NPS Form 10-900
(Oct. 1990)

OMB No. 10024-0018

United States Department of the Interior
National Park Service

National Register of Historic Places Registration Form

1. Name of Property

historic name United Shoe Machinery Building

other names/site number N/A

2. Location

street & number 2200 - 2208 Washington Avenue [N/A] not for publication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 — May 15, 2007

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

Missouri Department of Natural Resources
State or Federal agency and bureau

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

Signature of certifying official/Title

State or Federal agency and bureau

4. National Park Service Certification

I hereby certify that the property is: Signature of the Keeper Date

[ ] 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 [ ].

5. Classification

Ownership of Property

[X] private
[ ] public-local
[ ] public-State
[ ] public-Federal

Category of Property

[X] building(s)
[ ] district
[ ] site
[ ] structure
[ ] object

Number of Resources within Property

Contributing	Noncontributing	
1		buildings
		sites
		structures
		objects
1		Total

Name of related multiple property listing.

N/A

Number of contributing resources previously listed in the National Register.

0

6. Function or Use

Historic Function

COMMERCE/TRADE/business
INDUSTRY/industrial storage

Current Functions

VACANT/NOT IN USE

7. Description

Architectural Classification

MODERN MOVEMENT

Materials

foundation CONCRETE
walls BRICK
STONE/Granite
roof ASPHALT
other METAL/Aluminum

Narrative Description

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

8. Statement of Significance

Applicable National Register Criteria

[X] **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.

[X] **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
Industry
Architecture

Periods of Significance
1939-1956

Significant Dates
1939

Significant Person(s)
n/a

Cultural Affiliation
n/a

Architect/Builder
Leland and Larson, architects
Tuttle, Morton C., Company, Builder

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:

[X] State Historic Preservation Office

[ ] Other State Agency

[ ] Federal Agency

[ ] Local Government

[ ] University

[ ] Other:

Name of repository:_____

10. Geographical Data

Acreage of Property less than 1 acre

UTM References

A. Zone	Easting	Northing	B. Zone	Easting	Northing
15	742825	4279870			

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 Ruth Keenoy, Karen Bode Baxter and Timothy P. Maloney

organization Karen Bode Baxter, Preservation Specialist date May 10, 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 Mick Kean

street & number 2200 Washington Avenue telephone (314) 241-3333

city or town St. Louis state MO zip code 63103

Narrative Description

SUMMARY

The United Shoe Machinery Building is a two-story office/warehouse facility located at 2200-2208 Washington Avenue in St. Louis (Independent City), Missouri at the southwest corner of the street's intersection with 22nd Street in an area west of downtown. This area is dominated by one to five story, early to mid-twentieth century warehouse and industrial buildings. Within two blocks to the north and east are several National Register listed properties (Majestic Stove Manufacturing Company Buildings (NR listed 12/31/98), Martin Shaughnessy (NR listed 9/15/05) Building, as well as the Lucas Avenue Industrial Historic District (NR listed 8/31/00)), but because of the number of buildings which have been demolished in recent years, leaving undeveloped land, there is not the potential to expand the Lucas Avenue district to the west. A parking lot borders the west end of the building, and public sidewalks extend along the primary (north) and east elevations. This property was constructed for the United Shoe Machinery Corporation, Inc. in 1939 and served as the company's St. Louis branch office and machine distribution warehouse. It was designed by the Boston-based architectural firm of Leland & Larson, and constructed by Boston contractor, Morton C. Tuttle Company. The building incorporates exterior buff colored brick, which became very popular in the 1940s and 1950s. It features restrained Art-Deco detailing that includes ribbed aluminum and polished granite surrounds at entrances and curved interior staircase balustrades. The building was very modern for its time of construction, featuring interior air conditioning. The property is a good example of a rarer Depression-era industrial property in St. Louis. It served continuously as an office and warehouse throughout its years of use by United Shoe (until 1976) and retains a high degree of architectural integrity.

EXTERIOR DESCRIPTION

The United Shoe Machinery building is an Art-Deco influenced, two-story buff colored brick industrial type property with a flat roof and a continuous concrete foundation. The primary elevation is divided into nine symmetrical bays. The central bay has a false-front parapet that extends slightly above the main roofline. The primary entrance is centrally located at the lower story of this bay, featuring a recessed entry within a granite surround. The entry, framed by a ribbed aluminum surround, retains the paired original single-light aluminum commercial doors and a large transom. The single-panel transom currently bears the painted business name of "A & B Sewing Machine." The building's primary address "2200" is positioned above the doors with raised aluminum numbers that are an original feature of the entry. Above the central entry at the second-story level is an original nine-light casement window with the muntins positioned to form a large central glass panel between each casement. Remaining windows at the façade, as well as the side (east and west), and rear elevations imitate the pattern of this window. Flanking the central primary bay, at either side, are four bays that retain original windows and one door. East of the central entry, each bay features upper and lower level nine-light casement windows. West of the central entry, this pattern is repeated with the exception of a secondary entry that is situated near the west end of the façade (first-floor level). This entry is similar to that at the

Narrative Description (continued)

central bay, featuring a recessed granite surround, original paired commercial doors, aluminum building numbers (2208 – a secondary address), and a single-light transom. Painted on the transom glass above the entry is a business name of "Southern Inc. Distributors." Both entry bays at the façade still retain original overhead light fixtures. Attached to the exterior walls of the building at the primary and west elevations are small lighting fixtures that do not appear original, dating probably to the 1970s.

The west elevation of the building is bordered by the aforementioned parking lot. The entry gate to the parking lot features two yellow brick columns, approximately 2-feet wide and 6-feet tall that closely match the exterior walls of the building. At the upper level of the west elevation are seven original nine-light casement windows. The lower floor has three windows at the north end of the elevation, and five loading bays with overhead replacement track doors at the south end of the elevation.

The rear (south) elevation features a one-story brick wing at the extreme southwest corner attached where the rear elevation is slightly recessed. This small wing bears modern doors at the east and south elevations. Also at the rear elevation is an original one-story loading dock with a shed roof overhang. The dock extends the full width of the main rear elevation connecting to the one-story wing. Concrete steps with a metal handrail lead to the dock at the east end. There are three sets of original paired single-light doors within the loading bay that feature original multi-light transoms. The central paired doors have been somewhat altered. This entry bay features a replacement modern paneled door at the exterior wall; however the original doors are still intact and visible inside the building. Offsetting the loading bay entrances are original multi-light hopper windows. Louvered vents are noted at the upper and lower floors near the east end of the south elevation. The upper story of the elevation features a central multi-light window similar in style to the original nine-light casement windows mentioned previously. Flanking this window are nine-light casement windows, each of which is offset by narrow original five-light casement windows.

The east elevation features eleven symmetrical bays, each of which features nine-light original casement windows at the upper and lower floor levels. At the basement level of the elevation are eleven small windows covered with original exterior metal grates. The south end of the elevation features a recessed first-story entry bay that leads to a corner interior stairwell. Above this entry is a small two-light window.

INTERIOR DESCRIPTION

The first-floor of the building is open in plan and features concrete floors, acoustic tile ceilings, and reinforced concrete, steel columns. The exception to this is the area adjacent to the rear loading dock. This section of the first-floor is partitioned off by a north wall and features an

Narrative Description (continued)

exposed ceiling with overhead pipes, steel beams, and original dropped light fixtures. The rear loading dock area also features an original freight elevator with frame overhead track doors, steel paneled walls, and a wood panel floor. At the opposite (north) side of the main floor, the two primary entrances leading to Washington Avenue feature entry foyers with original tile-clad walls, granite floors, granite steps. A second set of paired transomed doors with the original ribbed aluminum framing lead from the foyers into the open main floor section of the building. The interior doors on the main entry appear to be replacement 1970s era single-panel glass and aluminum commercial doors, but the west entry retains the original paired half-light wood doors. At the north interior wall, flanking the primary central entry, are two small closets.

The second floor is accessible via stairs at the southeast and northwest corners of the building. The southeast stairwell is open in plan, featuring terrazzo steps and a metal balustrade topped by a wooden rail. The northwest stairwell is similar in design, featuring terrazzo steps and a metal balustrade with a wooden rail. This balustrade is more Art Deco in design, with curved balustrade extensions at each landing. Interior doors at the second floor level are flat flush doors. Similar in plan to the first floor and basement levels, the second floor also features an open plan with a concrete floor and reinforced concrete, steel columns. The second-floor ceiling features overhead fluorescent lighting, acoustic tile, and circular air vents.

The basement is accessible via two sets of stairs – one of which is situated at the northwest corner of the building and the other near the rear central south wall within the loading dock area—and a freight elevator. The northwest stairwell features original metal steps, a pipe metal handrail, and hollow core tile walls. The south stairwell features original concrete steps, a metal handrail, and brick walls. The basement retains an open floor plan with concrete floors and an exposed concrete ceiling with steel beams and overhead pipes. The basement ceiling is supported by reinforced concrete columns. Dropped fluorescent lighting (1970 ca.) and original overhead light fixtures remain in the basement.

Alterations and Integrity Issues

The exterior retains all of its original features with alterations limited to the small wall mounted lights. On the interior, little has been altered with the possible exception of the acoustical tile and the primary interior entry doors.

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United Shoe Machinery Building
St. Louis (Independent City), MO

Map of City of St. Louis, MO **Locating Property**

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National Park Service

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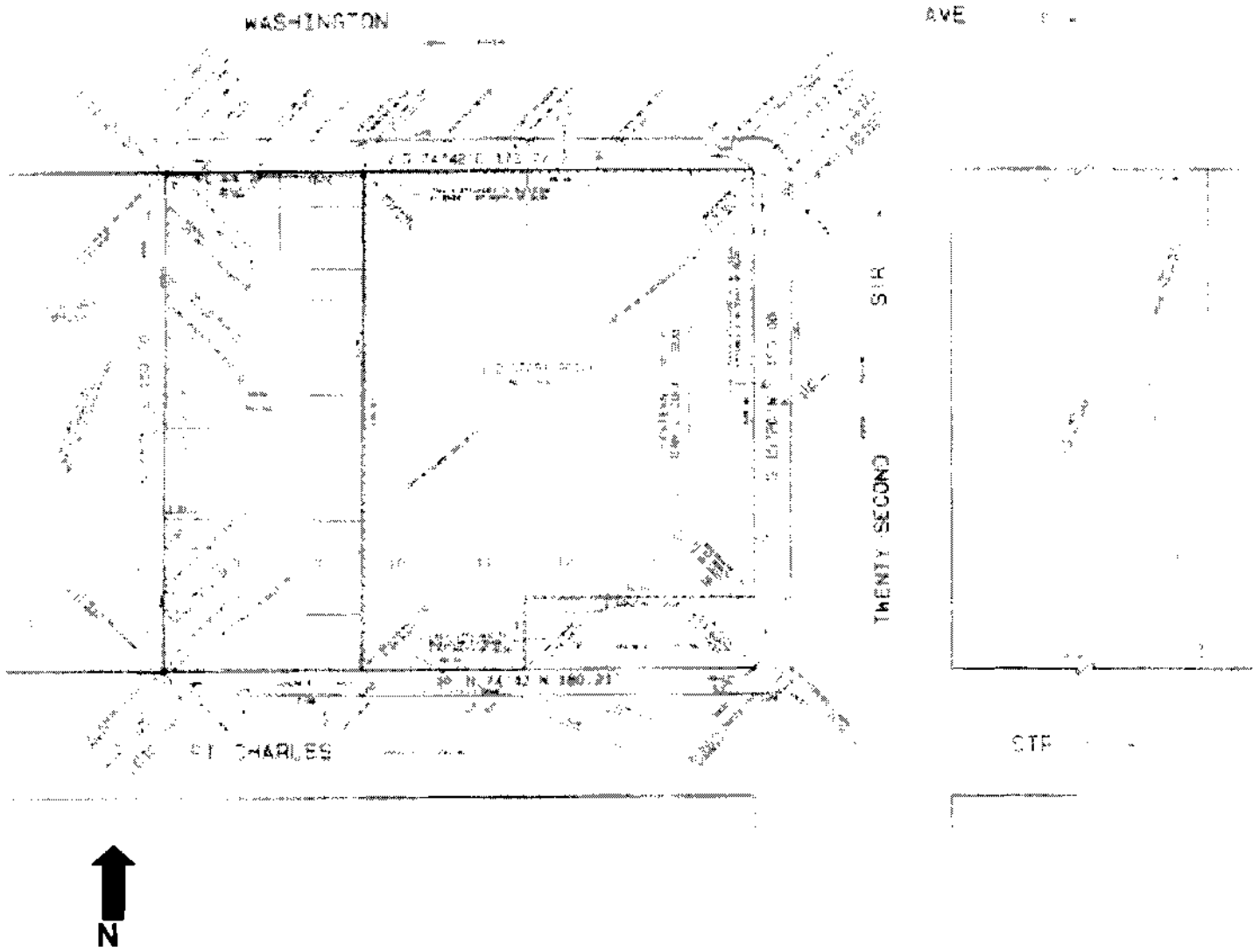
United Shoe Machinery Building
St. Louis (Independent City), MO

Pitzman's Co. Surveyors and Engineers **Site Plan of Property**



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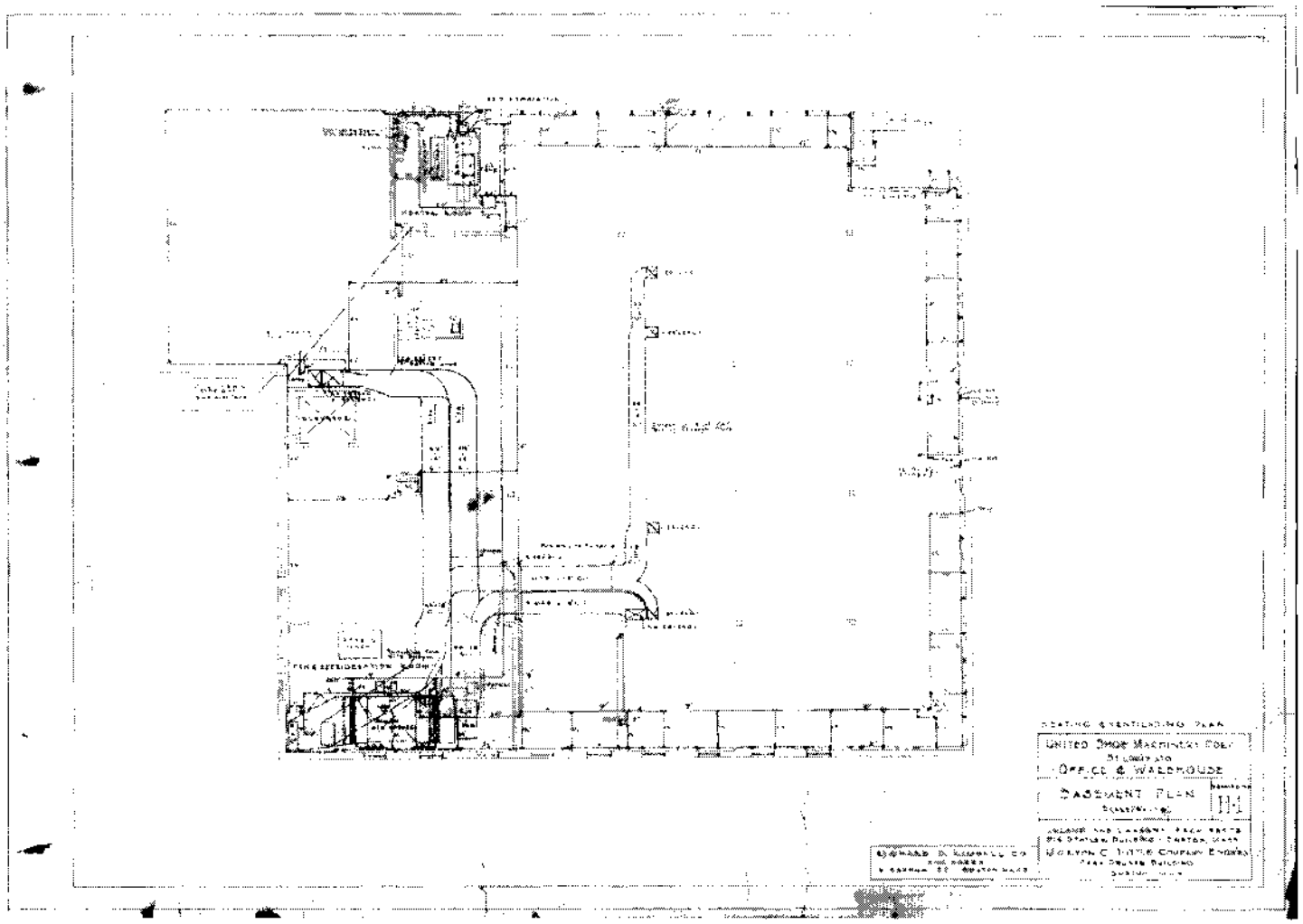
United Shoe Machinery Building
St. Louis (Independent City), MO

Leland and Larson, Architects

Basement Floor Plan



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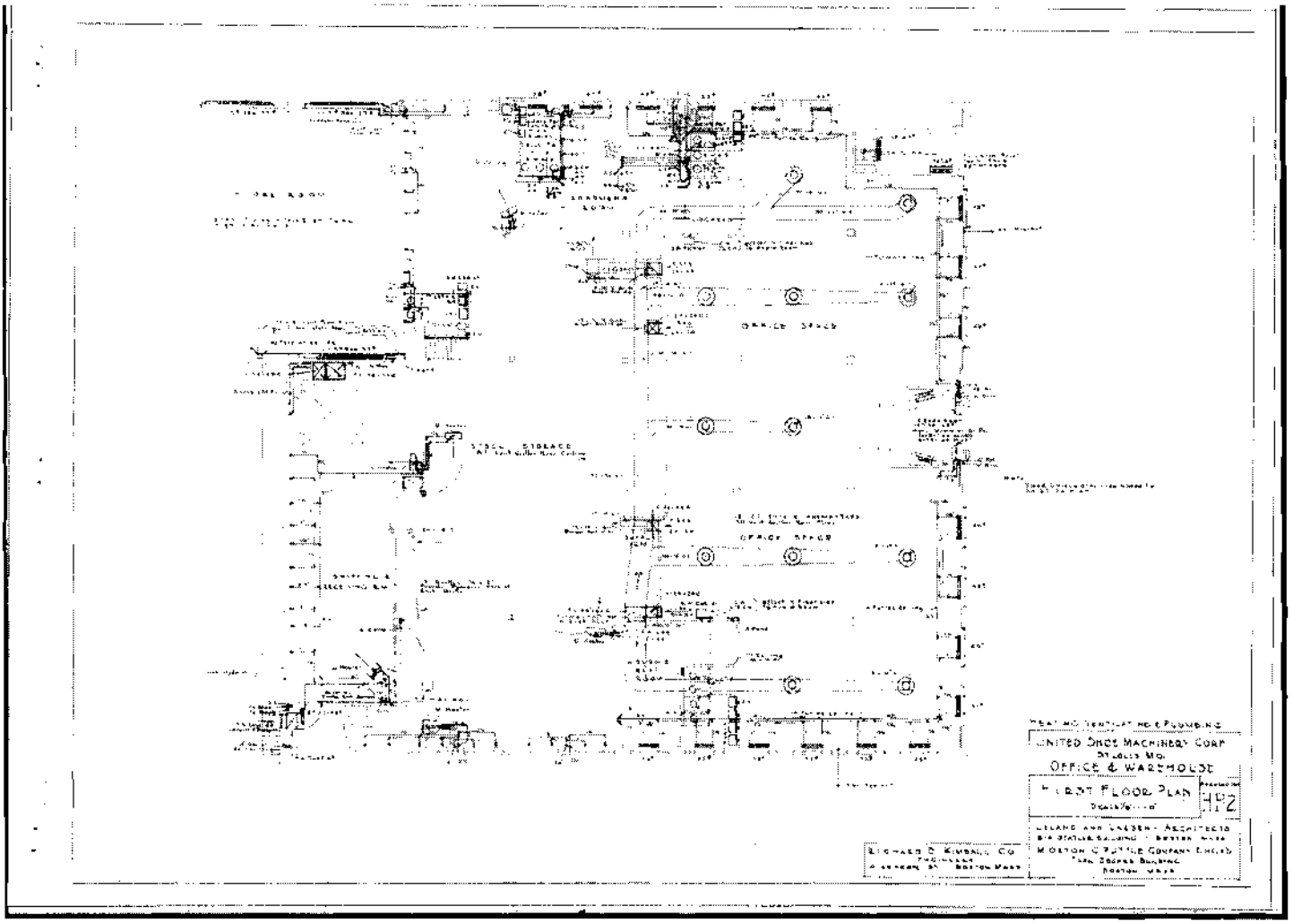
United Shoe Machinery Building
St. Louis (Independent City), MO

Leland and Larson, Architects

1ST Story Floor Plan



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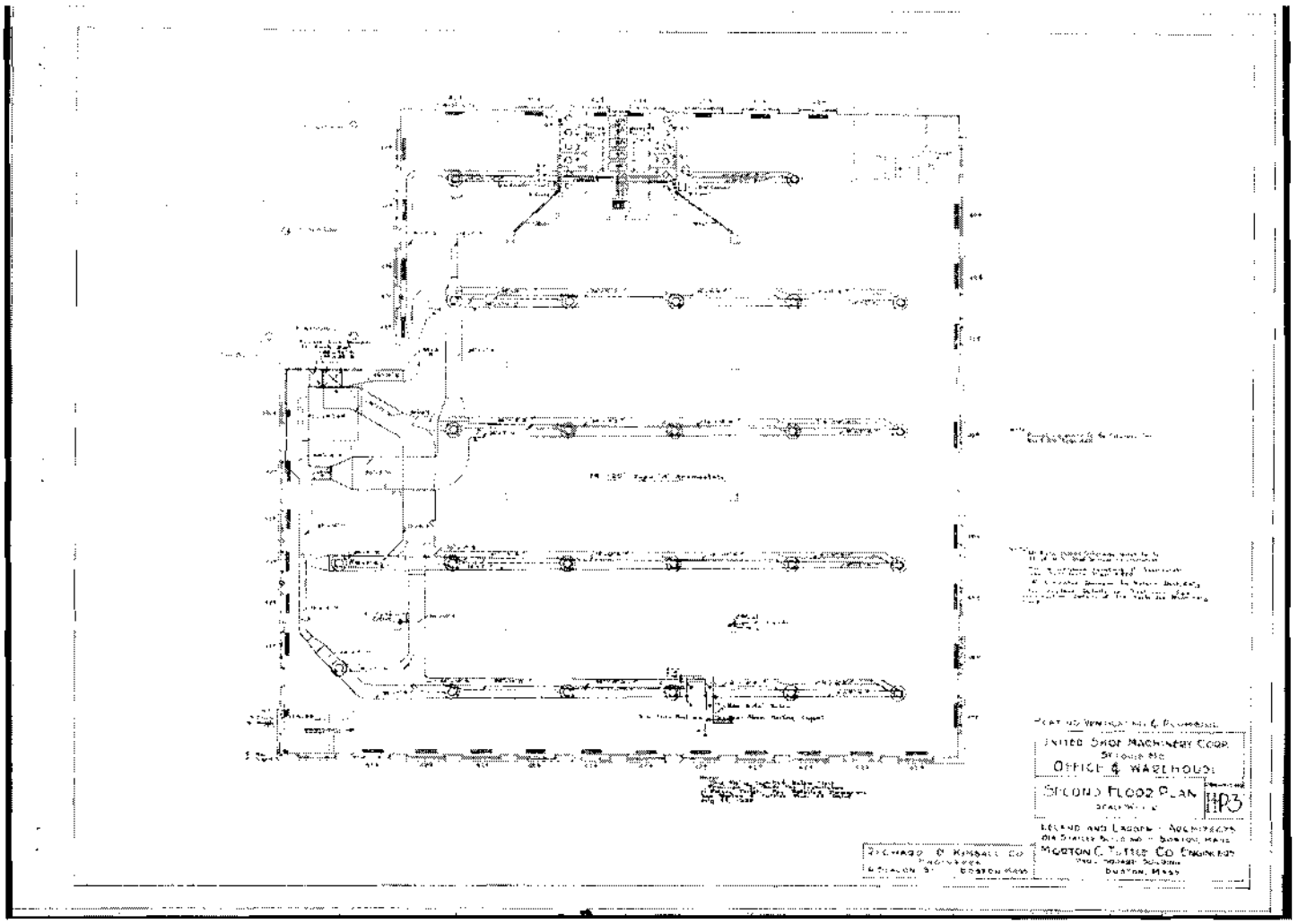
United Shoe Machinery Building
St. Louis (Independent City), MO

Leland and Larson, Architects

2ND Story Floor Plan



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Narrative Statement of Significance

SUMMARY

The United Shoe Machinery Building located at 2200-2208 Washington Avenue in St. Louis (Independent City), Missouri is eligible under National Register of Historic Places (NRHP) Criterion A: Industry as a significant property constructed for -- and used by -- the United Shoe Machinery Corporation, Inc. between the years 1939 and 1976. United Shoe Machinery Corporation was established in 1899 in Beverly, Massachusetts. It quickly became the largest and most successful shoe machinery production business in the world. The company's success was tied to its ownership of most of the shoe machinery patents. The company leased its equipment to manufacturers worldwide, and collected a percentage of the profits based on production output. United Shoe remained successful until anti-trust laws finally forced the company to diversify after World War II. Almost immediately after its incorporation in 1899, the corporation established its original St. Louis branch office at 1423 Olive, identified in city directories by 1900. This building on Olive – which is no longer standing – was replaced in 1939 by the property at 2200-2208 Washington Avenue, when St. Louis' shoe industry was recovering from the depression and building up for wartime production. Designed by the Boston architectural firm of Leland and Larson, the United Shoe Machinery building at 2200-2208 Washington is also eligible under NRHP Criterion C: Architecture as a good example of a Depression-era industrial property, of which very few examples were constructed in St. Louis. The building was very modern for its period of construction, featuring streamlined details and interior air conditioning. The United Shoe Machinery building retains a high degree of architectural integrity, having undergone minimal alterations since construction. Today it stands as a prime example of St. Louis' modern industrial office/industrial properties. The property's period of significance ranges from its year of construction, 1939 through 1956, which relates to the NRHP standard 50-year rule.

THE EARLY DEVELOPMENT OF SHOE MANUFACTURING MACHINERY IN AMERICA, 1848 – 1899

The early history of shoe manufacturing and equipment in America began in Cambridge, Massachusetts when Elias Howe introduced a new invention patented in 1848 -- the sewing machine. Although Howe's invention had nothing to do with making shoes at the time, the machine's ability to attach two pieces of fabric together inspired others to build on Howe's work to invent a machine that could join the materials used to make shoes. One such person was John Brooks Nichols, a shoemaker in Lynn, Massachusetts, who adapted Howe's machine to assist in his craft. In 1858, Lyman R. Blake, another shoemaker in South Abington, Massachusetts introduced a variation of the machine which was able to sew the sole of the shoe to its upper part. Blake's patent was not ideal, but it generated the interest of a wealthy businessman, Gordon McKay, who purchased the patent from Blake. Despite McKay's subsequent improvements, manufacturers were unconvinced that any machine could match work done by hand.[1]

Narrative Statement of Significance (continued)

Because McKay failed to attract investors, he developed a royalty system in which manufacturers were allowed to use the equipment at no initial charge. In return, those using the equipment had to place a "stamp" on the bottom of each shoe produced. The size and mark of the stamp depended on the size and type of shoe made; and it insured that McKay would receive a small compensation for each shoe. McKay was successful with this plan and began to gather additional patents, including that for a heeling machine invented by Charles Glidden of Stoneham, Massachusetts in 1867.[2] Following McKay's lead was Charles Goodyear, who produced a machine capable of sewing the welt – the small piece of leather sewn to the insole that extends along the outer portion of the shoe -- to the sole.[3] The process was known as the "Goodyear Welt" and gained rapid popularity among shoemakers and buyers by the 1880s.[4] (See figures in Section 8, Pages 24-28).

Despite the innovations of McKay and Goodyear, there remained a method performed by hand in shoemaking that could not be duplicated by any machine. Known as "lasting," this was the process in which the upper part of the shoe was pulled tightly and sewn over the "last" -- a form made of wood or metal that gave the shoe its shape.[5] In 1876, George Copeland of Boston invented a lasting machine that was picked up by McKay and developed as the Copeland-McKay Lasting Machine. The invention was less than ideal but was used by a factory employee in Lynn, Massachusetts, Jan Matzeliger (See Figure, Section 8, Page 20). Matzeliger left his native home of Dutch Guinea (currently Surinam, South America) at the age of 19, unsure of his future. He soon moved to America where he found employment as a shoe-making apprentice in Philadelphia. Matzeliger's skill and devotion to his craft led him to Lynn, where most of the nation's shoes were produced at the time. It was here that Matzeliger developed several improvements for a lasting machine that was far superior to earlier models. In 1882, Matzeliger applied for a patent. Three years later, Sidney Winslow of United Shoe Machinery purchased the patent. Matzeliger died at age 37 and failed to receive much recognition or compensation for his patent.[6]

HISTORY OF THE UNITED SHOE MACHINERY CORPORATION, 1899 - 1976

The United Shoe Machinery Company was established in 1899 following a merger between the world's three largest shoe machinery companies: Goodyear Sewing Machine Company, Consolidated and McKay Lasting Machine Company, and McKay Shoe Machinery Company.[7] Headquartered in Beverly, Massachusetts, the company boasted that it "revolutionized shoe equipment manufacturing and the shoe industry."[8] Both McKay and Goodyear were instrumental in the early development of shoe machinery. They held patents on the key machines used in shoe manufacturing, allowing them to control the use of the machines by competitors. Especially prominent was the Goodyear Welt shoe making process which relied on machinery owned and leased only through United Shoe. Essentially, Goodyear made machines

Narrative Statement of Significance (continued)

for sewing soles to upper welts; Consolidated and McKay produced lasting machines; and McKay Shoe Machinery produced a variety of machines that attached soles and heels using metal fasteners. By the time that United Shoe consolidated these interests, it took a minimum of 58 machines to produce one pair of shoes. Following the merger, United Shoe owned almost every patent on every type of shoe machinery being produced at the time, thereby creating a monopoly. Although competition between other shoe machinery companies did exist, it was very limited because no company could match the low rate offered to United's customers for renting its machinery. By the early 1920s, United Shoe supplied machinery and repair supplies to 95 percent of the nation's shoe manufacturers and repair shops.[9]

Organized as a corporation in 1905, United Shoe was one of the first international conglomerates in the world, supporting offices (outside of the United States) in the United Kingdom, France, Germany, Canada and South America. The main factory was located in Beverly, Massachusetts where all of the company's shoe machinery was produced; and the main corporate office was situated in Boston.[10] Nicknamed "The Shoe," the Beverly factory began production in 1906, four years following initiation of its construction.[11] The industrial complex was designed by engineer Ernest L. Ransome, covered 34 acres, and until 1937 was the world's largest reinforced concrete structure.[12] The Beverly operation limited its work week to 50 hours (whereas the average in the United States at that time was 55 hours per week); and was among the nation's highest paying employers. The company supported an industrial school, an on-site emergency hospital, and athletic and recreational facilities for employees – both men and women. In 1911, United Shoe employed approximately 100 female office workers and 80 female factory employees at its Beverly plant. Between the years 1899 and 1960, the company developed and marketed an estimated 800 new or improved shoe production machines, and patented more than 9,000 inventions.[13]

United Shoe established a branch office in St Louis in 1900 at 1423 Olive.[14] In 1939, the company constructed a new office and warehouse facility at 2200-2208 Washington Avenue (discussed in further detail below) which remained the primary site of the St. Louis office until the company was bought out in 1976. An associated die factory was located at 4045 Forest Park Avenue, established sometime after 1935, which remained in operation until the 1960s.[15] The factory supported "other industrial" interests related to United Shoe's subsidiaries. These companies were primarily located in the northeastern United States and included the production of shoe adhesives, finishes, waxes, stitching machinery, boxes, brushes, heels, and leather tanning supplies.[16] The location of United Shoe's branch office in St. Louis is significant. Despite the company's large size and world domination in shoe machinery production, its branch offices were few in number. Outside of its northeastern United States offices, United Shoe had branch offices only in St. Louis, Cincinnati, Los Angeles, Milwaukee, and Nashville.

Narrative Statement of Significance (continued)

Additionally, St. Louis was the only city outside of the northeast that supported a factory. All other production remained in Massachusetts, New Jersey, New York, and New Hampshire.[17]

ST. LOUIS AND THE SHOE INDUSTRY, 1866 - 1939

When United Shoe established its St. Louis office in 1899-1900, the city was fast becoming a shoe manufacturing center. St. Louis' "first real shoe factory" was established in 1866 by Captain C.L. Brolaski following the introduction of McKay shoe sewing machines in 1860.[18] In 1899, Missouri produced less than 4 percent of the nation's shoes, but this was substantial and continued to increase after 1900. Between 1876 and 1900, at least a dozen new shoe factories were established in St. Louis, including that of Bryan, Brown and Company established in 1878. This company later became known as Hamilton-Brown Shoe Company –to become one of the world's largest shoe manufacturers.[19] Two additional companies established in St. Louis during the 1800s included Roberts, Johnson and Rand Shoe Company (established in 1898) and Peters Shoe Company (established in 1836) which merged in 1912 as the International Shoe Company. By the 1930s, International Shoe was the world's leading shoe manufacturer.[20] An overview of Missouri's industry written in 1904 emphasizes the importance of St. Louis in the shoe industry by that time.

> As a wholesale shoe market of a product largely locally manufactured Missouri is growing in trade supremacy. The total shipments show a gain in one year, 1902 over 1901 of 8 per cent [sic]. The rapid increase is due largely to the phenomenal growth in manufacturing facilities, particularly in St. Louis. There has been a corresponding decrease in receipts from Boston, which has been a large seller of shoes to this part of the country . . . St. Louis makes large shipments of shoes to foreign points, especially to Mexico, the West Indies, and Central America. As a jobber of shoes, St. Louis now holds first place. Fully one-half of the goods sold are made in St. Louis factories and are of the better grades.[21]

Missouri and St. Louis, in particular, emerged as a major player in shoe manufacturing after World War I. This is largely due to the city's train connections, which provided ready markets for its light industry. Additionally, prohibition ruined the brewing industry during the 1920s, which shifted emphasis to other forms of industry – particularly that related to shoes and clothing.[22] In 1929, St. Louis ranked seventh in the nation for its total manufacturing output. The production of shoes and boots was fifth in the city's list of manufactured goods, following (in descending order) food production, chemicals and drugs, iron and steel, and clothing.[23] The area

Narrative Statement of Significance (continued)

surrounding the 2200 block of Washington Avenue supported numerous shoe manufacturing interests, including the Brown and International Shoe Companies. Washington Avenue became popularly known as "wholesale row" for its many shoe and garment industries by the 1910s. This trend was short-lived, however, as "cheap land at the fringe of the metropolitan area and cheap labor in other states (or countries) offered irresistible competition" and put many industries out of business by the mid-1930s.[24]

Despite the Depression's toll, United Shoe Machinery remained a story of success even in 1939, the same year that Hamilton-Brown Shoe Company filed bankruptcy.[25] In 1932, United Shoe collected royalties for an estimated 317 million pairs of shoes; and in 1938, the company reported a "new record high" in gross income of nearly $70 million. One month following Hamilton-Brown's bankruptcy news, United Shoe reported its first decrease ever in reported income due to a drop in sales, royalties, rentals and license fees.[26] It is likely that this dip in earnings was directly related to Hamilton-Brown's bankruptcy. Ironically it also came at the same time that the property was constructed at 2200-2208 Washington Avenue. These financial worries were short-lived as America became involved in World War II.

In September 1939, the Army's two largest shoe contracts were awarded to International Shoe and Brown Shoe Companies in St. Louis.[27] Wartime contracts further insured that United Shoe retained its leadership as the nation's primary shoe machinery manufacturer throughout the 1940s. Not until the 1960s did United Shoe suffer any major financial setbacks -- due to anti-trust legislation; not the financial status of the nation's shoe manufacturers.[28] Although St. Louis never regained its former prominence in the shoe industry, it continued to produce shoes during and after World War II, and United Shoe remained an important component of the city's shoe manufacturing interests.

HISTORY AND ARCHITECTURAL SIGNIFICANCE OF 2200-2208 WASHINGTON AVENUE

The former United Shoe Machinery Corporation, Inc. branch office is located along the south side of Washington Avenue near the intersection of North 22nd Street. During the late nineteenth and early twentieth centuries, this area along Washington Avenue featured brick tenement housing. Just prior to United Shoe's purchase of the site for its 1939 office building, the property held an automobile sales and service garage.[29]

As early as 1908, the 2000 block of Washington supported a box factory, an early indication of encroaching industrial and commercial development that would soon replace existing housing. Washington Avenue served as a primary thoroughfare for wholesale and dry goods warehouses and became known as the city's garment district.[30] As noted previously, St. Louis was a primary

Narrative Statement of Significance (continued)

center for the nation's manufacturing interests by the 1890s, soaring to the fifth largest industrial city by 1892, and fourth in the nation by 1902.[31] By the early 1900s, there were nine industrial centers west of the riverfront, including the "Downtown St. Louis Industrial Sector." This area included Washington Avenue and supported the city's "principal retail, financial, wholesale, jobbing and light manufacturing" interests until after World War I.[32]

In 1938, United Shoe posted an announcement in a trade journal of its plans to construct a new branch office in St. Louis following "extensive negotiations" with Garrison Realty Corporation. The parcel and planned building were described as follows:

> The property has a frontage of 120 feet on the main street and a depth of 150 feet. The northern tip is under a short lease to the Standard Oil Company of Indiana, and with the expiration of the contract, work will be started on a two-story building to house the shoe machinery firm's local offices and stockroom. The building to be erected on the corner will contain approximately 53,000 square feet of floor space, of which 15,000 will be air conditioned. It will replace the firm's present offices and stockroom at 1427 Olive Street [noted as 1423 Olive in city directories]. The recorded price on the corner was $25,000.[33]

It is significant that the company posted this advertisement in the *Shoe and Leather Reporter*. Within this particular publication, property transactions were seldom noted, even those conducted by major companies. During the Great Depression, virtually every business, including those related to shoe manufacturing, experienced significant financial problems. Many firms (such as Hamilton-Brown Company) declared bankruptcy. The fact that United Shoe officially announced its new St. Louis location in the nation's oldest shoe trade publication, *Shoe and Leather Reporter*, implies that the company was attempting to solidify its image as a financially sound institution. It also indicates the importance of Midwestern manufacturing to the company's continued success. The United Shoe Machinery office and warehouse was designed by the Boston architectural firm of Leland and Larson, and constructed for $150,000 by Morton C. Tuttle Company, also of Boston.[34] Little is know of the Leland and Larson firm. The company designed Deering Hall at the University of Maine, constructed in 1949 and appears to have done little work outside of the northeastern United States.[35] The United Shoe Machinery building's design was very modern for its time of construction. What is most striking today about the architectural design of the property is its lack of exterior adornment for what was a significant company office. Although the building features Art-Deco details such as ribbed aluminum door surrounds, colorful tile at entrances, and curved interior balustrades, it refrains from flaunting excessive or flamboyant features that could be associated with frivolity during a period of time when most of United Shoe's clients were struggling to survive financially. Today, few properties in St. Louis match the building's age, period of construction, or design. St. Louis'

Narrative Statement of Significance (continued)

industrial buildings focused on function and fireproofing; aesthetic concerns were secondary. As noted in a survey report for the city's industrial properties, "The often severely plain, unornamented exterior design of the industrial building type was, in a sense, an expression of its primary function – to serve as a safe, economical, efficient shelter for some phase of industrial process."[36] What is less typical in relation to this property's architecture are its date of construction – 1930s Depression era; its incorporation of decorative materials uncommonly used before the 1940s – aluminum and buff colored brick; and interior air conditioning -- which remained uncommon even in new buildings of that time.

In 1988, Landmarks Association of St. Louis, Inc. conducted an inventory of industrial properties within the "North Broadway Industrial Area" bounded by Clinton Street (south), Interstate 70 (west), the Mississippi River (east) and Angelica Street (north). This industrial area is situated northeast of the 2200 block of Washington Avenue and retains a large collection of industrial properties constructed between the 1880s and mid-1940s. Of the 40 properties inventoried for this particular study, only one was constructed in the 1930s, a one-story brick factory at 2109-23 North Broadway. This property reflects industrial designs popular in the 1910s-20s, featuring a crenellated parapet, terra cotta detailing, and multi-light steel sash windows. One additional property, 1717-35 North Broadway was constructed in 1941 as an "industrial/moderne" style building. The property which is one-story in height and features buff colored brick, suffers loss of integrity due to modifications and infill of original window bays. A more recent industrial building inventory completed in 1990, again near downtown St. Louis within the North Broadway industrial district, recorded 13 buildings constructed between 1882 and 1942. None of these properties were constructed in the 1930s. One building, constructed in 1942 at 2600-06 North Ninth Street features a buff brick façade. This property is similar to that at 2200-2208 Washington in that it was used as a manufacturing office and warehouse, featuring steel sash windows and an aluminum/glass pedestrian entry at the façade.[37]

Based on the studies completed by Landmarks Association, Inc. during the 1980s-90s, and in relation to what is apparent throughout the city's primary industrial and warehouse districts south, west, and north of downtown, there remains to be found any significant evidence to support that many industrial properties were constructed in St. Louis during the 1930s. The property at 2200-2208 Washington is a significant addition to the city's Depression era industrial construction simply because it was constructed at all; and even more so because it represented an industry established in 1899 that continued to dominate the nation's shoe industry. The office/warehouse at 2200-2208 Washington remained in use by United Shoe until the corporation was purchased by Emhart Corporation in 1976. Afterward, this building was used by A and S Sewing Machine Company.[38]

Narrative Statement of Significance (continued)

CONCLUSION

The United Shoe Machinery Corporation, Inc. building located at 2200-2208 Washington Avenue is an excellent example of a late 1930s-era office and factory warehouse that retains a high level of architectural integrity. The property, during its use by United Shoe (1939-1976) served as a branch office and storage facility. Its design reflects its modern date of construction, as well as the property's functionality. The property remained in use for nearly 40 years by United Shoe Machinery, and is the most significant property in St. Louis associated with the former corporation. The United Shoe Machinery building meets National Register Criteria A (Industry) and C (Architecture). It is a noteworthy example of a 1930s industrial property of which few similar examples exist today in St. Louis.

ENDNOTES

[1]Frederick J. Allen, *The Shoe Industry* (New York: Henry Holt and Company, 1922), 58-60.

[2]Ibid, 60-62.

[3]Ibid, 62.

[4]Ibid, 396.

[5]Ibid, 390.

[6]"The Black Inventor: Jan Matzeliger," (website at http://www.blackinventor.com/pages/janmatzeliger.html Access date: 24 July 2006), np; and Barbara Mitchell, *Shoes for Everyone: A Story About Jan Matzeliger* (Minneapolis: Carolrhoda Books, 1986), 28-54.

[7]United Shoe Machinery Corporation, *The Story of its Service and Methods as Told by Letters from the Shoe Manufacturers of the Country* (Boston: United Shoe Machinery Corporation, 1912), 6.

[8]"United Shoe Machinery Corporation and Industry Report, (Unpublished stockholders' report on file at Missouri Historical Society, Corporations and Industry Collection; 1955), 16; and Cummings Properties, "Background & History" (available online at: http://www.cummings.com/history.html Access date: 9 March 2006), np.

[9]Ibid, 375.

[10]"United Shoe Machinery Corporation and Industry Report;" and Cummings Properties website.

[11]Cummings Properties website.

Endnotes (continued)

[12]Essex County National Heritage Area, "United Shoe Machinery Co. aka Cummings Center (available online at http://www.essexheritage.org/visiting/placestovisit/listofsitesbycommunity/united_shoe.shtml Access date: 9 March 2006), np; and Ada Louise Huxtable, "Architecture: Refitting the Shoe," *Wall Street Journal* (2 October 1997), 1. (available online at http://www.cummings.com/wsj_article.htm Access date: 9 March 2006).

[13]Cummings Properties website.

[14]*Gould's St. Louis (Missouri) City Directory* (St. Louis: Polk-Gould Directory Co., 1930).

[15]*Gould*'s *City Directories*: 1932, 1935, 1960, 1974.

[16]"United Shoe Machinery Corporation and Industry Report,"16.

[17]Ibid.

[18]Horton C. Ryan, "History of the St. Louis Shoe Industry," *Official Reference Book of the St. Louis Association of Superintendents and Foremen of The Shoe Industry* (St. Louis: St. Louis Association of Superintendents and Foremen, 1914), 26.

[19]J.G. Schnitzer, *Leather Footwear – World Production and International Trade* (Washington, D.C.: United States Government Printing Office, 1937), 26, 31.

[20]Furniture Brands International, "A Company History from Footwear to Furniture" (available online at http://www.furniturebrands.com/OurCompany/OurHistory.aspx Access date: 1 August 2006), np; and "Shoes Important in St. Louis Community," *Shoe and Leather Reporter* (16 September 1939), 13.

[21]Walter Williams (ed.), *The State of Missouri, An Autobiography* ([Columbia, MO: E.W. Stephens], 1904), 153.

[22]James Neal Primm, *Lion of the Valley St. Louis Missouri, 1764-1980* (St. Louis: Missouri Historical Society Press, 1989), 436, 438.

[23]Ibid., 436-437.

[24]Carolyn Hewes Toft and Lynn Josse, *St. Louis: Landmarks & Historic Districts* (St. Louis: Landmarks Association of St. Louis, Inc., 2002), 71.

[25]"Hamilton-Brown Shoe Co. Declared a Bankruptcy," *Shoe and Leather Reporter* (24 June 1939), 8-9.

[26]Cummings Properties website; "United Shoe Consolidated Earnings," *Shoe and Leather Reporter* (13 August 1938), 4; and "United Shoe Nets $3.82 Per Share," *Shoe and Leather Reporter* (5 August 1939), 13.

Endnotes (continued)

[27]"U.S. Army Service Shoe Awards," *Shoe and Leather Reporter* (16 September 1939), 5.

[28]Cummings Properties website.

[29]*Sanborn Fire Insurance Maps*, microfilm available at St. Louis Public Library (1908, [1932]); and City of Louis, Engineering Real Estate Data Cards (Microfilm Rolls A-5670 and I-7627, available at City Hall, St. Louis, MO).

[30]Norbury Wayman, *History of St. Louis Neighborhoods: Downtown* (St. Louis: St. Louis Community Development Agency, 1979), 7.

[31]Karen Bode Baxter and Timothy P. Maloney, "Majestic Manufacturing Company Buildings," National Register of Historic Places Registration Form (NR listed 31 December 1998), Section 8: 14.

[32]Lewis F. Thomas, *The Localization of Business Activities in Metropolitan St. Louis* (St. Louis: Washington University Studies – New Series - Social and Philosophical Sciences, 1927), 8.

[33] "New USMC Location," *Shoe and Leather Reporter* (27 August 1938), 6.

[34]City of St. Louis City, Microfilm Ref J 1211; and "Building News / Building Permits," *St. Louis Daily Record* (27 March 1939), 9.

[35]University of Maine, "Deering Hall Information" (website available at: http://www.umaine.edu/locator/BuildingDisplay.asp?BldgName=Deering+Hall Access date: 9 March 2006), np.

[36]Landmarks Association of St. Louis, Inc., "Final Report/Property Type Analysis for Phase I, II, and II of Landmarks Association's Industrial Survey of the St. Louis Riverfront" (Collection of unpublished survey information, reports, and memorandum dated 6 July 1990 on file at Landmarks Association of St. Louis, Inc.), np.

[37]Ibid.

[38]Polk, R.L. & Co., *St. Louis (Missouri) City Directory* (Taylor, MI: Self-published, 1970, 1980).

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 **Page** 19

United Shoe Machinery Building
St. Louis (Independent City), MO

First Day Issue Postcard, 9/15/1991

Jan E. Matzeliger, Inventor of Shoe Lasting Machine

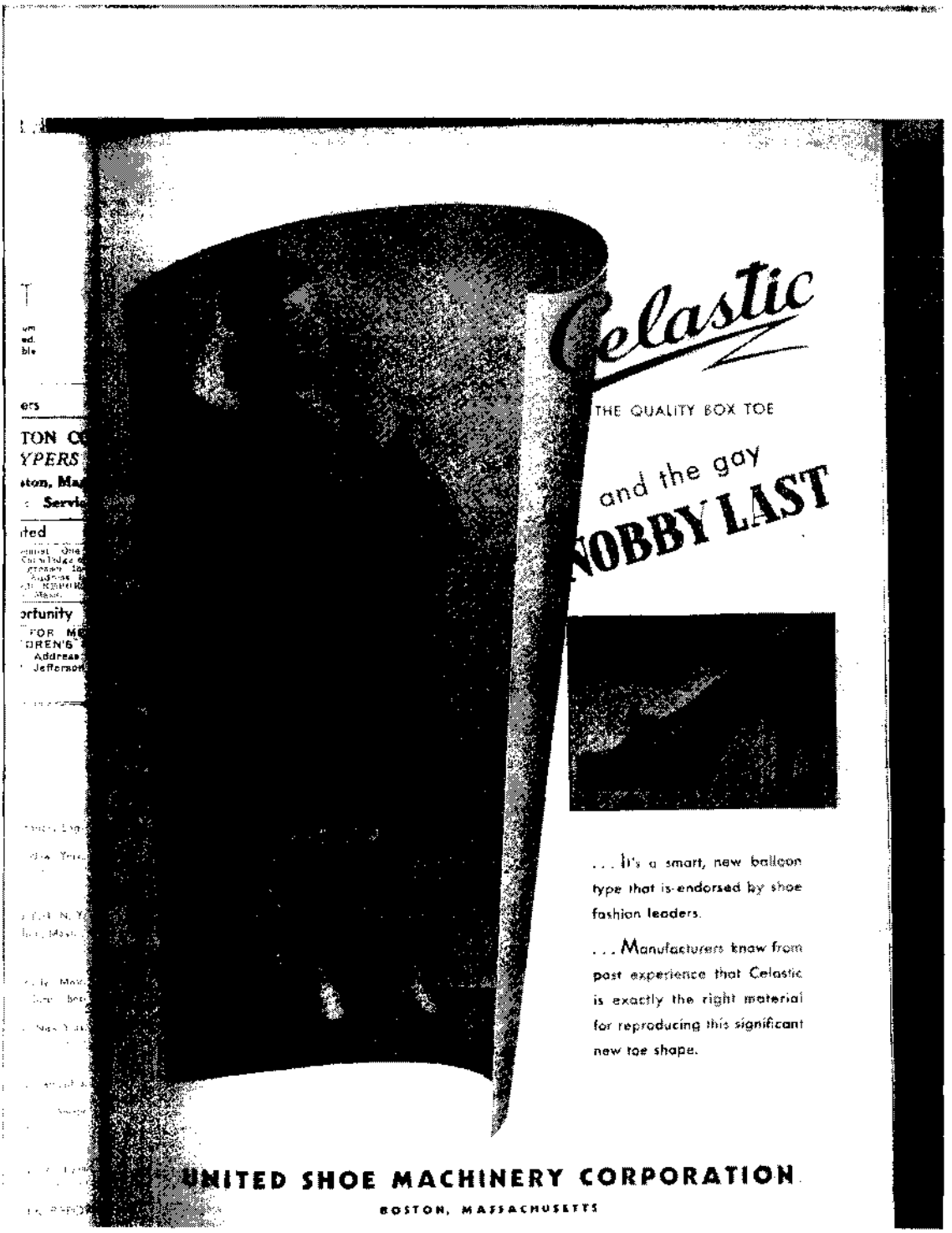
United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 **Page** 20

United Shoe Machinery Building
St. Louis (Independent City), MO

Shoe and Leather Reporter, Back Cover, July 1935 **United Shoe Machinery Corp. Celastic Advertisement**



United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 **Page** 21

United Shoe Machinery Building
St. Louis (Independent City), MO

Shoe and Leather Reporter,
Inside Back Cover, March 1939

United Shoe Machinery Corp.
Flexible Platforms Advertisement

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 **Page** 22

United Shoe Machinery Building
St. Louis (Independent City), MO

Shoe and Leather Reporter,
Front Cover, July 1939

United Shoe Machinery Corp.
Unishank Advertisement

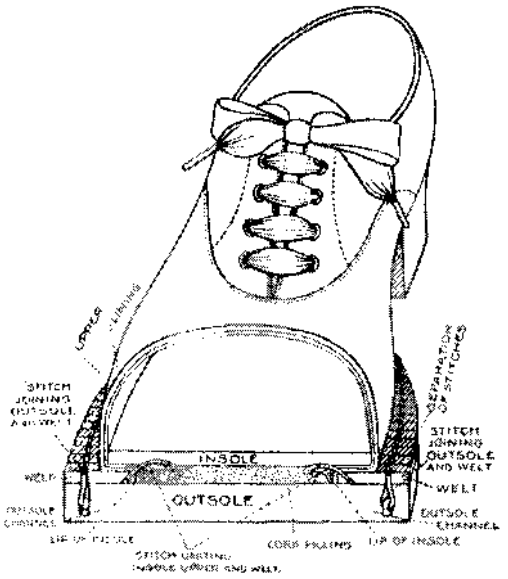
United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

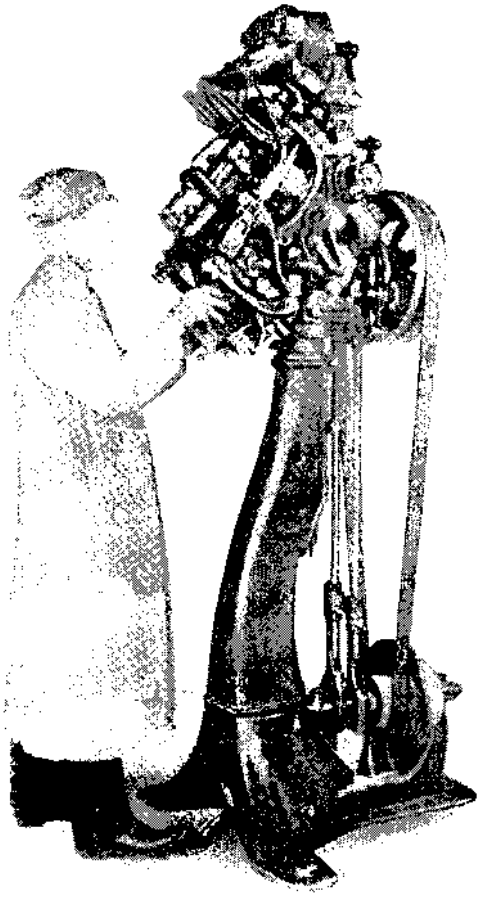
Section number 8 Page 23

United Shoe Machinery Building
St. Louis (Independent City), MO

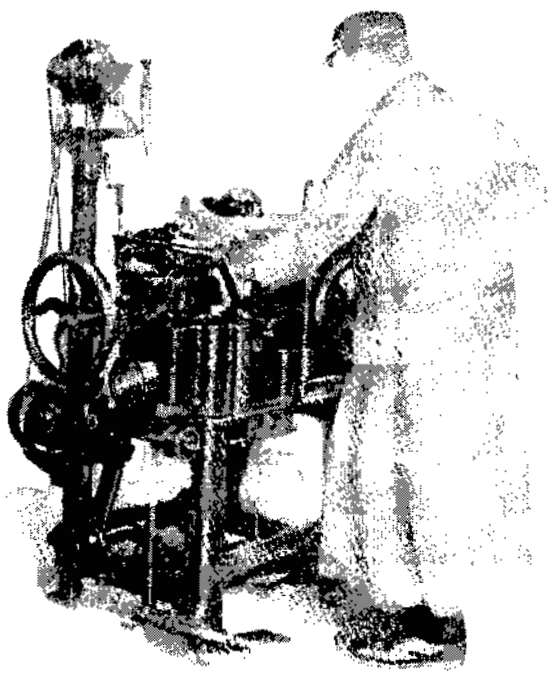
Goodyear Welt Shoes **Shoe Cross-Section**



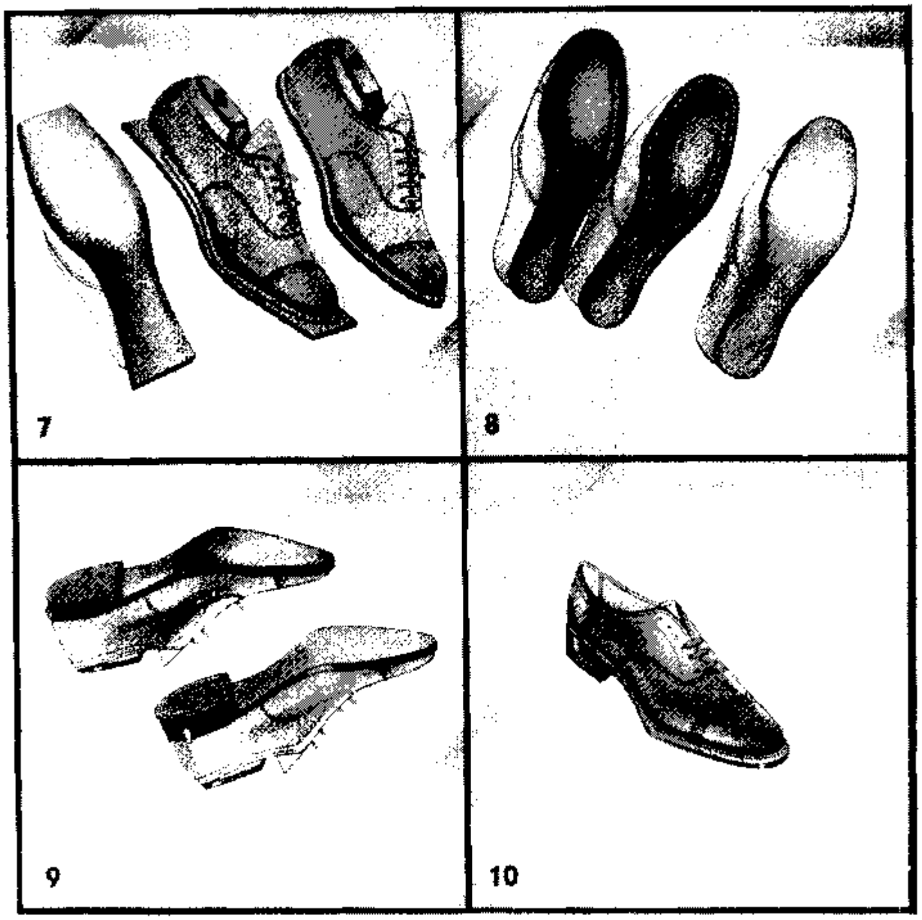
CROSS-SECTION OF A GOODYEAR WELT SHOE
SHOWING THE DIFFERENT PARTS AND
THIER RELATION TO EACH OTHER



REX PULLING OVER MACHINE
MODEL C



U. S. M. C. LASTING MACHINE
No. 5



PROGRESSIVE STEPS IN THE CONSTRUCTION OF A GOODYEAR WELT SHOE

1. [illegible] Upper and Linings: Quarters, Tongue, Vamp and Tip; Quarter Lining, Vamp Lining and [illegible] Lining.

2. Shoe Upper, completely assembled as it comes from the Fitting Department. [illegible] and Shoe Last over which the shoe is made.

3. [illegible] Blank, [illegible] Insole, Channeled Insole, [illegible] completed with canvas reinforcement, ready for [illegible] in the Lasting Department.

4. Shoe Upper [illegible] Toe, Last, Insole and Assembled Parts as they appear after the operation of "Pulling [illegible]."

5. [illegible] Lasting Operations: Staple Side Lasting, [illegible] Seat and Toe Lasting, and completely Lasted Shoe.

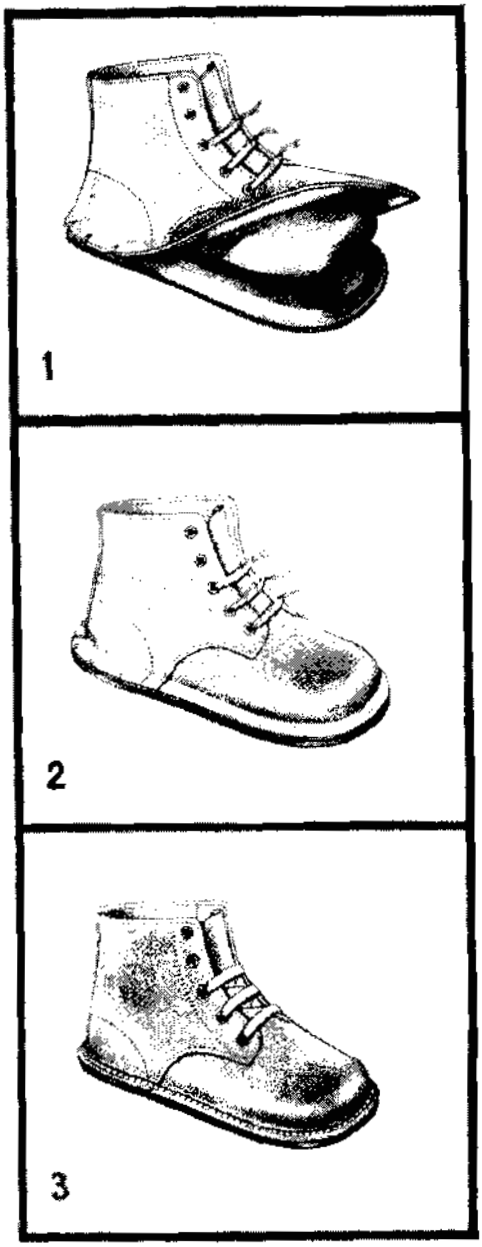
6. Inseaming [illegible] the welt to the shoe. Inseam Trimming, Shank Piece and appearance of the Shoe [illegible] with forepart filler and shank in place. The shoe [illegible] ready for sole attaching operations.

7. Appearance of shoe after [illegible] Laying [illegible] two views and the third view after "Rough [illegible]" [illegible] off surplus bottom stock). Outsole channel [illegible] rough rounding machine.

8. Appearance of Shoe Bottom after channel [illegible] has been turned up. Second view after Goodyear [illegible] Stitching. Third view after channel [illegible] has been cemented and laid, heel seat fastened with [illegible], and the operation of leveling the Shoe Bottom.

9. Leather heel base attached. Appearance of [illegible] Bottom after rubber heel attaching, heel [illegible], heel breasting, edge trimming, [illegible], heel [illegible], edge setting, staining and burnishing heel, scouring [illegible], bottom scouring and finishing.

10. The completed shoe. The last has been [illegible] and the upper "treed." Observe that [illegible] last has remained in the shoe from [illegible] illustration No. 4 until all the important manufacturing operations have been completed.



PROGRESSIVE STEPS IN THE CONSTRUCTION OF A SINGLE-SOLE STITCHDOWN SHOE

1. Assembly of Upper, Last and Outsole.

2. Appearance of shoe after the outflanged margin of upper has been stuck to the flesh side of the outsole by the punch method of lasting described in the text.

3. Appearance of shoe after permanent sole attaching with a lockstitch seam.

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Verbal Boundary Description

A lot in Block 2009 of the City of St. Louis, fronting 119 feet on the southern line of Washington Avenue, by a depth southwardly of 150 feet to the northern line of St. Charles Street on which it has a width of 120 feet 4 ½ inches; bounded on the east by 22nd Street and on the west by Lot 9 of Cobb's Subdivision.

Boundary Justification

These boundaries incorporate all of the property that has been historically associated with this building and the property's legal description. Except for public sidewalks and a small area behind the building at the back alley, the building encompasses the entire lot. To the east of this property is a parking lot used in conjunction with the building but it is not included in the verbal boundary description of the property and is not included in the boundaries of the nomination.

Photo Log

Photographer: Sheila Findall
April 2006
Negatives with preparer: Karen Bode Baxter, 5811 Delor Street, St. Louis, MO 63109

Photo #1: Exterior, east elevation and north façade facing southwest

Photo #2: Exterior, north façade and west elevation facing southeast

Photo #3: Exterior, detail of main entry, mid-façade, facing south

Photo #4: Exterior, rear (south) elevation and east elevation facing northwest

Photo #5: Interior, first floor, mid-building, facing northeast toward front entry

Photo #6: Interior, first floor, rear half, northeast room facing southwest

Photo #7: Interior, first floor, rear half, southeast room facing northwest toward freight elevator

Photo #8: Interior, second floor, from mid-north wall, facing southeast toward rear stairs

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

United Shoe Machinery Building
St. Louis (Independent City), MO
UTM Reference
15/742825/4279870

Produced by the United States Geological Survey

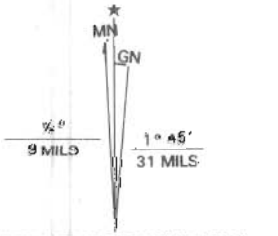
Topography compiled 1952. Planimetry derived from imagery taken 1993 and other sources. Photoinspected using imagery dated 1998; no major culture or drainage changes observed. PLSS and survey control current as of 1954. Boundaries, other than corporate, verified 1999

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

20% TOTAL RECOVERED FIBER

United Shoe Machinery Building
St. Louis (Independent City), MO
Photo #1

United Shoe Machinery Building
St. Louis (Independent City), MO
Photo # 2

United Shoe Machinery Building
St. Louis (Independent City), MO
Photo #3

United Shoe Machinery Building
St. Louis (Independent City), MO
Photo # 4

United Shoe Machinery Building
St. Louis (Independent City), MO
Photo # 5

United Shoe Machinery Building
St. Louis (Independent City), MO
Photo # 6

United Shoe Machinery Building
St. Louis (Independent City), MO
Photo #7

United Shoe Machinery Building
St. Louis (Independent City), MO
Photo # 8

United Shoe Machinery Building
St. Louis (Independent City), MO
Photo # 9