

United States Department of the Interior
National Park Service

National Register of Historic Places Registration Form

1. Name of Property

historic name Broadway and North Fountain Street Historic District

other names/site number N/A

2. Location

street & number 320-400 Broadway and 221 North Fountain Street [N/A] not for publication

city or town Cape Girardeau [N/A] vicinity

state Missouri code MO county Cape Girardeau code 031 zip code 63701

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property meets does not meet the National Register criteria. I recommend that this property be considered significant nationally statewide locally. (see continuation sheet for additional comments).

Mark A Miles 06/02/03
Signature of certifying official/Title Mark A. Miles/Deputy SHPO Date

Missouri Department of Natural Resources
State or Federal agency and bureau

In my opinion, the property meets does not meet the National Register criteria. (See continuation sheet for additional comments.)

Signature of certifying official/Title Date

State or Federal agency and bureau

4. National Park Service Certification

I hereby certify that the property is:

- entered in the National Register.
- See continuation sheet.
- determined eligible for the National Register.
- See continuation sheet.
- determined not eligible for the National Register.
- removed from the National Register.
- other, (explain):

Signature of the Keeper

Date of Action

_____	_____
_____	_____
_____	_____
_____	_____

Broadway and North Fountain Street Historic District
Name of Property

Cape Girardeau County, Missouri
County and State

8. Statement of Significance

Applicable National Register Criteria

(Mark 'X' in one or more boxes for the criteria qualifying the property for National Register listing.)

- A** Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B** Property is associated with the lives of persons significant in our past.
- C** Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D** Property has yielded, or is likely to yield, information important in prehistory or history.

Areas of Significance

(Enter categories from instructions)

COMMERCE

Period of Significance

1907-1953

Significant Dates

N/A

Significant Person

(Complete if Criterion B is marked above)

N/A

Cultural Affiliation

N/A

Architect/Builder

Manske, Walter P./Bartling, George F. (Marquette Hotel)

Barnett, Haynes & Barnett (Himmelberger & Harrison Building)

Criteria Considerations

(Mark 'X' in all the boxes that apply.)

Property is:

- A** owned by a religious institution or used for religious purposes.
- B** removed from its original location.
- C** a birthplace or grave.
- D** a cemetery.
- E** a reconstructed building, object, or structure.
- F** a commemorative property.
- G** less than 50 years of age or achieved significance within the past 50 years.

Narrative Statement of Significance

(Explain the significance of the property on one or more continuation sheets.)

9. Major Bibliographical References

Bibliography

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

Previous documentation on file (NPS):

- preliminary determination of individual listing (36 CFR 67) has been requested
- previously listed in the National Register
- previously determined eligible by the National Register
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- recorded by Historic American Buildings Survey # _____
- recorded by Historic American Engineering Record # _____

Primary location of additional data:

- State Historic Preservation Office
- Other State agency
- Federal agency
- Local government
- University
- Other

Name of repository: ReSource Institute

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 1

**Broadway and North Fountain Street Historic District
Cape Girardeau County, Missouri**

Summary

The Broadway and North Fountain Street Historic District is located along Broadway, a major thoroughfare connecting the western portion of Cape Girardeau to the city's downtown, located just east of the Mississippi River. All along Broadway are professional office buildings, commercial shops and restaurants. This small district is located at the intersection of North Fountain Street and Broadway, two blocks east of the Cape Girardeau Commercial Historic District (listed July 20, 2000) and also just north of the Federal Building for Cape Girardeau. The Broadway and North Fountain Street Historic District includes two of only nine remaining Spanish Colonial Revival style commercial buildings in the city of Cape Girardeau. It consists of five commercial properties, one of which is already listed in the National Register of Historic Places (Marquette Hotel, listed April 11, 2002). In addition to the listed resource, the district contains three contributing buildings and one noncontributing building, all constructed between 1907 and 1937. The contributing buildings include the following properties: Surety Savings and Loan Association, 320 Broadway, built ca. 1924; Himmelberger & Harrison Building, 400 Broadway, built in 1907; and Rueseler Motor Company, 221 North Fountain Street, built ca. 1916 and altered in 1937. The K-103 Radio Station, 324 Broadway, rebuilt ca. 1961, is the noncontributing property. The Broadway and North Fountain Street Historic District correlates to Cape Girardeau's multiple property submission, Historic and Architectural Resources of Cape Girardeau, Missouri MPS: 19th and Early 20th Century Commercial Buildings, ca. 1850-1950, as it includes buildings that housed traditional businesses which contributed to the commercial history of the city: a savings and loan association, a prominent hotel, a professional office building and its parking garage/automotive dealership. Together, these businesses helped establish Cape Girardeau as Missouri's southeast commercial center. A map of the district is included as Continuation Sheet 4. Sanborn fire insurance maps are included as Continuation Sheets 5 and 6.

Common architectural styles in downtown Cape Girardeau include Italianate, Colonial Revival, Tudor Revival, Mission/Spanish Colonial Revival and "Brick Front." The styles reflected in the buildings of the Broadway and North Fountain Street Historic District are those of Mission/Spanish Colonial Revival and "Brick Front." Major alterations to the buildings occurred within the district's period of significance and include the expansion of the Rueseler Motor Company to its current size and the covering of the original windows on both floors with wood paneling (although the window openings and fenestration remain), the removal of one of the Himmelberger & Harrison Building's strongest defining elements, its balustraded cornice, and the elimination of two entrances. In addition, the Surety Savings and Loan Association now has two satellite dishes and two antenna towers on the roof. Despite other minor alterations that may have occurred during or after the period of significance, the historical integrity of the district's commercial character and significance is maintained. Further discussion of integrity issues will be addressed in the individual property descriptions.

¹ Philip Thomason, "Historic and Architectural Resources of Cape Girardeau, Missouri," National Register of Historic Places Multiple Property Submission (listed June 12, 2000) Fl.

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National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 3

**Broadway and North Fountain Street Historic District
Cape Girardeau County, Missouri**

frames and half-lite doors.⁴ The building's major alterations, during the period of significance, were the removal of the massive balustrated cornice, a defining element for the building, and the elimination of two entrances. While these alterations diminish the building's architectural significance, they do not significantly detract from the historical significance of the building's association to local commerce. CONTRIBUTING

5. 221 North Fountain Street - The northern third of this "Brick Front" building was constructed in 1916 for use as a parking garage for employees of the Himmelberger & Harrison Building. According to Cape Girardeau's multiple property submission, "the vernacular form of Brick Front architecture refers to buildings constructed from ca. 1910 to ca. 1940 that were built with traditional storefronts and upper facades displaying rectangular windows, corbelled brick cornices, and decorative brick panels."⁵ Rueseler Motor Company began operating its automotive sales business out of the building in 1927, and a surface lot between the Rueseler Motor Company and the Himmelberger & Harrison Building provided parking. The addition of the southern two-thirds of the building was completed in 1937 when the success of the Rueseler Motor Company required expansion. Alterations in 1937 include the renovation of the façade to give the appearance of one continuous building. Minimal changes to the upper façade of the building include original windows which have been covered by wood panels; however, the original windows do remain intact underneath. A comparison of a current photograph to a photograph taken in 1937 (included as Continuation Sheet 7) at the grand opening of the newly expanded showroom indicates that historic integrity of the building's local commercial associations as a car dealership is maintained. CONTRIBUTING

⁴ Winchester 5.
⁵ Thomason FC.

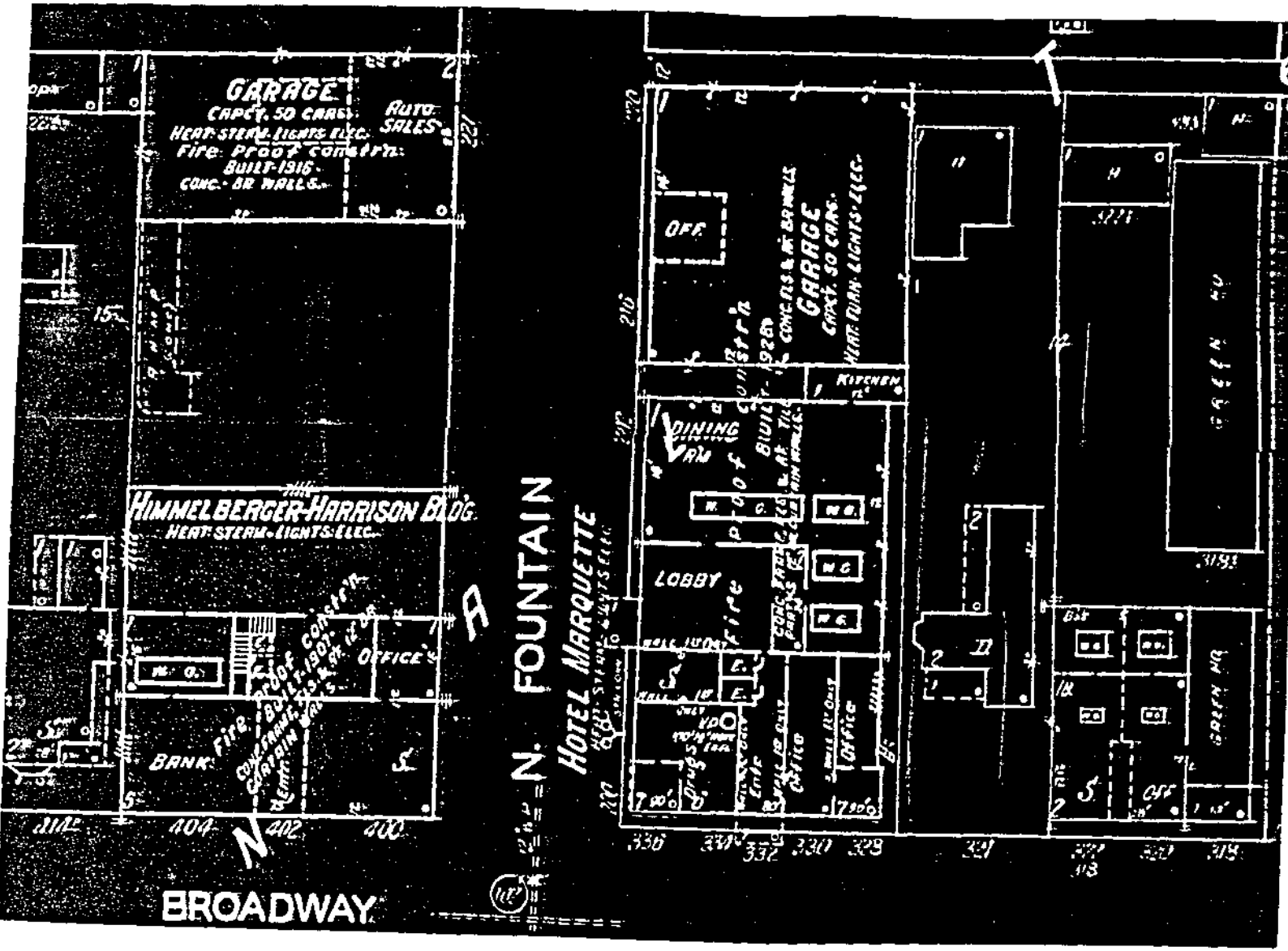
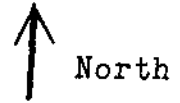
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National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 5

Broadway and North Fountain Street Historic District
Cape Girardeau County, Missouri

1931 Sanborn fire insurance map



United States Department of the Interior
National Park Service

**National Register of Historic Places
Continuation Sheet**

Section number 7 Page 7

**Broadway and North Fountain Street Historic District
Cape Girardeau County, Missouri**



**CHEVROLET
Sales and Service
Saturday, October 23rd**



Coincident with the announcement of the new 1938 Chevrolet —**THE CAR THAT IS COMPLETE**—the Rueseler Motor Company announces the formal opening of its modern, up-to-date sales and service building. The rapid growth of Chevrolet passenger car and truck sales necessitates this program of expansion, and Chevrolet congratulates Mr. A. P. Rueseler and his associates upon its happy completion.

The new building, with its 34,250 square feet of floor space, admirably meets the need for additional space in the extension of service facilities. It is one of the finest and most carefully designed establishments in the state



A. P. RUESELER
President

for the speedy, cost-saving handling of all types of service. A complete service department, manned by a corps of Chevrolet-trained mechanics with every facility for performing expert work at low cost, further establishes the Rueseler Motor Company as "The Home of Friendly Service."

You are cordially invited to inspect the completely modern equipment and specialized tools for the servicing of your car.

Take this opportunity also to see and take a ride in the new 1938 Chevrolet—bigger looking, richer looking, smarter looking—and in all ways the smartest, low-priced car to buy. You'll be **AHEAD** with a **CHEVROLET!**

CHEVROLET MOTOR DIVISION

General Motors Sales Corporation
DETROIT, MICHIGAN

General Motors Acceptance Corp.—financing programs to suit your needs. A General Motors Value

Source: The Southeast Missourian [Cape Girardeau, MO] 22 Oct. 1937, evening ed.: Section 2, Page 3.

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National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 9

**Broadway and North Fountain Street Historic District
Cape Girardeau County, Missouri**

The Himmelberger & Harrison Building, a five-story professional office building, was constructed at 400 Broadway in 1907 followed by the 1916 construction of its parking garage, which would later house the Rueseler Motor Company, at 221 North Fountain Street. The Himmelberger & Harrison Building housed offices for lawyers, real estate agents and loan officers, as seen in advertisements included on Continuation Sheets 11, 12 and 13. This building was a convenient locale for lawyers interested in the activities of the Federal Courthouse. Since most of the surrounding neighborhood was residential at the time of the Himmelberger & Harrison Building's construction, the arrival of automobiles presented a parking problem for those working in this conveniently located downtown office building. The construction of the building later known as Rueseler Motor Company helped alleviate this problem by providing a small parking garage for Himmelberger & Harrison Building employees.

In 1924, the Surety Savings and Loan Association, located at 320 Broadway one block east of the Himmelberger & Harrison Building and the future Rueseler Motor Company, continued the transformation of this primarily residential area into an early commercial center. After the 1928 construction of the Cape Girardeau Bridge across the Mississippi River that established a direct roadway to and from Illinois, commercial activity in Cape Girardeau, and more specifically the Broadway and North Fountain Street area, greatly increased. The bridge enticed developers to extend the concentration of businesses and activity from Main and Water Streets outward toward the Broadway and North Fountain Street intersection and beyond. Additional commercial growth from the waterfront to include this district's three-acre area and a few blocks further west increased the overall size of the downtown area and was evidence of Cape Girardeau's growing importance and popularity as a city.⁹

The 1928 completion of the Marquette Hotel, the tallest building in the city at the time, coincided with the completion of the bridge and supported the city's additional commercial activity. Over 8,000 people, roughly half of the city's population, were present for the opening of the hotel, one of the city's most prominent landmarks.¹⁰ The Marquette Hotel, located at 338 Broadway, provided a social and commercial center for businessmen and local residents alike. The Broadway and North Fountain Street area saw many buildings constructed within the same timeframe as the bridge and in one of a handful of architectural styles. Exceptions include two buildings constructed ca. 1965, the Federal Building located directly across Broadway to the south and built in the New Formalism style and a small skyscraper located at the eastern end of the Broadway block.¹¹

Rueseler Motor Company began occupying the front of the 221 North Fountain Street building in 1927. As shown on a 1931 Sanborn fire insurance map, included as Continuation Sheet 5, the Rueseler Motor Company ran an auto sales business out of the portion of their building fronting North Fountain Street while the Himmelberger & Harrison parking garage continued to occupy the rear portion of the building. A ramp, which extended southward toward the

⁹ Thomason E14.

¹⁰ Thomason E14.

¹¹ Seiler and Wells 1.

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National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 11

Broadway and North Fountain Street Historic District
Cape Girardeau County, Missouri

HOMES FOR SALE

Modern 3-room home, large finished attic on North Pacific St.; garage; convenient to college; \$3800 for quick sale.

Two brand new 4-room frame bungalows in Roberson-Gale Addition; convenient to streets and stores. Will make cozy homes. Priced for quick sale at \$1800 and \$1900. Satisfactory terms.

For quick sale, brick bungalow for \$4000; good location, convenient to college and to schools. All conveniences.

Modern 7-room frame on North Henderson. Unusual value at \$2250.

Completely modern 7-room frame home on Thomas St. A beautiful home in a wonderful setting at \$5250. Terms.

ATTRACTIVE LOTS.

We are exclusive agents for lots in Rockwood Place, Park Place and Albert Place Additions.

We also have to offer several very desirable lots immediately west of high school, on Benton and Hanover streets.

Call us for an appointment to show you any of the above property or lots.

BRUMBACK

Realty Company

308 H.-H. Bldg. Phone 1453

HOUSES, LOTS, FARMS.

For Sale at Right Prices on Easy Terms.

Yucant/lot, very desirable, on easy terms.

Forty-acre farm for sale or trade, 5 miles out.

Good new 7-room house and three acres, mile out.

Three fine lots lying together at bargain.

Six-room house on car line. Price \$2750.

Eight-room house, modern, on good street, all conveniences, sewer and street paid.

Five-room house on Pacific, fine location.

Five-room bungalow, new, all modern, easy terms.

If interested, see me about real estate.

W. J. WEBB.

315 H.-H. Bldg.
Phone 1150 or 878-R.

FOR SALE—250-acre farm, suitable for poultry, dairy or general farm use; fenced, running water, two barns, 5-room house, medical well water located in house. Priced to sell. Terms. Other business, reason for selling. Jessie Ray, Lutesville, Md., Star Route.

FOR SALE OR TRADE—10 acres in city limits. Fruit and berries. Call 573. T. D. Hargis.

FOR RENT

Five-room house, near Main street \$20

Eight-room house; water; water, furnace and bath etc

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 13

Broadway and North Fountain Street Historic District
Cape Girardeau County, Missouri

**CANNING
WATERLESS
COOKING 100%**

• Back to school go the children. And in over 4,000 modern schools in America, domestic science instructors are teaching girls to cook the up-to-date way on Magic Chef gas ranges. Mothers, keep up with your daughters! Let us teach you how Magic Chef will bring you cooking comfort, faster baking, kitchen economy and extra leisure. Come in today. We'll gladly explain the many Magic Chef advantages.

OTHER FEATURES
Lorain Red Wheel Oven Regulator, Non-Clog Burners, Automatic Top Lighter, Full Insulation, Sanitary High Burner Tray, Glass Model Metal (extra charge).

**LOOK FOR THE RED WHEEL
WHEN YOU BUY A MAGIC CHEF**



SWING-OUT BROILER
Attached to door, broiler swings out, away from flame. Easy. Safe. Smokeless. Exclusive.



HIGH-SPEED OVEN
Reaches 500 degrees in 7 to 8 minutes. Even heat distribution insures good results. Maintains low temperature of 225 degrees indefinitely.

**MODEL SHOWN
SERIES 3700**

Missouri Utilities Co.

406 Broadway Phone 27

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 10. Photographs Page 16 **Broadway and North Fountain Street Historic District
Cape Girardeau County, Missouri**

Verbal Boundary Description

The boundary for the Broadway and North Fountain Street Historic District includes Block 8, Lot 15, and Block 9, Lot 14 all in Range "E" of the Original Town of Cape Girardeau, Cape Girardeau County, Missouri.

Verbal Boundary Justification

The boundary for the Broadway and North Fountain Street Historic District has been drawn to include four commercial properties which are historically associated with the commercial development of downtown Cape Girardeau in the early 20th Century. Immediately surrounding the district are various empty lots and noncontributing buildings that prevent further expansion of this compact district.

Photographs

The following information is the same for all photographs:

Broadway and North Fountain Street Historic District
Cape Girardeau, Cape Girardeau County, Missouri
Photos By: Julie C. Kuhlmann, January 2003
Neg: ReSource Institute
206 East High Street, Suite C
Jefferson City, MO 65101

List of Photographs

1. View looking northwest across Broadway, from right to left, shows the Surety Savings and Loan Association, the K-103 Radio Station, the Marquette Hotel and the Himmelberger & Harrison Building.
2. View looking north shows the façade of the Surety Savings and Loan Association.
3. View looking southwest across North Fountain Street, from right to left, shows Rueseler Motor Company and the Himmelberger & Harrison Building.
4. View looking northwest shows the façade of the Rueseler Motor Company.

20' 00"

41.34

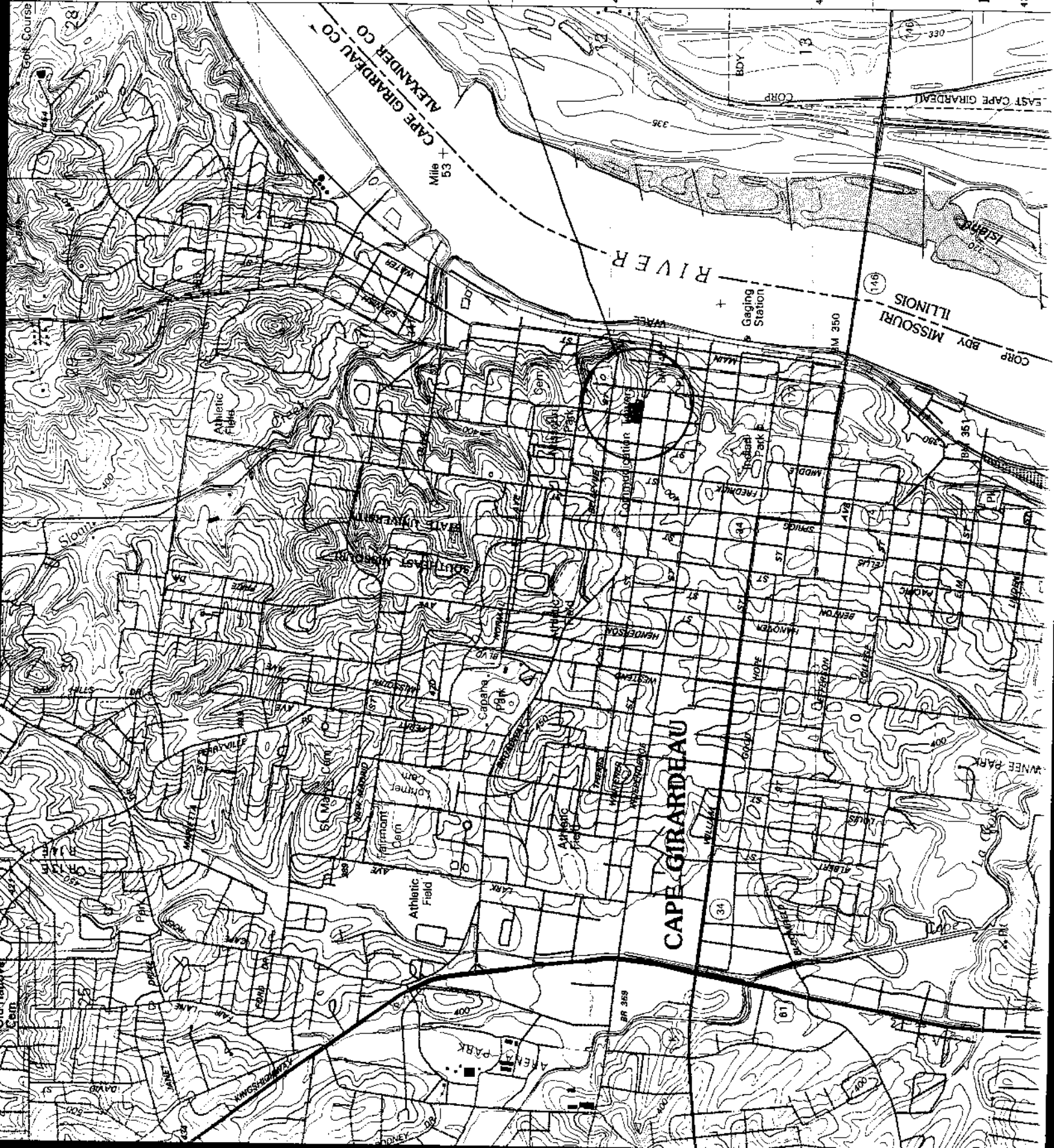
41.33

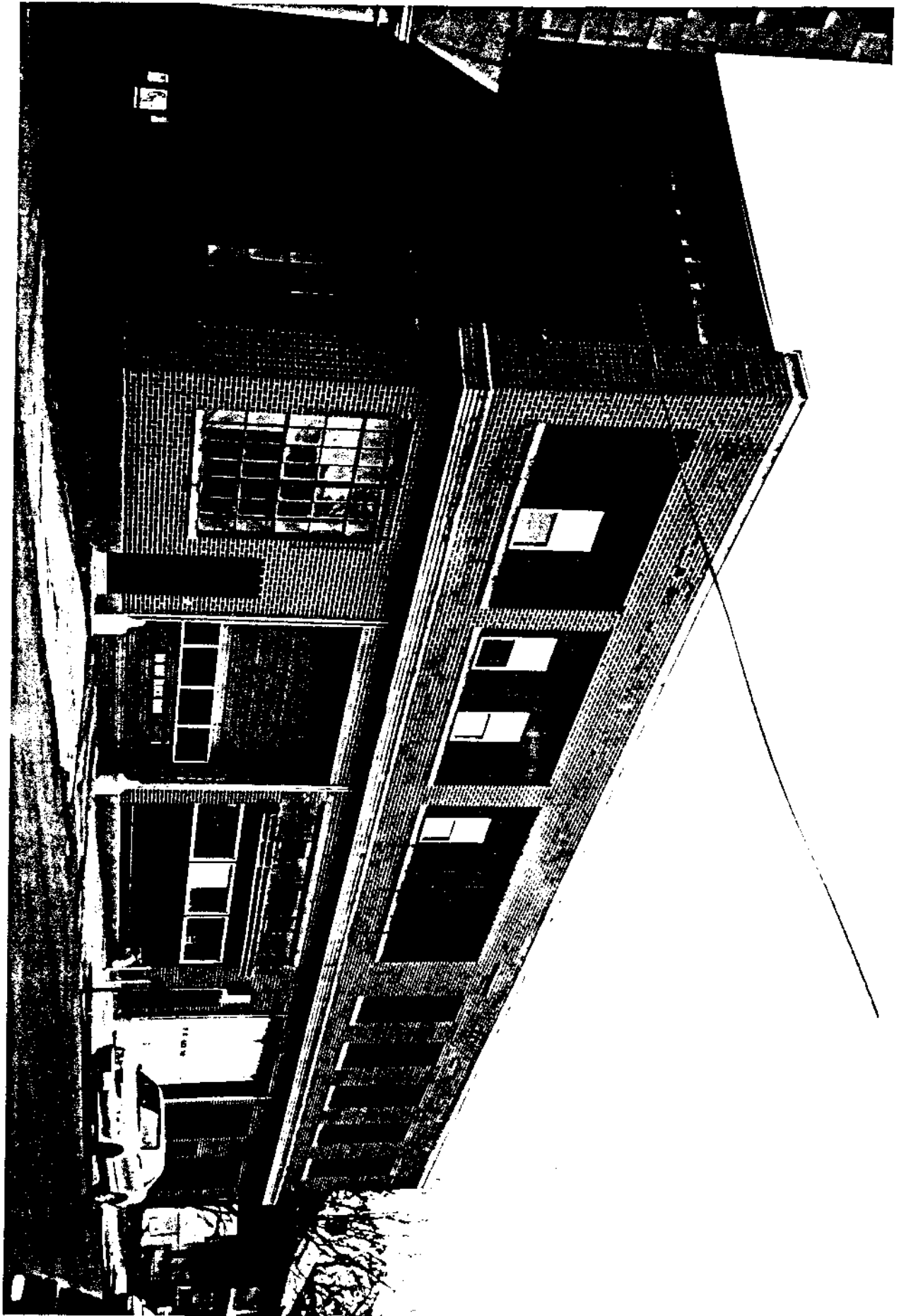
41.31

17' 30"

41.30

Broadway and North
Fountain Streets
Historic District,
Cape Girardeau
County, MO
10/27/6490/4131870





United States Department of the Interior
National Park Service

National Register of Historic Places Registration Form

1. Name of Property

historic name Broadway and North Fountain Street Historic District

other names/site number N/A

2. Location

street & number 320-400 Broadway and 221 North Fountain Street [N/A] not for publication

city or town Cape Girardeau [N/A] vicinity

state Missouri code MO county Cape Girardeau code 031 zip code 63701

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Mark A. Miies 06/02/03
Signature of certifying official/Title Mark A. Miies/Deputy SHPO Date

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In my opinion, the property meets does not meet the National Register criteria. (See continuation sheet for additional comments.)

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 See continuation sheet.
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- other, (explain):

Signature of the Keeper

Date of Action

_____	_____
_____	_____
_____	_____
_____	_____

Broadway and North Fountain Street Historic District
Name of Property

Cape Girardeau County, Missouri
County and State

5. Classification

Ownership of Property

(Check as many boxes as apply)

- private
- public-local
- public-State
- public-Federal

Category of Property

(Check only one box)

- building(s)
- district
- site
- structure
- object

Number of Resources within Property

(Do not include previously listed resources in the count.)

Contributing	Noncontributing	
3	1	buildings
		sites
		structures
		objects
3	1	Total

Name of related multiple property listing

(Enter "N/A" if property is not part of a multiple property listing.)

Historic and Architectural Resources of Cape Girardeau, Missouri

Number of contributing resources previously listed in the National Register

1

6. Function or Use

Historic Functions

(Enter categories from instructions)

- Commerce/Trade: financial institution
- Commerce/Trade: office building
- Commerce/Trade: professional
- Commerce/Trade: specialty store
- Transportation: road-related (vehicular)

Current Functions

(Enter categories from instructions)

- Commerce/Trade: professional
- Commerce/Trade: office building
- Commerce/Trade: warehouse
- Vacant/Not in Use

7. Description

Architectural Classification

(Enter categories from instructions)

- Mission/Spanish Colonial Revival
- OTHER: Brick Front

Materials

(Enter categories from instructions)

- foundation CONCRETE
- walls BRICK
- TERRA COTTA
- STONE: marble
- roof ASPHALT
- TERRA COTTA
- other METAL: iron

Narrative Description

(Describe the historic and current condition of the property on one or more continuation sheets.)

Broadway and North Fountain Street Historic District
Name of Property

Cape Girardeau County, Missouri
County and State

8. Statement of Significance

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Manske, Walter P./Bartling, George F. (Marquette Hotel)

Barnett, Haynes & Barnett (Himmelberger & Harrison Building)

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- University
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Name of repository: ReSource Institute

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 1

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Cape Girardeau County, Missouri**

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¹ Philip Thomason, "Historic and Architectural Resources of Cape Girardeau, Missouri," National Register of Historic Places Multiple Property Submission (listed June 12, 2000) Fl.

United States Department of the Interior
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National Register of Historic Places Continuation Sheet

Section number 7 Page 2

**Broadway and North Fountain Street Historic District
Cape Girardeau County, Missouri**

Individual Property Descriptions

1. 320 Broadway - This two-story, Spanish Colonial Revival style building was built ca. 1924 to house the Surety Savings and Loan Association, one of only four savings and loan associations in Cape Girardeau at the time. Façade features include buff-colored brick in a running bond and belt course of glazed terra cotta tiles to complement the glazed terra cotta parapet running the length of the roofline. Terra cotta pilasters on the second story flank the second bay's multi-pane industrial-style window, which has an ornamental terra cotta shield above it. The architect of this building is unknown; however, its similarity in style to the Marquette Hotel suggests that the architects were one and the same. (The Marquette Hotel was designed in 1927 by architects Walter P. Manske and George F. Bartling of St. Louis.) Integrity concerns include the two satellite dishes and two antenna towers on the roof. While these do detract from the architectural integrity of the building, the ability of the building to convey its historical significance associated with local commerce is not overwhelmingly impacted. CONTRIBUTING
2. 324 Broadway - A small house at this location was expanded to its current size and style ca. 1961 and now functions as a radio station. Façade features include full-length single-pane windows in each of ten bays. The first floor storefront is recessed and the second floor has a modern-looking sheet metal cornice running the length of the roof. NONCONTRIBUTING
3. 338 Broadway - The Marquette Hotel, a six-story Spanish Colonial Revival style building, was designed in 1927 by architects Walter P. Manske and George F. Bartling of St. Louis and constructed in 1928 as the tallest local building of its time. Twin Spanish-style towers, which extend nine feet above the roofline, flank each side of the façade. These towers have hipped terra cotta tile roofs, double Romanesque arched openings, Moorish-style spiral columns and wrought iron balconets. Glazed and unglazed terra cotta tiles give the appearance of hollow fish scales along the roofline. The north wing addition to the building was constructed in 1936 in the same style of the original building.² LISTED IN THE NATIONAL REGISTER
4. 400 Broadway - The Himmelberger & Harrison Building, a five-story, red brick, H-shaped office/professional building, was constructed in 1907. This "Brick Front" building's façade features include a recessed marble entry, limestone quoining and metal double hung windows with limestone sills and lintels.³ The interior of the Himmelberger & Harrison Building is in good condition and a good amount of historic material is still intact. Interior features include wide hallways with terrazzo floors and marble baseboard and walls with red gum wood charrail, window

² Robin Seiler and Jeremy Wells, "Marquette Hotel," National Register of Historic Places Nomination (listed April 11, 2002) 1.

³ Melinda Winchester, "Himmelberger & Harrison Building," National Register of Historic Places Nomination (nomination pending) 1.

United States Department of the Interior
National Park Service

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**Broadway and North Fountain Street Historic District
Cape Girardeau County, Missouri**

frames and half-lite doors.⁴ The building's major alterations, during the period of significance, were the removal of the massive balustrated cornice, a defining element for the building, and the elimination of two entrances. While these alterations diminish the building's architectural significance, they do not significantly detract from the historical significance of the building's association to local commerce. CONTRIBUTING

5. 221 North Fountain Street - The northern third of this "Brick Front" building was constructed in 1916 for use as a parking garage for employees of the Himmelberger & Harrison Building. According to Cape Girardeau's multiple property submission, "the vernacular form of Brick Front architecture refers to buildings constructed from ca. 1910 to ca. 1940 that were built with traditional storefronts and upper facades displaying rectangular windows, corbelled brick cornices, and decorative brick panels."⁵ Rueseler Motor Company began operating its automotive sales business out of the building in 1927, and a surface lot between the Rueseler Motor Company and the Himmelberger & Harrison Building provided parking. The addition of the southern two-thirds of the building was completed in 1937 when the success of the Rueseler Motor Company required expansion. Alterations in 1937 include the renovation of the façade to give the appearance of one continuous building. Minimal changes to the upper façade of the building include original windows which have been covered by wood panels; however, the original windows do remain intact underneath. A comparison of a current photograph to a photograph taken in 1937 (included as Continuation Sheet 7) at the grand opening of the newly expanded showroom indicates that historic integrity of the building's local commercial associations as a car dealership is maintained. CONTRIBUTING

⁴ Winchester 5.
⁵ Thomason F2.

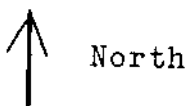
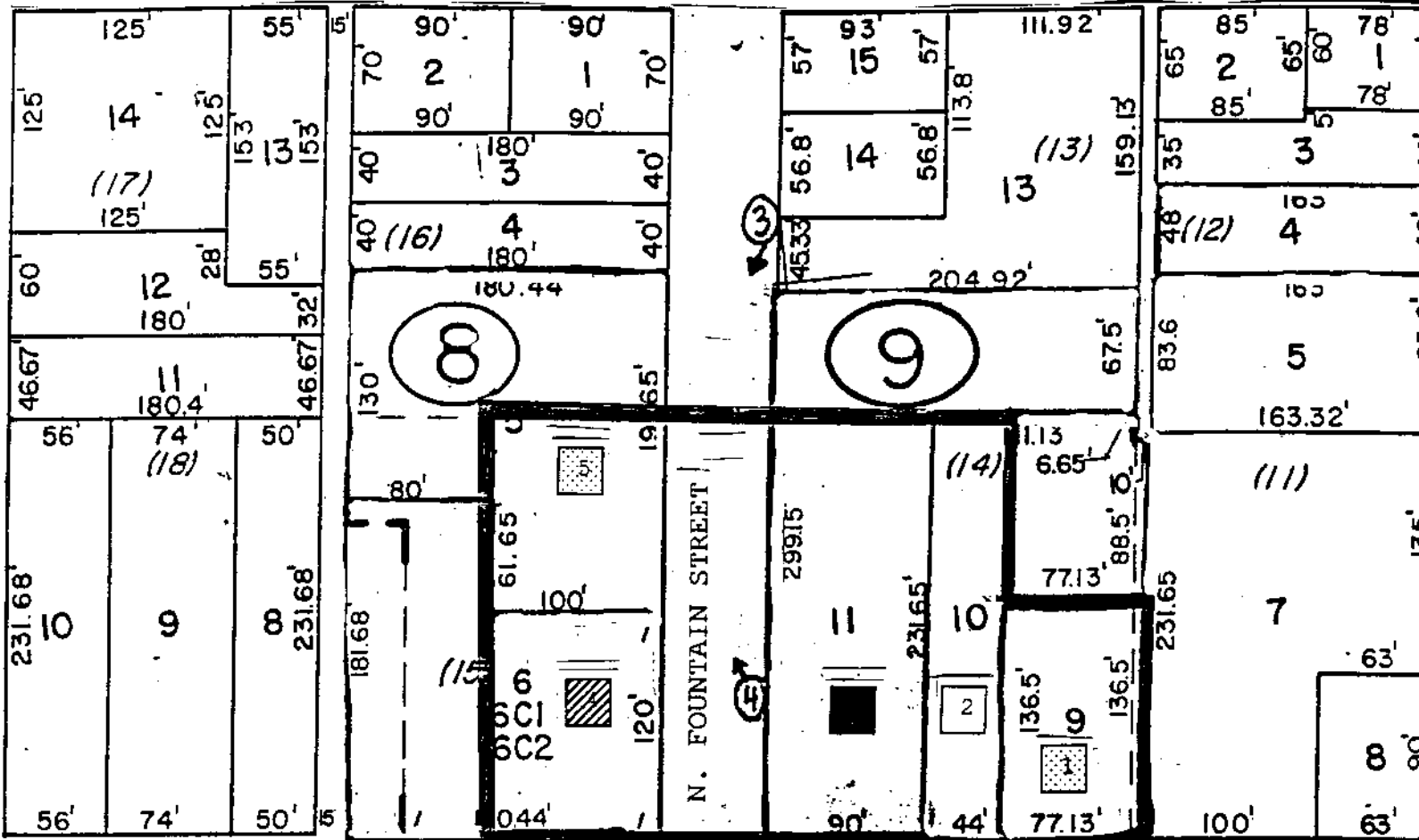
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**Broadway and North Fountain Street Historic District
Cape Girardeau County, Missouri**


District Map and Photo Key





BROADWAY




 District Boundary

 Previously Listed

 Nomination Pending

 Locally Significant

 Noncontributing



Surety Savings and Loan Association



K-103 Radio Station



Marquette Hotel



Himmelberger & Harrison Building



Rueseler Motor Company

Map source: SEMO, "Survey of Cape Girardeau," 1985.

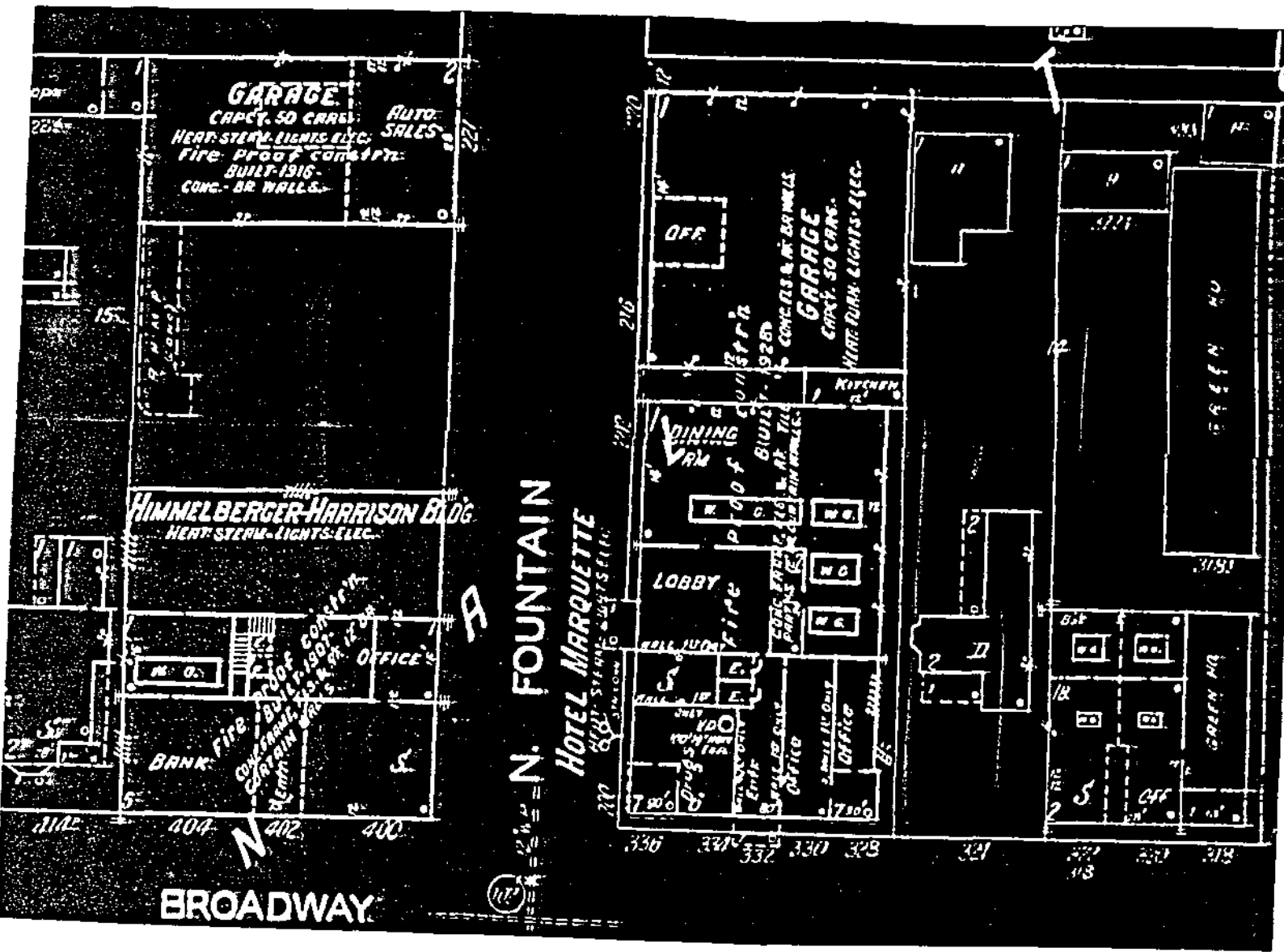
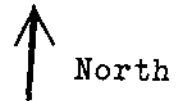
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Broadway and North Fountain Street Historic District
Cape Girardeau County, Missouri

1931 Sanborn fire insurance map



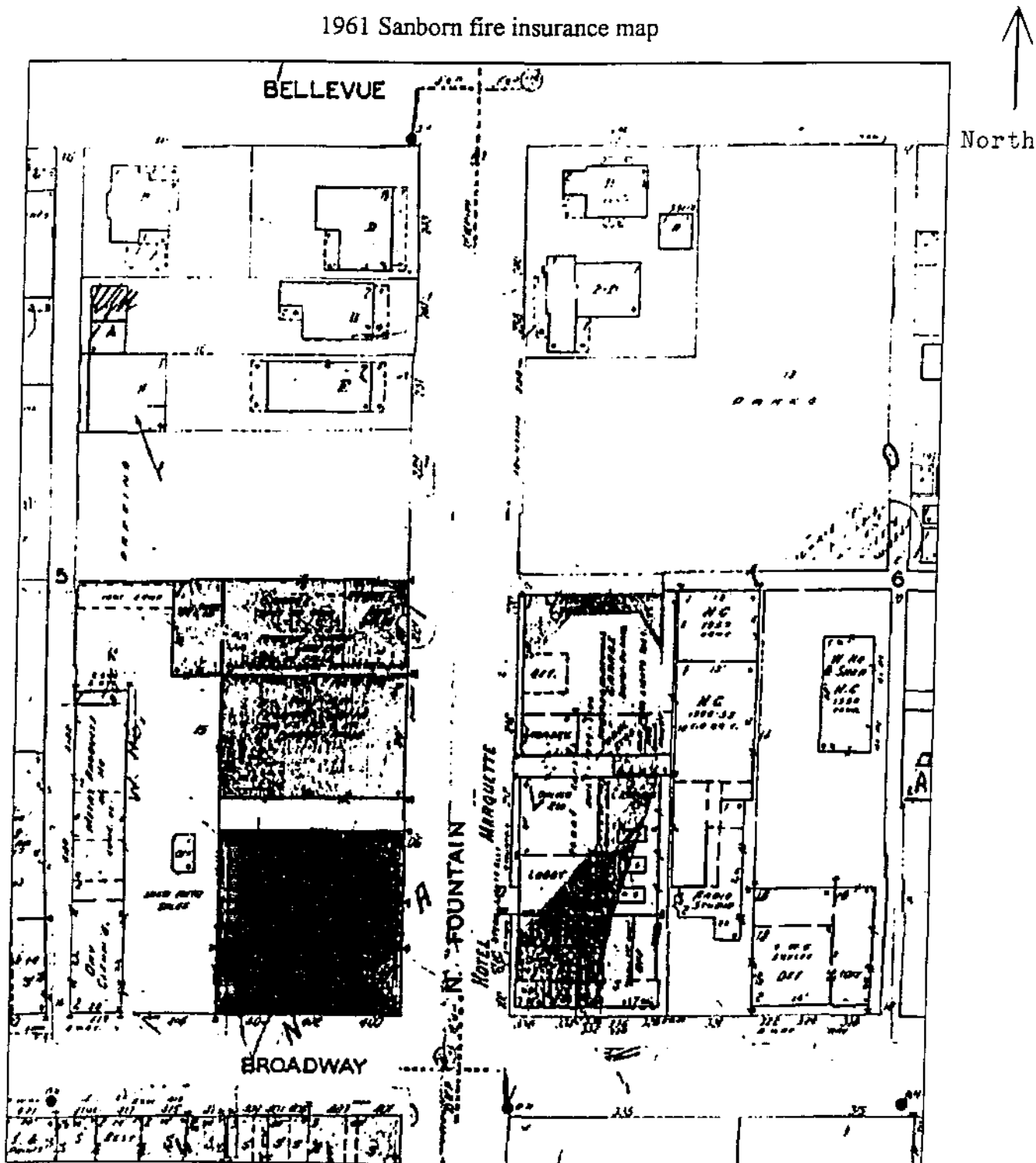
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Broadway and North Fountain Street Historic District
Cape Girardeau County, Missouri

1961 Sanborn fire insurance map

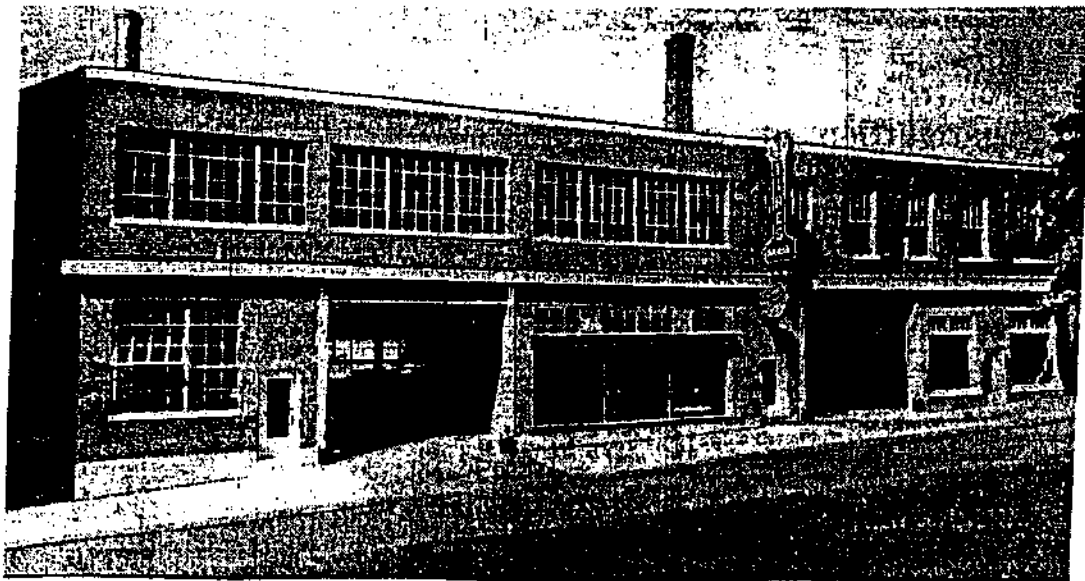


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**Broadway and North Fountain Street Historic District
Cape Girardeau County, Missouri**



**CHEVROLET
Sales and Service
Saturday, October 23rd**



Coincident with the announcement of the new 1938 Chevrolet — **THE CAR THAT IS COMPLETE** — the Rueseler Motor Company announces the formal opening of its modern, up-to-date sales and service building. The rapid growth of Chevrolet passenger car and truck sales necessitates this program of expansion, and Chevrolet congratulates Mr. A. P. Rueseler and his associates upon its happy completion.

The new building, with its 34,250 square feet of floor space, admirably meets the need for additional space in the extension of service facilities. It is one of the finest and most carefully designed establishments in the state



A. P. RUESELER
President

for the speedy, cost-saving handling of all types of service. A complete service department, manned by a corps of Chevrolet-trained mechanics with every facility for performing expert work at low cost, further establishes the Rueseler Motor Company as "The Home of Friendly Service."

You are cordially invited to inspect the completely modern equipment and specialized tools for the servicing of your car.

Take this opportunity also to see and take a ride in the new 1938 Chevrolet — bigger looking, richer looking, smarter looking — and in all ways the smartest low-priced car to buy. You'll be **AHEAD** with a **CHEVROLET!**

CHEVROLET MOTOR DIVISION
General Motors Sales Corporation
DETROIT, MICHIGAN

General Motors' trademark floor-assembly program is now in use on all General Motors Vehicles.

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Broadway and North Fountain Street Historic District
Cape Girardeau County, Missouri

Architect/Builder

Unknown/Unknown (Surety Building)

Koerner, Carl A./Landgraf, R. C. E. (Rueseler Motor Company)

Summary:

The Broadway and North Fountain Street Historic District is locally significant under Criterion A in the area of Commerce. This district includes four commercial buildings which are historically significant for their association with Cape Girardeau's development as an early 20th Century commercial center in southeast Missouri. The Himmelberger & Harrison Building, built in 1907, was a headquarters for numerous individuals who operated out of law offices there in conjunction with their work at the Federal Courthouse located just across Broadway to the southeast. In 1927, the Rueseler Motor Company--which soon became a successful Chevrolet dealership--moved into a building originally constructed in 1916 as a parking garage for occupants of the nearby Himmelberger & Harrison Building. When its building was constructed in circa 1924, the Surety Savings and Loan Association was one of only four savings and loan companies in Cape Girardeau. In 1928, construction of the Marquette Hotel marked the establishment of one of the city's most prominent business and social centers. As a group, the buildings in the Broadway and North Fountain Street Historic District are representative of the Commercial Buildings property type and meet the registration requirements of the "Historic and Architectural Resources of Cape Girardeau, Missouri" cover document. The period of significance for the district extends from 1907, when the oldest building--the Himmelberger & Harrison Building--was constructed until 1953, the arbitrary 50-year limit for National Register properties.

Elaboration:

Cape Girardeau, located about 115 miles south of St. Louis on the west bank of the Mississippi River, was established as a trading post by Louis Lorimier in circa 1793. Platted in 1806, Cape Girardeau developed into a prominent trading and distribution center. During the pre-Civil War steamboat era, Cape Girardeau was a major steamboat port on the Mississippi and early development of the downtown was focused primarily near the riverbank along Main and Water Streets.⁶ Growth and prosperity shifted westward with the arrival of the railroad in the late 19th and early 20th centuries.⁷ By the beginning of the 20th Century, some commercial activity did extend throughout the 200-500 blocks of Broadway, which includes the area of this district. Various businesses, including grocers, hardware stores, druggists, jewelers, restaurants and feed companies, were located along Broadway Street by 1906.⁸ However, most of the Broadway and North Fountain Street area was residential at this time.

⁶ Thomason E1, E3.

⁷ Thomason E8.

⁸ Thomason E12.

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**Broadway and North Fountain Street Historic District
Cape Girardeau County, Missouri**

The Himmelberger & Harrison Building, a five-story professional office building, was constructed at 400 Broadway in 1907 followed by the 1916 construction of its parking garage, which would later house the Rueseler Motor Company, at 221 North Fountain Street. The Himmelberger & Harrison Building housed offices for lawyers, real estate agents and loan officers, as seen in advertisements included on Continuation Sheets 11, 12 and 13. This building was a convenient locale for lawyers interested in the activities of the Federal Courthouse. Since most of the surrounding neighborhood was residential at the time of the Himmelberger & Harrison Building's construction, the arrival of automobiles presented a parking problem for those working in this conveniently located downtown office building. The construction of the building later known as Rueseler Motor Company helped alleviate this problem by providing a small parking garage for Himmelberger & Harrison Building employees.

In 1924, the Surety Savings and Loan Association, located at 320 Broadway one block east of the Himmelberger & Harrison Building and the future Rueseler Motor Company, continued the transformation of this primarily residential area into an early commercial center. After the 1928 construction of the Cape Girardeau Bridge across the Mississippi River that established a direct roadway to and from Illinois, commercial activity in Cape Girardeau, and more specifically the Broadway and North Fountain Street area, greatly increased. The bridge enticed developers to extend the concentration of businesses and activity from Main and Water Streets outward toward the Broadway and North Fountain Street intersection and beyond. Additional commercial growth from the waterfront to include this district's three-acre area and a few blocks further west increased the overall size of the downtown area and was evidence of Cape Girardeau's growing importance and popularity as a city.⁹

The 1928 completion of the Marquette Hotel, the tallest building in the city at the time, coincided with the completion of the bridge and supported the city's additional commercial activity. Over 8,000 people, roughly half of the city's population, were present for the opening of the hotel, one of the city's most prominent landmarks.¹⁰ The Marquette Hotel, located at 338 Broadway, provided a social and commercial center for businessmen and local residents alike. The Broadway and North Fountain Street area saw many buildings constructed within the same timeframe as the bridge and in one of a handful of architectural styles. Exceptions include two buildings constructed ca. 1965, the Federal Building located directly across Broadway to the south and built in the New Formalism style and a small skyscraper located at the eastern end of the Broadway block.¹¹

Rueseler Motor Company began occupying the front of the 221 North Fountain Street building in 1927. As shown on a 1931 Sanborn fire insurance map, included as Continuation Sheet 5, the Rueseler Motor Company ran an auto sales business out of the portion of their building fronting North Fountain Street while the Himmelberger & Harrison parking garage continued to occupy the rear portion of the building. A ramp, which extended southward toward the

⁹ Thomason E14.

¹⁰ Thomason E14.

¹¹ Seiler and Wells 1.

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**Broadway and North Fountain Street Historic District
Cape Girardeau County, Missouri**

Himmelberger & Harrison Building, provided access to the parking garage. This parking garage and surface parking area next to it were essential to businessmen of the Himmelberger & Harrison Building as no other neighboring land was available for use.

While the city's construction and commercial activity had experienced growth since its establishment, the Great Depression and America's involvement in World War II resulted in very few new buildings or businesses.¹² However, two of the properties within this district did experience some growth during these difficult years. The Marquette Hotel expanded in 1936 followed by the Rueseler Motor Company's expansion in 1937. The Marquette Hotel's expansion included 40 additional rooms.¹³ The Rueseler Motor Company's expansion eliminated the surface parking lot and parking garage which had served the Himmelberger & Harrison Building; however, as shown on the 1961 Sanborn fire insurance map included as Continuation Sheet 6, by this time the surrounding neighborhood had shifted from residential housing to commercial usages such as parking lots for the growing number of downtown workers. The success of the Rueseler Motor Company required the additional showroom space. See Continuation Sheet 14 for an open letter from the owner of Rueseler Motor Company to the people of Cape Girardeau announcing their grand re-opening.

Following the end of World War II, businesses again prospered. The offices in the Himmelberger & Harrison Building remained occupied, and the Surety Savings and Loan Association, which opened in 1924, continued to conduct its business until the early 1950s. Although a small district, the buildings within the Broadway and North Fountain Street Historic District did contribute to the commercial success of downtown Cape Girardeau. Led by the Marquette Hotel's reputation as a commercial and social center, the businesses surrounding it, including the Himmelberger & Harrison Building, the Rueseler Motor Company and the Surety Savings and Loan Association, were able to continue successfully for a period of almost 50 years. The Marquette Hotel continued to attract businesses and social gatherings until the 1960s.¹⁴

The Broadway and North Fountain Street Historic District contains one property (Marquette Hotel) currently listed in the National Register of Historic Places and one property (Himmelberger & Harrison Building) whose nomination is currently pending. Additional information regarding these two properties can be obtained in their individual nominations. In addition, all properties within the Broadway and North Fountain Street Historic District are included in the context of 19th and Early 20th Century Commercial Buildings, ca. 1850-1950. This context is more fully described in the multiple property submission "Historic and Architectural Resources of Cape Girardeau, Missouri."

¹² Thomason E15.

¹³ Seiler and Wells 17.

¹⁴ Seiler and Wells 17.

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Broadway and North Fountain Street Historic District
Cape Girardeau County, Missouri

HOMES FOR SALE

Modern 5-room home, large finished attic on North Pacific St. Garage: convenient to college; \$3800 for quick sale.

Two brand new 4-room frame bungalows in Roberson-Gale Addition; convenient to streets and stores. Will make cozy homes. Priced for quick sale at \$1800 and \$1900. Satisfactory terms.

For quick sale, brick bungalow for \$6000; good location, convenient to college and to schools. All conveniences.

Modern 7-room frame on North Henderson. Unusual value at \$2250.

Completely modern 7-room frame home on Thomas St. A beautiful home in a wonderful setting at \$5250. Terms.

ATTRACTIVE LOTS.

We are extensive agents for lots in Rockwood Place, Park Place and Albert Place Additions.

We also have to offer several very desirable lots immediately west of high school, on Benton and Hanover streets.

Call us for an appointment to show you any of the above property or lots.

BRUMBACK

Realty Company

208 H-H Bldg. Phone 1453

HOUSES, LOTS, FARMS.

For Sale at Right Prices on Easy Terms.

Vacant lots, very desirable, on easy terms.

Forty-acre farm for sale or trade, 5 miles out.

Good new 7-room house and three acres, mile out.

Three fine lots lying together, at bargain.

Six-room house on car line. Price \$2750.

Eight-room house, modern, on good street, all conveniences, sewer and street paid.

Five-room house on Pacific, fine location.

Five-room bungalow, new, all modern, easy terms.

If interested, see me about real estate.

W. J. WEBB.

315 H-H Bldg.
Phone 1150 or 878-R.

FOR SALE—250-acre farm, suitable for poultry, dairy or general farm use; fenced, running water, two barns, 5-room house, medical well water located in house. Priced to sell. Terms. Other business, reason for selling. Jessie Ray, Lulea-ville, Mo., Star Route.

FOR SALE OR TRADE—10 acres in city limits. Fruit and berries. Call 573. T. D. Hargis.

FOR RENT

Five-room house, near Main street \$20

Eight-room house; water,

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**Broadway and North Fountain Street Historic District
Cape Girardeau County, Missouri**

**TRUE LIFE
STORY**

Mr. G. lost his job several months ago, he secured employment yesterday, but he was two payments back on his home and he was threatened with foreclosure. Mr. G. only needed sixty dollars.

This loan made by us saved Mr. G's home from foreclosure. He had been given just four hours to raise the money. Our quick service enabled Mr. G and his family to save and enjoy their home.

**MONEY SAME DAY
BORROW**

\$ 40—PAY US \$2.00 A MONTH
\$100—PAY US \$ 6.00 A MONTH
\$200—PAY US \$10.00 A MONTH
\$300—PAY US \$15.00 A MONTH

WITH LAWFUL INTEREST,
PAYABLE MONTHLY

NO ENDORSERS

Under Supervision of State Banking Department.

Loans Made on Furniture and Auto.

We are a friendly company and we try hard to please.

Call, Phone or Write

Public Loan Corporation

Room 412-413 Himmelferberger-Harrison Bldg.
Corner Broadway and N. Fountain
Tel. 1039 Cape Girardeau Tel. 1039

Open Daily Until 8 p. m. Mondays and
Saturdays 8 p. m.

Licensed and Bonded to the State.

FOR SALE OR TRADE—5-room modern dwelling, paved street, garage. Will take live stock and farm machinery in exchange.

Zimmer & Clippard
REAL ESTATE AND INS. CO.
307 H.-H. Bldg. Phone 474.

FOR RENT—Number of 3 and 4-room houses, \$12.50 to \$16 month. Phone 89.

FOR RENT—Two or four rooms in The Missourian Building; most delightful office rooms in Cape Girardeau; private reception hall; woman janitor who keeps everything spic and span; hot and cold water; complete service; most reasonable rent. Apply at Missourian office.

FOR RENT—4-room house and rooms. Phone 1459-W.

LOANS

City, 6 per cent. Farm 5 per cent Per Annum.

F. S. ROHMERS
303 H.-H. Building.

PHONE 1554.

Sources: Public Loan Corporation. Advertisement. The Southeast Missourian [Cape Girardeau, MO] 21 Dec. 1928, evening ed.: Page 8.

Zimmer & Clippard. Advertisement. The Southeast Missourian [Cape Girardeau, MO] 21 Dec. 1928, evening ed.: Page 11.

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Section number 8 Page 13

**Broadway and North Fountain Street Historic District
Cape Girardeau County, Missouri**

**CANNING
WATERLESS
COOKING 100%**

● Back to school go the children. And in over 4,000 modern schools in America, domestic science instructors are teaching girls to cook the up-to-date way on Magic Chef gas ranges. Mothers, keep up with your daughters! Let us teach you how Magic Chef will bring you cooking comfort, faster baking, kitchen economy and extra leisure. Come in today. We'll gladly explain the many Magic Chef advantages.



SWING-OUT BROILER
Attached to door, broiler swings out, away from flame. Easy. Safe. Smokeless. Exclusive.



HIGH-SPEED OVEN
Reaches 500 degrees in 7 to 8 minutes. Even heat distribution insures good results. Maintains low temperature of 225 degrees indefinitely.

OTHER FEATURES
Locain Red Wheel Oven Regulator, Non-Clog Burners, Automatic Top Lighter, Full Insulation, Sanitary High Burner Tray, Filter, Model Metal (extra charge).

LOOK FOR THE RED WHEEL
WHEN YOU BUY A MAGIC CHEF

**MODEL SHOWN
SERIES 3700**

Missouri Utilities Co.

406 Broadway Phone 27


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Section number 8 Page 14

Broadway and North Fountain Street Historic District
Cape Girardeau County, Missouri

AN OPEN LETTER TO MOTORISTS



THE HOME OF FRIENDLY SERVICE

Cape Girardeau, Mo.,
October 22, 1937.

Dear Motorists:

It is with a deep sense of satisfaction that we are able to invite the public to inspect our completed modern garage building. This opening marks a new step in our efforts to provide the utmost in friendly, efficient service to the motoring world.

By timing this opening with the announcement of the new 1938 Chevrolet models, we emphasize each with the other, pointing the way to new limits of motoring satisfaction. New developments in sturdiness, beauty safety and economy of operation in the 1938 models establish Chevrolet more firmly as the complete car for the coming year.

We present this new building to the people of Cape Girardeau and Southeast Missouri as our share in the development of a progressive and up-to-date community. Local labor and materials were used throughout in the construction of this building, and we believe that the completed structure is evidence that as fine materials can be had at home as can be imported.

We are extending a personal invitation to every person in this district to visit our plant tomorrow and Saturday or Sunday, and see for yourself why Rueseler's can now serve you even more expertly and efficiently. The entertainment and pictures we provide as your hosts on this occasion. When you are ready to purchase a new or a used car, or need any kind of automobile service, remember that Rueseler's specialize in friendly, dependable service.

Our growth during the twelve years that we have been in business in Cape Girardeau has been made possible through the response of the people of this community. Our gratitude to you is sincere and our efforts will be to justify your continued confidence.

A. P. RUESELER

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National Register of Historic Places Continuation Sheet

Section number 10. Photographs Page 16 **Broadway and North Fountain Street Historic District
Cape Girardeau County, Missouri**

Verbal Boundary Description

The boundary for the Broadway and North Fountain Street Historic District includes Block 8, Lot 15, and Block 9, Lot 14 all in Range "E" of the Original Town of Cape Girardeau, Cape Girardeau County, Missouri.

Verbal Boundary Justification

The boundary for the Broadway and North Fountain Street Historic District has been drawn to include four commercial properties which are historically associated with the commercial development of downtown Cape Girardeau in the early 20th Century. Immediately surrounding the district are various empty lots and noncontributing buildings that prevent further expansion of this compact district.

Photographs

The following information is the same for all photographs:

Broadway and North Fountain Street Historic District
Cape Girardeau, Cape Girardeau County, Missouri
Photos By: Julie C. Kuhlmann, January 2003
Neg: ReSource Institute
206 East High Street, Suite C
Jefferson City, MO 65101

List of Photographs

1. View looking northwest across Broadway, from right to left, shows the Surety Savings and Loan Association, the K-103 Radio Station, the Marquette Hotel and the Himmelberger & Harrison Building.
2. View looking north shows the façade of the Surety Savings and Loan Association.
3. View looking southwest across North Fountain Street, from right to left, shows Rueseler Motor Company and the Himmelberger & Harrison Building.
4. View looking northwest shows the façade of the Rueseler Motor Company.

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Section number Property Owners Page 17 **Broadway and North Fountain Street Historic District
Cape Girardeau County, Missouri**

Property Owners

1. SURETY SAVINGS AND LOAN ASSOCIATION, 320 BROADWAY STREET
Zimmer Brothers Properties, LLC; Patty Matthews
#2 South Mt. Auburn Road
Cape Girardeau, MO 63703
(573) 335-4856
2. K-103 RADIO STATION, 324 BROADWAY STREET
Zimmer Brothers Properties, LLC; Patty Matthews
#2 South Mt. Auburn Road
Cape Girardeau, MO 63703
(573) 335-4856
3. MARQUETTE HOTEL, 338 BROADWAY STREET
Prost Builders, Inc.; Vaughn X. Prost
P.O. Box 1727
3617 Route CC
Jefferson City, MO 65102
(573) 635-0211
4. HIMMELBERGER & HARRISON BUILDING, 400 BROADWAY STREET
Merriwether Investments; John Wyman
20 North Spanish Street
Cape Girardeau, MO 63701
(573) 651-1916
5. RUESELER MOTOR COMPANY, 221 NORTH FOUNTAIN STREET
Prost Builders, Inc.; Vaughn X. Prost
P.O. Box 1727
3617 Route CC
Jefferson City, MO 65102
(573) 635-0211

20' 00"

4134

4133

4131

17' 30"

4130

Broadway and North
Fountain Streets
Historic District,
Cape Girardeau
County, MO
10/27/6490/4131870

