St. Louis - Streets FLORISSANT Bludavrdoldnewnorthdrugst -But It Still Spells Florissant

As Gertrude Stein, the late mistress of the mystic meaning, might have said-when is a road is a road is a road is an avenue? Particularly, when in Florissant?

Literal meaning of the word "Florissant" is "flowering." And, when it came to thoroughfares—avenues, roads, boulevards, everything but alleys—the name of Florissant "flowered" promiscuously hereabouis.

From downtown St. Louis to the City of Florissant bloomed forth are about a dozen cities, towns and such off-shoots of the Florissant villages sporting a Florissant rd., blvd., ave. or what-have-you. just plain Florissant ave., West instances on when Florissant is an Florissant ave., Florissant rd., Flor- avenue, a road, a boulevard, new, New Florissant rd.

Apparently an Outcast

And one two-block street-apparently an outcast — wandered away 17 miles south, as the crow flies, from the City of Florissant to blush relatively unseen in Valley Park as "Florissant dr."

There are other intriguing factors that could be expected to further confuse a Florissant-befuddled motorist. For example, signs in downtown St. Louis announced "N. Florissant" — meaning North Florissant. Other signs in Florissant, some 10 miles away, also indicate "N. Florissant"—only it means "New Florissant." And it could mean "Not Florissant."

Also, for a three block stretch in Jennings the roadway commonly known there as West Florissant ave, is that on the south side of the street, but it is just plain Florissant ave. on the north side, according to street signs.

The St. Louis County Directory illustrates with confusing exactness the muddle an uninitiated motorist might find himself in.

16 Separate Listings

the listings by municipalities, there the City of Florissant.

Available maps disagree in some issant blvd., Old Florissant rd. and old, north or west. And in some instances the house numbering on different Florissants is the same.

> Armed with maps, directories, a compass, a good hunting dog and several days' rations, a sharp motorist might be able to find out that:

Actually, there are three distinct Florissant thoroughfares, plus the Valley Park street.

Three Thoroughfares

1. The first starts at Mullanphy st. as a continuation of 12th st. It extends north to N. Grand ave. and thence west through Jennings and then north again through the eastern fringe of Ferguson to U.S. Highway 66. where it ends.

2. The second-Old Florissant rd. -intersects Highway 66 about a mile and a half west. Northward it extends into the City of Florissant, where it crosses New Florissant rd. and becomes Washington st. Southward it extends into Ferguson, becoming Elizabeth ave.

3. The third begins at the Normandy wedge, where it joins with Natural Bridge rd., and extends north through Ferguson as Florissant blvd., crosses U. S. Highway 66 and another mile and one-half The directory offers 16 separate west of where Old Florissant interlistings of the Florissant thorough- sects the nighway. North of the fare family in its alphabetical ros- highway it becomes New Florissant ter of roads. In addition, under rd. and extends northward through