

United States Department of the Interior
National Park Service

National Register of Historic Places
Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name West Locust and Olive Street Commercial and Industrial District

other name/site number N/A

2. Location

street & town Roughly Bounded by Theresa, Olive, Locust & Leonard [N/A] not for publication

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

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

3. State/Federal Agency Certification

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

Mark A. Miles

18 July 2006

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

Date

Missouri Department of Natural Resources
State or Federal agency and bureau

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

Signature of certifying official/Title

Date

State or Federal agency and bureau

4. National Park Service Certification

I hereby certify that the property is:

Signature of the Keeper

Date of Action

entered in the National Register.
 See continuation sheet.

determined eligible for the
National Register

See continuation sheet.

determined not eligible for the
National Register.

removed from the National
Register.

other, (explain:)

West Locust and Olive Street Commercial & Industrial District
Name of Property

St. Louis (Independent City) MO
County and State

5. Classification

Ownership of Property
(check as many boxes as apply)

Category of Property
(check only one box)

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

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

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

Contributing	Noncontributing	
8	2	buildings
		sites
		structures
		objects
8	2	Total

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

Number of contributing resources previously listed in the National Register

N/A

N/A

6. Function of Use

Historic Function
(Enter categories from instructions)

- COMMERCE/TRADE/business
- INDUSTRY/communications facility
- COMMERCE/TRADE/warehouse
- TRANSPORTATION/road-related (vehicular)

Current Function
(Enter categories from instructions)

- COMMERCE/TRADE/business
- COMMERCE/TRADE/specialty store
- COMMERCE/TRADE/warehouse
- COMMERCE/TRADE/professional

7. Description

Architectural Classification
(Enter categories from instructions)

- LATE 19th & 20th CENTURY REVIVALS
- MODERN MOVEMENT/Moderne

Materials
(Enter categories from instructions)

- foundation CONCRETE
- walls BRICK
- LIMESTONE
- roof ASPHALT
- other TERRA COTTA

Narrative Description

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

See continuation sheet(s) for Section No. 7

West Locust and Olive Street Commercial and Industrial District
Name of Property

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

8. Statement of Significance
Applicable National Register Criteria

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

- A** Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B** Property is associated with the lives of persons significant in our past.
- C** Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D** Property has yielded, or is likely to yield, information important in prehistory or history.

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

Property is:

- A** owned by a religious institution or used for religious purposes.
- B** removed from its original location.
- C** a birthplace or grave.
- D** a cemetery.
- E** a reconstructed building, object, or structure.
- F** a commemorative property.
- G** less than 50 years of age or achieved significance within the past 50 years.

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

9. Major Bibliographical References
Bibliography

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

Previous documentation on file (NPS):

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

Areas of Significance
(enter categories from instructions)

INDUSTRY

COMMERCE

Period of Significance
1891-1956

Significant Dates
N/A

Significant Persons
(Complete if Criterion B is marked above)
N/A

Cultural Affiliation
N/A

Architect/Builder
Toolee, S. P.

Johnson, Phil G.
Hirsch, Godfrey
Bright, James
Maxwell, N.

See continuation sheet(s) for Section No. 8

Primary location of additional data:

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

See continuation sheet(s) for Section No. 9

West Locust and Olive Street Commercial and Industrial District
Name of Property

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

10. Geographical Data

Acreage of Property Approximately 2.5 acres

UTM References

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

A: 15/741200 e 15/4280150 n

Verbal Boundary Description

(Describe the boundaries of the property.)

Property Tax No.

Boundary Justification

(Explain why the boundaries were selected.)

X See continuation sheet(s) for Section No. 10

11. Form Prepared By

name/title Melinda Winchester
organization Lafser & Associates date 11-01-2005
street & number 2285 County Road 316 telephone 573-243-6965
city or town Jackson state MO zip code 63755

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

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

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

Photographs: Representative black and white photographs of the property.

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

Property Owner

name/title Multiple Owners (See attached sheet)
street & number _____ telephone _____
city or town _____ state _____ zip code _____

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 *et seq.*).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Projects (1024-0018), Washington, DC 20503.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 1 West Locust and Olive Street Commercial & Industrial District
St. Louis (Independent City), MO

SUMMARY:

The West Locust and Olive Street Commercial and Industrial District contain eight contributing industrial and commercial buildings and two non-contributing buildings. District buildings are located between Leonard Street and Theresa at the Lindell-Locust Cutoff. (See Figure 1-Boundary Map) It is one and a half blocks west of the Locust Street Automotive District and is adjacent to the Plaza Hotel Complex (listed NR 5-7-85) which is within the 3300 block of Locust and Olive Streets. Historically, this area has been known for its warehouse and commercial buildings and its growth related to its association with the manufacturing and automotive industries. The buildings can be categorized as one and two story brick commercial storefronts, large industrial buildings and a representative example of the Streamlined Moderne architectural style. Constructed between 1891 and 1929, many of the contributing buildings were designed by locally prominent architects and have distinctive design elements in terra cotta and brick. Although there have been some alterations, they generally have been confined to interiors, boarding or blocking of window openings and first floor storefronts. The Hart Printing Company and the Pedigo-Weber Shoe Building are anchors of this district and remain much as they did at construction. Overall, the integrity of the upper façade details has been retained and enough overall density remains to convey a good sense of the streetscape and retain the historic commercial and industrial setting, design and character of the district.

Individual Property Physical and Architectural Descriptions-

These descriptions are based upon research from several different sources, fire insurance maps, building permits and city directories. The individual site descriptions include the following information:

- 1) Street number
- 2) Primary occupant
- 3) Date of construction
- 4) Architect or contractor
- 5) Status as a contributing or non-contributing resource
- 6) Corresponding photographs

This is followed by the narrative description, which may include brief histories of the buildings and or their historic businesses and alterations or integrity issues. Photo numbers are keyed to the district map. Properties within the West Locust and Olive Street Commercial and Industrial District are designated as (C) for contributing or (NC) for non-contributing.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 2 West Locust and Olive Street Commercial & Industrial District
St. Louis (Independent City), MO

3431- 3441 Olive Street- 1927 – architect, S.P. Toolee- Photos # 1, 2, 3

Constructed in 1927, this is a one-story rectangular shape building constructed of two-tone brown brick with a Moderne streamline design. The west elevation has rounded corners with the main entrance located on the southwest end. A marquee is located above the door with a small heart in brick. The window fenestration wraps symmetrically around the building accented by bands of dark brown brick detailing. A two-story addition was constructed in 1940 using the same two-tone brick design and additional alterations were done to the shop in 1947. The windows have recently been replaced in their original openings but this does not detract from the building's ability to convey its historical character. The building, constructed as Hart Printing Company, retains its architectural integrity. Hart Printing Company was a family owned business at this location for more than 70 years, and the building was expanded eastward to accommodate its growth. C

3423-3429 Olive Street- 1986 – Photo # 4

Constructed in 1986, this is a one and a half-story square shape building constructed of masonry block with no ornamentation or façade windows. It is non-contributing due to its age and lack of historic integrity. NC

3415-3421 Olive Street- Circa 1925 - Photo # 7

Constructed in 1925, this is a two-story brick building with five bays across the façade. Single pane windows are symmetrically placed within each bay on the first and second floors. White terra cotta surrounds are above each window. The roofline is level with a parapet on the façade topped with a terra cotta coping. There have been many changes to the exterior of this building therefore altering the historical architectural integrity. NC

3407-3411 Olive Street- Circa 1905 - architect, William Wedemeyer and contractor, Philip G. Johnston - Photo # 8

Constructed in 1905, this is a five-story commercial building with three bays across the façade. Each elevation contains large glass windows with stone sills and decorative lintels. A decorative terra cotta belt course divides the second floor from the upper levels. The main entrance is located on the south elevation and has a few modifications. The roofline is level with a stepped terra cotta parapet on the façade with a carved "Morgen" insignia centered on the façade. The Morgen-Scott Cleaning and Dye Company constructed this building and began its industrial operations in 1905 on Olive Street but had been in the cleaning and dyeing business in St. Louis since 1952.

United States Department of the Interior
National Park Service

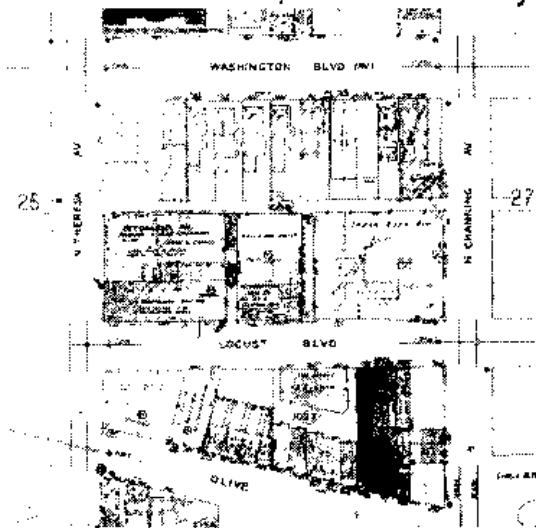
National Register of Historic Places Continuation Sheet

Section number 7 Page 3 **West Locust and Olive Street Commercial & Industrial District**
St. Louis (Independent City), MO

1952. The building holds architectural integrity in its upper façade details and is a significant contribution to the district through its height, mass and historical character. **C**

3427-3441 Locust Street- Circa 1918- architect, A.B. Groves- Photos # 5, 6

Constructed in 1918, this is a six-story rectangular shape building constructed of red



1950 Sanborn Fire Insurance Map

brick with concrete floors and roof. It has paired metal industrial windows with twenty-five light panes symmetrically placed on all elevations and levels. With the exception of the first floor, the windows are still intact. The roof is flat with a slightly projecting stone cornice. The main entrance is located on the south elevation. In 1948, a one-story brick addition was added to the north side of the building. Some of the window openings on the first floor have been boarded up primarily for security purposes but the building continues to convey its historical character of a large industrial building and is a key factor of the district due to its mass and window fenestration. (See 1950 Sanborn Map) The Pedigo-Weber Shoe Company was the earliest occupant of this Building.

3401-3417 Locust Street- Circa 1893- architect, C.J. Wilhelme and R.W. Morrison, contractor - Photo # 9

This two-story brick building was constructed in 1893 as a livery and undertaker business. In 1918 major alterations were made to the building to incorporate its function into a factory for Universal Manufacturing Company and Car Distributors. They specialized in manufacturing automotive tops. The building is a square shape with seven bays on Locust Street and seven bays on N. Channing Street. There are symmetrically placed windows on both the first and second story on the south, east and west elevations. The roof is flat with a parapet on the south and east elevations with a terra cotta coping. Two of the bays retain the garage entries. Alterations are confined to bricking-in of some of the window openings on the west elevation and boarding up some windows on the east elevation. In 1928, Salisbury Motors, Inc. occupied this building becoming a dealership for Marmon and Roosevelt automobiles. John T. Salisbury was president of the company, **C**

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 4 West Locust and Olive Street Commercial &
Industrial District
St. Louis (Independent City), MO

3331-3339 Locust Street- Circa 1914- architect, Clymer & Deischler- Photo # 10

Constructed in 1914, this two-story commercial block building has a white brick exterior with a flat roof, dentil molding at the cornice line and a terra cotta coping. The east elevation is a common wall. The ground level has a flush entrance on the east end of the façade. The remaining area of the ground level is occupied by a garage door. A white decorative terra cotta band denotes a horizontal division of the first and second floors. The window opening of the second floor is detailed with intricate corbelling. Historically, automotive businesses such as Frye Motor Car Company, the Hudson-Frampton Motor Company, Leutwiler Battery and Repair and Motor Coach Painting Company have occupied this building. There have been some alterations to the lower storefront and sales room in 1925 and 1930 and the second floor storefront windows have been covered with plywood but the building is in excellent condition and retains its integrity of location, design and setting. C

3327-3329 Locust Street- Circa 1893 – architect, Godfrey Hirsch - Photo # 11

Constructed in 1893, this building is one of the oldest within the district boundaries. It is a three-story rectangular shaped, red brick commercial block building. The first floor storefront has four recessed openings with small brick pilasters dividing each of them. These have been boarded up for security purposes. The second and third floors of the façade have six window openings symmetrically spaced with stone sills and arched brick lintels. At the cornice line there is a terra cotta cap with brick corbelling. The roofline is stepped on the west and east elevations. The earliest occupant at this location was the Joseph Long Carriage Repository. Other occupants in the early twentieth century were the St. Louis Lamp Company and Columbia Incandescent Lamp Company and the Lindsay Motor Company. A few alterations have occurred such as alterations to the rear portion in 1909 and alterations to the brick garage portion in 1911. In 1941, alterations were made to the interior office and warehouse. The exterior has many of the window openings and storefront openings boarded but the building is in good condition and retains its integrity of location, design and setting. C

3323 Locust Street- Circa 1891- architect, James H. Bright and N. Maxwell -Photo #12

The building at 3323 Locust was constructed in 1891 as a two-story brick shop with flats for the Edward Butler & Son horseshoe business. After Mr. Butler's death in 1913, architect James Bright was commissioned to alter the original brick storefront and in 1918 a rear brick shop addition was constructed by the new owner, Central Auto Service Company. Additional alterations were done to the office and storefront in 1922.

United States Department of the Interior
National Park Service

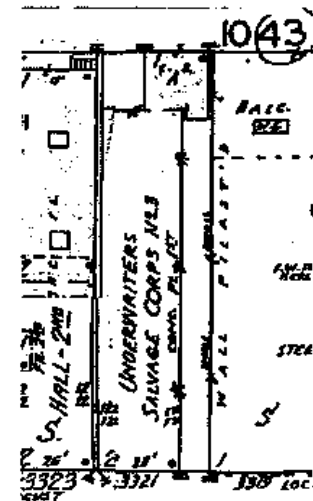
National Register of Historic Places Continuation Sheet

Section number 7 Page 5 **West Locust and Olive Street Commercial & Industrial District**
St. Louis (Independent City), MO

Presently, this two-story commercial block building has two-toned brick exterior walls with a flat roof and terra cotta coping. The east and west elevations are common walls. The ground level has a recessed main entrance on the west end of the façade with double window transom. The remaining area of the ground level is occupied by a garage door opening added in 1972 replacing large plate glass windows. Decorative banded brick patterns outline the main level openings and the second floor exterior band of windows. Historically, a variety of automotive businesses such as, Central Auto Service Company, Tell Auto Spark Company, Plaza Express Company and Daughters-King Automotive Company have occupied this building. The building is in excellent condition and retains its integrity of location, setting and design elements of the 1913 and 1922 period.C

3321 Locust Street- Circa 1892- architect, K.S. Evans- Photo # 13

Constructed in 1892, this two-story brick building housed the Underwriters Salvage Corps No. 3. The main entrance of the stationhouse is centered on the façade with an arched brick lintel with terra cotta detailing. The roofline is flat with a terra cotta coping on the east and west elevations and a stepped cornice on the façade with terra cotta detail. A decorative terra cotta ledge supported by four brackets projects from the façade. A set of three one-over-one double hung windows is centered directly below the decorative ledge. Some alterations to the brick were made in 1926 but the building continues to uphold a high degree of both architectural and historical integrity. (See 1909 Sanborn Fire Insurance Map)C



1909 Sanborn Map

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 6 West Locust and Olive Street Commercial & Industrial District
St. Louis (Independent City), MO

SUMMARY:

The West Locust and Olive Street Commercial and Industrial District is eligible for listing in the National Register of Historic Places under Criterion A in the areas of INDUSTRY and COMMERCE. The district represents the growth and commercial development of the west end of Locust and Olive at the Lindell-Locust Cutoff during the early twentieth century and the economic activity that continued through two wars and the Great Depression. Historically, this area has been the home of various industrial and commercial businesses and incurred the majority of its growth through its association with the automotive industry, manufacturing industry and the development of the expanded transportation routes west of downtown St. Louis in the early twentieth century. The buildings within this district are primarily brick one and two story industrial/commercial businesses or warehouses and an excellent representative example of Streamlined Moderne architecture. As a group, the buildings represent several periods of development and retain their historic setting and design. They were linked to a variety of local commercial businesses and manufacturing industries during the period of significance. Affluent St. Louis builders and architects designed many of the buildings, exhibiting their craftsmanship in traditional brick, terra cotta and stone designs. Contributing resources were built between 1891 and 1927, and continue in an industrial/commercial function as originally. The period of significance therefore runs from 1891-1956, the standard 50-year cutoff date.

ELABORATION:

Since its early days, St. Louis has been known for its importance as a trading center for the Mississippi Valley. Its economic success can be attributed largely to the development of its manufacturing industries and its attractiveness to firms and corporations as a manufacturing giant. From the mid 1800s, its city blocks from the river to Twelfth Street filled with commercial businesses and as the city prospered other areas west of Midtown began to transition from residential to commercial settings.¹ Olive Street's popularity as a primary thoroughfare from downtown to Grand Boulevard was aided in the early development of this area as a "primary retail" center. It was also one of St. Louis's early paved granite roads providing a passage from Grand Avenue to downtown.² As the popularity of the automobile increased among the middle class, Locust Street became a preferred roadway for automobile traffic. The area west of 12th Street on Locust was one of the few major roads in St. Louis that lacked trolley lines providing an easy ride for auto travelers.

¹Wayman Norbury, *History of St. Louis Neighborhoods: Midtown* (St. Louis: St. Louis Community Development Agency, 1978). <http://stlouis.missouri.org/neighborhoods/history/> (October, 2005).

²Karen Bode Baxter. "Locust Street Automotive District." National Register of Historic Places Registration Form, St. Louis.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 7 West Locust and Olive Street Commercial & Industrial District
St. Louis (Independent City), MO

By the early 1900s, St. Louis had emerged as one of the country's fastest growing automotive trade centers. As noted in the "Historic Auto-Related Resources of St. Louis" MPS, the most limiting factor to the automobile's development and manufacture was the inaccessibility and poor condition of the roadways. As the "Good Roads Movement" progressed throughout major cities in the United States, St. Louis became a large promoter of the movement. In 1903, the city hosted a National Good Roads conference that focused on state aid to counties and promoted the support of the federal government for road construction.³ St. Louis established a City Plan Commission in 1911 to address local transportation needs along the rapidly developing east-west traffic thoroughfares from downtown. The only hindrance was the discontinuance of Locust Street at Theresa, just east of Grand Avenue. (See Figure 1)

Due to the rapid influx of industry and businesses on Olive and West Locust and the increasing use of the automobile by the middle class citizen, the St. Louis City Plan Commission offered a proposal to alleviate traffic and congestion among developing commercial areas by expanding transit and transportation routes.⁴ The first project proposed included the block bounded by "Channing, Leonard, Olive and Locust" Streets. It proposed to connect Lindell and Locust by means of a diagonal "cut-off" passing through the block. The Lindell-Locust Cut-Off was completed in 1915.⁵

Olive Street and Locust, east of Compton became the prime locale for the early automotive industry featuring many automobile manufacturers, dealers and service providers. (See Figure 2) Many of its seventy dealers who distributed and sold automobiles were located along Locust Street.⁶ Architects created buildings with large showrooms and decorative tile reminiscent of the popular styles at that time such as, Beaux Arts, Second Renaissance Revival and Neo-Classical Revival. Areas around Olive Street became target areas for the automotive industry and related businesses. These businesses catered to the automobile industry and capitalized upon its massive success by specializing in automobile accessories or services.⁷ As a group, these businesses served a large trade area which included eastern Missouri, southern Illinois and western Kentucky.⁸ After the Lindell-Locust Cutoff was developed in 1915, many of these supportive automotive businesses began to fill the westward blocks of Locust Street.

³ Ruth Keenoy and Karen Bode Baxter. "Historic Auto-Related Resources of St. Louis (Independent City), Missouri."

National Register of Historic Places Multiple Property Documentation Form, 2005.

⁴ Kate Duffy, "Summaries of Historical City Planning Documents" St. Louis: Community Development Agency, 1995.

⁵ St. Louis City Plan Commission, *A Major Street Plan For St. Louis*, St. Louis, 1917, P.XII.

⁶ Robert E. Lee. "Automobiles," in *Merchants Exchange of St. Louis, Annual Statement for the Year 1910*, St. Louis, 1911, P. 65.

⁷ *Ibid.*

⁸ *Ibid.*

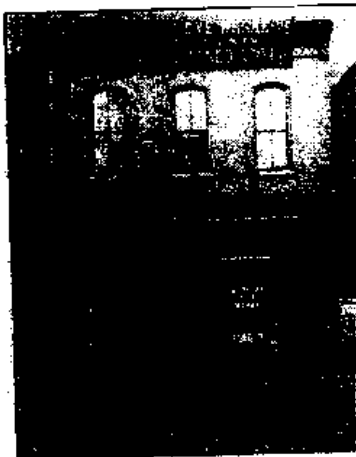
United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 8 **West Locust and Olive Street Commercial & Industrial District**
St. Louis (Independent City), MO

Until about 1911, the blocks within the district were primarily single family homes, flats and small stores. In the early twentieth century, St. Louis's manufacturing industry was rapidly growing and moving westward through the city. After the Lindell-Locust Cutoff was developed in 1914, the west end of Locust began to develop with a variety of industrial and automotive businesses. The remaining residential area was becoming occupied by factories and commercial businesses. One of the most successful industries for St. Louis was shoes and boots, specifically *high style* women's shoes. By 1925, it had become the major source of output of St. Louis factories. By 1939, St. Louis had 86 shoe factories in which over 54,000 workers were employed producing approximately 75,000,000 pairs of shoes annually. St. Louis manufacturers offered unique styles and designs which reflected each maker's own character and personality to their customers and distributors.⁹

*Morgens
Bros.*



1318 Pine Street Location

Three of the eight contributing buildings within the district are associated with the clothing and shoe industry in St. Louis. The Morgen Brothers Dyeing & Cleaning Business located at 3407-3411 Olive began operations at this location in 1905. William Wedemeyer was commissioned to construct a five-story dye house in 1905 costing approximately \$38,000. Wedemeyer was a prominent architect who was well known in north St. Louis for his architectural works and as an active citizen. He designed many important buildings in St. Louis such as the Cinderella Theatre and Office, the Lindell Trust Company Bank Building and the North Side Young Men's Christian Association. Wedemeyer was also a member of the City Plan Commission for seven years and assisted in the laying out the Major Street Highway, Street Widening and Plaza Street plans. The Morgen Brothers Company was a family owned and operated business. It was known nation wide for its progressive ideas and modern French methods of dyeing and cleaning. Established in 1852 by William and G.A.

Morgens, its first location was at 1318 Pine Street. It is known as one of the oldest establishments in the city offering these services and acquired a distinctive reputation. A few of their high end clients who used their services were such retailers as Nugent & Co. and Rice, Stix & Company.¹⁰ Morgens Brothers not only serviced the local community but also branched out to neighboring states building a national reputation.

⁹ Frank Rands. "The Romance in Shoes and their Development in St. Louis". March 24, 1939.
¹⁰ *The Greatest City in the West*, The Mercantile Advancement Co., St. Louis, 1898-99.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 9 **West Locust and Olive Street Commercial &
Industrial District
St. Louis (Independent City), MO**

The 3400 block of Locust drew many manufacturing interests in the shoe industry. Another successful business was the Friedman & Shelby Shoe Company located at 3417 Locust. The business operated for over twenty years beginning in 1914. Other successful shoe businesses occupied this location up through the 1950s. The building is no longer standing but it was a part of the early manufacturing history and development of this area. The only extant reminder of shoe manufacturing in the district is the Pedigo-Weber Shoe Company building at 3427-3441 Locust Street.

In July of 1918, Murch Brothers Construction and Albert Groves, architect, were commissioned to construct a six-story first class factory for shoe manufacturing. The total cost was \$85,000. Albert Grove was one of St. Louis prestigious architects with a diverse portfolio of architectural works. A few of his best known designs were the Mark Twain Hotel, the Monogram Building, the Westminster Presbyterian Church, the St. Louis Medical Society Building on Lindell and numerous homes in exclusive Washington Terrace.¹¹

The Murch Brothers began their business in 1889 in St. Louis and earned the reputation of expert builders who employed the finest of hands. They have constructed many fine buildings in St. Louis such as the St. Nicholas Hotel, the remodeling of the Barr's dry goods store, the Norvell-Shapleigh Hardware Company Building and three large factories for Brown Shoe Company. Murch Brothers Construction continued operations in St. Louis for over 65 years. The Pedigo-Weber Shoe Company operated a large scale manufacturing business in their new factory from 1918 until 1940. At that time the Milius Shoe Factory Company took over operations until 1947 when they sold to Stix, Baer & Fuller Company who operated a dry goods manufacturing business until 1963.

Another prosperous industrial enterprise in St. Louis was the printing, publishing and the graphic arts business. The printing industry helped contribute to the growth and success of St. Louis's reputation as a leader in production and industry in the early twentieth century. It aided the manufacturing and automotive industries through positive exposure and advertising, as well as, contributing to economic security and prosperity of the community and its citizens. The building at 3431-3441 Olive has been the home of Hart Printing since 1927 and is an anchor in the district. The printing business began at 3331-33 Olive and soon expanded to its current location at the southwest corner of the district.

¹¹ John W. Leonard. The Book of St. Louisans. St. Louis: The St. Louis Republic, 1906. pg. 242.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 10 West Locust and Olive Street Commercial &
Industrial District
St. Louis (Independent City), MO

QUALITY COLOR PRINTING
Offset and Letterpress Processes



PRINTERS PUBLISHERS LITHOGRAPHERS

**One Color and Multicolor Process Printing on New One and
Two Color Offset Presses. Also Complete Letterpress Department.**

HART PRINTING CO.

Jefferson 6900 3431-41 Olive St. (At Theresa) St. Louis, Mo.

Source: Missouri Athletic Club
Cherry/Diamond, October 1953

George D. Hart began the family operated business in 1923, specializing in lithography and drafting. He eventually changed to typesetting presses and bindery work. Everett Hart, the nephew of George began work with the company in 1937. He remembers the expansion was built shortly before World War II broke out. The business soon acquired large contracts from the United States Air Force and printed aerial maps even in the post-war years. At this time, Hart Printing employed over 40 individuals.¹² For over seventy years, the Hart Printing Company provided printing, publishing and advertising services to St. Louis and the surrounding region. The printing industry in St. Louis continues to be a contributing economic factor. As quoted in the St. Louis Commerce, "Printing and its companion industries are an integral part of every minute of every day of our lives."¹³

¹² Everett Hart. Oral Interview. February 20, 2006.

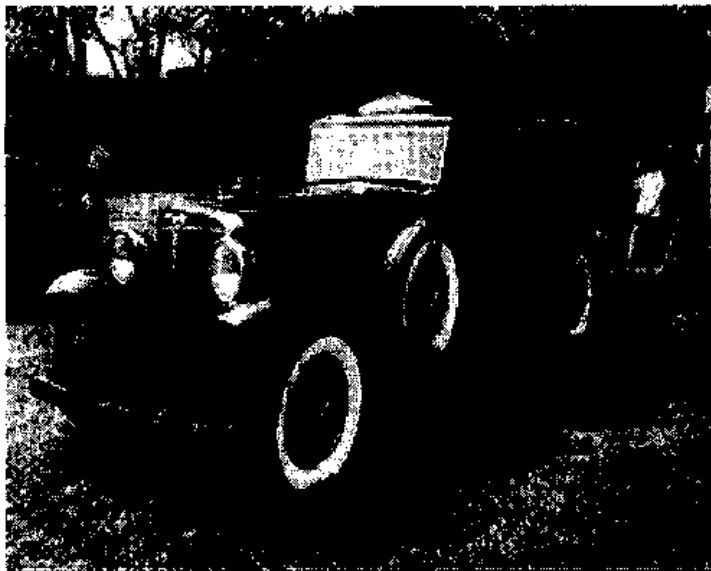
¹³ St. Louis Commerce, "Without print it's just a piece of paper," February, 1977.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 11 **West Locust and Olive Street Commercial & Industrial District**
St. Louis (Independent City), MO

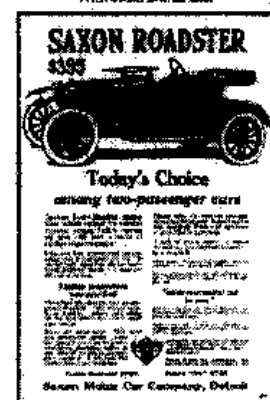
As the automotive industry became a large contributor to St. Louis's economy many related businesses and factories became an active part of the West Locust and Olive Street area. In 1918, the Universal Manufacturing Company and Car Distributors Company moved into the building at 3401-3417 Locust Street. Major alterations were made to the building to incorporate its function into a factory specializing in the



1932 Marmon V-16

manufacturing of automotive tops. In 1928, Salisbury Motors, Inc. occupied the building at 3401-3417 Locust. It became a prominent dealership for Marmon and Roosevelt automobiles. The first floor was changed into a sales and showroom for the dealership. Marmon is one of the finest names in automobile history. Its unique place in history is that the Marmon won the first Indianapolis 500-mile race. In spite of its magnificence, the Depression had reduced America's demand and the Marmon Motor Car Company went into receivership in 1933.

In 1914 the Gould's Red-Blue Book advertises a variety of automotive businesses in the 3300 block of Locust Street. The building on the corner of Locust and Channing at 3331-3339 housed the Frye Motor Car Company who was a dealership for the Saxon Motor Car until 1925. The Hudson-Frampton Motor Car Company opened operations at this location in 1925 through 1930. The Leutwiler and Owen Battery & Repair Company were located at 3339 Locust and the Motor Coach Painting Company was at 3333 Locust. By 1929, the Oliver Cadillac Company located at 3333 Locust. Many of these specialty and service shops remained in business through the Depression and continued to operate businesses on Locust Street through the 1950s.¹⁴



¹⁴ Polk-Gould's St. Louis Directory. St. Louis: Polk-Gould Directory, 1923-1927.
Polk-Gould's St. Louis (Missouri) Directory. St. Louis: R.L. Polk & Co., 1957-1968.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 12 **West Locust and Olive Street Commercial & Industrial District**
St. Louis (Independent City), MO

An early pioneer in the transportation industry was Joseph J. Long who built his carriage repository in 1893 at 3327-3329 Locust Street. Mr. Long started his carriage business in 1886 in St. Louis and soon built a reputable business with a large patronage base. The new building was described as a substantial three-story building boasting of subdivisions for offices, a carriage repository, general factory and a painting department. He constructed the building himself incorporating a Pullis Iron Storefront on the façade. The Pullis Brothers Iron Company was a nationally recognized iron works and foundry that began its operations in St. Louis in 1839. Their products are known for their superior casting and craftsmanship. From 1905- 1911, the St. Louis Lamp Company and Columbia Incandescent Lamp Company occupied this building. They began operations in 1899 becoming the first incandescent light bulb manufacturer in the city. The company was negatively affected when confusion over patents with the Edison General Electric Company arose. As one industry diminished another took its place and soon the building was occupied once again by the Lindsay Motor Car Company from 1911-1918. From 1918 through 1930, various motor car companies occupied the building such as the Nesk-Numperow Motor Car Company and the Yahlam Motor Car Company. After the depression, automotive repair shops opened up business at 3327-3329 Locust Street. During World War II, the building was the home of L.T. Rockenstein Company for theatrical equipment and the U.S. Army Motion Picture Company. Historically, automotive businesses such as, Tell Auto Spark Company, Plaza Express Company and Daughters-King Automotive Company have occupied the building at 3323 Locust Street.

4 CORPS

Ready for Final Runs



Source: St. Louis Post Dispatch

The building at 3321 Locust is one of the earliest constructed in the district. Built in 1892, this two-story brick building housed the Underwriters Salvage Corps No. 3. The Corps was founded in 1874 when fire insurance underwriters wanted additional protection for property loss of insurers. The men of the Corps would rush into businesses and throw large canvas tarpaulins over merchandise to help protect it from the fire and water damage. Many times the men would become heroes themselves by performing heroic rescues. The No. 3 Corps operated at this location until 1955 when the underwriters chose to cease funding.¹⁵

¹⁵ St. Louis Post Dispatch, December 25, 1955.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 13 **West Locust and Olive Street Commercial &
Industrial District**
St. Louis (Independent City), MO

Today, the district houses a variety of businesses engaged in manufacturing, office, storage and automotive repair. Although some clearing and new construction in recent years have diminished historic resources around some of the adjoining blocks, the West Locust and Olive Street Commercial & Industrial District continues to evoke the commercial and industrial heritage that contributed to the success and continued development of the west end of Locust Street at the Lindell-Locust cutoff. The redevelopment of this portion of town and this area specifically has provided an opportunity for the historic rehabilitation and adaptive reuse of several of the buildings within this district.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 14 **West Locust and Olive Street Commercial & Industrial District**
St. Louis (Independent City), MO

Figure One

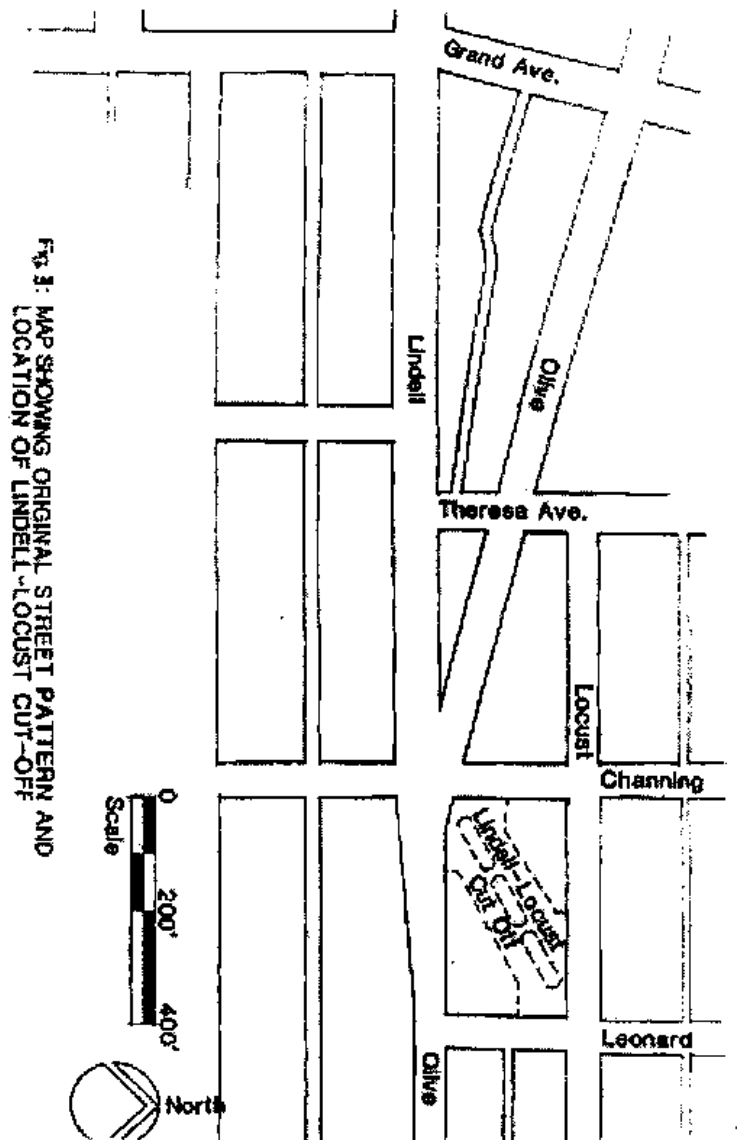


FIG. 1: MAP SHOWING ORIGINAL STREET PATTERN AND LOCATION OF LINDELL-LOCUST CUT-OFF

Map showing original street pattern and location of Lindell-Locust Cut-Off

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 15 **West Locust and Olive Street Commercial &
Industrial District
St. Louis (Independent City), MO**



Figure Two

1930- Looking east on Olive Street
Photo Courtesy of Missouri State Historical Society

National Register of Historic Places Continuation Sheet

Section number 9 Page 16West Locust and Olive Street Commercial &
Industrial District
St. Louis (Independent City), MO

BIBLIOGRAPHY:

City of St. Louis Building permit records. St. Louis City Hall, Office of the Assessor. St. Louis, MO.

Cox, James. Old and New St. Louis. St. Louis: Central Biographical Publishing Co., 1894.

Duffy, Kate. "Summaries of Historical City Planning Documents," St. Louis: Community Development Agency, 1995.

Hart, Everett. Oral Interview. February 20, 2006.

History of the Archdiocese. Western Watchmen Publishing Co. St. Louis, 1924. pg. 40.

[http://stlouis.missouri.org/neighborhoods/history/\(October,2005\)](http://stlouis.missouri.org/neighborhoods/history/(October,2005)).

Hyde, William. Encyclopedia of St. Louis. New York: The Southern History Company, 1899. Vol. I. Page 448.

Jones and Orear. Commercial and Architectural St. Louis. St. Louis: Dumont Jones & Co., 1891.

Keenoy, Ruth and Karen Bode Baxter. "Historic Auto-Related Resources of St. Louis {Independent City}, Missouri." National Register of Historic Places Multiple Property Documentation Form, 2005.

Keenoy, Ruth and Baxter, Karen Bode. "Locust Street Automotive District." National Register of Historic Places Registration Form. St. Louis.

Lee, Robert E. "Automobiles," in Merchants Exchange of St. Louis, *Annual Statement for the Year 1910*, St. Louis, 1911.

Leonard, John W. The Book of St. Louisans. St. Louis: The St. Louis Republic, 1906.

Norbury Wayman, History of St. Louis Neighborhoods: Midtown St. Louis: St. Louis Community Development Agency, 1978.

Polk-Gould's St. Louis Directory. St. Louis: Polk-Gould Directory, 1914, 1923-1927.

Polk-Gould's St. Louis (Missouri) Directory. St. Louis: R.L. Polk & Co., 1957-1968

Purdy, Lindahl & Carter. Corporate Concentration and Public Policy. New York: Prentice-Hall, Inc, 1946.

Rands, Frank. "The Romance in Shoes and Their Development in St. Louis." March 24, 1939

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 9 Page 17

West Locust and Olive Street Commercial &
Industrial District
St. Louis (Independent City), MO

St. Louis Post-Dispatch. Various dates.

St. Louis Society Automobile Pioneers, Inc. A History of Automobiles in St. Louis. St. Louis: Von Hoffman Press, 1930.

The Greatest City in the West, The Mercantile Advancement Co., St. Louis, 1898-99.

The Sanborn Library, LLC. Sanborn Fire Insurance Maps, St. Louis, MO- 1909, 1932, 1935, 1939, 1944, 1950.

St. Louis City Plan Commission, *A Major Street Plan For St. Louis*, St. Louis, 1917.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 10 Page 18 West Locust and Olive Street Commercial
& Industrial District
St. Louis (Independent City), MO

Verbal Boundary Description:

The district extends along the north side of Olive Street from the eastern boundary of the property addressed 3407-3411 Olive to the east side of the intersection of Olive and Theresa Street. It then goes north on Theresa to the northern boundary of the property addressed as 3427-3441 Locust. It then goes east to the eastern boundary of the property at 3321 Locust Street following the eastern boundary south to Locust Street. Then it follows the northern side of the street west to the intersection with N. Channing Street. Thence, it continues south along the property line of 3407-3411 Olive Street to the point of beginning.

Boundary Justification:

The West Locust and Olive Street Commercial Industrial District was not included in the nearby Locust Street Automotive District (NR listed 9/15/05) because of empty lots and non-historic buildings between them. The west boundary of the Locust Street district is approximately one and a half blocks east of the nominated district. On the north, the boundary was determined by new construction in the 3300 and 3400 blocks of Washington Avenue (immediately north of Locust). On the west, vacant lots predominate on the west side of Theresa. On the south, new construction and landscaped green space are primarily present.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 10 Page 19 **West Locust and Olive Street Commercial
& Industrial District
St. Louis (Independent City), MO**

Photographs:

The following information is the same for all photographs:

West Locust and Olive Street Commercial & Industrial District
St. Louis (Independent City), Missouri

Melinda R. Winchester
October 2005

Negatives on file with-

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

Photo Descriptions:

- Photo 1- 3431-3441 Olive Street
Facing North
- Photo 2- 3431-3441 Olive Street
Facing East
- Photos 3- 3431-3441 Olive Street
Facing Northeast
- Photo 4- 3423-3429 Olive Street
Facing West
- Photos 5- 3427-3441 Locust Street
Facing South
- Photo 6- 3427-3441 Locust Street
Facing southeast
- Photo 7- 3415-3421 Olive Street
Facing northwest
- Photo 8- 3407-3411 Olive Street
Facing northeast
- Photo 9 3401-3415 Locust Street
Facing northeast
- Photo 10- 3331-3339 Locust Street
Facing north

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 10 Page 20 **West Locust and Olive Street Commercial
& Industrial District
St. Louis (Independent City), MO**




- Photo 11- 3327-3329 Locust Street
 Facing northeast
- Photo #12- 3323 Locust Street
 Facing north
- Photo #13- Facing east along Locust from Theresa
- Photo #14 3301-3319 Locust Street
 Facing west

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 10 Page 21 **West Locust and Olive Street Commercial & Industrial District
St. Louis (Independent City), MO**

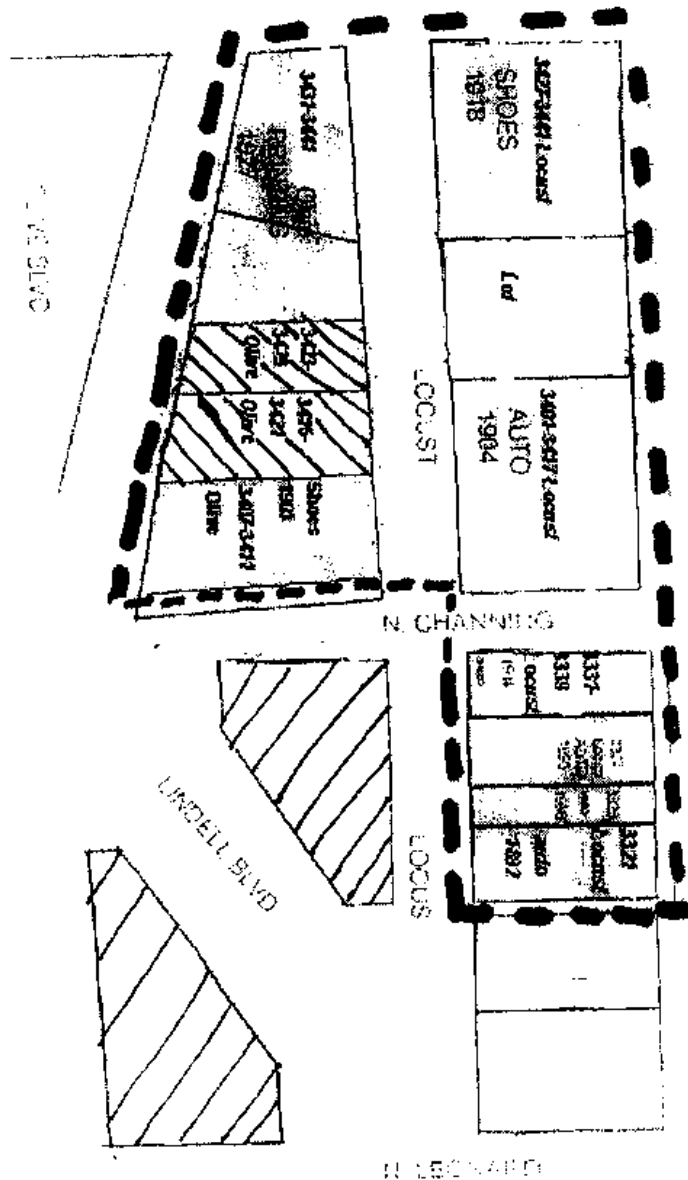
BOUNDARY MAP

- KEY
-  Contributing Property within Boundary
With address, historical function, date of construction
 -  Non-Contributing Property within Boundary
 -  Listed on the National Register

WEST OLIVE & LOCUST COMMERCIAL & INDUSTRIAL DISTRICT
ST. LOUIS, MO

DATE: 11-2016
DRAWN BY: M. W. [unclear]

NO. 10 SCAL 1

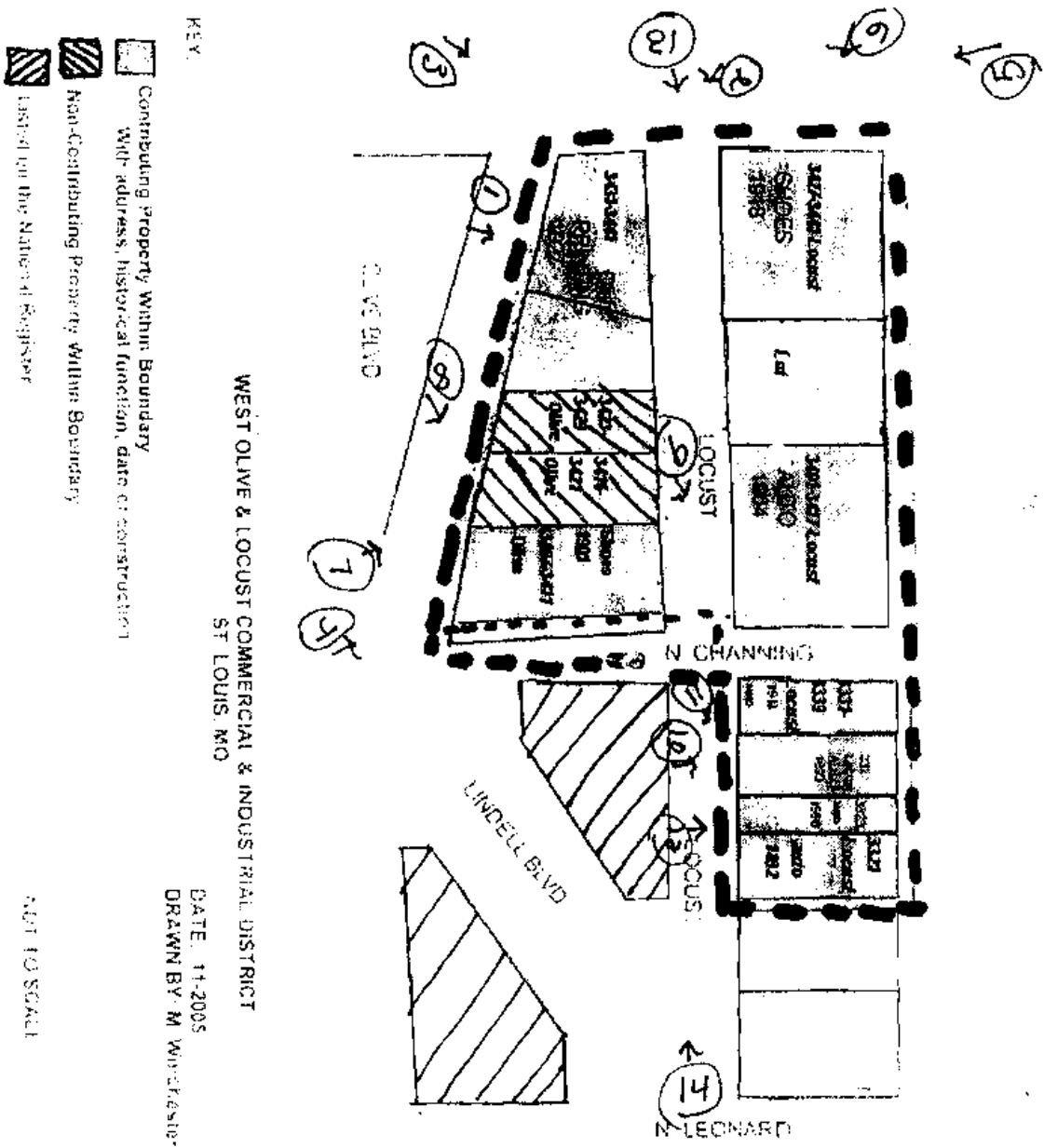


United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 10 Page 22 West Locust and Olive Street Commercial & Industrial District
St. Louis (Independent City), MO

PHOTO KEY





PRINTING CO.

COURT

22 9'05

WATER
SEWER

50.6 22





UNDERWRITERS SALVAGE CORPN 3

22 9'05



22 9 06





22 9'05


interiors
unlimited

22 9:05



interiors unlimited inc.



22 9'05



22 9'05




interiors unlimited inc.

30

22 9'05



HART PRINTING CO.
3441

22 9'05

ART PRINTING CO.
3441

interiors
unlimited

22 9'05

