

# Restaurant Ware Collectors Network®

## Iconic Establishments

A series of articles about the china used by venues ranging from hotels and restaurants to burger joints and hospitals

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Bevo Mill  
19 November 2019

BEVO MILL  
4749 Gravois & Morganford Roads  
St Louis, MO

A well-known restaurant with a not well-known china pattern.

Bevo Mill was built in 1916 by August A. Bush, Sr, of the Anheuser-Busch Brewing Company. The entrance section is a replica of an authentic Dutch mill, with 60-foot diameter wooden-blade wind sails. The octagonal Mill room was on the ground floor of this section. The 300-seat Main Dining room and the Auxiliary Dining room are in adjoining areas. Mr. Busch spent \$200,000 creating Bevo Mill. At the same time, he spent \$3 million on a plant to make a new nonalcoholic malt "temperance drink" which he named "Bevo". Bevo Mill opened on Tuesday, June 19, 1917, with no bar, but "Bevo" was available and highly promoted. At the height of its popularity in the early 1920s, over five million cases of Bevo were sold every year, nationwide.

In 1939 Arthur B. Schneithorst leased Bevo Mill from Anheuser-Busch. It was renovated and air conditioning was installed. The main dining room was renamed the **Holland Dining Room** and a new cocktail lounge known as the **Yacht Club** was opened in the basement. In 1959 the lease was sold to Collins Enterprises, which remodeled the **Yacht Club** and renamed it the **Bavarian Room**. The **Bavarian Room** became known for its "Businessmen's Lunch".

As the twentieth century neared its end, the neighborhood declined and its German ethnic customers dispersed. By 2001 the restaurant was only open for dinner on Friday and brunch on Sunday. In 2006 it reopened as a low-cost breakfast and lunch venue. In January 2009 Anheuser-Busch transferred ownership to the St. Louis Development Corporation. From 2009 to 2016 L&M Catering was the operator. In 2017, after \$1 million in renovations, it was reopened as Das Bevo Beirhall. But not quit two years later the restaurant operation ended and it is now only open for event rentals.

Syracuse China designer Elmer Walters designed the original china service for Bevo Mill, which was copyrighted in July of 1917. The border is a transfer design of a Netherlands scene complete with sailboats and windmills. There is a line at the verge. This pattern is shown in the Syracuse sample book as series 41700 "Bevo Mills Pattern". It was not exclusive to Bevo Mill because it was available to other customers in a choice of 13 colors. Searches of the usual web site sources failed to turn up any examples of this

pattern, so I have no clue which color was used by Bevo Mill. It must not have been marked for Bevo Mill. Maybe one of you have a piece of this reclusive pattern?

There is a service plate with the logo that was used during more recent ownership.

Information sources: Thomas Kempland Collection of photographs by J. R. Eike Photography, St. Louis, MO, 1914-1917, Lost Tables, website, St. Louis Post-Dispatch, Feb 9, 2019, article by Lan Froeb, eBay, AOL image search, Google image search. WorthPoint.

**The Bevo Mill**

*One of the show places of St. Louis*

**Will Open Its Doors  
at 4 O'Clock this Evening**

You are cordially invited to call, on this opening night, and view the unique structure and inspect its exquisite appointments and decorations.

***Located at Gravois Road and Morganford Road***

*In the Bevo Mill only beer, light wines, Bevo and soft drinks will be served as beverages. \* \* \* Meats and fowls barbecued in view of the diners. \* \* \* Specializing on dishes obtainable no place else in St. Louis.*

St. Louis Post-Dispatch, June 19, 1917

1917 - opening day advertisement



Bevo Mill Main Dining Room, June 19, 1917  
Photograph by J.R. Eike from the Thomas Kempland Collection

Main Dining Room in 1917



Another view of Main Dining Room



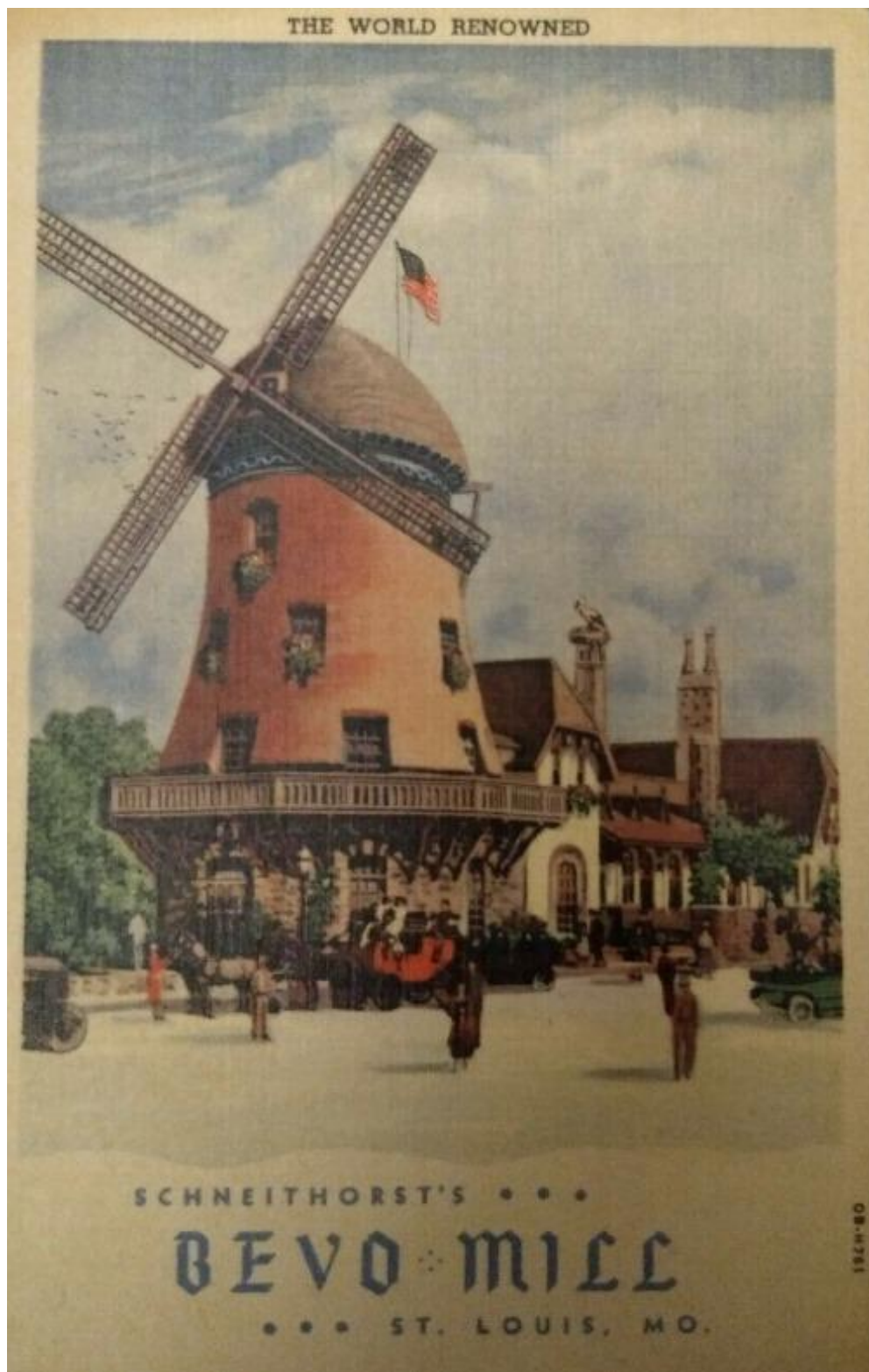
Auxiliary Dining Room, 1917



Octagonal Dining Room with tile murals



Bevo malt drink advertisement



Exterior in 1940

THE HOLLAND DINING ROOM



OB-H762

WORLD RENOWNED BEVO MILL

ST. LOUIS, MO.

Holland Room in 1940



Renovated Main Dining Room with china on tables

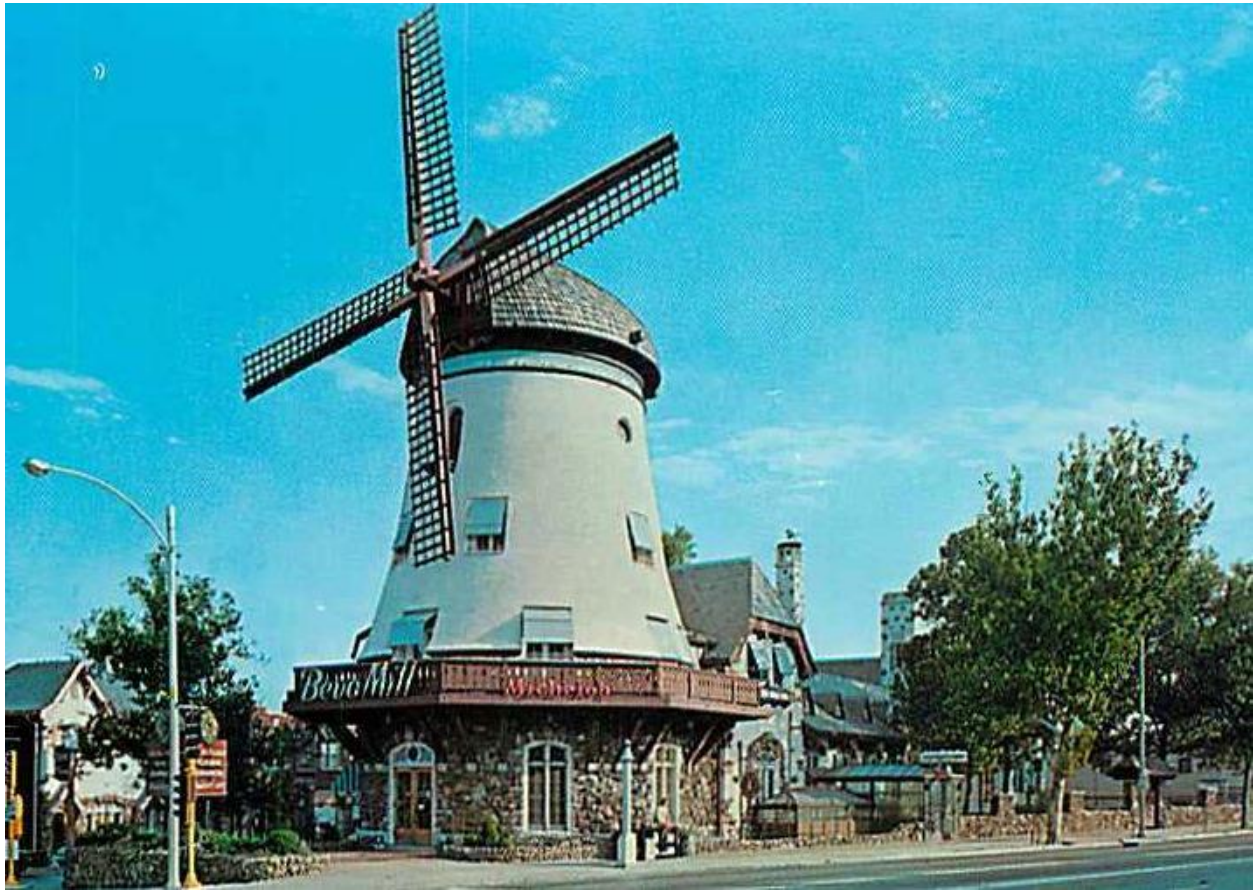


Renovated Main Dining Room with china on tables



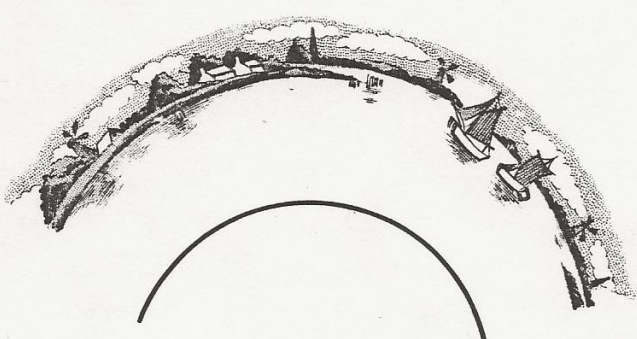
Bavarian Room in basement, originally the Yacht Club





More recent view of exterior

*Bevo Mills.*



John C. Moore Corporation, Rochester, N. Y. Hinder and holes in leaves, each Patented 1906.

Bevo Mills Pattern.  
 With 1 line scale #6 Less  
 without " " " " :

41700	#5 Green.
41705	113 green.
41710	#6 blue
41715	Mulberry
41720	Chest. Brown
41725	Seal Brown
41730	#8 green.
41735	Black
41740	Florentine g
41745	#1 Blue
41750	Maz. Blue
41755	Peacock Blue
41760	Dove.

Bevo Mill pattern in Syracuse salesman's sample book



Service plate from more recent ownership