



Katy Trail Historical Ride, Event Brochure

COVER, 5.5x8.5 in.

Working with YPO St. Louis I am asked to create some specialized program literature. For a family event they developed in May of 2022, they originally asked for an eight-page booklet containing event information and details about the Katy Trail region. What I returned for their consideration was a foldable half-letter sized booklet featuring an illustrated trail map when completely unfolded to tabloid size. They truly appreciated the thought behind the final piece.

I built the illustrated map myself from a combination of map resources, Adobe® Photoshop filters, and Adobe® Illustrator overlays.



INSIDE, FULLY UNFOLDED, 17x11 in.

A SCENIC BYWAY THROUGH HISTORY AND CONSERVATION

As you turn onto Highway 94 from Highway 40, you're heading west into the Missouri River valley, taking a beautiful drive in the country — and a drive through American history, reclamation and conservation.

The Busch Conservation Area (BCA) has welcomed generations of St. Louisans to the outdoors and has also protected the landscape on the north bank of the Missouri River from development. BCA was created by the Busch family in 1947 to begin the reclamation of a major environmental disaster that is today evidenced by a 40-acre rock pile, the site of a massive environmental cleanup that took decades to complete. This resulting structure has created the highest point in St. Charles County — you can't miss it on your right as you begin your drive.

You'll quickly leave suburban St. Charles behind as you drive west through the conservation area. You will pass Highway F leading to the Boone Home, built in 1820 by Nathan Boone, Daniel's son. It's been said that they settled here because "the Boones knew land" — and the land around the Femme Osage Creek was exceptional. The area had been settled and heavily hunted by Native Americans by the time the Boones arrived.

You'll pass the entrance to Augusta, America's first Viticultural Area and a few miles later drop into the river bottom in Dutow. America's wave of German immigration originated near Dutow when Gottfried Duden, a German writer, lived here for four years in the 1820s. Duden wrote books that glowingly described the area and were best sellers in Germany, causing many Germans to follow in his footsteps and come to the Missouri River valley.

After passing Dutow, you'll drive through some of Missouri's most productive farmland and look out on fields of corn and soybeans that are still dotted with large oaks, pecans and cottonwoods. Some of the old oaks were here when Lewis and Clark passed by more than 200 years ago.

In Marthasville there is a small marker commemorating the visits Lewis and Clark made here. The community was then known as La Charette, the last European settlement along the Missouri River. Their journals reflected the warm welcome they received in La Charette — they spent the night here when going west in 1804 and again coming back to St. Louis in 1806.

The north bank of the Missouri River was transformed when the Katy Railroad arrived in 1896 and both the Peers Store and the Treloar Mercantile were built to capitalize on the business it brought. Stores, grain elevators and entire towns were built to serve the economy created by the railroad.

But the flat riverbottom where the Katy was built was prone to flooding, and too many floods and too little business led to the closing of the railroad in 1986. Ted Jones sensed an opportunity for Missouri and spent five years and millions of dollars to purchase the right of way from the railroad and create what is today the longest bike path in America — and the country's longest, and narrowest, State Park — the Katy Trail.

Today, Magnificent Missouri uses the Peers Store and the Treloar Mercantile, both built in 1896 for the arrival of the Katy Railroad, to illustrate the value of preservation and conservation, to welcome visitors to the Katy Trail and to use as focal points for the value of native prairie plants and tree planting along the Katy Trail. Both the Treloar Mercantile and the Peers Store are listed on the National Register of Historic Places.

— Dan Burkhardt

COUNTRY STORE CORRIDOR

Within the 100-mile corridor from St. Louis to Hermann, Magnificent Missouri has recently focused on the Country Store Corridor — with Peers Store on one end and the Treloar Mercantile on the other — straddling an easy 3.6 miles of Katy Trail in between!

Peers Store has emerged as the doorway into this beautiful region and a familiar entry point for their conservation work. It's also simply a fun place to stop along the Katy Trail for a cold drink, live bluegrass music, and friendly faces.

TRELOAR MERCANTILE

Katy Trail Access: Mile marker 84.4
Driving Directions: Treloar Trailhead

In Treloar, you'll find Missouri's largest ear of corn next to the Treloar Mercantile Building and a 100-year-old grain elevator.

You can also sit on the front porch of the Treloar Mercantile Building — with a bank next door that Bonnie and Clyde could have robbed. If it's lunch or dinner time, make sure to stop at the Treloar Bar & Grill for the best hamburger on the Katy Trail.

PEERS STORE

Katy Trail Access: Mile marker 80.1
Driving Directions: 16011 Concord Hill Road, Marthasville, MO 63357

On a weekend, see their native 4-acre prairie and listen to live music on the porch, grab a snack, rehydrate with a cold water or Gatorade, shop for souvenirs and gifts, and use the (modern) restroom. Open on the weekends from noon to 4:00 pm.

Parading is located directly across the street from the Peers Store. Beverages available anytime with the soda machine located on the porch.

Magnificent MISSOURI

THE PROPERTY IS LISTED IN THE NATIONAL REGISTER OF HISTORIC PLACES BY THE HISTORIC PRESERVATION DEPARTMENT OF THE INTERIOR

YPO SAINT LOUIS

The Treloar Mercantile Building, more than 125 years old.

Peers Store is a historic national treasure built for the arrival of the KATY Railroad in 1896.