

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 National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. If any 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 certification comments, entries, and narrative items on continuation sheets if needed (NPS Form 10-900a).

1. Name of Property

Historic name American Furnace Company
Other names/site number AFCO, Singer American Furnace Company
Name of related Multiple Property Listing N/A

2. Location

Street & number 1300 Hampton Avenue N/A not for publication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 63139

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 at the following level(s) of significance:

national statewide local

Applicable National Register Criteria: A B C D

Toni M. Prawl 11/25/2015
Signature of certifying official/Title Toni M. Prawl, Ph.D., Deputy SHPO Date

Missouri Department of Natural Resources
State or Federal agency/bureau or Tribal Government

In my opinion, the property meets does not meet the National Register criteria.

Signature of commenting official _____ Date _____
Title _____ State or Federal agency/bureau or Tribal Government

4. National Park Service Certification

I hereby certify that this property is:

- entered in the National Register determined eligible for the National Register
- determined not eligible for the National Register removed from the National Register
- other (explain:)

Signature of the Keeper _____ Date of Action _____

American Furnace Company
Name of Property

St. Louis Independent City, MO
County and State

5. Classification

Ownership of Property
(Check as many boxes as apply.)

Category of Property
(Check only **one** box.)

Number of Resources within Property
(Do not include previously listed resources in the count.)

<input checked="" type="checkbox"/>	private
<input type="checkbox"/>	public - Local
<input type="checkbox"/>	public - State
<input type="checkbox"/>	public - Federal

<input checked="" type="checkbox"/>	building(s)
<input type="checkbox"/>	district
<input type="checkbox"/>	site
<input type="checkbox"/>	structure
<input type="checkbox"/>	object

Contributing	Noncontributing	
1	0	buildings
0	0	sites
1	1	structures
0	0	objects
2	1	Total

Number of contributing resources previously listed in the National Register

0

6. Function or Use

Historic Functions
(Enter categories from instructions.)

Current Functions
(Enter categories from instructions.)

Commerce: office building

Commerce: office building

Industry: warehouse

7. Description

Architectural Classification
(Enter categories from instructions.)

Materials
(Enter categories from instructions.)

Modern Movement: Streamlined Moderne

foundation: concrete

walls: brick

roof: asphalt

other: steel

glass

NARRATIVE DESCRIPTION ON CONTINUATION PAGES

American Furnace Company
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 old or achieving significance within the past 50 years.

STATEMENT OF SIGNIFICANCE ON CONTINUATION PAGES

9. Major Bibliographical References

Bibliography (Cite the books, articles, and other sources used in preparing this form.)

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 # _____
- recorded by Historic American Landscape Survey # _____

Historic Resources Survey Number (if assigned): _____

Areas of Significance

Architecture

Period of Significance

1950

Significant Dates

1950

Significant Person

(Complete only if Criterion B is marked above.)

n/a

Cultural Affiliation

n/a

Architect/Builder

Conzelman, Russell A. / architect

Davies, Charles A. / structural engineer

Hill, John B. / builder

Primary location of additional data:

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

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

American Furnace Company
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10. Geographical Data

Acreege of Property 1.4

Latitude/Longitude Coordinates

Datum if other than WGS84: _____
(enter coordinates to 6 decimal places)

1 38.626129 -90.287003 3 _____
Latitude: Longitude: Latitude: Longitude:

2 _____ 4 _____
Latitude: Longitude: Latitude: Longitude:

UTM References

(Place additional UTM references on a continuation sheet.)

_____ NAD 1927 or _____ NAD 1983

1 _____
Zone Easting Northing

3 _____
Zone Easting Northing

2 _____
Zone Easting Northing

4 _____
Zone Easting Northing

Verbal Boundary Description (On continuation sheet)

Boundary Justification (On continuation sheet)

11. Form Prepared By

name/title Ruth Keenoy

organization Landmarks Association of St. Louis, Inc. date November 15, 2015

street & number 911 Washington Avenue, Suite 170 telephone 314-421-6474

city or town St. Louis state MO zip code 63101

e-mail rkeenoy@landmarks-stl.org

Additional Documentation

Submit the following items with the completed form:

- **Maps:**
 - A **USGS map** (7.5 or 15 minute series) indicating the property's location.
 - A **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.
- **Continuation Sheets**
- **Photographs**
- **Owner Name and Contact Information**
- **Additional items:** (Check with the SHPO or FPO for any additional items.)

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.).

American Furnace Company
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Estimated Burden Statement: Public reporting burden for this form is estimated to average 18 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 Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

Photographs

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels (minimum), 3000x2000 preferred, at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map. Each photograph must be numbered and that number must correspond to the photograph number on the photo log. For simplicity, the name of the photographer, photo date, etc. may be listed once on the photograph log and doesn't need to be labeled on every photograph.

Photo Log:

Name of Property: **American Furnace Company**

City or Vicinity: **St. Louis**

County: **St. Louis Independent City** State: **MO**

Photographer: **Ruth Keenoy**

Date Photographed: **June 10, 2015**

Description of Photograph(s) and number, include description of view indicating direction of camera:

1. Primary elevation; view is northeast.
2. Parking lot, view is northwest.
3. Sign, view is south.
4. Façade and south elevation detail, view is north.
5. Company logo, façade detail.
6. Detail curtain windows, façade; view is southeast.
7. Detail, north elevation.
8. Roof, windows upper story, view is west.
9. North elevation, view is southwest.
10. Warehouse loading bays, view is northwest.
11. North and east elevations; view is southwest.
12. North elevation; view is southeast.
13. Lobby ceiling detail.
14. Stairs, lobby.
15. Original furniture, lobby.
16. Office ceiling detail, first floor.
17. Front office, south.
18. First floor elevator and north hall.
19. Office off central hall, first floor.
20. South hall, first floor.
21. Warehouse detail, interior.
22. Warehouse detail, interior.
23. Second floor stairs and landing.
24. Windows, second floor office (south).
25. Area off second floor landing (looking north).
26. Curved wall, break area and rear hall, second floor (southeast).

American Furnace Company

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Figure Log:

Include figures on continuation pages at the end of the nomination.

1. Location of 1300 Hampton Avenue (AFCO) and National Register Boundary.
2. Terrazzo floors, visible in bathrooms (2012).
3. Former office currently in use for storage with original wall finish (2012).
4. Clarence S. and Charles H. Franke (brothers). American Furnace Company (AFCO) executives in the 1950s.
5. AFCO's factories on Delmar Blvd. (1912) and in Red Bud Illinois (1942).
6. Illustration, c. 1960, AFCO administrative office at 1300 Hampton Avenue.
7. Aerial photo, c. 1960, Red Bud factory.
8. Sanborn Map, 1916, area that later developed as Hampton Avenue and future site of AFCO.
9. Sanborn Map, 1926, future site of AFCO's headquarters on Hampton Avenue.
10. Sanborn Map, 1926, Hampton Avenue's southern terminus before viaduct construction.
11. Cinderella Theater / Casa Loma Ballroom, 3354 Iowa Avenue, an Art Deco example similar to AFCO.
12. Scullin Steel Administration Building, 6691 Manchester Avenue.
13. 1720 Sublette Avenue.
14. 1400 Macklind Avenue.
15. Floor plan, first floor, 2015.
16. Floor plan, second floor, 2015.

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American Furnace Company
Name of Property
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Property Overview and Setting

The American Furnace Company (AFCO) is located at 1300 Hampton Avenue in the Independent City of St. Louis, Missouri. The building was constructed in 1950 and meets Criterion C (Architecture). AFCO is an excellent example of a Streamlined Moderne style commercial warehouse that served as the company's headquarters. The 1.4-acre parcel is bounded at the north by West Park Avenue, at the west by Hampton Avenue, at the south by an adjacent commercial property and at the east by an alley. In addition to the administration/warehouse building at 1300 Hampton Avenue (contributing), the parcel includes an asphalt-covered parking lot situated southeast of the building (contributing), and a contemporary sign (non-contributing) near the northwest corner of the parcel. The level of significance is local. The property's period of significance dates to 1950, reflecting the building's date of construction (Figure 1).

AFCO is a 37,000 square foot building that includes a two-story primary office wing (14,000 square feet) and rear single-story warehouse wing (23,000 square feet) that has (since construction) been converted almost entirely to commercial use. The building has five-course common bond buff brick exterior walls, a poured concrete foundation, and a flat asphalt covered roof (Photo 1). Comprising the southeast portion of the L-shaped parcel is an approximately 50 x 100-foot asphalt-covered parking lot (contributing) (Photo 2). The AFCO building is situated at the northwest corner of the associated lot. Sidewalks flank the parcel on the west (Hampton Avenue) and north (West Park Avenue). Bordering the south edge of the parcel is, as noted above, an adjacent commercial property. The east end of the parcel is bounded by a paved (asphalt) alley. Parking areas associated with the parcel are situated at the east and south sides of the building. A grassy, slightly raised, landscaped area is situated between the façade (west elevation) and bordering sidewalk (facing Hampton Avenue). A slightly curved concrete walk leads from the walk along Hampton Avenue to the building's primary entrance that is centered on the façade. The walk intersects with four wide concrete steps extending from the façade/entry bay to Hampton Avenue. The south side of the building is separated from the surface lot by a sloped, grass-covered bank. A low concrete retaining wall extends along the west side of the lot, separating the parcel from the public walk along Hampton Avenue. At the northwest corner of the parcel (flanking the intersecting sidewalks along Hampton and West Park Avenues) is a contemporary sign (non-contributing) composed of limestone pillars supporting an arched prefabricated sign bearing the building's address and businesses that occupy the building (Photo 3).

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Exterior Description

AFCO's façade (west elevation) faces Hampton Avenue. This portion of the building is two-stories in height, clad with buff brick and has a flat, asphalt covered roof. The façade's corners are rounded at the north and south ends of the elevation (Photo 4). The central bay rises slightly above the roofline and projects slightly from the remaining façade wall. The façade is clad with brick. The central bay is flanked by engaged, fluted, wide concrete pilasters that embrace the entry (lower story) and a large multi-light window (upper story). The entrance (centered on the lower façade) holds paired aluminum and glass commercial style doors with a glass and aluminum surround. The upper central light above the door bears painted numbers identifying the building's address: 1300. A curved flat metal hood extends above the entry and horizontally dissects the concrete pilasters. Above the doors/hood is a 12-light steel sash window that imitates the spatial proportions of the primary entry. The window is surrounded by concrete panels with mullions. Centered above the window is a concrete block bearing the triangular company motif, "AFCO" (Photo 5). Brick headers extend above the window bay and across the entire upper façade. The façade walls, which rise above the roofline, are capped with concrete coping.

The lower façade is composed of curtain wall windows that extend along the curved portion of the wall. The windows create a continuous band that extends to the north and south (side) elevations of the two-story office wing. The windows are capped with streamlined metal hoods similar to that above the entrance. The hoods, like the windows, flank the entrance (one on either side) and curve to extend onto the north/south elevations (Photo 6). Second-story façade windows are standard sized, double-hung, two-over-two horizontal steel sash design. Unlike the lower level windows, the second-story lights do not extend along the curved ends of the façade wall. The windows are set within upper and lower concrete bands that round the corners of the façade.

The north elevation of the two-story office wing (facing West Park Avenue) is composed of curtain wall windows set below a hood (as noted previously). The curtain wall ends about halfway across the north elevation, offset by three double-hung windows. The double-hung windows share a brick header sill and jack arch. The upper story of the elevation holds a continuous band of six double-hung windows, offset at the east by three double-hung windows. Brick banding noted on the façade (second story) extends to the north elevation. The building's two-story south elevation is identical in plan to the north elevation. An interior metal flue rises above the roofline near the south end of the two-story wing (Photo 7).

The rear (east) elevation of the two-story wing is exposed. The lower story is covered by the one-story warehouse wing. On the upper east wall (two-story wing) are paired (two sets) of two-over-two, horizontal sash windows with brick header sills and jack arches. An attached metal ladder leading to the roof separates the two paired window bays (Photo 8). The central portion of the two-story wing extends east and is clad with synthetic siding. The north wall of the projecting

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bay holds a slightly recessed single-door entry offset by paired two-over-two, horizontal sash windows. Two windows are situated on the rear (east) wall at the north end of the elevation. The windows are single-light awning and two-light replacement design.

The west end of the property is comprised of a one-story warehouse wing. Like the office wing, the warehouse is clad with buff brick. The north and south elevations of the warehouse originally held continuous bands of horizontal sash windows. These window bays have been infilled with synthetic panels and replacement single-light windows, reflecting the building's current use as office space for multiple tenants. Most doors and windows are replacement, though original fenestrations are intact. The north elevation of the warehouse wing faces West Park Avenue and is flanked by a sidewalk. The elevation holds four pedestrian doors and one overhead track door. The track door is situated at the east end of the elevation. Two pedestrian entrances, located near the east and west ends of the elevation, hold paired glass commercial style doors with canvas awnings (added in 1993). Two doors (centrally located on the elevation) are single-light metal design; one door (near the west end of the elevation) is solid (Photo 9).

The rear (east) elevation is composed of two walls – the north wall is flush with the alley and connects to a slightly angled wall at the south end of the elevation. The angled wall serves as a truck loading area (Photo 10). The elevation holds four overhead track doors – two of which are original multi-panel design. Each of the loading bays was designed for trucks to deliver goods directly into the warehouse (i.e., there is no loading dock). The portion of the rear elevation that is flush with the alley holds a single off-center door below a frame awning supported with knee brace brackets. Concrete steps and a small stoop with a metal balustrade lead to the door. Flanking the door are original window bays infilled with panels and single-light replacement windows. A similar bay is situated at the north end of the elevation (Photo 11). Window bays retain brick header sills. Headers also extend above the windows, spanning the entire elevation. The rear elevation wall rises above the roofline and is capped with terra cotta.

The south elevation of the warehouse wing is similar to the north elevation in that original window fenestrations are infilled with panels and single-light replacement windows. The elevation has two single-door entries. The entrance at the east end of the elevation has a small stoop and stairs surrounded by a metal balustrade. The entry holds a single panel glass door capped with a canvas contemporary awning. Ribbon windows divide this entry from the door at the west end of the elevation. The west entrance has a stoop similar to that at the east end of the elevation. The entry bay holds a metal, single-light door (Photo 12).

The L-shaped parcel associated with AFCO is comprised also of a southeast paved parking lot. The lot, measuring approximately 100 x 50 feet in size, is covered with asphalt and marked for individual automobile parking (Photo 2).

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Interior Description

First Floor

A vestibule leads to the interior lobby of AFCO from the primary entry facing Hampton Avenue (Figure 15). The vestibule is patterned to imitate the entry with glass and metal panels/doors. Individual angled commercial doors lead from the vestibule into the main lobby. The vestibule and lobby have terrazzo floors and acoustic tile ceilings. A decorative dropped section of the ceiling in the lobby is curved (near the vestibule), covering recessed lighting (Photo 13). The lobby is open, offset by offices to the north and south. A wide staircase is centered within the lobby, leading to upper story offices. The staircase is flanked by curved, decorative metal balustrades. The stairs, composed of concrete and terrazzo, flare and widen near the base. The bottom two steps are curved (Photo 14). The lobby ceiling is clad with acoustic tile and holds canister lights, as well as metal square air vents. Original leather and stainless steel benches occupy the front lobby area (Photo 15).

At either end of the lobby (north/south sides) are paired glass doors trimmed with brass bands. The doors have curved metal handles and separate office spaces from the lobby. The offices have been modernized with carpeting. The north office has dropped acoustic ceiling panels and fluorescent lighting. The south office has exposed concrete ceilings and dropped lighting (Photo 16). Curtain walls are intact within these spaces. Both offices are open in plan (Photo 17). Within the hall separating the front offices, the central staircase obscures a rear linear hallway that extends east/west along the northern half of the warehouse wing. Behind the stairs and off the wall (west) are elevators, restrooms and supply/storage rooms (Photo 18).

As noted, the north/south rear hallway extends through the building's rear warehouse wing. Initially most of this area was open in plan. In 1956, AFCO began to add individual offices in the rear warehouse space and that pattern continued through the early 1990s. Offices extend from the north side of the hallway which has arched bays. The hallway extends south about mid-way through the warehouse wing, leading to a south end (east/west) linear hallway that leads to the pedestrian entry on the south side of the warehouse. Two more contemporary offices are reached via the hall as it extends south and west. Offices are contemporary in design with dropped ceilings, modern finishes and carpeting (Photos 19-20).

At the east end of the warehouse wing are areas used for storage that are unaltered. These areas have exposed brick walls, concrete floors and ceilings, steel ceiling trusses and dropped fluorescent lighting. Garage bays are intact with overhead track doors (Photos 21-22).

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Second Floor

The second floor of the office wing is accessible via the lobby staircase and elevator noted previously (Figure 16). Original metal balustrades and railings extend from the staircase and along the second-floor landing (Photo 23). Offices are located north and south of the landing. Glass doors lead to offices. Similar to office spaces on the first floor, most ceilings are dropped and floors are carpeted. Some ceilings are exposed concrete. Windows are original steel sash design (Photo 24). Restrooms are situated east of the staircase landing (Photo 25). The wall immediately east of the landing extends and curves at the south end, obscuring a break area, equipment room and the elevator. At the south end of the second floor near the elevator is a door (on the south wall) that leads to the roof (Photo 26).

Integrity Discussion

AFCO was constructed as a combination use office/showroom/warehouse facility in 1950. The building retains its integrity of location, design, setting, materials, workmanship, feeling, and association. Despite this, the building has been altered for contemporary use and some interior features do not illustrate historic materials. For example, most terrazzo floors are covered (but not replaced) with carpet and original wall finishes have been painted over or removed (Figures 2-3). The most significant change is the addition of walls within the rear warehouse wing to create individual offices. While conversion of the formerly open plan warehouse is not an original design feature, it is not inconsistent with the property's original administrative and commercial uses. Additionally, some spaces remain within the rear wing that feature exposed brick walls, concrete ceilings and floors and overhead track bays, demonstrating the building's historical associations as a warehouse (Photos 21-22).

The division of AFCO's open plan warehouse began in 1955 when plans were submitted to add a single office to the rear warehouse wing. In 1956, this division was incorporated, as well as three additional offices created within the second-story (primary) wing.¹ Based on city directories, the building had 18 commercial tenants in 1984, which indicates that the rear warehouse wing was divided for commercial use after the Singer Company vacated the property in 1983. Warehouses are designed to be functional and because of their durability, as well as their adaptability, many were altered over the years to support activities other than those for which they were originally constructed. AFCO is a good representation of this adaptability. It is an example that has retained its architectural integrity despite physical changes to the building's interior.

AFCO is nominated for its architectural significance (Criterion C). The building's contemporary use, which divided much of the original open warehouse space into offices, fails to diminish the significance of this criterion. Though some alterations have occurred, none have damaged the

¹ 1300 Hampton Avenue, Building Permit A5624. 15 February 1956. On file (microfilm), St. Louis City Hall, Comptroller's Office. 1200 Market Street (St. Louis, MO).

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building's architectural integrity in any way that renders it ineligible for the NRHP. The building is an uncommonly late example of a Streamlined Moderne style administration/warehouse in St. Louis City. The building's exterior details clearly define its Streamlined Moderne style, as do interior spaces historically used for administrative and commercial purposes. Design details such as curved building corners, metal detailing and curtain walls are intact, as is the building's interior streamlined lobby with original furnishings (Photos 1, 14 and 15). Because the rear wing was designed without such embellishments, interior alterations within this wing fail to diminish the building's architectural significance.

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Introduction

The American Furnace Company (AFCO) at 1300 Hampton Avenue, St. Louis (Independent City), Missouri is an excellent example of a mid-twentieth-century Streamlined Moderne style company headquarters, showroom and local distribution warehouse. The property includes two contributing resources: the building constructed for AFCO in 1950 and an original parking lot (contributing) that comprises the southwest portion of the parcel. The property also includes a non-contributing contemporary free-standing sign at the northwest end of the parcel. AFCO is nominated under Criterion C: Architecture. The commercial/showroom warehouse provides an excellent (and late) example of its streamlined style, yet it is an early example of post World War II building methodologies, as illustrated by its functionalism and incorporation of prefabricated materials. Though the building incorporates a mixture of traditional building materials such as brick, concrete and steel, construction methods reflect mid-twentieth-century influences uncommon prior to World War II. The building's Moderne influences are strongly exhibited through its exterior curved walls, ribbon windows and banded details, as well as interior flourishes most evident in the main lobby and original administrative spaces. AFCO is locally significant. The building's period of significance is 1950, the year that AFCO was constructed.

History of the American Furnace Company, 1900 - 1968

The American Furnace Company (AFCO) was established in St. Louis in 1900 by Harry Van Bayse (1870-1943), John Laux (1856-1931) and William D. Harrison (1845-1931). Bayse, Laux and Harrison met while working at Front Rank Steel/Langenberg Manufacturing Company. Of the partners who formed AFCO, only Bayse continued with the firm after 1921; buying out Laux's share of the company in 1919, and Harrison's in 1921.² Initially, the company produced only warm-air furnaces as did their competitors. Once a basic furnace design became familiar to manufacturers by the 1870s, "many dozens of firms entered the furnace business."³ In 1900, most furnaces burned coal, producing steam that rose through ducts and vents. After electricity and fans were introduced, forced air furnaces came into vogue as did other types of fuel, such as oil and natural gas.⁴ Oil burning furnaces triggered a market for domestic oil burners with electric ignitions. This was followed by another revolution in 1924, when Honeywell introduced a

² "American Furnace Company, 1300 Hampton Avenue, St. Louis 39, Mo.," Unpublished history (1965c.) of the company on file at Missouri Historical Society-St. Louis, Corporate Collection, n.p.; Missouri Secretary of State Death Certificate database (1910-1960), Available online at:

<http://www.sos.mo.gov/archives/resources/deathcertificates/#searchdeat> (Access date: 14 January 2013); E.D. Kargau, *Mercantile, Industrial and Professional Saint Louis* (St. Louis: [Nixon-Jones Printing Company, 1902]), 300.

³ Bernard Nagengast, "An Early History of Comfort Heating," *The Air Conditioning/Heating/Refrigeration News* (21 November 2001) p. 5, Available online at: <http://www.achrnews.com/articles/an-early-history-of-comfort-heating> (Access date: 14 January 2013).

⁴ John Van Doren, "A Brief History of Heating and Cooling America's Homes," *Sustainable Dwelling*, Available online at: <http://sunhomedesign.wordpress.com/2007/10/26/a-brief-history-of-heating-and-cooling-americas-homes/>, p. 1. (Access date: 14 January 2013).

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standard furnace control mechanism. “By the mid-1920s . . . heating devices and systems had become relatively inexpensive and almost completely reliable.”⁵

Harry Bayse had an intentional purpose in mind when he took on AFCO in 1921 without his former partners – to drive the “company into a position of prominence among the leaders of the warm air heating field.” Bayse was born in New Haven, Illinois. He was educated in Illinois and Indiana, and moved to St. Louis to attend Jones Commercial School. In about 1889, Bayse landed a job at Langenberg Manufacturing. He soon worked his way up as head of the company’s sales department. In 1896, Bayse married Agnes Robinson of Dallas (Texas) and the couple had one daughter, Allene.⁶ After Bayse bought out his business partners, he assembled a new management team consisting of individuals he knew well and trusted. In 1921, Bayse promoted factory foreman, James F. Kent (who started at AFCO as a boiler maker) to Vice-President and assigned James Quinn, one of Kent’s floor workers, as a board director.⁷ The following year, Bayse appointed Clarence S. Franke (1894-1984), his son-in-law, as secretary-treasurer and board director. Franke became president of AFCO in 1938, at which time Bayse stepped into the position of board chairman.⁸ By the time AFCO constructed its headquarters at 1300 Hampton Avenue (1950), AFCO’s hierarchy included Clarence Franke’s younger brother, Charles H. (b. 1908), who replaced Clarence as company president in the early 1950s (Figure 4).⁹ The Franke Brothers led AFCO’s activities throughout the 1950s-60s.

As noted, AFCO opened its doors in St. Louis beginning in 1900. Initially, the company was located downtown at 1911-13 Pine Street (not extant).¹⁰ During the early 1900s, AFCO’s production line was limited to warm-air heaters, which required little floor space. The initial factory/office was less than two blocks north of Union Station and close to terminal railroad connections. In 1912, the company moved into a new two-story brick factory/office at 2719-31 Morgan Street (currently Delmar Boulevard; building is not extant).¹¹ The new location was situated in a residential neighborhood that for a time, served the company well.

In 1929, AFCO suffered considerable losses (as did other manufacturers) when the stock market crashed. What followed was an immediate and severe decline in sales and production, as customers could no longer build new housing or businesses, and few could afford new furnaces. For three years, the company’s profits fell steadily. In 1933, though no profits ensued, AFCO met its first year without a loss; it was a turning point. Sales rose the following year, doubled in 1935 “and although the profit margin still was paper thin, the company was on its way back to high

⁵ Nagengast, 11-13.

⁶ Albert Nelson Marquis (ed), *The Book of St. Louisans* (Chicago: A.N. Marquis & Company, 1912), 44.

⁷ “Facts of Warm Air Heating and Ventilating,” *American Artisan and Hardware Record* (4 March 1922), p. 26.

⁸ Ibid; Marquis, 44; “Heating Cooling AFCO Since 1900.”

⁹ “Heating Cooling AFCO Since 1900,” United States Federal Census, 1910, Ward 24 (St. Louis), Page 6B, ED 0369.

¹⁰ Gould. *St. Louis City Directory*, 1900.

¹¹ “Heating Cooling AFCO Since 1900.”

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ground.”¹² World War II brought great changes when AFCO left residential production to manufacture furnaces for the military.¹³ Production more than doubled under government contracts, and the company began to “feel the pinch for space.”¹⁴ The only solution was to construct a modern factory large enough to meet government demands.

[In 1941] the company was operating in a building it owned at 2719-31 Delmar and in two rented buildings, a garage across the alley and a two-story structure at 2621 Locust Street. But the firm’s growth was running away from the amount of production space available. The search for new plant facilities led to Red Bud, Ill., 40 miles southeast of St. Louis. The result was a new, well-equipped AFCO factory with 50,000 square feet of space in the Illinois town. Soon after occupying the new quarters in February of 1942, the facilities were converted to filling government needs for World War II.¹⁵

After the new factory opened in Red Bud, the property on Delmar was converted to AFCO’s administrative and sales office (Figure 5). By that time, AFCO manufactured a variety of warm air furnaces (coal, gas and oil), as well as commercial air conditioning and combination units.¹⁶ Though air conditioning had yet to be made affordable to the average homeowner, a boom was on the horizon, particularly once AFCO began to market its product line to the southern United States after World War II.¹⁷

During the 1950s, AFCO underwent a number of significant changes. In the years 1942 to 1950, AFCO reported an increase of more than 150% in its production rate. The Red Bud factory was enlarged substantially in 1954 to more than 198,000 square feet. The company (as noted) began to produce residential air conditioners during the early 1950s – both central and window unit models. In 1958, air conditioners comprised 30% of AFCO’s total production. To support this rapidly growing production line, AFCO again expanded its Red Bud factory in 1958 when it constructed a 60,000-square foot wing used to assemble central air conditioning units.¹⁸ Throughout the 1950s, AFCO remained committed to advancing “product design, development, production, and distribution.”¹⁹ The company’s research and design division was located in the new office/warehouse that opened on Hampton Avenue in 1950. The building was purposely

¹² “American Furnace Company, 1300 Hampton Avenue, St. Louis 39, Mo.”

¹³ Ibid.

¹⁴ Ibid.

¹⁵ Ibid.

¹⁶ Ibid, “American Furnace Co.,” Standard questionnaire, Missouri Historical Society –St. Louis (c. 1955), Corporate Collection.

¹⁷ Van Doren, 2; “American Furnace Company, 1300 Hampton Avenue, St. Louis 39, Mo.”

¹⁸ “American Furnace’s Streamlined Plant,” Company brochure, c. 1960, Copy available at Missouri Historical Society-St. Louis, Corporate Collection, 1.

¹⁹ “American Furnace Company, 1300 Hampton Avenue, St. Louis 39, Mo.”

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designed to reflect modern advances and future goals, as well as the company's past 50 years of success (Figure 6).²⁰

As noted in the company's own brochure, the building on Hampton Avenue marked AFCO's "first fifty years – a move that transferred (AFCO's) general office and local warehousing to a . . . specially constructed building centrally located among (AFCO's) St. Louis dealers."²¹ Planning for the building began in 1949 when AFCO sought a prime location (Figures 8-10) that could provide "convenient truck loading and modern freight handling facilities."²² The new headquarters at 1300 Hampton Avenue was planned to include a 37,000-square foot office/warehouse that housed administrative and sales offices, and a "testing laboratory and system design division."²³ As illustrated in Figure 1, AFCO's Hampton Avenue location was equally proportioned between two primary roads: Manchester Avenue (parallel to the Missouri-Pacific Railroad) and Red Feather Highway (incorporated into Interstate-64). The new headquarters included a large lot south of the building – twice the size of the present lot – that accommodated trucks moving to/from Hampton Avenue, which transported goods (i.e., furnaces) to/from the warehouse and distributed goods to local dealers who sold AFCO's products.

By the mid-1950s, AFCO was rapidly developing a national presence. In 1955, the company opened a "full-scale regional distribution center near Chicago" – a 15,000 square foot facility serving a "four-state area with a full inventory of AFCO products."²⁴ The Red Bud plant – as noted – was substantial in 1958, covering 260,000 square feet. Afterward, the factory produced an average of 3,000 furnaces and air conditioning units per month (Figure 7).²⁵ Brands such as "Thermo" and "Air Stream" were increasingly becoming household names. By the time AFCO introduced its "Comfortmaker" combination heat/air unit in the 1950s, the company had firmly established its southern market for air conditioners.²⁶ During the early 1960s, AFCO also began to manufacture electric heat pumps and electronic air filters.²⁷ An unpublished company history indicated that by the early 1960s, AFCO had field representatives in an estimated "50 major cities" and "some 1,500 dealer-contractors throughout the country."²⁸

As is true for most successful industries that entered the late twentieth-century with promise, AFCO attracted the notice of major competitors, including that of the Singer Furnace Company

²⁰ Ibid.

²¹ "Heating Cooling AFCO Since 1900."

²² Ibid.

²³ Ibid.

²⁴ "American Furnace Company, 1300 Hampton Avenue, St. Louis 39, Mo."

²⁵ "American Furnace's Streamlined Plant," 1.

²⁶ "American Furnace Company, 1300 Hampton Avenue, St. Louis 39, Mo."

²⁷ Ibid.

²⁸ Ibid.

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(a subsidiary of Singer Sewing Machine Company, established in 1863).²⁹ In 1968, Singer bought out AFCO and placed it under the corporation's Climate Control Division.³⁰ Singer kept the Hampton Avenue office and tagged its own name to the business. For a short time, the building was known as the Singer American Furnace Company. By 1970, the business was known simply as the Singer Company in city directories.³¹ Singer vacated the building in 1983. By the following year, the rear warehouse was converted to commercial-use floor space.³²

Statement of Significance, Criterion C: Architecture

The American Furnace Company (AFCO) building at 1300 Hampton Avenue was constructed in 1950 to support the administrative, research and local distribution activities for the firm. As discussed previously, AFCO's manufacturing activities exited the city after it obtained government contracts during World War II and a new factory was constructed in Red Bud, Illinois. It was important to AFCO's executives that the company stay headquartered in St. Louis where it had become firmly entrenched since opening in 1900. Much had changed in the building industry since AFCO established its second office/factory building on Delmar Boulevard in the 1910s (Figure 5). Military needs in terms of mobility and materials greatly influenced how buildings were constructed during World War II and afterward. Timber and steel, necessary for building military camps and manufacturing planes, tanks and ammunition, were replaced by materials such as concrete, pressed wood pulp and asbestos. "War-speed" production demanded prefabricated construction methods, giving rise to the use of form work (wood frames used to shape poured concrete) and pre-cut materials to erect housing, hospital, offices and support buildings.³³ These materials and methods proved worthy of retention after the war as a building boom ensued, demanding newer and faster modes of construction than ever before. AFCO's combination office/warehouse reflects how St. Louis, unlike most cities, continued to use brick in abundance after World War II.³⁴ Postwar building methodologies, however, were perpetuated throughout the postwar city as demonstrated by AFCO's curtain wall windows that wrap the

²⁹ Company-Histories.com, Available online at: <http://www.company-histories.com/The-Singer-Company-NV-Company-History.html> (Access date: 28 January 2013).

³⁰ Missouri Secretary of State, Business Entities, Available online at: <https://www.sos.mo.gov/BusinessEntity/soskb/CSearch.asp?dtm=62412037037037> (Access date: 14 January 2013); "Mergers, Acquisitions, Name Changes," *The Air Conditioning/Heating/Refrigeration News*, Available online at: <http://directory.achrnews.com/hvacrdirectory> (Access date: 14 January 2013).

³¹ Polk City Directories, St. Louis, 1969 – 1977.

³² Haines, St. Louis City and County Directories, 1975-1985.

³³ Kenneth Reid, *Industrial Buildings: The Architecture Record of a Decade* (New York: F.W. Dodge Corporation, 1951), 71-72; Donald Albrecht, *World War II and the American Dream: How Wartime Building Changed a Nation* (Washington, D.C.: National Building Museum, 1995), 22-23.

³⁴ City of St. Louis, Cultural Resources Office. "Thematic Survey of Modern Movement Non-Residential Architecture, 1945 – 1975, in St. Louis City," Unpublished Document (2013), 13, Available Online at: <https://www.stlouis-mo.gov/government/departments/planning/cultural-resources/upload/131024-STL-Modern-Report.pdf> (Access date: 1 October 2015).

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lower façade, steel sash windows, concrete and steel structure and interior Cemesto panels.³⁵ AFCO is an excellent example of its Streamlined Moderne style, evident in both exterior and interior office details. A late example of its style, the building's architectural significance is further demonstrated through its materials and methods of construction which reflect wartime and postwar technologies.

In 1949, AFCO began to plan its new office – a building designed to demonstrate the company's past successful fifty years while flaunting its future as a major manufacturer of modern heating and cooling equipment. Contracting locally with AFCO on the project were architect Russell A. Conzelman (1892-1952), structural engineer Charles A. Davies (1899-1979) and builder John Hill (b. 1895). Constructed for an estimated \$125,000, AFCO was a noteworthy commission for Conzelman, possibly his final major commission.³⁶ Russell Axtell Conzelman was born on July 26, 1892 to Gustavus Henry Conzelman (aka Couzelman) and Annie E. Axtell. The Conzelmans were native St. Louisans, though Gustavus' parents were German (father) and Swiss (mother) immigrants. Russell Conzelman is listed as a draftsman (1914-17),³⁷ civil engineer (1918-21) and architect (1922-30; 1947-50) in city directories. Conzelman does not appear to have been professionally trained as an architect, though by the early 1920s it is the association he is most often granted in terms of vocation. Conzelman married twice – his first wife was Ethel Humes. Conzelman married his second wife, Frances E. (b. 1905; maiden name unknown) prior to 1930, and the couple had three children – William R., Betty (McKelvey) and Jane (Maguire). During the 1940s, Conzelman worked as an underwriter for the Federal Housing Authority, but returned to designing buildings after World War II. Conzelman is best known for his residential designs, particularly in St. Louis County. He died unexpectedly in 1952, less than two years following his AFCO commission.³⁸

Conzelman's design for AFCO incorporated functionalism through integration of Art Moderne motifs. Though modernistic styles faded by 1940 in terms of residential associations, they remained commonly used for commercial and industrial designs through the early 1950s. AFCO's significance relates in no small way to its designed *use* – as well as its architectural influences. Features such as curved walls, streamlined banding (e.g. patterned brick and ribbon windows) and the use of modern materials such as reinforced concrete and steel, all served to present a modern image that represented AFCO's future (as illustrated in Photos 4, 5 and 6).

³⁵ City of St. Louis, Property Valuation Record, 1950. Copy available at Landmarks Association of St. Louis, MO. Of note, the building's Cemesto panels are no longer intact, removed – date unknown – due to safety concerns.

³⁶ "Building News," (1950); United States Federal Census 1940, University City, Missouri, Pages 9B, 12B, ED: 95-94; Social Security Death Index (Charles Davies), Missouri, 1951-1952; Missouri Secretary of State Death Certificate Database.

³⁷ Conzelman, Russell A. "Registration Card." June 5, 1917.

³⁸ St. Louis City and County directories, 1908-1952; United States Census, 1920-1940; World War I Draft Registration Card, 1917; Missouri Secretary of State Death Certificate Database; Obituaries, *St. Louis Post-Dispatch*, 23 February 1952. Of note, it appears that Ethel Humes Conzelman remarried in 1928 to William C. Veach.

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Classical flourishes such as the building's prominent engaged concrete pilasters flanking the central bay reflected the company's past as a solid, reliable and trustworthy business enterprise. The building that Conzelman designed for AFCO successfully met the company's intent to celebrate its roots while incorporating modernity "through the use of rounded corners, steel canopies, horizontal bands, and strip windows."³⁹ While most of the building's artistic enhancements pertain almost exclusively to the imposing two-story office wing and Streamlined Moderne-inspired lobby, the rear warehouse wing reflects practical postwar functionality through its lack of architectural flourishes. Even so, the warehouse does incorporate modern streamlining through exterior patterned brick banding and continuous glass and steel window ribbons.

The AFCO headquarters on Hampton Avenue clearly delineates a combination of streamlined modernism and functionalism. Engineer-designed buildings, particularly in relation to industrial and commercial properties, became common after World War II. Unlike architects, who were trained to think foremost about design, engineers were most often sought when function – rather than style – dominated a building's necessary elements of composition.⁴⁰ Initially, engineer-designed buildings were strictly associated with industrial commissions. After World War II, however; this became less often the case. Working relationships between architects and engineers became increasingly intertwined during the 1940s when wartime mobilization and economic factors pushed functionality to the forefront of the building industry. During the war, costs, materials and time became critical factors in design, as did safety and efficiency. Form became replaced by functionality as a priority. Architects who failed to incorporate this transition lost their biggest client – the United States government – which controlled the construction industry until after World War II. Between 1941 and 1945, the Army Corps of Engineers alone contracted an estimated \$8.5 billion with architects and engineers – "one third of all new construction performed in the United States during that period."⁴¹

The relationship cemented between architects and engineers during the 1940s continued after the war – both sides shared influences and ideas that changed the direction of modern architecture. World War II provided an impetus that catapulted ideas about modernism that may have languished for decades had the nation not been forced to construct massive numbers of buildings in such a short time under such restraints as cost restrictions and materials shortages. As a result, functionalism – "without concession to historic style or . . . applied ornament of any kind whatsoever" – became widely accepted as part of modern architectural design.⁴² The movement dominated architectural styles of the 1950s-60s.

³⁹ Betsy Bradley, *The Works: The Industrial Architecture of the United States* (New York: Oxford University Press, 1999), 251.

⁴⁰ Kenneth Reid, comp., *Industrial Buildings: The Architectural Record of a Decade* (New York: F.W. Dodge Corporation, 1951), 28.

⁴¹ Lenore Fine and Jesse A. Remington, *The United States Army in World War II – The Corps of Engineers: Construction in the United States* (Washington, D.C.: Office of the Chief of Military History, 1972), 562.

⁴² John Alford, "Modern Architecture and the Symbolism of Creative Process," *College Art Journal* (Volume 14, No. 2, Winter, 1955), 103.

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The new postwar synthesis espoused several key attitudes. Architecture was seen primarily as volume and not mass. So the stress was on the continuous unmodulated wall surface – long ribbon windows without frames, cut right into the wall plane, horizontally or vertically disposed; flush joints; flat roofs. Technically, the argument went, materials like steel and reinforced concrete had rendered conventional construction – and with its cornices, pitched roofs, and emphatic corners – obsolete.⁴³

AFCO's building on Hampton Avenue is a clear demonstration of the evolving mid-century movement in relation to industrial and commercial architecture; as well as the evolution of modernistic influences such as Art Moderne that remained popular in industrial and commercial designs after 1950. The property also illustrates modern methods of construction that evolved during and after World War II such as the extensive use of concrete for structure and thin steel or aluminum framing to support large sheets of glass.⁴⁴

A survey of Art Deco and International style building in St. Louis City and County, completed in 1987, examined 90 properties. Most properties identified by the survey are residential though many examples of commercial and public buildings were also inventoried. Only a few buildings bear similarities to the AFCO headquarters on Hampton Avenue and all are defined in the survey as Art Deco. The most similar example is Cinderella Dance Palace (aka Casa Loma Ballroom), a blonde brick deco-inspired commercial building with a curved corner storefront facing the convergence of Iowa Avenue and Cherokee Street. Constructed in the 1920s, the building was "rebuilt" in 1940 following a fire, at which time steel framing was used. However, many differences are notable – terra cotta rather than concrete was used to incorporate ornamental detail and windows are glass block and double-hung lights rather than curtain walls and ribbon lights (Figure 11).⁴⁵ A survey completed by the City of St. Louis' Cultural Resources Office in 2013 likewise focused on modern styles, non-residential architecture dating from c. 1945 to 1975. Excluded from the survey were buildings reflecting Streamlined Moderne, Art Moderne, Art Deco and Stripped Classicism because, as the report notes, such styles are typically "load-bearing masonry structures, without the structural innovation that the International Style brought to the United States."⁴⁶ Such was not the case for AFCO. The building clearly utilized the most modern building technologies and construction methodologies.

⁴³ Spiro Kostof, *A History of Architecture: Settings and Rituals* (New York: Oxford University Press, 1995), 701.

⁴⁴ Jonathon Ochshorn, "Curtain-Wall System," *Encyclopedia of 20th Century Architecture*, Volume I (New York: Fitzroy Dearborn, 2004), 337.

⁴⁵ Esley Hamilton, "Historic Buildings Survey : Art Deco & The International Style, St. Louis and St. Louis County, Missouri, 1987," (unpublished); Historic Inventory, SL-AS-034-017, Cinderella Dance Palace (survey form), 1987.

⁴⁶ Kristen Minor, "Historic Context Statement: Architectural trends, forms, materials and expression important in the St. Louis School of Modern Movement Architecture, c.1945 - 1975," (Unpublished, 2013), 90. Available online at: <https://www.stlouis-mo.gov/government/departments/planning/cultural-resources/upload/ArchitecturalPMAcontext.pdf> (Access date: 1 October 2015).

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Another similar example, at least architecturally, is Scullin Steel's administration building at 6691 Manchester Avenue (Figure 12). This building, like AFCO, is a late example of the incorporation of Art Deco design in St. Louis. Constructed in 1943, the property's deco inspired influences are prominently illustrated in its curved center concrete entrance – a striking contrast to the functional brick building block that otherwise comprises the property. The entry bay incorporates four smooth engaged columns that set apart three sets of paired commercial doors of glass and wood. Above the doors are symmetrically placed glass and steel windows within the second- and third-story levels. Deco influenced medallions are centered within concrete panels above doors and second-story windows. AFCO and Scullin's administration building clearly illustrate the shift between pre- and postwar design in St. Louis but such examples are not common. Also of note is the fact that Scullin is not a true "postwar" example as it was constructed during World War II.

Postwar design as related to St. Louis' industrial properties more typically illustrates architectural influences such as the International Style and Neo-Formalism. An example of the latter style is 1720 Sublette Avenue, constructed in 1965 (Figure 13). Even more common from this period of time are buildings virtually void of stylistic influences, such as 1400 Macklind Avenue (Figure 14), constructed in 1966. While 1720 Sublette Avenue features a thin-shell concrete oversized entrance and "fins" flanking windows along brick exterior walls, the combination warehouse at 1400 Macklind Avenue illustrates the use of concrete to set apart an integrated single-story entrance bay and ribbon windows within the brick building block. AFCO is an outstanding example not only in relation to its architectural style, but also its construction, which demonstrates a combination commercial/industrial property that became increasingly popular throughout the mid-twentieth century. In this regard, AFCO clearly demonstrates the transition of architectural influences and styles in St. Louis that emerged after World War II.

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Conclusion

The American Furnace Company (AFCO) and its contributing parking lot at 1300 Hampton Avenue, St. Louis (Independent City), Missouri, meet Criterion C: Architecture. The Streamlined Moderne property is a late example stylistically but in terms of its functional composition, the building reflects construction technologies developed during World War II. AFCO is a premiere example of how wartime methods and materials forever changed the way that buildings were constructed after 1946. The property originally housed AFCO's central administrative offices while providing ample space for research activities and commercial displays. Constructed in 1950, the building was designed by architect Russell Conzelman (1892 – 1952), best known for his residential work in St. Louis County. In this regard, AFCO was likely an important commission for Conzelman – it was also possibly the architect's final project. The building is a strikingly elegant example of the city's mid-twentieth-century commercial / industrial architecture. Dominating the parcel upon which it was constructed, the building's combination use is evident in its overall construction. A modern, two-story prominent administrative/commercial wing faces Hampton Avenue, clearly indicating the customer-oriented missions of the building; whereas the rear one-story warehouse wing serves off-street access and provides loading areas for more functional purposes. In terms of stylistic embellishments, these definitions are further impressed. The property's Streamlined Moderne details dominate the two-story administrative/customer wing while the rear warehouse wing is void of such details, indicating its serviceable purpose. AFCO is locally significant. The period of significance relates to the year that the building was constructed, 1950.

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Mid-Twentieth-Century Manufacturing and Goods Distribution Facilities in the City of St. Louis, 1940 - 1970
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Verbal Boundary Description

The parcel, bounded by West Park Avenue (north), Hampton Avenue (west), adjacent property line (south) and alley (east) is within Gratiot's Addition, Lots Part 12 and 13 and Lot A. Parcel # 401400145, irregular size measuring 195.25 feet / 268.12 feet x 282.91 feet Located in City Block 4014, St. Louis Independent City, Missouri.

Verbal Boundary Justification

The nominated property includes the entire parcel, which was historically associated with the American Furnace Company. The parcel includes the building, parking lot and a contemporary sign (see Figure 1).

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Figure 1. Location of 1300 Hampton Avenue (AFCO). National Register boundary is defined by heavy black line surrounding the parcel (Source: Google, 2015).

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Figure 2. Original finishes in second-floor bathroom include terrazzo and concrete block.

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Figure 3. This area, currently used for storage (Photo 2012) illustrates an original wall finish and carpeted terrazzo floor.

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Clarence S. Franke

Chairman of the Board



Charles H. Franke

President

Figure 4. Brothers Clarence S. and Charles H. Franke, head executives of AFCO when the company constructed its warehouse/sales/administrative office at 1300 Hampton Avenue (Source: company brochure entitled, "Heating Cooling AFCO Since 1900").

National Register of Historic Places
Continuation Sheet

Figures: Page 25

American Furnace Company

Name of Property

St. Louis Independent City, MO

County and State

Mid-Twentieth-Century Manufacturing and Goods Distribution
Facilities in the City of St. Louis, 1940 - 1970

Name of multiple listing (if applicable)

Progress — Since 1900

FACTORY and OFFICE from 1912 to 1942. On completion of new facilities at Red Bud, Illinois, this property continued in use as general office, sales room and warehouse.



VIEW OF PLANT at Red Bud, Illinois shortly after production was moved from St. Louis. Properties are located along G. M. & O. railroad, thirty-five miles south of St. Louis.

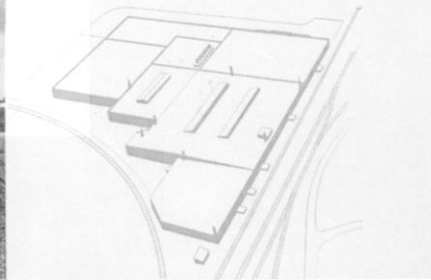
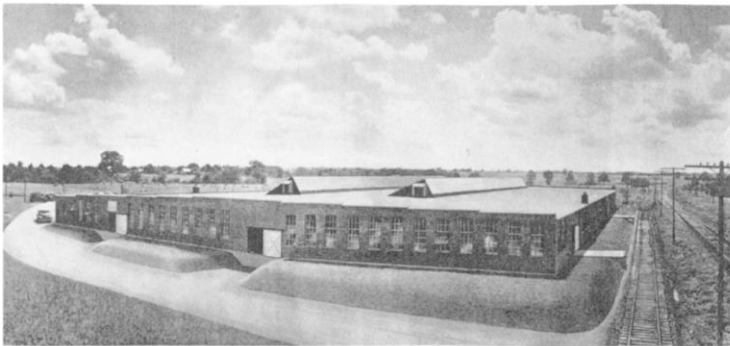
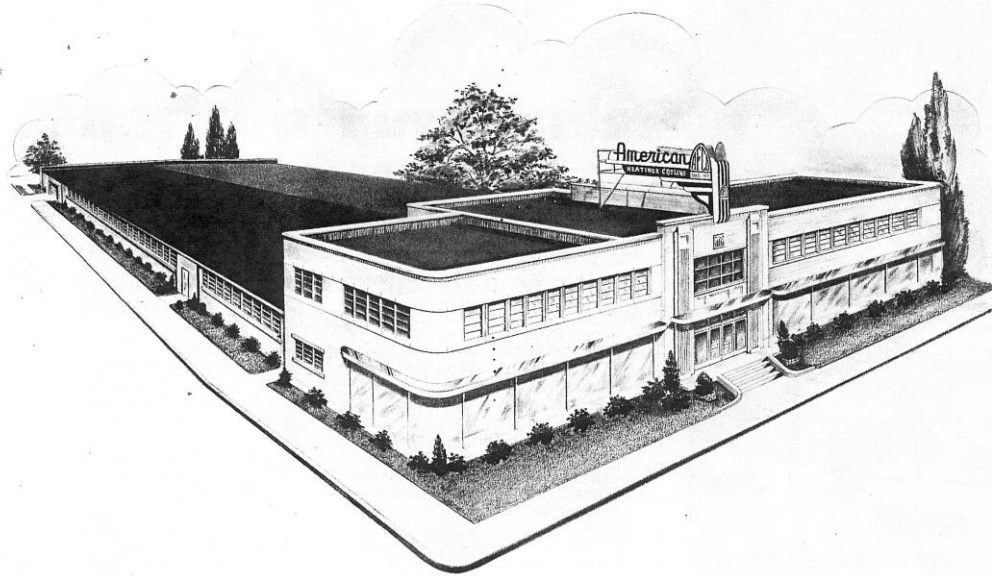


Figure 5. AFCO's factories on Delmar Boulevard (1912, not extant) and in Red Bud Illinois (1942) (Source: company brochure entitled, "Heating Cooling AFCO Since 1900" c. 1950).

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American Furnace Company
Name of Property
St. Louis Independent City, MO
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Mid-Twentieth-Century Manufacturing and Goods Distribution Facilities in the City of St. Louis, 1940 - 1970
Name of multiple listing (if applicable)



... American Furnace Company headquarters in St. Louis

Company with a past . . . and a **FUTURE!**

American Furnace Company made and sold its first furnace more than 60 years ago.

Like all others at the turn of the century, it burned coal. By today's standards, it was big and cumbersome and not particularly attractive.

But it did the job. It heated a home.

And it began a tradition of quality and reliability which remains the distinguishing feature of AFCO heating and air conditioning equipment today.

How do you create quality and reliability? How do you preserve and strengthen this tradition through more than six decades of constant change and progress?

By pioneering in product research and development. By refusing to compromise on the materials and workmanship which go into your products. By keeping ahead of the times

with new production ideas, new techniques, new facilities.

This is the formula which has carried AFCO to a position of industry leadership.

From the small, meagerly-equipped shop in which H. V. Bayse founded American Furnace Company in 1900, the company has grown to a modern, streamlined plant with the latest tooling available.

From a single product, the list has grown to more than a hundred. AFCO products now include gas, oil, electric and coal furnaces, Comfortmaker central air conditioning units and electric air-to-air heat pumps, gas and oil-fired conversion units, and electronic air filters.

Whether for the home, the commercial building, or the industrial plant, every comfort system by American Furnace Company bears the unmistakable stamp—QUALITY and RELIABILITY.



AMERICAN FURNACE COMPANY
1300 HAMPTON AVENUE • ST. LOUIS 10, MISSOURI



Figure 6. Back cover of a company brochure, c. 1960 illustrates the AFCO administrative office at 1300 Hampton Avenue.

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American Furnace Company
Name of Property
St. Louis Independent City, MO
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Name of multiple listing (if applicable)

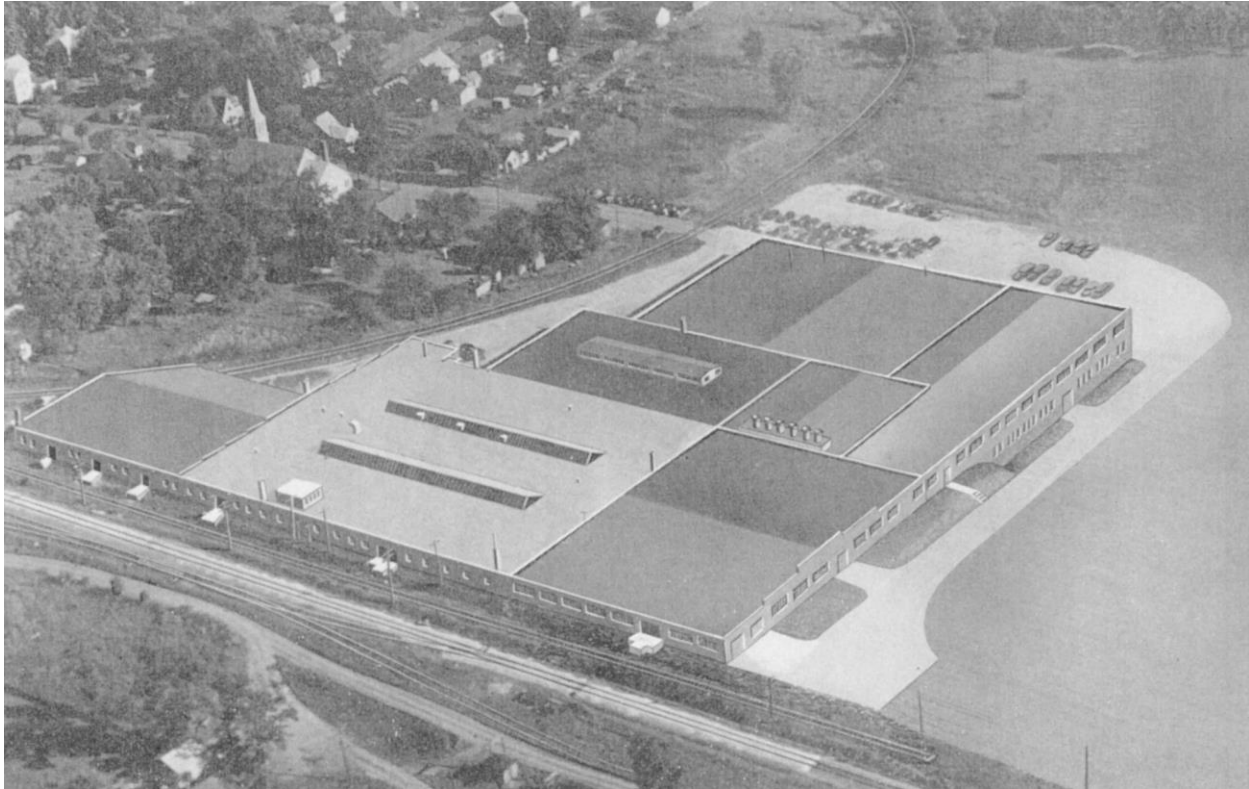


Figure 7. Aerial photo of the Red Bud AFCO factory after it was enlarged in the 1950s. Note the loading bays facing the railroad tracks. Image is from a company brochure (c. 1960).

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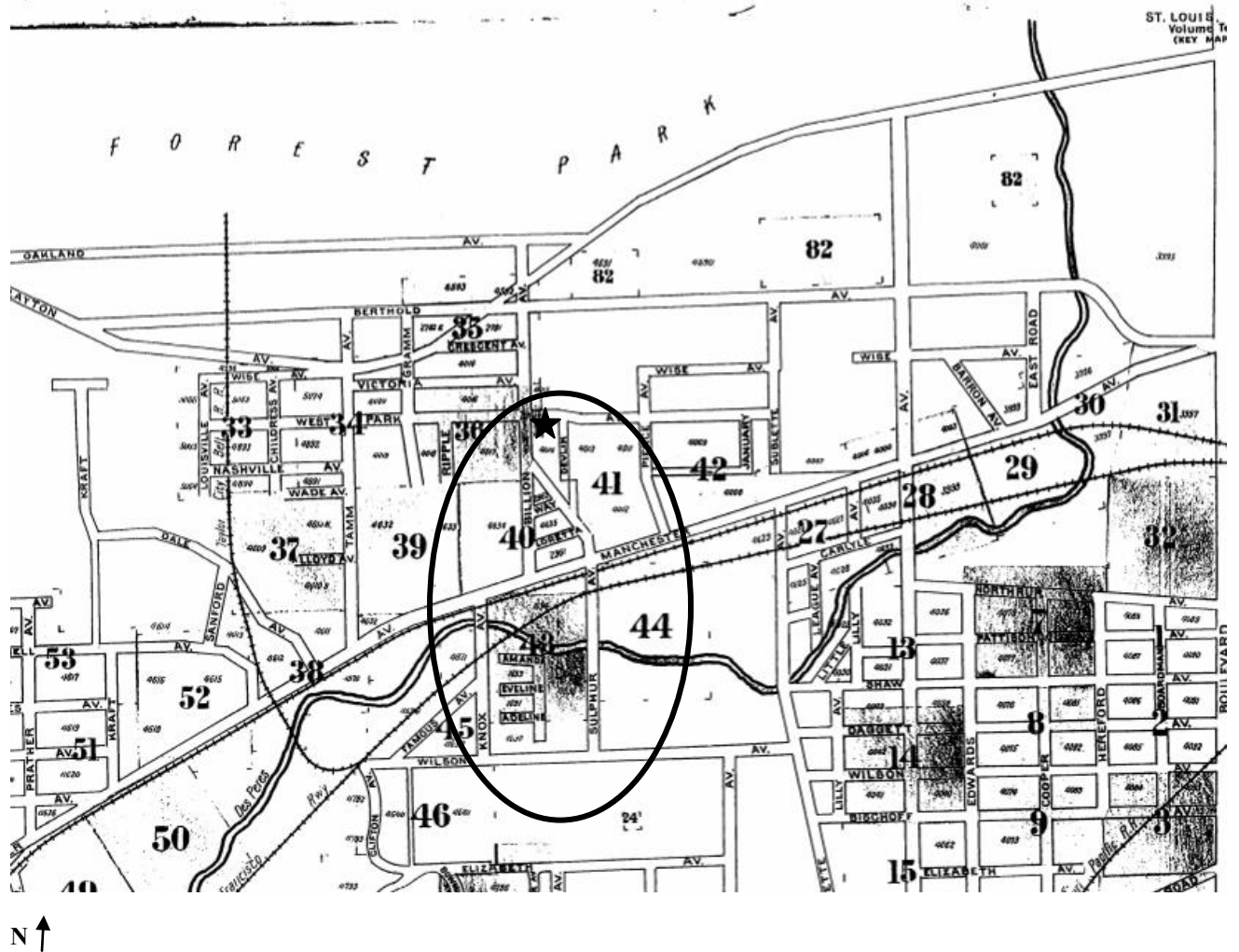


Figure 8. This Sanborn Map overview from 1916 (Volume 10) illustrates the area that would eventually become Hampton Avenue (circled). Note the location of Sulphur Avenue (south of Manchester Avenue / Missouri Pacific Railroad) and Billion Street north of the industrial corridor. The star marks the future location of 1300 Hampton/AFCO (not to scale).

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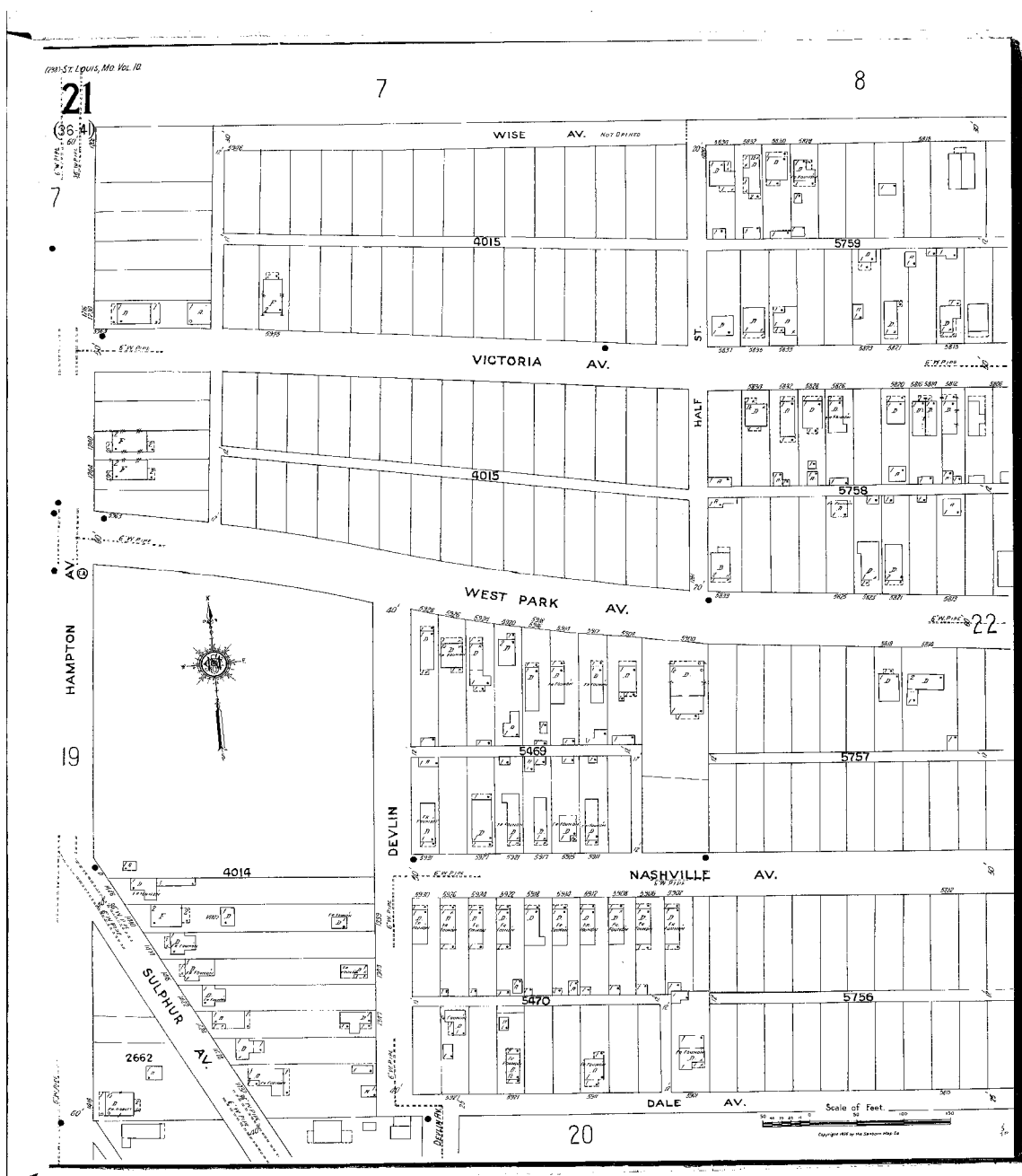


Figure 9. This map, dated 1926, illustrates the future location of AFCO's headquarters on the large vacant lot (featuring the north arrow). Source: Sanborn Fire Insurance Map, Volume 10, Sheet 21.

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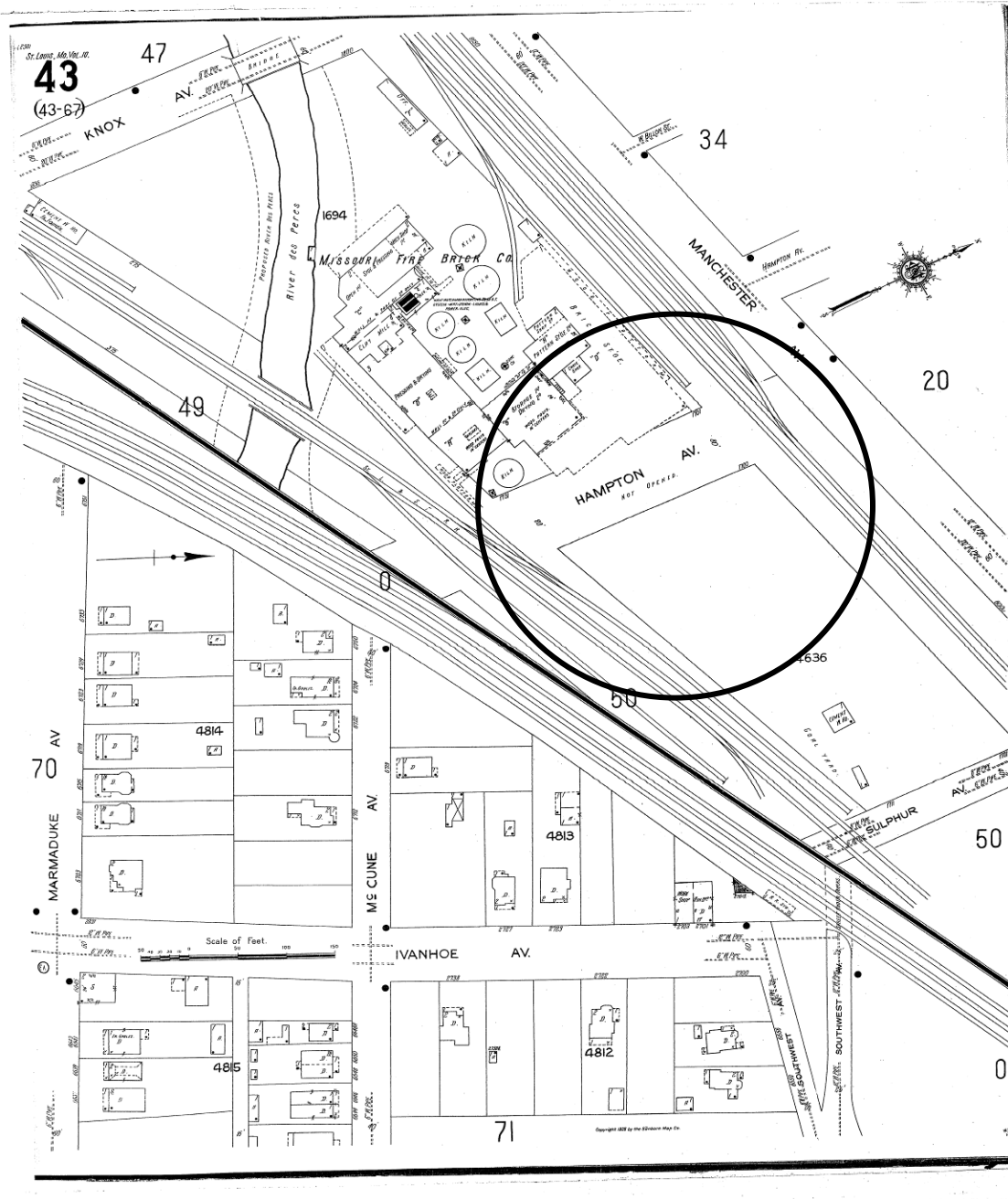


Figure 10. Sanborn Map, 1926, illustrates Hampton Avenue's southern termination (circled) at the Missouri Pacific Railroad corridor (Source: Sanborn Fire Insurance Map, Volume 10, Sheet 43).

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Figure 11. The Cinderella Dance Palace (Casa Loma Ballroom) at 3354 Iowa Avenue demonstrates similar design features to AFCO's headquarters on Hampton Avenue but some materials are different as are construction techniques (Source: Esley Hamilton, Survey Photo, 1987).

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Figure 12. Scullin Steel Administration Building, 6691 Manchester Avenue, view is north.

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Figure 13. 1720 Sublette Avenue, view is northeast.

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Figure 14. 1400 Macklind Avenue, view is northeast.

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Name of multiple listing (if applicable)

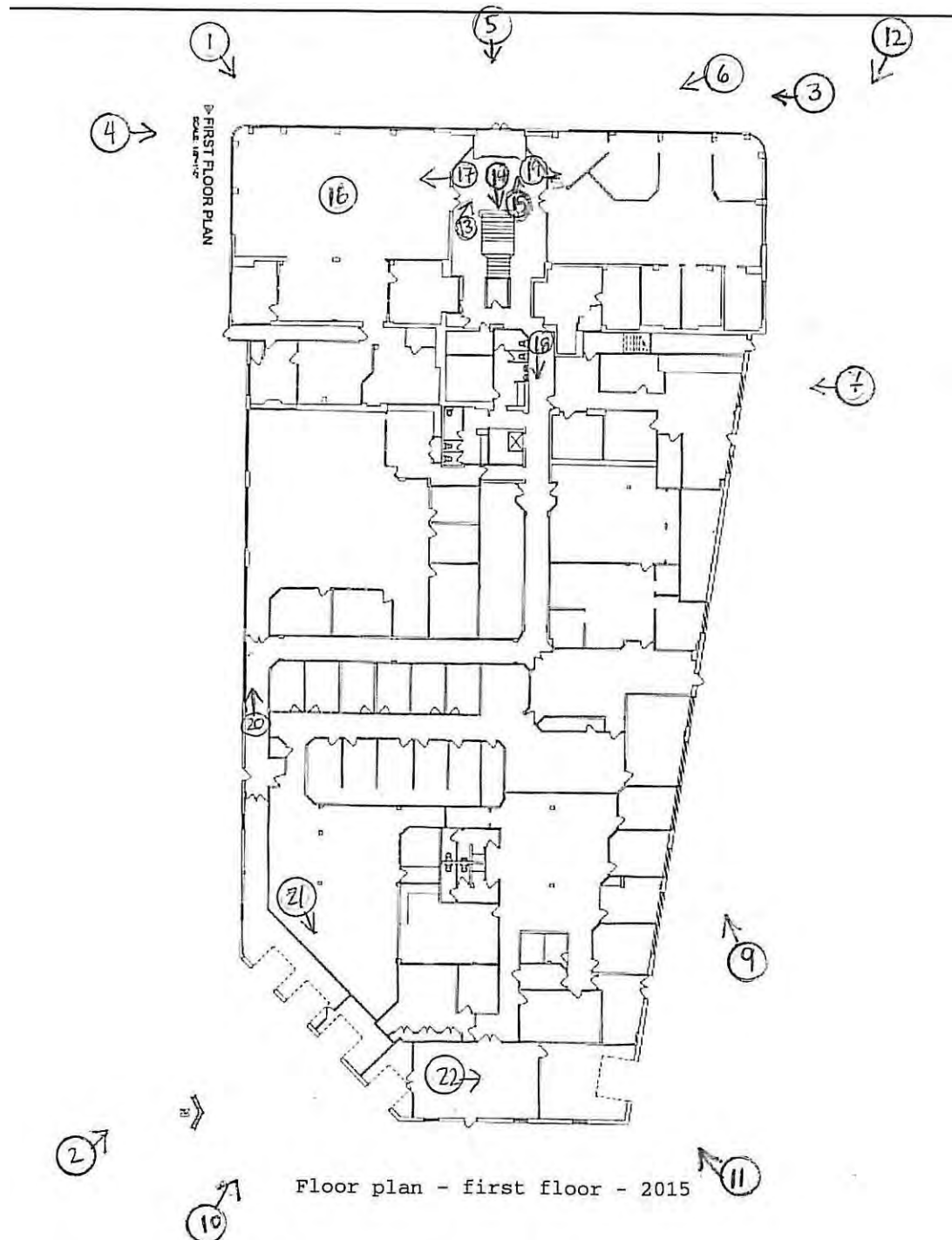
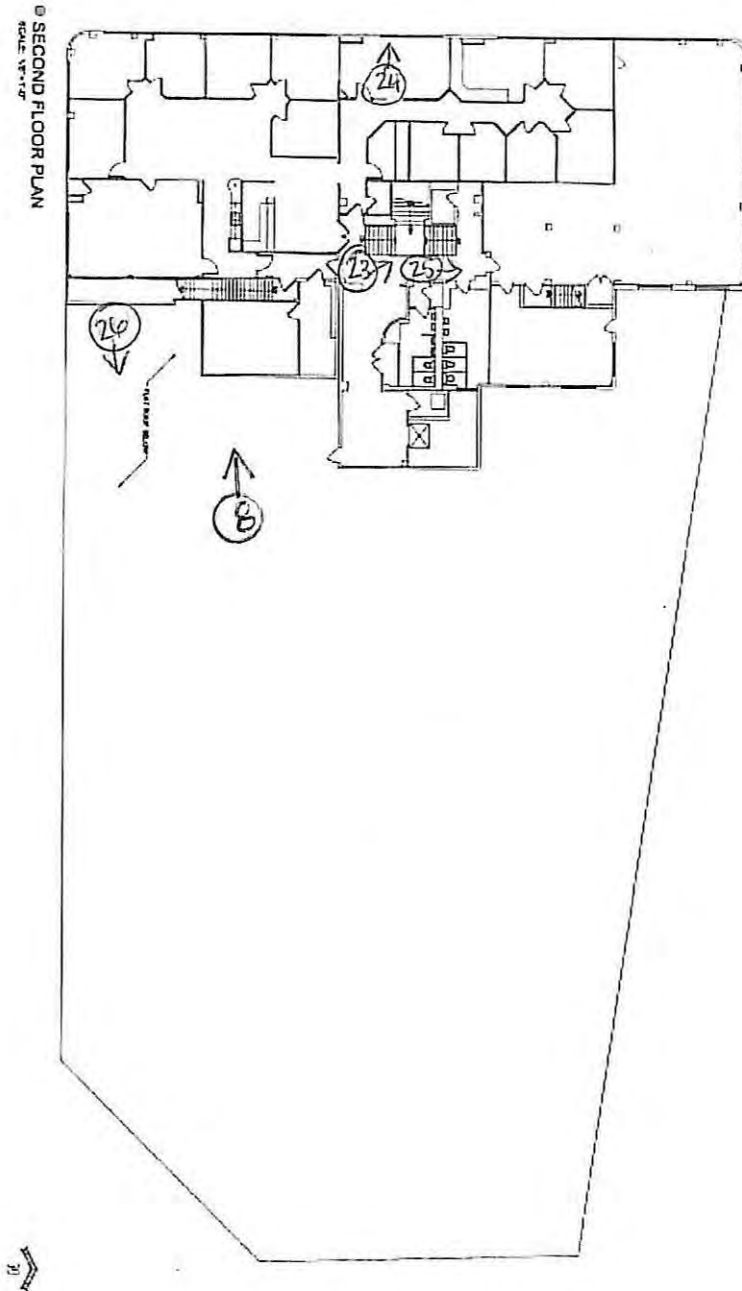


Figure 15. Floor plan provided by Rainieri Construction Company, St. Louis, MO.

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Floor plan - second floor - 2015

Figure 16. Floor plan provided by Rainieri Construction Company, St. Louis, MO.



1300

1380







1300 HAMPTON

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1380

Blue street sign with an arrow pointing right.





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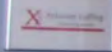




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EXIT

Office Hours

Monday 9:00 AM - 5:00 PM
Tuesday 9:00 AM - 5:00 PM
Wednesday 9:00 AM - 5:00 PM
Thursday 9:00 AM - 5:00 PM
Friday 9:00 AM - 5:00 PM
Saturday 9:00 AM - 5:00 PM
Sunday 9:00 AM - 5:00 PM













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