



# HISTORIC PRESERVATION

## Historic Assessment

**Property Address:** 711 East Mistletoe Avenue

### 1. Application Details

Applicant: Betsy A. Hove  
Type: Historic Landmark Designation  
Date Received: 28 May 2024

### 2. Findings

The structure at 711 East Mistletoe Avenue is a one-story dwelling, built circa 1918. The subject property is located in the Tobin Hill neighborhood, just west of the St. Mary's Street corridor and U.S. Highway 281, and two blocks south of the Trail Street boundary of the Monte Vista Historic District of City Council District 1. Betsy A. Hove currently owns the property.

The land in this neighborhood was first subdivided in 1913 as part of Sarah F Ostrom's Addition. The Ostrom Homestead and farm sat just east of the plat, between the not-yet-constructed Quarry Road (now N St. Mary's Street) and the Upper Labor Ditch or acequia. At that time, Mistletoe Ave was called Broad Ave, and neither Ewald Street nor Valentino Place had been platted (Bexar County Plat Book 368, page 61).

Several homes predate the subdivision, some of which are still extant on the north side of Mistletoe Ave west of Carleton. Construction of new homes in the 1910s and 1920s was rapid, reflecting the city's growth during this period. By 1924, Mistletoe Ave had received its contemporary name. Ewald Street was subdivided in 1918 but did not appear in the City Directory until 1920, at which time its residents were all African-American; by 1930, however, the residents on Ewald were all Hispanic (Bexar County Plate Book 368 page 212).

In 1929, the City Directory includes Broad Avenue Alley, which would later become Valentino Place. Residents of Broad Avenue Alley were Hispanic and African American during this time. Home sizes and styles vary greatly throughout the proposed district, but Ewald Street contains a consistent group of small shotguns and Valentino Place has a few small bungalows. The size of the homes reflects the modest means of the renters and property owners.

Although Mistletoe Ave, Ewald St, and Valentino Pl are chiefly residential, a few businesses have existed within the proposed district boundary. At 631 E Mistletoe (now 629 ½ E Mistletoe) a brick factory produced tortillas and tamales, and a few other lots had grocery stores that likely operated out of the owners' homes. Today, several structures at the more commercial corner of Kings Ct and E Mistletoe Ave have businesses including restaurants and a salon.

The subject property is first listed in the City Directory as 535 Broad Avenue, the location of the Bell Bedding Company and the home of Max and Belle Alpert. Max Alpert and Belle Berger married in San Antonio in 1916, and then purchased the property from J. Oswald Martyn in 1917. In 1919, Max Alpert and Irving Strauss founded the Bell Manufacturing Company, which concentrated on the popular "Bell Middies" garment, which was widely distributed throughout Texas.

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## HISTORIC PRESERVATION

In a 1920 ad for The Wolff & Marx Company 43rd anniversary sale, they boasted: "Their success with this garment spurred them to greater goals, and today they have added Middle Suits, Annabelle Aprons (women's bungalow aprons), Maybelle Dresses (children's and junior wash dresses) and Roly Poly Rompers for the kiddies. Due to Increased business they recently enlarged their factory, situated at 535 Broad Avenue, in the Tobin Hill section, and employ 25 people. They anticipate doubling their organization before the end of the year."

The subject property is a south-facing house, situated near the middle of a block bound to the north by Valentino Place, the east by Kings Court, the south by East Mistletoe Avenue, and the west by Ewald Street. There is not a cohesive architectural statement along this corridor, but the homes represent the styles popular at the time of their construction in the early twentieth century. Good examples of Folk Victorian, Tudor Revival, Craftsman, and Spanish Eclectic are present along the street. Modern infill is minimal, although many homes have been modified with updated materials and additions.

### 3. Architectural Description

The subject property is a single-story Craftsman cottage built circa 1918, with a low-pitched, cross-gabled roof with overhanging eaves, exposed rafters, and a front-facing gable covering the centered third-width front entry porch. The front porch is supported by two tapered wood columns atop square piers, and the front door is flanked by small single-sash windows. The roof is covered with composite shingles, and the rain gutters with downspouts are attached to the front edge of the side-facing gable.

The left and right sides of the front façade feature paired groups of single-sash windows, with wood window screens. The left and right façades feature two sets of paired single-sash wood windows, and a smaller one-over-one wood window. The walls of each façade include distinctive wooden clapboard siding.

Character-defining features of 711 East Mistletoe Avenue include:

- Low-pitched roof with overhanging eaves
- Wooden clapboard siding
- Rear accessory structures

### 4. Landmark Criteria

The property meets six criteria under UDC 35-607(b):

- **8. Its historical, architectural, or cultural integrity of location, design, materials, and workmanship;** as an example of a Craftsman home that retains significant original materials and design details;
- **11. It is distinctive in character, interest or value; strongly exemplifies the cultural, economic, social, ethnic or historical heritage of San Antonio, Texas or the United States;** for its association with the Bell Manufacturing Company, one of the most successful early companies in the San Antonio garment industry;
- **13. It bears an important and significant relationship to other distinctive structures, sites, or areas, either as an important collection of properties or architectural style or craftsmanship with few intrusions, or by contributing to the overall character of the area**

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## HISTORIC PRESERVATION

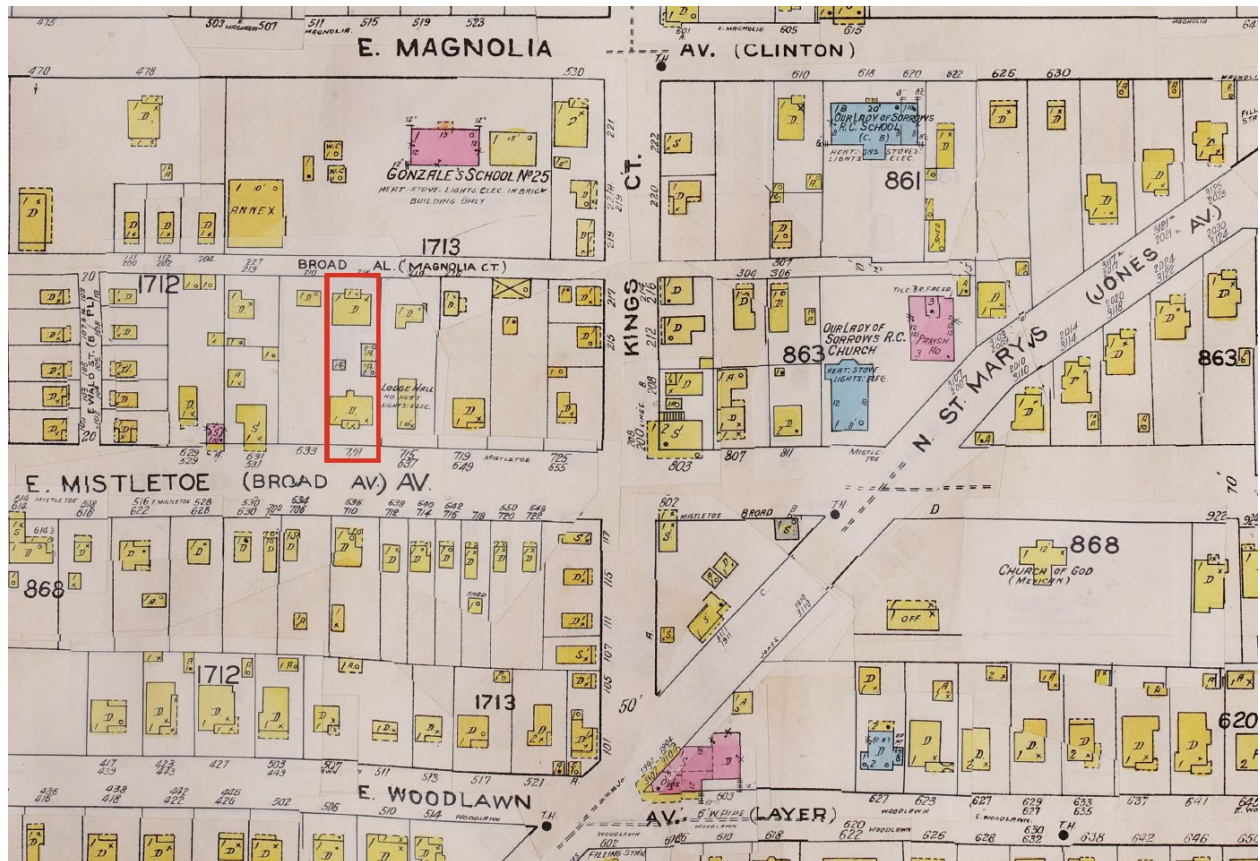
**according to the plan based on architectural, historic or cultural motif;** for its location in the Tobin Hill neighborhood.

### **5. Staff Recommendation**

A property must meet at least three of the 16 criteria used to evaluate eligibility for landmark designation, and this assessment determines that 711 East Mistletoe Avenue meets this threshold. Further research may reveal additional significance associated with this property.



# HISTORIC PRESERVATION



*1. Sanborn Map (1931), Vol.2, Sheet 204*

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## HISTORIC PRESERVATION

VALUES FOR \$7 1/2c each

\$12.50 Grass Rugs, 6x9, for \$9.43.

### BASEMENT HALF-PRICE SALE OF READY-TO-WEAR

To Be Sold at These Prices Only the Remaining Days of Industrial Week

#### WOMEN'S SUITS

Tricotines, gaberdines and men's wear serge, in black, navy and a few of the brighter colorings are shown in the lot. There is a variety of styles in flares, semi-fitted models, box coats, pleats and belts trimmed in many attractive ways in braid, binding, buttons, neat collars and cuffs. All sizes are shown for women and misses in values that run as high as \$75.00, and would sell in the Basement at \$52.75—it is the Basement price that is cut in half. The lot consists of 250 suits and are priced as follows:

\$30.00 Values, Basement Price \$25.75, Half Price \$12.88
\$35.00 Values, Basement Price \$27.75, Half Price \$13.88
\$37.50 Values, Basement Price \$29.75, Half Price \$14.88
\$40.00 Values, Basement Price \$32.75, Half Price \$15.88
\$45.00 Values, Basement Price \$35.75, Half Price \$17.88
\$50.00 Values, Basement Price \$39.75, Half Price \$19.88
\$55.00 Values, Basement Price \$42.75, Half Price \$21.88
\$60.00 Values, Basement Price \$45.75, Half Price \$22.88
\$65.00 Values, Basement Price \$48.75, Half Price \$24.88
\$75.00 Values, Basement Price \$52.75, Half Price \$26.38

No Alterations, No C. O. D.'s Without 1/3 Deposit, No Exchanges. The Store Must Go.

#### WOMEN'S AND MISSES' COATS

Coats in This Assortment at Remarkable Savings

Stylish coats that have come to stay for several seasons. The materials are velours, covert cloth and camel's hair, in tan, rookie, brown, pekin, navy, green and rose. They are in sport and chappy style, with belt of self material or patent leather. All sizes for women and misses.

Values of \$25, Basement Price \$14.75, Sale Price \$ 7.38
Values of \$30, Basement Price \$22.75, Sale Price \$11.38
Values of \$35, Basement Price \$25.75, Sale Price \$12.88
Values of \$40, Basement Price \$29.75, Sale Price \$14.88
Values of \$50, Basement Price \$35.75, Sale Price \$17.88

OUR SKINNERS, JOINERS, AND SHOE MAKERS IN THE BUILDING.

They have a clever staff of artists, who, combined with the perfect mechanical department, are able to turn out a wide range of work for all purposes for the printing art.

### KRETZSCHMAR LEATHER COMPANY

In 1913 Charles Kretzschmar started the manufacture of studded rawhide whip lashes, sold them to the retail trade in San Antonio and surrounding country. The main part of the work was done by himself and family by traveling through the country with horse and wagon, selling to the country trade. About two years ago this firm started to manufacture harnesses and checklines that are waterproof, the material of which he is the sole originator. As the business increased a tannery was built at the corner of Yampico and Trinity Streets and later on was incorporated with a capital of \$11,000, with Charles Kretzschmar as president and general manager, and Mr. J. W. Pich as secretary and treasurer. At the present time the tannery is making rawhide strap leather, rawhide and tanned bull tacing, russet strap leather and harness leather; manufactured out of these materials are checklines, harnesses, whip lashes and belts.

### BELL MANUFACTURING COMPANY

One of San Antonio's infant industries, founded exactly a year ago, that has shown a healthy, steady, substantial growth, is the Bell Manufacturing Company. Founded by Max Alpert and Irving Strauss, they concentrated on the regular Bell Mittens, which are now widely distributed throughout the State. Their success with this garment spurred them to greater goals, and today they have added Middle Belts, Annabelle Aprons (women's bungalow aprons), Mayhelle Dresses (children's and junior wash dresses) and Roly Poly Rompers for the kiddies. Due to increased business they recently enlarged their factory, situated at 655 Broad Avenue, in the Twin Hill section, and employ 26 people. They anticipate doubling their organization before the end of the year.

# THE WOLFF & MARX COMPANY

2. San Antonio Light, May 19, 1920, Pg. 4,

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