



Regent Square Civic Association Newsletter

December 1994, Volume 14, Number 6



Holidays Festival On The Square - December 19th through 23rd

For the second year there will be a "Holidays Festival On The Square" sponsored by the Regent Square Civic Association and the Regent Square Business Association. The events will occur during the week of December 19th-23rd and feature entertainment each evening from 5:30PM to 7:00PM.

The all-star line-up of performers will entertain residents both in stores and on the street of the main business district, the 1100 block of South Braddock Avenue. Scheduled performers include:

- Monday - Charlie Gledich, Bagpiper at the Bakery on the Square
- Tuesday - Edgewood Symphony Ensembles at Lamanti's Pizzeria
- Wednesday - Five Guys Named "Moe" at Mike's Cleaners
- Thursday - Brownie Troop 299 Carolers at Hepatica
- Friday - Edgewood Presbyterian Youth Club and Church School Carolers at Stonebraker's Jewelers

From 6:30PM to 7:30PM on Friday the 23rd the Civic Association will sponsor a Holiday Party for the children of the "Square" at the store-room at 1108 South Braddock Avenue - the former location of "Houseworks". Admission is free to residents of the Square. Kathy Cauley, the building owner, has generously made the space available for the party. Buffo the Clown will be the featured attraction with his variety of amazing performances. Refreshments will be provided by local business owners. Parents are urged to accompany their children to the party. Both Edgewood and Swissvale police will be monitoring the festivities all week.

Please come down and enjoy the events during the week. And best wishes for the Holidays and New Year from the members of the Civic Association and Business Association!

Editors Definition:

Television - a medium. So called because it is neither rare nor well done.

Frick Park Extension - Proposed By Mayor

Pittsburgh Mayor Tom Murphy announced on 16-Nov-1994 that the City has bought a one year option on the "Duquesne Slag Heaps". There are the large hills immediately left of the east side (near Regent Square) Squirrel Hill Tunnel entrance. During the year the City will conduct surveys and master planning studies to determine if the site can be developed for housing and recreation.

(Continued on page 3)

Group Homes In The Square - Presbyterian Hospital Proposal On Table

Presbyterian University Hospital has applied to Wilkinsburg Borough for permission to establish a group home at 108 Biddle Street. The home is intended to provide supervised group care for eight teen-age males with mental disabilities. The Borough Council has held a public hearing at 7PM on 6-December-1994 to take comment. *..(Continued on page 2)*

Holiday Contest - Decorate And Win!

Once Again the Regent Square Civic Association (RSCA) is sponsoring a contest for the best decorated homes in the Regent Square area. The contest is limited to the area of Regent Square as defined by the Civic Association and is offering a \$25 prize for two of the best decorated houses in the Square. Additionally, if a winning household is a member of the Civic Association by the evening of the judging, an additional \$10 will be added to the prize.

To enter the contest, simply call and leave a message at 243-3922. State that you are entering the Regent Square Holiday Contest and provide your name, street address and phone number. Members of the Civic Association board will tour through the neighborhood between 7:00PM and 10:00PM on Monday the 19th of December and view the home of those who have entered the contest. The Civic Association Board will also award a plaque to the best decorated business in the Square. So get out the lights, put up the garland and give us a call. You could win \$25-\$35 for the holiday season!

New Aroma In The Square - Heidi Bakery Opens Doors

The sweet smell of fresh baking can now be sniffed at both ends of the main block of the Business District. Heidi Bakery has opened at South Braddock Avenue and Sanders in the brick Jeffco Building. The new bakery, owned by Heidi Baker, opened its doors a few weeks ago.

Heidi, who has previously lived in Washington DC, spent about a year researching the things needed to set-up a new business. She is an accomplished musician who had always dreamed of opening a bakery. Although she had been admitted to medical school she decided to pursue her dream and push forward with this new business.

Location was a prime concern in her mind. "I wanted a neighborhood atmosphere where kids and families could walk in and get something good." she said. The "neighborhood feel" of the Regent Square business district attracted her. Her only concern was parking, which has always been a premium in the business district.

The bakery's main business is wholesale distribution. A key difference with Heidi's line of goods is that all of the products are baked from scratch. She said, "We use no pre-mixed ingredients. Everything is made fresh from basic ingredients. This gives the products a totally different taste than traditional bakery goods. We also focus on incorporating healthy ingredients into the recipes - such as whole grain flour and low fat recipes."

The store carries a much smaller line for the retail walk-in. There is less of an emphasis on a full-line of goods which are highly decorated and more on the fresh style of their line. The smaller, simpler offerings are balanced by their outstanding made-from-scratch quality. There is usually a featured 'surprise' item to add variety to the daily fare as well as "one healthy item each day". Typically you'll find fresh cookies, special muffins, cheese-cakes, carrot cakes or - a favorite - rhubarb crunch cakes.

A wonderful feature of the bakery is the outstanding decor. A fresh white tile with blue accent decor greets customers as they walk in. It provides a wonderfully clean and European-style atmosphere for the shop. The shop also offers several coffees (espresso and cappuccino) available for patrons who may want to sit and sip. A row of stools and narrow counter is available for patrons to sit and enjoy their coffee with a cookie or muffin. And, sensitive to needs of little folks, a tot-sized table and hair set is available near the window.

Heidi hopes that folks will take some time to stop in, say 'hi' and sample her wares. The shop is opened

Tuesday through Saturday from 8am until 6pm and Sunday from 11am until 4pm. It's closed on Monday for a well deserved day of rest after all the baking from scratch! If you'd like to call for more information you may reach Heidi Bakery at 731-6695. Special orders typically require a day or more of notice, so please call early if you'd like to order something special.

Bank Adjusts Hours - And Adds New Branch Nearby

Integra Bank has slightly shortened it's Friday hours. The new hours for the branch in the business district are:

Monday-Friday	9AM-4PM
Saturday	9AM-Noon

If you don't have a chance to get to their branch in the business district, they've just opened a new branch up at Edgewood Towne Center. It offers both automatic teller service and drive-up banking. The hours for the Towne Center branch are:

	Lobby	Drive-up
Monday-Thursday	9AM-4PM	9AM-5PM
Friday	9AM-6PM	9AM-6PM
Saturday	9AM-Noon	9AM-Noon

So if you're pressed for time, you now have another option with Integra conveniently located up the street and offering extended drive-up hours! If you need additional information you may contact the bank manager, Colette R. Griffith, at 244-1040.

Group Homes In The Square - (Continued from page 1)

The application states that the homes will house adolescents with disabilities such as depression, bipolar disorder (manic-depression), conduct disorder, and "other psychiatric disorders." "Contact disorder" is used to describe a persistent pattern of violation of the rights of others, such as physical aggression, theft, property damage and lying.

The home would offer 24-hour supervision by two on-site staff during the day and one at night. The youths would not be allowed to leave the facility unsupervised. Most would spend an average of 6 to 9 months in the home.

Numerous neighbors, concerned that the new neighbors would threaten their security, peace, quiet and property values, testified in opposition to the proposal.

The house at 108 Biddle is a four-bedroom house. The current owner, Charles Klein, has agreed to sell the house to the hospital, contingent on Council approval for the group-home proposal.

Frick Park Extension - (continued from page 1)

The Mayor hopes to use the site to extend Frick Park to the Monongahela River along the Nine Mile Run ravine. In addition he would like to build 600 middle and upper income homes on the high ground on either side of the ravine.

While other developers have proposed use of the area for a highway (i.e. part of the Mon-Valley Expressway) as well as the site for a shopping mall the Mayor is opposed to both of these alternatives. He remains committed to the area's use for housing and recreation.

The cost of the option for the 238 acre site was \$110,000. If the City goes through with the purchase, the expected sale price of the site is \$3.8 million.

Kudo To Clippis - Owner Wins Award

The professional organization Art and Fashion Group International recently presented a Master Of The Craft award to Dorothy Floro, the owner of Clippis. The group is a professional organization which operates 88 chapters in 15 countries composed of fashion designers, photographers, stylists, image consultants, and others in related fields.

Dorothy was honored for her outstanding commitment to the standards which the group sets. This not only includes being expert at her craft, but also a commitment to ongoing training, learning new techniques, involvement with the community, education and growth of her peers and professional business standards.

Although running the business in the Square takes considerable time and energy, Dorothy always finds time for more training. She particularly enjoys the time that she spends in class - both to learn new things as well as teach classes. She feels that it's important that young people who are either considering entering the profession or training in it understand the impact and value of their services. Knowing their trade well helps them offer more services and options to their clients.

Locally Dorothy has been very active with the Square's other businesses as well as providing display space for Regent Square School projects in her shop window. The children have tremendously enjoyed seeing their work on public display.

Congratulations to Dorothy, our local "Master Of The Craft". You may find her - hard at work - at Clippis in the business district at 731-3500

Save Those Receipts - Help Regent Square School Buy Computers!

Yes folks, you can help Regent Square School get new computer equipment by saving your receipts from food purchases. The school is enrolled in two programs which will help them acquire technology - one with General Electric (GE) and the other with Campbells.

Both programs will allow the school to acquire new computers by collecting manufacturer's labels or proof-of-purchase and receipts. These may be given to any Regent Square School student, dropped off at the school office, or put in the collection box at Mike's Cleaners.

The GE program is called "Apples for Students". This program provides an Apple computer for the school. All GE receipts dated 9-Oct-1994 through 24-Feb-1995 qualify. Additionally from 6-November through 31st of December GE, in special arrangement with Borden Foods, will be giving out a \$5 "Apple Bonus Coupon" for Borden products. Details for obtaining these special coupons will be posted by GE. All receipts, along with any special Borden coupons can be turned in.

The Campbell's Soup Company program is "Labels for Education". It enables the school to get a variety of equipment. The Campbell program is collecting labels from Campbell products. This list includes the ever popular Campbell's Soup, Swanson Foods, Vlasic Pickles, Prego Sauces, Spaghetti O's, Open Pitt Sauce, V8 Juice, Franco-American products, Pepperidge Farm and more. Be sure to get the UPC (Universal Product Code) bar-code on the label when you remove it! The Campbell's collection is on-going throughout the school year. It will continue through June and then resume again next year in September.

Last year the school was short in making the goal for the GE program - so they really need help this year!

There is a complete list of all products needed posted at the collection point at Mike's Cleaners in the Business District. If you need more information or would like a list of all of the items needed, call the school office at 247-7970. So before you recycle that can or toss that label, think about saving it for the school. You could help make a difference!

Editors Definition:

Health - the only way to keep your health is to eat what you don't want, drink what you don't like, and do what you'd rather not.

Glitter And Glow - But Buy Carefully

The holiday gift-giving season is often a time when folks will spend extra money on jewelry items. But frequently they are taken in by the glitz and glitter and spend more than they need to!

John Stonebraker, local jeweler in the Square, offers the following advice for buying jewelry this holiday season:

- **Shop around** - don't be afraid to go to several places and compare prices, understand that if there is a price difference that is 'too good to be true' it probably isn't true!
- **Understand the difference** - ask about the differences in styles and names of items. For example, although 18 karat gold items may have more gold content they are not as durable as 14 karat gold. "More" gold may not be better quality for a jewelry item.
- **See the differences** - a jeweler should be able to show you a range of items and illustrate the differences in quality so you know what you're getting.
- **Don't be taken in on a trip** - if you see tremendous deals when you're traveling in the islands or another country, don't be taken in. Many are tourist traps that overvalue their items. And once you buy something far from home, returns, exchanges or getting your money back may be nearly impossible.
- **Don't be taken in by advertising** - ads which say "look just like real..." show items which can be spotted as imitation in an instant by a trained eye. You get what you pay for.
- **Be sure that you talk with a jeweler** - some jewelry stores will employ temporary sales persons, in contrast qualified jeweler will be able to help educate you while you're making your purchase.
- **Be careful of tastes** - jewelry tends to be a highly personal item, resist the temptation to buy it if you're unsure of the tastes of the recipient. You may want to consider "window shopping" with the recipient beforehand just to get an idea of the person's particular tastes. Making allowance for an exchange or return is also wise.

There are many quality establishments in Pittsburgh at malls, local shopping areas and at the Clark Building downtown; so there is no shortage of places to shop. But take heed to John's advice, "If you don't know your diamonds - know your jeweler." And if you need more information about jewelry, please call John Stonebraker at 243-0884 - right down the street in the Square's business district.

Regent Square Civic Association

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A heartfelt thanks goes out to the 50 or so folks who have responded to our membership drive in the last newsletter. We hope to get out individual thank-you letters over the next few weeks to each and every one

of you who have provided us an address. Some folks were extremely generous - making the total \$350 raised from the membership drive.

To help finance "Run Around The Square" we provide approximately \$1,000 as a revolving no-interest loan. That plus a small profit was returned to us, \$1,250, and our balance is now at \$2,450.

Next year's race will need the working capital of \$1,000 and 6 newsletter publications will require about \$1,200 (\$200 per publication) produce the 1,700 copies for each run. This total of \$2,200 only leaves about \$250 for any other events. So your support is still very important to us to help us keep that \$1,000 minimum plus working capital for ongoing newsletter publication and community events.

The 'official' membership that we ask is only \$5 per household. Please join us and help support the Civic Association. Your contribution of \$5 will be used solely to sponsor events in the community and provide regular Newsletter publication. You may join by sending a check payable to the "Regent Square Civic Association" to the treasurer:

Mr. Joseph George, Jr.
1200 Trevanion Street
Pittsburgh, PA 15218

Once again - a heartfelt thanks to the folks who have generously contributed \$5 or more to the Association. We greatly appreciate your support. If you need more information, please feel free to contact the association president, Ed Wells, at 731-6080.

Bakery On The Square - Adds New Pastry Chef

Rick Williams, a 25 year veteran of the trade, joined the Bakery On The Square several months ago. He has extensive experience from years of professional work at hotels, clubs and other bakeries.

If you stop by and visit, you'll see some of the new specialties including burnt almond torte, pecan crown and cannolis. Additionally the bakery now features rich "ganache" iced cakes - that shiny chocolate, butter and cream icing. Some, such as the chocolate mousse cakes, are real works of art. Rick's creativity and experience has added some new variations on old favorites at the bakery.

To relax from the long days at the bakery Rick both practices and teaches martial arts. So his Ninja Turtle designs on cakes are authentic! If you need to call the bakery about hours or have a special request, they may be contacted at 243-7730.

Newsletter - Input/Output - The Regent Square Civic Association Newsletter is edited by Jon Danzak. Special thanks to Ed Wells & Cecilia Walkney for editorial assistance and Joe George, Jr. for logistics support! If you have a comment or would like to see something included in the newsletter, please call Jon at 241-2345 or write to him at 629 South Braddock Avenue, Pittsburgh PA 15221. Comments are always welcome.