

United States Department of the Interior
National Park Service

For NPS use only

National Register of Historic Places
Inventory—Nomination Form

received

date entered

See instructions in *How to Complete National Register Forms*
Type all entries—complete applicable sections

1. Name

historic

and or common The Sanitol Building

2. Location

street & number 4252-64 Laclede Avenue

not for publication

city, town St. Louis

vicinity of

state MO

code 29

county City of St. Louis

code 510

3. Classification

Category	Ownership	Status	Present Use	
<input type="checkbox"/> district	<input type="checkbox"/> public	<input checked="" type="checkbox"/> occupied	<input type="checkbox"/> agriculture	<input type="checkbox"/> museum
<input checked="" type="checkbox"/> building(s)	<input checked="" type="checkbox"/> private	<input type="checkbox"/> unoccupied	<input checked="" type="checkbox"/> commercial	<input type="checkbox"/> park
<input type="checkbox"/> structure	<input type="checkbox"/> both	<input type="checkbox"/> work in progress	<input type="checkbox"/> educational	<input type="checkbox"/> private residence
<input type="checkbox"/> site	Public Acquisition	Accessible	<input type="checkbox"/> entertainment	<input type="checkbox"/> religious
<input type="checkbox"/> object	<input type="checkbox"/> in process	<input checked="" type="checkbox"/> yes: restricted	<input type="checkbox"/> government	<input type="checkbox"/> scientific
	<input type="checkbox"/> being considered	<input type="checkbox"/> yes: unrestricted	<input type="checkbox"/> industrial	<input type="checkbox"/> transportation
	<input checked="" type="checkbox"/> N/A	<input type="checkbox"/> no	<input type="checkbox"/> military	<input type="checkbox"/> other:

4. Owner of Property

name Crown Foods, Inc.

street & number 5243 Manchester

city, town St. Louis

vicinity of

state MO 63110

5. Location of Legal Description

courthouse, registry of deeds, etc. St. Louis City Hall

street & number Market Street at Tucker Boulevard

city, town St. Louis

state MO 63103

6. Representation in Existing Surveys

title Missouri State Historical Survey has this property been determined eligible? yes no

date April 1985

federal state county local

depository for survey records Missouri Department of Natural Resources
PO Box 176

city, town Jefferson City

state MO 65102

7. Description

Condition		Check one	Check one
<input type="checkbox"/> excellent	<input type="checkbox"/> deteriorated	<input type="checkbox"/> unaltered	<input checked="" type="checkbox"/> original site
<input checked="" type="checkbox"/> good	<input type="checkbox"/> ruins	<input checked="" type="checkbox"/> altered	<input type="checkbox"/> moved date _____
<input type="checkbox"/> fair	<input type="checkbox"/> unexposed		

Describe the present and original (if known) physical appearance

The Sanitol Building at 4252-64 Laclede Avenue was constructed in 1906 as a factory and offices for the Sanitol Chemical Laboratory Company. Rising two stories above a limestone foundation, the red-brown brick structure features Classical Revival detailing.

Designed by St. Louis architect George W. Hellmuth, the building benefits from a site elevated some 10 feet above street level. Measuring 220 feet by 155 feet deep, the building's broad silhouette is given definition by pedimented parapets three bays wide at each entrance. The roofline is highlighted by restrained brick corbelling surmounted by an egg-and-dart white terra cotta cornice and coping of the same material. Above each entrance, bricks are laid in light and dark shades in a latticework effect. The north (primary) facade is divided into 14 recessed vertical bays; the center four bays are set back as a unit (Photo #1). Rectangular, bipartite windows rise from a limestone sill course at the first story; three Tudor roses ornament each lintel. Above, second-story windows with white terra cotta sills feature unusual brickwork on round arches that spring from a stone string course. Though now boarded up, a newspaper photograph of 1908 suggests that these windows were divided in half vertically by muntins.

Two formal entrances on the north elevation and one on the west elevation (Photo #3) feature ornate embellishment of fine-grained limestone and white marble. Each is surmounted by an anthemion centerpiece for a broken pediment effect; lion heads, rosettes and egg-and-dart molding further accent the entrances. The west (side) elevation (Photo #2, right) duplicates the north elevation with the exception of two loading bay doors near the south end. The east (side) elevation is attached to a one-story brick addition built in 1977 (Photo #1, far left) which measures approximately 58 front feet by 100.

The south (rear) elevation (Photo #4) reflects the utilitarian purpose of the building. Second-story and smaller windows feature segmental arches, while the larger first-story windows are identical to their counterparts on the north and west elevations. Two brick towers rise from the rear of the building to provide water storage. Several loading bays are also present in the south elevation, though not visible in the photograph. The interior employs joist construction with cherry-paneled pillars. The building survives with very little alteration.

8. Significance

Period	Areas of Significance—Check and justify below			
<input type="checkbox"/> prehistoric	<input type="checkbox"/> archeology-prehistoric	<input type="checkbox"/> community planning	<input type="checkbox"/> landscape architecture	<input type="checkbox"/> religion
<input type="checkbox"/> 1400-1499	<input type="checkbox"/> archeology-historic	<input type="checkbox"/> conservation	<input type="checkbox"/> law	<input type="checkbox"/> science
<input type="checkbox"/> 1500-1599	<input type="checkbox"/> agriculture	<input type="checkbox"/> economics	<input type="checkbox"/> literature	<input type="checkbox"/> sculpture
<input type="checkbox"/> 1600-1699	<input checked="" type="checkbox"/> architecture	<input type="checkbox"/> education	<input type="checkbox"/> military	<input type="checkbox"/> social/ humanitarian
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> art	<input type="checkbox"/> engineering	<input type="checkbox"/> music	<input type="checkbox"/> theater
<input type="checkbox"/> 1800-1899	<input checked="" type="checkbox"/> commerce	<input type="checkbox"/> exploration/settlement	<input type="checkbox"/> philosophy	<input type="checkbox"/> transportation
<input checked="" type="checkbox"/> 1900-	<input type="checkbox"/> communications	<input type="checkbox"/> industry	<input type="checkbox"/> politics/government	<input type="checkbox"/> other (specify)
		<input type="checkbox"/> invention		

Specific dates 1906 **Builder/Architect** George W. Hellmuth

Statement of Significance (in one paragraph)

The Sanitol Building qualifies for listing in the National Register of Historic Places according to criteria A and C, and is eligible under the following areas of significance: **ARCHITECTURE:** The 1906 Sanitol Building is a good representative example of an early twentieth century St. Louis light manufacturing building designed in the Classical Revival tradition. Architect George W. Hellmuth employed a restrained yet sophisticated design admirably suited to the dual purposes of manufacturing and corporate headquarters. The building features strong rhythms of round arches in an arcade effect, unusually fine brickwork and ornamental entrances. **COMMERCE:** The building was constructed as offices and factory for the Sanitol Chemical Laboratory Company. Incorporated in 1897, the company occupied the building from 1907 through 1922, during which time it gained nationwide recognition for dentifrice, its chief product, and for innovative organizational and marketing concepts that helped St. Louis maintain its leading role in the drug industry.

German-born Dr. Herman Luyties came to the United States in 1850, establishing himself as one of the founders of homeopathy in this country with the opening of his St. Louis pharmacy at Broadway and Olive in 1853. Dr. Luyties died in 1896, living to see his company become the largest homeopathic pharmacy in the world. Dr. Luyties' son, Herman C. G. Luyties (1871-1921), was born in St. Louis and educated in the city's public schools. A position with the Luyties Pharmacy Company awaited him upon his graduation from the St. Louis College of Pharmacy in 1891. He quickly became the company's Vice President, remaining as such until selling out his interests in 1907.

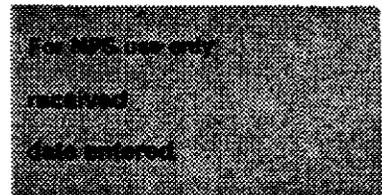
Herman C. G. Luyties and his older brother Frederick incorporated the Fairchild Chemical Laboratory Company early in 1897. By 1900, the company was vigorously advertising its "Sanitol" line of antiseptic mouthwashes and dentifrices in National Druggist Magazine, telling the reader that "rigid comparison has thoroughly proven the superior efficiency of Sanitol over all other[s]..."¹ Shortly thereafter, the company's name was changed to the Sanitol Chemical Laboratory Company, probably to identify itself more closely with its product line.

The national drug trade had been undergoing radical changes in the years since the Civil War. People were just beginning to find out about the quackery involved in many patent medicines; at the same time, druggists began a concerted effort to differentiate between patent medicines and proprietary drugs. Proprietaries, or "ethical preparations," included drugs strictly manufactured for and advertised to the medical profession. They were trademarked but not patented. Federal regulations mandating pure food and drugs and public awareness of both types of drugs were both starting to have far-reaching effects, and undercutting of prices to capture the market became commonplace as wholesalers and retailers alike tried to remain solvent.

As early as 1882, the National Wholesale Druggists' Association had put an unprecedented plan into action. It was a simple rebate system wherein drug jobbers were given by the manufacturer a guaranteed percentage of every dollar they sold to retailers. The

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

**National Register of Historic Places
Inventory—Nomination Form**



Continuation sheet The Sanitol Building

Item number 8

Page 1

jobbers were supposed to sell everything at predetermined prices thus presenting a unified front which fixed high prices to retailers. Instead, they often split their commission with the "cutters" (discounters), giving them an advantage over legitimate druggists.² By 1892, the American Proprietary Association had begun proposing new rules to deal with the situation. It was not until 1895, however, that a new plan could be agreed upon. Called the "Tripartite Plan," it assured drug jobbers of a 10% rebate on their purchases to be paid quarterly by manufacturers. Violations such as selling to "cutters" or sharing rebates were punishable by ineligibility for rebate money. At this time, a strong movement was on to sell drugs only to druggists and not to department or other stores; druggists were fighting for control and credibility. Manufacturers were also concerned about how their drugs were dispersed: "we feel that trained pharmacists are necessary to the health and welfare of the community and that they need all the support commercially that can be given them, in order that they may make a fair living, commensurate to the ability and education that they are required to possess..."³

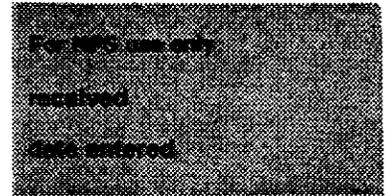
The rebate plan also served to thwart a "drug trust" by guaranteeing the wholesaler a fixed profit on every dollar's worth of goods. Because of the fixed pricing, there was no incentive to merge wholesalers, and no way to undercut prices to drive smaller jobbers out of business.⁴ Manufacturers tried to enlist only reputable, recognized wholesalers to distribute their goods. By 1898 it was said, "the life of the wholesale drug trade, today, is the rebate plan."⁵

A final step in uniting the three independent units of the drug trade came in November of 1898 with the first meeting of the National Association of Retail Druggists (N.A.R.D.), held in St. Louis. This meeting was pronounced "a new era in the drug trade,"⁶ as the National Wholesale Druggists' Association met with the N.A.R.D. and the Proprietary Association to discuss their mutual needs and goals. The N.A.R.D. was composed only of associations of drug retailers, and so represented substantial power. All three areas of the business were painfully aware at this point that the drug trade was stagnating throughout much of the country, and one of their goals was to rectify the situation.

While much of the country's drug trade was in the doldrums, that of St. Louis appeared quite active. After the 1860s, St. Louis had turned, in general, from a wholesale distributor to a wholesale manufacturing center. "St. Louis was second only to New York in 1882 as the largest market in the country for drugs and chemicals. The territory which gets its supplies and drugs from St. Louis comprises the entire country west of the east line of Ohio, as far south as Mexico and Lower California, and north as far as British Columbia;" the standing was the same in 1887.⁷ St. Louis claimed to be the largest drug distributing center in America in 1897; it was estimated that the business increased that year between 15 and 20%. Total sales (including chemicals, essential oils, patent and proprietary medicines) were about \$25 million per annum. St. Louis was also a leader in drug manufacturing, turning out more proprietary preparations than any other city in the United States in 1897, with many of the locally made drugs acquiring an international standing.⁸ As late as 1914, St. Louis was still ranked #1 in the country as a jobbing center for drug and chemical manufacturing.⁹

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

**National Register of Historic Places
Inventory—Nomination Form**



Continuation sheet The Sanitol Building Item number 8 Page 2

In 1906, a biography of Herman C. G. Luyties stated that he had "made St. Louis the greatest manufacturing center for tooth powder in the world."¹⁰ That same year, a newspaper article on the proposed Sanitol Building at Laclede and Boyle said that "nearly one-half of all the dentifrice used in the United States is now manufactured in St. Louis."¹¹ Things were going well for the young firm when Luyties began the "Sanitol Association of Retail Druggists" (S.A.R.D.) and authorized the construction of a new building, all within a few months' time. Sanitol, known for its originality in advertising and merchandising since the beginning, pledged to refuse to sell any of its preparations to anyone for less than a minimum set price, in effect keeping retail prices (and profits) high. A 5% annual rebate was promised to members who "lived up" to the rules. The S.A.R.D. took the old rebate idea one step further, enlisting the aid of 5,000 dentists as stockholders, each of whom was asked to prescribe Sanitol preparations and to deal only with S.A.R.D. members. Thus the company became, in effect, a co-op. As an added incentive, S.A.R.D. members were given special privileges in the S.A.R.D. Club, headquartered comfortably in the new Sanitol Building. Additionally, an advertising consultant was provided free to members, as were window displays and advertising matter, an information bureau and prescription blanks for dentists conveniently printed with the nearest S.A.R.D. member's name and address.¹²

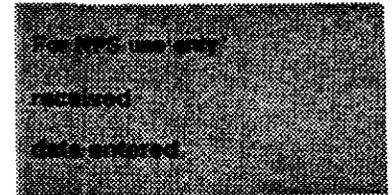
In keeping with its modern image, Herman C. G. Luyties chose a new location for the new Sanitol offices and factory in a semi-residential area in the city's West End. In March of 1908, the St. Louis Republic noted, "The Sanitol Company was the first to recognize the real estate values of this section of the city for light manufacturing purposes, and the fact of its building such a large plant at Boyle and Laclede Avenues has led other manufacturers to build in the immediate neighborhood. This had led to a general increase in the value of real estate in this section."¹³

Designed by architect George W. Hellmuth, the new Sanitol Building stood out as more style conscious than many contemporary light industrial buildings that commonly exhibited straightforward functional designs. As the building served both as corporate headquarters and manufacturing facility, a more formal facade treatment was required. The functional plan was combined with Classical Revival elevations articulated by ar-cading, pedimented pavillions, horizontal stone banding, elaborate ornamented entrances and egg-and-dart terra cotta coping. Hellmuth (1870-1955) FAIA was born and trained in Missouri. After receiving a B.A. from Christian Brothers College in St. Louis in 1889, he studied at the Missouri School of Mines in Rolla, Missouri for two years. Before opening his own office in 1895, Hellmuth worked for various Chicago and St. Louis archi-tects. Prior to his 1908-09 partnership with Louis C. Spiering, he built a reputation primarily for domestic architecture.(The partnership also produced a number of notable non-domestic designs.) The scale and detailing of the Sanitol Building indicate the architect's experience with and sensitivity to the residential milieu. The unusually fine ornamental brickwork and terra cotta and stone detailing that highlight the building make it a felicitous addition to the neighborhood.

The Sanitol Company continued to advertise heavily in nationally distributed maga-zines such as Ladies Home Journal, expanding their line from just dentifrices to include shaving supplies, face powder, toilet water, etc. After Herman C. G. Luyties' death in 1921, the company was purchased and headed by Gustavus A. Pfeiffer, a well-known St. Louis

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

**National Register of Historic Places
Inventory—Nomination Form**



Continuation sheet The Sanitol Building

Item number 8

Page 3

drug manufacturer. In 1922, Pfeiffer moved the company to 404 S. Fourth Street where his own Pfeiffer Chemical Company was located. The Sanitol Company was in business (with some name changes) until 1974.

In 1922, the Johnson-Stephens & Shinkle Shoe Company set up their "Factory A" in the Sanitol Building. The small company occupied the building until 1968; their name is still visible on the rear elevation beneath a more recent logo (Photo #4). Subsequent owners included Borden, Inc. and Crown Foods, both of whom used the building for food storage.

The Sanitol Building is currently being assessed for adaptive reuse appropriate to the semi-residential nature of its location. It is one of the few well-designed, intact early twentieth century light manufacturing buildings remaining in St. Louis and the only building associated with the innovative Sanitol Company.

FOOTNOTES

¹National Druggist Magazine, June 1900, vol. 30, no. 6, p. XIX.

²National Druggist Magazine, October 1895, vol. 25, no. 10, p. 294.

³National Druggist Magazine, July 1895, vol. 25, no. 7, p. 208.

⁴National Druggist Magazine, May 1898, vol. 28, no. 5, p. 133.

⁵National Druggist Magazine, November 1898, vol. 28, no. 11, p. 321.

⁶National Druggist Magazine, November 1898, vol. 28, no. 11, p. 322.

⁷David Rodnick, "The Economic Development of St. Louis and the Surrounding Area: 1764-1914," (TS Missouri Historical Society, 1944), p. 52.

⁸George H. Morgan, Annual Statement of the Trade and Commerce of Saint Louis, for the Year 1897, Reported to the Merchant's Exchange of St. Louis (St. Louis: Press of R. P. Studley, 1898), p. 34.

⁹Rodnick, p. 68.

¹⁰John W. Leonard, ed., The Book of St. Louisans (St. Louis: The St. Louis Republic, 1906), p. 369.

¹¹St. Louis Globe-Democrat, April 22, 1906.

¹²National Druggist Magazine, June 1906, vol. 36, no. 6, p. 195.

¹³St. Louis Republic, March 29, 1908.

9. Major Bibliographical References

See continuation sheet

10. Geographical Data

Acreeage of nominated property Less than one acre

Quadrangle name Clayton, MO

Quadrangle scale 1:24,000

UTM References

A

1	5	7	3	9	2	6	5	4	2	7	9	9	6	0
Zone	Easting				Northing									

B

Zone	Easting				Northing									

C

Zone	Easting				Northing									

D

Zone	Easting				Northing									

E

Zone	Easting				Northing									

F

Zone	Easting				Northing									

G

Zone	Easting				Northing									

H

Zone	Easting				Northing									

Verbal boundary description and justification The Sanitol Building is located at 4252-64 Laclede Avenue on the southeast corner of Laclede and Boyle Avenues in City Block 3916. It fronts 277 feet along Laclede Avenue and 155 feet along Boyle Avenue. The rear (south) elevation is bounded by the alley of City Block 3916 for approximately 277 feet and the east (side) elevation is bounded by a line running northerly to Laclede.

List all states and counties for properties overlapping state or county boundaries

state code county code

state code county code

11. Form Prepared By © Landmarks Association of St. Louis Inc., 1985

name/title 1. Cynthia Hill Longwisch, Researcher

organization Landmarks Association of St. Louis Inc. date May 7, 1985

street & number 721 Olive, Room 1113 telephone (314) 421-6474

city or town St. Louis state MO 63101

12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:

national state local

As the designated State Historic Preservation Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the National Park Service.

State Historic Preservation Officer signature

Wayne C. Brown

Frederick A. Brunner, Ph. D., P. E., Director, Department of Natural Resources and State Historic Preservation Officer

date 8/28/85

For NPS use only

I hereby certify that this property is included in the National Register

date

Keeper of the National Register

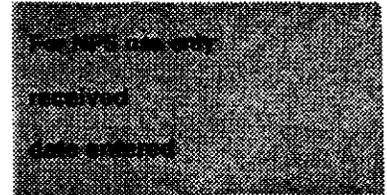
Attest:

date

Chief of Registration

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

**National Register of Historic Places
Inventory—Nomination Form**



Continuation sheet The Sanitol Building Item number 9 Page 1

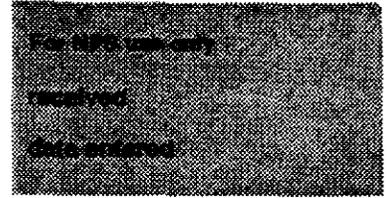
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- Meyer, A. C. The History of the Earlier Years of Drug and Allied Trades in the Mississippi Valley. St. Louis: Privately published, 1948.
- Morgan, George H. Annual Statement of the Trade and Commerce of Saint Louis, for the Year 1897, Reported to the Merchant's Exchange of St. Louis. St. Louis: Press of R. P. Studley, 1898.
- National Druggist Magazine July 1895, October 1895, November 1898, June 1900, June 1906.
- Pen and Sunlight Sketches of St. Louis: The Commercial Gateway to the South. Chicago: Phoenix Publishing Co., c. [1891-92].
- Rodnick, David. "The Economic Development of St. Louis and the Surrounding Area: 1764-1914." *TS Missouri Historical Society, 1944.
- St. Louis Globe-Democrat April 22, 1906.
- St. Louis Republic March 29, 1908.

*Typescript Signed.

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**National Register of Historic Places
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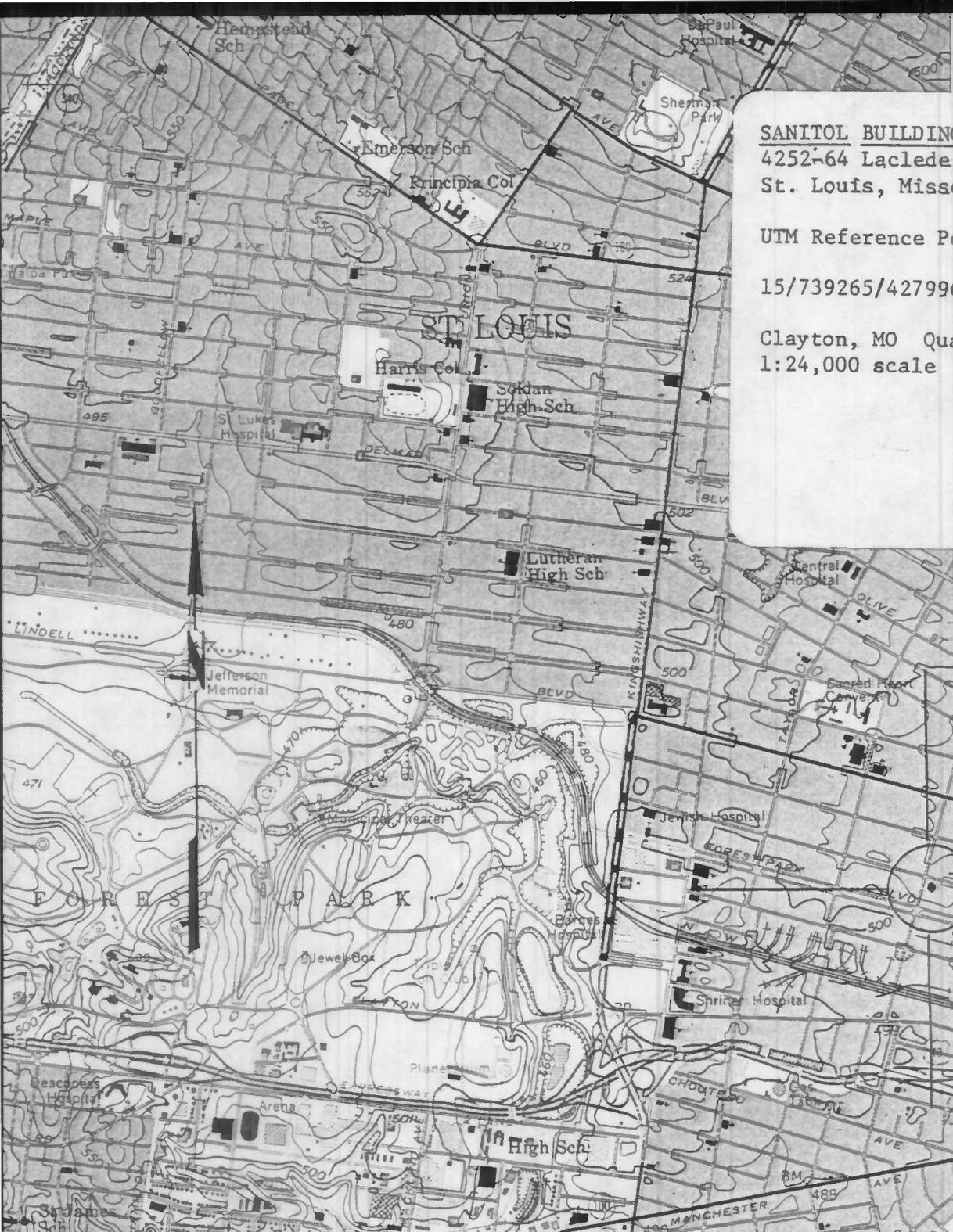
Continuation sheet The Sanitol Building

Item number

11

Page 1

2. James M. Denny
Chief, Survey & Registration
and State Contact Person
Department of Natural Resources
Historic Preservation Program
P. O. Box 176
Jefferson City, Missouri 65102
Date: August 12, 1985
Phone: 314-751-4096.



SANITOL BUILDING
 4252-64 Laclede Avenue
 St. Louis, Missouri

UTM Reference Point:
 15/739265/4279960

Clayton, MO Quadrangle
 1:24,000 scale

17°30" 736

737 MANCHESTER 14 MI.

INTERIOR—GEOLOGICAL SURVEY, RESTON, VIRGINIA—1975

739000m.E 90°15'

38°37'30"

4279000m.N.

4280

4281

40'

MILE

ROAD CLASSIFICATION

- Heavy-duty ————— Light-duty —————
- Medium-duty ————— Unimproved dirt - - - - -
- Interstate Route U. S. Route State Route



QUADRANGLE LOCATION

Revisions shown in purple compiled by the Geological Survey from aerial photographs taken 1968 and 1974
 This information not field checked
 Purple tint indicates extension of urban areas

CLAYTON, MO.
 N3837.5—W9015/7.5

1954

PHOTOREVISED 1963 AND 1974
 AMS 7961 III NE—SERIES V879

(CAHOKIA)
 2961 II SW

SANITOL BUILDING
4252-64 Laclede Avenue
St. Louis, Missouri

#1 of 4 primary (north) eleva.

Photographer: Cynthia Longwisch
Date: April 1985
Negative: Landmarks Association
of St. Louis, Inc.

Camera facing southwest.



SANITOL BUILDING
4252-64 Laclede Avenue
St. Louis, Missouri

#2 of 4 west (side) elevation

Photographer: Cynthia Longwisch
Date: April 1985
Negative: Landmarks Association
of St. Louis, Inc.

Camera facing southeast.



SANITOL BUILDING
4252-64 Laclede Avenue

#3 of 4 detail, west entrance

Photographer: Cynthia Longwisch

Date: April 1985

Negative: Landmarks Association
of St. Louis, Inc.

Camera facing east.



SANITOL BUILDING
4252-64 Laclede Avenue
St. Louis, Missouri

#4 of 4 south (rear) elevation

Photographer: Cynthia Longwisch
Date: April 1985
Negative: Landmarks Association
of St. Louis, Inc.

Camera facing north.

