# 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 National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form.* If any 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 certification comments, entries, and narrative items on continuation sheets if needed (NPS Form 10-900a).**

## 1. Name of Property

Historic name Locust Street Automotive District, Boundary Increase II

Other names/site number N/A

Name of related Multiple Property Listing Historic Auto Related Resources of St. Louis Independent City

## 2. Location

Street & number 2722 through 2900 Locust Street, 2727 through 2801 Locust Street | N/A | not for publication

City or town St. Louis | N/A | vicinity

State Missouri Code MO County St. Louis (Independent City) Code 510 Zip code 63103

## 3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended,

I hereby certify that this ___ 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 at the following level(s) of significance:

___ national ___ statewide ___local

Applicable National Register Criteria: ___ A ___ B ___ C ___ D

Signature of certifying official/Title Toni M. Prawl, Ph.D., Deputy SHPO Date

Missouri Department of Natural Resources
State or Federal agency/bureau or Tribal Government

In my opinion, the property ___ meets ___ does not meet the National Register criteria.

Signature of commenting official Date

Title State or Federal agency/bureau or Tribal Government

## 4. National Park Service Certification

I hereby certify that this property is:

_____ entered in the National Register _____ determined eligible for the National Register

_____ determined not eligible for the National Register _____ removed from the National Register

_____ other (explain:) _____

Signature of the Keeper Date of Action

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## 5. Classification

**Ownership of Property**
(Check as many boxes as apply.)

| | |
|---|---|
| X | private |
| | public - Local |
| | public - State |
| | public - Federal |

**Category of Property**
(Check only **one** box.)

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

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

| Contributing | Noncontributing | |
|---|---|---|
| 10 | 0 | buildings |
| | | sites |
| 3 | 2 | structures |
| | | objects |
| 13 | 2 | **Total** |

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

2

## 6. Function or Use

**Historic Functions**
(Enter categories from instructions.)

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

**Current Functions**
(Enter categories from instructions.)

COMMERCE/TRADE/business
COMMERCE/TRADE/warehouse
COMMERCE/TRADE/warehouse

## 7. Description

**Architectural Classification**
(Enter categories from instructions.)

LATE 19TH AND 20TH CENTURY REVIVALS/classical revival
LATE 19TH AND 20TH CENTURY REVIVALS/mission/Spanish colonial revival
LATE 19TH AND 20TH CENTURY REVIVALS/tudor revival
LATE 19TH AND 20TH AMERICAN MOVEMENTS
OTHER/One -Part Commercial Block
OTHER/Two-Part Commercial Block

**Materials**
(Enter categories from instructions.)

foundation: STONE/limestone, CONCRETE
walls: BRICK
STUCCO, TERRA COTTA
roof: ASPHALT, TERRA COTTA
other: TERRA COTTA
STONE/limestone

X **NARRATIVE DESCRIPTION ON CONTINUTATION PAGES**

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## 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.)

[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

(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 old or achieving significance within the past 50 years.

[X] **STATEMENT OF SIGNIFICANCE ON CONTINUTATION PAGES**

### Areas of Significance

COMMERCE

ARCHITECTURE

### Period of Significance

1911-1949

### Significant Dates

1911

### Significant Person

(Complete only if Criterion B is marked above.)

N/A

### Cultural Affiliation

N/A

### Architect/Builder

McMahon, William P.-Architect

Bradshaw, Preston J. Architect

McDonald, C. L.-Architect

Cornet, Francis C.-Architect

Bloom, Bernum-Architect

Ditenhafer, John A.-Builder

Harting, W. C.-Builder

Nagel, H. F.-Builder

Hess, E. J. –Builder

Amzi-Rity & Building-Builder

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## 9. Major Bibliographical References

**Bibliography** (Cite the books, articles, and other sources used in preparing this form.)

**Previous documentation on file (NPS):**

x 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 # _____
___ recorded by Historic American Landscape Survey # _____

**Primary location of additional data:**

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

Historic Resources Survey Number (if assigned): _____

## 10. Geographical Data

**Acreage of Property** 5.2

**Latitude/Longitude Coordinates** (On continuation sheet)
Datum if other than WGS84:_____
(enter coordinates to 6 decimal places)

| | Latitude: | Longitude: | | Latitude: | Longitude: |
|---|---|---|---|---|---|
| 1 | 38.635051 | -90.220574 | 3 | 38.635093 | -90.218406 |
| 2 | 38.635491 | -90.220423 | 4 | 38.635520 | -90.218245 |

**UTM References**
(Place additional UTM references on a continuation sheet.)
_____ NAD 1927 or _____ NAD 1983

| | Zone | Easting | Northing | | Zone | Easting | Northing |
|---|---|---|---|---|---|---|---|
| 1 | | | | 3 | | | |
| 2 | | | | 4 | | | |

**Verbal Boundary Description** (On continuation sheet)
**Boundary Justification** (On continuation sheet)

## 11. Form Prepared By

name/title Ruth Keenoy, Karen Bode Baxter, Tim Maloney, and Larry McEvoy

organization Karen Bode Baxter, Preservation Specialist date March 25, 2016

street & number 5811 Delor St. telephone 314-353-0593

city or town St. Louis state MO zip code 63109

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## Additional Documentation

Submit the following items with the completed form:

- **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. Key all photographs to this map.
- **Continuation Sheets**
- **Photographs**
- **Owner Name and Contact Information**
- **Additional items:** (Check with the SHPO or FPO for any additional items.)

**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.460 et seq.).
**Estimated Burden Statement**: Public reporting burden for this form is estimated to average 18 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 Office of Planning and Performance Management. U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

## Photographs

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels (minimum), 3000x2000 preferred, at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map. Each photograph must be numbered and that number must correspond to the photograph number on the photo log. For simplicity, the name of the photographer, photo date, etc. may be listed once on the photograph log and doesn't need to be labeled on every photograph.

## Photo Log:

Name of Property: **Locust Street Automotive District Boundary Increase II**

City or Vicinity: **St. Louis**

County: **St. Louis (Independent City)** State: **MO**

Photographer: **Sheila Findall**

Date Photographed: **April 2015, July 2015, December 2015**

Description of Photograph(s) and number, include description of view indicating direction of camera:

#1 of 11: Looking southwest at the 2700 block of Locust St. from mid block
#2 of 11: Looking northwest at the 2700 block of Locust St. from mid block
#3 of 11: Looking north at 2741 Locust St.
#4 of 11: Looking southeast at 2736-46 Locust St.
#5 of 11: Looking northwest down the south alley of the 2800 block of Locust St. from the east end
#6 of 11: Looking southwest at the 2800 block of Locust St. from the east end
#7 of 11: Looking southeast at 2814 Locust St. and lot to its south
#8 of 11: Looking southeast at 2818 and 2820-24 Locust St.
#9 of 11: Looking southeast at the 2800 block of Locust St. from the west end
#10 of 11: Looking southeast at the rear portion of 2840 Locust St. from T.E. Huntley Ave.
#11 of 11: Looking southwest at the lot in the 2900 block of Locust St.

## Figure Log:

Include figures on continuation pages at the end of the nomination.

Table 1: Properties within the proposed boundary expansion area
Table 2: Architects and builders, Locust Street Boundary Increase area
Figure 1: Locust Street Automotive District Boundary Increase II Map
Figure 2: 1875 Bird's Eye View (Dry & Compton, Sheet 75) – note dense residential development along Locust Street
Figure 3: Locust Street, 1909 (Sanborn Fire Insurance Map, Volume 2, Sheet 29). Note that most of the buildings in this area were residential properties at that time.
Figure 4: Locust Street, 1932 (Sanborn Fire Insurance Map, Volume 2, Sheet 30). Locust Street began to take shape as an automobile row in the 1910's. This map from the early 1930's illustrates the transition of the 2900 block for that use.
Figure 5: This article from *Chilton's Motar Age* (7 July 1921), entitled "From 'Little Acorns' – Big Business; Stepping from Curbstone to Modern Sales and Service Buildings History of May Dealers," illustrates the transition of automobile dealerships from makeshift means to elegant buildings designed to showcase cars.
Figure 6: 2736-46 Locust Street is the second home of Autocar Sales and Services within the boundary expansion area, constructed in 1922.
Figure 7: 2840 Locust Street was used by Universal Tire Company until 1943, when the building was converted for use by Kusel Electric Company.
Figure 8: 2814 Locust Street, Cole-Arbrogast Auto Company, view is southeast. The building is an early and good example of an automobile dealership on Locust Street.
Figure 9: 2818 Locust Street retains on original garage that provides access to the parking lot and street. Also intact are fenestrations of the original showroom windows (partially filled) on the façade.
Figure 10: 2820-24 Locust Street is an excellent example of a Spanish Revival style automobile dealership.
Figure 11: 2745 Locust Street was the first building occupied by Autocar Sales and Services within the boundary expansion area. The building was designed by Preston J. Bradshaw and constructed in 1917.
Figure 12: Locust Street Automotive District Map
Figure 13: Locust Street Automotive District Boundary Increase II Photo Map
Figure 14: Google Contextual Map
Figure 15: Google Map for Latitude and Longitude Coordinates

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## SUMMARY

The Locust Street Automotive District Boundary Increase II extends the original National Register listing **(**NR listed 9/15/05) to the east, as Boundary Increase I extended it to the west (See **Figure 12)**, so that the district now incorporates all of the remaining properties along Locust Street that were originally associated with St. Louis' early automobile row. Boundary Increase II (See **Figure 1**) includes 18 properties (10 buildings and 6 lots) that extend from 2900 Locust Street on the west, east to 2722 Locust Street, primarily on the south side of the street, except for four buildings near Leffingwell (2727 to 2801-05 Locust Street). Ten buildings are commercial storefronts considered contributing to the historic district and two more are already listed individually in the National Register; they were built between 1911 and 1947. Five of the six lots are paved parking lots with three of the parking lots being contributing resources (structures) since they were utilized by the area's automotive businesses during the period of significance and in use by 1949, which defines the period of significance for Boundary Increase II as 1911-1949 (the original district's period of significance extends from 1911 to 1955). Except for two small service garages (2727 and 2741 Locust Street at the east end of the district, which are recessed in the lots to provide drives to the overhead doors on the facades, the buildings all abut the public sidewalks with large display window openings along Locust Street. While some also have overhead garage door openings on the street elevations, all at least have garage door openings accessed from the alley. All of the buildings are representative of either automotive distributorships, or automotive dealerships and retail businesses, or service stations as property types defined in the historic context, "Marketing and Servicing the Automobile," of the Multiple Property Documentation Form (MPDF) for the "Historic Auto-Related Resources of St. Louis [Independent City], MO." All of the contributing resources meet the registration requirements of the MPDF.

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## SETTING

The district is less than two miles directly west of downtown St. Louis in an area that has been historically associated with warehouse and commercial buildings. To the north, south, and east of the proposed boundary increase, the streetscape has lost its historic integrity, with open lots from demolitions and significant alterations to many of the buildings, which provides a sharp contrast between the intact historic building stock within the entire historic district (including this proposed extension) and especially in those areas along Locust Street that are outside of the district. Beyond the eastern boundary of the proposed expansion in the 1.5 blocks east to Jefferson Avenue (a major arterial divider), the character of the street changes as well with no known historic automotive buildings. Like the buildings within the original district and Boundary Increase I, the buildings in Boundary Increase II are principally one- and two-story brick commercial storefronts and like elsewhere in the district, larger buildings are located at the corners (Leffingwell in this case), including the five-story More Automobile Company Building at 2801-2805 Locust Street (NR listed 12/03/08) and the large buildings on the east side of that intersection both constructed for the Autocar Sales and Service Company (the 1922 building is at 2736-46 Locust Street and the 1917 building is at 2745 Locust Street and is NR listed 6/26/06).

Like elsewhere in the original district when it was nominated to the National Register in 2005, buildings within Boundary Increase II had been neglected for many years although they were well built initially, but in the intervening years since the first portion of the district was listed, the two National Register listed buildings both utilized historic tax credits to fund the rehabilitation of their buildings, removing metal panels covering the entire façade of the More Automobile Company Building and unblocking the windows, entries, and display windows of the Autocar Sales and Service Company Building—this drastically improved the visual historic character of the entire area east of the original historic district and provided the opportunity to increase the boundaries of the historic district. Many of the buildings in Boundary Increase II, like the original district and the first boundary increase, were designed by architects and they all retain their most distinctive, character-defining features as identified in the MPDF, including: original fenestration patterns, storefront display window and entry door openings, a variety of masonry details (including a large number with terra cotta embellishments), and auto-related features (most notably garage doors and open floorplates but some also have auto freight elevators and many retain their showroom floors and the skylights in the service bays). While many of the display windows have been boarded over for security, these are cosmetic alterations, not structural changes and the massing that separates the storefront display windows and street level entries from the upper levels and parapet details is retained. Especially in this section of the old automobile row, the facades utilized elaborate terra cotta detailing to reference Classical Revival stylistic features, but tweaked with animal motifs and flying tires, and others clearly reference other revival styles, such as the Mission façade at 2820-24 Locust Street. With the inclusion of Boundary Increase II, the entire expanse of the extant automobile row along Locust Street in that mile section west between Jefferson and Grand will now be recognized and included in the National Register of Historic Places.

While commercial development extends in all directions, the Locust Street Automotive District incorporates the most densely developed section and with the inclusion of Boundary Increase II, it will encompass the remaining sections that retain their historic integrity and automotive-related buildings. While the development in the area was originally residential in nature, and Locust Street extended west from the non-extant Lucas Place (a private residential subdivision that extended east to 16th Street), residential buildings were rapidly replaced with commercial buildings after 1911, especially within Boundary Increase II where eight of the buildings were finished by 1920, eradicating the residential nature of Locust Street. Both Washington and Olive had streetcar lines by this time, making it difficult to navigate with automobiles, but Locust Street did not, one of the reasons that the automobile businesses concentrated along Locust Street. The entire stretch of Locust Street from 17th Street to Grand would be known for its automotive businesses, but it was always separated into two distinct sections, with the one east of Jefferson known for its large automotive distributorships and the one beginning about two blocks west of Jefferson (because of the massive Coliseum at the corner of Jefferson) known primarily for its smaller dealerships and other auto-related retail businesses. Washington and Olive were also transformed by commercial and warehouse buildings prior to the Great Depression but lost

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many of their historic building edifices when those streets were widened in the 1920s as part of the city's boulevard system, but there are still some isolated buildings (primarily service garages) along both of those streets which were also associated with the early automotive development in St. Louis. Locust Street ends one block east of Grand Avenue (which is three blocks from the western boundary of the Locust Street Automotive District), an area that is now the Midtown Historic District (NR listed 7/7/78), which includes numerous fine arts attractions, including the Fox Theatre and Powell Symphony Hall.

To the east of Boundary Increase II, there are large open lots that originally housed commercial buildings and beyond these lots, the buildings are not associated with automotive developments, including such notable historic buildings as the Phyllis Wheatley YWCA Building and the Beaumont Telephone Exchange Building (NR listed 2/16/06) and the Schwab Clothing Company Building (2647 Locust Street). To the north, in the 2800 block of Locust Street, there are also empty lots, as well as 3 buildings that seem to have irretrievably lost their historic integrity even though they may have had associations with the early automotive history. As such, most of the historic buildings outside of the original district and this boundary increase are not associated with the development of automobile row, or they have lost their historic integrity, or they have been demolished. There is a visual separation between the buildings with the original district (and its two boundary increases) and the surrounding areas as the streetscape changes, with different building types and numerous open lots much of which no longer retains its historic commercial character from the period when the commercial area developed and when the area focused on automotive sales and service.

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**GENERAL FEATURES OF THE DISTRICT**

The buildings in Boundary Increase II are primarily one- and two-story commercial buildings, but there is one five-story distributorship building (2801-05 Locust Street, More Automobile Company Building). The open lots represent the removal of non-auto related buildings, three of which were removed during the period of significance of the district to make room for the parking lots that became an important amenity with automotive businesses, and in fact, the one at 2802-04 Locust Street was specifically identified in the city directories as the parking lot for the Fred Campbell Auto Supply Company next door. All 10 of the buildings are contributing to the historic district and, with the exception of the More Automobile Company Building, were designed as small dealerships or commercial buildings to house small automotive related retail businesses or as service garages. Several of the open lots housed non-automotive business buildings that survived into the timeframe of the development of automobile row, most notably the hotel building at 2800 Locust Street and what fire insurance maps and city directories identified originally as the Washington University Law School and later as the Thomas Dunn Boys Hotel at 2900 Locust Street, but both would be torn down in the latter part of the twentieth century.

When the buildings were no longer used for the automobile showrooms and retail businesses, the character of the commercial district changed as it fell upon hard times, and many of the display windows, and in some cases, the upper level windows, were blocked up to provide security with the decreased foot traffic in the neighborhood. While those alterations impact the historic integrity of individual buildings, the embellishments on the masonry facades and the stylistic details remain intact on all of the buildings. Along with the consistency of the setbacks, even with such alterations, the buildings provide a visual continuity to the streetscape that continues to distinguish it as part of St. Louis' early automobile row.

Like elsewhere in the historic district, architects designed the storefronts of these buildings in the revival styles popular at the time, especially the Classical Revival style, but there are also examples that utilize Tudor Revival and Mission stylistic details—all designed to create an aura of stylishness as they were trying to market a new product, the automobile. Especially true for the use of the Classical Revival style, the buildings were designed to evoke a sense of permanence, stability, and stylishness for their businesses and helped associate the ownership of an automobile with a more affluent lifestyle. While the buildings in form were really simple commercial storefronts, modified slightly to accommodate automobiles, the embellishments were an important component in distinguishing these automotive buildings and creating the aura of success for the automobile row.

Although historic districts are generally more concerned with the exterior features of the streetscape elevations on their buildings, because of the nature of this historic district and its association with the sales and service of automobiles, most of these buildings retain distinctive features specifically suited to automotive businesses, both on the exterior and interior. Besides large display windows, that often extend nearly to the sidewalk, to better showcase automobiles, the garage door openings both of the façade and rear elevations help identify these as automotive service buildings. Some of the smaller commercial buildings even have ramps or sloped floors for entry from the rear garage door and to aid in cleaning the concrete floors in the service bays and in Boundary Increase II some of these actually retain their original doors, a rarity given the use and abuse these doors undergo, but even where the doors are missing, they retain the physical evidence of these oversized door openings and in some cases their mechanisms (sliding tracks) for operating these doors originally. Buildings that are more than one-story in height also generally had at least one automobile sized freight elevator to allow the use of the upper level(s) for storage or repairs, such as those associated with 2745 and 2801 Locust Street. Showrooms at the fronts of the dealerships are usually readily identifiable by a distinctive ceramic tile floor while the service and storage areas were usually bare concrete floors, and even if the walls separating the two sections have been removed, the distinction is still evident in the floors. These features help distinguish this as an automotive district rather than a simple commercial warehouse district.

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## ALTERATIONS AND INTEGRITY ISSUES

The boundary increase has lost several buildings on the six lots within its borders, but three of these (2802, 2816, 2846) were actually converted to parking lots for the use of the automotive businesses during the period of significance of the district (and thus contributing sites in the district's nomination) and two of these parking lots are prominently positioned on corner lots (since the one at 2802-04 was actually expanded to include the noncontributing parking lot at 2800). There is one other narrow lot (2826) nestled between buildings, which is not included in the resource count because it is a noncontributing site that previously had a non-automotive building on the property. Only the large lot at the corner of 2900 Locust Street creates a large non-contributing void in the streetscape, but it actually only represents the demolition of one building. Generally, like the original district, Boundary Increase II (see **Figure 1**) retains the density of construction that always characterized the old automobile row. Although the district had been badly neglected for many years after it lost its commercial vitality associated with the automotive business, most of the actual buildings retain a high degree of historic integrity. Some of the storefront windows have been boarded over since they are currently being used for warehousing purposes, but since 2005 when the original district was listed in the National Register, two of the major buildings in the heart of Boundary Increase II actually were rehabilitated uncovering and reopening their multiple display windows, both on Locust Street and along Leffingwell, which drastically transformed the streetscape image. While some of the others are still boarded over, most of the buildings are in fair condition, despite their age and deferred maintenance, but the interiors have suffered due to changes in occupancy. Even so, none of the buildings are noncontributing based upon registration requirements outlined in the MPDF.

Security and business activity has increased as well along Locust Street, in part due to the number of successful historic tax credit projects that have occurred since the district was listed in the National Register, which were carefully executed to follow the Secretary of the Interior's *Standards for Rehabilitation of Historic Buildings.* Because of the success of these historic rehabilitation projects, new businesses and property owners have been encouraged to acquire several properties within Boundary Increase II in the hopes of being able to utilize historic tax credits on their building renovations and other existing businesses in the boundary increase area are hoping they can utilize the credits to execute much needed renovations of their buildings as well. All of these renovations are changing the character of the business community and the vibrancy of the streetscape, but more importantly, it has led to numerous renovations that have resulted in much needed maintenance and the preservation of a number of these buildings, improving the visual appearance on the streetscape and the integrity of the district. In recognition of the impact of the listing in the National Register has had on Locust Street Street, like the other portions of the district, Boundary Increase II is being funded by the property owners, in particular one developer who recognizes it is instrumental in his efforts to revitalize this commercial area. While the most obvious threats to the district for more than a half century have been neglect (which is now changing because of renovations), crime and vandalism, all of this is now

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changing because of the ongoing renovations that have resulted because of the National Register designation.

**INDIVIDUAL BUILDING DESCRIPTIONS**

*The earliest historic business associated with the building is listed below the address as the historic name for the building. This is followed by the date of construction, the architect's name, and the contractor/builder's name. See Section 8 for more detailed historical information on each building.*

**2722-2734 Locust Street** **Photo #1** **Contributing**
**Commercial Block** **1928** **unknown** **unknown**

This one story, flat roofed, L-shaped commercial building has a glazed terra cotta façade that is divided into six nearly identical bays, with the wood paneled overhead garage door located in the east bay. Spanning the façade is a terra cotta projecting cornice that forms the top of a terra cotta entablature detail below the top of the parapet. Each of the bay openings has a keystone lintel course and window surround. There is a roof top monitor in the west end of the building and additional garage door openings (that are currently blocked in) on the rear of the building. Although the bay openings have not been altered, the display windows and transoms have been replaced with more modern commercial aluminum framed units.

**2727 Locust Street** **Photo #2** **Contributing**
**General Brake Service Corporation** **c. 1920** **William P. McMahon** **John A. Ditenhafer**

This flat roofed, one story, red brick garage building is slightly recessed from the street and has parapeted walls with a simple terra cotta cap on both the narrow façade and along the east side. There is a single overhead garage door with a soldier course lintel on the façade with a soldier course of brick forming a frieze effect above the door and a large glass block window on the east side. The glass block may be a later replacement, but the front section was actually a 1941 addition, so the glass block could be original and the window opening still retains its original brick sill. The front section is taller than the original building attached behind this addition. The original 1920 building is also a one-story red brick building and has 3 overhead garage door bays with soldier course lintels facing east into the parking area and a clipped corner at the alley, apparently designed to ease access by trucks entering from the alley. The garage doors appear to be more recent replacements but could all date from 1941 since they are older coil steel doors, but the openings are the original size and finish.

**2736-2746 Locust Street** **Photo #4** **Contributing**
**Autocar Sales and Service Co. (2nd)** **1922** **unknown** **unknown**

This one story, red-brown brick, flat roofed commercial building utilizes soldier courses of brick directly below the terra cotta parapet cap, as a continuous lintel, and as a continuous sill course at the base of the display windows (which are nearly at grade along the west street façade—a feature of automotive dealership buildings of this era to better display the automobiles). Vertical

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columns of header brick define the edges of each of the projecting piers that separate the each of the bays with a shallow pointed terra cotta cap on each of these broad piers, extending above the parapet. There are five large bays on the north façade and six narrower bays on the west elevation, facing Leffingwell. On the north façade, the eastern two bays have industrial steel windows while the center bay is the main entry doorway (with a recessed frieze panel used for signage above) that is centered between two display windows, all spanned by wood-framed transoms and a parapet that is slightly taller. The windows in these three bays are slightly higher than the remaining display windows on this elevation. The two western bays have similar wood framed transoms and display windows. The Leffingwell elevation has two additional display windows next to the corner followed by a narrow bay that is split into narrow service doors and multipaned wood sashed windows, all with tall multipaned wood transoms. The next bay has a narrow overhead door with a glass block clerestory above and the next bay has a similar clerestory above a large glass block window. The next bay is narrow with a similar clerestory above a simple man door and the southernmost bay, at the alley has another large glass block window. It appears the glass block is a later replacement within original masonry openings, since this is the same treatment on the alley window openings, generally two windows per bay, all with brick sills. Some of the display windows have replacement aluminum framed windows, but the building retains a number of original wood framed transoms and sashed windows as well as two façade bays of industrial steel windows. The building also retains its original massive brick incinerator chimney near the west elevation.

**2741 Locust Street** **Photos #2 and 3** **Contributing**
**Panyard Piston Ring Co.** **c. 1919** **C. L. McDonald** **W. C. Harting**

The painted brick façade of this one story, flat roofed commercial garage has detailing that references a temple-front design with three bays on the façade separated by brick piers that terminate above the parapet with flat, projecting, molded capitals and the center piers are taller since they flank the large garage door entry that has a gabled parapet and recessed brick frieze above. The outer two bays have recessed rectangular brick friezes above the display windows with a soldier brick course spanning the entire façade as a continuous lintel. The western bay has a deeply recessed doorway and the display window angled into this recess with a brick bulkhead. It appears the eastern bay had a similar recessed entry given the brick bulkhead, but it has been infilled, as have the display windows. At the back of the building, there is a deeply recessed garage door opening and the brick walls in the easternmost bay and the east wall facing the drive as well as the alley has highly placed 16-light industrial steel windows on a simple red brick walls and there is a loading bay opening in the westernmost bay at the alley.

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**2745 Locust Street** **Photo #2** **NR listed/Contributing**
**Autocar Sales and Service Co.** **1917** **Preston J. Bradshaw** **unknown**
This two-story, brown brick, automotive showroom utilizes classical revival details on this corner commercial building. Along Locust Street it has two display window bays flanking the central entrance bay and along Leffingwell, the west elevation has 8 bays and continues the façade detailing with brick pilasters providing the visual delineation between the bays. There is a smooth limestone watertable that forms the base of the display windows and the pilasters. The wood framed display windows and entry doors are recent replacements certified building rehabilitation project and the pilasters on either side of the entry bay have decorative terra cotta capital with a terra cotta sign panel spanning the center of the second floor to heighten the appearance of the entry. Slightly projecting, continuous terra cotta belt courses distinguish both the first and second floors, acting as lintels and the second floor windows are wood sashed windows with multipaned upper sashes flanked by decorative brick frieze panels. A continuous projecting limestone beltcourse forms the second floor window sills and there is a limestone cornice with modillions at the base of the parapeted roofline, with a series of projecting brick panels adding texture to the parapet, which is capped with a stretcher row of brick. The fifth and sixth bays along Leffingwell retain the two large garage door openings, although one has been infilled with a glass window wall gridded to simulate a garage door and the other has a coil steel overhead door mounted on the outside wall.

**2800 Locust Street** **Photo #5 and 6** **Non-Contributing**
**Parking Lot** **c. 1969** **unknown** **unknown**
The building (an old hotel) on this lot was demolished in 1962 and by 1969 this was paved as a narrow parking lot continuous with the adjacent parking lot (2802-2804 Locust Street). The property is considered a non-contributing structure due to the removal of the building after the period of significance.

**2801-2805 Locust Street** **Photo #2** **NR listed/Contributing**
**More Automobile Company** **1920** **Francis C. Cornet** **unknown**
This four story (plus basement), red brick curtain wall, concrete framed, flat roofed, corner commercial building utilizes Classical Revival features in it symmetrical design and limestone pilasters visually supporting the limestone entablature spanning above the display window bays (7 along Leffingwell and 5 along Locust Street) with the center bay on Locust Street being split into two entries separated by a secondary limestone pilaster strip. The entry doors have been altered and the display window glass replaced, but they all retain their original multipaned transoms that have arched tops on each of the upper panes. Below the display windows are limestone bulkheads. Both street elevations also retain the original wood eight-over two pivot windows on the upper levels with simple stone sills. On the west elevation the building retains the original paired sashed window openings although the windows have been replaced and a new, metal fire escape stairs extends from the second floor down to the parking lot along this

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wall. One of the two overhead garage door openings on this elevation has been covered into a canopied entry for the lofts that now occupy the upper levels. The alley windows are similar to the upper level façade windows and has a basement level garage door and ramp at each end of the elevation.

**2802-2804 Locust Street** **Photos #5 and 6** **Contributing**
**Fred Campbell Parking Lot** **c. 1941** **unknown** **unknown**

The two houses on these lots were demolished prior to 1941 by when this property was identified in city directories as the parking lot for Fred Campbell Auto Supply. As an intact structure used for an automotive business during the period of significance, it is considered a contributing in the historic district. It is an asphalt paved lot surrounded by chain link fencing.

**2806-2812 Locust Street** **Photos #5 and 6** **Contributing**
**McQuay-Norris Manufacturing Co.** **1914-15** **unknown** **H. F. Nagel**

The building on the property at 2808 Locust Street was built in 1914 and one year later, in 1915, the building as expanded with another storefront added at 2806, opening up the entire second floor interior as one continuous space. The entire building is only two stories (flat roofed) at the front bay; most of the building, to the alley is a single story. The brown brick façade has an elaborate, Neoclassical treatment detailed in white, glazed terra cotta, starting with the parapet cap above the projecting cornice with dentil molding that is supported by a series of brackets with what appears to be a cow's head as supports. Between each of these stylized terra cotta brackets is a small decorative frieze. The façade is divided into four bays with the first floor display window (or entry) opening and the second floor window opening framed by terra cotta roping and quoining. Between the first and second floor, round terra cotta medallions feature a relief of a heraldic shield. The openings on both the first and second floor are currently infilled with wood and it is not clear whether the windows are still intact behind these boards, but the openings are not altered. Across the base of the façade is a limestone bulkhead watertable which indicates that the central bay has always been the main entry, which is currently recessed slightly with a step up to the doorway. The narrow 2806 section is distinguished by its third floor with a shallow side gabled roof stepped back from the two story façade that is continuous with the original 2808 two-story building façade. This three story section has large paired window openings on the third floor level of the north and on both second and third floor of its south (back) elevation. The 2806 section has a series 5 sawtooth skylights in the one story section that are clearly visible above the east elevation wall. The rear wall of the entire building, at the alley, still has a series of garage door openings. Despite the loss of the windows and display windows, the building retains such a profusion of terra cotta detailing (and its original openings), and as such it is still contributing to the district.

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**2814 Locust Street** **Photo #7** **Contributing**
**Cole Arbrogast Auto Company** **1914** **unknown** **H. F. Nagel**
The front bay and façade of this commercial building has a side gabled roof with a wide eave supported by wood brackets between the end parapets. It is faced with yellow brick accented with brown bricks and has terra cotta roping surrounds around the nine sets of second floor paired, four-light casement windows that have terra cotta winged tires above in an entablature-like detail. Each window is also individually framed by a scalloped terra cotta surround. The windows have a continuous projecting terra cotta sill with a series of decorative frieze panels below alternating a stylized tortoise with what looks like a dragon. Each end of the façade, flanking the windows is a terra cotta pilaster strip with rope edging with a heraldic shield as the capital. A scalloped terra cotta surround frames the first floor display window and entry, which is slightly recessed in the westernmost bay. The display window spans the remainder of the façade and seems to retain its original metal frame, extending nearly to sidewalk with only a shallow stone ledge below the display window. The entry door is the original full-light wood door. Behind this first bay, the building transitions to a single story, red brick building with a stepped, clay tile parapet cap getting lower as it nears the alley on the west elevation; it has a man door along the west side into the adjacent parking lot. The alley elevation has two large window openings (currently blocked in) flanking the central overhead garage door.

**2816 Locust Street** **Photo #7** **Contributing**
**Parking Lot** **1938** **unknown** **unknown**
The 1938 permit to wreck the building on this lot also specifically identified the resulting lot as a parking lot for 2814 Locust Street and as such the lot is a contributing structure in the historic district. This is a narrow, asphalt paved parking lot spanning between the adjacent buildings.

**2818 Locust Street** **Photo #8** **Contributing**
**George C. Brickman Motor Car Co.** **1911** **unknown** **E. J. Hess**
The first bay of this brick building is two stories, side gabled between stepped parapets and has a stucco wall finish facing the street. The façade is divided into three vertical bays with the outer two having cross gables with vertical half timbered stucco. The wide eaves of this roof have birds-mouth vergeboards and rafter tails and the cross gables have a series of wood braces (knee braces on each end). The first floor retains its original multipaned wood transoms above the display windows as well as in the arched top central entry bay opening, and the frames for the display windows, but the display window have been covered with metal panels, as have the second floor window openings. Both levels have brick sills and the first floor window and entry bays have brick surrounds, and the base of the piers between each bay are brick; all of this brick has been painted. There is an additional display window with similar framing, transom and details facing the east side elevation, and all of these display windows extend nearly to the ground to better facilitate displays of automobiles. Behind this first bay across the façade, the building is a single story, red brick building that has three sawtooth skylights and an overhead garage door entry on the alley elevation. Despite blocking up the windows (a common practice

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in the neighborhood for security purposes), the distinctive features of the façade and the sawtooth skylights that were a common feature in the service garages of early dealerships means that this is still a contributing building in the district.

**2820-2824 Locust Street** **Photo #8** **Contributing**
**Pierre L. Beck Auto Supply** **1919** **unknown** **unknown**
This one story, stucco, flat roofed commercial storefront has a Mission shaped parapet flanked by red clay tile false roofs piercing through the stucco parapet. The broad overhangs on the tile roofs are supported by decorative braces. The façade wall is artificially taller than one story as a result of these details and adding to the visual height is a row of six clerestory windows (currently boarded over) with brick surrounds and a continuous brick sill course that separates the clerestories from the display windows and entry. Those three bays have had the openings boarded in and it is not known if the display windows or original entry doors are still intact behind, but the stucco bulkhead below the openings indicates that there were originally central entries in the two outer bays. The west side wall has been roughly stuccoed when the adjacent building was demolished. The rear elevation retains the three original overhead door openings, with the west opening still retaining the wood paneled overhead door. Since the façade is such a distinctive Mission style design and retains its original details with the windows simply boarded in, it still is a contributing building to the district.

**2826 Locust Street** **Photo #8** **Non-Contributing**
**Vacant Lot** **post-1965** **unknown** **unknown**
The commercial storefront building (which never seemed to house an automotive business) on this lot was demolished after 1965. It is now a grassed lot with a decorative iron fence at the public sidewalk. This site is considered noncontributing due to the removal of the building after the period of significance but it is not included in the resource count as a site.

**2836-2838 Locust Street** **Photo #9** **Contributing**
**J. A. Lynch Plumbing Co./** **1947** **Bernum Bloom** **Amzi Rity & Building**
**Stewart Electric Co.**
This simple, one story, tan brick, commercial building has a central recessed entry with a display window angled into the recess in the west bay and a small brick pier separating the entry from the display window in the east bay. There is a header brick course spanning the façade as a continuous lintel and a soldier brick course below the simple metal parapet cap. There are four rectangular, louvered vents in the parapet spaced across the façade. Although the brick bulkheads and original openings are intact around the display windows, the display window glass has been replaced with brick infill below the original six-light, wood framed transoms. The entry retains the original wood, full light door and single light transom. Although used by non-automotive businesses historically, the rear of the building retains the four overhead garage door openings, with three of the original wood paneled and glass light overhead doors, a testament to the importance of the automobile to the businesses using the building. Since it was built with the

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same design elements as the automotive buildings throughout the district, it is considered a contributing building to the district.

**2840 Locust Street** **Photo #9 and 10** **Contributing**
**Universal Tire Company** **1923** **unknown** **unknown**

This two-story, red brick, flat roofed storefront building has a shaped parapet capped by white glazed terra cotta tiles and a brick pattern in the arched parapet forming a decorative frieze pattern. Below is a terra cotta cornice with egg and dart molding underneath. Below this cornice is a header brick course and below the second floor window sills is another header brick course to separate the first and second floor of the façade and a third head brick course as the lintel above the display window and entry. The second floor windows have been removed and the broad opening infilled with boards and smaller windows, but the opening retains its brick sills and the soldier course brick lintels with the white glazed terra cotta corner blocks. While the display window has been infilled with brick, it is recessed within the original opening and it retains the original wood framed, five-light transom, the western light of the transom being positioned over the original wood framed door opening, although a screen door has been added at the face of the wall, obscuring the actual recessed doorway, which has a concrete step into the recess. The west side elevation only has two small sashed windows on the second floor, an indication that the upper level was used for storage or offices, not as an apartment. The rear of the building has a one story, flat roofed, concrete block addition (probably added in 1947-48 based upon permits for alterations) that is connected to another concrete block addition built in 1952 that extends across the back of the adjacent lot with a single overhead garage door facing toward Locust Street Street and into the paved parking lot. It appears that this addition was added in 1943 for the Kusel Electric Company, not for the earlier automotive businesses. Most of the brick and the concrete block walls have been painted deep red. Despite the alterations to the façade, the building still retains the original window and display window openings as well as the original display window transoms, and as such it is contributing to the historic district.

**2846 Locust Street** **Photo #9** **Contributing**
**Parking Lot** **c. 1949** **unknown** **unknown**

The two old dwellings on this property were demolished by 1949 and it became a parking lot for the block's automotive businesses in the 1940s-1950s and as such is a contributing structure in the historic district. It is a paved parking lot with a low concrete retaining wall at the public sidewalks that now has a nonhistoric wood security fence added on the top of the retaining wall.

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**2900 Locust Street** **Photo #11** **Non-Contributing**
**Parking Lot** **1961** **unknown** **unknown**

The former building on this lot was originally the Washington University Law School, which later became the Thomas Dunn Boy's Hotel. The building was demolished in 1953 but it was not paved and fenced as a parking lot until 1961. The 40-plus car parking lot is considered a noncontributing structure in the district due to its modifications after the period of significance.

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## STATEMENT OF SIGNIFICANCE

## SUMMARY

Situated in the Independent City of St. Louis, Missouri, the Locust Street Automotive District, Boundary Increase II is locally significant under Criterion A (Commerce) and Criterion C (Architecture). Buildings within the expansion area were developed during the same era as those previously identified as the Locust Street Automotive District – in that regard, these properties were part of the earliest development of the original Auto Row during the 1910s. The Locust Street Automotive District, listed in the National Register of Historic Places (NRHP) in 2005 was expanded in 2008 to include the nine buildings to the west that had been outside the original designated district, but had undergone renovations that removed nonhistoric materials and revealed original facades and features that remained intact. Like that first expansion, the current Boundary Increase II has undergone some significant renovations in the intervening years that now better illustrate the architectural integrity that qualifies the area east of the original district to be listed as contributing to the Locust Street Automotive District under Criteria A and C in the areas of Commerce and Architecture. The buildings included within the proposed boundary expansion include 2722-34, 2727, 2736-46, 2741, 2745, 2801-05, 2806-12, 2814, 2818, 2820-24, 2836-88 and 2840 Locust Street. The Locust Street Automotive District Boundary Increase II falls under the Multiple Property Document (MPDF) context of "Marketing and Servicing the Automobile in St. Louis, 1900-1955."[1] Like the buildings in the existing district, the buildings in the expansion are similar in appearance to those within the existing Locust Street Automotive District and are representative of the property types described in the MPDF: Automotive Distributorships, Automotive Dealerships and Retail Businesses, and Service Stations. These properties were an integral part of the city's Automotive Row along Locust Street that held a large collection of early dealerships and auto service properties. Some of these buildings continue to serve as auto-related businesses today, although most ended their association with automobiles by the mid-1950s. This district boundary increase is eligible under Criterion A for its association with the city's burgeoning automobile marketing and service industry and it is also eligible under Criterion C for its intact collection of former automobile-related-use properties, several of which were designed by notable St. Louis architects. The level of significance associated with the district boundary increase is local. The period of significance for the original district was identified as 1911-1955, but the period of significance for Boundary Increase II is from 1911 (the year that the first building in the boundary extension was constructed) through 1949 (the year the last contributing parking lot was finished).

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[1] Ruth Keenoy, Karen Bode Baxter, Timothy Maloney and Mandy Ford, "Historic Auto-Related Resources of St. Louis: Marketing and Servicing the Automobile in St. Louis, 1900-1955 ca." *National Register of Historic Places Multiple Property Documentation Form*, 4 April 2005.

Eighteen parcels comprise the district's expansion area, spanning Locust Street from the southwest corner of Locust Street and T.E. Huntley Avenue (west end of district) to west of N. Beaumont Street (see **Figure 1**). The district expansion area encompasses 12 buildings and six lots – most properties are situated on the south side of Locust Street. All buildings within the boundary expansion were constructed between the years 1911 and 1947, which is within the district's period of significance, 1911 - 1949. Two buildings are listed on the National Register of Historic Places, 2745 Locust Street (Autocar Sales and Service Building, NR listed 2006) and 2801-2805 Locust Street (More Automobile Company Building, NR listed 2008). Of the expansion area's remaining 16 properties, 13 contribute to the district, including 10 buildings and 3 parking lots. Two other parking lots are non-contributing to the district and there is one vacant lot that is not included in the resource count since it is a noncontributing open lot (**Table 1**).

## JUSTIFICATION FOR DISTRICT BOUNDARY INCREASE

Properties within the nominated boundary increase were excluded from the original nomination (2005) and expanded boundary nomination (2008) (see **Figure 12**) because the buildings in Boundary Increase II had been neglected for many years that had compromised their historic integrity and at the time this section of the old automobile row did not meet the registration requirements in the MPDF primarily because too many of the historic exterior finishes and window openings were covered by nonhistoric board-up materials.[2] but in the intervening years since the first portion of the district was listed, two buildings have utilized historic tax credits to fund major renovations of their buildings and are now National Register listed, one of which removed the blue metal panels completely covering both street elevations of the More Automobile Company Building and the other uncovered and restored (what had been boarded over) display windows on both street elevations of the Autocar Sales and Service Company Building, which drastically improved the visual historic character of the entire area to the east of the original district nomination. In addition, other buildings have also made exterior improvements (most notably uncovering some display and second floor windows) in recent years that enhanced their visual historic integrity, in part encouraged by the large number of historic tax credit renovations and the increased economic vitality in the blocks immediately to the west as a result of the original nomination and the first boundary increase. In addition, the initial windshield survey of the entire automobile row and early assessment identified the large parking lot at 2900 Locust Street and the parking lot directly across the street at 2846 Locust Street as a major visual disruption in the continuity of the historic buildings and both lots appeared to have no related significance to the district but that is not the case with 2846, which with further research into old building permits was determined was developed as a parking lot by 1949 to support 2840 Locust Street and the large lot at 2900 really only represented the loss of one historic (but not auto related) building, not several smaller auto-related retail buildings as first thought. With this additional research and the enhanced historic integrity, the nominated boundary increase now better represents the continuation of the same functions and physical

[2] Historic Auto-Related Resources," F-20-26.

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features as the original district and will list the final section of the historic automobile row in the National Register.

**Table 1. Properties within the Proposed Boundary Increase Area.**

| Property Name | Address | Date of Construction | C/NC/NRL |
|---|---|---|---|
| Lambur Auto Service Company | 2722-2734 Locust Street | 1928 | C |
| General Brake Service Corporation | 2727 Locust Street | c. 1920 | C |
| Autocar Sales and Service Company Building | 2745 Locust Street | 1917 | NRL |
| Panyard Piston Ring Company | 2741 Locust Street | c. 1919 | C |
| Autocar Sales and Service (2nd Location) | 2736-2746 Locust Street | 1922 | C |
| Parking lot | 2800 Locust Street | c. 1969 | NC |
| More Automobile | 2801-2805 Locust Street | 1920 | NRL |
| Fred Campbell Parking Lot | 2802-2804 Locust Street | c. 1941 | C |
| McQuay-Norris Manufacturing Company | 2806-2812 Locust Street | 1914-1915 | C |
| Cole-Arbrogast Auto Company | 2814 Locust Street | 1914 | C |
| Parking lot | 2816 Locust Street | 1938 | NC |
| George C. Brinkman Motor Car Company | 2818 Locust Street | 1911 | C |
| Pierre L. Beck Auto Supply | 2820-2824 Locust Street | 1919 | C |
| Vacant lot | 2826 Locust Street | Post 1965 | NC* |
| J.A. Lynch Plumbing Company | 2836-2838 Locust Street | 1947 | C |
| Universal Tire Company | 2840 Locust Street | 1923 | C |
| Parking lot | 2846 Locust Street | c. 1949 | C |
| Parking lot | 2900 Locust Street | 1961 | NC |

**As a noncontributing site, this property is not included in the Resource count.*

## HISTORICAL OVERVIEW OF LOCUST STREET, 1850 - 1949

Locust Street is a commercial thoroughfare that extends through the heart of St. Louis City's downtown business corridor from Broadway (east end) to its western terminus at Theresa Avenue. Prior to 1840, Locust Street west of the city's 1841 limits (present day 18th Street)

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supported St. Louis' common fields and little else.[3] By 1850, however, St. Louis' residential population began to move west of 18th Street as downtown became increasingly inhabited by commercial and industrial tenants. As a result, Locust Street began to develop residentially around 1850 and this pattern continued through the 1880s (**Figure 2**).[4] So well-populated was the area by 1852 that it was commonly referred to as the "Second Municipality of St. Louis."[5] This distinction was dissolved in 1855 when St. Louis extended its municipal boundaries west of Grand Boulevard, absorbing the well-populated neighborhood that later (after the city adopted its final boundaries in 1876) became known as Midtown. [6] Midtown began to take on a commercial character beginning in the 1860s, when streetcars extended along Grand Boulevard (two blocks west of Locust Street) and Olive Street (one block south of Locust Street). While the streets supporting streetcars (electrified in the 1890s) spurred commercial development, Locust Street continued to support a largely residential population though the 1880s. This too began to change by the turn of the twentieth-century.[7] Within the boundary expansion area, all but four parcels held housing in 1909: 2801-2805 Locust Street supported a private hospital (Keeley Institute); 2736-2746 Locust Street had two non-residential buildings - Saint Louis University's School of Law and a boys' high school; 2800 Locust Street supported a hotel and the large building at 2900 Locust Street was Washington University's Law School (later used as Thomas Dunn's Boys' Hotel) (**Figure 3**).[8] Ten years later, in 1919, the 2700 block of Locust Street remained primarily residential, however the 2800 block had only three residences and seven businesses, six of which were related to automobiles.[9]

As Locust Street's residential character faded, the street became a favorite site of development for the city's newest attraction – the automobile (**Figure 4**). One of the last private residences to be demolished within the boundary expansion area was the Morrison home at 2740 Locust Street, constructed in 1870. The house was demolished in 1919 to make space for a new automobile dealership, designed by Preston J. Bradshaw and occupied (initially) by Autocar Sales and Service.

> Wreckers have laid hands on the old James L.D. Morrison mansion at 2740 Locust street [sic], and very shortly there will be a signboard on the vacant site setting forth that a lot of goodly dimensions is for sale. As it is in the center of the automobile industrial district, the expectation is that it will in time become the

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[3] Robert E. Hannon, *St. Louis: Its Neighborhoods and Neighbors, Landmarks and Milestones* (St. Louis: St. Louis Regional Commerce and Growth Association, 1986), 58.
[4] City of St. Louis, Building Permits (Inactive), Microfilm Available at Landmarks Association of St. Louis, Inc.
[5] St. Louis City Plan Commission, "Physical Growth of the City of St. Louis," 1969. Available online at: https://www.stlouis-mo.gov/archive/history-physical-growth-stlouis/ (Access date: 14 December 2015).
[6] Hannon, 58.
[7] Norbury Wayman, *History of St. Louis Neighborhoods: Midtown* (St. Louis: St. Louis Community Development Agency, [1972]), 2-3
[8] Sanborn Fire Insurance Maps, Volume Two, City of St. Louis, 1909.
[9] Gould, *St. Louis Red-Blue Book* (St. Louis: Self-published), 1919.

> home of a popular machine, or mayhap a salesroom for accessories, since this line of commercial activity is always seeking new avenues for expansion. Thus is furnished another instance that even shrines must go to accommodate the inexorable sweep of progress and commercialism; for in its day the Morrison home, with is great parlors and living rooms, was the residential showplace of St. Louis, and its occupants the acknowledged social leaders of the city.[10]

Locust Street attracted automobile developers because of its central location, paved surface and absence of streetcar tracks. Between 18th Street (east) and Channing Avenue (west), Locust Street supported so many "auto sales outlets" by 1910 that it was commonly known as "Auto Row."[11]

Initially many auto-related businesses on Locust Street opened shop in existing buildings – some of which were residential. As it became clear that the automobile was here to stay, business owners began to demand commercial spaces designed to house auto-related functions. Realtors capitalized by snapping up property along Locust Street, hiring architects and contractors to design and build, and charging exorbitant rates to lease the buildings (**Figure 5**).

> Moving is the order of the day in St. Louis automobile circles, and concentration on Locust street [sic] seems to be the habit. There is but one thing in the way of a general exodus to Locust street and that is the short-sighted policy of property owners in putting rents at fabulous figures. Property which they would gladly have rented two years ago for $30 a month is now being held as high as $300 a month.[12]

As described in the historic context, "Marketing and Servicing the Automobile" of the MPDF,[13] development along Locust Street, strictly marketed to automobile-related businesses, took over virtually overnight and continued to burgeon until the economy plummeted in 1929. In January 1914, no less than eight new dealerships/accessory shops were under or just finishing construction on Locust Street to be leased by General Motor Car Company (3003 Locust Street), Goodrich-Diamond Tires (corner of Garrison and Locust Streets), Missouri Auto Specialty Company (southeast corner of Locust and 19th Streets), International Harvester Company (near the intersection of Locust and Garrison Streets), Cole Motor Car Company (west of 14th Street on Locust Street), Halsey Automobile Company (west of Cole) and McQuay Norris Manufacturing Company at 2924-26 Locust Street.[14]

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[10] "Passing of the Old Morrison Mansion Once the Society Center of St. Louis," *St. Louis Post-Dispatch* (24 August 1919).
[11] Norbury Wayman, "St. Louis – Early Automobile Capital," Unpublished essay, Wayman Collection, Series 2, St. Louis. Available at Mercantile Library, St. Louis, Missouri (no date).
[12] "Movement of Trade to Locust Street is On," *St. Louis Post-Dispatch* (4 January 1914), 3S.
[13] Historic Auto-Related Resources," E-8.
[14] Ibid.

The automobile literally shaped the City of St. Louis and the earliest area to reflect this impact centered on Locust Street. In 1912, Cardinal Street was cut through to Locust Street – prior to this change, the road terminated at Olive Street.[15] In 1913, plans began for resurfacing and widening Locust Street from 36 to 42 feet. Lobbying for the alterations were the Motor Accessory Trade Association of St. Louis, the Locust Street Improvement Association and the Automobile Manufacturers and Dealers' Association. Three years later, the improvements made Locust Street "the most convenient motor trafficway to downtown" St. Louis.[16] In 1915, horse-drawn vehicles were prohibited on Locust Street west of 18th Street, as were large trucks.[17] All of these enhancements fed the street's rapid development as an automobile center. So impressive was the street's collection of automobile shops and dealerships that in 1919, it was considered a tourist attraction.

> How often have you had friends or relatives visiting you in St. Louis and while they were here you wanted to show them all there was to see . . . St. Louis has grown rapidly in recent years as a distributing center in the sale of automobiles and trucks. Locust street [sic] is the "Motor Row" of St. Louis and from Grand Avenue to Twelfth street Locust street is lined with the showrooms of motor car agencies and display windows of accessories and parts dealers. [18]

New buildings continued to be built for auto-related businesses along Locust Street's during the 1920s, but the 1930s witnessed much transition in relation to the types of businesses that occupied the buildings. Some properties remained in use for auto-related activities during the Great Depression and World War II, recycling used parts, supplies and automobiles. Some buildings held businesses completely unrelated to automobiles, such as restaurants; other buildings became vacant during the economic turmoil of the 1930s and remained so.[19] This pattern, as described in the Locust Street Automotive District National Register nomination, was also true for blocks within the district expansion area. For example, 2841 Locust Street was utilized by a company that sold piston rings but by the early 1930s, the building was vacant. Through 1940, the building held no auto-related business. Another example is 2840 Locust Street which held Universal Tire in the 1920s. By 1943, the building was used by an electrical repair company.[20]

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[15] "Opening Cardinal from Olive to Locust Proposed," *St. Louis Post-Dispatch* (13 October 1912), 10B.
[16] "May Celebrate Finish of Wider Locust Street," *St. Louis Post-Dispatch* (10 December 1916), 4S; "Plans to Widen Locust Street, From 14th West," *St. Louis Post-Dispatch* (15 December 1914), 3.
[17] "New Traffic Plan to Bar Horses on Locust Street," *St. Louis Post-Dispatch* (7 August 1915), 1.
[18] "Where St. Louisans Might Take Visiting Friends to Show Them Most of the City," *St. Louis Post-Dispatch* (9 November 1919), A17.
[19] Ruth Keenoy, Karen Bode Baxter, Timothy Maloney and Mandy K. Ford, "Locust Street Automotive District," *National Register of Historic Places Registration Form* (2005), 8:14.
[20] Gould, *Red-Blue Book*, 1927-1929; Gould, *City of St. Louis Directory*, 1930 – 1945.

In the 1940s, as the economy improved, a few automotive businesses actually expanded their operations along Locust Street. The garage at 2727 Locust Street actually added an addition to the front of its building in 1941. That same year, Fred Campbell Auto Supply added a dedicated parking lot east of the building at 2802-04 Locust Street and the business would stay in the 2801-2812 Locust Street location at least through 1960. But, by 1949 the last auto-related construction occurred with the completion of the parking lot at 2846 Locust Street and by the mid-1950s only half of the buildings in this section of the automobile row were occupied by automotive businesses. Individual building histories for the properties within the boundary expansion are provided in the section that follows, as is a discussion regarding the historical and architectural significance of the district expansion area.

## HISTORICAL SIGNIFICANCE (CRITERION A) AND ARCHITECTURAL (CRITERION C) SIGNIFICANCE OF LOCUST STREET AUTOMOTIVE DISTRICT INCREASE II, 1911 - 1949

The Locust Street Automotive District Boundary Increase II consists of 18 parcels, which include: two properties on the National Register of Historic Places (NRHP), 2745 and 2801-2805 Locust Street; 10 contributing buildings; 3 contributing parking lots and 2 noncontributing parking lots and only one vacant (noncontributing) lot. As described in the MPDF context "Marketing and Servicing the Automobile in St. Louis, 1900-1955," the expansion area is an original component of the Auto Row that emerged along Locust Street, beginning in the 1910s.[21] The principal reason the buildings in this stretch of the historic automobile row (2700 – 2800 Locust Street) were not included with the original district nomination is that until recently, its historic integrity was hidden behind boarded up display windows and, in the case of the five-story More Automobile Company Building, hidden on three sides by metal sheathing. It was also assumed that all lots void of buildings formerly held auto-related businesses, but with further research, that did not prove to be the case—in fact three of the parking lots were actually used by auto-related businesses (2802-04, 2816 and 2846 Locust Street), and two others were very narrow lots (2800 is visually and physically connected to 2802-04's lot and 2826 is nestled in between buildings. The larger parking lot at 2900 never held auto-related business, having been a large building that was the home of Washington University's Law School and later used for Thomas Dunn's Boys Hotel until it was demolished in 1953. Additionally, 2900 Locust Street physically connects the 2800 block to the existing district, creating a seamless correlation between the district and the expansion area. The Locust Street Automotive District Boundary Increase II meets NRHP Criterion A (Commerce) and Criterion C (Architecture). These blocks, as did the remaining district, attracted early interest in re-developing the area for automobile-related businesses due to the street's central location, absence of streetcar tracks and smoothly paved surface. Nine builders and architects are identified for the properties within the proposed boundary expansion (**Table 2**).

[21] Historic Auto-Related Resources," E-8.

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As discussed previously, Locust Street was a residential neighborhood that by the turn of the twentieth-century attracted commercial development. As a result, residents moved further west and commerce began to emerge as streetcars extended service along Olive Street (one block south of Locust Street) and Grand Boulevard (two blocks west of Locust Street). "By the time that the streetcar was electrified in 1890, the intersection of Grand and Olive was 'fifteen minutes from anywhere – Baden [north], Carondelet [south], a downtown office or an uptown home.' Such access did much to catapult . . . Midtown [as] a commercial success."[22] In between Midtown (west) and downtown (east) was Auto Row. The 2700-2800 blocks of Locust Street, just east of the historic district, were an integral portion of this commercial area. In addition to the attraction to Locust Street's smoothly paved surface, the street had existing buildings easily converted to auto-related businesses – liveries and carriage houses became repair shops and garages. Within the expansion blocks, two brick, two-story stables were constructed in the 2700 block: one along the north side (constructed in 1879) and one on the south side (constructed in 1886) of the street.[23] Dwellings on Locust Street were frequently converted to distribution and accessory shops. These early transitional properties were short-lived as realtors began to take advantage of the automobile's growing popularity and engaged an active trade in replacing older properties with buildings designed to support auto-related businesses.[24] "Locust Street quickly became the center of St. Louis' automotive dealerships, suppliers, and service because this area was re-developed specifically *for* the automobile" and the blocks east of the district were very much a part of Locust Street's commercial success.

Although Locust Street was heavily promoted as "Auto Row" by 1910, the street continued to support a few businesses unrelated to automobiles. 2800 Locust Street housed the three-story Crescent Hotel that pre-dated the transition from a residential to commercial area and it would not be torn down until 1969. One example within the existing National Register district is 2914 Locust Street, Whistle Bottling Company. Of note is that in 1919, the company ordered a fleet of custom-designed trucks from Bishop Truck and Tractor Company (also on Locust Street) to distribute its products "throughout every section of the country."[25] This particular example illustrates the ever-changing face of Locust Street, as well as the reliance of other types of businesses on the thoroughfare's automobile sales/service establishments. The proposed area of expansion holds one building constructed for a use other than that related to automobiles – 2836-38 Locust Street. Constructed in 1947, the building was used by small plumbing and electrical companies. Although not utilized by automobile businesses, these buildings were part of the commercial vibrancy of automobile row and both 2914 and 2836-38 Locust Street were used by businesses highly dependent on their trucks for deliveries and the buildings were designed with garage bays, just as the auto-related business buildings in the area and as such they are contributing to the historic district. The example at 2836-38 Locust Street illustrates Locust

[22] Keenoy et al, "Locust Street Automotive District," 8:15.
[23] St. Louis City Building Permits.
[24] "Leases on Locust and Chestnut by Auto Concerns," *St. Louis Post-Dispatch* (30 April 1916), 8.
[25] "Whistle Bottling Co. Buys Sandow Fleet," *St. Louis Post-Dispatch* (23 February 1919), A9.

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Street's postwar era, when dealerships began to move further west. Locust Street continued to be largely occupied by auto-related businesses through the mid-1950s though other types of businesses were also a component of the thoroughfare, even during the period of significance.

As discussed in the associated MPDF and Locust Street Automotive District nomination, businesses often moved to different buildings in and around Locust Street. An example within the boundary expansion area is 2745 Locust Street, designed as a dealership and used initially by Autocar. Five years later, Autocar moved into a larger building across the street at 2736-46 Locust Street (**Figure 6**). After Autocar relocated, Victor Motors moved into the building at 2745 Locust Street. That business was replaced in the 1930s by a used sales car company, L.M. Stewart. Sometimes such moves were related to the fact that less successful businesses could not afford the rent; in other instances (such as the Autocar example), successful businesses moved into larger buildings once trade proved successful. During the 1930s and 1940s, sporadic activities increased as these years were most difficult on the automobile industry. Because early automobile buildings appeared much the same as other types of commercial properties, businesses that replaced auto dealerships and shops easily adapted the buildings to fit their own needs, as illustrated by 2840 Locust Street. The building (constructed in 1923) was used by Universal Tire Company until 1943 when it became associated with Kusel Electric Company (**Figure 7**).

Similar to the contributing buildings within the Locust Street Automotive District, properties within the boundary expansion area feature "traditional commercial" storefronts with display windows, pedestrian entries facing the main street and decorative terra cotta, tile and concrete embellishments.[26] This is one of the key registration requirements for the two principal property types in the MPDF located within the boundary increase: Automotive Distributorships and Automotive Dealerships and Retail Businesses.[27] A good (and early) example of this is 2814 Locust Street, occupied by the Cole-Arbrogast Auto Company. The lower level held commercial display windows and the upper floor held offices. Decorative terra cotta bands divide floors and surround windows. The primary customer entry bay faces Locust Street at the west end of the façade (**Figure 8**). Auto-related uses are demonstrated by garage bays, building orientation (allowing auto and truck access to/from alleys), customer parking lots (even if not adjacent to the buildings that used the lots) and commercial windows designed to display cars, as seen in the example at 2818 Locust Street (**Figure 9**). Although these properties mimic traditional commercial buildings, they were designed to support the weight of automobiles and provided spatial dimensions that allowed vehicles to move in and out of buildings. Multi-storied buildings usually had large elevators that supported cars so that they could be moved between floors and/or parked on the roof. While most of the buildings are examples of dealerships or auto-related retail businesses, the More Automobile Company Building at 2801-05 Locust is an example of the distributorships with its utilization of the warehouse building form with its multistoried concrete

[26] Ibid, 8:16.
[27] Historic Auto-Related Resources," F-20-26.

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frame, but it also incorporated the elements of massive elevator penthouses that could move automobiles to the upper levels, a distinctively finished showroom with broad expanses of display windows spanning both street elevations and automobile ramps, features specified in the registration requirements for distributorships. In addition, there are two examples of service garages, 2727 Locust Street (which was part of the General Brake Service Corporation) and 2741 Locust Street used initially by the Panyard Piston Ring Company) and both continue today to be in use as service garages. They meet the registration requirements of the property type for Service Stations, with their prominently placed garage bays, large skylights to provide light to the service bays and concrete floors.

The contributing buildings in the boundary expansion area share strong similarities in style to properties within the existing Locust Street Automotive District, one of the registration requirements noted for Criterion C in the MPDF, which points out that these automotive buildings are often excellent examples of architectural styles (applied to commercial buildings) that were popular during this time period. While distinctive stylistic treatments are most often found on the distributorships or dealership buildings, even simple auto-related retail buildings tried to utilize stylistic embellishments on their exterior façades to distinguish their business from others in the streetscape and most of the buildings in the share strong similarities in style to properties within the existing Locust Street Automotive District.[28] Tudor Revival and Spanish Revival styles are prevalent (2818 and 2820-24 Locust Street, for example; **Figures 7** and **10**), as is the use of brick, stucco and terra cotta exterior finishes. Pre-World War II dealerships were intentioned to attract customers through their elegant and stylish exteriors and most were designed by local architects and builders. This type of assignment changed after World War II when auto manufacturers began to commission architects to design buildings that were visually identified with the company's name. In other words, a Ford dealership after World War II looked like a Ford dealership. Prior to that time, a Ford dealership could have just as easily served as a Marmon, Moon or Cole dealership.[29] Locust Street's auto-related properties were comprised of numerous styles, sizes and compositions – these buildings look like early automobile shops and dealerships yet they are individually stylish, reflecting the architect/builder's preference. Contributing properties within the Locust Street expansion area are no less imposing than those previously listed in the district.

## INDIVIDUAL PROPERTY HISTORIES, ARCHITECTS AND BUILDERS

The eighteen (18) parcels associated with the Locust Street Automotive District Boundary Increase II are described below in regard to their commercial and architectural associations and dates of construction. All of the buildings contribute to the commercial (Criterion A) and architectural (Criterion C) significance of the district and were constructed within the period of significance (1911 – 1949).

[28] Ibid.
[29] Robert Genat, *The American Car Dealership* (St. Paul, MN: Motorbooks International, 2004), 43.

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- **2722 – 2734 Locust Street** was constructed in 1928. The property held multiple businesses, including Lambur Auto Service Company (2720-22), Percival Company (2724) and Lawler & Balthasar (2730-34). The latter business was an automobile repair shop owned by Herbert C. Lawler and George J. Balthasar. Percival Company is listed as a "machine shop" in city directories, which also indicate that Albert A. Percival (employed full-time as a Union Electric employee) was an independent auto mechanic. It is likely that Percival rented space in the building for that purpose.[30]

- **2727 Locust Street** was constructed c. 1920 and altered in 1941.[31] A.C. Drake Company is the earliest known tenant.[32] The property was designed by architect William P. McMahon and constructed by John A. Ditenhafer.[33] General Brake Service Corporation occupied the building by 1926 (when the company became incorporated) and remained until 1953.[34] General Brake was originally owned by William J. Chaudet, who lost his life in a 1929 plane crash.[35]

- **2741 Locust Street** was occupied by Panyard Piston Ring Co., which remained at this location through 1931.[36] The building was designed by C.L. McDonald and constructed by W.C. Harting. City records report the construction date as 1925; however city directories indicate that Panyard had a business here in 1919.[37] Panyard was owned by William B. Smythe. During and after the Great Depression, the building was used commercially though not by any auto-related businesses.

- **2736-2746 Locust Street** was constructed in 1922 and the first tenant was Autocar (see 2745 Locust Street). Situated at the southeast intersection of Locust Street and Leffingwell Avenue, the 21,000 square foot building was well described in a newspaper article dated November 12, 1922 as being of brick construction with Indiana limestone coping. The salesroom was situated in the corner of the building (near the intersecting streets) with direct access to the accounting office. The property was "one of 39 factory branches owned or leased by Autocar Co. in the principal cities of the United States."[38] The branch in St. Louis was managed by J.H. Mack.[39]

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[30] Gould, *Red-Blue Book*, 1919 – 1929.
[31] City of St. Louis Building Permits.
[32] Gould, *Red-Blue Book*, 1925 – 1926; Missouri Online Business Filing, Secretary of State (MO), Available at https://bsd.sos.mo.gov/BusinessEntity/BESearch.aspx?SearchType=0 (Access date: 20 July 2015).
[33] City of St. Louis Building Permits.
[34] Gould, *City of St. Louis Directory*. 1950 – 1955.
[35] "Business Man Pilot Dies," *The New York Times* (5 July 1929), p. 23.
[36] Gould, *Red-Blue Book*, 1925-1929, *St. Louis City Directory*, 1930-1942.
[37] City of St. Louis Building Permits; City of St. Louis Assessor's Records; "Man Under Sentence Held on Theft Charge," *St. Louis Post-Dispatch* (28 September, 1919), 4B.
[38] "Autocar Erecting New Building on Locust St." *St. Louis Post-Dispatch* (12 November 1922), B30.
[39] Ibid.

- **2745 Locust Street** was constructed in 1917 and designed by Preston J. Bradshaw. Autocar was in the building for only a few years, moving to a new building at 2736-46 Locust Street (see below) in 1922. Victor Motors started using the building in 1924.[40] In 1932, L.M. Stewart used car sales occupied the building, followed by Alf Koerner Restaurant in 1933. The building was vacant by 1935 and in 1936 again held an auto-related business, Fisk Tire Company, which remained through 1937. The building was used by a tool and die company during the 1940s.[41] The property was listed on the National Register of Historic Places in 2006.

- **2800 Locust Street** is a non-contributing parking lot. The property formerly held the Crescent (aka Ideal) Hotel (during the period of significance of the historic district) but it was demolished in 1969.

- **2801 – 2805 Locust Street** was constructed in 1920. The building was initially occupied by St. Louis Motor Car Company but the business was short-lived at that location. By 1922, More Automobile was in the building. More was a distributor of Marmon automobiles.[42] The building was listed on the National Register of Historic Places in 2008.

- **2802 – 2804 Locust Street** is a contributing parking lot associated with Fred Campbell Auto Supply (see 2806 Locust Street, below). The parcel held a residential property until c. 1940 when the building was demolished and the lot used for parking for the auto parts company.[43]

- **2806-2812 Locust Street** was constructed in 1914-1915 by H.F. Nagel. The earliest known occupant was McQuay-Norris Manufacturing Company, which produced piston rings. Shortly after opening the branch sales business on Locust Street, McQuay-Norris constructed a sizeable factory (in 1919) on Southwest Avenue – the largest of seven such interests in St. Louis.[44] The business was instrumental in organizing an annual accessory sales convention in St. Louis beginning in 1915, which prompted expansion of the building on Locust Street. Renovations included the addition of a "manufacturing and experimental laboratory" on the main floor.[45] In 1920, the building was occupied by Fred Campbell Auto Supply. Campbell's business had been at several locations previously, including buildings on Morgan Street, Olive Street and at 1100 Locust Street.[46] Mr.

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[40] Gould, *Red-Blue Book*, 1919 – 1929.
[41] Gould, *City of St. Louis Directory*, 1930 – 1941.
[42] City of St. Louis Building Permits; Gould *Red-Blue Book*, 1919 – 1929.
[43] Gould, *City of St. Louis Directory*, 1930 – 1944.
[44] "McQuay-Norris Plant is Formally Opened," *St. Louis Post-Dispatch* (23 November 1919), A12.
[45] "Accessory Men Come to St. Louis as Firm's Guests," *St. Louis Post-Dispatch* (17 October 1915), 4S.
[46] Gould, *Red-Blue Book*, 1919 – 1921; "Accessory House Moves," *St. Louis Post-Dispatch* (26 October 1913)

Campbell was a well-known auto-enthusiast who frequently participated in automobile excursions, including Missouri's "good roads" trip in 1914 – an unsuccessful promotional tool to gain public support of a tax initiative to fund road improvements.[47] His auto supply company remained in this building at least through 1960.[48]

- **2814 Locust Street** was constructed in 1914 by H.F. Nagel. The building held a number of automobile distributors over the years including Cole-Arbrogast Auto Company, Bishop Truck & Tractor Company (1920-1921), Advance Motor Company (1920), Briscoe Motor Sales Company (1921), Mepham Motor Company (1922), St. Louis Road King Sales Company (1925), Great Western Tire Company (1925-1927) and Harry & Jack Auto Service (1928).[49] Cole-Arbrogast was named for the model of cars sold, Cole (an Indianapolis manufacturer) and E.W. Arbrogast, who managed the sales office on Locust Street.[50]

- **2816 Locust Street** is a contributing parking lot. Previously the lot held a building used by Bishop Truck & Tractor (see 2814 Locust Street, above) but had become a parking lot by 1938 for the adjacent building.

- **2818 Locust Street** was constructed in 1911. E.J. Hess was the contractor. Initially the property was occupied by George C. Brinkman Motor Car Company, a distributorship. Brinkman filed for bankruptcy after defaulting on a loan in 1916.[51] Subsequent businesses at this address include Locomobile Company of Missouri (1919), Franklin-Ross Motor Car Company (1920) and Flory-Bradley Motor Corp. (1921). In 1926, the building was used by Home Appliance Corp. which manufactured "electrical" oil burners. By 1927, the property was vacant. By 1932 it was in use by the Mississippi Valley Motor Company's Used Car Department, which became the Mississippi Valley Auto Repair Company in the 1935 directory. [52]

- **2820 – 2824 Locust Street** was constructed in 1919. The building held a number of auto-related businesses – most of which sold auto accessories – including Auto Sign Display Co. (1919) [which was probably just a large sign, not a building], Pierre L. Beck (1920-1922), Equipment Service Company (1922), Sterling Tire (1919-1920), Fitzgerald Sales Co. (1925), Wire Wheel Service Co. (1925-1928) and Auto Accessories & Specialty Co. (1927-1928). Additionally, the building supported a notary (Adele Williamson, 1922).[53]

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[47] "Trip of 1000 Miles Made Over Good Roads," *St. Louis Post-Dispatch* (22 November 1914), 3S.
[48] Gould, *City of St, Louis Directory*, 1960.
[49] Gould, *Red-Blue Book*, 1919 – 1929.
[50] "Cole in New Home," *St. Louis Post-Dispatch* (10 January 1915), 3S; "Briton Buys Car Here," *St. Louis Post-Dispatch* (13 December 1914), 11B.
[51] "G.C. Brinkman Fails for $32,198 with $87 Assets," *St. Louis Post-Dispatch* (29 October 1916), A3.
[52] Gould, *Red-Blue Book*, 1919 – 1935.
[53] Gould, *Red-Blue Book*, 1919 – 1929.

- **2826 Locust Street** is a non-contributing vacant lot. Previously the lot held a building used by Globe Electric (1920) and Hellwig Painting & Realty Co. (mid-1920s).

- **2836-2838 Locust Street** was constructed in 1947 and held J.A. Lynch Plumbing Company and Stewart Electric. The building does not appear to have been used for any automotive related business but the back of the building consists of 4 overhead garage door bays (3 of which are original doors), attesting to the importance of the automobile to these businesses and its was designed with large garage door bays on the rear so that it could have accommodated an automotive business and it is a contributing component of the district in relation to its commercial associations (as other commercial buildings are considered contributing in the original historic district despite not having been associated with an automotive business).

- **2840 Locust Street** was constructed in 1923 and utilized by Universal Tire Company. In 1943 the building was altered for Kusel Electric Company.

- **2846 Locust Street** is a contributing parking lot used by the block's automotive related businesses during the late 1940s-1950s. Prior to this use, the lot held two dwellings that were demolished in 1949 to build the park lot.

- **2900 Locust Street** is a non-contributing parking lot. The parcel formerly held Thomas Dunn Boys' Hotel. Of note, the building was originally Washington University Law School. The hotel/law school was demolished in 1953 but the parking lot was not finished until 1961.

Nine architects/builders have been identified in relation to the buildings within the district expansion area (**Table 2**). Of these, the most significant is Preston J. Bradshaw, who designed more than 10 extant buildings in the Locust Street Automotive District. Within the boundary expansion area, Bradshaw is credited with designing 2745 Locust Street (**Figure 11**).

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**Table 2. Architects and Builders, Locust Street Boundary Increase area.**

| Name | Property Location | Association (Builder/Architect) |
|---|---|---|
| Bradshaw, Preston J. | 2745 Locust Street | Architect |
| Cornet, Francis C. | 2801-05 Locust Street | Architect |
| Ditenhafer, John A. | 2727 Locust Street | Builder |
| Harting, W.C. | 2741 Locust Street | Builder |
| Hess, E.J. | 2818 Locust Street | Builder |
| McDonald, C.L. | 2741 Locust Street | Architect |
| McMahon, William P. | 2727 Locust Street | Architect |
| Nagel, H.F. | 2806-08 & 2814 Locust Street | Builder |

Preston J. Bradshaw (1884 – 1953) designed a number of auto-related buildings on Locust Street, more in fact than any other architect. He was a native of St. Louis and received an architectural degree from Columbia College (New York) in 1900. Following this, Bradshaw worked as a draftsman for McKim, Mead & White and Westervelt-Smith & Austin (New York). He also received training at Atelier Hornbostel and Atelier Donn Barber (New York).[54] Bradshaw designed churches, hotels, residences (including apartments) and commercial buildings. Among his best known commissions in St. Louis are the Coronado, Mayfair and Chase-Park Plaza Hotels; Glen Echo County Club and a number of homes in Parkview Place (6254 Pershing, 6248 Waterman, 6224 McPherson and 5202 Westminster Avenues, to name a few).[55] Although Bradshaw is best remembered for his grand hotels, he was a "specialist in small mercantile buildings."[56] He was frequently hired by realty companies that leased buildings to automotive businesses and worked closely with developer, George T. Burdeau, who was the driving force behind Locust Street's re-development as Auto Row.[57] Bradshaw designed at least 18 auto-related properties on Locust Street during the years 1914-1920.[58] Within the district expansion area, Bradshaw designed one building, 2745 Locust Street (NRL, 2006).

Francis "Frank" C. Cornet (c. 1890 - 1961) was a native St. Louisan identified in census record and city directories as an architect.[59] Nothing is known of Cornet's other architectural commissions. His father, Henry Louis Cornet (b. 1856), was a successful realtor.[60] Considering

[54] Application for Membership, St. Louis Chapter, The American Institute of Architects, Preston J. Bradshaw, 10 April 1912.
[55] "Preston J. Bradshaw, Noted Architect, Dies Unexpectedly," *St. Louis Globe-Democrat* (7 December 1953), 3A; Preston J. Bradshaw, Architects Collection, Landmarks Association of St. Louis, Inc.
[56] David Simmons, historian, Interview with Ruth Keenoy, 23 March 2005.
[57] "Bright Building Outlook Cheers Realty Interests," *St. Louis Post-Dispatch* (8 August 1915), A16B.
[58] Ibid.
[59] United States Census, 1920; Missouri Death Certificate. Missouri Death Certificates, "Frank C. Cornet," Available at: http://s1.sos.mo.gov/records/archives/archivesdb/deathcertificates/Default.aspx#searchDB Access date: 17 December 2015.
[60] John W. Leonard, *The Book of St. Louisans* (St. Louis: The St. Louis Republic, 1906), 132.

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the fact that most properties on Locust Street were developed by realtors who hired architects, this may have been the connection that landed Frank Cornet his commission for 2801-05 Locust Street (NRL, 2008).

John A. Ditenhafer (b. 1900) was a general contractor whose father, Peter P. Ditenhafer, was a carpenter (b. 1862). Little information is available about Ditenhafer, who lived with his wife, Catherine on San Francisco Avenue in the Penrose Park neighborhood. The Ditenhafers had one daughter, Ann Marie.[61] Within the boundary expansion area, Ditenhafer is associated with 2727 Locust Street.

Walter C. Harting (1889 – 1954) was a building contractor who owned his own company, W.C. Construction Company at 722 Chestnut Street.[62] Harting resided in University City with his wife, Lillian. The Hartings had two children, William and Jane.[63] He worked with C.L. McDonald (see below) on 2741 Locust Street.

Ernest J. Hess (1874 – 1964) was the architect associated with 2818 Locust Street. Hess does not appear to have been formally trained as an architect. He completed eight years of grade school and worked independently.[64] Hess was married to Dorothea Ammon who preceded him in death (1937). The Hess's had one daughter, Gladys.

Information for C.L. McDonald is unavailable. Charles L. McDonald is listed in city directories as the owner of a machinery company and Cornelius M. McDonald as a real estate developer.[65] The building permit for 2741 Locust Street identifies C.L. McDonald as the architect. He may have been the owner and/or realtor.[66]

William P. McMahon (1875 – 1954) was the architect for 2727 Locust Street. McMahon also designed 3101-11 Locust Street and a small garage/repair shop at 2727 Locust Street. McMahon trained under architect Ernst Preisler and in 1907 opened an office in the Wainwright Building (709 Chestnut St.). McMahon completed a large number of commissions in and around St. Louis including churches, schools, apartments, residences and commercial buildings. One of the most significant was in 1917, when McMahon was hired by millionaire Annie B. Malone to design Poro College (not extant).[67] After being forced to close his downtown office downtown during

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[61] United States Census, 1920 and 1930.
[62] Gould, *City of St. Louis Directory*, 1933.
[63] United States Census, 1940.
[64] United States Census, 1920, 1930, 1940, Missouri Death Certificates, "Ernest J. Hess," and "Dorothea Hess."
[65] Gould, *Red-Blue Book* and *City of St. Louis Directory*, 1920-1930.
[66] St. Louis City, Building Permits (Inactive).
[67] "William P. McMahon," Architect Files, Landmarks Association of St. Louis, Inc., including notes from an interview with McMahon's grandson, William McMahon, 1982.

the Great Depression, McMahon relocated to Clayton and after World War II focused on commissions primarily in St. Louis County.[68]

Herman F. Nagel (1872-1921) was a carpenter / building contractor. A German immigrant, Nagel was married to Margaretta Boresi (also a German immigrant). The Nagels had one son, Charles O. Nagel.[69]

## CONCLUSION

The Locust Street Automotive District Boundary Increase II encompasses 12 buildings constructed between the years 1911 and 1947. Two properties had been previously listed in the National Register of Historic Places, 2745 Locust Street (Autocar Sales and Service Building, NRL 2006) and 2801-2805 Locust Street (More Automobile, NRL 2008). The district expansion area also includes 3 contributing parking lots and 2 noncontributing parking lots as well as one noncontributing vacant lot. The third contributing parking lot was finished in 1949, which defines the end of the period of significance for this boundary increase nomination, 1911-1949. The expansion area meets Criterion A (Commerce) and Criterion C (Architecture) as well as the registration requirements specified in the MPDF, "Historic Auto-Related Resources of St. Louis, MO." Buildings within the expansion area were developed during the same era as those previously listed in the Locust Street Automotive District – in that regard, these properties were part of the original Auto Row that developed during the 1910s and they are a major component in the historical development described in the "Marketing and Servicing the Automobile in St. Louis," the historic context in this MPDF. Properties nominated under the boundary increase were excluded from the original nomination (2005) and expanded boundary nomination (2008) because of their compromised historical integrity until recently when several buildings had display and upper level windows and street facades uncovered and renovated. The noncontributing parking lot at 2900 Locust Street connects the expansion area to the previously listed Locust Street Automotive District.

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[68] Ibid.
[69] Gould, *Red-Blue Book*, 1919. United States Census, 1920; Missouri Death Certificates, Henry Nagel (1921), Margaret Nagel (1948).

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**LATITUDE/LONGITUDE COORDINATES (cont.)**

5 – 38.635315, -90.217258
6 – 38.634867, -90.217425
7 – 38.634762, -90.216899
8 – 38.634297, -90.217033

**VERBAL BOUNDARY DESCRIPTION**

Boundary Increase II extends east along the south side of Locust Street from the northwest corner of the property addressed as 2900 Locust Street, which is the eastern boundary of the of the original Locust Street Automotive District to the point directly south of the southwest corner of the property at 2801-05 Locust Street then turns north and extends to the alley north of Locust Street, then extends east along the south side of the alley to the eastern corner of the property addressed as 2727 Locust where it turns south and extends to the south side of Locust Street where it turns east and extends to the northeast corner of the property addressed as 2722-34 Locust then it turns south and extends to the alley; then it extends west along the north side of the alley to the southwest corner of the property addressed as 2900 Locust Street where it connects with the existing Locust Street Automotive District boundary (see Figure 1).

**VERBAL BOUNDARY JUSTIFICATION**

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

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**Figure 1: Locust Street Automotive District Boundary Increase II**

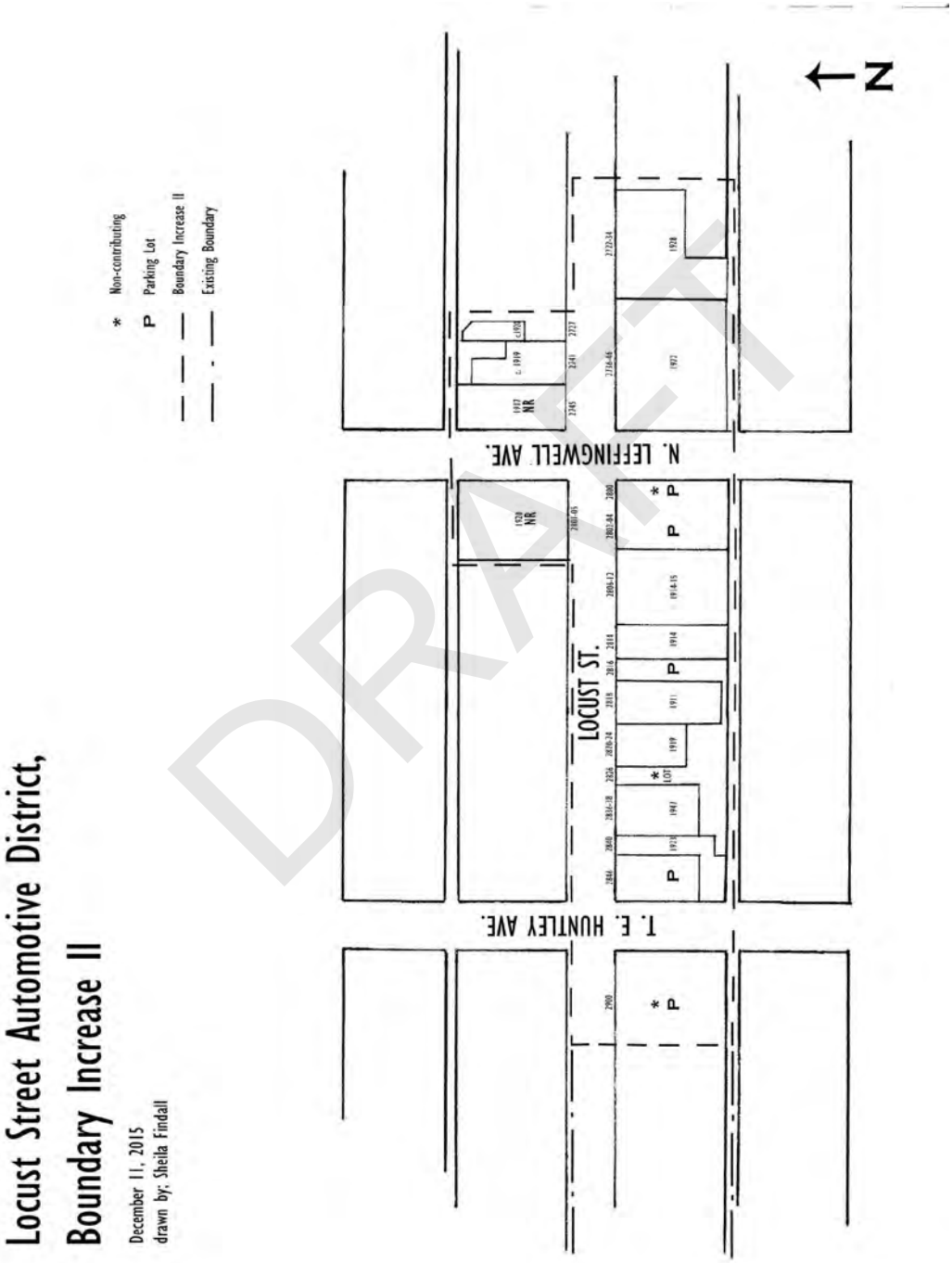

**Figure 2: 1875 Bird's Eye View (Dry & Compton, Sheet 75) – note dense residential development along Locust Street**

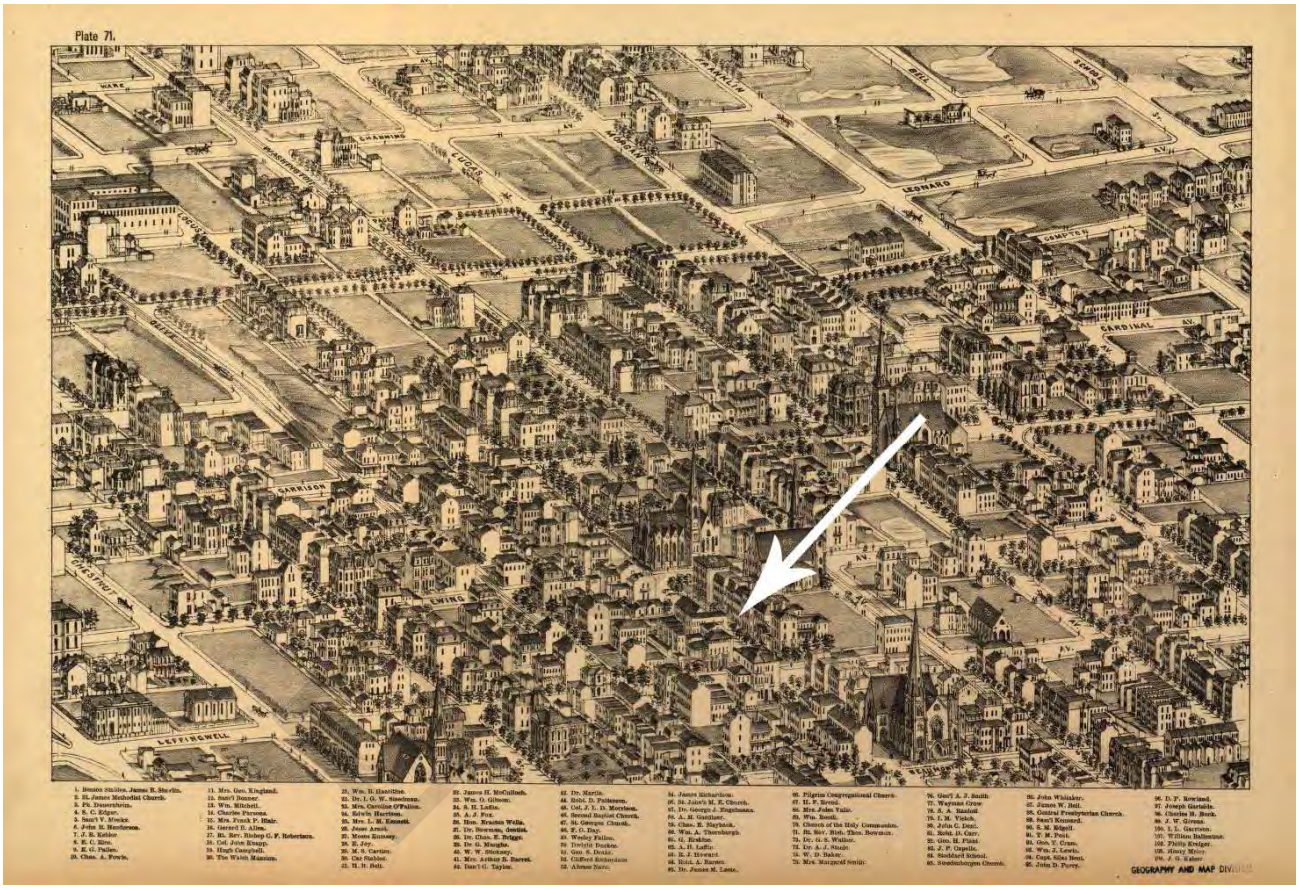

**Figure 3: Locust Street, 1909 (Sanborn Fire Insurance Map, Volume 2, Sheet 29). Note that most of the buildings in this area were residential properties at that time.**

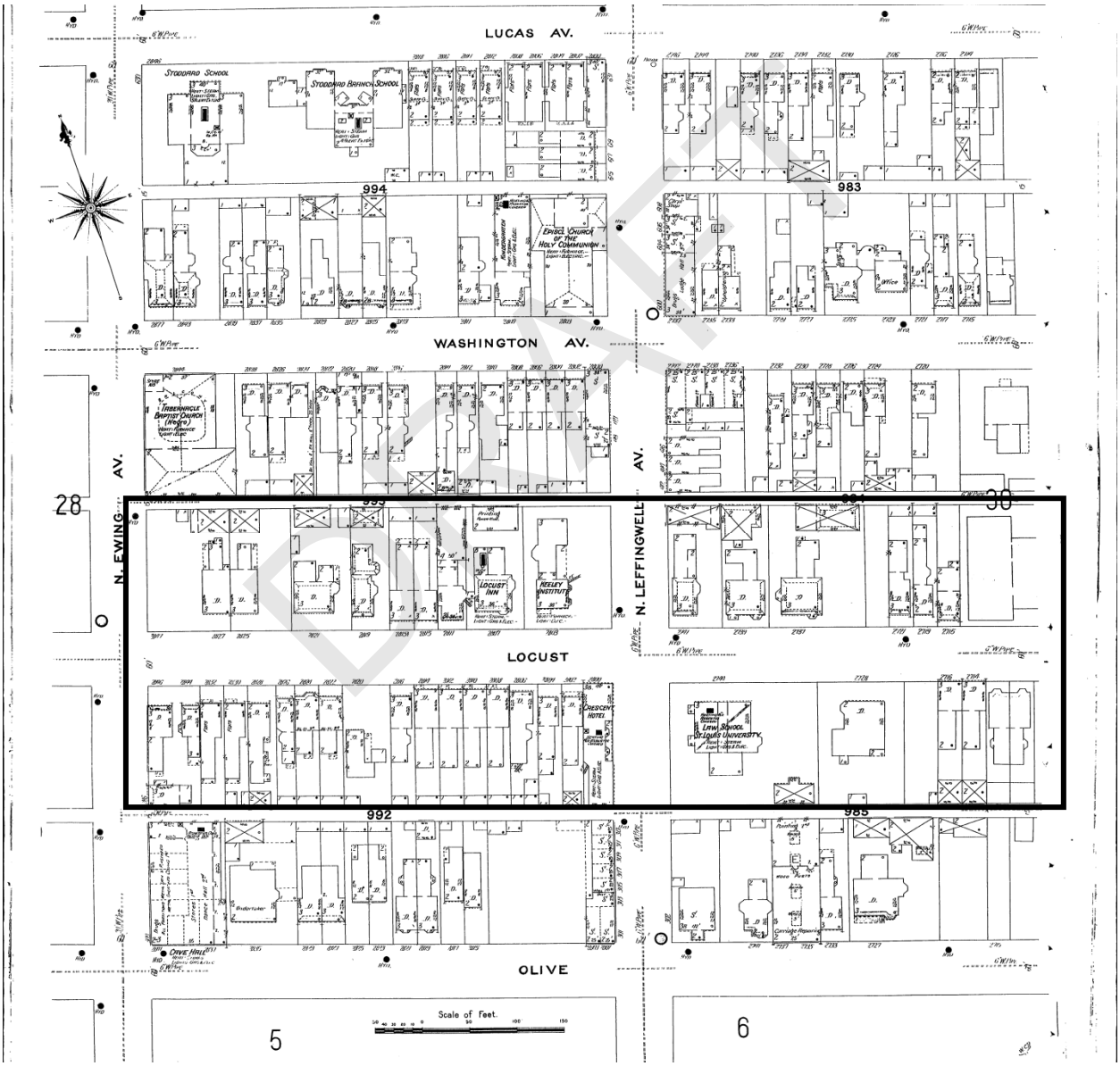

**Figure 4: Locust Street, 1932 (Sanborn Fire Insurance Map, Volume 2, Sheet 30). Locust Street began to take shape as an automobile row in the 1910's. This map from the early 1930's illustrates the transition of the 2900 block for that use.**

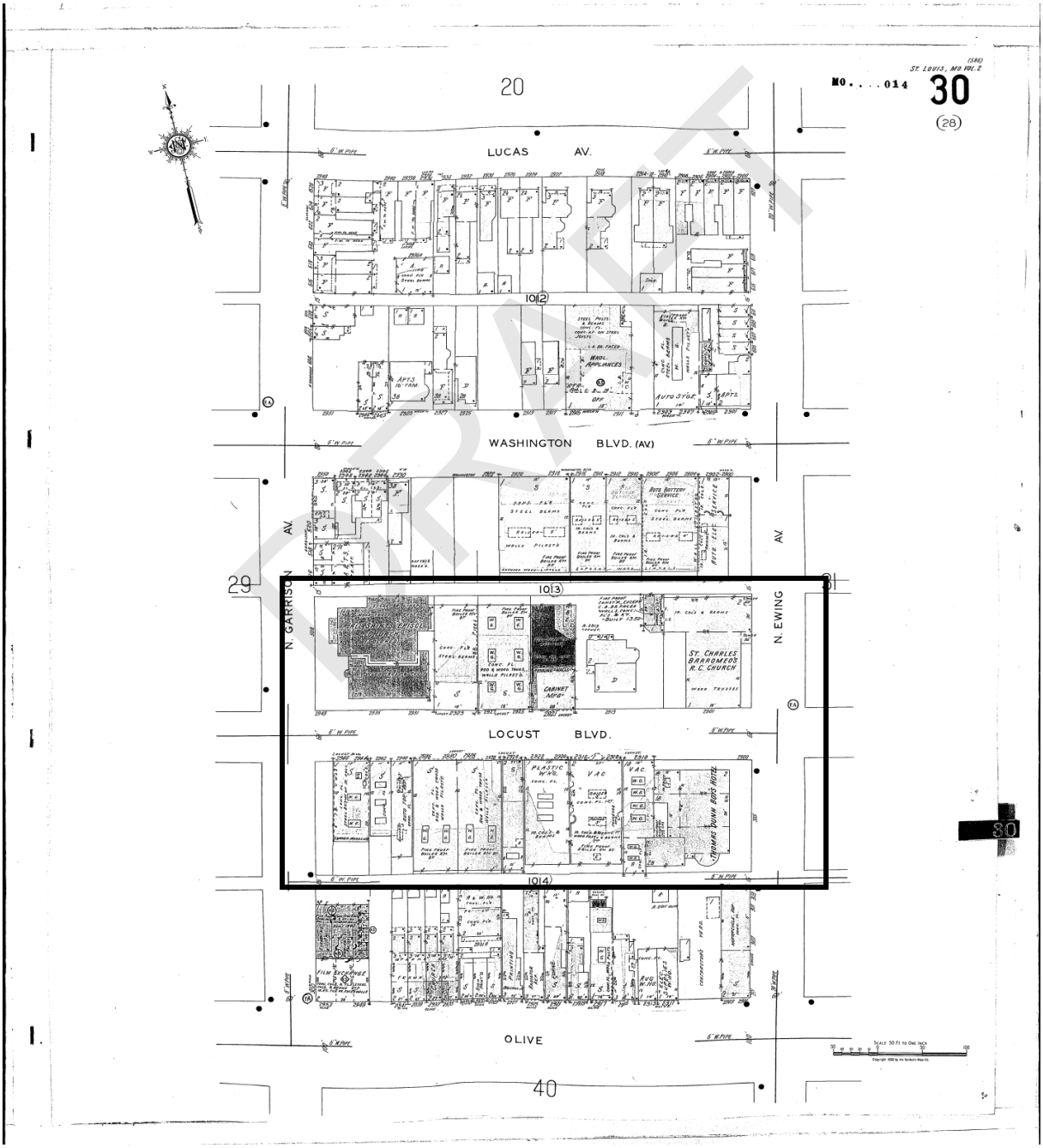

**Figure 5: This article from *Chilton's Motar Age* (7 July 1921), entitled "From 'Little Acorns' – Big Business; Stepping from Curbstone to Modern Sales and Service Buildings History of May Dealrs," illustrates the transition of automobile dealerships from makeshift means to elegant buildings designed to showcase cars.**

THE dealer who looks over this page may see reflected in the illustrations the development and growth of his own business. It was not so long ago that many of our successful automotive dealers were selling cars on the "curbstone" just as the man is doing in the illustration at the top of the page.

From this stage they went to a little more elaborate method of doing business and, perhaps, sold from an institution none other than their own garage in the back yard—just as the man here is doing.

Then followed years of prosperity and beautiful sales and service buildings began to appear on the most prominent boulevards and streets of every city—buildings like those at the bottom of the page.

Briefly, we have traced here the growth typical of many dealers' businesses. In smaller towns there are, perhaps, only one or two such dealers. The larger business centers boast of many. What is true of one town is true of many. The pictures on this page happen to show the business growth of the Lincoln Highway Garage, Valparaiso, Ind.

It is refreshing to retrospect a little and see what has been done. A few years ago service and maintenance work were in their infancy, the flat rate plan was unknown, and machine tool equipment for the garage was just being thought about. Surely the automotive industry has had a remarkable growth. For every picture shown here the dealer probably can substitute one of his own business—that is, if he has been in the big parade.

**Figure 6: 2736-46 Locust Street is the second home of Autocar Sales and Services within the boundary expansion area, constructed in 1922.**

**Figure 7: 2840 Locust Street was used by Universal Tire Company until 1943, when the building was converted for use by Kusel Electric Company.**

**Figure 8: 2814 Locust Street, Cole-Arbrogast Auto Company, view is southeast. The building is an early and good example of an automobile dealership on Locust Street.**

**Figure 9: 2818 Locust Street retains on original garage that provides access to the parking lot and street. Also intact are fenestrations of the original showroom windows (partially filled) on the façade.**

**Figure 10: 2820-24 Locust Street is an excellent example of a Spanish Revival style automobile dealership.**

**Figure 11: 2745 Locust Street was the first building occupied by Autocar Sales and Services within the boundary expansion area. The building was designed by Preston J. Bradshaw and constructed in 1917.**

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**Figure 12: Locust Street Automotive District Map**

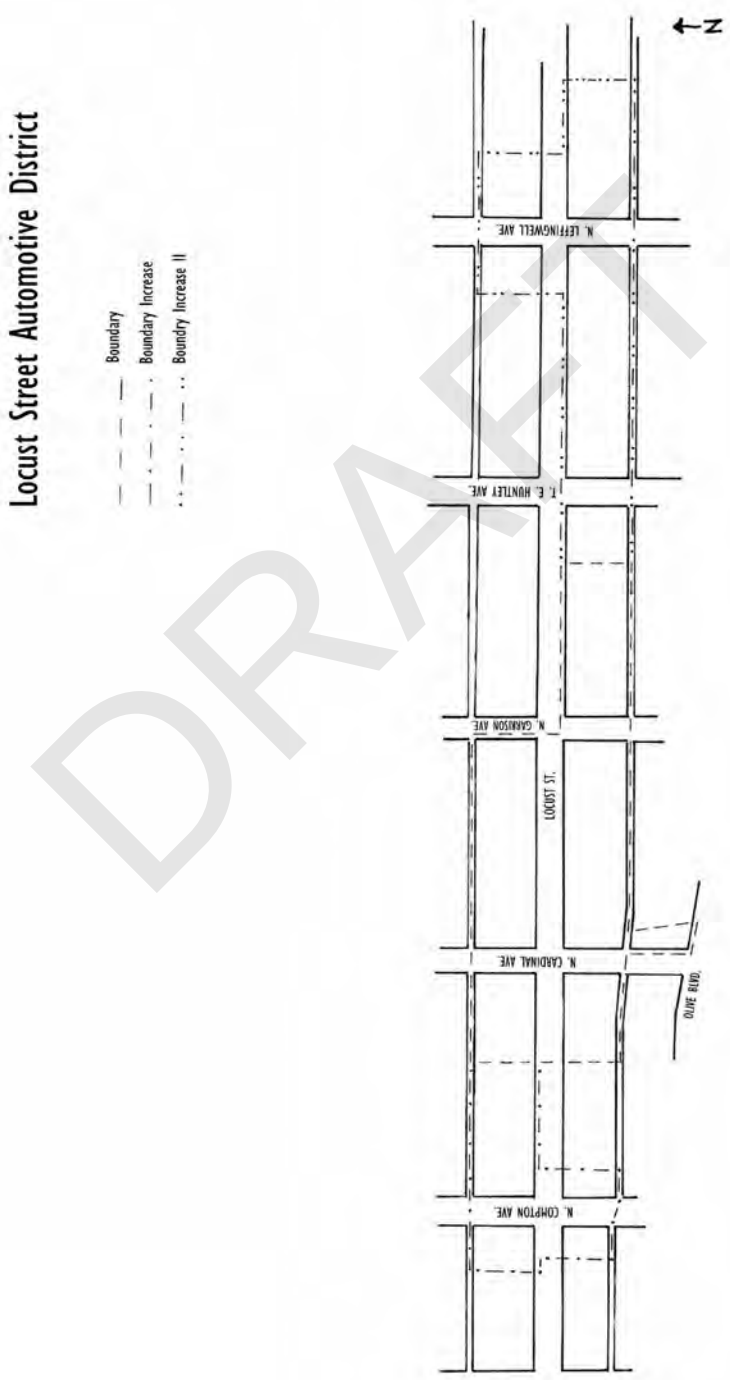


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**Figure 13: Locust Street Automotive District Boundary Increase II Photo Map**

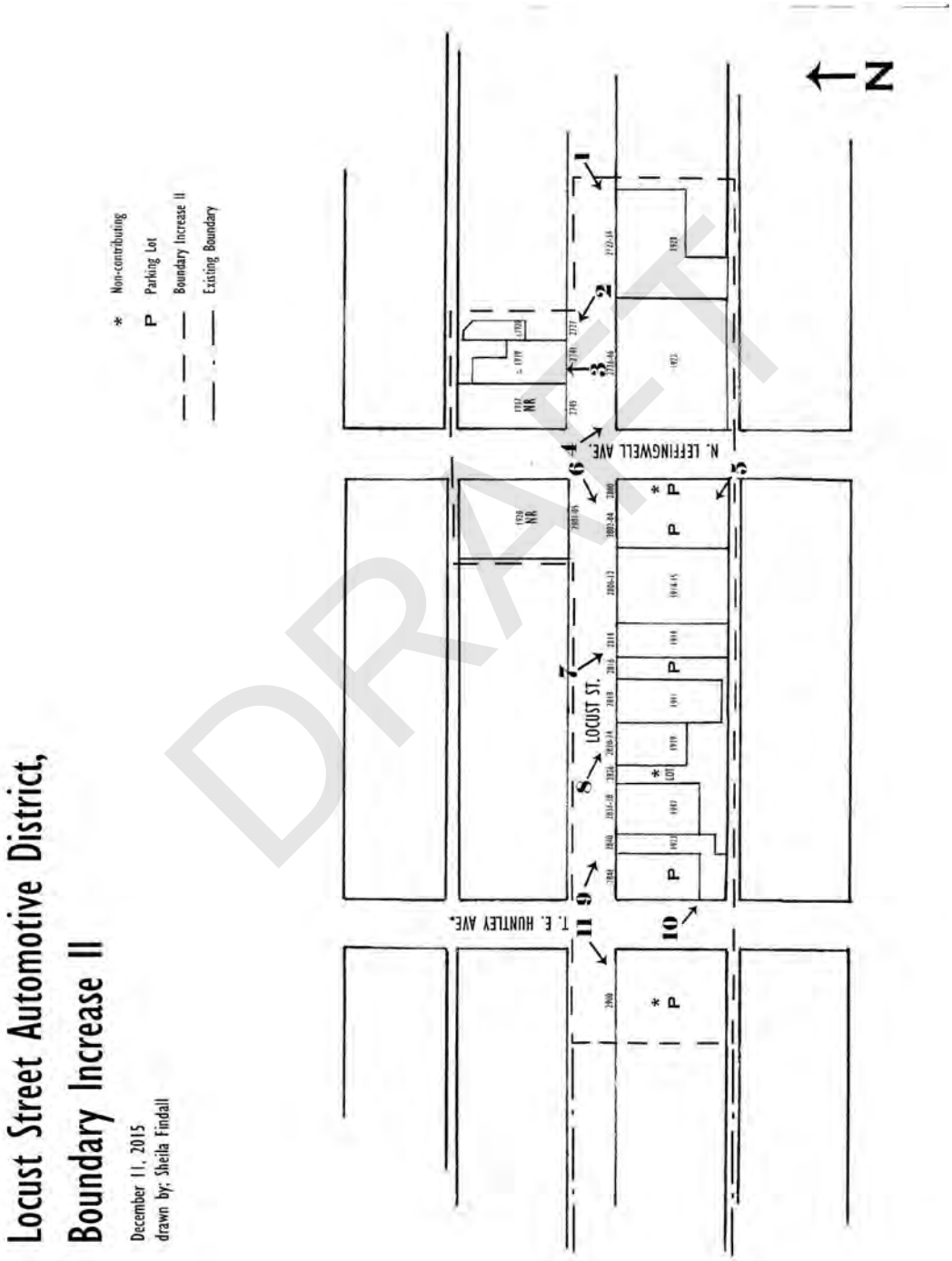

**Figure 14:Google Contextual Map**

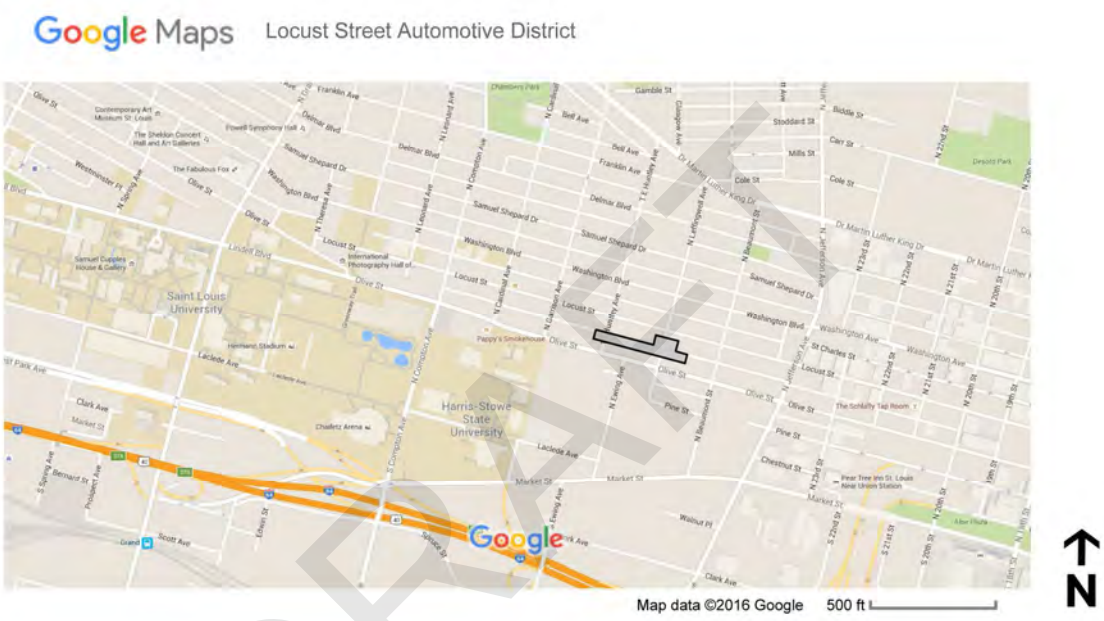


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**Figure 15:Google Map for Latitude and Longitude Coordinates**

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AUTO
REPAIRS
STOP

AUTO
LAWLER & BALTHASAR
AUTO REPAIRS BODY WORK
2741
GVIP
Key Drop
Oil Change
NAPA
AUTOCARE CENTER

at&t
STOP

DRAFT

DRAFT

at&t
SCHMITT

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