

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

**National Register of Historic Places
Registration Form**

1. Name of Property

historic name Weber Implement and Automobile Company (Old)

other names/site number Schoelhorn-Albrecht Machine Company Building

2. Location

street & number 1900 Locust Street [N/A] not for publication

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

state MO code MO county St. Louis (Independent City) code 510 zip code 63103

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

JAN. 11, 2008
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

Weber Implement and Automobile Company (Old)
St. Louis (Independent City), Missouri
Historic Auto-Related Resources of St. Louis [Independent City], MO

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

Periods of Significance

1911-1931

Significant Dates

N/A

Significant Person(s)

N/A

Cultural Affiliation

N/A

Architect/Builder

N/A

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: _____

Weber Implement and Automobile Company (Old)
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Historic Auto-Related Resources of St. Louis [Independent City], MO

10. Geographical Data

Acreeage of Property less than 1 acre

UTM References

A. Zone	Easting	Northing	B. Zone	Easting	Northing
15	743110	4279680			

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 Timothy P. Maloney, Karen Bode Baxter, Allison Brown

organization Karen Bode Baxter, Preservation Specialist date December 18, 2007

street & number 5811 Delor St. telephone 314-353-0593

city or town St. Louis state MO 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 1900 Locust, L.L.C., c/o Mark Winfield

street & number 3952 Geraldine Avenue telephone 341-920-1168

city or town St. Louis state MO zip code 63074

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National Register of Historic Places Continuation Sheet

Section number 7 Page 1 Weber Implement and Automobile Company Building (Old)
St. Louis (Independent City), MO
Historic Auto-Related Resources of St. Louis [Independent City], MO

Narrative Description

Summary

The Weber Implement and Automobile Company Building (Old) is located at 1900 Locust Street in St. Louis (Independent City), Missouri. This three story, red brick, flat roofed commercial building is located at the southwest corner of 19th and Locust Streets, diagonally opposite their subsequent business building, the 1919 Weber Implement Automobile Company Building at 1815 Locust (NR 4/21/04). This stretch of Locust Street consists of two and three story warehouse, industrial and automotive related buildings in an area just west of the historic central business district in St. Louis. From 18th Street west along Locust was historically part of what was St. Louis' historic automobile row, where early twentieth century automotive dealerships, part suppliers, and distributors concentrated. The nominated property had two stories when first built between 1897 and 1905 and it remained this way until 1910 when the third story was added, which is most evident on the façade. This primary elevation faces north onto Locust with two display windows below the three bays of upper level windows where the more elaborate round arched windows are placed on the second floor below the paired segmental arched openings of the third floor. The 19th Street (east) elevation is a secondary elevation with a series of segmental arched window openings and two loading dock doorways, similar to what was historically on the west and rear elevations, although some of the openings had been bricked in during earlier renovations. Although the display windows were rebuilt in 1949-1950 and the windows were boarded over (on the façade and upper levels) and bricked in (on the first floor side elevations) when the nomination process began, most of the windows are being reopened as part of the historic rehabilitation project that is currently underway. The façade still retains its historic masonry detailing and the original openings and the interior still reflects its historic appearance as identified in the registration requirements for this property type in the MPD, "Historic Auto-Related Resources of St. Louis (Independent City), MO, 1880-1955" under which this property is nominated. It retains the decorative pressed tin ceiling and the open expanses of its original showroom space, the masonry separation between the original showroom and the service warehouse at the back of the building, the original wood floors, and the historically open, exposed beam construction on the upper warehouse levels, all character defining features of two of the property types identified in the MPD (early automotive distributorships as well as automotive dealerships and retail buildings), both of which were historic uses of this building.

Exterior Features

The façade is divided into four vertical bays on the upper levels and two bays on the first floor. While the third floor windows are brick segmental arched openings, the second floor has elaborately detailed brick round arched lintels. Although the second floor windows are replacement, paired sashes, following the round arched opening, these apparently closely match

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Narrative Description

the historic window pattern. The façade is banded by red sandstone details (which have been coated with tinted concrete), including continuous sill courses for the second and third floor windows, a broken belt course at the base of the second floor arched lintels, and as stripes on the piers that define both the base and capital of what simulate pilasters on both ends and in the middle of the first floor. In addition, triangular shaped stones define the space between each of the second floor arches. Between the third floor sill course and the windows of the third floor is actually a narrow, projecting cornice course and at the top of the façade is a brick dentil course on the parapet, which is capped with clay tile coping. Both first floor storefronts were probably reworked in the 1949-50 renovations, since the bulkhead below the display windows is modern brick and has brick sills. The two wood framed display windows have an interesting grid pattern in the mullion framing, some of which may have been added in recent years. The west display window includes a transomed doorway at the east end with a replacement steel lighted door.

The third floor windows on the side elevation windows are six light replacement windows with historic profiles within the segmental arched openings. Historically, both the second and third floor side elevations had irregularly placed segmental arched window openings, apparently matching the one remaining historic 4/4 wood sashed window on the rear. Most of these openings were historically wide enough for paired sashed windows. Some of the windows on the west elevation have been bricked in.

The parapets of the brick walls on the sides are capped by clay coping tiles and the rear elevation brick walls are slightly lower, between the parapets, with a gutter and downspout to drain the flat roof. The first floor brick walls on the west have been coated with stucco, covering over the historic openings from the exterior, although most are still evident on the interior, including both window and loading dock doorways. On the east elevation, there are two different loading dock openings as well as evidence of a man doorway and window openings, which have been bricked in. While the north loading dock opening, with its segmental arch, appears to be its historic size, the south loading dock opening, which opens into the freight elevator, has been modified, both made taller and with a concrete threshold. On the east elevation, below the brick walls, the rock faced, ashlar limestone foundation is visible, punched by a series of segmental arched basement window openings. On the rear the foundation and basement window openings are also visible, with a series of single segmental arched window openings and another loading dock doorway.

Interior Features

On the interior, space was divided by a brick firewall, separating the front from the rear garage section (apparently all built at the same time). The east side of the front portion of the first floor had been modified, with office partitions, carpeting and dropped ceilings (suspended well below the original ceilings), but these were recently stripped out to reveal the original large open space

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Narrative Description (continued)

with plaster walls and wood floors. The original pressed tin ceiling is still intact throughout the front portion of the building, including above the suspended ceiling areas and where the pressed tin was used to straddle the gap between the doubled beams of the post and beam construction. The walls in the front portion are plaster and there were historically few if any partitions on the interior of this space, except for the enclosure of a staircase at the front northwest corner (its door to the exterior on the north façade was later converted into a portion of the display window, but its doorway framing is intact inside). At the rear of the front portion, where the loading docks are located, the pressed tin pattern and its cove trim pattern curve around one of the loading dock openings on the east wall. Directly behind the loading dock is the automobile sized freight elevator which was an open shaft historically, and it retains its original open cab. To the west, across from the freight elevator is a large set of scales set into the floor. The opening between the front and rear sections, through the masonry wall, has an old metal clad, wood sliding freight door.

The front sections of the second and third floors consist of large open spaces which span the entire level except for the enclosed freight elevator shaft at the southeast corner in front of the brick fire wall that separates the front from the back of the building. A line of square wood columns runs along the length of the center of the spaces on each level. The walls are exposed brick. The ceilings are also exposed showing the wood joists and beam structural system. The floors on these levels are also wood.

The rear section of the building, first floor and all of the upper level spaces historically had bare brick walls, which is still exposed and contains window openings (although some have been bricked in). Paralleling the brick fire wall that divides the rear from the front sections originally was a straight run, open flight, wood staircase, which is being replaced in the same location to meet current codes. Next to the stairs are metal clad wood sliding freight doors, including the one for the first floor. The wood post and beam construction includes the exposed floor joists as the ceiling for each level. The floors on the upper levels are the original wood tongue and groove flooring, but on the first floor, a portion of the rear floor is now plywood and another portion has concrete overlay. There is no interior trim in most of the building, with simple quarter round between the wood floors and the brick walls. If interior trim existed around the windows, it is now missing. The above structure is supported by cylindrical cast iron columns and wood beams and joists at this and the basement levels. The one unique feature of the first floor southwest corner is a brick walled safe room accessed only by the steel safe door adorned with a simple pediment.

The basement level retains the exposed limestone foundation, much of which has been painted and also has wood post and beam construction, but it appears that many of the posts were either replaced early in the building's history or were originally cast iron columns. There is a concrete floor in the basement.

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Narrative Description (continued)

Alterations and Integrity Concerns

This was never an elaborate design, more of a functional industrial commercial building and the elaborate round arched second floor openings and the use of red sandstone banding, which define the façade, are the primary features of its design. The exterior retains its original fenestration pattern on all elevations, even though the window sashes themselves had either been removed (boarded over with shutters or blocked in) or replaced with replica windows, but the openings are still intact, especially on the upper two levels and the current historic tax credit project is reopening many of those on the first floor. Although the storefronts on this building were altered, probably around 1950, given the building permit history, these alterations retained the original opening dimensions out to the brick piers and this alteration may represent reframing of what may have originally been larger plate glass windows or garage door openings into the showroom areas. The upper level windows have been replaced, but they were replaced by matching the historic window patterns, retaining the original sills and brick detailing above the windows. On the interior the original first floor showroom retains its original dimensions, open back to the original freight elevator shaft and its pressed tin ceiling is still intact throughout the original showroom. The remaining building retains the original exposed joists and post and beam construction, exposed brick walls, as well as most of its original wood floors. Since this building actually retains the original masonry fire wall on all levels, which on the first floor originally separated the automotive showroom from the functional garage work area at the rear of the building, the interior actually retains more of its sense of openness and its definition of functionality consistent with its automotive past than most other historic automotive dealership buildings of this size in St. Louis.

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Map of City of St. Louis, MO Locating Property



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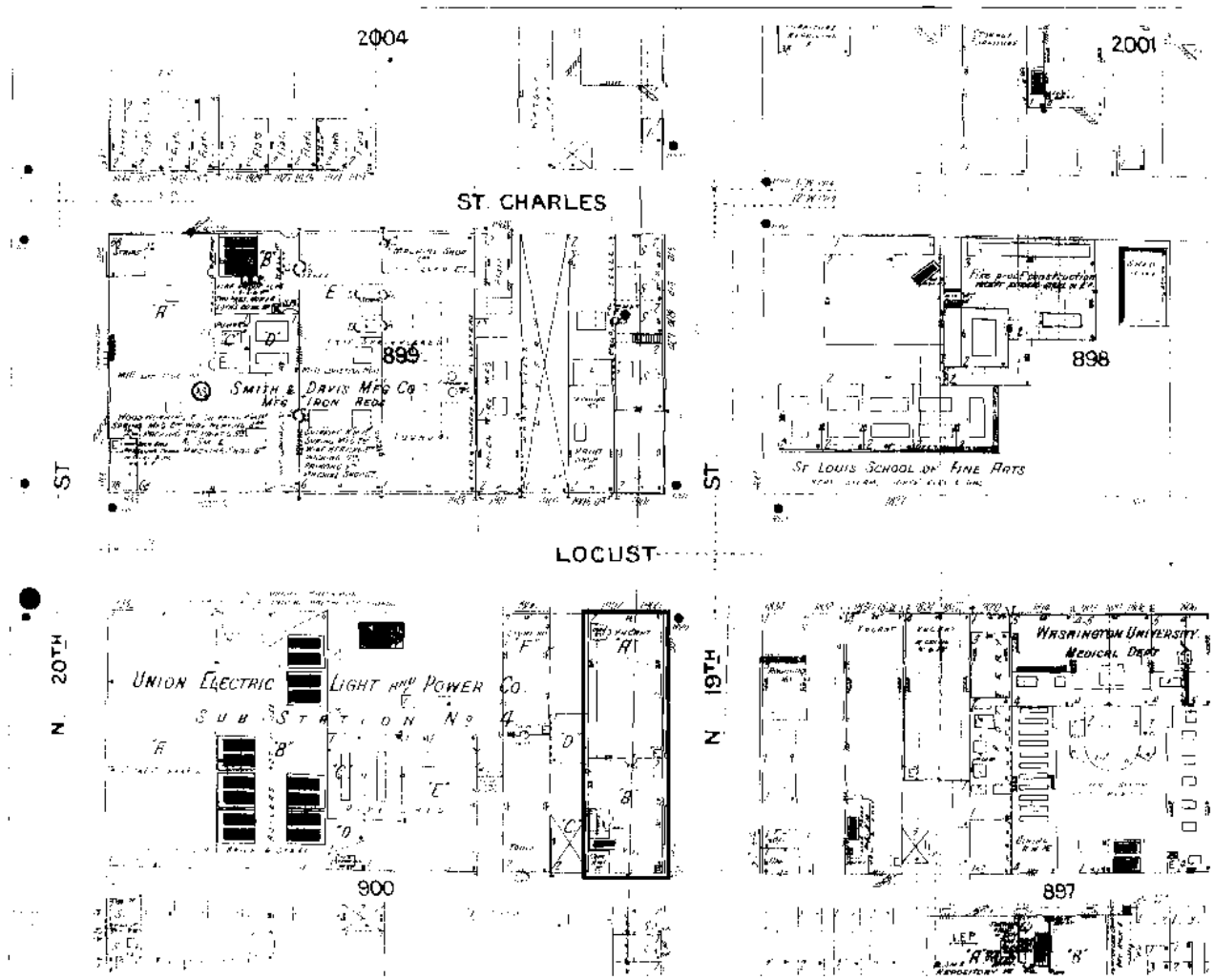
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Weber Implement and Automobile Company Building (Old)
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Sanborn Fire Insurance Map, 1909 Site Plan of Property

Building Height is Two Stories



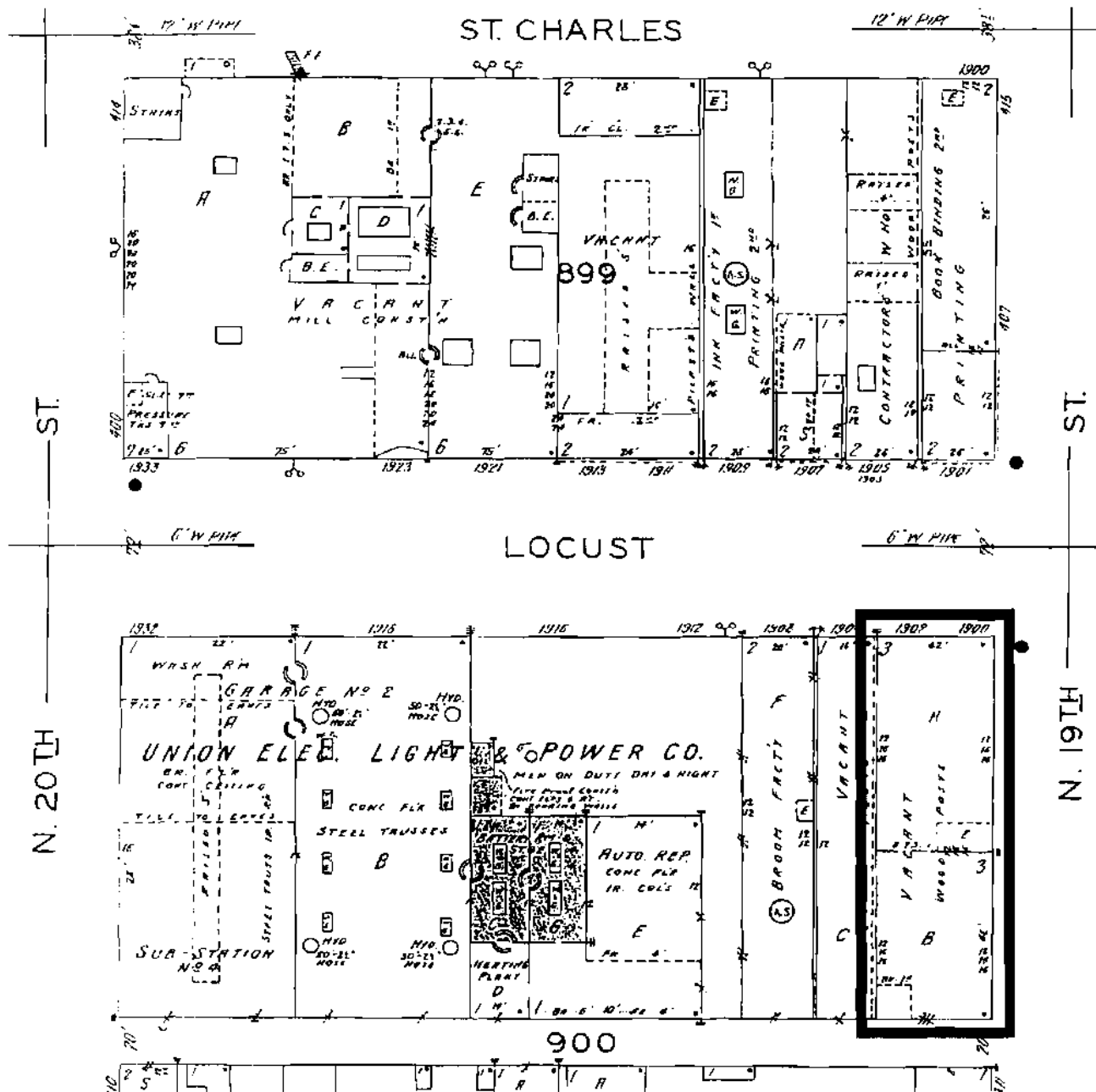
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Sanborn Fire Insurance Map, 1927

Site Plan of Property
Building Height is Three Stories



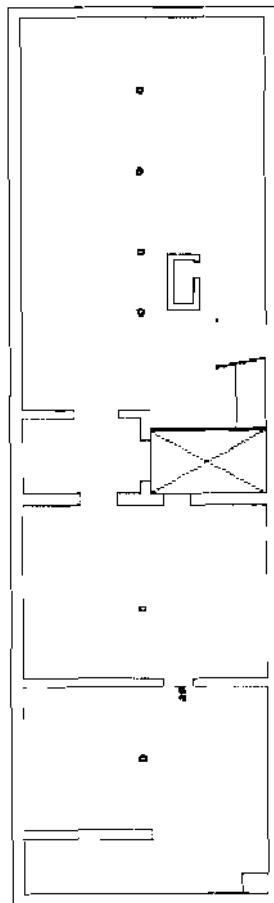
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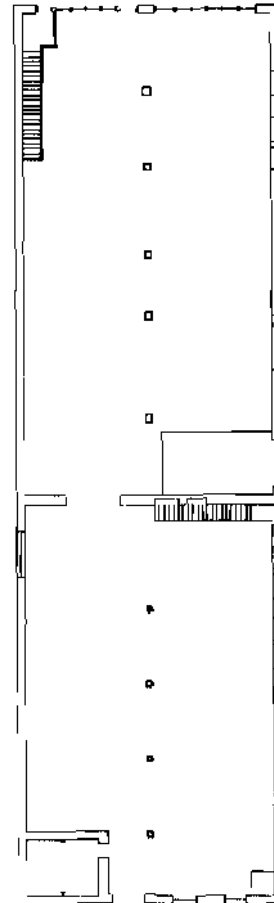
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Weber Implement and Automobile Company Building (Old)
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Basement and First Floor Plans



 **BASMENT PLAN**
0 5 10



 **FIRST FLOOR PLAN**
0 5 10

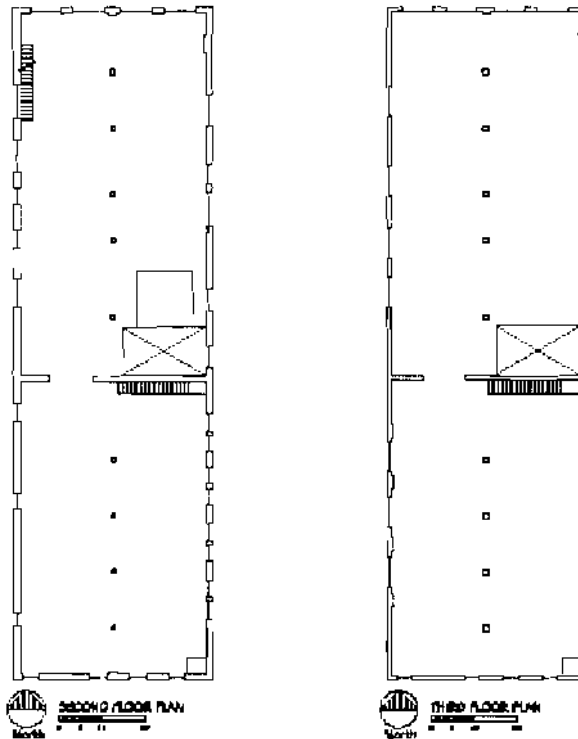
HIST. A1 MOH. BUREAU 09-24-07	PROJECT FIFTEEN ON LOCUST ADDRESS 1500 LOCUST CITY ST. LOUIS, MO 63103	 AMERICAN DESIGN STUDIO ONE 157 CENTER EDWARDSVILLE, IL 62025 P 618-998-0976 F 618-998-0954
	DRAWN BY BASMENT AND FIRST FLOOR PLAN	

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Second and Third Floor Plans



REST. A1 5/10/2007 100-100-100	FIFTEEN OR LOCUST 1800 LOCUST ST. LOUIS, MO 63103	ONE 137 CENTER EDWARDSVILLE, IL 62025 PH 618-262-2222 FAX 618-262-2222
	SECOND FLOOR PLAN THIRD FLOOR PLAN	
	SECOND AND THIRD FLOOR PLAN	
	NORTH NORTH	

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Narrative Statement of Significance

Summary

The Weber Implement and Automobile Company Building (Old), also known as the Shoelhorn-Albrecht Machine Company, is locally significant under National Register Criterion A: Commerce. It has significant associations with the context "Marketing and Servicing the Automobile in St. Louis, ca. 1900-1955" as described in the Multiple Property Documentation Form "Historic Automobile-Related Resources of St. Louis, [Independent City], MO." Although the building was originally constructed between 1897 and 1905 as a two story building for the Shoelhorn-Albrecht Machine Company it was easily adapted for use as an automotive dealership. It already had large interior door openings and the 1910 third story addition included large interior door openings and an automotive sized freight elevator for the new tenant, the Weber Implement and Automobile Company, as well as construction that could support the weight of heavy automobiles. The three story building has large street side storefronts with large display windows, ideal for displaying cars. The building retains its historic integrity from its period as an automotive dealership and meets the registration requirements of the MPDF and its use as an automobile dealership from 1911-1931, the period during which it was continuously occupied by various automobile dealerships and within the period of significance of 1900-1955 for the MPDF. The Weber Implement and Automobile Company Building (Old) is an excellent example of an early automotive related property type as it evolved from a building designed for another purpose into a dealership, a common transition in the early development of the automotive industry in St. Louis. The property is one of the earliest locations of St. Louis' oldest surviving automobile dealership, which is still in business as Weber Chevrolet. Located cater-cornered across Locust from the block long building constructed by Weber in 1919 (NR Listed 4/21/04) as its business grew, the Weber Implement and Automobile Company Building (Old) is an important part of its early history and its juxtaposition reflects the growth of the automobile dealership in St. Louis.¹

Building History

The Weber Implement and Automobile Company Building (Old) was constructed for the Shoelhorn-Albrecht Machine Company as a two story building between 1897 and 1905,² but the first known occupant in the building was the Weber Implement Company in 1905. It is not clear whether Weber was dealing in automobiles at that time. By 1908 the Barren Service Company occupied the building. By 1909, the Shoelhorn-Albrecht Machine Company occupied the building, using it as a second location (Their main location was at 416 N. Main Street (non-extant) directly across the street from Weber's first location at 415 N. Main Street (also non-extant)). After a physical examination of the building's construction by the current renovation

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architect, Gail Brody, it became apparent that the third story was added later, verified by the 1909 Sanborn fire insurance map which depicts a two story building with the same footprint as the current building and a building permit for an "addition" taken out by the Shoelhorn-Albrecht Machine Company in 1910.³ In 1911, Weber permanently closed its offices on Main Street and moved back into 1900 Locust, replacing the Shoelhorn-Albrecht Machine Company in the building.⁴

While occupying the building, the Weber Implement and Automobile Company was a distributor for the Hupp Motor Company's Hupmobile and also served as a dealership for a variety of other automobiles, including Rapid and Reliance commercial trucks, as well as Mitchell, Lozier, R.C.H., Detroit, and Grant 6 automobiles.⁵

The company remained in the building through 1919. In 1920 the McQuillan-Bradford Motor Coach Company, which was an auto body paint shop, moved into the building and remained there until 1924. In 1925, the Roberson-Bradford Motor Coach Company occupied the building (possibly reflecting a name or ownership change in McQuillan-Bradford Motor Coach Company). The Roberson-Bradford Motor Coach Company which was a body shop that did enameling, fender and body repair, top work and seat covers and glass side curtains occupied the building for two years.

By 1927 the Weber Implement and Automobile Company once again occupied the building, this time for the company's used car department, while the main dealership was just down the street from the Weber Implement and Automobile Company Building (Old) at 1827 Locust (NR listed, 4/21/2004, also addressed at 1815 Locust and 1839 Locust). The Weber Implement and Automobile Company utilized the building for its used car department through 1930.⁶

The Mound City Motors Company (which is believed to have been an automotive dealership) moved into the building for one year in 1930. Starting in 1931 the building remained vacant until 1935 when the Peerless Refrigeration and Fixture Company moved into it. The Peerless Refrigeration and Fixture Company changed its name to the Peerless Fixture Company in 1936 and the company remained in the building until the 1950s. By 1952 the American Fixture and Manufacturing Company occupied the building, but by 1955 the Weber Implement and Automobile Company Building (Old) was vacant and remained so through the rest of the decade.⁷

Historic Auto-Related Resources of St. Louis, 1880-1955

Automotive dealerships and related retail buildings in St. Louis were first built specifically for that purpose in the 1890s. At that time, it was more common for older buildings to be converted

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Narrative Statement of Significance

to automotive use, as was the case with the Weber Implement and Automobile Company Building (Old). These buildings, whether purpose built for an automobile dealership or adapted from a retail building, were scattered throughout the city.⁸ By the time the Weber Implement and Automobile Company Building (Old) was being utilized as an automobile dealership, Locust was starting to develop into an automotive row, which expanded west as St. Louis grew. This building is one of the early adapted automotive buildings in this area, although the main concentration of auto-row dealers was farther west on Locust, while east of Jefferson (where Weber was located) tended to have more distributorships. Weber was also an early distributorship, although on a smaller scale than many of the manufacturer-owned distributorships.⁹ In the 1920s, automotive dealers started building new buildings, which were specifically designed to sell automobiles, a trend the Weber Implement and Automobile Company followed when the company constructed its new building at 1827 Locust in 1919. The building at 1900 Locust still continued to be used by companies in the automotive industry through the 1920s, including automotive dealerships and retail businesses, only to see the Weber Implement and Automobile Company use the building once again from 1927 through 1930 for its used car department.¹⁰

The building still maintains the majority of its features from its time as the Weber Implement and Automobile Company Building (Old); it retains its auto freight elevator shaft, large door openings, and construction that could support the weight of the cars. Like other distributorships, it is a multi-story facility with automobile storage on the upper floors and a showroom in the front. The showroom was separated from the rear service areas, in this case defined by the pressed tin ceiling in the front and separated by the elevator and masonry wall from the more functional exposed structural systems in the work areas. Although the original windows are missing, the building also retains its historic fenestration pattern and a clear division between the showroom and warehouse.

The Weber Implement and Automobile Company Building (Old) meets the registration requirements of the Multiple Property Document, "Historic Auto-Related Resources, City of St. Louis, 1880-1955" for Criterion A: Commerce under the Automotive Dealerships and Retail Businesses property type, for its role as a dealer and for the Mound City Motor Company in 1930.¹¹ It is a good example of the early generation of dealerships, which adapted simple storefront designs to use as automobile distributorships and dealerships, with a clearly delineated distinction between the showroom and storage space, an automotive freight elevator, and large doorways able to accommodate cars. The Weber Implement and Automobile Company Building (Old) also housed two automotive retail businesses, the McQuillan-Bradford Motor Coach and

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the Roberson-Bradford Motor Coach Company. Both of these companies were automotive related businesses that needed the automotive freight elevator and large doorways to move automobiles around the building; both businesses did fender and body repair work, enameling, top work for convertibles, seat covers and upholstery, glass side curtain repair and installation, and rebuilt wrecked cars. The McQuillan-Bradford Motor Coach Company also manufactured "California Tops" made of fabric. This also qualifies the Weber Implement and Automobile Company Building (Old) under the Property type of Automotive Dealerships and Retail Businesses for these retail businesses, the third type of automotive business to occupy the building.

The Weber Implement and Automobile Company Building (Old) also meets the registration requirements, as defined in the MPD, retaining its historic integrity for the Automotive Distributorship property type. The building retains its historic integrity from the period it was a Hupmobile Automobile Distributorship (the Weber Implement and Automobile Company was not a Plymouth and DeSoto distributorship while operating from this building; those businesses were located at the larger and newer 1827 Locust location).¹² Because of the retention of its historic integrity from the period of the Hubmobile dealership and distributorship, the Weber Implement and Automobile Company Building (Old) falls under the MPD for Criterion A: Commerce as a automotive distributor. As such, the Weber Implement and Automobile Company Building (Old) retains its primary character defining features that identifies it as both the Automobile Distributorship and the Automobile Dealership and Retail Businesses property types and the associated registration requirements as defined in the MPD.¹³

Weber History

The Weber Implement and Automobile Company is a good example of a company that successfully made the transition from selling heavy farm equipment to dealing in automobiles. This sort of transition was common for many bicycle, livery, and carriage businesses. Many of these businesses were short lived and failed to survive in the new market, although some not only survived, but even thrived. The company was founded in 1902 on Main Street as the Weber Implement Company by George Weber to sell plows, thrashers, sawmill equipment, wagons, buggies, and steam engines to customers in Missouri, Illinois and Arkansas.¹⁴ In 1905, Weber moved into the Weber Implement and Automobile Company Building (Old) for the first time and three years later, in 1908, the company expanded its product line and changed its name to the Weber Implement and Automobile Company, while becoming a distributor for the Hupp Motor Company and adding automobiles to its line of inventory. It may well be the oldest automotive dealership in continuous operation in the country.¹⁵ Weber temporarily moved out of the building, but it moved back into the building in 1911. Because of the success of their business,

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Narrative Statement of Significance

Weber Implement and Automobile Company moved out again in 1920 when they finished their new and much larger building at 1827 Locust, (NR listed, 4/21/2004) which is cater-cornered across the intersection. By 1927, Weber was once again utilizing their old building, now for its used car department, and retained the location until 1930. As the company grew, it added a dealership at 5000 Gravois by 1928 and had a fourth location at 3015 Locust.¹⁶ As the company continued to grow and expand, it moved to a location at 4035 Lindell, just west of the old Locust Automotive Row. The company survived World War II by converting to a die cast factory and selling airplane parts to Curtis Wright, North American and Boeing.¹⁷ The company returned to selling cars after the war. In 1952 the company received a Chevrolet franchise and changed its name to Weber Chevrolet. Eleven years later in 1963, Weber Chevrolet moved further west to a location at Olive and Interstate 270, still the location of the company's headquarters today.¹⁸

Company Histories for Some of the Automobiles Sold by the Weber Implement and Automobile Company

Hupp Motor Company

The Hupp Motor Company was formed in Detroit in 1909 by Robert C. Hupp. Hupp began his career with the Olds Motor Works Company and then spent time working for the Regal Motor Car Company.¹⁹ Hupp founded the company with the goal of building a reliable car in the working man's price range. Hupp furthered this goal by creating an early form of financing; spreading the payments over time. Hupp quickly started fighting with his financial backers and by 1911 had left the company to form the R.C.H. Corporation, which built the Hupps-Yates electric car from 1911-1915.²⁰ The Hupmobile was renowned for winning reliability and endurance contests, including an around-the-world trip in 1910 through 26 countries putting 48,600 land miles on the car and another 28,000 shipboard miles during the two year trip.²¹ The Hupmobile was also the first car used by the Detroit Police Department and the cars were used as general staff cars in World War I.²² The company continued to expand throughout the 1920s and in 1928 purchased the Chandler Motor Company.²³ This purchase turned out to be part of the demise of the company. As the country entered the Great Depression, the company had over-expanded and found itself with too much inventory, much of which competed with its own product, since almost the entire line was mid-priced.²⁴ The company survived the depression and made parts for the government during the war, but never produced another car. After the war, it continued to make parts for other manufacturers. The company became the Hupp Corporation in 1946, sold to Gibson and Easy Home Appliances in 1955, became part of White Consolidated Industries in 1967 and was eliminated as a subsidiary in the late 1990s.²⁵

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Narrative Statement of Significance

Maxwell Motor Company

Maxwell automobiles, originally produced under the manufacturing name Maxwell-Briscoe Company, was founded in 1904 in Tarrytown, New York by Jonathan Dixon Maxwell and Benjamin Briscoe.²⁶ The Maxwell-Briscoe Company was one of the founders of the United States Motor Company and the only company financially successful enough to survive the collapse of the United States Motor Company in 1913.²⁷ In the same year, Walter Flanders purchased the company and renamed it the Maxwell Motor Company.²⁸ After the reorganization, the company moved to Detroit and for a few years was actually considered one of the earliest incarnations of the "Big Three" in automotive history, along with Ford and Buick.²⁹ Despite this growth, by 1920 the company was in serious financial straits, with massive overproduction.³⁰ The Maxwell Motor Company merged with the Chalmers Motor Company in 1923, which was of little consequence other than the fact that the Chalmers Award in Major League Baseball is now known as the MVP award. In 1925, despite the addition of the Chalmers Motor Company, the Maxwell line was phased out and its assets purchased by Chrysler, which turned the Maxwell into the Plymouth in 1928.³¹

Lozier Motor Company

The Lozier Motor Company was founded in 1900 by Jerry Arthur, who had previously made sewing machines and bicycles and then went on to make boat engines.³² In 1900, the company began producing automobiles, focusing on luxury cars and sports cars.³³ Loziers in 1910 ranged in price from \$4,600 to \$7,750 at a time when a Cadillac cost \$1,600 and Packards cost \$3,200.³⁴ The Lozier was also second in the first Indy 500, in a controversial decision some observers claimed should have gone to Lozier. By the 1910s, the company was failing to compete in an increasingly crowded market and in 1913 lost its top designer, Frederick C. Chandler when he formed the Chandler Motor Company and began producing similar cars at a much lower price.³⁵ The company unveiled a four cylinder car in 1914 to try and enter the mid-range market, but the effort failed and after a failed consolidation effort with Ford, the company declared bankruptcy in 1915.

Chandler Motor Car Company

The Chandler Motor Car Company was formed in 1913 by Frederick C. Chandler, former designer for the Lozier Motor Company. Chandler focused on producing good quality cars for middle class consumers, with six models of cars in production by 1920, ranging in price from \$2,095 to \$3,595. By 1922, four cars were added, including an economy class car. By 1927, the company sold over 20,000 cars, but the company was in deep debt and in 1929 the Hupp Motor Company purchased Chandler and discontinued the line.³⁶

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Narrative Statement of Significance

Conclusion

Juxtapositioned across the street from the massive, block long, dealership building that the Weber Implement and Automobile Company was able to move to in less than a decade, their old building at 1900 Locust represents the much humbler beginning of the retail automobile dynasty and also serves as a striking reminder of the rapid development and changes in the distribution, sales and servicing of automobiles, both in the rapid growth of the industry and in the design of dealership facilities.

ENDNOTES

¹ St. Louis, Missouri, St. Louis Public Library, Local History Room, St. Louis Clippings Files, "Weber Chevrolet."

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³ *Sanborn Fire Insurance Maps of St. Louis, Missouri Vol. 2*, (New York: Sanborn Map Company, 1909) 33; *Sanborn Fire Insurance Maps of St. Louis, Missouri Vol. 1W*, (New York: Sanborn Map Company, 1909 corrected to 1951, 1909, 1924, 1932) 33; City of St. Louis Division of Building and Inspection, City Hall, St. Louis, MO, "Building Permits," "Building News/Building Permits," *St. Louis Daily Record*, 18 November, 1949:10; 30 August 1910:3; "St. Louis Constructions News," *St. Louis Daily Record*, 28 October 1964: 8; 13 January 1965:8.

⁴ *Gould's Red Blue Book St. Louis Missouri*, (St. Louis: Polk-Gould Directory Co., 1923-1929); *Gould's St. Louis (Missouri) City Directories*, (St. Louis: Polk-Gould Directory Co., 1905, 1907, 1909); *Sanborn Fire Insurance Maps of St. Louis, Missouri Vol. 2*, (New York: Sanborn Map Company, 1909) 33; *Sanborn Fire Insurance Maps of St. Louis, Missouri Vol. 1W*, (New York: Sanborn Map Company, 1909 corrected to 1951, 1909, 1924, 1932) 33.

⁵ "Grant Motor Car Company," in Gcocities [online community], Accessed 14 May 2007, Available at <http://www.gcocities.com/grantmotor/>; *Gould's St. Louis (Missouri) City Directories*, (St. Louis: Polk-Gould Directory Co., 1911-1917, 1923).

⁶ Matthew Bivens, "Weber Implement & Automobile Co. Building," National Register of Historic Places Registration Form, 4/21/2004.

⁷ *Gould's Red Blue Book St. Louis Missouri*, (St. Louis: Polk-Gould Directory Co., 1923-1929); *Gould's St. Louis (Missouri) City Directories*, (St. Louis: Polk-Gould Directory Co., 1903, 1905, 1907, 1909, 1911-1917, 1923, 1924, 1928, 1929-1939, 1946, 1947-48, 1952, 1955, 1956.

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⁸ Ruth Keenoy, Karen Bode Baxter, Timothy P. Maloney and Mandy K. Ford, "Historic Auto-Related Resources of St. Louis [Independent City], MO, 1880-1955," National Register of Historic Places Registration Form, 2005.

⁹ *Gould's Red Blue Book St. Louis Missouri*, (St. Louis: Polk-Gould Directory Co., 1923-1929); *Gould's St. Louis (Missouri) City Directories*, (St. Louis: Polk-Gould Directory Co., 1905, 1907, 1909); , *Sanborn Fire Insurance Maps of St. Louis, Missouri Vol. 2*, (New York: Sanborn Map Company, 1909) 33; *Sanborn Fire Insurance Maps of St. Louis, Missouri Vol. 1W*, (New York: Sanborn Map Company, 1909 corrected to 1951, 1909,1924,1932) 33.

¹⁰ Ibid.

¹¹ Ibid.

¹² Ibid.

¹³ Ibid.

¹⁴ "Weber Chevrolet."

¹⁵ Ibid.

¹⁶ Ibid.

¹⁷ Ibid.

¹⁸ Ibid.

¹⁹ "Hupmobile," in *Wikipedia* [online encyclopedia] Accessed 14 May 2007, Available at <http://en.wikipedia.org/wiki/Hupmobile>; "Hupmobile," in *Manitoba Antique Auto Museum* [website] Accessed 14 May 2007, Available at <http://www.mbautomuseum.com/Tour/Hupmobile.htm>; "Hupmobile History," in *The Hupmobile Automobile Club* [website] Accessed 14 May 2007, Available at <http://clubs.hemmings.com/clubsites/hupmobile/hupp-history.htm>; "Frequently Asked Questions," in *The Hupmobile Automobile Club* [website] Accessed 14 May 2007, Available at <http://clubs.hemmings.com/clubsites/hupmobile/faq.htm>.

²⁰ Ibid.

²¹ "Hupmobile," in *Manitoba Antique Auto Museum* [website]; "Hupmobile History," in *The Hupmobile Automobile Club* [website]; "Frequently Asked Questions," in *The Hupmobile Automobile Club* [website]

²² "Hupmobile," in *Wikipedia* [online encyclopedia].

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²³ "Hupmobile History," in *The Hupmobile Automobile Club* [website]; "Frequently Asked Questions," in *The Hupmobile Automobile Club* [website].

²⁴ "Hupmobile," in Wikipedia [online encyclopedia].

²⁵ Ibid; "Hupmobile History," in *The Hupmobile Automobile Club* [website]; "Frequently Asked Questions," in *The Hupmobile Automobile Club* [website].

²⁶ "Maxwell Automobile," in Answers.Com [online database] Accessed 14 May 2007, Available at <http://www.answers.com/topic/maxwell-automobile>; "Maxwell Automobile," in Wikipedia [online encyclopedia] Accessed 14 May 2007, Available at http://en.wikipedia.org/wiki/Maxwell_automobile; "Maxwell Motor Cars," in *The House of Maxwell* [website] Accessed 14 May 2007, Available at <http://www.clanmaxwellusa.com/maxcars.htm>; "Maxwell Motor Cars," in *The Manitoba Antique Auto Museum* [website] Accessed 14 May 2007, Available at <http://www.mbautomuseum.com/Tour/maxwell.htm>.

²⁷ "Maxwell Automobile," in Answers.Com [online Database].

²⁸ Ibid.

²⁹ "Maxwell Automobile," in Wikipedia [online encyclopedia].

³⁰ "Maxwell Automobile," in Answers.Com [online database] Accessed 14 May 2007, Available at <http://www.answers.com/topic/maxwell-automobile>.

³¹ "Maxwell Automobile," in Answers.Com [online database]; "Maxwell Automobile," in Wikipedia [online encyclopedia]; "Maxwell Motor Cars," in *The House of Maxwell* [website]; "Maxwell Motor Cars," in *the Manitoba Antique Auto Museum* [website]; "Chalmers Automobile," in Wikipedia [online encyclopedia] Accessed 14 May 2007, Available at http://en.wikipedia.org/wiki/Chalmers_automobile.

³² "Lozier," in Wikipedia [online encyclopedia] Accessed 14 May 2007, Available at <http://en.wikipedia.org/wiki/Lozier>; "The Lozier Story," Accessed 14 May 2007, Available at http://www.lesliefield.com/other_history/lozier_story.htm.

³³ Ibid.

³⁴ Ibid.

³⁵ Ibid.

³⁶ "Chandler Motor Car" in Wikipedia [online encyclopedia] Accessed 14 May 2007,

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Gould's Red-Blue Book, 1918

Early Advertisement

AUTOMOBILES



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Gould's Red-Blue Book, 1920

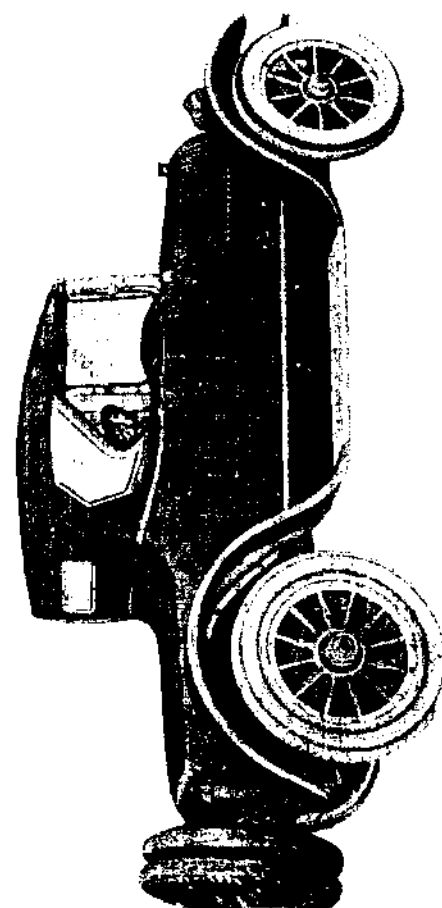
Early Advertisement

AUTO DEPARTMENT

McQuillan-Bradford Motor Coach Co.

1900-1904 LOCUST STREET
Mfrs. AUTOMOBILE TOPS
"California Top"

CITY OF ST. LOUIS, MISSOURI



This motor coach with above car mounted by CRAFTSMAN FABRIKOH, the new standard in Auto Co. covers the roof and the top CALIFORNIA TOP, which is making the Winter Top.

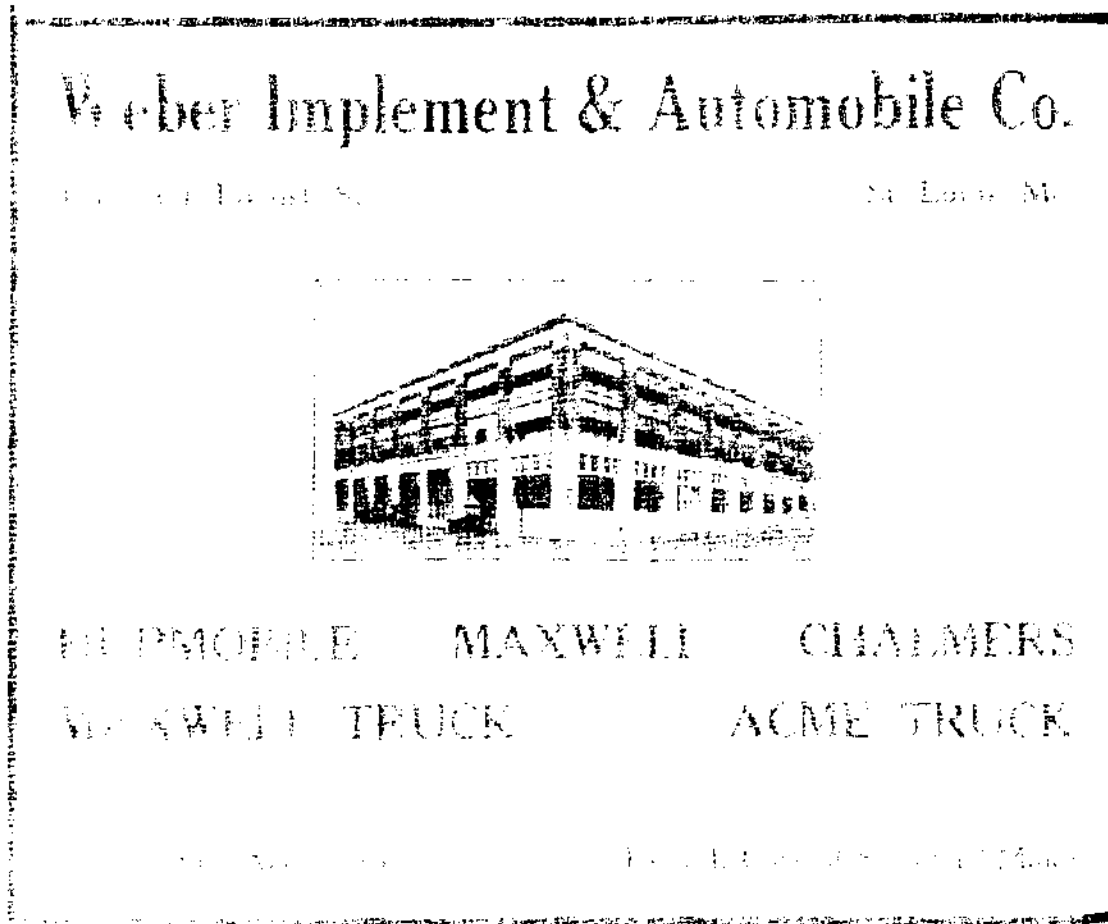
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Gould's Red-Blue Book, 1921

Early Advertisement Depicting the 1919
Weber Implement and Auto Building (New)



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Gould's Red-Blue Book, 1925

Early Advertisement



EVERLASTING FINISH

Enameling --- Fender and Body Repairing
Seat Covers --- Top Work --- Glass Side Curtains

Roberson-Bradford Motor Coach Co.

Bo. 3380 1900-04 Locust St. Bomont 3381

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Verbal Boundary Description

A lot in Block 900 of the City of St. Louis, MO, fronting 69 feet on the south line of Locust Street by a depth southwardly of 155 feet to an alley. Bounded on the east by 19th Street.

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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Photo Log

Photographer: Sheila Findall
July 2005 & March 2007

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

- Photo #1: Exterior, north façade and east elevation looking southwest
- Photo #2: Exterior, north façade and west elevation looking southeast
- Photo #3: Exterior, north façade second floor windows looking southwest
- Photo #4: Exterior, at south and east elevations looking northwest
- Photo #5: Interior, first floor, north room, from southwest corner looking northeast
- Photo #6: Interior, first floor, north room, from northeast corner looking southwest
- Photo #7: Interior, first floor, north room, ceiling detail
- Photo #8: Interior, first floor, north room, looking northwest into elevator shaft
- Photo #9: Interior, first, floor, south room, from northeast corner looking southwest
- Photo #10: Interior, first floor, south room, from south end looking southwest
- Photo #11: Interior, third floor, north room, from northwest corner looking southeast



Weber Implement and Automobile Company
St. Louis (Independent City), MO. (OLD)
Photo NO 1



Weber Implement and Automobile Company
St. Louis (Independent City), Mo. (1910)
Photo No. 2



Weber Implement and Automobile Company
St. Louis (Independent City), Mo.
Photo NO. 3 (old)



Weber Implement and Automobile Company
St. Louis (Independent City), Mo. (old)
Photo NO. 4



Weber Implement and Automobile Company (old)
St. Louis (Independent City), Mo.
Photo NO. 5



Weber Implement and Automobile Company (old)
St. Louis (Independent City), Mo.
Photo No 6



Weber Implement and Automobile Company (old)
St. Louis (Independent City), MO.
Photo NO 7



Weber Implement and Automobile Company (old)
St. Louis (Independent City), Mo.
Photo No. 8



Weber Implement and Automobile Company (old)
St. Louis (Independent City), Mo.
Photo No. 9



Weber Implement and Automobile Company (old)
St. Louis (Independent City), Mo.
Photo NO. 10



Weber Implement and Automobile Company
St. Louis (Independent City), Mo. (old)
Photo No 11