

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

**National Register of Historic Places  
Registration Form**

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

**1. Name of Property**

historic name Berry Motor Car Service Building

other names/site number United Shoe Machinery Company, A&B Sewing Machine Company

**2. Location**

street & town 2220 Washington Avenue N/A not for publication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 63103

**3. State/Federal Agency Certification**

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

Mark A. Miles MAY 28, 2010  
Signature of certifying official/Title Mark A. Miles/Deputy SHPO Date

Missouri Department of Natural Resources  
State or Federal agency and bureau

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

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

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

**4. National Park Service Certification**

I hereby certify that the property is: Signature of the Keeper \_\_\_\_\_ Date of Action \_\_\_\_\_

- entered in the National Register.  
 See continuation sheet.
- determined eligible for the National Register  
 See continuation sheet.
- determined not eligible for the National Register.
- removed from the National Register.
- other, (explain:) \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Berry Motor Car Service Building  
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.)

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

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

Contributing	Noncontributing	
1	0	buildings
0	0	sites
2	0	structures
0	0	objects
3	0	Total

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

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

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

0

**6. Function or Use**

**Historic Function**  
(Enter categories from instructions)

COMMERCE/TRADE/specialty store

**Current Function**  
(Enter categories from instructions)

COMMERCE/TRADE/specialty store

**7. Description**

**Architectural Classification**  
(Enter categories from instructions)

OTHER/one-part commercial block

**Materials**  
(Enter categories from instructions)

**foundation** concrete

**walls** brick

**roof** concrete; asphalt

**other** terra cotta

**Narrative Description**

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

See continuation sheet(s) for Section No. 7

Berry Motor Car Service Building  
Name of Property

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

**8. Statement of Significance**

**Applicable National Register Criteria**

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

- A** Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B** Property is associated with the lives of persons significant in our past.
- C** Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D** Property has yielded, or is likely to yield, information important in prehistory or history.

**Criteria Considerations**

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

Property is:

- A** owned by a religious institution or used for religious purposes.
- B** removed from its original location.
- C** a birthplace or grave.
- D** a cemetery.
- E** a reconstructed building, object, or structure.
- F** a commemorative property.
- G** less than 50 years of age or achieved significance within the past 50 years.

**Narrative Statement of Significance**

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

**9. Major Bibliographical References**

**Bibliography**

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

**Previous documentation on file (NPS):**

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

**Areas of Significance**

(enter categories from instructions)

COMMERCE

ARCHITECTURE

**Period of Significance**

1937 - 1953

**Significant Dates**

1937

**Significant Persons**

(Complete if Criterion B is marked above)

n/a

**Cultural Affiliation**

n/a

**Architect/Builder**

Krieg, Otto / architect

Morrison, John W. / contractor

See continuation sheet(s) for Section No. 8

**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.

See continuation sheet(s) for Section No. 9

Berry Motor Car Service Building  
Name of Property

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

## 10. Geographical Data

Acreage of Property less than 1 acre

### UTM References

(Place additional boundaries of the property on a continuation sheet.)

1 11/5 7/4/2/7/4/2 4/2/7/9/9/3/8  
Zone Easting Northing

2 / / / / / / / / / /  
Zone Easting Northing

3 / / / / / / / / / /  
Zone Easting Northing

4 / / / / / / / / / /  
Zone Easting Northing

### Verbal Boundary Description

(Describe the boundaries of the property.)

### Boundary Justification

(Explain why the boundaries were selected.)

See continuation sheet(s) for Section No. 10

## 11. Form Prepared By

name/title Ruth Keenoy / Consultant

organization Landmarks Association of St. Louis, Inc. date February 1, 2010

street & number 911 Washington Avenue telephone 314-421-6474

city or town St. Louis state MO zip code 63101

### Additional Documentation

Submit the following items with the completed form:

#### Continuation Sheets

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

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

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

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

### Property Owner

name/title Matthew J. Ghio

street & number 317 N. 11<sup>th</sup> Street, Suite 402 telephone 314-266-1873

city or town St. Louis state MO zip code 63101

**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. 470 *et seq.*).

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

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section number 7 Page 1

**Berry Motor Car Service Building  
St. Louis (Independent City), MO**

**Historic Auto-Related Resources, City of St. Louis, 1850-1955**

Formatted: Normal

Formatted: Font: (Default) Arial, 11 pt, Bold

### Summary

The Berry Motor Car Service Building at 2220 Washington Avenue, St. Louis (Independent City), Missouri was constructed in 1937. The property served as an automobile service facility for the Berry Motor Car Company (aka Halsey/Packard Building) at 2201-2211 Locust Street (NRL 2005). The Berry Motor Car building is a one-story, rectangular plan brick building with a built-up asphalt covered flat roof and a poured concrete foundation. The property is a representative example of an automobile service garage, as identified in the *Historic Auto-Related Resources of St. Louis (Independent City), Missouri - Multiple Property Documentation Form* (MPDF) (NRL 2005). The building was designed by architect Otto Krieg, and constructed by local contractor, John W. Morrison. It remained in use as a service building for Berry Motors until the mid-1950s, after which time it was utilized as a warehouse. During the early 1960s, the building was modified (interior space) for use as an office and warehouse by the United Shoe Machinery Company. The building is locally significant and meets Criteria A and C registration requirements of the MPDF under the context of "Marketing and Servicing the Automobile in St. Louis, 1900 – 1955 ca." Berry Motor Car Service Building is currently divided for use by two businesses. The front (north) half of the building – that faces Washington Avenue – is currently vacant. The remaining (south) section of the building is utilized by the A&B Sewing Machine Company, a repair/service shop for sewing machines. The building's exterior is largely intact, retains integrity, and effectively conveys the building's architectural significance, as well as the property's role as an automobile service facility.

### Site

The Berry Motor Car Building is located on a parcel bounded at the north by Washington Avenue, at the east and west by parking lots, and at the south by an alley (formerly St. Charles Street). Concrete sidewalks adjoin the lot at the north and south. East and west of the building are asphalt parking lots. At the north end of the east lot (facing Washington Avenue) are two blonde brick columns (approximately eight feet in height) that were utilized as the building's original parking lot entrance/sign supports (see Photos #4-5). The columns are contributing features of the property. The associated parcel faces north (toward Washington Avenue) and measures 69.75 feet (width) by approximately 156 feet (depth) – including sidewalks. The building measures 65 feet (width) by 150 feet (depth). Commercial properties border the building's lot to the east, to the north along Washington Avenue, and south of the alley. West of the Berry Motors Service Building – at the end of the adjacent parking lot – Jefferson Avenue intersects Washington Avenue.

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section number 7 Page 2

**Berry Motor Car Service Building  
St. Louis (Independent City), MO**

**Historic Auto-Related Resources, City of St. Louis, 1850-1955**

Formatted: Normal

Formatted: Font: (Default) Arial, 11 pt, Bold

### Primary Elevation (north)

The primary elevation of Berry Motor Car Service Building (Photos #1-4) faces north toward Washington Avenue. The elevation is clad with blonde brick. (All other elevations have red exterior brick walls). The façade is divided into three bays separated by four engaged pilasters. Two of the pilasters frame the building’s primary elevation corners (at the east/west ends of the façade). The remaining two pilasters divide the façade window bays. Dark blonde header bricks frame the pilasters. The poured concrete foundation is visible at the façade below the brick walls/columns. Each of the elevation’s bays holds large multi-light glass block windows. Within each glass block opening are single-light awning windows. The east bay has a band of five single-light awning windows. The central bay has a band of three awning windows. The west window bay has two separated awning windows. The primary entry holds a pedestrian glass and metal door situated off-center near the facade’s west window bay. A metal sign frame is situated (attached to the façade) above this entrance. A single-light transom above the door bears a painted business name and address. Aluminum numbers (indicating the address) are attached to a metal band that extends between the top of the door and the transom opening. East of the main entrance (positioned diagonally above the door) is an exterior wall (contemporary) light fixture. A decorative terra-cotta chevron patterned band, an Art Deco element, extends the full width of the façade above the entrance, windows, and sign frame. Three rectangular patterns created by dark blonde header bricks are situated above the terra-cotta band. The façade wall, which rises slightly above the roofline, is clad with metal coping.

### East Elevation

Formatted: Underline

The east elevation (Photo #5) has a common bond brick wall. The window pattern at the façade wraps around to the east elevation. At the northeast corner of the building (east elevation) is a large glass block window bay with three single-light awning windows. Above the window bay, the elevation is covered with wood panels painted black. This treatment covers a large portion of the east elevation. The bay immediately south of the glass block windows holds paired solid metal doors that lead to the building’s interior vestibule (noted in further detail below). Above the entrance are painted black panels. Based on 1959 building plans, the entry bay originally held a large multi-light window. Five large single-light window panels are located near the center of the elevation – these currently frame the east wall of the A&B Sewing Company office. Above and south of these windows are wood panels (painted black). An original six-light window is noted near the south end of the east elevation. Also near the south end of the elevation is an original opening with a replacement solid metal pedestrian door. Flanking the door are original brick sills.

United States Department of the Interior  
National Park Service

# National Register of Historic Places Continuation Sheet

Section number 7 Page 3

**Berry Motor Car Service Building  
St. Louis (Independent City), MO**

**Historic Auto-Related Resources, City of St. Louis, 1850-1955**

Formatted: Font: (Default) Arial, 11 pt, Bold

Formatted: Normal

Formatted: Underline

## South Elevation

The building's south elevation (Photo #6) is constructed of common bond brick. A central bay garage opening is intact and holds a replacement overhead track door. This opening was originally flanked by large windows that have been infilled with concrete block. The window bays retain original brick sills. The rear (south) elevation wall rises above the roofline and is stepped with metal coping.

## West Elevation

Formatted: Underline

Formatted: Widow/Orphan control, Keep with next, Keep lines together

The west elevation (Photo #7) is covered with concrete sheathing, some of which has been stripped from the building and reveals an unfinished brick party wall. This wall originally adjoined a two-story commercial building demolished during the late 1950s. The elevation currently holds a solid metal pedestrian door. There is no additional fenestration. Modern concrete coping extends along the roofline level. A modern sign is attached to the northwest corner of the elevation.

## Interior Description – Vacant Business (North End)

The building's vacant business space has been divided into four primary work areas that include a customer/service space (Photos #8-9); an office/kitchenette/break area (Photos #10-11); an employee work area (Photos #14-15); and a rear open warehouse/work area (Photos #12-13). The vacant customer/service area provides access to/from Washington Avenue via a single light glass and aluminum door situated off-center along the north (street side) wall. Above the door is a fixed single-light transom set within an aluminum frame. Flanking the entrance are multi-light glass block windows. Each of the glass block window bays holds central single-light awning windows (noted earlier) that extend the full width of the façade. These windows wrap to the building's east elevation (also noted previously) but do not extend the full length of the side (east) wall. The customer service area has prefabricated walls, a dropped acoustic tile ceiling, fluorescent lighting, and a carpeted floor. The service area has three passages, including the main entrance. The west wall has a single-door opening that leads to an area identified as "existing space." This small room appears to have been utilized most recently as a lounge. It has low benches along the east, west, and north walls; and a glass-block window on the north wall. The lounge walls are covered with wood paneling, the ceiling is dropped acoustic tile, and the floor is carpeted. A door on the south wall (of the lounge) leads to a small bathroom with ceramic tiled floors and walls. A partially exposed brick wall is visible at the west end of the bathroom.

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section number 7 Page 4

**Berry Motor Car Service Building  
St. Louis (Independent City), MO**

**Historic Auto-Related Resources, City of St. Louis, 1850-1955**

Formatted: Normal

Formatted: Font: (Default) Arial, 11 pt, Bold

The third passage in the customer service area is a single door that leads to a small office. Immediately south of this door (within the front customer area) is a service window partially enclosed by a wood panel. Another service window is noted on the room's south wall. This window has a small wood shelf supported by frame braces below the window opening, which is covered with clear acrylic. A frame and glass (possibly acrylic) bulletin board (on the south wall) offsets the service window. Above the service window is a round mirror, suspended from a triangular frame wedge attached to the ceiling. The wedge covers a heating/cooling duct.

The small office reached via the service area's east door has prefabricated (faux wood paneled) walls, carpeting, a dropped acoustic ceiling, and a glass block window (north wall). A door on the room's south wall leads into the kitchenette/break area (to the east) and another office area (to the west). The kitchenette features glass block windows along the north and east walls; and laminate (faux wood) flooring. At the northwest corner of the kitchenette are cabinets and a small stove. The kitchenette opens into the break room (south of the kitchen). This area has a pre-pasted south wall mural. West of the mural, a solid door leads to a vestibule and the rear warehouse work space (noted in further detail below).

West of the break room is an open plan office area. The service window noted earlier (on the customer service south wall) is situated at the west end of the office area, partially obscured by a projecting wall. The service window has a counter below it that serves as a desk. A small closet with built-in shelves is situated northwest of the service window. The open work area has two doors on the west wall. The north door leads to a small office and bathroom. The south door leads to a smokers lounge (per floor plan). This room has paneled walls, a dropped ceiling with a central overhead light fixture, and a carpeted floor.

The vestibule noted earlier, accessed via the break area, holds four doors. A solid door at the east end of the hall exits the building (east elevation). A door on the north wall of the vestibule leads to the break room/vacant office area. A third door on the south wall leads to A&B Sewing Company (noted in further detail below). The fourth door – at the west end of the hall – holds paired solid metal doors. These doors lead to a warehouse / work area. This section of the building appears minimally (if at all) altered since construction. The room has a poured concrete floor, brick and concrete block walls, and an open ceiling with exposed beams and joists. A corrugated metal panel drops from the ceiling to create a small mezzanine. The west wall is brick and holds a solid metal door, accessed via a metal staircase. South of the door is another metal staircase (along the west wall) that leads to the mezzanine.



United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section number 7 Page 5

**Berry Motor Car Service Building  
St. Louis (Independent City), MO**

**Historic Auto-Related Resources, City of St. Louis, 1850-1955**

Formatted: Normal

Formatted: Font: (Default) Arial, 11 pt, Bold

### Interior Description – A&B Sewing Company (South End)

The rear section of the building is currently used by A&B Sewing Company. This business is accessed via paired doors on the building’s east elevation, which lead to the entrance vestibule. The vestibule has concrete block walls, a dropped acoustic ceiling, and a linoleum tiled floor. A three-horizontal-light door on the south wall leads to the A&B Sewing Company office.

A&B Sewing Company is divided into five areas by prefabricated and partial height concrete block partitions. The office area – at the northeast end of the business space – has a dropped acoustic tile ceiling with fluorescent lighting, a carpeted floor, and prefabricated walls (south, west, and north). The east office wall is comprised largely of single-light windows. The office holds a single west wall door that leads to a small room utilized as a work/storage area. This room has a carpeted floor, prefabricated walls, and a dropped acoustic ceiling with fluorescent lighting.

At the south end of the office is a door that leads to the southeast work area. This room has a tiled floor, dropped ceiling, and fluorescent lighting. A single door on the work area’s south wall leads to a larger (southwest) work area (noted in detail below) and a boiler room. Two doors on the west wall lead to a bathroom and a central storage area. The central storage room has an open ceiling, a concrete floor, and prefabricated walls.

The central storage area has a west wall door that leads to the primary southwest work area noted briefly above. This section comprises most of the floor space associated with A&B Sewing Company. A partition wall near the north end of the work area creates a separate storage area. Storage and work areas have concrete floors and open ceilings with exposed joists/beams. The rooms have dropped fluorescent lighting. An original exhaust fan remains intact in the rear/southwest work area ceiling. The west wall is brick and has no doors or windows. An overhead garage opening on the south wall leads to the alley (formerly St. Charles Street).

### Integrity

Over the years, alterations have been made to the building to accommodate its tenants after the property was no longer utilized as an automobile service facility. Exterior and interior alterations (based on information provided in building permits, the *St. Louis Daily-Record*, and building plans) occurred during the late 1950s – mid-1960s. The first set of renovations occurred in 1959, when interior space was subdivided by concrete block partitions, and the ceilings were dropped. In 1960, a boiler room was constructed within the building’s southeast interior corner. In 1965, the property was remodeled to its current appearance when interior bathrooms were added and former garage/window bay openings (at the east and south elevation) were infilled. Although

United States Department of the Interior  
National Park Service

# National Register of Historic Places Continuation Sheet

Section number 7 Page 6

**Berry Motor Car Service Building  
St. Louis (Independent City), MO**

**Historic Auto-Related Resources, City of St. Louis, 1850-1955**

Formatted: Normal  
Formatted: Font: (Default) Arial, 11 pt, Bold

there are no building permits to indicate when the primary elevation windows were replaced with glass blocks, this change appears to have occurred between 1959 and 1965. Building plans issued in 1965 indicate that by that time, the building had “existing glass block” windows (see Figure 10 and Photos #3-4). An early photograph of the building (Figure 9) illustrates that the building originally had façade windows of multi-light, steel-sash design.\* A segment of an original window remains in place on the east (side) elevation (see Photo #5).

Despite alterations, the Berry Motor Car Service Building retains sufficient integrity to be individually listed as a “Service Station,” property under the related MPDF: *Historic Auto-Related Resources, City of St. Louis, 1880 – 1955*. Although original windows and doors were replaced during the late 1950s/early 1960s, the original framing for all of the openings is intact. The building retains original exterior Art Deco detailing, as well as original walls, roof configuration, and two skylights (covered/interior). Sufficient historical information is available that would allow the windows, skylights and doors to be easily restored. The interior retains open, unaltered spaces in the rear (southeast and southwest), which clearly illustrate the property’s original use as an auto-related facility. Also intact is an original interior mezzanine that supported the property’s “lookout room” discussed in Section 8 of this document (see Photo #13). Most of the building’s interior alterations were designed as impermanent changes. These include carpeting, dropped ceilings, modern lighting, and prefabricated walls. The property is a good example of an early twentieth-century garage/service building that meets the registration requirements of the associated MPDF in relation to service stations/garages.

---

\*Copies of the building’s newspaper photograph could only be obtained in the form of a microfilmed image, which is of poor quality. A copy of the original newspaper, available at the Mercantile Library in St. Louis, provides a better view; indicating that the present-day glass block opening on the east elevation originally held a large multi-light, steel-sash window. This appears to be true for the façade windows as well.

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section number 8 Page 7

**Berry Motor Car Service Building  
St. Louis (Independent City), MO  
Historic Auto-Related Resources, City of St. Louis, 1850-1955**

---

### Summary

The Berry Motor Car Service Building at 2220 Washington Avenue, St. Louis (Independent City), Missouri, is eligible for the National Register of Historic Places (NRHP) under the context of “Marketing and Servicing the Automobile in St. Louis, 1900 – 1955c.” *Historic Auto-Related Resources of St. Louis (Independent City), Missouri - Multiple Property Documentation Form* (MPDF). The building meets Criterion A: COMMERCE for its role as an automobile service garage for the Berry Motor Company (aka Halsey/Packard Building, NRL 2005). Additionally, the building meets Criterion C: ARCHITECTURE, as a good example of an early twentieth-century automobile service garage/station. The building, which is locally significant, was designed by architect Otto Krieg and constructed by contractor John W. Morrison in 1937. The period of significance extends from 1937 – the year that the property was constructed; through 1953 – when the Berry Motor Car Company was purchased by Albrecht-Burke, Inc. Although the building was altered during the late 1950s – 1960s for use as an office/warehouse, its historic integrity is maintained through its original location, design, setting, materials, workmanship, feeling and association. The property meets the MPDF registration requirements of a service garage/station.

### Berry Motor Car Company, 1923 – 1937

The Berry Motor Car Company was organized in 1923 by George M. Berry. Berry gained control of the Packard Motor Car Company dealership at 2201 Locust Street (St. Louis) on January 3, 1923. The dealership was established by Oscar Lawrence Halsey in 1900, and originally located at 3908-18 Olive Street. Halsey’s success as the city’s sole Packard distributor prompted him to erect a modern dealership building at 2201 Locust Street in 1912-1913. Halsey’s second dealership building was, upon its completion, recognized as St. Louis’ most elegant automobile showroom. The building was richly embellished (interior and exterior) to complement its high-end automobiles. For a time, the Locust Avenue dealership served as the city’s sole Packard distributor. Although Halsey sold other makes/models, he only distributed Packards by the time the building on Locust was constructed. Halsey did not remain on board long afterward. In 1915, his retirement was announced, and he moved to Boston (where in 1916, he worked for another dealership). After Halsey’s departure, the dealership was obtained by a Packard syndicate that held the property until George M. Berry gained control in 1923. In 1925, Berry’s purchase was finalized when he took legal possession of the former Packard Motor Sales Company “for a consideration of one dollar” and renamed it as Berry Motor Car Company.<sup>1</sup>

---

<sup>1</sup> Michael Allen, Matthew Bivens and Carolyn Toft. *National Register of Historic Places Registration Form: Halsey-Packard Building* (Washington, D.C.: United States Park Service: 2005), 8:8, 10, 14-15.

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section number 8 Page 8

**Berry Motor Car Service Building  
St. Louis (Independent City), MO  
Historic Auto-Related Resources, City of St. Louis, 1850-1955**

---

George M. Berry was born in Danbury, Connecticut in 1880. As a young man, he became involved in the bicycle trade, which launched his career in the automobile business. In the 1890s, Berry landed a job at Stanley Steamer of Newport, Connecticut, where he “assembled and tested steam cars.”<sup>2</sup> The Stanley brothers, Francis and Freeman, sold their business in 1899 to the Locomobile Automobile Company, owned by Amzi Barber. The Stanleys continued to design cars for the firm, however; which was renamed (as Locomobile) and relocated to Bridgeport. Berry contracted with the company in 1900 to sell cars in his home town, Danbury.<sup>3</sup> After the firm’s division of steam cars was dissolved, Berry returned to bicycle sales. He moved to New York where he worked for Rambler, a division of the American Bicycle Company. At Rambler, Berry met George W. Bennett (who later became Vice-President for Willys-Overland). In c. 1902, Bennett accepted a transfer to the firm’s newly acquired factory (formerly Sterling Bicycle Factory) in Kenosha, Wisconsin. Berry soon followed – hired by Bennett as an assistant salesman. Berry oversaw the firm’s catalog sales and produced the parts and instruction manuals. As noted by Berry himself, “in those days, there were not dealers at every crossroads throughout the country [and] . . . one year we sold 2,000 cars to the consumer by direct mail.” Bennett left the company in 1906. Berry, at age 26, gained Bennett’s former responsibilities but not his title as Rambler’s owner, Thomas B. Jeffrey, viewed Berry as “too young to assume that much importance in a national job.”<sup>4</sup>

Rambler incorporated in 1910 following the death of Jeffrey. At that time, Berry was promoted as the corporation’s Vice-President and Treasurer. Berry, however, did not remain at the company much longer. He left in 1913 to work for John North Willys, with whom Berry had become acquainted while working for Rambler.<sup>5</sup> Willys purchased the former Standard Wheel Company of Toledo, Ohio in 1908. In 1912, the company reorganized as Willys-Overland Motors, Inc. and it was this entity that employed Berry in 1913.<sup>6</sup> Willys was interested in opening branch companies. Though Berry’s first job at Willys was that of a mail clerk, he was soon promoted to Advertising Manager and Director of Branches. During the years 1916 to 1918, Berry opened 30 branches for Willys-Overland that employed 3,300 men in distribution and retail sales. The company grossed an estimated \$32,000,000 in 1918, due in large part to Berry’s direction of its branch businesses. Berry left Willys-Overland in 1919 following a major

---

<sup>2</sup> George M. Berry, Autobiography. Unpublished document (23 April 1952). Transcribed copy available at Missouri Historical Society (Archives), St. Louis.

<sup>3</sup> Missouri Historical Society, *The Bulletin*, “In Memoriam” (July, 1960), Vol. XVI, 372.

<sup>4</sup> Berry, Autobiography.

<sup>5</sup> Berry, Autobiography.

<sup>6</sup> “Willys-Overland Company,” *Ohio History Central* (Online encyclopedia available at: <http://www.ohiohistorycentral.org/entry.php?rec=1007>). Access date: 26 January 2010.

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section number 8 Page 9

**Berry Motor Car Service Building  
St. Louis (Independent City), MO  
Historic Auto-Related Resources, City of St. Louis, 1850-1955**

---

company strike. In 1920, he decided to open a business “where he could also engage in civic activities” – the pronouncement led him to St. Louis.<sup>7</sup>

Berry and his wife, Ann Pierce Berry (also of Connecticut) moved to St. Louis when Berry gained control of the Packard distributorship on Locust Avenue in 1923.<sup>8</sup> That year, Berry also became director of the Automobile Club of Missouri, the St. Louis Convention Publicity Bureau, and St. Louis Automobile Dealers Association.<sup>9</sup> Berry held grand plans for his newly acquired business. In 1927, Packard’s profits “extended to [its] regional dealerships” and Berry Motor Company’s “total new car sales reached almost 16,000.”<sup>10</sup> The dealership on Locust was altered through the addition of a new service wing in 1924 (\$12,000), and the primary building was upgraded in 1928 (\$10,000). Berry’s plans were quickly scaled back, however; as the Great Depression hit and luxury cars became unaffordable, even for the wealthy. Packard immediately restructured its production in response to the economic crash. The company continued to produce luxury cars during the 1930s; but also introduced a line of less-expensive models that were manufactured (and therefore sold) for less. The less-expensive Packards were new designs; they were not merely “stripped-down luxury” lines.<sup>11</sup> The plan worked and Packard survived the Depression era.<sup>12</sup> Although most Americans could no longer afford to buy automobiles during the 1930s; they continued to drive them. Automobile sales dropped 75% during 1929-1933; whereas registration fell by only 10%, which verified that the automobile was here to stay.<sup>13</sup>

World War II dealt another serious blow to auto manufacturers when materials (rubber and steel) and labor turned toward wartime efforts. “Automobile supplies such as tires, radiators, grease, and gasoline . . . became unavailable as production turned toward military rather than consumer goods and services.”<sup>14</sup> In 1942, when gasoline rationing was imposed, Packard abandoned its automobile production to manufacture engines for the United States Navy’s patrol torpedo (PT) boats and planes.<sup>15</sup> The automobile industry was well aware that consumers would

---

<sup>7</sup> Missouri Historical Society, 372; Berry, Autobiography.

<sup>8</sup> United States Census, 1930 (Online database available at St. Louis Public Library, Ancestry.com); Missouri State Board of Health/Bureau of Vital Statistics Death Certificate for Ann Pierce Berry (24 May 1939).

<sup>9</sup> Missouri Historical Society, 372-373.

<sup>10</sup> Allen et al, 8:16.

<sup>11</sup> George S. May (ed.). *Encyclopedia of American History and Biography: The Automobile Industry, 1920 – 1980* (New York: Brucoli Clark Layman, Inc., 1989), 296-297.

<sup>12</sup> *Ibid.*, 8:15-17.

<sup>13</sup> Ruth Keenoy, Karen Bode Baxter, Timothy Maloney, and Mandy Ford, *National Register of Historic Places Multiple Property Documentation Form: Historic Auto-Related Resources of St. Louis (Independent City), MO*. Washington, D.C.: United States Park Service (2005), E:11.

<sup>14</sup> Keenoy et al, E:11-12.

<sup>15</sup> Allen et al, 8:17.

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section number 8 Page 10

**Berry Motor Car Service Building  
St. Louis (Independent City), MO  
Historic Auto-Related Resources, City of St. Louis, 1850-1955**

not be purchasing new cars for some time to come. During the war, auto manufacturers issued publications that encouraged customers to keep their cars well maintained until new automobiles were again available. After the war, consumer production returned but was seriously stifled due to materials shortages that continued through the late 1940s.<sup>16</sup> As a result, the automobile service department became even more important to the dealership's viability. Berry's construction of an automobile service building in 1937 was visionary; it illustrates his understanding (prior to wartime rationing) that consumers, though unable to afford new cars, required service and maintenance.

The post-World War II era was a climate of great change for automobile manufacturers. Although by 1949, America was producing a record number of cars and consumer purchases were up by 40% from 1941, materials shortages continued to plague automakers' economic recovery. Additionally, political and economic shifts led to big changes in American auto manufacturing after World War II. Consumers not only wanted new cars – they demanded more for their money. Although a few companies (such as Studebaker) introduced radically designed post-war models, most (including Packard) recycled familiar styles to keep up with production demands. The new models that did emerge during the 1940s, in combination with superior production methods developed during and after the war, allowed the “Big Three” (Chrysler, Ford, and General Motors) to squeeze out what little competition remained.<sup>17</sup> Some independent companies merged in an effort to regain market control, including Packard, which coupled with Studebaker in 1954.<sup>18</sup>

George Berry saw the writing on the wall – the automobile business had changed dramatically during the years that he was involved. In 1953, he sold his interest in Berry Motor Car Company to Albrecht-Burke, Inc., which also distributed Packards. Berry remained at the company afterward as treasurer. He died in 1960 at the age of 79, preceded by his wife Ann who died in 1939.<sup>19</sup> Berry's charitable and community accomplishments are too numerous to fully recount. In addition to operating Berry Motor Car Company for more than 30 years, he served as director of United Charities; assisted in founding Boys' Town of Missouri; served on the State Welfare Commission; and was a director of the Ways and Means Committee.<sup>20</sup> The Berry Motor Car Service Building on Washington Avenue is an excellent representation of George Berry's professional activities. It was constructed under his direction to support the Packard dealership at

---

<sup>16</sup> Keenoy et al, E:11-12.

<sup>17</sup> May, xxi-xxiv.

<sup>18</sup> Allen et al, 8:17.

<sup>19</sup> “George M. Berry Dies; Auto Man,” *St. Louis Post-Dispatch* (22 January 1960), 3C; Missouri State Board of Health/Bureau of Vital Statistics.

<sup>20</sup> Missouri Historical Society, 373.

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section number 8 Page 11

**Berry Motor Car Service Building  
St. Louis (Independent City), MO  
Historic Auto-Related Resources, City of St. Louis, 1850-1955**

---

2201 Locust Street. Based on research to date, this appears to be the only auto-related building that Berry had constructed during his years in St. Louis.

### Berry Motor Car Service Building at 2220 Washington Avenue, 1937 - 1965

The Berry Motor Car Service Building was constructed at 2220 Washington Avenue in 1937. Prior to the building's erection, the parcel held two-story brick family flats constructed in 1886.<sup>21</sup> Building numbers for the associated city block were re-assigned over the years. Based on city directories, the Berry Motor Car Service Building was identified as 2214-2216 and 2220 Washington Avenue. The address fluctuates in the city's building permits as well. Sometime prior to 1909, the parcel's residential properties were demolished, by which time the area had begun to support a number of commercial and industrial buildings. A brick garage/machine shop owned by the Mercantile Trust Company, constructed in c. 1920, may have been on the Berry Motor Car Company parcel; it is identified in building permits as 2214-16 and 2220 Washington Avenue. A demolition permit was issued on March 17, 1937 to wreck a brick building (probably the garage owned by Mercantile Trust) at 2214-16 Washington Avenue. On April 1, 1937, a building permit for 2220 Washington Avenue was issued to the Berry Motor Company for construction of a service building.<sup>22</sup> Plans were for a one-story building with a concrete foundation, tar and gravel roof, and steam heat; and estimated costs were \$17,500.<sup>23</sup>

Otto J. Krieg designed the Berry Motor Car Service Building, and John W. Morrison served as the building's contractor. Little has been documented of Krieg's work. He was apparently well known throughout St. Louis City/County, where he worked as an architect for over sixty years. Among Krieg's commissions were single-family houses (including 6660 Kingsbury Boulevard and 6306 Pershing Avenue); apartments (such as 6388-94 Delmar Boulevard); and warehouses (including 750-52 South Fourth Street – NRL, 2006). Otto Krieg was born in Missouri in c. 1874 to Michael and Kate Krieg, second-generation German immigrants.<sup>24</sup> In addition to working as a self-employed architect for many years, Krieg was an examiner for the city's building plan commission. He was married to Loretta Krieg and had one daughter, Marie A. Krieg Connelly. Krieg died in 1955 at age 81.<sup>25</sup>

---

<sup>21</sup> City of St. Louis. Building Permits, Inactive files (RA 26). Comptroller's Office, City Hall, St. Louis, MO.

<sup>22</sup> Ibid.; (Sanborn, D.A.), *Fire Insurance Maps of St. Louis, Missouri* (New York: Sanborn Map Company), Volume 2 (1909), 84 and Volume 1W (1930), 31.

<sup>23</sup> *St. Louis Daily Record*, "Building News," (2 April 1937), 5.

<sup>24</sup> United States Census, 1880 and 1930. Online database available at St. Louis Public Library.

<sup>25</sup> "Otto J. Krieg Dies; Owner of Architectural Firm," *St. Louis Post-Dispatch* (26 April 1955), Copy at St. Louis Public Library (AIA files); Division of Health of Missouri, Standard Certificate of Death for Otto J. Krieg (27 April 1955).

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section number 8 Page 12

**Berry Motor Car Service Building  
St. Louis (Independent City), MO  
Historic Auto-Related Resources, City of St. Louis, 1850-1955**

---

John W. Morrison was also well-known within St. Louis' building profession. He is best remembered for renovating Sportsman's Park (original home field for the St. Louis' Browns and Cardinals) during the 1920s. Morrison was born in 1881 to Robert W. and Ella Paden Morrison. He was educated in St. Louis, initially in public schools and attended Smith Academy, a manual training high school in St. Louis. Later, Morrison enrolled at Washington University and the University of Michigan. In 1901, Morrison began working for his father's firm, R.W. Morrison Construction Company. He was promoted to secretary-treasurer in 1903, and eventually became company president.<sup>26</sup> Morrison died in 1952 at age 71, survived by his wife, Edna Peper; son, John W. Morrison, Jr.; and a daughter, Mrs. McLeod Stephens.<sup>27</sup>

When the Packard dealership building was constructed in 1913 at 1201 Locust Street, a space was provided in the building for the service department.<sup>28</sup> Early service departments were much like early dealerships. Few were actually constructed for their original intent – instead, they adapted existing buildings as auto-related showrooms/service facilities. This was not the case with the Locust Street Packard dealership, however; which was designed specifically for the automobiles that it held. Automobile designs changed quickly, and many buildings constructed in the early 1900s soon were inadequate for auto-related use. Additionally, building codes began to regulate the construction of buildings that held explosive materials, such as gasoline. In St. Louis, the city issued an ordinance as early as 1908 that required automotive properties to divide sales from service areas by constructing fire walls.<sup>29</sup>

In 1924, George Berry added a “customer friendly” one-story service wing to the Locust dealership's west elevation.<sup>30</sup> Customer service was integral to a successful automobile business. It was the “responsibility of the . . . service department to render quality service” for reasonable prices “while keeping quality high.”<sup>31</sup> As automobile dealerships and repair shops became more purpose oriented, sales and service were separated –not always in respect to physical location (i.e., separate buildings for separate functions), but certainly in terms of spatial design. Equipment and automobiles began to require separation of work areas that provided space for “light” (i.e., oil changes, tune-ups and minor repairs) and “heavy” (i.e., major repairs that required more than a day's work) duties.<sup>32</sup> Changes in technology and customers' expectations

---

<sup>26</sup> Albert Nelson Marquis (ed), *The Book of St. Louisans: A Biographical Dictionary of Leading Living Men of the City of St. Louis and Vicinity* (Chicago: A.N. Marquis & Co., 1912), 426.

<sup>27</sup> “John W. Morrison Sr. Dies, Sportsman's Park Builder,” *St. Louis Post-Dispatch* (27 July 1952), 3A.

<sup>28</sup> Allen et al, 8:12.

<sup>29</sup> Keenoy, et al, E:9.

<sup>30</sup> Allen et al, 8:15.

<sup>31</sup> Robert Genat, *The American Car Dealership* (St. Paul, MN: Motorbooks International, 2004), 132.

<sup>32</sup> *Ibid.*, 135.



United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section number 8 Page 13

**Berry Motor Car Service Building  
St. Louis (Independent City), MO  
Historic Auto-Related Resources, City of St. Louis, 1850-1955**

antiquated many older auto buildings. This was particularly true for multi-story dealerships, which failed to provide sufficient space and lighting for servicing modern vehicles.

When Berry's new dealership service building opened at 2220 Washington Avenue in 1937, it was a state of the art facility (Figure 9). The building was designed to efficiently serve the Packard dealership's increasing work load, as well as to "provide light and equipment to assure accuracy and minimize costs."<sup>33</sup> Service bays with large overhead glass-light doors were situated at either end of the east elevation. A "PACKARD Service Entrance" sign stretched above two brick columns (extant) just east of the building at the north end of the lot (facing Washington Avenue). The parking lot was concrete to reduce "dust and dirt" and allow cars to smoothly enter and exit the building.<sup>34</sup> By the 1930s, "dealership service departments were becoming a more civilized place to work."<sup>35</sup> Equipment became highly specialized for the cars that were serviced, and sufficient lighting and space became increasingly necessary for mechanics to service the cars. Frequently, work spaces were marked off on the floor with paint, which provided individual work spaces for cars and mechanics.<sup>36</sup> The service building's expansive open floor plan created "special problems" related to lighting, "particularly for the central area" of the building. Clerestory windows and skylights became common in service buildings, as well as "modern casements . . . [with] larger glass panes and less framing."<sup>37</sup> The Berry Service building addressed these issues through its modern design, which allowed sufficient lighting, room for the latest equipment, and ease of access to and from the dealership via both Washington Avenue (north) and St. Charles Street (south).

The Berry Motor Service Building continues to illustrate modern amenities that became integral in service building planning by the mid-1930s. The open floor plan allowed ample space for cars, equipment, and mechanics; and the building's numerous large windows and overhead modern light fixtures provided sufficient light. Of note are the building's large window bays and skylights, which admitted a great deal of natural light. The only elevation of the building that was not constructed with large window openings was the west wall, which abutted an adjacent two-story commercial building. Ventilation fans were used throughout the building to maintain constant air flow. One such fan remains intact today, located in the building's rear work space ceiling. In 1947, architect Fred R. Nauman designed a "lookout room" for the building's interior balcony / mezzanine.<sup>38</sup> Lookout rooms and control towers allowed for visual oversight of the

<sup>33</sup> "Berry Adds New Packard Service Building," *St. Louis Globe-Democrat* (18 July 1937), 8B.

<sup>34</sup> *Ibid.*

<sup>35</sup> *Ibid.*

<sup>36</sup> *Ibid.*, 136-138.

<sup>37</sup> General Motors Corporation, *Planning Automobile Dealer Properties* (Detroit: Self-Published, 1948), 50.

<sup>38</sup> *St. Louis Daily Record*, "Building News," (3 February 1947), 8.

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section number 8 Page 14

**Berry Motor Car Service Building  
St. Louis (Independent City), MO  
Historic Auto-Related Resources, City of St. Louis, 1850-1955**

---

entire service department. This was particularly useful in larger service buildings where not all employees were visible (or audible) to one another. The room (or tower) normally used a lighting system to indicate which areas of the service building were available and/or in use.<sup>39</sup>

By the late 1940s, downtown St. Louis was quickly losing favor as a center for automobile sales and service businesses. Wider thoroughfares such as Grand Avenue, Delmar Boulevard, and Kingshighway attracted modern establishments. These types of dealerships provided easier automobile access, as well as ample space for large showrooms and auto lots. In 1959, the Berry Motor Car Service Building was purchased by the United Shoe Machinery Corporation. At that time, the former dealership was altered to accommodate its new use as an office/warehouse. Masonry (concrete block) partitions and dropped ceilings were added to create office and customer areas in the front (north) end of the building; whereas rear interior space was left open for storage and work areas. In 1960, a rear boiler room was added to the interior (southeast corner) of the building to accommodate modern heating amenities. United Shoe Machinery Corporation again remodeled the building in 1965. Exterior alterations included the replacement and enclosure of east elevation doors and windows, as well as bathroom updates and the addition of interior pre-fabricated partition walls (north end of the building). By that time, it appears that the building's glass block windows were already in place, as building plans note "existing glass block" window openings (Figure 10).<sup>40</sup>

Currently, the rear (south) portion of the building is utilized by the A&B Sewing Machine Company, which services and repairs commercial sewing machines. The front (north) section of the building (which formerly held United Shoe Machinery's offices) is vacant. The Berry Motor Car Service Building is a good example of a 1930s-era automobile service facility. The building's construction methods, which incorporated ample work space, sufficient lighting, and adaptable interior space to serve rapidly changing automotive technology, allowed it to remain in use as an auto-service building for more than two decades. The property retains sufficient integrity to meet the registration requirements of the MPDF (*Historic Auto-Related Resources of St. Louis (Independent City), Missouri*, 2005).

---

<sup>39</sup> Genat, 150.

<sup>40</sup> City of St. Louis. Building Permits, Active files (RA 66). Comptroller's Office, City Hall, St. Louis, MO; *St. Louis Daily Record*, "Building News," (11 November 1959), p. 14; (30 March 1960), p. 8; (7 January 1965), p. 8.

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section number 9 Page 15

**Berry Motor Car Service Building  
St. Louis (Independent City), MO  
Historic Auto-Related Resources, City of St. Louis, 1850-1955**

---

### Bibliography

Allen, Michael, Matthew Bivens and Carolyn Hewes Toft. *National Register of Historic Places Registration Form: Halsey/Packard Building*. Washington, D.C.: United States Park Service, 2005.

“Berry Adds New Packard Service Building,” *St. Louis Globe-Democrat* (18 July 1937), 8B.

Berry, George M. Autobiography. Unpublished document, 23 April 1952. Transcribed copy available at Missouri Historical Society (Archives), St. Louis.

City of St. Louis. Building Permits. Inactive files (RA 26); Active files (RA 66). Comptroller’s Office, City Hall, St. Louis, MO.

Division of Health of Missouri, Standard Certificate of Death for Otto J. Krieg, 27 April 1955.

Genat, Robert. *The American Car Dealership*. St. Paul, MN: Motorbooks International, 2004.

General Motors Corporation, *Planning Automobile Dealer Properties*. Detroit: Self-Published, 1948.

“George M. Berry Dies; Auto Man.” *St. Louis Post-Dispatch*. 22 January 1960, Page 3C.

[Gould-Polk Directory Company]. *Gould’s St. Louis City Directory*. St. Louis: Gould Directory Co., 1938 – 1965.

“John W. Morrison Sr. Dies, Sportsman’s Park Builder.” *St. Louis Post-Dispatch*. 27 July 1952, Page 3A.

Keenoy, Ruth, Karen Bode Baxter, Timothy Maloney and Mandy Ford. *National Register of Historic Places Multiple Property Documentation Form: Historic Auto-Related Resources of St. Louis (Independent City), MO*. Washington, D.C.: United States Park Service, 2005.

Marquis, Albert Nelson (ed). *The Book of St. Louisans: A Biographical Dictionary of Leading Living Men of the City of St. Louis and Vicinity*. Chicago: A.N. Marquis & Co., 1912.

May, George S. (ed). *Encyclopedia of American History and Biography: The Automobile Industry, 1920 – 1980*. New York: Brucoli Clark, Layman, Inc., 1989.

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section number 9 Page 16

**Berry Motor Car Service Building  
St. Louis (Independent City), MO  
Historic Auto-Related Resources, City of St. Louis, 1850-1955**

---

Missouri Historical Society. *The Bulletin*, "In Memoriam." July, 1960. Vol. XVI, pp. 372-373.

Missouri State Board of Health/Bureau of Vital Statistics Death Certificate for Ann Pierce Berry,  
24 May 1939.

"Otto J. Krieg Dies; Owner of Architectural Firm." *St. Louis Post-Dispatch*. 26 April 1955. Copy  
at St. Louis Public Library (AIA files).

(Sanborn, D.A.). *Fire Insurance Maps of St. Louis, Missouri*. New York: Sanborn Map  
Company. 1909, Volume 2:84; 1930, Volume 1W:31; 1950 revised, Volume 1W:31.

*St. Louis Daily Record*, "Building News." 2 April 1937, Page 5; 3 February 1947, Page 8; 11  
November 1959), p. 14; (30 March 1960), p. 8; (7 January 1965), p. 8.

United States Census, 1880 and 1930. Online database available at St. Louis Public Library  
(Ancestry.com).

"Willys-Overland Company." *Ohio History Central*. Online encyclopedia available at:  
<http://www.ohiohistorycentral.org/entry.php?rec=1007>. Access date: 26 January 2010.

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section number 10 Page 17

**Berry Motor Car Service Building  
St. Louis (Independent City), MO**

---

### Verbal Boundary Description

The Berry Motor Car Service Building is located at 2220 Washington Avenue in St. Louis (Independent City), Missouri. The building is situated within City Block No. 2009 (St. Charles Street). The lot measures 90.25 feet by 150 feet. It is bounded at the north by Washington Avenue, at the east by a parking lot; at the south by St. Charles Street (currently utilized as an alley); and at the west by a parking lot. The parcel is situated in Cobb's Addition and includes Lots 19, 20, 6, and part of Lot 7.

### Boundary Justification

The nominated parcel (the footprint of the building) includes all of the property that is historically associated with the Berry Motor Car Service Building.

### Photo Log

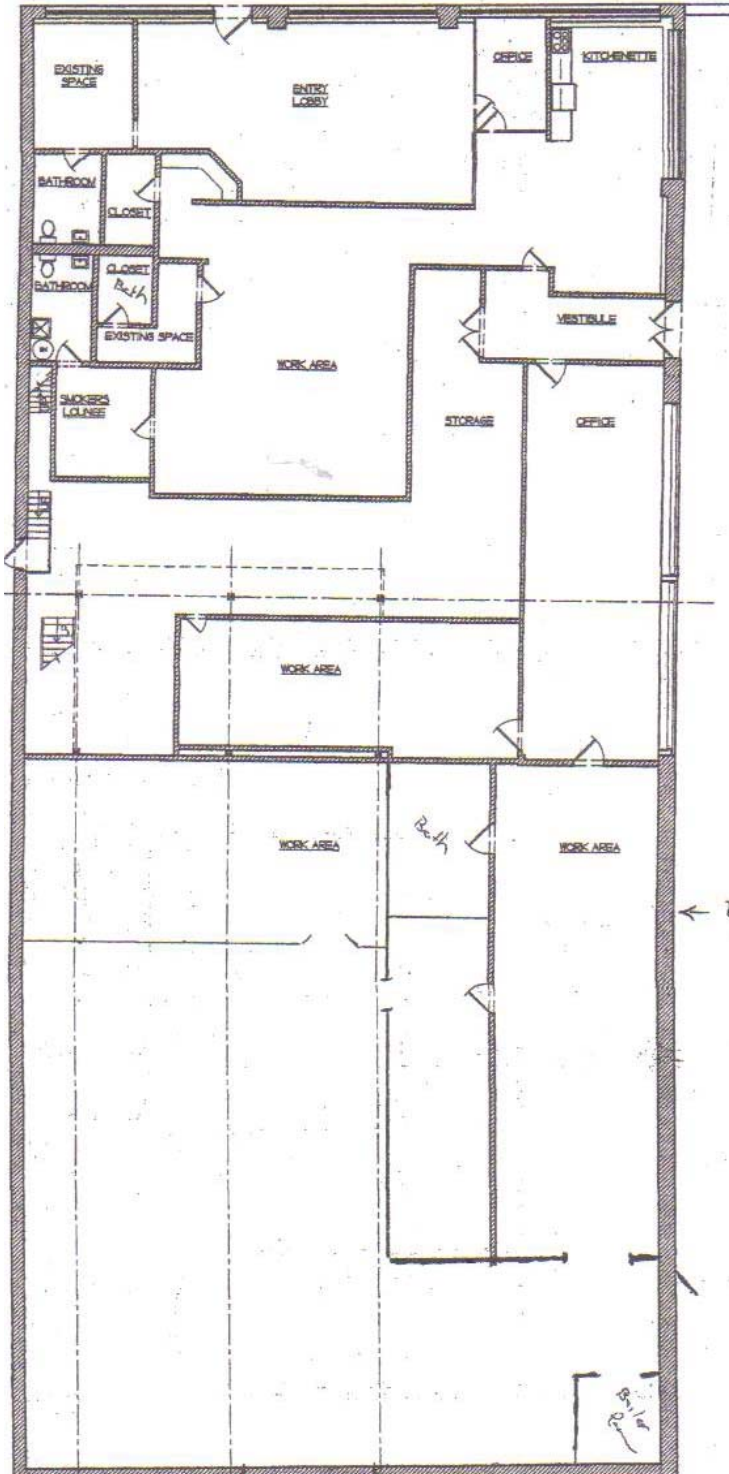
1. Façade, S
2. Detail of northeast corner, façade
3. Façade and east elevation, SW
4. Detail of façade, W
5. East elevation, SW
6. Rear elevation, NW
7. West elevation, NE
8. Interior – front customer area, NW
9. Interior – front customer area, NE
10. Interior – central offices, SW
11. Interior – central offices, SW
12. Rear open warehouse, SW
13. Mezzanine, rear section, NE
14. Work area in rear, SW
15. Storage/work area near center, W

United States Department of the Interior  
National Park Service

# National Register of Historic Places Continuation Sheet

Section number Figures Page 18

**Berry Motor Car Service Building  
St. Louis (Independent City), MO**



Scale 1" = 18.75'

United States Department of the Interior  
National Park Service

# National Register of Historic Places Continuation Sheet

Section number Figures Page 19

**Berry Motor Car Service Building  
St. Louis (Independent City), MO**

Figure 1. Floor Plan, 2220 Washington Avenue, St. Louis, MO.

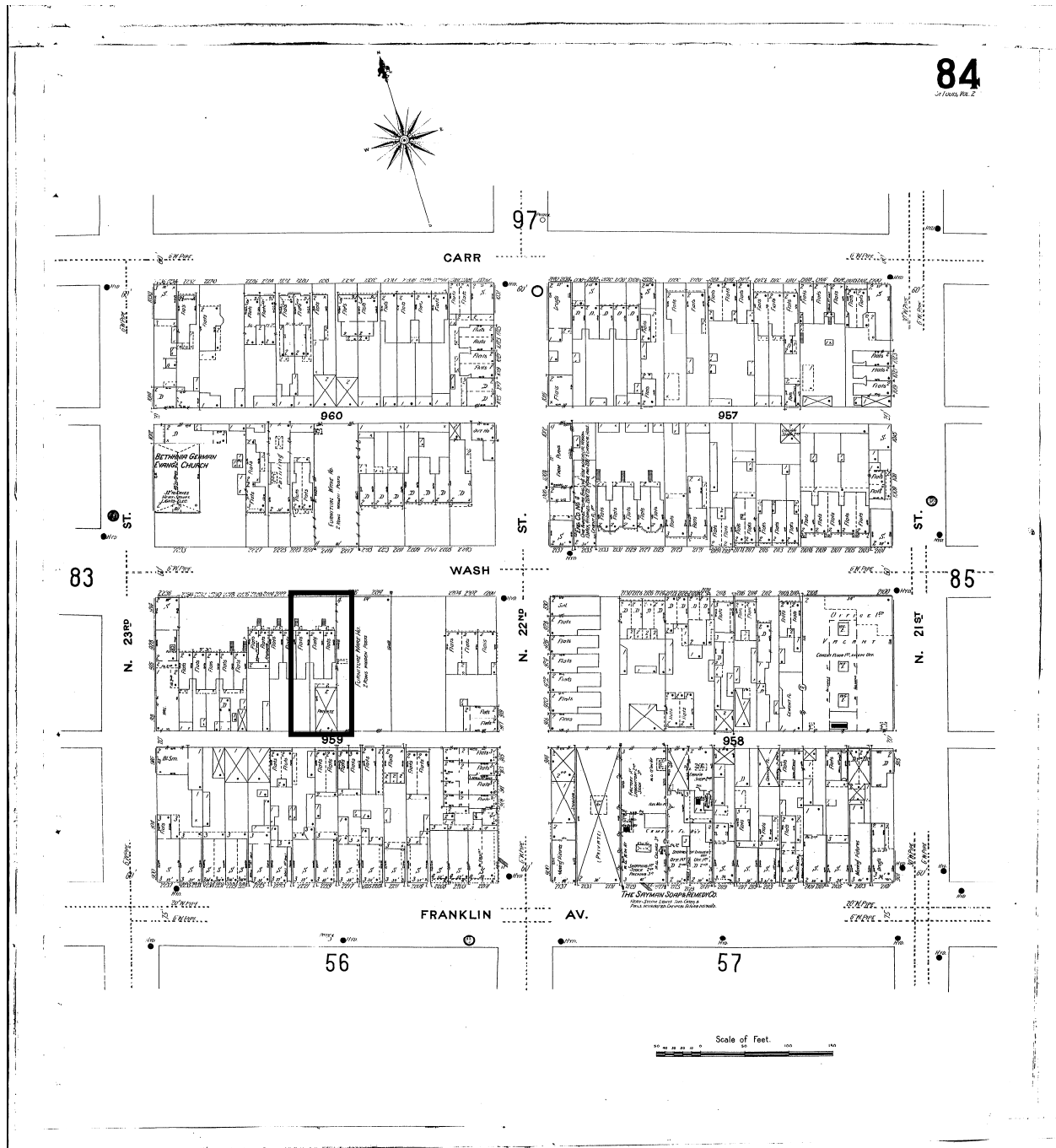


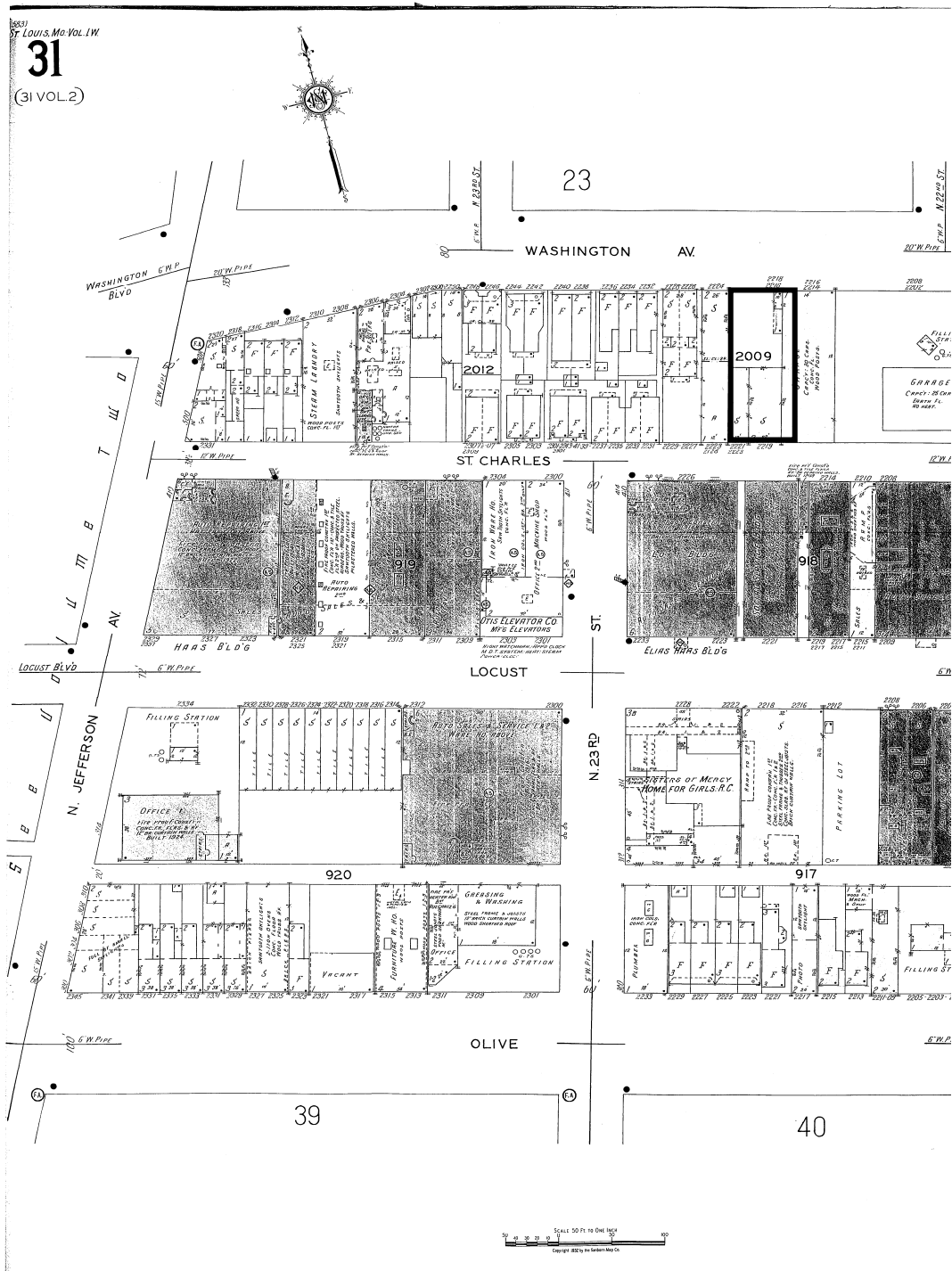
Figure 2. Sanborn Fire Insurance Map, 1909 (St. Louis, Volume 2, Sheet 84). Future site of the Berry Motor Car Service Building (2220 Washington) is identified within the bold box.

United States Department of the Interior  
National Park Service

# National Register of Historic Places Continuation Sheet

Section number Figures Page 20

**Berry Motor Car Service Building  
St. Louis (Independent City), MO**



**Figure 3. Sanborn Fire Insurance Map, 1932 (St. Louis, Volume 1W, Sheet 31). Future site of the Berry Motor Car Service Building (2220 Washington) is identified within the bold box.**



United States Department of the Interior  
National Park Service

# National Register of Historic Places Continuation Sheet

Section number Figures Page 21

**Berry Motor Car Service Building  
St. Louis (Independent City), MO**

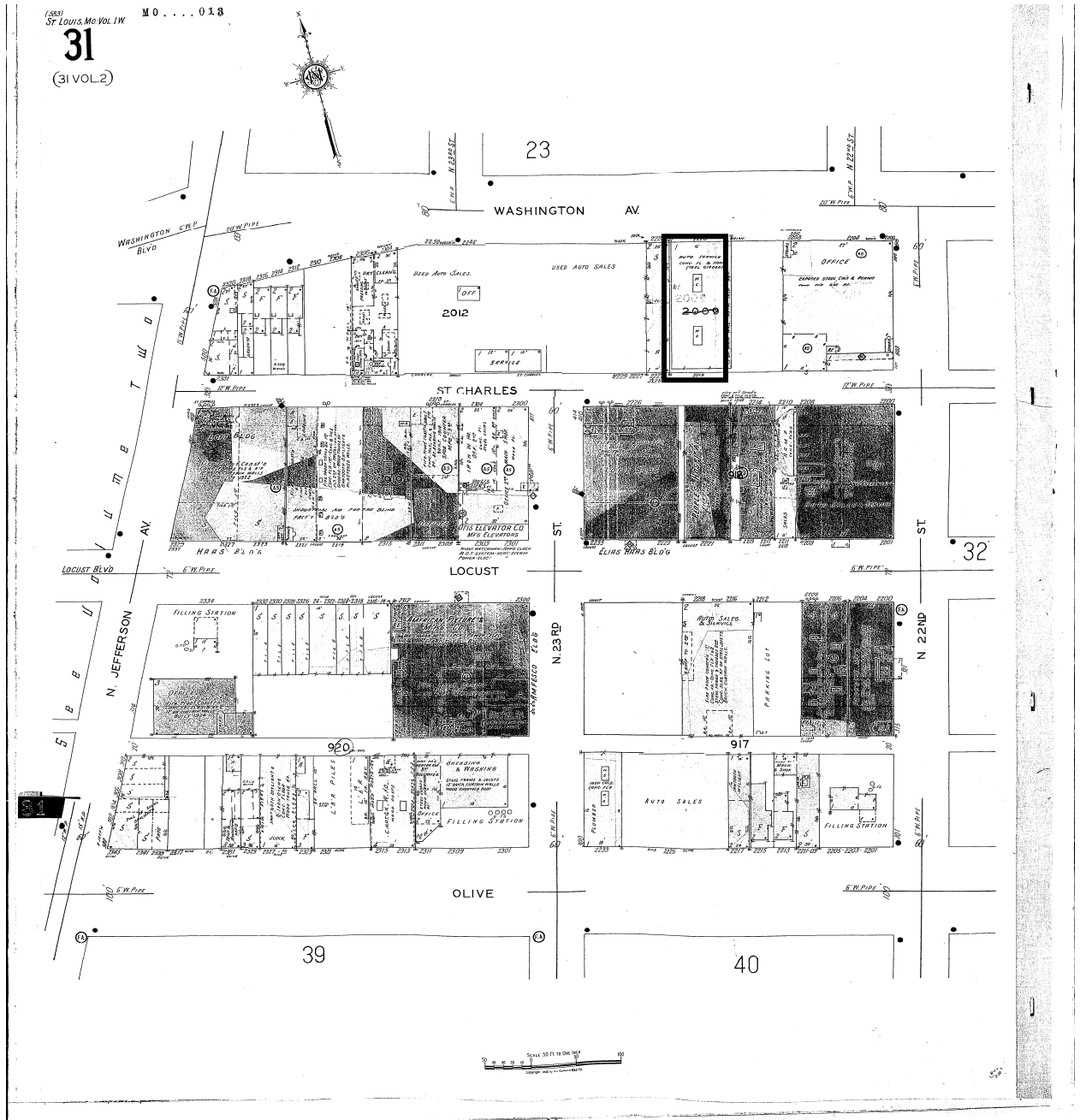


Figure 4. Sanborn Fire Insurance Map, 1950 (revised, 1932 - St. Louis, Volume 1W, Sheet 31). Berry Motor Car Service Building (2220 Washington) is identified within the bold box.

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section number Figures Page 22

**Berry Motor Car Service Building  
St. Louis (Independent City), MO**

---



Packard Missouri Motors. 2201 Locust Street. Photograph by W.C. Persons, ca. 1916. Missouri Historical Society Photographs and Prints Collections. NS 34305. Scan © 2006, Missouri Historical Society.

**Figure 5. The Berry Motor Car Service Building at 2220 Washington Avenue was constructed to support the Packard dealership at 2201 Locust Street. Image courtesy of Missouri Historical Society, St. Louis.**

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section number Figures Page 23

**Berry Motor Car Service Building  
St. Louis (Independent City), MO**



Figure 6. Auto purchased from Berry Motor Company (*St. Louis Globe-Democrat*, 13 June 1937, auto section).



Figure 7. Interior view of a service facility (site unknown) similar to the Berry Motor Car Service Building. Note windows, open plan, concrete floor, and overhead lighting/trusses. Photo from GM Media Archives – Source: Robert Genat, *The American Car Dealership* (St. Paul, MN: Motorbooks International, 2004), p. 149.

United States Department of the Interior  
National Park Service

# National Register of Historic Places Continuation Sheet

Section number Figures Page 24

Berry Motor Car Service Building  
St. Louis (Independent City), MO

## Do you know how easy it is to own a Packard in St. Louis?

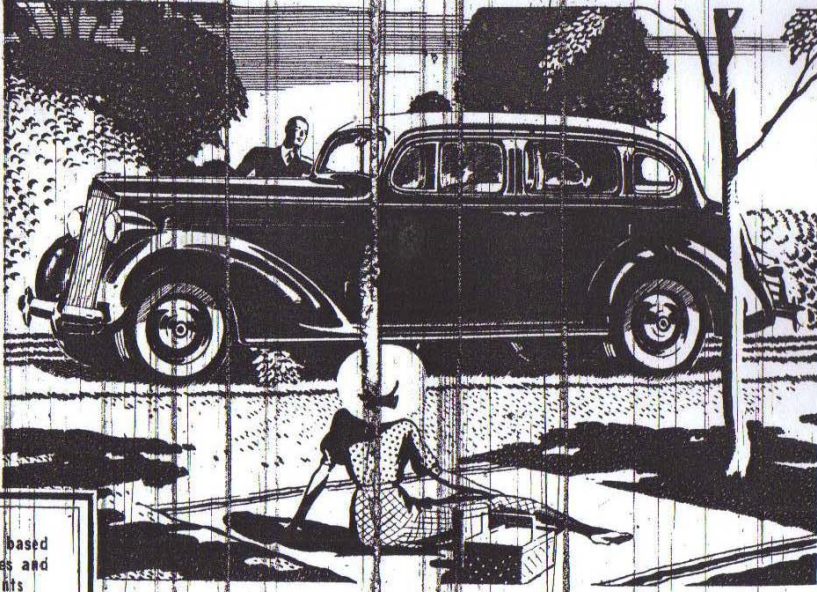
**It costs only a dollar or two more a week to buy a PACKARD SIX than any car in the "LOW-PRICED FIVE"**

IS IT any wonder, then, that more than half of all the purchasers of the sensational Packard Six are coming up from the "low-priced five" field?

Especially when you remember that the Packard Six doesn't cost a penny more than those cheaper cars to operate and maintain. In fuel economy, it challenges the best of them. It averages less, we believe, for service costs. And it is the only car in the lower-priced field with enduring identity.

Come in—let us appraise your present car. If it is of average value, it will cover the down payment on a Packard Six—and the balance will be as little as \$32 a month!

ASK THE MAN WHO OWNS ONE



Here are the figures for St. Louis, based on required down payment percentages and uniform number of monthly payments

CAR A	— \$1.39	more a week	buys a Packard Six
CAR B	— \$2.07	more a week	buys a Packard Six
CAR C	— \$2.00	more a week	buys a Packard Six
CAR D	— \$2.28	more a week	buys a Packard Six
CAR E	— .78	more a week	buys a Packard Six

BERRY MOTOR CAR COMPANY  
Twelfth and Twenty-second Streets, Central 2500

ALBERT H. BURNETT, INC.  
1141 N. Highwayside, DE. 4300

MERRY MOTOR CO.  
8-02 Zougar Bldg., 371, 4-1201

JOHN J. DOLAN  
186 Marquette St., 3-1111

JIM RYAN MOTOR CO.  
20 N. Olive St., MU. 5554

W. WHITE MOTOR CO.  
2116 Locust St., RE. 8714

KASEY MOTOR SALES  
6626 Gravois Ave., RE. 5700

ST. MHOFFER & SNOW  
7705 Juney Ave., RE. 2810

Figure 8. Advertisement for Packard in St. Louis (*St. Louis Globe-Democrat*, 20 June 1937), 4B.

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section number Figures Page 25

**Berry Motor Car Service Building  
St. Louis (Independent City), MO**



Figure 9. Article about Berry Motor Car Company (*St. Louis Globe-Democrat*, 18 July 1937), 8B.

United States Department of the Interior  
National Park Service

# National Register of Historic Places Continuation Sheet

Section number Figures Page 26

**Berry Motor Car Service Building  
St. Louis (Independent City), MO**

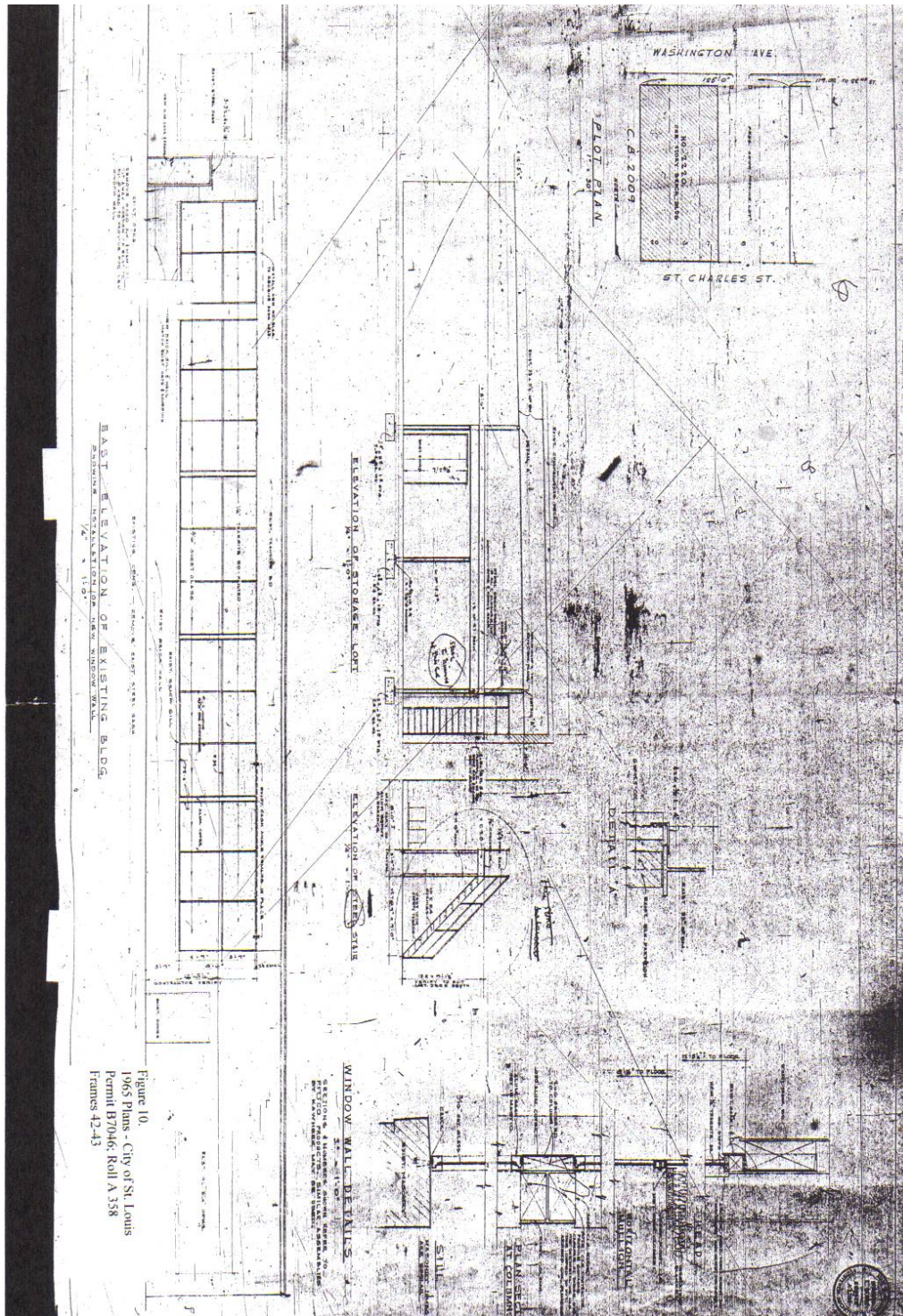


Figure 10  
1965 Plans - City of St. Louis  
Permit B7046; Roll A 358  
Frames 42-43

Figure 10. Building Plans, 1965 – Page 1 of 2.

United States Department of the Interior  
National Park Service

# National Register of Historic Places Continuation Sheet

Section number Figures Page 27

**Berry Motor Car Service Building  
St. Louis (Independent City), MO**

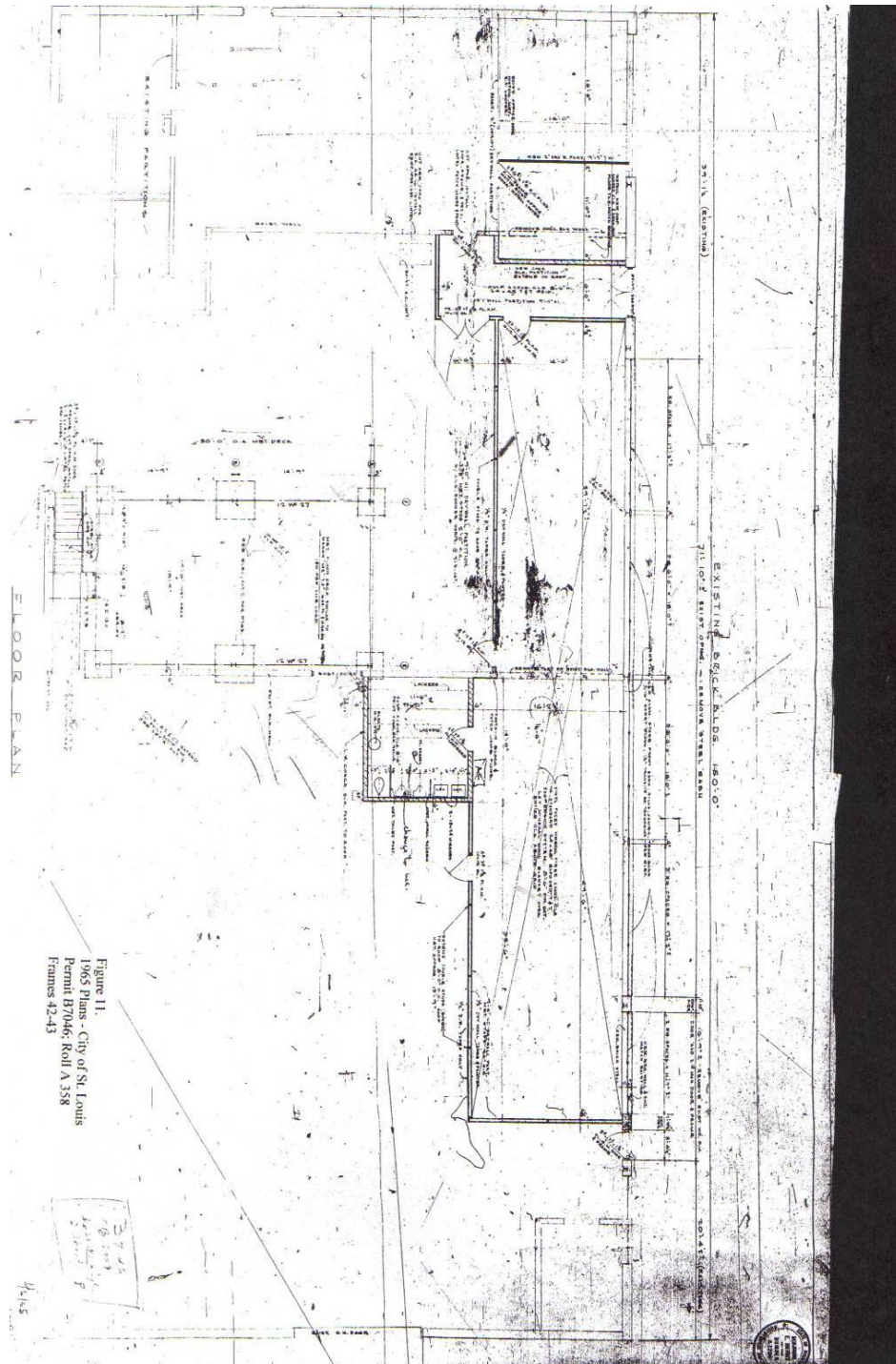


Figure 11.  
1965 Plans - City of St. Louis  
Permit H71046; Roll A 338  
Frames 42-43

Figure 11. Building Plans, 1965 – Page 2 of 2.

82  
81  
720 000 FEET  
(IL WEST)  
80  
79  
38°37'30"  
90°15' 40' 41' 12'30" 44'



Berry Motor Car Service  
Building  
2220 Washington Ave.  
St. Louis, MO  
UTM:  
15: Zone  
E: 742742  
N: 4279938

**Produced by the United States Geological Survey**

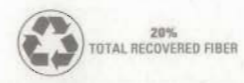
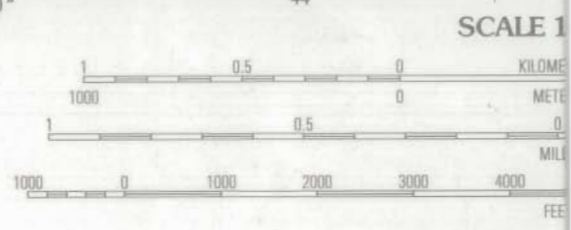
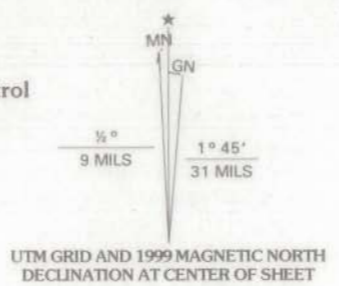
Topography compiled 1952. Planimetry derived from imagery taken 1993 and other sources. Photoinspected using imagery dated 1998; no major culture or drainage changes observed. PLSS and survey control current as of 1954. Boundaries, other than corporate, verified 1999

North American Datum of 1983 (NAD 83). Projection and 1000-meter grid: Universal Transverse Mercator, zone 15  
10 000-foot ticks: Illinois (west zone) and Missouri (east zone) Coordinate Systems of 1983

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

Contours that conflict with revised planimetry are dashed

There may be private inholdings within the boundaries of the National or State reservations shown on this map



CONTOUR INT  
SUPPLEMENTARY CONT  
NATIONAL GEODETIC VE  
TO CONVERT FROM FEET TO M  
THIS MAP COMPLIES WITH NATION  
FOR SALE BY U.S. GEOLOGICAL SURVEY, P.  
AND ILLINOIS GEOLOGICAL SURV  
AND DIVISION OF GEOLO  
MISSOURI DEPARTMENT OF NATURAL I  
A FOLDER DESCRIBING TOPOGRAPHIC MAPS





**FOR SALE**  
**OFFICE**  
**WAREHOUSE**  
**READY FOR**  
**RENOVATION**  
**JASSEN JOHNSON**  
**314-614-6181**  
**PRICE** **CALL**  
**REDUCED** **TO SEE**  
**INSIDE**  
  
**314-771-5335**  
**WWW.DNREALTY.COM**

  
 2220 Washington Avenue  
 2220  
 2008  
 Duff & Suder  
 Broker Realty

2220 Washington Avenue

2220 Washington Avenue

2220 Washington Avenue

2220 Washington Avenue





ARTMENTS

FOR SALE  
OFFICE  
WAREHOUSE  
RENTAL  
JASON HARRISON  
314-614-6181  
WWW.HARRISONRE.COM





APARTMENTS

E150







PERSONNEL SERVICES  
WASHINGTON AVENUE  
1-867-8870



SSSO W  
314

A & B  
Sewing  
Company  
Side Door →  
314-231-1093



Small sign on the right window.











LONSEW

COLOR  
N.W. 40 KGS  
G.W. 45 KGS  
MEAS 68x41x40.5CM

Model 7360R  
Serial No.  
CONTENT  
HANDLE  
LONSEW

Elka  
Best Quality

SEWING MACHINE

FRAGILE  
HANDLE WITH CARE  
Fadibek

FRAGILE

UP  
FRAGILE

FRAGILE

