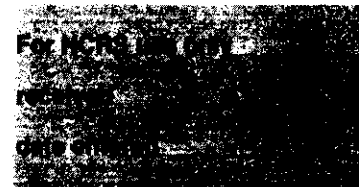


**United States Department of the Interior
Heritage Conservation and Recreation Service**

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



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

1. Name

historic Lesan-Gould Building

and/or common same

2. Location

street & number 1320-24 Washington Ave. not for publication

city, town St. Louis vicinity of congressional district

state Missouri code 29 county St. Louis City code 510

3. Classification

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

4. Owner of Property

name Aljer Properties Partnership

street & number 1325 Washington Ave.

city, town St. Louis vicinity of state Missouri

5. Location of Legal Description

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

street & number 1200 Market Street

city, town St. Louis vicinity of state Missouri 63103

6. Representation in Existing Surveys

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

date April 1986 federal X state county local

depository for survey records Missouri Department of Natural Resources

city, town P.O. Box 176, Jefferson City vicinity of state Missouri 65102

7. Description

Condition

excellent
 good
 fair

deteriorated
 ruins
 unexposed

Check one

unaltered
 altered

Check one

original site
 moved date _____

Describe the present and original (if known) physical appearance

The Lesan-Gould Building, located at 1320-24 Washington Avenue, just north of St. Louis' Central Business District, is an eight story reinforced concrete frame factory and commercial building erected in 1907. It was designed by the St. Louis architectural firm of Mauran, Russell & Garden and employed a system of reinforcing concrete developed by Detroit engineer Julius Kahn. As a comparison of Photos #1 and #5 demonstrates, the building survives virtually intact and unaltered.

Identical front and rear facades fronting on Washington Avenue and St. Charles Street respectively, exploit the concrete frame in Craftsman styling. Eight story concrete piers establish two wide bays on the primary (north) facade (Photo #1) and on the south (rear) elevation (Photo #2). The first story storefronts are sheathed with light mottled blue glazed brick. Contrasting green glazed brick forms a simple geometric pattern. Bas-relief concrete obelisks are featured on each pier just above the first story. Echoing this motif, concrete obelisks form an extension of the two end piers and rise above the roof.

The second through seventh stories are identical. At these levels, the concrete is exposed in the piers and in the lower portions of the spandrel panels. The upper portion of the spandrels are faced with glazed brick as at the first story. A band of four rectangular, double-hung wood sash windows with wood mullions fills each bay at each story. The eighth story differs slightly from the lower stories in that the windows are round headed, the arches being formed of unornamented concrete. A broad, overhanging cornice carried by three large consoles crowns the facade.

The east elevation (Photos #1 and 3) and west elevation (Photo #2) extend nine bays as defined by the reinforced concrete framework. With the exception of irregular fenestration in the middle bays of these elevations, brick fills the concrete frame.

The interior of the building, with the exception of the first floor storefronts, is unpartitioned and reveals the reinforced concrete skeleton (Photo #4). Square columns support horizontal girders and beams which in turn carry the concrete floor above.

8. Significance

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

Specific dates 1907 ~~1907-1908~~/Architect Mauran, Russell, & Garden, Architects

Statement of Significance (in one paragraph)

The Lesan Gould Building qualifies for listing in the National Register of Historic Places under Criterion C and is eligible under the following area of significance: ARCHITECTURE: Designed in 1907 by prominent St. Louis architects, Mauran, Russell & Garden, to house the operations of the Lesan-Gould Publishing Company, the building is significant as one of St. Louis' earliest examples of reinforced concrete construction, utilizing a system patented by engineer Julius Kahn. In addition, it is significant as an unusual example of Commercial style in St. Louis in which the skeletal facades are articulated with a bold, unprecedented combination of exposed concrete and enameled brick, a treatment influenced by Arts and Crafts precepts.

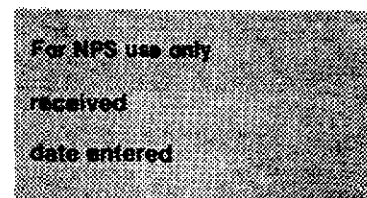
Background:

The Lesan-Gould Building was a component of the westward development of Washington Avenue which emerged as St. Louis' wholesale trade and light manufacturing center during the final three decades of the 19th century. At first development was confined to the intersection of Broadway (5th Street) and Washington. During the 1880s development continued up Washington as far as 8th and 9th Streets and by 1900 wholesale houses had been constructed as far west as 12th Street. Twelfth Street, however, had remained a psychological barrier to further westward development until 1899, when Washington University's construction of a wholesale manufacturing building at 1300 Washington Avenue (listed in the National Register) stimulated investment in property as far west as Eighteenth Street. In March of 1907, a merger was announced of the Lesan Advertising Co., handling newspaper, streetcar and billboard advertising, and the Gould Directory Co., publishers of the City Directory, the Blue Book and the Commercial Register.¹ Headquarters of the new Lesan-Gould Advertising & Publishing Co., it was noted, would be in a new eight story fireproof building to be erected in the 1300 block of Washington Avenue, just three doors west of Washington University's investment property.

Architectural Context:

In addition to being the nucleus of firms who collectively were advancing St. Louis' position as a wholesale and distributing center of the Midwest, Washington Avenue was recognized locally as an architecturally distinguished

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corridor of brick masonry, slow combustion buildings, many of which were designed by leading architects of the City:

In no respect has the advance in architectural design been more marked than in the great commercial warehouses which are making Washington Avenue a monumental street....²

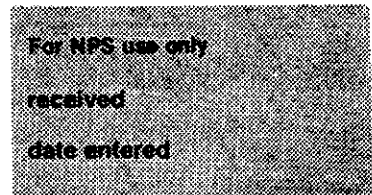
The architecture of this stretch of commercial structures tells more than thousands of words of description could.. tall, broad and solid buildings, with a depth that indicates a search for room and the need of space in which to transact the enormous business that is annually done there.³

The Lesan-Gould Building made a significant departure from the traditional brick and terra cotta buildings which already lined the Avenue. The building was designed by the St. Louis firm, Mauran, Russell & Garden, a partnership established in 1900. All three architects had worked in the Chicago and St. Louis branch offices of Shepley, Rutan & Coolidge of Boston (successors of H. H. Richardson) who had received some of St. Louis' most prestigious residential and commercial commissions during the 1890s. Major designs of Mauran, Russell & Garden's first decade of work can be seen evolving towards simpler, clean lines and restraint in ornamental detailing with emphasis on exploitation of brickwork. Edward G. Garden's designs in particular reveal influence of the Arts and Crafts movement, perhaps as a result of association in Chicago with his brother, architect Hugh M. G. Garden, an innovative designer of the Prairie and Chicago School groups.⁴ Edward Garden's responsiveness to the potential of brick as a major ornamental feature was exhibited in the facades of his own house in St. Louis (ca. 1908) which combined surfaces of cement plaster and patterned brick, and in an exhibition building he designed for the Tiffany Enameled Brick Co. (Mokence, Illinois) which was constructed for the St. Louis World's Fair of 1904.⁵ Garden's involvement with the last named building is of special interest and relevance. The simple lines of the Tiffany building depended for effect entirely on color and texture of enameled brick manufactured by the company -- a satin finish, light mottled blue brick and a green enameled brick which later were featured on the Lesan-Gould Building.

The large exhibits of the clay industries at the World's Fair were clearly significant factors in promoting interest in and use of the wide variety of textured and enameled brick, as well as glazed terra cotta, which were then being made available for construction. White glazed brick had been used for walls of lightwells and airshafts to increase light for a number of years before the Fair. Shortly after the close of the Fair, several large St. Louis commercial buildings attracted attention by introducing white enameled

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brick and terra cotta trimmed facades articulated in Beaux Arts classicism. The porcelain-faced brick buildings were also appreciated for the practical value of resisting coal smoke which poured from St. Louis chimneys and ease in cleaning. Mauran, Russell & Garden's 1907 facade designs for the Metropolitan Building in the Midtown National Register District and the Lesan-Gould Building exploit the practical and artistic potential of glazed brick but in contrast to other contemporary structures, they are free from the influence of traditional historical styles. Both are classic illustrations of the early influence of Arts and Crafts principles on large St. Louis commercial structures in which artistic values are expressed through texture and color of materials.

Although the Washington Avenue building, with its stark frame and regular bands of broad windows, is illustrative of Commercial style, it made a significant departure from precedent. Through bold exposure of its reinforced concrete grid frame, the Lesan-Gould Building pioneered a new material for articulating Commercial style facades in St. Louis. Unconventional obelisk-like designs of molded concrete, used to define bays on the second story and accent corners above the roofline (Photos # 1, 2), were noted at the time as "requiring very little finish to carry out the purpose intended - a plastic mass development of the material."⁶ Light mottled blue and green glazed brick, combined in geometric patterns, provided distinctive banding above the concrete spandrels, and around the first story storefronts. Treatment of the side elevations "without concealment" of the concrete frame was reported as another unusual feature.⁷ The brick and concrete streamlined facades together with the wide overhanging eaves made the building a consummate expression of the design concepts of the Arts and Crafts movement in St. Louis.

The reinforced concrete structural system of the Lesan-Gould Building was an equally significant feature of the design, satisfying requirements for unusually heavy load-bearing capabilities to accommodate the printing presses installed in the building. Traditionally buildings erected in the Washington Avenue wholesale district had employed brick masonry, mill construction. Beginning at the turn of the century, however, widespread experimentation with methods for reinforcing concrete had aroused the interest of the architectural community in St. Louis. St. Louis architects and contractors were kept abreast of the latest advances in reinforced concrete technology not only through the usual professional literature but through a series of tests carried out in the City. At a laboratory established in Forest Park, the U. S. Geological Survey conducted a series of tests; a separate group of tests was conducted by Washington University in St. Louis. In 1908 it was reported that a number of different reinforced concrete structural systems had been introduced in about a dozen St. Louis buildings of various sizes.⁸ The Lesan-Gould Building was among three located along Washington Avenue (one has been demolished, as have others of the early group located elsewhere in the City).

Among the leading engineers in the country who specialized in concrete

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construction at the turn of the century was Julius Kahn of Detroit, developer of the "Kahn System" used in the Lesan-Gould Building. By 1907, Kahn had patented several techniques for reinforcing concrete and also ardently advocated on the subject in an article published in the American Architect.⁹ Unlike others who argued that the quality and/or careful mixing of concrete was the most essential element in insuring against failure, Kahn, through his experiments, demonstrated that the reinforcing technique was, in fact, the critical factor. Perhaps the best known application of the Kahn system is in the fifteen story Marlborough Hotel in Atlantic City, New Jersey, constructed 1905-06. In this system, also used in the Lesan-Gould Building, square columns support large distributing girders. The girders in turn support small densely spaced concrete beams, each reinforced with a "trussed" bar invented by Kahn and on which his company held patents (Photo #4). Although the Kahn system was at the forefront of the rapidly developing technology, further experimentation and refinement of reinforcing techniques later eliminated the need for horizontal supporting members.¹⁰ As a result, construction methods such as the Kahn system using beams and girders were used less and less frequently. In 1907, however, when reinforced concrete technology was still highly experimental and building failures had occurred in several cities, the Kahn system had the distinct advantage of being both reliable and capable of withstanding tremendous weights.

FOOTNOTES

1. "New Lesan-Gould Building," The Realty Record and Builder, vol. XIV, March 1907.
2. A Catalog of the Annual Exhibition of the Saint Louis Architectural Club (St. Louis: St. Louis Architectural Club, 1900), p. 9.
3. H. B. Wandell, The Story of a Great City in a Nutshell (St. Louis: n.p., 1900), p. 77.
4. Bernard C. Greengard, "Hugh M. G. Garden," in Prairie School Review, vol. III, First Quarter, 1966, pp. 5-18.
5. Brickbuilder, August 1904, p. 172, (ill.); World Fair Bulletin, June 1904, p. 299-300.
6. The Realty Record and Builder, vol. XV, Feb. 1908.

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7. Ibid.

8. The Realty Record and Builder, vol. XV, June 1908.

9. Julius Kahn, "A Plea for Reinforced Concrete," The American Architect, Jan. 30, 1904, p. 36-38: "The writer has given this subject considerable study and feels such perfect confidence in reenforced concrete that he cannot bear to sit by quietly and allow what he considers a most beautiful field of construction to be ruined by the incompetence of the men who so largely work therein."

10. Condit, Carl W., American Building Art, New York: Oxford University Press, 1961, pp. 166-70; American Building, Chicago: University of Chicago Press, 1968, pp. 243-45.

9. Major Bibliographical References

See Continuation Sheet

10. Geographical Data

Acreeage of nominated property less than one acre

Quadrangle name Granite City, Ill.-Mo.

Quadrangle scale 1:24,000

UMT References

A	<u>15</u>	<u>743810</u>	<u>4279475</u>	B			
	Zone	Easting	Northing		Zone	Easting	Northing
C				D			
E				F			
G				H			

Verbal boundary description and justification The nominated property includes the Lesan-Gould Bldg. located in City Block 834, City of St. Louis: beginning at a point 80' east of the east line of 14th St; then south 150'[±]; then east 50'; then north 150'[±]; then west 50' to the point of beginning; also known and numbered 1320-24 Washington Ave.

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

state	code	county	code
state	code	county	code

11. Form Prepared By

name/title	<u>1. Deborah B. Wafer</u>		
organization	<u>na</u>	date	<u>April 1986</u>
street & number	<u>4425 Laclede Place</u>	telephone	<u>(314) 652-3135</u>
city or town	<u>St. Louis</u>	state	<u>Missouri 63108</u>

12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:

national state local

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

State Historic Preservation Officer signature

Wayne E. Swan

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

date 9/29/86

For HCRS use only

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

Signature of the Director

United States Department of the Interior
National Park Service

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date entered

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Brooks, H. Allen, The Prairie School: Frank Lloyd Wright and His Midwest Contemporaries, New York: W. W. Norton & Co., 1976.

A Catalogue of the Annual Exhibition of the St. Louis Architectural Club, St. Louis, 1900.

Condit, Carl W., American Building, Chicago: University of Chicago Press, 1968.

Condit, Carl W., American Building Art, New York: Oxford University Press, 1961.

Greengard, Bernard C., "Hugh M. G. Garden," in Prairie School Review, vol. III, First Quarter, 1966.°

Kahn, Julius, "A Plea for Reinforced Concrete," The American Architect, 30 January 1904.

Realty Record and Builder, March 1907, February 1908, June 1908.

Wandell, The Story of a Great City in a Nutshell, St. Louis: n.p., 1900.

World Fair Bulletin, June 1904.

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2. James M. Denny
Chief, Survey and Registration
and State Contact Person
Department of Natural Resources
Historic Preservation Program
9th Floor, Jefferson Bldg.
P. O. Box 176
Jefferson City, Missouri 65102
Date: August 18, 1986
Telephone: 314/751-5365

LESAN-GOULD BUILDING Photo #1
1320-24 Washington, St. Louis, Mo.

Photo by: Deborah B. Wafer

Negative: 4425 Laclede Pl.
St. Louis, Mo. 63108

Date: March, 1986

View: Left to right: east & north
elevations; camera facing
southwest.



LESAN-GOULD BUILDING Photo #2
1320-24 Washington, St. Louis, Mo.

Photo by: Deborah B. Wafer

Negative: 4425 Laclede Pl.
St. Louis, Mo. 63108

Date: March, 1986

View: left to right: west & south
elevations; camera facing
north-northeast



LESAN-GOULD BUILDING Photo #3
1320-24 Washington, St. Louis, Mo.

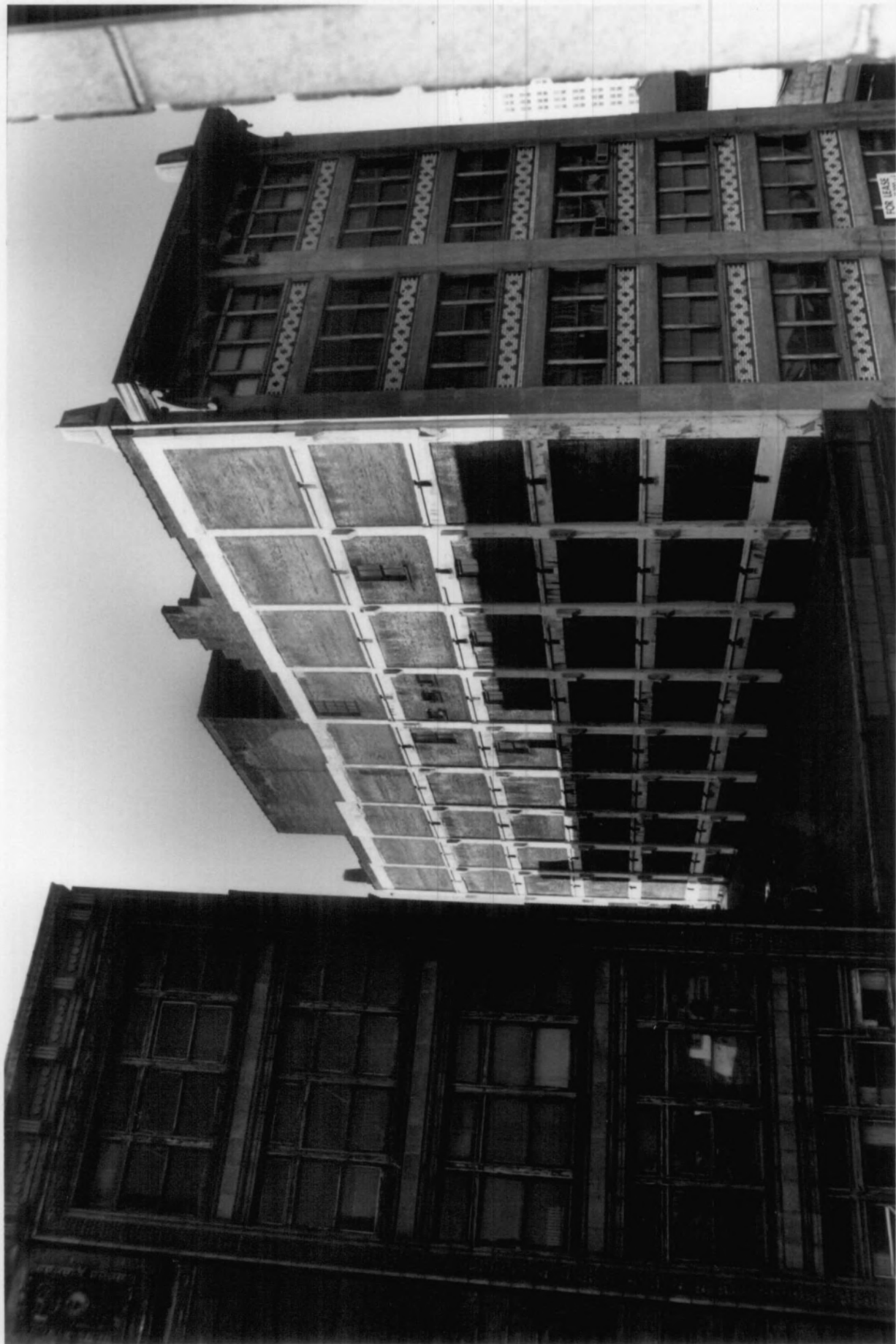
Photo by: Deborah B. Wafer

Negative: 4425 Laclede Pl.

St. Louis, Mo. 63108

Date: March 1986

View: left to right: east & north
elevations; camera facing
southwest.



LESAN-GOULD BUILDING Photo #4

1320-24 Washington, St. Louis, Mo.

Photo by: Deborah B. Wafer

Negative: 4425 Laclede Place

St. Louis, Mo. 63108

Date: March 1986

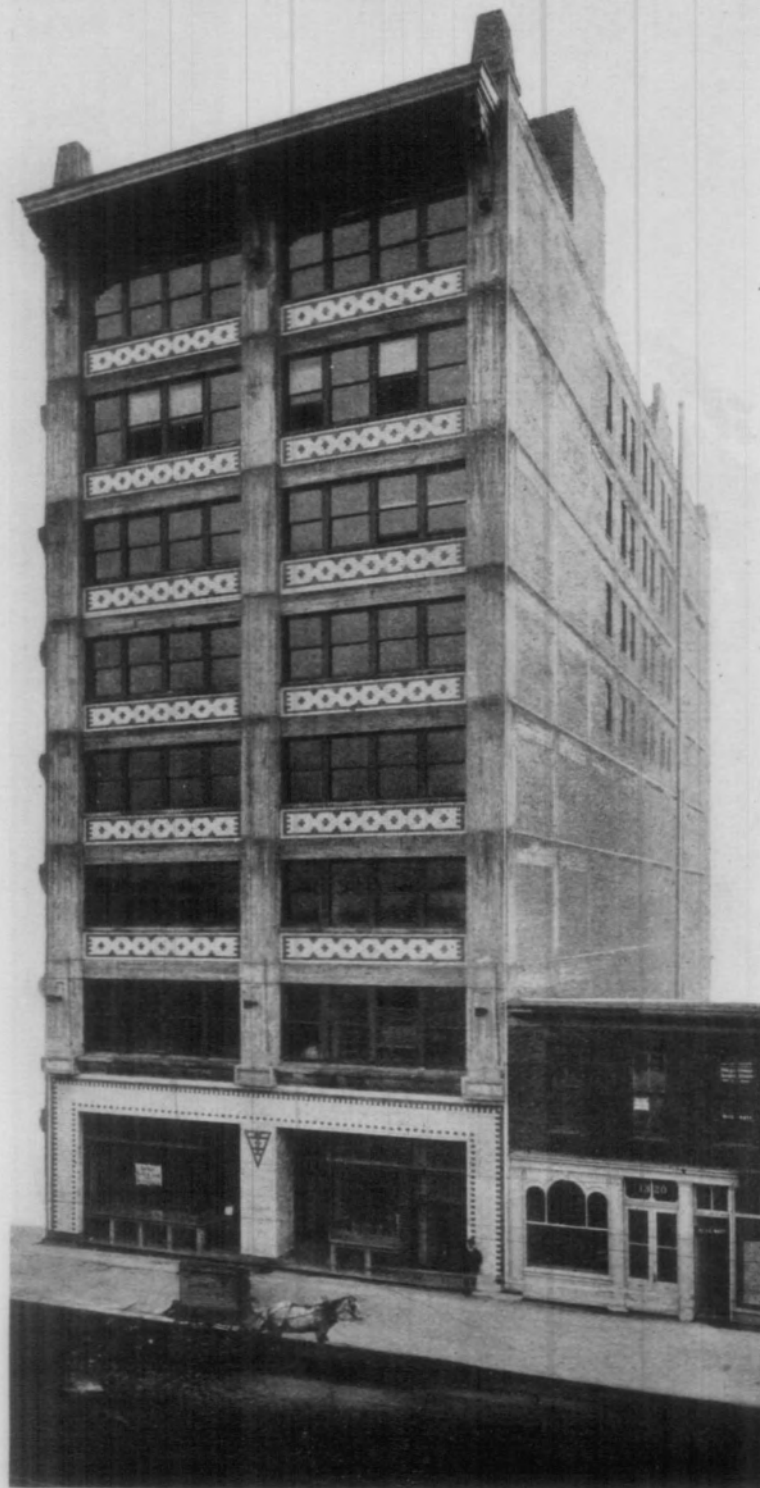
View: Interior: illustrates
columns, girders & beams



LESAN-GOULD BUILDING Photo #5
1320-24 Washington, St. Louis, Mo.
Photo by: Photocopy by Curtis Finley,
St. Louis Public Library
Original: St. Louis Public Library
Date: copied March 1986 from
April 1908 issue of The
Realty Record & Builder
View: Left to right: north &
west elevations; camera
facing southeast.



In the construction of the Lesan-Gould Building the application of the reinforced concrete was somewhat different from the usual form. A complete skeleton frame of reinforced concrete was erected, the contractor following plans therefor designed by the architects. The brick side walls are carried on the concrete beams without concealment thereof. On the two fronts of the building the brick is laid on spandrel beams, the outer course being in an ornamental design of blue and white glazed brick. On these fronts, also, the concrete is applied in moulded trim, requiring very little finish to carry out the purpose intended—a plastic mass development of the material. Running through from Washington avenue to St. Charles street the building has the double advantage of fronting on the wholesale dry goods street and on the site of the new central (Carnegie) library. The building is of especially heavy construction, being designed to carry the heavy machinery of the publishing business which is a part of the combined advertising and directory companies.



LESAN-GOULD BUILDING

Mauran, Russell & Garden, Architects

James Black M. and C. Co., Contractor

Roofing--St. Louis Roofing Co.

Heating--Peters-Eichler Htg. Co.

Millwork--Huttig Sash and Door Co.