

EX-117, 81-04

United States Department of the Interior
National Park Service

National Register of Historic Places
Inventory—Nomination Form

For NPS use only
received
date entered

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

1. Name

historic

and/or common Blackwell-Wielandy Building

2. Location

street & number 1601-09 Locust Street

not for publication

city, town St. Louis

vicinity of

~~Congressional District~~

state Missouri

code 29

county City of St. Louis

code 510

3. Classification

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

4. Owner of Property

name Mississippi Lofts, Inc.

street & number 1601 Locust Street

city, town St. Louis

vicinity of

state MO 63103

5. Location of Legal Description

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

street & number Market Street at Tucker Boulevard

city, town St. Louis

state MO 63103

6. Representation in Existing Surveys

title 1. Architectural Survey of the Central Business District, St. Louis
has this property been determined eligible? yes no

date October 1975; revised April 1977; February 1982
federal state county local

depository for survey records Landmarks Association of St. Louis, Inc.
721 Olive Street, Room 1113

city, town St. Louis

state MO 63101

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

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

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Continuation sheet Blackwell-Wielandy Building Item number 6

Page 1

2. Missouri State Historical Survey State
April 1983
Historic Preservation Program
Missouri Department of Natural Resources
P. O. Box 176
Jefferson City, MO 65102

Item #9, Major Bibliographical References

- Clanton, Helen. "The Man Behind Blue Jay Tablets." St. Louis Post-Dispatch, 16 February 1945.
- Hyde, William, and Conard, Howard L., eds. Encyclopedia of the History of St. Louis. 4 vols. St. Louis: The Southern History Co., 1899.
- Leonard, John W. The Book of St. Louisans. St. Louis: The St. Louis Republic, 1906.
- Merchants' Exchange of St. Louis. Annual Statement of the Trade and Commerce of St. Louis for the Year 1902.
- St. Louis Post-Dispatch, 15 October 1905; 31 October 1905; 5 November 1905; 4 March 1953.
- St. Louis Republic, 4 November 1906.
- Stevens, Walter Barlow. Centennial History of Missouri. 5 vols. St. Louis: S. J. Clarke Publishing Co., 1921.
- Tracy, Walter P. Men Who Made St. Louis the City of Opportunity. [St. Louis]: By the Author, [1927].
- Wielandy, Paul J. The Romance of an Industry. St. Louis: Blackwell-Wielandy Company, 1933.

7. Description

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

Describe the present and original (if known) physical appearance

The Blackwell-Wielandy Building is a seven-story brick commercial warehouse located on the northwest corner of 16th and Locust Streets just west of St. Louis' Central Business District. Designed by St. Louis architect Albert B. Groves, the building has been the home of two of the city's leading book and stationery firms since its completion in 1907.

Measuring 90 feet by 155 feet the building extends five large bays on Locust and St. Charles and sixteen bays on 16th Street. A two-story base is established by speckled grey brick piers which carry the red brick superstructure. (Photo #1) Greyish-white terra cotta ornament is employed for the belt course and cornice on all three elevations and is used to richly embellish the pier capitals, storefront lintels and central entrance of the Locust Street elevation. (Photos #1, 2 & 3) The decorative grillwork in the Locust Street doorway and the balustrade above it are fashioned out of metal. Large Chicago-style windows articulate the principal (south) elevation and are used to mark the first and last bays of the east elevation; all three components of these windows have movable wooden sash as do the smaller windows above the first story on the east elevation.

The first story of the rear (north) elevation is divided into four loading docks and an entrance located at the west end of the building; the eastern loading dock and windows above are bricked-in with what appears to be the original construction brick. Exploiting the interruption of 16th Street at St. Charles Street, the western two bays of the rear elevation are formally articulated with an imposing two-story red terra cotta entrance detailed with Renaissance motifs; the pairs of windows above are also trimmed with red terra cotta lintels. (Photo #4)

The interior of the building employs straightforward mill construction with no other architecturally significant features. The only noteworthy alteration has been the removal of part of the cornice on the front (south) elevation.

8. Significance

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

Specific dates 1907 **Builder/Architect** Albert B. Groves, architect

Statement of Significance (in one paragraph)

The Blackwell-Wielandy Building qualifies for listing in the National Register of Historic Places under Criteria A and C and is significant in the following areas: ARCHITECTURE: Designed in 1907 by St. Louis architect Albert B. Groves, the seven-story brick building is an interesting example of a transitional St. Louis warehouse which combines functional form in the austere geometric refinement of Chicago-style windows with rich historical ornament incorporated into both the front and rear elevations. The building survives virtually unaltered with the exception of the partial loss of the cornice on the front elevation. INDUSTRY: The building was first occupied by the John L. Boland Book and Stationery Company, a prominent nineteenth century St. Louis business house whose pioneering sales efforts captured trade in the Southwestern states and Indian territories. After the Blackwell-Wielandy Book & Stationery Company acquired Boland's firm in 1910, the building became the headquarters for seven decades of allegedly the "largest house of its kind in the country."¹

Effects of St. Louis' rise in national rank to the fourth largest manufacturing city in the country were evident in the rapid westwardly expansion of the Central Business District at the turn of the century. A milestone of progress was marked in 1899 with the construction of a large warehouse building at 13th and Washington which forged across the barrier of 12th Street, long the outer limits for business property. Six years later a local syndicate's record-breaking purchase of over 1,200 front feet on Washington Avenue between 13th and 18th Street signaled a new era of growth for St. Louis' wholesale district.² At this time speculation was also widely circulating that Locust Street, another major east/west thoroughfare, would be the "scene of the next big land deal" between 14th and 18th Streets. Locust Street, it was claimed, was destined to become a rival of Olive Street as a retail center and of Washington Avenue as the hub of the city's wholesale trade. Announcement of plans to clear the site of the city's Exposition Hall which had blocked Locust Street between 13th and 14th Streets since its construction in 1884 further enhanced the street's potential for westward development.³ In November 1906, the accelerating real estate activity on Locust Street was boosted by a report that a new wholesale building was planned for the northwest corner of Locust and 16th Streets.⁴ Constructed for the John L. Boland Book & Stationery Company, the building was promoted and financed by 17th Street Realty Co., a newly incorporated firm whose name aptly dramatized its goals of expansion.

Designed by Albert B. Groves (1866-1925), 1601-09 Locust Street was in keeping with the monumental spirit already established for commercial warehouses along the corridors of the wholesale district. Employing functionalist principles in the horizontally proportioned Chicago-style windows on the principal (south) elevation, Groves relied on a classical tradition to impart formal interest and artistic effects

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Continuation sheet Blackwell-Wielandy Building Item number 8

Page 1

to the whole. The rich baroque treatment of the Locust Street entrance (Photo #3) and the unusual attention lavished on the formal articulation of the rear (St. Charles Street) entrance (Photo #4) are distinguishing features of the building which set it apart from similar building types in the wholesale district. Also noteworthy is the use of stylized geometric ornament projecting above the cornice line on the Locust Street facade. (Photo #2)

Working principally in a "modern" Renaissance commercial style, Groves became the foremost designer of other warehouse buildings which filled the western leg of Locust Street and Washington Avenue by the 1920s. Long associated with Brown Shoe Company, Groves achieved recognition for his 1906 Renaissance design for Brown's general offices on Washington Avenue and 17th Street (razed) and for his expertise in factory design published in the American Architect in 1918 and given form in eleven shoe factories. Known locally for the versatility of his portfolio, the Cornell-trained architect received prestigious commissions for eighteen churches and numerous large houses in St. Louis private places in addition to his commercial work. Groves' important designs outside Missouri include the First National Bank Building and the Taliaferro house in Tampa, Florida, and buildings in Denver, New York and Oklahoma.

Completed in 1907, the building was probably built to specifications for the John L. Boland Book & Stationery Company, the first lessee. Located in the 600 block of Washington Avenue since the 1880s, the Boland firm's move to 1601-09 Locust Street followed the turn-of-the-century trend of westward migration to new modern business and manufacturing buildings beyond 12th Street. Virginia-born Boland (1840-1905), son of a prosperous Confederate plantation owner, had come to St. Louis in 1866 after the devastation of family holdings during the Civil War. Within four years he was made a partner in a wholesale book and stationery firm, Cantwell, Shorb & Company, which by 1875, had evolved to Shorb & Boland and was owned entirely by Boland in 1884. Under Boland's management, the relatively small local business of Shorb & Boland was expanded into the Western states and Indian territories formerly supplied by Eastern firms. By the end of the nineteenth century, the St. Louis stationer numbered among the largest houses in the country.⁵

In 1910, the Boland company was acquired by the Blackwell-Wielandy Book & Stationery Company which moved into the 16th and Locust building from their headquarters at 714-20 Washington Avenue. One of the founders of Blackwell-Wielandy, St. Louisan Paul J. Wielandy, formerly had been employed for twenty years as a salesman for Boland. During his pioneering years as Boland's representative in the Southwest, Wielandy met Missouri-born Arthur M. Blackwell who by then, was a successful merchant and bank director in New Mexico. In 1901, the two men returned to St. Louis where they established the firm bearing their names.⁶ Among the innovative new products first manufactured by Blackwell-Wielandy around 1912 were an adjustable ring device for loose leaf notebooks and the Blue Jay writing tablet -- both popular items with the school trade. The Blue Jay brand was later extended to other supplies such as ink, crayons, paste and composition and notebooks.⁷

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

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

For NPS use only
received
date entered

Continuation sheet Blackwell-Wielandy Building Item number 8

Page 2

By 1921 Blackwell-Wielandy employed four hundred persons and annual sales had reached over four million dollars. The company's increased size had required the construction in 1919 of a seven-story warehouse on the adjacent lot to the west of the original 1907 building. Their showrooms featuring books, stationery and holiday goods for children were established in fourteen cities across the country.⁸ The company had taken an active role in founding the Wholesale Stationer's Association in New York in 1916 when Eugene Pettus of Blackwell-Wielandy was elected the first President of the group.⁹ In 1927, it was reported that Blackwell-Wielandy was the largest house of its kind in the country; in addition to manufacturing various lines of office and school supplies, the firm also was involved in commercial printing and book binding.¹⁰

Beginning in the 1930s the dispersal of light manufacturing to outlying areas in Missouri and Illinois gradually undermined the position Locust Street and Washington Avenue once held as a thriving wholesale center of the city. Although the 1950s and 1960s witnessed the collapse of an increasing number of firms, Blackwell-Wielandy continued operations in their 16th and Locust building until 1982. Recently, hopes of reversing the depressed wholesale district have been raised by the appearance of new investors who are working on adaptive reuse plans for several buildings in the area. The new owners of the Blackwell-Wielandy Building are presently discussing plans to renovate the building as residential and office units on the upper floors and retail space on the first floor.

FOOTNOTES

¹Walter P. Tracy, Men Who Made St. Louis the City of Opportunity ([St. Louis]: By the Author, [1927]), p. 225.

²St. Louis Post-Dispatch, 31 October 1905.

³St. Louis Post-Dispatch, 15 October 1905; 5 November 1905.

⁴St. Louis Republic, 4 November 1906.

⁵William Hyde and Howard L. Conard, eds., Encyclopedia of the History of St. Louis, 4 vols. (St. Louis: The Southern History Co., 1899), 1: 192-93.

⁶St. Louis Post-Dispatch, 4 March 1953; John W. Leonard, The Book of St. Louisans (St. Louis: The St. Louis Republic, 1906), pp. 57-58; Tracy, p. 225.

⁷Helen Clanton, "The Man Behind Blue Jay Tablets," St. Louis Post-Dispatch, 16 February 1945; Paul J. Wielandy, The Romance of an Industry (St. Louis: Blackwell-Wielandy Company, 1933), p. 57.

**United States Department of the Interior
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**National Register of Historic Places
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Continuation sheet Blackwell-Wielandy Building Item number 8

Page 3

⁸Walter Barlow Stevens, Centennial History of Missouri, 5 vols. (St. Louis: S. J. Clarke Publishing Co., 1921), 3: 554.

⁹Wielandy, p. 286.

¹⁰Tracy, p. 225.

Item number 11

Page 1

James M. Denny, Section Chief, Survey and Registration
Division of Parks and Historic Preservation
Historic Preservation Program
P.O. Box 176
Jefferson City

April 14, 1983
314/751-4096

Missouri 65102

9. Major Bibliographical References

See attached.

10. Geographical Data

Acreeage of nominated property less than one acre

Quadrangle name Granite City, IL/MO

Quadrangle scale 1:24,000

UTM References

A

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

B

Zone			Easting				Northing							

C

Zone			Easting				Northing							

D

Zone			Easting				Northing							

E

Zone			Easting				Northing							

F

Zone			Easting				Northing							

G

Zone			Easting				Northing							

H

Zone			Easting				Northing							

Verbal boundary description and justification

The Blackwell-Wielandy Building is located in City Block 828 and fronts approximately 100 feet along the north side of Locust Street, 150 feet along the west side of North 16th, 100 feet along the south side of St. Charles Street and 150 feet along the western property line of 1601-06 Locust Street.

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

state code county code

state code county code

11. Form Prepared By © Landmarks Association of St. Louis, Inc., 1983.

name/title Mary M. Stiritz, Research Associate

organization Landmarks Association of St. Louis, Inc. date 4 April 1983

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

city or town St. Louis, state MO 63101

12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:

national state local

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

State Historic Preservation Officer signature

Shel A. Jones

6/6/83

Director, Department of Natural Resources and
title State Historic Preservation Officer

date

For NPS use only

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

date

Keeper of the National Register

Attest:

date

Chief of Registration



BLACKWELL-WIELANDY BUILDING
 1601-09 Locust Street
 St. Louis, Missouri

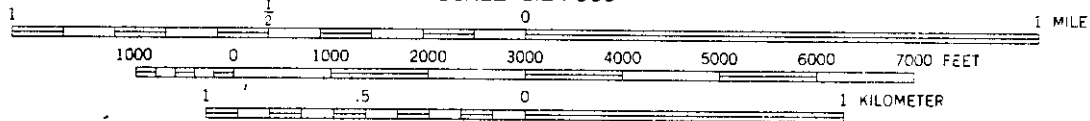
UTM Reference Points

15/743465/4279440

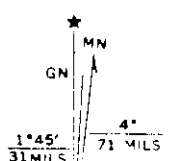
Granite City, IL/MO Quadrangle
 Scale, 1:24,000

742 12°30' 1.1 MI. TO 174 744 (CAHOKIA) 0.3 MI. TO 155 746 1.6 MI. TO JUNG. 1.55

SCALE 1:24 000



CONTOUR INTERVAL 10 FEET
 DOTTED LINES REPRESENT 5-FOOT CONTOURS
 NATIONAL GEODETIC VERTICAL DATUM OF 1929



UTM GRID AND 1974 MAGNETIC NORTH DECLINATION AT CENTER OF SHEET

THIS MAP COMPLIES WITH NATIONAL MAP ACCURACY STANDARDS
 FOR SALE BY U. S. GEOLOGICAL SURVEY, DENVER, COLORADO 80225, OR RESTON, VIRGINIA 22092
 STATE GEOLOGICAL SURVEY, URBANA, ILLINOIS 61801
 AND BY THE DIVISION OF RESEARCH AND TECHNICAL INFORMATION
 MISSOURI DEPARTMENT OF NATURAL RESOURCES, ROLLA, MISSOURI 65401
 A FOLDER DESCRIBING TOPOGRAPHIC MAPS AND SYMBOLS IS AVAILABLE ON REQUEST

Photo Log:

Name of Property: **Blackwell-Wielandy Building**

City or Vicinity: **St. Louis [Independent City]**

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

Photographer: **Danny Neilson (unless otherwise noted)**

Date

Photographed: **Mar. 1983 (unless otherwise noted)**

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

1 of 4. S (principal) and E elevation, facing NW.

2 of 4. S (principal) elevation, facing E.

3 of 4. Entrance on S elevation, facing N.

4 of 4. N (rear) elevation, facing S.



BLACKWELL WIELAND CO

Macwell Winery
SCHOOL & OFFICE

RENTAL

ELC



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ENTRANCE
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SHALLROSS
HEATING &
PLUMBING
CO.
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W. 12th St. W. 12th St.