

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

**National Register of Historic Places  
Registration Form**

**1. Name of Property**

historic name Roberts Chevrolet (preferred)

other names/site number Pope-Hartford Motor Car Company; Milner Chevrolet; Delmar School; Henry W. Wheeler School; Delko Garage Co; Milbur Motor Mart; Downs Auto Co.; West End Motor Sales Co; Patrick J. Kellebar Garage; Jacob Greenspon Garage; Goodloe Motor Company; O.L Miles Motor Co.; Weber Motor Co.; Arnell Garage; Greer Sign Advertising; Chic Bonnet Shop; New System Millinery Shop; Louis Berstein Shoe Repair Co.; Edwards Service Garage; Delmar Garage; Joseph Bromberg Milliner; AAA Awning and Shade Co.; Pioneer Trailer Coaches, Inc.; Forest Oldsmobile Co.; Hamilton Insurers, Inc.; Ralph F. Curry, CPA

**2. Location**

street & number 5875-91 Delmar Boulevard [N/A] not for publication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 63112

**3. State/Federal Agency Certification**

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

*Mark A. Miles* Signature of certifying official/Title Mark A. Miles/Deputy SHPO *MAY 15, 2007* Date

Missouri Department of Natural Resources  
State or Federal agency and bureau

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

\_\_\_\_\_  
Signature of certifying official/Title

\_\_\_\_\_  
State or Federal agency and bureau

**4. National Park Service Certification**

I hereby certify that the property is:	Signature of the Keeper	Date
<input type="checkbox"/> entered in the National Register See continuation sheet [ ].	_____	_____
<input type="checkbox"/> determined eligible for the National Register See continuation sheet [ ].	_____	_____
<input type="checkbox"/> determined not eligible for the National Register.	_____	_____
<input type="checkbox"/> removed from the National Register	_____	_____
<input type="checkbox"/> other, explain See continuation sheet [ ].	_____	_____

Roberts Chevrolet  
St. Louis (Independent City), Missouri

**5. Classification**

**Ownership of Property**

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

**Category of Property**

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

**Number of Resources within Property**  
Contributing      Noncontributing

\_\_\_\_\_ 1 \_\_\_\_\_ buildings  
 \_\_\_\_\_ sites  
 \_\_\_\_\_ structures  
 \_\_\_\_\_ objects  
 \_\_\_\_\_ 1 \_\_\_\_\_ Total

**Name of related multiple property listing.**

Historic Auto-Related Resources of St. Louis  
[Independent City], MO \_\_\_\_\_

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

0 \_\_\_\_\_

**6. Function or Use**

**Historic Function**

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

**Current Functions**

VACANT/NOT IN USE \_\_\_\_\_  
 WORK IN PROGRESS \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**7. Description**

**Architectural Classification**

MODERN MOVEMENT \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**Materials**

foundation CONCRETE \_\_\_\_\_  
 walls BRICK \_\_\_\_\_  
 STONE/limestone \_\_\_\_\_  
 roof ASPHALT \_\_\_\_\_  
 other \_\_\_\_\_

**Narrative Description**

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

**Roberts Chevrolet  
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**

COMMERCE

ARCHITECTURE

**Periods of Significance**

1910-1957

**Significant Dates**

1910

1947

**Significant Person(s)**

N/A

**Cultural Affiliation**

N/A

**Architect/Builder**

Nolte, Edward F., architect (1910)

Hesse, J.D., architect (1910)

Bradshaw, Preston J., architect (1947)

**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: \_\_\_\_\_

\_\_\_\_\_

Roberts Chevrolet  
 St. Louis (Independent City), Missouri

**10. Geographical Data**

**Acreeage of Property** less than 1 acre

**UTM References**

A. Zone	Easting	Northing	B. Zone	Easting	Northing
15	735870	4281735			

C. Zone	Easting	Northing	D. Zone	Easting	Northing

[ ] See continuation sheet

**Verbal Boundary Description**

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

**Boundary Justification**

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

**11. Form Prepared By**

name/title Ruth Keenoy, Karen Bode Baxter and Timothy P. Maloney

organization Karen Bode Baxter, Preservation Specialist date April 3, 2007

street & number 5811 Delor Street telephone (314) 353-0593

city or town St. Louis state MO zip code 63109

**Additional Documentation**

Submit the following items with the completed form:

**Continuation Sheets**

**Maps**

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

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

**Photographs**

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

**Additional Items**

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

**Property Owner**

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

name Delmar School, LLC c/o Joe Edwards

street & number 6504 Delmar Boulevard telephone (314) 727-0110

city or town St. Louis state MO zip code 63130

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

**National Register of Historic Places**  
**Continuation Sheet**

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**Roberts Chevrolet**  
**St. Louis (Independent City), MO**  
**Historic Auto-Related Resources of St. Louis (Independent City, MO)**

**Narrative Description**

**SUMMARY**

Constructed in 1910, Roberts Chevrolet was significantly altered in 1947 with a new façade and interior remodeling designed by noted St. Louis architect, Preston J. Bradshaw. What is now a distinctive early Modern building, Roberts Chevrolet is a two story, flat roofed, brick automotive showroom with a smooth limestone veneer on the façade. It is situated at 5875-5891 Delmar Blvd. in St. Louis (Independent City), Missouri on the north side of Delmar midblock between the cross streets of Hamilton Boulevard (west) and Goodfellow Boulevard (east). Beginning about three blocks east of this building, one to three story commercial buildings abut the public sidewalks, extending past the St. Louis city limits into the University City suburb nearly to Big Bend, forming one of the larger early twentieth century commercial districts in the metropolitan area. Originally consisting of two commercial buildings, which were utilized as an automobile garage and multi-tenant commercial building, the redesigned Roberts Chevrolet building has many distinguishing characteristics, most of which remain intact, such as decorative stacked square panels near entries and Art Deco influenced light fixtures. The building's appearance, with its large display windows and garage entry doors, clearly illustrates that it was used as an automobile dealership. Although steel windows are boarded at the second story, these remain intact behind plywood panels. Lower level entries that were enclosed for security still retain original framing and masonry openings. On the interior, the building retains the large showroom area across the front, the second floor offices, the large freight elevator, as well as the large garage service bays which also help identify it as an automotive dealership building. The property exemplifies and meets the registration requirements for the "Automotive Dealerships and Retail Businesses" property type as described in the Multiple Property Documentation Form (MPDF) entitled "Historic Auto-Related Resources of St. Louis [Independent City], MO."

**EXTERIOR**

The property at 5875-91 Delmar Boulevard is a two-story, flat roofed brick building that served for many years as an automobile dealership. The property originally consisted of two buildings constructed in 1910 – a tall, one-story brick garage at 5875-81 Delmar (east) and a two-story brick commercial/multi-use building at 5883-91 Delmar (west). When the property was joined as a single tenant building, it retained the same floor space. In 1947, across both buildings, an ashlar limestone veneer façade replaced the former brick storefront appearance of the 1910 building(s). At the street level (facing Delmar Boulevard), the south/primary elevation retains garage bays and the original 1947 entries, including the recessed main entry, but some have been covered or have replacement doors and the display window openings have been infilled with concrete panels within the original openings. These alterations took place around 1970 when the building was converted for use as a public high school, more to camouflage its automotive design rather than to make substantive, structural changes to the building.

The south (primary) façade is divided into three primary bays with a stepped parapet on the smooth limestone façade and a series of horizontal window openings on the second floor level, three in the west bay, one large opening in the middle bay and six in the east bay (with the one at the east end being wider). Windows within the

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Roberts Chevrolet  
St. Louis (Independent City), MO  
Historic Auto-Related Resources of St. Louis (Independent City, MO)

## Narrative Description (continued)

upper façade level have been covered by plywood panels but are intact with original framing behind the coverings. Concrete window sills are also intact. The windows are steel hopper design. The center façade windows have four horizontal lights in each of the five openings. Flanking windows have a varying number of clustered window units separated by steel mullions.

On the first floor, the central bay retains the deeply recessed rectangular entry opening offset to the east side of the bay which is flanked by very wide display window openings that are currently blocked in with concrete panels. To the west is a simple door opening with the address visible above this entry bearing aluminum numerals, "5887" and with a decorative limestone pier west of the door consisting of a series of stacked square embossed panels. Similar panels flank window openings at the first-floor level of the primary elevation as well as highlight the main recessed entry. Extending over the pier by the west doorway to cover both display windows and the main entry is a horizontal band covering the area that originally had a projecting sign canopy for Roberts Chevrolet. The east end of the façade retains a single door entrance with a beveled concrete surround and six-panel door. Above the entry are an original set of aluminum numbers "5875" and an original deco light fixture. West of the single door bay is the overhead garage bay opening added to the property in 1950. The garage bay has a replacement steel door.

The west elevation extends north in three staggered sections, each progressively recessed. The west (side) elevation is partially clad with concrete where it connects to the new limestone veneer on the façade and the remaining brick wall has been painted. Visible at the south end of the west elevation are a single door entry and an enclosed window opening. The north side of this first stepped bay retains a single door and three arched window openings at the first-story level. All of these openings are infilled with brick. The upper floor has three square/rectangular window openings that are also infilled with brick. Adjacent to these former openings, the building extends north a few feet and this section of the property was used as an oil storage area. The north side of this bay has hollow-core tile walls, paired steel doors at the lower level, and a single window (enclosed) at the second story level. The third section or bay of the west elevation retains multiple upper and lower level arched windows, most of which have been enclosed, but many of the two over two (horizontal light) double hung sashed windows are still intact behind these boarded openings, especially on the second floor (a modern window treatment added in the 1947 renovation). There is a half-story shed wing at the first-story level. Also at the first-story is an arched single door entry near the north end of the elevation. The entry bay has been partially infilled to fit a modern door. Directly to the south of this door is a sliding wood panel garage door that is now fixed in place.

The north (rear) elevation, which faces the alley that parallels Delmar Boulevard, mirrors changes featured at the west elevation. Arched doors and windows have been enclosed with brick, concrete, and concrete blocks, but some of these windows are still intact behind the boarded openings. The stepped parapet of the north elevation is capped with clay coping tiles. Behind the parapet, the frame penthouse for the freight elevator shaft is visible.

The east (side) elevation has no fenestration and is bordered by a paved parking lot on the adjacent property.

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Roberts Chevrolet  
St. Louis (Independent City), MO  
Historic Auto-Related Resources of St. Louis (Independent City, MO)

Narrative Description (continued)

INTERIOR

The former showroom area is situated on either side of the deeply recessed main entry and extends back two bays deep. When converted as a school, this section of the building remained relatively unaltered and was used as a shop area. Behind and to the east, the remaining east half of the first floor served as a large garage that retains an open plan with a concrete floor, concrete block and brick walls, and dropped fluorescent lighting. Steel columns support the roof which is uncovered, featuring steel trusses. The north (rear) wall has steps leading to a solid single door which exits to the alley. This area retains an overhead track door at the east end of the façade and it was unaltered by the school board except to block the large rear window bays so that it could be utilized as a gymnasium. The west half of the building is divided into multiple rooms, some of which are the modifications done by the school board for its use in 1970, including a large restroom. To the west of the storefront, the room next to the façade had another display window and appears to have been utilized as another showroom. In the back there is another large open room that appears to have been used by the school as a cafeteria. Behind this room is a wide ramped driveway extending from the west garage door to the service garage on the east side. On the back side of this ramped driveway is a large freight elevator. Besides the basic room and space layout on the first floor, some of the decorative features from the building's use as Roberts Chevrolet remain, including three nine-light paneled doors, brick and block walls, plaster walls and ceilings, and concrete floors. Fluorescent lighting remains intact at the ceilings as do the chalkboards added to some of the walls for its use as a school. In the 1970s, an entry hall from Delmar Boulevard was created from the original recessed showroom entry but this area retains a concrete ceiling and floor. Steel doors are situated at the north end of the hall. The south end of the hall – leading to Delmar – has commercial style glass doors.

The enclosed staircase on the west side of the building retains the modern flat wood railings with simple metal balusters and stairs that clearly identified it as the stairs leading from the showroom to the upstairs offices. The other steel staircase at the southeast corner is more industrial with three simple round tubes forming the railing, appropriate for the stairway leading from the back of the upstairs office down into the garage and out the less public doorway at the east end of the façade.

The second floor, which was used for offices and meeting rooms in the 1940s-50s, retains remnants of the wood paneled walls, original four-light hopper windows, tile floors, and decorative woodwork. Ceilings are dropped and clad with acoustical tile. Overhead fluorescent lights are visible at the ceiling. Both the acoustical tile and fluorescent lights appear to date from the use as classrooms however. While the offices extend along the front wall, behind are long hallways that adjoin offices/meeting rooms on the east and west sides, also featuring wood paneled wainscoting and tile floors. Doors retain original wood framing. When used as a dealership, the three rooms at the south (primary) end of the building were used as private offices and one general office (southwest corner). The north side of the hallway supported a "salesmen and meeting room" (northwest corner) and individual offices – these areas appear much the same as when designed in 1947. The western half of the upper floor features a large open plan with concrete floors, a concrete ceiling, and brick/concrete walls.

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Roberts Chevrolet  
St. Louis (Independent City), MO  
Historic Auto-Related Resources of St. Louis (Independent City, MO)

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### Narrative Description (continued)

#### ALTERATIONS AND INTEGRITY ISSUES

The former Roberts Chevrolet dealership building retains much of its interior and exterior appearance relating to the property's alterations in 1947-50. Although openings such as windows and doors have been boarded or blocked in many cases with modern materials, the window and door masonry openings remain intact as they were designed by architect Preston J. Bradshaw in 1947 and 1950. Decorative stone surrounds, aluminum building numbers and lighting fixtures that reflect the building's Art Deco influences remain intact at the façade. Rear and side elevation windows retain their original configuration, with several having been infilled with brick since 1970. Interior modifications made during the 1970s included the addition of some partition walls; however the layout remains much the same as when designed in 1947. The second floor space is exceptionally intact, retaining original materials such as wood paneling, wainscoting, floors, and windows. Also visible on the interior are many of the original second floor windows on both the façade and west elevation.

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Roberts Chevrolet  
St. Louis (Independent City), MO

Map of City of St. Louis, MO

Locating Property





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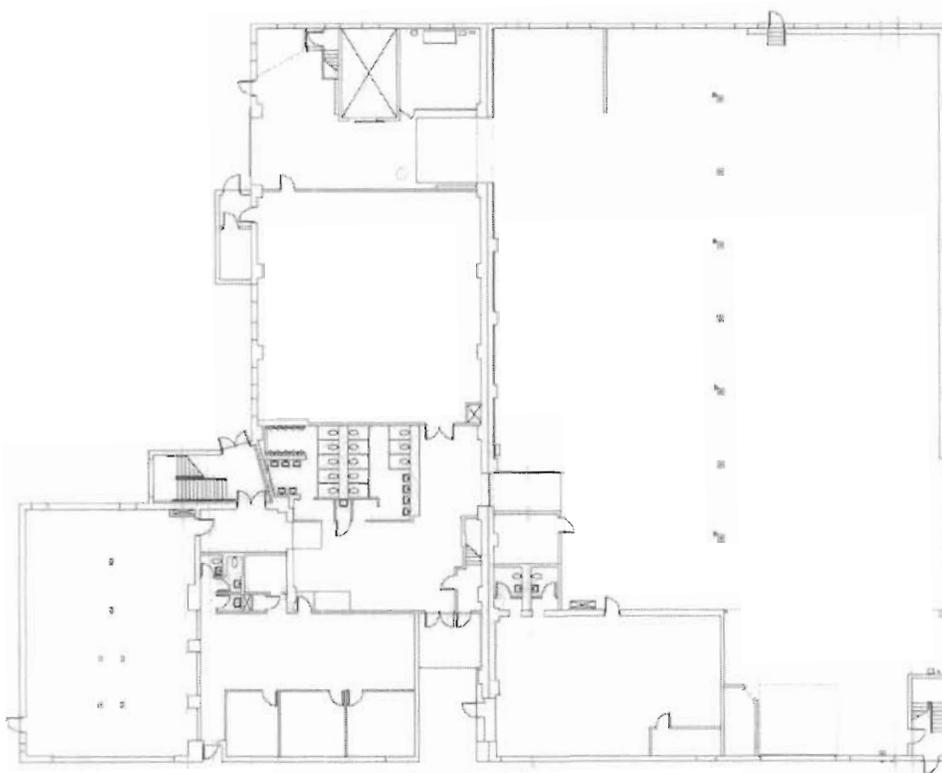
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Roberts Chevrolet  
St. Louis (Independent City), MO

Courtesy of Kiku Obata

Existing First Floor Plan



United States Department of the Interior  
National Park Service

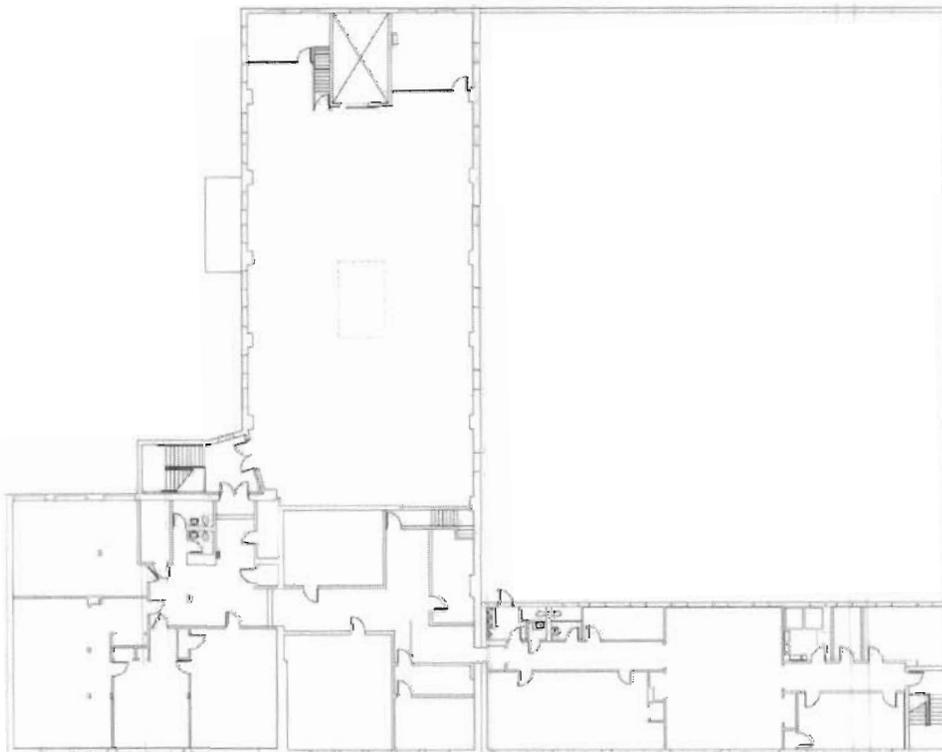
# National Register of Historic Places Continuation Sheet

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Roberts Chevrolet  
St. Louis (Independent City), MO

Courtesy of Kiku Obata

Existing Second Floor Plan



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National Park Service

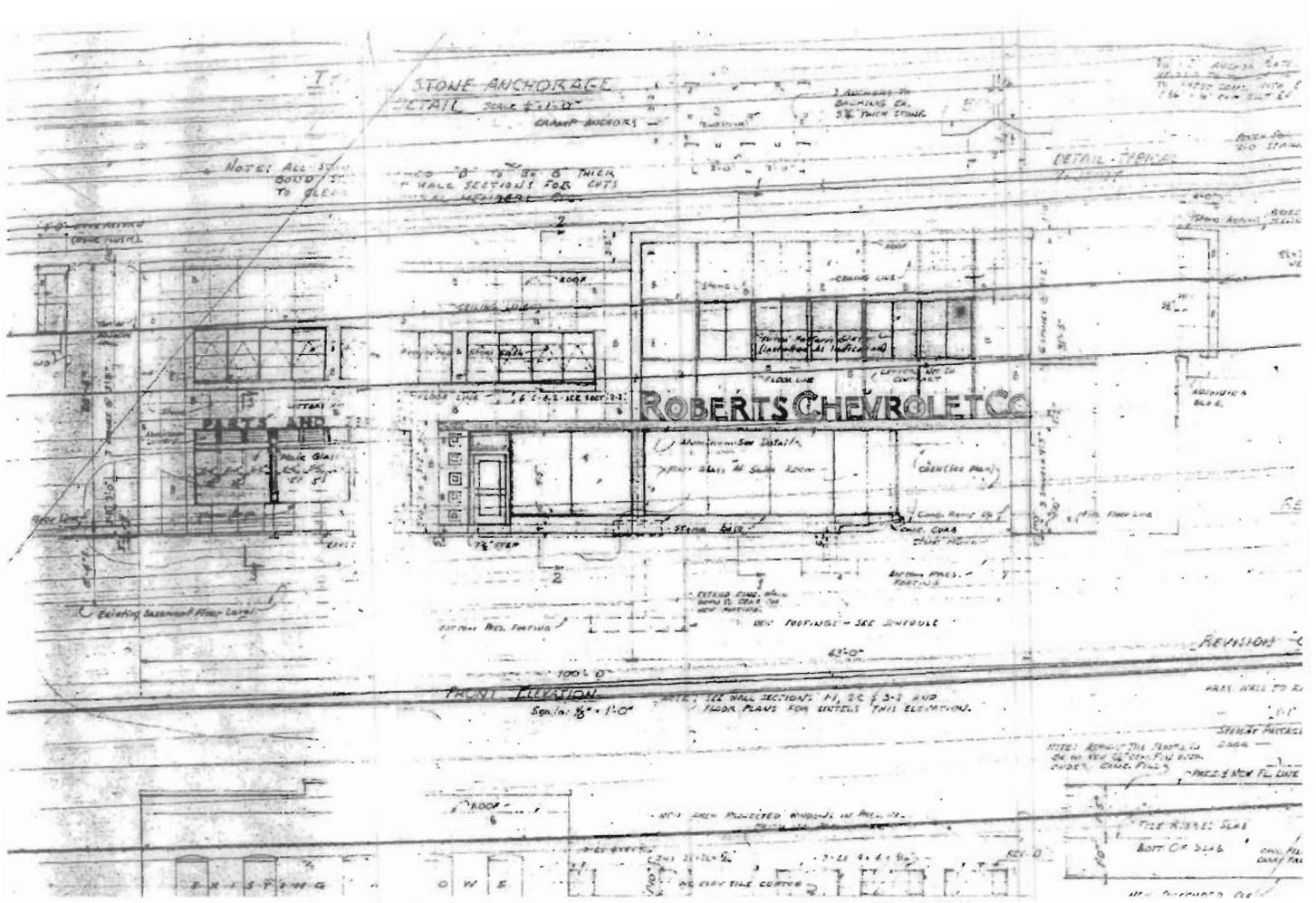
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Roberts Chevrolet  
St. Louis (Independent City), MO

From City of St. Louis, Building Permit Files

1947 South Elevation



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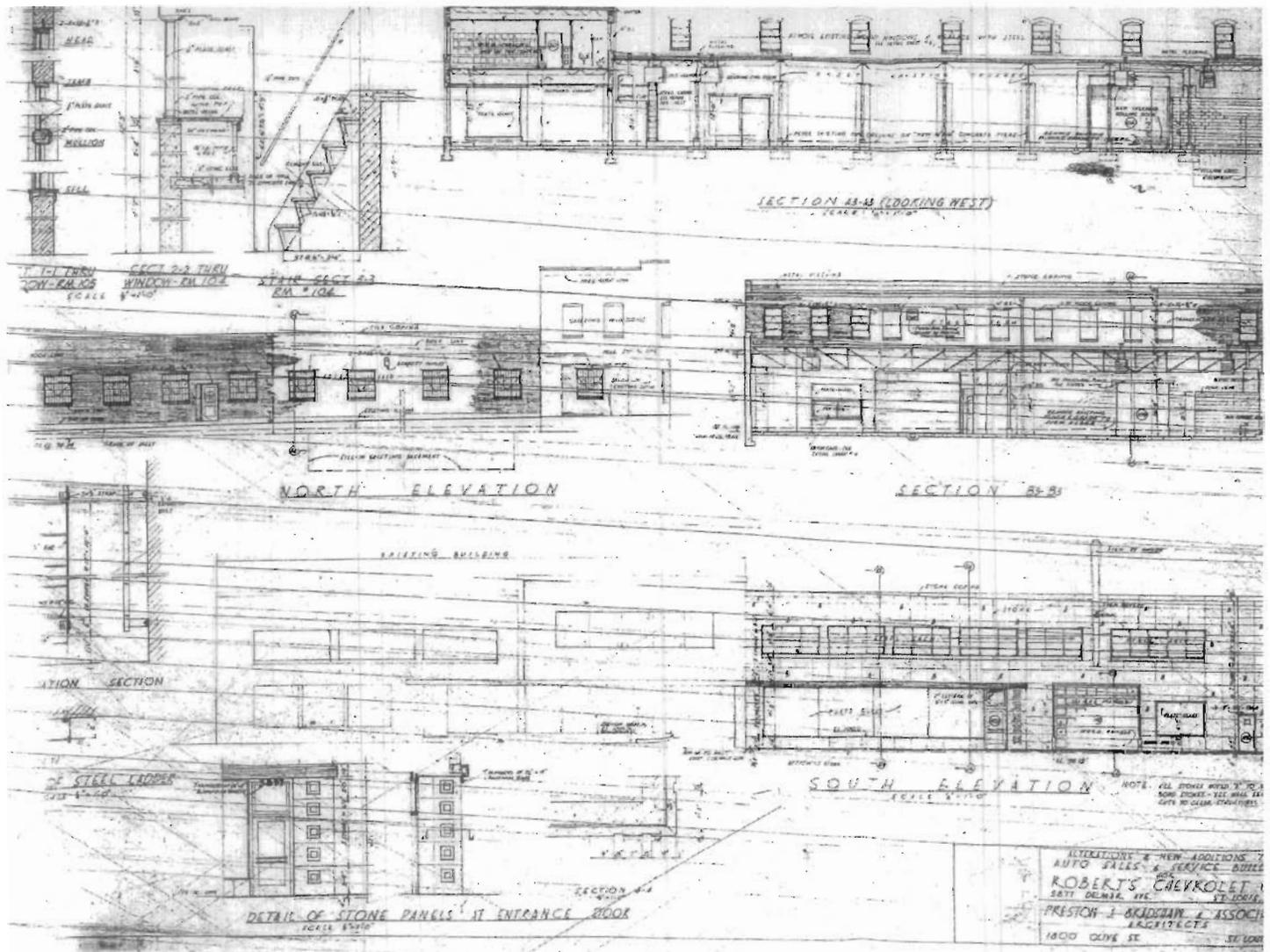
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Roberts Chevrolet  
St. Louis (Independent City), MO

From City of St. Louis, Building Permit Files

1950 South Elevation



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National Park Service

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Roberts Chevrolet  
St. Louis (Independent City), MO  
Historic Auto-Related Resources of St. Louis (Independent City), MO

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### Narrative Statement of Significance

#### SUMMARY

The property at 5875-91 Delmar Boulevard in St. Louis (Independent City), MO – most commonly referred to as Roberts Chevrolet – is locally significant under National Register Criterion A in the area of Commerce, and under Criterion C in the area of Architecture. The property’s significance relates to the context of “Marketing and Servicing the Automobile in St. Louis, ca. 1900-1955” as described in the Multiple Property Documentation Form (MPDF) titled “Historic Auto-Related Resources of St. Louis [Independent City], MO.” The building retains distinctive characteristics that illustrate and meet the registration requirements for the property type “Automotive Dealerships and Retail Businesses” as described in the MPDF. The building was constructed in two phases that clearly illustrate its use as an automobile-related business for approximately 50 years. In 1910, the property consisted of two separate buildings, a one-story garage at 5875-5881 Delmar Boulevard that was designed by architect Edward F. Nolte; and a two-story dealership/commercial building at 5883-91 Delmar Boulevard. In 1947, these two buildings were redesigned as a single automobile dealership by architect Preston J. Bradshaw. Because the property today illustrates the dealership when it was owned by Roberts Chevrolet (after the 1947 renovation), this business name best identifies the resource. Both Nolte and Bradshaw were prominent local architects, as previously documented in the “Locust Street Automotive District” National Register nomination (NR listed 2005). The property at 5875-91 Delmar is an excellent example of an evolving automobile-related property, illustrating both the early development of the dealership during the 1910s and the large auto-showroom that became popular by the 1950s. Although the property was used for a period of time (beginning in the 1970s) as a high school, very few alterations were made to accommodate this changed use, and most of these were limited to the interior space. The appearance of the property is unique and worthy of recognition under Criterion C not only because of its association with Bradshaw, but also because the building incorporates a unique blend of the modern 1950s showroom dealership and the traditional multi-functional automobile property (i.e., the combination of a garage, repair shop, dealership, auto accessories, etc.). The building retains much of its historic integrity from the 1947 era, meeting the registration requirements for the automotive dealerships property type in the MPDF. Although the primary façade was modernized in 1947, the interior floor plan and exterior side and rear elevations reflect the building’s 1910-era of significance. The property’s period of significance is 1910-1957, which corresponds to its initial date of construction and extends through the period described in the MPDF. The building remained in continuous use as an auto-related property until the 1960’s, which surpasses the 50-year rule for non-exceptional significance. For this reason, the period of significance extends through 1957.

#### PROPERTY HISTORY, 5875-91 DELMAR BOULEVARD, 1910 - 1975

The building currently identified as 5875-91 Delmar Boulevard was originally constructed as two buildings in 1910, both of which were used by automobile-related businesses. Based on information provided in building permits, city directories, *Sanborn Fire Insurance Maps* and the *St. Louis Daily Record*, a one-story brick garage was constructed in 1910 at 5875-81 Delmar Boulevard. This was followed almost immediately by construction of a two-story store, tenement and garage building at 5883-91 Delmar Boulevard. The building constructed at 5875-81 Delmar was owned in 1910 by George W. Rubicon. The architect was Edward F. Nolte, and the contractor was John Busick. Estimated building costs were \$12,000.<sup>1</sup> The adjacent property at 5883-91 Delmar Boulevard was originally owned by Po-Mo Realty and Investment Company. The architect for the project was

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Roberts Chevrolet  
St. Louis (Independent City), MO

Courtesy of the Missouri Historical Society

Historic Photo 1910-15, ca.



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National Park Service

**National Register of Historic Places**  
**Continuation Sheet**

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**Roberts Chevrolet**  
**St. Louis (Independent City), MO**  
**Historic Auto-Related Resources of St. Louis (Independent City), MO**

**Narrative Statement of Significance (continued)**

J.D. Hesse; and contractor was Fred Schmitt Realty and Investment Company. The estimated construction costs for this latter property were \$42,000. The building measured 100 by 152 feet with “terra-cotta cornices” and “steel girders.” Shortly following construction, a portion of the property was used by Pope-Hartford Motor Company as a sales and supply office (see illustration on page 12)<sup>2</sup>.

With the exception of E.F. Nolte, very limited information is available for the builders and architects associated with the two buildings that would later be used as the Roberts Chevrolet dealership. Busick had an office or residential location at 4462 Lexington; Hesse had an office in the Fullerton Building in downtown St. Louis at 7<sup>th</sup> and Pine (demolished); and Schmitt had an office at 5919 Von Verson – which today is Enright Avenue (situated one block north of Delmar).<sup>3</sup> Nolte, the best known of these men, worked for more than fifty years as a professional architect, many of which were spent in a partnership firm with Fred Nauman. Nolte was born in 1870 and studied architecture at Washington University prior to landing a job as a draftsman for L. Cass Miller in 1890. He started his own company in 1896 when he took over a business formerly owned by Adolph Monschein. Nolte worked on a few commissions for the World’s Fair of 1904, but he is best remembered for his residential commissions, many located in the Central West End neighborhood. Prior to working with Nauman, Nolte worked with Preston J. Bradshaw – the architect who in 1947-50 renovated the property at 5875-91 for Roberts Chevrolet. One additional automobile-related property has been credited to Nolte at 2920-22 Locust Avenue, which is a contributing member of the Locust Street Automotive District, listed in the NRHP under the associated MPDF in 2005.<sup>4</sup>

Prior to Roberts Chevrolet, which gained ownership of 5875-91 Delmar around 1930, the buildings at 5875-91 Delmar Boulevard remained in continuous use by automobile-related tenants. The pattern of the property’s association with numerous auto-related tenants during the early 1900s, followed by a decline in automobile activities during the Great Depression is consistent with what was happening nationwide. Early automobiles developed in the 1900s-1910s “were novelties constructed by individuals with a wealth of money, time and curiosity.”<sup>5</sup> Rarely did early auto developers stay in business for more than a year. “The market was too young, too competitive and too volatile.”<sup>6</sup> Thus auto-related businesses shifted in and out of buildings rather quickly; many of which were probably never noted in the city’s business directories. During the 1930s,

many business owners closed their shops, leaving multiple vacancies where dealerships and automotive services had formerly operated. A large number of automotive parts and service businesses did continue to operate; however, incorporating a wider selection of services that were unrelated to the automobile, in an effort to stay viable.<sup>7</sup>

This was true for the property at 5875-91 Delmar Boulevard as illustrated in the table below. Prior to the depression and immediately after World War II, this property remained in primary use as an auto-related business. Throughout the early-to-mid 1930s, the property was used an auto garage, but also as a milliner/hat shop, sign business, and window shade/blind shop. In 1936, the building again reverted to primary use by automobile-related businesses.

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National Park Service

# National Register of Historic Places Continuation Sheet

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Roberts Chevrolet

St. Louis (Independent City), MO

Historic Auto-Related Resources of St. Louis (Independent City), MO

## Narrative Statement of Significance (continued)

Table 1. Property at 5875-91 Delmar, Businesses/Tenants, 1910-1959

Year	Address (per city directory)	Name/Business
1910-15	5875-87 Delmar	Pope-Hartford Motor Car Co.
1914-16	5881 Delmar	Delko Garage Co.
1919	5875 Delmar	Delko Garage Co.
1919	5883 Delmar	Milbur Motor Mart Co.
1921	5883 Delmar	Downs Auto Co. / Milbur Motor Car Co.
1921	5875 Delmar	Delmar Motor Car Co.
1922-30	5883-85 Delmar	Downs Auto Co.
1922-23	5875 Delmar	West End Motor Sales Co.
1922	5875-79 Delmar	Patrick J. Kelleber - Garage
1923	5875-83 Delmar	Jacob Greenspon - Garage
1924-25	5877 Delmar	Goodloe Motor Sales
1925	5879 Delmar	O.L. Miles Auto Sales Co.
1925	5875 Delmar	Weber Motor Co. (Studebaker dealer)
1926-27	5877-81 Delmar	Weber Motor Co.
1929-31	5875 Delmar	Arnell Garage
1930	5877 Delmar	Greer Sign Advertising Co.
1931	5877 Delmar	Chic Bonnet Shop
1931-32	5879 Delmar	New System Millinery Shop
1931-35	5883 Delmar	Louis Berstein Shoe Repair Co.
1931-57	5885 Delmar	Roberts Chevrolet Co.*
1932	5875 Delmar	Edwards Service Garage
1932	5877 Delmar	Vacant
1933	5875 Delmar	Delmar Garage
1933	5877 Delmar	Jos. Bromberg - milliner (vacant by 1935)
1933	5879 Delmar	Vacant
1935	5881 Delmar	Vacant
1935	5879 Delmar	AAA Awning & Shade Co.
1936	5883 Delmar	Vacant
1937-40	5885 Delmar	Pioneer Trailer Coaches, Inc.
1944	5885 Delmar	Forest Oldsmobile Co.
1948-52	5885-87 Delmar	Vacant
1952-56	5875 Delmar	Hamilton Insurers, Inc.
1958-59	5887-91 Delmar	Milner Chevrolet Co.
1958-68	5875 Delmar	Ralph F. Curry, CPA

\*Roberts Chevrolet is listed at multiple addresses (5875-5887 Delmar) during these years. The address of 5991 Delmar is not used until 1958 by which time Roberts was replaced by Milner Chevrolet.

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**Roberts Chevrolet**

**St. Louis (Independent City), MO**

**Historic Auto-Related Resources of St. Louis (Independent City), MO**

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**Narrative Statement of Significance (continued)**

As noted, around the year 1930, Roberts Chevrolet moved into the property at 5875-91 Delmar Boulevard. This space was shared with other tenants, including Pioneer Trailer Coaches, Inc. until 1948. After World War II, it appears that Roberts Chevrolet was the primary tenant. Roberts remained in the building and arranged for renovations designed by Preston J. Bradshaw that converted the property to its current appearance in 1947-50. In 1958, the property remained a Chevrolet dealership but under different ownership – Milner Chevrolet, which used the building until about 1960.<sup>8</sup>

Preston J. Bradshaw, as noted in the Locust Street Automotive District nomination, was another prominent St. Louis architect who designed automobile-related properties and dealerships, several of which remain standing today along Locust Avenue's Automobile Row. Born in 1880, Bradshaw moved to St. Louis following graduation from Columbia University c. 1907 where he worked for McKim, Mead, and White as a draftsman. In 1916, he opened his own company and today is best known for his grand hotel and apartment designs. Automobile designs by Bradshaw include eight buildings within the Locust Street Automotive District boundaries, Dyer Motors on Delmar Boulevard, Minden Hall Ford at 23<sup>rd</sup> and Washington, James Southside Chevrolet on South Grand Avenue, and Weber Motor Car Company Sales and Service Building at 1815 Locust (NR listed 2004). In all, Bradshaw is believed to have designed 18 automobile properties along Locust Street alone and it is likely that he also designed numerous automobile properties outside of the former automobile row.<sup>9</sup>

After both Roberts and Milner Chevrolet dealerships vacated the building at 5875-91 Delmar, it was used for a brief number of years as an automobile paint shop. By 1969, the property had been acquired by the St. Louis Board of Education for conversion as a high school initially called "Delmar School." The photograph on the following page (dated as 1970) illustrates what the property looked like prior to converting its use to that of a school. Major renovations were estimated at \$150,000-\$180,000 in 1969 and completed the following year. Although alterations included blocking in the display windows and enclosure of some rear (north) elevation openings, the building's overall exterior and interior appearance remained very much the same as when designed by Bradshaw. For example, second-floor areas remained relatively unchanged, with the exception of painting and converting offices for classroom use. At the first-story level, the former garage wing was used as a shop and gymnasium, and the interior open space of this area was retained. A few partition walls were added to create smaller offices at the southwest end of the building; but these did not structurally alter the building. The architectural firm assigned to the project was Gordon & Wilson of Clayton. In 1971, the school was renamed as Henry W. Wheeler School and used as the city's first vocational training school for special education needs students. Minor changes to the property in 1972 and 1974 included reconditioning second-floor space and enclosure of rear elevation windows with brick.<sup>10</sup> The property was used as a school until 1980, after which time it remained vacant.<sup>11</sup>

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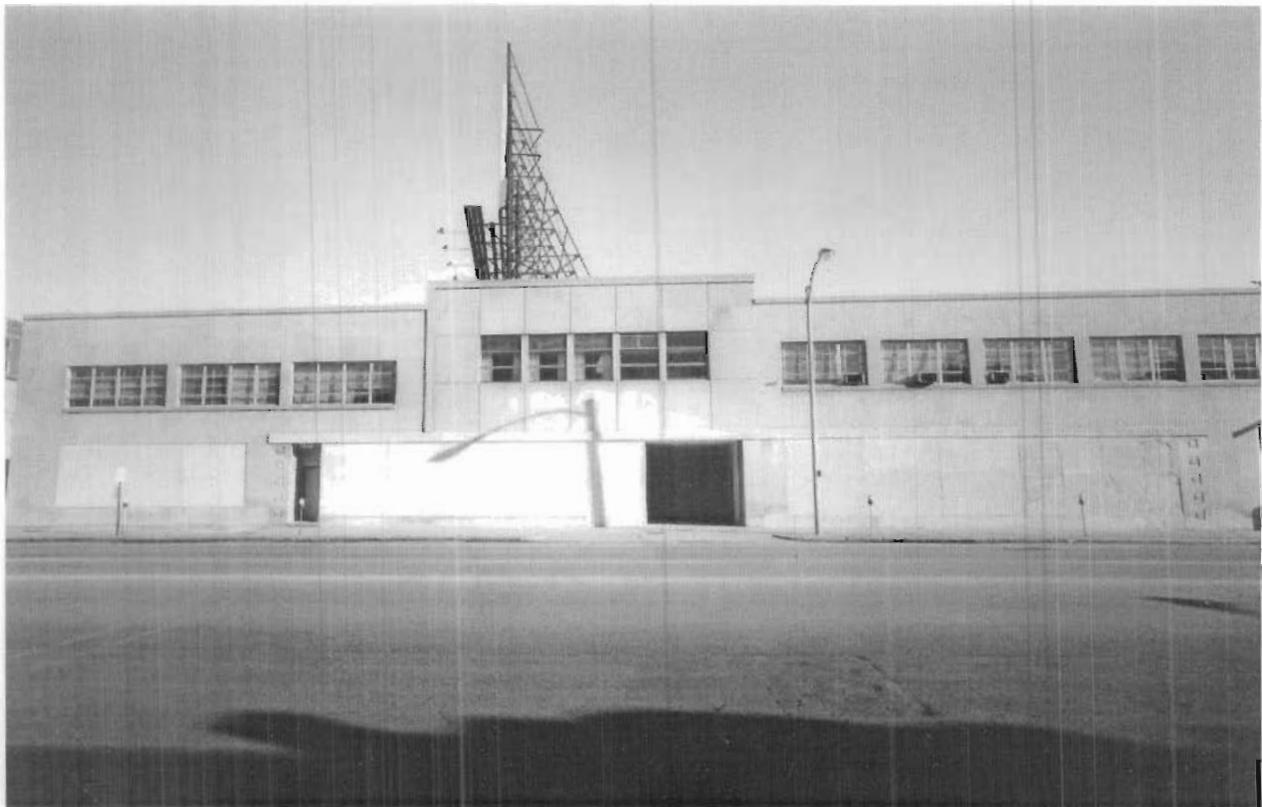
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Roberts Chevrolet  
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Courtesy of the St. Louis Public Schools Records Center / Archives

1970 Photo



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Roberts Chevrolet

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**Historic Auto-Related Resources of St. Louis (Independent City), MO**

**Narrative Statement of Significance (continued)**

**DELMAR BOULEVARD AS AN "AUTOMOBILE ROW" 1910-1967**

Delmar Boulevard extends through a commercial area that served as a primary outlet for St. Louis' burgeoning automobile sales and service facilities from the early 1900s through the mid-twentieth century. Several reasons affected why this section of the city attracted so many automotive interests. The route was an early streetcar corridor that gained prominence as an east/west corridor connecting the city to the upwardly mobile suburban municipalities such as University City and Clayton. St. Louis' early expansion was limited topographically by the Mississippi River to the east and Mill Creek Valley to the south -- therefore the downtown commercial core expanded west and north -- at least initially.<sup>12</sup> Delmar Boulevard is only a few blocks northwest of Midtown, which developed as a center for theaters and shopping that by the 1910s rivaled downtown's status. Midtown was also home to "Automobile Row" -- Locust Avenue. Delmar Boulevard perpetuated the success seen along Locust Avenue as related to the city's early automobile trade and industry, but was located three miles further west nearer the growing residential areas on the west side of town.

Prior to 1910, the stretch of Delmar that features the former auto-dealership was void of buildings and surrounded at the north and south by single-family housing and multi-family flats. The character of this section of the neighborhood began to change as University City pushed its commercial streetcar corridor back toward the east, and as many St. Louis residents left the inner city to dwell in suburban enclaves. In 1904, an adjacent development at 5879-81 Delmar was that of a restaurant owned by Mrs. A.E.C. Miltenberger. Following construction of the restaurant, Miltenberger also had a theater and music pavilion constructed at 5841-57 and 5869-77 Delmar Boulevard.<sup>13</sup> This example provides a glimpse of the rapidly developing character of Delmar Boulevard at around the turn of the century that was further prompted by the 1904 World's Fair. Once Midtown and University City's commercial strips expanded past their borders, Delmar Boulevard (east of University City) grew less residential and more commercial in its appearance.

The property at 5875-91 Delmar Boulevard was used by automobile-related businesses from 1910 until the mid-to-late 1960s. The Delmar Boulevard location is consistent with the area's beginnings as an early automobile row, supporting numerous garages, dealerships, and service stations. As illustrated in the table below, by the early 1920s Delmar Boulevard had become an automotive corridor similar to that which developed several years earlier along Locust Avenue.

**Table 2. Automobile-Related Businesses -- Delmar Boulevard, 4000-6000 Blocks, 1921**

<b>Name of Business</b>	<b>Address</b>	<b>Type of Business</b>
Auto Electric Service Co.	5090 Delmar	Repair
Batdorf Tire Co.	5866 Delmar	Tires
Becker & Schuller Auto Repair Co.	4501 Delmar	Repair
Brinkoetter, J. Henry	4541 Delmar	Auto Painter
Clardel Garage	5635 Delmar	Garage
Continental Auto Supply Co.	5837 Delmar	Supplies
Day-N-Nite Auto Repair Co.	4738 Delmar	Repair

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Roberts Chevrolet

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## Narrative Statement of Significance (continued)

Name of Business	Address	Type of Business
Delmar Academy Garage Sales Corp	5090 Delmar	Dealership/Garage
Delmar Auto Repair Co.	4738 Delmar	Repair
Delmar Automobile Co.	4943 Delmar	Dealership
<b>Delmar Motor Car Co.*</b>	<b>5875 Delmar</b>	<b>Garage</b>
Delmar-Union Garage	5263 Delmar	Garage
Delway Auto Repair Co.	5037 Delmar	Repair
<b>Downs Auto Co.*</b>	<b>5883 Delmar</b>	<b>Dealership</b>
Flint Motor Car Co.	4710 Delmar	Dealership
Gates Auto Laundry & Supply Co.	5760 Delmar	Supplies
Gill-Foote & Co. Battery Service	5243 Delmar	Supplies
Goodfellow Garage-Auto Repair Co.	5804-06 Delmar	Garage
Haines Auto Radiator Co.	4624 Delmar	Auto Parts
Hamilton Garage	5837 Delmar	Garage
Harrigan & Toebe	4151 Delmar	Repair
Heinrich Automobile Co.	5123 Delmar	Dealership/Repair
Horn Electric Auto Co.	4601 Delmar	Repair
Horras Piston Ring Co.	5012 Delmar	Supplies
Hudson-Frampton Motor Car Co.	4525-37 Delmar	Dealership
Johnston, Gabriel	6153 Delmar	Garage
Kasten, O. & Co.	4618 Delmar	Repair
LaGrave Automobile Repair Co.	5158 Delmar	Repair
Martin, Edward	5841 Delmar	Repair
McNiece-Hill Motor Co.	5187-89 Delmar	Dealership/Repair/Supplies/Tires
Metropolitan Auto Repair Co.	4468 Delmar	Repair
<b>Milbur Motor Mart*</b>	<b>5883 Delmar</b>	<b>Repair</b>
Miller, H.H. Tire Co.	6172 Delmar	Tires
Mooney, Art B. Tire Co.	4547 Delmar	Tires
Putnam, Roger	5711 Delmar	Tires
Revelle & Jaco Auto Repair Co.	6153 Delmar	Repair
Riehl Battery Service	5263 Delmar	Supplies
Stiffelman, Maurice	4969 Delmar	Tires
Tiger Tire Co.	4626 Delmar	Tires
University Garage	6131 / 6020 Delmar	Garage
Vesper Buick Auto Co.	5023 Delmar	Dealership
Welling Motor Co.	5033 Delmar	Dealership/Trucks
West End Battery Service	5845 Delmar	Supplies
William H. Lofland	3725 Delmar	Dealership
William Young Carriage Co.	4524 Delmar	Auto Painter/Upholsterer
Walsh Motor Car Co.	4919-23 Delmar	Dealership
West Side Buick Auto Co.	5023-29 Delmar	Dealership
White Auto Repair Co.	4728 Delmar	Repair

\*Properties in bold text within table were those located at 5875-91 Delmar Boulevard in 1921.

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**Narrative Statement of Significance (continued)**

Following World War II, there was a rapid shift in residential occupancy in and around Delmar Boulevard that contributed to the evacuation of businesses along this route by the 1960s. In 1947, Delmar Boulevard (west of Taylor Avenue and east of Skinker Boulevard) was predominantly a mid-to-upper class residential enclave. Most residents were highly educated and worked as white collar professionals. Within this small area of the city, owner-occupied residences were twice above the average for the city.<sup>14</sup> However by 1955, this was no longer the case – most residents were poorer, black and the neighborhood was in decline. “The exodus of whites from the city residences along Delmar began before the Depression . . . The migration peaked after World War II . . . When the white homeowners moved, most of the business investors followed.”<sup>15</sup>

Two businesses associated with the property at 5875-91 Delmar Boulevard best illustrate the history and significance of this property as an automobile dealership -- an original tenant, Pope-Hartford Motor Car Company, which occupied the building during the years 1910-1914; and Roberts Chevrolet, which occupied the property both prior to and after the 1947-50 building alterations. These businesses are significant because they clearly reflect the building’s use and changes that relate to pre-war and post-war changes in the automobile industry itself. They also reflect two distinct models of the same building type identified in the MPDF as the Automobile Dealership.

**THE EARLY DEALERSHIP - 5875-91 DELMAR AND THE POPE-HARTFORD MOTOR CAR COMPANY, 1910-1914**

The property constructed as 5883-91 Delmar Boulevard in 1910 was utilized by the Pope-Hartford Automobile Company as a sales and service office until around 1914. Designed as a multi-purpose commercial/residential space, it appears that Pope-Hartford occupied the building immediately following its completion. As was typical for many early dealerships, the space used by Pope was not sufficient to display autos in the windows that bordered the primary street (Delmar Boulevard), although the building did include a rear garage where cars could be stored and serviced. Most likely, the store had a catalog with illustrations of available models for sale, and accessories (rather than cars) were displayed in the windows facing Delmar. The early American dealership served as a means to advertise cars and promote sales. If successful, customers placed orders for cars through the dealer. It was not affordable for auto manufacturers to produce numerous vehicles prior to selling them unless they had significant financial backing.<sup>16</sup> It is therefore not unusual that the Pope Manufacturing Company set up a single storefront to serve as its St. Louis dealership. The company may have also utilized the adjacent garage at 5875-81 Delmar. During its brief period of existence from 1910-1914, the Pope-Hartford dealership on Delmar was marketed as a repair shop, salesroom, dealer, auto paint company, and manufacturer.<sup>17</sup>

The origin of the Pope-Hartford Automobile Company dates to 1876 when Colonel Albert A. Pope of Boston attended the Philadelphia Centennial Exposition and was captivated by a “strange two-wheeled contraption . . . the penny farthing bicycle.”<sup>18</sup> Wishing to produce bicycles in America, Pope gained the assistance of a Hartford

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## Narrative Statement of Significance (continued)

Connecticut machinist, George Fairfield. The men began to produce bicycles from the Weed Sewing Machine Factory in Hartford (where Fairfield was employed) beginning in 1878. Hartford was a significant center for early American industrial interests. It served numerous manufacturing establishments prior to the Civil War, primarily those related to guns and sewing machines. During the early 1900s, the city served briefly as the nation's largest car manufacturing center.<sup>19</sup> Constructed for the Sharps Rifle Manufacturing Company during the mid-1800s, the Weed Factory was a "sprawling complex of four-story red brick" industrial buildings that by the 1870s produced more bicycles than sewing machines.<sup>20</sup> The Sharps/Weed factory was successfully used to produce guns, sewing machines, and bicycles because all of these products were mass-assembled using interchangeable parts.

The invention of the sewing machine was the third stage in the evolution of mass production that after the principles of interchangeability were applied to clocks and guns. The Weed Company played a major role in making Hartford one of three machine tool centers in New England and even outranked the Colt Armory in size if not fame. Weed eventually was the birthplace of both the bicycle and automobile industries.<sup>21</sup>

There is no disputing that the popularity of the bicycle in Europe far surpassed that in the United States. This was due primarily to the fact that very few paved roads existed in America in the nineteenth century, which greatly limited the capacity of the bicycle. "By European standards, the American roads of 1880 were a disgrace . . . outside big city limits, mud and dust prevailed, for road building was far too costly for small-town budgets."<sup>22</sup> Pope realized the extent to which the bicycle's use in America would be limited. He was an advocate for the good roads movement, and in 1880 established the League of American Wheelman, which was actively involved in the National League for Good Roads.<sup>23</sup> Despite restrictions in the bicycle's accessibility for most Americans, by the late-1880s Pope's Hartford factory produced approximately 5,000 bicycles annually.<sup>24</sup>

Just as it seemed the bicycle had caught on in America, its popularity began to wane. As noted by one biographer, "Pope was a realist and understood the unpredictability of the market."<sup>25</sup> It is not surprising that he turned his interests toward the automobile, as did many bicycle manufacturers. Unlike his competitors, who were producing steam and gasoline engines, Pope focused his early designs on electric vehicles.<sup>26</sup> In 1897, Pope's company introduced the nation's first mass-produced electric car -- the Mark III Stanhope. The Mark III ran approximately thirty miles on a single charge at an average speed of twelve miles per hour. The car weighed 1800 lbs. -- 850 lbs. of which was attributed to the batteries that powered the auto. Because of the excessive weight associated with auto batteries, combined with the electric auto's slower speeds, consumers eventually abandoned electric models in favor of gasoline powered cars.<sup>27</sup> Luckily, one of Pope's employees, Hiram Maxim, began working on a gasoline engine that was adapted for Pope model autos as early as 1898.<sup>28</sup>

During the company's years of automobile production, 1897-1915, a number of electric and gasoline models were produced, including the Columbia, Pope-Waverly, Pope-Toledo, Pope-Hartford, Pope-Robinson, and Pope-Tribune, to mention only a few. Of these many offerings, the Pope-Hartford "was the longest lived." It

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### Narrative Statement of Significance (continued)

surpassed sales of all other models and unlike its counterparts was the only model manufactured at the Hartford factory. The Pope-Hartford was available as a two-, four-, and six-cylinder model (with or without a roof) and on the market by 1904.<sup>29</sup> This was also the year in which the company's name was changed to the Pope Motor Car Company from its former nomenclature of Pope Manufacturing Company.<sup>30</sup> Innovative features of all Pope automobiles by then included steering wheels (most cars utilized a tiller to steer), an electric ignition, and engines positioned in front of -- rather than under or behind -- the driver.<sup>31</sup> As was true for most early auto manufacturers, the Pope Company was unable to keep up with competition and production demands. By 1914 the automaker was no longer in business.



Figure 1. Columbia Electric Automobile, Model Mark LX - 1904 from Smithsonian photo collection "America On the Move."

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## Narrative Statement of Significance (continued)



Figure 2. Pope-Hartford Model L, year unknown, from Smithsonian photo collection "America On the Move."

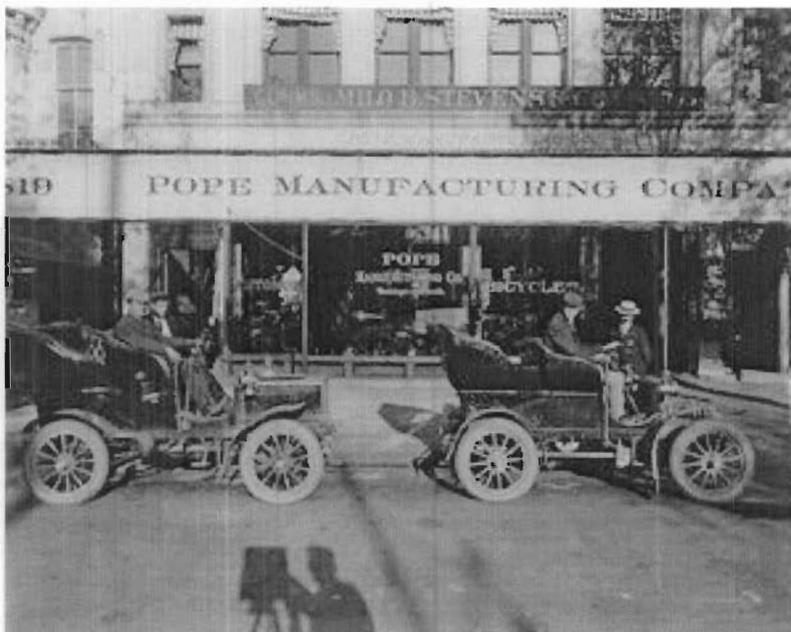


Figure 3. Photograph of an unidentified Pope Dealership, 1905 from Smithsonian photo collection "America On the Move." The Pope-Hartford sales and service facility constructed on Delmar Boulevard in 1910 was very similar to the above example.

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#### Narrative Statement of Significance (continued)

The Pope-Hartford dealership on Delmar Boulevard illustrates the early auto dealership, as well as the success of the Pope-Hartford in the line of autos produced by the Pope Manufacturing Company. Although Pope would ultimately be a small-scale auto-manufacturer in comparison to Ford, in 1899 this was not the case. That year alone, Pope produced 2,092 vehicles – nearly half of the total number of cars manufactured in America.<sup>32</sup> The building constructed at 5883-91 Delmar was handsome – two stories in height with a brick edifice, decorative window surrounds, and a terra-cotta embellished cornice. Such a space illustrated that the company was doing well – at least in the public view. Shared tenancy provided affordability for businesses using the property. It was also likely that the company used the adjacent garage to store and service automobiles. Both buildings would provide ample space for the later occupant, Roberts Chevrolet throughout the 1930s; but after the Korean War failed to meet standards promoted by General Motors for its auto-dealerships.

#### THE MODERN AUTOMOBILE DEALERSHIP - 5875-91 DELMAR, ca. 1930-1958

The business most strongly associated with the present appearance of the property at 5875-5991 Delmar is that of Roberts Chevrolet, which occupied the property from 1930 until around 1958. In 1947, the property was renovated as a single automobile dealership/service building when major renovations were designed by Preston J. Bradshaw. It appears that at this time, the two buildings constructed in 1910 were joined as a single business. When Roberts Chevrolet moved into property around 1930, two separate buildings were utilized -- the one-story brick garage at 5875-81 Delmar and the two-story multi-use commercial building at 5883-91 Delmar. Within the garage building to the east, which held a capacity of 75 cars, was a small office area measuring 12 feet by 8 feet near the entrance to/from Delmar Boulevard. The garage (prior to its 1947 renovations) also featured 12 skylights. The west building at 5883-91 Delmar was used by Roberts but also shared with other businesses throughout the 1930s. The building originally featured four individual storefronts facing Delmar Boulevard and a rear automobile service area/lot that supported an oil/lubrication area. The building also held an underground gasoline tank situated near the alley at the north end of the property.<sup>33</sup>

In 1947, the two individual properties at 5875-81 and 5883-91 Delmar were combined as one single building to be used as a Chevrolet dealership, sales, and service facility. A second story was added to the former one-story garage at the east end of the property. Additional alterations in 1947 include renovating space bordering Delmar Boulevard as an auto showroom with large window panels fronting the street. The west end of the property previously used by Pope was utilized for "Auto Sales and Service" and included a rear exterior parking area (as it did prior to 1947) situated at the northwest corner of the property line. The former oil and service wing remained in use as previously. The most extensive change to the property was complete modification of the 1910s brick storefront, which was replaced by an ashlar stone façade. Above large display windows were large aluminum letters -- "Roberts Chevrolet Co." The upper floor façade featured a horizontal framed steel and glass band of windows. Within the former Pope-Hartford Motor Company section of the building, a single glass and aluminum commercial door faced Delmar Boulevard. This entry was offset at the west by a decorative stone panel, and at the east by a two-panel display window. East of the entry were multi-light windows, above which

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## Narrative Statement of Significance (continued)

were aluminum letters -- "Parts and Service." Additional modifications in 1950 included addition of a glass and wood panel overhead track door at the south façade, adjacent to the primary entry. This garage bay replaced the two-panel display window added during the 1947 renovations (see pages 9-10).<sup>34</sup>

The changes made to the property at 5875-91 Delmar in 1947-50 represent changes occurring in the American automobile industry after World War II. During the years 1941-49, private automobile ownership rose by more than 40 percent.<sup>35</sup> "Manufacturers and dealers increasingly demanded larger and more spacious showrooms as well as outdoor lots."<sup>36</sup> Roberts Chevrolet on Delmar clearly illustrates such transitions. Throughout the 1930s and early 1940s, the two older buildings used by the business were sufficient for its needs. Once competition and consumer demands exploded after the war, the property required remodeling to fit the modern image demanded by General Motors. As suburban areas continued to rapidly increase and draw residents and shoppers away from the core of downtown St. Louis, the property no longer served the needs of General Motors. As a result, by the 1960 the building was no longer used as a dealership. In 1958, Chevrolet was ranked as the nation's number one auto seller "with 1.14 million units sold" followed by Ford, which sold 987,945 vehicles in 1958.<sup>37</sup> A recession hit in 1958, which further compelled auto manufacturers and their dealers to remain viable in a rapidly fluctuating market.<sup>38</sup> Roberts Chevrolet is an excellent example of how such changes influenced the size, appearance, and overall landscape of the dealership.

## CONCLUSION

The former Roberts Chevrolet dealership at 5875-91 Delmar Boulevard is a significant example of an early St. Louis automobile sales and service property constructed in 1910 that was renovated in 1947 as a modern automobile showroom/dealership. The property meets the MPDF context of "Marketing and Servicing the Automobile in St. Louis ca 1900-1955" as an "Automotive Dealerships and Retail Businesses" property type. It illustrates the changing face of the automobile industry as related to sales and service that evolved from independent needs of the early manufacturer/dealer to major auto company dealerships constructed after World War II. The property meets NRHP Criterion A: Commerce as an auto-related business that contributed to the city's marketing and servicing of automobiles in the early-to-mid 1900s. The property's distinctive design as Chevrolet auto showroom/dealer/sales and service facility, as well as its association with noted architects E.F. Nolte and P.J. Bradshaw meet NRHP Criterion C. The building retains a high level of architectural integrity that clearly illustrates its intended use and design as defined in the MPDF.

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From "Portraits of Prominent St. Louisians in 1916"

Preston J. Bradshaw



PRESTON J. BRADSHAW  
ARCHITECT

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### ENDNOTES

<sup>1</sup> *St. Louis Daily Record*, "Building News," 8 February 1910, p. 3.

<sup>2</sup> *Ibid*, 25 March 1910, p. 3.

<sup>3</sup> *Ibid*, 8 February 1910, p. 3; 25 March 1910, p. 3; and 3 June 1913, p. 3.

<sup>4</sup> Ruth Keenoy, Karen Bode Baxter, Timothy P. Maloney and Mandy K. Ford, "National Register Nomination Form: Locust Street Automotive District, St. Louis [Independent City] Missouri," 2005, Section 8:18.

<sup>5</sup> Ruth Keenoy, Karen Bode Baxter, Timothy P. Maloney and Mandy K. Ford, "Historic Auto-Related Resources of St. Louis [Independent City] Missouri," Multiple Property Listing [MPD], 2005, Section E:3.

<sup>6</sup> *Ibid*.

<sup>7</sup> Keenoy et al, 2005 "Locust Street Historic District," Section 8:14.

<sup>8</sup> *Gould's St. Louis Directory* (St. Louis: Gould Directory Co., 1930-1961).

<sup>9</sup> Keenoy et al, 2005 "Locust Street Historic District," Section 8: 17.

<sup>10</sup> City of St. Louis Building Permits, City Hall, St. Louis, MO: 1969-1974; *St. Louis Daily Record* 23 December 1969, p. 8 and 29 September 1972, p. 8.

<sup>11</sup> St. Louis Board of Education Records for Delmar School, St. Louis Public School Archives collection, Gratiot School, St. Louis, Missouri; City of St. Louis Building Plans, Available on microfilm at City Hall, St. Louis, MO (Rolls/Frames: A-318/315-322; A-148/262-270; A-669/123-139).

<sup>12</sup> Paul Berg, "St. Louis Grows in Waves, Delmar Boulevard Thrust Explains Pattern," *St. Louis Post-Dispatch*, 7 December 1947 – available at Missouri Historical Society (St. Louis) in "Streets and Roads Scrapbook," Volume I:53.

<sup>13</sup> *Gould's St. Louis Directory*, 1895-1904.

<sup>14</sup> Berg, Vol. I: 56.

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ENDNOTES (continued)

<sup>15</sup> Florence Shinkle, "End of the Road? The Lives of Delmar Boulevard: Contrasts on a Two-Way Street," *St. Louis Post-Dispatch*, 27 July 1975 - available at Missouri Historical Society (St. Louis) in "Streets and Roads Scrapbook," Volume II:83.

<sup>16</sup> Keenoy et al, 2005, MPDF, Section E:9.

<sup>17</sup> *Gould's St. Louis Directories*, 1910-1913.

<sup>18</sup> Ellsworth Grant, "The Miracle on Capital Avenue," *Hog River Journal*, Available online at <http://www.hogriver.org/issues/v02n03/miracle.htm>. Page 2. Access date: 5 September 2006.

<sup>19</sup> Dennis Adler, Making Mopar: History Tells a Tale of Mergers," *Car Collector Magazine*, July 2005. Available online at [http://www.carcollector.com/dept\\_detail.cfm?StoryID=2670&storytype=Editors+Notes](http://www.carcollector.com/dept_detail.cfm?StoryID=2670&storytype=Editors+Notes). Page 4. Access date: 29 August 2006.

<sup>20</sup> Stephen B. Goddard, *Colonel Albert Pope and His American Dream Machines: The Life and Times of a Bicycle Tycoon Turned Automotive Pioneer* (Jefferson, North Carolina: McFarland & Company Inc., Publishers, 2000), 70-71.

<sup>21</sup> Grant, 2.

<sup>22</sup> Goddard, 116.

<sup>23</sup> Goddard, 117; Keenoy et al, MPDF, Section E:5.

<sup>24</sup> Goddard, 77.

<sup>25</sup> *Ibid*, 128.

<sup>26</sup> *Ibid*.

<sup>27</sup> Grant, 3; Carl Sulzberger, "An Early Road Warrior: Electric Vehicles in the Early Years of the Automobile," *IEEE Power Engineering Newsletter*, available at: <http://www.ieee.org/organizations/pes/public/2004/may/peshistory.html>. Page 2. Access date: 5 September 2006.

<sup>28</sup> Goddard, 138.

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### ENDNOTES (continued)

<sup>29</sup> Beverly Kimes, Henry Austin Clark, Jr., Ralph Dunwoodie et al (eds), *Standard Catalog of American Cars 1805-1942*, 3<sup>rd</sup> Edition (Iola, WI: Krause Publications, 1986), 1232.

<sup>30</sup> Goddard, 186.

<sup>31</sup> Adler, 4; Goddard, 140.

<sup>32</sup> Goddard, 163.

<sup>33</sup> *Sanborn Fire Insurance Map*, City of St. Louis (New York: Self-published, 1931), vol. 6, p. 51.

<sup>34</sup> City of St. Louis Building Plans, 1947-1950.

<sup>35</sup> Keenoy et al, 2005, MPDF, Section E:12.

<sup>36</sup> Ibid, Section E:13.

<sup>37</sup> Robert Genat, *The American Car Dealership* (St. Paul, MN: Motorbooks International, 2004), 12.

<sup>38</sup> Ibid.

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Continuation Sheet

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Historic Auto-Related Resources of St. Louis (Independent City), MO

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### Verbal Boundary Description

A tract of land in Block 4543 of the City of St. Louis, Missouri, and comprising all of Lots 13 through 16 and the eastern part of Lot 17 of the Clemens Place Addition, being more particularly described as follows: Beginning at the point of intersection of the north line of Delmar Blvd. (100 feet wide) and the east line of Parcel 275, owned or formerly owned by McDonald's Corporation doing business as Delaware McDonald's Corporation; thence northwardly along said east line 157 feet 5 inches, more or less, to the south line of an alley (15 feet wide); thence westwardly along said south line 235 feet 8-1/2 inches to the east line of Parcel 350 now or formerly owned by Peter Sarandoz; thence southwardly 150 feet, more or less, to the north line of Delmar Blvd. (100 feet wide); thence east from said north line 235 feet 8-1/2 inches to the point of beginning.

### Boundary Justification

These boundaries incorporate all of the property that has been historically associated with this building and the property's legal description. Except for public sidewalks and a small area along the west side of the building, the building encompasses the entire lot.

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**Roberts Chevrolet**  
**St. Louis (Independent City), MO**

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**Photo Log**

Photographer: Sheila Findall

Date: January, 2007

Negatives with Karen Bode Baxter, 5811 Delor, St. Louis, MO 63109

- Photo #1: Exterior, façade and east elevation looking northwest
- Photo #2: Exterior, façade and west elevation, looking northeast
- Photo #3: Exterior, façade, looking northeast
- Photo #4: Exterior, Detail of doorway near west end of facade
- Photo #5: Exterior, Detail of doorway near east end of facade
- Photo #6: Exterior, rear (alley) and back portion of west elevation, looking southeast
- Photo #7: Interior, first floor, east end garage looking northwest
- Photo #8: Interior, east stairs, looking down from second floor
- Photo #9: Interior, second floor, mid-building at front, looking west down office hallway
- Photo #10: Interior, second floor, mid-building at front, looking southwest in main office
- Photo #11: Interior, second floor, mid-building at front, looking northwest in main office
- Photo #12: Interior, second floor, near west end at front, looking southwest in office
- Photo #13: Interior, second floor, west end at front, looking north in office



Roberts Chevrolet  
 St. Louis (Independent City) Mo  
 UTM Reference:  
 151735870/4281735

17°30' 736 737 MANCHESTER 14 MI. INTERIOR—GEOLOGICAL SURVEY, RESTON, VIRGINIA—1983 739000m E 90°15' 38°37'30" 4279000m N

ROAD CLASSIFICATION

- Primary highway, hard surface
- Secondary highway, hard surface
- Light-duty road, hard or improved surface
- Unimproved road
- Interstate Route
- U. S. Route
- State Route



Revisions shown in purple compiled from aerial photographs taken 1988-90 and other sources. This information not field checked. Map edited 1993  
 Information shown in purple may not meet USGS content standards and may conflict with previously mapped contours  
 Purple tint indicates extension of urban areas

CLAYTON, MO.  
 38090-F3-TF-024  
 1954  
 REVISED 1993  
 DMA 7961 III NE-SERIES V879





Roberts Chevrolet  
St. Louis (Independent City), Mo.  
Photo No. 1



Roberts Chevrolet  
St. Louis (Independent City), Mo.  
Photo No. 2



Roberts Chevrolet  
St. Louis (Independent City), MO.  
Photo No. 3



Roberts Chevrolet  
St. Louis (Independent City), MO  
Photo No. 4



Roberts Chevrolet  
St. Louis (Independent City), Mo.  
Photo No. 5



Roberts Chevrolet  
St. Louis (Independent City), Mo.  
Photo No. 6



Roberts Chevrolet  
St. Louis (Independent City), MO.  
Photo No. 7



Roberts Chevrolet  
St. Louis (Independent City), Mo.  
Photo No. 8



Roberts Chevrolet  
St. Louis (Independent City), Mo.  
Photo No. 8



Roberts Chevrolet  
St. Louis (Independent City), Mo.  
Photo No. 10

Roberts Chevrolet  
St. Louis (Independent City), Mo  
Photo No. 11





Roberts Chevrolet  
St. Louis (Independent City), Mo  
Photo NO. 12



Roberts Chevrolet  
St. Louis (Independent City), Mo.  
Photo No. 13