are available at all Famous-Barr Ticketmaster locations, SRG Housing office, and the mail order form located in this paper. For more information, call 771-5563. Tickets purchased before September 10, \$3.50 then \$4.50.

See page 7 for mail order Ticket Form.



Frame by Larry Lindenberg

Art Glass by Mithra Glassworks, Inc.

Art Glass Window Raffle

As part of the festivities of the Fall House Tour, the SRG will be giving away a beautiful art glass window designed and executed by Mithra Glassworks located at 1304 Sidney Street. By making a one dollar donation to the Soulard Restoration Group, one lucky person will leave the House Tour on Sunday with a work of art valued at \$500.

The window, which is framed in oak, is two feet by three feet and is able to be displayed either vertically or horizontally due to its symmetrical design.

Adapted from an 1880's design, this Victorian window is a play between textures and transparencies. The centerpiece is an oval bevel which has been wheel engraved with a star. Surrounding the

continued on pg. 6

The Soulard Restorationist
Box 13312 Soulard Station
St. Louis, Mo. 63157

NONPROFIT ORG.
U.S. POSTAGE
PAID
ST. LOUIS, MO.
PERMIT NO. 250

Address Correction Requested

Annual SRG Picnic a Success



Photo by Bill Mundy

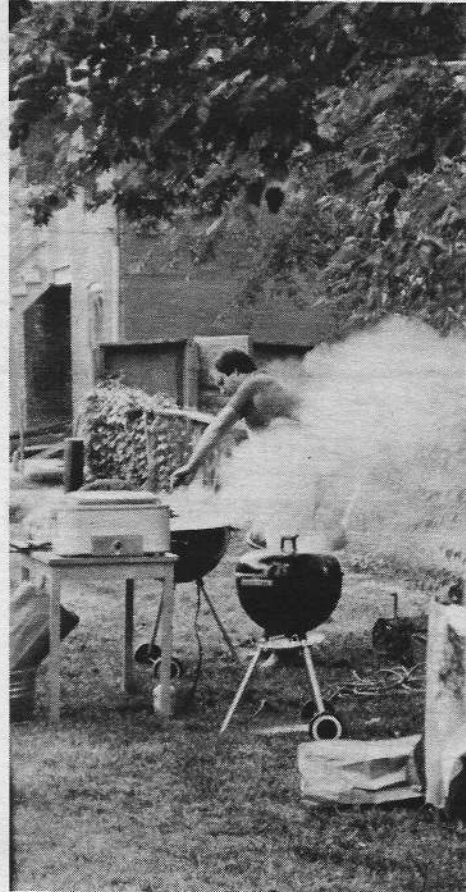
John Jennings at Soulard Picnic, July 16, "The man of the hour."

On Saturday, July 16, the SRG held its annual picnic, assembling at the lot owned by Anne Mesko and Mark Lyman across from Lafayette School. Peter Sortino supervised the cooking of bratwurst, Vicki Renisch and Louise Tonkovich supervised the scrabble games, and John Jennings made a

valiant but futile attempt to look like one of the Blues Brothers rather than the three-piece-pinstripe man we all know he really is. Pot luck fare included some of everyone's specialties, and most people complained of eating too much.

Peter Sortino cooking
"Peter Sortino proves he knows the art of barbeque."

Photo by Bill Mundy



NEWS RELEASE

Sigel Community School, 2039 Russell, will feature low cost adult sports leagues this Fall. Games will begin the week of September 25 and leagues will be formed in power and recreational volleyball, softball, football, basketball and soccer. Team fees will include fields or courts, referees or umpires, schedules and team trophies.

In addition, Sigel Community School will offer leagues for young adults in stickball and indoor hockey.

For those not interested in league sports, Sigel will have a variety of exercise classes: aerobic dance, ballet, beginning and intermediate belly dance, ballroom dance, body building and karate for children and adults.

Sigel will also offer two new computer classes, Getting to Know a Home Computer, a four week introduction to uses of a home computer from data processing to a wake up alarm, and BASIC Programming on a Home Computer. This semester Sigel will have three one-night seminars for small businessmen. For example, in Advertising, Ken Cohen of Ken Cohen Advertising will help participants choose a market, write an ad for that market and choose media to reach that market. The other business seminars are Computers and Tax Laws.

New craft classes will include a pottery class taught by Liz McKinzie of Fire House Pottery, a jewelry workshop taught by artist Leslie Weissman and Bonsai taught by Joe Matyi of the Missouri Botanical Garden.

New food and fashion one-night seminars will feature personal color analysis, wok cooking, monogramming and food processors. In addition to tuck-pointing, drywall, electrical wiring and plumbing, Sigel Community School will offer one night classes in plastering and wallpapering. For dogs, Sigel will have both dog obedience and dog grooming; for kids, in addition to karate, Sigel will have Suzuki violin, juggling and tap and ballet.

Sigel will have two new job skill classes: Secretary and Word Processing. Word Processing will be offered with O'Fallon Technical Center and will include forty hours of hands on experience. The secretary class will include beginning typing as well as business English, filing, tips on office routine and appearance and resumes. Sigel Community School will continue to offer typing, bookkeeping, shorthand, checker/cashier, nurse assistant training, catering and hospital unit secretary.

Of course, Sigel will have such traditionally popular classes as ceramics, knitting, photography, upholstering, stained glass, Investing your Money, Buying a House, G.E.D. and Beginning Adult Reading.

All classes will begin the week of September 26. Registration will be Monday through Thursday, 1:00 p.m. to 7:00 p.m., September 12th through 22nd. Call 865-5050 after 1:00 p.m. for more information.

About The Soulard Restorationist

The Soulard Restorationist, circulation 3,000, is published every two months by the Soulard Restoration Group. It is mailed to SRG members, advertisers and subscribers and is distributed in Soulard area businesses. Call Business Manager Gary Cope (home 241-2684 or work 289-3666) to place ads and subscriptions. Membership information is available from the SRG Housing Office (771-5563). Letters to the Editors and articles are appreciated.

The next Soulard Restorationist will be a **Special House Tour Issue**, published September 8, 1983. This issue will be widely circulated throughout the St. Louis area to promote the Fall House Tour. Copy and Ad deadline is August 24, 1983.

Restorationist Staff

Editor Catherine Perry

Associate Editor Pam Mundy

Copy Editor Lana Downing

Writers Skip Gatermann, Pam Mundy, Catherine Perry, Marge Lazorko, Paul Kjolrie, Nancy Ray Farber, Russell Farber, Amy Dawson, Peter Sortino, Clark Rowley

Production Patricia Finkelstein

Business Manager Gary Cope

Ad Sales Vicki Renisch, J.R. Key, Phyllis Young, Mark Lyman

Photography Bill Mundy

(For ads call Gary Cope at home 241-2684 or work 289-3666)

COOL OFF!

at the
Soulard Senior Center
2019 Menard

FOR RIDES CALL
776-2267

JOHN R. GREENE, REALTOR

**Century Old Homes,
One of our specialities....**

For Listing or Buying Property Call Us.

CITY
Lafayette Square
1901 Park
231-1850

COUNTY
Kirkwood
128 E. Jefferson
965-1212

Free Estimates

BILL DYE PLUMBING CO., INC.



Specializing in:
Renovation & Restoration
Sewer & Water Repairs



776-1800

1819 Lynch
St. Louis, Mo.

...in Historic Souldard

1983 NHS "FACELIFT LOANS"

NOW is the time to improve your home and neighborhood.

NEIGHBORHOOD HOUSING SERVICES is again happy to announce its 1983 NHS HOME FACELIFT PROGRAM. Since it is nearly impossible to obtain a small loan, NHS will offer a limited number of loans of up to \$1,500

each to give a positive visual impact to our neighborhood. The interest rate is 3%, and the loan is to be paid back in 24 months. The minimum monthly payment will be \$65.00 per month. This one-time

REQUIREMENTS:

1. You must be a resident homeowner of the NHS neighborhood.
2. The money must be used for visible, exterior improvements.
3. You must have a responsible credit history.
4. All loans must be closed by September 1, 1983.
5. All work must be completed by November 30, 1983.
6. Closing costs on the loan will be \$13.00.

For more information, call the Neighborhood Housing Services office at 1934 Arsenal, 865-3050.

Applying for Grants

by Amy Dawson

Recently the Missouri Department of Natural Resources received moneys from the Federal Jobs Bill for historic preservation. A grants program was set up to award matching funds to successful applicants. The Department of Natural Resources anticipates more money in the fall of this year and more grants may be available at that time. Frank and I applied and received a grant. While not professing to be experts regarding grant applications, we felt that we might share some of the things that seemed to be successful.

All applications were graded on a point system which included the following categories:

1) **Historical Significance:** Priorities were given to structures listed in the National Historic Register themselves and secondly to those within a historic district. Doing research on your home to determine when it was built; who owned it originally; if it was built in stages; if it is listed or pictured in books (i.e., Compton & Dry); or anything that conveys that you are knowledgeable regarding your home. Frank and I gave a brief sketch of Phillip Schneider, the original owner.

2) **Project Description:** Because this grant program was part of a jobs bill, those projects which were labor intensive rather than material intensive were given higher priority. Also because of the time restraints placed on the program by the federal government, those projects that could easily be done in the time frame received higher priority. In addition, types of work that tended to stabilize or "save" a structure were graded highly. Examples are tuckpointing, roofs, repair of cornice, etc. We divided our whole project into several parts, rating them in priority. Hoping that this conveyed that we had given some thought to our structure and secondly, if they wouldn't fund the entire project, perhaps they would pick some part.

3) **Level of threat:** This category referred to the level of threat to the structure were the work not done, and ranged from imminent to none. Again, because we had subdivided our project, we were able to estimate different levels of threat.

4) **Utilization of structure:** Categories included public (i.e., museum or library) to commercial to private. Because of the amount of exposure public buildings receive, I believe they were rated higher than private buildings. However, since tax breaks could not be taken on the project, many commercial developers were at a disadvantage.

5) **Public Accessibility/Visitation:** For exterior work, the project had to be clearly visible from the public street. Interior projects had to be open to the public 12 times per year. I believe exterior projects were more often chosen because of the amount of documentation required to establish public visitation on interior projects. We also mentioned the SRG House Tours to the area.

6) **Energy:** Projects that included energy conservation received more points.

7) **Budget:** Because this was a Federal Jobs Bill, budget items had to reflect Federal wage guidelines. These are generally on par with local union rates.

8) **Matching Funds:** Documentation in the form of a letter from a bank stating that matching money was available had to be included.

9) **Documentation:** The application required pictorial documentation of the project site. We took several photos of the sites and described the problems (i.e., please note back wall or please note cornice block). In addition, we sent a couple of pictures of work already done to try to establish that we looked for quality.

Finally some general thoughts. 1) Be as concise as possible. 2) It is possible that "on site" visits will be made prior to awarding of the grants, so keep property clean of debris and try to show that work is being done on the project. You may want to give a second thought to turning away curious visitors. It helps to be friendly. 3) **Have a gimmick.** Remember, people who work for the state or federal government are waist high in paper. Something that makes your paper stand out from other paper is helpful. Although I was embarrassed to do it, at the end of our application we included a picture of us and the dogs on our front doorstep with a quotation "Thanks for your consideration". I thought, "how corny", but when the man from Jefferson City visited, he mentioned one application that included a picture of the house and people, not realizing that it was our house. So maybe it added a little humor to his day.

In the near future, the Department of Natural Resources will be scheduling a presentation on the grants that they will have available and on the application process. So stay tuned to the newsletter and monthly flashes for details.

The Code Committee moves on its efforts to...

"CREATE VALUE!"

by Peter Sortino

The Code Committee of the Soulard Restoration Group has a new look at the City's monthly Heritage and Urban Design Commission meetings. Back in March, Committee members decided that the ever increasing number of items on the Commission's agenda made it difficult for Commissioners to scrutinize many crucial design details which are the essence of our historic building stock. Details such as brick-set gutters or masonry cornices, proper dormer trim, four-panel doors and proper window proportions were not being considered in Commission deliberations. The Committee felt that a brief and to-the-point presentation which would visually demonstrate examples of well done and poorly executed exterior detailing was in order. As a result, in March, the Commission had a special meeting to review the extensive number of items on the agenda for Soulard. At this meeting, the Committee presented a 20-minute slide presentation which highlighted actual examples of proper and improper window, gutter, door and overall facade treatment.

The presentation was well received by the Commission, and in addition to the formal presentation, the Committee introduced the new format for reviewing Soulard Historic District agenda items. That is, the Committee utilized a two projector system to present slides of each existing building facade and the proposed plans for renovation of the structure. This approach affords the Commissioners the opportunity to view simultaneously the existing facade and proposed plans for a structure. It also enables the Committee to present and discuss any problems with the proposed design. This innovative approach is utilized exclusively by the Soulard Restoration Group, and the results have been tremendous.

At this initial meeting, several projects were either deferred or denied due to the lack of adequate detailing. Furthermore, the rear porch on Adolpho's Restaurant was denied, and the owner was instructed to remove and rebuild the porch at the proper size. Subsequent to this meeting, the Committee has used this approach each month. As a result, many previously unnoticed details are at times the subject of extensive discussion. Also, several projects have been deferred by the Commission because of the lack of adequate detailing.

The sensitive restoration of Soulard's facades is probably the single most important element in the successful redevelopment of our neighborhood. As Clark Rowley often says, "in redeveloping our neighborhood, we should constantly strive towards the creation of value." The centerpiece of this objective is the sensitive treatment of facade

restoration. Let's face it, when a new-comer or visitor arrives in Soulard the first thing they see are the many and varied streetscapes which are comprised of the blend of the buildings similar in size, details and proportions. Additionally, each building has unique features. The preservation of these details is essential to the long term success of our neighborhood's development. In the long run, the consistently sensitive restoration of facades will dramatically increase the value of our buildings and make the Soulard Historic District stand out in the City as the most well-executed preservation district. Such exclusivity is important because property owners benefit from increased value and new residents will be lured by the visual results.

The Code Committee is working hard to achieve this objective. However, to fully implement this objective we need your help. Members and residents of Soulard can assist in "creating value" by doing a few simple things:

1. If you see anyone doing work on the exterior of a building without a building permit—immediately call Tom Dobbin (771-7435 at home or 773-6300 at work) or Peter Sortino (664-2599 at home or 968-2850 at work). *Remember, work performed without a permit does not get reviewed by the Code Committee or the Heritage and Urban Design Commission!! Some of the most infamous examples of visual blight and money down the drain have been done without permits.* (e.g. The windows at the Reba L. Lounge). Therefore, your eyes are needed. The Committee can't see everything. If you see something extremely destructive occurring (e.g. a demolition without a permit) call the Heritage office (622-4497) and talk to Rob Killen or Jim Propotnik. Rob Killen works very hard and needs all of us to let him know about unauthorized work!!

2. If you are planning on doing work yourself or if you know a neighbor or friend who is planning to do some work in Soulard, have them contact the Code Committee so that a meeting may be arranged to discuss the project. In many instances, a few suggestions from the Committee can lead to a quick approval by the Heritage Commission and an improved visual result for Soulard!

In conclusion, let's work together on a basic item — **Let's maintain our Historic Neighborhood's features!! Don't hesitate to contact the Code Committee if you have any questions!!**

(This article represent the first in a series of articles on the progress of the efforts of the Code Committee. We will look forward to talking to you each month in "The Restorationist" and more importantly, we look forward to hearing from you!)

4th of July ballgame with Lafayette Square
"Vicki says rah as Jeff Jacoby takes another one out."

Photo by Bill Mundy



Soulard Victorious Again over Lafayette Square

Once again the Soulard Restoration Group has shown its superior athletic ability by thoroughly trouncing the Lafayette Square Restoration Committee in the annual softball game, which was held July 4th at Lafayette Square. Even LSRC's matching T-shirts could not protect them from the mighty SRG and the necessity of, once again, buying the beer for next year's game.

The SRG team, assembled through Vicki Renisch's famous strong-arm telephone techniques, was coached by the ever-analytical Ed Bushmeyer, with pitching skills provided by Rob McDonald of the Tammany Hall team fame. Steve Snodgrass started the game off right with a home run as our first batter. Cecelia Cappiello not only demonstrated that playing catcher can be a contact sport, but also managed to hit a line drive over the shortstop's head, even

without Jeff Jacoby's coaching help. Dan Compton in centerfield made a "major league" catch (on one of the plays where the fielders *didn't* collide). Even Ron LeBard's taking over on third from Kirk Williams late in the game had no ill effects, although he kept telling us it would.

After assuring beer for next year's game, the "real" players relaxed and several pick-up games followed, which gave the opportunity for some of our less athletically inclined members to show their stuff. (We finally did get to see Vicki run). Our pitcher Paul made a valiant but unsuccessful effort to catch a hit made by one of LSRC's six-year-olds, but ended up in the dirt instead. And Pam Mundy's shoes on Gail Waschnicht's feet also performed well.

Look out LSRC, we'll be ready for you next year!

Rob McDonald pitches 4th of July
"Here's pitching at you."

Photo by Bill Mundy



Household Tips for the 19th Century Home

My Aunt Etta passed away at the age of 93 several years ago. For a major part of her life, she was in domestic service in prominent St. Louis homes. In going through her things, I found a wealth of books and notes on handy how-to's, some of which are very applicable to homes with features of the 19th century and especially to the restoration-in-progress home. Anyway, I thought it would be fun to share some of these tips with fellow restorationists, so here goes. The following tips are taken from a book called **Household Hand Book** published by the Rumford Chemical Works in 1859. One got the book by mailing in 10 cards from Rumford Baking Powder one pound cans.

To Clean Cut Glass: A soft brush is necessary. In drying it, a good plan is to pack it in plenty of fine sawdust, as this will absorb the moisture where the cloth cannot reach. Sawdust and chamois leather used as polishers after cut glass has been thoroughly washed in soap-suds, will make it glisten and sparkle.

To Clean Rusty and Blackened Knives: Use a half a raw potato dipped in brickdust. This will also clean any rusty metal. And you thought that brick dust was just a nuisance!

To Clean Copper and Brass: If copper or brass is very dirty, put some fine salt on a plate, dip into it a cut lemon and rub on metal. The strong acid will remove the worst stain.

Look for more helpful hints in the next issue of the newsletter.

by Amy Dawson

New People in Soulard

Soulard welcomes with great joy these new people to our neighborhood.



Alex Maksimovich of 12th Street.
Son of Judy and Peter Maksimovich.

Julie Staples Dawson, named after
Julia Soulard. Daughter of Amy
and Frank Dawson.

Holly Rose Compton, the newest
arrival. Daughter of Sherry
and Dan Compton.

Zachary Dennis Lang, another
12th Street resident. Son of
Laura and Dennis Lang.

THE EASY FINANCIAL DECISION



AN INSURED MONEY MARKET ACCOUNT

In times like these, it's refreshing to be able to make an easy and sensible financial decision. And opening a CWE Daily Cash Reserve account is an easy decision to make. Take a close look at the benefits of having a Daily Cash Reserve account at CWE:

- Your account is insured to \$100,000 by the FSLIC.
- You earn high money market rates when you keep a \$2,500 average daily balance.
- You can make deposits and withdrawals—even write checks.
- You get an itemized monthly statement.

Get a cash gift up to \$30 when you open your Daily Cash Reserve account.

When you think about it, an insured money market account at CWE is the modern, convenient and financially secure account to have. Open one today. It's a decision you'll be glad you made.

CWE
Central West End
Savings and Loan
415 DeBaliviere
367-8800



JEFFERSON GRAVOIS BANK

2604 S. Jefferson Ave.

HOME IMPROVEMENT LOANS

Hours; Bank 9-5

Drive-In 8-6

Saturday 9-12



EQUAL HOUSING
LENDER



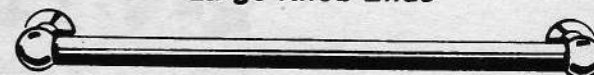
Formerly Joe's.

2400 So. 12th St.
772-4710

Open Daily 9 a.m. to 9 p.m.

Checks Cashed • Money Orders
We accept Food Stamps and WIC Vouchers

Solid Brass Victorian Styled Towel Bars
Large Knob Ends



18 inches - \$ 19.00

24 inches - \$ 23.00

48 inches - \$ 34.00

Please add \$ 2.00 Shipping & Handling

Send Check or Money Order to:

Marble Sink, Inc.
4252 Castleman
St. Louis, Mo. 63110

WELCOME BACK Soulard Style

by Nancy Ray Farber

Recently, my husband and I moved back to Soulard. Having been away from our home and neighborhood for two years, we were both very excited as well as anxious about getting back into the swing of rehabbing, city living and adjusting to the changes.

Our "welcome back" from old friends and neighbors (and lots of welcomes from new neighbors!) was fabulous; but even more heart warming were the silent "welcome backs" that were brought about through the dedication, hard work and commitment to this neighborhood.

Sure, there are some fine houses that are still being speculated on, but for each of those irritating hindrances, there are many more former shells which have become beautiful residences.

Sure, there still are rotting cornices with intricate scroll work which are crying for attention and paint, but the completed cornices and wood-work which have carefully been painted in detailed color combinations, are exiting as we discover more and more of them.

Sure, there are still plenty of yards and alleys cluttered with old appliances, dead cars and trash, but on our many evening walks, how fun it is to discover, with Alice-in-Wonderland-like peeking, a Soulard garden with a carefully maintained yard and colorful flowers.

The most exciting and beautiful change in Soulard is the additions to families; new babies are everywhere and certainly this shows us that our Soulard is really alive and growing!

The amount of work may, at times, seem endless, but having left and come home again, we say "Thank You" for your work and belief in your neighborhood: it's the greatest welcome back, Soulard style.

PHONE 776-5159



**MORAND'S
HARDWARE & SUPPLY, INC.**
PLUMBING & ELECTRICAL SUPPLIES
KEYS MADE - PAINTS & GLASS

RON & AUDREY

1801 PESTALOZZI STREET
ST. LOUIS, MO. 63118



Clementines

2001 Menard at Allen

664-7869

"Breakfast, Lunch & Dinner"

open 6 a.m.

Window Raffle, *from pg. 1*

bevel is a series of scroll-work motifs played against faceted glass jewels. This type of window was used in St. Louis and the Eastern region of the country during the Victorian era. The predominant shades of this Mithra production are earth tones with hints of blue.

Donations of one dollar will be accepted by SRG board members, Mithra Glassworks, House Tour Committee, and the SRG Housing office. The recipient will be chosen Sunday, September 18, 1983 at 2:00 p.m. in Pontiac Square. For more information, call 664-2797.

Complete
Auto Service and
Auto Alarms



Self Service
and
Full Service

SCOGGIN'S AMOCO

AT THE CORNER OF 7TH AND RUSSELL

776-0092

OPEN: 6-10 Mon.- Fri. • 7-9 Sat. • 9-5 Sun.

Register to Vote!
at
Barr Branch Library
Jefferson & Lafayette
Until 7 p.m.
Mondays & Wednesdays
or
ALL DAY SATURDAY
No I.D. Needed

**Interiors
On A Shoestring**
INTERIOR DECORATING AT
PRICES YOU CAN AFFORD

- Color Coordination
- Fabric, Wallpaper and Accessory Selection
- Window & Floor Treatments
- Furniture Layout

Specializing In Older Homes

776-2949

Brewing , from pg. 1

Soulard, but they were inadequate for commercial brewing, and man-made cellars had to be built by most breweries. The best caves were located to the north and west of Soulard. As to the work force, it was never very large (maybe 700 employees at the local breweries in 1879) and although many breweries were founded by immigrants, the labor appears to have followed the breweries, rather than vice versa.

If there was a particular reason for breweries collecting in Soulard, it was essentially one of timing and urban growth, and to appreciate this one must understand the history of brewing. The year 1840 is a watershed one in brewing history. Prior to that date, brewers produced only top fermented malt liquors such as ale and porter. With the dawn of a new scientific era a gradual change started to take place which revolutionized the brewing industry. This change was the substitution of bottom-fermented or lager beer for the older types. Aside from differences of production and taste, there was one very significant difference between the two styles, which guaranteed a rapid growth of the industry and the dominance of the new product. The brewing of top-fermented beers had been practically limited to the winter months because top-fermented beers were difficult to store, and could be manufactured in summer months only with great difficulty. Lager beer, on the other hand, required a much longer period of aging. "Lager" is derived from the German verb "lagern", meaning to stock or store, and fermentation occurred during this lagging period while the beer was stored in cool caves or cellars. The effect of this change to lager beer brewing was to make malt liquors available year round, rather than just in cool months, and it's not hard to figure the effect this had on the industry.

The brewing of the first lager beer in St. Louis is credited to Adam Lemp about 1842 at his brewery at 32 South Second Street (near the Old Cathedral). During the next decade, the city's three largest breweries continued to produce ales, but at least thirteen new breweries were erected, mostly for the production of lager beer. None of these breweries were established in the Soulard area, as land was then available must closer to the city core.

It wasn't until the decade of 1850-60, when St. Louis' population more than doubled from 74,500 to 161,000 that the search for open land brought brewers to Soulard. In 1850 William Stumpf opened his brewery at the southwest corner of Decatur (9th) and Ann and a Mr. Schneider opened

another on Arsenal between 2nd Carondelet and 7th Street. By the beginning of the Civil War, Mr. Schneider had sold his brewery to the firm of Hammer and Urban who quickly lost it to their principal creditor, a soap dealer by the name of Eberhard Anheuser. His new Bavarian Brewery produced 2700 barrels of lager beer in 1860, making it the twenty-sixth largest of the city's forty breweries, eleven of which were in Soulard. William Stumpf's brewery was the eight largest, having produced 4000 barrels.

As much as three-quarters of the city's population growth during the 1850's is attributable to German and Bohemian immigrants, and many took jobs in the breweries. In days when the work schedule was 10-12 hours a day, 6 1/2 days a week and public transportation was non-existent, workers had to live near their jobs. Most of the "beer barons" also lived nearby and Adolphus Busch, Eberhard Anheuser's son-in-law, who joined the firm in 1865, lived just east of his private stables, which now house some of the famous Clydesdales. It was the breweries and other industries that settled in the Soulard area, therefore, which prompted this neighborhood's residential development and, as so many of its inhabitants and builders were recent arrivals to this country, the building styles were drawn directly from the Old Country, giving Soulard its uniquely European flavor.

NEXT ISSUE: The breweries of 19th century Soulard and the rise of Anheuser-Busch.

PHOTOGRAPHY CONTEST

Contest Theme: Soulard in Progress

1st Prize \$100.00
2nd Prize \$ 50.00

All entries must be matted photographs at least 5 x 7 and have photographers name and address and phone number on back. Can be either Black and White or Color.

All photographs will be on display at Pontiac Square in Soulard on September 17th and 18th, 1983. Prizes will be awarded September 18th, 1983.

Entry Deadline — September 10, 1983 — 6 p.m.

All photographs become property of Soulard Restoration Group.

Mail or Deliver to:

SRG Housing Office:
1216 Russell Blvd.
St. Louis, Mo. 63104

For more information Call 664-2797.

'83 Fall House Tour Ticket Request

I would like to order _____ tickets for the 1983 Soulard House Tour.

Please mail the tickets to:

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Amount Enclosed: \$ _____

Tickets: \$3.50 each; \$4.50 after September 10, 1983. Children under 12 free if accompanied by an adult.

Make checks payable to:

Soulard Restoration Group
1216 Russell Boulevard
St. Louis, MO 63104
(314) 771-5563

CITY NOISE ORDINANCE EXPLAINED

Although Souland has quieted down in recent years, as warm weather brings all of us outdoors, the neighborhood's noise level *increases* and your patience might decrease. If you've ever called the police, you've probably been met with indifference. The desk sergeant will probably tell you it's not illegal for your neighbor to play his stereo loudly or for him to run his table saw at 1:30 A.M. After getting such a run-around last year, I personally checked the City of St. Louis' noise ordinance. So here's what's legal and illegal. I've included the ordinance numbers so you can sound very knowledgeable to a policeman who's either playing dumb or is just too lazy to look up the law.

HORN HONKING (15.50.020)

"The sounding of any horn or singal device on any street car, motorbus, motorcycle, automobile or other vehicle *while not in motion* on a public street . . . and the sounding of such device for an unnecessary or unreasonable period of time is prohibited."

LOUD MUSIC (15.50.030)

It cannot be loud enough to disturb the "...peace, quiet, comfort or repose of neighboring inhabitants." The sound cannot be louder than needed for normal hearing in whatever room, car or "chamber". The listener must be "voluntary". A stereo (or amplifier) cannot be played between 11 P.M. and 7 A.M. if it is "plainly audible" at a distance of more than 100 feet. Hear that 1860's Saloon? / SAID, hear that?

ALL PETS — Except Ted, of course (15.50.040)

Long, continued noises cannot be "...distinctly heard..." at a distance of more than 100 feet from its source.

LOUD AUTOMOBILES (15.50.050)

Automobiles that are "...so out of repair, so loaded..." that they create a "...loud and unnecessary grating, grinding, rattling or other noise..." is illegal. Section 15.50.070 also states that noisy mufflers are verboten, but then, *WE* all knew that — right Cecelia? My car will probably have been sold by the time you read this!

THE WEW FIRE TRUCK AND THE AMERICAN LEGIONS TRAINS (15.50.060)

If they don't blow their sirens, whistles or bells — then it's just peachy. If they do, then its back to Stadium Plaza, Mr. Stanley! Which brings me to Mr. Softee ice cream trucks...

BUT I WORK DURING THE WEEK! (15.50.080)

You *cannot* erect (or excavate for), demolish, alter or repair *any* building *on Sundays*, unless the work is "...in the interest of public safety..." You must have a permit for Sunday work. This permit is only good for *three days* and must be renewed if the "emergency" continues.

LOUD SPEAKERS (15.50.100)

They can't be used for "attracting attention" or for advertising. Take notice all you politicians out there.

BAND MUSIC IN STREETS AND CHURCHES (15.50.120)

In other words, Hilary should always remember to get a parade permit. It is also sinful for "...any musical instrument in any house of worship on Sunday during the hours of worship" to be played. Really, Pastor Golterman — you'd better can the trumpet player! Does the organ count, also? Now I know why the Charismatics at St. Peter & Paul worship on Saturdays. Military bands can parade on any day except Sundays — which we all *NOW* know is a day of rest.

BUT MY MONKEY REALLY GETS OFF ON IT, OFFICER (15.50.130)

Hand organs or other musical instruments are a no-no on streets, alleys or Interstate 55. Unless, of course, you use it for a "...military parade, burial or other procession, or seranading party."

So there you have it, *THE LAW*. Now, if you can just get a third district police offier to listen to you — then you'll be in business. Use that phone, quote those ordinance numbers and perhaps you'll have a serene summer and fall.

copyright 1983
by Paul C. Kjolrie

Bob England

specializing in rehabilitation
and investment properties

VOGES

REALTORS

4508 Hampton
353-6400/772-0368

**MICHAEL P. DAVID
AND
RICHARD L. GEISSAL, JR.**

ARE PLEASED TO ANNOUNCE
THE FORMATION OF A PARTNERSHIP
FOR THE GENERAL PRACTICE OF LAW,
TO BE KNOWN AS

DAVID & GEISSAL
816 LAFAYETTE
ST. LOUIS, MISSOURI 63104
(314) 231-0808

Trinity Lutheran Church

1805 South 8th Street

SERVICES

Sundays 10:15 AM - Saturdays 5:00 PM
During July & August, an additional Sunday
service at 8:00 AM.

Historic Trinity Church is a fellowship of Christian
worship, education, and service. It welcomes to its
worship services persons of all religious and ethnic
backgrounds and lifestyles.

For information, call Pastor Sam Goltermann at 231-4092

Since 1912

Edele & Mertz Hardware

2707 So. 7th Street
776-2525

"The Only Hardware Store in Souland"

**GLASS CUT • WINDOWS REPAIRED • PAINT
PLUMBING • ELECTRICAL • KEYS CUT**

Redeem this coupon for 10% discount, on cash sale only

New Banners Coming

The Soulard Restoration Group is updating their banner project with the installation of additional Soulard Historic District banners at each of the nine area entrances. The purpose of a second banner will be to advertise upcoming neighborhood events, according to a Group spokesman.

Mark Lyman, banner project coordinator, credits Anheuser-Busch Employees' Credit Union and Centerre Bank with this project's funding. Both institutions contributed matching \$1,500 grants to the Soulard Restoration Group for the banners.

The new additions, complementing the nine existing entrance markers, will be green with white trim and patterned after the originals. Last year the Group placed the boundary markers to "help the many visitors to the area identify this historic district and give the neighborhood residents a cheerful greeting each time they return home," said Lyman.

These new banners feature removable plaquets on each side which can be changed to advertise each new event, such as the Fall and Christmas House Tours.

Yes! I want to join the Soulard Restoration Group.

Here's the information and my check. Let me hear from you as soon as possible.

NAME(S) _____

TYPE OF MEMBERSHIP: ☐ Individual (\$15) ☐ Family (\$25) Two voting members
☐ Senior Citizen (\$1) Name of sponsoring SRG member: _____

ADDRESS _____

CITY _____ ZIP CODE _____

Cut along dotted line and mail with your check to:

Soulard Restoration Group
 PO Box 13312
 Soulard Station
 St. Louis, MO 63157

Make checks payable to The Soulard Restoration Group. Remember, your dues are tax deductible.



Drop-In Bridge

Gardenville Community Center, 6651 Gravois, will continue its weekly "Drop-In" Bridge Games each Thursday afternoon at 1 p.m. during August. The sessions are designed for experienced players, but one of the Center's regular Bridge teachers will be on hand for anyone needing help with their bidding or play. All singles or partners are welcome any Thursday, and refreshments will be

served. Free parking is available adjacent to the building at Gravois and Kings-highway. Reservations are not required, but for information you can call Gardenville at 352-1350.

(A non-profit activity.)

Thank you,

Lee Coffee
 773-5311 or 862-7600

ST. LOUIS STAIRCASES

776-3054

WE OFFER:

- Repair
- Restoration
- New Construction
- Design
- Contemporary and Period

ADDITIONALLY WE PROVIDE:

- Complete Interior Carpentry
- Materials and Installation of Woodwork, Moldings & Doors

Member of Missouri Historical Society

All At Reasonable Prices

Commercial Residential

IN LAFAYETTE SQUARE

EUTOPIA

HAIR / DESIGN

231-3464

1901 PARK AVENUE
 ST. LOUIS, MO 63104

\$5 OFF ANY SERVICE
 FOR SOULARD RESIDENTS
 FIRST VISIT

Shower Converters for Claw Foot Tubs

Also:

- Shower Doors
- Bathroom Walls & Stalls
- Bathroom Vanities
- Cabinet Sinks
- Water Heaters
- Copper & Plastic Pipe and Fittings
- Bathtubs & Toilets
- Stainless Steel Kitchen Sinks

HENRY
 Plumbing Supply
 3124 Chouteau
 (Just East of Grand)

773-3636

Uncle Ben's
 * CHEESE *
 Soulard Market



"Live a Little"

This Coupon entitles bearer to a

Free

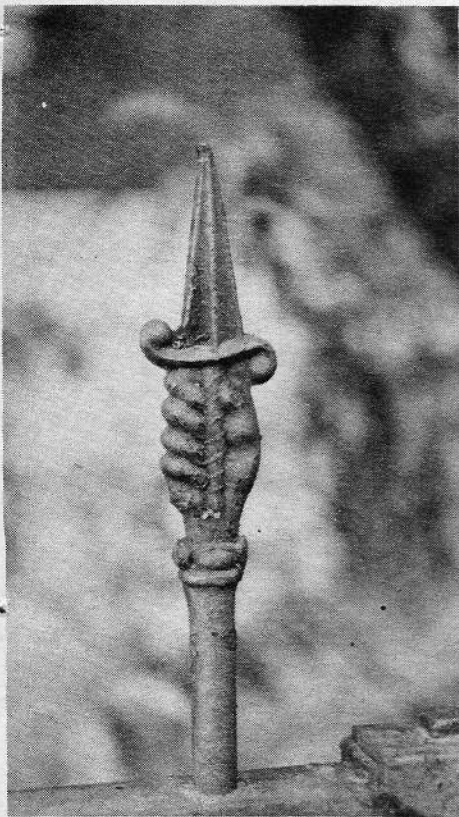
Coke or Coffee

At DAIRY QUEEN
 Broadway & Lafayette

Thiesan's Dairy Queen
 1700 S. Broadway
 Across from Historic Soulard
 421-4951

Coupon good only during 1983 SRG sponsored Events.

ADULTS ONLY — ONE DRINK PER CUSTOMER



Fence-Hand with dagger
"Wouldn't you love to have this fence
in your front yard? Where is it?"

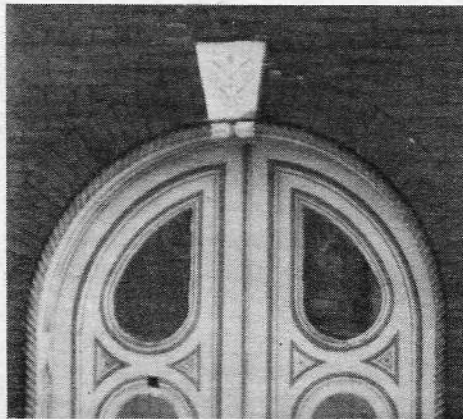
Photo by Bill Mundy

City Carpentry Services

- Framing, Woodwork, Cabinets,
Doors, Etc.
- Drywall Hung & Taped
- Painting
- Electrical & Plumbing Repair

Estimates Over the Phone

776-2949



The photo below was correctly identified by Jim Marquis as the house near St. Agatha Church — once owned by Tom Farmer.

WHEN A HOUSE NEEDS A HELPING HAND™



THE **PermaJack**® SYSTEM

STABILIZES YOUR
FOUNDATION ON BEDROCK
WITH HIGH PRESSURE
HYDRAULIC EQUIPMENT

BUILDING FOUNDATION STABILIZING

ECONOMICAL TO INSTALL

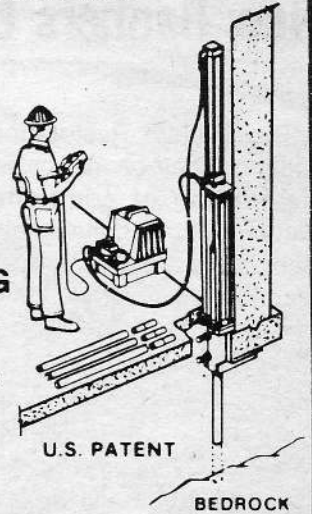
FROM THE OUTSIDE (OR INSIDE)

NO EXPENSIVE EXCAVATION

AVERAGE JOB TAKES TWO DAYS

Perma-Jack
9066 Watson Road

843-1888



U.S. PATENT

BEDROCK



Allstate®

BOB MARTENS

Account Agent

11062 Olive Street Road

St. Louis, Missouri 63141

Bus. 569-0200 • Res. 352-4743

Designs of Distinction

2425 South 12th (at Victor)

772-3460

Unique Line of Imported Silks

Fresh Cuts & Gift Items

Stop in and see us!

EXCEL

664-7679

QUALITY ROOFING

SEAMLESS GUTTER

Over 33 years at same location

2638 Lynch

No Sub-contracting

**We Are Proud To Represent
THE SOULARD HISTORIC DISTRICT**

The Original 7th Ward Regular Democratic Organization

The Honorable Sorkis J. Webbe, Jr.
Committeeman, 7th Ward

The Honorable Sam Louis
Alderman, 7th Ward

The Honorable Shirley Murray
Committeewoman, 7th Ward

The Honorable Michael David
State Representative, 63rd District

For your convenience, our office at 2701 Shenandoah is open
Saturdays, 10 a.m. until 2 p.m. or call us at 772 3800

Greg and Jeanne Gardner

by Clark Rowley

For Greg and Jeanne Gardner, the path to their recently purchased home in Souland started in Germany. They were both serving in the U.S. Air Force there, and they loved the architecture, the market-oriented life style and the Old World flavor.

When they came to St. Louis, they were interested in purchasing in an area with ethnic overtones and, hopefully, an Old World touch, which eliminated most of the county and suburban areas.

Fortunately, there was somebody who worked with Greg who knew about Souland, and so they explored our neighborhood. During an early trip, Jeanne relates that they were visiting the market, and she was delighted to overhear two older ladies gossiping in German.

Now they are the owners of 727 Shenandoah, a completely rehabilitated townhouse with two bedrooms, a bath and a half, full basement and a third floor, with an island in the kitchen. Laclede Partnership did the work to the specifications of the Gardners.

Greg works for McDonnell Douglas Corporation as a logistics engineer, and Jeanne is with Quality Heating and Air Conditioning, Inc. She is a bookkeeper

with the firm. Greg describes himself as an Air Force brat, and he has a checkered residential past. Jeanne is from Watertown, N.Y., a small upstate New York town with lots of trees and an 1880's town square.

The challenge confronting the Gardners at this point is the typical one: decorating, making curtains, acquiring new furniture and settling into their new home.

Jeanne is working on the curtains and has a considerable inventory of fabrics. She is going to be making rugs, too, since all the floors have been redone naturally. Greg is a furniture refinisher, joining a crowd in Souland, and they are starting to get a fix on antique outlets. Any assistance would be appreciated.

Meanwhile, the new washer and dryer have been installed in the basement, an important advance towards achievement of a civilized and genteel life in Souland. Greg is taking French classes, which may be a first for a Souland resident, and he will be starting soon to earn a masters degree in computer science. And Sam, their earnest and faithful dog, is quickly teaching Greg the best places to walk in Souland.

GRAPHIC DESIGN



Pat Finkelstein

2219 SOUTH TWELFTH ST.
ST. LOUIS, MISSOURI 63104
314/664-7558

■■■■■■■■■■■■■■■■■■■■ **SUNOCO** ■■■■■■■■■■■■■■■■■■■■

CAR CARE CENTER

2725 South Broadway (across from Anheuser-Busch)

Vehicle Inspection
Station



772-7693

SPECIALIZING IN COMPLETE AUTO & TRUCK REPAIR

■■■■■■■■ **GUARANTEED 90 DAYS, PARTS & LABOR** ■■■■■■■■

Welcome Wagon MAY BE FATAL

After a recent Welcome Wagon excursion, Vicky Renisch, a committee member, exclaimed, "This Welcome Wagon is going to kill us!" To date, no one has dropped over dead following an evening of welcoming new neighbors to Souland, although some Welcome Wagon (WW) committee members have complained of various symptoms. John Durnell experienced "a slight tipsy feeling" whereas J.R. Key was "very tired the entire next day."

Several studies are being conducted to determine the causes of what is now commonly known as "Welcomitis." Alice Jennings, WW Chairman, believes that the studies are a waste of taxpayers' money and that the illness is directly related to the modus operandi of the committee. When interviewed Ms. Jennings explained, "The Welcome Wagon Committee begins the evening by gathering at a bar, usually Tammany Hall. After a 'get-started' drink, the Welcome Wagon visits two to three new neighbors. At each stop, a bottle of champagne is uncorked. Next the champagne is washed down with a few cans of beer. It doesn't take a Ph.D.

in immunology to discover that one can begin to feel tipsy after two or four drinks. However, the response we get from the 'welcomes' is so overwhelming, it's worth the risk of contacting welcomitis."

Fortunately, experts claim that despite popular belief welcomitis is not degenerative or fatal and that in most cases all symptoms disappear within 24 hours. Even so, committee members agree a two to three week rest is needed before attempting another WW excursion. "Our biggest problem right now is the long recovery period. So many new people are moving into the neighborhood. The demand exceeds our means. If we muster up the strength for two WW's a month, we're lucky, when in fact what we need is enough members to staff two WW's a week. So many people go uncontacted."

Anyone interested in signing up for the hazardous duty involved in membership on the WW committee can call Alice Jennings at 773-0566.



ORIGINAL 1890 LETTERHEAD
1901 SOUTH BROADWAY • SAINT LOUIS, MISSOURI 63104 • (314) 231-2100
(LOCATED IN THE HISTORIC SOULAND AREA)

The Market Place

To place a "free" 20 word ad in the Market Place call Catherine Perry 771-5769

For Souldard real estate services, contact neighborhood specialist Clark Rowley at John R. Greene, Inc. Call 773-3543 or 231-1850 or stop at 2322 South 12th Street.

Appropriate exterior paint colors add considerably to the eye appeal of your Souldard home. For helpful suggestions on colors and paint, contact Clark and Karen Rowley at 773-3543.

Free wood chips are available from the secret wood chip burial ground. They are helpful to slow moisture loss and growth of weeds in your garden and around your street trees. Secret Captain Swami maps to the location of the wood chip mother lode are available by calling 773-3543. Ask for Clark.

Stove for sale: White porcelain, superior #416, 2 ovens, (grapes and leaves on one door), 5 burners, in pieces. Make offer. Alene Versen — 664-6342 p.m. only. Bridge & Beach & Co., St. Louis.



Millard Fillmore Athletic Club Wins Two Softball Divisions

The Millard Fillmore Athletic Club, 1706 South 9th Street, clinched championships in two softball divisions for the 1983 season. With five games remaining, M.F.A.C. has won 17 games while losing only 2. Divisions won are A.S.A. Monday night at Lyons Park and Khoury on Friday night at Lafayette Park.

By virtue of the two first place finishes, M.F.A.C. will play in three tournaments during August and September. The Khoury League Class A Tournament will feature all first place teams from Missouri, Illinois and Kentucky. The Metro St. Louis A.S.A. Tournament includes all division winners in the St. Louis area. The final tournament will be the A.S.A. Midwest Regionals. The three finalists in this tournament advance to the National Championships to be held in Kansas City.

The overall record in regular and post season competitions for M.F.A.C. is 88 wins and 19 losses for three-plus seasons. At the end of the 1983 season, M.F.A.C. should easily have a team record of more than 70 games over .500.

At the oldest bank west of the Mississippi, we understand what preserving the proud heritage of old St. Louis is all about. Contact The Boatmen's National Bank of St. Louis when your restoration plans are ready. We lend money to credit worthy persons.



**THE BOATMEN'S
NATIONAL BANK
OF ST. LOUIS**



**EQUAL HOUSING
LENDER**

Member FDIC

100 N. Broadway, St. Louis, Mo. 63102 425-7500

"A Part of Souldard since 1914"

**M. Schmitz
Market**
1732 South 9th Street

Visit the

*Souldard Market
Spice Shop*

in the center of Souldard Market

outdoor lighting

Gardens, Patios, Courtyards

THE 12V SYSTEM FOR PROFESSIONAL RESULTS

Low voltage lighting provides beauty and security for your home

- complete systems . nothing extra to buy
- energy efficient, consumes less than 60% energy of conventional lighting
- simple, do-it-yourself installation
- easily relocated or expanded
- safe, harmless . . . no shocking
- weather proof
- no permit required
- 42 different fixtures available


**hydro
dramatics**

Fountain Division Missouri Machinery and Engineering Co.

fountains

Garden Pools

Designed —
Engineered —
Commercial —
Institutional —
Residential —
Complete
fountain services



2nd Street
Laclede's Landing

(314) 231-9786
918 So. Fourth St.
St. Louis, Missouri 63102