

United States Department of the Interior
National Park Service

National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. **Place additional certification comments, entries, and narrative items on continuation sheets if needed (NPS Form 10-900a).**

1. Name of Property

Historic name Broadway Commercial Historic District

Other names/site number N/A

Name of related Multiple Property Listing N/A

2. Location

Street & number 600, 700, and 800 blocks of Broadway and 210 N. Ellis Street

N/A	not for publication
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City or town Cape Girardeau

N/A	vicinity
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State Missouri Code MO County Cape Girardeau Code 031 Zip code 63701

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended,

I hereby certify that this nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60.

In my opinion, the property meets does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance:

national statewide local

Applicable National Register Criteria: A B C D

Toni M. Prawl 07/15/16
Signature of certifying official/Title Toni M. Prawl, Ph.D., Deputy SHPO Date

Missouri Department of Natural Resources
State or Federal agency/bureau or Tribal Government

In my opinion, the property meets does not meet the National Register criteria.

Signature of commenting official _____ Date _____

Title _____ State or Federal agency/bureau or Tribal Government _____

4. National Park Service Certification

I hereby certify that this property is:

entered in the National Register determined eligible for the National Register

determined not eligible for the National Register removed from the National Register

other (explain:) _____

Signature of the Keeper _____ Date of Action _____

Broadway Commercial Historic District

Cape Girardeau County, Missouri

Name of Property

County and State

5. Classification

Ownership of Property

(Check as many boxes as apply.)

<input checked="" type="checkbox"/>	private
<input type="checkbox"/>	public - Local
<input checked="" type="checkbox"/>	public - State
<input type="checkbox"/>	public - Federal

Category of Property

(Check only **one** box.)

<input type="checkbox"/>	building(s)
<input checked="" type="checkbox"/>	district
<input type="checkbox"/>	site
<input type="checkbox"/>	structure
<input type="checkbox"/>	object

Number of Resources within Property

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

<u>Contributing</u>	<u>Noncontributing</u>	
35	5	buildings
0	0	sites
1	4	structures
0	0	objects
36	9	Total

Number of contributing resources previously listed in the National Register

3

6. Function or Use

Historic Functions

(Enter categories from instructions.)

COMMERCE/TRADE: business

COMMERCE/TRADE: specialty store

COMMERCE/TRADE: department store

COMMERCE/TRADE: restaurant

DOMESTIC: single dwelling

DOMESTIC: multiple dwelling

(See continuation sheet)

Current Functions

(Enter categories from instructions.)

COMMERCE/TRADE: business

COMMERCE/TRADE: professional

COMMERCE/TRADE: specialty store

COMMERCE/TRADE: department store

COMMERCE/TRADE: restaurant

DOMESTIC: multiple dwelling

(See continuation sheet)

7. Description

Architectural Classification

(Enter categories from instructions.)

OTHER: two-part commercial block

OTHER: one-part commercial block

OTHER: Missouri German Vernacular

MODERN MOVEMENT

LATE VICTORIAN: Italianate

(See continuation sheet)

Materials

(Enter categories from instructions.)

foundation: (See continuation sheet)

walls: (See continuation sheet)

roof: (See continuation sheet)

other: (See continuation sheet)

NARRATIVE DESCRIPTION ON CONTINUATION PAGES

Broadway Commercial Historic District

Cape Girardeau County, Missouri

Name of Property

County and State

8. Statement of Significance

Applicable National Register Criteria

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

A Property is associated with events that have made a significant contribution to the broad patterns of our history.

B Property is associated with the lives of persons significant in our past.

C Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.

D Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations

(Mark "x" in all the boxes that apply.)

Property is:

A Owned by a religious institution or used for religious purposes.

B removed from its original location.

C a birthplace or grave.

D a cemetery.

E a reconstructed building, object, or structure.

F a commemorative property.

G less than 50 years old or achieving significance within the past 50 years.

STATEMENT OF SIGNIFICANCE ON CONTINUATION PAGES

9. Major Bibliographical References

Bibliography (Cite the books, articles, and other sources used in preparing this form.)

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 # _____
- recorded by Historic American Landscape Survey # _____

Primary location of additional data:

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

Name of repository: Southeast Missouri State University

Historic Resources Survey Number (if assigned): _____

Areas of Significance

ARCHITECTURE

COMMERCE

Period of Significance

ca. 1868 - 1965

Significant Dates

N/A

Significant Person

(Complete only if Criterion B is marked above.)

N/A

Cultural Affiliation

N/A

Architect/Builder

Long, Harold W. (architect, 724 Broadway)

Reither & Lindsay (architect, 818 Broadway)

Roth, Harold (architect, 824 Broadway)

(See continuation sheet)

Broadway Commercial Historic District

Cape Girardeau County, Missouri

Name of Property

County and State

10. Geographical Data

Acreege of Property 10.2

Latitude/Longitude Coordinates

Datum if other than WGS84: _____

(enter coordinates to 6 decimal places)

1 37.307389 -89.529098
Latitude: Longitude:

3 37.306165 -89.525336
Latitude: Longitude:

2 37.306462 -89.529637
Latitude: Longitude:

4 37.307006 -89.525218
Latitude: Longitude:

UTM References

(Place additional UTM references on a continuation sheet.)

_____ NAD 1927 or _____ NAD 1983

1 _____
Zone Easting Northing

3 _____
Zone Easting Northing

2 _____
Zone Easting Northing

4 _____
Zone Easting Northing

Verbal Boundary Description (On continuation sheet)

Boundary Justification (On continuation sheet)

11. Form Prepared By

name/title Mandy Wagoner, Megan Atzert, Heather Gurnow, Allison Kelley, Lea Bohr, Cody Farrow, Chelsea Edwards, Kevin Taylor, Jennifer Baker, and Dr. Steven Hoffman

organization Southeast Missouri State University HP Program date July 24, 2015

street & number Dept. of History, MS2960, One University Plaza telephone (573) 651-2808

city or town Cape Girardeau state MO zip code 63701

e-mail shoffman@semo.edu

Additional Documentation

Submit the following items with the completed form:

- **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. Key all photographs to this map.
- **Continuation Sheets**
- **Photographs**
- **Owner Name and Contact Information**
- **Additional items:** (Check with the SHPO or FPO for any additional items.)

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.).

Broadway Commercial Historic District

Cape Girardeau County, Missouri

Name of Property

County and State

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

Photographs

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels (minimum), 3000x2000 preferred, at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map. Each photograph must be numbered and that number must correspond to the photograph number on the photo log. For simplicity, the name of the photographer, photo date, etc. may be listed once on the photograph log and doesn't need to be labeled on every photograph.

Photo Log:

Name of Property: **Broadway Commercial Historic District**

City or Vicinity: **Cape Girardeau**

County: **Cape Girardeau** State: **Missouri**

Photographer: **Jennifer Baker**

Date: **July 15, 2015 (1, 4, 5, 8, 9, 11, 12, 13, 14, 15) ; July 19, 2015 (10, 16);**

Photographed: **July 20, 2015 (2, 3, 6, 7)**

Description of Photograph(s) and number, include description of view indicating direction of camera:

1 of 16: north side of 600 block of Broadway, camera facing northeast

2 of 16: north side of 700 block of Broadway, camera facing northwest

3 of 16: north side of 700 block of Broadway, camera facing northeast

4 of 16: north side of 800 block of Broadway, camera facing northeast

5 of 16: south side of 800 block of Broadway, camera facing southeast

6 of 16: south side of 800 block of Broadway, camera facing southwest

7 of 16: south side of 700 block of Broadway, camera facing southeast

8 of 16: south side of 700 block of Broadway, camera facing southwest

9 of 16: south side of 600 & 700 block of Broadway, camera facing west

10 of 16: south side of 600 block of Broadway, camera facing west

11 of 16: 600 Broadway, camera facing north

12 of 16: 714 Broadway, camera facing north

13 of 16: 740 Broadway, camera facing northeast

14 of 16: 800 Broadway, camera facing north

15 of 16: 605 Broadway (Building One), camera facing south

16 of 16: 605 Broadway (Building Two), camera facing west

Figure Log:

Include figures on continuation pages at the end of the nomination.

Figure 1: Site/Aerial Map	page 44
Figure 2: Coordinates Map	page 45
Figure 3: District Map Showing Resources	page 46
Figure 4: Photo Map	page 47

6. Function or Use, continued

Historic Functions

DOMESTIC: hotel
HEALTH CARE: medical business/office
SOCIAL: meeting hall
RECREATION AND CULTURE: theater
LANDSCAPE: parking lot
VACANT/NOT IN USE

Current Functions

RELIGION: religious facility
INDUSTRY/PROCESSING/EXTRACTION:
communication facility
HEALTH CARE: medical business/office
LANDSCAPE: parking lot
VACANT/NOT IN USE

7. Description, continued

Architectural Classification

LATE 19TH AND 20TH CENTURY REVIVALS: Mission/Spanish Colonial Revival
LATE VICTORIAN: Queen Anne
MODERN MOVEMENT: Art Deco

Materials:

foundation:

CONCRETE
STONE: Sandstone
BRICK

walls:

BRICK
GLASS
STUCCO
SYNTHETICS: Vinyl

Name of Property

County and State

roof:

ASPHALT

METAL: Steel

CERAMIC TILE

ASBESTOS

other:

BRICK

METAL: Aluminum

METAL: Steel

METAL: Cast iron

GLASS

STONE: Marble

8. Statement of Significance, continued

Architect/Builder

Woolner, Bernard (architect, 824 Broadway)

Gerhardt, A. H. & Son (builder, 800 Broadway)

Gerhardt Construction (builder, 824 Broadway)

Haas, Anton (builder, 724 Broadway)

Halter, Adam (builder, 609 and 818 Broadway)

Mehrle, Arthur (builder, 823 Broadway)

Pape, Herman (builder, 805 and 815 Broadway)

Smith, Sam R. (builder, 629 and 733 Broadway)

Vasterling, Mehrle, & Schott (builder, 714 Broadway)

National Register of Historic Places
Continuation Sheet

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Broadway Commercial Historic District
Name of Property
Cape Girardeau County, Missouri
County and State
N/A
Name of multiple listing (if applicable)

Section 7

Summary

The Broadway Commercial Historic District includes forty-eight (48) resources consisting of 10.2 acres on the 600, 700, and 800 block of Broadway in the city of Cape Girardeau, Cape Girardeau County, Missouri (Figure 1). The district begins eight (8) blocks from the edge of the Mississippi River at the eastern boundary of the Broadway-Middle Commercial Historic District (2007) and extends three (3) blocks west to include the buildings on the north and south sides of Broadway from Frederick Street on the east to Pacific Street on the west, and one building on North Ellis Street immediately north of 740 Broadway. Buildings in this district were constructed from ca. 1868-1977. Most of the buildings in the district are two-part commercial block buildings, although there are also one-part commercial block, Missouri German Vernacular, Mission/Spanish Colonial Revival and Modern architectural styles. Although many of the storefronts have been altered over time, the majority of buildings retain their upper façade detailing, including cornice line details and fenestration pattern. Of the forty-eight (48) resources listed in this district, three (3) are previously listed in the National Register of Historic Places: the Julius Vasterling Building, the Esquire Theater, and the Broadway Theater (Figure 3). Thirty-six (36) of the remaining resources contribute to the character, significance, and historic integrity of this district. The contributing resources in this district include 35 buildings and one historic parking lot (structure), which retain their integrity of location, design, setting, materials, workmanship, feeling and association. There are five (5) noncontributing buildings. Three (3) of the (4) noncontributing structures are parking lots that do not detract significantly from the district's integrity, and one (1) is a noncontributing canopy at 600 Broadway.

Elaboration

The buildings in the Broadway Commercial Historic District illustrate the westward growth and expansion of the city westward from the river and the influence of changing modes of transportation. As Cape Girardeau's economy expanded in the late-nineteenth and early-twentieth centuries, the development of a mule-driven streetcar line along Broadway in 1892 followed by installation of electric cars in 1905 prompted the area to evolve from residential to commercial use. A third wave of commercial development occurred in response to wide-spread adoption of the automobile, and buildings were either altered or newly constructed to cater to a clientele using this popular form of transportation.¹

Buildings within the Broadway Commercial Historic District were constructed from ca. 1868-1977. The oldest building, the Julius Vasterling building located at 635-637 Broadway, was

¹ Wilson Newman, et al, "Broadway-Middle Commercial Historic District (Boundary Increase), Cape Girardeau, Missouri." National Register of Historic Places. September 4, 2013.

National Register of Historic Places
Continuation Sheet

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Broadway Commercial Historic District
Name of Property
Cape Girardeau County, Missouri
County and State
N/A
Name of multiple listing (if applicable)

constructed ca. 1868 and is a previously listed resource in the National Register.² The Vasterling building demonstrates well the significance of German migrants on the commercial and social history of Cape Girardeau, and the very beginnings of the Broadway corridor as a center for commerce. The newest building, 701 Broadway, was constructed ca. 1977 after a fire destroyed a historic building on the property.³ In almost every decade between 1868 and 1965, a building was constructed demonstrating the continued expansion and development of the historic district.

Although the lower storefront area on many of the buildings has changed over time, integrity of design, materials and workmanship can still be seen in the upper section of the buildings in fenestration, roof shapes, and architectural detailing such as ornate cornice lines with dentils, brackets, and egg and dart. There are nine (9) non-contributing resources due to lack of historical significance, date of construction, or loss of integrity in materials and design, although three (3) of these are parking lots that do not detract significantly from the integrity of the district.

Many of the buildings in this district are two-part commercial block buildings. Migration also influenced the style of buildings in this area as there are several Missouri German Vernacular buildings, a characteristic building type in the city. Popular trends in building designs can also be seen in Mission/Spanish Colonial Revival buildings (Photo 12), the Esquire Theater's Art Deco construction (Photo 4), and the modern architecture of the AT & T Building at 800 Broadway (Photo 14).

The historic resources contributing to the Broadway Commercial Historic District retain their important character defining features from the period of significance and are at least 50 years old, with the most recent being built in 1965. Many of the buildings retain their original construction details and materials, or those from a subsequent historic-era remodeling. Although the two historic service stations have had exterior modifications, they both retain sufficient architectural elements, most importantly their historic form and location on the lots, to convey successfully their historic significance. All the contributing buildings, and the one contributing parking lot, retain the majority of the aspects of integrity (location, design, setting, materials, workmanship, feeling and association).

² Julie Ann LaMouria, "Julius Vasterling Building, 633-637 Broadway, Cape Girardeau, Missouri," National Register of Historic Places, June 17, 2009.

³ "Demolish Hotel," *Southeast Missourian*, October 17, 1977.

National Register of Historic Places
Continuation Sheet

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Broadway Commercial Historic District
Name of Property
Cape Girardeau County, Missouri
County and State
N/A
Name of multiple listing (if applicable)

Individual Property Descriptions

The first line of each entry includes the property's physical address, historic name (if known), and date of construction. It also includes contributing (C), non-contributing (NC), or previously listed (PL) status. The corresponding photo number(s) is listed along with any historical address associated with the property (Figures 3-4).

**1. 600 Broadway, Star Service Station; 1965.⁴ (C); 600 Broadway, Canopy; c. 1970. (NC)
Photo: 11**

This one-story building was originally an automobile service station that was converted into a walk-up restaurant in 2008.⁵ Constructed in 1965, the Star Service Station was in business at this location during the 1960s and 1970s.⁶ It sits diagonally across the northwest corner of the lot with a flat roof, a wide eave, and a black and white tile belt course along the bulkhead. Originally, the central doorway was flanked by pairs of plate glass windows. The door has now been converted to a window for patrons to place orders and the windows have been covered in white vinyl siding. The building is accompanied by two small utility buildings along its northeast elevation. Two concrete islands that originally held pairs of gas pumps and light poles sit diagonally on the lot, parallel to each other and southeast of the building. Sometime during the 1970s, a canopy was added over the gas pumps. The canopy is a non-contributing structure due to the date of its construction being outside the period of significance. This may have been the time when most of the original light poles between the gas pumps were removed.⁷ One original light pole remains on the southwest corner of the lot. In 1983, the gas station was known as Martin Self Service.⁸ It was the Broadway Station in 2006 when the decision was made to permanently empty the gas tanks.⁹ The building was vacant for a number of years until it was converted in 2008 to a walk-up restaurant known as Stevie's Steakburger, which currently operates at this location.¹⁰ Although there have been some exterior changes and the building has vinyl siding, it still retains integrity of location, design, feeling, and association, and exhibits well the importance of automobile transportation.

⁴ "Grand Opening of the New Star Service Station," *Southeast Missourian*, December 2, 1965; Sanborn Fire Insurance Map for Cape Girardeau, Missouri, 1961; *Polk's Cape Girardeau City Directory* (St. Louis, MO: R. L. Polk & Co., 1964); *Polk's Cape Girardeau City Directory* (Detroit, MI: R. L. Polk & Co., 1965).

⁵ Cherish West, "Stevie's Serves Up Something Different," *Southeast Missourian*, September 18, 2008, accessed July 1, 2015, <http://www.semissourian.com/story/1462430.html>.

⁶ "Grand Opening of the New Star Service Station;" Sanborn Fire Insurance Map, 1961; *Polk's Cape Girardeau City Directory*, 1964 and 1965; *Polk's Cape Girardeau City Directory*, 1965, 1967, 1968, 1970, 1971 and 1972.

⁷ Cape Girardeau County Tax Record for 600 Broadway, Cape Girardeau County Mapping and Appraisal Office.

⁸ Cape Girardeau County Property Tax Record for 600 Broadway.

⁹ "Business Timeline," *Southeast Missourian*, February 19, 2006.

¹⁰ West, "Stevie's Serves Up Something Different."

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Broadway Commercial Historic District
Name of Property
Cape Girardeau County, Missouri
County and State
N/A
Name of multiple listing (if applicable)

2. 605 Broadway (Building One); 1891.¹¹ (C)

Photo: 15

This two-story Queen Anne residence was built in 1891.¹² It is clad in red brick laid in common bond with Flemish headers. It has three bays, a complicated hipped roof with asbestos tiles, a chimney along the east and south elevation, and a shed dormer with two side-by-side stained glass windows on the facade. The upper section of the central bay has a pair of original wood sash windows with a single window on the west, while the lower section has a pair of sash windows and concrete steps that lead to the double wooden doors covered by a cloth barrel vault awning on its west. The original porch, with a concrete deck and a replacement metal railing, extends east from the front door to the projecting angle bay. Both levels of the eastern bay have a pair of windows on the face of the projected section and a single window on each side. The bay on the west has a pair of twelve-over-one original wood sash windows in the front gable and two evenly spaced windows on both floors. Windows on both the first and second levels of this structure are original one-over-one wood sash windows with brick arches and stone sills. Pairs of windows share the same brick arch. It has a sandstone foundation with two original wood casement windows in the foundation of the west bay and two in the east bay. On the southwest corner of the property is a moveable aluminum carport. The house was built for William Coerver, a pharmacist who operated a drug store on an adjacent lot. In 1916, Dr. G. B. Schulz purchased the property where he and his family lived, often times conducting his business from this location.¹³ His wife, Alice Schulz, was a registered nurse.¹⁴ Together, they operated a private hospital, known as Schulz Surgical Hospital, in this building from 1923-1927 until Southeast Missouri Hospital opened.¹⁵ Dr. Schulz was the surgeon and Mrs. Schulz was superintendent of the hospital.¹⁶ Within the district, professionals in the medical field such as doctors and pharmacists all worked together to provide medical care to the region. Currently, the building is vacant.

3. 605 Broadway (Building Two); sometime between 1884 and 1893.¹⁷ (C)

Photo: 16

This one-story Missouri German Vernacular building is located along the east property line at 605 Broadway along N. Frederick Street. It has an intersecting gable roof with asphalt shingles, a central chimney on the rear slope, and is clad in red brick laid in a common bond. It has three bays with three concrete steps that lead up to the centrally placed wood and glass entry door with transom and brick arch. The door is flanked by two historic wood windows with twelve panes of glass, stone sills, and brick arches. A sandstone belt course separates the first floor and the

¹¹ "Lost & Saved Landmarks," *Southeast Missourian*, March 26, 2006.

¹² Ibid.

¹³ Ibid; *Polk's Cape Girardeau City Directory*, 1928, 1937, 1949, and 1954.

¹⁴ "Lost & Saved Landmarks," March 26, 2006.

¹⁵ "Out of the Past: 50 Years Ago," *Southeast Missourian*, December 30, 1977.

¹⁶ "The Schulz Hospital."

¹⁷ Sanborn Fire Insurance Map for Cape Girardeau, Missouri, 1884 and 1893.

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Broadway Commercial Historic District
Name of Property
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N/A
Name of multiple listing (if applicable)

sandstone block foundation. This one-story red brick building was used as an office in the early 1900s and at least until the early 1960s.¹⁸ In 1915, it was specifically used as a physician's office.¹⁹ The building is currently vacant.

4. 609 Broadway, Phil C. Haman Drug Store; 1927.²⁰ (C)

Photo: 10

This two-part commercial block building has a flat roof, a stone cap along the roofline, and is clad in red brick laid in a running bond. The upper facade has four one-over-one aluminum sash replacement windows with brick arches and stone sills. The arches contain brick headers with stone details. A stone belt course divides the two floors and a fabric canopy hangs over the single modern storefront. The storefront, with a central recessed glass and metal door, ceramic tile flooring spelling out the name "HAMAN," large panes of glass for windows, and a white glazed brick bulkhead, is on the east side of the façade while the metal entrance for the upper story is on the west. In 1927, Phil C. Haman employed contractor Adam Halter to construct a drug store at 609 Broadway; construction of the building was estimated to cost \$15,000.²¹ Haman operated his drugstore in this building for nearly thirty years before selling it in 1956.²² Nowell's Camera Shop took over the building in the 1960s and 1970s.²³ Most recently, the building was used by Broadway Market and Loft.

5. 611 Broadway, ca. 1930.²⁴ (C)

Photo: 10

This brick two-part commercial block building was constructed ca. 1930.²⁵ It is joined to 615 Broadway on its west elevation. The building has a flat roof and wide entablature with egg and dart and dentils along the cornice line. The upper façade has a recessed rectangular section with a metal grate above each of the four evenly spaced two-over-one replacement aluminum sash windows with stone sills and brick arches. The lower facade has a metal entry door leading to the upper floor on its east side, while the west side has three large panes of glass with metal framing, and a brick bulkhead. The building was occupied by Hartung Gottfried Sporting Goods in the 1930s.²⁶ In the 1940s and early 1950s, the building was used by Electric Supply Company.²⁷ Rust

¹⁸ Sanborn Fire Insurance Map, 1908, 1915, 1923, 1931, and 1961.

¹⁹ Sanborn Fire Insurance Map, 1915.

²⁰ "Phil C. Haman Will Build New \$15,000 Store on Broadway," *Southeast Missourian*, June 22, 1927; "Girardeau Spends \$1,215,000 for New Buildings in Year," *Southeast Missourian*, December 31, 1927.

²¹ "Phil C. Haman Will Build New \$15,000 Store on Broadway."

²² "Druggist Haman Sells Building, Business."

²³ *Polk's Cape Girardeau City Directory*, 1958, 1960, 1962, 1964, 1965, 1967, 1968, 1970, 1971 and 1972.

²⁴ Cape Girardeau County Property Tax Record for 615 Broadway.

²⁵ *Ibid.*

²⁶ *Polk's Cape Girardeau City Directory*, 1930, 1932, and 1937.

²⁷ *Hoffman's City Directory of Cape Girardeau* (Quincy, IL: Hoffman Directories, 1945). *Polk's Cape Girardeau City Directory*, 1949, 1951, and 1954.

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and Martin used the building for their store in the late 1950s and 1960s.²⁸ State Beauty Supply now occupies the building.

6. 612 Broadway (Building One); 1959.²⁹ (C)

Photo: 1

This two-part commercial block building was constructed in 1959 and is clad in red brick laid in a running bond.³⁰ It has a flat roof with a simple aluminum cap at the cornice line and three evenly spaced one-beside-one sliding replacement metal frame windows surrounded by a rectangular concrete frame on the upper section of the façade. The storefront consists of a row of large panes of one-over-one replacement metal frame windows, a red brick bulkhead, and a set of double glass and metal frame doors with a glass transom on the east side of the façade. These openings are also surrounded by a rectangular concrete frame. The original configuration of a recessed door and smaller window openings along the lower facade was replaced by the current storefront openings, presumably after the building was vacated by the Social Security office circa 1965.³¹ The storefront glass and upper façade windows were replaced in 2015, but the historic fenestration pattern was retained.³² The building was originally leased to the Federal government to be used for the U.S. Department of Health, Education and Welfare and the Social Security Administration.³³ The government continued to use the building until at least 1965.³⁴ During the late 1960s and early 1970s, the building stood vacant.³⁵ Southeast Missouri State University owns this building and currently uses it to house Catapult Creative House, an entrepreneurship program.

7. 612 Broadway (Building Two); 1961.³⁶ (C)

Photo: 1

Historically known as 616 Broadway

This two-part commercial block building was constructed in 1961 with a flat roof and clad in red brick laid in a running bond.³⁷ The upper section of the façade has a rectangular concrete frame surrounding three evenly spaced one-beside-one sliding metal frame replacement windows installed during its 2015 rehabilitation.³⁸ The storefront consists of a red brick bulkhead and large panes of one-over-one replacement glass held in place with metal frames separated by a centrally placed brick column. Above the storefront are six evenly spaced concrete blocks with a band of concrete running directly above and down both sides of the storefront. The east side of the façade

²⁸ *Polk's Cape Girardeau City Directory*, 1954, 1958, 1960, 1962, 1964, 1965, 1967, and 1968.

²⁹ "New Social Security Building Formally Opened, Ribbon-Cutting," *Southeast Missourian*, July 18, 1959.

³⁰ *Ibid.*

³¹ *Ibid*; *Polk's Cape Girardeau City Directory*, 1965 and 1967.

³² "Regents Approve Design Concept, Budget for Creative Labs and Industries Incubator," *Southeast Missourian*, June 26, 2014.

³³ "New Social Security Building Formally Opened, Ribbon-Cutting," *Southeast Missourian*, July 18, 1959.

³⁴ *Polk's Cape Girardeau City Directory*, 1960, 1962, 1964, and 1965.

³⁵ *Polk's Cape Girardeau City Directory*, 1967, 1968, 1970, 1971 and 1972.

³⁶ "New Commercial Structures are Dotting the City," *Southeast Missourian*, June 17, 1961.

³⁷ *Ibid.*

³⁸ "Regents Approve Design Concept, Budget for Creative Labs and Industries Incubator."

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has a set of double glass doors with a glass transom. Although the doors and windows were replaced, the original fenestration pattern was retained. Throughout the 1960s, Mid South Finance Company occupied this building.³⁹ Southeast Missouri State University currently owns the building and uses it to house Catapult Creative House, an entrepreneurship program.

8. 615 Broadway, 1951.⁴⁰ (C)

Photo: 10

This brick two-part commercial block building was constructed in 1951 after a fire destroyed the original building housing Rust and Martin Upholstery Store.⁴¹ It is joined to 611 Broadway on its east elevation. The building has a flat roof, two belt courses on the upper façade above three evenly spaced twelve pane one-beside-one non-historic vinyl sliding windows, each with twenty-four panes of glass and stone lintels. A fabric canopy covers the storefront consisting of a centered recessed and elevated glass and metal door and transom, six large sheets of glass for display windows, and a brick bulkhead. Rust and Martin occupied the building in the 1950s and 1960s.⁴² In 1956, they occupied this building and also the one at 611 Broadway.⁴³ The building is now occupied by State Beauty Supply.

9. 621-623 Broadway Lot; 2010.⁴⁴ (NC)

Photo: 10

This paved parking lot serves the parking needs of the surrounding businesses. A historic building located on this lot was demolished in 2010 due to questions over its structural instability after the collapse of an outer wall.⁴⁵ It is considered a non-contributing site due to the date of construction of the lot and its lack of historical significance.

10. 622 Broadway, Haman's Shoe Store; 1910.⁴⁶ (C)

Photo: 1

This two-part commercial block building is clad in red brick laid in a Flemish bond. It has a side gable roof, flat roofline, thick entablature with dentils along the cornice line, and egg and dart in the architrave. The upper portion of the façade has a centrally placed door opening filled with prismatic glass blocks and a cast iron railing, flanked by a pair of replacement windows with brick arches and stone sills. The interior windows are single pane and the outside pair are one-over-one. The storefront is surrounded by wood paneling and has two large single pane display

³⁹ *Polk's Cape Girardeau City Directory*, 1962, 1964, 1965, 1967, and 1968.

⁴⁰ "Rust and Martin Celebrates," *Southeast Missourian*, March 13, 1983.

⁴¹ "Rust and Martin Celebrates."

⁴² *Polk's Cape Girardeau City Directory*, 1951, 1954, 1958, 1960, 1962, 1964, 1965, 1967, and 1968.

⁴³ *Polk's Cape Girardeau City Directory*, 1956.

⁴⁴ Cape Girardeau County Property Tax Record for 621-623 Broadway.

⁴⁵ Brian Blackwell, "Demolition of Broadway Building Begins; Will Be Finished This Week," February 18, 2010, accessed July 3, 2015, <http://www.semissourian.com/story/1611658.html>.

⁴⁶ "75 Years Ago: New Business Location," *Southeast Missourian*, February 21, 1985.

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windows with a recessed central glass door between them. A paneled door on the west side of the façade leads to the second story and is flanked by two cast iron pilasters with the stamp of “Christopher and Simpson St. Louis” at their base. Built in 1910 to house Haman’s Shoe Store, the business occupied this location during the 1920s and 1930s, but by 1937 it was the location of Publix Cleaners.⁴⁷ The building housed Hawkins Modern Cleaners in the 1940s and 1950s.⁴⁸ By 1960, Carron Typewriter Company took over the building and remained at this location throughout the 1960s.⁴⁹ The building is currently occupied by 4U Beauty and Fashion.

11. 625 Broadway, sometime between 1908 and 1915.⁵⁰ (C)

Photo: 9, 10

This brick two-part commercial block building has a flat roof and rectangular plan. The front, or north, half of the building has two stories while the back, or south, drops down to one story. The entablature on the façade has Italianate features such as brackets and a swag design with floral accents, above a row of egg and dart. The upper façade has three evenly spaced original one-over-one wood sash windows with brick arches and stone sills. The single storefront, topped with a fabric awning, has a door on both sides of the façade separated by two large panes of glass and a masonry bulkhead. The solid paneled door on the west leads to the upper floor, while the recessed glass and metal door on the east grants entry to the storefront. This building was used as a jewelry store from ca. 1915-1932.⁵¹ Sides-Miller Men’s Store moved into the building by 1949 and occupied the building in the 1950s until around 1956.⁵² In the 1960s, the building was home to a chiropractor, a beauty salon, and a photo copy shop.⁵³ Bertrand Law Firm now occupies the building.

12. 626 Broadway, ca. 1920.⁵⁴ (C)

Photo: 1

This Missouri German Vernacular building has a red brick foundation and is clad in red brick laid in running bond. It is two stories with a side gable, and has a corrugated metal roof laid over wooden shingles. The façade has three bays. There is corbelling work along the cornice line and three six-over-six vinyl sash replacement windows evenly spaced across the upper façade with stone lintels and sills. A stone belt course runs below the second and first floor dividing the building horizontally. The west side of the façade has three steps that lead up to a solid wood panel door with a transom. A pair of one-over-one vinyl sash replacement windows with brick

⁴⁷ Ibid.; *City Directory of Cape Girardeau, Missouri*, 1920, 1928, 1930, 1932, and 1937).

⁴⁸ *Hoffman’s City Directory of Cape Girardeau*, 1945; *Polk’s Cape Girardeau City Directory*, 1949, 1951, 1954, 1956, and 1958.

⁴⁹ *Polk’s Cape Girardeau City Directory*, 1960, 1962, 1964, 1965, 1967, 1968.

⁵⁰ Sanborn Fire Insurance Map, 1908 and 1915.

⁵¹ Sanborn Fire Insurance Map, 1915; *City Directory of Cape Girardeau, Missouri*, 1920; *Polk’s Cape Girardeau City Directory*, 1932.

⁵² *Polk’s Cape Girardeau City Directory*, 1949, 1951, 1954, and 1956.

⁵³ *Polk’s Cape Girardeau City Directory*, 1960, 1964, 1965.

⁵⁴ Cape Girardeau County Property Tax Record for 626 Broadway.

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arches and stone sills are on the east side of the lower façade. This building served as a residence for Mrs. Mathilda Steck in 1920. Members of the Wipperman family resided in this house from about 1928 until about 1967. While located in the commercial district, this structure was mainly used as a residence. Still, it has many architectural features often associated with other Missouri German Vernacular buildings that were often used as both a house and a store.⁵⁵

13. 629 Broadway, 1950.⁵⁶ (C)

Photo: 9, 10

This one-part commercial block building is constructed of concrete blocks with a brick façade. It has a flat roof, a level roofline with a stone cap, and a rectangular plan. A corrugated metal canopy hangs over the single storefront consisting of two large panes of replacement glass, a slender bulkhead, and an angled entryway on the west side of the facade. The door is made of glass and held in place with an aluminum frame. To the west of the door is a long window; both the window and door have transoms. Constructed in 1950 by Sam R. Smith to house Reed's Snack Bar, the business occupied the building in the early and mid-fifties.⁵⁷ By 1958, Sides-Miller Men's Store set up their shop in this building and used the building throughout the 1960s.⁵⁸ The building is now being used by Shoppe La La, a home decorating business.

14. 632 Broadway (Building One); 1924.⁵⁹ (C)

Photo: 1

Historically known as 628 Broadway

This red brick one-part commercial block building was constructed around 1924 for Knaup's Floral Company.⁶⁰ It was connected to the building on its west elevation, most likely in 1960.⁶¹ The building has a flat roof slightly sloping to the north and corbelling work along the cornice line. The storefront has a centered, recessed doorway with a metal frame glass door flanked by two large rectangular display windows on each side with wood bulkheads and transom. This building has held a variety of businesses over the years. By 1951, Shivelbine's Music Store moved into the building and continued to run their business from this location throughout the

⁵⁵ Ibid.; *City Directory of Cape Girardeau, Missouri*, 1920, 1928, 1930, 1932, and 1937; *Hoffman's City Directory of Cape Girardeau*, 1945; *Polk's Cape Girardeau City Directory*, 1949, 1951, 1954, 1956, 1958, 1960, 1962, 1964, 1965, 1967, 1968.

⁵⁶ "Announcing Grand Opening Reed's Snack Bar," *Southeast Missourian*, May 5, 1950.

⁵⁷ Ibid; "New Restaurant on Broadway to Open," *Southeast Missourian*, May 2, 1950; *Polk's Cape Girardeau City Directory*, 1951, 1954, and 1956).

⁵⁸ *Polk's Cape Girardeau City Directory*, 1958, 1960, 1962, 1964, 1965, 1967, and 1968.

⁵⁹ "20 Years Ago: Dec. 2, 1922 (Saturday)," *Southeast Missourian*, December 2, 1942; "190 New Buildings Erected in Year Costing One Million, Cape Record," *Southeast Missourian*, December 30, 1922; "343 Buildings Erected in Year for New Record for Girardeau," *Southeast Missourian*, December 31, 1924; "Knaup Floral Company," *Southeast Missourian*, April 13, 1927.

⁶⁰ "343 Buildings Erected in Year for New Record for Girardeau;" "Knaup Floral Company."

⁶¹ *Polk's Cape Girardeau City Directory*, 1958 and 1960.

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1950s and 1960s.⁶² It is joined with the building on its west elevation, which may have occurred in 1960.⁶³ This two-storefront building is currently a tavern named Last Call.

15. 632 Broadway (Building Two); 1922.⁶⁴ (C)

Photo: 1

Historically known as 632 Broadway

This red brick one-part commercial block building was constructed at a cost of \$5,000 in 1922 to house Kroger Grocery Store.⁶⁵ It was connected to the building on its east elevation, most likely in 1960.⁶⁶ Both buildings are very similar. The building has a flat roof slightly sloping to the north and corbelling work along the cornice line. The storefront has a centered, recessed doorway with a metal frame glass door flanked by two large rectangular display windows on each side with wood bulkheads and transom. Kroger continued to use the building into the 1930s and other businesses have used it through the years.⁶⁷ It is joined with the building on its east elevation, which may have occurred in 1960 when Shivelbine's Music Store occupied both buildings.⁶⁸ Last Call, a local tavern, currently uses the building.

16. 633 Broadway Lot; 2010.⁶⁹ (NC)

Photo: 9, 10

This paved parking lot was once the location of the eastern section of the Julius Vasterling building, located at 635-637 Broadway. It was torn down in 2010 due to a bowed wall and concerns that its structural stability was compromised.⁷⁰ It is considered non-contributing due to the lack of historical significance.

17. 635-637 Broadway, Julius Vasterling Building; ca. 1868.⁷¹ (PL)

Photo: 9, 10

This brick two-story Missouri German Vernacular building has a rectangular plan, side-gabled corrugated metal roof, and two storefronts. The upper floor of the façade has dentils along the cornice line and six evenly spaced six-over-one wood sash replacement windows with sills and lintels made of stone. A fabric canopy divides the two floors. Each storefront has recessed double wood and glass paneled doors, a display window flanking the doorway, wood paneled bulkheads, and red brick flooring in the entryway. The storefront on the west has iron pilasters beside the

⁶² *Polk's Cape Girardeau City Directory*, 1951, 1954, 1956, 1958, 1960, and 1962.

⁶³ *Polk's Cape Girardeau City Directory*, 1958 and 1960.

⁶⁴ "20 Years Ago: Dec. 2, 1922 (Saturday);" "190 New Buildings Erected in Year Costing One Million, Cape Record."

⁶⁵ "20 Years Ago: Dec. 2, 1922 (Saturday);" "190 New Buildings Erected in Year Costing One Million, Cape Record."

⁶⁶ *Polk's Cape Girardeau City Directory*, 1958 and 1960.

⁶⁷ *Polk's Cape Girardeau City Directory*, 1928, 1930, and 1932.

⁶⁸ *Polk's Cape Girardeau City Directory*, 1958 and 1960.

⁶⁹ Cape Girardeau County Property Tax Record for 633 Broadway.

⁷⁰ Brian Blackwell, "Demolition Move Forward on Broadway Buildings," January 12, 2010, accessed July 3, 2015, <http://www.semmissourian.com/story/1601302.html>.

⁷¹ LaMouria, "Julius Vasterling Building, 633-637 Broadway, Cape Girardeau, Missouri."

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entrance. This brick two-story Missouri German Vernacular building was constructed around 1868 and used as both a residence and a business by Julius Vasterling.⁷² A third section on its east side, 633 Broadway, was removed in 2010 due to the collapse of a wall on the south elevation and concerns over structural instability.⁷³ The Vasterling family owned the building for many decades using it as a residence, a general store, and a saloon.⁷⁴ From 1926-1946, it was Seahausen Sanitary Meat Market followed by Grojean's Grocery and Market in 1949.⁷⁵ In the 1950s and 1960s, it was a restaurant and tavern.⁷⁶ Currently, the building is being used by an interior design business called Filled Haus and Merci, a shopping and retail establishment.

18. 640 Broadway, Lot; ca. 1979.⁷⁷ (NC)

The building that was formerly on this property, Mr. Cantrell's insurance office, was razed circa 1979.⁷⁸ In the past, the lot has been vacant but currently it is being used by an adjacent business, Last Call, as a patio dining area. It is considered non-contributing due to the removal of the office building and the property having been substantially altered outside the period of significance.

19. 700 Broadway, Vacant Lot; 1978.⁷⁹ (NC, described but not counted)

The building that was formerly on this property, Bauer Bros. Bakery, was razed in 1978, leaving this lot vacant.⁸⁰ This lot provides a grassy area with park benches and public art, facilitating pedestrian movement within this historic commercial district. It is considered a non-contributing site due to the removal of the historic bakery building and the property having been substantially altered outside the period of significance, and is not listed in the resource count.

20. 701 Broadway; ca. 1977.⁸¹ (NC)

Photo: 8

This building is a two-part commercial block building clad in brown brick laid in a running bond. A 1976 fire destroyed the historic hotel that was originally at this location and this two-story building was built in its place circa. 1977.⁸² It has a flat roof and little architectural detailing. The façade has a one-over-one window above the storefront which consists of two large replacement panes of glass for a window and a metal and glass door on the west side for second floor entry. One entry door is on the northeast corner of the building while the other is on the east elevation.

⁷² Ibid.

⁷³ Blackwell, "Demolition Move Forward on Broadway Buildings."

⁷⁴ LaMouria, "Julius Vasterling Building, 633-637 Broadway, Cape Girardeau, Missouri."

⁷⁵ Ibid; *Cape Girardeau City Directory*, 1949.

⁷⁶ *Polk's Cape Girardeau City Directory*, 1954 and 1964.

⁷⁷ "Convenience Shop Group Expansion Includes New Construction in City," *Southeast Missourian*, April 19, 1979.

⁷⁸ Ibid.

⁷⁹ "Bakery Operated at Broadway and Sprigg," *Southeast Missourian*, March 3, 1993.

⁸⁰ Ibid.

⁸¹ "Demolish Hotel."

⁸² Ibid.

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This building is considered a non-contributing building due to its date of construction. Subway moved into the building in 1998 and continues to operate their business from this location.⁸³

21. 703 Broadway; before 1885.⁸⁴ (C)

Photo: 8

Historically known as 703 & 705 Broadway

This two-part commercial block building is clad in red brick laid in a common bond and has a rectangular plan. It may have originally been built as a Missouri German Vernacular building. It has a side gabled roof, brick arches over the windows, and a chimney on the west elevation. An ornate pressed metal cornice with dentils, brackets, and an eave may have been added at a later date giving it some Italianate features. (This building is similar to 707 Broadway which has an identical cornice.) It has three arched window openings with stone sills on the upper façade that are filled in with vinyl siding. The lower façade is made of a different shade of brick that may date back to when a new storefront was constructed in 1923 or 1951.⁸⁵ It has an angled storefront with windows made of three full sheets of glass held in place with metal frames and a recessed glass door on the west side of the façade. Ceramic flooring tiles indicate that an earlier entry was centrally placed in the storefront. This building was used as a boots and shoe store during the late 1800s and early 1900s becoming Panchot's Shoe Store by 1928.⁸⁶ The building was occupied by a variety of stores with periods of vacancy throughout the years. In the 1970s, it once again became a shoe store called Vanity Shoes, but most recently it is the home of Soo Vape, a smokeless tobacco store.⁸⁷

22. 705 Broadway; sometime between 1923 and 1928.⁸⁸ (C)

Photo: 8

Historically known as 705 & 705 ½ Broadway

This one-part commercial block building has a flat roof, plain metal cornice, and one bay. It was constructed sometime between 1923 and 1928.⁸⁹ The façade is clad in red brick while the south elevation consists of concrete blocks. It has a modern angled storefront with one large pane of replacement glass for a display window, a recessed aluminum glass door on the east side of the façade, and corrugated metal in the bulkhead and an enclosed transom. The building was occupied by a barber shop from at least 1928 until about 1949 when it became Lee Eakes' cigar store.⁹⁰ It was used by the Williamson Typewriter Company in the 1950s and Richard Jackson's

⁸³ "New Location: Subway," *Southeast Missourian*, February 21, 1998.

⁸⁴ Sanborn Fire Insurance Map, 1884.

⁸⁵ "243 Buildings Erected in the City, Beating Record of 1922," *Southeast Missourian*, December 31, 1923;

"Remodeling, New Houses Approved," *Southeast Missourian*, August 16, 1951.

⁸⁶ *Polk's Cape Girardeau City Directory*, 1928; Sanborn Fire Insurance Map, 1884, 1893, 1900, 1908, and 1915.

⁸⁷ *Polk's Cape Girardeau City Directory*, 1970, 1971, and 1972.

⁸⁸ Sanborn Fire Insurance Map, 1923 & 1931; *Polk's Cape Girardeau City Directory*, 1928; "Buys," *Southeast Missourian*, May 27, 1944.

⁸⁹ Sanborn Fire Insurance Map, 1923 & 1931; *Polk's Cape Girardeau City Directory*, 1928; "Buys," *Southeast Missourian*, May 27, 1944.

⁹⁰ "Buys," *Polk's Cape Girardeau City Directory*, 1949.

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osteopathic practice in the 1960s.⁹¹ It is now serving its original purpose of providing hair cutting services as Race & DJ's Hair Studio.

23. 707 Broadway; before 1885.⁹² (C)

Photo: 8

This red brick two-part commercial block building has a side gable roof and flat roofline. It may have originally been built as a Missouri German Vernacular building and given an Italianate pressed metal cornice with brackets and dentils. (This building is similar to 703 Broadway which has an identical cornice.) Four one-over-one aluminum replacement sash windows with brick hooded lintels are evenly spaced along the second floor of the façade. A stone belt course separates the upper floor from the single storefront. The modern storefront has wooden spindle accents above large panes of glass that make up the windows and a recessed glass door centrally placed. The west side of the façade has a modern panel entry door to the second floor. Both doors have stained glass transoms with a floral motif displaying the address "707." The building was a dwelling in 1884, a barber shop in 1893, a saloon in 1900 and 1908, and was a "Chinese Laundry" in 1915.⁹³ This building housed a grocery store and restaurant in the 1920s, a real estate office in the 1930s, and a café during the 1940s.⁹⁴ An electrical appliance store moved in ca. 1949 and occupied the building during the 1950s and 1960s.⁹⁵ The building is currently vacant.

24. 709-711 Broadway, Finney's Drug Store; ca. 1906.⁹⁶ (C)

Photo: 8

This brick two-part commercial block building has a flat roof and two modern storefronts. The upper area of the façade has dentils along the cornice line and six evenly spaced one-over-one aluminum replacement windows with concrete sills and lintels. A vertically aligned rectangular recessed panel is centrally placed on the upper facade. A decorative EFIS band along the awning, installed in 2014, separates the two stories. The angled storefronts share a cloth canopy, and each have a recessed glass door and windows, and a brick bulkhead. The storefront doors are placed together at the center of the building while the two doors leading to the upper floor are on the east (709B) and west (709A) edges of the façade. Finney's Drug Store occupied the east storefront from around 1906 until the pharmacy closed in 1990.⁹⁷ The west storefront has been

⁹¹ *Polk's Cape Girardeau City Directory*, 1954, 1956, 1958, 1962, 1964, 1965, 1967, and 1968.

⁹² Sanborn Fire Insurance Map, 1884.

⁹³ Sanborn Fire Insurance Map, 1884, 1893, 1900, 1908, and 1915.

⁹⁴ *City Directory of Cape Girardeau, Missouri*, 1920; *Polk's Cape Girardeau City Directory*, 1928 and 1932; *Hoffman's City Directory of Cape Girardeau*, 1945.

⁹⁵ *Polk's Cape Girardeau City Directory*, 1949, 1951, 1954, 1956, 1958, 1960, and 1962.

⁹⁶ Sanborn Fire Insurance Map, 1900 and 1908; "Finney's Pharmacy Set to Shut Its Doors," *Southeast Missourian*, January 28, 1990.

⁹⁷ "Finney's Pharmacy Set to Shut Its Doors."

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used by a variety of businesses throughout its history providing groceries, hardware, and sewing supplies.⁹⁸ The building is currently occupied by a video game store called Gaming Grounds.

25. 710 Broadway, Broadway Prescription Shop; ca. 1930.⁹⁹ (NC)

Photo: 2

This one-story commercial building clad in vinyl siding was constructed around 1930.¹⁰⁰ It has four bays, a Mansard roof with wood shingles, and four gable dormers on its asymmetrical façade. The façade has an entry door flanked by two bay windows and a single window with shutters on the west side. This building is comprised of two buildings that were combined and wrapped in vinyl, most likely in renovations in 1979 and 2006.¹⁰¹ It is considered non-contributing due to integrity issues related to the false Mansard roof and vinyl siding. The building has been the location of the Broadway Prescription Shop for many decades. The Broadway Prescription Shop occupied 706 Broadway in 1937 and, by 1960, they were at 710 Broadway.¹⁰² This building is comprised of two buildings that were combined and wrapped in vinyl, most likely in renovations that occurred in 1979 and 2006.¹⁰³ The Broadway Prescription Shop currently operates their business from this building.

26. 713 Broadway; 1928.¹⁰⁴ (C)

Photo: 7, 8

This one-story variegated buff and brown brick building has a rectangular plan, a flat roof, and Mission/Spanish Colonial Revival characteristics such as green ceramic tiles along the roofline set on a header course and flanked by parapet end blocks. A band of soldier course, above a wooden balustrade with spindles, runs along the top of the single storefront. The storefront consists of a window opening with four large panes of replacement glass on the east side of the façade and a glass entry on the west with metal framing surrounded by wood paneling. The entrance is angled and recessed with brown and beige checkered floor tiles leading to the door. The building was built to house Jones Confectionery (and restaurant) which opened for business in February of 1929 and continued operations at this location until at least 1954.¹⁰⁵ Cape Hardware Company moved into the building by 1956 and used the building until ca. 1960.¹⁰⁶ An interior decorating company, Crew Decorations, set up their shop at this location ca. 1962 and

⁹⁸ *City Directory of Cape Girardeau, Missouri*, 1920; *Polk's Cape Girardeau City Directory*, 1928, 1930, 1932, 1949, 1951, 1954, 1956, 1958, 1960, 1962, and 1964.

⁹⁹ Cape Girardeau County Property Tax Record for 710 Broadway.

¹⁰⁰ *Ibid.*

¹⁰¹ "Virtual Rebuilding of the Broadway Prescription Shop," *Southeast Missourian*, April 19, 1979; "Broadway Prescription Shop," *Southeast Missourian*, July 30, 2006.

¹⁰² *Polk's Cape Girardeau City Directory*, 1937 and 1960; "List of Girardeau Buildings Constructed During Year."

¹⁰³ "Virtual Rebuilding of the Broadway Prescription Shop;" "Broadway Prescription Shop."

¹⁰⁴ "Buildings Erected in Girardeau During 1928," *Southeast Missourian*, December 31, 1928.

¹⁰⁵ "Open-The New Jones Confectionery," *Southeast Missourian*, February 14, 1929; *Polk's Cape Girardeau City Directory*, 1928, 1930, 1937, 1949, 1951 and 1954.

¹⁰⁶ *Polk's Cape Girardeau City Directory*, 1956, 1958 and 1960.

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occupied the building until at least the 1970s.¹⁰⁷ Currently, River City Coins and Jewelry occupies the building.

27. 714 Broadway; 1938.¹⁰⁸ (C)

Photo: 2, 12

This one-story Mission/Spanish Colonial Revival building was constructed in 1938 with a rectangular plan, two bays, and a flat roof with concrete foundation.¹⁰⁹ It is clad in brown, orange, and buff brick. The façade has three engaged columns with brown brick lines, terra-cotta caps, and brown bricks at their base. The building has ceramic tile along the roofline and exposed rafter tails above a large window opening on the east side of the façade consisting of a central original wood window with sixteen panes of glass flanked by diamond pane casement windows with four-light transoms. The window bay is partially recessed with a soldier brick course lintel and header sill. On the east side of the façade is a recessed entry with another diamond casement window. The only significant alteration to the building is a red brick addition that was attached to the back of the building, on the north elevation, in ca. 1948 by contractor S. R. Smith.¹¹⁰ This building was constructed in 1938 by Vasterling, Schott & Mehrle as a medical building to house the practice of Dr. D. B. Elrod and Dr. R. A. Ritter.¹¹¹ Dr. Elrod and Dr. Ritter occupied the building in the late 1930s and mid-1940s.¹¹² Dr. Charles F. Wilson was the only doctor listed at this address in 1949.¹¹³ In the 1950s, 1960s, and 1970s, it was used jointly by Dr. Charles F. Wilson and Dr. Albert M. Estes.¹¹⁴ The building has always been used as a doctor's office and is currently the location of Dr. Robert W. George's practice.

28. 715 Broadway; 1924.¹¹⁵ (C)

Photo: 7, 8

This two-part commercial block building has a flat roof, a stone cap along the roofline, and corbelling work along the cornice. The building is clad in red brick laid in a running bond. The upper level of the façade has a connected row of seven sash one-over-one original wood windows. The single storefront has a fabric canopy, a centered recessed glass door, and large panes of glass for windows. The flooring around the entrance and the bulkhead consists of large brown tiles. On the east side of the façade is a glass and wood paneled door with a large glass transom that leads to the second story residential area. In 1924, this building was occupied by a

¹⁰⁷ *Polk's Cape Girardeau City Directory*, 1962, 1964, 1965, 1967, 1968, 1970, 1971 and 1972.

¹⁰⁸ "Buildings Erected in Girardeau in 1938 Construction Program," *Southeast Missourian*, December 31, 1938.

¹⁰⁹ *Ibid.*

¹¹⁰ "Permits for New Building in Girardeau Issued During Year," *Southeast Missourian*, December 31, 1948.

¹¹¹ "Physicians' Office Building Started;" "New Offices."

¹¹² "New Offices;" *Hoffman's City Directory of Cape Girardeau*, 1945.

¹¹³ *Polk's Cape Girardeau City Directory*, 1949.

¹¹⁴ *Polk's Cape Girardeau City Directory*, 1951, 1954, 1956, 1958, 1960, 1962, 1964, 1965, 1967, 1968, 1970, 1971 and 1972.

¹¹⁵ "343 Buildings Erected in Year for New Record for Girardeau;" Peggy Scott, "Jones Refreshment Stand: Many Memories to go on Auction Block," *Southeast Missourian*, January 26, 1987.

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millinery establishment known as the Mary H. Wood Shop, ran by Mary H. Damron who was named as one of the “leading business and professional men of Cape Girardeau” in 1925.¹¹⁶ Clifton’s Men Clothing Store used the building during the late 1920s, 1930s, 1940s, and 1950s.¹¹⁷ Leon’s Upholstery occupied the building in the 1960s.¹¹⁸ Reflections Styling Studio now runs its beauty shop from this location.

29. 716-718 Broadway; before 1885.¹¹⁹ (C)

Photo: 2, 3

This two-story Missouri German Vernacular building is clad in stucco. It has a side gable, metal roof with two chimneys; one chimney is placed along its west elevation and the other is centered. Dentils run along the cornice line above six evenly spaced three-over-one original wood sash windows with stone sills and brick arches that make up the upper part of the facade. The building has a metal canopy over two modern storefronts with large glass windows, transoms, and recessed entry doors. A wooden bulkhead runs below the storefront windows which are separated by a red brick column. The building was used as a general store and saloon in 1884.¹²⁰ In 1893 and 1900, it housed a grocery and dry goods store.¹²¹ By 1920, the building became the Broadway Tire Station.¹²² The building was also used as a radio service company, a barber and beauty shop, and a paint store.¹²³ Currently, the building houses a business called Flesh Hound Custom Tattoo Studio.

30. 721 Broadway; ca. 1921.¹²⁴ (C)

Photo: 7, 8

This one-part commercial block building, clad in red brick laid in common bond, has a flat roof, and a stepped parapet. Buff bricks surrounded by red bricks are used on the upper façade to form the number “1921.” Around the number “1921” buff bricks form two rectangles, one inside the other. Brick quoining leads up to the stepped parapet’s end blocks. A wide band of corrugated aluminum forms a belt course above the single Modern storefront. The storefront consists of a pair of glass doors on the west side of the façade and large sheets of replacement glass held in place with metal frames. The building was used as the Conservation Store in 1922.¹²⁵ It was a Piggly Wiggly store from around 1928 until about 1930, a Kroger Grocery store from around

¹¹⁶ “Leading Business and Professional Men of Cape Girardeau.”

¹¹⁷ *Polk’s Cape Girardeau City Directory*, 1928, 1930, 1932, 1937, 1949, 1951, 1954, and 1956; *Hoffman’s City Directory of Cape Girardeau*, 1945.

¹¹⁸ *Polk’s Cape Girardeau City Directory*, 1960, 1962, 1964, 1965, 1967, and 1968.

¹¹⁹ Sanborn Fire Insurance Map, 1884.

¹²⁰ *Ibid.*

¹²¹ Sanborn Fire Insurance Map, 1893 and 1900.

¹²² *City Directory of Cape Girardeau, Missouri*, 1920.

¹²³ *Polk’s Cape Girardeau City Directory*, 1932 1949, and 1951; *Hoffman’s City Directory of Cape Girardeau*, 1945.

¹²⁴ Sanborn Fire Insurance Map, 1915 and 1923; “Conservation Store Sold,” *Southeast Missourian*, October 13, 1922; Brickwork in the upper façade displays the number “1921”.

¹²⁵ “Conservation Store Sold.”

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1937 until 1945, and a Dollar Store from about 1960-1965.¹²⁶ The building is not currently occupied by a business; instead, it is being used for storage.

31. 722 Broadway, Kroger Super Market Parking Lot; 1948.¹²⁷ (C)

Photo: 3

This parking lot was constructed in 1948 and provided 24,000 square feet of paved parking for the business occupying 724 Broadway, a Kroger Super Market.¹²⁸ Parking is a valuable resource along Broadway; this lot contributed to the success of businesses in this area and looks much as it did when it was first constructed in 1948.¹²⁹ Newspaper coverage of Kroger's 1948 grand opening lists free parking as one of the advantages of shopping at their store.¹³⁰ By providing off street parking for customers, this parking lot contributed to the success of the Kroger Super Market and demonstrates businesses on Broadway adapting to increased use of the automobile.

32. 724 Broadway, Kroger Super Market; 1948.¹³¹ (C)

Photo: 3

This Modern red and buff variegated brick commercial building was constructed in 1948 with a rectangular plan, a flat roof and roofline, and a metal awning that hangs over the storefront.¹³² The storefront opening is the same, although the original storefront windows were larger panes of glass. The southeast recessed corner of the building is the location of two original doors which are still in place.¹³³ The storefront consists of a centrally placed set of double doors and windows made of full sheets of glass with aluminum frames and a concrete bulkhead. The windows on the façade wrap around the east elevation. On the east and west elevation are windows with original prismatic glass blocks. The north elevation has been extended; the date of addition is unknown. The building has maintained many of its characteristics that make it a good example of a Modern style super market. This Modern one-story commercial building was constructed by contractor Anton Haas and designed by architect Harold W. Long to be used as a Kroger Super Market.¹³⁴ Kroger remained at this location until 1960, at which time Shoppers' Warehouse Market took the building over and continued running their store at this location until ca. 1967.¹³⁵ This building

¹²⁶ *Polk's Cape Girardeau City Directory*, 1928, 1930, 1937, 1960, 1962, 1964, and 1965; *Hoffman's City Directory of Cape Girardeau*, 1945.

¹²⁷ "Formal Opening for Kroger Mart," *Southeast Missourian*, October 18, 1948;

Kroger Construction Photo, *Lueders Studio Collection*, Southeast Missouri State University Archives and Special Collections, Box 3196, Item 95900.02.

¹²⁸ "Formal Opening for Kroger Mart;" Kroger Construction Photo; "Southeast Missourian Want Ads: City Real Estate," *Southeast Missourian*, July 25, 1973.

¹²⁹ "Formal Opening for Kroger Mart."

¹³⁰ "Cape Girardeau's Finest Food Department Store."

¹³¹ *Ibid.*

¹³² "Formal Opening for Kroger Mart."

¹³³ Kroger Construction Photo.

¹³⁴ *Ibid.*; "Mart Building Contract Let," *Southeast Missourian*, August 14, 1947.

¹³⁵ "Super Market for Broadway," *Southeast Missourian*, May 16, 1961; *Polk's Cape Girardeau City Directory*, 1960 and 1967.

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has also housed Big Star Market, Broadway Medical Equipment, and Southwestern Bell Telephone.¹³⁶ Dollar General Store currently occupies this building.

33. 723-725-727 Broadway; 1913-1914.¹³⁷ (C)

Photo: 7, 8

This two-part commercial block building was built as a garage.¹³⁸ It has a flat roof and two storefronts. The building is clad in red brick laid in common bond with metal coping at the roof line and a wide band with dentils and brackets at the cornice. There are five non-historic eight-over-one aluminum sash windows with brick lintels and stone sills on the upper façade. Four of the windows are eight-over-one and centered. The fifth window on the east side of the façade is a six-over-one window placed above a glass and wood paneled door that leads to the upper story. The storefronts are modern and angled, separated by a brick column with centrally located glass doors with glass transoms, and windows made of full sheets of glass. The storefronts were replaced as early as 1953 when the newspaper noted that large display windows were installed.¹³⁹ The multiple street numbers refer to the door to the upper level (723) and the two storefronts (725 and 727). Originally built as a garage building in 1915, in the 1920s and 1930s the building was used for an auto company and repair center.¹⁴⁰ It was used by the Union Bus Depot and Littleton Shoe Company in 1946.¹⁴¹ Henry A. Ochs Floral Company occupied the east storefront during the 1950s, 1960s, and 1970s.¹⁴² It has provided space for a variety of other businesses over the years. Although the east storefront is presently vacant, the west storefront is occupied by a tavern called the Hangout.

34. 729-731 Broadway; 1923.¹⁴³ (NC)

Photo: 7

This one-part commercial block building has a flat roofline with two dissimilar storefronts giving it the appearance of two different buildings. The storefront on the east, 729 Broadway, is clad in red brick and has a historic metal sign hanging above the sidewalk. Corbeling and a rectangular recessed brick detail are above the storefront. The modern storefront has large panes of replacement glass, an enclosed transom, a red brick bulkhead, and a solid recessed door. The storefront on the west, 731 Broadway, takes up two-thirds of the building with recessed side double doors, a row of six single pane replacement glass windows across the front, and

¹³⁶ "Broadway Medical to Move to New Location," *Southeast Missourian*, April 7, 1985; *Polk's Cape Girardeau City Directory*, 1970.

¹³⁷ "Dress Plant Head Contracts to Buy Broadway Building," *Southeast Missourian*, August 17, 1946.

¹³⁸ Sanborn Fire Insurance Map, 1915.

¹³⁹ "To Open New Shop at Broadway Location," *Southeast Missourian*, May 8, 1953.

¹⁴⁰ Sanborn Fire Insurance Map, 1915; *City Directory of Cape Girardeau, Missouri*, 1920; *Polk's Cape Girardeau City Directory*, 1928, 1930, 1932, and 1937.

¹⁴¹ "Dress Plant Head Contracts to Buy Broadway Building."

¹⁴² *Polk's Cape Girardeau City Directory*, 1951 1954, 1956, 1958, 1960, 1962, 1964, 1965, 1967, 1968, and 1970, 1971 and 1972.

¹⁴³ "Stores Changing to New Locations," *Southeast Missourian*, August 27, 1923; "243 Buildings Erected in the City, Beating Record of 1922."

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decorative wood trim. It is clad in heavy wood paneling running vertically down the façade and diagonally along the bulkhead. This change in the façade probably occurred in 1967 when “a Swiss type of architecture” was added to the front of the building for Ricardo’s Italian Swiss Chalet Restaurant.¹⁴⁴ This major alteration to the façade, occurring outside the period of significance, is the main reason that the building is considered non-contributing. The east storefront of the building, 729 Broadway, was used as Hartner’s Drug Store in 1930, the St. Louis-Cape bus line in 1945, and Sisco Professional Barber Service in 1962.¹⁴⁵ The west storefront, 731 Broadway, was used as the Conservation (Grocery) Store in 1928, Hogan Drug Store in 1949, the Blue Note Cocktail Lounge in 1960, Ricardo’s Italian Swiss Chalet in 1967, and the Spanish Door Restaurant in 1972.¹⁴⁶ Most recently, the west storefront had Club Sichtz in it while the east storefront is vacant.

35. 733 Broadway; 1938.¹⁴⁷ (C)

Photo: 7

This one-part commercial block building has a flat roofline and single storefront. It is clad in variegated yellow, buff, and tan brick with a line of bricks in soldier bond along the cornice line and above the storefront. The storefront has a side angled and recessed entry with a glass door, transom, and three large replacement display windows with aluminum frames. Six large orange tiles make up the bulkhead. The building was built by Sam R. Smith in 1938 for Joe Moseley.¹⁴⁸ In 1945, Dr. Joe Moseley ran an optometrist office at this location.¹⁴⁹ By 1956, Dr. Jas. A Drace joined him in practice and they continued to use this building as their optometrist office until at least 1972.¹⁵⁰ Currently, the building is occupied by SEMO Smokes.

36. 735 Broadway; 1940.¹⁵¹ (NC)

Photo: 7

This one-part commercial block building has a flat roof with an original stone cap along the roofline and a concrete foundation. The storefront has a central recessed glass door with a transom flanked by two large replacement windows made of full sheets of glass that angle in towards the entrance. The brick on the façade has been covered by sheets of corrugated metal. The west elevation has windows with prismatic glass blocks, a glass entry and is clad in buff, tan, and brown brick. This building is listed as non-contributing due to the non-historic changes that have been made to the façade. The building was constructed in 1940 and used as a bus station in

¹⁴⁴ G. D. Fronabarger, “Business and Commerce Around Cape Girardeau,” *Southeast Missourian*, March 13, 1967; *Polk’s Cape Girardeau City Directory*, 1967.

¹⁴⁵ *Polk’s Cape Girardeau City Directory*, 1930 and 1962; *Hoffman’s City Directory of Cape Girardeau*, 1945.

¹⁴⁶ *Polk’s Cape Girardeau City Directory*, 1928, 1949, 1960, 1967, and 1972.

¹⁴⁷ “Buildings Erected in Girardeau in 1938 Construction Program.”

¹⁴⁸ Ibid; “New Building on Broadway: Construction on Former Bartels Site.”

¹⁴⁹ *Hoffman’s City Directory of Cape Girardeau*, 1945.

¹⁵⁰ *Polk’s Cape Girardeau City Directory*, 1954, 1956, 1958, 1960, 1962, 1964, 1965, 1967, 1968, 1970, 1971 and 1972.

¹⁵¹ “List of Girardeau Buildings Constructed During Year,” *Southeast Missourian*, December 31, 1940.

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1945.¹⁵² It was also occupied by a restaurant in 1949, a surgical supply company in the 1950s and 1960s, and a pharmacy in 1960s and 1970s.¹⁵³ Currently, the building is vacant.

37. 740 Broadway, Pete Koch's Sinclair Service Station; 1954-1955.¹⁵⁴ (C)

Photo: 13

This one-story irregularly shaped building has a flat roof with a setback that allowed room for gas pumps. The building is constructed of concrete blocks and originally had porcelain enamel sides. It is clad in non-historic variegated brown brick and the gas pumps have been removed. The door and window openings on the façade are still in their original location, although the doors and glass have been replaced and wood paneling has been added above them. The building has a canopy with wooden shingles that was added circa 1986.¹⁵⁵ The west elevation has two automotive service bays in their original location. A wooden billboard that runs north from Broadway along the east property line is original to the construction of this service station. Although the building has been clad in brick, it still retains its integrity of location, design, feeling, and association and exhibits well the importance of automobile transportation in this area. The service station was built as Pete Koch's Sinclair Service Station in 1954-1955 at a cost of \$20,000.¹⁵⁶ According to city directories, the Koch family ran the gas station throughout the 1950s and 1960s.¹⁵⁷ From 1968 into the 1970s, it was called the Blankenship Sinclair Service Station.¹⁵⁸ This building has been used as an automotive service station since its construction, although the gas pumps have been removed. Currently, Downtown Sinclair, an automotive repair and vehicle inspection station, occupies this location.

38. 800 Broadway, Southwestern Bell Telephone Company; 1963.¹⁵⁹ (C)

Photo: 4, 14

This two-story Modern building has an irregular plan and a flat roof. It is clad in buff bricks laid in common bond with Flemish headers every sixth course. The facade of the original building (the eastern section) is void of any doors or windows. An addition on its southwest corner has an entry door and columns of buff brick separated by black strips of original dark glass windows and black stone panels. The original Italian Renaissance building that is enclosed by this Modern exterior was constructed by A. H. Gerhardt & Son in 1929-1930.¹⁶⁰ A rectangular addition was added to its northwest corner in 1952, followed by another addition to its southwest corner in ca.

¹⁵² Ibid; *Hoffman's City Directory of Cape Girardeau*, 1945.

¹⁵³ *Polk's Cape Girardeau City Directory*, 1949, 1956, 1958, 1960, 1962, 1964, 1965, 1967, 1968, 1970, 1971 and 1972.

¹⁵⁴ "Opening," *Southeast Missourian*, May 2, 1955.

¹⁵⁵ Cape Girardeau County Property Tax Record for 740 Broadway.

¹⁵⁶ "Permits Issued for New Construction," *Southeast Missourian*, July 23, 1954; "Opening."

¹⁵⁷ *Polk's Cape Girardeau City Directory*, 1956, 1958, 1960, 1962, 1964, 1965 and 1967.

¹⁵⁸ *Polk's Cape Girardeau City Directory*, 1968, 1970, 1971 and 1972.

¹⁵⁹ "Beauty Joins with Utility in Phone Unit," *Southeast Missourian*, July 3, 1930; "Phone Company Plans Addition," *Southeast Missourian*, January 3, 1963.

¹⁶⁰ "Beauty Joins with Utility in Phone Unit."

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1963.¹⁶¹ The entire building, including the additions, was wrapped in buff brick ca. 1963.¹⁶² This Modern building has continuously served the community as a telephone company. In 1929-1930, A. H. Gerhardt & Son constructed an Italian Renaissance building at 800 Broadway to be used by the Southeast Missouri Telephone Company.¹⁶³ By 1951, the company changed over to Southwestern Bell Telephone Company where it continued to run its operations from this location for decades.¹⁶⁴ In ca. 1963, the building and the additions were wrapped in buff brick which gave it its current Modern design.¹⁶⁵ Currently, AT & T Telephone Company is located in this building.

39. 801 Broadway, Vacant Lot; 1994.¹⁶⁶ (NC, described but not counted)

This vacant gravel lot is the former location of Shakey's Pizza Parlor which was razed in 1994 after a fire.¹⁶⁷ Currently, it is a vacant lot sometimes used for off street parking. It is considered a non-contributing site due to the removal of the building and the lack of historical significance, and it is not included in the resource count.

40. 805 Broadway, Broadway Theatre; 1921.¹⁶⁸ (PL)

Photo: 5, 6

This two-part commercial block theater building has a rectangular plan and complicated roof. The façade has a flat roofline and is clad in white glazed brick laid in a running bond. It has three symmetrical bays that are divided by two white glazed brick pilasters that are also found on the east and west edge of the façade. The pilasters originally were topped with bell-shaped ornaments that no longer decorate the roofline.¹⁶⁹ It has the remains of a terra-cotta frieze with a row of soldier bond below. There are eight one-over-one sash replacement windows on the second floor with concrete sills. The entrance, with glass transoms and three sets of aluminum replacement doors, is in the central bay with one storefront on each side. The storefront on the east side of the façade is covered with board with two fixed window panes while the storefront on the west has large panes of replacement glass with an enclosed vinyl transom. The east, west, and south elevations are clad in red brick. The east elevation has an exposed party wall. In 1970, Kerasotes Theater added glass transoms, an aluminum slipcover (removed in 2008), and a marquee (date of removal unknown).¹⁷⁰ The facade has undergone some changes, but still maintains much of its

¹⁶¹ Sanborn Fire Insurance Map, 1961; "Phone Company Plans Addition."

¹⁶² "Phone Company Plans Addition."

¹⁶³ "Beauty Joins with Utility in Phone Unit."

¹⁶⁴ *Polk's Cape Girardeau City Directory*, 1951, 1954, 1958, 1960, 1962, 1964, 1965, 1967, 1968, 1970, 1971 and 1972.

¹⁶⁵ "Phone Company Plans Addition."

¹⁶⁶ "Owen: Burned Pizza Parlor Makes Way for Parking Lot," *Southeast Missourian*, January 9, 1994.

¹⁶⁷ *Ibid.*

¹⁶⁸ "Work on New Cape Theatre is Underway," *Southeast Missourian*, May 17, 1921; "'Simply Beautiful!' Says Expert of Fine Building," *Southeast Missourian*, December 24, 1921.

¹⁶⁹ Alyssa Lage, et al, "Broadway Theatre, 805 Broadway, Cape Girardeau, Missouri," National Register of Historic Places, June 2015.

¹⁷⁰ Lage, et al, "Broadway Theatre, 805 Broadway, Cape Girardeau, Missouri."

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original design and character. The Broadway Theatre was built in 1921 by contractor Herman Pape.¹⁷¹ It opened its doors to the community on December 24, 1921 with a full stage and an orchestra pit enabling the theater to offer Vaudeville acts, musical productions, and silent movies. In 1929, talking movies were introduced and the theater changed ownership, becoming the Fox Broadway Theater until Shirley Theaters took over the theater in 1960. During that decade, it was closed for a period of eight years until Kerasotes Theatre took over ownership in 1970. Kerasotes made some changes to the building and began showing movies in the theater again but closed its doors in 1984. During the 1990s, the Broadway Theatre offered second-run dollar movies and closed for good in 1997.¹⁷² The building is currently vacant.

41. 811 Broadway, American Legion Building; between 1920 and 1923.¹⁷³ (C)

Photo: 5, 6

Historically known as 811-813 Broadway

This building is a two-part commercial block building with a rectangular plan and a flat roof with metal coping. It is clad in red brick laid in common bond with Flemish headers every sixth course with rectangular recessed panels near the cornice. The upper floor has four original one-over-one windows symmetrically placed over two non-historic Modern storefronts. The storefronts are composed of large panes of replacement glass held in place by metal frames and recessed entry doors. The storefront on the east has its glass entrance, and the glass entrance to the upstairs apartment, close to the east elevation. It has an enclosed vinyl transom above its storefront. The storefront on the west side has a solid, recessed wood door with panels which is flanked by two asymmetrical windows that resemble display cases. Both windows on the west storefront have frosted glass transoms with a colored arch design. In 1952, a brick addition was added to the rear of the building extending to the alley.¹⁷⁴ Constructed sometime between the years 1920-1923, the American Legion purchased the building in 1924 and rented out the storefronts on the main level while they used the upstairs as their hall.¹⁷⁵ In 1952, \$30,000 was spent on a brick addition that extended back to the alley and provided them with more storage space, an additional meeting room, and a rehearsal room for their band.¹⁷⁶ Due to concerns with members climbing stairs and parking issues, the American Legion sold the building in ca. 2003 and relocated its organization.¹⁷⁷ Besides serving as an American Legion Hall, the building's storefronts were occupied by a grocery store, a jeweler's workshop and a music store in the 1920s and 1930s; a candy shop, a dance studio, and a photographer studio in the 1940s and

¹⁷¹ "Work on New Cape Theatre is Underway."

¹⁷² Lage, et al, "Broadway Theatre, 805 Broadway, Cape Girardeau, Missouri."

¹⁷³ Sanborn Fire Insurance Map, 1915 and 1923; *City Directory of Cape Girardeau, Missouri* (Quincy, IL: Southeast Missouriian & Hoffman Directories, 1920).

¹⁷⁴ "Will Dedicate Legion Structure," *Southeast Missouriian*, May 9, 1952; "Legion Building Annex Approved by Cape's Post," *Southeast Missouriian*, July 20, 1950.

¹⁷⁵ Sanborn Fire Insurance Map, 1915 and 1923; *City Directory of Cape Girardeau, Missouri*, 1920; "July 4 Celebration is Planned Legion Will Present Program," *Southeast Missouriian*, June 16, 1925.

¹⁷⁶ "Will Dedicate Legion Structure;" "Legion Building Annex Approved by Cape's Post."

¹⁷⁷ "Taking the Next Step," *Southeast Missouriian*, January 6, 2002; "Groundbreaking Ceremony Marks Site of American Legion Building Construction," *Southeast Missouriian*, July 31, 2003.

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1950s; and a sporting goods store in the 1960s.¹⁷⁸ Pitter's Café and Lounge currently occupies both storefronts

42. 815 Broadway; 1919-1920.¹⁷⁹ (C)

Photo: 5, 6

Historically known as 815-817 Broadway

This two-part commercial block building has a rectangular plan with a brown brick façade laid in a running bond. The façade has a stepped parapet roofline with recessed rectangular brick designs with a front gabled roof hidden behind it and metal coping. I-beams frame the tops of each story and contain tie backs. There are five one-over-one aluminum sash replacement windows on the second floor and two storefronts with red brick bulkheads on the first floor. The storefront on the west side of the facade takes up two-thirds of the building. It consists of large panes of glass with a metal frame and a central recessed entry door. The storefront on the east side of the façade has two recessed entry doors, a large display window, and an awning with wooden shingles. The red brick bulkhead and a red brick column on the façade suggest changes in the division of storefronts. The east, south, and west elevations are clad in red brick. An automobile entrance on this former parking garage can still be seen on the west elevation, although it has been filled in with red brick. Two garage doors on the south elevation are also visible. They have been covered with smaller doors and vinyl siding, although the date of these alterations is unknown. This was used as a garage for years as a newspaper article from 1929 indicates that the owners of the building were adding another automobile entrance on Broadway.¹⁸⁰ The openings of the garage doors and the building's overall size and character can be seen in its design.

In 1919, John Sackman employed Herman Pape to construct this two-story commercial building to be used as a parking garage with additional commercial space on the upper floors.¹⁸¹ It was estimated to cost \$12,000, designed with automobile entrances on three of its elevations.¹⁸² During the 1920s, it was used as an automobile sales shop, drugstore, jewelry store, and furnace supply store.¹⁸³ In 1929, plans were made for an additional automobile entrance on the north elevation.¹⁸⁴ According to the 1931 Sanborn map, the building could accommodate up to 50 cars and included an automobile repair and sales shop, a bowling alley, and a hall. It housed the National Guard, an automobile sales shop, florist, and utilities company in the 1930s.¹⁸⁵ A motor company, gift shop, church, and appliance store occupied the building in the 1940s.¹⁸⁶ In the 1950s and 1960s, the building was occupied by businesses that sold janitor supplies and

¹⁷⁸ *Polk's Cape Girardeau City Directory*, 1928, 1930, 1932, 1949, 1954, 1956, and 1965.

¹⁷⁹ "John Sackman to Erect Fine Garage Building," *Southeast Missourian*, February 15, 1919; *City Directory of Cape Girardeau, Missouri*, 1920.

¹⁸⁰ "Behrens Motor to Anderson Block," *Southeast Missourian*, May 13, 1929.

¹⁸¹ "John Sackman to Erect Fine Garage Building."

¹⁸² *Ibid*; *City Directory of Cape Girardeau, Missouri*, 1920.

¹⁸³ Sanborn Fire Insurance Maps, 1923; *Polk's Cape Girardeau City Directory*, 1928.

¹⁸⁴ "Behrens Motor to Anderson Block."

¹⁸⁵ *Polk's Cape Girardeau City Directory*, 1930, 1932, and 1937.

¹⁸⁶ *Hoffman's City Directory of Cape Girardeau*, 1945; *Polk's Cape Girardeau City Directory*, 1949.

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household electronic appliances, including radios and later television sets.¹⁸⁷ Currently, the building houses the City Church of Cape Girardeau.

43. 818 Broadway; 1928.¹⁸⁸ (C)

Photo: 4

This one-part commercial block building has a rectangular plan and a flat roof. Brown brick, laid in a running bond pattern, cover the exterior. A Mission shaped parapet with glazed terra-cotta blocks run along the roofline and thin vertical tiles composed of rosettes and a lion frame are located below the parapet end blocks. Below the roofline, two glazed terra-cotta pilasters flank a centered square polychromatic terra-cotta ornamental block displaying a shield. A belt course, made of terra-cotta blocks with a rose motif, is located above a single storefront. The storefront consists of a central, recessed doorway with transom lights and sidelights, large panes of glass for display windows, and a bulkhead with rows of light green tiles. The storefront may be original as a 1928 newspaper article describes it as having large panes of glass held in place with copper frames and a tile bulkhead.¹⁸⁹ A picture from another newspaper article indicates that the storefront dates back to at least 1948.¹⁹⁰ This building was designed by the architectural firm of Reither and Lindsay and built in 1928 by contractor Adam Halter for John Jaeger.¹⁹¹ From 1928 until ca. 1930, it was occupied by Neal's Hardware.¹⁹² During the 1930s, Moon Distributing Company sold liquor at this location.¹⁹³ By 1948, Uregas Distributors set up their business in this building selling bottled gas and other products until at least 1956.¹⁹⁴ Beard's Sport Shop opened in 1958 and continued operations here until ca. 1964.¹⁹⁵ This building housed Martha Washington's Candy and Ice Cream Shop from ca. 1967 until ca. 1972¹⁹⁶ and Weber TV and Appliance Sales and Service from 1973 to 2005.¹⁹⁷ In 2006, it became Grace Cafe.¹⁹⁸ Currently, it is the location of the Broadway Biergarten, an establishment that serves German and American Craft beer and cider.

¹⁸⁷ *Polk's Cape Girardeau City Directory*, 1951, 1954, 1956, 1958, 1960, 1962, 1964, and 1965.

¹⁸⁸ "New Building for Broadway," *Southeast Missourian*, July 11, 1928.

¹⁸⁹ *Ibid.*

¹⁹⁰ "New Year Greetings from Uregas Gas," *Southeast Missourian*, December 31, 1948.

¹⁹¹ "New Building for Broadway."

¹⁹² "City Briefs: Moved," *Southeast Missourian*, November 9, 1928; *Polk's Cape Girardeau City Directory*, 1930.

¹⁹³ *Polk's Cape Girardeau City Directory*, 1937.

¹⁹⁴ "New Year Greetings from Uregas;" *Polk's Cape Girardeau City Directory*, 1949, 1951, 1954, and 1956.

¹⁹⁵ "New Sporting Goods Store for Broadway," *Southeast Missourian*, June 19, 1958; *Polk's Cape Girardeau City Directory*, 1960, 1962, and 1964.

¹⁹⁶ *Polk's Cape Girardeau City Directory*, 1967, 1968, 1970, 1971 and 1972.

¹⁹⁷ "Lost & Saved Landmarks," *Southeast Missourian*, August 20, 2006.

¹⁹⁸ *Ibid.*

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44. 821 Broadway; ca. 1963-1964.¹⁹⁹ (NC)

Photo: 5, 6

This one-part commercial block building has a rectangular plan with four non-historic storefronts. It has a hipped roof with two front gables that interrupt the cornice line. The roof consists of historic green ceramic tiles that are not original to this building. The upper façade consists of tan vinyl shingles and a window in each of the gables. Three red brick columns separate the four storefronts. Each storefront has an angled front, recessed entry, and large panes of glass held together by a metal frame. Prior to 2004, this building had a flat roofline supported by metal columns and a single row of tile in its bulkhead.²⁰⁰ A two-story brick residence, connected to the south elevation and built in 1902, was razed in 2004 and its historic green tiles were used in the reconstruction of the roof on this commercial building.²⁰¹ In the 1960s, it housed a beauty shop and businesses selling flooring, hearing aids, coins, and jewelry.²⁰² Most recently, the building has been occupied by a gift shop, a comic book store, and two barber shops. Due to significant changes in the roofline and the façade, and the building materials used in its reconstruction, this building has lost integrity and is considered non-contributing.

45. 823 Broadway; 1949.²⁰³ (C)

Photo: 5

This two-part commercial block building has a rectangular plan and a flat roof. The building has one storefront and three apartments on the upper floor. It has a buff brick façade and red brick on its east, south, and west elevations with bricks laid in running bond. The building has a flat roofline with a thin concrete cornice. The upper level of the façade has patterned brickwork and a large, centrally placed replacement tripartite casement window. The lower level has two asymmetrical bays. On the west side of the façade is a non-historic Modern storefront consisting of a recessed two door glass entry flanked by large panes of glass supported with aluminum framing, and the east side consists of a slightly recessed metal paneled door with a large glass window leading to the upper level. The building was built in 1949 by contractor Arthur Mehrle with one storefront on the main level reserved for the Novelty Shop and three apartments on the upper floor.²⁰⁴ Minnie Brandon owned and operated the Novelty Shop during the 1950s.²⁰⁵ Her niece, Jane Bodine purchased the property and changed its name to Bodine's Gift Shop in 1965.²⁰⁶ Bodine's Gift Shop closed in 1981.²⁰⁷ The building currently houses a clothing store called Southern Style for Everyone.

¹⁹⁹ "Old Vandeven House to Be Remodeled," *Southeast Missourian*, September 11, 1963; *Polk's Cape Girardeau City Directory*, 1962 and 1964.

²⁰⁰ Cape Girardeau County Property Tax Record for 821 Broadway.

²⁰¹ "Broadway Storefronts to Get Makeover," *Southeast Missourian*, June 14, 2004.

²⁰² *Polk's Cape Girardeau City Directory*, 1964, 1965, 1967, 1968, and 1970.

²⁰³ "Site of New Building on Broadway," *Southeast Missourian*, May 6, 1949; "Christmas Cards," *Southeast Missourian*, November 17, 1949.

²⁰⁴ "Site of New Building on Broadway;" "Christmas Cards;" "On Broadway Site."

²⁰⁵ "Mina (Minnie) Brandon," *Southeast Missourian*, April 12, 1987.

²⁰⁶ "Out of the Past: 1965," *Southeast Missourian*, January 2, 2015.

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46. 824 Broadway, Esquire Theater; 1946-1947.²⁰⁸ (PL)

Photo: 4

This two-story movie theater building has a rectangular plan and flat roof. It has colorful Art Deco features created through the use of enameled steel panels, colored structural glass, stainless steel, marble, clear glass blocks, and neon lights on its facade. Three bays divide its asymmetrical façade with each bay increasing in height from west to east. The upper section of the west bay has a stepped parapet and buff enameled steel panels, while the lower section has two vertical wide bands of white marble surrounded by thin bands of green marble. Movie poster cases are inset along the white bands set between rows of buff enameled steel panels. The upper section of the center bay has a large rectangular stainless steel arch with green trim, flanked on each side with a vertical row of tan pigmented structural glass. Below the marquee is a recessed entry way with terrazzo flooring, three sets of doors and a transom all consisting of single panes of glass. The walls on both sides of the doors are curved and filled with clear glass blocks. A ticket booth window sits within the curved wall east of the entry way. The upper section of the east bay is a rectangular tower of buff enameled steel panels while the lower section has white marble blocks with a pair of movie poster cases. It has a projecting marquee which is flanked by sheets of bright blue steel which originally held neon tubing. Neon tubing on the east of the façade remains. The north, east, and west elevations consist of buff wire-cut brick laid in a common bond pattern. The building has deteriorated from lack of use. The majority of the marquee and green and white marble tiles on the upper west bay were removed after 2004.²⁰⁹

This Art Deco theater building was designed by architects Harold Roth and Bernard Woolner and constructed in 1946-1947 by Gerhardt Construction Company.²¹⁰ The local newspaper claimed the theater cost \$150,000 to build, had 800 seats, and over a mile of neon tubing.²¹¹ The theater opened in 1947 and continued to operate for 37 years, closing its doors due to a lack of business in 1984. In 1985, it reopened to show second-run movies but it was unsuccessful and the theater closed once again by December of that same year. For a short time between the years 1985-1995, the Gospel Connection used the theater to hold gatherings, but otherwise, the building has been vacant.²¹² Although the building has seen some changes, many of its Art Deco and Streamline Moderne architectural characteristics are still intact and the building retains the integrity of a late 1940s movie theater.

²⁰⁷ "Hess-Culbertson Appointment," *Southeast Missourian*, February 8, 1981.

²⁰⁸ "First Night Jam at New Theater," *Southeast Missourian*, January 23, 1947.

²⁰⁹ Terri Foley, "Esquire Theater, 824 Broadway, Cape Girardeau, Missouri," National Register of Historic Places, September 15, 2005.

²¹⁰ Foley, "Esquire Theater, 824 Broadway, Cape Girardeau, Missouri."

²¹¹ "New \$150,000 Cape Theater to Formally Open Tomorrow Night," *Southeast Missourian*, January 21, 1947.

²¹² Foley, "Esquire Theater, 824 Broadway, Cape Girardeau, Missouri."

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47. 825 Broadway; 1962.²¹³ (C)

Photo: 5

Historically known as 825-827 Broadway

This Modern one-story commercial building has a rectangular plan, a flat roof, aluminum cornice, and two historic storefronts. It is constructed of red brick. The façade is asymmetrically arranged with an elevated and angled front entrance and recessed doors. The storefront appears to be the original and includes doors, transoms, and windows consisting of large panes of glass held in place by aluminum frames. The building was constructed in 1962 to house M.G. McCrate Real Estate and Insurance Company.²¹⁴ In the 1960s and 1970s, it continued to house the real estate and insurance company and was also the location of a barber and beauty shop.²¹⁵ The building has been used by various businesses since, and it is now the location of an antique store and a yoga studio.

48. 835 Broadway, Vandeven Mercantile; ca. 1879.²¹⁶ (C)

Photo: 5

Historically known as 831-835 Broadway

This buff brick two-part commercial block building has a rectangular plan, a flat roof, and a chimney on its east elevation. It has an ornate roofline with a decorative urn ornament on each corner, a terra-cotta cornice (with lion and egg and dart details), quoining, and dentils. Splayed lintels with voussoirs and keystone, matching the stone used in quoining, are above each of the seven original wood one-over-one windows on the second floor. The windows have stone sills with egg and dart detailing below and iron grill work. The upper level and the storefront are separated by a row of plain terra cotta blocks above another row of terra cotta blocks with a floral motif. The storefront is modern and composed of plate glass replacement windows and recently added panels of wood along the storefront's cornice. Three paneled doors can be found on the façade, one (east) leads to the upstairs and contains a copper modern mansard awning and is flanked by two cast iron pilasters with "Christopher & Simpson St. Louis, Mo" stamped on their base, while the other two doors (one is a corner entry at the northwest), which have stained glass transoms and sidelights, lead to the storefront. The west section of the storefront is divided by a cast iron wall column and a cast iron column supports the northwest corner of the building. The wood bulkhead has panels of iron grillwork with a circular pattern. It is an Italianate building that was originally built as a Missouri German Vernacular building.²¹⁷ This change may have occurred when the building underwent extensive remodeling work in 1906.²¹⁸ In 1929, the store was expanded again on the south elevation.²¹⁹ These changes can be seen in the differences in the color of the bricks and bond pattern on the west elevation. The buff brick on the façade is laid in running bond, while the west elevation has red brick.

²¹³ "Spotlight on Business," *Southeast Missourian*, November 4, 1971.

²¹⁴ *Ibid.*

²¹⁵ *Polk's Cape Girardeau City Directory*, 1962, 1964, 1965, 1967, 1968, 1970, 1971, and 1972.

²¹⁶ "Vandeven Merc. Co. 51st Anniversary," *Southeast Missourian*, November 22, 1929; Sanborn Fire Insurance Map, 1884.

²¹⁷ "Just to Let You Know," *Southeast Missourian*, December 28, 1986.

²¹⁸ "Vandeven Merc. Co. 51st Anniversary," Sanborn Fire Insurance Map, 1900 and 1908.

²¹⁹ "Erect Annex to Vandeven Store," *Southeast Missourian*, September 2, 1929.

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This two-part commercial building may have been constructed around the year 1879.²²⁰ John H. Sanders ran his mercantile at this location from 1879 until 1891 before John A. Vandeven took over and continued running it for another 33 years.²²¹ Vandeven's descendants continued running the store at this location until 1969.²²² The 1915 Sanborn map indicates that the building was also used as a warehouse with a hall on the second floor. Over the years, the building has undergone some changes. It was physically transformed from a Missouri German Vernacular building into an Italianate building, most likely during extensive remodeling that took place in 1906.²²³ Since Vandeven's Mercantile closed in 1969, the building has been occupied by Craftsmen Office Supply, Grace's Café, and its current occupant, Howard's Athletic Goods.²²⁴

49. 210 N. Ellis Street, Miller Tire Station; 1925.²²⁵ (C)

Photo: 13 (far left)

Historically known as 202 & 212 N. Ellis Street

This one-story building is constructed of red bricks laid in a common bond. It has a flat roof, a red brick chimney along its south elevation, and a concrete foundation. The roofline is flat with a concrete cap and end caps on the façade and terracotta caps along the south and north elevations. There are two bays, which consist of a metal garage door in the same style as 740 Broadway on the north and a wood entry door on the south. The north elevation has two windows with brick arches that have been filled in with wood paneling. The building was constructed in 1925 to house a tire and automotive repair business known as Broadway Tire Station.²²⁶ Four years later the owner, A. L. Suedekum, retired and W. C. Miller purchased the property changing the name to Miller Tire Station.²²⁷ Miller Tire Station operated at this location for 25 years.²²⁸ McLard Heating Company moved in ca. 1955 and ran their business at this location until the early 1970s.²²⁹ The building is currently owned by Downtown Sinclair, located just to the south at 740 Broadway.

Conclusion

The Broadway Commercial Historic District includes buildings fronting Broadway on the 600, 700, and 800 blocks, and one building on North Ellis Street immediately north of 740 Broadway. This district begins at the western boundary of the Broadway-Middle Commercial Historic

²²⁰ "Vandeven Merc. Co. 51st Anniversary;" Sanborn Fire Insurance Map, 1884.

²²¹ "Vandeven Merc. Co. 51st Anniversary."

²²² "Just to Let You Know."

²²³ "Vandeven Merc. Co. 51st Anniversary;" "Just to Let You Know;" Sanborn Fire Insurance Map, 1900 and 1908.

²²⁴ Cape Girardeau County Property Tax Record for 835 Broadway.

²²⁵ "Tire Station Will Have a New Address," *Southeast Missourian*, May 23, 1925.

²²⁶ *Ibid.*

²²⁷ "Miller Acquires Ellis Street Site," *Southeast Missourian*, February 15, 1929.

²²⁸ *Polk's Cape Girardeau City Directory*, 1930, 1932, 1937, 1949, 1951, 1954; *Hoffman's City Directory of Cape Girardeau*, 1945.

²²⁹ *Polk's Cape Girardeau City Directory*, 1956, 1958, 1960, 1962, 1964, 1965, 1967, 1968, 1970, 1972.

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District (2007) and extends to the intersection of Pacific and Broadway where the district ends due to a significant loss of integrity of the buildings west of the Pacific street intersection. With the exception of two service stations and a residential building used historically as a private hospital and subsequently for other commercial enterprises, all the buildings in the district have zero lot lines. A 2012 streetscape improvement project resulted in repaved streets, sidewalks, and pedestrian crossings along with street trees, plantings and street furniture throughout the district.²³⁰

The contributing buildings in this district, taken together, form a unified historic commercial corridor. Many of the buildings in the district retain their original construction details and materials, or those from changes that occurred during the period of significance, and all the contributing resources retain the majority of the aspects of integrity in location, design, setting, materials, workmanship, feeling and association. As a result, the entire corridor retains a well-defined sense of time and place, and provides a setting that still looks and feels much as it did during its period of significance. The Broadway Commercial Historic District successfully conveys the overall look and feel of a traditional commercial district with buildings from the 1860s through 1960s.

²³⁰ "Broadway Streetscape Project," *Southeast Missourian*, February 22, 2013, accessed July 25, 2015. <http://www.semissourian.com/story/1942241.html>.

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Section 8

Summary

The Broadway Commercial Historic District is comprised of the 600, 700, and 800 blocks of Broadway (Figure 1) and 210 N. Ellis Street, the property immediately north of 740 Broadway, in the city of Cape Girardeau, Cape Girardeau County, Missouri. The district is locally significant and eligible for listing in the National Register for ARCHITECTURE and COMMERCE under National Register Criteria A and C. The area's heritage, commercial development, and changing architectural styles are evident in the buildings constructed during this period. The period of significance is ca. 1868-1965, when the earliest building was constructed through when historic activities continued to have importance and no more specific date can be defined to end the historic period. In almost every decade between the years 1868 and 1965, a new commercial building was constructed within this expansion area. These buildings were influenced by ethnic development in the area as well as changes in transportation, including the effect of widespread adoption of the automobile.

Elaboration

The Broadway Commercial Historic District is significant because it illustrates the continued expansion of Cape Girardeau's commercial development westward from the river from the late-nineteenth century through the 1960s. In addition, this area includes several examples of buildings that represent the district's continued importance in the post-World War II era until its eventual decline in the 1970s due to increased competition from automobile-related commercial activity along Kingshighway and westward toward I-55, which was finally opened to St. Louis in 1972.²³¹

Commercial development along Broadway illustrates the westward growth and expansion of the city westward from the river. Transportation has long influenced the development of Cape Girardeau. The Mississippi River played a role in Cape Girardeau's early development as steamboats brought commerce to the area in the 1800s, followed by the changes brought on by the railroad in the late 1800s and early 1900s, and later, the streetcar, busses, and then finally, the automobile.²³² The impact of the automobile is particularly evident in the 600, 700, and 800 blocks of Broadway as types and styles of buildings changed over time. Garage buildings and service stations began to be developed to serve patrons driving into and out of the downtown, and off street parking in the densely developed traditional business district became more of an issue. Styles were also influenced by the automobile as Modern architecture mirrored the

²³¹ "I-55 marks 50th; construction changed course of development in Cape," *Southeast Missourian*, July 18, 2012 (<http://www.semissourian.com/story/1871790.html>, accessed July 25, 2015).

²³² Philip Thomason, "Historic and Architectural Resources of Cape Girardeau, Missouri," National Register of Historic Places, Multiple Property Submission, July 20, 2000, E3-8.

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increasing speed and buildings were constructed with a smoother, sleeker design and longer storefront windows providing motorists with a better opportunity to get a glimpse of merchandise as they traveled along Broadway.²³³

Architecture

The buildings in the Broadway Commercial Historic District reflect significant commercial architecture from the 1860s through the 1960s, which can be seen in the progression of the oldest type of commercial buildings in this area, the Missouri German Vernacular buildings, to buildings reflecting the modernization of the 1960s (Photos #1, 4, 5, 9). The variety of architectural forms and styles evident in the district include one-part and two-part commercial block, Missouri German Vernacular, Modern, Italianate, Mission/Spanish Colonial Revival, Queen Anne, and Art Deco.

Most of the buildings within this district are two-part commercial block buildings consisting of two or three stories with a storefront on the first floor and residential space above. One-part commercial block buildings can also be found in this district but are not as prominent. Most two-part and one-part commercial block buildings have storefronts with an ornamental cornice, large glass display windows, and bulkheads comprised of wood or brick.²³⁴ Many buildings along the 700 and 800 block of Broadway have these features (Photos #5, 6, 7, 8).

Missouri German Vernacular buildings, with their stone lintels and sills, decorative brickwork, and side gabled roofs, are the oldest architectural style found along this section of Broadway.²³⁵ These buildings date back to ca. 1868 and were commonly used for both commercial and residential purposes. Examples of Missouri German Vernacular buildings with side gabled roofs, decorative brickwork, and stone lintels and sills can be found at 626, 635-637, and 716-718 Broadway (Photo #2, far left).

Ceramic tile roofing, terra cotta details, small towers, and arcaded entry ways are some of the features that make up the Mission/Spanish Colonial Revival style.²³⁶ The building at 714 Broadway (Photo #12) matches that description with its engaged columns, ceramic tile roofing, and arcaded entry. Other Mission/Spanish Colonial Revival buildings can be found at 713 and 818 Broadway.

This district also demonstrates the development of Modern buildings in a commercial area that still retained the majority of its earlier commercial buildings. It effectively shows how commerce

²³³ Richard V. Francaviglia, *Main Street Revisited* (Iowa City, IA: University of Iowa Press, 1996), 46-51.

²³⁴ Thomason, "Historic and Architectural Resources of Cape Girardeau, Missouri."

²³⁵ Ibid, F3.

²³⁶ John J. G. Blumenson, *Identifying American Architecture* (New York, NY: W. W. Norton & Company, 1981), 8-9.

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and retail in smaller communities adapted and changed in small increments, modernizing stores and storefronts to remain competitive prior to the eventual abandonment of these commercial districts in the 1970s and 1980s by many businesses in favor of locations in the more automobile-oriented environments of strip malls and other associated highway developments.²³⁷ Modern buildings built in the 1960s typically have a rectangular monumental form, small windows with tinted glass, and a seamless look that makes it hard to see the different floors within the building.²³⁸ The AT & T building at 800 Broadway (Photo #14) is a Modern building that matches this description. Its tinted windows, rectangular form, seamless look, and monumental form classify it as a Modern type of architecture. Smaller commercial buildings, such as 724 and 825 Broadway, show Modern concepts on a simpler scale. The service stations at 600 and 740 Broadway show changes in design and shape as they were built to cater to the automobile (Photo #11, 13).

This district also includes a few architectural styles that are not as common, but no less important to the character of this commercial area. The Italianate style with its box-like design, wide eaves including brackets, quoining, and egg and dart details, can be seen at 835 Broadway (Photo #5, far right). Queen Anne style buildings often have steep hipped roofs with lower cross gables, asymmetrical facades, full porches, textured shingles, patterned brickwork, and spindle work.²³⁹ The Queen Anne building at 605 Broadway (Photo #15) meets many of those requirements with its roof style, asymmetrical façade, and patterned brickwork. The Esquire Theater, at 824 Broadway (Photo #4, left), features characteristics commonly found on Art Deco buildings such as a stepped façade, the use of metal in its ornamentation, and a linear composition with an emphasis on verticality.²⁴⁰

The buildings listed within the Broadway Commercial Historic District contribute to the architectural character of Cape Girardeau and convey the overall look and feel of a traditional commercial district with buildings from the 1860s through 1960s.

Commerce

Longstanding businesses, widely known throughout the region, occupied buildings within the Broadway Commercial Historic District and contributed to the commercial success of the area. During the period of significance, ca. 1868-1965, many of these businesses thrived by catering to customer's needs, providing a variety of merchandise in their stores, offering health care services, and adapting to changing times by acknowledging the importance of the automobile.

²³⁷ Francaviglia, 46-51; Robert M. Fogelson, *Downtown: Its Rise and Fall, 1880-1950* (New Haven, CT: Yale University Press, 2001), 201-205; Alison Isenberg, *Downtown America: A History of the Place and the People Who Made It* (Chicago, IL: University of Chicago Press, 2004).

²³⁸ "Corporate Modern: 1960-1990," Washington State Department of Archaeology and Historic Preservation, accessed July 26, 2015, <http://www.dahp.wa.gov/styles/corporate-modern-slick-skin>

²³⁹ Virginia Savage McAlester, *A Field Guide to American Houses* (New York, NY: Alfred Knopf, 2013), 344-346.

²⁴⁰ Blumenson, *Identifying American Architecture*, 77.

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Cape Girardeau's commercial area thrived and developed during these years; in fact it was noted in a 1949 issue of the *Southeast Missourian* newspaper that the building at 823 Broadway was constructed on one of the last two undeveloped lots on Broadway (Photo #5, Southern Style sign).²⁴¹

Vandeven's Mercantile Company, at 835 Broadway (Photo #5, far right), was a family run business that operated on the corner of Broadway and Pacific from ca. 1879 until 1969. Vandeven's supplied shoppers with dry goods items, bakery products, and meat fresh from the butcher for ninety years. This corner shop in Cape Girardeau was known by generations of people as being the place they could go to find variety of goods. It offered personal customer service, often greeting customers by their name and providing carry out and delivery services.²⁴²

Businesses in the medical profession, such as drug stores, doctor's offices, and a hospital played a role in the success of this commercial area by working together to fulfill patients' needs. Finney's Drug Store, located at 709 Broadway, was the longest running business within this district with four generations of the Finney family dispensing medication in this building.²⁴³ The Phil C. Haman Drugstore, at 609 Broadway (Photo #10, far left), provided prescriptions and medical supplies to people in the district for nearly 30 years.²⁴⁴ Haman's drugstore was constructed on the site of one of Cape Girardeau's first drugstores built by William Coerver in 1875.²⁴⁵ For over 81 years, generations of people visited 609 Broadway to purchase medication and other items.

The medical arts building at 714 Broadway (Photo #12) was constructed in 1938 specifically to be used as a doctors' office providing enough office space for two physicians.²⁴⁶ Since its construction, this building has continuously been used as a doctor's office with some physicians occupying the location for decades. Even today, a physician can be found in this building tending to patients' needs and contributing to commercial activities within the area.

The building at 605 Broadway (Photo #15), known as the Schulz Hospital in the 1920s, played a significant role in commerce by bringing people from as far away as Northern Arkansas and Southern Illinois into the area for surgical procedures.²⁴⁷ The facility had 15 beds on the second floor and was fully equipped with an operating room and a dispensary.²⁴⁸ Dr. G. B. Schulz performed surgical procedures while his wife, a registered nurse named Alice K. Schulz, worked

²⁴¹ "Site of New Building on Broadway."

²⁴² "Vandeven Merc. Co. 51st Anniversary;" "Just to Let You Know."

²⁴³ "Finney's Pharmacy Set to Shut its Doors."

²⁴⁴ "Druggist Haman Sells Building, Business," *Southeast Missourian*, June 9, 1956.

²⁴⁵ "You Got Medicine, Cigars in Drug Store 100 Years Ago," *Southeast Missourian*, August 18, 1956.

²⁴⁶ "Physicians' Office Building Started," *Southeast Missourian*, March 21, 1938; "New Offices," *Southeast Missourian*, July 2, 1938.

²⁴⁷ "The Schulz Hospital," *Southeast Missourian*, September 11, 1925.

²⁴⁸ Ibid.

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as superintendent of the hospital.²⁴⁹ Within a few years of opening, the Schulz Hospital had treated over 400 patients.²⁵⁰ The Schulz Hospital, nearby doctors' offices, and drug stores within the area were intertwined, all playing a role in bringing people into the area and contributing to commerce in this area.

The significance of this commercial area can also be seen in the success of individual entrepreneurs. People were drawn into this district by specialty shops such as the Mary H. Wood Shop, a millinery boutique, at 715 Broadway that provided customized hats to match any outfit.²⁵¹ Mary was so successful with this business that she was named one of the "Leading Business and Professional Men of Cape Girardeau" in 1925.²⁵² Joseph Jones was another successful entrepreneur whose small popcorn stand at 713 Broadway grew into Jones Confectionery and Restaurant serving up hamburgers, fresh roasted peanuts, and root beer from 1928 until 1954.²⁵³ Visitors to the area fondly remember peanut shells on the floor and Jones' old popcorn machine.²⁵⁴

The popularity of the automobile shaped the buildings and businesses within the district. The increased use of the automobile to access the commercial properties on Broadway created the need for parking and in 1914, a seventy-five car garage was built at 725-727 Broadway, followed by a fifty car garage five years later at 815 Broadway.²⁵⁵ When the Kroger Super Market was constructed at 724 Broadway in 1948 (Photo #3, left), a parking lot along Broadway was created and the store promoted it advertising "Free Parking" in their grand opening ad.²⁵⁶ As an investment in future commercial success, two traditional commercial buildings were razed in 1965 to make way for a new Star Service Station at 600 Broadway (Photo #11).²⁵⁷ Another service station at 740 Broadway (Photo #13) had already been constructed in 1955; it continues to provide automotive repair service to motorists.²⁵⁸ Off street parking played a role in shaping commerce in this district by accommodating motorists as they shopped in stores and businesses along Broadway. The longevity of businesses within the area, the success of local entrepreneurs, and the popularity of the automobile have all contributed to the significance of the buildings within this district.

²⁴⁹ Ibid.

²⁵⁰ Ibid.

²⁵¹ "Leading Business and Professional Men of Cape Girardeau: Mary H. Wood Shop," *Southeast Missourian*, September 11, 1925.

²⁵² Ibid.

²⁵³ Scott, "Jones Refreshment Stand;" "Buildings Erected in Girardeau During 1928;" *Polk's Cape Girardeau City Directory*, 1954.

²⁵⁴ Scott, "Jones Refreshment Stand."

²⁵⁵ "Dress Plant Head Contracts to Buy Broadway Building;" Sanborn Fire Insurance Map, 1915 and 1931; "John Sackman to Erect Fine Garage Building."

²⁵⁶ "Cape Girardeau's Finest Food Department Store," *Southeast Missourian*, October 13, 1948.

²⁵⁷ "Grand Opening of the New Star Service Station."

²⁵⁸ "Opening."

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Conclusion

The Broadway Commercial Historic District forms a cohesive grouping and retains its sense of time and place as a traditional commercial business district with buildings from the 1860s through 1960s and is representative of the western expansion of the downtown commercial district of Cape Girardeau as transportation changes directed growth away from the river. It has significant commercial buildings from throughout the period of significance (ca. 1868-1965) and it successfully shows both how the district remained an important destination for commerce (Criterion A) through the 1960s and how commercial activities adapted to changing styles, from the early ethnic construction reflected in Missouri German Vernacular through the Post-World War II style of Modernism (Criterion C). Additional architectural styles found within this district include one-part and two-part commercial block, Mission/Spanish Colonial Revival, Italianate, and Art Deco. The Broadway Commercial Historic District not only reflects traditional businesses, the growth and development of the community and the impact and importance of ethnic groups, but the majority of buildings have either original or rebuilt storefronts referencing their original configuration, are largely translucent in design, and multi-story buildings retain their upper façade detailing. The buildings in the Broadway Commercial Historic District retain integrity of design, workmanship, materials, feeling and association, and convey the overall look and feel of a traditional commercial district with buildings from the 1860s through 1960s.

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Broadway Commercial Historic District
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Broadway Commercial Historic District
Name of Property
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N/A
Name of multiple listing (if applicable)

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Broadway Commercial Historic District
Name of Property
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N/A
Name of multiple listing (if applicable)

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Broadway Commercial Historic District
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Verbal Boundary Description

The boundary of the Broadway Commercial Historic District is shown on the accompanying Coordinates Map (Figure 2). The eastern boundary begins at the east side of the intersection of Frederick and Broadway. On the north side of Broadway it extends west to the western property line of 824 Broadway (Esquire Theater). On the south side of Broadway it extends to the east side of the intersection of Pacific and Broadway. Rear property lines of included buildings and sites fronting Broadway on the 600, 700, and 800 block, including 210 N. Ellis Street, the property immediately north of 740 Broadway, define the northern and southern boundaries. This district is directly west of the Broadway-Middle Commercial Historic District.

Boundary Justification

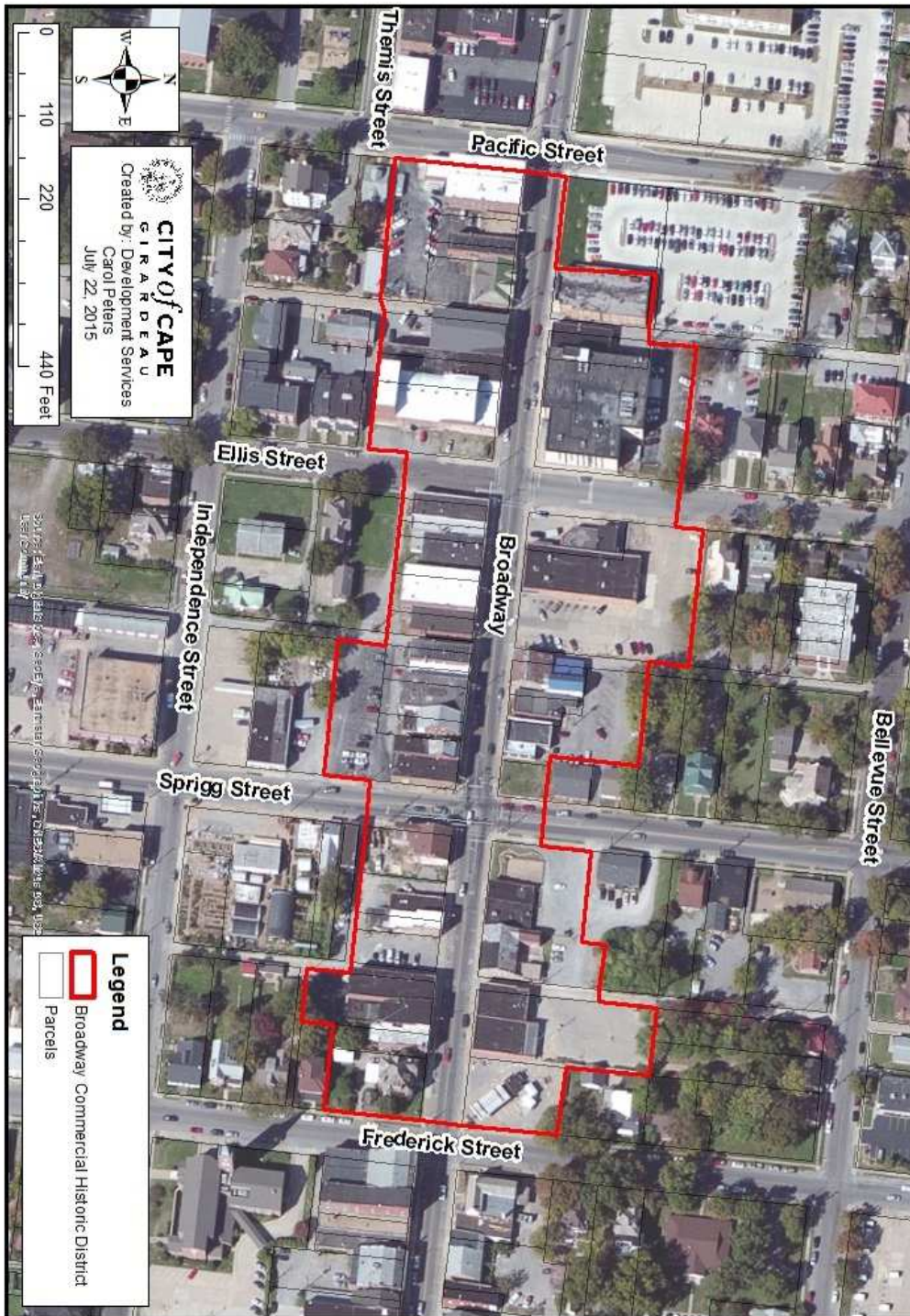
The boundary of the Broadway Commercial Historic District was drawn to include buildings in the 600, 700, and 800 blocks of Broadway in Cape Girardeau, Missouri. The boundary begins immediately adjacent to the Broadway-Middle Commercial Historic District at the east side of the intersection of Frederick and Broadway, and extends west to include all the extant buildings on the 600, 700 and 800 blocks, including 210 N. Ellis Street, the property immediately north of 740 Broadway, terminating at the intersection of Pacific and Broadway. This is a natural place to end the historic district due to the significant loss of historic integrity that begins immediately west of the Esquire Theater on the north side of the block and of the Pacific and Broadway intersection on the south side.

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Figure 1: Site/Aerial Map

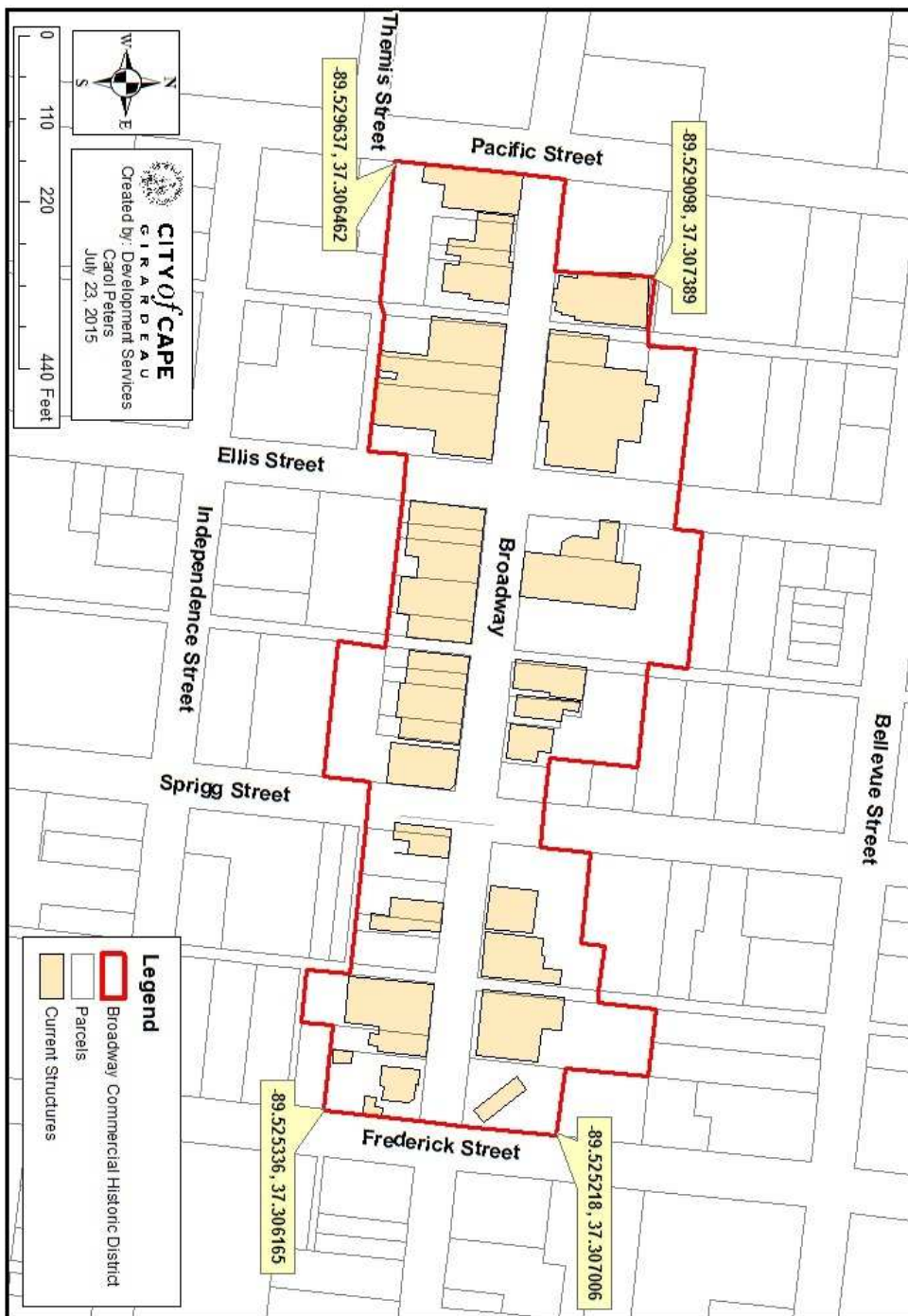


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Figure 2: Coordinates Map

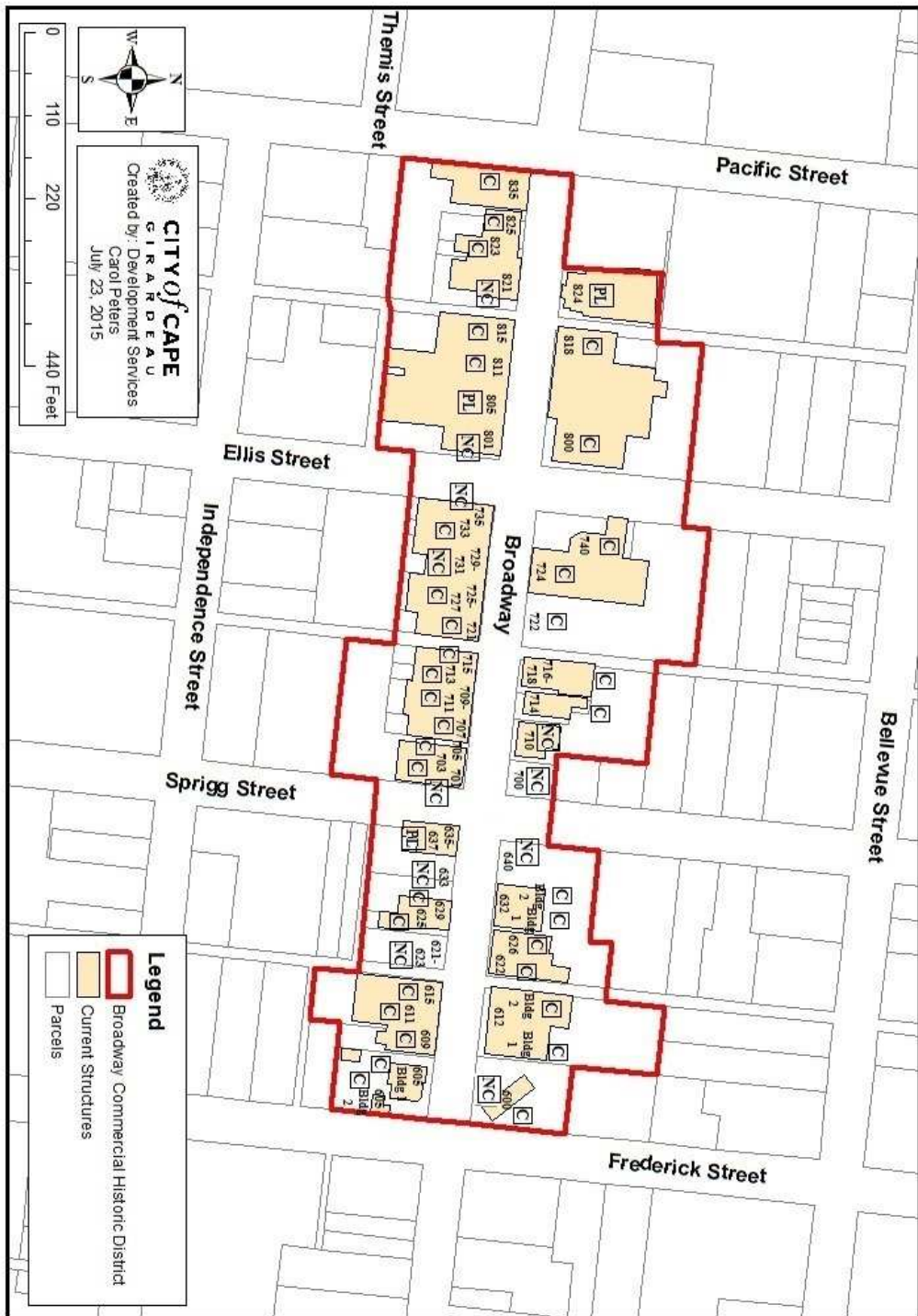


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Figure 3: District Map Showing Resources

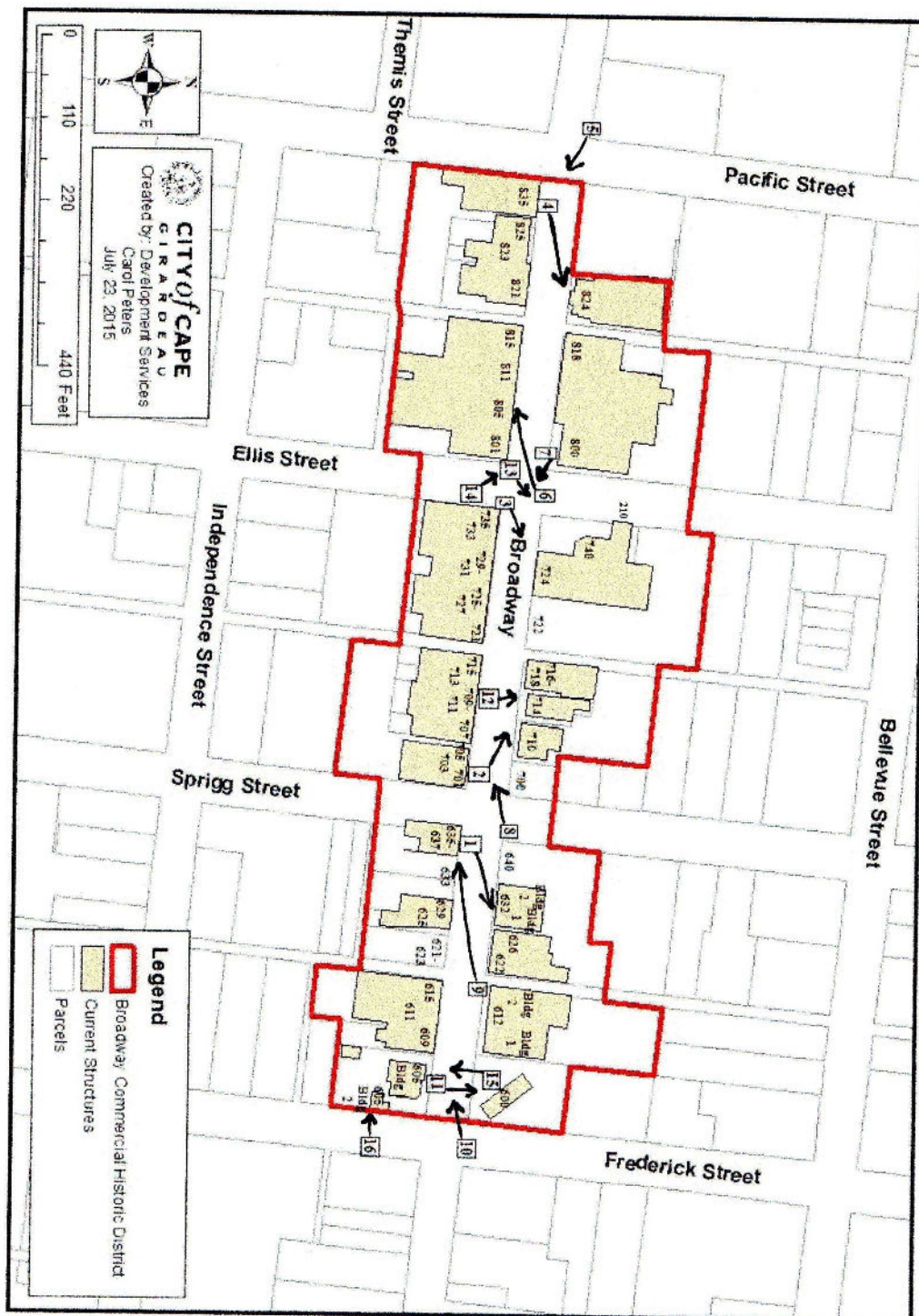


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Figure 4: Photo Map





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632

632

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Howard's

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EAST

833

PLAQUES

SWEETS

NO PARKING
EXCEPT FOR
LOADING AND UNLOADING
OF PASSENGERS

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