

**United States Department of the Interior  
National Park Service**

**National Register of Historic Places  
Registration Form**

**1. Name of Property**

historic name Stickney, William A., Cigar Company Building

other names/site number N/A

**2. Location**

street & number 209 North Fourth Street [N/A] not for publication

city or town St. Louis [N/A] vicinity

state Missouri code MO county St. Louis (Independent City) code 510 zip code 63102

**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*  
Signature of certifying official/Title Mark A. Miles/Deputy SHPO

JUNE 30, 2009  
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

\_\_\_\_\_  
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  
See continuation sheet [ ].

Signature of the Keeper

Date

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Stickney, William A., Cigar Company Building  
 St. Louis (Independent City), Missouri

**5. Classification**

Ownership of Property	Category of Property	Number of Resources within Property	
		Contributing	Noncontributing
<input checked="" type="checkbox"/> private	<input checked="" type="checkbox"/> building(s)	1	buildings
<input type="checkbox"/> public-local	<input type="checkbox"/> district		sites
<input type="checkbox"/> public-State	<input type="checkbox"/> site		structures
<input type="checkbox"/> public-Federal	<input type="checkbox"/> structure		objects
	<input type="checkbox"/> object		
		1	Total

Name of related multiple property listing.

N/A

Number of contributing resources previously listed in the National Register.

N/A

**6. Function or Use**

**Historic Function**

COMMERCE/TRADE: business  
 COMMERCE/TRADE: warehouse  
 INDUSTRY/PROCESSING/EXTRACTION:  
 manufacturing facility

**Current Functions**

COMMERCE/TRADE: business

**7. Description**

**Architectural Classification**

LATE VICTORIAN: Romanesque

**Materials**

foundation STONE/limestone  
 walls BRICK  
 roof ASPHALT  
 other STONE/limestone  
 WOOD

**Narrative Description**

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

**Stickney, William A., Cigar Company Building  
St. Louis (Independent City), Missouri**

**8. Statement of Significance**

**Applicable National Register Criteria**

**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.

**Criteria Considerations**

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.

**Areas of Significance**

COMMERCE

ARCHITECTURE

**Periods of Significance**

1886-1916

**Significant Dates**

1886

c.1893-1894

**Significant Person(s)**

N/A

**Cultural Affiliation**

N/A

**Architect/Builder**

Unknown

**Narrative Statement of Significance**

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

**9. Major Bibliographic 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

designated a National Historic Landmark

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: \_\_\_\_\_

\_\_\_\_\_

Stickney, William A., Cigar Company Building  
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**10. Geographical Data**

**Acreege of Property** less than 1 acre

**UTM References**

A. Zone	Easting	Northing	B. Zone	Easting	Northing
15	744765	4279125			

C. Zone	Easting	Northing	D. Zone	Easting	Northing

[ ] See continuation sheet

**Verbal Boundary Description**

(Describe the boundaries of the property on a continuation sheet.)

**Boundary Justification**

(Explain why the boundaries were selected on a continuation sheet.)

**11. Form Prepared By**

name/title Karen Bode Baxter, Timothy P. Maloney

organization Karen Bode Baxter, Preservation Consultant date June 24, 2009

street & number 5811 Delor telephone (314) 353-0593

city or town St. Louis state Missouri zip code 63109

**Additional Documentation**

Submit the following items with the completed form:

**Continuation Sheets**

**Maps**

A **USGS map** (7.5 or 15 minute series) indicating the property's location.

A **Sketch map** for historic districts and properties having large acreage or numerous resources.

**Photographs**

Representative **black and white photographs** of the property.

**Additional Items**

(Check with the SHPO or FPO for any additional items)

**Property Owner**

(Complete this item at the request of SHPO or FPO.)

name MJR Holdings II, LLC

street & number 1408 N. Kingshighway telephone (314) 256-4690

city or town St. Louis state Missouri zip code 63113

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# National Register of Historic Places Continuation Sheet

Stickney, William A., Cigar Company Building  
St. Louis (Independent City), MO

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## SUMMARY

Built in 1886, the William A. Stickney Cigar Company Building is addressed as 209 North Fourth Street, St. Louis (Independent City), Missouri. This five story, single storefront, red brick, Victorian Romanesque, commercial building faces toward the Mississippi River, four blocks to the east. It is located along Fourth Street in the heart of downtown St. Louis. The buildings surrounding the nominated property generally have wider facades. Most are taller buildings, a mixture of late nineteenth century and mid-twentieth century commercial buildings, now used primarily for offices and hotels. Historically Fourth Street primarily constituted the financial district, with bank buildings and even the Federal Reserve building clustered in the four blocks north of the Old Courthouse (11 North Fourth Street, City Landmark, listed June 1966). The west side of the block between Olive and Pine Streets contains only three commercial buildings; the slender William A. Stickney Cigar Company Building is sandwiched between the massive, eight story, red brick, Merchants-Laclede Bank Building (NR listed 8/6/1998) to its north and the two-story Mississippi Valley Trust Company Building (NR listed 5/25/01) to the south. The red brick and rusticated limestone building is five stories tall and three bays wide on the upper levels with a symmetrical façade design, vertically aligned, transomed, one over one, sash windows and a storefront with a central entrance on the first floor. Its Victorian Romanesque embellishments include the contrasting use of red brick and rusticated limestone, turned wood mullions used to separate the paired windows of the center bay, and a round arched window centered on the top floor. The elaborate pedimented cornice with its flanking urns, as shown in early photographs, was removed prior to 1959 (see historic illustration, p. 9) and a simple brick parapet remains in its place. Even without this cornice treatment, the building retains its historic masonry detailing, the original openings, and its distinctive stacked design. Each floor level appears to be a separate unit due to the broad limestone beams spanning the façade atop each lintel. Although the first floor storefront has been remodeled several times in its 123 year history, most of the interior retains its open floorplan, the exposed brick walls, the heavy timber joists, its original window trim, the original tongue and groove wood floors, and the original freight elevator shaft--all features that are characteristic of its use as a jobbing warehouse.

## EXTERIOR FEATURES

### East Facade

The façade is divided symmetrically into three bays. Heavily rusticated limestone piers at each end of the first floor have exaggerated joints to emulate column sections that frame the storefront display windows and entry. Although the current storefront is a replacement, it is still divided vertically into three sections with a central entry, as it was historically. There is a band of brick capped by the continuous rusticated limestone sill for the second floor windows. The edges of the façade on the second through fifth floors are flanked by brick pilasters with bases and caps made of rough cut limestone blocks. Between each pier is a continuous rusticated limestone sill.

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Stickney, William A., Cigar Company Building  
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## Narrative Description

Large rough cut limestone belt courses extend the full width of the building forming continuous lintels above the windows. Similar rough cut stone blocks are set vertically to delineate the bay divisions on each floor. Rectangular double-hung windows topped with fixed rectangular transom units in single window openings form the bays on both sides of the center bay from the second through the fifth floors. Pairs of rectangular double-hung windows are separated by spindle-like columns to form the center bay on the second through fourth floors. The fifth floor's segmented stone round-arched center opening consists of paired double-hung windows framed by decorative wood mullions flanking slender sashed windows, all topped with partial arch fixed transoms.

### South Elevation

The south side elevation is completely obscured below the second floor height and partially obscured at the third and fourth floor by the adjacent building and its roof structure. There are currently no openings on this elevation, however physical evidence appears to indicate there were three infilled window openings in the upper west corner. Above the party wall interface, this elevation is generally unarticulated except for corbel tables (floor joist support indications) at the fourth and fifth floors. The built-up roofing system slopes slightly, as does the south parapet which is capped with coping tiles. Visible along the south elevation are two rooftop penthouses, which are wood framed and clad with sheet metal. The one positioned flush with the south side elevation has a brick parapet wall that is continuous with the wall below.

### West (Rear) Elevation

The west elevation faces an alley and the second through fifth floor are divided into four evenly spaced bays. There are rectangular, double-hung, sash windows in each bay. The window openings are currently covered with horizontal metal siding but the rowlock lintels and rough cut limestone sills are still visible. In the north bay, doors have been cut through the siding and provide access to a large, metal fire escape that extends down to the first floor rear extension. This brick, one-story extension is painted black, has a flat roof and projects approximately sixteen feet west of the main building. There are three segmental arched openings infilled with metal panels, except in the center bay, which has paired steel doors. Physical evidence on the interior indicates this area was originally a loading dock. There is a chain link fence that extends the length of the property along this elevation.

### North Elevation

The unarticulated north elevation shares a party wall with the adjacent eight-story structure. This party wall is only visible at the rear of the building where the adjacent building extends to support the metal fire escape that accesses the Stickney Building through the north bay opening.

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Stickney, William A., Cigar Company Building  
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## Narrative Description

### INTERIOR

The interior of the building retains much of its open office/warehouse appearance with the exception of the first and second floors, which included non-historic partition walls, much of which were removed in 2004. The building is supported by exposed heavy timber joists on the first through fifth floors and a post and beam structural system in the basement. Masonry bearing walls are supported by the rubblestone foundation. Exterior brick walls are mostly exposed on the upper levels, although a few areas may have had plaster near the façade, especially on the first floor. The tongue-and-groove flooring remains intact, although covered in several places with more modern materials. Along the north wall, near the rear of the building, is a straight flight staircase that is enclosed by bead board walls that open into a bead board railing on each upper level, terminating on the fourth floor. Originally there was a second staircase midway on the south wall, but it has been partially removed and currently accesses only the fourth and fifth floors within an enclosed beadboard partition. The freight elevator at the rear, south side is non-functional although the shaft is intact. Near the front, also along the south side, is a modern passenger elevator. It is not clear whether this is an historic elevator shaft or not.

### ALTERATIONS AND INTEGRITY ISSUES

The William A. Stickney Cigar Company Building retains most of its original historic features both on the exterior and interior. For 25 years, this Victorian Romanesque building was hidden behind a plain, windowless, gravel panel veneer, unrecognizable as one of the few pre-1890s buildings of its size in the downtown area. Completed in 1969 this gravel veneer covered all openings in the upper floors and created three vertical panels in line with the original three bays—white on the center bay and gray on outer bays. In preparation for the current historic rehabilitation, this veneer was carefully removed in 2004 with minimal damage to the historic masonry since it was affixed from the top and base (on top of a non-historic storefront frame) and tied to the façade primarily with guy wires, leaving the original façade of the building remarkably intact. The historic pediment was removed before the 1950s. The windows had been covered by the sheathing outside and drywall on the interior, but they were found to still be mostly intact when the sheathing and drywall were removed. As part of the current rehabilitation project, the non-historic, first floor partitions and dropped ceilings added as part of the 1969 renovation have been removed. The upper floors appear to have never been substantially altered, retaining their original open floorplans, wood flooring, exposed wood joist ceilings and bare brick walls, all common to warehouse facilities of the era.

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Stickney, William A., Cigar Company Building  
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Map of City of St. Louis, MO

Locating Property



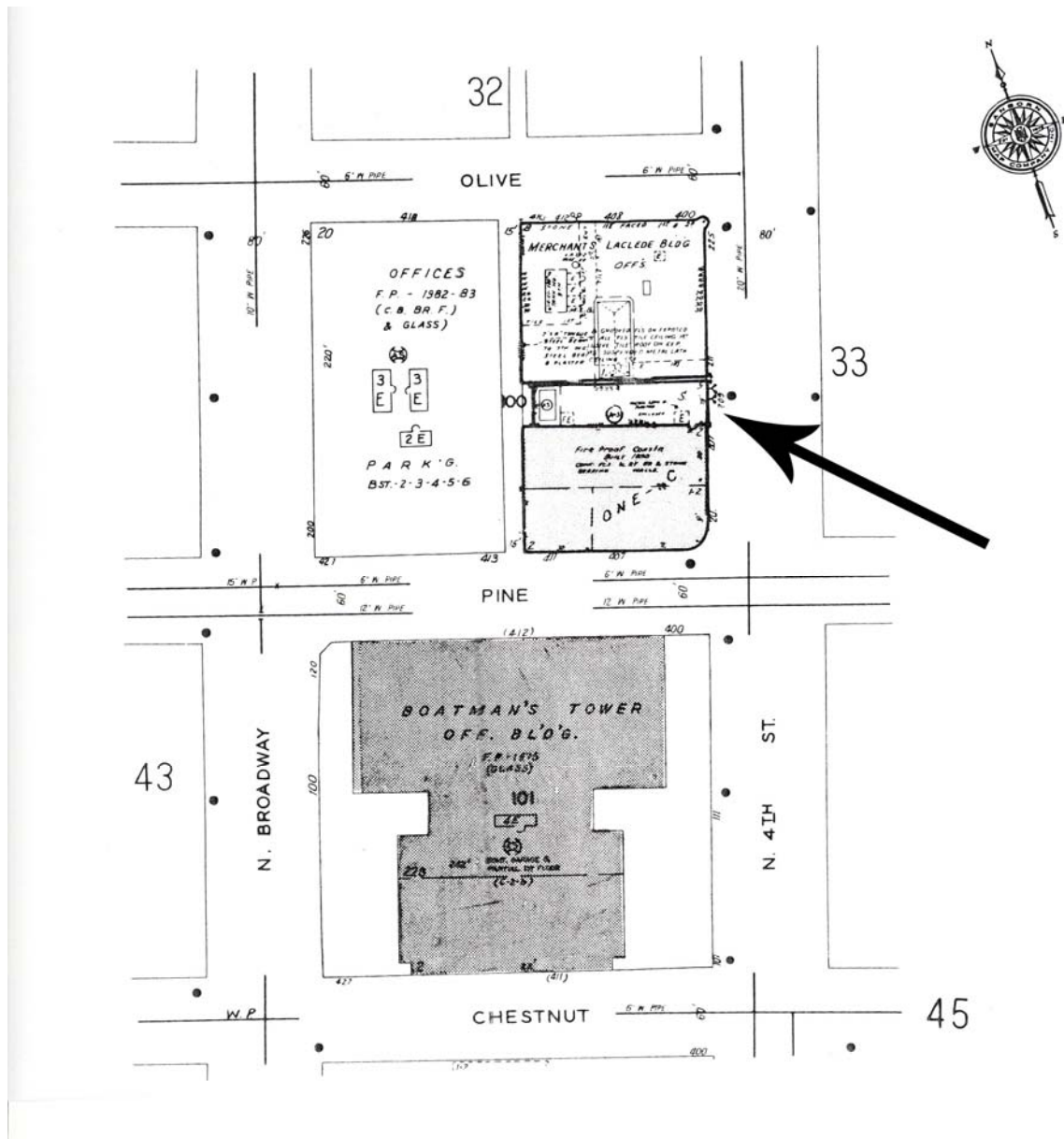
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Stickney, William A., Cigar Company Building  
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Sanborn Map 1995



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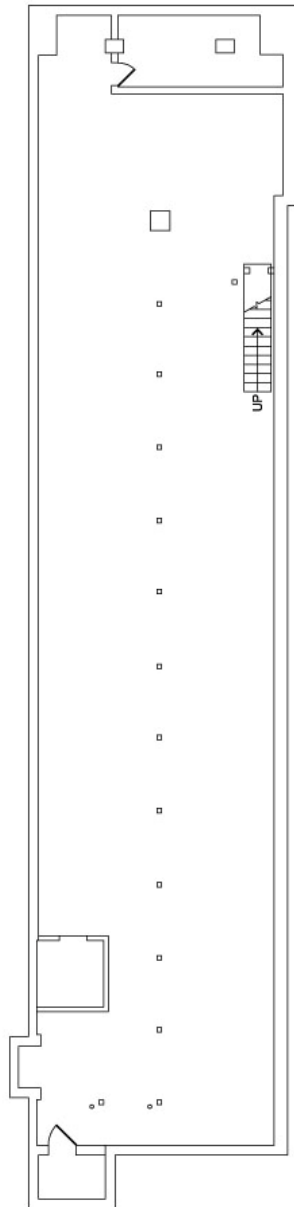
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Stickney, William A., Cigar Company Building  
St. Louis (Independent City), MO

Provided by Michael Corn Architect

Existing Basement and First Floor Plan



EXISTING BASEMENT PLAN  
→ N



EXISTING FIRST FLOOR PLAN  
→ N

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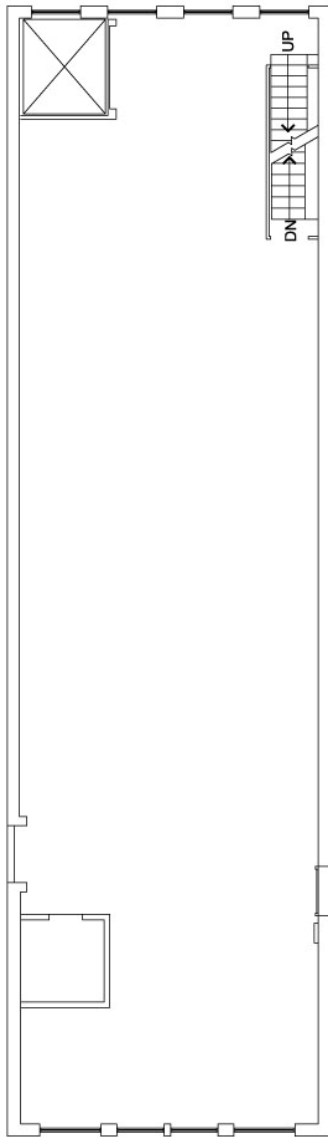
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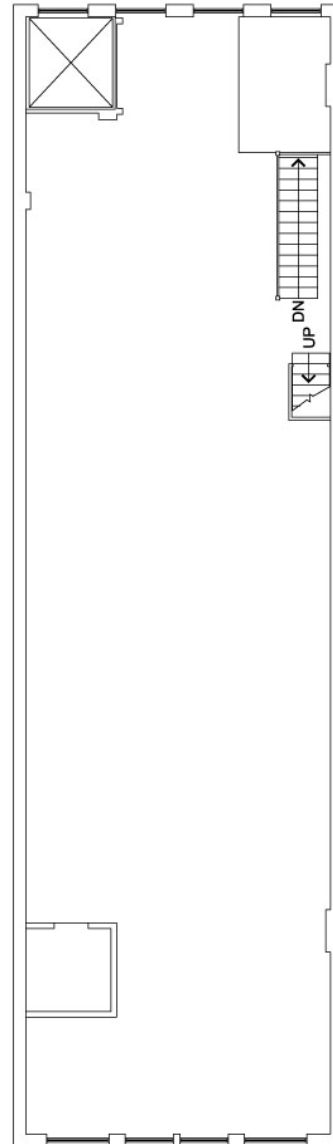
Stickney, William A., Cigar Company Building  
St. Louis (Independent City), MO

Provided by Michael Corn Architect

Existing Second and Third Floor Plan



EXISTING SECOND FLOOR PLAN  
→ N



EXISTING THIRD FLOOR PLAN  
→ N

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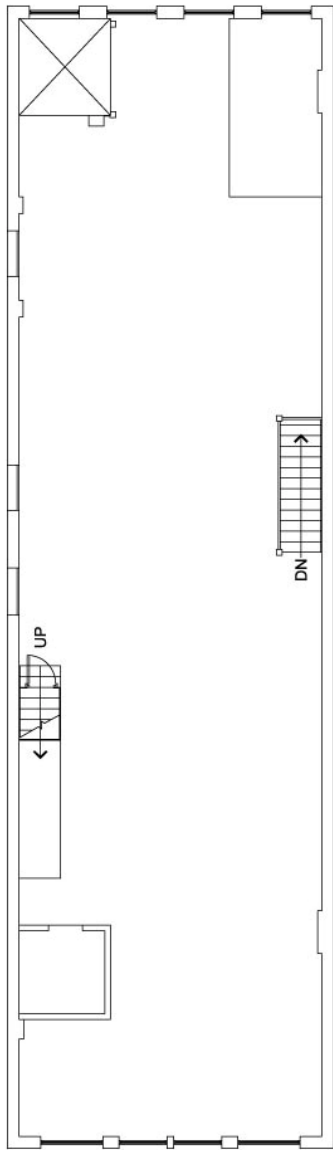
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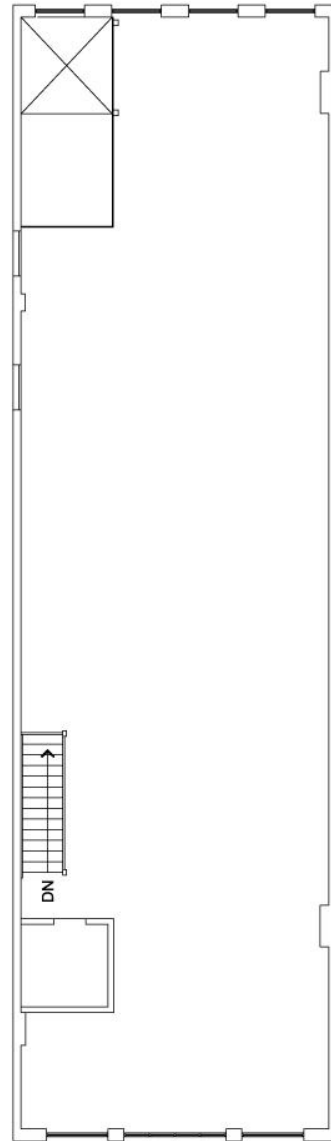
Stickney, William A., Cigar Company Building  
St. Louis (Independent City), MO

Provided by Michael Corn Architect

Existing Fourth and Fifth Floor Plan



EXISTING FOURTH FLOOR PLAN  
→ N



EXISTING FIFTH FLOOR PLAN  
→ N

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Stickney, William A., Cigar Company Building  
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Historic Illustration

Michael Roberts Personal Collection  
Stickney Building File



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Stickney, William A., Cigar Company Building  
St. Louis (Independent City), MO

## Statement of Significance

### SUMMARY

The William A. Stickney Cigar Company Building, located at 209 North Fourth Street in St. Louis, Missouri, is locally significant under Criterion A: Commerce. It was the main office of the William A. Stickney Cigar Company, the largest cigar jobbing house (wholesalers and the sales force for multiple manufacturers) in the United States in the late nineteenth and early twentieth century.<sup>1</sup> Additionally it was an important component in one of St. Louis' major commercial enterprises, tobacco. Constructed in 1886,<sup>2</sup> The William A. Stickney Cigar Company started using the building sometime between 1893 and 1894. This single storefront, five-story, Victorian Romanesque, commercial building is also locally significant under Criterion C: Architecture as one of the few remaining pre-1890s buildings in the core of downtown St. Louis. It is one of the few remaining examples of the smaller (3-5 story single storefront) commercial buildings to survive demolition either for construction of larger commercial buildings in the early 1900s or for the later mid-twentieth century redevelopment associated with the construction of the Jefferson National Expansion Memorial (the Arch). Its period of significance extends thirty years, from its construction in 1886 through 1916, the last year the Stickney Cigar Company occupied the building, coinciding with the most successful period of the company's history.<sup>3</sup>

### BUSINESS HISTORY

After the Civil War, tobacco companies became a very important sector in St. Louis's economy. While many of the St. Louis tobacco companies were involved with the manufacture of plug chewing tobacco, a product first developed in southern Missouri, the William A. Stickney Cigar Company differed from the typical St. Louis tobacco company because it specialized in hand rolled cigars. The company was founded by William A. Stickney, an entrepreneur originally from Boston who moved to St. Louis from New York City in 1872, the same year he organized the company to hand roll their own cigars and to act as jobbers for other cigar companies. By early 1883 Stickney had retail locations at 405 Pine and later at 203 North Fourth Street. In 1891, the William A. Stickney Cigar Company was incorporated under Missouri law. By 1902, the William A. Stickney Cigar Company was hailed as the largest cigar jobbing house in the United States with branch offices in Kansas City and Denver. The company was also known for its own brands of cigars, which included: the Chancellor, the Security, the Preferencia, and El Merito. The branch houses, in Kansas City and Denver, territories included most of the northern Great Plains and the northwestern states. The St. Louis home office served as the company's headquarters and directly controlled the company's trade throughout the southeast, the southwest, and the area north to Canada.<sup>4</sup>

The William A. Stickney Cigar Company was sold to the Niles and Moser Cigar Company in 1912 but remained in the building until 1916. William A. Stickney died in 1913.<sup>5</sup> His son left the company to form the Stickney-Hoelscher Cigar Company the year before his father's death and located around the corner from the William A. Stickney Cigar Company Building, at 409 Olive.

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Stickney, William A., Cigar Company Building  
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## Statement of Significance

When Niles and Moser purchased the William A. Stickney Cigar Company they retained the company name and then in 1916 they moved the company's main offices to 1116 Olive. The William A. Stickney Cigar Company slowly saw its branch offices and retail locations close in the following years. By 1919 it only had 11 retail outlets in addition to the main offices. Its operations closed entirely in 1934.<sup>6</sup>

### ARCHITECTURAL DEVELOPMENT OF DOWNTOWN ST. LOUIS

St. Louis developed along and parallel to the Mississippi River, progressively moving west away from the river as the city grew. The first expansion of the city limits did not occur until 1841, when the city grew to 4.5 square miles.<sup>7</sup> In 1855 the city almost tripled its size, expanding to 13.94 square miles, taking it as far west as Grand Ave. although most of St. Louis's businesses were still centered east of Twelfth Street (now Tucker).<sup>8</sup> The city had its final boundary established in 1876, when the city and county split, setting the city's border with the county about 7 miles from the river at the widest point. Even then, most of the newly annexed land was still farmland or undeveloped.<sup>9</sup>

After the separation of the city and county, the undeveloped parts of the city were concentrated west of the central business district and subsequent development in these areas initially focused on residential development, particularly for the wealthier residents who wanted to escape the crowds and crime of the city.<sup>10</sup> While this residential development was occurring, business development was also starting to expand westward. St. Louis was growing quickly and many new businesses simply found a location as close to the riverfront business district as possible, emanating from the Mississippi River west. Business had long been centered on the riverfront, with a large part of the economy reliant on the materials and goods that passed through the ports downtown. As business expanded, many of the companies previously located on the riverfront moved to offices further west, where there was more room to expand.

The first period of growth occurred after the Louisiana Purchase, when more Americans started immigrating into the formerly French city. The downtown core filled with smaller one to four-story storefront buildings that usually had offices on the upper floors. There were a few larger buildings at prominent intersections, most of which were hotels.<sup>11</sup> The majority of these early downtown buildings were brick—even as the Civil War approached, still dated from this first wave of commercial construction after the Louisiana Purchase.<sup>12</sup>

Towards the end of this period of development, some cast iron storefront buildings were starting to be constructed.<sup>13</sup> This new construction technique foreshadowed the coming, post-Civil War development, which would see new materials allow for construction of larger, more open buildings and saw the start of the second major wave of development in St. Louis. Most extant representative buildings from this period of development are concentrated in Laclede's Landing (just northeast of St. Louis' current central business district), since the great majority of the

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Stickney, William A., Cigar Company Building  
St. Louis (Independent City), MO

## Statement of Significance

buildings from this era were demolished in the 1930s-1950s for the Jefferson National Expansion Memorial.

After the Civil War, as the nation recovered from the destruction and interruption to the economy, this second wave of development slowly began to change the face of the city. Compton and Dry's bird's eye view, *Pictorial St. Louis*, depicts the city looking west from the riverfront in 1876 and demonstrates the changing nature of downtown St. Louis, with clear signs of some of the new development in the central part of downtown as larger buildings were just starting to be constructed. Even as it was being printed, new construction was already making the perspective drawing outdated as larger buildings replaced the earlier buildings that occupied much of the city. The growth of the city meant that many of the ideal business locations were occupied by the smaller one and two story buildings in the blocks paralleling the riverfront that were part of the earlier development of the city. As the population and economy increased, companies began to see value in tearing down the smaller existing buildings to construct new, larger structures. These larger buildings represent the second stage of development, and the growth of the city from 1876 through the turn of the century and are clearly evident in the early (1903) fire insurance map of the city.<sup>14</sup> Most of the new buildings from this period in the central business district were still five-story buildings, some of which occupied sizable portions of the block.<sup>15</sup> The William A. Stickney Cigar Company Building is an important example of this transition from a pre-Civil War riverfront commercial district to a modern urban center culminating in the third wave of development, which began in the 1890s (and continued into the Great Depression) with its much larger, concrete frame buildings that established the urban landscape that still dominates downtown St. Louis.

The late nineteenth century development of downtown impacted the local economy and created the basis for change in the fabric of the city. St. Louis saw its downtown develop from a collection of small retail buildings that could have been along the main street of any small town into a modern American metropolis. When the William A. Stickney Cigar Company Building was constructed, it was part of the initial wave of larger (taller), modern buildings that were starting to replace the smaller two and three story storefronts that had dominated the area a few blocks away from the riverfront. The five-story, three-bay Victorian Romanesque, commercial building replaced a smaller two-story, side gabled commercial building.<sup>16</sup> After the construction of the single storefront, William A. Stickney Cigar Company Building, newer buildings around it were consistently taller and had a larger footprint, often half a block or more. The William A. Stickney Cigar Company Building is an excellent example of the second stage of development in which St. Louis saw a number of similarly sized brick buildings with timber frames constructed downtown, many of which would soon be replaced by even larger buildings. As the rest of downtown started to see the construction of ever larger and more elaborate buildings, especially during the third stage of development, the next generation of downtown construction towered over the William A. Stickney Cigar Company Building. Beginning as early as the

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St. Louis (Independent City), MO

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1890s, many of the earlier, mid-sized buildings representing the second stage of development, similar to the William A. Stickney Cigar Company Building, were replaced by newer and larger buildings. Even after this second wave of construction, lasting into the late nineteenth century, there were still some of the earlier 1880s buildings remaining, but most of these were replaced by World War II, leaving the William A. Stickney Cigar Company Building as one of the few mid-sized 1880s buildings in downtown St. Louis and an important part of the city's architectural landscape, reflective of the stages of growth in the development of downtown St. Louis.<sup>17</sup>

This process was more pronounced on the stretch of Fourth Street occupied by the William A. Stickney Cigar Company Building than it was elsewhere downtown. In the 1870s-1880s, Fourth Street was one of the primary shopping districts in St. Louis. The stores were all in modest two and three story, single and double storefront buildings, usually with simple side gabled designs. Businesses included dry goods stores, notions stores, millineries, and other retailers, with a few hotels nearby.<sup>18</sup> Towards the end of the 1880s and into the 1890s, the nature of the businesses on Fourth Street, especially the block between Olive and Pine changed. The area saw the construction of large commercial blocks and even a few forerunners to modern skyscrapers. Some of the buildings that typify this rapid change in downtown's development are the Mississippi Valley Trust Company (NR listed 5/25/2001), which built its commercial block just south of the William A. Stickney Cigar Company Building on the corner of Fourth and Pine (completed 1896) and the Merchants-Laclede Bank Building (NR listed 8/6/1998), immediately north of the William A. Stickney Cigar Company Building at the corner of Fourth and Olive; these three buildings filled the entire city block from Pine to Locust, and collectively represent both the earlier and later scales of building construction during this period of downtown development. A block away on Olive is the massive seven-story Security Building (NR listed 2/10/2000), completed in 1892, which also housed financial institutions and was part of the changing downtown environment. These buildings represent the shifting business patterns as small storefronts and shopping districts were replaced by large commercial blocks and office buildings along Fourth Street; transforming it into a financial and office district.<sup>19</sup> The William A. Stickney Cigar Company Building was an early part of this business transition since the building not only included the manufacturing arm of the William A. Stickney Cigar Company but also the main offices of the largest cigar jobbing house in the United States.<sup>20</sup>

### ST. LOUIS JOBBING AND WHOLESALE BUSINESS

The earliest industries of St. Louis were focused on raw materials, such as agricultural goods and furs that were mainly sent to Europe downriver via the port in New Orleans.<sup>21</sup> As the Civil War approached, some of the town's first major manufacturing enterprises began to develop, especially the brick and terra cotta industries, based on local clay deposits. Plug tobacco, a new form of chewing tobacco, invented in southern Missouri, made St. Louis a major tobacco manufacturer after the Civil War.<sup>22</sup> The growth of manufacturing in St. Louis, like the raw

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Stickney, William A., Cigar Company Building  
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### Statement of Significance

materials markets that were already established, benefited from the location of the city, which offered easy transportation and access to raw materials. These two factors can be seen in the success of St. Louis's tobacco and brick industries in which St. Louis was nationally dominant throughout the late 1800s. Clay was an extractive industry relying on the raw materials of the clay deposits in St. Louis and throughout Missouri. The tobacco industry also relied on local raw materials in the form of Missouri tobacco, although as the market expanded St. Louis processed tobacco procured from around the world. St. Louis' location on the Mississippi River, as well as its developing role as a railroad nexus made transportation in and out of St. Louis a simple matter for industries. After the Civil War, St. Louis' economy was slow to recover because many of the city's markets were in the south, which was in the midst of Reconstruction. City business leaders formed the Merchant's Exchange in 1866 to promote the city by developing a "commercial travel system" which sent drummers, another term for traveling salesmen, around the country to extol trade and business opportunities in St. Louis. The Merchant's Exchange efforts led to as many as 1,200 drummers simultaneously traveling the country and taking orders for St. Louis goods by 1880.<sup>23</sup> The efforts of these drummers helped develop the jobbing industry that would become so important to the St. Louis economy and to the success of the William A. Stickney Cigar Company. The efforts of the jobbers not only spurred the economy of the city, but also the growth of the city itself as new and existing businesses developed to meet the increasing demands.

The growth of the American west and southwest allowed St. Louis to continue its historic role in supplying western communities with manufactured goods, but the market was expanding to include the east and south after the Civil War.<sup>24</sup> St. Louis businesses were able to recapture the cotton and fur markets that had been so important before the Civil War. The city also became a jobbing and manufacturing leader in shoes, beer, and clothing, in addition to tobacco and bricks.<sup>25</sup> By the turn of the century, jobbing and warehousing were a central part of the St. Louis economy and had expanded into goods as varied as hardware, groceries, coffee, dry goods, shoes clothing, lumber, and furniture.<sup>26</sup> In addition to these goods, St. Louis was first in production of tobacco, lead paint, beer, and flour milling.<sup>27</sup> In 1872, the William A. Stickney Cigar Company was founded in the midst of this post-war growth and by the time of its incorporation in 1891 it was becoming a major national cigar jobber.<sup>28</sup>

The growth of St. Louis manufacturing added to the already large number of raw materials St. Louis shipped and encouraged the growth of St. Louis transportation systems. The development of transportation systems in turn allowed St. Louis businesses to expand even further, creating a growth cycle that made St. Louis a major economic force in the latter half of the nineteenth century. Shortly after the Civil War, St. Louis leaders developed plans for the first bridge across the Mississippi River, for both rail and road transportation, eliminating the need to ferry goods across the river. On the Fourth of July, 1874, the Eads Bridge (National Historic Landmark, listed 1/29/1964) opened to become the first bridge across the Mississippi at St. Louis,<sup>29</sup> which

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made it just as fast, easy and cheap to ship goods to and from the east coast as it had been to send goods to the west or to ship them to New Orleans for transport by ship.

The influx of goods from the east coast, rather than harm St. Louis manufacturers, aided them by opening new markets. The addition of trade to the east made St. Louis's role as a shipping center even more important. As the St. Louis manufacturing and transportation base grew, St. Louis developed another important component of the local economy: jobbing houses and wholesalers. Jobbing houses act as wholesalers for a large category of goods, such as beer, dresses, or tobacco products, for a number of different manufacturers. The same reason St. Louis was so successful in manufacturing, a central location with good transportation infrastructure and access to raw materials and markets, also applied to the jobbing industry. In 1891, just five years after the construction of the William A. Stickney Cigar Company Building was completed, Cupples Station (NR listed 6/26/1998), the massive warehouse complex in downtown St. Louis, was completed. Only three years later Union Station (NR listed 6/15/1970, National Historic Landmark listed 2/28/1971) opened in downtown St. Louis, a station where twenty-two separate railroads converged.<sup>30</sup> These two structures expanded St. Louis rail capabilities (and combined with river transportation) to provide St. Louisans with easy and affordable transportation anywhere in the country. The jobbing industry helped expand the warehouse industry, which was needed to store the goods the jobbing houses sold and shipped.

St. Louis jobbing companies and related wholesalers included a diverse array of businesses. Some were strictly wholesalers, like the Butler Brother's Department Wholesale Store and Merchandise Company Warehouse, which owned large warehouses used by manufacturers, wholesalers, and jobbing houses. Ely and Walker was a dry goods firm that as late as 1947 was still the nation's largest wholesale house, with clients that included Macy's, Marshall Field and Company, and Famous Barr.<sup>31</sup> Other jobbing and wholesale operations also acted as manufacturers like the William A. Stickney Cigar Company: clothing firms (many of which were selling St. Louis manufactured wares), chemical and drug companies (like Rexall, originally United Drug Company, and which eventually had 2300 branded products), feed wholesalers that grew into manufacturing companies (like Ralston Purina), and automobile manufacturers that distributed their goods through St. Louis.

In addition to all of these various industries, the tobacco industry also had a large jobbing presence in St. Louis. Many of the St. Louis tobacco companies in the late 1800s and early 1900s were mainly tobacco product retail/manufacturers (most of whom only rolled a few cigars in the back room for local consumption). Some, like the William A. Stickney Cigar Company, also acted as distributors and jobbers for other tobacco manufacturers, while the jobbing and manufacturing were both based in the William A. Stickney Cigar Company Building.<sup>32</sup> William A. Stickney Cigar Company also had branch offices in Kansas City and Denver. Although there were hundreds of cigar manufacturer/retailers in St. Louis, there were relatively few that were

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wholesalers or jobbers. The greatest number of wholesalers listed in the city directory during the years the William A. Stickney Cigar Company's occupied the William A. Stickney Cigar Company Building was twenty-seven companies while the lowest was eighteen.<sup>33</sup> The William A. Stickney Cigar Company was one of the few companies listed in the city directories as both a wholesaler and retailer. During the period when the William A. Stickney Cigar Company occupied the building, there were never more than six cigar wholesaler/retailers listed in the city directories and some years the William A. Stickney Cigar Company was the only wholesaler/retailer listed.<sup>34</sup> The William A. Stickney Cigar Company Building is a tangible example of this once thriving St. Louis industry and demonstrates the growth of the jobbing and wholesaling industry in St. Louis, particularly the tobacco industry.

### ST. LOUIS TOBACCO INDUSTRY

Prior to the Civil War, St. Louis was an important agricultural market, with agricultural goods throughout the region shipped to and sold in St. Louis for both local consumption and for shipment to other markets. The agricultural markets included tobacco, but only as a raw material. Once the Civil War started, St. Louis was negatively impacted by its previously beneficial location. Most of the St. Louis markets were in the South and no longer accessible. Even after the war, the economic impact on the South forced St. Louis to find new markets as Chicago captured much of the northern Great Plains trade.<sup>35</sup>

After the Civil War, the tobacco manufacturing industry became an important part of the St. Louis economy. New companies opened for business in the city and tobacco manufacturing became more important than the raw tobacco market.<sup>36</sup> After 1867 St. Louis became the world leader in chewing and pipe tobacco manufacturing.<sup>37</sup> The city continued to dominate the tobacco markets for the next three decades with companies like Liggett-Meyers (one of the largest plug tobacco manufacturers in the world by 1878), the Brown Tobacco Company, the Carlin Tobacco Company, the Drummond Company, and the John Weisert Tobacco Company (the last to close its doors in the 1980s) all based in St. Louis.<sup>38</sup> By 1890, St. Louis was also home to the largest cigar jobbing house in the United States, the William A. Stickney Cigar Company. During this time in St. Louis history, a plethora of tobacco companies made St. Louis' tobacco production more than twice that of its nearest rivals in the industry producing more than one-fifth of all the tobacco products in the United States.<sup>39</sup>

In the midst of this market, the William A. Stickney Cigar Company was founded with a strong manufacturing and retail presence in St. Louis and throughout the Midwest, with branch houses in Kansas City and Denver. The company succeeded in a competitive market for a number of reasons. First, Stickney, unlike most of the St. Louis tobacco companies, specialized in cigars, rather than plug or pipe tobacco. Second, the company was not reliant solely on the manufacture of cigars. The William A. Stickney Cigar Company also benefited from representing other

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brands and acting as a jobbing house giving the company an additional income stream to better ensure its survival.

The William A. Stickney Cigar Company's focus on cigars and jobbing would also eventually help its survival when other St. Louis tobacco companies faced a series of threats. St. Louis' massive presence in the tobacco industry began to decline in the 1890s, when increasing excise taxes forced many of the smaller manufacturers out of business. These closures made it possible for the larger firms to increase their market share even more. This process was further accelerated in 1893 when B. Duke, the president of the American Tobacco Company, headquartered in North Carolina, began to form a trust with other tobacco producers. St. Louis' local tobacco industry was devastated by Duke's takeovers, as he purchased the Drummond, Brown, and Catlin companies. After the syndicate gained control of the Continental Tobacco Company, the plug tobacco spin-off from the American Tobacco Company, the syndicate started a price war that forced Liggett and Myers to sell out as well.<sup>40</sup> Despite the sell-off of many of the St. Louis tobacco companies, the William A. Stickney Cigar Company was able to survive this market consolidation (which eventually led to a Sherman Anti-Trust Act case that divided the conglomerate into four successor companies). The William A. Stickney Cigar Company not only survived, it thrived, expanding the sites of the company's retail locations around St. Louis as the turn of the century approached.<sup>41</sup> The William A. Stickney Cigar Company was able to avoid the fate of so many of the other major tobacco companies in St. Louis in part because it was one of the few companies that was not manufacturing plug tobacco, specializing in the manufacturing and jobbing of cigars instead. Even more important though, was its roles as both a manufacturer and a jobber, which further aided its survival by allowing it to thrive in a role the syndicate was not directly taking over.

The St. Louis tobacco industry faced another threat on the heels of the Duke tobacco syndicate; the cigarette gained in popularity and threatened both the cigar and chewing tobacco markets.<sup>42</sup> In the early 1900s, cigarettes were seen as too feminine and European for a man to smoke, yet were also considered un-ladylike. As a result, cigarette sales in the United States remained relatively stagnant. By 1918, U. S. soldiers in World War I were being issued 2/5 an ounce of tobacco a day and cigarette rolling papers. The commissaries also sold cigarettes at cost. Between the two measures, doughboys switched to cigarettes as the preferred form of tobacco.<sup>43</sup>

At the end of the war Mrs. Leonard, a St. Louis based drummer who worked for the American Tobacco Company, became famous as the world's first female cigarette drummer. The increased popularity of cigarettes among returning soldiers and Mrs. Leonard's efforts that made cigarettes more acceptable for women helped push cigarettes into the forefront of the tobacco market, at the cost of the cigar and chewing tobacco markets.

In St. Louis the companies continued to produce mainly chewing tobacco, with some cigar companies still in business. Many of the companies that had survived the consolidation of the

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tobacco industry by Duke's North Carolina syndicate were now losing market share to cigarettes.<sup>44</sup> Like many of the St. Louis tobacco companies, the William A. Stickney Cigar Company saw a downturn in its fortunes after World War I. Although the company survived into the 1930s, by the start of the 1920s, the number of retail locations was shrinking and the William A. Stickney Cigar Company was in its waning years.<sup>45</sup>

Before the decimation of the St. Louis tobacco industry by Duke's trust, the volume of tobacco manufacturing in St. Louis made it one of the most important industries in St. Louis. Many of the tobacco companies had buildings located around the riverfront that were lost when land was cleared for the Jefferson National Expansion Memorial. The remaining buildings include the Christian Peper Tobacco Company Building, located on North First Street (listed as a contributing building in the Laclede's Landing National Register Historic District, NR listed 8/25/1976), the Brown Tobacco Factory at 18<sup>th</sup> and Chouteau, the Liggett & Myers Tobacco Company Building located at 1900-1912 Pine Street (in the Tiffany Neighborhood District, NR listed, 10/2/83) and the John Weisert Tobacco Company Building located at 1120 South 6<sup>th</sup> Street (NR listed, 6/16/2004). Despite the massive presence of the tobacco industry in St. Louis around the time the William A. Stickney Cigar Company Building was constructed, it is one of the extant reminders of what was once a vital and pervasive industry in St. Louis and it is representative of both cigar manufacturing and wholesaling jobbing houses that contributed to commerce in St. Louis.

### CONCLUSION

The William A. Stickney Cigar Company, unlike so many of the other St. Louis tobacco companies that made plug tobacco, made cigars. The company also benefited from its role as a wholesaler and jobber, again a comparatively rare role in the St. Louis tobacco business. The niche market that the William A. Stickney Cigar Company created allowed it to grow into one of the largest such companies in the country. The growth of the company contributed to the commercial development of St. Louis. It is an excellent example of how many St. Louis companies that started as small manufacturing operations grew into large manufacturing, wholesaling and jobbing companies. The William A. Stickney Cigar Company Building, is not only significant because it housed this important commercial enterprise during Stickney's most successful years, the building is also representative of the physical transformation of downtown St. Louis. During the 1880s, St. Louis saw construction of buildings that replaced the smaller one and two story buildings with larger and taller buildings, like the William A. Stickney Cigar Company Building. This construction was only an intermediate stage of development. Later downtown buildings were larger concrete frame designs, replacing most of the intermediate timber frame buildings, and the William A. Stickney Cigar Company Building as one of the few remaining examples of this architectural transition. This transition was driven by the need for large spaces for the fast-growing warehouse and distribution companies that were beginning to dominate St. Louis, and even the national marketplace.

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<sup>1</sup>E. D. Kargau, *Mercantile, Industrial and Professional St. Louis* (St. Louis: Nixon-Jones Printing Company, 1902), 491; *The City of St. Louis and Its Resources* (St. Louis: N.P. 1893) 117.

<sup>2</sup>St. Louis, Missouri, City of St. Louis, Division of Building and Inspection, Microfilm Room, Inactive and Active Building Permits.

<sup>3</sup> St. Louis, Missouri, City of St. Louis. Division of Building and Inspection, Microfilm Room, Inactive and Active Building Permits; *Gould's St. Louis City Directory* (St. Louis: Polk-Gould Directory Company, 1880), 991; *Gould's St. Louis City Directory* (St. Louis: Polk-Gould Directory Company, 1882), 1102; *Gould's St. Louis City Directory* (St. Louis: Polk-Gould Directory Company, 1883), 1054; *Gould's St. Louis City Directory* (St. Louis: Polk-Gould Directory Company, 1884), 1062; *Gould's St. Louis City Directory* (St. Louis: Polk-Gould Directory Company, 1885-86), 1116, 1324-1328; *Gould's St. Louis City Directory* (St. Louis: Polk-Gould Directory Company, 1886-87), 1163; *Gould's St. Louis City Directory* (St. Louis: Polk-Gould Directory Company, 1887-88), 1145, 1259; *Gould's St. Louis City Directory* (St. Louis: Polk-Gould Directory Company, 1889), 1222; *Gould's St. Louis City Directory* (St. Louis: Polk-Gould Directory Company, 1888-89), 1213, 1444-1447; *Gould's St. Louis City Directory* (St. Louis: Polk-Gould Directory Company, 1891), 1761-1765; *Gould's St. Louis City Directory* (St. Louis: Polk-Gould Directory Company, 1893), 1356; *Gould's St. Louis City Directory* (St. Louis: Polk-Gould Directory Company, 1894), 1692-1695; *Gould's St. Louis City Directory* (St. Louis: Polk-Gould Directory Company, 1897), 1628, 1943-1947; *Gould's St. Louis City Directory* (St. Louis: Polk-Gould Directory Company, 1901-02), 2216-2219; *Gould's St. Louis City Directory* (St. Louis: Polk-Gould Directory Company, 1904), 2401-2405; *Gould's St. Louis City Directory* (St. Louis: Polk-Gould Directory Company, 1907), 2112-2116; *Gould's St. Louis City Directory* (St. Louis: Polk-Gould Directory Company, 1910), 2340-2343; *Polk-Gould St. Louis City Directory* (St. Louis: Polk-Gould Directory Company, 1913), 2032, 2411-2414; *Polk-Gould St. Louis City Directory* (St. Louis: Polk-Gould Directory Company, 1914), 2053; *Polk-Gould St. Louis City Directory* (St. Louis: Polk-Gould Directory Company, Publishers, 1915), 2022; *Polk-Gould St. Louis City Directory* (St. Louis: Polk-Gould Directory Company, 1916), 2113, 2509-2512; *Gould's St. Louis Red-Blue Book* (St. Louis: Polk-Gould Directory Company, 1917), 2105; *Polk-Gould St. Louis City Directory* (St. Louis: Polk-Gould Directory Company, 1917), 2105; *Gould's St. Louis Red-Blue Book* (St. Louis: Polk-Gould Directory Company, 1918), 877, 1667, 2215; *Gould's St. Louis Red-Blue Book* (St. Louis: Polk-Gould Directory Company, 1919), 1684, 2234, 2586-88; *Gould's St. Louis Red-Blue Book* (St. Louis: Polk-Gould Directory Company, 1921), 896; *Polk-Gould St. Louis City Directory* (St. Louis: Polk-Gould Directory Company, 1922), 1781, 2363; *Gould's St. Louis Red-Blue Book* (St. Louis: Polk-Gould Directory Company, 1924), 511, 2811-2815; *Gould's St. Louis Red-Blue Book* (St. Louis: Polk-Gould Directory Company, 1927), 1036, 3050-3052; *Polk-Gould St. Louis City Directory* (St.

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<sup>4</sup> St. Louis, Missouri, Heritage and Urban Design Division, *A Preservation Plan for St. Louis* (St. Louis: City of St. Louis, September, 1995), 25; *The City of St. Louis and Its Resources* (St. Louis: N.P. 1893), 117; William Hyde and Howard L. Conrad, ed, *Encyclopedia of the History of St. Louis, A Compendium of History and Biography for Ready Reference, Vol. IV*, "Stickney, William Albert" (St. Louis: The Southern History Company, 1899), 2140-2141; Kargau, 490.

<sup>5</sup> *The City of St. Louis and Its Resources*, 117; Hyde, 2140-2141; Kargau, 490; St. Louis, Missouri, Missouri Historical Society, Vertical File, "William Albert Stickney, 1844-1913."

<sup>6</sup> *The City of St. Louis and Its Resources*, 117; Hyde, 2140-2141; Kargau, 490; Missouri Historical Society, "William Albert Stickney, 1844-1913;" City Directory Research.

<sup>7</sup> St. Louis City Plan Commission, "Physical Growth of the City of St. Louis," [website] <http://stlouis.missouri.org/heritage/History69/> Accessed 17 March 17, 2009.

<sup>8</sup> Ibid.

<sup>9</sup> Ibid.

<sup>10</sup> James Neal Primm, *Lion of the Valley, St. Louis, Missouri, 1764-1980*, 3d ed. (St. Louis: Missouri Historical Society Press, 1998), 182.

<sup>11</sup> Rich J. Compton and Camille N. Dry, *Pictorial St. Louis: The Great Metropolis of the Mississippi Valley, A Topographical Survey Drawn in Perspective, A.D. 1875* (St. Louis: Compton and Company) 1876; Website ed., David Rumsey Map Collection, *Compton and Dry Pictorial St. Louis* [website] <http://www.davidrumsey.com/luna/servlet/detail/RUMSEY~8~1~24321~890020:-Pictorial-St--Louis--Composite--By> Accessed March 19, 2009; Heritage and Urban Design Division, 179.

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<sup>12</sup> Ibid.

<sup>13</sup> Ibid; Heritage and Urban Design Division, 181.

<sup>14</sup> *Sanborn Fire Insurance Maps of St. Louis, Missouri*, Vol. 2, (New York: Sanborn Map Company, 1909, 1924, 1938, 1909 corrected to 1950) 20.

<sup>15</sup> Compton and Dry.

<sup>16</sup> Ibid.

<sup>17</sup> Compton and Dry; *Sanborn Fire Insurance Maps*.

<sup>18</sup> City Directory Research.

<sup>19</sup> Carolyn Hewes Toft and Lynn Josse, *St. Louis: Landmarks and Historic Districts* (St. Louis: Landmarks Association of St. Louis, 2002), 30.

<sup>20</sup> Missouri Historical Society, "William Albert Stickney, 1844-1913."

<sup>21</sup> Toft, 26, 30.

<sup>22</sup> Primm, 327-28.

<sup>23</sup> Heritage and Urban Design Division, 26.

<sup>24</sup> Ibid.

<sup>25</sup> Ibid.

<sup>26</sup> Heritage and Urban Design Division, 26.

<sup>27</sup> Ibid.

<sup>28</sup> E. D. Kargau, 491; Hyde, 2140-2141.

<sup>29</sup> Primm, 327-28, 289-90.

<sup>30</sup> Rockwell Gray, *A Century of Enterprise: St. Louis, 1894-1994* (St. Louis: Missouri Historical Society Press, 1994), 1; Primm, 297.

<sup>31</sup> Toft, 71.

<sup>32</sup> Primm, 331; *The City of St. Louis and Its Resources*, 117; Hyde, 2140-2141; Kargau, 490.

<sup>33</sup> City Directory Research.

<sup>34</sup> Ibid.

<sup>35</sup> Heritage and Urban Design Division, 25-26.

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<sup>36</sup> Karen Bode Baxter, et al., *John Weisert Tobacco Company Building*, National Register of Historic Places Inventory-Nomination Form, Stored at Missouri Cultural Resources Inventory, Missouri Historic Preservation Program, Jefferson City, Missouri, Listed in the National Register June 16, 2006, sec. 8, p. 9.

<sup>37</sup> Primm, 327.

<sup>38</sup> Baxter, sec. 8, pp.9, 12.

<sup>39</sup> J. Thomas Schaf, *History of St. Louis City and County* (Philadelphia: Louis H. Everets and Company, 1883) 1248-1249.

<sup>40</sup> Baxter, sec. 8, p.10.

<sup>41</sup> City Directory Research.

<sup>42</sup> Baxter, sec. 8, p.10.

<sup>43</sup> Ibid.

<sup>44</sup> Ibid.

<sup>45</sup> City Directory Research.

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## National Register of Historic Places Continuation Sheet

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Stickney, William A., Cigar Company Building  
St. Louis (Independent City), MO

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### Major Bibliographical References

#### Verbal Boundary Description

Part of Lot 9 of Chouteau and Lucas Addition and in Block 100 of the City of St. Louis, fronting 29 feet on the West line of 4<sup>th</sup> Street by a depth westwardly between parallel lines of 127 feet 6 inches to an alley and bounded South by a line 87 feet 1 inch North of the North line of Pine Street and bounded North by property now or formerly owned by Merchants Laclede National Bank of St. Louis.

#### Boundary Justification

These boundaries incorporate all of the property that has been historically associated with this building and the property's legal description. Except for public sidewalks and a small area behind the building at the back alley, the building encompasses the entire lot.

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**Stickney, William A., Cigar Company Building**  
**St. Louis (Independent City), MO**

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## Photo Log

Photographer: Sheila Findall

July 2008

Negatives with Karen Bode Baxter, 5811 Delor Street, St. Louis, MO 63109

Photo #1: Exterior, east façade looking northwest

Photo #2: Exterior, east façade second floor window looking west

Photo #3: Exterior, east façade fifth floor window looking west

Photo #4: Interior, first floor looking east from west end

Photo #5: Interior, second floor looking east from west end

Photo #6: Interior, second floor looking west from east end

Photo #7: Interior, second floor stairs looking east up from west end

Photo #8: Interior, fifth floor looking east from west end



William A. Strickney Cigar Company Building  
St. Louis (Independent City), Mo  
Photo No. 1



William A. Stickeney Cigar Company Building  
St. Louis (Independent City), MO  
Photo No. 2



William A. Stickney Cigar Company Building  
St. Louis (Independent City), MO  
Photo No. 3



William A. Stickney Cigar Company Building  
St. Louis (Independent City), MO  
Photo No. 4



William A. Stickney Cigar Company Building  
St. Louis (Independent City), Mo  
Photo No. 5



William A. Stickney Cigar Company Building  
St. Louis (Independent City), MO  
Photo No. 6



William A. Strickney Cigar Company Building  
St. Louis (Independent City), Mo.  
Photo No. 7



William A. Strickney Cigar Company Building  
St. Louis (Independent City), MO  
Photo No. 8