

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

**National Register of Historic Places
Registration Form**

1. Name of Property

historic name Lucas Avenue Industrial Historic District

other names/site number N/A

2. Location

street & number Bounded by Washington, Delmar, 20th & 21st Streets [N/A] not for publication

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

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

3. State/Federal Agency Certification

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

Signature of certifying official/Title Claire F. Blackwell/Deputy SHPO

Date

6 July 2000

Missouri Department of Natural Resources
State or Federal agency and bureau

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

Signature of certifying official/Title

State or Federal agency and bureau

4. National Park Service Certification

I hereby certify that the property is:

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

Signature of the Keeper

Date

5. Classification

Ownership of Property	Category of Property	Number of Resources within Property	
		Contributing	Noncontributing
<input checked="" type="checkbox"/> private	<input type="checkbox"/> building(s)	7	0
<input type="checkbox"/> public-local	<input checked="" type="checkbox"/> district		0
<input type="checkbox"/> public-State	<input type="checkbox"/> site	0	0
<input type="checkbox"/> public-Federal	<input type="checkbox"/> structure	0	0
	<input type="checkbox"/> object	0	0
		0	0
		7	0
			Total

Name of related multiple property listing.

N/A

Number of contributing resources previously listed in the National Register.

2

6. Function or Use

Historic Function

INDUSTRY: manufacturing facility

Current Functions

INDUSTRY: manufacturing facility
INDUSTRY: industrial storage

7. Description

Architectural Classification

No Style

Materials

foundation STONE: Limestone
walls BRICK
CONCRETE
roof ASPHALT
other CAST IRON

Narrative Description

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

Lucas Avenue Industrial Historic District
St. Louis (Independent City), Missouri

8. Statement of Significance

Applicable National Register Criteria

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

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

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

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

Criteria Considerations

Property is:

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

B removed from its original location.

C a birthplace or grave.

D a cemetery.

E a reconstructed building, object, or structure.

F a commemorative property.

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

Areas of Significance

INDUSTRY

Periods of Significance

1889-1950

Significant Dates

N/A

Significant Person(s)

N/A

Cultural Affiliation

N/A

Architect/Builder

Groves, Albert B.

Taylor, Isaac

Frank, W.E.

Narrative Statement of Significance

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

9. Major Bibliographic References

Bibliography

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

Previous documentation on file (NPS):

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

previously listed in the National Register

previously determined eligible by the National Register

designated a National Historic Landmark

recorded by Historic American Buildings Survey

recorded by Historic American Engineering Record

Primary location of additional data:

State Historic Preservation Office

Other State Agency

Federal Agency

Local Government

University

Other:

Name of repository: Landmarks Association of St. Louis Inc.

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St. Louis (Independent City), Missouri**

10. Geographical Data

Acreage of Property 3.4

UTM References

A. Zone Easting Northing
15 743000 4279950

B. Zone Easting Northing

C. Zone Easting Northing

D. Zone Easting Northing

[] See continuation sheet

Verbal Boundary Description

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

Boundary Justification

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

11. Form Prepared By

name/title Mary M. Stiritz

organization Landmarks Association of St. Louis date December, 1999

street & number 917 locust 7th Floor telephone (314) 421-6474

city or town St. Louis state Missouri zip code 64101-1413

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

Maps

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

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

Photographs

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

Additional Items

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

Property Owner

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

name _____

street & number _____ telephone _____

city or town _____ state _____ zip code _____

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NATIONAL REGISTER OF HISTORIC PLACES CONTINUATION SHEET

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Lucas Avenue Industrial Historic District
St. Louis [Independent City], Missouri

SUMMARY

The Lucas Avenue Industrial Historic District encompasses seven contributing buildings and two previously listed buildings erected 1889-1928 for manufacturing/commercial purposes. District buildings are located between 20th and 21 Streets within an area of the city west of the central business district that developed historically with light manufacturing. Blocks immediately adjacent, however, now exhibit low building density. Ranging from one to five stories, District buildings are of load-bearing brick or reinforced concrete construction articulated in a straightforward utilitarian style. Overall, the buildings retain a high degree of integrity; alterations have been minor, typically found in reversible changes such as blocked or boarded windows.

ELABORATION

2030-36 Delmar (Photos #1, right; #4, right background): Constructed 1889 for tenant Aug. Gast & Co., lithographers; 2-story red brick building of plank and beam construction; limestone foundation with raised basement windows; flat roof. Shaped brick parapet and pilasters frame Romanesque round arch recessed entry with carved red sandstone capitals and keystone in center bay of 5-bay north (Delmar) elevation; west elevation features corbelled brick cornice above 11 bays of segmentally arched windows along N. 21st Street; segmentally arched regular fenestration on south (alley) elevation which displays 2 loading docks above the raised basement level. Exterior alterations are confined to changes in glazing patterns and filling in some windows with glass blocks, brick, or boarding.

2014-20 Delmar (Photo # 1, left): Listed in the National Register, 1998; Constructed 1895 for the Majestic Manufacturing Co. (stoves); 5-story, buff Roman brick masonry walls; wood plank and beams supported by iron column construction; flat roof with steel sawtooth skylights; first-story stone piers establish 4 wide bays on the primary Delmar elevation; storefront windows (under a metal dentilled cornice) are framed with cast iron from the Koken foundry (St. Louis); brick pilasters terminating in a corbeled brick cornice continue the 4-bay Delmar facade division with a fenestration pattern of triplet openings; subordinate elevations are articulated by segmentally arched regular fenestration; 2 large loading docks on the south elevation open to the alley; at the 4th floor, a bridge of reinforced concrete and brick connects the building to the 1913 Majestic Manufacturing building across the alley (2015-17 Lucas).

2015-17 Lucas (Photo # 2, 2nd from right): Listed in the National Register, 1998; Constructed 1901 (stone foundation and 1st story) and 1913 (upper 4 stories to designs of architect J. H. Lynch) for the Majestic Manufacturing Co.; 5-story red brick walls with plank floors and wood joists resting on steel I-beams and iron columns; flat roof with 2 rows of

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steel sawtooth skylights; rubble limestone foundation with no basement; 1st story on north and south elevations is articulated with small, segmentally arched windows below a corbeled brick cornice; upper 4 floors on all elevations feature large, industrial-type windows with multi-pane steel sash and concrete sills; 4-story fire escape on south elevation; 2 loading docks are on the north (alley) elevation which also features a bridge of reinforced concrete and brick at the 4th floor connecting the building to the rear (south) elevation of 2104-20 Delmar.

2001-09 Lucas (Photo # 2, 1st on right): Constructed 1923 for use as an automotive tire business; 1-story with red brick walls trimmed with off-white terra cotta banding and red brick soldier coursing; flat roof with shaped parapets; both primary (south and east) elevations are articulated by large industrial-style windows with multi-pane steel sash together with wide garage entries which establish 5 bays on Lucas and 9 bays on N. 20th Street. Alterations are confined to bricking-in of a garage-bay entry on Lucas and boarding-up of some windows on the N. 20th (east) and the alley (north) elevations.

2019-25 Lucas (Photos # 2, 3rd from right; #3, foreground): Constructed 1890 for the St. Louis Woolen Mills; 2-story, red brick masonry walls on raised limestone basement; plank and beam construction; 2-story brick pilasters define bays of segmentally arched windows on the south (Lucas Ave.) and the west facades; the Lucas Avenue elevation also features a corbeled brick cornice and a recessed entrance in the center bay marked by a round arch; a loading dock is located on the rear (north) elevation. All windows are boarded or blocked-up.

2031-37 Lucas (Photos # 3, 2nd from right; #4, foreground): Constructed 1899 for Desnoyer Shoe Co. to designs of architect Isaac Taylor (St. Louis); 4-story red brick masonry walls on raised limestone basement; plank and beam construction; banded metal cornice below flat roof; the 4 bays on the Lucas Avenue (south) elevation and 9 bays on N. 21st Street are established by brick pilasters which terminate in segmental arches; tall, narrow windows are grouped in triplets; the main entrance on Lucas is marked by brick molding above a round arch; the rear (north) elevation features regular fenestration of tall, narrow windows headed with segmental arches, and a round-arched loading dock; a small, 2-story boiler building joins the east wall of the principal building; on Lucas street, a bridge connects the 4th floor to the rear elevation of 2035 Washington Avenue; fire escapes (spiral and straight-run) are installed on the west and south facades. A few windows have been closed up with glass block or boarded.

2035 Washington (Photo # 5, right foreground): Constructed 1919 for McElroy-Sloan Shoe Co. to designs of architect Albert B. Groves (St. Louis); 5-story exposed reinforced concrete construction with spandrels faced with buff brick accented with brown headers;

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flat roof above overhanging curved concrete cornice edged with copper banding; a cornice is formed by panels of dark red brick laid vertically; large, wide industrial-style windows with multi-pane steel sash articulate the 4-bay north and south elevations and the 7-bay west (N. 21st Street) facade; entrances are located on Washington and on N. 21st Street; an overhead bridge connects the north (rear) elevation to the building at 2031-37 Lucas. Most of the openings are boarded on N. 21st Street and partially boarded on Washington Avenue.

2021-33 Washington (Photo # 5, 1st from right): Constructed 1928 to designs of W. E. Frank (St. Louis) for mixed-use/restaurant; 1-story masonry clad with white terra cotta; 6-bay primary Washington (south) elevation features a blind balustraded parapet of white terra cotta which masks the flat roof. All openings are boarded except the entrance located in the center bay of the Washington Avenue elevation.

2101-11 Lucas (Photo #6, left): Constructed 1920 for McElroy-Sloan Shoe Co. to designs of architect Albert B. Groves (St. Louis); 5-story exposed reinforced concrete construction with brick spandrels (now painted); raised concrete basement with boarded windows; large, wide industrial-style windows extend 8 bays along the east (N. 21st Street) elevation and fill 6 bays on the south (Lucas street); the upper 4 floors retain original multi-pane steel sash while 1st floor openings have replacement windows. The framing of the entrance on Lucas Avenue is a modern alteration.

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Lucas Avenue Industrial Historic District
St. Louis [Independent City], Missouri

SUMMARY

The Lucas Avenue Industrial Historic District is locally significant under Criterion A in the area of Industry: The activities associated with the District's seven contributing and two previously listed buildings (constructed 1889-1928) illustrate a representative mix of St. Louis's diversified manufacturing base which contributed to the city's position as the nation's fourth largest manufacturing center in 1900 and the eighth largest in 1950. Five District buildings are associated with periods of important growth in two of St. Louis's leading late-19th to mid-20th century industries – the manufacture of shoes and cooking stoves. The successive histories of other properties are linked to a variety of local industries including printing/engraving, electric fans, and World War II defense which contributed to the city's economy. The period of significance is 1889-1950; the closing date (1950) follows the 50 year cut-off.

ELABORATION

During the last four decades of the 19th century, St. Louis's population and industrial wealth showed substantial increase as it climbed from the nation's eighth largest city in 1860 to a position in 1900 of fourth, both in population and in the gross value of its manufactured products. As a railroad center St. Louis stood second only to Chicago. Rail expansion to the west and southwest (Fig. 1) continued to fuel development of the city's commerce and manufacturing, businesses which became major suppliers to the rapidly growing hinterlands west of the Mississippi River. In the post-bellum era, St. Louis's highly diversified light manufacturing and closely associated wholesale houses had established themselves on the northern flank of the Central Business District in a corridor along Washington Avenue beginning at the foot of Eads Bridge, gradually expanding westward from the river. Former residential blocks on Washington, Lucas and adjacent streets gave way to commerce and industry.

On January 24, 1889, the *St. Louis Post Dispatch* reported significant real estate activity in an area around 20th Street and Lucas Place, "the former aristocratic street," where "a great many of the building sites have been purchased during the past few weeks by parties who want to occupy the ground for their business purposes." Other lots in the vicinity were projected as company housing for employees of a large shoe manufacturer which had located nearby. In December 1889, the newspaper described the progress of the emergent industrial district: "light industries and warehouses which are being built in that old section on Lucas and Washington avenues, between Seventeenth street and Jefferson avenue, has created a new demand for that old property.... Its accessibility to the freight depots and advertising advantages are also being recognized for light manufacturing purposes, and the indications are that all the vacant lots will go into the possession of new owners, who will buy for improvement within the next two or three years." The low cost of land compared to parcels closer to the Central Business District

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also figured as a locational factor which influenced the District's development.

The first owner to break ground within the District boundaries was John E. Liggett whose extraordinary success in tobacco manufacturing left profits for speculative investment in real estate and building. In March 1889, Liggett purchased a lot on the southeast corner of 21st and Delmar and began construction of a two-story brick building (Photo #1, foreground) for tenant August Gast & Co., engravers and lithographers who had been looking to relocate from their old plant in the congested riverfront district. Trained as lithographers in their native Germany, brothers Leopold and August Gast had established themselves in St. Louis by 1852 or earlier. The artistic quality of their views of St. Louis and other work (Fig.2) captured the local market and the city's primary trade territory in the west and southwest. By 1885, Gast advertised as the largest lithographic house in the country; the firm then employed 190 persons in St. Louis; another 90 worked in the New York branch. The 1886 incorporation papers describe the extent of the company's activities: general lithography, bank note engraving, blank book printing, binding, engraving and stationery business. By 1900, some 250 employees executed orders at the building at 2030 Delmar where the company remained until 1926.

Within a year after the August Gast company moved into the District, construction began on a two-story brick manufacturing building for Jacob B. Ulrich's St. Louis Woolen Mills Co. at 2019-25 Lucas (Photo # 3, foreground). Ulrich purchased the 88 front foot lot for \$20,000 in August 1890 and the following month took out a building permit for \$10,000. Little is known of Ulrich's woolen mill which city directories indicate operated only through 1896, the year that he sold the building. The enterprise no doubt was a response to St. Louis's increased importance as a market for hides and wool supplied by western states between Nebraska and New Mexico, and an example of contemporary interest in expanding the city's manufacturing base for raw materials. The severe economic depression which beset the nation in the mid 1890s may have contributed to the woolen mill's short life.

At least one local stove industry, the Majestic Manufacturing Co., appeared to escape "all the dark days" of the 1890s financial panic, proudly claiming that "when paralysis was upon the general stove trade, every wheel in the Majestic factory was kept turning, and the entire output was sold to eager buyers from the Atlantic to the Pacific." Founded in 1892 by Lucius Lewelyn Culver, the Majestic Co. first began manufacturing iron stoves in a pre-existing building once located at 2002-06 Delmar (demolished) within the District boundaries. Demand for their product soon required construction in 1895 of a large 5-story brick factory and office headquarters next door at 2014-20 Delmar (Photo #1, left). By 1901, increased business necessitated erection of a large one-story plant across the alley at 2015-17 Lucas which received an additional four floors in 1913 (Photo # 2, 2nd from right). The two buildings (both listed in the National Register, 1998) were connected

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by an overhead bridge. Stove manufacture was a well-established industry in St. Louis before the Civil War due to the availability of coal and iron. By the early 1890s, the city boasted to be the world's largest producer of stoves and cooking ranges, a position it still maintained in the 1920s.

The Majestic Co. set itself apart from the general run of competition by manufacturing a cooking range of superior structural quality and subsequent higher cost which it successfully marketed through an aggressive, innovative sales strategy. The first in the country to develop ranges made entirely of malleable iron and steel treated with an annealing process, Majestic capitalized on the durability of its products which outlasted the conventional cast iron stove which was subject to cracking, warping etc. due to the material of construction. The company gained a substantial share of the market through consumer education in the form of brochures that explained the quality and technique of manufacturing and through demonstrations of the stoves in stores. The firm also broke new industry ground in the approach to selling. Instead of distributing products through wholesale jobbers, Majestic maintained its own fleet of some 2000 highly trained salesmen who educated local dealers in more than 30 states and territories. When the new building opened in 1895 (Fig. 3), the factory was capable of daily producing 150 family ranges; 25 hotel ranges; 50 gas ranges; and "100 of the latest steel and malleable iron 'Owl' wood heaters." While World War II defense needs diverted many manufacturers to military products, Majestic's contract called for production of stoves for use on Victory ships. Among the five local stove companies still in business after the war, only Majestic and Magic Chef expanded into gas ranges in response to consumer desires for greater convenience over coal fueled ranges. Majestic continued production in the Delmar plant until 1951; later in the decade the company was acquired by Universal Match Corp. of St. Louis.

In 1899, construction of the Desnoyers Shoe Co. factory at 2031-37 Lucas (Photo # 4, foreground) brought one of the city's fastest growing industries into the District. Designed by Isaac Taylor, a leading St. Louis architect, the 5-story, \$40,000 building was erected for Desnoyers by 21st Street Realty, owner of both the building and land. The trend toward turning St. Louis from a center of wholesale distribution of eastern-made shoes to a national leader in shoe manufacturing began some two decades earlier in 1878 when Jerome B. Desnoyers in partnership with George Warren Brown and A. L. Bryan organized Bryan-Brown & Co. (later, Brown-Desnoyers), the city's first successful shoe manufactory. Trained in shoemaking in his native Canada, Desnoyers withdrew from the company in 1893 to establish his own shoe company following a common organizational pattern of St. Louis shoe firms wherein employees or partners left parent companies to incorporate independently.

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Desnoyers sold out in 1903 but the factory building continued to serve the shoe industry through a succession of mergers or sell-outs characteristic of the early 20th century era of corporate consolidation; this eased profit-losing competition and hastened expansion among local manufacturers. The Courtney Shoe Co. manufactured in the factory from 1903 to 1909 when Burrow, Jones & Dyer bought out Courtney. The Burrow firm continued two of the Courtney shoe brands, Masterbilt for men and Tom Boy for boys and girls. By 1911, Burrow, Jones & Dyer had introduced a second line of children's shoes, the Billiken, (produced in the Lucas street plant) which followed Brown Shoe Co.'s successful lead into speciality children lines such as Buster Brown.

In the summer of 1914, another corporate merger introduced a new industry name, McElroy-Sloan Shoe Co. (Fig. 4), after Craddock-Terry (a large shoe manufactory in Lynchburg, Virginia) absorbed Burrow, Jones & Dyer, then reorganized and renamed it. McElroy-Sloan became the western branch of the Virginia-based firm; the new company brought together St. Louis and Virginia executives with John W. Craddock, president; St. Louisans W.F. McElroy, vice president, and W. M. Sloan, general manager (both formerly with St. Louis's Hamilton-Brown Shoe Co.); J. T. Dyer (formerly with Burrow, Jones & Dyer) served as secretary. The Lucas Street factory continued to manufacture the Billiken brand children's shoe under the McElroy-Sloan name. Innovative advertising (Figs. 5, 6) became an important sales factor in expanding the important children's shoe line. McElroy-Sloan as well as others devoted "scientific" study to the requirements of the growing foot, creating the round toe to give the foot full play while pleasing the "fancy of childhood" with more attractive shoes that introduced new patterns in the uppers.

Specialization proved to be the wave of the future, the basis of success for St. Louis's shoe industry into the mid-20th century. In addition to the profitable development of children's footwear, St. Louis manufacturers around 1910 entered a new market with promotion and production of "style" footwear for women who desired a lightweight shoe offering greater variety in color and design as skirt hemlines grew shorter. Up to this time St. Louis's general shoe line had catered to the urban laborer and rural population with a conservative, "stout", durable product. By the World War I era, the emergence of the style factor in women's shoes began assuming volume proportions. As with children's footwear, whole factories were reserved for production of women's speciality style shoes in order to facilitate development of expertise in workmanship needed to meet the new requirements.

By the mid-1920s, the style factor also exerted a strong influence on the design of children's shoes, then one of St. Louis's foremost lines. The *Drygoodsman* (Nov.21, 1925) noted:

The children's lines of St. Louis are also established in the trade as leaders. To mention a few of many, the makers of "Billiken," "Poll-Parrot," "Buster

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Brown," and "Red Goose" shoes have done excellent work in developing the children's business into a bigger profit producer by giving their shoes new standards of individuality, sturdiness – and most important of all today, style.

McElroy-Sloan regularly featured Billiken shoes in full-page advertisements which highlighted the new style element (Fig. 7). One ad illustrating the company's District factories (Fig. 8) suggested that all three plants were devoted to the Billiken line but city directories indicate otherwise.

In quick response to the exploding speciality shoe market, McElroy-Sloan constructed two new 5-story factories between 1919 and 1920. Both plants were designed by St. Louis architect Albert B. Groves, a Cornell-trained architect prominent in the field of industrial design. The first building, located at 2035 Washington Avenue (Photo # 5, right), was rushed to completion by mid-November 1919 when it began production of the Billiken children's shoe. Opening of the new plant freed the company to adapt the old factory at 2031-37 Lucas for expansion of a new line of women's "turns" (Fig. 9) for which demand already exceeded supply. The new reinforced concrete factory was designed to accommodate the addition of more stories as conditions might require. As built, the new Billiken factory was capable of producing 4000 pairs daily but a shortage of skilled labor initially slowed full capacity. By May 1920, the foundations were underway for the second plant at the southwest corner of Lucas and 21st Street (2101-11 Lucas, Photo # 6, left.) The *Drygoodsman* announced that the \$250,000 factory would be pushed to completion as rapidly as possible in order to fill increasing orders. City directories show the company's Lifeline brand there until 1927 when the address was listed as the Billiken factory.

In 1927-1928, the Craddock-Terry Shoe Co. discontinued production in St. Louis and sold the three factory buildings within the District which the company then owned: 2035 Washington; 2031-37 Lucas; and 2101-11 Lucas. Two of these former McElroy-Sloan plants gained second lives as contributing members of the local shoe industry. One of the buildings, 2031-37 Lucas, immediately became the home of the St. Louis Braid Co., a shoelace manufacturer; the other, 2101-11 Lucas, awaited the arrival of another shoe manufacturer until 1946. During this interim period of about 20 years (1927-1945), Emerson Electric used 2101-11 Lucas to expand the capacity of their 1920 electric fan and motor factory located nearby at 2012 Washington Avenue (Listed in the National Register, 1986). By the onset of World War II, the manufacture of electrical equipment, a new field in 1890 when Emerson was founded, had grown to be St. Louis's third most valuable industry and the second largest employer. Emerson was the world's largest single manufacturer of fans.

The St. Louis Braid Co., which purchased 2031-37 Lucas in 1927, still remains in operation today (1999) at the same address. The business operated as one of the allied,

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subsidiary firms that served the city's shoe manufacturers by supplying items such as thread, laces, cements, leather, boxes, machinery, and freight trucks. (During the 1920s, the building next door at 2019-25 Lucas also served in this auxiliary capacity as the home of a shoe machinery firm and then a leather goods manufacturer.) When Henry Hebler founded the St. Louis Braid Co. in 1922, no other shoelace factory existed in the Midwest, nor did it face competition as late as 1964. At the time of incorporation in 1923, the factory was located along the riverfront at 800 N. Second Street. Machinery and equipment then on hand (valued at \$7,703.55) included 48 braiding machines. The number of machines eventually increased to 1100 after the company removed to the 5-story Lucas Street factory where an output of 7000 different types of laces in 200 colors answered the ever-changing style needs of shoe manufacturers.

Women's shoes of medium and fine grades became the predominant output of St. Louis factories by the second quarter of the 20th century, reflecting a national trend which witnessed a decline in production of men's shoes and an increase of about 80 per cent in women's shoes after World War I. The mushrooming popularity of varied-styled women's shoes led to the nation's first course in shoe design, inaugurated in St. Louis at Washington University's School of Design in 1945. The city's aggressive push to leadership in style shoes also prompted formation of new St. Louis companies as the city rose by mid-century to rank third in value and volume of production among the country's shoe manufacturing areas. One of these late entries into footwear, Hamilton, Scheu-Walsh Shoe Co, was organized in 1938 through the efforts of C. D. P. Hamilton, Jr., the son of an early St. Louis shoeman. In 1945, the Hamilton company introduced a new women's line, Penaljo, which in the following year began production in the large factory at 2101-11 Lucas (Fig. 10) originally constructed in 1920 for the McElroy-Sloan Shoe Co. The Lucas Avenue plant manufactured the high-styled Penaljo of slip-lasted construction (developed and patented by Hamilton), which the company advertised and sold nationally into the 1980s.

In 1950, St. Louis's population peaked at 856,796 ranking it 8th nationally. With 349 different types of industry offering employment, St. Louis maintained its long-standing proud claim that the highly diversified industrial base made the city stable and balanced, no one line of business producing more than 10 per cent of the city's total output. By mid-20th century many St. Louis industries were dispersing manufacturing to outlying areas where skilled labor and land were in greater supply, among other factors for decentralization. District buildings, however, continued to attract a mix of old and new industries which were representative of the city's diversified industrial pattern. Four buildings remained associated with shoes and stoves, industries dating back to the District's earliest development.

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St. Louis [Independent City], Missouri

Two lots which remained unimproved in 1920 closed the building history of the District. One-story, red brick 2002-09 Lucas (Photo # 2, right foreground) originally housed an automotive tire business when it was built in 1923, and later a trucking company. 2021-33 Washington (Photo #5, far right), a mixed-use, one-story, terra cotta clad building erected in 1928, opened as a restaurant serving the neighborhood work force. During the Depression unemployment relief offices were also located there. By 1950, 2019-25 Lucas (originally built in 1890 for the St. Louis Woolen Mills Co.) had been in service as a steam laundry for five decades. Anchor Steam Laundry purchased the building in 1899; the company incorporated in 1903 as a general laundry business, capitalized at \$100,000 and headed up by John A. Hurster and Rice N. Emerson. The building continued to serve the laundry industry into the 1960s. 2035 Washington Avenue (associated with manufacture of children's shoes in the 1920s) was adapted to use for Pearlstone Printing Co. in 1936 which remained there until the early 1950s. In 1945, St. Louis's 166 printing and publishing industries generated goods valued at more than \$45.5 million, among the top 20 leading industries.

Around 1950 following a post WW II boom, the Gross Chandelier Co. at 2030-36 Delmar hit a peak year of \$500,000 in sales with a payroll of 40 persons, 25 of whom were engaged in chandelier manufacturing. The firm brought a prominent local craft tradition of virtually handmade lighting fixtures when they moved the factory operation to the Delmar building in 1920. At first the company shared space with August Gast & Co., tenants since 1889. Gross purchased the building for its own use in 1927. The company produced both gas and electric fixtures in 1908 when the business was founded by E. L. Gross and four associates. During the 1920s and 1930s business catapulted to a national level when the Gross products were carried in catalogues distributed by local hardware companies. World War II demand for brass stripped the firm of its entire stock of raw material and semifinished products, leaving Gross with a contract to produce aircraft parts for the duration of the war. The company occupied the Delmar building into the mid-1960s.

Today, District buildings house a variety of businesses engaged in manufacturing, automotive repair, storage, and office use. Although urban clearance in recent decades greatly diminished the historic resources in surrounding blocks, the District survives as a small but intact concentration of properties which strongly evokes St. Louis's rich industrial heritage.

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES CONTINUATION SHEET

Section 8 Page 11

Lucas Avenue Industrial Historic District
St. Louis [Independent City], Missouri

FIGURE 1

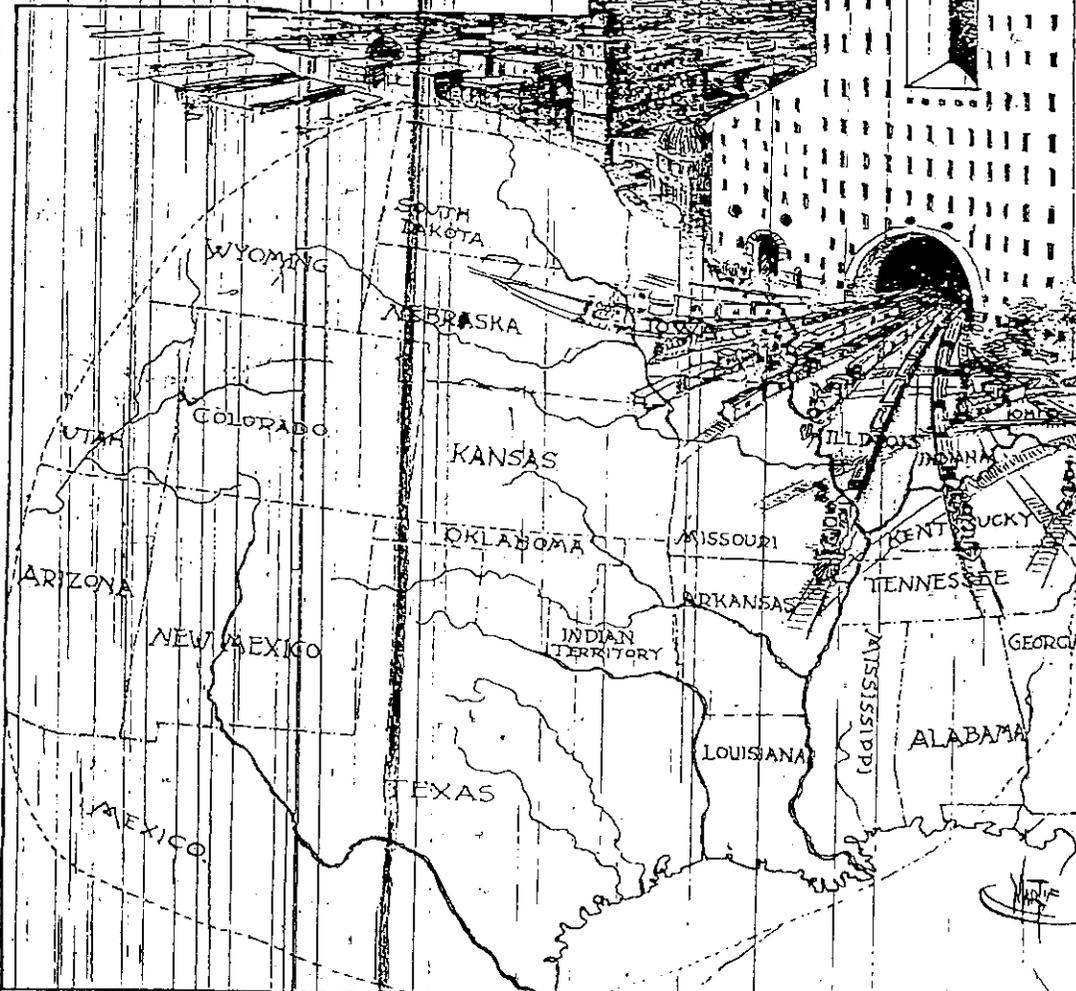
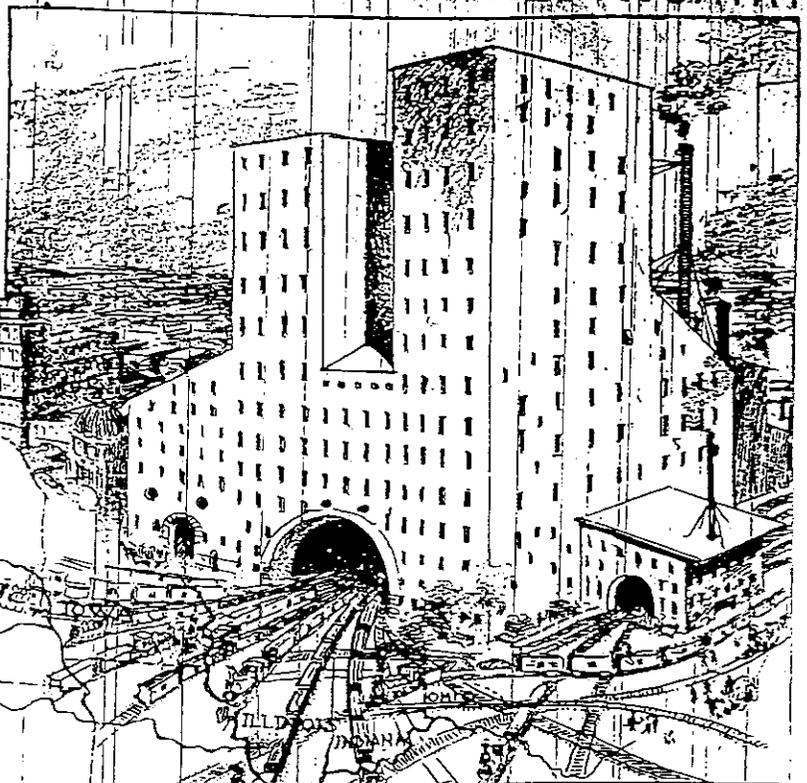
ST. LOUIS POST-DISPATCH—FEBRUARY 26, 1899

ST. LOUIS IS THE GREATEST WAREHOUSE FOR THE GREATEST COMMERCIAL TERRITORY IN THE COUNTRY

Her Wholesale Trade Extended by a Series of Meetings, One of Which Ended Last Wednesday

Men and women with much money were in St. Louis last week. There were 70 of them and they left in the city more than a million and a half of dollars. They were merchants from other States, and they came to the great wholesale houses of St. Louis to buy their spring stocks for their States. This was the first of the merchants' ex-

hibitions that they have held in their city for so long. It is believed that "St. Louis" is not only the warehouse of the greatest commercial territory in the world, but is also the greatest warehouse. Their success in this respect are based upon the achievements of the Interstate Merchants' Associa-



increases every year. Its advance-
ment rapid, but it is constant, and not
in the last few years, the average
growth has been fully 5 per cent. The
city is destined, our merchants are
sure, to become the greatest of all
imperial distributing points. It is the
center of the Mississippi Valley and
the ruler of the South, the West and
great Southwest, and these portions
of the country are to be more fully de-
veloped and more densely populated.

It is impossible to convey an ac-
curate idea of the immensity of a
wholesale business of St. Louis. It
grows until it is one of the most
productive triumphs of the city. The big
Yankee houses and the aggressive Chile
merchants had run for years in terri-
tories which should have belonged to St. Louis.
But there is a new condition of things,
and they will be fortunate if
St. Louis merchants organized a
working together as they are in our
case more than their own. There are
many parts of the United States we
are not as near or nearer St. Louis to
either of the other great distrib-
uting points, and the merchant will trade
the nearest city which has what
wants. There is nothing in the
stocks of New York and Chicago in
the last few years that cannot also be found
in the wholesale houses of St. Louis.

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NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

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Lucas Avenue Industrial Historic District
St. Louis [Independent City], Missouri

FIGURE 2

Aug. Gast & Co.
215, 217 & 219 PINE STREET,
St. Louis.
ALSO AT 20 WARREN STREET, NEW YORK.

ARTISTIC LITHOGRAPHY
AND
STEEL PLATE PRINTING.

Harmonize Finest Work with Lowest Prices.

Largest Lithographic Concern in the United States.
St. Louis employs 190 Hands. New York employs 90 Hands.

Gast & Paul
DIRECTOR OF BANKERS AND ATTORNEYS

BANKERS **REPORTER**

TELEGRAPHIC CIPHER

AUG. GAST, BANK NOTE AND LITHO CO.
AND SOLON W. PAUL,
PUBLISHERS.

ADDRESS COMMUNICATIONS TO
SOLON W. PAUL,
EDITOR.

CABLE: "GAST-PAUL", ST. LOUIS.

DICTATED BY

ST. LOUIS, MAY 6 1895

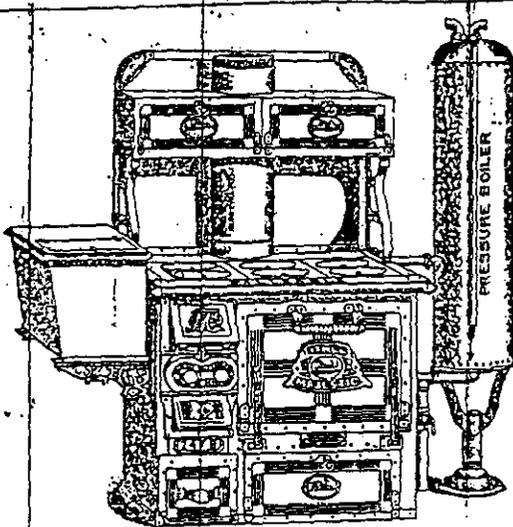
United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section 8 Page 13

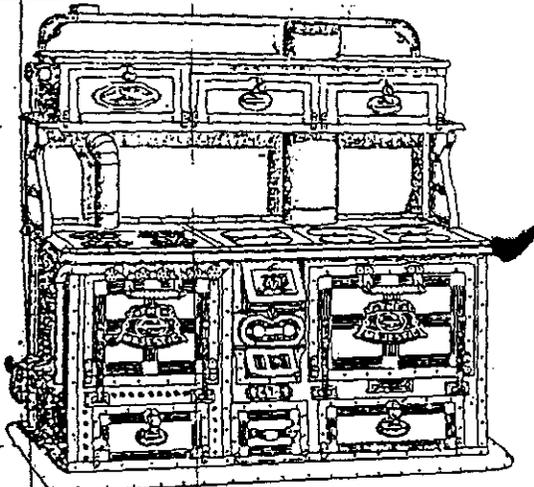
Lucas Avenue Industrial Historic District
St. Louis [Independent City], Missouri

FIGURE 3



MAJESTIC RANGE NO. 247-B.

Supplies hot water for bath and kitchen purposes, and soft, hot water for delicate fabrics and for the toilet. Most city water is unfit for washing silks, laces and delicate fabrics, and we are the first in the world to provide most useful combined attachments. Economical housekeepers say that for this additional improvement to the Majestic the inventor has earned the everlasting gratitude of woman-kind. These connections can only be made with Rankin 211, 214, 217, 224 and 225.



MAJESTIC RANGE NO. 247-G.

is a combination for coal and gas, to be operated separately or together. The Coal Range is fitted with water-front, to supply hot water for bath and kitchen use. Top surface 36 1/2 inches, 48 inches high, 21 inches wide, 21 inches deep, 12 burners high. Upper warming oven, lower plate warmer, hinged ashpan, glassed grates; burners cast or wood, sectional fire lining, base lined with asbestos board. Gas burner has top surface 24 1/2 inches; three single burners, one double. Oven 14 inches wide, 21 inches deep, 12 inches high. Lower broiler with 14 inches wide, 21 inches deep, 7 inches high. Upper roasting oven 14 inches wide, 11 inches deep, 14 inches high. Combined top cooking surface 22 inches wide, 24 inches long. Glass in top allows use of show; the door, one size smaller.

MAJESTIC GAS RANGES.

The pressing demand for something better for cooking than the gas stove induced us to perfect the Majestic Gas Range, which is complete in all its parts. It is proven that it costs no more for gas than for coal with a Majestic Coal Range, which is so little that it scarcely enters into the aggregate of household expenses. It possesses every essential to economical housekeeping.

TO PATRONS AND FRIENDS.

The mention of the name "MAJESTIC" seems to open the way to some of our competitors to intimate—in fact, even to assert—that the Wrought Iron Range Company and the Majestic Manufacturing Company are one and the same—the Majestic selling to dealers, the other to purchasers individually—They covering their connection by separate corporations.

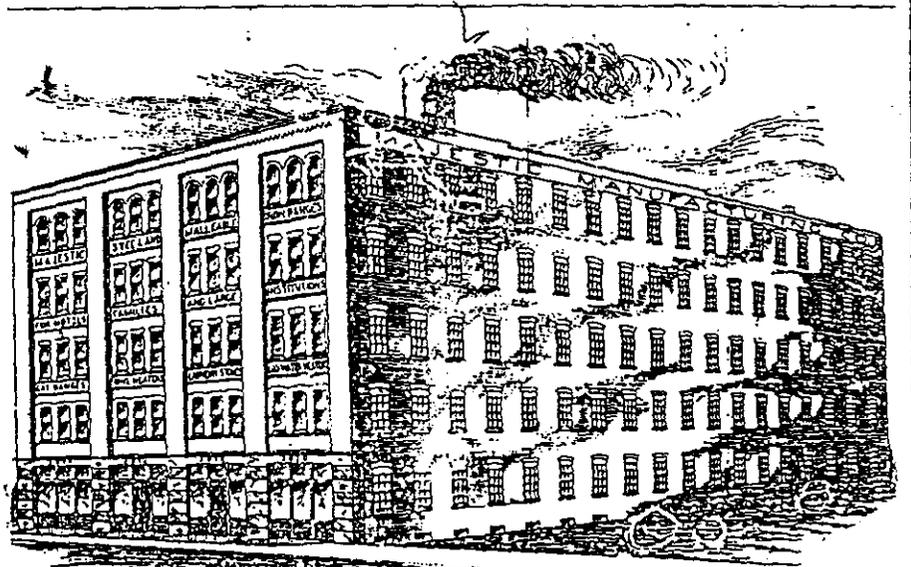
This statement is untrue and unfair to us and to our dealers, and misleading to contemplating purchasers of Steel Ranges. True, the President of the Majestic Manufacturing Company at one time occupied a like position with the other company, but on account of radical differences as to their methods of doing business he withdrew, and since then has had no business connection of any kind or character with them, nor has he owned one dollar of their capital stock, nor do they have any interest in or connection with the Majestic Manufacturing Company.

The two corporations are as separate and distinct as any two corporations in the City of St. Louis. The trade of the Wrought Iron Range Company is directly the opposite to that of the Majestic, and is opposed to the interests of retail dealers in the stove line. They do not sell a range in the City of St. Louis or elsewhere in the trade, except at their standard retail price.

After my withdrawal, being broken in health, I traveled some months, and, gradually recovering, I sought for something to do—something to keep myself and others from idleness, and naturally took up the line with which I was most familiar. I organized the present Majestic Manufacturing Company.

The success of this undertaking is to me a source of great pleasure—not so much on account of the visible profits, as that I have brought the price of the "Steel Range" to within the limit of the pocket of the poor man; and further, in giving and keeping in employment 200 or 300 men, feeding, clothing and schooling two or three times this number of their children during a period of depression the like of which no man can remember.

I started this enterprise with a view, and shall end with the carrying out of its purpose, to make the STEEL AND MALLEABLE IRON RANGE MAJESTIC the very best on earth, and, if it be possible as the years go on, make it better and better for the use of the good woman who most needs such an article. Respectfully,
L. L. CULVER.



THE MAJESTIC MANUFACTURING CO.'S NEW HOME.

The success achieved by the Majestic Manufacturing Company, of this city, is a source of pride to all public-spirited St. Louisans. The name of the Great Cooking Range made by this company is a household word to-day in the homes of America, and the name MAJESTIC is inseparably linked with that of this city. In five years, from a small beginning, this institution has been built up by aggressive but honorable business methods to occupy the first place among manufacturers in this line. The development of this enterprise is a marvellous example of what may be accomplished by the sheer force of business push and sagacity. It is also a most striking commentary upon the value of advertising when connected with an article of merit and universal necessity.

The manner in which the Majestic Manufacturing Company has put the MAJESTIC on the market is a notable departure from the conventional rules of business. A glance back over the four years of the development of this enterprise excites the admiration of every practical business man. Through all the dark days of the panic, when paralysis was upon the general trade, every wheel in the Majestic factory was kept turning, and the entire output was sold to eager buyers from the Atlantic to the Pacific. The momentous success of the business outgrew the limitations of the old plant, and a new six-story factory had to be erected. This great factory, located on the south side of Moran street, between Twentieth and Twenty-first streets, is built to the architecture of St. Louis. It is constructed of brick and cut stone, with a front of rich design of Roman style brick. As a manufacturing it is one of the most complete in the West, because the President of the Majestic Manufacturing Company has brought to the task of arranging its interior the experience of more than 20 years as a maker of cooking apparatus. The new factory will be equipped in August, and has a capacity of 150 family ranges per day, and in addition 25 hotel ranges and their appurtenances. It has ranges, and 100 of their latest steel and malleable iron "Owl" wood heaters. The power and lighting for the factory will be electric. The heating will be done by water. On the first floor 100 feet square will be occupied by handsome offices and sample rooms.

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National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

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Lucas Avenue Industrial Historic District
St. Louis [Independent City], Missouri

FIGURE 4



United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section 8 Page 15

Lucas Avenue Industrial Historic District
St. Louis [Independent City], Missouri

FIGURE 5

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The Drygoodsman and Southwestern Merchant: 19 DEC. 1914

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section 8 Page 16

Lucas Avenue Industrial Historic District
St. Louis [Independent City], Missouri

FIGURE 6

19 DEC. 1914

The Drygoodsman and Southwestern Merchant Saturday

Billiken

*A Five-Room
Apartment
A Room for
Every One*

**The
Billiken**
The Modern SHOE-
The SHOE With All The Comforts

B-I-L-L-I-K-E-N SPELLS BUSI-
NESS. Only three years ago we in-
troduced this wonderful product of
the shoemaker's art. We now have
them planted in the best stores from
New York to California, and every-
where they go they create a sensa-
tion.

Billiken shoes are the best looking,
most comfortable, and most du-
rable children's fine shoes ever de-
signed, and, during the formative
period, are the best insurance
against future foot troubles of grow-
ing children. Truly nature's cover-
ing.

Where you once show a Billiken
shoe to a mother, you have made
a sale.

Write or wire today for Billiken Booklet, or sales-
man, and start your Child's Shoe Department on
the Road to Success.

B-I-L-L-I-K-E-N SPELLS BUSINESS!

McElroy-Sloan
Shoe Company
St. Louis.

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section 8 Page 17

Lucas Avenue Industrial Historic District
St. Louis [Independent City], Missouri

FIGURE 7

SOUTHWEST
**MERCHANT
ECONOMIST**
and DRYGOODSMAN

Volume 54

St. Louis, Mo., March 13, 1926

Number 9



The Billykids at the
St. Louis Zoo



**Billiken
Shoes**
REG. U.S. PAT. OFF.

—they're different

THE NEW BILLIKENS
with their style, snap and
beauty have swept the country
from coast to coast. Retail sales
are increasing rapidly because
of the fame of the NEW
BILLIKENS

"The Shoe the Child Outgrows"

Newest and Smartest Styles
Available in New Billikens

At-Once Shipment

A Line to Us
Will Bring the Line to You

Made Only by
McElroy-Sloan
Shoe Company



United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section 8 Page 18

Lucas Avenue Industrial Historic District
St. Louis [Independent City], Missouri

FIGURE 8

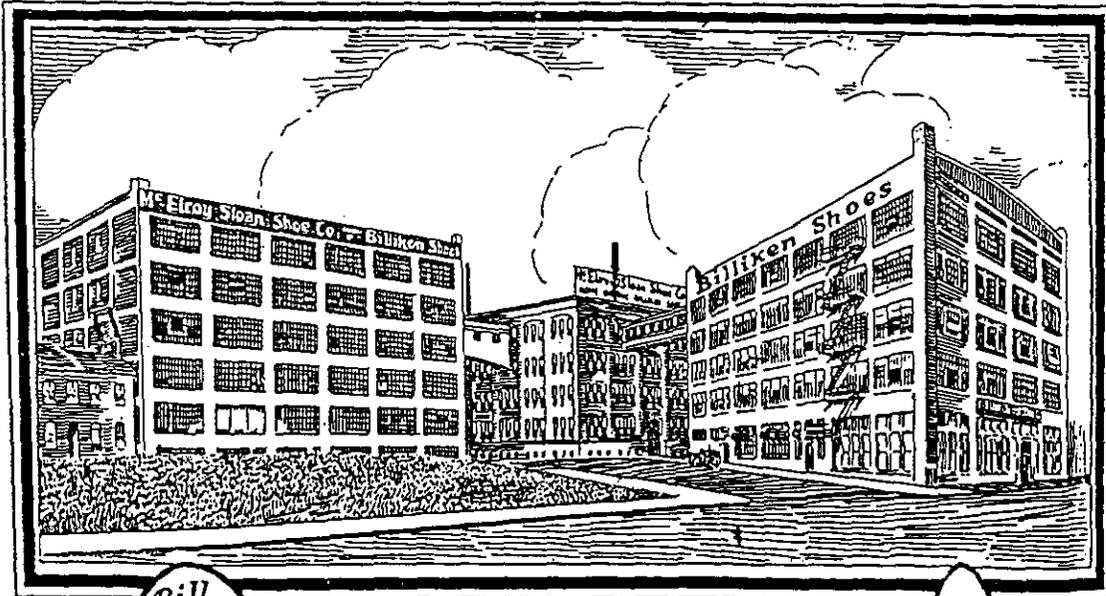
172

MERCHANT-ECONOMIST AND DRYGOODSMAN

August 1, 1925



The Pioneer Put Style in



Billiken Factories
St Louis
Capacity
9000 pairs daily



United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section 8 Page 19

Lucas Avenue Industrial Historic District
St. Louis [Independent City], Missouri

FIGURE 9

5 APRIL 1919
The Drygoodsman and Southwestern Merchant



Shoes of LUXURY for
Women of FASHION

QUALITY, which we always endeavor to
attain, is our first and last object.

We have just put in a new line of Ladies' Genuine Hand-Turned Shoes, which are the last word in Quality. These are hand-made shoes, as they are hand-lasted, hand-turned and practically hand-finished. They are the most beautiful shoes which have ever been put on the American market. The long, graceful Billie Burke last, the beautiful heels, the perfect edge trimming, the superior bottom finishing, the lasting and the patterns, are all that experienced, skilled shoe-craft can produce. The soles on these shoes are 9½ to 10 irons thick. Nearly all turned shoes have soles that are only 7½ to 8½ irons in thickness. You will, therefore, find much more wear in these soles than in most shoes. In fact, not only are these shoes the dressiest, classiest, most luxurious shoes which we have ever seen, but your customers will come back to you and tell you the soles wear better than any soles which they have ever had.

We are doing the utmost to make McElroy's Turns the best shoes that can be produced. People all over the country want turned shoes. Good turns have been hard to get, because they are hard to make, and many manufacturers have quit making them because they are not as easy to make as some other shoes. We specialize on these wonderful shoes and manufacture the best that are made. Send us your order on McElroy Turns for Fall delivery and you will build up a handsome business on these beautiful shoes.

FIGURE 9

2950—Lds. McElroy's Turn, Brown Kid
8½ inch Polish, ¾ Foxed, Plain Toe,
Turn, 19, 6 Leather Louis Heel, Fashion
Show Last, 2½-8 AA to D. \$7.50
2951—Same in Black Kid \$6.00
For Fall Delivery Only

McElroy-Sloan
Shoe Company

MANUFACTURERS

ST. LOUIS, U. S. A.

United States Department of the Interior
National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section 9 Page 20

Lucas Avenue Industrial Historic District
St. Louis [Independent City], Missouri

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United States Department of the Interior
National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section 10 Page 21

Lucas Avenue Industrial Historic District
St. Louis [Independent City], Missouri

Verbal Boundary Description

The boundary of the Lucas Avenue Industrial District is shown as the heavy broken line on the accompanying map entitled "Boundary Map."

Boundary Justification

Boundaries on the north, south, east, and west were determined by vacant land or the lack of sufficient building density.

N. 22ND

BOUNDARY MAP: LUCAS AVENUE INDUSTRIAL DISTRICT

ST. LOUIS (INDEPENDENT CITY) MO.

- ▬ NOMINATED TO THE NATIONAL REGISTER
- LISTED ON THE NATIONAL REGISTER
- DATE OF CONSTRUCTION + OCCUPANTS
- ⊙ PHOTO ANGLE + NUMBER

WASHINGTON

CB2007



605

2107-11

1920

SHOES
EMERSON ELECTRIC

CB938

703

N. 21ST



2035

1919
SHOES
PRINTING

608

2037
2031

1899
SHOES
ST. LOUIS BRAID CO.

718

1889
A. GAST - LITHOS
GROSS CHANDELIER

2021-32

1928
RESTAU-
RANT

2019-25
2015-17

1890
ST. LOUIS
WOOLEN MILLS
ANCHOR LAUNDRY

CB939

1895
MAJESTIC
STOVE

2030-34-36
2014-20

DELMAR



CB2006

LUCAS

2009

1913
MAJESTIC
STOVE

1923

AUTOMOTIVE

THE PREPARATION OF THIS MAP WAS FINANCED WHOLLY THROUGH A GRANT FROM THE DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT AND THE COMMUNITY DEVELOPMENT AGENCY UNDER THE PROVISIONS OF TITLE I OF THE HOUSING AND COMMUNITY DEVELOPMENT ACT OF 1974 (P.L. 93-383).



0' 50' 100'



N. 20TH

LANDMARKS ASSOCIATION OF ST. LOUIS, INC.
ST. LOUIS, MISSOURI DECEMBER 1999
FOR THE COMMUNITY DEVELOPMENT AGENCY



741 12 280 000 FEET (ILL.) 12' 30" 744 745

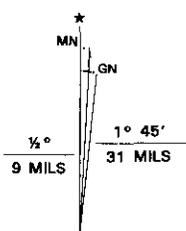
SCALE 1:24 000

States Geological Survey
Corps of Engineers

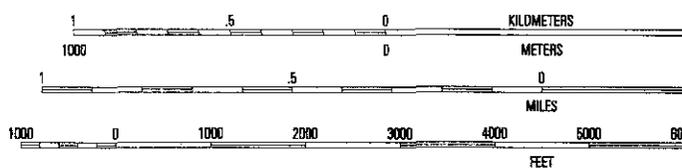
1930 and 1933. Revised from
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1954 survey control current as
Contours not revised
Dashed planimetry are dashed

1983 (NAD 83). Projection and
Transverse Mercator, zone 15
(west zone) and Missouri (east zone)

1927 (NAD 27) is shown by dashed
shift between NAD 83 and NAD 27
obtainable from National Geodetic



UTM GRID AND 1996 MAGNETIC NORTH
DECLINATION AT CENTER OF SHEET



CONTOUR INTERVAL 10 FEET
SUPPLEMENTARY CONTOUR INTERVAL
NATIONAL GEODETIC VERTICAL DATUM

Contours within the boundaries of
contours shown on this map

Lucas Ave. Industrial Historic District
St. Louis, MO [Independent City]

Zone 15

NORTHING: 4279760
EASTING: 743500

FOR SALE BY U.S. GEOLOGICAL SURVEY, DENVER, COLORADO
ILLINOIS GEOLOGICAL SURVEY, CHAMPAIGN
AND DIVISION OF GEOLOGY AND LAND
MISSOURI DEPARTMENT OF NATURAL RESOURCES,
A FOLDER DESCRIBING TOPOGRAPHIC MAPS AND SYMBOLS

- 1 - 2030-36 DELMAR, right
2014-20 OEL
LUCAS AVE INDUSTRIAL DISTRICT
- 2 - ST. LOUIS (INDEP. CITY) MO
- 3 - MARY STIRITZ
- 4 - NOVEMBER 1999
- 5 - LANDMARKS ASSOC. OF ST. LOUIS
- 6 - CAMERA facing southeast
- 7 - # 1

5A-6



- 1- Northside 2000 block LUCAS
2001-09 foreground
LUCAS AVE INDUSTRIAL DISTRICT
- 2- ST. LOUIS (Indop. City) MO
- 3- MARY STIRITZ
- 4- November 1999
- 5- LANDMARKS ASSOC OF ST. LOUIS
- 6- CAMERO facing Northwest
- 7- # 2



- 1- Northside 2000 block Lucas
2019-25 foreground
Lucas Ave Industrial District
- 2- St. Louis (Indep City) MO
- 3- MARY STIRITZ
- 4- November 1999
- 5- LANDMARKS Assoc. of St. Louis
- 6- Camera facing Northwest
- 7- #3

9A-10



- 1- Eastside 700 block N. 21st
2031-37 LUCAS, foreground
LUCAS Ave Industrial District
- 2- St. Louis (Indep City) MO
- 3- MARY STIRITZ
- 4- November 1999
- 5- LANOMARK'S ASSOC. of St. Louis
- 6- camera facing northeast
- 7- # 4

49 5



- 1- Intersection, Washington & N. 21st St.
2035 Washington on NE corner
LUCAS AVE. INDUSTRIAL DISTRICT
- 2 - St. Louis (Indep. City) MO
- 3 - MARY STIRITZ
- 4 - November 1999
- 5 - LANDMARKS ASSOC. of St. Louis
- 6 - CAMERA facing Northeast
- 7 - # 5

4-2



- 1- 2101-11 Lucas, left
LUCAS AVE INDUSTRIAL DISTRICT
- 2- ST. Louis (Indep City) MO
- 3- MARY STIRITZ
- 4- November 1999
- 5- LANDMARKS Assoc. of St. Louis
- 6- CAMERA facing North
- 7- # 6

copy

