

# THE GEO-SAMPLER

St. Louis may be the second-largest city in Missouri. And it may be considered the “Gateway to the West.” And heck, it may even be famous for its beer, baseball and blues. But what has us really excited is that St. Louis is soon to be home to our fourth (yes, fourth) Geotechnics location! That is big news, friends. Perhaps even worth celebrating with said famous three B’s – beer, baseball and blues? So all this has us thinking: what else do we need to know about St. Louis?

## MEET ME IN ST. LOUIS.

St. Louis was officially founded on February 14, 1764 by French fur traders Gilbert Antoine de St. Maxent, Pierre Laclède and Auguste Chouteau, who named it for Louis IX of France. Later that year, following France’s defeat in the Seven Years’ War, the area was ceded to Spain. In 1800, it was traded back to France, which in turn, sold it three years later to the United States as part of the Louisiana Purchase. (As far as we can tell, no future draft picks were included in the deal.)

Long before any of that, however, this geographic area was the heart of Native American culture and home to the Osage people— whose territory extended west—

and the Illiniwek, aka Illini. The region was known for its many temple and residential earthwork mounds on both sides of the Mississippi River, which were most active from 900 to 1500. At one point, due to the earthwork mounds, St. Louis was known as “Mound City.” This seriously predates the mound at the center of the Cardinals’ ballpark, Busch Stadium, and the earth testing that will soon be meticulously conducted in our newest Geotechnics lab.



Anyhow, the French settlers built a strong fur trade with the Osage, as well as with other distant tribes along the Missouri River. And before anyone knew it, the English, French and Spanish governments were all sending visitors to the territory. St. Louis was attacked by the British in 1780, during the Revolutionary War in the aptly termed *Battle of St. Louis*, making us wonder if there would have been less violence if the three B’s had been in play at that time.

Shortly after the purchase by the United States, the Lewis and Clark Expedition was commissioned by President Thomas Jefferson.

The westward explorers departed from St. Louis in May 1804 and traveled along the Missouri River, reaching the Pacific Ocean in the summer of 1805. They returned to St. Louis in 1806, having traveled almost 8,000 miles, identifying 300 new plant and animal species, and compiling volumes of information on the soil, climate and people of the newly acquired American territory. No doubt today’s soil testing still benefits from their early findings.

*I try to watch what I eat  
but my eyes just aren't  
quick enough.*



**You are now free  
to move about  
the country.**

“Never underestimate the therapeutic power of driving and listening to very loud music.” —*Unknown*

“A road trip is a way for the whole family to spend time together and annoy each other in interesting new places.” —*Tom Lichtenheld*

“A tourist is a fellow who drives thousands of miles so he can be photographed standing in front of his car.” —*Emile Ganest*

“Kilometers are shorter than miles. Save gas, take your next trip in kilometers.” —*George Carlin*

“The one thing that unites all human beings, regardless of age, gender, religion, economic status, or ethnic background, is that, deep down inside, we all believe that we are above-average drivers.” —*Dave Barry*

“Road trips require a couple of things: a well-balanced diet of caffeine, salt and sugar and an excellent selection of tunes—oh, and directions.” —*Jenn McKinlay*

“When you come to a fork in the road; take it.” —*Yogi Berra*

## What about the beer?

St. Louis grew, thanks to westward expansion, the railroad and river travel. In the late 19th century, industrial production was booming following the founding of companies like Ralston-Purina, Anheuser-Busch, and several automotive firms. By 1900, the population of St. Louis was 575,238.

In 1904, St. Louis made its real global debut by hosting the World's Fair and becoming the first non-European city to host the Olympics. More than 60 countries and 43 of the then-45 American states displayed exhibits at the fair, which was attended by nearly 19.7 million people. Highlights of the event included the introduction of the x-ray machine, the fax machine, the answering machine, the waffle iron, the electric typewriter, the tee-shirt, the washing machine, the electric plug and wall outlet, and refreshingly, the ice cream cone. Oh, and air conditioning. What was the highlighted invention of your last trade show?

Today, St. Louis is known for the Gateway Arch, which at 630 feet, is the world's tallest arch, tallest man-made monument in the Western Hemisphere, and known source of vertigo among thousands of visitors every year. Visitors can also tour the original Anheuser-Busch brewery in St. Louis's historic Soulard neighborhood and visit the

world-famous Clydesdale draft horses in their 1885 brick and stained-glass stable.

Lest you think Geotechnics is the only entity to migrate from its birthplace outside Pittsburgh to the St.

Louis area, let's take a moment to reflect on the man. Stan, "the man," that is. Baseball great Stan Musial was born in Donora, PA, a mere 23.4 miles from the Geotechnics HQ. Stan, however, became a St. Louisan for life after joining the St. Louis Cardinals in 1941, remaining utterly loyal to the city even beyond his retirement in 1963. In addition to his remarkable baseball stats, Musial was known for his love of his adopted city and being a great guy. He always participated in his neighborhood's Christmas decorating contest (winning third place one year), always agreed to sign autographs and play his harmonica for patrons at his restaurant, and always offered free meals to those who visited from his Pennsylvania hometown.

And maybe that's a good place to stop for now. Come visit us at Geotechnics new home in St. Louis and like Stan, the man, we'll treat you to a meal. Interested in taking us up on this offer? Just email [dsmith@geotechnics.net](mailto:dsmith@geotechnics.net).



## A Fall Classic perhaps?

*The World Series begins October 26, with the St. Louis Cardinals or not. Geotechnics STL is scheduled to have our new home opener sometime in the Fall of 2021. While the beers are cold at the ballpark, expect a warm welcome at the new Geotechnics location.*



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