

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

**National Register of Historic Places
Registration Form**

1. Name of Property

historic name More Automobile Company Building

other names/site number N/A

2. Location

street & number 2801 Locust Street [N/A] not for publication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
[X] 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
[X] meets [] does not meet the National Register criteria. I recommend that this property be considered significant [] nationally []
statewide [X] locally. (See continuation sheet for additional comments [].)

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

October 15 2008
Date

Missouri Department of Natural Resources
State or Federal agency and bureau

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

Signature of certifying official/Title

State or Federal agency and bureau

4. National Park Service Certification

I hereby certify that the property is:

- [] entered in the National Register
See continuation sheet [].
- [] determined eligible for the
National Register
See continuation sheet [].
- [] determined not eligible for the
National Register.
- [] removed from the
National Register
- [] other, explain
See continuation sheet [].

Signature of the Keeper

Date

Property Name
County, Missouri

5. Classification

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

Name of related multiple property listing.

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

Number of contributing resources previously listed in the National Register.

0

6. Function or Use

Historic Function

COMMERCE/TRADE/business
COMMERCE/TRADE/specialty store
COMMERCE/TRADE/warehouse

Current Functions

Work in Progress

7. Description

Architectural Classification

LATE 19TH AND 20TH CENTURY REVIVALS/
Classical Revival

Materials

foundation CONCRETE
walls BRICK
STONE/Limestone
roof SYNTHETICS/Rubber
other

Narrative Description

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

Property Name
County, 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

1920-1946

Significant Dates

1920

Significant Person(s)

N/A

Cultural Affiliation

N/A

Architect/Builder

Cornet, Francis C., 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: _____

Property Name
County, Missouri

10. Geographical Data

Acreeage of Property less than 1 acre

UTM References

A. Zone	Easting	Northing	B. Zone	Easting	Northing
15	743480	4279630			
C. Zone	Easting	Northing	D. Zone	Easting	Northing

[] See continuation sheet

Verbal Boundary Description

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

Boundary Justification

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

11. Form Prepared By

name/title Karen Bode Baxter, Timothy P. Maloney and Mandy Ford
 organization Karen Bode Baxter, Preservation Specialist date June 23, 2008
 street & number 5811 Delor 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 Jeff Edwards/ Locust Avenue Realty, LLC
 street & number 1129 St. Charles St. telephone (314) 503-7890
 city or town St. Louis state Missouri zip code 63101

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National Register of Historic Places Continuation Sheet

Section number 7 Page 1

More Automobile Company Building
St. Louis (Independent City), MO
Historic Auto-Related Resources, City of St. Louis, 1880-1955

Narrative Description

Built in 1920, the More Automobile Company Building, located at 2801 Locust, in St. Louis, Missouri, is a four story (plus basement), brick curtain wall, concrete framed, flat roofed, automotive distributorship building. It is located on the northwest corner of Locust and Leffingwell, with the main entry facing Locust. It dominates this section of Locust, which is generally characterized by one and two story commercial buildings, mostly designed for other early automotive related businesses. Its design referenced the Classical Revival style with its limestone pilasters and entablatures, which was a popular choice in the early twentieth century for imposing commercial and institutional buildings, a psychological ploy denoting stability and grandeur that the More Automobile Company used to help identify their company and the Marmon automobile.

EXTERIOR

Classical Revival features can be seen in the symmetry of the design and in the limestone detailing, including the entablatures that cap both street elevation parapets and separate the storefront level from the red brick upper levels of these two facades. In addition, limestone pilasters reference the colonnaded appearance identified with Classical Revival designs and separate the bays of display windows on both street facades. Even so, the 90 x 120 foot, four story, industrial building is a large automotive distributorship with a fireproof skeletal frame of poured concrete floorplates, beams, and square columns that is five bays wide along the front (Locust) and seven bays deep along Leffingwell.

The upper levels of both street facades appear to be identical, with red brick curtain walls punctuated by the paired, eight-over-two wood framed, pivot windows that have a dressed limestone sill and a soldier course lintel. The two elevations are capped by the limestone entablature at the parapet. An additional limestone entablature separates the upper levels from the street level of both facades, but slight variations distinguish the primary façade (Locust) from the Leffingwell elevation.

The Locust elevation is divided into five bays by the limestone pilasters resting on plinth blocks. The central bay is divided in half by a simpler limestone pilaster strip with entry doors on either side and display windows on either side of the entry. Each large display window historically consisted of a pair of plate glass panels, framed in wood with a brass muntin and capped by a three part, wood framed transom and extended close to the floor, making it ideal to display automobiles. The display plate glass panels have been replaced as part of the current historic rehabilitation project, utilizing insulated glass and adding secondary interior muntins for support. Each panel of the transom is divided by wooden muntins into eight lights, with the upper lights having round arched tops. Below the display windows is a limestone kickplate. The Leffingwell or east elevation is similarly designed, with matching window patterns, except that it has seven bays. The land slopes downhill to the north, gradually exposing more of the basement level windows, which are designed similar to the upper level sashes.

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More Automobile Company Building
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Narrative Description (continued)

The west elevation is a common, red brick wall (which has been painted) with only two small man doors near the middle of the wall and two loading dock entries at the back. Above these loading dock entries are steel, three-over-three, double hung, sashed windows. The man door entry and its hipped roof canopy were added recently to the north of the loading dock entries, as were the new loading dock steel coil doors. The alley (north) elevation has a rusticated limestone foundation with a ramp leading into the basement at the east corner and a smaller freight door near the west end. Along each upper floor level, it also has the same wood pivot windows as the street elevations. On the roof are two brick, elevator penthouses, at the north end of the building.

INTERIOR FEATURES

Interior features are kept simple with the most distinctive treatment on the first floor, which served as offices and showroom space. Unlike most other distributorships of this era along Locust, the display showroom spanned the entire length of both street elevations. The front office/showroom area had been modified with dropped ceilings and partition walls, but these have recently been removed and the majority of this level still retains its original, exposed concrete beams and columns, and the original porcelain tile showroom floor. At the back is an automobile sized freight elevator and the footprint of where a second elevator was, the two original metal and concrete stairways with square newel posts and metal balustrades, and two small mezzanine offices, divided so that the space could be split for two tenants. Although there are some new partition walls to the rear, the original automotive showroom along the display windows has been returned to its historic dimensions.

The upper levels and basement were all open, without interior partitions, except for the stairwells and elevator shafts. Some partition walls have been added on the upper floors, but it still retains large open spaces. A grid of square, concrete columns, matching the bay divisions on the exterior and supporting the massive concrete beams is the most distinctive interior feature. Other distinctive features include the poured concrete ceilings/floors, the freight elevators, and the exposed brick walls.

ALTERATIONS AND INTEGRITY ISSUES

When the current rehabilitation project began, the entire building exterior had been covered with large sheets of corrugated steel panels, which have since been removed. Once uncovered, it became evident that much of the original exterior remained intact and the building retained a its character defining features, including the original, arcaded transoms above the large spans of display windows. The original eight-over-two, wood pivot windows on the upper levels of both street elevations and the alley elevation have been carefully restored. The original steel double hung sashed windows on the west elevation are also still intact. The limestone is worn but the decorative detailing is still clearly discernable. On the interior, the building also has remained

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More Automobile Company Building
St. Louis (Independent City), MO
Historic Auto-Related Resources, City of St. Louis, 1880-1955

Narrative Description (continued)

largely unaltered, especially the significant features of the open expanses, exposed concrete beams and square columns, one of the automotive freight elevators and the footprint of the second freight elevator, the porcelain tile showroom floor, the two concrete and steel staircases, and the ramp to the basement level. Only the front office area had been modernized on the interior prior to the initiation of the current historic rehabilitation project. Interior renovations underway now are concentrated on the fire rated corridor at the rear, not altering the large historic, open showroom. The upper floors have had some partition walls added, but the floors retain an open design even with the addition of partition walls.

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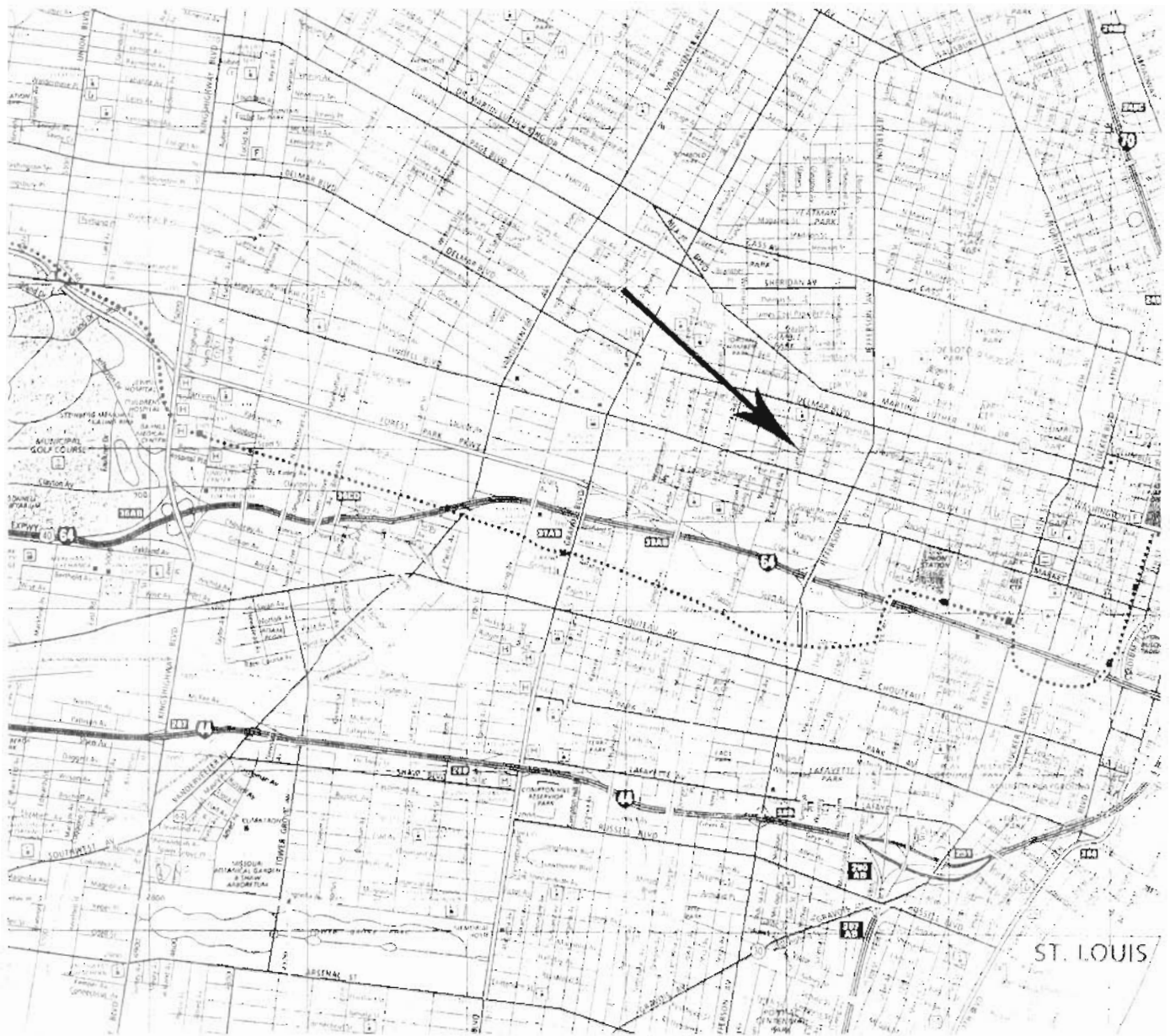
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More Automobile Company Building
St. Louis (Independent City), MO
Historic Auto-Related Resources, City of St. Louis, 1880-1955

Map of City of St. Louis, MO

Locating Property



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National Register of Historic Places Continuation Sheet

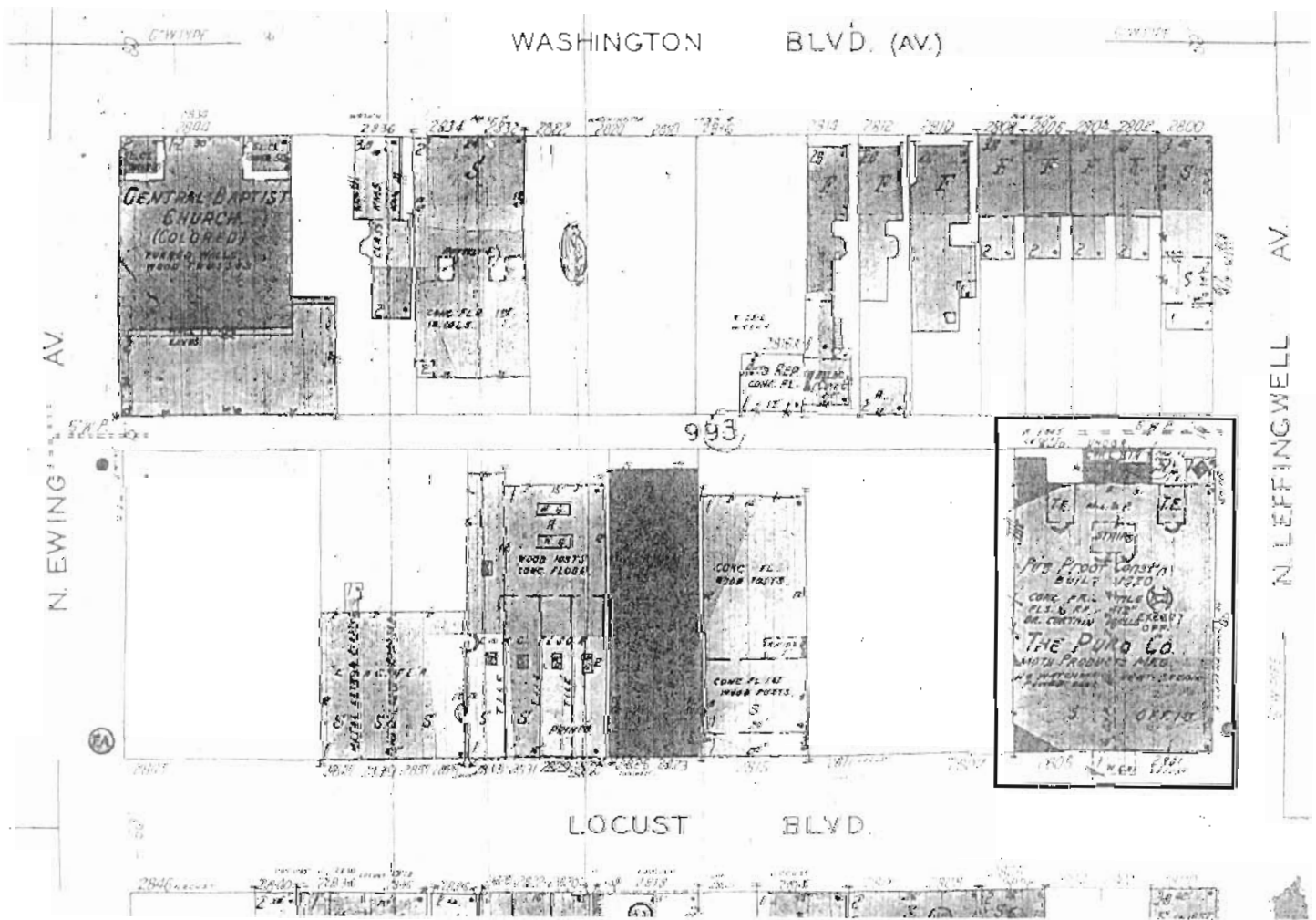
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More Automobile Company Building
St. Louis (Independent City), MO

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

Sanborn Fire Insurance Map
Not to scale
1932, corrected to 1950

Locating Property



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More Automobile Company Building
St. Louis (Independent City), MO
Historic Auto-Related Resources, City of St. Louis, 1880-1955

Narrative Statement of Significance

SUMMARY

Built in 1919-1920, the More Automobile Company Building at 2801-05 Locust, St. Louis [Independent City], Missouri is significant under National Register Criterion A: Commerce for its role as part of the automotive industry in St. Louis, selling and distributing one of the early luxury cars, the Marmon. The building is also significant under Criterion C: Architecture. The property has significant associations with the context "Marketing and Servicing the Automobile in St. Louis, ca. 1900-1955" as described in the Multiple Property Documentation Form (MPDF) titled "Historic Auto-Related Resources, City of St. Louis 1880-1955." When the business was barely five years old in 1919, the success of the More Automobile Company led the business to commission this much larger four-story building, moving from its smaller, two-story commercial building just two blocks west. Their business prospered through the 1920s, but like others, it was hit hard by the changing automotive climate, closing in 1928. The large, imposing, corner building with its Classical Revival stylistic references has large spans of display windows along both street elevations that were designed to extend to the floor level to better show off the automobiles displayed inside the large showroom. It continued to be used by other automotive businesses through 1946, and as such, the More Automobile Company Building meets the requirements for registration for both the property types of "Automotive Distributorships" and "Automobile Dealerships and Retail Businesses" in the MPDF. The More Automobile Company Building was in the midst of the "Automotive Row," a cluster of regional distributorships and dealerships that developed in the 1910s and 1920s along Locust Street. It was the largest automotive distributorship building in the four blocks just west of Jefferson, standing prominently in the streetscape of smaller commercial buildings and housing a company in one of the important industries in early twentieth century St. Louis: the automobile. The period of significance extends from 1920, when the building was finished, through 1946 when the last automotive business moved out of the building.

BUILDING HISTORY

Built for the More Automobile Company, according to the design by St. Louis architect Francis C. Cornet, the building was completed in 1920.¹ As is characteristic of many of the early automotive businesses in St. Louis, the More Automobile Company had started in a much smaller commercial storefront in 1914. Within five years, it could afford to commission a larger, four-story, corner commercial building at 2801 Locust. The new building had an entire first floor showroom ideal for displaying Marmon automobiles and room for storage of the cars on the upper floors. The More Automobile Company remained in the building through 1928. The company closed its doors even before the economic depression that hit in 1929, unable to compete in a changing automotive industry.²

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More Automobile Company Building
St. Louis (Independent City), MO
Historic Auto-Related Resources, City of St. Louis, 1880-1955

Narrative Statement of Significance (continued)

Subsequently, the building became the home for other automotive businesses struggling throughout the depression and World War II, before ending the building's historic association with the automobile. In 1928, the Mississippi Valley Motor Company, a distributor of Oakland and Pontiac Automobiles, moved into the building, remaining through 1934 when the building became vacant.³ The next known tenant was W. B. Denard, Inc., a small automotive dealership that moved into the building in 1940.⁴ In 1944, W. B. Denard, Inc., was replaced by the U.S. Rubber Company, the Federal Rubber Company, and the Fisk Tires Division of the U.S. Rubber Company.⁵ By 1946, the U. S. Rubber Company was the only occupant of the building and it was replaced by the Puro Company, Inc., a chemical manufacturer, the Clean Home Products Company, the Leffingwell Realty Company, the Sterling Company, Inc., and Puro Greetings, Inc., sometime before 1955. All of these businesses were still in the building into the 1960s.⁶ Until the Puro company moved into the building, all of the tenants that followed the More Automobile Company were in the automotive business, a usage common along the "Automotive Row" based on Locust. The large display windows and car-sized freight elevators were also important for the smaller dealerships that replaced the More Automobile Company and later for the automotive related retails companies (in this case tire companies) that replaced those dealers as they moved or went out of business.

THE MORE AUTOMOBILE COMPANY HISTORY

The More Automobile Company formed in early 1914 and was housed in a small, two-story commercial building at 3005-3007 Locust (part of the Locust Automotive Historic District, NR listed, 9/15/05), just two blocks west of the More Automobile Company Building.⁷ It had assumed the Marmon dealership from the previous building occupant, which had been there since its construction in 1912. The More Automobile Company, became the exclusive St. Louis regional distributor of Marmon automobiles, including the Marmon 34, "a scientifically constructed light weight car" that epitomized "Advanced Engineering—Stabilized Design."⁸ The More Automobile Company served as the exclusive regional dealer for Nordyke, Marmon and Company, selling the manufacturer's automobiles, the line of which was known as "Marmon" automobiles.⁹ The More Automobile Company had quick success and just five years after its formation, in 1919, the company began construction of its new automotive distributorship to sell the Marmon line of automobiles from the new location at 2801-2805 Locust, in the heart of the Locust "Automotive Row." The row extended more than a mile along Locust Street from six blocks east of Jefferson west nearly to Grand Avenue.¹⁰

The More Automobile Company's fortunes paralleled the history of Nordyke, Marmon and Company, for which it distributed cars. After an impressive period of growth at the start of the company's history, characterized by the More Automobile Company's move into its custom-built building at 2801-2805 Locust, the company quickly found a limit to its success. By 1927 the company was in serious financial trouble and did not survive more than another

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More Automobile Company Building
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Historic Auto-Related Resources, City of St. Louis, 1880-1955

Narrative Statement of Significance (continued)

year. By 1929, the former president of the More Automobile Company, John T. Salisbury, had started Salisbury Motors, Inc. to distribute Marmon Automobiles for Nordyke, Marmon and Company while the More Auto Company was no longer in business.¹¹ By 1933, Nordyke, Marmon and Company itself was out of business.

NORDYKE, MARMON AND COMPANY

Nordyke, Marmon and Company was formed as a partnership between Ellis Nordyke and his son, Addison, in 1851 to manufacture and build flour mills under the name E. & A. H. Nordyke. Not long after the company was formed, a young boy by the name of Daniel Marmon began hanging around the Nordyke plant, where he demonstrated an interest in machinery and mechanics while helping the industrialist uncle that raised him. The uncle's businesses included a saw mill, a small furniture manufacturing firm, and pumps. After Marmon graduated from Earlham College in 1865, Nordyke offered to make him an equal partner in the company.¹² Over the next twenty-five years the company became a major manufacturer of milling machinery. Marmon's son, Howard, began to spend a lot of time at the plant experimenting with mechanical devices; he then joined the company in 1899. By 1902, Howard had built his first experimental car after being disappointed in the durability and dependability of a car he had purchased.¹³ A second car he built was so popular with his friends that they encouraged him to build six more. The popularity of these cars convinced Marmon of the potential for his design and by 1905 Nordyke, Marmon and Company had put the car into commercial production as the Marmon automobile.¹⁴

The Marmon automobile was a quick success, based on its durability, dependability, smooth ride, and luxurious design. In the company's second year as a car manufacturer, its product won the 1906 Gilded Tour and was the only car to complete the race without needing a single replacement or repair.¹⁵ A Marmon car was also the first to win the 500 Mile Sweepstakes on May 30th, 1911 at an average speed of 74.61 miles per hour. Like its performance in the Gilded Tour five years before, a large factor in the Marmon's victory was the fact the driver never had to stop for repairs during the race and did not carry a riding mechanic, as the other cars were forced to do. The victory is even more impressive because the 500 Mile Sweepstakes, run just outside of Indianapolis, was the first running of the race now known as the Indianapolis 500. As early as 1905, there were already claims from people who had driven Marmon cars over 8000 miles without repair.¹⁶

The Marmon found success not only because of its reliability, durability, and dependability, but also because it was a luxurious car that was a joy to drive and a status symbol. The Marmon advertising emphasized the smooth ride of the cars, as well as the safety and comfortable handling. This is amply demonstrated in an advertisement for the wire wheels the Marmon 34 used in place of wood. The advertisement described the weight differential between the two types of wheels and the effect it had on the ride and handling, and touted the the increased safety

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More Automobile Company Building
St. Louis (Independent City), MO
Historic Auto-Related Resources, City of St. Louis, 1880-1955

Narrative Statement of Significance (continued)

and durability of an easier handling car.¹⁷ Marmon was also able to promote itself as a luxurious car through the celebrity endorsements of many of the luminaries of the day. Marmons were owned by Warren Harding, Vernon Castle, Franklin Roosevelt (before he was president), F. B. Rentschler (the president of the Wright Aeronautical Corporation), several European heads of state, and even Henry Ford before Ford acquired the Lincoln brand.¹⁸ Zelda Fitzgerald, wife of F. Scott Fitzgerald, wrote to a friend to tell her what they used the \$50,000 Fitzgerald earned selling his first book, a list that included:

a doll house for Bonnie, *a second hand Marmon, a Picasso etching, white satin dress, a dress as green as fresh wet paint, two white knickerbockers suits exactly alike, a broker's suit, and two first class tickets to Europe.* [author's emphasis]¹⁹

Nordyke, Marmon, and Company was even endorsed by Helen Keller who wrote:

I am delighted with my Marmon. To my touch the workmanship seems perfect. Borne along on deep, springy cushions, I find a long drive in it lulling and alluring. I do not have to hold on to keep my balance. In other cars I am keenly conscious of curves, but in my Marmon I hardly know when we turn a sharp corner. Recently we drove over Catskill roads, but I hardly felt any difference from pavements. I knew we were in the mountains by the atmosphere and the odors peculiar to high altitudes. Riding in a Marmon is just like sailing. . . same smooth, vibrationless motion. I can hardly say enough in praise of this wonderful automobile. It gives me so much enjoyment.²⁰

Despite the endorsements the car received and the luxury it offered, the Marmon could not compete with the other car makers once the Great Depression started, despite being one of the first companies to offer "sunshine roofs," an adjustable steering wheel, adjustable seats, electric signals and a total of more than thirty-two body designs.²¹ By 1930, Marmon was losing ground to other luxury car manufacturers, in part because of bad business decisions, such as delaying the production of a sixteen cylinder car only to see Cadillac come out with one first, and to huge success.²² The combination of the Great Depression and successful competitors led Nordyke, Marmon and Company to the same fate as many of the early car manufacturers; the company could not survive the Great Depression and went out of business in 1933, although the Marmon-Herrington Company, founded in 1931 as the truck division, remained in operation until 1964.²³

Automotive Row in St. Louis

As discussed in the MPDF, "Historic Auto-Related Resources of St. Louis,"²⁴ automotive dealerships and related retail buildings in St. Louis were first built specifically for those purposes in the in the 1890s, but it was not until the 1910s and 1920s that auto-related buildings were being regularly constructed. As the early twentieth century progressed, the automobile began to develop into the dominant form of transportation in the United States. This trend was reflected in

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More Automobile Company Building
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Historic Auto-Related Resources, City of St. Louis, 1880-1955

Narrative Statement of Significance (continued)

the growth and development of automobile related buildings which were often clustered into central areas in various metropolitan areas throughout the country. In St. Louis, the initial development of an automotive row was just north of the central downtown business district, along Locust Avenue east of Tucker. As the automotive industry grew and the land required to house that industry grew with it, the automotive district began to move west along Locust, eventually establishing an Automotive Row in which most of the buildings date from the 1910s and 1920s. This row, a few miles west of the original area, saw the development of dozens of buildings constructed as automobile dealers, distributors, and related businesses (battery and tire stores, repair shops, gas stations). The More Automobile Company Building was constructed in 1920, in the midst of the development of the Automotive Row just a few blocks west of Jefferson, an intersecting arterial street a mile west of the central business district in St. Louis.

The More Automobile Company Building was built between the densest clusters of automotive businesses along the Automotive Row along Locust Street, where most automotive buildings further east were actually automotive distributorships or larger dealerships and the area to the west was mostly the smaller dealerships and related retail businesses. It is one of the few large distributorships located west of Jefferson and, because it dominates the surrounding buildings, it visually forms the eastern end of the stretch of automotive related buildings west of Jefferson along the historic Automotive Row in St. Louis.

The building was constructed specifically for the More Automobile Company to house its new, larger distributorship and dealership, moving two blocks east from its original location in the Locust Automotive Historic District at 3005-3007 Locust, which was a small two-story commercial storefront. The new building was four stories with more square footage on each floor than the entire space in the old building, an important consideration when selling and distributing a product as large as an automobile. The new building also had the advantage of heavy concrete slab and pillar construction, with large concrete ceiling beams and large columns to support the heavy ceilings, which made it easier to move large numbers of automobiles around the building. Its construction and corner location allowed for large expanses of display windows on two elevations. This type of construction, combined with the addition of two freight elevators large enough to accommodate automobiles, allowed the company to store automobiles on all four floors of the building.

The More Automobile Building was constructed to house an automotive-related business and, constructed in 1920, is within the period of significance of the "Historic Auto-Related Resources of St. Louis [Independent City], Missouri 1880-1955." As one of the more prominent automotive distributorships in St. Louis prior to the Great Depression it meets the registration requirements of the MPDF. The building retains its historic integrity, including a number of the characteristic features of an automobile distributorship: large concrete columns, exposed concrete beams and ceilings, one large freight elevator and the impression of the eastern elevator shaft, large open

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Weber More Automobile Company Building
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Historic Auto-Related Resources, City of St. Louis, 1880-1955

Narrative Statement of Significance (continued)

spaces that allowed the movement of the cars, and large, open, ground level display windows that extend to the floor, ideal for maximizing the visibility of the Marmon automobiles the More Automobile Company was trying to sell.

ENDNOTES

¹ "Building News/ Building Permits," *St. Louis Daily Record*, 1 December, 1919: 4.

² *Gould's St. Louis (Missouri) City Directories*, (St. Louis: Polk-Gould Directory Co., 1928), 2021.

³ *Gould's St. Louis (Missouri) City Directories*, (St. Louis: Polk-Gould Directory Co., 1917)2435; *Gould's St. Louis (Missouri) City Directories*, (St. Louis: Polk-Gould Directory Co., 1920) 181; *Gould's St. Louis (Missouri) City Directories*, (St. Louis: Polk-Gould Directory Co., 1925) 154.; *Gould's St. Louis (Missouri) City Directories*, (St. Louis: Polk-Gould Directory Co., 1928) 2021; *Gould's St. Louis (Missouri) City Directories*[advertisement], (St. Louis: Polk-Gould Directory Co., 1917) 2436; *Gould's St. Louis (Missouri) City Directories*[advertisement], (St. Louis: Polk-Gould Directory Co., 1920) 181; *Gould's St. Louis (Missouri) City Directories*, (St. Louis: Polk-Gould Directory Co., 1933-34) 1606; *Gould's St. Louis (Missouri) City Directories*, (St. Louis: Polk-Gould Directory Co., 1935) 1705; *Gould's St. Louis (Missouri) City Directories*, (St. Louis: Polk-Gould Directory Co., 1936) 1698.

⁴ *Gould's St. Louis (Missouri) City Directories*, (St. Louis: Polk-Gould Directory Co., 1940) 1740.

⁵ *Gould's St. Louis (Missouri) City Directories*, (St. Louis: Polk-Gould Directory Co., 1944) 1716.

⁶ *Gould's St. Louis (Missouri) City Directories*, (St. Louis: Polk-Gould Directory Co., 1955) 275; *Gould's St. Louis (Missouri) City Directories*, (St. Louis: Polk-Gould Directory Co., 1960) 405.

⁷ *Gould's Red Book St. Louis Missouri*, (St. Louis: Polk-Gould Directory Co., 1914) 849; *Gould's Red Book St. Louis Missouri*, (St. Louis: Polk-Gould Directory Co., 1916) 237.

⁸ *Gould's St. Louis (Missouri) City Directories*, (St. Louis: Polk-Gould Directory Co., 1917) 2435; *Gould's St. Louis (Missouri) City Directories*, (St. Louis: Polk-Gould Directory Co., 1920) 181.

⁹ *Gould's St. Louis (Missouri) City Directories*, (St. Louis: Polk-Gould Directory Co., 1917) 2435.

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More Automobile Company Building
St. Louis (Independent City), MO
Historic Auto-Related Resources, City of St. Louis, 1880-1955

Narrative Statement of Significance (continued)

¹⁰ *Daily Record*, "Building News"; *Gould's St. Louis (Missouri) City Directories*, (St. Louis: Polk-Gould Directory Co., 1920) 181; *Gould's St. Louis (Missouri) City Directories*, (St. Louis: Polk-Gould Directory Co., 1921) 1887.

¹¹ *Gould's St. Louis (Missouri) City Directories*, (St. Louis: Polk-Gould Directory Co., 1927) 1983; *Gould's St. Louis (Missouri) City Directories*, (St. Louis: Polk-Gould Directory Co., 1928) 2021, 149.

¹² George Hanley, *The Marmon Heritage*, (Rochester, MI: Doyle Hyk Publishing Co, 1985) 5; "Marmon Motor Car Company," <http://php.iupui.edu/~harrold/indiana/marmon.html>, [website], (accessed 7 November 2001.)

¹³ "Marmon Motor Car Company," <http://php.iupui.edu/~harrold/indiana/marmon.html>, [website], (accessed 7 November 2001.)

¹⁴ Ibid.

¹⁵ Ibid.

¹⁶ Hanley, 36

¹⁷ Ibid, 147.

¹⁸ Ibid, 148

¹⁹ Ibid.

²⁰ Ibid., 380

²¹ Ibid., 275.

²² Ibid., 289

²³ Indiana Historical Society, <http://157.91.92.2/cgi-bin/Pwebrecon.cgi?v2=1&ti+1.1&SC=Subject&PID=8093&SA=Mar>, [website] (accessed 7 November 2001.)

²⁴ Ruth Keenoy, Karen Bode Baxter, Timothy P. Maloney and Mandy K. Ford, "Historic Auto-Related Resources, City of St. Louis, 1880-1955," National Register of Historic Places Registration Form Multiple Property Document, 2005.

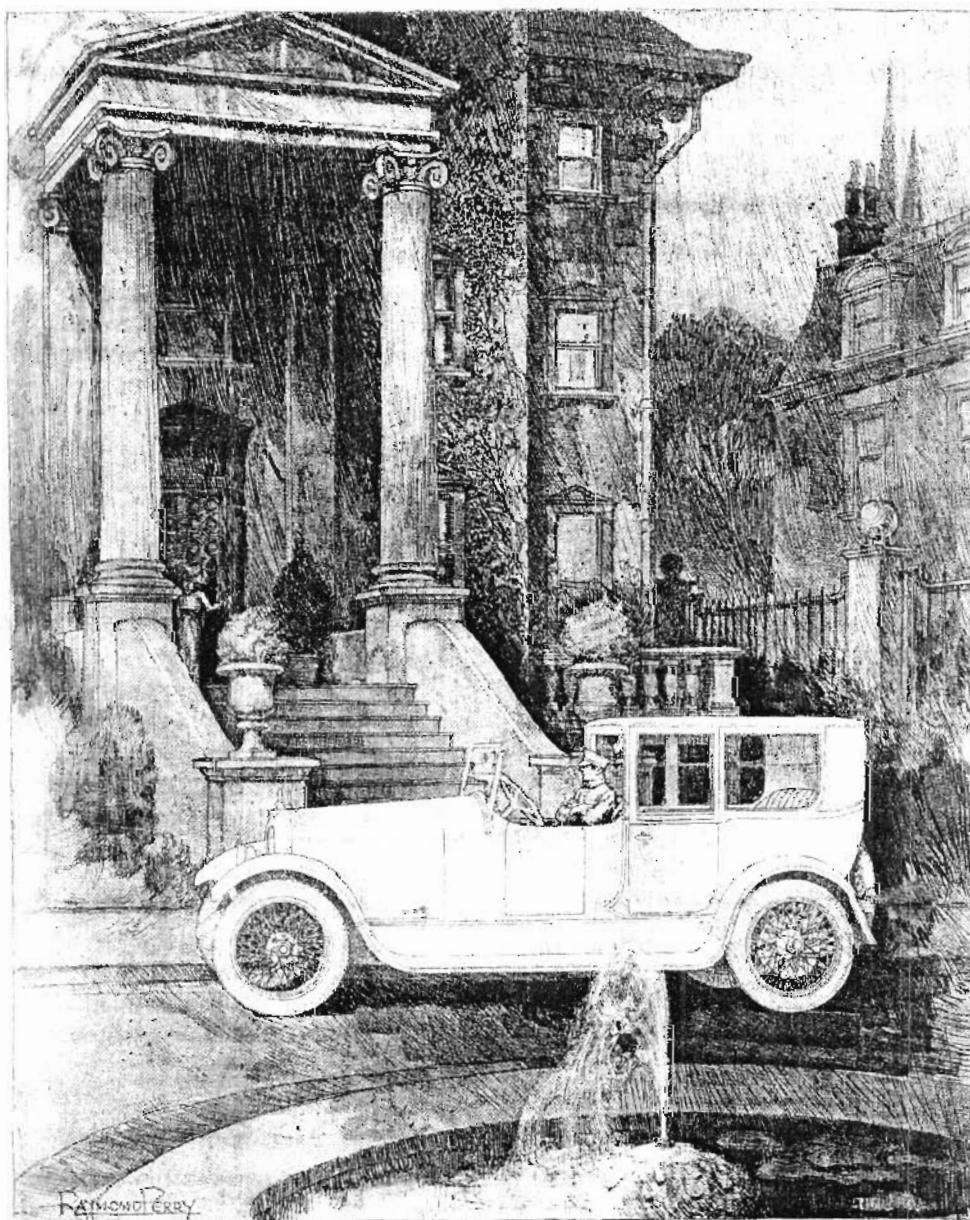
United States Department of the Interior
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Section number 8 Page 13

More Automobile Company Building
St. Louis (Independent City), MO
Historic Auto-Related Resources, City of St. Louis, 1880-1955

Marmon Cars at the Show
Nordyke & Marmon Co., Indianapolis 1918



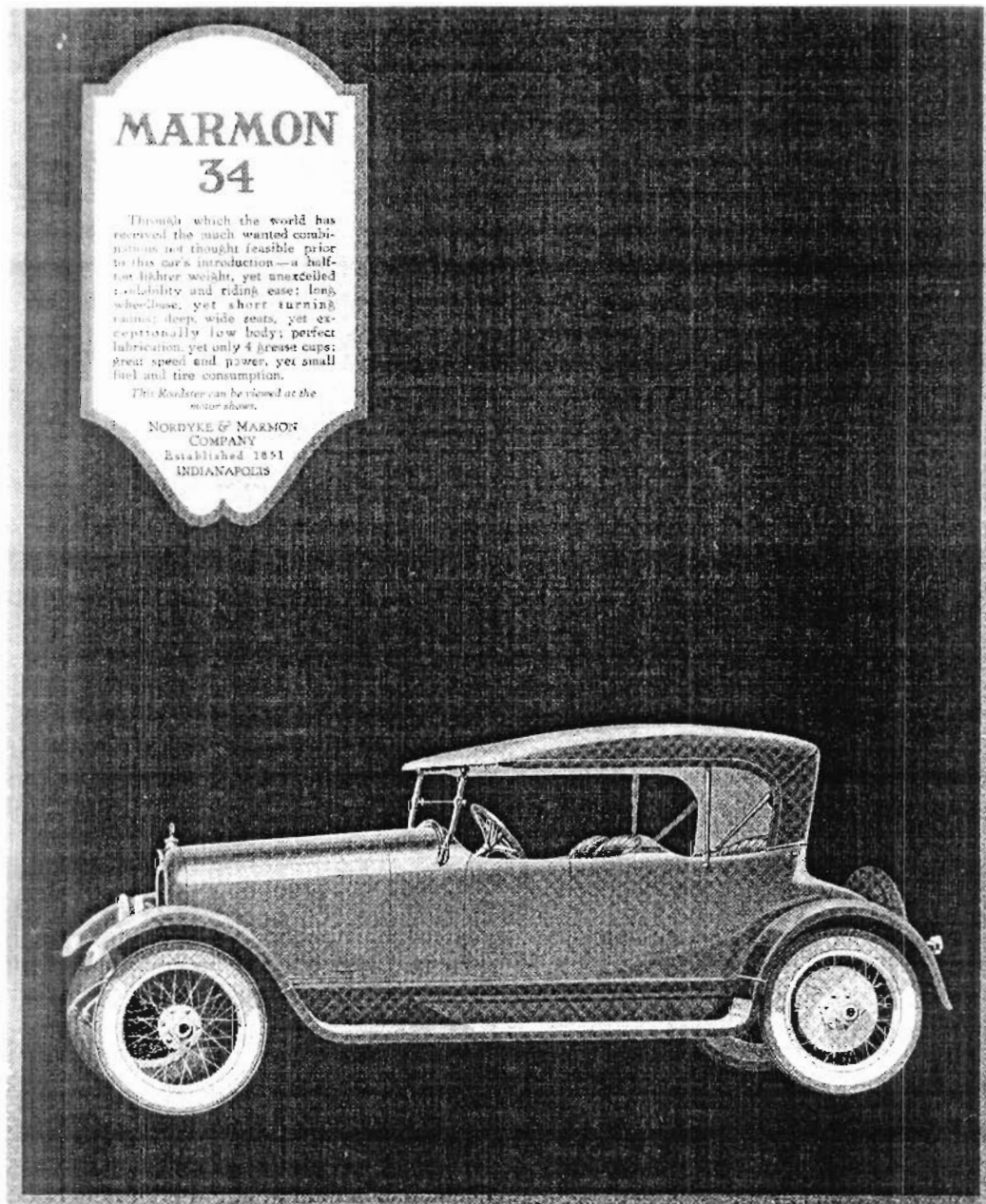
United States Department of the Interior
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More Automobile Company Building
St. Louis (Independent City), MO
Historic Auto-Related Resources, City of St. Louis, 1880-1955

Marmon Cars at the Show
Nordyke & Marmon Co., Indianapolis 1918



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More Automobile Company Building
St. Louis (Independent City), MO
Historic Auto-Related Resources, City of St. Louis, 1880-1955

1920 City Directory p. #181

MARMON 34
Advanced Engineering - Stabilized Design

MORE AUTOMOBILE CO.
DISTRIBUTORS

Bomont 198 2807 LOCUST ST. Central 6889

1925 City Directory p. #154

MARMON 74
Advanced Engineering - Stabilized Design

More Automobile Company
DISTRIBUTORS

E. ANSON MORE, President JOHN T. SALISBURY, Vice-Pres.
Bomont 198 2805 LOCUST BLVD.

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More Automobile Company Building
St. Louis (Independent City), MO
Historic Auto-Related Resources, City of St. Louis, 1880-1955

Reprinted in Hanley George. *The Marmon Heritage* p. #330



**How Marmon Won the
Grand Prize Race**

The Buenos Aires Motor Classic

South American publications have been recently discussing the outcome of the notable motor event of Copa Provincia de Buenos Aires, won by a Marmon 34 stock touring car stripped. The Marmon vanquished twelve others, two of foreign make and ten of American.

Out of thirteen cars entered in this 200-mile race, only five were able to withstand the terrific assault on a 25-mile course that consisted largely of rough country roads.

Soon after the start the severe conditions began to tell the story of every car's stamina. One went out in the first lap, another in the second, and two more in the third. At the end of the sixth lap—150 miles—but six remained. And before the finish one of these dropped out.

The victorious Marmon was driven and entered by A. M. Magnasco, Marmon distributor at Buenos Aires.

Here again the Marmon demonstrated that scientific engineering achieved a new degree of roadability, strength and endurance—in a major class car of a half-ton lighter weight.

NORDYKE & MARMON COMPANY
Established 1851 :: Indianapolis

**MARMON
34**

BUENOS AIRES

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More Automobile Company Building
St. Louis (Independent City), MO
Historic Auto-Related Resources, City of St. Louis, 1880-1955

Reprinted in Hanley George. *The Marmon Heritage* p. #153

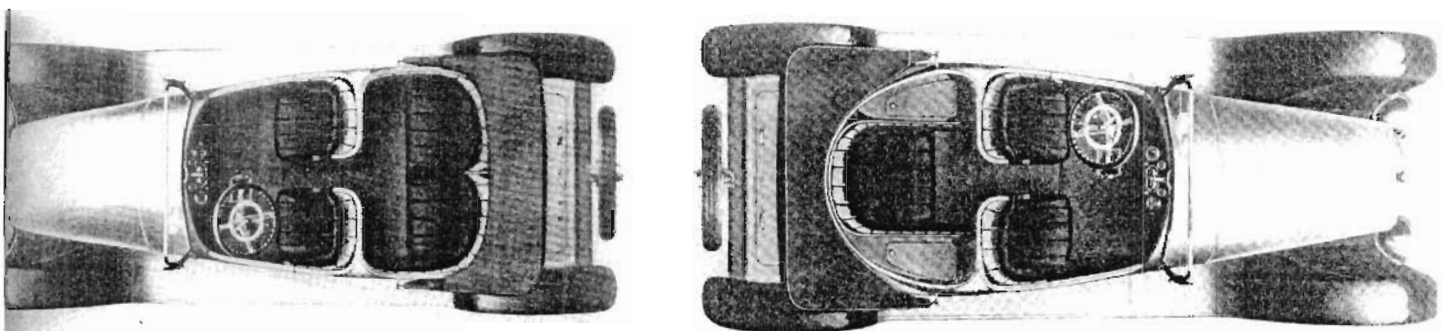


Fig. 4-10, Fig. 4-11 The cloverleaf roadster style came in both three and four passenger configurations. Note the lid on the integral rear storage compartment, and the compartments beside the rear seat of the three-seater.



Fig. 4-12 Zelda (Mrs. F. Scott) with the Fitzgerald Marmon 34A.

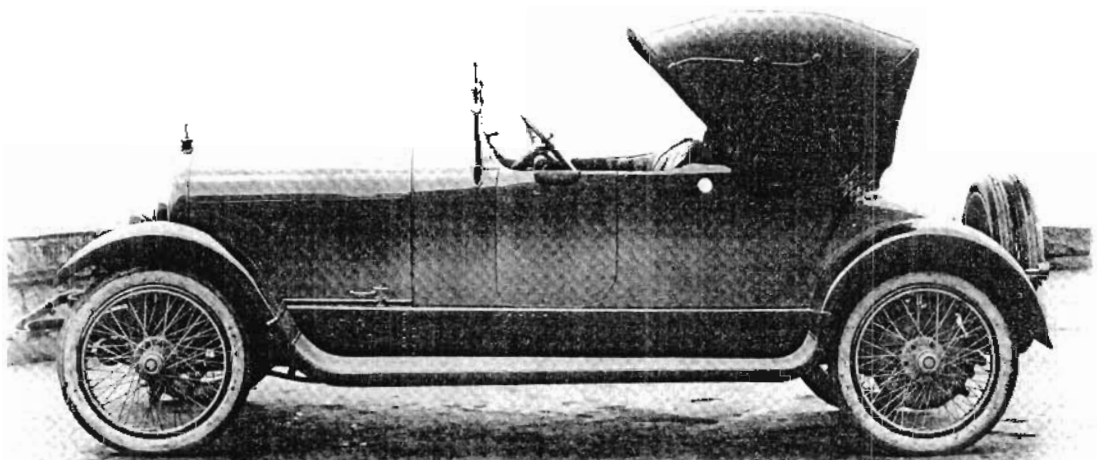


Fig. 4-13 Special order victoria top on the popular Model 34A — 1916 cloverleaf roadster for four

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More Automobile Company Building
St. Louis (Independent City), MO
Historic Auto-Related Resources, City of St. Louis, 1880-1955

Reprinted in Hanley George. *The Marmon Heritage* p. #147

Wheels

*How it Affects
Comfort and
Handling*

*Decreasing Unsprung
Weight*

*Wire Wheel
Stronger*

*Steel will Eventually
Supplant Wood*

Wire Wheels on the Marmon 34

as there is not sufficient weight above the springs for the springs to react against, and as a result, the wheels will continue to rise in the air until stopped by gravity, and of course, carry the body with them.

However, if the body is heavy in comparison with the axles, the springs will be compressed as the bump is gone over, and the body being considerably in excess of the weight of the axle, will quickly return the axle to the ground with a comparatively small movement of the body. Keeping the wheels in contact with the ground, by keeping the ratio of the unsprung and the sprung weight as high as possible, not only results in very easy riding, but very much more accurate and safe steering, as the wheels can do a very much better job of guiding the car when in contact with the road than when in the air.

The front axle of the Marmon 34, complete with the wire wheels and tires, weighs 205 pounds. Under the same conditions, with wood wheels and demountable rims, this weight is 265 pounds, an increase of about 30 percent, this 30 percent increase in the unsprung weight makes such a difference in the handling of the car that it has to be tried to be realized.

The wire wheel is very much stronger than the wood wheel, and is very much more difficult to dish when the car skids against some object. The resiliency of the wire wheel and its better action in cooling the tire, results in longer tire life. When tire replacements are necessary, it is vastly easier to change the entire wheel than to change the demountable rims. In weight, strength, accuracy, ability to perform its functions properly, and with the ease with which the tire changes may be made, and its immunity from shrinkage and cracking from weather conditions and climatic changes, the wire wheel is superior to the wood wheel.

The only point in which the wood wheel is superior to the wire one lies in the fact that the wood wheel is somewhat easier to clean.

Point by point, wood has been eliminated from automobile construction. Steel has replaced it for frame members, and metals have entirely replaced it in body construction except for tacking strips and floor boards. Cheapness has been the main reason for maintaining it in the construction of wheels, one of the most vital points about the car where the safety of the passengers is concerned. It is inevitable that, for this purpose the safer and more desirable material — steel — will eventually entirely supplant wood as a constructive material.

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More Automobile Company Building
St. Louis (Independent City), MO
Historic Auto-Related Resources, City of St. Louis, 1880-1955

Reprinted in Hanley George. *The Marmon Heritage* p. #370

MARMON

34

Advanced Engineering

THE RESULTS


Many a man has been heard to remark within the past 18 months, "I am going to buy a Marmon when the war is ended." That those men meant what they said is abundantly proved by the demand for these cars that has made itself manifest since the signing of the armistice.

One thing that cannot escape any man who makes a study of the fundamentals of high class motor car construction, is that the Marmon principles have proved to be the solution of most of the engineering problems that remained to baffle the industry at the time the Marmon 34 was introduced.

A few of the results of Marmon engineering are:

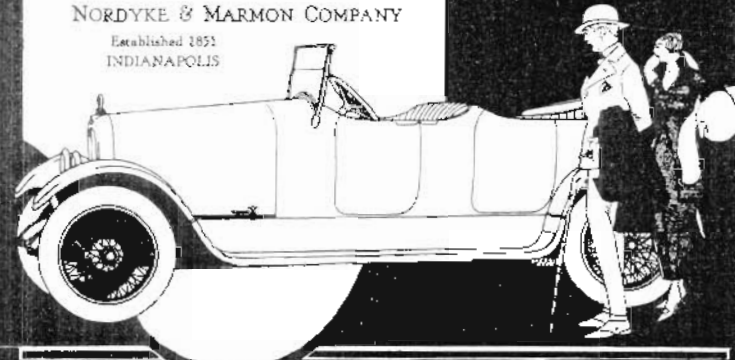
- 1100 pounds lighter—yet greater riding ease
- 126-inch wheelbase—yet short turning radius
- Hundreds of parts eliminated—yet more endurance
- 41 less lubrication points—only 4 grease cups
- 50 per cent to 75 per cent more mileage from fuel
- 40 per cent to 50 per cent more mileage from tires

NORDYKE & MARMON COMPANY
Established 1852
INDIANAPOLIS



**CHAMPION
LIBERTY
MOTOR
BUILDERS**

Awarded to
Nordyke & Marmon Co.
November 1, 1918
for October Competition.
Permanent Possession Awarded
November 10, 1918



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More Automobile Company Building
St. Louis (Independent City), MO
Historic Auto-Related Resources, City of St. Louis, 1880-1955

Reprinted in Hanley George. *The Marmon Heritage* p. #377

MARMON 34

Standard Design *Advanced Engineering*

In Traffic—First Away

A TORRENT of power waits in the Marmon motor for the signal "Go!" A touch at the throttle and this long, low, light-weight car is off like a bird—instantly, silently, smoothly.

It takes the lead by common consent and clears the way for those behind. Enter its flight at every turn of the wheels—capable of accelerating 5 to 50 miles in about 20 seconds.

No man or woman can drive this wonderfully responsive car without a thrill of gratification in doing the right thing quickly and neatly, and to the satisfaction of the motorists with whom they share the road.

To sit at the Marmon controls is to finger an inexhaustible supply of power, ready in every situation to obey your will, and in traffic to give the advantage to you without abridging the freedom of others.

1914 Wheeling, W. Va. Model 34
1915 Model 34 and 1916 Model 34

NORTHVEE & MARMON COMPANY, Indianapolis, Indiana

**CHAMPION
LIBERTY
MOTOR
BUILDERS**

United States Department of the Interior
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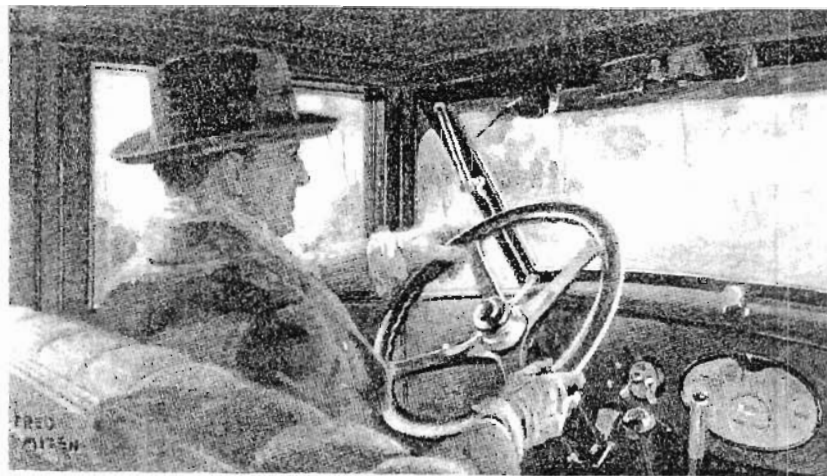
More Automobile Company Building
St. Louis (Independent City), MO
Historic Auto-Related Resources, City of St. Louis, 1880-1955

Reprinted in Hanley George. *The Marmon Heritage* p. #384
Ad appeared in *ASIA* March 1926

The NEW MARMON



"It's a Great Automobile!"
[A WOMAN'S INTERVIEW]



...Constructors yielding to the silken touch of feminine hands, or in quick response to the hurried stress of masculine needs, it's all the same to a Marmon. With modish grace and luxurious comfort, the Greater New Marmon lives the world of fashion, likewise its proved designed sturdy construction appeal to those morning capers who covet the performance that has never yet asked for or yielded quarter.

"It's a Great Automobile!"
[A MAN'S INTERVIEW]

United States Department of the Interior
National Park Service

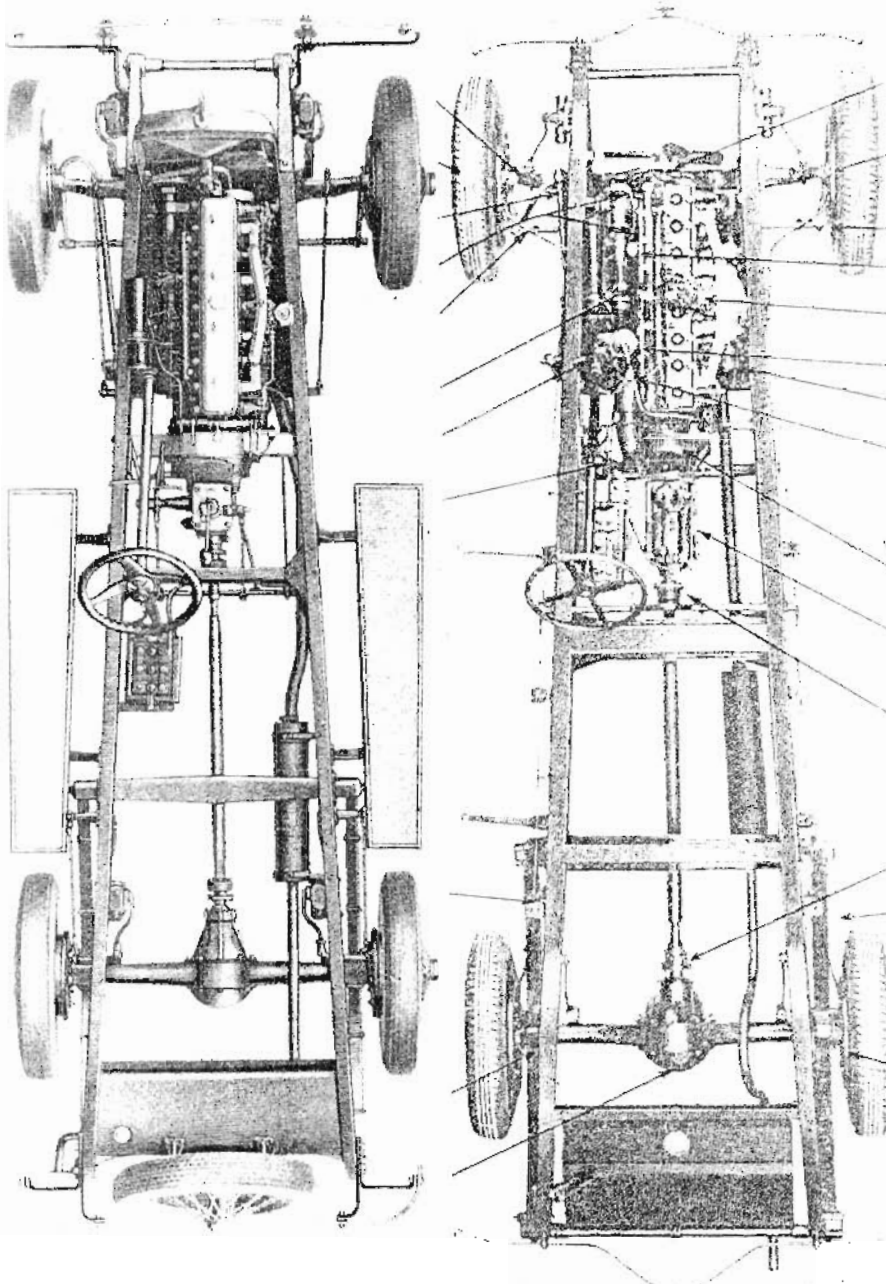
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More Automobile Company Building
St. Louis (Independent City), MO
Historic Auto-Related Resources, City of St. Louis, 1880-1955

Reprinted in Hanley George. *The Marmon Heritage* p. #255

Little Marmon (left) and Big Eight



United States Department of the Interior
National Park Service

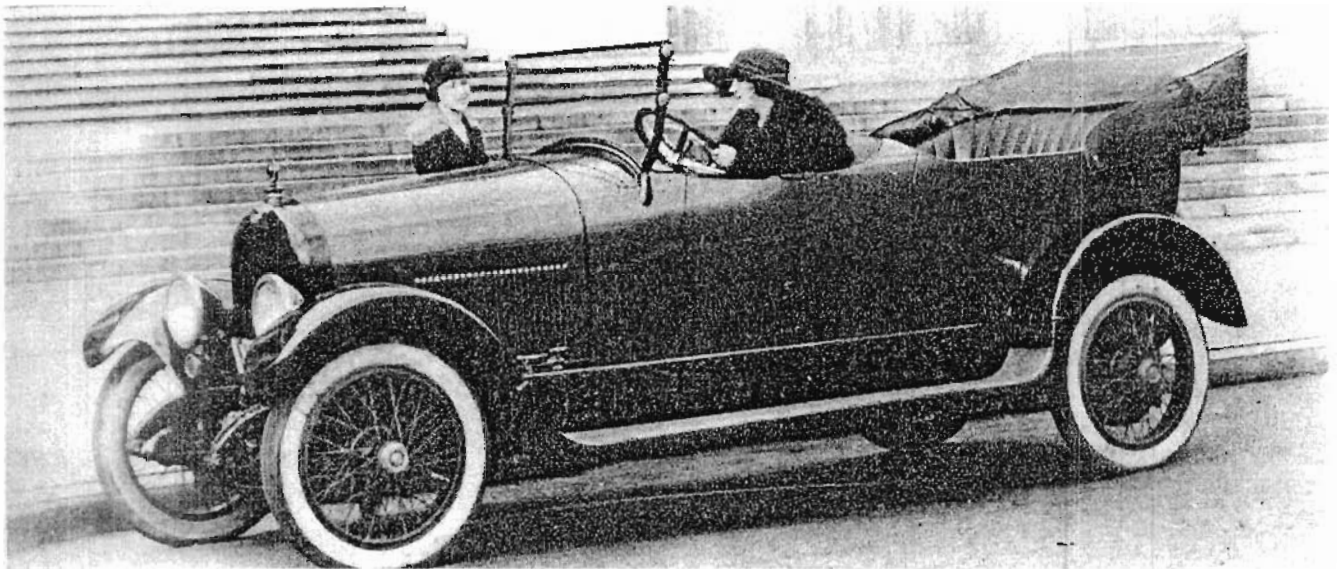
National Register of Historic Places Continuation Sheet

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More Automobile Company Building
St. Louis (Independent City), MO
Historic Auto-Related Resources, City of St. Louis, 1880-1955

Reprinted in Hanley George. *The Marmon Heritage* p. #163

1920 seven-passenger



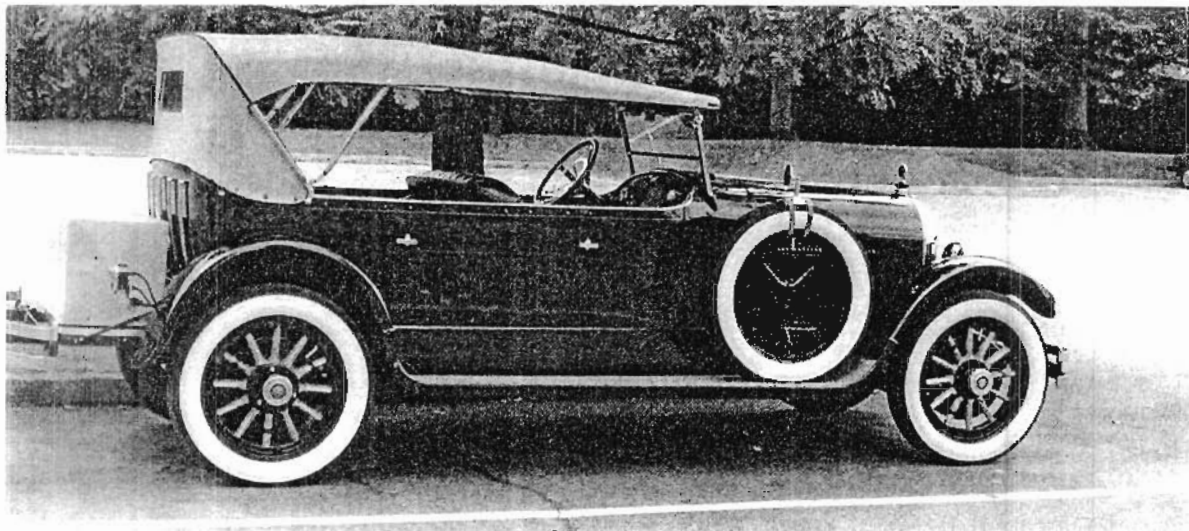
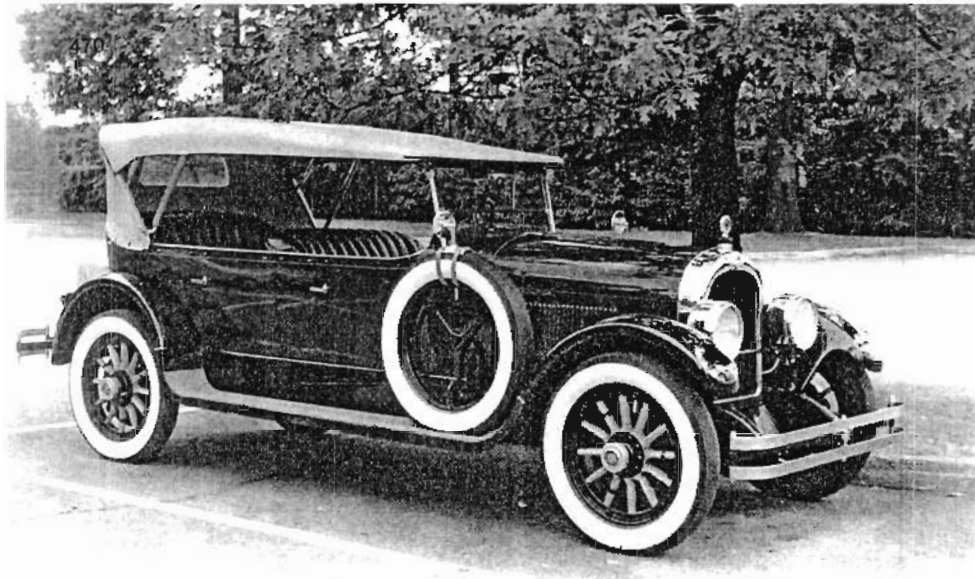
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More Automobile Company Building
St. Louis (Independent City), MO
Historic Auto-Related Resources, City of St. Louis, 1880-1955

Reprinted in Hanley George. *The Marmon Heritage* p. # 470 1924 Model 34 C Four-passenger Sport Speedster



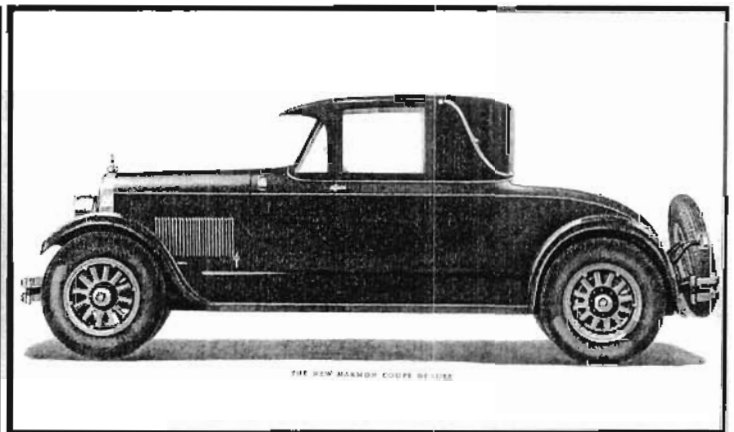
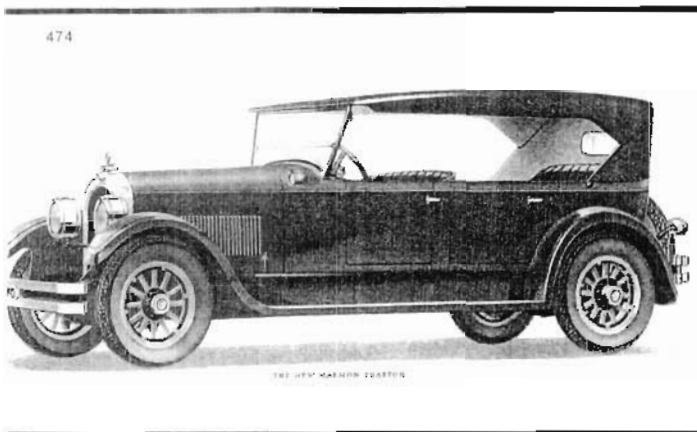
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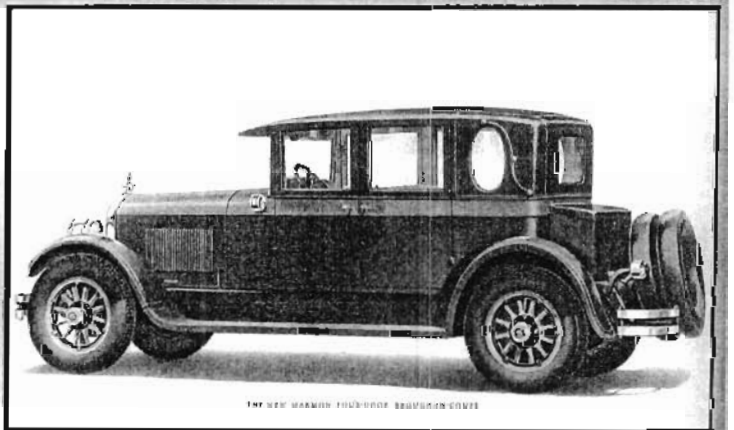
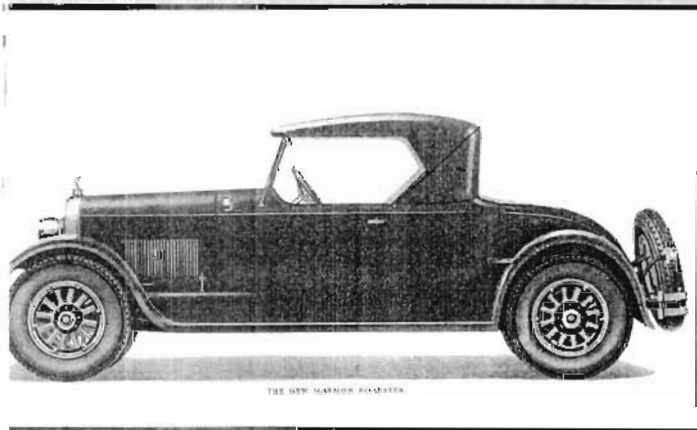
More Automobile Company Building
St. Louis (Independent City), MO
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Reprinted in Hanley George. *The Marmon Heritage* p. #474



"It's a Great Automobile"

... From the Model D 74 Catalog for 1925.



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More Automobile Company Building
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More Automobile Company Building
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Historic Auto-Related Resources, City of St. Louis, 1880-1955

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More Automobile Company Building
St. Louis (Independent City), MO
Historic Auto-Related Resources, City of St. Louis, 1880-1955

Verbal Boundary Description

Lots 1 through 5 and the Eastern 19 feet 6 inches of Lot 6 in Block 28 of Stoddard Addition, City Block 993, City of St. Louis, Missouri.

Boundary Justification

The boundaries incorporate all of the property that has been historically associated with this building.

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Section number Add'l Page 29

More Automobile Company Building
St. Louis (Independent City), MO
Historic Auto-Related Resources, City of St. Louis, 1880-1955

Photo Log

Photographer: Sheila Findall
January 2005
Negatives with Karen Bode Baxter, 5811 Delor Street, St. Louis, MO 63109

Photo #1: Exterior, south façade and east elevation looking northwest

Photographer: Todd Owyong
October 2002
Negatives with Karen Bode Baxter, 5811 Delor Street, St. Louis, MO 63109

Photo #2: Exterior, north and west elevation looking southeast

Photo #3: Interior, first floor, west half, storefront room looking southwest from northeast corner

Photo #4: Interior, first floor, east half, looking southwest from northeast corner

Photo #5: Interior, first floor, east half, looking north from mid south wall

Photo #6: Interior, first floor, east half, stairs, looking northwest from mid north end

Photo #7: Interior, first floor, west half, elevator looking north from mid north end

Photo #8: Interior, second floor, looking southwest from northeast corner

Photo #9: Interior, second floor, looking southeast from northwest corner

Photo #10: Interior, second floor, looking northwest from mid east wall

Photographer: Sheila Findall
March 2008
Negatives with Karen Bode Baxter, 5811 Delor Street, St. Louis, MO 63109

Photo #11: Exterior, south façade and east elevation looking northwest

Photo #12: Exterior, north and west elevations looking southeast

Photo #13: Interior, first floor, east half, looking south from mid north end

Photo #14: Interior, fourth floor, looking southeast from northwest corner

Photo #15: Interior, fourth floor, looking northeast from southwest corner



82

81

720 000 FEET
(IL WEST)

More Annotations
 Contours
 1000-foot ticks
 100-foot ticks

80

79

38 37 30
 90 15

2 280 000 FEET (IL WEST)

12 30"

144

Produced by the United States Geological Survey

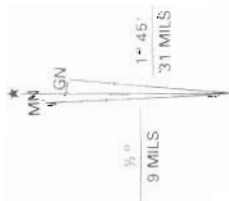
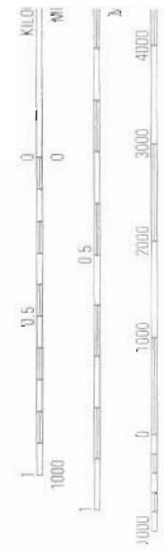
Topography compiled 1952. Planimetry derived from imagery taken 1993 and other sources. Photoinspected using imagery dated 1998; no major culture or drainage changes observed. PLSS and survey control current as of 1954. Boundaries, other than corporate, verified 1999

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

SCALE



UTM GRID AND 1969 MAGNETIC NORTH DECLINATION AT CENTER OF SHEET

CONTOUR IN
 SUPPLEMENTARY CO
 NATIONAL GEODETIC
 TO CONVERT FROM FEET TO
 THIS MAP COMPLIES WITH NATI
 AND ILLINOIS GEOLOGICAL SUR
 AND DIVISION OF GEO
 MISSOURI DEPARTMENT OF NATURA
 A FOLDER DESCRIBING TOPOGRAPHIC MA





More Automobile Company Building
St. Louis (Independent City), Mo.
Photo# 1



More Automobile Company Building
St. Louis (Independent City), Mo.
Photo #2



More Automobile Company Building
St. Louis (Independent City), Mo.
Photo # 3



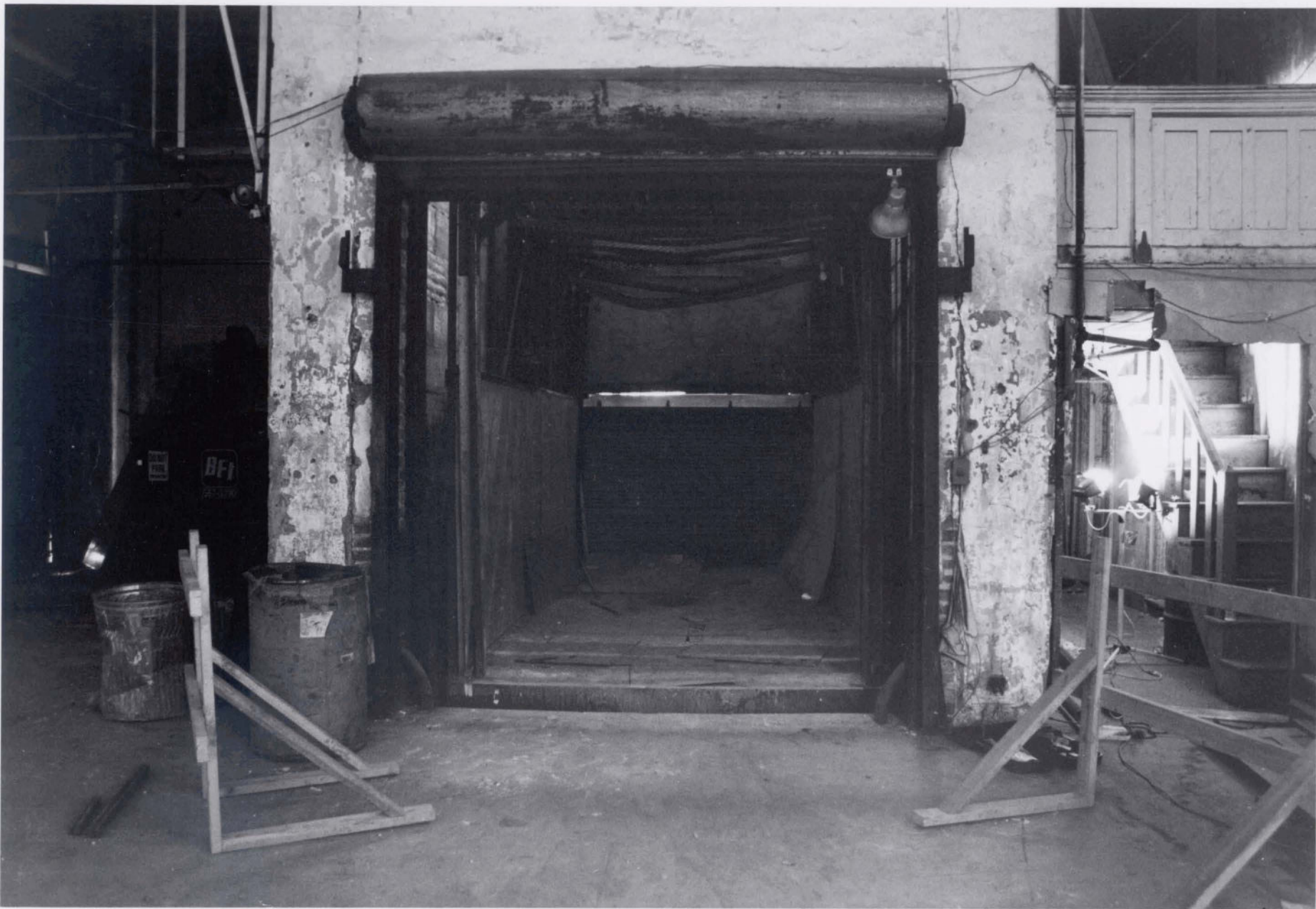
More Automobile Company Building
St. Louis (Independent City), Mo.
Photo # 4



More Automobile Company Building
St. Louis (Independent City), Mo.
Photo # 5



More Automobile Company Building
St. Louis (Independent City), Mo.
Photo # 6



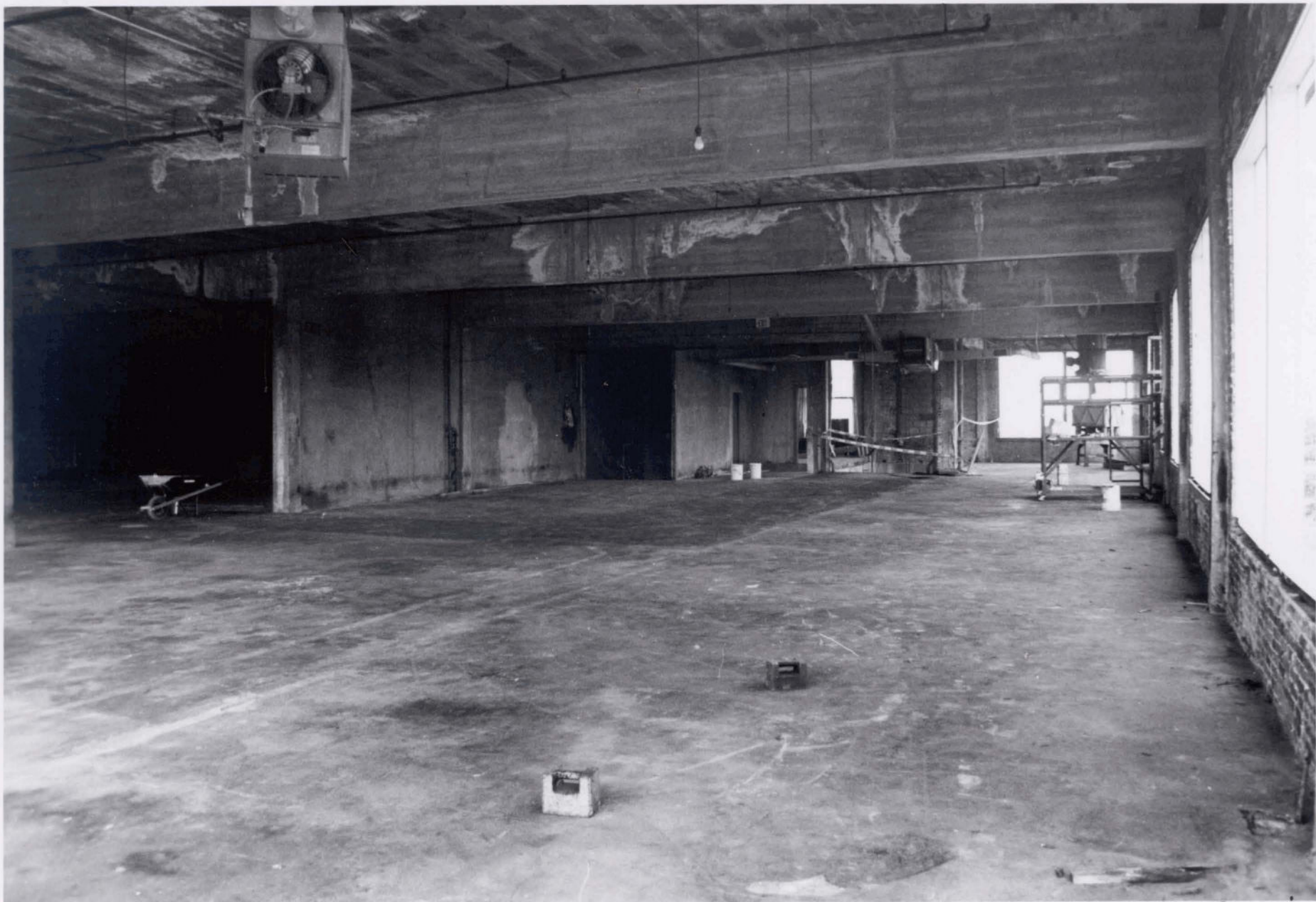
More Automobile Company Building
St. Louis (Independent City), Mo
Photo # 7



More Automobile Company Building
St. Louis (Independent Crty), Mo.
Photo # 8



More Automobile Company Building
St. Louis (Independent City), Mo.
Photo # 9



More Automobile Company Building
St. Louis (Independent City), Mo.
Photo # 10



More Automobile Company Building
St. Louis (Independent City), MO
Photo # 11



More Automobile Company Building
St. Louis (Independent City), MO
Photo # 12



More Automobile Company Building
St. Louis (Independent City), MO
Photo # 13



More Automobile Company Building
St Louis (Independent City), MO
Photo # 14



More Automobile Company Building
St. Louis (Independent City), MO
Photo # 15