

Tower Grove Heights Gazette

Volume 11, No. 5

Grand to Gustine

Arsenal to Utah Place

September 2000



Landmarks Association is Helping to Save St. Louis' Treasures

St. Louis is an extraordinary city with a rich heritage. We live with our history every day. Look at a map and you'll see the crashing street grids of what were once independent cities. You'll find street names commemorating our earliest Native American and French heritage. Walk our historic nineteenth century neighborhoods and you'll find surprising reminders of bygone ways of life: horse hitches, carriage blocks, and countless corner storefronts. Drive south, north and west and see the nineteenth century immigrant neighborhoods give way to streets of turn-of-the-century revival style buildings and, even farther out, orderly planned neighborhoods. See the ideals of past generations laid out in parks and playgrounds. Then go downtown and note the juxtaposition of historic landmarks and commercial districts with modern skyscrapers. The story of St. Louis is written all around us in the streets, building and landscapes that we take for granted every day.

Landmarks Association of St. Louis, Inc. is a private, not-for-profit organization incorporated in 1959. Its mission is to preserve, enhance, and promote St. Louis' architectural heritage and to encourage sound planning and good contemporary design. With over 1300 members, Landmarks is the primary advocate for the historic built environment of St. Louis. To fulfill this mission, Landmarks conducts the following activities:

Education. In 1991 Landmarks initiated the "What Are Buildings Made Of?" (WABMO) program for grade school students. The program introduces children to building materials and provides tools to analyze the built environment through both classroom and field sessions. Acclaimed by educators and students, WABMO's successes include the publication of downtown walking tour maps suitable both for residents and visitors interested in learning more about our city.

Research. For over two decades Landmarks has pursued a full schedule of architectural/cultural surveys of neighborhoods and buildings in St. Louis. Many surveys result in historic designation and public recognition for individual sites and districts.

Publication. The bimonthly *Landmarks Letter* keeps members informed of preservation issues in St. Louis. "Art on Wheels,"

a multi-language guide to sites along the route of the Forest Park Shuttle Bug (1998) will be joined in the year 2000 by "Art on Rails" (historic attractions via MetroLink). Landmarks is also working on a major new edition of *St. Louis: Landmarks & Historic Districts* (1988), the standard guide to historic sites in the city.

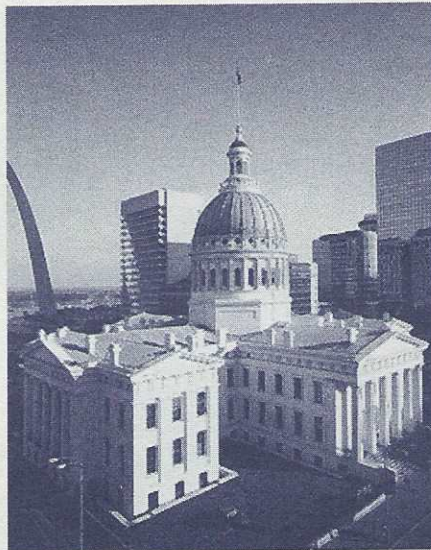
Preservation Week. Landmarks coordinates dozens of local tours and events during National Historic Preservation Week each May. *St. Louis' Eleven Most Enhanced Sites*, inaugurated in 1996, honors noteworthy preservation efforts in St. Louis. The list complements *St. Louis' Eleven Most Endangered Sites*, an annual compilation calling attention to the city's most threatened landmarks.

Events. Throughout the year, Landmarks hosts day and weekend trips, lectures and other special events. 2000's lineup includes a trip to Elsah/Principia (March), Landmarks' annual meeting (June), rollout event for "Art on Rails" (July), annual bus tour of the Most Endangered and Enhanced in the fall and other opportunities throughout the year.

Advocacy. As a strong voice for historic preservation and responsible planning, Landmarks is involved in activities throughout the region. From presenting testimony to keeping the media informed about preservation issues, advocacy is at the heart of Landmarks' mission. Landmarks was a leader in the successful 1996-97 statewide effort to write and pass rehabilitation tax credits in Missouri. This legislation has made dozens of large and small rehab projects financially viable in St. Louis and across the state.

Landmarks Members participate in the preservation of St. Louis' architectural and historical heritage. Membership includes a subscription to Landmarks' newsletter as well as a 10% discount on Landmarks' publications and T-shirts. Members receive advance notice and discounts on Landmarks' tours and invitations to special events. For more information on Landmarks Association, its programs, or membership, call (314) 421-6474 or visit their web site at <http://stlouis.missouri.org/501c/landmarks>.

(Information from Landmarks Association literature.)



Old Courthouse (photo: Robert Pettus)

The Tower Grove Heights Gazette

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The Gazette is a non-profit publication published bi-monthly by the Tower Grove Heights Neighborhood Association. For information concerning advertising call Tod Martin at 771-6292.

Your letters and comments are always welcome at the Gazette. Mail them to: The Gazette/TGHNA, 3735 Connecticut, St. Louis, MO 63116 or email tod.a.martin@worldnet.att.net.

TGHNA General Meetings are held at 7:15PM on the 4th Tuesday of each month (except Dec) at the First Church of Divine Science, 3617 Wyoming.

Tower Grove Park News

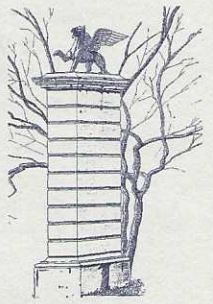
By John Karel, Park Director

As inheritors of Henry Shaw's vision for Tower Grove Park, the staff accepts a duty to provide an oasis of natural and manmade charm in the midst of St. Louis. It is a place for recreation and social activity as well as for peaceful contemplation. Over the past ten years, the Park has restored many of its original facilities, pavilions, bridges and the Piper Palm House. We have also pruned, fertilized, and replanted much of the Park forest to help ensure that this National Historic Landmark is in top condition to serve as an asset for our community.

The last major un-restored Park building is the historic Plant House, located behind the Palm House. This beautiful 1885 structure is now planned for renovation, and will serve as Park offices and meeting space, and also provide

housing for a library and archive. As those of you who have visited our current offices have noticed, the quarters are impossibly cramped and our staff is finding it more and more difficult to accommodate all the park functions. The increased work, meeting, and storage space at the Plant House will allow us to better serve the community. Those who want to participate in this campaign can call us at (314) 771-2679.

While this project is underway, we will continue to work out of the Arsenal Gate House. Feel free to stop in to pick up literature, to learn about programs going on in the Park, or just to say hello. *(Illustration by Daniel J. Weismann)*



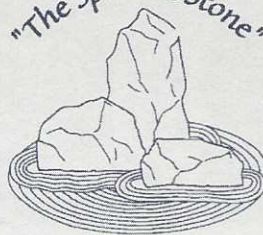
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Children 12 & under Free



Letter from the President

By Cheryl Jones
President, TGHNA

I'm happy to report that the Art of City Living II was a great success. We had a wonderful time and raised money for some of our upcoming events.

The setting for the party was one of **Tower Grove Homes'** most recent accomplishments: the first completed condo in the "Old Bakery" at the corner of Spring and Wyoming. The condo is beautiful and was the perfect backdrop for the evening.

"City Living" featured local artists who worked with various media – from oil to photography to furniture. The artists sold several pieces; \$250 was the highest price for a single piece.

Dave Black, a gifted acoustic guitarist who plays a variety of musical styles, provided entertainment. We served a catered cuisine with additional specialties provided by Tower

Grove Heights residents. (I believe the white chocolate dipped strawberries served in dark chocolate shells were the favorite.) **South City Diner** supplemented our catered food and

provided extra chafing dishes.

Once upon a Vine supplied wines and served them with a smile. The event was well attended, thanks to the complimentary printing provided by **Kinko's**, the fabulous job **Botanicals on the Park** did in pre-selling tickets for us and all of you who not only bought tickets yourselves but made sure others bought them as well.

Many, many thanks to all of the businesses mentioned above and to our corporate sponsors: **Amy Doll** of **LoanSurfer.com** and **U.S. Title on Hampton**. And of course, thank you to all of the volunteers who donated their time and various supplies. Without you, none of this could work.

Please remember to patronize the businesses that support us. We need each other. And, finally, don't miss our upcoming events. We look forward to seeing you there!



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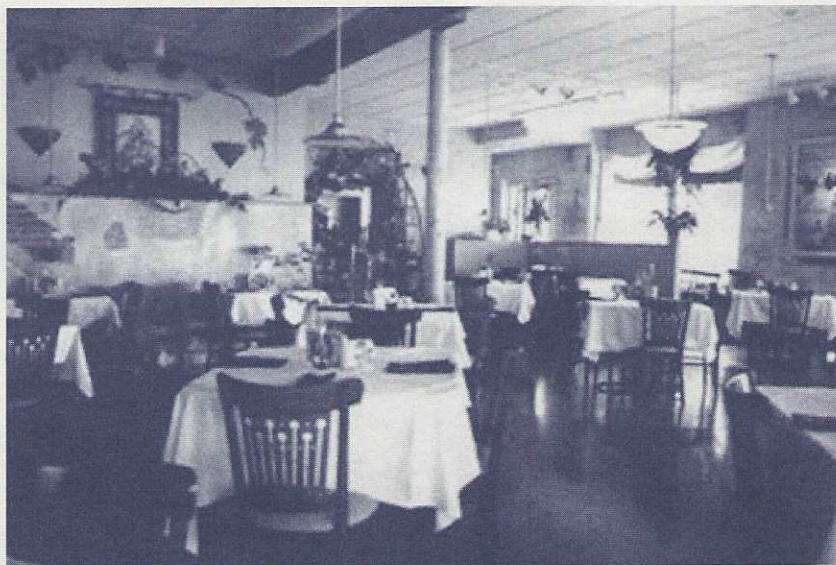
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Dining on South Grand

Restaurant Review
By Tim and Deb Akin

The "Vine" is one of the best restaurants in the St. Louis area. It has become such a familiar place to us that we recently realized it had been awhile since our last visit. We decided to go on a week-night since our weekends have been jam-packed and some recent work in our kitchen has limited our home cooking. As usual, we were not disappointed by the food, service or atmosphere at the "Vine."



We started the meal with an appetizer. We don't normal have an appetizer, but Deb told me how much one of our neighbors (you know who you are!) loves the Hot Dip. In fact, our neighbor loves it so much she orders it as take out and eats it for lunch. The Hot Dip is spinach, artichokes and cream cheese served hot with Lavosch crackers. It is truly wonderful. After the appetizer I decided to have a bowl of the Cream of Tomato Basil soup. This is one of our favorites.

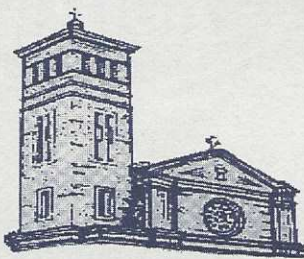
We were both in the mood for fish so I tried the Mako Shark off-menu special and Deb tried the Tuna selection from the menu. The shark was grilled and served on a noodle cake with tamarino orange sauce and coconut curry sauce. I would have liked more of the tamarino, orange and curry flavors but it was still very good. Deb's tuna was outstanding. It was Taro wrapped fresh tuna, rubbed with wasabi and served with a Ponzu sauce over lime soba noodles. The entrée was by far one of the best tuna dishes we have ever tasted.

We topped the meal off with dessert. The "Vine" serves their own desserts as well as cheesecake from Hank's and cakes from Craving's. We opted for the

desserts made on premise. Deb had cantaloupe sorbet. It was a very nice light finish to her meal. I, however, went for the Crème Brulee. It was smooth and creamy just as I would expect a good Crème Brulee to be.

So, if you haven't been to Once Upon a Vine in awhile it is time to go back. Linda Reis-McGovern and her staff would love to serve you lunch, dinner or a glass of wine and a light snack in the afternoon. The restaurant is located at 3559 Arsenal (NE corner of Grand and Arsenal). Their hours are Monday-Thursday 10:30am to 9pm and Friday-Saturday 10:30am to 10:30pm. The dinner menu begins at 5:00pm. They are closed on Sunday. If you want more information you can call (314) 776-2828 or visit them on the web at <http://www.bitestl.com/once> or <http://www.saucecafe.com/onceuponavine>.

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(Plenty of) Time to Work

By Rich Iezzi

When you walk or drive by Joe Thele's home, you know it's a happy house. Flowers are blooming, plants are planted and the original oak door is beautifully refinished. It was a happy match — Joe needed the house as much as the house needed Joe.

Joe's a city guy who's lived in the Hyde Park and 'Hill' neighborhoods before looking in Tower Grove Heights. In 1993, he was thinking about moving (never into a 'new' house but another old house) and caught a glimpse of 3846 Hartford when it was for sale. "The front porch was pretty rough" was the only curb appeal Joe remembers but he wanted "a big old place" and the woodwork and



style made him feel at home. He also loved Tower Grove Park and the convenience of shopping on foot.

Joe sees more in a house than just bricks. "I always imagine the birthday parties, card games and conversations the house has held since 1899." There is an intangible connection with the past that goes along with the ownership of an old house. With this in mind, Joe began planning the home's restoration.

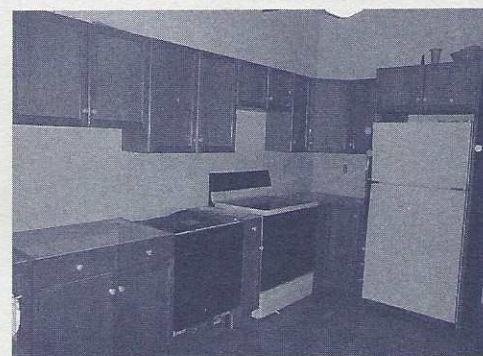
He lived in his home for three years before doing anything. He was getting to know the house. Joe can coexist with anything — as I started up his front steps, he warned me about an intricate spider web that he didn't have the heart to remove from his front porch.

The first project was the most visible

— that horrible front porch. It was a mixture of aluminum and paint colors that looked kind of like a miniature barn with siding. The quartersawn white oak door that looks so good now used to be "black and gooey." The 'new' porch design favors a 19th century look that used reincarnated columns from a home erased from Dogtown. When the porch was complete, many of us 'saw' the house for the first time.

The rear two story porch was one of the more enjoyable projects. Not wanting to hire teams of contractors to do the heavy lifting, Joe got some of his friends to help place the twenty foot long 6" X 6" posts and support lumber. The finished product is a 19th century two story porch that you'd expect to walk out on in 1899.

Like many of us, Joe claims he 'quits' rehabbing after every completed room. A lot of home owners don't have a bomb going off inside them to complete their houses. That's the beauty of this story. Joe's idea is to "leave a better product than he found" and that doesn't have to mean killing yourself to get it done. Joe enjoys doing the work as much as fin-



ishing the work. Too many of us judge the success of our work by the timetable we try to keep instead of the quality of the work we're doing.

The next time you feel guilty about your completion schedule, pat yourself on the back for at least keeping your house in service and preventing it's destruction. Then, take Joe's advice and sit in your favorite chair and think of all those old conversations and card games you've inherited with your house.

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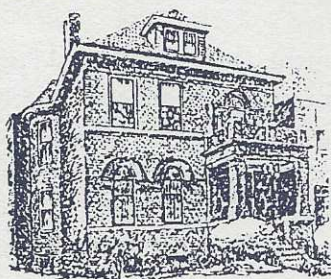
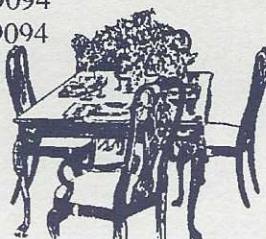
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On Grand - On Line

By Don Hardin

Grand South Grand has a wealth of unique shops. Many have web sites. Here are a few that I surfed to:

Botanicals on the Park's site, as you might expect, is a very attractive site. Lots of gift ideas. *Botanicalsonthepark.com*

Hollywood Video's site lets you check out what's available, what's new. A link to reel.com lets you search for movie information by title, actor or director. Movie clips are also available. *Hollywoodvideo.com*

St. Louis Public Library's site give you access to the catalog files. You can search by title, subject or author. You can check out the library's calendar of events. *Spl.lib.mo.us*

Schnucks's site has maps and a unique fashion show. *Schnucks.com*

Planet Proud's site is under construction but looks like it will be a very useful guide to this unique addition to Grand South Grand. *Planetproud.com*

On the Grid has a site that is just as update as their music selection. Check it out! *Onthegrid.com*

Kinkos' impressive site gives you access to all the services they have to offer. *Kinkos.com*

TFA's site, at the time we went to press, wasn't "up" yet. But keep checking. I'm sure it will be a knockout. *Tfa50s.com*

Cheap TRX's site is R rated and has photos of the festival of nations and a unique fashion show. *Cheaptrx.com*

Futon Express's site has great photos of their futons and accessories and coupons you can print out. *Futonex.com*

Tower Grove Park has a site loaded with history of the park, maps of the park, list of events, and great photography. *Stlouis.missouri.org/parks/tower-grove*

Once Upon A Vine, a restaurant twice as good as many in the city, has two web-sites. *www.bitestl.com/once* or *www.saucecafe.com/onceuponavine*

I have saved my favorite for last. Don't miss Curve of the Earth's eye popping site. Take a virtual tour of the store and shop online. A feast for the eyes. *Curveoftheearth.com*

Other information about Grand South Grand can be found at *stlouis.citysearch.com*.

Recipe Corner

By Audrey Anderson

Components of a favorite recipe:
1. Tastes good! 2. Easy preparation
3. Not too many ingredients. Almost all of my tried and true recipes have come from friends, rather than a cookbook or magazine. Here are two of my favorite appetizers.

Cheddar Olives

Ingredients:

1 Cup finely grated cheddar cheese

2 Tbsps. softened oleo

½ Cup flour

1/8 tsp. pepper

3 oz. jar small stuffed olives, drained and dried

Approximately 2 Tbsps. cold water

Combine cheddar and oleo. Add flour and pepper and blend until well combined. Add water, 1 Tbsp. at a time to make a smooth dough, like pie dough. Take a piece of this dough mixture about 1 inch in diameter or larger and shape around an olive. Place on an un-greased cookie sheet and bake at 400 degrees for 13 to 15 minutes. Serve warm. You can freeze and reheat, or take to a party and reheat in the microwave. Makes 20.

White Castles

Ingredients:

1 ¼ lb. lean ground beef

1 package Lipton onion soup

2 packages crescent rolls

1 Cup grated cheddar cheese

½ Cup water

Brown meat. Drain off fat. Add onion soup mix and water and stir quickly. Cook for 3 minutes. Add cheese and turn off heat. Cut each crescent roll in half. Place 1 ½ Tbsp. of meat mixture on roll. Fold over and crimp edges. Place crimped side face down on cookie sheet. Bake at 350 degrees for 10-12 minutes.



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South Side National Bank

By Jennifer Florida

A Community Forum addressing the redevelopment and reuse of South Side National Bank was held July 31, 2000 at St. Pius the Vth Church. The newly formed Grand & Gravois Coalition sponsored the Forum. The coalition is comprised of Metropolis members, C-4 (Churches Committed to Community Concerns) members, Neighborhood Associations, Alderman Schmid, and Alderwoman Vining. Approximately 250 people attended the forum.

Seidlund officials Ken Nurenberger & Michele Duffe reviewed the findings of the Feasibility Study and explained 5 options that involved reuse of South Side National Bank. Ruth Ehresman presented the Coalition's redevelopment choice, option 5, which includes keeping the bank and developing the tower for apartments, but there is an obstacle in that the project presents a gap in funding. Matt O'Leary of Pyramid Construction presented a financial overview of possible state and federal tax credits.

Several commitments were voiced at the meeting:

- Alderman Vining committed \$250,000 of her Community Development Block Grant dollars allocated to Ward 15 to the redevelopment project of South Side National Bank. This money would be applied to the gap in funding of the project.
- State Representative Pat Dougherty (67th District) committed to working hard and fighting hard in moving this redevelopment project forward.
- Ann Auer, representing Mayor Harmon, committed to scheduling a meeting between Mayor Harmon and the President and CEO of

South Side National Bank, Tom Teschner, to discuss a development package.

- State of Missouri Department of Economic Development Representative, Tom Nolan agreed to hold a preliminary meeting with South Side National Bank.
- Jennifer Florida, Grand & Gravois Coalition, reported on her conversation that took place on July 26, 2000 with Teschner, President and CEO of South Side National Bank, who asked that his commitments be shared at the forum. Teschner committed to pursuing option 5 of the feasibility study (providing that the appropriate officials work out a package to provide gap financing). He also committed to meeting with Mayor Harmon and those officials

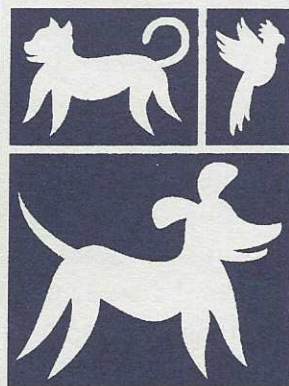
who could work out the gap financing. A group of Coalition members met with Teschner on July 17, 2000. Teschner stated in this meeting that he would pursue option 5 of the feasibility study if the gap financing could be provided by another entity.

As a community, we committed to writing letters to South Side National Bank and attending the Conditional Use Hearing that would decide the fate of Walgreen's plan to demolish South Side National Bank. We, will initiate a "Save our Bank" Campaign by opening an account where funds collected would be used to preserve South Side National Bank and further redevelopment of Grand and Gravois.

... WHEN WE BUILD, LET US THINK THAT WE BUILD FOREVER.

Let it not be for present delight Nor for present use alone;
Let it be such work That our descendants will thank us for,
And let us think That as we lay stone on stone
That a time will come when those stones will be held sacred
Because our hands have touched them,
And that men will say as they look upon the labor wrought substance
of them;
"See! This our fathers did for us."

— John Ruskin, As quoted in the commemorative brochure
Opening ceremonies of South Side National Bank; January 2, 1929



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Arts in the 'Hood - Christina Shmigel, Sculptor

By Suzanne Rhodenbaugh

If you were the daughter of Ukrainian immigrants displaced by World War II, and were born and raised in Brooklyn, and attended college and graduate school in New England and New York, and began to find both your vision and your medium as an artist while teaching in the Cajun country of southwestern Louisiana, and refined your skills in further graduate study in the coalfields of southern Illinois, intermittently traveling, studying and exhibiting on six continents, and if in 1995 you came to live in St. Louis, on Arsenal Street in our own sweet 'hood, who would you be?

You would be Christina Shmigel, sculptor, a woman who works on an old iron anvil in the center of a studio on north Jefferson street. There, and at a studio at Webster University (where she teaches sculpture, painting and book arts), she creates work in metal, primarily steel. "Creates" seems all too airy a word, however, for the powerful, pure, somehow raw and potentially dangerous work of forging (also known as *blacksmithing*), welding and casting.

"Forge" is both a noun – referring to the heat source into which the artist places the metal for heating – and a verb – referring to the process of hammering heated metal. Welding involves using an oxyacetylene torch. And casting consists of pouring molten metals into molds.

But you get the sense "forging" is the pure form of the metalworker's art, and maybe begin to picture the old "smithy" in almost every family's

background – the great-grandfather or ancestor farther back, in heavy apron, shirtsleeves rolled, his face and muscled forearms glowing from the fire of the forge as he hammers on his anvil. And this is still a true picture of a blacksmith/metalworker/sculptor



From a recent show of Shmigel's sculpture.

in metals, except if the image is to be of Christina Shmigel, it must shift to a tall, slender, blue-eyed woman whose forearms and hands are not noticeably knotted, and whose voice is neither guffaw nor bellow, but rather intent, considered, quiet and hearty, and indicative of empathy for and interest in the whole wide world.

It may sound strange to speak of any artist's "relationship" with a medium, especially one so seemingly inert and offputting as metal, but when Shmigel talks it's evident she knows and loves it. She says enthusiastically, for example, "Hot steel moves like clay, but unlike clay, metal

fights back! You have to *convince* metal to do what you want." She also explains, with a kind of pride in her voice, that steel, unlike metals which don't contain iron, is malleable only when hot; and that forged metal – a hammered one – is much stronger than cast metal, because the latter still has a crystalline, brittle structure.

Most of us can admire such artistic intensity, but still need "a way in," a story or shape we can recognize, at least faintly, and Shmigel's work does allow us this access. Her art of recent years consists primarily of sculptures of architectural structures which are everywhere, even in cities, as she points out, but which we identify mainly with rural areas and small towns, especially on the flat Midwestern landscape, because they so stand out – grain elevators, watertowers, chutes and tipples, smokestacks, dust collectors, ductwork systems, storage bins. These are structures of agriculture and industry and so are with us always, in a way, but mainly we don't see them.

Shmigel's sculptures lead us to see them and what they suggest or signify or even symbolize. Some art critics have mentioned her watertowers, for example, as evoking the whole world of small town America, because a watertower is often all we can see when approaching a little town from a distance. For Shmigel, these utilitarian structures we overlook or choose to ignore have an elemental beauty, as do the peaked rectangles of the simplest houses and churches.

(Continued on page 9)

(Continued from page 8)

St. Louis Post-Dispatch art critic Jeff Daniel, in a 1998 review, described her miniature watertowers and grain elevators as being "as if Giacommetti [the artist of the very tall and very skinny] had undertaken barnyard architecture." This accurately evokes the appearance of her sculptures, but not the quality or tone of them, for they have the poignancy of what is plain, solitary, and useful, and thereby oddly holy.

This year she has had work locally at the Bonsack Gallery at John Burroughs School, and Washington University's new downtown gallery, Des Lee. Farther afield, her work was this summer part of an exhibit of the National Ornamental Metals Museum in Memphis. And she was the lone American of forty international artists in South Korea for a month this spring, to participate in the International Environmental Art Symposium; and will have work in an upcoming exhibit in Australia.

September 2 a show of work by thirty-seven women artists, including Shmigel, opens for six weeks at the Innsbruck Resort and Conference Center in Wentzville. (The show is being put together by Olivia Lahs-Gonzalez, a curator for the St. Louis Art Museum, and a photographer in her own right. She also lives in Tower Grove Heights!) Also during the fall Shmigel will have sculpture in the Webster University faculty show.

Meanwhile, this Ukrainian-American New Yorker who loves The Deep South and renders the idiom of the Midwest and lives in our own sweet 'hood, wants to learn more. Twice before she has been to Africa, to apprentice with master blacksmiths and sheet-metal workers in Ivory Coast and Mali; and now she is bound for Niger and Nigeria.

Report from the Capitol

By Representative Pat Dougherty

An important piece of legislation was enacted strengthening the law requiring motorists to have liability insurance. The Governor signed this bill into law in June. The Department of Revenue (DOR) will put the Motorist Insurance Database into place no later than January 1, 2002. The DOR will work with insurance companies to keep track of the insurance status of Missouri's drivers. If a citizen is uninsured, warning letters will be sent out to that driver, and if they continue to avoid their responsibilities,

they will face penalties including revocation of license plates or vehicle registration.

This law helps create the database by providing it with a source of funding. The law allocates six percent of the current insurance premium tax to fund the creation and upkeep of the database. With the expected increase in insurance purchases, this allocation will come at no extra cost to taxpayers, and the increase is actually anticipated to more than offset the expenses of this database.



Kurt E. Wolfgram
Attorney at Law



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Resident Profile - Colleen Santino

By Erin O'Reilly

I interviewed Colleen Santino, our business manager at the Gazette, for this issue. After three years, she is stepping down from

that position because she is expanding her family and will be giving birth late in the summer. This will be her and her husband, Steve's, second child — their first born is a 2-year-old girl named Gianna.

Colleen and Steve moved here over 11 years ago from the Chicago area. They were enticed here for jobs after they finished their educations: Colleen's in molecular biology and Steve's in biochemistry. Colleen got a job with Monsanto in the Molecular Biology department. She is still with Monsanto but is now telecommuting doing computer data base work so she can be at home with her daughter. Steve worked for SIGMA as a biochemist for 5 years, but has changed professions and is now a resident in a Physical Medicine and Rehabilitation program. Colleen says his biochemical education and expertise helped him a lot in his medical education.

They live on Juniata Street in a "fixer-upper" home they bought 11 and 1/2 years ago. They got most of the work finished before they started their family, but are continually working on their lovely house. They are long time members of TGHNA and have been involved in TGH happenings over the years. They are also involved in the Messiah Lutheran Church, and Colleen volunteers on the Board of Christian Education and teaches Sunday school.

Colleen hopes that Steve will find a job in his field of medicine here in St. Louis so they can stay. She enjoys living in the city and being near the zoo, park, Garden, and the variety of restaurants and shops on Grand street. Look for her with a new babe in arms soon!

Editor's Note: Gianna has a new little sister, Gessica, born on Sunday, August 20th, tipping the scales at 7lb 3oz and 20.5 inches. Congratulations to Colleen, Steve, and Gianna!



The Connecticut Geyser

A hapless driver cut the corner of Connecticut and Gustine too sharply and the result was a beautiful geyser (courtesy of a broken fire hydrant). This reporter happened to have camera in hand to document the *spring on Gustine* (photo courtesy of Don Hardin).

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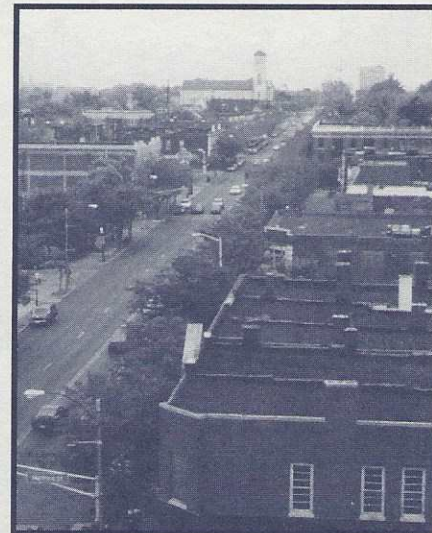
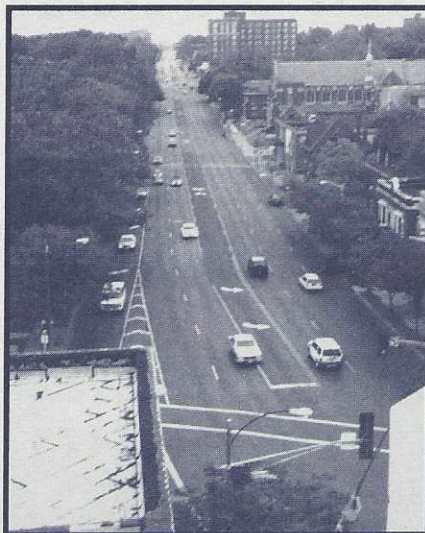
The Marketing of Grand-Tower Grove

By Michael Renner

You know it's a desirable area: the myriad restaurants, eclectic shopping and beautiful turn-of-the-century homes. You've waxed incessantly and glowingly to your friends and family, some of whom may have actually listened to you. In short, you're a Tower Grove booster. The Grand-Tower Grove Marketing Coalition shares your enthusiasm. Formed in mid-1999 by the marketing committee of one of the neighborhood associations, the coalition now consists of representatives from five Tower Grove neighborhoods, two business districts and Tower Grove Park. Their sole purpose is to promote the area as a thriving, active and growing community to current and potential residents, visitors and businesses; no small feat, as you well know if you ever encountered raised eyebrows and long pauses after you tell someone that you live "in the city."

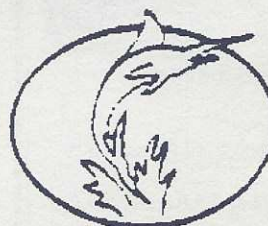
In order to "sell" the area to a broader audience, it takes a concentrated, organized and coordinated effort. To this end, the Coalition issued a request for proposal in June to local marketing firms to develop a comprehensive public relations and marketing plan for the area. Funds for the three-year initiative will be raised from local banks and other fundraising efforts by the Coalition. Three applicants were selected by the Coalition. In mid-October, the applicants will present their plans to the Coalition, who will make the final selection of the successful applicant.

Much as geographic locales like the Loop, the Central West End and the Hill have an identity, it is hoped that a massive and broad-based marketing campaign will help the Grand-Tower Grove area achieve the same level of public awareness. But don't stop your own form of marketing.



Photos from a recent open house at the Dickmann Building at 3115 South Grand Boulevard which is currently under renovation by developer Tim Boyle. Looking north (*top, left*) and south (*top, right*) along Grand Boulevard from the roof of the Dickmann Building. (*Bottom, l to r*) Kendall Winter of the Winter House Bed & Breakfast, Cheryl Jones, TGHNA President, and Tim Boyle, Developer, at the reception.

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A New Old Neighbor

By Paul Sager

As more and more people are renovating and revitalizing their homes and blocks, another one of our neighbors is concentrating on the construction of a new home. The South City YMCA is gearing up for the December 9th grand opening of a new \$7 million dollar facility located at 3150 Sublette.

The new facility will be something the South City has never seen before. Besides being family-friendly and accessible to all people with disabilities, this state-of-the-art facility will include:

- a five lane indoor lap pool with a two-story waterslide
- meeting and conference rooms
- family changing rooms and nursery



- adjacent sports fields for youth sports and adult leagues
- a double gymnasium
- indoor running track
- fitness center with state-of-the-art equipment

As a bonus for residents of South City, the new YMCA is waiving the

\$100 joining fee until December 31, 2000. There are plenty of membership opportunities including: family, individual, active older adults, metro and students. Membership prices

range from \$36/month to \$68/month. Scholarships are available and are based on income guidelines and an interview process. Memberships can be purchased at the South Side location on Grand.

The new South City Family YMCA will also run community outreach programs in South City. Among those planned is a program to provide healthy, safe activities for children in the South Grand area.

For more information on memberships, programs or volunteering, please contact Paul Sager, Membership/Marketing Director at 865-3500.

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3150 Sublette -- St. Louis, MO

Call 865-3500
for more
information

Women's Support and Community Services

By Shannon Earnest



When I was asked to write an article about our agency, I jumped at the chance. At Women's Support and Community Services, we are always eager to spread the word about the services we provide for women. Women's Support and Community Services was formed by the January, 1998, merger of Women's Self Help Center and Southside Women's Center. We are the oldest and largest locally-founded organization dedicated to helping women who have been victimized by violence.

Women's Support serves battered women, rape victims, and adult survivors of physical and/or sexual abuse. We have two different sites,

both located in St. Louis City. The main office is located at 2165 Hampton. Individual counseling is available at this site for women who have experienced rape, physical, sexual, or emotional abuse. Our education team also operates out of this location. They visit high schools and middle schools all over the St. Louis region teaching adolescents and teens how to have healthy relationships through a program called Project H.A.R.T. (Healthy Alternatives for Relationships among Teens). Women's Support also operates a 24-hour crisis line for women. Staff and volunteers keep this service running 24-hours a day, seven days a week, 365 days a year.

The second site is located on the city's southside at 2635 Gravois on the second floor of Hosea House. At our southside site, we serve women by providing educational classes and support groups. Currently, we are offering a domestic violence support group, parenting classes, and anger

management for women. The Fall/Winter schedule will also include classes with topics such as nutrition, tenant rights, and a book group. All services provided at our southside site are free.

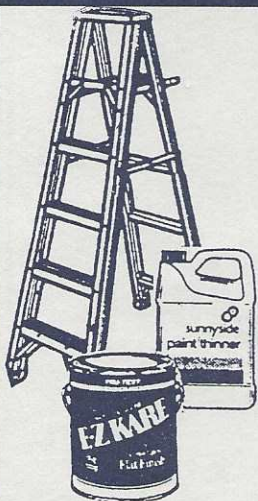
Certainly, we could not provide the quality of services that we do without our trained and dedicated staff and group of volunteers. A combination of two staff and over 50 volunteers make it possible to provide women all over St. Louis with access to help through our 24-hour crisis line. Volunteers, who answer the crisis line from their homes, cover the evening, overnight, weekend and holiday hours. Prior to answering the crisis line, volunteers are provided with over 40 hours of training. This training is offered three times a year. Crisis line volunteers tell us that in addition to helping others, they have learned a lot themselves. Barb, a volunteer for over eight years, learned, "that there's a world of violence and abuse that we seldom hear about." Further, she adds, "I have the power within me to change it, if only in small ways."

At Women's Support, we believe the services we provide assist us in fulfilling our mission to empower women to achieve healthy, stable, and satisfying lives by providing outreach, education, counseling, and advocacy to them, their families, and the larger community. If you or anyone you know needs assistance, would like further information or a schedule of our programs, or would like to volunteer, please see the numbers below to call. We would love to hear from you.

Crisis Line: 531-2003

Main Office: 646-7500

Southside Office: 776-6727



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The Monarchs of Hartford Street

By Rick Clinebell

It's August again, and one of the dependables that comes with a yard of wildflowers is the appearance of monarch butterflies with the August bloom of two of their favorite nectar flowers — swamp milkweed (*Asclepias incarnata*) and rough blazing star (*Liatris aspera* and *L. scabra*). In the



presence of these, the monarchs show little interest in the myriad of other wildflowers blooming in the August garden. There are only a few plants of each, yet up to a dozen monarchs are usually in attendance, flying all day long across the garden, out into the lawns a bit, and back to the same plants for another drink of nectar. It is somewhat comical to watch, and somewhat impressive to me that so many of them find this little oasis of their favorite food plants in the midst of such profound separation from the nearest other populations of these plants. (They do it by smell.)

The swamp milkweed is a tall, pink-flowered affair, nothing at all like the common milkweed which is an agricultural weed and occurred in disturbed areas in the original vegetation. Swamp milkweed, by contrast, was limited to moist, but not necessarily swampy, areas, particularly in the floodplains of rivers and streams. In spite of this absence from the uplands in nature, it adapts well, and seeds itself readily, in urban gardens.

The two species of liatris are different from the commonly grown species, which is mostly marsh blazing star (*Liatris spicata*), and which forms a

solid spike of purple up to a foot long (or longer) at the ends of the stems. These less well-known species form in-



Swamp milkweed.

termittent "buttons" of purple along one to two feet of the branch tips, hence the other common name, button blazing star. They are characteristic of drier sites in the native prairie.

As the blooming of these wane in early autumn, another showy wildflower, New England Aster (*Aster novae-angliae*), takes over as the primary food plant for the monarchs in the garden. These plants get quite large and

sport hundreds of one-inch violet flowers (rarely rose) with bright yellow centers. The plant is quite vigorous and still fairly common on roadsides, growing in both wet and mesic (neither wet nor dry) sites.

In addition to being a food plant for the adult butterflies, milkweeds are also the host plant for the caterpillars, and monarchs come in the



A chrysalis.

spring to lay eggs on the plants. Thereafter, the butterflies are only intermittently present until the August stampede, coinciding with the first blooms of swamp milkweed and button blazing star. They are lovely neighbors and I look forward to their August invasion each year with a sense of contentment and aesthetic pleasure.

Once Upon A Vine

In appreciation of our good neighbors and their business, we are offering 15% OFF an entree with the purchase of an entree of equal or lesser value.

Monday thru Thursday evening
Bring in this advertisement for 15% OFF

expires October 1, 2000

A simple line drawing of a bunch of grapes hanging from a vine with leaves.

A circular logo with the text "ONCE UPON A VINE" around the perimeter. Inside the circle is an illustration of a wine glass, a bottle, and some fruit.

3559 Arsenal
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314.776.2828

Catholic Homesteading

Grants of \$5,000 are available to Catholics who purchase a home in one of three parishes near Tower Grove Park in South St. Louis. These parishes — St. Margaret of Scotland, Holy Family, and St. Pius V — are offering \$5,000 for individuals or families who:

1. Currently reside outside the city limits
2. Purchase a home within the parish boundaries
3. Register at the parish
4. Intend to live in the home for at least 5 years.

For details about Catholic Homesteading contact:

Holy Family:

Fr. John Schwaig, (314) 772-8292
www.archstl.org/parishes/archstl/0115.html

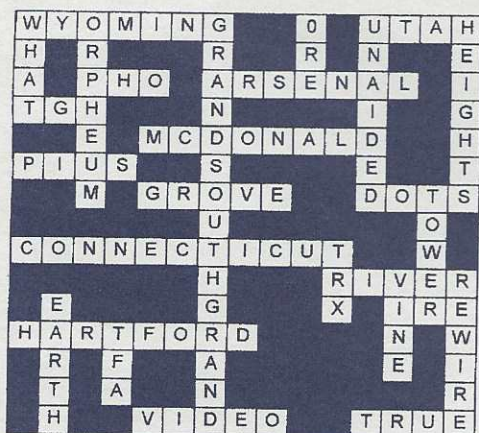
St. Margaret of Scotland:

Fr. Ken Brown, (314) 776-0363
www.stmargaret.shaw.org

St. Pius V:

Fr. Mike Lydon, (314) 772-1525
www.stpiusv.org

Answers from last issue's Puzzle.



Tower Grove Heights WordSearch

By Don Hardin

R D F E G X N N S O Y M G E Q
 U Z Z H Q B D S P R I N G T Y
 Y E R H P M U H A T U K U T U
 B S L A C I N A T O B S S E C
 R R M R I O W A M E E T T Z L
 C E E T Y K N M I O V R I A I
 C N E F V I P N N R U E N G M
 J O T O Z N X I E N O E E A H
 M V I R Y K M Z L C S T N T N
 B A N D C O N C E R T S C A P
 C T G L D S Y R A R B I L I D
 J I S H O L L Y W O O D C N V
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Monthly meetings 7:15 PM on 4th
Tuesday, First Church of Divine Science,
3617 Wyoming

President: Cheryl Jones
President Elect: Michael Renner
Past President: Elizabeth Braznell
Secretary: Diane Hurwitz
Asst. Secretary: Margaret Prichard
Treasurer: Patty Schneider

COMMITTEE CHAIRS

Block Representatives: Jill Nissen
Fun & Fundraising: Jeffrey Blunt
Gazette: Tod Martin
Membership & Social: Robert Jones
Neighborhood Safety: Robert Jones
Physical Improvements: Joe Ogier and
Andrew Haberern
Tenant Committee: Jeff Muse

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3600/3700 Arsenal
Margaret Prichard
3800 Arsenal
Elliott Blevins
Fredric Rissover
3600/3700 Hartford
Bobbie Ohmer
Sue Stefanski
3800 Hartford
Jennifer Florida
Joe Thele
3600/3700 Juniata
Jane Cochran
Jill Nissen
Robin Vannoy
3800 Juniata
Lucinda McNary
3600/3700 Connecticut
Linda Schweighofer
3800 Connecticut
David Nothmann
Sherry Taylor
3600/3700 Wyoming
Bob Walker
3800 Wyoming
Linda Fick
3600/3700 Humphrey
Sue Clavin
3800 Humphrey
Susan Huck
Erin L. O'Reilly
3600/3700 Utah Place
Mary Duggan
3800 Utah Place
Veda Lynn

Interested in knowing that you've made a difference in our neighborhood? Interested in making new acquaintances among the diverse and wonderful individuals who call Tower Grove Heights home? Well, there's an easy way to accomplish both of these goals with one action -- volunteer with the Tower Grove Heights Neighborhood Association!

There are many exciting volunteer opportunities for people of all ages and interests and many require nothing more than a couple hours of your time. Start by attending one of our monthly meetings or talk to one of the many Heights residents who is active in the Association! Monthly meetings of the TGHNA are at 7:15 PM on the 4th Tuesday of each month (except Dec.) at First Church of Divine Science, 3617 Wyoming. We are always excited to see new faces at the meetings because the neighborhood is only as good as the people who care about it!

Tower Grove Heights Needs You!

If you have not been mailed a copy of this Gazette, you are not a member. Join today and you will be mailed all 6 issues of the Gazette. Membership dues raise more funds for the neighborhood than any other activity. Please show your support for your association and your neighborhood by joining today!

Memberships are as follows, please check ONE:

_____ Individual (1 vote) \$7/yr
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