

## ZONING CHANGE REVIEW SHEET

CASE NUMBER: TBD

HLC DATE: February 28, 2022; March 28, 2022; May 4, 2022

APPLICANT: Historic Landmark Commission (owner-opposed)

HISTORIC NAME: TBD

WATERSHED: Urban—Shoal Creek, Lady Bird Lake

ADDRESS OF PROPOSED ZONING CHANGE: 301 West 6<sup>th</sup> St.

ZONING CHANGE: CBD to CBD-H

COUNCIL DISTRICT: 9

STAFF RECOMMENDATION: Staff recommends that the Historic Landmark Commission consider recommendation of the proposed zoning change from central business district (CBD) to central business district-Historic Landmark (CBD-H) combining district zoning.

QUALIFICATIONS FOR LANDMARK DESIGNATION: Architecture and historical associations

HISTORIC LANDMARK COMMISSION ACTION: **February 28, 2022:** postpone (Koch, Larosche; 10-0-1, Wright off dais) **March 28, 2022:** initiate historic zoning based on community value and historical associations (Koch, Valenzuela; 11-0).

PLANNING COMMISSION ACTION:

DEPARTMENT COMMENTS:

CITY COUNCIL ACTION:

CASE MANAGER: Kalan Contreras

PHONE: 512-974-2727

NEIGHBORHOOD ORGANIZATIONS: Austin Independent School District, Austin Lost and Found Pets, Austin Neighborhoods Council, City of Austin Downtown Commission, Downtown Austin Alliance, Downtown Austin Neighborhood Assn. (DANA), Friends of Austin Neighborhoods, Homeless Neighborhood Association, Neighborhood Empowerment Foundation, Old Austin Neighborhood Association, Preservation Austin, SELTexas, Shoal Creek Conservancy, Sierra Club, Austin Regional Group, West Downtown Alliance, Inc.

BASIS FOR RECOMMENDATION:

**§ 25-2-352(3)(c)(i) Architecture.** *The property embodies the distinguishing characteristics of a recognized architectural style, type, or method of construction; exemplifies technological innovation in design or construction; displays high artistic value in representing ethnic or folk art, architecture, or construction; represents a rare example of an architectural style in the city; serves as an outstanding example of the work of an architect, builder, or artisan who significantly contributed to the development of the city, state, or nation; possesses cultural, historical, or architectural value as a particularly fine or unique example of a utilitarian or vernacular structure; or represents an architectural curiosity or one-of-a-kind building.*

301 W. 6<sup>th</sup> St. is a single-story brick warehouse with rhythmic fenestration, a corner entrance, and Art Deco cornice detailing. The building is a good example of early twentieth century industrial architecture and is named as a high-priority warehouse in a 2009 study by Historic Preservation Officer Steve Sadowsky.<sup>1</sup> It is associated with the earliest period of modern refrigeration in Austin, and, though some fenestration modifications have taken place over the years, it appears to be the only intact, purpose-built structure remaining of this type and era within the downtown

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<sup>1</sup> Sadowsky, Steve. 2009. "Austin's Warehouse Districts: High Priority Buildings."

warehouse district; thus, it represents a rare example of an architectural style in the city, particularly as Austin's nearby Warehouse District faces ever-mounting development pressure.

The building at 301 West 6<sup>th</sup> Street was constructed around 1919, though the lot appears to have been in use as commercial and dwelling space since at least the 1890s, per Sanborn fire insurance maps and occupancy histories. Prior to the construction of this building, there had been a two-story store here operated by Frank Raggio, taken down around 1919. This two-story building is shown in photographs taken during the construction of the Post Office at 6<sup>th</sup> and Colorado Streets in 1913. Frank Raggio lived upstairs above his store, which faced 6<sup>th</sup> Street. The 1935 Sanborn map shows the current building, one story with a cutaway corner. The building originally had an awning or canopy which wrapped around the corner and followed the lines of the cutaway corner; this awning or structure had been removed by 1961, was replaced in 1968 and 1980, and was removed again sometime after 1997.<sup>2</sup>

**§ 25-2-352(3)(c)(ii) Historical Associations.** *The property has long-standing significant associations with persons, groups, institutions, businesses, or events of historic importance which contributed significantly to the history of the city, state, or nation; or represents a significant portrayal of the cultural practices or the way of life of a definable group of people in a historic time.*

The property is associated with the Riegler Ice Cream Company, Austin Ice Cream Company, Violet Crown Ice Cream, and Capital Seed Company. These businesses represent an era of technological advancement in building construction and food production, as well as a vital resource for Victory Gardeners during the second World War.

The building at 301 West 6<sup>th</sup> Street was constructed around 1919, though the lot appears to have been in use as commercial and dwelling space since at least the 1890s, per Sanborn fire insurance maps and occupancy histories.

Onorato Del Curto sold the corner lot at 6<sup>th</sup> and Lavaca to the San Antonio-based Riegler Ice Cream Company in 1919. It became a manufacturing and sales center, with plate-glass windows to display the state-of-the-art facility and enameled interior<sup>3</sup> to pedestrian traffic. By the 1920s, the Austin Ice Cream Company had purchased the building as their Austin headquarters, manufacturing Violet Crown Ice Cream products. In 1926, a group of Temple investors with the Bell Ice Cream Company had purchased the company, though the building kept the Violet Crown name. By 1931, the expanding Bell Company planned to construct a new factory at 10<sup>th</sup> Street and Guadalupe,<sup>4</sup> and the Roy Rather Refrigeration Company purchased 301 W. 6<sup>th</sup> Street.

During the 1930s, after a brief stint at 201 W. 6<sup>th</sup> Street, Morris and Curtis Mosteller moved their seed business into the former factory.<sup>5</sup> During the late 1930s and early 1940s, their advertising focused on the wartime Victory Garden effort, and Morris Mosteller dispensed regular planting advice as part of his role as garden committee chairman of the Chamber of Commerce.<sup>6</sup> In the late 1960s and early 1970s, the building was occupied by the electronics department of Durham's Business College.

Throughout the historic period, the secondary building sharing a party wall with 301 W. 6<sup>th</sup> Street—known through the years as 502, 504, and 506 Lavaca Street—served a variety of business and industrial occupants, most notably the Lindsey Auto Electric Company. Lindsey Auto Electric remained at the Lavaca Street address for at least twenty years. The building appears to have been completely remodeled at some point between 1935 and 1961; the 1935 map shows the building as having iron beams; the 1961 map shows it as having wood trusses, and the area to the north of the current building had been filled in during that same period of time. This building does not retain sufficient integrity or architectural interest to be included as part of the recommended historic zoning overlay.

As a building on the outskirts of the Warehouse District—an area historically associated with Austin's LGBTQ+ businesses, gathering spaces, and community nexus—that currently houses an LGBTQ+-centric business, it is important to recognize and examine any possible connections within the historic period under the Community Value criterion outlined in Land Development Code §25-2-352(3)(c)(iv).

<sup>2</sup> Sadowsky, Steve. 2009. "Occupancy History: 301 W. 6<sup>th</sup> Street."

<sup>3</sup> "Ice Cream Firm Will Erect New Building Here." *The Statesman* (1916-1921), Mar 09, 1919.

<sup>4</sup> "Bell Ice Cream Ice Lets Contract for Building." *The Austin American* (1914-1973), Feb 08, 1931.

<sup>5</sup> "Owned And Managed." *The Austin Statesman* (1921-1973), Dec 06, 1938.

<sup>6</sup> "Workers in Over 5,000 Victory Gardens in Austin Toil in Hot Sun these Days." *The Austin Statesman* (1921-1973), Apr 20, 1944.

**§ 25-2-352(3)(c)(iv) Community Value.** *The property has a unique location, physical characteristic, or significant feature that contributes to the character, image, or cultural identity of the city, a neighborhood, or a particular group.*

The building's documented association with Austin's LGBTQ+ community does not appear within the historic period. The property may possess a unique location and physical characteristics as a warehouse adjacent to the Warehouse District which retains a use consistent with the area's historic LGBTQ+ spaces, but this association in itself is not sufficient for the building to individually qualify for landmark designation.

PARCEL NO.: 0206011308

LEGAL DESCRIPTION: LOT 7 BLOCK 053 ORIGINAL CITY

ESTIMATED ANNUAL TAX ABATEMENT: \$10,747.85 total (non-homestead, no cap); city portion: \$3773.18

APPRAISED VALUE: \$2,572,492

PRESENT USE: Bar, gathering space

CONDITION: Good

PRESENT OWNERS:

SIXTH & LAVACA 2018 LP

100 CONGRESS AVE STE 1450 AUSTIN TX 78701-4072

DATE BUILT: ca. 1919




ALTERATIONS/ADDITIONS: Awnings applied during the historic period have been removed and were replaced in 1980; non-historic replacements were removed after 1997. Brick painting may have occurred in the historic period. Windows have been replaced; three-light transom windows visible in early twentieth-century aerials appear to have been merged with fenestration below at side elevation without change to the overall rhythm of window openings. Entry modification may have occurred as part of a 1968 remodel. The front window opening contains a metal grille.

ORIGINAL OWNER(S): Onorato Del Curto, Riegler Ice Cream Company

OTHER HISTORICAL DESIGNATIONS: None

# LOCATION MAP



-  SUBJECT TRACT
-  PENDING CASE
-  ZONING BOUNDARY

1" = 333'

## NOTIFICATIONS

CASE#: GF 22-017035  
LOCATION: 301 W 6TH STREET

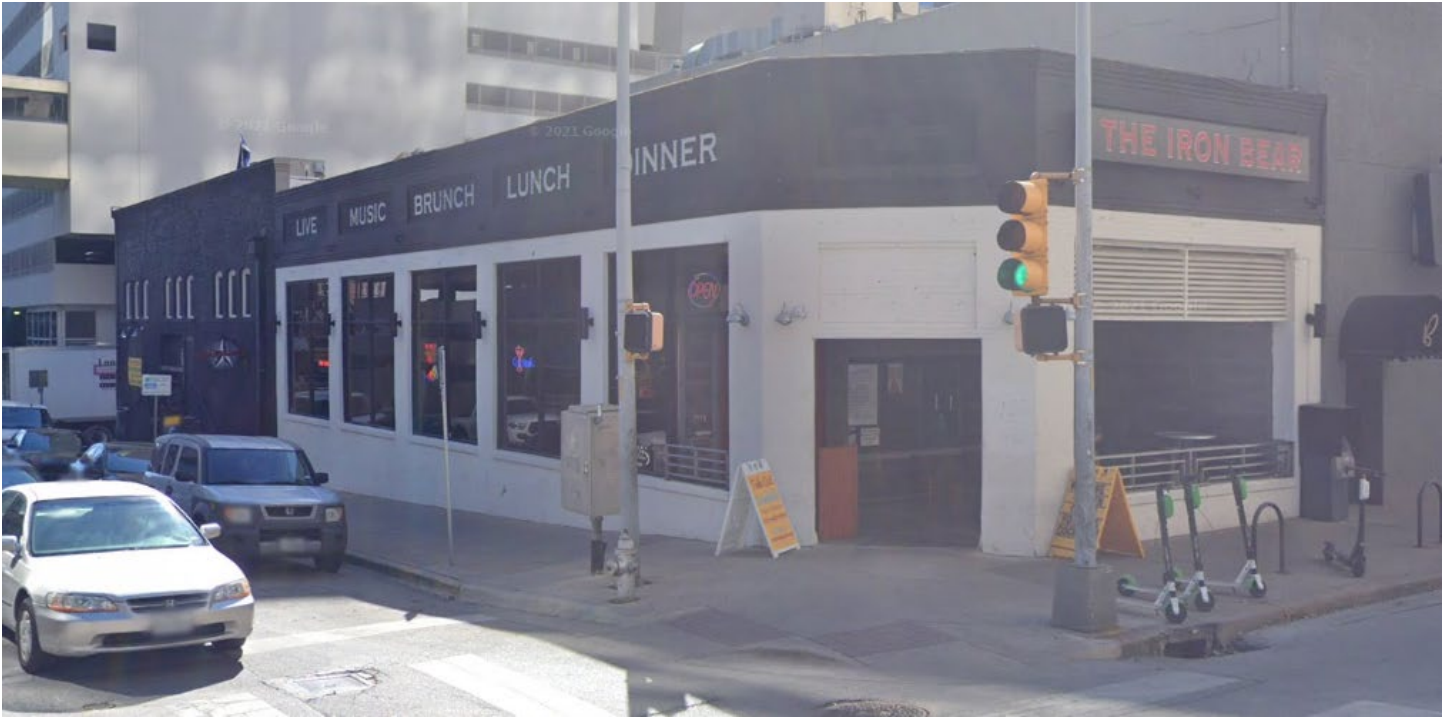
This product is for informational purposes and may not have been prepared for or be suitable for legal, engineering, or surveying purposes. It does not represent an on-the-ground survey and represents only the approximate relative location of property boundaries.

This product has been produced by CTM for the sole purpose of geographic reference. No warranty is made by the City of Austin regarding specific accuracy or completeness.



## PROPERTY INFORMATION

### Photos



*Google Street View, 2021*



*Source: Applicant, 2022*





*Historic streetscape image, ca. 1930s, showing transom windows at side of building. Source: Owner's agent via Austin History Center, C01955.*



*Historic aerial photo showing side and rear of building with awnings. The Congress Avenue streetcar, removed in 1941, is visible. Awnings were later re-applied in 1980 per permits, then removed after 1997. Source: Owner's agent via Austin History Center.*





*1940 aerial image*



*1958 aerial image*



*1976 aerial image*



*1997 aerial image*



*2017 aerial image*



*Occupancy History*

City Directory Research, January-April 2022

1992	Vacant
1988-89	Financial Services of Austin Business brokers Bradley A. Fowler, proprietor
1985-86	Financial Services of Austin Inc. Business brokers
1981	FSA Properties Inc. Commercial and industrial real estate Celesta Cullen, realtor
1978	301 not listed. 305 W 6 <sup>th</sup> St: Harrison-Pearson Associates Inc., real estate
1974	Durham's Business College Electronics Department
1970	Durham's Business College Electronic Department
1968	Durham's Business College Electronics Department Sam E. Myhem, Jr., president NOTE: The main address of Durham's Business College was at 600 Lavaca Street.
1964	Vacant
1959	301 W 6 <sup>th</sup> St.: Capitol Seed House  506 Lavaca St.: Lindsay Auto Electric Parts and repairs
1957	301 W 6 <sup>th</sup> St.: Capitol Seed House Austin's complete garden supply store Morris D. Mosteller, proprietor  506 Lavaca St.: Lindsay Auto Electric
1955	301 W 6 <sup>th</sup> St.: Capitol Seed House 506 Lavaca St.: Lindsay Auto Electric
1953	Capitol Seed House Austin's complete garden supply store. Garden, flower, and field seeds, bulbs, plants, insecticides, fertilizers, and garden tools Morris D. Mosteller, proprietor
1952	301 W 6 <sup>th</sup> St.: Capitol Seed House Morris D. Mosteller, proprietor  506 Lavaca St.: Lindsay Auto Electric
1949	301 W 6 <sup>th</sup> St.: Capitol Seed House Morris D. Mosteller, proprietor  506 Lavaca St.: Lindsay Auto Clinic
1947	301 W 6 <sup>th</sup> St.: Capitol Seed House Morris D. Mosteller, proprietor  504 Lavaca St.: Lindsay Auto Electric

1944	301 W 6 <sup>th</sup> St.: Capitol Seed House Morris D. Mosteller, proprietor
	504 Lavaca St.: Lindsay Auto Electric
1941	301 W 6 <sup>th</sup> St.: Capitol Seed House Morris D. Mosteller, proprietor 504 Lavaca St.: Lindsay Auto Electric
1939	301 W 6 <sup>th</sup> St.: Capitol Seed House 504 Lavaca St.: Lindsay Auto Electric
1937	301 W 6 <sup>th</sup> St: Paul Williams, accountant Austin Federation of Musicians Tax Assessors & Collectors Association
	504 Lavaca St.: Lindsay Auto Electric
1935	301 W 6 <sup>th</sup> St.: US Department of Labor National Reemployment Office
1932	301 W 6 <sup>th</sup> St.: Roy Rather Co. Electric refrigeration and appliances
	502-504 Lavaca St.: Robert E. Whiting battery and electrical supply
1929	301 W 6 <sup>th</sup> St.: Bell Ice Cream Co. of Austin Ice cream manufacturers and dairy products Ralph W. Button, manager
	502-504 Lavaca St.: Robert E. Whiting battery and electrical supply
1927	Bell Ice Cream Company of Austin Ice cream manufacturers and dairy products John B. Gasser, manager
	502 Lavaca St.: Johnson Rubber Co.
1924	301 W 6 <sup>th</sup> St.: Austin Ice Cream Company Manufacturers, Violet Crown Ice Cream “Pasteurized” J.W. Etter (San Antonio), president
	502 Lavaca St: Johnson Rubber Co. and Firestone Service Station
1922	Austin Ice Cream Company Manufacturers, Violet Crown Ice Cream J.W. Etter (San Antonio), president
1920	301 W 6 <sup>th</sup> St.: Riegler Ice Cream Co. John B. Gasser, manager
	301 ½ W. 6 <sup>th</sup> St.: Onnorato Del Curto, owner
	502 Lavaca St.: J.O. Buass & Sons Sheet metal works

## Permits

4839

PERMIT FOR WATER SERVICE Austin, Texas

M. Vacant Address 221 W 6th St **INDEXED**

Plumber Rich Size of Tap 3/4" Date \_\_\_\_\_

Foreman's Report.

Date of Connection 12/6/1927

Water service permit, 1927

OWNER C.M. Bartholomew Estate ADDRESS 301 West 6th

PLAT 7 LOT 7 BLK \_\_\_\_\_

SUBDIVISION Orig. City

OCCUPANCY Business College

BLD PERMIT # 109091 DATE 7-29-68 OWNERS ESTIMATE \$3,500.00

CONTRACTOR Owner NO. OF FIXTURES \_\_\_\_\_

WATER TAP REC # -- SEWER TAP REC # --

Remodel existing comm. bldg.

Building permit, 1968

ADDRESS: 301 W-6th St PERMIT 109091 PLAT 7

LOT: <u>7</u>		BLOCK	SUB.	
		OUTLOT	<u>Original City</u>	
FIRE ZONE <u>1</u>	USE DIST: <u>C-4</u>	OCCUPANCY: <u>Remodel comm Bldg.</u>		
<u>Call</u>	LAYOUT	FRAMING	FINAL	ROOF OVERHANG
	PRINC. BLDG.	PRINC. BLDG.	PRINC. BLDG.	PRINC. BLDG.
	ACC. BLDG.	ACC. BLDG.	ACC. BLDG.	ACC. BLDG.
FOUNDATION	FLOOR JOIST SIZE & O.C.	NECESSARY BLDG. CONN.		
FR. SETBACK	CEILING JOIST SIZE & O.C.	ROOM VENTILATION		PAVED PARKING
TOTAL & MIN. SIDE YD.	STUD SIZE & O.C.	STAIRS REQ. & NO.		
SIDE STREET YARD	MASONRY WALL	ATTIC FIRE STOPS REQ.		

OWNER: C.M. Bartholomew CONTRACTOR: ✓

#1 wood studs 2x4 @ 16" o.c. S.R.

#2 opening in East wall to be recessed to window unit and not over pl.

#3 ~~wood~~ floor joist to be replaced to open unit

Voided inspection card, 1969

OWNER Harrison & Pearson ADDRESS 301 W. 6th St.

PLAT 7 LOT 7 BLK 53

SUBDIVISION Original City

OCCUPANCY Awning

BLDG. PERMIT # 192189 DATE 3-1-80 OWNERS ESTIMATE 900.00

CONTRACTOR Dismukes Blind & Drapery NO. OF FIXTURES \_\_\_\_\_

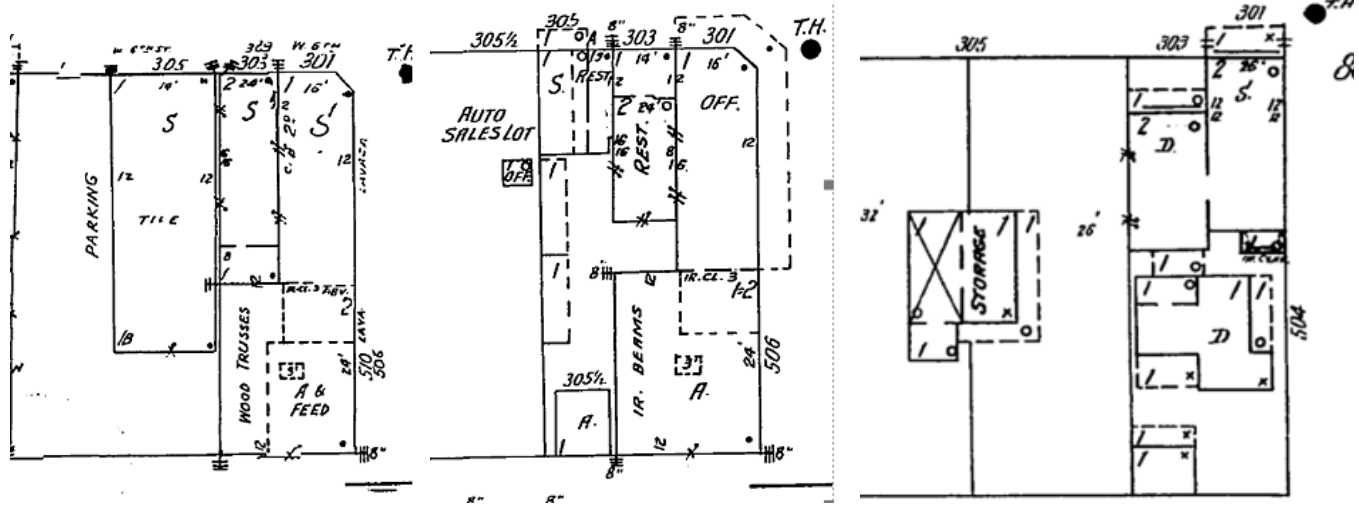
WATER TAP REC# \_\_\_\_\_ SEWER TAP REC# \_\_\_\_\_

Awning - install 7 canvas awning on front & dis  
of bldg.

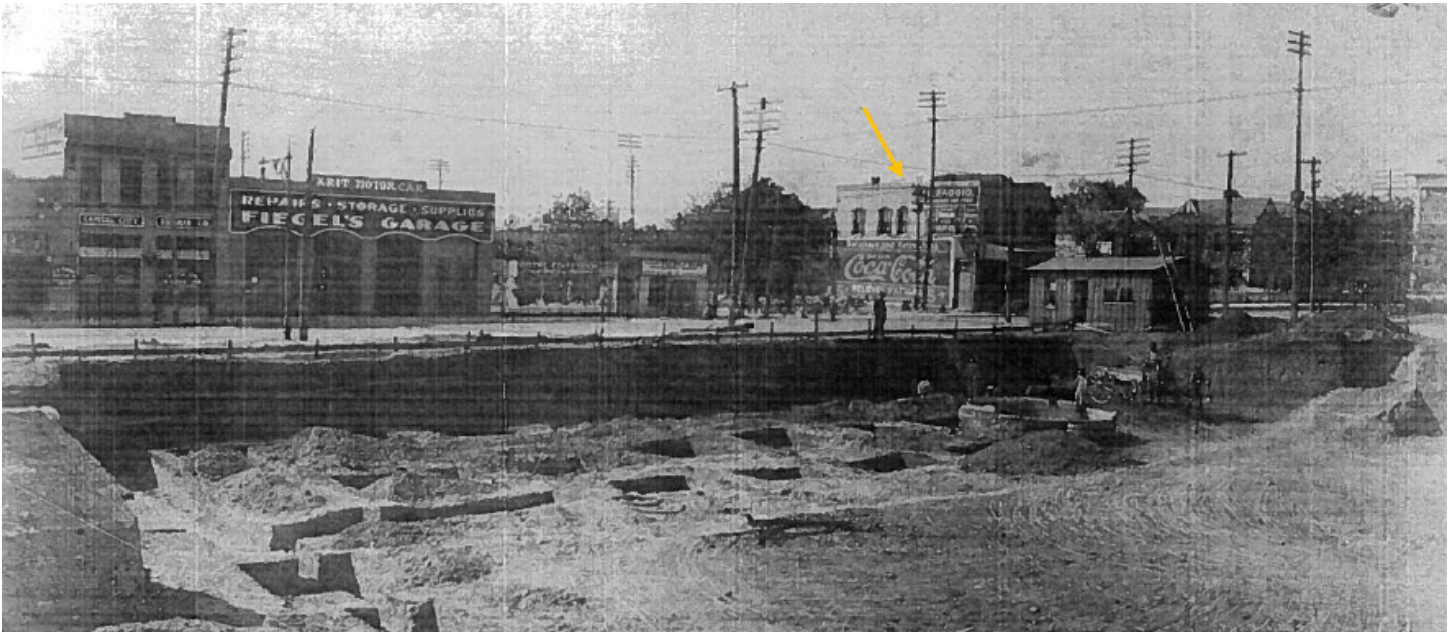
Building permit, 1980



## Historical information



Sanborn maps, 1961, 1935, and 1900



Ca. 1913 photograph taken during the construction of the old Post Office on W. 6<sup>th</sup> Street – the buildings shown in the photograph were in the 200 block of W. 6<sup>th</sup> Street; all of them have been demolished. In the background is Frank Raggio's two-story store building at the corner of 6<sup>th</sup> and Lavaca. Source: Sadowsky, Steve. 2009. "Occupancy History: 301 W. 6<sup>th</sup> Street".

## ICE CREAM FIRM WILL ERECT NEW BUILDING HERE

Tomorrow work will begin on a new industry for Austin, or rather a new home for a new industry. This will be a most attractive and up-to-date sales and storage home for the Riegler Ice Cream Company of San Antonio, for which will be put up a building for their newly established branch in Austin.

The new building, which will be erected on the property owned by Del Curto Bros., corner of Sixth and Lavaca streets, will be 30x148 feet in extent, and have plate glass front and sides, while the interior will be white enamel. The building will be made attractive with flowers and pretty lighting effects, and will be one of the best equipped sales and storage plants in the South. It will be opened, it is expected, in sixty or ninety days.

It will have automatic refrigerating equipment, the temperature regulated scientifically, and every appurtenance up to date and sanitary as science can devise.

The new plant will be equipped to take care of all orders, however big, and will be prepared to furnish at a moment's notice, plain or fancy ice cream for every occasion. The plant will be operated entirely by Austin people, under the management of J. B. Gasser of Austin. Orders from one-half gallon, on up, will be delivered. It is interesting to know that Riegler is one of the largest manufacturers of ice cream in the South. The establishment has been in operation for the past twenty-five years in San Antonio. It has grown and branched out, adding the latest improved methods of making ice cream, and has passed the

Government's test in sanitation, with the highest honors, being known as "the cleanest place in Texas." Ninety per cent of army business is done by the Riegler Ice Cream Company.

To show to what an extent the ice cream business has grown, a check for \$13,700 was given Riegler's for one month's supply of ice cream for Kelly Field. Ice cream was consumed by the ton, rather than by the gallon, there.

In speaking of establishing a branch in Austin, Mr. Gasser stated that Riegler had intended for a year to come to Austin, feeling that such an ice cream plant was a necessity for Austin, and that the industry in Austin was going to increase very materially. Already orders from the surrounding towns had been coming in very satisfactorily, and when the plant is fully established, in its handsome new home, it will be a credit to the big institution of which it is a part, and Austin will have a business that will add lustre to her name.

Riegler's opened their branch in Austin Feb. 1, and have two trucks in operation, delivering ice cream.

Pretty menu booklets are now on the press, which will be distributed to the hostesses and homemakers of Austin, giving them many ideas in entertaining, and in the serving of fancy desserts, ice creams in all pretty forms and devices.

"ICE CREAM FIRM WILL ERECT NEW BUILDING HERE." *The Statesman* (1916-1921), Mar 09, 1919.

ation made to it later on.

#### Sightly Buildings Going Up.

The Riegler Ice Cream Company building, now under course of construction, corner of Sixth and Colorado Streets, will be an ornament to the business section of Austin. It is being built of the best quality of brick, will be finished on the inside with enamel and will be slightly in each detail. The automatic cold storage plant will be one of the most modern in Texas, and the building will be used for storage and sales purposes. That it will supply the needs of a large number of towns in this section of Texas is a foregone conclusion.

#### Austin Realty In Demand.

There have been more realty transfers involving valuable properties and the exchange of big sums of money within the past few months, in Austin, than has been recorded here for years. On the whole, this city is a cleanly one, civic care evincing itself on every side, the business enterprises are sound and the general healthful condition is conducive to the most optimistic predictions for Austin's rapid and solid advancement.

Ainsworth, J. S. "PROPOSED HOTEL, OTHER ENTERPRISES, BOOST AUSTIN." *The Statesman* (1916-1921), Apr 20, 1919.

#### Reception Tomorrow.

Among the events of interest on Thursday's calendar is the reception given by the Riegler Ice Cream Co., at their new home, 301 W. Sixth Street.

The reception is a celebration of the opening of their attractive new home in Austin, and will be held from 4 to 8 o'clock tomorrow afternoon.

The affair promises to be very delightful. There will be music, refreshments and souvenirs and Austin people are cordially invited.

"Reception Tomorrow." *The Statesman* (1916-1921), Aug 13, 1919.



*We want you  
to come to  
our party  
tomorrow*



*Be sure to  
bring  
the kiddies  
along*

## RIEGLER ICE CREAM CO.

INVITES YOU TO BE PRESENT

AT A RECEPTION

TO CELEBRATE

THE FORMAL OPENING  
OF THEIR NEW HOME

AT 301 WEST SIXTH STREET

TOMORROW, THURSDAY AUG. 14th

FROM FOUR TILL EIGHT P. M.

REFRESHMENTS

SOUVENIRS

MUSIC

301 West 6th Street

*Riegler*  
ICE CREAM CO.

Phone 2811

"Display Ad 9 -- no Title." *The Statesman* (1916-1921), Aug 13, 1919.

**MRS. O. DEL CURTO.**

The funeral of Mrs. O. Del Curto, wife of O. Del Curto, was held at St. Mary's Catholic Church at 9 o'clock Thursday morning. Father McDonald officiating. Mrs. Del Curto, whose residence was at 1914 West Sixth street, was a member of one of Austin's oldest families, and her death came as a shock to a wide circle of friends in this city. Mrs. Del Curto is survived by her husband and three children, Frank M. Del Curto, Miss Mary Louise Del Curto and J. M. Del Curto, the latter serving as bacteriologist for the Department of Agriculture. Funeral services were private.

**FRANK RAGGIO**, aged 51 years, a resident of Austin all of his life, died early Tuesday morning at a local hospital following an illness of two weeks. He is survived by one brother, Antonio Raggio of Austin, and a niece, Miss Jane Cuneo of Austin.

The remains were removed to the residence of his brother, 406 East Second street. Funeral services will be held from St. Mary's Catholic church Wednesday morning at 10 o'clock with Rev. Father Quinlan officiating. Interment will be in Mount Calvary cemetery.

Pallbearers are: Tom Cuneo, Joe Macken, Frank Maddox, Pat McNamara, Louis Ghezzi and Gus Moberg.

"MRS. O. DEL CURTO." *The Statesman* (1916-1921), Sep 16, 1920.

"The Dead." *The Austin Statesman* (1921-1973), Dec 01, 1925.

**VIOLET CROWN ICE CREAM**

And

**POLAR BARS**

Made Fresh Every Day

Phone 4400

West 6th at Lavaca St.

**AUSTIN ICE CREAM CO.**

"Display Ad 9 -- no Title." *The Austin Statesman* (1921-1973), Jul 15, 1922.

*We Serve*

# VIOLET CROWN

*Ice Cream Exclusively*

*Pastuerized*

**Mfg. by AUSTIN ICE CREAM CO.**

*Phone 9194* *West 6th and Lavaca*

Advertisement for Violet Crown Ice Cream made by the Austin Ice Cream Company, the predecessor of the Bell Ice Cream Company. Violet Crown Ice Cream was made here by several manufacturers from the early 1920s through the early 1930s. Source: Austin American-Statesman, May 3, 1925

PURE FRUIT PEACH ICE CREAM

## ITS VIOLET CROWN ICE CREAM



In your own interest say  
"Violet Crown" when you  
buy Ice Cream.

- In Bulk
- In Bricks
- In Special  
Molds
- In All Flavors

At Your Favorite Fountain



Made In Our Sanitary Factory by  
**BELL ICE CREAM CO. OF AUSTIN**  
301 W. 6th St. Phone 9194

Advertisement for peach Violet Crown Ice Cream, manufactured by the Bell Ice Cream Company, which took over the Austin Ice Cream Company around 1926. Source: Austin American-Statesman, July 17, 1927



# Austin Ice Cream Company Sold to Temple Business Men

Assets of the Austin Ice Cream company were purchased Monday afternoon by a group of business men of Temple for a consideration of \$33,000. Announcement of the purchase was made by Joe T. Bonner, one of the new owners, immediately following the closing of the contract.

Purchasers of the ice cream plant located at Sixth and Lavaca streets are: Joe T. Bonner, F. L. Denison, J. C. Mitchell, Lem Burr, and Roy C. Alstadt, all of Temple. The old corporation under the sale was dissolved and the new owners plan to incorporate the new group about Wednesday or Thursday of this week with a capitalization of \$50,000.

The new owners of the Austin plant are experienced creamery men, owning plants at Temple, Lubbock and Lampasas. Ice cream and kindred products will continue to be manufactured here and new machinery and equipment costing between \$10,000 and \$12,000 will be added during the coming month, it was announced.

Although the new owners control four plants, the Austin institution will be independent and its deposits and resources will be kept in Austin.

The deal was transacted through C. N. Avery of Austin, Mr. Bonner announced. J. W. Etter and J. C. Capt were president and vice president of the Austin Ice Cream company under the previous ownership.

*The Same Name, But Not the Same Product*



# Violet Crown Ice Cream

has changed owners, management and formula.

We had no thought of changing the name but are changing the formula to make a product in keeping with the beautiful name.

We are going to offer to Austin and its trade territory in VIOLET CROWN ICE CREAM in bulk, bricks and fancy individual moulds a product that will not only look and taste good but will be exceedingly high in food value.

The wise house wife and hostess will appreciate more and more the wonderful food value in VIOLET CROWN ICE CREAM and will serve it on the table, at parties and all social functions.

VIOLET CROWN ICE CREAM will make its way by the way it's made. Call for it by name.

**BELL ICE CREAM CO. of Austin**

J. B. GASSER, MANAGER

DIAL 9194

301 W. 6th St.



## New Company Takes Over Violet Crown Ice Cream Co.

J. B. Gasser was placed in charge of the Bell Ice Cream company of Austin last week, assuming his official duties as manager Thursday. The property was recently purchased from the Violet Crown Ice Cream company by Joe T. Bonner, F. L. Denison and J. C. Mitchell, incorporators, all of Temple.

Mr. Bonner was in the city all last week completing final plans for the future policies of the new company. He said that the company would start immediate work on improvements to cost \$10,000 or \$15,000. Although the name of the company has been changed the ice cream will carry the same brand name of Violet Crown as used by the former owners. Mr. Bonner is enthusiastic about the future of the company in Austin and optimistically stated that he was proud of his investment here. He further stated that his company would at all times co-operate in the building and boosting of Austin and its trade territory, and render a real service to both.

"We don't feel that any institution has a right to exist unless it does render service," Mr. Bonner said.

J. B. Gasser who has been placed in charge as manager, is a resident

of Austin and installed the plant and is thoroughly acquainted with the trade of Austin and its trade territory. He has had long experience in the manufacturing and selling of ice cream and other dairy products. Gasser says that he will establish Violet Crown ice cream as a product unsurpassed in purity and food value.

Mr. Gasser says that a special invitation is extended to the public to visit the plant at 301 W. Sixth street at any time in which they will be shown through the institution by the local management.

# BELL EXPANDS AUSTIN PLANT

## Violet Crown Ice Cream Is Local Product.

About one year ago the Bell Ice Cream company, operating several ice cream manufacturing plants in Central and West Texas, bought out the interest of the Violet Crown Ice Cream company.

The first step made by the new company was to add new equipment to the factory.

Fifteen thousand dollars worth of the newest and most modern equipment for the manufacture of ice cream was installed during the first six months of their operations. Previously all ice cream mixes were shipped from outside sources.

Today the entire preparatory steps for the making of ice cream are made in the factory here in Austin.

Violet Crown Ice cream is shipped throughout South Central Texas in vegetable parchment lined containers, which system is also used for local distribution.

A fleet of six motor vehicles is necessary to handle the daily local

output of the factory. The company maintains its offices here in Austin and every transaction is consummated with local banks and other institutions.

### Fourteen On Payroll.

R. W. Button, in charge of the plant, said, "We buy nothing outside of Austin that can be purchased here."

Fourteen persons are employed by the plant.

"BELL EXPANDS AUSTIN PLANT: VIOLET CROWN ICE CREAM IS LOCAL PRODUCT." *The Austin American* (1914-1973), Aug 14, 1927.

## Bell Ice Cream Ice Lets Contract For Building

Work will be started immediately by C. W. Moore, general contractor, on the construction of a modern new creamery plant for the Bell Ice Cream company at the northeast corner of 10th and Guadalupe street. It was announced Saturday.

The new plant, located across the street from the new Travis county courthouse, will be of brick and reinforced concrete construction and will cost \$25,000.

"Bell Ice Cream Ice Lets Contract for Building." *The Austin American* (1914-1973), Feb 08, 1931.



# SAVE

That 5%  
Government Tax

## BUY YOUR Electric Refrigerator NOW!



### The Sales Tax

The government sales tax of 5% will be applicable to all units sold after midnight of June 20th. You must act quick to take advantage of this saving.

These dealers will be glad to explain their easy payment plans and the advantages of electrical refrigeration.

## Copeland

DEPENDABLE Electric Refrigeration

Sold By  
**ROY RATHER CO.**  
301 West 6th St.

**General Electric**  
REFRIGERATORS  
**JNO. L. MARTIN**  
410 Congress

**MAJESTIC**  
**BOWMAN-CRAVENS**  
412 Congress Ave.

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Sold By  
**J. R. REED MUSIC CO.**  
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**KELVINATOR**  
18 Years of Proved Performance  
**NEWT BRUNSON**  
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## Electric Refrigeration

Electric refrigeration is no longer considered a luxury. It is an absolute necessity—for health, for economy and for food preservation.

Electric refrigeration is no longer considered an experiment. It has been proven a sound, practicable engineering accomplishment. Hundreds of thousands of homes are enjoying this type of refrigeration today.

This is your year to buy an electric refrigerator. Prices are low and scientific research has added even greater conveniences. Electric refrigeration is more practicable than ever before.

## Plenty of Ice

The modern electric refrigerator of today will at one freezing make from 6 to 20 pounds of ice depending on the size of the unit. Don't let any one tell you different. Electric refrigerators are absolutely dependable, maintaining cold even temperatures and furnish an ample supply of ice cubes at all times. The cost of operation is amazingly small.



## Mosteller Brothers Open Capitol Seed House

Two Austin men have opened a new seed store known as the Capitol Seed House and located at 201 West Sixth street. This store is owned and operated by Morris D. Mosteller and Curtis L. Mosteller, brothers.

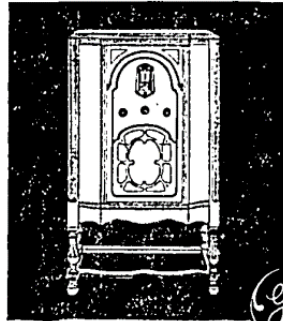
The new store handles garden seed of every variety that is adaptable to this climate, the owners announced. The Capitol Seed House buys seed from the most reliable seed growers in this country and other countries.

For beautiful lawns and flower gardens the Capitol Seed House has fresh bulk flower seed and many different lawn grasses. In addition, the store is exclusive distributor in Austin for Red Chain poultry and stock feeds. Pet owners will find everything they need for the proper care and feeding of their pets such as canaries, dogs, and poultry.

"Mosteller Brothers Open Capitol Seed House." *The Austin American* (1914-1973), Oct 08, 1933.

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tone tests, than for  
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**6-1-0-2**

Delco Batteries  
Delco Light  
Products

504 Lavaca

"Display Ad 21 -- no Title." *The Austin Statesman* (1921-1973), Sep 22, 1932 and "Display Ad 53 -- no Title." *The Austin American* (1914-1973), Jun 27, 1937.



**OWNED AND MANAGED** by M. D. Mosteller, above, the Capitol Seed House, formerly located at 201 West Sixth, is holding open house Wednesday afternoon and night at its new location, 301 West Sixth. The Universal Cowboys, Fort Worth string orchestra, will play. According to Mosteller, the change in location will afford ample room for expansion, brought about by the increasing interest being evidenced in gardening. The Capitol Seed House opened five years ago and since has made steady growth.

*"OWNED AND MANAGED." The Austin Statesman (1921-1973), Dec 06, 1938.*



## Officials of Capital Seed House



Photo by Jensen  
**M. D. MOSTELLER**  
Owner and Manager



Photo by Jensen  
**C. H. GUSTAFSON**  
Manager Wholesale Department



Photo by Jensen  
**FRANK MOSTELLER**  
Manager Retail Feed Sales

M. D. Mosteller, of the Capitol Seed House, 301 West Sixth street, reports an ever increasing interest being shown in the planning and planting of flower and vegetable gardens in Austin and Central Texas. Within six years his seed store has grown from a very small single room to the pres-

ent large modern store, one of Central Texas' finest. C. H. Gustafson has been associated with the Capitol Seed House the past five years and has been in the seed business the past 15 years. Frank Mosteller has been associated with the store for three years.

"Officials of Capital Seed House." *The Austin American* (1914-1973), Mar 26, 1939.

## Tuneup of Car Motor Advised By Lindsay

During the colder days of late fall and winter that are ahead, the chances that the engine in your car will stall on you or will be hard to start will increase, says Joe Lindsay, owner and manager of Lindsay Auto Electric, located at 504 Lavaca street.

And when the car engine stalls on you, the chance is fine that the engine needs tuning up. And the best time to have that done is now—before the colder weather arrives. Why not take the car down to the Lindsay firm and let its experts in ignition check the various features that make the motor function.

By having the motor tuned up, it will mean a saving to you in greater economy of gasoline consumption, maximum power and top speed in performance. When the motor is tuned up at the Lindsay Auto Electric, the carburetor, spark plugs, battery, distributor, motor compression are all checked carefully as well as all wiring and all electrical connections.

Mr. Lindsay pointed out that a motor checkup is recommended by all car manufacturers at regular intervals from 6,000 to 10,000 miles.

And should your headlights fail to perform properly, it is suggested that you let the experienced staff of Lindsay Auto Electric check them for you and place them in top condition. This firm specializes

in headlight testing and use a special machine for that purpose.

The Lindsay Auto Electric firm is equipped with all of the latest and most modern testing apparatus approved by car manufacturers and employs the services of experienced, skilled workmen. The firm also handles a general line of electrical parts for all General Motors and Chrysler cars.

Should the ignition system of your automobile need attention, Mr. Lindsay invites you to try his firm's service.

"Tuneup of Car Motor Advised by Lindsay." *The Austin Statesman* (1921-1973), Nov 23, 1940.





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UNCLE SAM**

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STORE NO. 1—301 West 6th Phone 8-8525  
STORE NO. 2—1206 East 38½ St. Phone 5-6533

"Display Ad 27 -- no Title." *The Austin Statesman* (1921-1973), Oct 13, 1943 and "Display Ad 23 -- no Title." *The Austin American* (1914-1973), Nov 22, 1953.

## Workers in Over 5,000 Victory Gardens In Austin Toil in Hot Sun These Days

Spring is urging more and more people to call a spade a backache these days, according to the public agencies interested in promoting more and better victory gardens.

Toiling in the warm sun these days are workers in over 5,000 victory gardens in the Austin area

alone, not including approximately 600 community gardens, large tracts that are farmed by several families.

The Austin Chamber of Commerce, assisting K. D. Willingham, county agent, and other persons and organizations interested in the victory garden program, has mailed out more than 5,000 mimeographed letters of instructions to prospective or active gardeners.

Regardless of the recent frost, the letter says, there is still plenty of time to plant a profitable victory garden.

M. D. Mosteller, chairman of the chamber's garden committee, urges people to plant vegetables that produce over a period of time, that are easy to grow, produce the most, and of which there is the possibility of a shortage.

Mosteller urges gardeners to plant only seeds that will germinate properly. If the gardener is in doubt about his seeds, he may have them checked at the state department of agriculture.

Seeds that should be planted now, Mosteller says, include: Beans (all

kinds), beets, carrots, corn, lettuce, tendergreens, onion plants, Irish potatoes, radishes, tomato plants, cucumbers, okra, squash, pepper plants and egg plants.

In planting, the safe general rule is to plant only three times in depth the size of the seed, Mosteller said. It is better to plant seeds too shallow than too deep, and seeds should not be planted too thick.

Soil should be kept pulverized after planting is completed. "Proper cultivation lets sunlight and warmth into the soil, and at the same time retains moisture in the earth. Proper cultivation will do more to speed up the growth of your plants than almost anything else," Mosteller said.

"Workers in Over 5,000 Victory Gardens in Austin Toil in Hot Sun these Days." *The Austin Statesman* (1921-1973), Apr 20, 1944.

## Greater Need For Gardens Emphasized

Warnings this week by war food administration officials that American civilians will have less food this year add emphasis to the need for more victory gardening in Austin and surrounding territory, members of the Chamber of Commerce garden committee agreed Tuesday morning.

The committee discussed plans, including the publication of a page advertisement in the American and Statesman, for informing the public about how to grow garden vegetables.

Ed St. John, new chairman of the committee and a successful victory gardener for the past few war years, presided at the meeting attended also by Mrs. Paul Vollette, emergency war food assistant in the county home demonstrator's office; Mrs. Paul Hornberger, Mrs. Tom Roberts Jr., Fred S. Nagle, M. K. Steger, M. D. Mosteller, Murray P. Ramsey; K. D. Willingham, Travis county farm agent; Thomas Mayes, negro county agent; and Jessie L. Shelton, negro county home demonstration agent.

The committee agreed there is necessity not only for encouraging past victory gardeners to expand and increase their efforts, but for furnishing information that will cause new victory gardens to be grown in this area this year.

Mayes told of plans, in cooperation with the negro chamber of commerce, of interesting more negro citizens in the growing of victory gardens.

The committee asked that persons offering plowing services notify the Austin Chamber of Commerce so that victory gardeners might obtain those services when needed.

"Greater Need for Gardens Emphasized." *The Austin Statesman* (1921-1973), Mar 20, 1945.