

**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 *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If an 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 entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name Jack Rabbit Candy Company Building [preferred]

other name/site number Stoecker & Price Furniture and Storage Company, E.A. Langan Furniture Company, Mound City Auction

2. Location

street & town 1928-1930 Martin Luther King N/A not for publication

city or town St. Louis N/A vicinity

state Missouri code MO county St. Louis City code 510 zip code 63103

3. State/Federal Agency Certification

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

Mark A Miles 19 December 2006
Signature of certifying official/Title Mark A. Miles/Deputy SHPO Date

Missouri Department of Natural Resources
State or Federal agency and bureau

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

Signature of certifying official/Title _____ Date _____

State or Federal agency and bureau _____

4. National Park Service Certification

I hereby certify that the property is:

Signature of the Keeper _____

Date of Action _____

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

Jack Rabbit Candy Company Building
Name of Property

St. Louis (Independent City) County, MO
County and State

5. Classification
Ownership of Property
(check as many boxes as apply)

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

Category of Property
(check only one box)

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

Number of Resources within Property
(Do not include previously listed resources in the count.)

Contributing	Noncontributing	
1		buildings
		sites
		structures
		objects
1		Total

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

N/A

Number of contributing resources previously listed in the National Register

0

6. Function or Use
Historic Function
(Enter categories from instructions)

INDUSTRY/manufacturing facility

COMMERCE/TRADE/warehouse

Current Function
(Enter categories from instructions)

Vacant/Not in Use

7. Description
Architectural Classification
(Enter categories from instructions)

LATE 19th & 20th CENTURY REVIVAL

Materials
(Enter categories from instructions)

foundation CONCRETE

walls BRICK

TERRA COTTA

roof ASPHALT

other _____

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

See continuation sheet(s) for Section No. 7

Jack Rabbit Candy Company Building
Name of Property

St. Louis (Independent City) County, MO
County and State

8. Description

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 of age or achieved significance within the past 50 years.

Narrative Statement of Significance

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

9. Major Bibliographical References

Bibliography

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

Previous documentation on file (NPS):

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

Areas of Significance

(enter categories from instructions)

INDUSTRY _____

COMMERCE _____

Period of Significance

1911-1952 _____

Significant Dates

1940 _____

Significant Persons

(Complete if Criterion B is marked above)

N/A _____

Cultural Affiliation

N/A _____

Architect/Builder

Powers, Herbert W. _____

Johnston, Phillip G. _____

See continuation sheet(s) for Section No. 8

Primary location of additional data:

- State Historic Preservation Office
- Other State agency
- Federal agency
- Local government
- University
- Other Name of repository: _____

See continuation sheet(s) for Section No. 9

Jack Rabbit Candy Company Building
Name of Property

St. Louis (Independent City) County, MO
County and State

10. Geographical Data

Acreage of Property less than an acre

UTM References

(Place additional boundaries of the property on a continuation sheet.)

1 1/5 7/4/3/2/9/7 4/2/8/0/2/0/3
Zone Easting Northing

2 / / / / / / / / / / / / /
Zone Easting Northing

3 / / / / / / / / / / / / /
Zone Easting Northing

4 / / / / / / / / / / / / /
Zone Easting Northing

Verbal Boundary Description

(Describe the boundaries of the property.)

Property Tax No.

Boundary Justification

(Explain why the boundaries were selected.)

See continuation sheet(s) for Section No. 10

11. Form Prepared By

name/title Melinda Winchester
organization Lafser & Associates date 1-24-06
street & number 2285 County Road 316 telephone 573-243-6965
city or town Jackson state MO zip code 63755

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

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

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

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

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

Property Owner

name/title Jack Rabbit LLC
street & number 625 N. Euclid Ste. 601 telephone 314-645-7728
city or town St. Louis state MO zip code 63108

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. 470 *et seq.*).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 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 Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Projects (1024-0018), Washington, DC 20503.

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National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 1 **Jack Rabbit Candy Company Building (preferred)
St. Louis (Independent City), MO**

SUMMARY:

The Jack Rabbit Candy Company Building, located at 1928-30 Martin Luther King (historically Franklin Avenue), St. Louis, Missouri is a three-story building primarily of steel, iron and brick construction with white-glazed terra cotta embellishments. Constructed in 1909, the original footprint of the building is rectangular and sits slightly east of the southeast corner of Martin Luther King and N. Twentieth Street, facing MLK to the north. The façade has an elaborate white terra cotta cornice with a parapet that projects grandly above the roofline. A half circle arch is centered on the parapet and a double bracketed terra cotta shelf sits directly below the roofline. The facade is divided into three bays with a set of three one-over-one double hung wood windows with brick detailing and elaborate white terra cotta surrounds in each bay of the second and third floors. A terra cotta cornice with decorative adornments divides the lower storefront from the upper floors. The lower storefront has had wood panels placed over it for security reasons but the main entrance is still intact and recessed on the center of the façade. Large plate glass wood windows flank the main entrance and wrap into the recessed entry. The original structure has a concrete foundation with a full basement. The roofline on the east and west elevations is stepped and has an intact terra cotta coping. A one-story masonry addition was added to the east side in 1965. Despite the infill on the exterior windows, the Jack Rabbit Candy Company Building retains the integrity to convey a strong manufacturing and commercial presence just as it did in 1909. The intricate terra cotta detailing remains intact on the façade and upon investigation and removal of wood panels, the main entrance, storefront and original windows are still present. The interior floor plan, wood floors on the upper floors and staircase are still prominent interior features. The building is in good condition and retains integrity of location, design, workmanship, feeling and association.

EXTERIOR:

Facing north on Martin Luther King Drive, historically Franklin Avenue, the Jack Rabbit Candy Company Building is located one block west of the Franklin School (NR listed 3/9/05) and one block north of the Lucas Avenue Industrial Historic District (NR listed 8/2000). (See Photo 1) Areas directly north of the building are newer industrial construction and housing developments. The building sits on the southeast corner of N. 20th and Martin Luther King with an asphalt parking lot to the west and an alley running east to west at the rear elevation. Industrial and commercial construction from the 1950s and 1960s is adjacent to the alley at the south elevation. (See Photo 2) The original footprint of the building was a rectangular configuration measuring approximately 59' x 144' with a 1965 masonry addition added to the last bay of the east elevation. The one-story masonry block addition measures 40' x 100'. It has an open floor plan with a steel deck support. The original glass block windows are still intact on

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Section number 7 Page 2 **Jack Rabbit Candy Company Building (preferred)
St. Louis (Independent City), MO**

the north and east elevations. (See Photo 3 & 4) A small loading dock is located on the north elevation. (See Figure 1-Site Plan)

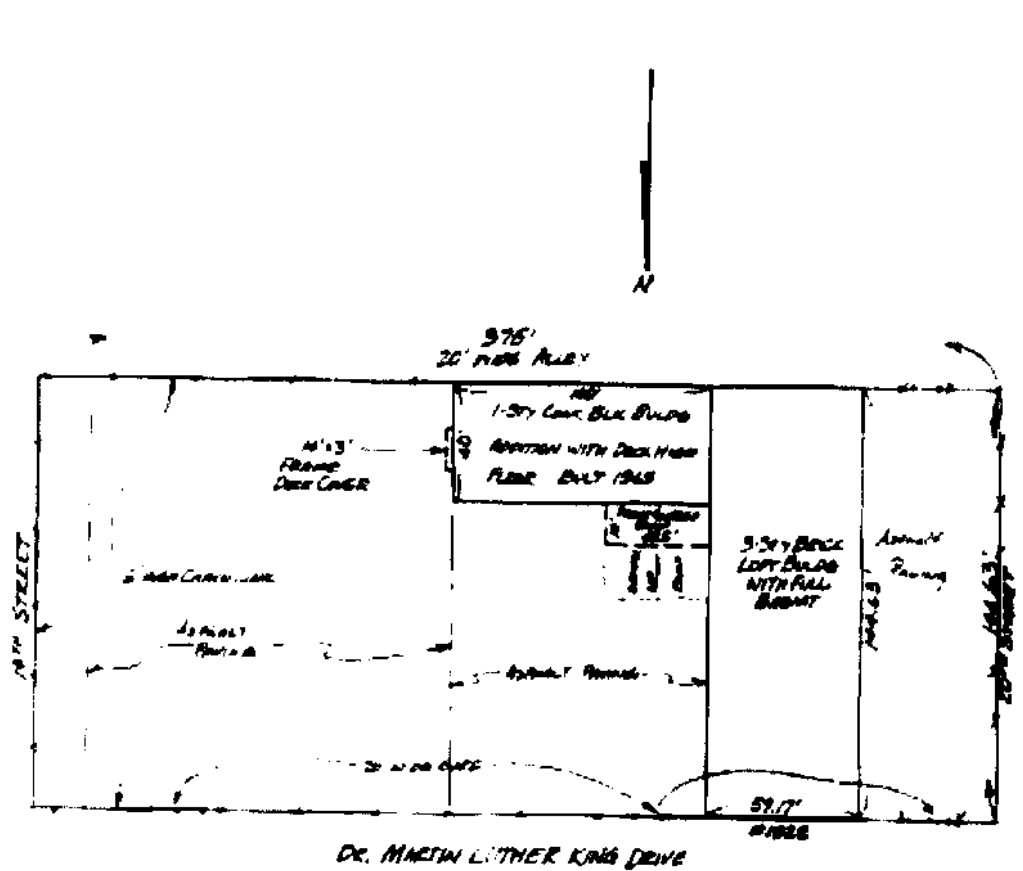


Figure 1- Site Plan

The foundation is reinforced concrete with a full basement and a concrete floor in the original building. A freight elevator is located in the southeast rear corner. The exterior walls are brick with a structural system of wood with steel I-beam supports. (See Photo 1 & 5) The roofline is stepped with five bays and a level asphalt roof system. The original terra cotta coping is still intact on the east and west elevations. A brick chimney is located in the third bay of the west elevation and an iron fire escape is located on the southwest corner of the rear elevation. The original elevator housing is located on the southeast corner of the roof.

The window fenestration on the second and third floors of the east and west elevations is identical and symmetrically spaced and continues to be evident even though the windows have been blocked in. The rear elevation has eight window openings on each floor and one entrance door with a fire escape.

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Section number 7 Page 3 **Jack Rabbit Candy Company Building (preferred)
St. Louis (Independent City), MO**

In 1952, when the Jack Rabbit Candy Company discontinued operations, the window openings were blocked in on the east, west and south elevations. However, the original openings are still evident. (See Photo 6 and 1) The north elevation (façade) continues to retain the original wood one-over-one double hung windows on the second and third floors. It is divided into three bays each with a set of three windows with white terra cotta sills. (See Photo 7) The third floor bays are defined by a brick dentil molding. The second floor windows are separated by elaborate white terra cotta window surrounds with detailing of inverted crosses and interlocking rings. The second floor windows have been partially covered with wood but remain intact. (See Photo 8)

The façade reflects classical details with a geometrically shaped parapet capped with white terra cotta and stylistic shaped piers located at each corner of the roofline. A white terra cotta frieze with double brackets adorns the length of the façade. The sculpture work is similar to the window surrounds. A projecting white terra cotta cornice separates the storefront from the upper floors with same classical sculpture work. The center section over the main entry has been covered with sheet metal but is still present. Larger inverted crosses with a decorative floral pattern separate the large storefront windows and main entrance. (See Photo 9 & 10) The primary recessed entrance is centered on the façade. It is covered with wood framing for security reasons but remains intact. Upon removal of the protective wood framing, the original storefront was revealed. (See Photo 11) The storefront door has been changed to aluminum but the original wood windows and transom with the original store signage are still present. (See Photo 12 & 13) Also, discovered behind the dirt and rubber mats was the original tile entry floor that depicts the original owners, "Stoecker and Price" in blue, gray and white square 1"x1" tiles. The large storefront windows that flank the entrance remain intact. They have paneled wood transoms above and wood framing below that remains intact too. (See Photo 14)

INTERIOR:

The interior reveals a floor plan on the second and third floors that remains much as it did at construction with a primarily open layout with exposed steel and wood rafters due to its function as a large furniture and candy manufacturing facility. (See Photo 15&16)

When the Jack Rabbit Candy Company moved into the building in 1940, some alterations were made to the rear portion of the building. The original wood-slatted floors remain in fairly good condition on the first, second and third floors and the wood staircase to the third floor is in good condition (See Photo 17).

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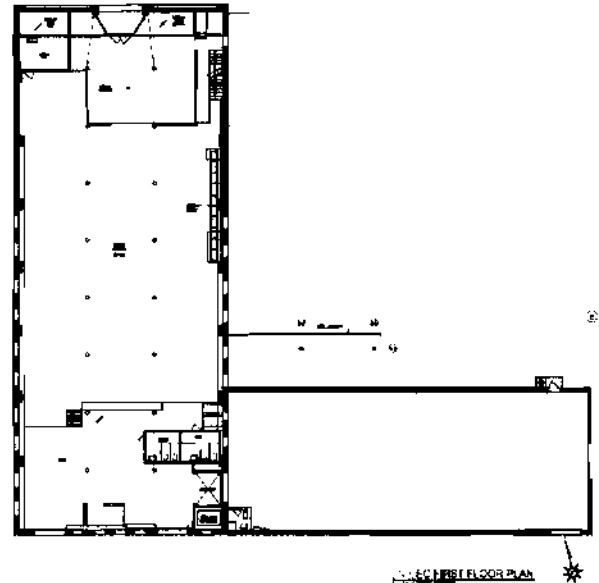
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Section number 7 Page 4 **Jack Rabbit Candy Company Building (preferred)
St. Louis (Independent City), MO**

The first floor remains open in the rear and some partitions were added in 1952 to the front portion when the auto store moved into the building. (See Photo 18 & 19) The windows on the east and west elevations of the upper floors were also blocked in at this time.

ALTERATIONS AND INTEGRITY ISSUES:

There have been very little changes to façade of the Jack Rabbit Candy Company Building with the exception of the entrance door being replaced and the use of wood panels to protect the historic features from further vandalism which will be removed to reveal the storefront. The classical elements and use of white terra cotta embellishments are still intact. Given the size of the structure, the original design as a large manufacturing building continues to be evoked. Even the covered openings on the west and east elevations continue to read as they did originally. The interior spaces have not been generally subdivided nor ceilings lowered. The heavy duty structural systems, the wood-slat floors, the façade wood windows, original freight elevator and iron fire escape continue to distinguish this building as a large industrial manufacturing building. The one-story addition on the east elevation does not affect the integrity of the structure due to its location toward the rear of the building, lack of visibility from the primary façade and its smaller size in relation to the original structure.



The building is currently vacant and has been vandalized as evident in the photographs. Currently, the building owners are seeking a rehabilitation project through the National Park Service. Plans for the rehabilitation include restoring all of the original window openings with appropriate window treatments and restoring the façade.

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Section number 8 Page 5 **Jack Rabbit Candy Company Building (preferred)**
St. Louis (Independent City), MO

SUMMARY:

Constructed in 1909-11, the Jack Rabbit Candy Company Building at 1928-30 Martin Luther King, St. Louis (Independent City), Missouri, is locally significant under Criterion A: Commerce and Industry for its association with the furniture and confectionery businesses. Although, built to house a furniture business and auction house, the most successful tenant was the Jack Rabbit Candy Company which specialized in confectionery manufacturing in St. Louis from 1918 until 1952. The company continued to grow and prosper even through many waves of economic misfortune in St. Louis and the nation. By 1941, they were one of only two candy companies in St. Louis that produced their confectionery specialties. The building is also an example of the early manufacturing structures built along West Franklin in the early twentieth century and one of the few intact industrial structures remaining along West Franklin. The early history of the building includes two successful furniture and warehouse businesses (Stoecker and Price and E.H. Langan Furniture) and briefly an auction house (Mound City Auction). It was designed by local architect and Master Mason, Herbert W. Powers. The Jack Rabbit Candy Company Building stands as a representative example of the local confectionary manufacturing industry and is a testament to the contributions of the family owned and operated candy businesses in St. Louis. The period of significance is from 1911 when the building was finished to 1952, the last year of operations for the Jack Rabbit Candy Company.

ELABORATION:

Since its early days, St. Louis has been known for its importance as a trading center for the Mississippi Valley contributing its economic success largely to the development of its manufacturing industries. St. Louis was widely recognized for its leadership in the manufacturing of beer, shoes, garments and stoves. In 1920, when the Prohibition Amendment knocked St. Louis's brewing industry to its knees other industries filled the gap. Recognition can be given to the confectionery trade and furniture industry as two of the manufacturers that contributed to the continued industrial growth for the city.

By the turn of the century, St. Louis was becoming known as a leader in the furniture industry and the third largest manufacturer in the United States.¹ Compared to the 1880 census, the growth of this industry was over 100% by 1904 reflecting 72 furniture manufacturing and retail establishments in the city and employing about 1000 workers at rate of around a half million dollars a year. Ten years down the road, the number of businesses had greatly increased to 150 employing in excess of 3000 persons with wages of more than two million dollars.²

¹ *St. Louis. The Commercial Metropolis.* St. Louis: Acme Publishing, 1894

² *Campe & Cox. Old and New St. Louis.* St. Louis: Central Biographical Publishing Co., 1894.

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Section number 8 Page 6 **Jack Rabbit Candy Company Building (preferred)
St. Louis (Independent City), MO**

Prior to the boom in the furniture industry St. Louis citizens had to obtain furniture and household goods primarily from the east coast resulting in higher prices. As the industry grew in St. Louis and production became more specialized, associated businesses such as new and used furniture retail stores, storage and distribution centers became a growing market to furniture business owners. In 1909, there were only three businesses listed in the city directory as providing storage and distribution for furniture in the city. The Stoecker and Price Company on Franklin became the fourth business listed in 1911 to provide these types of services. This service industry grew rapidly and by 1939, the number of retail furniture businesses handling new and used furniture in St. Louis was around 139 establishments employing 1495 persons.³



Photo from Beth Kemmerle *Candy: The Sweet History*

America has had a love affair with candy since the early 1800s. By the mid 1800s, more than 380 American factories were producing penny candy sold by the pound in glass cases, boxes and jars. It was available in general stores and pharmacies. Even rural America has small "candy kitchens" in back rooms of retail stores becoming some of America's first candy shops. By the turn of the 20th century, new technologies in candy making and innovative tastes were unveiled at the 1904 World's Fair boosting the productivity of the candy industry and its popularity.⁴

The candy business was also attractive to many immigrants. The simple operations were easy to set up and the family as a whole could contribute to the business.⁵ In 1880, the confectionery trade in St. Louis could boast of thirty-one establishments employing approximately 207 persons with \$308,000 capital a year. By 1898, as reported by the Merchants Exchange report it had over 48 establishments producing approximately \$4,500,000 resulting in St. Louis becoming a confectionary leader for a primary market among the southern states.⁶ The U.S. Census of Manufacturers lists St. Louis as having 63 confectionary manufacturers in 1914 employing approximately 1,640 persons. In 1920 another significant rise occurred bringing the total to 89 establishments employing 2,096 persons. These figures only include the category of non-chocolate confections specifically lozenges, crystallized fruits and hard candy

³ Department of Commerce, Bureau of the Census. *Retail Trades 1939*. Washington: Government Printing Office.

⁴ Beth Kemmerle. *Candy: The Sweet History*. Portland: Collectors Press, 1969.

⁵ *Ibid.*

⁶ Willard Lyde. *Encyclopedia of St. Louis*. New York: The Southern History Company, 1898. Vol. 1. Page 448.

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Section number 8 Page 7 **Jack Rabbit Candy Company Building (preferred)
St. Louis (Independent City), MO**

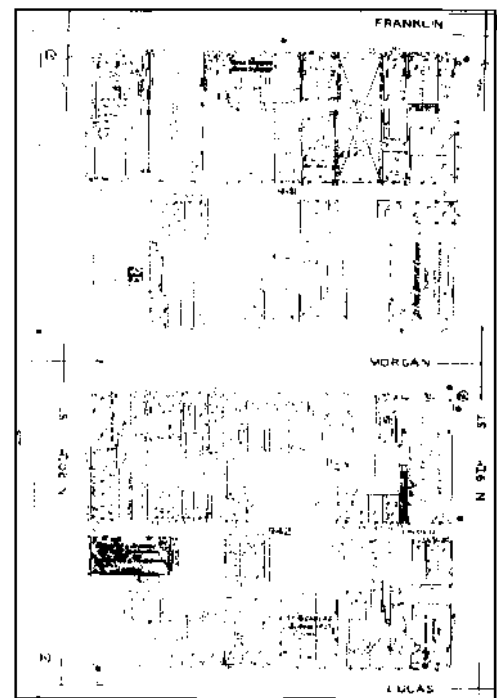
manufacturers in St. Louis.⁷

The confectionery manufacturing establishments were seventh in quantity of listed industries in 1919. St. Louis was also one of the leaders in Missouri ranking over 40% of the confectionery manufacturing facilities for the state in 1919.

The peak of the confectionery manufacturing period in St. Louis was between 1923 and 1929. The "roaring twenties" was an era when our entire country prospered tremendously. The nation's total realized income rose from \$74.3 billion in 1923 to \$89 billion in 1929. A major reason for this was the increased manufacturing output throughout this period. From 1923-1929 the average output per worker increased 32% in manufacturing. However, the economic prosperity and growth was short lived when the Great Depression spread to the industrialized world. The depression began in late 1929 and lasted for about a decade. By 1935, St. Louis's confectionery manufacturers dropped to 43 establishments and took another significant drop to 23 confectionery manufacturers by 1946 due to the impacts of World War II. In 1952 when the Jack Rabbit Candy Company closed due to the death of its president, Charles Vogel, there were only 10 confectionery manufacturing companies and 6 individuals listed as operating in St. Louis.



1909 Sanborn Map



1932 Sanborn Map

⁷ Department of Commerce, Bureau of the Census. *Manufactures 1914 and 1919*. Washington: Government Printing Office.

National Register of Historic Places Continuation Sheet

Section number 8 Page 8 **Jack Rabbit Candy Company Building (preferred)
St. Louis (Independent City), MO**

BUILDING HISTORY:

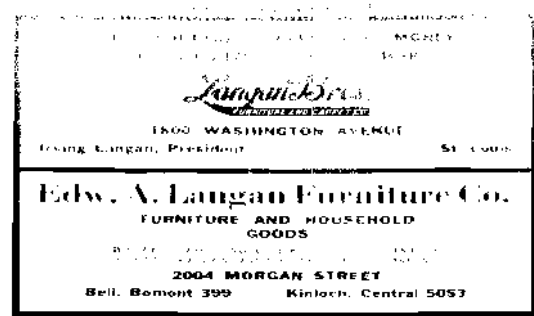
STOECKER & PRICE COMPANY-

Gustave Stoecker and Robert L. Price commissioned the construction of the building in 1909 to house their retail furniture and warehouse storage business. The new building was located in City Block 941 of the Christy Addition Subdivision in an area considered the Downtown West Neighborhood.⁸ The first location was located at 2918 Franklin from 1905 to 1916. They operated a retail furniture store specializing in new and used furniture.

The building was also used as a warehouse for storage of their goods until they could either be sold in the retail store or to area distributors at auction. Unfortunately, Gustave died at the early age of 38 on November 8, 1911.⁹ Gustave's wife, Kate became the president of the business in 1913. The corporation papers also listed Gertrude Price as vice president and Robert Price as secretary. Robert continued to operate the business expanding operations to also include an auction house until 1925 when he sold the building to E.A. Langan.

E.A. LANGAN FURNITURE-

The Langan family had been in the furniture business since the late 19th century with several stores operated by various brothers in St. Louis. At the age of twenty, Edward A. Langan worked as a collector for his brother, Oliver P. Langan.



1920 St. Louis City Directory

Realizing his economic opportunity, he soon ventured into his own furniture establishment located at 2004 Morgan (Delmar). In 1925, he moved his successful furniture business to 1928 Martin Luther King where he operated his business until 1935. He was known in St. Louis as being one of the leading retail furniture dealers in the city and having a thoroughly stocked furniture store with the latest and finest stock¹⁰

JACK RABBIT CANDY COMPANY-

The Jack Rabbit Candy Company began its operations in 1918 by three prosperous young men, Eugene Tuchs Schmidt, Charles M. Vogel and Henry Hill.

⁸ Wayman, Harbury. "History of St. Louis Neighborhoods". Community Development Agency
St. Louis, October 2005. <http://www.stlouishistory.com/neighborhoods.html>
⁹ St. Louis Post Dispatch, November 11, 1911.
¹⁰ History of the Archdiocese. Western Watchmen Publishing Co. St. Louis, 1924. pg. 40.

National Register of Historic Places Continuation Sheet

Section number 8 Page 9 **Jack Rabbit Candy Company Building (preferred)
St. Louis (Independent City), MO**

The company specialized in the manufacturing and buying and selling of confections. In its early years the company produced colorful hard penny candies of green, red and yellow that were sold to local shops and displayed in glass jars and bins. Production expanded later to the manufacturing of specialty stick candy of various flavors and colors, sugar puff balls, baked coconut logs and their unique specialty the "candy apple on a stick".¹¹ It also engaged in the wholesale and retail of other candy products, materials and ingredients throughout Missouri.

The Jack Rabbit Candy Company began as an entrepreneurship of three immigrant families who continued the legacy locally for decades. Eugene Tuschmidt's father, Arnold emigrated from Switzerland to America in the 1880s and began a family.¹² In 1886, his son Eugene was born. Eugene began his career in the baking and confectionery business in the early 1900s when he was employed with Chapman & Smith Company in St. Louis as a salesman for bakers supplies. In 1908, Eugene married Dena and they had three sons, Eugene, John and William who also played an active role with the family candy business along with their wives. Charles Vogel also came from an immigrant family from Germany who had a history in the candy making business. Joseph Vogel and his three sons operated a family business, the Vogel Candy Company from 1900 until 1918 at 205 N. Main Street in St. Louis.



After World War I, the trio decided to begin their business venture. Due to the familiarity of the confectionary business, their family histories and the ease and low initial costs to begin operations, they decided to establish a family-operated candy manufacturing business. The company name derived from inspiration of Eugene's young son, William who was playing on the floor with a metal toy **jack rabbit**. The toy jack rabbit became the company icon and remains with the family today as a remembrance to their legacy.¹³

Photo courtesy of Terri Tuschmidt Scherer

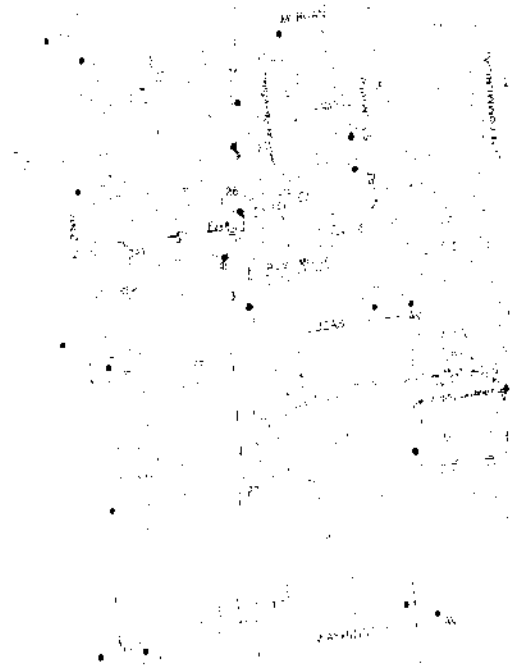
¹¹ Oral Interview with Mrs. William A. Tuschmidt. January 17, 2006.
¹² Department of Commerce. U.S. Census Report 1880, 1910 and 1920.
¹³ St. Louis City Directory. 1918.

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Continuation Sheet**Section number 8 Page 10 **Jack Rabbit Candy Company Building (preferred)
St. Louis (Independent City), MO**

The Jack Rabbit Candy Company opened its doors in 1919 at their first location on Locust Street. They quickly outgrew its first location and moved their candy manufacturing plant to 600 N. 2nd Street, a popular area for St. Louis's manufacturing. (See Sanborn Map 1924).¹⁴ This building had been occupied by the Kupferle Foundry since its construction in 1877 until 1922. In 1923, Jack Rabbit Candy Company filed incorporation papers with the Secretary of State, listing E.A. Tuchs Schmidt, President, Henry Hill, Vice President and Charles M. Vogel, Secretary. The amount of the capital stock was \$10,000 and a trademark "Jack Rabbit" was registered with the U.S. Patent Office.

In 1940, the Jack Rabbit Candy Company opened its second manufacturing location at 1928-1930 Franklin Avenue (Martin Luther King).¹⁵ The west end of Franklin Street was a prime location for the thriving candy manufacturer. A variety of diverse commercial businesses and manufacturing businesses had already begun to replace the small commercial retail stores and remaining flats in the area. Both locations were in operations and listed in the city directory until 1944. The first location at 600 N. 2nd Street was razed shortly thereafter and the land became part of the Jefferson National Expansion Memorial Park. The company operations were then moved entirely to its larger location at 1928 Franklin (Martin Luther King).

With the United States entering World War II in 1941, citizens and businesses were placed under a ration System to help aid in the wartime costs. Many companies that depended on sugar as a primary component for production went out of business due to sugar rations and the reduction of the amount of product that could be produced and the lack of consumer ability to purchase such a "luxury". Mrs. William Tuchs Schmidt recalls that many of the small family owned candy businesses began to disappear throughout the depression and after the war there even fewer. By 1941, she said the only other candy company in St. Louis that was a competitor to Jack Rabbit Candy Company was the National Candy Company. She boasted of the company's unique specialty the "candy apple on a stick". Apparently this was one of their most



1924 Sanborn Map

¹⁴ St. Louis City Directory, 1920.¹⁵ St. Louis City Directories, 1940, 1944.

**National Register of Historic Places
Continuation Sheet**Section number 8 Page 11 **Jack Rabbit Candy Company Building (preferred)
St. Louis (Independent City), MO**

popular sellers. Despite the economic downturns suffered nationally and locally during the depression and the war, the Jack Rabbit Candy Company filed to increase its capital stock from \$10,000 to \$20,000 increasing its equity by 100% in April of 1942. At this time, Eugene's son John was the secretary of the company and his wife Dena was one of three major stock holders. Charles Vogel, one of the original partners was the President of the company. The business successfully operated until 1952 under the supervision of Charles Vogel and John Tuchs Schmidt.¹⁶ Upon the death of Charles Vogel the family decided to close the business. Shortly thereafter, the candy industry became more nationalized with larger companies buying out the smaller operations. Candy became more generalized in taste and less specialized ultimately leading to the closure of many smaller local companies.¹⁷

The Jack Rabbit Candy Company was a family-owned candy company that served the local area for over forty-four years. It stands as a representative example of the local confectionary manufacturing industry in St. Louis that managed to be one of the businesses to survive the Great Depression and succeed during World War II despite the rations and shortages placed on America.

Herbert W. Powers, Architect and Philip G. Johnston, Contractor-

The Jack Rabbit Candy Company Building was constructed by Philip G. Johnston, whom also constructed the five-story Morgen-Scott Cleaning Building at 3407 Olive in 1905. It was designed by architect Herbert W. Powers, who started his career in St. Louis in 1892. Although not well known in St. Louis, he is credited with designing the Holland Building on Seventh Street and Olive. He also was commissioned to design Chain of Rocks Water Treatment Plant which went into service in 1895 and represents Romanesque Revival architecture. Both of these commissions were big for Powers whose other commissions consisted primarily of residential, commercial or industrial buildings. He operated an architectural firm in St. Louis for twenty-nine years and retired in 1921.¹⁸

Current owners are seeking approval of a Federal Historic Tax Credit application for the rehabilitation of the Jack Rabbit Candy Building. They plan to restore an appropriate window treatment in the existing window openings on the east, west and south elevations. Plans also include loft style apartments in the upper floors and possibly commercial or retail in the lower section. Elements on the façade will be restored to their original condition such as, the white terra cotta parapet and cornice along with the storefront windows and main entrance. This is another example of the growing interest and development of this portion of town.

¹⁶ Oral interview with Mrs. William A. Tuchs Schmidt, January 17, 2006.

¹⁷ *Ibid.*

¹⁸ St. Louis Post Dispatch, 1/4/1941.

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Jack Rabbit Candy Company Building (Preferred)
St. Louis (Independent City), MO

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United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 10 Page 13 **Jack Rabbit Candy Company Building (preferred)
St. Louis (Independent City), MO**

Verbal Boundary Description:

All of the Northern half of City Block 941.00, bounded on the West by 20th Street, on the North by Martin Luther King Drive, on the East by 19th Street and on the South by an East-West alley 20 feet wide running through the center of said block.

Boundary Justification:

The nominated property includes the entire parcel historically associated with Jack Rabbit Candy Company Building located at 1928-30 Martin Luther King, St. Louis (Independent City) County, Missouri.

Photographs:

The following information is the same for all photographs:

Jack Rabbit Candy Company Building
St. Louis (Independent City), Missouri
Melinda R. Winchester
January 2005

Negatives on file with-

Melinda R. Winchester
Lafser & Associates
2285 County Road 316
Jackson, Mo 63755

Photographs:

- Photo 1- West elevation, view facing east
- Photo 2- South and west elevations, view facing northeast
- Photo 3- Addition, view facing south
- Photo 4- Interior addition windows
- Photo 5- East elevation, view facing southwest
- Photo 6- East elevation, view facing west
- Photo 7- Façade cornice, view facing south
- Photo 8- Façade detail, view facing south
- Photo 9- Façade, view facing southwest
- Photo 10- Façade, view facing south
- Photo 11- Entrance, view facing south
- Photo 12- Storefront windows revealed, view facing south
- Photo 13- Storefront wood trims revealed, view facing south
- Photo 14- Entrance tile revealed
- Photo 15- Third floor interior, view facing north
- Photo 16- Second floor interior, view facing south
- Photo 17- Third floor stair railing
- Photo 18- First floor, view facing north



SOUTH BOSTON
1000 ft

STOP

DEAN LANE

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1928-1930





1928-1930































DEMY LOVE!