

Resolution Number 93
Steve Mizerany

Whereas, Steve Mizerany was the youngest of seven children born to Alexander and Deeba Mizerany, who immigrated to the United States from Lebanon. A native of St. Louis, he grew up in a three-family flat located at 1042 Park Avenue in the LaSalle Park neighborhood. His father, Alexander, was a professor who taught English to other Lebanese immigrants at St. Raymond's Maronite Church; and

Whereas, Steve attended St. Vincent de Paul Catholic Grade School, where he helped build the stone grotto of the Virgin Mary, which still stands today; and

Whereas, in 1946 Steve's two oldest brothers opened an appliance store "Mizerany Brothers King of High Trades" at 3849 S. Broadway. Steve went to work for them and invited his childhood friend, Joe Farhatt, to join him. Steve and Joe would walk up and down Broadway going door to door telling people to shop at this new store. After making their sales, Steve and Joe then delivered the appliances in a small pickup truck. It was not until they dropped a refrigerator down several flights of stairs, that the older brothers finally hired a professional delivery service; and

Whereas, Steve's older brothers decided to advertise on television, they asked Steve to do the commercials. All television was live at that time, and Steve ad-libbed the commercials as the cameras were rolling. Many people called the television station complaining about Steve's awful grammar and the unorthodox commercials; he once accidentally started a fire at the television studio during a stunt. But these same people would come to the Broadway store to meet Steve and buy something. In the St. Louis area, Steve Mizerany pioneered the early frontiers of making television commercials; and

Whereas, in 1972 he co-founded the "Mizerany-Farhatt New Deal Appliance Company" at 4719 Gravois. During this time, Steve perfected his advertising style. He would appear in plaids and stripes that were outlandish even for the 70's. Steve took to the television and radio with enthusiastic slapstick. On television ads he'd stagger down the aisles of the New Deal on roller skates. In his distinctive voice, Steve's trademark slogan described the store "at 4719 Gravois, next to the Bevo Mill" or "4719 Gravois, the Bevo Mill is next to us!" he implored listeners "Don't be confused!" and that the New Deal was home of the "decent boys" ; and

Whereas, Steve used his fame to give back to the community. During the 1970's he helped organize the Annual St. Louis Police Relief Celebrity Ballgame. Proceeds from tickets sales were donated to the families of St. Louis Police Officers killed in the line of duty, and also to fund the Koinonia Camp for disabled children. Steve also donated televisions and appliances to area schools and churches; and

Whereas, Steve is survived by his three daughters, Catherine Mizerany, Stephanie Dorris, Veronica Miller, two sons, Steve Mizerany, Jr. and Vincent Mizerany, four grandchildren, Blake, Sydney, Stephen and Grant, and one great grandchild, Alexis.

NOW THEREFORE BE IT RESOLVED BY the Board of Aldermen of the City of St. Louis that we pause in our deliberations to remember Steve Mizerany and we further direct the Clerk of this Board to spread a copy of this Resolution across the minutes of these proceedings and to prepare a commemorative copy to the end that it may be presented to the family at a time and place deemed appropriate by the Sponsor.

Introduced on the 29th day of April, 2011 by:

Honorable Carol Howard, Alderwoman 14th Ward

Honorable Lewis E. Reed, President of the Board of Aldermen

Honorable Dionne Flowers, Alderwoman 2nd Ward

Honorable Phyllis Young, Alderwoman 7th Ward

Honorable Thomas Villa, Alderman 11th Ward

Honorable Larry Arnowitz, Alderman 12th Ward

Honorable Alfred Wessels, Jr., Alderman 13th Ward

Honorable Jennifer Florida, Alderwoman 15th Ward

Honorable Donna Baringer, Alderwoman 16th Ward

Honorable Joseph Roddy, Alderman 17th Ward

Honorable Marlene E. Davis, Alderwoman 19th Ward

Honorable Craig Schmid, Alderman 20th Ward

Honorable Joseph Vaccaro, Alderman 23rd Ward

Honorable Lyda Krewson, Alderwoman 28th Ward

Adopted this the 29th day of April, 2011 as attested by:

David W. Sweeney
Clerk, Board of Aldermen

Lewis E. Reed
President, Board of Aldermen