

United States Department of the Interior
National Park Service

National Register of Historic Places Registration Form

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

1. Name of Property

Historic name Locust Street Automotive District

Other names/site number N/A

2. Location

Street & number 2914-3124 Locust and 3043 Olive (N/A) not for publication

City or town St. Louis (N/A) vicinity

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

3. State/Federal Agency Certification

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

Signature of certifying official/Title

Mark A. Miles
Mark A. Miles, Deputy SHPO

Date

07/29/05

State or Federal agency and bureau

Missouri Department of Natural Resources

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

Signature of certifying official/Title

Date

State or Federal agency and bureau

4. National Park Service Certification

I hereby certify that the property is:

☐ entered in the National Register.

☐ See continuation sheet.

☐ determined eligible for the
National Register.

☐ See continuation sheet.

☐ determined not eligible for the
National Register.

☐ removed from the National
Register.

☐ other, (explain): _____

Signature of the Keeper

Date of Action

Locust Street Automotive District
Name of Property

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

5. Classification

Ownership of Property

(Check as many boxes as apply)

- ☒ private
☐ public-local
☐ public-State
☐ public-Federal

Category of Property

(Check only one box)

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

Number of Resources within Property

(Do not include previously listed resources in the count.)

Contributing	Noncontributing	
26	5	buildings
		sites
		structures
		objects
26	5	Total

Name of related multiple property listing

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

Number of contributing resources previously listed in the National Register

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

6. Function or Use

Historic Functions

(Enter categories from instructions)

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

Current Functions

(Enter categories from instructions)

COMMERCE/TRADE/business
COMMERCE/ TRADE /specialty store
COMMERCE/ TRADE /warehouse
COMMERCE/TRADE/professional
WORK IN PROGRESS

7. Description

Architectural Classification

(Enter categories from instructions)

LATE VICTORIAN/Renaissance
LATE 19TH AND 20TH CENTURY REVIVALS/Beaux Arts
LATE 19TH AND 20TH CENTURY REVIVALS/Classical Revival
LATE 19TH AND 20TH CENTURY REVIVALS/Tudor Revival
LATE 19TH AND 20TH CENTURY REVIVALS/Mission/Spanish
Colonial Revival

Materials

(Enter categories from instructions)

foundation CONCRETE
walls BRICK
LIMESTONE
roof TERRA COTTA
other TERRA COTTA

Narrative Description

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

Locust Street Automotive District
Name of Property

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

8. Statement of Significance

Applicable National Register Criteria

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

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

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

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

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

Criteria Considerations

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

Property is:

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

☐ **B** removed from its original location.

☐ **C** a birthplace or grave.

☐ **D** a cemetery.

☐ **E** a reconstructed building, object, or structure.

☐ **F** a commemorative property.

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

Narrative Statement of Significance

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

9. Major Bibliographical References

Bibliography

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

Previous documentation on file (NPS):

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

Areas of Significance

(Enter categories from instructions)

ARCHITECTURE

COMMERCE

Period of Significance

1911-1955

Significant Dates

1911

Significant Person

(Complete if Criterion B is marked above)

N/A

Cultural Affiliation

N/A

Architect/Builder

Bradshaw, Preston J., Architect

Groves, Albert B., Architect

Primary location of additional data:

- ☒ State Historic Preservation Office
☐ Other State agency
☐ Federal agency
☐ Local government
☐ University
☐ Other

Name of repository:

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

Acreage of Property 11 acres

☒ See continuation sheet

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

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Locust Street Automotive District
St. Louis (Independent City), MO

Narrative Description

SUMMARY

The Locust Street Automotive District encompasses a two and one half block long commercial strip along Locust Street midway between Jefferson Avenue and Grand Boulevard. The district is less than two miles directly west of downtown St. Louis in an area that has historically been identified by its warehouse and commercial buildings. Along the east side of Cardinal, the district extends south to Olive where a large historic service station forms a visual entrance into the automotive district. Locust Street is principally characterized by one and two story brick commercial storefronts of varying sizes, usually with larger warehouse/showroom buildings located at the intersections. Except for two service garages, all of the buildings are commercial storefronts in design. All but one of the historic buildings was constructed between 1911 and 1927 and, except for the service stations, they abut the public sidewalks with large display windows along the primary, Locust, elevation and garage entries relegated to the side street or alley elevations. Except for one building finished in 1980, all of the buildings within the district are representative of at least one of the three property types (automotive distributorships, automotive dealerships and retail businesses, and service stations) that were identified in the historic context, "Marketing and Servicing the Automobile," of the Multiple Property Documentation Form (MPDF) for the "Historic Auto-Related Resources of St. Louis [Independent City], MO." There are 31 buildings in the district, of which all but 5 are contributing, meeting the registration requirements of this MPDF. Beyond these boundaries, Locust Street historically was equally densely commercial in character, but significant alterations to many of the surrounding buildings, as well as demolition of large sections, has left the Locust Street Automotive District as the remaining area of densely developed historic commercial buildings. These later alterations provide a sharp contrast to the area within the district boundaries. Once the automotive dealerships began moving out of the area (both as a result of demands for larger showrooms and higher visibility as well as the economic turmoil created by the Great Depression), the buildings began to be used primarily for warehousing, crime increased, and building maintenance was neglected for many years. Because most of the buildings were well built initially, many of them with distinctive decorative detailing designed by local architects, they still retain their character defining features, such as distinctive clay tile roofs, terra cotta embellishments, and a variety of stylistic influences. While storefront display windows are boarded or blocked in for security, these are usually cosmetic alterations rather than structural changes, retaining the massing that separates the storefront display windows and street level entries from the upper level windows and parapet details. In addition, as part of the commercial revitalization underway, several of these storefronts are currently under renovation, reopening many of these display windows and even removing false façades covering the historic masonry facades.

GENERAL FEATURES OF THE DISTRICT

While the commercial development extends further in both directions along Locust Street, the Locust Street Automotive District encompasses the most densely built commercial development. It is also the section that retains the most historic integrity. Although the development along Locust Street was first residential in nature as an extension of the non-extant Lucas Place (a private residential subdivision that extended east to Sixteenth Street), the residential buildings were rapidly replaced with commercial storefronts and warehouse buildings in the early twentieth century and no visible remnants of the previous residential character remain in this area of Locust. By the first decades of the twentieth century commercial buildings began replacing residential properties and the area from about Seventeenth Street west to Grand became the city's automotive row, with regional automobile company distributorships, dealerships, automotive parts supplies and automotive services densely developed, especially in two areas, one east of Jefferson to Eighteenth and the other extending from the 2800 block (at Leffingwell) to the 3300 block, near Grand. Because Locust Street has been converted into a one-way street, heading west, the historic entrance to the western end of the district a block east of Grand (at a triangular wedge where Lindell and Olive merge with Theresa Avenue and Locust Street) has relegated that intersection to an exit and made access to Locust Street much more convoluted. The Midtown Historic District (NR listed), which includes numerous fine arts attractions, including the Fox Theatre and Powell Symphony Hall, is located five blocks west along Grand Boulevard with St. Louis University's campus to its south. Olive Boulevard was widened in the 1920s as part of the city's boulevard system, resulting in the loss of most of the historic buildings directly south of the Locust Street Automotive District.

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Locust Street Automotive District
St. Louis (Independent City), MO

Narrative Description (continued)

The resources in the historic district are primarily one and two story commercial buildings, 31 in all. Of these buildings, 26 are contributing to the historic district. All but two were built during the first two decades of the twentieth century, with 10 finished in the first 5 years, between 1911 and 1915, and another 15 finished in the next 4 years (between 1916 and 1920). Four more buildings were added in the 1920s and one service garage was added in 1946, the last building added to the historic automotive district during its period of significance. One warehouse built in 1980 replaced an earlier commercial building at 3040-3042 Locust, and there is one vacant lot between 3030 and 3040 Locust where one of the old residential properties had survived for years as a rooming house before being demolished at some point prior to 1990. When the buildings quit being used for automotive showrooms and retail businesses, alterations were made to block in the display windows and, in some cases, replace upper level windows, providing security to the buildings as the district fell upon hard times. While such alterations impact the historic integrity of individual buildings within the district, the embellishments on the masonry facades and the stylistic details remained intact. Together with the consistency of setbacks and minimal number of demolitions, even with these alterations, the buildings provide the visual continuity that continues to distinguish this historic district.

Rather than creating simple commercial storefronts, architects designed many of the buildings utilizing the styles popular at the time, trying to market a new product and create an aura of stylishness to distinguish the various brands of automobile. Variations on the classical revival styles, whether Second Renaissance Revival, Neo-classical or Beaux Arts influences, were especially popular as a means of denoting stability, tradition, and permanence to the automobile industry. Several buildings used variations of regional revivals, both Mission and Spanish Revivals, which imbued a sense of the exotic, while the large Tudor Revival design coincided with the popularity of that style and its association with the English gentry, again associating the ownership of an automobile with that more luxurious lifestyle. As a result, the buildings, which in form were little more than simple commercial storefronts or larger warehouses with first floor showrooms, have much more architectural ornamentation than similar buildings outside the old automotive row.

Although districts are usually more concerned about the exterior appearance of the buildings, because of the significance of the automotive businesses that occupied all of these buildings initially, most of these buildings retain several distinctive interior features beyond the exterior display windows in the showroom and the garage door ramps and entries on sides and rear elevations. Internal ramps can commonly be found in the warehouse buildings, in some cases leading not only to the main floor showroom, but also to the basement level. Smaller commercial buildings often have ramps or sloped floors for entry from the rear garage door and while most of the original doors are long gone, many retain physical evidence of the mechanisms (such as sliding tracks) that operated these doors originally. Showrooms at the fronts of the buildings are usually easily identifiable by a distinguishing floor treatment, often ceramic tile while the service and storage areas usually have bare concrete floors. Even if the walls separating the showroom from these service areas have been removed, the distinction is still evident in the floors. Many of the multistoried buildings also have at least one automobile sized freight elevator to allow use of the upper levels for repairs and storage of automobiles, but in some instances these were little more than open shafts to a wood framed penthouse and only remnants remain. Like the distinguishing exterior features, these interior features are significant elements in helping define this as an automotive district, rather than simply commercial warehouse buildings.

ALTERATIONS AND INTEGRITY ISSUES

The historic district has only lost one historic commercial building and it retains the density of commercial buildings that has always characterized this automotive district. There are only two open lots within the district, one at the southeast corner of Garrison and Locust that has historically been an open parking lot associated with 2944-2946 Locust and the other where the last remaining residential building remained until recently. Although the district had been badly neglected for many years, losing its commercial vitality as the automotive businesses left the area, most of the buildings still retain a high degree of historic integrity. Their storefront display windows have been boarded over or blocked in (for security), with businesses (usually warehousing) operating behind what looks like a vacant front. Given the age of most of the buildings, as well as the lack of maintenance, most of the buildings are in surprisingly fair condition. The interiors have suffered due to changes in occupancy and neglect. Even so, only 5 of the 31 buildings are noncontributing and the determination of the contributing/noncontributing status within the district was based upon registration requirements outlined in the MPDF.

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Locust Street Automotive District
St. Louis (Independent City), MO

Narrative Description (continued)

Security has improved in recent years and interest in these historic buildings and the potential historic district has sparked a number of significant historic rehabilitation projects that have been careful to follow the Secretary of the Interior's *Standards for Rehabilitation of Historic Buildings*. This started with two projects, both outside the historic district boundaries, on major buildings, that are being nominated individually to the National Register with this MPD submission, the More Automobile Company Building at 2801 Locust and the Cadillac Automobile Company Building at 3224 Locust, together helping to redefine the character of the business community along Locust west of Jefferson. In turn, these led to other building improvement projects, including the nearly finished projects at 3005 Locust and 3030 Locust, both of which reopened their storefronts. Several other projects are now underway, many of which hope that the district will be successfully listed on the National Register so that they can utilize historic tax credits to finance the renovations. The property owners in the district have taken upon themselves the funding of the MPD and the district nomination, which was matched by their alderman, recognizing that the financial assistance provided by state and federal historic tax credits, as well as the recognition as an historic district will help in their efforts to revitalize this commercial area. New businesses are already relocating into the area, including a classic car dealership, professional offices, and a photographic studio. Plans are underway to create upper level residential lofts in several buildings as well. In recent years, the most obvious threats to the district have been the neglect (which seems to be changing based upon the renovations underway), crime and vandalism (which has decreased due to the more active business presence), and demolition (which reduced the size the district). The efforts by the business community to list the area as an historic district is seen as one hopeful sign that the mindset about further demolitions is beginning to change as more and more of the neighborhood's property owners recognize the historic significance of this commercial district and begin to appreciate the unique architectural character of their buildings.

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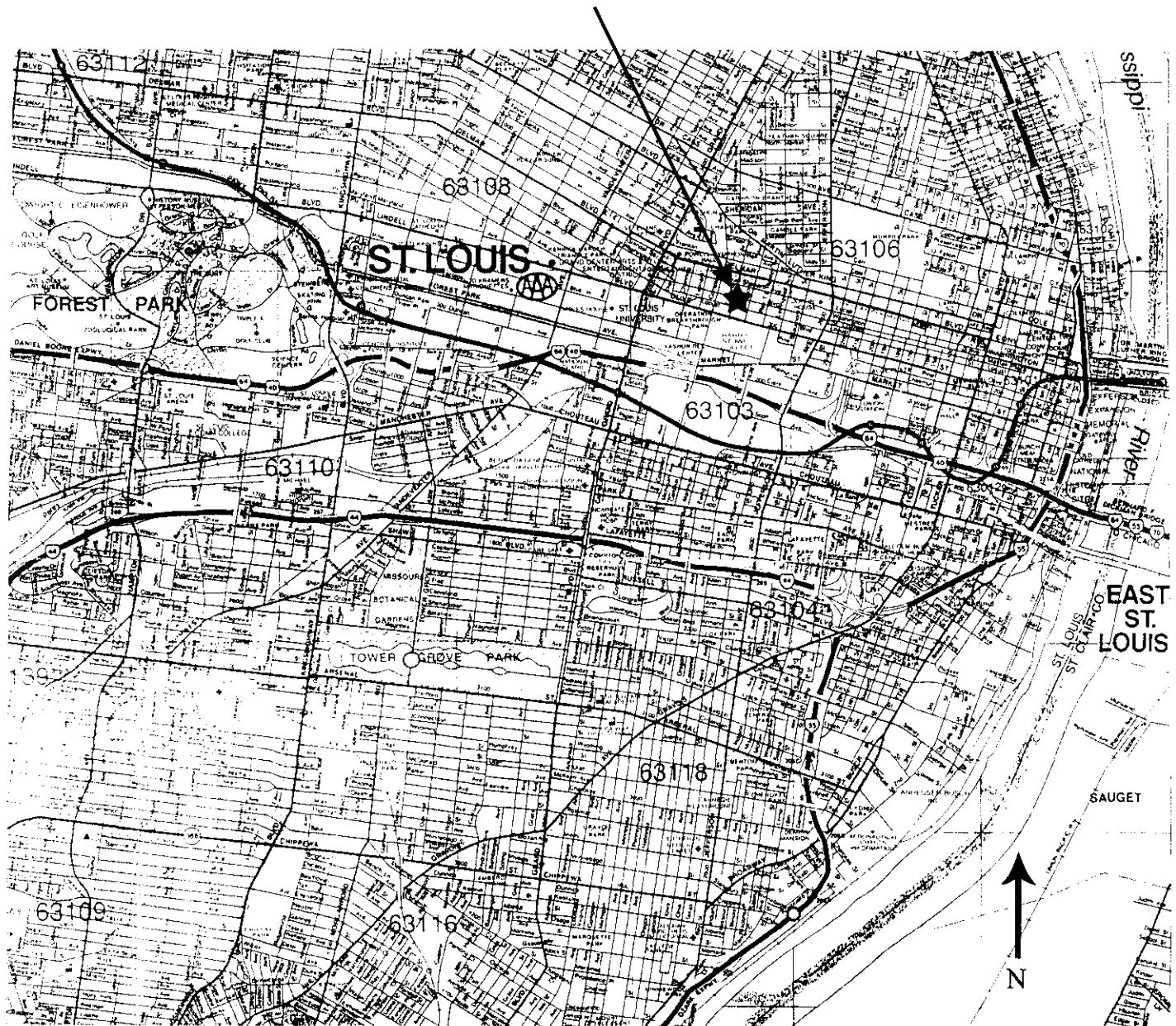
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Locust Street Automotive District
St. Louis (Independent City), MO

Map of City of St. Louis, MO

Locating District



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Locust Street Automotive District
St. Louis (Independent City), MO

Narrative Description

INDIVIDUAL BUILDING DESCRIPTIONS

These descriptions are based upon the researched compiled from several sources, especially fire insurance maps and building permits (found in the *St. Louis Daily Record* and city hall files). Most of this work was completed in 2004 as part of a preliminary survey of Locust Street west of Jefferson by Landmarks Association of St. Louis. In addition, visual inspections of the buildings, photographic documentation of the street elevations, as well city directory research helped date the buildings and identify alterations. Based upon this information, the individual site descriptions list each of the resources in the Locust Street Automotive District in terms (when known) of:

- street number
- historic name
- date of construction
- architect and/or contractor(s)
- status as a contributing or non-contributing resource within the scope of this nomination

This is followed by the narrative description of the resources on that property, including alterations and integrity issues. All resource names are the historic names, except when an historic name was unavailable, in which case a descriptive name has been chosen. The building resources are listed by property, in progression, one side of the street at a time (even numbers followed by odd) in alphabetical order by street name. The street numbers are marked on the district map to serve as the identifying number for each property. Photo numbers are keyed to the district map as well as identified in the header for each individual site description where the buildings are clearly visible in the photograph.

LOCUST STREET (even numbers)

2914-2916 **Whistle Bottling Company Building;** 1920; F. G. Avis, architect; E. H. Paulus Co., contractor. **Contributing.** (Photo 1)

This large, two-story, painted brick and stucco building references the Second Renaissance Revival style with its horizontal divisions, central entry with transomed display windows on either side, and the round arched windows extending the length of the second floor facade. The projecting cornice with modillions is supported by decorative corbels. On the second floor, the fanlight transoms with keystones on the one over one sashed windows are separated by engaged Doric columns. Although currently boarded over, the outline of the display windows is clearly visible.

2920-2922 **Cadillac Building;** 1916; Nolte & Nauman, architects; J. H. Schaeffer, contractor. **Contributing.** (Photo 1)

The design of the Cadillac Building at 2920-2922 Locust reflects the quality of the vehicles it showcased. The Spanish Colonial Revival detailing is evident in the clay tile roof, the heavy timber bracketing, the round arched tower window, and the stucco surfaces. The central paired entryway has a square oriel tower with a round arched window and a pyramidal roof that punctuates the side gabled roof across the facade (although this is actually a decorative roof in front of the flat roof). The second floor windows are divided into adjacent groupings of four windows. Heavy brackets along the cornice provide additional flair to the building. The display windows on each end bay are currently infilled with brick and glass block.

2924 **McGuire National Lubricating Oil and Supply Company Building;** 1914; Stephens & Pearson, architects; Jno. Grewe Construction Co., contractor. **Contributing.** (Photos 1 and 2)

This two-story, brick building has a large display window (with a transom divided into five sections) and a recessed entrance at the far east end. The second floor windows are flat-headed, two over two, doublehung windows. A terra cotta surround outlines the facade; geometric shapes create additional decoration in the frieze panel between the floors. Although the roof is basically flat, the facade is highlighted by the side gabled roof with a heavily bracketed cornice is flanked by gable end parapets.

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Locust Street Automotive District
St. Louis (Independent City), MO

Narrative Description (Individual Building Descriptions continued)

- 2926-2936 J. R. Owens Company/Standard Automotive Corporation Building;** 1920; P. J. Bradshaw, architect; B. J. Charleville, contractor. **Contributing.** (Photos 1 and 2)
- This Tudor Revival style, two-story, brick and stucco, commercial building has an elaborate roof structure that elevates the façade with its tall side gable and asymmetrical design that features a large intersecting gable flanked by small triangular dormers. Entrances are located at each end. Brick pilasters that have limestone plinths and caps separate each first floor opening. Four bays of display windows encompass the remaining bays, although these have been infilled with brick and glass block. The second floor of the east portion has two, doublehung, wood sashed windows below the triangular dormer and the central section of the building has three windows and is embellished with false half-timbered stucco, extending into the intersecting gable. The west portion of the upper level is similar to the east end, except it has three windows and two triangular dormers.
- 2940 Commercial Building;** 1923; A. Eisen, builder. **Contributing.** (Photo 2)
- Built in 1923, this small, one story, red brick commercial building has a triangularly stepped parapet capped with terra cotta and diamond shaped terra cotta embellishments in the parapet. The first floor entrance is located at the west end and the façade is spanned by multipaned, wood framed transoms although the display window below has been bricked in, leaving the original window framing intact.
- 2942 Fitwell Seat Cover Company Building;** 1920; F. J. Saum, architect; B. J. Charleville, contractor. **Contributing.** (Photo 2)
- This small, one-story building is divided into two unequal bays by the brick piers. It has a recessed entry just east of the middle pier and display windows on either side. The display windows have been boarded in, but the framing for the openings remains intact as do the transoms above. A projecting cornice caps the building.
- 2944-2946 Moerschell Electric and Auto Supply Company Building;** 1915; Stephens & Pearson, architects; McClure Kearney Construction Co., contractor. **Contributing.** (Photo 2)
- This two-story commercial building has a side gabled roof flanked by brick parapets. It has a dressed limestone foundation on the façade and brick piers that extend above the cornice line on each end. Modillions accent the cornice. The west end bay has a slightly recessed entrance, which has sidelights and a transom. There is a long display window across most of the façade and the second floor has a continuous band of windows. Unfortunately, both the display windows and second floor windows are currently boarded in.
- 3000-3008 Nash Saint Louis Motor Company Building;** 1920; P. J. Bradshaw, architect; A. Campbell, contractor. **Contributing.** (Photos 3, 4, and 5)
- This imposing, two-story, brick and terra cotta, corner commercial building, located at the southeast corner of Locust Street and Garrison Avenue and designed by renowned St. Louis architect Preston J. Bradshaw, utilizes stylized Neoclassical design details: the symmetry of the façade, colossal fluted pilasters, a pedimented portico appearance, attic story, and balustraded appearance to the parapet. The building has a raised stone foundation and the Locust Street façade is divided into seven bays, with the center bay forming a pedimented two story entrance. The central entry and façade corners are flanked by two-story, fluted, paired terra cotta pilasters. The building is elaborately detailed with terra cotta frieze panels, belt courses, a projecting terra cotta cornice with modillions, a triangular pediment with an ornamental shield centered beneath, and decorative urns atop the terra cotta capped parapet imbedded with balustrade sections. The first floor openings (and second floor east elevation window openings) have been infilled with glass block and/or brick, probably during the 1943 renovations, but the spatial delineations remain.

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Locust Street Automotive District
St. Louis (Independent City), MO

Narrative Description (Individual Building Descriptions continued)

Historic photographs provide details of the historic configuration, which consisted of large display windows extending nearly to grade with two over two, wood transom windows in series above each display window. The second story retains its original, paired, six over six, double-hung, wood sashed windows on the primary façade. As a corner showroom, the façade treatment and display windows extended around the east elevation, transitioning into the warehouse garage bays and garage entry.

3010-3012 Goodyear Tire and Rubber Company Building; 1916; P. J. Bradshaw, architect; B. J. Charleville, contractor. Contributing. (Photos 3, 4, and 5)

Although less elaborate than the adjacent building at 3000 Locust, the Goodyear Tire and Rubber Company Building is a two-story, beige brick building with Neoclassical references that was designed by Preston J. Bradshaw in 1916. Soldier courses of brick provide detailing around the window openings and create pilasters at each end of the façade. Terra cotta blocks, modillions and panels embellish the parapeted cornice that is capped with terra cotta. The openings on the first and second floors have been modernized but the original location of the openings remains intact. Display windows flank the central entrance on the first floor. The second floor has modern, multi-paned metal windows within the original window openings that retain the original, continuous sill course. These window bays are vertically aligned with the first floor display window openings.

3016-3018 Gillham Motor Corporation Building; 1920; P. J. Bradshaw, architect. Contributing. (Photos 3 and 5)

This two-story, red brick commercial building is divided into three primary bays and is elaborately decorated to create a facade influenced by Beaux Arts classicism with a terra cotta overlay of two story pilasters, an entablature, and a projecting cornice with dentils. The entrance is located at the east end of the building. Although the massing of the building and the basic fenestration remains the same, including the delineation of the display windows into three sections with transoms on either side of the entry bay, the openings all appear to have been modified with metal windows and paneling installed.

3024 Vesta Accumulator Company Building; 1913; Ed Gray, architect; Farish & Gray, contractor. Contributing. (Photos 5 and 6)

A 1-story, white bakery brick commercial building with a projecting terra cotta cornice with dentils, this building has a slightly recessed storefront with an entrance at the west end. The display windows are divided into 5 sections, each with kickplates and transoms. Centered above the display windows and entrance is a frieze panel of glazed terra cotta blocks with a projecting terra cotta surround. The display windows and kickplates are part of a recently completed historic rehabilitation project.

3026-3028 Myar Manufacturing Company Building; 1920; Oliver J. Popp, architect; Pelligreen Construction Co., contractor. Contributing. (Photo 6)

Built in 1920 for the Myar Manufacturing Company, this two-story, red brick building is divided into two storefronts, with entrances at each end. These are framed by brick pilasters with limestone plinths. The storefronts are divided into four sections with each having a transom above and a kickplate below. These rebuilt storefronts are part of the recent historic rehabilitation project. A projecting limestone belt course and cornice separates the first floor from the second and provides a continuous sill for the second floor windows. Although they are one over one replacement windows with smaller transoms above, the second floor window fenestration pattern remains intact and the multipaned transoms are original. The façade is embellished with terra cotta: connected triangular panels above the second floor windows, a large cartouche with a clock that is centered on the second floor, decorative squares attached to a belt course that is arched in the center above the second floor windows, and cornice capstones. Soldier courses of brick add to the ornamentation by outlining the cornice, the notched corners of the building and as lintels for the display windows.

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Locust Street Automotive District
St. Louis (Independent City), MO

Narrative Description (Individual Building Descriptions continued)

3030-3032 Stearns-Knight Auto Company Building; 1913; L. Baylor Pendleton, architect; Barron-Crawford Construction Co., contractor. Contributing. (Photos 6 and 7)

The façade of the building fronts on the south side of Locust Street and consists of six symmetrical bays traversing the width of the building with matching decorative brick pilasters at the front corners of the building on either side of the storefront entry. There are decorative brick pilasters with small square terra cotta relief squares at each end of the façade and between the second floor windows. A soldier course of brick creates a continuous lintel above the first floor transoms and surrounds for the second floor windows. The roof has clay capstones at the castellated parapet roof. At the top of the brick pilasters on each end of the building are circular arch topped terra cotta designs that have an arrow punctuating the center of the arch that points down each pilaster. Above the arrow is a rectangular cap or "keystone" in the center of the clay tile arch. As part of the current rehabilitation project, the original transoms and display window framing have been rebuilt with intermediate mullions added between the five original display glass divisions. The transomed entry doors at the west end are new, but located in the historic entry location.

3040-3042 Commercial Building; 1980. Non-contributing. (Photo 8)

Built in 1980, this two-story, multicolored/red brick, flat roofed building with a concrete foundation is void of almost any penetrations and has no style or elaboration whatsoever. Slightly recessed, paired steel doors provide entry at the west end of the north façade. Centered above the doors is a small metal window/vent.

3100 DeLuxe Automobile Company/Oldsmobile Company Building; 1916 ca. Contributing. (Photo 8)

This 1-story, white bakery brick building is embellished with terra cotta on both the Locust Street and N. Compton corner bays. These details include decorative frieze panels, projecting scrolls, an entablature, and the parapet cap. The slightly recessed display area has been modified or at least covered; there is an entrance at the west end that has a fabric awning above it. Although only one bay wide along Locust, the east elevation is divided into seven bays and all display windows except the corner bay are separated by brick outlined stucco pilasters and connected by a glazed terra cotta cornice. The brick parapet on the east side has a stepped glazed terra cotta cap.

3108-3112 Olive Motor Company Building; 1927; H. W. Guth, architect; A. H. Stiel, builder. Contributing. (Photo 8)

Designed referencing the Mission Revival style, the Olive Motor Car Company Building is a one story, brick building that has a canted, central entrance with display windows, divided into four panes on either side and connected by a transom that spans across the façade. The display windows and transoms are currently covered but appear to remain intact underneath. Below the Mission parapet capped with terra cotta are outlines of brick with corner blocks, creating a frieze panel and similar brick outlined panels form the pilasters at each end of the painted facade.

3116-3120 Champion Auto Springs Building; 1914; P. J. Bradshaw, architect; H. F. Nagel, contractor. Contributing. (Photo 9)

Built in 1913-1914, this one story, brick commercial building is divided into three storefronts separated by brick pilasters accented by stucco panels. The 3116 and 3118 storefront are mirror images of each other with replacement aluminum framed display windows below the stucco and brick frieze panels that form the base of a series of seven wood framed awning windows that form a clerestory for each storefront. The 3120 storefront has a multi-light, older style garage door with a three light transom in the garage bay to the east of a similar display window and clerestory. The brick parapet above the clerestory is obviously missing a cornice detail.

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Locust Street Automotive District
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Narrative Description (Individual Building Descriptions continued)

3124 **Commercial Building;** 1889 residence; front commercial addition/floorplan in 1911. **Contributing.** (Photo 9)

This two-story, red brick commercial building has a storefront on the first floor and provides space for a residential unit on the second. The storefront was recently uncovered and is being rebuilt in the original configuration and with matching wood framing. It is divided into three sections with kickplates and transoms and a recessed entrance located to the east of the storefront. A rectangular band of terra cotta with a band of soldier course bricks on the inside edge create a frieze panel between the first and second floors. The second floor has two, one over one, double-hung, wood sash windows with lug limestone sills and segmental arched brick surrounds. A projecting terra cotta cornice and a parapet capped with terra cotta steps up on each end to complete the façade. The side walls of this building are part of the 1889 town house upon which this storefront section was added, bricking in side windows and fireplace hearths as well as lowering the first floor's level to grade (previously the town house had a raised basement).

LOCUST STREET (odd numbers)

3001-3003 **Diamond Rubber Company/B. F. Goodrich Rubber Company Building;** 1914; Albert B. Groves, architect; B. J. Charleville, contractor. **Contributing.** (Photo 10)

With two street elevations (Locust Street and N. Garrison Avenue), this imposing corner edifice is divided into two main bays for two separate storefronts on both elevations with four additional bays behind the corner storefront bays on the Garrison (east) elevation. Surrounds and bands of brick in varying patterns and a projecting brown brick, canted parapet with circular motifs emphasizes the roofline and horizontality of the building. Decorative terra cotta torch-like details separate the upper level bay divisions. Above each of the paired display windows on the façade are two window openings with each bay framed by soldier course brick and with brick frieze panels between the floor levels. The two display windows around the corner are similarly treated with single window openings spanning these bays. The four remaining bays on the east elevation have high window openings aligned below each second floor opening, four per bay connected by brick sills. There is a garage door near the rear. Entrances are now located at the center of the facade and the first floor storefronts have been infilled with concrete panels while the second floor windows have been replaced with concrete block. However, the display windows appear to retain the transom framing and the building retains its original fenestration pattern.

3005-3007 **Missouri Motor Car Company Building;** 1912; Stephens & Pearson, architects. **Contributing.** (Photos 10 and 11)

The Missouri Motor Car Company Building at 3005-3007 Locust is a 2-story, red brick building with a Classical Revival, white glazed terra cotta façade. The building measures 50' x 75' and has a flat, composition roof and abuts the adjacent commercial buildings on either side, with only a portion of the common red brick wall capped with clay coping tiles visible on the west elevation. Terra cotta piers divide the façade into three bays. Wood framed display windows are located in each end bay, and the original, single-light, bottom hinged transom windows remain intact. The display window framing has recently been rebuilt using the original framing as a template. The canted, recessed, central entry has a cast iron, bullnose stoop and a decorative white hexagonal tile floor with green and white square tiles that create a border. The entryway has also been rebuilt. There are four divisions in this bay, three display windows and a wood framed door. Terra cotta frieze panels separate the first and second floors. Each bay on the second floor has three adjacent, wood framed, nine over one replacement double-hung windows. Although the windows are not original, the openings retain the original brick mold trim and white terra cotta lug sills with decorative curling details along the top that create a rhythmic band across the façade. A projecting terra cotta cornice and horizontal bands of terra cotta at the parapet complete the facade.

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Locust Street Automotive District
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Narrative Description (Individual Building Descriptions continued)

3015-3019 Franklin Auto and Supply Company/Supreme Motor Company Building; 1916; P. J. Bradshaw, architect; B. J. Charleville, contractor. **Noncontributing.** (Photo 12)

This one and one-half story, brick commercial building is divided into three bays with ribbed panels that act as pilasters to separate the bays. The facade has been covered with concrete panels. There is a slightly recessed entrance at the east end of the center bay, but it has replacement, aluminum-framed, glass doors. A second entry to the east of the main entry has been infilled with concrete paneling and a nine-light, stationary window. At the far east end of the building is a garage opening with a modern, metal garage door. Six louvered metal windows punctuate the second floor. The penetrations may be historic but the concrete panels visually obscure the historic façade.

3021-3023 Velie Motor Building; 1914; Stephens & Pearson, architects; H. O. Hirsch, contractor. **Contributing.** (Photo 12)

This one and one-half story, elaborate red/light brown brick and terra cotta building utilizes classical ornamentation. It has a smooth limestone foundation and is divided into three primary bays with display windows in the end bays and a slightly recessed entry in the center bay. The display window areas are currently covered with wood paneling but the spatial relationship of the openings remains. The entryway has sidelights and a transom above, although the paired entry doors are now aluminum-framed, glass replacement doors. There are five wood framed awning windows in each bay that form a clerestory, separated from the display windows by brick frieze panels. The building is embellished with pilasters of fluted and patterned terra cotta that separate the bays and denote the corners of the building. The pilasters connect to a similar horizontal band of terra cotta, which acts as a continuous lintel above the clerestory windows. The band has geometric detailing and winged globes that act as capitals for the pilasters. Additional brick frieze panels separate this area from the projecting terra cotta cornice with modillions that extend the length of the façade. The stepped brick parapet is capped with terra cotta.

3027 Northern Motor Company Building; 1917; P. J. Bradshaw, architect; Ward Construction Co., contractor. **Contributing.** (Photos 12 and 13)

Referencing the Spanish Revival style, this two-story building has a side gabled, clay tile roof with a wide eave and parapet gable ends. The façade is covered with stucco and there are entrances at each end, with a slightly recessed east entry and a concrete handicap ramp leading to the west entry. The first floor appears to have been altered, with glass block where the display area should be. The second floor has heavy lug limestone sills in the three main window openings, which have deeply recessed, paired twelve-light casement windows. Smaller frieze panels are positioned between these windows.

3029-3033 Locomobile Company of Missouri Building; 1911 and 1912; James E. Powers, architect and contractor. **Non-contributing.** (Photo 13)

The façade of this one and one-half story building was completely covered with nonhistoric stone and stucco. Work was completed to see if the historic façade remained beneath but that work only revealed that the terra cotta detailing had been sheered off to add the new veneer. A new brick façade is being created to help the building to better blend with the surrounding buildings, but it no longer contains enough historic integrity to be contributing to the district.

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Narrative Description (Individual Building Descriptions continued)

3037-3039 Leach-Brouster and Company Building; 1916; P. J. Bradshaw, architect; B. J. Charleville, contractor. **Contributing.** (Photo 13)

This 2-story, Mission Revival style building has clay tile side gabled roof with Mission parapet gabled ends and wide eave overhang. The building is divided into seven bays, divided by full-height pilasters with Ionic capitals and creating four second floor window bays alternating with a stucco wall bay. The pilasters extend into a projecting entablature with dentils that is centered above each end, except for the central bay. The façade is coated in stucco and a decorative quatrefoil with pilasters is centered directly below the mission parapet. The second floor openings are actually paired, ten light French doors that open out onto iron balconies. The front entrance is recessed and located in the east end bay and vertically aligned with the opening above. The first floor display window openings are currently boarded over, although the framing is intact inside.

3041-3043 Tate Motor Car Company Building; 1918; Reinforced Concrete Architectural Company, architect; J. M. Dolan, contractor. **Contributing.** (Photo 14)

Built in 1918, this three-story, three-bay, corner warehouse, brick building is restrained in its detailing and ornamentation; the first floor has been altered in 1945 and is now covered with black metal panels. The original, canted, recessed entryway has paired doors. Horizontal black panels cover the kickplates and surround the display windows and two rows of panels cover the remaining area between the display window and second floor sills, but the spatial relationship of the historic display windows remains intact. The treatment wraps the corner front two bays. The upper two floors still reflect the building's historic appearance with projecting terra cotta sills, soldier course brick lintels, a projecting terra cotta cornice with decorative shields and a lion's head terra cotta block centered below the stepped parapet that is capped with terra cotta. The three bays of window openings on the upper two floors of the façade and the two matching bays on the west side elevation have been infilled with glass block. The remaining west side elevation has a lower parapet and common brick walls with a series of sashed windows. Similar window openings on the upper two levels are visible on the east elevation above the adjacent building.

3101-3111 Tate-Gillham Motor Car Company Building; 1916; Wm. P. McMahon, architect; Duffner & Stecker Construction Co., contractor. **Contributing.** (Photo 15)

Designed by William P. McMahon in 1916, this one and one-half story, red brick, Neoclassical building is elaborately detailed with terra cotta. The facade is divided into three primary bays on the first floor, though the openings are currently covered with paneling, and has a paired central entry. The second floor windows are multi-light, steel windows that appear to be historic, although partially boarded over. Pilasters of terra cotta quoining interlaced with brick provide a vertical delineation of the main bays as well as the separation between six second floor window openings. Projecting bands of terra cotta create a continuous lintel for the first floor, a continuous sill for the second floor, with frieze panels and terra cotta also outlines the elaborate cornice with modillions. The stepped and pedimented parapet is embellished with a large shield. The east, side street elevation has one display window, currently boarded in, but the wall is simple common brick with four bays of irregularly placed, industrial steel windows. Some of the first floor openings on this elevation are boarded over.

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Locust Street Automotive District
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Narrative Description (Individual Building Descriptions continued)

3115 Moon Motor Car Company Building; 1917; Trade Realty Co., architect and contractor. Noncontributing. (Photos 15 and 16)

This simple, one story building has been seriously modified. The roofline and brick parapet have been rebuilt, devoid of ornamentation. Capped with terra cotta, a gabled parapet on the west elevation is intersected by the new front roofline. The entire first floor has been modified and the display window infilled with concrete blocks with an entrance at the west end. The building is divided into three bays. Three stucco frieze panels with diamond patterned bricks separate the display window from the clerestory windows, one of the few remaining historic features. These have a continuous limestone sill and the windows have been infilled with ribbed metal panels.

3117-3119 Reliable Auto Tire Company Building; 1918 ca.. Noncontributing. (Photo 16)

This two-story, three bay, brown brick building has a stepped parapet that is capped with terra cotta. The second floor windows have soldier course sills; otherwise the facade is void of ornamentation, possibly a new brick veneer. The display windows on each end bay have been infilled with brick and transoms have been replaced. The center bay has a glass block surrounding a replacement door. The second floor windows have been replaced with larger panes of glass. The facade has been faux painted to create additional ornamentation on the building, which it did not have historically. This building has seen too many alterations to be considered contributing to the district.

3121 Service Garage; 1946. Contributing. (Photo 16)

Deeply recessed on the lot, this small one story brick building has a clay coping tile parapet and a simple garage door next to a man door at the west end of the facade.

OLIVE BOULEVARD (odd numbers)

3043 Becker-Lehman Sales Company Building; 1929; R. Conzelman, architect; W. C. Harting Construction Co., contractor; also addressed as 300-308 N. Cardinal Avenue. Contributing. (Photos 7 and 17)

This L-shaped, two story service garage building with its yellow brick walls has three Mission style parapets with a series of garage bays on the interior of the L, which forms the street corner entry. On the south facade and the adjacent west bay, there are two display windows, which have newer window glass and aluminum framing. Beneath the Mission style parapet that faces west on the interior of the L, is a round arched window opening with a wood sashed window that has a decorative, glazed terra cotta surround and a iron balcony. Below that window is a larger, glazed terra cotta round arched doorway. Terra cotta detailing also highlight the parapets, used as capstones as well a decorative frieze tiles. The second floor windows on the interior of the L and along Olive are still the original one over one wood sashed windows. Industrial steel windows are still intact on the Locust elevation as well as the alley elevation. Although the display windows and the garage bays have been modified (within each opening) and a recent lightning strike damaged the front Mission style parapet, the building still retains a high degree of historic integrity.

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Architects

Avis, F. G.
Bradshaw, Preston J.
Conzelman, R.
Gray, Ed
Groves, Albert B.
Guth, H. W.
McMahon, William P.
Nolte and Nauman
Pendleton, L. Baylor
Popp, Oliver J.
Powers, James E.
Reinforced Concrete Architectural Company
Saum, F. J.
Stephens and Pearson
Trade Realty Company

Narrative Statement of Significance (continued)

SUMMARY

The Locust Street Automotive District is the City of St. Louis' foremost example of automobile marketing and service establishments from 1911 to 1955. The district is locally significant, featuring the city's most intact collection of buildings representing the wide variety of businesses in the former "Automobile Row" which consisted of early automotive distribution, sales, and service properties located along Olive and Locust Streets. By the mid-1910s, Locust Street was the heart of Automobile Row, featuring numerous automotive related businesses that extended west from the 1800 block through the 3400 block ending just east of Grand Boulevard. What remains of this former automotive district includes properties on Locust Street extending west from 2914 Locust (west of T. E. Huntley Avenue) to 3124 Locust (west of North Cardinal Avenue). The Locust Street Automotive District is eligible under Criterion A for its association with the city's commerce as related to the automobile marketing and servicing industry. The district is also eligible under Criterion C for its intact collection of former automotive-related properties, many of which were designed by prominent St. Louis architects, including eight designs by Preston J. Bradshaw and one by Albert B. Groves. The district correlates to the context of "Marketing and Servicing the Automobile" under the Multiple Property Documentation Form (MPDF) entitled "Historic Auto-Related Resources of St. Louis [Independent City], MO" and includes representative examples of all three property types identified in the context of "Marketing and Servicing the Automobile:" automotive distributorships, automotive dealerships and retail businesses, and service stations and historically all of the buildings were used for automotive businesses. Representative examples of buildings within the district that relate to the MPDF context of "Marketing and Servicing" include former automobile distributorships located at 2920-2922 Locust (Cadillac Building), 2926-2936 Locust (Standard Automotive Corporation Building), and 3000-3008 Locust (Nash Motor Company Building). Dealerships abounded within the district, such as the Marmon car dealership at 3005-3007 Locust. Located at 2940 Locust (E. J. Auto Body, Pettig Auto Repair and others), 2944-2948 Locust (Moerschell Electric and Auto Supply Company, and 3116-3120 Locust (Champion Auto Springs Building) are examples of automobile retail businesses within the district. The district also features one service station located at 3043 Olive. These are but a few examples of the district's properties that meet the "Marketing and Servicing the Automobile" context within the MPDF for "Historic Auto-Related Resources of St. Louis." This area on Locust was the first area in the city where buildings were specifically constructed for automotive use, in an era when the automobile was changing the face of the city and when St. Louisans were acquiring their first automobiles.¹

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Locust Street Automotive District
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Narrative Statement of Significance (continued)

HISTORICAL BACKGROUND

The Locust Street Automotive District is located along Locust Street and includes (as noted above) properties within the 2900 through 3100 blocks, as well as one service station at 3043 Olive Boulevard. Prior to its development as Automobile Row during the 1910s, this area was residential in character. By the 1850s, St. Louis was growing rapidly. Efforts to preserve residential areas in an increasingly urban setting began as early as 1851 when James H. and Marie Lucas sold a parcel bounded by St. Charles, Locust, Thirteenth, and Fourteenth Streets to the city to create "Missouri Park," which buffered a private residential development known as "Lucas Place." Deed restrictions provided guidelines for buildings and restricted vehicular traffic in Lucas Place. Such restrictions failed to limit encroaching commercial development, however, and by the late 1880s most residents had moved further west into neighborhoods such as the one formerly in the Locust Street Automotive District area.² These late nineteenth century dwellings and flats were "comfortable" and of a "smaller scale" than the homes in Lucas Place and the fashionable Vandeventer Place situated even further west.³ The area began to develop commercially at around the same period of time as the intersection at Grand and Olive began to take shape as a major urban transit and commercial area.⁴

In 1867, the Grand Avenue Railway Company constructed a corridor along Grand Avenue, which was electrified in 1890. At that time, a "transit crossroads" was established at Olive and Grand near St. Louis University. The streetcar line was heavily utilized as it connected to multiple lines that extended throughout the county and city.⁵ The area rapidly took on an urban appearance and became known as "Midtown," supporting numerous shops, hotels, and theaters that by the 1920s "rivalled downtown as the heart of the city."⁶ Just west of Midtown was Automotive Row along Olive and Locust, which featured numerous automobile manufacturers, dealers, service providers, and supply stores. Olive developed as an automotive center earlier than Locust. This was due to the fact that Olive supported the city's oldest streetcar line, established in 1859.⁷

The residential character of Olive faded soon afterward, and its designation as an early "boulevard" promoted its commercial character. One reason that Locust Street may have developed as the city's earliest automobile center could be linked to the fact that at the time of the automobile's early development, Olive was recognized as the city's "principal retail" center. In addition, Olive was an early paved corridor—surfaced with granite all the way from downtown to Grand Avenue. By 1890, the street was a popular one for automobiles and bicycles.⁸ The location of Locust, one block north, and its rapid transition from residential to commercial was no doubt spurred by the success of Olive. In 1909, Locust Street remained primarily residential in nature,⁹ but this changed quickly, however, once the automobile industry began to take hold in St. Louis. By 1911, automotive shops and dealers were established within the 1800-2100 and 3000-3400 blocks of Locust, interspersed with commercial ventures such as grocers, printers, pharmacies, saloons, and hotels.¹⁰ When the city began to widen streets to accommodate the automobile, Locust Street was connected even more centrally to its automotive counterpart, Olive Boulevard, when Cardinal Avenue was "cut through" Locust.¹¹

In 1917, the newly formed St. Louis City Plan Commission proposed a plan to widen many of the city's streets in an effort to facilitate traffic and congestion, particularly in areas where urban expansion had rapidly overtaken former residential and rural areas. One of the primary goals under the new street plan was to expand and develop "transit and transportation" routes to "secure the center on trade and manufacturing."¹² A bond was passed in 1923 to fund the improvements and as its first project, the Commission "undertook a disruptive street modification" motivated by "the automobile—its sale, its use and its conflict with existing streetcar lines." The project cleared "the block bounded by Channing, Leonard, Olive and Locust." These streets "were then joined to create two asymmetrical blocks ripe for new development alongside bustling 'auto row'."¹³ To the south, along Olive, the Commission's 1923 improvements widened the street to comply with modern standards of a major boulevard.¹⁴ By the time that these improvements took place, the Locust Street Automobile District was firmly in place and would remain so well into the mid-twentieth century.

During the early 1930s, diminished commercial activity along Locust reflected what was happening nationally and throughout the city of St. Louis due to the Great Depression. 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 retail services that were unrelated to the automobile, in an effort to stay viable. The 2600 block of Locust offers such an example. Prior to the Depression, this block featured businesses that were, for the most part, exclusively automotive-related. By 1932, the selection of businesses was more varied, including a restaurant, a sign company, a printer, and a telephone company. Automotive-related businesses returned in strong force after World War II; however some ventures, particularly those related to communications and printing, did remain along Locust.

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Narrative Statement of Significance (continued)

After World War II, dealerships were no longer a primary influence along Locust Street. Increasing demands of automobile dealers and competition that eventually limited manufacturing success to "the Big Three" (Ford, Chrysler, and General Motors) required that dealerships offer more to customers, including large showrooms, multiple models on display, financing capabilities, and a full service area. Such demands required that buildings be constructed much larger and located in prime "showy" locations that Locust Street could not provide. It is during this period of time that dealerships began to relocate along large urban corridors such as South Kingshighway and Gravois Road. Despite the departure of its dealerships, Locust Street remained an automobile-related center of commerce throughout the 1940s and 1950s. Auto repair shops, paint and body shops, supply stores, and service stations remained in business and thrived after World War II. New businesses related to the automobile opened in formerly vacant storefronts on Locust. Many of these commercial ventures dealt not only to individual consumers, but also provided wholesale services. Perhaps even more so, after World War II, Locust continued to be *the* Automotive Row in St. Louis, at least in terms of auto-related parts, service, and supply businesses.

COMMERCIAL CONTEXT (CRITERION A)

As noted above, the character of the district area and Midtown began to change following modernization of St. Louis' transportation methods and services. The city's limits were expanded in 1855, at which time Midtown began to lose its rural character. By the time that the streetcar was electrified in 1890, the intersection of Grand and Olive was "fifteen minutes from anywhere—Baden, Carondelet, a downtown office, or an uptown home."¹⁵ Such access did much to catapult Grand Avenue as an early streetcar suburb and by the turn of the twentieth century, Midtown was a commercial success. This commercial character extended along Olive and Locust as the city's urban growth pushed residences further west and south. However the commercial interests along Locust were, more than any other street connecting to Grand, associated exclusively with the automobile. Throughout the early twentieth century, "St. Louis' burgeoning automobile trade was concentrated along Locust Street from east of Jefferson to Midtown"¹⁶ This was unique in comparison to adjacent cross streets from Grand such as Lindell, Delmar, Washington, and Olive. Although these areas did support automobile related interests, they were not the primary types of businesses in operation. Locust Street attracted, gained, and kept its commercial focus on the automotive industry.

Because early automobile businesses were established in standard commercial type properties, they fit well into the downtown urban setting that developed along Locust during the early 1900s. Locust Street's commercial storefronts displayed automobile parts, supplies, catalogs, and perhaps one or two automobiles. Buildings originally constructed for carriages or as livery converted easily into dealerships and auto repair shops. Smaller stores that previously held "mom and pop" types of businesses were quickly converted as auto parts and supply shops. Many businesses moved frequently along Locust and Olive, again illustrating the varied purposes that these commercial buildings were able to serve. As noted in the MPDF for "Historic Auto-Related Resources of St. Louis," early automobile dealer franchises required nothing more than a building and a sign to sell cars. Locust Street provided numerous commercial buildings lined up one after the other, many that included garages or ease of access to such buildings. The early commercial strip along Locust Street was readily accessible to auto-related businesses including repair shops, garages, auto parts suppliers, and filling stations. Until the appearance of the large showroom dealership popular after World War II, Locust remained the central location for automobile dealers in St. Louis. Locust Street quickly became the center of St. Louis' automotive dealerships, suppliers, and service because this area was re-developed specifically *for* the automobile. Former residences were demolished (or renovated) to make way for buildings that were specifically designed for automobiles. It was here to Locust Street that the city's automobile owners came to purchase their first cars.¹⁷

More than the dealership, the auto supply parts and service industry made its impact along Locust. Dealerships were eventually forced to move to suburban settings into modern buildings such as those established along South Kingshighway during the 1950s and 1960s. The independent businessman who dealt parts and supplies or provided repair service was able to successfully continue commercial activities in an urban setting long after the dealerships had departed. This type of establishment on Locust made its appearance early (by the 1910s) and remained successful, even during the Depression and World War II when the number of new cars manufactured and purchased diminished rapidly. The 1910s and 1920s supported numerous automobile distributors and dealerships along Locust Street. However, once the Depression era began, the inability of most people to purchase a new automobile forced these businesses to close or expand their operations to include more than selling cars.

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Narrative Statement of Significance (continued)

Despite hard times across the nation, Americans did not give up their cars, nor did they stop driving them. As a result, maintenance and repair became a crucial issue particularly during the war. GM Motors published a booklet entitled *The Automobile User's Guide with Wartime Suggestions on How to Get the Most Out of Your Car* around 1942. This publication emphasized the role of the automobile supplier who despite limited access to steel, rubber, and oil managed to survive by recycling and reselling parts. This no doubt provided a unique opportunity for auto service and supply businesses. By emphasizing maintenance and repairs to older cars, such businesses found an outlet in which to survive during the Depression years. It was also during this period of time that such businesses dominated the number of auto-related business operating along Locust Street. By the late 1930s, automotive businesses along Locust began to return in large numbers, and vacancies rapidly diminished. Although the automobile's commercial stronghold had yet to completely recover, it was definitely on the rise along Locust by the late 1930s.

After World War II, St. Louis residents followed national trends and began to demand and purchase new cars. As a result, the number of new car dealerships expanded throughout the city—however they were no longer primarily located on Locust Street. The character of the dealership—in terms of its size, location, and increasingly limited association with one auto manufacturer—resulted in changing not only the standard design of the dealership, but also its location. As a result, Locust Street no longer served as a primary corridor for automobile sales after World War II. Post-war dealerships, forced into agreements with “the Big Three”—Ford, Chevrolet, and General Motors—could no longer survive in “Main Street” type business establishments such as those that existed prior to World War II. Like the modern shopping center, the dealership relocated to outlying areas and along large busy corridors that carried travelers to and from the city where they worked and to the suburbs where they lived.

Despite the shift of the auto dealer to outlying areas, auto repair merchants, suppliers, and service operations did not follow suit. The character of Locust therefore remained primarily what it was before the war, at least in terms of serving as a center for automotive-related businesses. This character would become less so by the late 1950s by which time many of the former automobile buildings had been renovated for other uses or demolished in relation to “urban renewal” projects such as demolition of the Grand Avenue Viaduct in 1960, which essentially ended Midtown's heyday as the “heart of the city.”¹⁸ The significance of the Locust Street Automotive District's commercial influence is unique to the City of St. Louis. It not only demonstrates the impact that the automobile had on St. Louis, but also the commercial viability of the automobile and its relationship to the development of Midtown as a center of commercial viability. More so than any other area, this district represents the full gamut of marketing and servicing the automobile, with a cluster of buildings that were used as distributorships, dealerships, retail businesses, and service stations.

ARCHITECTURAL CONTEXT (CRITERION C)

The Locust Street Automotive District features 31 properties, five of which are non-contributing to the district. Of the remaining 26 properties, these are brick, one-to-three stories in height commercial buildings, most of which were constructed from 1913 to 1920. The earliest contributing property was constructed in 1911, which reflects the beginning of the period in which Locust was fast becoming an automobile-related commercial center. The properties within the district feature traditional commercial features associated with automotive dealers and suppliers, such as glass storefront windows, commercial entries at street level, and (in some instances) integrated garages. Many of these buildings feature decorative features such as clay tile roofs, terra cotta and concrete detailing, brick pattern embellishments, and elaborate cornice details as evident on properties such as 2914, 3016, and 3030 Locust Street.

As noted in the related MPDF “Marketing and Servicing the Automobile” context, dealerships originally operated in converted storefront type properties. This was true for auto-related businesses on Locust Street. The pattern of dealerships along the row appears early in the district's era of development (1910s) indicating that dealers utilized existing commercial buildings or buildings that could serve multiple purposes. By 1918, Locust Street was home to at least 38 dealerships.¹⁹ Very early dealers utilized catalogs to sell automobiles—many did not display any autos on site. The buildings on Locust Street served these purposes well. Once dealerships began to focus on the actual display of automobiles, preferably more than one or two models, the existing buildings on Locust Street were insufficient. As a result, auto manufacturers constructed new buildings that served as auto showrooms while also providing space for supplies and service. Even more significant was the number of automobile suppliers and repair businesses along Locust Street. These smaller businesses dominated the district and were a mainstay, even during the Depression and well into the 1950s.

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Once dealerships moved to larger buildings designed specifically as automobile showrooms, the properties within the Locust Automobile District were easily converted to other automotive uses. These properties had been originally constructed as commercial buildings; however many of them also held garages. As a result, converting space to service areas was a natural transition after departure of the dealer. In addition, the commercial appeal of the storefront attracted small business owners who were able to provide a vast assortment of products and services directed toward automobile owners and manufacturers including finance offices, paint and body shops, repair shops, tire sales/service, engine and transmission repair and distribution, and a wide variety of automobile parts and accessories. Locust Street was a prime location for early automobile enthusiasts. Because so many commercial ventures were able to provide such a vast assortment of supplies and service, it became very easy to assemble automobiles and to display them without transporting goods across the city. It is therefore not surprising that Locust and Olive Streets also supported several early gasoline or filling stations as early as the 1910s.

Remarkably enough, the importance of the automobile and the early businesses along Locust Street are represented not only by the buildings themselves but also by the architects that designed them. The architectural associations of the Locust Street Automobile District are distinctive not only in the design of the buildings, which featured national patterns of early automobile dealerships and sales establishments, but also in relation to the district's contributing architects, many of whom gained national recognition for their work.

Eight properties within the district (3015-19, 3027, 3037-39, 2926-36, 3000-08, 3010-12, 3016-18, and 3116-30 Locust) were designed by renowned, St. Louis architect, Preston J. Bradshaw. Bradshaw designed 18 buildings along Locust Street in the area west of Jefferson, most of which are believed to relate to automotive use.²⁰ All of Bradshaw's buildings within the district were utilized as automotive-related businesses. Born in 1880, Bradshaw arrived to St. Louis circa 1907 following his graduation from Columbia University. He worked as a draftsman for McKim, Mead and White and in 1916 started his own architectural practice. Bradshaw is primarily associated with hotel and apartment commissions, including the Coronado Hotel (1923) and Mayfair Hotel (1925) in St. Louis. Bradshaw also designed the St. Louis County Courthouse in Clayton, completed in 1949, the same year that Bradshaw died. One of Bradshaw's most noteworthy automobile building designs outside of the district is the Weber Motor Car Company Sales and Service Building located at 1815 Locust which features classical revival style detailing and terra cotta ornamentation.²¹ The reason behind the popularity of Bradshaw's designs for automobile types of businesses is not clearly known; however he was a "specialist in small mercantile buildings,"²² which is one reason why he was such a popular architect throughout the 1910s and 1920s. In addition to the properties along Locust, Bradshaw renovated and designed several auto-dealerships including Dyer Motors and Roberts Chevrolet on Delmar Boulevard, Minden Hall Ford at 23rd Street and Washington, and James Southside Chevrolet on South Grand.²³

Albert B. Groves is another significant St. Louis architect that designed one building within the district (3001-3003) and at least two automotive related buildings on Locust Street located outside of the district boundaries. Groves was born to parents of British descent in 1866 in Providence, Rhode Island. He completed an architectural degree in 1888 from Cornell University and subsequently worked for Denver architect, F.E. Edbrooke. He moved to St. Louis in 1891, at which time he worked as a draftsman for Grable & Weber. The company awarded Groves with a partnership in 1895 (known afterward as Grable, Weber & Groves). Weber and Groves purchased Grable's interest in 1898; and the firm continued as Weber & Groves until Weber passed away in 1905. Groves continued to work independently until his death in 1925. Notable examples of Groves' work in the St. Louis area include design of the St. Louis Masonic Temple (in conjunction with the architectural firm of Eames & Young), St. Mary's Hospital on Clayton Road, the Maryland Hotel at Pine and Eighth Avenues, and the "Mexican Hat Factory" associated with the Brown Shoe Company.²⁴

Architect Frank J. Saum (born in 1885) designed the building located at 2942 Locust Street (within the district). Saum worked with his brother, Thomas P. (born in 1888), and designed numerous noteworthy properties in St. Louis, both residential and commercial. Larger commissions include the A & P Food Stores Building, an Art Deco style building located at 6016 Delmar Boulevard and Saum Hotel, which still stands at 1919 South Grand Boulevard. The Saum Brothers studied architecture in Europe, and Frank (possibly Thomas as well) completed architectural training at Washington University. By 1909, both men were working as architects. They formed a partnership in 1915 and continued to work together until 1947. Frank died in 1964, preceded by his brother's death in 1954.²⁵

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Also noted within the district are four buildings designed by Stephens & Pearson located at 3005-07, 3021-23, 2924, and 2944-46 Locust. Stephens & Pearson opened an office in St. Louis around 1907. The architectural team is believed have worked with William Albert Swasey, a nationally recognized architect who designed the Missouri Pacific (Buder) Building at Seventh and Market in St. Louis. Stephens & Pearson designed several Colonial Revival style homes within the Parkview residential development in University City (St. Louis County) as well as at least four auto-related properties on Locust (outside of the district).²⁶

William P. McMahon designed the building at 3101-11 Locust. Born in St. Louis in 1876, McMahon began his architectural career as a draftsman for Ernst Preisler. In 1907, McMahon started his own practice in the Wainwright Building in downtown St. Louis. His work is primarily associated with residential commissions, churches, and schools. He is best known for designing Poro College in 1917, which was associated with the city's first African American millionaire, Mrs. Annie Malone. During the 1930s, McMahon went out of business. After the Depression, he opened an office in Clayton. McMahon died in 1954.²⁷

Also designing one building within the district at 2914-16 Locust was Francis G. Avis, born in St. Louis in 1898. Avis attended Ranken Technical School, after which he worked for the architectural firm of Study & Farrar. Avis opened his own office in Maplewood (St. Louis County) in 1926 and is best known for designing a large apartment complex in 1928 at Cabanne and Belt Avenues in St. Louis City. Avis moved his offices to Richmond Heights and again to University City (both in St. Louis County) prior to his retirement. He died in 1969.²⁸

Another noteworthy architect, who designed 3030-3032 Locust, is Louis Baylor Pendleton. Pendleton moved to St. Louis from Chicago to work for the World's Fair Division of Exhibits in the early 1900s. He is best known for his residential work in St. Louis, including several homes within the Parkview district in University City.²⁹

Also noteworthy is the architectural firm of Nolte and Nauman (Edward F. Nolte and Fred Nauman) which designed 2920-22 Locust. Although little is known about Nauman other than his work with Nolte (beginning in 1913), Nolte was a well-known St. Louis architect for more than 50 years. Nolte was born in St. Louis in 1870. He studied architecture at Washington University and in 1890 worked as a draftsman for L. Cass Miller. In 1896, Nolte opened his own practice when he took over a business formerly operated by Adolph Monschein. Nolte built a few properties for the World's Fair of 1904 but is primarily associated with residential construction, including numerous single family housing, apartments, and multi-family flats. He worked on many projects with Preston Bradshaw prior to his association with Nauman. Nolte and Nauman are best known for their commission of the Lambskin Temple on South Kingshighway, which was completed in 1927. Nauman left the partnership in the mid-1930s, and Nolte continued his practice at an office on West Pine and later at his home in Webster Groves. He continued his architectural practice until 1941 and died shortly afterward in 1944.³⁰

The buildings within the Locust Street Automotive District are all brick construction and are one- and two-stories in height. Most of these buildings feature classical revival designs, including Spanish Revival, Tudor Revival, Colonial Revival, and Mission Revival. A few are Neoclassical in design; and one of the buildings (3016-3018 Locust) is a Beaux Arts influenced design. These architectural influences were very popular throughout the early 1900s in commercial "Main Street" designs. Automotive buildings along Locust Street, although designed for the car, imitated traditional commercial properties in and around St. Louis. By presenting business facades that were familiar, attractive, and appealing to customers, these businesses attempted to gain a strong customer base by promoting a modern, expensive, and (at least initially) "unpredictable" product, the automobile—through a traditional means such as the "Main Street storefront." As noted earlier in the commercial context, early dealerships operated primarily as traditional "stores" that promoted automobiles. More often than not, the dealer/distributor would have only one or two models on display. Essentially it was up to the customer to visit the store, to look at an automobile—either first-hand or in a catalog—and to order a car through the distributor. As such, maintaining a "respectable image" through a traditional style commercial property was considered essential for business success.³¹

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Although the district does display many period styles within a concentrated area, the buildings themselves (as noted above) largely reflect popular commercial styles for the period in which they were constructed. The building materials are similar as well, with heavy use of terra cotta, clay and limestone for decorative details. Perhaps the most distinctive difference in these buildings from other commercial properties constructed in St. Louis during this period of time is that the buildings on Locust were designed with their specific use in mind. As a result, the buildings within the district are different from most early twentieth-century commercial buildings in relation to their interior and structural designs. For example, most of the early dealerships on Locust were designed with large open interior spaces (similar to industrial and warehouse style buildings) so that cars could easily be moved and displayed. Garage style doors, usually located at the rear or side elevations provided the opportunity for distributorships to move fully-assembled cars in and out of the buildings. Large plate glass windows at the street level often extended from floor-to-ceiling level, in order to adequately provide visual access to the street and so that customers could adequately view automobiles from the street. Interiors of dealerships also held elevators, so that cars and/or parts could be easily shifted between building levels. Such features are apparent in several properties within the district, including the Nash Motor Company Building at 3000-3008 Locust, the Champion Auto Springs Building at 3116-3120 Locust, and the Diamond Rubber Company at 3001-3003 Locust. The district's buildings are unique architecturally because they are traditional "Main Street" style buildings that were designed specifically for automotive-related use. According to local historians and automobile enthusiasts, these were the first buildings to be designed as such in the City of St. Louis.

ENDNOTES

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³Jean Fahey Eberle, *Midtown A Grand Place to Be!* (St. Louis: Mercantile Commerce Trust Company, 1980), 15.

⁴Norbury Wayman, *History of St. Louis Neighborhoods: Midtown* (St. Louis: St. Louis Community Development Agency, 1978). *City of St. Louis Community Information Network, Heritage & History*, 2005. <<http://stlouis.missouri.org/neighborhoods/history/>> (2 February 2005).

⁵Tim Fox, ed., *Where We Live A Guide to St. Louis Communities* (St. Louis: Missouri Historical Society Press, 1995), 92; Andrew D. Young, *Streets and Streetcars of St. Louis, A Sentimental Journey* (St. Louis: Archway Publishing, 2002), 30.

⁶Fox, *Where We Live*, 92-94.

⁷Young, *Streets and Streetcars of St. Louis*, 30.

⁸League of American Wheelmen, Missouri Division, *Road and Hand-Book of the Missouri Division*. (Columbia, Missouri: E. W. Stephens), 1895, p. 78.

⁹"Fire Insurance Map of St. Louis, MO" [Vol. 2] (New York: Sanborn Map Company, 1909).

¹⁰*Gould's St. Louis Red Book* (St. Louis: Gould Directory Co., 1911).

¹¹O. Schrowang, *Map of St. Louis and Suburbs* (St. Louis: [O. Schrowang], 1906), Missouri Historical Society Library, St. Louis.

¹²Kate Duffy, "Summaries of Historical City Planning Documents" (St. Louis: Community Development Agency, 1995), *City of St. Louis Community Information Network, Heritage & History*, 2005. <<http://stlouis.missouri.org/government/duffy/history.htm>> (2 February 2005).

¹³Carolyn Hewes Toft and Lynn Josse, *St. Louis: Landmarks & Historic Districts* ([St. Louis: Landmarks Association of St. Louis, Inc.], 2002), 91.

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¹⁵Fox, *Where We Live*, 92.

¹⁶Toft and Josse, *Landmarks*, 91.

¹⁷Hilliker interview.

¹⁸Fox, *Where We Live*, 94.

¹⁹*St. Louis and Suburban Telephone Directory* ([St. Louis]: Southwestern Bell Telephone Co., 1918).

²⁰Landmarks Association of St. Louis, Inc., "Preliminary Survey of Locust Street" (St. Louis, July 1980, revised 2003).

²¹"Preston J. Bradshaw," Vertical Files: St. Louis Architects, Fine Arts Department, Central Branch, St. Louis Public Library, St. Louis, Missouri; Missouri Department of Natural Resources, "Historic Council to Consider Nominations for National Register February 20," News release no. 021, vol. 32-021 (27 January 2004), *Missouri Department of Natural Resources*, January 2005. <http://www.dnr.state.mo.us/newsrel/nr04_021.htm> (3 February 2005); Marian M. Ohman, Department of Community Development, "St. Louis County Courthouse" (Columbia, MO: University of Missouri Extension, 2003), *University of Missouri Extension*, 2005. <<http://muextension.missouri.edu/xplor/uedivis/ue6095.htm>> (3 February 2005).

²²David Simmons, Telephone interview by Ruth Keenoy, 25 March 2005.

²³*Ibid.*

²⁴"Albert B. Groves, Architect, Is Dead," *St. Louis Post-Dispatch*, Final Edition, 1 December 1925, p. 21; "Albert B. Groves, Noted Architect, Dies," *St. Louis Globe-Democrat*, 1 December 1925, sec. 1, p. 1; Carolyn Toft, "St. Louis Architects: Famous and Not so Famous" (Part 12), *Landmarks Letter* 22 (September-October 1987): 2.

²⁵Karen Bode Baxter and Timothy P. Maloney, "A&P Food Stores Building," National Register of Historic Places Inventory—Nomination Form, St. Louis (Independent City), 2000 [NR listed 5 October 2000], sec. 8, p. 9; Carolyn Hewes Toft and Jane Molloy Porter, *Compton Heights: A History and Architectural Guide* ([St. Louis: Landmarks Association of St. Louis, Inc.], 1984), 52.

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²⁷Toft and Porter, *Compton Heights*, 49.

²⁸*Ibid.*, 40.

²⁹"Noted Architects and Architecture."

³⁰Toft and Porter, *Compton Heights*, 50.

³¹Chester H. Liebs, *Main Street to Miracle Mile: American Roadside Architecture* (Boston: Little, Brown, and Company, 1985), 40.

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Photo of Southwest Nash Motor Company automobile dealers
Locust Street and Garrison Avenue, 1920s

Courtesy of Missouri Historical Society
License Number 11138



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Goodyear Tire and Rubber Company
3010-12 Locust Street, 1918-1919

Courtesy of Missouri Historical Society
Photo by W.C. Persons
License Number 11138



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Tate Motor Company and Dodge Brothers Motor Vehicles automobile dealership
3107-11 Locust Street, 1921-1923

Courtesy of
Missouri Historical Society
Photo by W.C. Persons
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APPENDIX

The following section provides historical information as well as comments on the significance of each building in the district. Notes on the history and significance below were based upon the assessment of a variety of information. Historic fire insurance maps helped provide basic time spans for the dates of construction and the basic features of the buildings.¹ The extensive city directories and business directories published by the Polk-Gould Company (and its predecessors) made it possible to more precisely determine construction dates, names of occupants and businesses. The City of St. Louis has microfilmed their building permit files and while they are not always accurate about the identity of owners, architects, and builders, having been transcribed onto a variety of forms more than once, they at least provided the date of the permit,³ which in turn was checked against the *St. Louis Daily Record*, where the permits were originally published.⁴ Additional information comes from interviews with Ben Hilliker of the Horseless Carriage Club of Missouri and from the plaques the Horseless Carriage Club of Missouri researched and installed on many of the buildings in the district.⁵ This information not only provided the dates of construction, the use of the buildings, the architects, builders, and owners at the time, but it also frequently helped with understanding and dating alterations to the buildings.

Each entry is not footnoted separately since the citations would be unduly repetitious. Each building is listed below in the same order as the Individual Site Descriptions in Section 7.

Notes on Individual Buildings

LOCUST STREET (even numbers)

2914-2916 Whistle Bottling Company Building; 1920; F. G. Avis, architect; E. H. Paulus Co., contractor. Contributing.

The Whistle Bottling Company Building at 2914-2916 Locust first appeared in the *Gould's Red Book Directory* in 1911, when it housed the Ajax Chemical Company and McGuire National Lubricating Oil & Supply Company at 2916 Locust while storefront while Doctor Louis Thomas had his physician's office at 2914. The Ajax Chemical Company moved out of the building by 1912 (relocating in 1913 to a new building at 2924 Locust), and by 1914, Dr. Thomas had moved as well. It appears that McGuire's expanded its operation since there are no subsequent listings for the 2914 Locust address. The McGuire National Lubricating Oil & Supply Company was replaced by the National Double Tire Company by 1916 but the National Double Tire Company moved out of the building by 1918, when the Dearborn Motor Sales Company occupied the 2916 Locust storefront. The Dearborn Motor Company did not remain for long in the building. The next year, 1919, the address had reverted to the numbering as 2914 Locust, where Herman Kaar was listed, but there was no listing for 2916 that year.

The next year, the addressing changed again to 2914-2924 Locust, combining with the adjacent two buildings as the site that housed the Whistle Bottling Company. That same year, there was a building permit for 2914-2916 Locust, indicating that the former automotive building was replaced with a new building designed for Whistle Bottling. The Whistle Bottling Company remained in the building through 1926. In 1926 the company changed its listing, though. The 2914-16 Locust address housed the Whistle Bottling Company, the 2916 Locust storefront was the location of the Whistle Company of Saint Louis, Inc., which sold syrup, and the Whistle Laboratory was also listed at 2916 Locust. The Whistle Bottling Company, Whistle Company of Saint Louis, and the Whistle Laboratory remained in the building until the companies were replaced by the Vess Beverage Company, Inc., although the company only listed 2916 Locust as its address, seemingly indicating that the offices were in the 2914-2916 Locust building. By 1938, the Vess Beverage Company, Inc. was addressed as 2910-2922 Locust. Two years later, in 1940, the Vess Beverage Co., Inc., was joined at the location by the Cleo Syrup Corporation and the Bubbles Up Company, a bottling company. The Vess Beverage Company, Inc., Cleo Syrup Corporation and Bubbles Up Company moved out of the building after 1941 and the building was vacant in 1942 but by 1944 the Vess Beverage Company was again operating its plant at 2910-2920 Locust. The Vess Beverage Company changed its name to the Vess Bottling Company of Saint Louis and by 1952 the building was once again vacant.

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2920-2922 Cadillac Building; 1916; Nolte & Nauman, architects; J. H. Schaeffer, contractor. Contributing.

It appears that a previous building at this site housed the offices of Nicholas and Dietrich, a contracting company, in 1911, addressed as 2920, but there was no subsequent listing for this address from 1912 through 1916. The Building permit issued on June 23, 1916, indicates that a new building at 2920-2922 Locust, designed by Nolte and Nauman, was constructed. The Cadillac Automobile Company of Saint Louis, a distributorship, housed there until the business relocated in 1919 four blocks west to their newly finished and greatly expanded facilities at 3224 Locust. [NR listing pending]

The next year, the address had expanded, included in the listing was for 2914-2924 Locust, as a site that housed the Whistle Bottling Company (see 2914-2916 Locust for more information). While the 2920 storefront became part of first the Whistle bottle works, and then Vess soda's bottle works, the 2920-2922 Locust storefronts continued to have different occupants listed for some of the years, apparently using the storefront level while the bottling company was using the remainder of the building. In 1924, the Orthwein Motor Corporation was occupying the 2920 Locust storefront. By 1926, the Tilton-Gardner Motor Company replaced the Orthwein Motor Corporation in the 2920 Locust storefront. Tilton sold Gardner Sixes and Eights. By 1928, the Lurie Motor Car Company occupied the building, with an address listed as 2920-2922 Locust. The Jordan-St. Louis Company, another car dealer, replaced the Lurie Motor Car Company in 1930. The Archer Mann Motor Company sold used cars at 2920-2922 Locust by 1932 but the company was quickly replaced in 1933 by the used car department of the Southwest Willys Company. In 1935 the Guaranty Motor Corporation had its used car department in the building at 2920-2922 Locust. The next year, the Guaranty Motor Corporation had its used car department in the building at 2920-2922 Locust. In 1938, the Vess Bottling works had expanded to 2922 Locust, the last listing separate from the Vess Bottling Works. After Vess moved out, the building at 2920-2922 Locust house a series of manufacturers. In 1952, the city directory listed Superior Plastics Company at 2920-2922 Locust, but that company was replaced by 1955 with the Locust Lighting Company and the Locust Manufacturing Company which were both listed at the same address. By 1960 the building was occupied by Locust Fabricators Inc.

2924 McGuire National Lubricating Oil and Supply Company Building; 1914; Stephens & Pearson, architects; Jno. Grewe Construction Co., contractor. Contributing.

The McGuire National Lubricating Oil & Supply Company moved into their new offices in 1914. McGuire's had previously been located just two doors east at 2916 Locust, but remained in their new building until 1924, when the building was vacant. Even in the years that the Whistle Bottling plant (see 2914-2916 Locust) was listed at 2914-2924 Locust, the McGuire National Lubricating Oil & Supply Company was still listed at 2924 Locust. By 1926, Willys-Overland Inc. (with its main distributorship at 2300 Locust; NR listed), located its used car department in the building, but it was vacant by 1928 and remained vacant until 1933, when Levi C. Sparks, a manufacturing agent, and the Kylfire Company occupied the building. By 1935 the Celucoating Process Company replaced the Kylfire Company, although that was the only year the company was in the building and Levi Sparks continued to maintain his offices in the building. By 1938 Levi Sparks had also moved on and the Gamp Electric Company was the only occupant in the building, remaining in the building into the 1960s but by 1960 they were sharing the building with the Locust Lighting Company and the Locust Manufacturing Company, two companies which had been located next door in the 1950s.

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2926-2936 J. R. Owens Company/Standard Automotive Corporation Building; 1920; Preston J. Bradshaw, architect; B. J. Charleville, contractor. Contributing.

The building permit issued on November 21, 1919 based upon Preston J. Bradshaw's design for this large building indicates that construction was probably completed in 1920 for the J. R. Owens Company's building. The company sold lights in the 2928 Locust. While the 2932 storefront was vacant, the 2934-36 Locust storefront housed the Standard Automotive Corporation, a distributor of Standard Eight Passenger Cars. By 1921, The Cole Motor Company, distributors of Cole Aero-Eight Automobiles, occupied the 2926-28 storefront, while the J. R. Owens Company and the Standard Automotive Corporation remained in the same storefronts. By 1922 the J. R. Owens Company had moved, while the Holmes Motor Company replaced Standard Automotive, occupying the 2934-36 Locust storefront; the Cole Motor Company remained in place. By 1924 J. M. Lederer and Company, an auto dealer, occupied the 2926 Locust storefront. At the same time, the Berning-Payton Motor Company, a distributor of Stephens, Silent Six, and Holmes Air Cooled automobiles, occupied the 2936 Locust storefront, along with the Mephram Motor Company and the Josse-Rehg filling station. By 1926 the 2928 Locust storefront was once again listed with yet another new company occupying it—the used car department of G. M. Berry Inc. That year, the Guaranty Motor Corporation occupied the 2636 Locust storefront. Two years later, the 2926-2928 Locust storefront was occupied by the used car department of Midwest Motors, Inc. There were no more moves in the building until 1932, when the used car department of Wildgen-Vincel, Inc., occupied the 2926-2928 Locust storefront, while the Guaranty Motor Company remained in the 2936 Locust storefront. The next year, Wildgen-Vincel, Inc. was replaced in the 2926-2928 Locust storefront by the Welfare Finance Company. By 1935 the Guaranty Motor Company expanded to occupy the entire building, with an address of 2926-2936 Locust. By 1938 the company expanded further into the adjacent building. Despite the success indicated by the company's expansion, 1938 was the Guaranty Motor Company's last year in the building; it was vacant in 1939. In 1940 the Barrett Electrical Supply Company occupied the building, listing the company's address as 2926-2936 Locust. The Barrett Electrical Supply Company remained in the building into the 1960s.

2940 Commercial Building; 1923; A. Eisen, builder. Contributing.

Originally addressed as 2938 Locust, but now numbered as 2940, the building was completed in 1923 but apparently remained vacant throughout the 1920s. The E. J. Auto Body Inc. occupied the building from 1930 through 1932. The building was once again vacant in 1933 and 1934 before Pettig Auto Repair moved into the building in 1935. By 1938 the building was part of the Guaranty Motor Company but it moved out of the building after 1938 and it was vacant in 1939. By 1940 the building was occupied by the World Tire Corporation, the Aray Manufacturing and Supply Corporation, and the Battery and Equipment Company. The next year in 1941 the building housed the Saint Louis Auto Top Company, which remained in the building into the 1950s. By 1955 the Mayflower Sales Company was using the building as a warehouse, although it did not remain long and by 1960 the Cyclonic Industrial Sales Company, a vacuum cleaner company, occupied the building.

2942 Fitwell Seat Cover Company Building; 1920; F. J. Saum, architect; B. J. Charleville, contractor. Contributing.

The permit for this building was issued on December 4, 1919, although the building was probably finished in 1920, the first known tenant was the Fitwell Seat Cover Company, which moved into the building by 1921. The company changed its name to the Fitwell Auto Seat Cover Company between 1930 and 1932, but it still remained in the building through 1934 and the building was then vacant in 1935. In 1936 the Gerlach Electric Service Company moved into the building, remaining there into the 1960s.

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2944-2948 **Moerschell Electric and Auto Supply Company Building;** 1915; Stephens & Pearson, architects; McClure Kearney Construction Co., contractor. **Contributing.**

Designed by Stephens and Pearson and built in 1915, the earliest occupant addressed then as 2944 Locust was the Moerschell Electric & Auto Supply Company, which had moved into the building by 1917; but there is a listing for 2940 Locust from 1915-1918 with Dios Chemical Company and given the construction dates on adjacent buildings Dios probably was in this building. In 1919, the Moerschell Electric & Auto Supply Company was listed as the sole occupant, but addressed as at 2946, remaining in the building at least through 1922. In that last year, William E. Moerschell was listed as selling batteries. By 1924, the building housed Weber's Used Car Exchange, which remained in the building through 1929, although it changed to Weber Motor Car Company, a Hupmobile and Studebaker dealer, which had been located in the 1800 block of Locust prior to moving to this location. The small lot directly west of the building has always been a vacant lot attached to this building.

In 1929 the building housed the used car department of the Gross-Butler Motor Company, a dealer for Graham and Packer, but that company was replaced when the Weber Motor Company moved back into the building by 1932, remaining there this time until 1934. The Commerce Finance Company, Lichtenstein Estate Inc., and the Missouri Properties Company all shared the building in 1935 and 1936 but by 1938 the Indian Motorcycle Sales Company had moved into the building. The building was vacant in 1940 but the Butler Electric Company occupied the building in 1941 and remained there through 1944. In 1946 the A M P Corporation ran the building as a warehouse, but by 1947 the Tayloe Glass Company, which sold auto glass, moved into the building. The Tayloe Glass Company remained in the building into the 1960s.

3000-3008 **Nash Saint Louis Motor Company Building;** 1920; Preston J. Bradshaw, architect; A. Campbell, contractor. **Contributing.**

This distinctive Preston J. Bradshaw building for the Nash Saint Louis Motor Company was constructed in 1920. By 1921 the Nash Saint Louis Motor Company, distributors of Nash passenger cars, Nash Motor Trucks, and Ajax Automobiles, occupied the building with the Southwest Nash Motor Company, a wholesaler for the same automobiles. The Nash companies were started by Charles W. Nash, who formed the company in 1916 after he resigned from his position as president of the General Motors Corporation, a position he rose to after having been president of Buick Motors. The next year, Nash Saint Louis Motor Company, the retail arm of the Nash companies in the building, had left, but the distributor represented by the Southwest Nash Motor Company remained in the building through 1930, but by 1932 the Southwest Willys Company occupied the building. In 1935 the Southwest Willys Company was no longer in the building. Instead it was occupied by the Southwest Automobile Company, which had moved out by 1936 when the building was vacant. In 1938 the Missouri State Employment Service was the occupant of the building, which moved out in 1941, once again leaving the building vacant. The United States Cartridge Company moved into the building in 1942, but it was replaced by a new business in 1943, the Astrup Awning Company, which sold awning materials and remained in the building into the 1960s. In 1943, Astrup took out the permits for the alterations to the façade, including the carefully matched brick infill in the showroom windows.

3010-3012 **Goodyear Tire and Rubber Company Building;** 1916; Preston J. Bradshaw, architect; B. J. Charleville, contractor. **Contributing.**

The building permit for this Preston J. Bradshaw designed building was issued on May 4, 1916, and was first occupied by the Goodyear Tire and Rubber Company but it moved out in 1920. Permits indicate alterations were made in 1920 but in 1921 the building was vacant. By 1922 the Beck and Corbitt Iron Company sold auto equipment in the building. In 1926 the company changed its name to simply the Beck & Corbitt Company. The building was again vacant in 1928 and remained so until 1933, when the J. F. Lazier Manufacturing Company, which made extracts, moved into the building and remained there through 1948. The next directory in 1952 listed the Site Oil Company of Missouri in the building and it was joined by the Site Automotive Company by 1955. By 1960 the company had become the Site Automotive Manufacturing Company, which made wheels and auto parts.

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3016-3018 Gillham Motor Corporation Building; 1920; Preston J. Bradshaw, architect. Contributing.

The 3016-3018 Locust commercial building was completed in 1920 according to the design of Preston Bradshaw and it was vacant when canvassed for the directory that year. By 1921 the Gillham Motor Corporation occupied the building, only to be replaced by the Ward-Battle Motor Company, a Maxwell dealer, in 1922. The Ward-Battle Motor Company became the Ward Motor Company, Inc., in 1923 but Maxwell was purchased in 1924 by Walter P. Chrysler, who ended Maxwell and Chambers production and commenced production of Chryslers, forcing the Ward Motor Company out of business and turning the building into a Chrysler dealer until 1925 when the Orthwein Motor Corporation, an authorized Chevrolet dealer, occupied the space. The Orthwein Motor Corporation remained in the building through 1927 and in 1928 the Allen James Motor Company moved into the building. In 1929 the used car department of the Berry Motor Company, whose main offices were at 2201 Locust, replaced the Allen James Motor Company but its tenancy was also short lived, lasting only through 1932, after which the building was vacant for two years. The used car department of L. M. Stewart, Inc. occupied the building from 1935 through 1939 and then the building was vacant for a year before the Convy Heel Covering Company moved into the building. During its tenancy, 1942, there was an addition to the building and other alterations in 1945. Convy remained there through at least 1955 but by 1960 the John C. Connel Company, Inc., a material handling equipment company, had moved into the building.

3024 Vesta Accumulator Company Building; 1913; Ed Gray, architect; Farish & Gray, contractor. Contributing.

The Vesta Accumulator Company occupied the building by 1914 after construction of the building in 1913 based on designs by Ed Gray. By 1917, the company had changed its name to the Vesta Battery and Equipment Company, but it was replaced by the Saint Louis Tire and Rubber Company the next year. After two years, the Saint Louis Tire and Rubber Company moved out of the building and the Bartling Doering & Powers Tire Company moved into the building, which had become the Bartling Tire Company by 1922. By 1924, yet another tire company, the Lion Tire Company, occupied the building. Just two years later, the Orthwein Motor Company had moved its used car department into the building, moving that department from down the block. By 1928 the Orthwein Motor Company had become the Orthwein Chevrolet Company but it still remained in the building. The Orthwein Chevrolet Company only lasted in the building two years and starting in 1929 the Owl Motor Company spent two years in the building. By 1932 the Wedge Stutz Service Company, an auto repair company, had moved into the building. After the Wedge Stutz Service Company spent the next two years in the building, the Charles White Motor Company sold used cars from the building for a year before the Wholesale Auto Top Company moved into the building in 1936 and became the Wholesale Auto Top and Body Company in 1939. The Wholesale Auto Top and Body Company remained in the building through 1942 but was replaced by the Crown Reclaiming Corporation of America, which was in turn replaced by the A M P Corporation, a wholesaling business by 1946. The A M P Corporation was replaced by the R & E Venetian Blind Company, Inc., which repaired Venetian blinds. 1948 was the last year there was a listing for this address until 1960, when there was a listing for the Thompson Chemical Corporation, a vitamin company, addressed at 3024-3028 Locust in 1960.

3026-3028 Myar Manufacturing Company Building; 1920; Oliver J. Popp, architect; Pelligreen Construction Co., contractor. Contributing.

The Myar Manufacturing Company Building, located at 3026-3028 Locust, was issued a building permit on December 1, 1919, based upon designs by Oliver J. Popp and both storefronts were vacant when the directory canvassed in 1920, indicating the building was probably still under construction. In 1921, the Myar Manufacturing Company, a manufacturer of auto supplies specializing in tops, spare wheel covers and tonneau covers, moved into the building, remaining there until 1922. After making alterations to the building and with the publication of the next directory in 1924, the Southwest Nash Company, a distributor located down the street, moved part of its operations into the building but it was replaced by 19265 with the Lasker Finance Corporation, an automobile loan company that was addressed at 3026-3028 Locust while the Automobile Appraisal & Indemnity Corporation was listed at

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3028 Locust. (which includes the building to the west, possibly using the second floor). By 1928 the Lasker Finance Corporation appears to have expanded and was addressed at 3026-3032 Locust, while the Automobile Appraisal & Indemnity Corporation remained in its original location, although by 1930 both storefronts were vacant. The building remained vacant until 1935, when the Cardinal Motor Company, a used car dealer, moved into the building for a year, only to be replaced the next year by the shop of the Guaranty Motor Company. The building was vacant again in 1938 and remained so until 1940 when the Continental Rubber Works moved into the building and remained there until 1946. The Recordit Distribution Company, Inc., a company that worked in radios, moved into the building in 1947 but by 1952 it had been replaced by the Thompson Chemical Corporation branch offices, a company that remained in the location into the 1960s.

3030-3032 Stearns-Knight Auto Company Building; 1913; L. Baylor Pendleton, architect; Barron-Crawford Construction Co., contractor. Contributing.

The commercial building located at 3030-3032 Locust is believed to have been completed in 1913 because the building permit was issued that year based upon plans by L. Baylor Pendleton. However, the first known tenant was in 1914, when the Stearns-Knight Auto Company moved into the building. By 1918, the Superior Motor Car Company, dealers for Stultz, Interstate and Lexington, replaced Stearns-Knight remaining until 1921. The building was occupied by a succession of dealers for the Stutz, Lexington, Gardner (which was manufactured in Saint Louis, at the intersection of Rutgers and Main Streets, from 1920-1931), and Inter-State Automobiles, sold by dealers that included the Bryning-William Automobile Company in 1922, and the Gertrude Motors Company in 1923. By 1924 the Ward Motor Company moved into the building but it was replaced by the Saint Louis Auto Sales Company by 1926, which was in turn replaced in 1928 by the Hug Company, which sold the Hug Truck. The Hug Company only remained in the building through 1930 and by 1932 the Weber Implement and Auto Company used the building for its used car department. Probably as early as 1928 (see 3026-3028 Locust) and definitely by 1933 the Lasker Finance Company had moved into the building's second floor from its previous location next door. In 1935 the Lasker Finance Corporation had also opened a second business in its building, Lasker Motors, Inc. The next year, both Lasker companies had moved out and the Benjamin Motor Sales Company was selling used cars in the building, only to be replaced in 1938 by M. Rosentreter & Company, a shade manufacturer, which continued to occupy the building into the 1960s.

3040-3042 Commercial Building; 1980. Noncontributing.

This building is a non-contributing building completed in 1980.

3100 DeLuxe Automobile Company/Oldsmobile Company Building; 1916 ca. Contributing.

Originally the building was addressed as 3104-3106 Locust but is now addressed as 3100 Locust. The DeLuxe Automobile Company/Oldsmobile Company Building was first occupied by the DeLuxe Automobile Company, which was addressed at 3104 Locust, and the Oldsmobile Company at the same address in 1916, but no permits were located for this building. By 1918 the building only housed the DeLuxe Automobile Company, which was addressed as 3104-3106 Locust. By 1920 3104-3106 Locust was the address of the Master Truck Company, while 3104 Locust housed the Barth Motor Company and 3106 Locust was vacant. In 1922 the building housed the Boehl Motor Truck Company, but it was vacant by 1924 and remained that way until 1928 when the Olive Motor Company was addressed at 3104-3116 Locust. By 1930 the S. and L. Tire Company moved into the building and remained there through 1936. The building was vacant in 1938 and remained vacant until 1942 when the Standard Generator Service Company moved into the building. The Standard Generator Service Company remained in the building through 1946 but was replaced by the B & M Sandwich Shop in 1947. By 1952 the B & M Sandwich Company was replaced by a different restaurant, the D & L Restaurant, which was replaced by Joseph Jacob's restaurant by 1955. By 1960 Frances and Dee's Restaurant occupied the building.

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3108-3112 Olive Motor Company Building; 1927; H. W. Guth, architect; A. H. Stiel, builder. Contributing.

Although the city directory listed 3108 in 1922 as vacant and the 3112 Locust storefront as occupied by Bernard Nesbitt in 1922 and 1924, who was replaced by Arthur Cravens in 1926, this was either for another location, since renumbered or for a previous building on this site. The building permit for a new auto salesroom was issued on October 8, 1926 based on designs by H. W. Guth, late enough that the building was finished in 1927. By 1928, the

Olive Motor Company occupied the building with an address of 3104-3116 Locust. By 1930 the Olive Motor Company was addressed as 3108-3116 Locust, only to change the address to 3108 in 1932. Either it also occupied adjacent buildings or the address number was modified. The Olive Motor Company was replaced in the building in 1935 by the Standard Motor Finance Company, which was also listed in the 1936 directory, but the building was vacant in 1938 and 1939. In 1940 the home insulation division of the Johns-Manville Sales Corporation occupied the building. By 1941 the Missouri Auto Supply Company, Inc. occupied the building and remained there into the 1960s, by which time it was joined in the building by the Cardinal Manufacturing Company, which made auto parts.

3116-3120 Champion Auto Springs Building; 1914; Preston J. Bradshaw, architect; H. F. Nagel, contractor. Contributing.

This P. J. Bradshaw design, built in 1913-1914, is the oldest of his many designs along the Locust automotive row (the areas west of Jefferson), and its facade was recently uncovered after decades of being encased by beige enameled steel panels. The original occupant of the building could not be found, but by 1917 the International Harvester Company had a show room for their motor truck department in 3116 and Champion Auto Springs was listed at 3120 Locust. In 1918, Champion Auto Springs was joined in the building by the DeLuxe Automobile Company, a distributor of Oldsmobile cars and trucks, and was located in the 3118 Locust storefront. By 1921, both Champion Auto Springs and the DeLuxe Automobile Company were no longer in the building. The next known tenant of the building was the Monarch Motor Car Company, distributors of Davis Automobiles, which occupied the 3118 Locust storefront by 1923. The Monarch Motor Car Company saw Weber Implement and Auto move into the 3116 Locust storefront from its previous location at 19th Street and Locust, while the 3120 Locust storefront was vacant in 1924. The next year, both the Monarch Motor Car Company and Weber Implement and Auto had moved to new locations. The Renaud Motor Car Company, a Kissel Dealer and the Earnest J. Krause Company, another automotive dealership, occupied 3116 and 3118 Locust, respectively in 1925. The next year in 1926, Kissel Saint Louis Company, an auto dealer, occupied the 3116 storefront, while the DeLuxe Automobile Company returned to the 3118 Locust storefront to use as the site of the company's used car department. The 3120 Locust storefront was occupied by the Joss-Rehg Service Station, an auto repair shop. All of the companies had moved by the next year and in 1927 the only known tenants of the building were the Royal Motor Sales Company, occupying the 3116 Locust storefront and the used car department of the Central Star Sales Company, an authorized dealer of Star automobiles and a service station for Star and Durant automobiles. By 1928, the Royal Motor Sales company listing had changed to 3118 Locust but there was no listing for 3116 Locust, while the Central Star Sales Company continued to have the used car department located at 3120 Locust, while the company's main show room was located at 2929 Locust. By 1930 both Royal Motor sales and the Central Star Sales Company's used car department had left the building. The companies were replaced by a company simply listed as Motor Sales Company in 3118 Locust and McCann Services Corporation, an auto repair shop, in 3120 Locust. There was no listing for 3116 Locust in 1930. By 1931, the P. W. White Motor Car Company was selling used cars from the 3116 Locust, the Saint Louis Motor Car Company had a used car department in 3118 Locust and the McCann Services Company continued to occupy the 3120 Locust. The companies remained in the location until 1935, when Locust Auto Sales, a used car dealer, replaced McCann Services Company in 3120 Locust. The Saint Louis Motor Car Company moved out of the building in 1936 and there was no listing for 3118 Locust, while Locust Auto Sales was replaced by the Weddler Shuford Company, an auto parts dealer. By 1938, the P. W. White Motor Company had expand to occupy 3116-3118 Locust, while 3120 Locust was vacant,. By 1940, P.W. White Motor Company occupied the entire building..

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The P. W. White Motor Company continued to occupy all three storefronts until it was replaced by Staggs and Whitton, a used car dealer, in 1946. The building was vacant from 1947-1948. But by 1952, 3118 Locust was occupied by the American Battery Manufacturing Company and the Accurate Brake and Wheel Aligning Service occupied the 3120 Locust storefront, both of which still occupied the store as late as 1955.

3124 Commercial Building; 1889 residence; front commercial addition/floor plan in 1911. **Contributing.**

This building is a rare physical reminder of the previous development of this area as larger townhouses. A building permit was issued for a dwelling in 1889, but by 1911 permits were issued to alter and add onto the building, utilizing its masonry walls (with a raised basement level) to form the walls of a street level commercial storefront (extending to the sidewalk from the previous residential setback). The 1911 renovation converted this location into one of the early commercial storefronts in the area, but permits for further alterations in 1913, 1916, and 1928 completed the transformation, connecting the former carriage house into the main building.

LOCUST STREET (odd numbers)

3001-3003 Diamond Rubber Company/B. F. Goodrich Rubber Company Building; 1914; Albert B. Groves, architect; B. J. Charleville, contractor. **Contributing.**

Noted St. Louis industrial architect, Albert B. Groves submitted the designs for permitting of this building on August 8, 1913, indicating that it was probably completed in 1914. The first known tenants were the Diamond Rubber Company and the B. F. Goodrich Rubber Company, both of which were in the 3001 Locust storefront, and the General Motor Car Company, a Hupmobile Dealer, which was listed at the 3003 Locust address in the 1916 directory. The General Motor Car Company was replaced in the 3003 Locust storefront by the Tevis Motor Company, a Ford Dealer since 1918, while the rubber companies remained in place. The Diamond Rubber Company had moved out of the building by 1925, the same year the Tevis Motor Company expanded its address listing to 3003-3007 Locust (possibly into the adjacent building), although the listing had returned to 3003 Locust, while the Goodrich Company remained in its storefront. By 1928 the Tevis Motor Company was listed at 3001 Locust and the B. F. Goodrich Rubber Company has moved out of the building. The Tevis Motor Company remained in the building through 1934 but in 1935 the Welfare Finance Company moved into the building to start a two year run in the building, leaving it vacant by 1938. The building also housed the Auburn and Cord dealers for a short time in the 1930s. Cord was the first front wheel drive produced in quantity, although it is best known for its "coffin nosed" art deco inspired 1936 and 1937 models. In 1939 the Sirkin & Needles Moving Company and the Needles Moving and Storage Company were sharing the building. The Needles Moving and Storage Company moved out after 1940, but the Sirkin and Needles Moving Company remained in the building until the Needles Moving and Storage Company moved back into the building in 1944. By 1946 the companies had reversed roles and Sirkin & Needles Moving Company had left the building while the Needles Moving and Storage Company remained in the building until it was joined there by Atlas Van Lines in 1955, a situation that continued into the 1960s.

3005-3007 Missouri Motor Car Company Building; 1912; Stephens & Pearson, architects. **Contributing.**

Built in 1912, based upon designs by St. Louis architects, Stephens and Pearson, the Missouri Motor Car Company Building housed the multi-state regional distributorship of the "Marmon" automobile, one of the leading luxury cars of its era (1902-1933), from 1912 through 1914, when the More Automobile Company moved into the location and became the new "Marmon" distributorship after the Missouri Motor Car Company closed. The More Automobile Company was followed by Durant Motors, Inc., a company founded by William Crapo Durant, founder and former chairman of General Motors Corporation, by a succession of other car dealers over the coming decades after it moved from this building in 1920 to its new and much larger, four story offices at 2801 Locust (NR listing pending). The companies included the Southern Motor Company in 1921, the Spalding Motor Company in 1923, the Tevis Motor Company in 1924, the Weber Implement and Auto Company starting in 1925 and continuing in the location

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until 1928 when the Moon Motor Car Company opened a used car department in the building. Moon Motor Car Company was followed by Simpson Auto Sales in 1929 which shared the building with the Benjamin Motor Company, both of which were quickly replaced by Standard Motor Car Storage in 1930, only to be replaced by Universal Motors Distributors from 1932 until 1935 when Wilson-Universal Motors Distributors moved into the Missouri Motor Car Company Building, but after two years of vacancy, the Guaranty Motor Corporation turned the site back into a storage facility in 1938. The Guaranty Motor Corporation only occupied the building for one year before it once again became vacant and remained that way until 1946 when the Tenison Envelope Company used the building as a warehouse, a use that the AMP Corporation continued when it replaced Tenison Envelope Company for 1947-48. The Building was once again vacant after AMP Corporation moved out, but by 1955 Grosch Tucker Decorating Company was using the building, a use that continued into the 1960s.

3015-3019 Franklin Auto and Supply Company/Supreme Motor Company Building; 1916; Preston J. Bradshaw, architect; B. J. Charleville, contractor. Noncontributing.

Built in 1916, this Preston Bradshaw designed building was first occupied by the Franklin Auto and Supply Company, dealer of the Frankline automobile, the only U. S. production car with an air cooled engine, in the 3015 Locust storefront while Stephans-Ruhl-Adams and Company, a distributor of Case Automobiles, sold by the J. I. Case Threshing Machine Company of Racine, Wisconsin, occupied the 3017 Locust storefront and the Supreme Motor Company occupied the 3019 Locust storefront. By 1920 the Southern Motor Company was selling automobiles out of the 3019 Locust storefront, while the Franklin Auto and Supply Company remained in the same location, with both companies occupying the building through 1921 but in 1922 there was no listing for the building. By 1924, the Cadillac Auto Company of Saint Louis was using the building for its exchange car department only to be replaced by the Newell Motor Car Company by 1926. The Weber Implement and Automobile Company used the building for its used car department by 1928, but it was replaced by the Standard Motor Company and the Locust Tire and Supply Company by 1930. The next year, the Locust Tire and Supply Company had been replaced by the Standard Discount Company while the Standard Motor Company continued to sell used cars from the building. The Standard Discount Company and the Standard Motor Company both remained in the building through 1934 but in 1935 the Olive Motor Company started selling used cars in the building, while the 3019 Locust storefront was vacant. The Guaranty Motor Corporation sold cars from the 3015 Locust storefront in 1936, while the 3019 Locust storefront remained vacant. By 1938 the Williams Motor Company occupied the 3015 Locust storefront and the Reifler Tire Company was occupying the 3019 Locust storefront. The next year, the Crest Corporation, an automobile radio company, occupied the 3015 Locust storefront and remained there until 1942 when the Jeffery Manufacturing Company, which made mining machinery moved into the building, while the Reifler Tire Company continued to see neighbors come and go. By 1946, Jeffery Manufacturing was still in the building, but the Reifler Tire Company was replaced by Jefferson Distributors, hardware dealers, and the Rothler Company, which sold general merchandise and remained in the building at least through 1948. Except for the Rothler Company, all other companies were out of the building by 1952, when the E. M. Seigle Company, a candy company, occupied the 3015-3017 Locust storefront. Both the E. M. Seigle Company and the Rothler Company remained here into the 1960s.

3021-3023 Velie Motor Building; 1914; Stephens & Pearson, architects; H. O. Hirsch, contractor. Contributing.

This Stephen and Pearson design was built in 1914 and by 1916 the Velie Motor Company of Missouri had become the first known tenant of the building. The Velie Motor Company was affiliated with the John Deere Plow Company and was known for its ruggedness. The Velie also achieved claim by winning at Indianapolis in 1911 and the Pikes Peak Hill Climb in 1919. By 1920 the Velie Motor Company of Missouri had been replaced by the Hutcheson Motor Company, which in turn was replaced by 1924 with the Benjamin Motor Company, a dealer and distributor of Cole and Velie autos, by 1924. The Benjamin Motor Company remained in the building through 1928, but by 1930 the Holland Furnace Company had moved into the building. The Holland Furnace Company occupied the building

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through 1934, then in 1935 the Progressive Automotive Company moved into the building, but in 1939 Joseph Monto was also listed at the address, although Monto had left by 1940. The Progressive Automotive Company remained in the building at least until 1955, but by 1960 the Grant Storage Battery Division, a wholesaler, was occupying the building.

3027 Northern Motor Company Building; 1917; Preston J. Bradshaw, architect; Ward Construction Co., contractor. Contributing.

The Northern Motor Company Building located at 3027 Locust was designed by Preston J. Bradshaw in 1917. In 1918 the Northern Motor Company occupied the building. The Northern Motor Company left the building and the Aldrich-Stephens Motor Company had moved into the building by 1920 and remained there for two years. In 1922 the Oneida Missouri Motor Company moved into the building, although it was no longer the location by 1924, when the Saint Louis Nokol Company, which sold automatic heating systems, moved into the building. The Saint Louis Nokol Company remained in the building through 1926, but the Tire Clearing House had moved into the building by 1928. The Tire Clearing house left by 1930 when the building was vacant. It remained vacant until 1938 when the Frederick Printing and Stationary Company moved into the building, although it changed its name to the Frederick Printing Company in 1939. The Frederick Printing Company remained in the building through 1947, but by 1952 the Lysell-Maull Distribution Company occupied the building. By 1955, it had been replaced by the Charles Maull Distribution Company. By 1960 the Charles Maull Distribution Company had moved out and the White National Company, Inc., a mason contractor, occupied the building.

3029-3033 Locomobile Company of Missouri Building; 1911 and 1912; James E. Powers, architect and contractor. Noncontributing.

The Locomobile Company of Missouri Building at 3029-3033 Locust was constructed around 1911, based upon designs by James E. Powers, who also served as the builder. The next year an addition was finished on the rear. Although addressed as 3027 Locust, this appears to be an early address number used by the 3029-3033 Locust building. Since it was built in 1911, when these listings began to appear in the city directories and what is now 3027 Locust was not built for six more years. The first to be so addressed in 1912 was the Franklin Refining Company and the Saint Louis V Ray Sales Company, which sold automobiles. Both companies had been replaced by the Simon DeVine Welding Company by 1914. By 1916 the welding business had left and 3027 Locust was occupied by the Auto Devices Company and the Gustin-Bacon Manufacturing Company, which made auto tires. Within two years, both companies had left.

As early as 1911 the Colonial Automobile Company was listed at 3029 Locust. In 1913 the Colonial Automobile Company spent its last year in the building while J. M. Shock Absorber of Missouri occupied the 3029 Locust storefront and the Locomobile Company of Missouri occupied the 3033 Locust storefront. The Locomobile was a massive luxury car manufactured in Bridgeport Connecticut from its founding in 1899 until the close of the company in 1929. The Locomobile was steam powered until a switch to the internal combustion engine in 1903. By 1916, J. M. Shock Absorber of Missouri had moved out of the building and there was no listing for the 3029 Locust storefront, but the Locomobile Company of Missouri still occupied the other storefront. Alterations were made to the building in 1917, probably when the Locomobile Company of Missouri left. By 1918, it had been supplanted in the building by the J. W. Leigh Motor Company, but it in turn was replaced by the James-Landwehr Company, which sold automobiles out of the site for one year, until the Rex Motor Car Company moved into the building. The other storefront was the site of the Mid-West Motor Car Company from 1918-1919 and then the James-Landwehr Company, a dealer of the Davis Six and a Martin Dealer. The Rex Motor Car Company was only in the building for one year before the S & L Tire Company moved into the building and remained there until at least 1928. By 1930 the American School of Welding moved into the building and remained there until 1932. In 1933 the Standard Motor Company moved its repair shop into the building, but only spent two years because in 1935 the W. W. Motor Sales Company started selling used cars in the building, but only for one year; the building was vacant in 1936. By 1938,

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four companies were sharing the building: The Royal Venetian Blind Manufacturing Company occupied the 3029 Locust storefront, the National Regulator Company, Minneapolis Honeywell Regulator Company, and the Brown Instrument Company all occupied the 3033 Locust storefront. By 1939, the Venetian Blind Manufacturing Company moved out of the 3029 Locust storefront, while the 3033 Locust storefront retained its tenants. In 1940 the Gaskin Sign and Fixture Company moved into the 3029 Locust storefront. All four companies remained in the building through 1942. During World War II, the Premier Recording Studios moved into the building. The president of the recording company is reported to have noticed something unusual in the recording of one singing group, and after working with the FBI it was discovered that the group was recording coded messages for Germany about military production and travel in and through Saint Louis. By 1944 the 3029 Locust storefront was the home of Clawson and Bals, Inc., an auto parts company, and the 3033 Locust storefront was occupied by the Turner Photograph Company. The Turner Photograph Company moved out by 1946 when the 3033 Locust storefront was occupied by the Premier Radio Enterprises, Inc, a successor of the Premier Recording Studios. Clawson and Bals moved out of the building sometime between 1948 and 1952, while Premier Radio Enterprises, Inc., was joined in the 3033 Locust storefront by Premier Harcastle Productions. Both Premier Harcastle Productions and Premier Radio Enterprises, Inc. were in the building in 1955, but by 1960 the companies had morphed into the Premier Film and Recording Corporation.

3037-3039 Leach-Brouster and Company Building; 1916; Preston J. Bradshaw, architect; B. J. Charleville, contractor. Contributing.

This quaint Preston Bradshaw design was constructed in 1916 and occupied by Leach-Brouster & Company, an automobile dealer, first listed in the next directory in 1918, although it was replaced by the Supreme Motor Company as early as 1918. The Supreme Motor Company, a Stutz dealer, remained in the building through 1924. The Stultz, manufactured in Indianapolis was famous for its Bearcat and Blackhawk open speedster models and the company's success in races. Despite its fame for sports cars, the company also made large touring cars, sedans and limousines with wheelbases as long as 156 inches. By 1925 the Southwest Nash Company was using the Leach-Brouster and Company Building to house its used car department. The Southwest Nash Company maintained its used car department in the building until 1931, then in 1932 Renger-Rangers Buick, Inc. had its used car department in the building, remaining in the location through 1934. In 1935 the Central Chevrolet Company occupied the building, but left the building in 1936 and Johnson Motors, Inc. occupied the building in 1937-1938. The building then remained vacant until 1941 when the World Tire Corporation moved into the building, but the company only remained there a year before it was once again vacant in 1942, remaining so until 1944 when the World Tire Corporation returned to the building and remained there until 1948. By 1952 the Dale Chemical Company sales offices, the Schemmer Brokerage Company, and the Prim Corporation, manufacturers of cleaning compounds, all occupied the building. All three companies had left the building by 1955 when it was occupied by the Coca-Cola Bottling Company's advertising department, which was still in the location in 1960.

3041-3043 Tate Motor Car Company Building; 1918; Reinforced Concrete Architectural Company, architect; J. M. Dolan, contractor. Contributing.

Designed by the Reinforced Concrete Architectural Company in 1917, there were two permits issued that year, the last in October, indicating that the building was probably finished in 1918. The Tate Gillham Motor Car Company missed listing in the 1918 directory but was listed in 1920; by 1922 the company had changed its name to the Tate Motor Car Company. In 1926 the Tate Motor Car Company, a Dodge distributor, housed its used car department in the building and kept the department in the building until 1932. Tate actually controlled both sides of the intersection since it was also listed at 3101 Locust at the same time (at least through 1924). In 1932 Renger-Rangers Buick, Inc., which had its used car department next door at 3037-3039 Locust, moved into the building. After spending 1932-1934 in the building, Renger-Rangers Buick, Inc. moved out and the Central Chevrolet Company had expanded into the building and the building immediately east; the company was listed as occupying 3039-3043 Locust, where

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Locust Street Automotive District
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Narrative Statement of Significance (Notes on Individual Buildings continued)

it remained through 1936. By 1938, the building housed the S & L Department stores in the 3041 Locust storefront, a company that added the S & L Credit Store to the building in 1939. The building was vacant in 1940, then in 1941 the Pure Company, Inc., a manufacturing chemists company, and the Sterling Company, Inc., which made moth preventatives, used the building. The Sterling Company and the Pure Company, Inc., occupied the building through 1946, but in 1947 both companies had moved out and G. I. Hauck and Company, Inc., a refrigerator company, occupied the building. By 1952 the building was vacant. In 1955 the American Loose Leaf Binder Company occupied the building and remained there through 1960.

3101-3111 Tate-Gillham Motor Car Company Building; 1916; Wm. P. McMahon, architect; Duffner & Stecker Construction Co., contractor. Contributing.

Designed by Wm. P. McMahon, the permits were issued in March 1916 for this building, which became the first of two building finished for the Dodge distributor, the other being 3041-3043 Locust (across the street to the east) that was finished in 1918. The Tate-Gillham Motor Car Company, which distributed Dodge Brothers Motor Cars and Dodge Brothers Business Cars, occupied the building by the time the 1918 directory was canvasses and remained there through 1921, when it became the Tate Motor Company, although it was still a Dodge distributor. Permits were taken out for alterations, and by 1925 the Deluxe Automobile Company, an Oldsmobile dealer that changed to a Peerless and Falcon-Knight dealer in 1927, occupied the building (including the building next door). The Deluxe Automobile Company was addressed at 3107-15 Locust in 1928, but by 1930 the company had left the building and the new occupants, the Steiner-Fahrenkrog Auto Company, a Reo car and truck dealer, occupied the building with an address of 3101-3111. The company remained in the building through 1935 but in 1936 it became the Steiner Auto Company, only to be replaced by the Standard Motor Finance Company by 1938. The Standard Motor Finance Company occupied the building through 1940, then the building was vacant in 1941. In 1942 the Hudson Sales Corporation moved into the building and remained there until 1948. By 1952 Joy Greetings, Inc., occupied the building and remained there through 1955. By 1960 the building was occupied by the Puro Company, Inc., which used the building as a warehouse.

3115 Moon Motor Car Company Building; 1917; Trade Realty Co., architect and contractor. Noncontributing.

The Moon Motor Car Company Building was completed in 1917 and the Moon Motor Car Company, a locally made automobile, remained in the building at least through 1926. By 1928 the DeLuxe Automobile Company, was addressed at 3107-3115 Locust (including this building), but by 1930 Moon Motor Sales Inc. was listed at this address. By 1932, it had been replaced by the Frederick Printing and Stationary Company, which remained in the building until 1936, then the building was vacant in 1938. In 1939 Mutual Treading, Inc., a tire company, moved into the building and remained there until 1948. In 1952, Missouri Metal Trims, Inc. moved into the building, but the building was vacant in 1955. In 1960 the Klasek Letter Company occupied the building.

3117-3119 Reliable Auto Tire Company Building; 1918 ca. Noncontributing.

No building permit was found for this building; it was first occupied in 1918 by the Reliable Auto Tire Company addressed at 3117 Locust and a Western Union Telegraph Company office addressed at 3119 Locust, although by 1920 the Western Union Telegraph Company was addressed at 3119½ Locust. Then, in 1922 the Reliable Auto Tire Company changed its address to 3119 Locust (there was no 3117 Locust listing that year and Western Union remained at 3119½ Locust). By 1924, the Western Union office had closed, although Reliable Auto Tire Company remained in the building through 1928. In 1930 the building was vacant, but in 1932 the Progressive Auto Body Company moved into the building for at least one year. In 1933, the Reifler Tire Company moved into the building, remaining through 1936. The building was vacant from 1938-1939 and from 1940 through 1946 there was no listing for the building. In 1947 Jefferson Distributors, a hardware wholesaler, occupied the building, replaced by the Rothler Company, which sold general merchandise by 1952. It was replaced by the Hoffman Sales Corporation by 1955; it was in turn replaced by Joint Clutch and Gear Service Inc., an auto repair company, by 1960.

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Locust Street Automotive District
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Narrative Statement of Significance (Notes on Individual Buildings continued)

3121 Service Garage; 1946. Contributing.

This small building was built as a service garage in 1946.

OLIVE BOULEVARD (odd numbers)

3043 **Becker-Lehman Sales Company Building**; 1929; R. Conzelman, architect; W. C. Harting Construction Co., contractor; also addressed as 300-308 N. Cardinal Avenue. **Contributing.**

This corner service garage was constructed in 1929 after Cardinal Street had been extended through the block to connect Olive and Locust. The building was designed as both a gasoline station with underground tanks and as a service garage. Despite its intended use, the building was primarily used as a tire dealership for most of its existence. The first occupant of the building was the Becker-Lehman Sales Company, an auto tire retail outlet. The Becker-Lehman Sales Company shared the building with the Ajax Rubber Company, a tire manufacturer. In 1930, the Becker-Lehman Realty Company also moved into the building and the next year, in 1931, the McClaren Rubber Company, another tire manufacturer, replaced the Ajax Rubber Company in the building. The McClaren Rubber Company moved out of the building after 1934 but both the Becker-Lehman Sales Company and the Becker-Lehman Realty Company continued to occupy the building until 1940. 1940 was the last year the Becker-Lehman Realty Company occupied the building; by 1941 the C. A. Telle Tire Company had joined the Becker-Lehman Sales Company in the building. The C. A. Telle Tire Company remained in the building through 1945, but by 1946 the Becker-Lehman Sales Company was the only occupant of the building. The Becker-Lehman Sales Company continued to occupy the building through 1958 but by 1960 the Laher Spring and Tire Corporation had opened a branch in the building and was the sole occupant of the building at that time.

ENDNOTES

¹"Fire Insurance Maps of St. Louis, Missouri," Vol. 10 (New York: Sanborn Map Company, 1905, corrected through 1951, revised 1997).

²*Gould's Automobile List of St. Louis and St. Louis County* (St. Louis: Polk-Gould Directory Co., c1931-32); *Gould's St. Louis Blue Book* (St. Louis: Gould Directory Co., 1911-1915); *Gould's St. Louis Directory* (St. Louis: Gould Directory Co., 1911-1917); *Gould's St. Louis Directory* (St. Louis: Polk-Gould Directory Co., 1918-1922); *Gould's St. Louis (Missouri) City Directory* (St. Louis: Polk-Gould Directory Co., 1928-1956); *Gould's St. Louis Red Book* (St. Louis: Gould Directory Co., 1911-1916); *Gould's St. Louis Red-Blue Book* (St. Louis: Polk-Gould Directory Company, 1918-1929); *Polk-Gould's St. Louis Directory* (St. Louis: Polk-Gould Directory Co., 1923-1927); *Polk's St. Louis (Missouri) City Directory* (St. Louis: R. L. Polk & Co., 1960); *Gould Directory Co., Gould's St. Louis Red Book* (St. Louis, MO: Self-published, 1910-14, 1916, 1924); *Gould's St. Louis City Directory* (St. Louis: Polk-Gould Directory Company, Publishers, 1930); *Polk-Gould Directory Co. Gould's St. Louis Red-Blue Book* (St. Louis, Missouri: Self-published, 1918-23, 1925-29); *Polk-Gould St. Louis Directory* (St. Louis: Polk Gould Directory Company, Self published, 1892-1927).

³Inactive and Active Building Permits, Microfilm Room, Division of Building and Inspection, City of St. Louis, St. Louis, Missouri.

⁴"Building News," *St. Louis Daily Record*, 1893-1952.

⁵Ben M Hilliker, Horseless Carriage Club of Missouri, Interview by Karen Bode Baxter and Ruth Keenoy, St. Louis, Missouri, 21 March 2005. Horseless Carriage Club of Missouri, Individual Buildings Historic Plaques, text supplied courtesy of the Horseless Carriage Club of Missouri.

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A 15 741960 4279990

B 15 741950 4279920

C 15 741645 4279945

D 15 741590 4280020

E 15 741620 4280130

F 15 741860 4280080

Verbal Boundary Description

The district extends west along the south side of Locust Street from the eastern boundary of the property addressed as 2914-2916 Locust to the west side of the intersection of Locust Street and North Garrison Avenue. It then goes north to the alley between Locust Street and Washington Avenue and extends west past North Cardinal Avenue to the western boundary of the property addressed as 3121 Locust. It then goes south across Locust Street to the alley at the western boundary of the property addressed as 3124 Locust Street and goes easterly along the northern side of the alley across North Cardinal Street, then it follows the eastern side of the street south to the intersection with Olive Boulevard. It then goes easterly along the property line of 3041 Olive to its eastern boundary and turns northerly, paralleling the eastern property boundary to the north side of the alley between Locust Street and Olive Boulevard whence it goes east along the north side of the alley across North Garrison Street to the eastern boundary of 2914-2916 Locust and thence north to the point of beginning. Boundary is shown as the dark line on the attached scaled district map.

Boundary Justification

These boundaries incorporate all of the property that has been historically associated with the marketing and servicing of automobiles that retain their historic integrity. Beyond these boundaries, there are empty lots and the character of the buildings changes, either nonhistoric or highly altered or the buildings are not associated with the historic marketing and servicing of automobiles.

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Photo Log

Photographer: Sheila Findall

February 2005

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

Photo #1: 2900 block, south side, looking southwest from 2914-2916 Locust

Photo #2: 2900 block, south side, looking southeast from the intersection of Locust and N. Garrison Ave.

Photo #3: 3000 block, south side, looking southwest from the intersection of Locust and N. Garrison Ave.

Photo #4: 3000-3018 Locust, looking southwest from the intersection of Locust and N. Garrison Ave.

Photo #5: 3024-3000 Locust, looking southeast from midblock between Garrison and Cardinal

Photo #6: South side of Locust, looking southwest from 3024 Locust

Photo #7: From intersection of Cardinal and Locust, looking southeast down Cardinal to Olive (showing 3043 Olive)

Photo #8: 3100 block, south side, looking southwest from intersection of Cardinal and Locust

Photo #9: 3116-3124 Locust, looking south southwest from 3116 Locust

Photo #10: 3000 block, north side, looking northwest from intersection of Garrison and Locust

Photo #11: 3005-3007 Locust, looking north

Photo #12: 3023-3001 Locust, looking northeast from 3023 Locust, midblock between Cardinal and Garrison

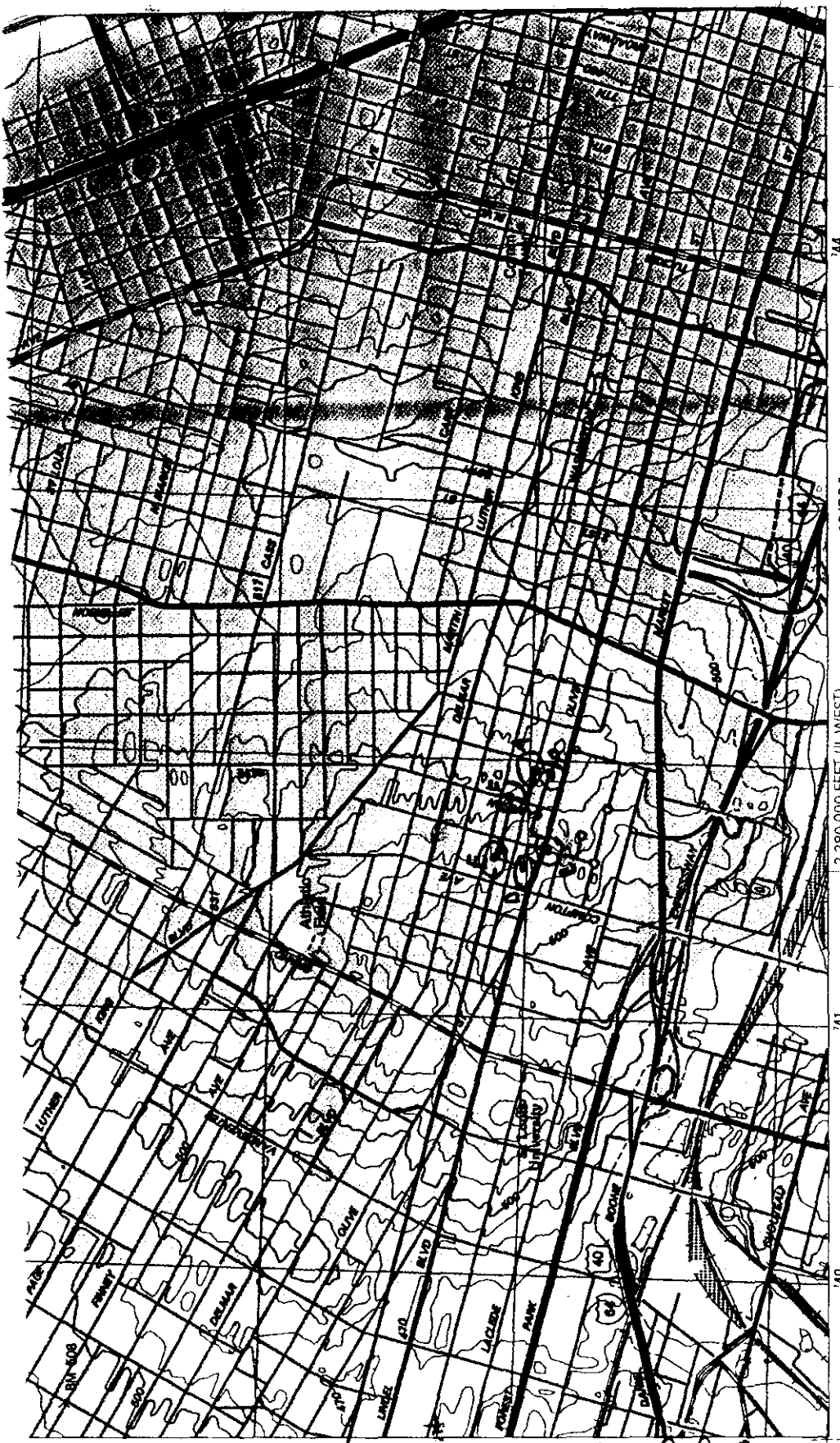
Photo #13: 3039-3001 Locust, looking northeast from 3039 Locust, near corner of Cardinal and Locust

Photo #14: 3000 block, north side with view east on Locust (including south side), looking east northeast

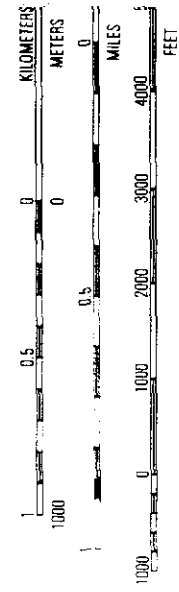
Photo #15: 3101-3119 Locust, looking northwest from intersection of Cardinal and Locust

Photo #16: 3121-3101 Locust, looking northeast from intersection of Cardinal and Locust

Photo #17: 3043 Olive, looking northeast from intersection of Cardinal and Olive

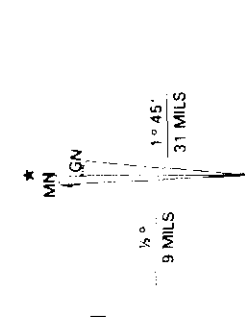


SCALE 1:2



CONTOUR INTERVAL
 SUPPLEMENTARY CONTOUR
 NATIONAL GEODETIC VERTIC
 TO CONVERT FROM FEET TO METE
 THIS MAP COMPLIES WITH NATIONAL
 FOR SALE BY U.S. GEOLOGICAL SURVEY, P.O.
 AND ILLINOIS GEOLOGICAL SURVEY
 AND DIVISION OF GEOLOGY
 MISSOURI DEPARTMENT OF NATURAL RES
 A FOLDER DESCRIBING TOPOGRAPHIC MAPS AN

12° 30' 44"



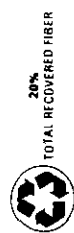
UTM GRID AND 1999 MAGNETIC NORTH
 DECLINATION AT CENTER OF SHEET

Produced by the United States Geological Survey

Topography compiled 1952. Planimetry derived from imagery taken 1993 and other sources. Photoinspected using imagery dated 1998; no major culture or drainage changes observed. PLSS and survey control current as of 1954. Boundaries, other than corporate, verified 1999 North American Datum of 1983 (NAD 83). Projection and 1000-meter grid: Universal Transverse Mercator, zone 15 10 000-foot ticks: Illinois (west zone) and Missouri (east zone) Coordinate Systems of 1983

North American Datum of 1927 (NAD 27) is shown by dashed corner ticks. The values of the shift between NAD 83 and NAD 27 for 7.5-minute intersections are obtainable from National Geodetic Survey NADCON software

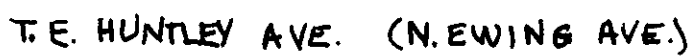
Contours that conflict with revised planimetry are dashed There may be private inholdings within the boundaries of the National or State reservations shown on this map



* New course, BUT 1 NG

* New course, BUT 1 NG

50' 50' 50' 50'





Locust Street Automotive District
St Louis (Independent City), Mo.
Photo # 1



Locust Street Automotive District
St. Louis (Independent City), Mo.
Photo # 2



Locust Street Automotive District
St. Louis (Independent City), Mo.
Photo# 3



Locust Street Automotive District
St. Louis (Independent City), Mo.
Photo # 4



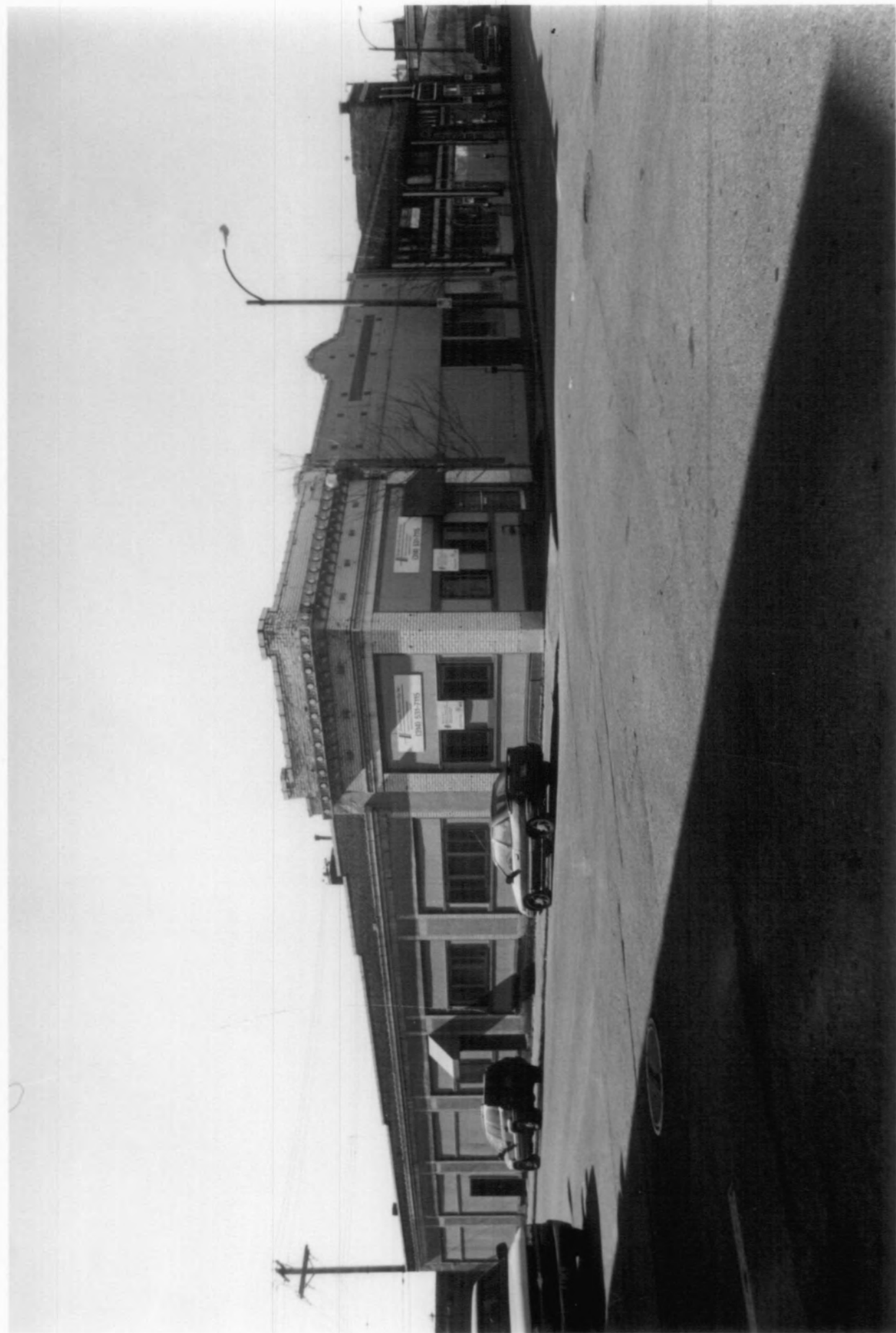
Locust Street Automotive District
St. Louis (Independent City), Mo.
Photo # 5



Locust Street Automotive District
St. Louis (Independent City), Mo.
Photo # 6



Locust Street Automotive District
St. Louis (Independent City), Mo.
Photo # 7



Locust Street Automotive District
St. Louis (Independent City), Mo.
Photo # 8



Locust Street Automotive District
St. Louis (Independent City), Mo.
Photo # 9



Locust Street Automotive District
St. Louis (Independent City), Mo.
Photo # 10



Locust Street Automotive District
St Louis (Independent City), Mo.
Photo # 11



Locust Street Automotive District
St. Louis (Independent City), Mo.
Photo # 12



Locust Street Automotive District
St. Louis (Independent City), MO.
Photo # 13



Locust Street Automotive District
St Louis (Independent City), Mo.
Photo # 14



Locust Street Automotive District
St. Louis (Independent City), Mo.
Photo # 15



Locust Street Automotive District
St. Louis (Independent City), Mo..
Photo # 16



Locust Street Automotive District
St. Louis (Independent City) Mo.
Photo # 17