

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

**National Register of Historic Places
Registration Form**

1. Name of Property

historic name Locust Street Automotive District (Boundary Increase)

other names/site number N/A

2. Location

street & number 3133-3207 and 3150-3202 Locust Street [N/A] not for publication

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

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

3. State/Federal Agency Certification

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

Mark A. Miles
Signature of certifying official/Title

Mark A. Miles/Deputy SHPO

28 Dec, 2007
Date

Missouri Department of Natural Resources
State or Federal agency and bureau

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

Signature of certifying official/Title

State or Federal agency and bureau

4. National Park Service Certification

- hereby certify that the property is:
- entered in the National Register
See continuation sheet [].
- determined eligible for the
National Register
See continuation sheet [].
- determined not eligible for the
National Register.
- removed from the
National Register
- other, explain
See continuation sheet [].

Signature of the Keeper	Date
_____	_____
_____	_____
_____	_____
_____	_____

5. Classification

Ownership of Property	Category of Property	Number of Resources within Property	
		Contributing	Noncontributing
<input checked="" type="checkbox"/> private	<input type="checkbox"/> building(s)		
<input type="checkbox"/> public-local	<input checked="" type="checkbox"/> district	9	0
<input type="checkbox"/> public-State	<input type="checkbox"/> site		
<input type="checkbox"/> public-Federal	<input type="checkbox"/> structure		
	<input type="checkbox"/> object		
			buildings
			sites
			structures
			objects
		9	0
			Total

Name of related multiple property listing.

Historic Auto-Related Resources of St. Louis
 (Independent City), MO

**Number of contributing resources
 previously listed in the National
 Register.**

26

6. Function or Use

Historic Function

COMMERCE/TRADE/specialty store
 TRANSPORTATION/road-related (vehicular)

Current Functions

COMMERCE/TRADE/business
 COMMERCE/TRADE/warehouse
 WORK IN PROGRESS

7. Description

Architectural Classification

LATE 19TH AND 20TH CENTURY REVIVALS
 LATE 19TH AND 20TH AMERICAN
 MOVEMENTS
 MODERN MOVEMENT/Moderne
 OTHER/Two-Part Commercial Block

Materials

foundation STONE/limestone
 walls BRICK
 TERRA COTTA
 roof ASPHALT
 other TERRA COTTA

Narrative Description

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

**Locust Street Automotive District (Boundary Increase)
St. Louis (Independent City), Missouri**

8. Statement of Significance

Applicable National Register Criteria

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

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

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

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

Criteria Considerations

Property is:

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

B removed from its original location.

C a birthplace or grave.

D a cemetery.

E a reconstructed building, object, or structure.

F a commemorative property.

G less than 50 years of age or achieved significance within the past 50 years.

Areas of Significance

COMMERCE
ARCHITECTURE

Periods of Significance

1911-1955

Significant Dates

1911

Significant Person(s)

N/A

Cultural Affiliation

N/A

Architect/Builder

Bradshaw, Preston J., Architect
Groves, Albert B., Architect

Narrative Statement of Significance

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

9. Major Bibliographic References

Bibliography

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

Previous documentation on file (NPS):

preliminary determination of individual listing (36 CFR 67) has been requested

previously listed in the National Register

previously determined eligible by the National Register

designated a National Historic Landmark

recorded by Historic American Buildings Survey

recorded by Historic American Engineering Record

Primary location of additional data:

State Historic Preservation Office

Other State Agency

Federal Agency

Local Government

University

Other:

Name of repository: _____

10. Geographical Data

Acreeage of Property approximately 3 acres

UTM References

A. Zone	Easting	Northing	B. Zone	Easting	Northing
15	741620	4280130	15	741595	4280060
C. Zone	Easting	Northing	D. Zone	Easting	Northing
15	741540	4280035	15	741480	4280045

[X] See continuation sheet

Verbal Boundary Description

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

Boundary Justification

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

11. Form Prepared By

name/title Ruth Keenoy, Karen Bode Baxter, Allison Brown, and Timothy P. Maloney
 organization Karen Bode Baxter, Preservation Specialist date December 17, 2007
 street & number 5811 Delor Street telephone (314) 353-0593
 city or town St. Louis state MO zip code 63109

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

Maps

- A **USGS map** (7.5 or 15 minute series) indicating the property's location.
- A **Sketch map** for historic districts and properties having large acreage or numerous resources.

Photographs

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

Additional Items

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

Property Owner

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

name _____
 street & number _____ telephone _____
 city or town _____ state _____ zip code _____

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National Register of Historic Places Continuation Sheet

Locust Street Automotive District (Boundary Increase)

Section number 7 Page 1

St. Louis (Independent City), MO

Narrative Description

SUMMARY

The Locust Street Automotive District (Boundary Increase) expands the original National Register listing (NR listed 9/15/05) at its west end. It encompasses nine buildings located in the 3100 and 3200 block of Locust. All buildings are commercial storefronts, built between 1911 and 1944, that abut the public sidewalks with large display windows along Locust and with the automotive garage entrances relegated to the side street or alley elevations. All of the buildings are representative of either automotive distributorships or automotive dealerships and retail businesses as defined in the historic context, "Marketing and Servicing the Automobile," of the Multiple Property Documentation Form (MPDF) for the "Historic Auto-Related Resources of St. Louis [Independent City], MO." All nine are contributing to the district, meeting the registration requirements of the MPDF. The properties are less than two miles directly west of downtown St. Louis, in an area that has historically been identified with its warehouse and commercial buildings. To the west of the proposed boundary increase, the streetscape has lost its historic integrity due to significant alterations to many of the buildings and extensive demolition. This provides a sharp contrast between the intact historic development within the historic district (including the proposed extension) and those areas along Locust that are outside the district boundaries. Like the buildings within the original district, the stretch of Locust Street in the Boundary Increase is principally characterized by one- and three-story brick commercial storefronts and like other areas along Locust, the larger buildings are located at the intersections. Although most of the buildings within the Boundary Increase have been neglected for many years, most were well built initially, many of them designed by local architects, and retain their character defining features as identified in the MPDF, including: original fenestration patterns, storefront openings, variety of brick patterns, terra cotta embellishments, and auto-related features (garage doors, auto freight elevators, showrooms, open floorplates). While some of the storefront display windows have been boarded over for security, these are usually cosmetic alterations rather than structural changes. The massing that separates the storefront display windows and street level entries from the upper level windows and parapet details is retained. When the original historic district nomination was prepared, the buildings at 3141-45 and 3147 Locust had been covered with metal siding, obscuring the original decorative facades, especially the elaborate terra cotta façade at 3141-45 Locust, but this siding has recently been removed, enhancing the visual, historic character of the entire Locust Street district and providing the opportunity to increase the boundaries of the historic district.

GENERAL FEATURES OF THE BOUNDARY INCREASE

While the commercial development extends further in both directions along Locust Street, the Locust Street Automotive District encompasses the most densely built commercial development. The Boundary Increase incorporates the remaining sections that retain the most historic integrity. Although the development along Locust Street was first residential in nature as an extension of the non-extant Lucas Place (a private residential subdivision that extended east to Sixteenth Street), the residential buildings were rapidly replaced after 1909 with commercial storefronts,

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Locust Street Automotive District (Boundary Increase)

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St. Louis (Independent City), MO

Narrative Description (continued)

especially in the Boundary Increase, where seven of the nine commercial storefronts were built by 1917, erasing the residential character of Locust. While both Olive and Washington Boulevards, which flank Locust Street, had streetcar lines, making it difficult for the early automobiles to use, Locust did not, one of the reasons the young automotive retail businesses congregated along this street. The area from about Seventeenth Street west to Grand became the city's automotive row, with regional automobile company distributorships, dealerships, automotive parts supplies and automotive services densely developed, especially in two areas, one east of Jefferson to Eighteenth and the other extending from the 2800 block (at Leffingwell) to the 3300 block, near Grand. Both Washington and Olive lost many of their early commercial buildings when they were widened in the 1920s as part of the city's boulevard system. The Midtown Historic District (NR listed), which includes numerous fine arts attractions, including the Fox Theatre and Powell Symphony Hall, is located three blocks west of the Boundary Increase along Grand Boulevard with St. Louis University's campus to its south.

To the west of the Boundary Increase there are open parking lots that previously housed other commercial buildings and beyond these lots, most of the remaining buildings have been altered significantly. On the south side, one was originally a three-bay storefront reduced to one bay and another flat parapet building historically had a hipped roof with a large hipped dormer. On the north side, the one remaining building at the far end of the block used to have a wrap-around clay tile mansard awning that was removed. On the south side of Locust, between the westernmost building of the original district (3124 Locust) and the easternmost building in this boundary increase (3150 Locust), the buildings have either been demolished or have been seriously altered—3126-3132 Locust was at one time a two-story building, now reduced to one story and 3146 Locust has a newer brick veneer façade. As such, most of the historic buildings outside the original district and this boundary increase have been demolished and the streetscape no longer retains its historic, commercial character from the period when the area was a focus of automotive sales and service.

The resources in the Boundary Increase are one- to three-story commercial buildings. Most were built between 1911 and 1923, but due to one major fire in 1944 one of the long-standing automotive businesses, Standard Auto Parts, rebuilt in the same location with a striking Art Moderne exterior on the corner of Compton and Locust. This falls within the period of significance of the original district, 1911 to 1955. All nine of those buildings are contributing to the historic district and were primarily designed as small dealerships or to support automotive retail businesses that sold specialized parts for the early automobiles, especially tires. Only one historic building has been demolished in the Boundary Increase, now used as a parking lot at 3125-3131 Locust; it had been a large residential hotel that had survived the pre-commercial development of Locust and was still standing at least as late as 1932.

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Locust Street Automotive District (Boundary Increase)

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St. Louis (Independent City), MO

Narrative Description (continued)

When the buildings quit being used for automotive showrooms and retail businesses, alterations were made to block in the display windows and, in some cases, replace upper level windows, providing security to the buildings as the district fell upon hard times. While such alterations impact the historic integrity of individual buildings within the district, the embellishments on the masonry facades and the stylistic details remained intact. Together with the consistency of setbacks, even with these alterations, the buildings provide the visual continuity that continues to distinguish this as part of St. Louis' early automobile row.

Rather than creating simple commercial storefronts, architects designed many of the buildings in the Boundary Increase utilizing the styles popular at the time, trying to market a new product and create an aura of stylishness to distinguish the various brands of automobile. Second Renaissance Revival, Beaux Arts, Craftsman and Art Moderne influences are evident on a number of the buildings, evoking a sense of stability, stylishness, and permanence to their business occupants, associating the ownership of an automobile with that more luxurious lifestyle. As a result, the buildings, which in form were little more than simple commercial storefronts or larger warehouses with first floor showrooms, have much more architectural ornamentation than similar buildings outside the old automotive row.

Although districts are usually more concerned about the exterior appearance of the buildings, because of the significance of the automotive businesses that occupied all of these buildings initially, most of these buildings retain several distinctive features, both on the exterior and interior specifically suited to the automobile trade. Besides the large display windows to show their products, the garage door ramps and entries on sides and rear elevations help identify these as automotive service buildings. Smaller commercial buildings often have ramps or sloped floors for entry from the rear garage door and while most of the original doors are long gone, many retain physical evidence with the door openings and even the mechanisms (such as sliding tracks) that operated these doors originally. Many of the multistoried buildings also have at least one automobile sized freight elevator to allow use of the upper levels for repairs and storage of automobiles. In some instances these were little more than open shafts to a wood framed penthouse and only remnants remain, but in one case at least, the large elevator shaft and its associated penthouse were prominently positioned and its façade detailed along the rest of the side street elevation for 3200 Locust. Showrooms at the fronts of the buildings are usually easily identifiable by a distinguishing floor treatment, often ceramic tile while the service and storage areas usually have bare concrete floors. Even if the walls separating the showroom from these service areas have been removed, the distinction is still evident in the floors. Like the distinguishing exterior features, these interior features are significant elements in helping define this as an automotive district, rather than simply commercial warehouse buildings.

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Locust Street Automotive District (Boundary Increase)

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St. Louis (Independent City), MO

Narrative Description (continued)

ALTERATIONS AND INTEGRITY ISSUES

The Boundary Increase historic district has only lost one historic building at 3125-31 Locust and it was a residential remnant left in the commercial district. It is only the one open lot within the Boundary Increase. Like the original district, the Boundary Increase retains the density of commercial buildings that has always characterized this automotive district. Although the district had been badly neglected for many years, losing its commercial vitality as the automotive businesses left the area, most of the buildings still retain a high degree of historic integrity. Their storefront display windows have been boarded over or blocked in (for security), with businesses (usually warehousing) operating behind what looks like a vacant front. Given the age of most of the buildings, as well as the lack of maintenance, most of the buildings are in fair condition. The interiors have suffered due to changes in occupancy and neglect. Even so, none of the buildings are noncontributing based upon registration requirements outlined in the MPDF.

Security has improved in recent years and interest in these historic buildings and the original historic district listing has sparked a number of significant historic rehabilitation projects that are underway, being careful to follow the Secretary of the Interior's *Standards for Rehabilitation of Historic Buildings*. Because of the success of some of the earliest historic rehabilitation projects, including several within a one block radius of the Boundary Increase, property owners have been encouraged to uncover the historic facades of two of the buildings within the Boundary Increase, revealing two additional historic storefronts, which have had some damage to their decorative terra cotta as a result, but overall retain their historic integrity. These rehabilitations are helping to redefine the character of the business community along Locust west of Jefferson. The property owners in the district had taken upon themselves, along with their alderman, the funding of the MPDF and the district nomination, and one of the most successful developers in the new district has funded the nomination of the Boundary Increase, recognizing that the financial assistance provided by state and federal historic tax credits, as well as the recognition as an historic district is helping in their efforts to revitalize this commercial area. Until recently, the most obvious threats to the district have been the neglect (which is changing because of renovations), crime and vandalism (which has decreased due to the more active business presence), and demolition (which reduced the size the district). Today, the greatest threat may be the continued expansion of St. Louis University. More and more of the neighborhood's property owners now recognize the historic significance of this historic auto row and are actively involved in its preservation.

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St. Louis (Independent City), MO**

Narrative Description (continued)

INDIVIDUAL BUILDING DESCRIPTIONS

NORTH SIDE OF LOCUST (odd numbers):

3133-35 Locust – Cochrane Motor Sales Company; 1911; James E. Powers, architect. Contributing.

This one-story, brick commercial building has recently been remodeled with new storefront framing, but still retains the same storefront opening. The façade is divided into three bays. The original brick parapet with decorative square panels, one per bay, remains but has been painted. There are two saw tooth skylights along the roof of the structure.

3137-39 Locust – Mississippi Valley Motor Company; 1916; Preston J. Bradshaw, architect; T. J. Ward Construction Company, contractor. Contributing.

This brick building is two stories with a flat roof and commercial store front which spans the entire width of the first level. The second story has a row of five arched window openings with the original limestone surrounds although they have been partially filled with brick. There are pilasters with elaborate capitals between each window. The capitals are connected by a terra cotta cornice line with a cartouche above each of the window openings. Although a newer storefront display window has been installed and the second floor windows partially infilled it still retains its unique façade elements and fenestration patterns.

3141-45 Locust – Kardell Motor Company; 1916; Preston J. Bradshaw, architect; B. J. Charleville, contractor. Contributing.

The façade of this two-story, flat roofed commercial building is divided into two halves vertically by flat terracotta pilasters which run the entire two stories of the building. These two halves are further divided in to three vertical bays on the west and two on the east by thin round twisted terracotta columns with small Corinthian capitals. The window displays have been boarded over but the ornate terracotta storefronts and cornices remain largely intact. The two stories are divided by a frieze of elaborate terracotta cartouches and the top cornice has a frieze of ornate terracotta round rosettes. There are blocks above the columns and pilasters that are a separate design divided diagonally with smaller rosettes within the resulting triangular spaces. Pieces of the cornice between the first floor are missing but the profile is still visible.

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St. Louis (Independent City), MO

Narrative Description (continued)

3147 Locust Street – United States Tire Company; 1912; Stephens and Pearson, architects; H. F. Nagel, contractor. Contributing.

The first level, front elevation of this two-story flat roofed brick commercial building consists of a large opening, originally a storefront, which although is currently missing, still retains its original proportions and also its flanking cast iron pilasters with dentil capitals and a plain metal lintel which run the length of the opening. The space is now enclosed with a large chain link fence. The first floor cornice shows evidence of the former terracotta detailing but it is now missing. The second level of the front elevations has four window openings spaced evenly through the length of the elevation. There are small square brick details below each window sill and a band of soldier coursing above and below but the original windows are now missing. There are brick pilasters with dentil capitals similar to those on the first level on either side. The parapet is badly damaged with missing bricks and coping tiles. The missing and damaged details of the façade are clearly visible on 3149 Locust, its matching companion building.

3149 Locust Street – United States Tire Company; 1912; Stephens and Pearson, architects; H. F. Nagel, contractor. Contributing.

This three-story, flat roofed, brick building sets of the northeast corner of Locust Blvd. and Compton Ave. with its shorter end facing Locust. It features a corner storefront which retains its original transoms, storefront openings and cast iron pilasters at its corners. There are three bays of three one-over-one sashed windows at its second and third levels on the façade which faces Locust. This elevation also features a square brick panel frieze between the second and third stories and small decorative square brick details below each of the second story windows. The cornice has a terracotta band and simple brick pilasters line each end with dentil tops. The elevation facing Compton has a several bays of identical paired one-over-one sashed windows on the second and third levels with brick pilasters between paired windows. The ground level has variously spaced small transom level windows and some larger windows openings and single entry doors toward the rear. Although several of the openings have been covered, the integrity of façade details remains intact and the building is in good condition.

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Locust Street Automotive District (Boundary Increase)

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St. Louis (Independent City), MO

Narrative Description (continued)

3201-07 Locust – Firestone Tire & Rubber Company; 1911; 1912, 1917 alterations; Albert B. Groves, architect; Wilson & Son, construction contractor: Kremer-Voirol, 1912 and C. B. McCormack & Son, 1917 renovation contractors. Contributing.

This two-story brick building which sits on the northwest corner of Locust Blvd. and Compton Ave retains many of its decorative features. The corner storefront stretches along all four bays of the Locust elevation and one bay on the Compton. Brick pilasters with raised brick panels divide each bay and extend to the top of the second story windows. The second level has large window openings, one per bay. A band of terracotta runs directly above. The pilasters are capped with decorative terracotta panels. An additional terracotta geometric detail is situated directly above the center of each of the second story windows. The terracotta cornice extends several inches from the surface of the building and is bracketed above the pilasters. At the corner pilaster, the cornice forms two small arched openings, one per elevation. The parapet is topped with limestone blocks. Along Compton, five additional bays on each level also have large window openings, except for the last bay which has the garage entry. A large elevator penthouse abuts the west side elevation. Although windows have all been paneled over, the fenestration pattern is intact.

SOUTH SIDE OF LOCUST (even numbers)

3150 Locust – Koochook Rubber Company; 1912 ca.; Theodore C. Reeves, architect. Contributing.

This single-story brick commercial building has a flat roof with a mansard on the façade supported by modillions and curved brackets on either end. There are rosettes along the storefront lintel. The storefront windows have been replaced but the rest of the building retains its historic character.

3152 Locust – Independent Tire Company; 1923; J. H. Ratz, contractor. Contributing.

This corner storefront building has a clipped corner entryway under the square corner of the second floor. The storefront extends across first floor elevations that face both streets with its original transom frames. The first level is green glazed brick with simple pilasters. The second level is red brick has single windows. The projecting cornice line is ornamented with brackets and modillions.

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St. Louis (Independent City), MO

Narrative Description (continued)

3200-02 Locust – Standard Auto Parts; 1944; Saul L. Rubin, architect. Contributing.

This two-story buff colored brick corner storefront building on the southwest corner of Locust Boulevard and Compton Avenue features a rounded second story corner with double window and concrete pendentive lintel. The storefront elevation facing Locust Blvd. is divided into three bays by white painted concrete pilasters. A white ribbed lintel runs the length of the storefronts. The storefront windows are filled with glass block. The second level has paired and triple windows which have recently been replaced. There are three bands of slightly darker colored brick courses above the second level windows that band both street elevations and the parapet is topped with a strip of concrete. On the Locust elevation there is a low pitched concrete, pediment. The far end of the elevation which faces Compton Ave. has a three level tower used as an auto freight elevator. It has a small window opening at the top framed by a simple brick coursing. There are long narrow quoins at the second level corner and the first level has a large recessed entry opening.

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Locust Street Automotive District Boundary Increase
St. Louis (Independent City), MO

Map of City of St. Louis, MO

Locating Property



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St. Louis (Independent City), MO

Narrative Statement of Significance

Architects (continued)

Pearson, Howard L.
Powers, James E.
Rubin, Saul L.
Stephens, John C.

Builders

Charleville, Benjamin J.
Farish & Gray
Nagel, H.F.
McCormack, C.B. & Son
Ratz, Henry
Voirol, August B.
Ward, T.J. Construction Co.
Wilson, J.W. & Sons

Narrative Statement of Significance

SUMMARY

The Locust Street Automotive District, listed in the National Register of Historic Places (NRHP) in 2005, is being expanded to include nine (9) buildings situated at the west end of the district's original boundaries. In 2005, some of these buildings were covered with non-historic materials. It was unknown at that time whether these properties retained historic integrity due to late twentieth century exterior alterations. Since 2005, these buildings have undergone renovation. Recent removal of the non-historic materials indicates that original facades and features remain intact. As a result, these properties now illustrate architectural integrity that qualifies them for NRHP listing as contributing members of the Locust Street Automotive District under Criteria A and C in the areas of Commerce and Architecture. The buildings included within the proposed boundary expansion include 3133-35, 3137-39, 3141-45, 3147, 3149, and 3201-07 Locust (north side); and 3150, 3152 and 3200-02 Locust (south side). The Locust Street Automotive District (Boundary Increase) falls under the Multiple Property Document (MPD) context of "Marketing and Servicing the Automobile in St. Louis, 1900-1955." Like the buildings in the existing district, these properties were an integral part of the city's Automotive Row along Locust Street that held a large collection of early dealerships and auto service properties. All of the buildings within the district boundary increase were utilized either as dealerships and/or retail establishments. Most of these buildings continued to serve as

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Locust Street Automotive District (Boundary Increase

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St. Louis (Independent City), MO

Narrative Statement of Significance

auto-related properties throughout the 1970s-80s. The district boundary increase is eligible under Criterion A for its association with the city's commerce as related to the automobile marketing and servicing industry. The district boundary increase is also eligible under Criterion C for its intact collection of former automobile-related-use properties, most of which were designed by notable St. Louis architects. The level of significance associated with the district boundary increase is local. The period of significance is from 1911 (the year that the first building in the boundary extension was constructed) through 1955 (consistent with period of significance as identified in the MPDF).

HISTORICAL OVERVIEW

As noted in the Locust Street Automotive District nomination, the architectural character of Automotive Row along Locust was primarily residential in nature prior to 1900. In 1909, the area associated with the district's extended boundaries supported single-family dwellings, two-family flats, and hotels that had been constructed during the late nineteenth century.¹ These properties clearly illustrate that until the advent of the automobile in St. Louis, Locust Street retained its residential character. In the 1890s, the neighborhood was situated well outside the city's industrial/commercial center. Three blocks west of the district, the Midtown area developed as a shopping and theater district beginning in the 1890s, as streetcars began to make their way along Grand and Olive Boulevards. Although these two routes also served as major thoroughfares for the automobile, they did not develop as primary "automobile rows" as did Locust Street. Locust was the only paved east/west corridor linked to downtown St. Louis that did not have streetcar tracks – this allowed automobiles to move more freely along the route.² Because Locust was also situated within direct vicinity of Grand and Olive (primary commercial corridors), it rapidly developed as the city's center for automobile dealerships and service-related businesses. As early as 1911, automobile businesses were beginning to crop up along Locust Street within the 1800-2100 and 2800-3400 blocks. These businesses were "interspersed with commercial ventures such as grocers, printers, pharmacies, salons and hotels."³ By the time the city incorporated its 1917 plan to improve and widen roads to "secure . . . trade and manufacturing, Locust was firmly entrenched as the city's "automobile row."⁴

An evaluation of the property histories within the Locust Street District (Boundary Increase) indicates that by 1911, changes had begun to take place as homes and hotels made way for commercial interests spurred by the automobile. The property at 3133-35 Locust held a vacant lot in 1909 that was adjacent (west of) the Hoffman Hotel. Because the lot was vacant, it supports one of the district boundary increase's earliest properties, constructed in 1911 as an automobile dealership. The building at 3137-39 Locust supported a three-story dwelling in 1909 that by 1916 was demolished for the building

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Locust Street Automotive District (Boundary Increase

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St. Louis (Independent City), MO

Narrative Statement of Significance (continued)

that currently stands on the site. Prior to its development for auto-related purposes, the site associated with 3141-45 Locust held a three-story home that was flanked at the west by "The Cecil" (a hotel) and at the east by the Hoffman Hotel. In 1911, the dwelling was demolished. The lot remained vacant until 1916, when a two-story brick building was constructed - the building that remains standing today. By that time, the Cecil Hotel had also been demolished (3145 Locust). The new building, 3141 Locust, was constructed on lots previously used for 3141 and 3145 Locust. Prior to construction of the two companion buildings at 3147-49 Locust, the site held a two-story residential building at 3147 Locust Street. This property was adjoined at the west wall by another dwelling at 3149 Locust Street. By 1912, residential properties at 3147-49 Locust were razed to make room for automobile-related businesses. This pattern of development along Locust continued throughout the 1910s-20s, as residences were cleared for the buildings at 3150, 3152 and 3200 Locust.⁵ Of the nine property sites associated with the buildings included in the Locust Street Automotive District (Boundary Increase), only one, 3201-07 Locust, supported a business in 1909 - the Manine Medicine Company (in a building that may well have been a converted residence, given that its silhouette was not that of typical commercial buildings and it was later replaced with a commercial building).⁶

ARCHITECTS AND BUILDERS ASSOCIATED WITH THE LOCUST STREET AUTOMOTIVE DISTRICT BOUNDARY INCREASE

Many of the same architects and builders who completed buildings within the existing Locust Street Automotive District also worked on properties within the district's expanded boundaries. Since 2005, ongoing research has provided additional information for a few of these individuals.

Preston J. Bradshaw designed more buildings than any other architect associated with the Locust Street Automotive District. These properties include 3137-39 and 3141-45 Locust (within the boundary increase) and (within the existing 2005 district) 2926-36, 3000-08, 3010-12, 3015-19, 3016-18, 3116-20, 3027, and 3037-39 Locust.⁷ Bradshaw was a well known architect, best remembered for his many elegant hotel and apartment buildings. He was born in St. Louis in 1884 to Thomas Bradshaw and Ann Kehoe Bradshaw.⁸ Bradshaw received an architectural degree from Barnard College (at Columbia University, New York). In 1916, the same year that Bradshaw designed 3137-39 and 3141-45 Locust, he opened his architectural firm in St. Louis, "Preston J. Bradshaw Associates."⁹ Bradshaw designed the Coronado Hotel (which he also owned) in addition to numerous other hotels in St. Louis, including the Mayfair, Chase, and Melbourne. He designed hotels for other cities, such as the Brown Hotel in Louisville and the Ambassador in Los Angeles.¹⁰ In addition to his many hotels and automotive buildings, Bradshaw designed the Glen Echo Country Club in Normandy, Manhasset

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Narrative Statement of Significance (continued)

Village in Richmond Heights (constructed by the Works Projects Administration, demolished) and the St. Louis County Courthouse in Clayton.¹¹ Although Bradshaw and his family moved to Gray Summit, Missouri, by 1950, he continued to work in St. Louis until his death in 1953.¹²

Benjamin J. Charleville was a carpenter and contractor, who established his own business, the B.J. Charleville Building and Investment Company, in 1905.¹³ B.J. Charleville was born in 1874 (in Missouri) to Joseph Charleville and Elizabeth Epstein Charleville. B.J. Charleville and his wife, Estelle, resided in Maplewood (St. Louis County).¹⁴ His firm, B.J. Charleville Construction Company, was known for its numerous residential commissions.¹⁵ In 1913, Charleville had offices in downtown St. Louis at 720 and 706 Chestnut Street.¹⁶ He was the construction contractor for 3141 Locust (within the boundary increase) and 2926-36, 2942, 3010-12, 3001-03, 3015-19, and 3037-39 Locust (within the existing 2005 district).

Albert B. Groves, who designed 3201-07 Locust Street in 1911, also designed 3001-03 Locust, which is within the district's 2005 boundaries. Albert was born to Mr. and Mrs. John Groves of England in 1868 in Providence, Rhode Island.¹⁷ The Groves family moved to New York when Albert was very young. In 1888, Groves completed an architectural degree at Cornell University. He subsequently worked in Denver for Frank E. Edbrooke, one of the city's best known architects.¹⁸ Prior to moving to St. Louis in 1891, Groves traveled to Europe where he studied architecture for two years in France and Italy. Following his arrival to St. Louis, he worked as a draftsman for Grable & Weber, a well-known firm that awarded Groves a partnership in 1895. Weber and Groves purchased Grable's interest in 1898; and the firm continued as Weber & Groves until Weber died in 1905. Groves worked independently until his death in 1925. Notable examples of Groves' work in the St. Louis area include the St. Louis Masonic Temple, St. Mary's Hospital in Richmond Heights, the Maryland Hotel at Pine and Eighth Avenues, and Westminster Presbyterian Church at Delmar and Union boulevards.¹⁹

C.B. McCormack & Son was a general construction company owned by Charles B. (Beatie) McCormack and his son, Royden C. McCormack. C.B. McCormack was born on September 28, 1858, in St. Louis. His father, Samuel C. McCormack was also a construction contractor who ran the family's business until his death in 1884. C.B., who joined the firm as a partner in 1890, operated the firm under his own name for many years.²⁰ Samuel and C.B. specialized in residential projects, including commissions for several homes in the Central West End neighborhood designed by Barnett, Haynes, and Barnett.²¹ In 1904, McCormack's son, Royden, joined the company and became head of the firm when C.B. retired in 1937.²² McCormack was the building contracting firm for the alterations (designed by Groves) in 1917 at 3201-07 Locust.

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St. Louis (Independent City), MO

Narrative Statement of Significance (continued)

James E. Powers was the architect for 3133-35 Locust Street, as well as the building (within the existing district) at 3029-33 Locust. Powers does not appear to have been a trained architect – more likely he was a builder/contractor. Powers was born in New York in 1857. His wife, Ellen, was born in Missouri (date and city unknown). Powers' son, James Jr., also worked as a builder and contractor, possibly with his father. James and Ellen had two additional sons, Roy and Everett, and two daughters, Margaret and Ella.²³

Henry Ratz was a building contractor for 3152 Locust. He was born in Germany in 1866 to John and Katherine Boller Ratz.²⁴ The family moved to St. Louis from Germany when Henry was 14 years old.²⁵ Henry Ratz married Augusta Diller, who preceded him in death. The couple raised two sons (Theodore H. and Louis H.) and one daughter, Mrs. Douglas W. Dodds of St. Louis County.²⁶

Saul L. Rubin was the architect who completed the building renovations for 3200 Locust Street in 1944, essentially a new design on the foundations left after a major fire. Mr. Rubin was an architect and builder for more than fifty years, and worked for Jacob, Rubin and Son Construction Company in St. Louis. Rubin completed his studies in 1922 at Washington University where he was enrolled in the School of Commerce and Finance as well as the School of Architecture. Rubin died at the age of 81 in 1981. He married Rebecca Rubin and the couple had three daughters, all of whom resided in St. Louis at the time of Rubin's death – June Bierman, Ruthellyn Roufa, and Barbara Margulis.²⁷

Also noted within the Locust Street Automotive District (Boundary Increase) are two buildings – 3147-49 and 3200 Locust – designed by **Stephens & Pearson**. During the 1910s, the company had two business locations at 705 and 821 Olive Boulevard. Little personal information is known about the individuals who formed the partnership of Stephens & Pearson – John Chauvine Stephens and Howard L. Pearson. Stephens was born in St. Louis in 1871 to William and Rose Oberchaun Stephens.²⁸ Stephens & Pearson opened an architectural office in St. Louis around 1907. The company is believed to have worked closely with William Albert Swasey, a nationally recognized architect who designed the Missouri Pacific (Buder) Building at Seventh and Market in St. Louis. Stephens & Pearson designed several Colonial Revival style homes within the Parkview residential development in University City (St. Louis County).²⁹ Within the Locust Street District and boundary increase, Stephens & Pearson designed six buildings that (in addition to 3147-49 and 3200 Locust) include 2924, 2944-46, 3005-07, and 3021-23 Locust Street.

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Narrative Statement of Significance (continued)

August B. Voirol was the builder who completed the 1912 renovations at 3201-07 Locust (designed by Groves). His business was Kremer & Voirol Construction Company, located at 810 Olive Street. Voirol was born in Switzerland in 1876 and immigrated to St. Louis in 1880. His wife, Jennie, was French and immigrated to the city in 1883. In the 1910 census, Voirol's occupation is listed as "superintendent of construction, buildings." At that time, the Voirols had two daughters, Winifred and Helen.³⁰

There are a few building contractors (and two architects) associated with the Locust Street Automotive District (Boundary Increase) who remain obscure. These include Theodore C. Reeves (3150 Locust), Farish & Gray (3200 Locust), H.F. Nagel (3147-49 Locust), J.W. Wilson & Sons (3201-07 Locust), and T.J. Ward Construction Company (3137-39 Locust).

INDIVIDUAL BUILDING HISTORIES

NORTH SIDE OF LOCUST (odd numbers):

3133-35 Locust – Cochrane Motor Sales Company; 1911; James E. Powers, architect. Contributing.

The building at 3133-35 Locust Street was constructed in 1911 and designed by architect James E. Powers.³¹ Prior to the existing structure, the property supported a vacant lot, situated between a hotel (to the east) and a single-family residence (to the west).³² In 1911, property owner Harry Jost had a one-story brick commercial building constructed that was used as an automobile dealership by Cochrane Motor Sales Company (1913-1914), H.E. Wilcox Motor Company (1915) and Locust Motor Sales Company (1915-16).³³ Cochrane Motors distributed Gramm trucks and/or autos, produced by a company established in 1910 by Benjamin A. Gramm of Lima, Ohio. The Gramm automobile plant was situated in Chillicothe, Ohio and began manufacturing steam automobiles in 1902, followed by gasoline-engine cars in 1903. Beginning in 1910, Gramm began producing trucks – initially known as the Garford Motor Truck Company. By 1911, the business name was changed to Gramm Motor Truck Company. Trucks were more successful for Gramm than the company's automobiles.³⁴ It is probably this production line that was distributed through the dealership on Locust Street during the early 1910s.

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Narrative Statement of Significance (continued)

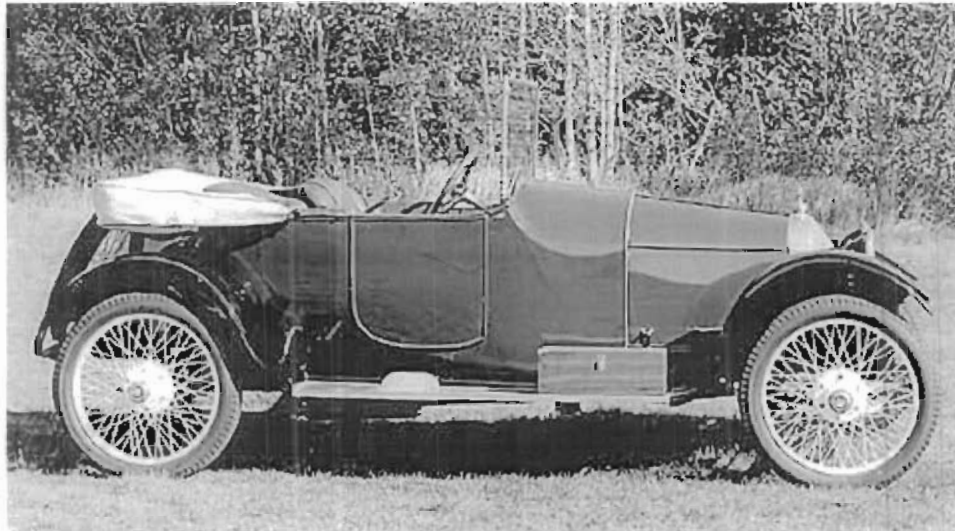


Figure 2. Scripps-Booth roadster, 1916. Photograph available online at Owls Head (Maine) Transportation Museum website (<http://www.ohtm.org/16scripp.html>).

The building at 3133-35 Locust was also used as a tire shop (Western Tire Brokerage Company, 1919; Midwest Tire & Rubber Company, 1920-1923 – which moved into 3137-39 Locust in 1938; and Merril Tire Company, 1926). The building held a restaurant operated by John Turner during 1924 - 1928. In 1929, the property was a used car dealership, Milton Motor Company. The building was vacant in 1931 and remained so – at least partially – until 1936, when it was used as an auto repair shop operated by Stuart Harper. From 1932 through the mid-1940s, the portion of the building noted as 3135 Locust held several used car businesses, including Motor Sales Company (1932), Wachtel Motor Company (1933), Royal Motor Company (1935-39), and Southwest Motor Exchange (1944). In 1937, the building was used as a restaurant that changed ownership over the years (1937-1955). The building was used as an auto parts store (L.D. McLafferty Auto Supply Company) from 1946-1951. The Bohn Aluminum & Brass Corporation used the building in 1952 but by 1955, the property was again used by an auto-related business, Perry H. Gilliland and Company, which remained through the 1960s. Medart Marine Supply, Inc. moved into the building by 1975 and remained in 1980.³⁶

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Narrative Statement of Significance (continued)

3137-39 Locust – Mississippi Valley Motor Company; 1916; Preston J. Bradshaw, architect; T. J. Ward Construction Company, contractor. **Contributing.**

The building at 3137-39 Locust Street was constructed in 1916, at which time it was owned by Fredonia Real Estate Company. The building was designed by Preston J. Bradshaw and construction was completed by T.J. Ward Construction Company. Costs of the initial construction were estimated at \$18,000.³⁷ The property's earliest tenant, Mississippi Valley Motor Company, was an auto dealership and assembly operation that was well known in the city by the early 1900s. Prior to the location on Locust, the dealership was situated in a building on Olive Boulevard, west of Vandeventer Avenue. This business "handled" numerous automobile models, including Mobile, Toledo Steam (later known as Pope-Toledo), Fomier-Searchmont, Knox, Autocar, Oldsmobile, Pope-Waverly, and Columbia Electric.³⁸ The building on Olive was destroyed by a fire in 1907.³⁹ Mississippi Valley Motor Company remained in the building at 3137-39 Locust until about 1925, when it relocated to 2801 Locust Street. City directories fail to provide additional information concerning tenancy until 1930, by which time Monarch Motor Car Company occupied the building. This business remained until 1935, when the Auto Finance Company's used car division occupied the property.

In 1936, the building at 3137-39 Locust was used by Steiner Automobile Company. The following year, in 1937, the building held Mid-west Tire Exchange. This business remained at 3137-39 Locust through 1944. In 1946, the Brass & Copper Sales Company was located at this address (through 1948). By the early 1950s, McQuay Norris Manufacturing Company had moved into the building. Argo Products occupied the space in 1955 and remained through the 1950s. By 1960, the John Baumann Safe Company moved into the building and remained the tenant in 1980.⁴⁰

3141-45 Locust – Kardell Motor Company; 1916; Preston J. Bradshaw, architect; B. J. Charleville, contractor. **Contributing.**

R.E. Fredonia Real Estate Company originally owned the building at 3141-45 Locust, designed by Preston J. Bradshaw and constructed by B.J. Charleville in 1916. Featuring a "composition roof, terra cotta cornices, [and] iron girders," the property's estimated cost of construction was \$20,000.⁴¹ 3141 Locust was designed as an early auto dealership for the Kardell Motor Car Company, which distributed REO model automobiles and trucks, and Dort automobiles. Prior to Kardell's use of this particular building, the business was located at 4150-56 Olive Boulevard.⁴²

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Narrative Statement of Significance (continued)

REO automobiles were manufactured by Ransom Eli Olds, “inventor of the Oldsmobile.”⁴³ Olds achieved early success because his vehicles were affordable, even during initial years of automobile development when few could afford to buy cars. The REO Motor Car Company was created in 1904 when Ransom Olds left Olds Motor Works. In addition to cars, REO manufactured trucks (known as “speedwagons”) and buses – all three auto types were distributed through the Kardell dealership at 3141-45 Locust Street.⁴⁴ The other major brand of auto distributed through Kardell was related to Dort Motor Company, established in 1915. Named for the company’s original owner, Josiah Dallas Dort, the company was liquidated in 1923. Peak sales of the Dort were recorded in 1920 as 30,000.⁴⁵

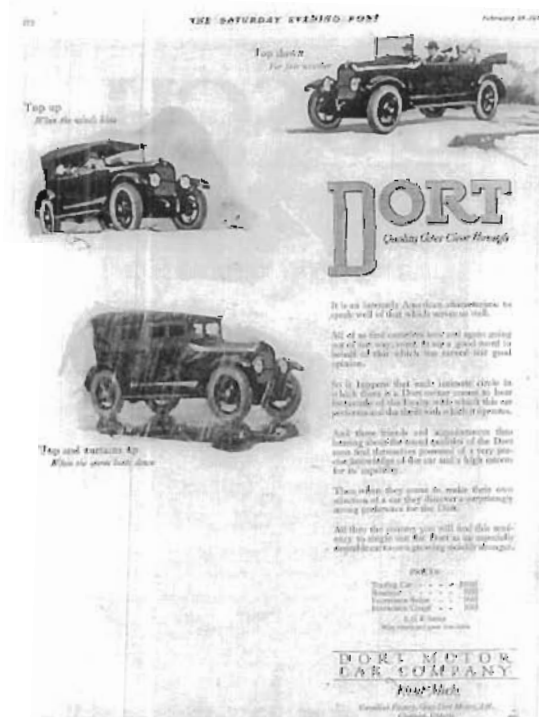


Figure 3. Dort advertisement, *Saturday Evening Post*, February, 1929.

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Narrative Statement of Significance (continued)

In 1930, the building at 3141 Locust was used by Central States Motors, a used car dealership that remained in the building until 1933. The property was vacant in 1933, but by 1934 was used by Auto Finance Company and Southwestern Investment Company. The business occupying the property in 1936 was Midwest Finance Company.⁴⁶ The property was used as an auto parts warehouse from 1945 (Koochook Company) through 1980 (Thompson Products, Inc.). Thompson Products (known later as TRW – Thompson, Ramo-Wooldridge) was situated at 3211 Locust in 1936 and moved to 3141-45 Locust in the 1950s.⁴⁷ This business remained at 3141 Locust in 1980 and also occupied 3147-49 Locust (while using 3141-45 Locust).⁴⁸

3147 Locust and 3149 Locust Street – United States Tire Company; 1912; Stephens and Pearson, architects; H. F. Nagel, contractor. Contributing.

These two buildings – 3147 and 3149 Locust – were constructed together in 1912 and designed by Stephens & Pearson. Construction was contracted to H. F. Nagel for an estimated \$10,000.⁴⁹ The entire property was initially utilized by United States (U.S.) Tire Company beginning in 1912; this business remained in at least a portion of the building through 1922. The U.S. Tire Company was a subsidiary of the United States (U.S.) Rubber Company. U.S. Rubber was established in 1892 following a merger of nine American rubber manufacturers.⁵⁰ By 1912, U.S. Rubber was producing 25 percent of the nation's tires, outranking both B.F. Goodrich and Diamond Rubber Companies.⁵¹

Other businesses that occupied the building at 3147-49 Locust include Essen Kay Sales Company (1914), Airplex Inner Tire Company (1916), Bendor Tire Company (1918 – 1920), Harry Newman, Inc., Autos (1922), Champion Body Company (1924-1926), and Wolken Motor Company (1928), which remained in the building until 1931. In 1931, the building was vacant but occupied again in 1932 by Benjamin Motor Sales Company. Again, in 1933, the building was vacant. The following year, Automotive Warehousing Corporation occupied the property. In 1936, the building was vacant. By 1938, the property was occupied by two businesses – McCall Novelty Company (3147) and Climax-Jones & Quinn, Inc. (3149), an automotive supplies business. The auto supply company was no longer in the building in 1944, replaced by Banner Book Binding Company. McCall Novelty Company remained in the building through the early 1950s.⁵²

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St. Louis (Independent City), MO

Narrative Statement of Significance (continued)

3147-49 Locust had two tenants during the mid-to-late 1950s, including Jefferson Wholesale Furniture Company (1955) and Atlas Copco Eastern, Inc. (1958-1960). The property was vacant in the early 1960s, but in 1963 was utilized by Thompson-Ramo-Wooldrige (TRW), an auto supply warehouse. This business occupied other buildings along Locust, including 3141-45 (1950s) and 3211 (1940s) prior to moving into 3147-49 Locust Street. In 1970, a printing company used the building (All Type Printing Company). TRW remained the primary tenant in 1980.⁵³

3201-07 Locust – Firestone Tire & Rubber Company; 1911; 1912, 1917 alterations; Albert B. Groves, architect; Wilson & Son, construction contractor; Kremer-Voirol, 1912 and C. B. McCormack & Son, 1917 renovation contractors. **Contributing.**

The building at 3201-07 Locust is a two-story automobile property constructed in 1911 for an estimated \$38,000. Although the architectural firm is listed on the building permit as “J.W. Wilson & Son,” the architect was actually Albert B. Groves. Wilson & Son was the construction contractor. In 1912, the building was renovated when new windows and an elevator were added, and the “showroom” was renovated. Again, Albert Groves was the architect, and Kremer-Voirol worked as the building contractor. In 1917, the property was renovated for use by Firestone. This project was also assigned to Groves, and the construction contractor was C.B. McCormack & Son.⁵⁴

Firestone Tire and Rubber Company was established in 1900 by Harvey S. Firestone of Akron, Ohio. Initially the company acquired rubber elsewhere and assembled tires by attaching rubber to steel wheels – a standard practice at the time. In 1903, Firestone began producing its own rubber. Much of the company’s success is directly tied to Henry Ford, who contracted the firm in 1905 to produce tires for Ford automobiles. By 1906, Firestone was producing more than 28,000 tires and selling more than one million tires annually.⁵⁵

In addition to Firestone Tire & Rubber Company, which occupied the property from 1913 through 1925, the property was used by several dealerships, including Kommers Motor Company (1919) which distributed Nash automobiles. Nash Motor Company was created in 1916 by Charles W. Nash (1864 – 1948), a former president of General Motors and Buick Motor Company.⁵⁶ By 1919, the year that the property at 3201-07 Locust served as a Nash distributor/dealership, the company was producing more than 27,000 cars annually.⁵⁷ In 1921, Lafayette-St. Louis Motor Company occupied the property followed by St. Louis Durant Company (1925-29). Durant automobiles were associated with William C. (“Crapo”) Durant, who established a partnership with Josiah Dort in 1886 – the Durant-Dort Carriage Company. Durant established General Motors in 1908 by

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Narrative Statement of Significance (continued)

successfully merging production interests associated with Cadillac, Oldsmobile, Oakland, Buick, and Northway Motor Companies, as well as "a number of concerns that made automobile accessories."⁵⁸ The company was hit hard by the Depression, however; at which time the dealership on Locust vacated the building at 3201-07.⁵⁹

In 1930, 3201-03 Locust (a portion of the building) held the Shapiro Upholstering Company, which remained until 1933. After that time, the building was used by the Auto Parts Company, which remained through 1965. The building also held Moon Motor Company, Inc. (3205) in 1931; Andrews Manufacturing Company, an auto parts store (3205-07) in 1935-36; and Pioneer Asbestos Company (1936). A lawyer, Milton E. Levy, had an office in the building in 1931-32. Various other businesses shared space in the building during the 1940s including Tire Clearing House (1940-48) and Ace Uniform Company (1944-48). The building was occupied by Borg-Warner Service Parts Company (1950-65) and Cyclonic Industrial (vacuum cleaner) Sales (1970-1980).⁶⁰

SOUTH SIDE OF LOCUST (even numbers)

3150 Locust – Koochook Rubber Company; 1912 ca.; Theodore C. Reeves, architect. Contributing.

In 1912, a dwelling/store was altered at 3150 Locust. The architect for this project was Theodore C. Reeves, and the property was owned by L.M. Sperry. It is unclear as to whether the renovation altered an existing dwelling or resulted in completely new construction. A dwelling is illustrated on the site on the 1909 Sanborn Fire Insurance Map.⁶¹ In 1915, the property was altered with two additions. By that time, the building permits identify the building on the site as a "brick garage." In 1922, the property was still owned by L.M. Sperry and identified as "brick stores."⁶² Regardless of whether the building was originally used as a dwelling, it was used as an automotive supply store in 1913 by Koochook Rubber Company. City Directories fail to identify early commercial tenants after 1913, but in 1915, Koochook Rubber is listed in the directory at 3152 Locust (probably a misprint). It is likely that Koochook Rubber remained in the building for several years. In 1929, the building was occupied by the St. Louis Motor Car Company, a used car dealership. By 1932, the building's tenant was Locust Auto Body Company. The building was vacant in 1933-1935; but by 1936 held the Automotive Warehousing Corporation (previously located at 3147 Locust in 1935). This company remained in the building in 1980. One additional business, Link and Chambers (probably automobile-related) shared space in the building from 1944 through 1948.⁶³

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Narrative Statement of Significance (continued)

3152 Locust – Independent Tire Company; 1923; J. H. Ratz, contractor. Contributing.

The building at 3152 Locust was constructed in 1923. Independent Tire Company was the building's original tenant; and this business remained through 1933. The building was constructed for an estimated \$23,000 by contractor J. H. Ratz.⁶⁴ The property was vacant in 1933. Auto Money Corp occupied the building from 1935 through 1938. The property was vacant in 1939 and occupied in 1940-48 by R. J. Bearings Corporation. A speedometer repair shop occupied the space in 1952, operated by Jack. L. Harrison. By 1958, a heating and air conditioning company (Lance Heating and Air) had moved into the building. In 1960, the property was again used by an auto-related business when Jobbers Service Company (auto parts) moved into the building. This business remained at 3152 Locust in 1980 and (at the same time) also occupied space at 3214 Locust.⁶⁵

3200-02 Locust – Standard Auto Parts; 1944; Saul L. Rubin, architect. Contributing.

The building at 3200-02 Locust was constructed in 1911 for an estimated \$12,400. The architectural firm hired for the project was Stephens & Pearson. In 1925, the building was used by Standard Auto Parts which undertook a major reconstruction after a major fire in 1944, utilizing the existing foundations and including an entirely new Art Moderne exterior. At this time, the architect for the project was Saul L. Rubin.⁶⁶

Originally the building at 3200-02 Locust was used by Neustadt Automobile and Supply Company, which remained through 1917. Afterward, the American Automobile & Supply Company occupied the building. Although this latter company sold many parts and accessories, it specialized in parts for the Dixie Flyer, an automobile manufactured in 1910 in Atlanta, Georgia.⁶⁷ The property was used briefly by Nash St. Louis Motor Car Company (1921), after which time it appears that Standard Auto Parts moved into the building. Standard Auto Parts occupied this property for many years and remained in the building in 1980. The building also held Milford Realty & Investment Company for a short time during the 1930s (1930-1936).⁶⁸

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Narrative Statement of Significance (continued)

CONCLUSION

The nine buildings included in the Locust Street Automotive District (Boundary Increase) (3133-35, 3137-39, 3141-45, 3147, 3149, 3150, 3152, 3200-02, and 3201-07) are excellent examples of automobile-related-use properties constructed along St. Louis' Automobile Row (Locust Street) during the 1910s-40s. The expanded boundaries have been added to the existing district (listed in 2005). When the original nomination was completed, these properties had exterior modern siding that obscured the historic exterior fabric. Removal of synthetic materials since 2005 indicates that exterior elevations for all nine buildings are intact. The properties are therefore contributing to the Locust Street District. Situated at the west end of the district, these buildings are significant components of the existing district as they richly illustrate the history and architectural character of St. Louis' "Auto Row" along Locust Street.

ENDNOTES

¹Sanborn. "Fire Insurance Map of St. Louis, MO" (New York: Sanborn Map Company, 1909), Vol. 2:27.

²Norbury Wayman. "St. Louis – Early Automobile Capital – Illustrations from the author's collection." (Unpublished, Wayman Collection at Mercantile Library, St. Louis: Series, Box 2; M109 2-1-11 [Automotive]). Pages not numbered.

³Ruth Keenoy, Karen Bode Baxter, Timothy J. Maloney and Mandy K. Ford. "Locust Street Automotive District," National Register of Historic Places Nomination Form (Unpublished, 2005), 8:14.

⁴Ibid.

⁵Sanborn; St. Louis, Missouri. City of St. Louis – Division of Building and Inspection, Microfilm Room – Inactive and Active Building Permits, City Hall – Comptrollers' Office.

⁶Sanborn.

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⁷*St. Louis Daily Record*. "Construction News" (25 September 1916 and 28 September 1916), 3 (same page number, both issues).

⁸"Preston J. Bradshaw Dies; Architect Here," *St. Louis Post-Dispatch* (7 December 1953), 3C; "Missouri Death Certificates, 1910 – 1956," (Online at <http://www.sos.mo.gov/archives/resources/deathcertificates/#search>), Access dates 22 June and 12 July, 2007.

⁹"Preston J. Bradshaw Dies; Architect Here."

¹⁰Gill McCune. *The St. Louis Story* (St. Louis: Historical Record Association, 1952), 1156-57; "Preston J. Bradshaw Dies; Architect Here."

¹¹"Preston J. Bradshaw Dies; Architect Here."

¹²McCune, 1157.

¹³"Benjamin J. Charleville Sr. Dies; Retired Contractor," *St. Louis Post-Dispatch* (3 May 1949), 3C.

¹⁴"Missouri Death Certificates, 1910 – 1956," website.

¹⁵St. Louis County Parks. "Historic Buildings – University City" (Available at <http://www.co.st-louis.mo.us/parks/historical-buildings/University1.html>), Access date 19 June 2007.

¹⁶[Gould]. *Gould's St. Louis Directory* (St. Louis: [Polk] Gould Directory Company, 1913), 2435.

¹⁷"Missouri Death Certificates, 1910 – 1956," website.

¹⁸Colorado Historical Society. "Colorado Architects Biographical Sketch – Edbrooke, Frank E." (Available at <http://www.coloradohistory-oahp.org/guides/architects/architectindex.htm>), Access date 2 July 2007.

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Narrative Statement of Significance (continued)

¹⁹Carolyn Hewes Toft. "St. Louis Architects: Famous and not so Famous," Part 12, *Landmarks Letter* (September-October 1987), 22:2; "Albert B. Groves, Noted Architect Dies," *St. Louis Globe-Democrat* (1 December 1925), 1:1; and "A.B. Groves, Architect to be Buried Tomorrow," *St. Louis Globe-Democrat* (2 December 1925), 1:14.

²⁰The St. Louis Star-Sayings. *The City of St. Louis and Its Resources* (St. Louis: Self-published, [1893]), 146.

²¹Mary Bartley. *St. Louis Lost* (St. Louis: Virginia Publishing Co., 1994 - reprint 1998), 146-47.

²²Missouri Historical Society (comp). "Necrologies" (Vol. 20, September 1938 -- March 1940), 51.

²³United States Census Bureau. "James E. Powers" (District 10, ED 444, Sheet 12B), 1910.

²⁴"Missouri Death Certificates, 1910 - 1956," website.

²⁵"Funeral for Henry Ratz Scheduled for Tomorrow." *St. Louis Post-Dispatch* (23 September 1954), 3C.

²⁶"Missouri Death Certificates, 1910 - 1956," website; "Funeral for Henry Ratz Scheduled for Tomorrow."

²⁷"Rubin, Saul L." *St. Louis Globe-Democrat* (9 March 1981). Clipping available at St. Louis Public Library, Fine Arts Department, "St. Louis Architects."

²⁸"Missouri Death Certificates, 1910 - 1956," website.

²⁹St. Louis County Parks, website.

³⁰United States Census Bureau. "August B. Voirol" (St. Louis City, Ward 12), 1910.

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Locust Street Automotive District (Boundary Increase

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St. Louis (Independent City), MO

Narrative Statement of Significance (continued)

³¹*St. Louis Daily Record*. "Construction News" (19 May 1911), 3.

³²Sanborn.

³³[Gould], 1911-1916.

³⁴Beverly Rae Kimes et al. *Standard Catalog of American Cars 1805 - 1942* (Iola, WI: Krause Publications, 1986), 651; Bob Holdgreve. "Window to the Past - Early trucks, buses, and campers," (Delphos Historical Society, 1999 - Available at http://www.delphoschamber.com/history/Holdgreve/trucks_buses_campers.htm), Access date 2 July 2007; and Scriptophily.com at <http://www.scripophily.net/gamotrcooh.html>. Access date 12 December 2007.

³⁵"The Collections of the Owls Head Transportation Museum." (Owls Head, Maine - Available at <http://www.ohtm.org>), Access date 26 July 2007; Reynolds Farley and Judy Mullin. "Detroit - The History and Future of the Motor City - Scripps-Booth Company/Saxon Motor Car Corporation/Hamilton Steel Products" (Available at <http://www.detroit1701.org/Scripps-Booth.html>), Access date 26 July 2007; and Locust Street Motor Sales Company, Advertisement for Scripps-Booth. *St. Louis Globe-Democrat* (3 September 1916), b7.

³⁶[Gould], 1912-1980.

³⁷*St. Louis Daily Record*. "Construction News" (28 September 1916), 3.

³⁸St. Louis Society Automobile Pioneers (comp.). *Four Wheels - No Brakes. A History of the Early Development of the Automobile in St. Louis* (St. Louis: Self-published, 1930), 54.

³⁹Ibid, 168.

⁴⁰[Gould], 1912-1980.

⁴¹*St. Louis Daily Record*. "Construction News" (25 September 1916 and 14 October 1938), 3 (same page number, both issues).

⁴²[Gould], 1913: 2348.

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National Register of Historic Places Continuation Sheet

Section number 8 Page 28 Locust Street Automotive District (Boundary Increase
St. Louis (Independent City), MO

Narrative Statement of Significance (continued)

⁴³“REO: The Man & the Machine.” Michigan State University Archives & Historical Collection (Available at <http://www.msu.edu/~msuarhc/reo.htm>), Access date 6 June 2007.

⁴⁴Kimes et al, 1279-80.

⁴⁵Ibid, 488-89.

⁴⁶[Gould], 1930-36.

⁴⁷St. Louis, Missouri. Inactive and Active Building Permits.

⁴⁸[Gould], 1930-1980.

⁴⁹*St. Louis Daily Record*. “Construction News” (27 March 1912), 3.

⁵⁰Glenn D. Babcock. *History of the United States Rubber Company* (Bloomington, IN: Indiana University, 1966), 19-21, 33.

⁵¹Ibid, 114-117.

⁵²[Gould], 1912-1955.

⁵³Ibid, 1955-1980.

⁵⁴*St. Louis Daily Record*. “Construction News” (17 August 1911; 2 September 1912; 16 February 1917), 3.

⁵⁵Ohio Historical Society. “Firestone Tire and Rubber Company,” *Ohio Central: An Online Encyclopedia of Ohio History* (2005 – (Available at <http://www.ohiohistorycentral.org/entry.php?rec=891>), Access date 2 July 2007.

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Section number 8 Page 29 **Locust Street Automotive District (Boundary Increase
St. Louis (Independent City), MO**

Narrative Statement of Significance (continued)

⁵⁰Flint Timeline Project. "Charles W. Nash 1864 – 1948" (Available at http://www.flint.lib.mi.us/timeline/autohistory_0798/nashC.html), Access date 2 July 2007.

⁵⁷Kimes et al, 1278.

⁵⁸"Little Stories of Big Successes," *Greater St. Louis* (Vol. 1, 1919), 5.

⁵⁹Kimes et al, 503.

⁶⁰[Gould], 1930-1980.

⁶¹*St. Louis Daily Record*. "Construction News" (13 March 1912, p. 3); St. Louis, Missouri. Building Permit (1912); Sanborn.

⁶²St. Louis, Missouri. Building Permits (1915, 1922).

⁶³[Gould], 1913-1980.

⁶⁴*St. Louis Daily Record*. "Construction News" (28 February 1923), 4.

⁶⁵[Gould], 1930-1980.

⁶⁶*St. Louis Daily Record*. "Construction News" (27 July 1911; 11 September 1944). 3 (1911) and 4 (1944).

⁶⁷*Greater St. Louis Dixie Flyer* – 3200 Locust, Advertisement (Vol. 1, August 1920), 30; Kimes et al, 455.

⁶⁸[Gould], 1911-1980.

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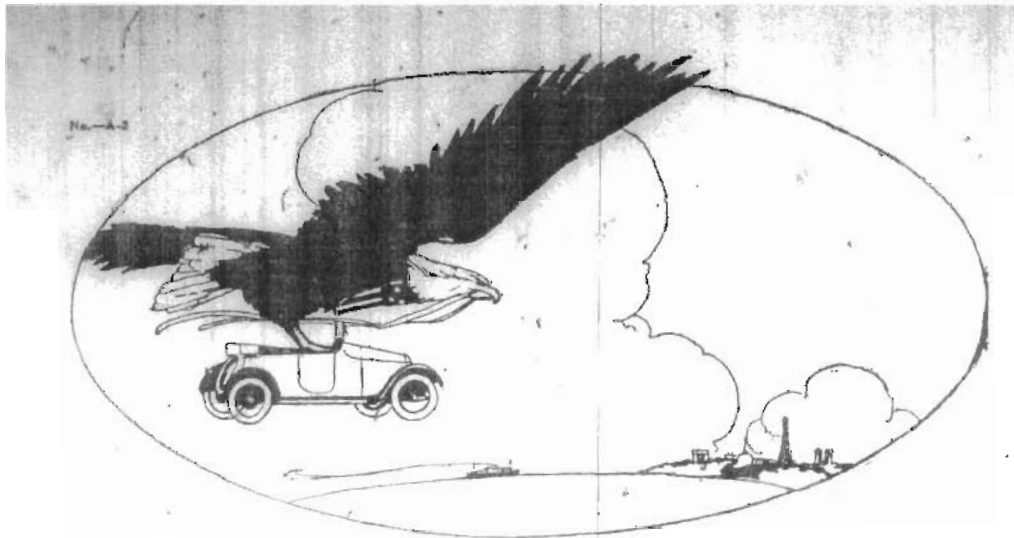
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Locust Street Automotive District Boundary Increase
St. Louis (Independent City), MO

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St. Louis Globe-Democrat, September, 1916

3133-3135 Locust Advertisement



Over Seas

the Scripps-Booth is "carrying coals to Newcastle," selling to the highest type of buyers in direct competition with the best foreign products—the first American car to be received abroad on equal basis with foreign perfections.

Scripps-Booth

The list of Scripps-Booth owners abroad reads like a roster of European royalty and of most celebrated the world over for achievement. Precisely the same sort of people prefer it abroad and in America. It happens

to be the one American car which appeals strongly to people of this sort the world over. In its list of foreign dealers covering every large city in the world outside of the enclosed war zone, not one has ever previously handled an American car. They have mainly represented such cars as Peugeot, Mercedes, Daimler, Rolls-Royce and Hispano Suisa or Lorraine Eschbach. Scripps-Booth sells on the same floor as those world's master cars—a fit floormate suffering naught by contrast.

The foreign driver opens the throttle wide between cities, knowing no speed laws, and delighting in maximum performance as well as in pride of appearance. That Scripps-Booth popularity is continually increasing abroad but proves its adaptability of performance.

Overseas, or at home, Scripps-Booth stands for a new spirit in motor vehicle making, a new interest in the Pleasures of the Road.

Prominent Scripps-Booth Owners Abroad

- Her Majesty The Queen
Alexandrine of Denmark
- Her Royal Highness Princess
Margrethe of Denmark
- His Royal Highness Prince
Aage of Denmark
- His Royal Highness Prince
Aure of Greece
- Court Marshal to the Queen
Mother Olga of Greece
- Majordomo to Her Majesty
Queen Victoria Eugenia of
Spain, Jose Ma Cruz

Scripps-Booth Co
Detroit, Mich

Four-Cylinder Roadster	- -	\$325
Four-Cylinder Coupe	- -	\$1450
Eight-Cylinder Four-Passenger	- -	\$1175

LOCUST MOTOR SALES CO., 3133-3135 Locust Street,
Phone, BOND 3234.

You will enjoy the new Scripps-Booth Roadster or its four place of other models and models. It may be had by purchase or lease at the Scripps-Booth Sales Office.

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Locust Street Automotive District Boundary Increase
St. Louis (Independent City), MO

St. Louis Globe-Democrat, October, 1916

3135 Locust Advertisement

Beginning Opening Week October 2nd

1917 REO MODELS

Will Be Exhibited at Our New Home at
3145 LOCUST STREET

We began distributing REOS in 1908. Our Business grew steadily and we were soon forced to seek larger quarters. In 1910 we moved to 4150-56 Olive Street, and now again are forced to move — this time to a large, two-story building, erected on our own plans, where we will be better equipped to take care of our customers, and can guarantee service that is without an equal in St. Louis.

Don't miss seeing our New Models and our new building next week.

A hearty welcome awaits you.

We are open till 10:30 each evening.

KARDELL MOTOR CAR CO.

REO DISTRIBUTORS SINCE 1908
3145 LOCUST STREET

PHONES: BOMONT 4800. CENTRAL 2836.

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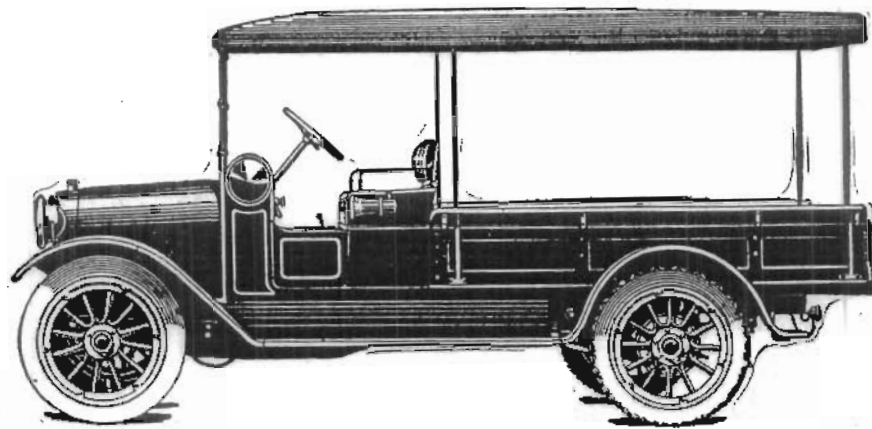
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Locust Street Automotive District Boundary Increase
St. Louis (Independent City), MO

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Greater St. Louis, September, 1919

3133 Locust Advertisement



THE ORIGINAL SPEED WAGON—Will economize your delivery. :: Let our representative call and explain how

KARDELL MOTOR CAR CO.

Bomont 2800

Central 2886

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Locust Street Automotive District Boundary Increase
St. Louis (Independent City), MO

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St. Louis City Directory, 1925

3133 Locust Advertisement

KARDELL MOTOR CAR CO.

DISTRIBUTORS

Passenger Cars

Speed Wagons

Motor Busses

3145 LOCUST BLVD. BOMONT 2800

THE GOLD STANDARD OF VALUES

RIO

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Locust Street Automotive District Boundary Increase
St. Louis (Independent City), MO

Section number 8 Page 35

Auto Review, October 1913

3150 Locust Advertisement

**Nassau
Tires**

**One Cure
Wrapped
Tread, Oil and
Gasoline
Proof**

**NASSAU TIRES ARE
GUARANTEED**

Nassau tires are guaranteed on a basis of 3500 miles. If any casing proves defective, adjustment will be made on a basis of 3500 miles for the mileage not secured.

Nassau tires are made with an unusually tough white tread, which has been developed and perfected by years of experimenting.

Nassau non-skid tires are made with an extra thick tread, insuring greater mileage. The depressions in the tread are deep and the angles sharp, which prevents skidding.

KOOCHOOK RUBBER CO., 3150 Locust St.
Bomont 156

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Locust Street Automotive District Boundary Increase
St. Louis (Independent City), MO

St. Louis Post-Dispatch, March 1912

3152 Locust Advertisement

Mr. Automobile Owner—
== Save 40% On ==
Your Automobile Supplies
Write for Catalog or call at store
The Holzman Auto Supply Co.
3152 Locust St. Phone, Bismont 1880 St. Louis, Mo.
All Goods Guaranteed as Represented or Money Refunded

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Locust Street Automotive District Boundary Increase
St. Louis (Independent City), MO

Greater St. Louis, September, 1919

3200-3204 Locust Advertisement

THE
DIXIE FLYER

<p>OLD HICKORY TRUCKS</p> <p>JUST WHAT THE NAME INDICATES</p>	<p>Automobile</p> <p>DISTRIBUTORS</p> <p>ALSO ———</p> 	<p>BALDWIN'S QUICK DETACHABLE</p> <p>DRIVE TRUCK CHAINS AND SPROCKETS</p>
---	--	---

American Automobile & Supply Co.
"The Growing House"

Everything For the Automobile

SERVICE — Our Motto — SERVICE

3200-3202-3204 Locust Street
ST. LOUIS, U. S. A.

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Locust Street Automotive District Boundary Increase
St. Louis (Independent City), MO

City Directory, 1925

3205 Locust Advertisement

ST. LOUIS DURANT CO.
 RETAIL STORE

 **STAR**  **DURANT**

LOW COST TRANSPORTATION JUST A REAL GOOD CAR
 SALES AND SERVICE

3205 LOCUST BLVD. **BOMONT 3020**

(1925) POLK-GOULD DIRECTORY CO.'S

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National Park Service

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Locust Street Automotive District (Boundary Increase)

Section number 9 Page 39

St. Louis (Independent City), MO

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"Charles W. Nash 1864 – 1948," available at http://www.flint.lib.mi.us/timeline/autohistory_0798/nashC.html

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Locust Street Automotive District (Boundary Increase)
St. Louis (Independent City), MO

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Major Bibliographical References (continued)

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Section number 9 Page 41

Locust Street Automotive District (Boundary Increase)
St. Louis (Independent City), MO

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United States Department of the Interior
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Section number 10 Page 42

Locust Street Automotive District (Boundary Increase)
St. Louis (Independent City), MO

UTM References

A	15/741620/4280130
B	15/741595/4280060
C	15/741540/4280035
D	15/741480/4280045
E	15/741500/4280145

Verbal Boundary Description

The district extends west along the north side of Locust Street from the eastern boundary of the property addressed as 3133 Locust to the western boundary of 3207 Locust and across the street on the south side of the Locust Street from the west side of the boundary of 3202 Locust east to the eastern boundary of 3150 Locust. Boundary is shown as the dark line on the attached scaled district map.

Boundary Justification

These boundaries incorporate all of the additional properties that have been historically associated with the marketing and servicing of automobiles that retain their historic integrity. Beyond these boundaries, there are empty lots and the character of the buildings changes, or they are highly altered.

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Section number _____ Add'l Page 43 **Locust Street Automotive District (Boundary Increase)**
St. Louis (Independent City), MO

Photo Log

Photographer: Sheila Findall
October 2007

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

Photo #1: Exterior, looking northwest at buildings on the north side of Locust and east of Compton

Photo #2: Exterior, looking northwest at building on the north side of Locust and west of Compton

Photo #3: Exterior, looking northeast at buildings on the north side of Locust and east of Compton

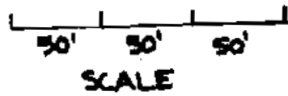
Photo #4: Exterior, looking northeast at buildings on the north side of Locust and east of Compton

Photo #5: Exterior, looking southwest at building on the south side of Locust and west of Compton

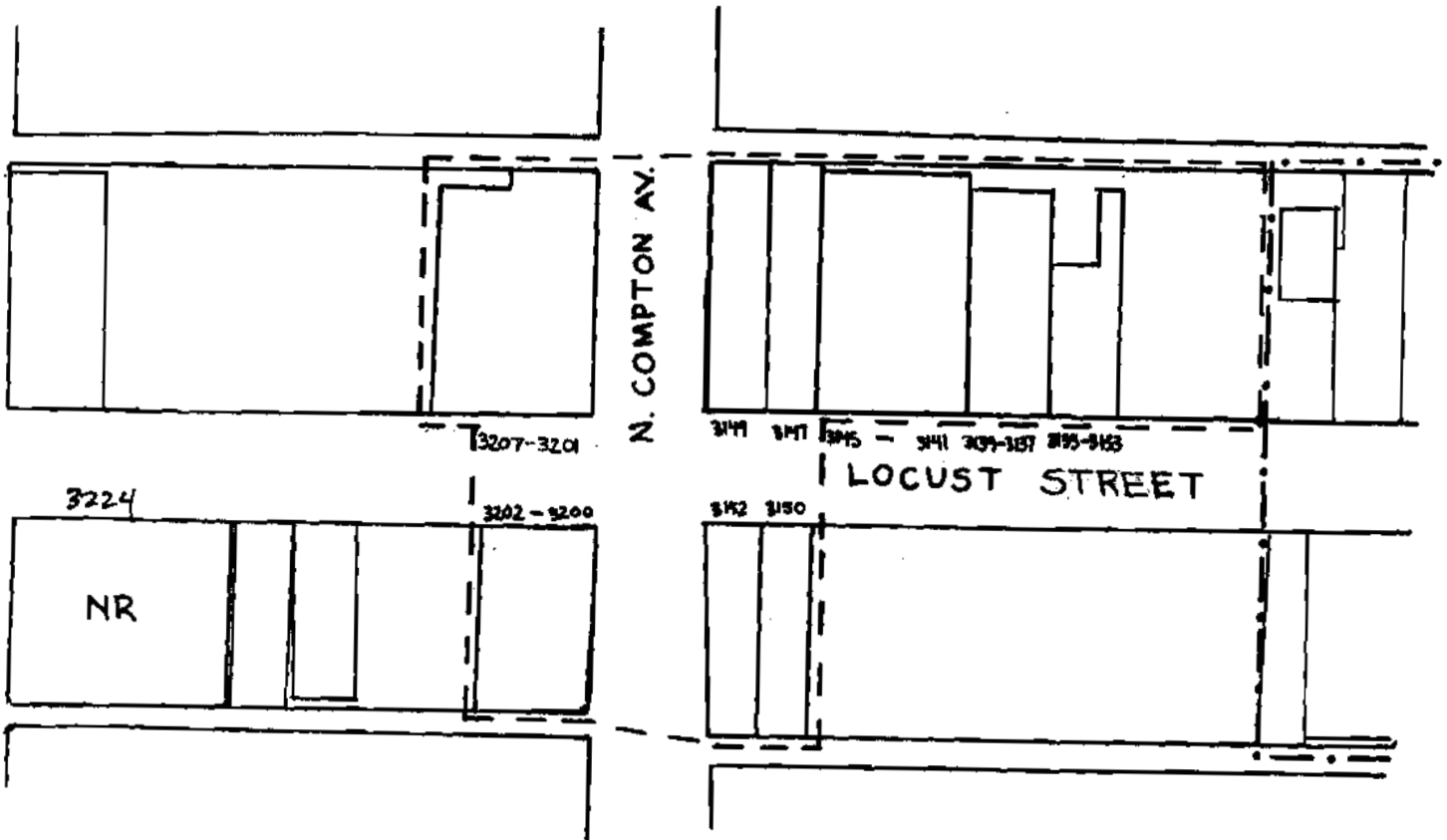
Photo #6: Exterior, looking southeast at buildings on the south side of Locust and west of Compton

LOCUST STREET AUTOMOTIVE DISTRICT (BOUNDARY INCREASE)

- . - . EXISTING BOUNDARY OF DISTRICT
- - - BOUNDARY OF DISTRICT INCREASE
- * NON CONTRIBUTING



NR - NATIONAL REGISTER LISTED



DRAWN BY ALLISON BROWN 5/07



Locust Street Automotive District (Boundary Increase)
St. Louis (Independent City), MO
Photo No. 1



Locust Street Automotive District (Boundary Increase)
St. Louis (Independent City), MO
Photo No. 2



Locust Street Automotive District (Boundary Increase)
St. Louis (Independent City), MO
Photo No. 3



Locust Street Automotive District (Boundary Increase)
St. Louis (Independent City), MO

Photo No. 4



Locust Street Automotive District (Boundary Increase)
St. Louis (Independent City), MO
Photo No. 5



Locust street Automotive District (Boundary Increase)
St. Louis (Independent City), MO
Photo NO. 6

Focus Street
Automotive District
Boundary Increase
St. Louis (Independent
City), MO

A-15/7411620/4280130
B-15/741595/4280060
C-15/741540/4280035
D-15/741480/4280045
E-15/741500/4280145

720 000 FEET
(IL WEST)



Produced by the United States Geological Survey

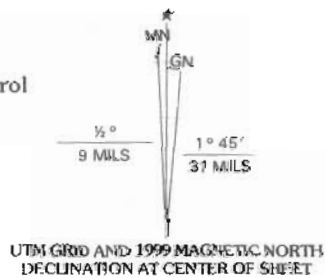
Topography compiled 1952. Planimetry derived from imagery taken 1993 and other sources. Photoinspected using imagery dated 1998; no major culture or drainage changes observed. PLSS and survey control current as of 1954. Boundaries, other than corporate, verified 1999

North American Datum of 1983 (NAD 83). Projection and 1000-meter grid: Universal Transverse Mercator, zone 15
10 000-foot ticks: Illinois (west zone) and Missouri (east zone)
Coordinate Systems of 1983

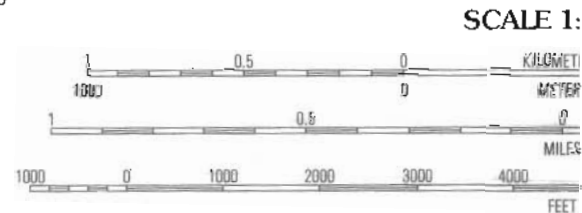
North American Datum of 1927 (NAD 27) is shown by dashed corner ticks. The values of the shift between NAD 83 and NAD 27 for 7.5-minute intersections are obtainable from National Geodetic Survey NADCON software

Contours that conflict with revised planimetry are dashed

There may be private inholdings within the boundaries of the National or State reservations shown on this map



UTM GRID AND 1999 MAGNETIC NORTH DECLINATION AT CENTER OF SHEET



SCALE 1:

CONTOUR INTENT
SUPPLEMENTARY CONTOUR
NATIONAL GEODETIC VER
TO CONVERT FROM FEET TO ME
THIS MAP COMPLIES WITH NATIONAL
FOR SALE BY U.S. GEOLOGICAL SURVEY, P.C.
AND ILLINOIS GEOLOGICAL SURVEY
AND DIVISION OF GEOLOGY
MISSOURI DEPARTMENT OF NATURAL RESOURCES
A FOLDER DESCRIBING TOPOGRAPHIC MAPS /

