

Soulard Mardi Gras

SAINT
LOUIS

SAT. FEB. 8, 1986

"LE CARNAVAL"

Schedule of Events

**FRI., FEB. 7,
8:00 PM**

**The
Soulard
Mardi
Gras
Ball**

Hors d'oeuvres, open bar,
and dancing! Rex and
Comos crowned. Admis-
sion limited, so get your
tickets now! Costumes or
formal attire only.

See page **6-7**

**SAT., FEB. 8,
8 a.m. - 1 p.m.**

**Creole
Cajun
Cook-Off**

Watch the area's best
chefs compete in amateur
and professional
categories.

See page **18**

**SAT. FEB. 8,
10 a.m.-3**

**Taste of
Soulard**

Sample specialties of 14
Soulard restaurants and
pubs. Ticket, \$10, entitles
bearer to five 'tastes' of
his or her choice.

See page **19**

**SAT., FEB 8,
4 p.m.**

**Float
Contest**

See Mardi Gras float
entries in all their
colorful array! A must
for the kids. Judging is
at Budweiser parking
lot, at 11th and Lynch
Streets.

See page **8**

**SAT., FEB. 8,
5 p.m.**

**Mardi
Gras
Parade**

Bands! Floats! Balloons,
Beads and Banners! Rex
and Comos enthroned!
See centerfold for
parade route. Come enjoy
the fun!

See pages

12-13

Mardi Gras



Soulard Mardi Gras Association

Hilary Clements, *President*
Hank Moore, *Vice President*
Carolyn Swindell, *Treasurer*
Sharon Schlarman, *Secretary*

Robert Printz

Gary Hibdon

Dan Baddock

Carolyn Radford, *Promotional Director*



1986 Soulard Mardi Gras Committee Chairmen

Robert Printz, *Ball*

Gary Hibdon, *Parade and Float*

Sharon Schlarman, *Newspaper*

Bill Vann, *Poster Contest*

Joile Mackney, *Float*

Jim Marquis, *Cook Off*

John Kinne, *Taste of Soulard*

The Soulard Mardi Gras is an annual event
sponsored by the Soulard Mardi Gras Association, Inc.,
1017 Russell Blvd., St. Louis, MO 63104



enjoy



THE 1986 SOULARD MARDI GRAS
“LE CARNAVAL”
WITH



A CELEBRATION



"Le Carnaval", the seventh annual Soulard Mardi Gras festival of fun and feasting is well underway. Mardi Gras traditionally is celebrated as the carnival before the Lenten fast. In ancient times, because the lunar calendar year didn't quite match up with the end of the solar calendar year, it created a few extra days outside of time when the customs and rules of society could be abandoned. Folks could pretend to be whatever they wanted to be. Today, it is much the same. A creation of fanciful illusion with masks, costumes, flags, banners and balloons. Street parties, music and special food. Rex and Comos enthroned on the Mardi Gras Association float, followed by other regal creations, bands, antique cars, clowns and majorettes. Come on down. Enjoy, "Le Carnaval".

Music Mardi Gras Day

Afternoon: Ron Edwards and Doc Terry,
Bottleneck and Blues

Evening: Henry & Vernell
Townsend and
Ron Edwards



4 PM to 1:30 AM

825 Allen, Historic Soulard 241-2971

everyone is talking about our

**東華 MANDARIN
CHINESE
CUISINE**

FULL BAR... Oriental
& Regular Drinks

Chinese New Year
special menu with
festival souvenirs
February 10 - 15, 1986

**CHINA
KING**

one block east of
Soulard Market across
from Manufacturer's Bank

Daily til 9 p.m. Fri. and Sat. til 10 p.m.
Closed Sunday

In addition to our regular menu
Special Dinner Buffet
Served on Mardi Gras Day
12 different items
All you can eat
\$6.95 per person
Begins at 5 p.m.

RESTAURANT

1728 So. Broadway
free parking at rear
421-5260

*If you're tired of the same old night spots and the
same dull crowd...
Get away and catch the fun at...*

JO ANN'S 12TH STREET RAG
1928 So. 12th Street
231-0378

*Talk to Ms. Kitty and the Girls, or Not!!!
Friendly atmosphere, good music, crazy parties,
cold beer, cocktails, appetizers*

HOURS: Monday thru Saturday
10:00 A.M. to 1:30 A.M.

LET IT ALL BEGIN..... SOULARD SALOON SAFARI 1985!!!

By Carolyn Radford

Budweiser and the Soulard Mardi Gras Association held the 5th Annual Soulard Saloon Safari on November 14, 1985.

The evening's festivities began at 5 o'clock as patrons, artists, sponsors, entertainers, and the media began to arrive at the Allen Avenue Pub, located at the corner of 9th and Allen.

At 6:00, a special ceremony was held to announce the winner of the Mardi Gras Poster Art Contest. This year's winner, Eileen B. Dailey, was presented a \$500 award by Budweiser. The poster represented the theme of this year's Mardi Gras, "Le Carnaval."

Safari goers rushed to purchase their \$3.00 boarding badges. Each badge, used to get on the buses, had been numbered. All 20 participating establish-



SOULARD SALOON SAFARI

ments received a \$30 gift certificate donated by Budweiser, redeemable at the Anheuser Busch gift shop. These prizes were given to the lucky people whose number matched the previously drawn numbers posted in each saloon.

By 7:00, everyone was waiting expectantly for the arrival of the transportation. Three Greyline buses departed from different locations at 7:30, thus kicking off the celebration.

Costumed tour guides led Safari goers into each stop. They would announce their arrival by ringing a bell, which also let the people wanting to move on know that a bus was ready to head on to the next saloon.

Safari revelers enjoyed many diverse parts of Soulard. From Music to Food to Drink, they became acquainted with the best that Soulard had to offer.

DESIGN BY DAILEY WINS!!!

By Victor Gazell

Eileen B. Dailey, a commercial artist from St. Louis, submitted the winning design in the 5th Annual Soulard Mardi Gras Poster Art Contest. The event, sponsored by Budweiser, drew many entries from professional and amateur artists. A \$500 check was presented to the winner at the Allen Avenue Restaurant by Hilary Clements, President of the Association. Her poster, figures in colorful pastels, evolved from a series of pieces she did for a showing last year.

Eileen attended Meramec Community College for two years, receiving an Associate in Arts Degree. Moving on to the University of Kansas and studying under Jerry Lubinsky, she received a Fine Arts Degree in Painting. These two years had the most influence on her work according to Eileen. She also has studied photography with John Nagel at Meramec C.C.

This talented woman is an art director for Coleman and Associates Advertising Agency. She also works as a production artist for Richard Rose Design. Eileen works two days a week in her own studio devoting this time to her true



interests, drawing, painting, and photography. She has had two solo exhibitions and is currently having her third at the Tom Seghi Gallery in the Delmar Loop.

Eileen is a board member of the local chapter of Women's Caucus for Art. The

organization provides a network for artists and opportunities for women to show their work.

"The chapter is 200 strong and open to both women and men. Congratulations Eileen."



The winning design for the 1986 Soulard Mardi Gras Poster Contest was entered by Eileen B. Dailey. Her poster was chosen from over 70 entries in the contest. This year's judges were Ken Dowd, a local illustrator; Wes Cutter, Art Director with D'Arcy, MacManus, Masius Advertising Co.; and Dan Ford,

an airbrush illustrator.

1986 posters are available, free of charge, at all participating establishments. A limited number of posters, hand-signed by the artist, can be purchased from Hilary Clements, 421-3125, for \$25. Also, posters from

previous years are available for three dollars. These can also be purchased at the Framery, 1206 Russell, next to McGurk's.

Again, congratulations to Eileen for continuing the fine tradition of the Soulard Mardi Gras Poster.



1985



1984



1983



1982

SOULARD MARDI GRAS BALL



The 4th Annual Souland Mardi Gras Ball will get under way at 8:00 p.m. on Friday, February 7th at Preservation Hall, 1921 So. 9th Street in Souland. A limited number of tickets are available at \$25 per person or \$50 per couple. There will be an open bar, hors d'oeuvres, music, and dancing.

Costumes or formal attire is required. The best costumed gentleman will be crowned Rex, King of the Carnival, and the winning lady will be Comos, his Queen. They will be selected by a panel of judges during the ball. Together they will reign over the Souland Mardi Gras festivities on February 8th and be enthroned on the Mardi Gras Association float in the parade.



Beautiful Food by Renee Deall



SOULARD MARDI GRAS BALL

MENU

Pate Maison (with cognac & currants)
served with cornichons & French bread

Chicken and Walnut Pate
served with rye breads

Eggplant-Mushroom Pate
served with pumpernickel breads

Antipasto Tray
including
Kalamato & California Olives
Roasted Peppers
Caviar Stuffed Eggs
Marinated Mushrooms
Marinated Cauliflower
Mozzarella al Pesto
Filsette Salami (thinly sliced)
Tapenade (tuna, anchovy dip)
served with sesame crackers

Spinach/Rice Balls
with cucumber dill dip

Parmesan Puffs
filled with herbed cheese & potato filling

Pissaladieres
individual tomato/onion/olive tarts

Stuffed Vegetable Platter
including
Stuffed Cucumbers (smoked salmon)
Stuffed Mushrooms
Stuffed Radishes (blue cheese/bacon)

Finger Sweets
including
Miniature Cheesecakes (blueberry & cherry)
Fudge & Pecan filled shortbread
Lemon Bars
Pecan Diamonds
Apricot-Almond Cookies
Raspberry & Fudge Brownies

Cinnamon Coffee, Cream, Sugar

PAR EXCELLENCE!!

The master of ceremonies will be one of the St. Louis Crackerjack Men of 1986, Steve Erich. This handsome lad will govern onstage activities during the ball. Steve is a Kirkwood High School graduate and attended the University of Tulsa and currently is working at the posh Ralph Lauren shop at Plaza Frontenac.



Hilary's

Piano Bar & Cocktail Lounge

MARDI GRAS DAY

JAZZ SAT.

1:00 P.M. till 5:00 P.M.
PEANUTS WHALEN QUARTET

PIANO BAR

6:30 till 8:30
MICHAEL LACEY

JAZZ

8:30 P.M. till 12:30 P.M.
KENNY RICE QUARTET
FEATURING SHERRY TILLMAN

1015-17 Russell Blvd.
Saint Louis, Missouri 63104
(314) 421-3126



TASTE OF SOULARD Bits of Fish or Chix Wings

Open for Breakfast Feb. 1st
6:30 A.M. — 11:00

Lunch 11:00 A.M. —
And
Dinner — Midnight

8th & Soulard Sts.
St. Louis, MO (314) 241-8282

Shirlee's Resale

Furniture • Collectibles • Household • Baby Items

Fri. & Sat.
10 AM to 4 PM
1704 So. 9th St. St. Louis, MO 241-8610

MARKET PLACE

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BUY • SELL • TRADE
DAILY 11:00 — 6:00
1700 So. 9th at Lafayette
in Historic Soulard

— 241-8610 —

Custom Stained Glass
by Linda Tasse

**Congratulations
and Continued Success
to the Soulard Mardi Gras**

Compliments of

THE HONORABLE MICHAEL P. DAVID
STATE REPRESENTATIVE
63RD LEGISLATIVE DISTRICT
OFFICE: 816 LAFAYETTE
772-3800

Representing the Historic Soulard District

Paid for by Citizens to Re-Elect
Michael P. David

Anthony S. Baker, Treasurer

MIDDLETON-MOORE ANTIQUES

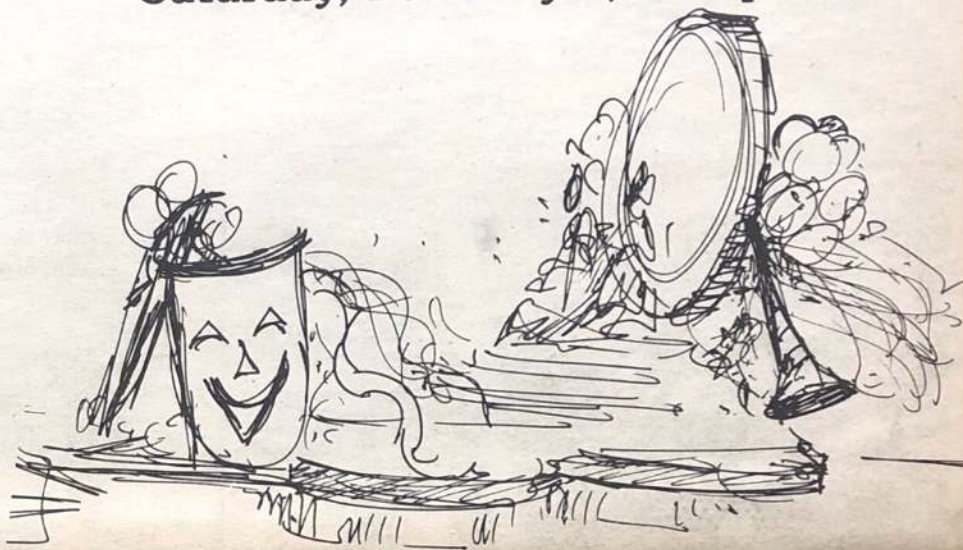
An eclectic collection
of Antiques &
Decorative Accessories

Jack Middleton Shop (314)771-5563
Lowell Moore Home (314)772-8731

1216 Russell Blvd. (at 12th) Open daily except Tues.
St. Louis, MO 63104 11 AM — 4 PM

THE MARDI GRAS FLOAT CONTEST

Saturday, February 8, at 4 p.m.



By Joile Mackney and John Calta

Le Carnaval! Images flash before your eyes of bright lights, festive music, costumes, and dancing in the street. The King and Queen of "Le Carnaval," Rex and Comos, will reign supreme aboard the 1986 Soulard Mardi Gras Association float. Enthroned in regal splendor, this will be their first public appearance after being crowned at the Mardi Gras Ball.

Budweiser and the Soulard Mardi Gras Association invite parade enthusiasts to join in the fun and enter their floats in a pre-parade competition. The judging begins at 4 p.m., February 8, at the Anheuser-Busch parking lot at 11th and Lynch Streets.

Prizes will be awarded on the basis of creativity and adherence to this year's Mardi Gras theme "Le Carnaval." Nearly \$2,000 in prize money will be awarded to the best floats. First prize is \$1,000; second prize is \$500; third prize is \$250; and a special \$200 prize for the best float sponsored by a non-profit or neighborhood organization.

Float contest forms are due as soon as possible and should be mailed to: The

Soulard Mardi Gras Association, Inc.,
1017 Russell Blvd., St. Louis, MO
63104. Contact Hilary Clements,
421-3125 or Gary Hibdon, 241-2917 or
621-2947 for entry blanks.

Dozens of colorful floats will be judged prior to the BIG PARADE. Budweiser has contributed to the prizes:

1st Place: \$1000
2nd Place: \$500
3rd Place: \$250
Non-Profit: \$200

(A special prize of \$200 will be awarded to the best float sponsored by a neighborhood or non-profit organization.)

For information and a FLOAT CONTEST
Application Form write:

Soulard Mardi Gras Association, Inc.
1017 Russell Blvd.
St. Louis, Mo. 63104
Or Call: 421-3125 or 241-2971

EVERYONE LOVES A COSTUME!



Come join the 1986 Soulard Mardi Gras festivities, and create a costume from the theme "Le Carnaval." Make your grand entrance at the Ball, wear it to the parade, or out to Soulard establishments featuring special Mardi Gras entertainment and cuisine. We'll be watching you!

Two new members of the Mardi Gras Association, The Haberdashery and The Pink Flamingo, have donated a selection of their costumes for the Mardi Gras Float. To encourage people to celebrate in costume, both stores will be offering 20% off costume rental for the Mardi Gras Ball, or any other Mardi Gras festivities.

The Front Page

SALUTES
SOULARD MARDI GRAS!
Courtyard Party
Pig Roast
Live Music

2330 MENARD
at LAMI
ST. LOUIS, MO

10 AM UNTIL
CLOSING
664-2939

CIRCA 1900 RESTAURANT

MARDI GRAS AT CIRCA 1900

Management and Staff at CIRCA 1900 wish to extend an invitation to come and try our excellent menu and service with special Mardi Gras touches at this time of year.

BRUNCH • LUNCH • DINNER

"LET THE GOOD TIMES ROLL"

Mon.-Thurs. 11-10
Fri. & Sat. 11-11
Sunday 10-3

9993 Manchester Rd.
St. Louis, MO 63122
(314)822-1960

CIRCA 1900
RESTAURANT
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PINK FLAMINGO
FINE VINTAGE APPAREL
COSTUME RENTAL

916 OLIVE • SAINT LOUIS
231-2027

HOURS 10-5:30 • SAT. 11-4:00



**THE
HABERDASHERY**

across from Soulard Market
822 LAFAYETTE AVE.
421-0110

MON. - WED. 11-6
THUR. - SAT. 10-6
Vintage Apparel
Costume Rental Available

FOR MARDI GRAS! 20% OFF COSTUME RENTAL



MUSIC FOLK Inc.

GUITARS, BANJOS
DULCIMERS, AUTOHARPS
FIDDLES, PENNYWHISTLES
Repairs & Lessons

"Keeping traditional
music alive in St. Louis."

J. Boyer, Prop.

8015 Big Bend
Webster Groves, MO.
961-2838

SOULARD MARKET

On Saturdays and Sundays, people can visit one of St. Louis's best known landmarks; Soulard Farmers' Market. Local farmers and merchants have been selling their produce and wares at the market for over 140 years. People travel from all over the metropolitan area to shop and to experience the sights, sounds, and smells of the market.

Originally part of the estate of Julia Soulard, the land was deeded to the city in her will. She wrote that the land should forever be used as a public market, with the stipulation that if it should ever be used for anything else, the property would be forfeited back to her heirs.

Construction began on the first Market House in 1843. A tornado destroyed this building in 1896. Two makeshift structures were used while the present Market House was being built. Upon completion in 1928, one could see the influence of the Italian Renaissance used by the architect, A. Osberg.

Today the Soulard Market stands proud as a reminder of the area's past and also a symbol for its great future.



**MARION'S
1860'S**

SALOON

LIVE ENTERTAINMENT
231-1860

MON. — SAT.
LUNCH & DINNER FULL BAR

2000
SIDNEY STREET
Cafe

CALL FOR RESERVATIONS 771-5777

WE SELL
LOTTERY TICKETS

**JOHN &
SHIRLEY'S**

776-9679
Mon.-Thurs. 10 a.m.-11 p.m.
Fri. & Sat. till 1:30
1027 Russell (at Menard)
Good Food Available

CLEMENTINES

Clementines

2001 Menard at Allen
664-7869
Open 6 a.m.

John D. McGarcks
Irish Pub

Cajun-Irish Style
**Crawfish
Cook-Off**

ALL DAY
along with
Fried Shrimp Sandwich
Vegetable Gumbo Soup
Fried Oyster Sandwich
And Much More

Cajun-Irish Style Music By **HILL 16**

12th & Russell ALL DAY 776-8309

Mardi Gras
Live Music

**BIG
JAKE'S
PLACE**

728 Lafayette
Souland,
Saint Louis
241-2668
Steak
Hamburgers
BarBeQue
Cocktails

In the Shadows of Soulard Market.

WHY INSURANCE IS EXPENSIVE

By Tom Whitby

In 1985, most buyers of property and liability insurance have seen price increases for this vital commodity.

Personal insurance buyers (home-owners, renters, automobile owners) have seen increases up to 20%, even with no increase in exposure. The reason, "higher claims costs."

The disparity between the premium increases for "personal" and "commercial" lines of insurance stems directly from the business practices of the insurance industry over the last 5 or 6 years.

"Personal" lines property and liability premiums have increased consistently during the last 5 to 6 years with periodic rate increases every 12 to 18 months.

"Commercial" lines premiums were consistently reduced during the 5 to 6 year period ending in 1984. Most insurers were effectively engaging in a price war. Cash flow underwriting was the industry buzz word. The theory was that the product (insurance) could be sold at less than cost but investment income would make up for that loss and then some.

By the end of 1984, reality revealed its ugly face. Liability insurance is priced today but the actual cost cannot be determined for several years when the total claims expense is known and totaled. Liability insurance is priced today but subject to legal judgments by juries several years in the future. Liability insurance is priced today to cover costs of claims that may not be finally settled for years into the future.

Property insurance is priced today with no certain knowledge of catastrophes ahead. Tornados, hurricanes, earthquakes, floods, ice and human caused accidents. The only measurable guides are accumulated historical data and statistical trending.

For the commercial property and liability insurers, 1984's ugly face of reality showed the following: \$140 in claims and expense for each \$100 in premium. Settlement costs of long term claims underestimated by as much as 50%. Investment income 50% to 60% of budgeted estimates. Reinsurance carriers increasing their premiums, increasing their deductibles, restricting the types of risks

they would cover and insisting on coverage restriction and pushing for tort reform.

Insurance in 1985 was higher priced and more restrictive in coverage. 1986 will not produce lower prices or broader coverage.

Insurance consumers in 1986 can only "bite the bullet" and try to reduce or control their exposure and be willing to accept more of the risk themselves through deductibles.

The soft market, "lower prices and broader coverages" will return some day.

If you are shocked by the higher prices or reduced coverages, work with your broker. Ask your broker to explore higher deductibles or different companies.

Last minute preliminary figures: 1984 Operating Loss Property & Liability Industry = \$3.8 Billion; 1985 Operating Loss Property & Liability Industry = \$5.5 Billion. 1985 included a record \$2.8 billion in catastrophes such as hurricanes (6 in 1985) compared to \$1.55 billion in 1984.

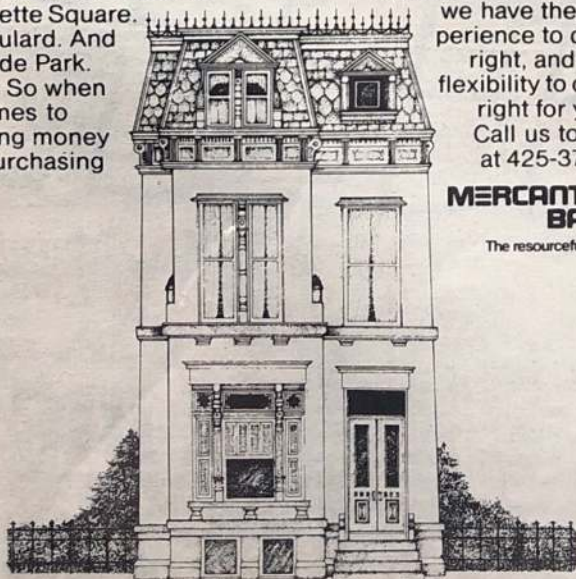
**Even if
it's your first restoration,
it's not ours.**

We've done it before.
In DeBaliviere Place. In
Lafayette Square.
In Soulard. And
in Hyde Park.

So when
it comes to
lending money
for purchasing

a restored home or for your
own restoration work,
we have the ex-
perience to do it
right, and the
flexibility to do it
right for you.
Call us today
at 425-3760.

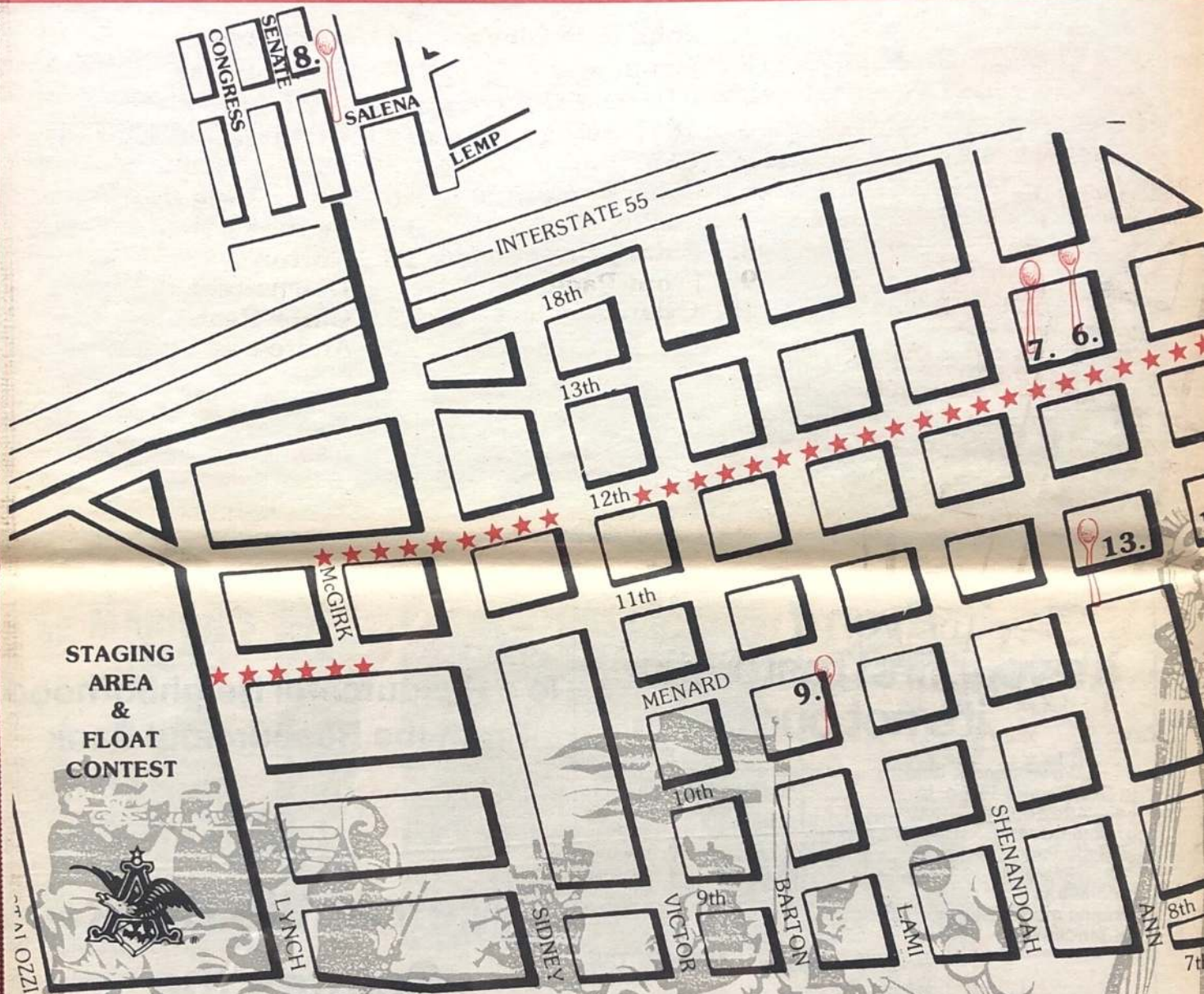
**MERCANTILE
BANK**
The resourceful bank



**To a Resourceful Neighborhood
From the Resourceful Bank**

**Mercantile Bank
Salutes the
1986 Soulard
Mardi Gras**

SOULARD MARDI GRAS



IT'S A PARADE!

by GARY HIBDON

The seventh annual Souard Mardi Gras Parade will begin at 5 p.m. on February 8, 1986, in this historic Souard district of St. Louis.

Since no parade would be complete without the excitement and grandeur of brightly colored floats, Budweiser, and

the Souard Mardi Gras Association host this New Orleans style extravaganza: The Souard Mardi Gras Parade Float Contest. Nearly \$2,000 in prize money is up for grabs. Judging of floats begins at 4 p.m. in the Anheuser Busch parking lot on Lynch Street.

The parade route is indicated on the centerfold parade map, which also

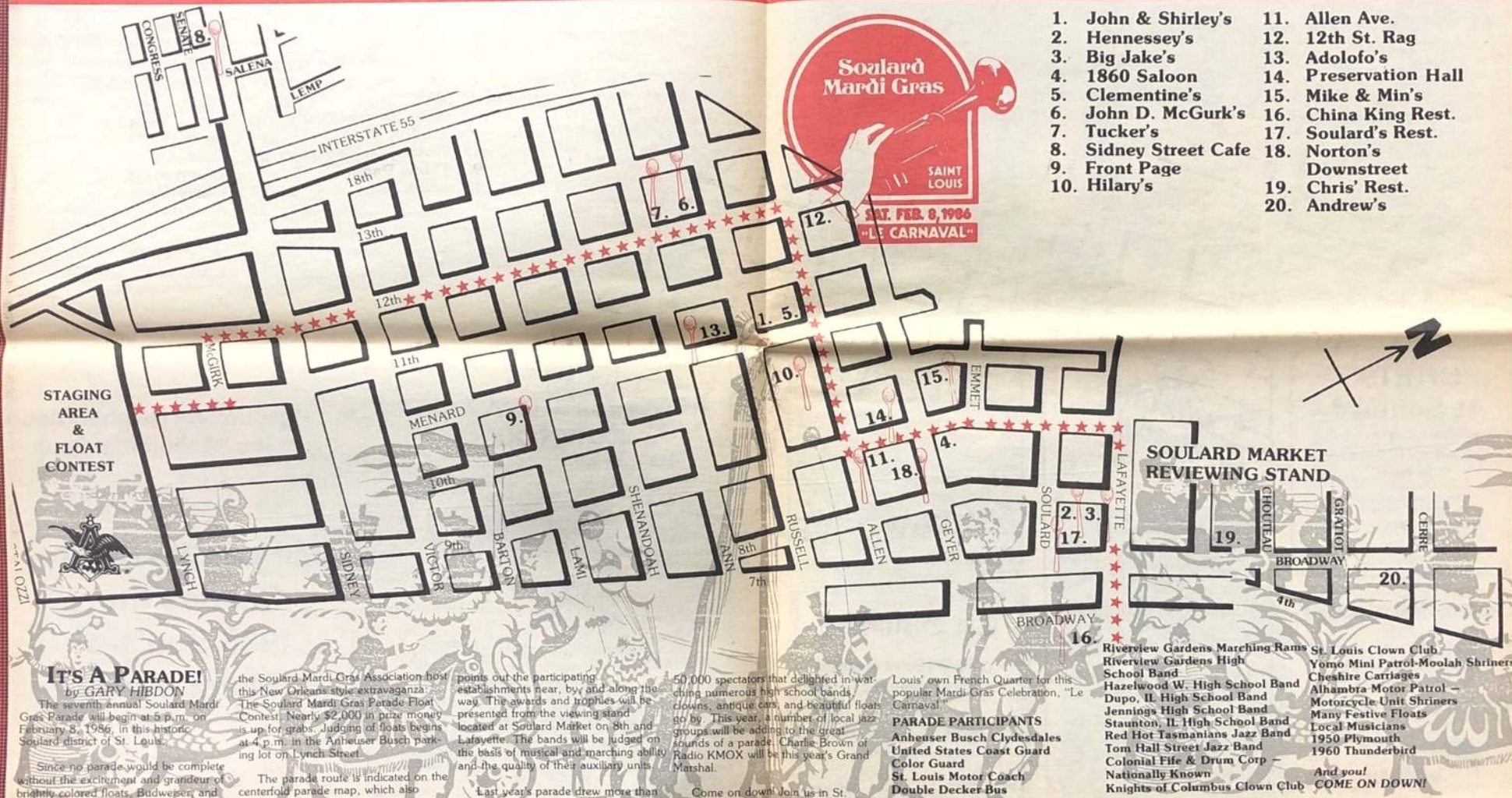
points out the participating establishments near, by, and along the way. The awards and trophies will be presented from the viewing stand located at Souard Market on 8th and Lafayette. The bands will be judged on the basis of musical and marching ability and the quality of their auxiliary units.

Last year's parade drew more than

50,000 spectators, including numerous clowns, antique cars, and floats. This year, groups will be adding the sounds of a parade. Radio KMOX will have a parade marshal.

Come on down

SOULARD MARDI GRAS PARADE ROUTE



GRAS PARADE ROUTE



1. John & Shirley's
2. Hennessey's
3. Big Jake's
4. 1860 Saloon
5. Clementine's
6. John D. McGurk's
7. Tucker's
8. Sidney Street Cafe
9. Front Page
10. Hilary's
11. Allen Ave.
12. 12th St. Rag
13. Adolofo's
14. Preservation Hall
15. Mike & Min's
16. China King Rest.
17. Soulard's Rest.
18. Norton's Downstreet
19. Chris' Rest.
20. Andrew's

SOULARD MARKET REVIEWING STAND

hat delighted in watching school bands, floats, and beautiful floats. A number of local jazz bands are going to the great Charlie Brown of this year's Grand

Join us in St.

Louis' own French Quarter for this popular Mardi Gras Celebration, "Le Carnaval."

PARADE PARTICIPANTS

Anheuser Busch Clydesdales
United States Coast Guard
Color Guard
St. Louis Motor Coach
Double Decker Bus

Riverview Gardens Marching Rams
Riverview Gardens High School Band
Hazelwood W. High School Band
Dupo, IL High School Band
Jennings High School Band
Staunton, IL High School Band
Red Hot Tasmanians Jazz Band
Tom Hall Street Jazz Band
Colonial Fife & Drum Corp - Nationally Known
Knights of Columbus Clown Club

St. Louis Clown Club
Yomo Mini Patrol-Moolah Shriners
Cheshire Carriages
Alhambra Motor Patrol - Motorcycle Unit Shriners
Many Festive Floats
Local Musicians
1950 Plymouth
1960 Thunderbird

And you!
COME ON DOWN!

GRAND MARSHAL OF THE 7th ANNUAL SOULARD MARDI GRAS PARADE

A native of Harrisburg, Pennsylvania, Charlie Brown came to St. Louis in 1973. In January of 1984, Charlie joined the staff of KMOX Radio where he co-anchors the Saturday morning edition of TOTAL INFORMATION — a compilation of news, weather, sports, conversation, and special features — as well as appearing Monday through Friday on the popular Ron Morgan Show.

Being active in tennis, Charlie has shown his "behind-the-mike" versatility by being selected as court announcer for events such as the WCT, Grand Prix, Teen Tennis, and Davis Cup.



CHARLIE BROWN

Charlie attended the National Academy of Broadcasting in Washington, D.C. and following graduation, worked at radio stations in Richmond, Virginia; Tampa, Florida; and Minneapolis, Minnesota. Keeping in mind the fact that Charlie's first pet was a royal Bengal tiger, it is no wonder that he enjoys his leisure time skydiving, hot-air ballooning, scuba diving, and canoeing through the canyons of Utah.

CHRIS At Soulard

CAFETERIA, RESTAURANT
& LOUNGE

"The Finest"

CATERING, CARRYOUTS
BANQUET ROOMS

231-4624

1551 So. 7th St.

Great Food and Drinks Too!

*For
Someone
Special*

Engraved
Acrylic
Clipboards



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- Friends & Family

Stop by and see our vast selection
of engraved gift items

Bellerive Plaza
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Laclede's Landing
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421-4566

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Dry Cleaning and Drop Off Laundry

Open 7 Days

Mon. thru Fri. 7 a.m. to 10 p.m.

Sat. and Sun. 8 a.m. to 8 p.m.

Soulard Soap

9th and Soulard Streets
St. Louis, Missouri 63104

Attendant on Duty
Phone: 231-1137

Soulard Mardi Gras Headquarters

**LIVE
DIXIELAND**
New Orleans Style
STREET PARTY



The Sixth Day

General Line of Antiques
and Accessories



Open Friday and Saturday

10:00AM to 5:00 PM

Dolores Phelps
• Proprietress •

773-6298

1208 Russell
St. Louis, Mo.



Mardi Gras T-shirts

This year's official Soulard Mardi Gras t-shirt is one no collection would be complete without.

Even if you don't collect t-shirts, this one is a nifty souvenir. And it's not going to shrink up or sag out of shape when it's washed. It's a Hanes 100 percent cotton, ecru and long-sleeved, with a colorful design on the front and "Soulard" marching down the right sleeve.

The shirts are available from all Mardi Gras Association business members for \$10. Some of these businesses have put their own names on the left sleeves of the t-shirts.



CUSTOM SCREEN PRINTING

- T-SHIRTS
- JACKETS
- CAPS
- TOTE BAGS
- STAFF SHIRTS
- SWEATWEAR
- SHORTS
- SPECIALTY ITEMS

**FORGET THE REST...
BUY THE BEST!**

TUCKER'S PLACE

THE PLACE FOR STEAKS

DINNER AT TUCKER'S PLACE

THE ONLY ST. LOUIS STYLE
STONE-BAKED PIZZA



2117 South 12th
Half Block South of Russell

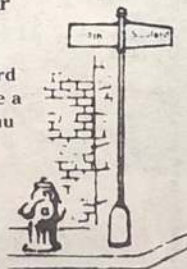
772-5977

SOULARD'S

Restaurant & Bar

In celebration of Soulard
Mardi Gras we will have a
New Orleans Style menu

featuring
Gumbo
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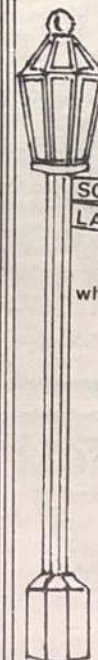
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MARDI GRAS... SOULARD STYLE

As many things do, the Soulard Mardi Gras really began in a downtown St. Louis bar. It was a bleak January evening in 1980.

"There were five of us sitting there, talking about what a dull winter it was," remembers Hilary Clements, "So we decided to throw a big party — a Mardi Gras party."

That first Mardi Gras party, held at Clements' house on February 9, 1980, featured a Dixieland band, New Orleans style food, and a King's Cake. "We had a parade permit to march to McGurk's while the band played 'When the Saints Come Marchin' In,'" Hilary says. For many of the guests, it was the first time they had been to Soulard. For others, it was a rediscovery — and a surprise.

"Mardi Gras is not just for New Orleans anymore," announced the *St. Louis Globe-Democrat* in an article on February 26, 1981, which went on to describe the planned festivities. At 11:45 the private parties would converge on Russell Boulevard for a parade, led by trumpeter Don Scherrer and his band.

"That night," said Hilary, "when we opened the door to start the parade, there were 5,000 people on the street in front of my house. The steam from all those warm bodies just rose up like fog!"

The parade had a float, constructed on a 1938 flat-bed truck, and a horse-drawn carriage. Swelled by costumed revelers from all over the area, the crowd of party-goers danced in the streets. Mourners in black coattails and top hats carried a coffin down Geyer Street, which had been closed to traffic, while others in the procession waved torches and black umbrellas.

Soon afterward, with the support of Soulard's restaurants and taverns, Clements formed the Soulard Mardi Gras Association. And 1982 was the year of the first big parade. Jack Carney was Grand Marshal, and the University of Missouri Marching Band came with the baton-twirling Golden Girls.

The first Mardi Gras Ball was held the following year at the Boilermakers Union Hall next to McDonald's on Broadway. People came from Louisville, Kentucky, and from Terre Haute, Indiana, to dance at the ball. They came from Springfield, Illinois, and from Springfield, Missouri, and from Jefferson City, Columbia, and Cape Girardeau. They came in taxis and Caddies and Chevies, mink coats and Minnie Mouse masks, tuxedos and Teddy Bear costumes. To the music of Singleton Palmer, they danced, and they dined on catered Cajun cooking.

The parade the next day drew a bigger crowd than ever. This time there were many floats, and the Anheuser-Busch Clydesdales participated, high-stepping to the music of many bands.

"We've had a lot of support from Budweiser,"



acknowledges Clements, "and from members of our Association, and from a super group of hardworking volunteers. And we've had the backing of many businesses, both in and outside of Soulard. Without all this help, we couldn't put the whole thing together. It's been a real team effort."

Hilary Clements, president of the Soulard Mardi Gras Association, has resided in Soulard for over a decade. One of Hilary's greatest delights has been creating and watching the Mardi Gras grow. Hilary also is the proprietor of a popular night spot, named after himself. The following poem, by Toni Opl, was written for Hilary's but also encompasses a feeling for Soulard Mardi Gras.

Deep within a forest of brick
Lies a secret hideaway,
Where fountains flow, and people go
To remember how to play

It's a land of fun and fantasy
Where reality stands aside
With fairy tales, and magic trails
That lead where pleasures hide

You can be a princess from China
In a satin-coated bed,
And watch your inner fantasies
Go on above you head,

You can be a prince from India
And climb the castle wall,
Find romance in gardens near the sky
With ladies sleek and tall,

The spiral stair leads to Bourbon Street
And the jazz of New Orleans,
The blond sings the blues, There's nothing to lose
In the palace of your dreams.

The man who holds the magic wand
That makes your dreams appear
Is but a Wizard in disguise
From a far-forgotten year,

His head is crowned in silver
And his wisdom-knitted brow
Surveys his work of beauty
Then he quietly takes a bow,

Now the reluctant smiles of children
Cover everybody's face
As they say their last night's goodbye
To the magic of Hilary's Place.

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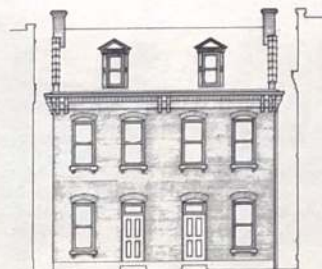
Thank You

"Le Carnaval", Soulard Mardi Gras 1986 is made possible by many devoted volunteers. To those who have given so much of their creativity, time, talent and financial support, we extend our heartfelt thanks.

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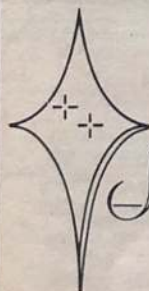
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MARDI GRAS CAJUN/CREOLE COOK-OFF

Nearly \$550.00 in prize money is being offered for the top entries in the Third Annual Souard Mardi Gras Cajun/Creole Cook-Off as part of the Soulard Mardi Gras Celebration for 1986. The Cook-Off will be held Saturday, February 8, 1986, from 8:00 a.m. to 1:00 p.m. The location of the Cook-Off is 1921 So. 9th Street. Judging will begin at 10:00 a.m. The awards will be presented at 1:00 p.m. There will be two categories: Amateur and Professional. The entry fee for the Amateur classification is \$15.00; entry fee for the Professional classification is \$25.00. Entrants can prepare Creole dishes in the following categories — appetizers, soups, entrees, desserts, or salads.

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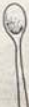
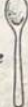
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TASTE OF SOULARD

Fourteen Soulard establishments will be offering special taste treats at a very special price. Purchase a "Taste Ticket" at participating pubs for \$10. Tear off a taste at a time at five different places, or use all five at one. You can follow the spoons on the parade map and eat your way through Soulard from 10 AM to 3 PM.

This event is sponsored by Coca Cola Bottling Co.

HAVE A TASTE OF SOULARD

 Hilary's 1017 Russell Sausage File Gumbo	 The Front Page 2330 Menard Shrimp Creole	 John D. McGurk's 1200 Russell Cajun Crawfish	 Big Jake's Place 728 Lafayette Red Beans and Rice	 Tucker's Place 2117 12th St. French Onion Soup
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The Front Page

John D. McGurk's
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PRESERVATION
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A Silver Moon is Shining
Behind a Golden Cross
Atop S.S. Peters and Paul
In the Depths of the Night
O' Soulard — —

O' Soulard — —

Move your Silver Beam
Past my Window and Burn
My heart till it stops
And my Spirit goes up into
The Sky to become a Star
Twinkling in The Black Sky
O' Soulard — —

Zeno
3-14-85
Soulard

I stood on the banks
Of The River of No
RETURN — — —

And —

Watched My Image
Float downstream — —

But I grew tired
And rested in a willow grove
Where I saw you
Combing your hair — —

Why does a drowning
Poet — — —

Wish To Linger Here?
Is it because I know
The River will
Not Return?

Zeno
Soulard
—Oct.
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SOULARD PRESERVATION HALL



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1017 Russell Blvd., St. Louis, MO 63104

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Souland's Distinct Heritage

In the 1790's the Spanish Government appointed Antoine Souland, a French refugee, Surveyor-General of Upper Louisiana.

Frequently without funds to pay those in its employ, the government often paid in land grants. The land received by Antoine Souland was located south of what is now Chouteau Avenue.

Through long and complex court battles with the U.S. Government in the early 1800s, the Souland family managed to keep most of its land. This land is now the northern portion of the Souland Historic District.

During the first half of the last century, area farmers began bringing their produce to sell at the location which is now the Souland Market. At first, they sold directly from their wagons. In the 1840s, Souland's wife, Julia, donated two blocks of her land to the city to be forever used as a public market. Following the Civil War, the city erected the first market building on this site. The building was destroyed in 1896 by the great tornado which devastated much of the south side of St. Louis. The city replaced the structure following the tornado. The current market building, designed in the Italian Renaissance style, dates from 1928. Its design is based on that of the Foundling Home in Florence,

Italy.

The Souland neighborhood is the result of the southward expansion of the city's population. Its earliest homes were constructed in the 1830s and 1840s in the blocks closest to the market. Construction of homes peaked in 1890 and continued at a slower rate through World War I.

Home design took on a distinctly European flavor in Souland. There are many reasons for this. The builders themselves were European immigrants who couldn't, in most cases, afford the services of an architect. They designed their homes in the styles they remembered from the "old country." Most of Souland's homes are not built in a single style, but rather in a mixture of styles reflecting the builder's preference.

Another European trait shows up in the proximity of the houses to the street. With no public and little private transportation, Souland was built as a walking neighborhood. Residents needed to be close to work, businesses and shops. Thus constricted by necessity, the neighborhood's land values were high — the reason for its narrow lots and three and four story houses.

Souland is the first apartment district west of the Mississippi River. At the turn of the century, the neighborhood became home to large numbers of immigrants, perhaps partly because it reminded them of the neighborhoods they had left behind. Most of the new arrivals couldn't afford to

buy at first, and this naturally resulted in apartment construction. Eighty percent of Souland homes were built as multi-family dwellings.

The architecture of Souland ranges from the modest, sturdy brick houses in the northern and eastern sections to the more elegant Victorian townhouses in the western parts of the neighborhood. But in spite of their differences, the structures were built with the same care and attention to detail and the same respect for their occupants, whether beer barons or factory workers.

Like many urban neighborhoods, Souland fell on hard times in the 1950s and 1960. About half the population fled to the suburbs, abandoning the houses to neglect and decay. Many were lost. But during the 1970s, new residents began to discover Souland, finding charm in its alley houses and stables, value in its well-constructed homes, convenience in its location, and friendliness among its people.

Today, a great many of the once-abandoned homes have been meticulously restored, and renovation continues at a steady pace. New pubs, restaurants, craft and antique shops have opened in the neighborhood.

Souland continues its heritage as a place for families, a place to have fun, and a place to put down roots. St. Louis' oldest neighborhood is, to many of its residents, St. Louis' best.

A Reprint from 1984 by Skip Gattermann



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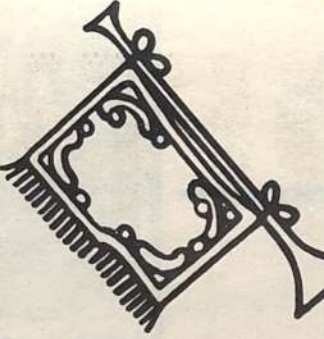
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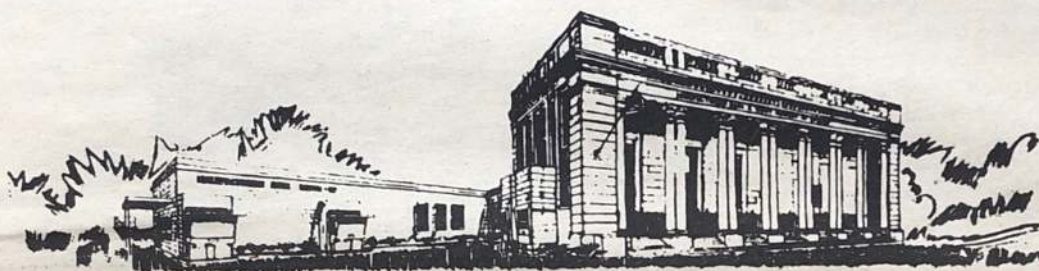
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