

**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 Central States Life Insurance Company Building

other name/site number Mississippi Valley Life Ins. Co., Mutual Savings Life Ins. Co., CV Mosby Publishing Co., Community Music School, The Kastle

2. Location

street & town 3207 Washington Boulevard n/a not for publication

city or town St. Louis n/a vicinity

state Missouri code MO county St. Louis[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

JUNE 05, 2012

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:) _____

Central States Life Insurance Company Building
Name of Property

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

5. Classification

Ownership of Property

(check as many boxes as apply)

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

Category of Property

(check only one box)

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

Number of Resources within Property

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

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

Name of related multiple property listing

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

n/a

Number of contributing resources previously listed in the National Register

0

6. Function or Use

Historic Function Current Function

(Enter categories from instructions)

(Enter categories from instructions)

COMMERCE/ office building

Vacant

7. Description

Architectural Classification Materials

(Enter categories from instructions)

(Enter categories from instructions)

Late 19th and Early 20th Century Revivals:

Mission/Spanish Colonial Revival

foundation concrete

walls stucco

brick

roof wood, terra cotta

other limestone

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

Central States Life Insurance Company Building
Name of Property

St. Louis (Ind. 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.

architects.

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

Areas of Significance

(enter categories from instructions)

ARCHITECTURE

Period of Significance

1921-1948

Significant Dates

1921

1948

Significant Persons

(Complete if Criterion B is marked above)
n/a

Cultural Affiliation

n/a

Architect/Builder

Barnett, T. P., Company (Barnett, Tom P.); Dunn, Frederick,

Dickie Construction Company, builder; Taxis, Frederick C., eng.

Narrative Statement of Significance: (Explain the significance of the property on one or more continuation sheets.)

See continuation sheet(s) for Section No. 8

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 # _____

Primary location of additional data:

- State Historic Preservation Office
- Other State agency
- Federal agency
- Local government
- University
- Other Name of repository:
Preservation Research Office

See continuation sheet(s) for Section No. 9

Central States Life Insurance Company Building
Name of Property

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

10. Geographical Data

Acreage of Property less than one acre

UTM References

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

1 1/5 7/4/1/5/2/0 4/2/8/0/2/2/0
Zone Easting Northing

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

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

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

Verbal Boundary Description

(Describe the boundaries of the property.)

Property Tax No.

Boundary Justification

(Explain why the boundaries were selected.)

See continuation sheet(s) for Section No. 10

11. Form Prepared By

name/title Lindsey Derrington and Michael R. Allen/Architectural Historians

organization Preservation Research Office date February 3, 2012

street & number 4529 Athlone Avenue telephone (314) 920-5680

city or town St. Louis state MO zip code 63115

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 Kelley Acree LLC, c/o Bennett S. Keller

street & number 7701 Forsyth Boulevard, Ste. 400 telephone _____

city or town Clayton state MO zip code 63105

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.

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Central States Life Insurance Company Building
St. Louis (Independent City), Missouri

Summary

The Central States Life Insurance Company Building is a two-story, mostly flat-roofed reinforced concrete building located at 3207 Washington Boulevard in St. Louis, Missouri. The building was completed in 1921. The building has a raised basement, visible on the east and west sides, with a raised lawn with concrete retaining wall at the front. The walls are clad in stucco over concrete, and there is a central gabled roof clad in red clay barrel tile. The front elevation is symmetrical, and the side and rear elevations have fenestration arranged in bays. A tower rises on the rear elevation. There is a flat-roofed one-story wing built in 1948 set far back from Washington Boulevard on the north end. A parking area paved in asphalt is located between that wing and the sidewalk.

Setting

The area around the Central States Life Insurance Company Building is Midtown, and it is largely commercial in use. Streets and alleys are arranged on a grid with the long sides of blocks running east-west. The immediate surroundings of the building include one and two-story commercial and industrial buildings along Washington Boulevard for blocks in each direction. Most of these buildings sit on the sidewalk line, and some share party walls to create building rows. Across Washington Boulevard at the corner with Compton Avenue is the massive limestone Washington Tabernacle Baptist Church (1877). Adjacent to the Central States Life Insurance Company Building on the east is a two-story red brick house dating to the late 19th century and on the west is the one-story Modern Movement Royal Tire Service Company building (1929, T.P. Barnett Company; NR 6/22/2007). To the north across the alley is a vacant lot.

Exterior

The main elevation of the building is symmetrical and faces south. In front of the main elevation is a raised lawn with concrete retaining wall. The wall has tall plinths with rounded caps at each end; on the west, the wall curves back toward the building and carries a wrought iron fence section. At center, a pair of curved Bedford stone steps rise toward the building entrance, and a section of wrought iron fencing (with patterned sections at intervals) runs on the wall between them. Rounded caps are set at each side of the cuts for the steps.

The front elevation has a projecting, battered center section that rises to the gabled roof section. Tall parapets rise at each side of a gabled overhang with wooden fascia, eaves and brackets. A patterned metal pinnacle rises at the peak, and the roof is clad in clay tile. Two small openings, now boarded, are under the gable end centered over a massive quatrefoil window opening. The window opening is surrounded by Bedford stone, and features double folds at the corners. Inside of the opening is multi-light leaded glass with a polychromatic stained glass window depicting a Spanish conquistador at center. Underneath this window is

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Central States Life Insurance Company Building
St. Louis (Independent City), Missouri

the main entrance, which is segmental arched and contains double ledge and brace doors with applied pattern work. The entrance surround is also Bedford stone, and returns into the wall with quoining. The surround rises to support a massive decorative assembly consisting of a large central cartouche set between columns and lions bearing shields. Festoons adorn this upper area. A projecting cornice forms a stylized element that projects downward at center. Additional festoons are found around this element, with shields at each side. A foliated pattern runs around the door opening in the recess. Two small recessed window openings are high in the wall to each side of the entrance; they bear wooden one-over-one windows. To each side of the center section is an outer bay with recessed window openings at each floor. The lower openings have round arches, and the upper openings have segmental arches. On each level, the openings contain wooden double-hung six-over-six sash flanked by vertical two-over-two windows; the first floor windows have central six-light sash flanked by two-light sash in the transom. A belt course runs at the level of the transom division at the first floor and wraps the side elevations.

The east elevation is divided into two sections with the northern section stepped out from the southern wall plane. The southern section is divided into four bays, with window openings in all of the first floor and the three southernmost of the second floor openings containing windows identical to those found on the main elevation. The northernmost bay on the second floor is a door opening with steel door and steel stairs to the ground level. The wall height rises in this bay, and the parapet is capped with clay tile that forms rounded divisions. Basement level window openings in each bay are covered with metal grilles and contain wooden six-over-six double hung windows with sidelights. The northern section of this elevation is configured with three bays on the east side and one bay on the south return. The second floor openings have round arches, the first floor openings have segmental arches and the basement openings have jack arches. The first floor opening in the center bay on the east is a doorway with wooden door and multi-light transom. The bays to each side have paired window openings. On the return and northern section, the openings at the first floor have six-over-six wooden windows with transoms and the second floor openings have windows consisting of a three-light upper sash with fanlight over a nine-light lower sash. There are two openings above the second floor containing wooden louvers. The west elevation is a mirror of the east elevation, except that it only has one non-original door opening (steel door with transom above) and a filled opening in the northernmost bay and has three openings containing louvers over the window openings on the north section.

The rear (north) elevation has a flat-roofed first floor sitting on the alley line with the main building body recessed to the south. The first floor, clad in stucco over brick except for brick infill, is divided into nine bays with multi-light steel windows (one with an inset steel door) in five openings, a round-arch fanlight in the easternmost opening and a garage door in the westernmost opening. Above the first floor, set one bay from the east, is a tower with four-part symmetry. The tower has a square base that rises to chamfered corners under a steel dome with steel stack rising at center. Under the dome are stylized round-arched openings on each face. The rear elevation otherwise is divided into eight identical bays, with jack-arched openings

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Central States Life Insurance Company Building
St. Louis (Independent City), Missouri

under round-arched openings containing windows like those on the side elevations. The jack-arched openings contain wooden double-hung three-over-three windows, except for the two easternmost openings that are occluded by air conditioning vents. Each bay has a louvered vent in an opening at top, except for the two easternmost bays that share a vent centered over both.

At the west end of the building is a one-story stucco-clad wing. At the east is a projecting section with a hipped roof clad in red clay barrel tile, set behind concrete steps and walls that also lead to the door on the western elevation of the main building. There are two bays with segmental arches facing the street, with the left (west) of these containing metal-framed glass doors and sidelights and the other infilled. To the west of this section, the front elevation has a sloped parapet cap of the same roofing tile above four bays. These bays have round-arched openings, with the window openings having rowlock sills and paired one-over-one wooden windows under infilled transoms. The second opening from left (west) is an entrance with a wooden door flanked by sidelights under a two-light transom window. Concrete steps lead to the entrance, and a bracketed shed-roofed hood clad in roofing tile shelters the entrance.

A segmental wall runs between the wing and the street on the western side of the front parking area. This deep wall consists of sections between tall, projecting piers. Both the piers and the wall sections have sloped sheds clad in red barrel roofing tile. The rear elevation of the wing has a rubble stone foundation and a painted brick wall. There are five bays each containing paired double-hung wooden windows; three of these openings are boarded over.

Interior

The main entrance of the building leads into a vestibule that opens into a two-story open atrium. The first floor retains some historic terrazzo flooring at the door opening to the vestibule, but most of the flooring is composite tile. The atrium is bounded by arcades with three divisions on each side. Round columns with foliated Corinthian capitals support the arches. Foliated brackets above each column support the divisions of an upper arcade. On the east and west sides, there are cross-vaulted aisles with brackets on the outer walls between windows supporting the vaulting. Beyond window surrounds, little historic millwork remains on the first floor. To each side of the entrance are curved sets of stairs with rose marble treads, risers and wall bases as well as wrought iron balustrades with patterned balusters set at intervals. On each side of these stairs on the first floor are restrooms.

The stairs rise to a landing under the quatrefoil window, set in a round vault, on the main elevation. The area over the landing is open. A single stair extends from the landing to the second floor, and the balustrading runs from this stair to enclose the area over the landing. Two columns like those on the first floor rise at each side of the stair. At the top of the stair, a walk runs on all four sides of the atrium with the same balustrade as on the stairs (with a tall, L-shaped wooden rail) girding the opening. The flooring on the walk is quarry tile, with quarry tile forming the wall bases on the outside walls. Above the opening is the vaulted ceiling, with six

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Central States Life Insurance Company Building
St. Louis (Independent City), Missouri

twelve-light skylights puncturing it. Four painted wooden trusses support the roof here. Foliated plaster brackets are found at the base of the trusses on the east and west walls. A chandelier hangs at center, suspended down toward the first floor. On the outer walls on the east and west are round-arched door openings to office rooms. The north wall is articulated as the south, with a large opening and two columns inset. On each side of the openings on both the north and south walls are decorative plaster shields.

The offices have wooden doors under filled transoms as well as historic baseboards and window surrounds. The composite tile flooring is not historic. In the north section of the building are executive offices. In the northeast corner, a large office contains a large marble mantle with rounded outer columns under gargoyles that support a figural frieze. The mantle shelters a brick-lined fireplace and is located under a tapered wall section. Adjacent to this office is a wood-paneled office with a two-tone marble floor (diagonal white marble center with straight red marble surround). A marble mantle with a female face at the center of floral garlands is located on the west wall here. The tops of the walls here feature heavy wooden picture rail and moldings. On the west side of this north section also is located a library room whose walls are lined with a modular wooden shelving system (with a mobile ladder on an attached track) manufactured by Millbradt Mfg. Co. of St. Louis.

Other interior spaces are unremarkable. The basement floor has been remodeled extensively over the years but retains evidence of historic use as office space. The interior of the wing is divided into rooms but has little historic character. The ceilings are dropped with acoustical tile, the floors are ceramic or carpeted, and there are only some intact millwork surrounds and baseboards around the entrance.

Integrity

The Central States Life Insurance Company Building retains integrity of location, setting, materials, workmanship, design, feeling and association. Since the period of significance ended in 1948, there have been no significant exterior alterations save the removal of two light standards at the entrance shown in earlier photographs. The primary alterations have been on the basement level of the interior and the offices in the west wing. Flooring on the first floor is no longer historic, and some partitions are not original. However, none of the interior alterations affects the spatial volume or architectural character of the definitive atrium, or the unique features and character of the offices.

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Central States Life Insurance Company Building
St. Louis (Independent City), Missouri

Summary

The Central States Life Insurance Company Building at 3207 Washington Boulevard in the Midtown neighborhood of St. Louis, Missouri is locally significant under Criterion C for Architecture. Completed in 1921 with sympathetic additions constructed in 1948, it is an excellent and rare example of the Mission Revival style in St. Louis, one emblematic of its owners' ambitions for expansion into the insurance markets of the American Southwest. Designed by preeminent St. Louis architect Tom P. Barnett, the building exemplifies his belief in architectural innovation in form and style. The period of significance is from 1921 to 1948, spanning the dates of original construction and that of later additions.

Central States Life Insurance Company, 1909-1920

The Central States Life Insurance Company was incorporated in St. Louis on June 5, 1909, at a time when the local insurance market was dominated by large "foreign" firms from the east coast, including New York's Metropolitan Life Insurance Company, Boston's John Hancock Mutual, and Connecticut Mutual of Hartford to name but a few.¹ Recent federal regulations, however, coupled with intense cries for the establishment of St. Louis-based firms, had made the ground fertile for home-grown companies.² Central States was part of a wave of new insurance interests to open in the subsequent years, spearheaded by Howard C. Boone who positioned the fledgling firm to become one of the most prominent in the city.

Born in Fayette, Missouri in 1857, Boone had served as auditor, bank examiner, and chairman of the Board of Equalization of the Arizona Territory during the 1880s. From 1895 to 1906 he worked as a general agent of the New York Life Insurance Company in Kansas City, and for the next two years headed the Capitol Life Insurance Company in Denver. To capitalize on the changing tides of the insurance industry, he then returned east to St. Louis to organize Central States.³ For his vice-president Boone brought on former four-term Congressman Willard Duncan Vandiver who had just completed a four-year stint as state insurance commissioner under Missouri governor and political ally Joseph W. Folk.⁴ Missouri Insurance Department actuary James Alexander McVoy resigned to become Central States' assistant secretary and later its general manager, and Dr. Henry Jacobson, a prominent local physician who had studied abroad and served as Chief Surgeon for the Employer's Liability Assurance Corporation

¹ Missouri Office of the Secretary of State; City Directory; Mary M. Stirtz, *National Register of Historic Places Inventory Form – Nomination Form: General American Life Insurance Co. Buildings*, 2002.

² Mary M. Stirtz, *National Register of Historic Places Inventory Form – Nomination Form: General American Life Insurance Co. Buildings*, 2002; "Made in St. Louis' Insurance," *St. Louis Post-Dispatch*, 16 August 1909.

³ John W. Leonard, ed., *The Book of St. Louisans: A Biographical Dictionary of Leading Living Men of the City of St. Louis*, p. 71-72.

⁴ John W. Leonard, ed., *The Book of St. Louisans: A Biographical Dictionary of Leading Living Men of the City of St. Louis*, p. 310-311; Vandiver is also credited with coining, or at least popularizing, Missouri's state motto, "The Show Me State," in a political debate years earlier: "I am from a state that raises corn and cotton and cockleburs and Democrats, and frothy eloquence neither convinces nor satisfies me. I am from Missouri. You have got to show me" (Biographical Dictionary of the United States).

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Central States Life Insurance Company Building
St. Louis (Independent City), Missouri

of London, became the firm's medical director.⁵ Vandiver's 1913 exit to become subtreasurer of the United States under President Wilson, and Boone's replacement by business magnate Frank P. Crunden as director of the company's board, only furthered Central States' connection to local and national elites.⁶

The company's very name evoked aspirations for expansion far beyond St. Louis alone. With markets in the east of the Mississippi River dominated by eastern firms, Central States aggressively sought to expand its territory into growing populations in West and Southwest. In 1914 it reinsured the Aegis Life Insurance Company of Denver, turning the Colorado firm into Central States' western office. The merger enabled Central States to expand its business from Missouri and Illinois to include policy holders in Colorado, Wyoming, Utah, New Mexico, Idaho, Montana, and Arizona, bringing in \$3,500,000 in new business with an annual premium income of \$120,000.⁷ By the start of 1916 the company's insurance in force had multiplied nearly tenfold in a mere four years from \$2,754,500 to \$20,441,245, and its assets totaled \$1,800,000. With 2,500 shareholders in Missouri and Illinois, the firm had expanded into Oklahoma and was laying the groundwork for a new branch in Lincoln, Nebraska to oversee business in that state, South Dakota, and Kansas.⁸ Central States' business continued to grow exponentially, with \$24,000,000 in force in 1917 and \$54,000,000 in force in 1920 to make it one of the largest "home" companies in St. Louis.⁹ Having grown considerably both in prominence and scope, the company began laying plans to move from its long-time offices in the Central National Bank Building (Union Trust Company Building, NR 6/17/82) into a building of its own.¹⁰

Midtown and the Washington Avenue Widening Project

In 1920 Central States made the unusual move to purchase a site for its new headquarters in Midtown on Washington Avenue just west of Compton Avenue. At the time virtually all of the city's sixty-four life insurance companies, both large and small, maintained their offices downtown, from the dozens of firms clustered along Olive Street to the new Missouri State Life Building at Locust and 15th Streets (1915, later the General American Life Building, NR 10/22/02). The few exceptions included a handful of north and south city branches of large eastern firms and two lone, small-scale firms located in Midtown in the Metropolitan Building (Midtown Historic District, NR 7/7/78) on Grand Avenue and in a house just west of Grand at 3719 Washington Avenue (though it was later followed by, most prominently, William B. Ittner's

⁵ John W. Leonard, ed., *The Book of St. Louisans: A Biographical Dictionary of Leading Living Men of the City of St. Louis*, p. 310-311, 608.

⁶ *St. Louis Post-Dispatch*, "W. D. Vandiver Named By Wilson as Subtreasurer," 13 June 1913; *St. Louis Post-Dispatch*, "Frank P. Crunden Heads Life Insurance Company," 21 February 1914.

⁷ *St. Louis Post-Dispatch*, "\$3,500,000 in Insurance Brought Here by Deal," 4 October 1914; *The Insurance Almanac and Who's Who in Insurance*, 1931; Arizona Corporation Community Insurance Department, *Annual Report of the Insurance Department of Arizona Corporation*, p. 12.

⁸ *St. Louis Post-Dispatch*, "Business Transacted Sets Record, and All Conditions Make for Its Continuance," 4 March 1916.

⁹ City Directory; *The National Underwriter*, 1 March 1917; Insurance Department of Missouri, *Fifty-Second Annual Report of the Superintendent of the Insurance Department*, 1921.

¹⁰ City Directory.

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Central States Life Insurance Company Building
St. Louis (Independent City), Missouri

Art Deco Continental Life Building in 1930 - Midtown Historic District, NR 7/7/78).¹¹ Unprecedented as it was, Central States' decision was precipitated by the city's recent widening of Washington Avenue in the hopes of turning it into St. Louis' premiere, modern business district.

The ordinance which mandated the widening of Washington Avenue between Jefferson and Grand avenues had first been approved by the city's Board of Aldermen in 1911.¹² By that time Midtown's transformation from an upper-middle-class residential enclave into a commercial corridor was well underway, with wealthy families moving west to the newly-developed Central West End to avoid the noise and bustle of the increasingly busy transportation hub at Grand and Lindell.¹³ Townhomes lining adjacent streets to the north and south were increasingly converted to boarding houses and businesses, while many fell to make way for commercial buildings such as banks, theatres, and automobile-related interests.¹⁴ Stretching from the fashion and wholesale district downtown to the upscale residential districts in the West End, Washington Avenue in particular was singled out amidst calls for an improved east-west thoroughfare through the city.¹⁵

At the time, Washington Avenue measured eighty feet wide between the Eads Bridge and Jefferson Avenue and sixty feet wide between Jefferson and Grand avenues before making a distinct jog at Grand avenue to continue west at a width of seventy feet. These issues, coupled with the proliferation of automobiles on city streets, made the widening of Washington between Jefferson and Grand "highly desired, in fact absolutely essential to the proper development of this street as the major highway in St. Louis" by municipal leaders.¹⁶ The 1911 ordinance called for expanding this stretch of road by ten feet on each side, and for creating a triangular cut-off to ease congestion at Washington's intersection with Grand. However, litigation between property owners and the city, as well as corruption within the committee overseeing the project, postponed construction of the new boulevard for nearly eight years.¹⁷

In the meantime, civic leaders loudly championed the project and lauded its importance to St. Louis' image as a major city. In 1916 Dwight F. Davis, acting Chairman of the City Plan Commission, named Washington Avenue's widening one of the three most important projects in the city, promising increased property values and predicting that the "highway [was] destined to

¹¹ Ibid.

¹² Harland Bartholomew, "Widening Is Expected to Make World Famous Street of Washington Avenue," *St. Louis Post-Dispatch*, 8 May 1918.

¹³ Jean Fahey Eberle, *Midtown: A Grand Place To Be!*, p. 16-17, 28.

¹⁴ Ibid.; *St. Louis Post-Dispatch*, "New Retail District Along Washington Av.," 8 May 1921.

¹⁵ Dwight F. Davis, John H. Gundlach, and E. R. Kinsey, "On What Civic Plans Should We Concentrate?," *St. Louis Post-Dispatch*, 10 December 1916; Harland Bartholomew, "Widening Is Expected to Make World Famous Street of Washington Avenue," *St. Louis Post-Dispatch*, 8 May 1918.

¹⁶ Dwight F. Davis, John H. Gundlach, and E. R. Kinsey, "On What Civic Plans Should We Concentrate?," *St. Louis Post-Dispatch*, 10 December 1916.

¹⁷ Harland Bartholomew, "Widening Is Expected to Make World Famous Street of Washington Avenue," *St. Louis Post-Dispatch*, 8 May 1918.

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Central States Life Insurance Company Building
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be the future big business street of St. Louis.”¹⁸ Two years later City Planner Harland Bartholomew penned a lengthy essay in the *St. Louis Post-Dispatch* entitled “Widening Is Expected to Make World Famous Street of Washington Avenue,” arguing that the city’s lack of a memorable grand thoroughfare was holding it back from greatness in comparison to Chicago and New York. Like Davis, he foresaw that a widened Washington Avenue would “be a distinct credit to the city and one which within the course of a few years [would] become its most important street.”¹⁹ The project would be the first to be completed in Bartholomew’s new city plan, which called for the widening of several east-west streets in order to accommodate automobile traffic. With the re-routing of the Page streetcar line to the north, Washington’s “full 80 feet of width [would] be had for exclusively vehicular and pedestrian traffic. By so doing it is believed that Washington avenue west of Jefferson will develop into a distinctly high-class business or shopping street, though this development may necessarily be the result of several years’ growth.”²⁰ All predicted a dramatic rise in property values and foresaw a skyrocketing demand for commercial sites between Jefferson and Grand.²¹

Widening finally began in April 1919 and was completed in November 1920, eight months over schedule and \$300,000 over budget.²² The new Washington Avenue, with sixty feet of wood block paving flanked by ten foot sidewalks, opened to much fanfare. A train of more than 100 cars and two trucks with bands trumpeting the “Star Spangled Banner” and “Dixie” paraded from downtown to the new cut-off at Grand, where local dignitaries including Mayor Henry Kiel and Congressman Harry B. Hawes dedicated a plaque to the new “Fifth Avenue of St. Louis.”²³ Expectations ran high for Washington’s transformation into a prominent commercial corridor as swaths of recently-cleared land fronting the avenue between Jefferson and Grand lay waiting for development.²⁴

Central States Life Insurance Company Building

In making the leap from downtown to Midtown, Central States was making a significant pledge of faith in the future of Washington Avenue. It was one of the first prominent concerns to invest in the district, purchasing four lots at 3205-07-09-11 Washington Avenue and enlisted Tom P. Barnett, one of St. Louis’ most widely-regarded architects, to design of its new \$140,000 steel-reinforced concrete and brick headquarters.²⁵ Dickie Construction Company served as

¹⁸ Dwight F. Davis, John H. Gundlach, and E. R. Kinsey, “On What Civic Plans Should We Concentrate?,” *St. Louis Post-Dispatch*, 10 December 1916.

¹⁹ Harland Bartholomew, “Widening Is Expected to Make World Famous Street of Washington Avenue,” *St. Louis Post-Dispatch*, 8 May 1918.

²⁰ Ibid.

²¹ Ibid.; “7-Story Plant on Washington for Electric Company,” *St. Louis Post-Dispatch*, 30 November 1919; Dwight F. Davis, John H. Gundlach, and E. R. Kinsey, “On What Civic Plans Should We Concentrate?,” *St. Louis Post-Dispatch*, 10 December 1916.

²² “Washington Avenue Widening is Begun,” *St. Louis Post-Dispatch*, 6 April 1919; “New 80-Foot Way on Washington is Officially Opened,” *St. Louis Post-Dispatch*, 7 November 1920.

²³ *St. Louis Post-Dispatch*, “New 80-Foot Way on Washington is Officially Opened,” 7 November 1920.

²⁴ *St. Louis Post-Dispatch*, “New Retail District Along Washington Av.,” 8 May 1921.

²⁵ Sanborn Fire Insurance Map, 1907; Building Permit; *St. Louis Daily Record*, 9 September 1920.

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Central States Life Insurance Company Building
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contractor and Frederick C. Taxis served as consulting engineer.²⁶ Construction began that fall, with the project's high profile nature drawing the attention of the local press.²⁷ The *St. Louis Post-Dispatch* published two articles on the building, including Barnett's rendering of the design (Figure 1).²⁸

The new Central States Life Insurance Company Building (hereafter referred to as the Central States Building) was in the Mission Revival style, with a two-story front-gabled entrance block fronting a two-story rectangular office block. Battered walls finished in stucco, a red terra cotta tile roof, and a slender bell tower rising from the right-hand side of the building's rear harkened back to the colonial missions of the Southwest. Framed by an ornate Spanish Baroque surround, the heavy wooden door of the main entrance opened onto an interior "patio," a two-story atrium lined with first story arcades and overlooked by a balconied wrap-around gallery above. Skylights set between the heavy trusses of the atrium's timbered roof provided ample natural light, as did the large quatrefoil window featuring an art-glass Spanish conquistador above the main entrance (Figure 2). Grand marble staircases provided an opulent means of accessing the second floor. Finishing Mission style touches included a rustic atrium chandelier, Spanish gardens to the building's east and west, and plaster plaques placed throughout the building depicting scenes of the Southwest with scrolled Spanish and Latin inscriptions (Figure 3). First story offices lined the gable block's east and west facades beneath second story exterior balconies, while the rectangular block contained more offices and the company's ever-important vaults.²⁹ Construction was completed in 1921, an event celebrated with series of etchings depicting the building inside and out.³⁰

Architect Tom P. Barnett (1870-1929)

The fastidiousness and grace with which Tom P. Barnett executed the Central States Building's design was typical of his more than forty year career. Born on February 11, 1870, Barnett was son to St. Louis' foremost mid-19th century architect, George Ingham Barnett.³¹ After his graduation from St. Louis University in 1886, the younger Barnett foiled family plans for his career in business after being fired from a job at a candy company for "drawing houses and making designs of arches in his ledgers."³² After a brief stint in his father's office, Barnett joined the firm of brother George D. Barnett and brother-in-law John I. Haynes in 1889. Barnett &

²⁶ *Ibid.*; *Engineering News Record*. 26 August 1920.

²⁷ Building Permit.

²⁸ *St. Louis Post-Dispatch*, "Central States Life Erecting New Building," 21 November 1920; *St. Louis Post-Dispatch*, "Life Insurance Company's Building on Washington Avenue," 28 November 1920.

²⁹ *Ibid.*

³⁰ C. K. Gleeson, *Etchings of the Home Office of Central States Life Insurance Company*.

³¹ John W. Leonard, ed., *The Book of St. Louisans: A Biographical Dictionary of Leading Living Men of the City of St. Louis*, p. 38.

³² "Tom Barnett's Ashes Will Be Buried in Native City, St. Louis," *Missouri Historic Society Necrology Scrapbook*, Vol. 15, p. 19.

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Central States Life Insurance Company Building
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Haynes became Barnett, Haynes & Barnett in 1894, and quickly built a reputation as one of the most important firms in St. Louis.³³

Barnett routinely served as lead designer for high-profile commissions, executing buildings in a wide range of architectural vocabularies including the Beaux-Arts, Shingle, Romanesque Revival, Colonial Revival, and French Renaissance Revival styles.³⁴ His interpretation of these styles betrayed his avid consumption of national architectural publications, in which both his buildings and essays were published on a regular basis.³⁵ Barnett was the youngest architect on the World's Fair Commission for the 1904 Louisiana Purchase Exposition; he designed the fair's prominent Palace of Liberal Arts, was credited with the idea for the Grand Basin's Cascades (ultimately executed by Cass Gilbert), and was subsequently awarded a gold medal in architecture for his contributions.³⁶ Additional designs for Barnett, Haynes & Barnett include the Hotel Jefferson (1904, NR10/24/03), Temple Israel (1907, Holy Corners Historic District, NR 12/29/75), and the Kingsbury Place entrance gates (1902, NR 6/12/07, Waterman Place-Kingsbury Place-Washington Terrace Historic District).³⁷ His design for the John W. Thompson House at 7 Hortense Place (1909), executed in the language of the Viennese Secessionists, was arguably the most avant-garde in a city virtually dominated by Beaux-Art and European Revival styles.³⁸

In July 1912 Barnett left the firm to establish the T. P. Barnett Company with F. E. Rexman.³⁹ This final, highly-independent phase of his career is best characterized by his 1913 essay "A Plea for the Ideal," published in the *Western Architect*. In it Barnett rails against the monotonous narrow-mindedness he perceived in so many of his contemporaries trained in the Beaux-Arts tradition, stating,

There are in this world architects who are quite content to follow precedent and copy slavishly, often without any reason whatever, the standard works of Europe. To such men, it is treason to talk of individuality. They are the grinders who work from the monuments of the past, without imbibing any of the spirit of the artists who produced these monuments ... I do not believe it is possible to do anything original in architecture and yet, I do believe that a man can build his own

³³ John W. Leonard, ed., *The Book of St. Louisans: A Biographical Dictionary of Leading Living Men of the City of St. Louis*, p. 38; *Reedy's Mirror*, "Tom P. Barnett," 18 December 1914.

³⁴ Charles C. Savage, *Architecture of the Private Streets of St. Louis: Architects and the Houses They Designed*, p. 176-186.

³⁵ *Ibid.*, p. 176.

³⁶ *Reedy's Mirror*, "Tom P. Barnett," 18 December 1914; "Tom Barnett's Ashes Will Be Buried in Native City, St. Louis," *Missouri Historic Society Necrology Scrapbook*, Vol. 15, p. 19.

³⁷ *Ibid.*; John W. Leonard, ed., *The Book of St. Louisans: A Biographical Dictionary of Leading Living Men of the City of St. Louis*, p. 38.

³⁸ Charles C. Savage, *Architecture of the Private Streets of St. Louis: Architects and the Houses They Designed*, p. 186; *St. Louis Post-Dispatch*, "Home at First Called 'Freak' Is Now Admired," 7 November 1909.

³⁹ *Reedy's Mirror*, "Tom P. Barnett," 18 December 1914.

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individuality into his work, even though he build through the traditions of other ages."⁴⁰

His emphatic call for the exploration of the full range of architectural styles was well known, even earning mention in Barnett's 1929 obituary, which labeled him "advocate of 'freedom of design'" who had "condemned harshly the tendency toward standardization in office buildings and apartments, and remarked once that 'vulgar money has covered the country with abortions and aberrations of every character.'"⁴¹ With his reputation firmly established, Barnett was able to more selectively accept commissions which allowed him the stylistic freedoms he desired; these include the Anchor Masonic Temple, (Egyptian Revival, 1925, University Heights Subdivision Number One, NR 9/23/80), the Adolphus Busch Tomb in Bellefontaine Cemetery (Gothic Revival, 1914-1921); the First Church of Christ, Scientist (Italian Renaissance Revival, 1925, Assumption Greek Orthodox Church NR 9/23/80); the Arcade Building (Gothic Revival, 1919, NR 3/23/03); the City Club Building (Italian Renaissance Revival, 1923, NR 6/6/02); and the Eden Theological Seminary (Jacobean Revival/Collegiate Gothic, 1924, Webster College-Eden Theological Seminary Collegiate District, NR12/28/82).⁴² In the midst of these came his design for the Central States Building, Barnett's first known exercise in the Mission Revival Style.⁴³

Origins of the Mission Revival Style

Barnett's familiarity with national trends in architecture would have made him well-aware of the burgeoning popularity of the colonial architecture of the Southwest. As it developed over the course of forty years between 1890 and 1930, the style grouped by the National Park Service as Mission /Spanish Colonial Revival contains a number of subsets ranging from the simpler Pueblo and Mission Revivals to the elaborate Plateresque and Churrigueresque ornamentation drawing from the Spanish Baroque. All versions had their origins in the 16th and 17th century missions of Mexico and, more importantly, the 18th century missions in southern California and the Southwest.⁴⁴ Built by indigenous peoples with indigenous materials and designed by Spanish and Spanish-American priests striving to reproduce the architecture of their homeland, the sometimes awkward Mission architecture tended towards simplicity in massing with concentrated areas of ornamentation. Late 19th century preservation movements in Texas and

⁴⁰ Tom P. Barnett, "A Plea for the Ideal," *Western Architect*, July 1913, p. 60.

⁴¹ Ibid.; "Tom Barnett's Ashes Will Be Buried in Native City, St. Louis," *Missouri Historic Society Necrology Scrapbook*, Vol. 15, p. 19.

⁴² "Tom Barnett's Ashes Will Be Buried in Native City, St. Louis," *Missouri Historic Society Necrology Scrapbook*, Vol. 15, p. 19.

⁴³ Barnett's only other local Mission Revival style work was his 1929 design for Deaconess Hospital (altered nearly beyond recognition and slated for demolition in 2012). An undated but signed rendering of a house in Oklahoma points to another potential design in the style, but it is unknown whether or not it was built.

⁴⁴ Cyril M. Harris, *American Architecture: An Illustrated Encyclopedia*, p. 214-216; Arrol Gellner, *Red Tile Style*, p. 1-3.

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southern California spurred newly romanticized interest in the region's colonial architecture, ultimately giving birth to the Mission Revival style.⁴⁵

Common stylistic elements which developed over the course of its popularity included exterior stucco finishes; a range of simple and elaborate terra cotta ornamentation; balconies and balconets; rounded arches and arcaded walkways; mission parapets and *españadas*; red tile roofs with overhanging eaves and exposed rafter tails; heavy wooden doors framed by ornate decoration; fixed quatrefoil windows centralized on the main façade; and pierced bell walls known as *campanarios*.⁴⁶ Starting with the California Building at the 1893 Columbian Exposition in Chicago, with its strange mix of Mission elements framing Classical porticos, a succession of state pavilions in various exhibitions identified the region with the style.⁴⁷ Southern Californian publications regularly covered Mission Revival buildings and argued for its adoption, and national publications quickly stepped up their coverage as well. The style was adapted to everything from schools to homes, from train stations to public buildings.⁴⁸ Bertram G. Goodhue popularized the more elaborate Spanish Baroque Revivals with his designs for the 1915 Panama-California Exposition, and the opulent haciendas of Hollywood's 1920s elite increased Mission Revival's popularity even further. The Central States Building, however, drew inspiration from the simpler forms of the style, incorporating hallmarks of early Spanish missions in a simple yet elegant whole.

The Mission Revival Style in St. Louis

While the Mission Revival style flowered in California and other states in the Southwest, its influence on the rest of country was more sparsely felt. St. Louis was no different, and there were few direct local precedents prior to the Central States Building's construction. One of the earliest, if not *the* earliest, was architect M. P. McArdle's St. Stephen's Mission at 6th and Rutger streets (demolished). Completed in 1896 in "the old Mexican mission style of architecture," the building carefully adhered to "primitive features of the old time adobe mission house" with plastered cement colored to emulate stucco, a red tile roof, heavy wooden rafter tails, and an open belfry (Figure 4).⁴⁹ St. Louisans, including Barnett, were more widely exposed to the style during the 1904 World's Fair, featuring San Francisco firm Newsom & Newsom's Mission Revival design for the California Building (Figure 5). Two years later a *St. Louis Post-Dispatch* article entitled "Reproducing the Old California Missions" argued that the style should be adopted for the rebuilding of San Francisco after the 1906 earthquake, yet it was Henry Wright's 1909 World's Fair Pavilion in Forest Park that first put the Mission Revival style into the St. Louis context in a prominent way (Figure 6).⁵⁰ Scattered residential examples sprung up throughout the area in the 1910s, but the only major commercial precedent for the Central

⁴⁵ Arrol Gellner, *Red Tile Style*, p. 8-9; Karen J. Weitze, *California's Mission Revival*, 2-18.

⁴⁶ Cyril M. Harris, *American Architecture: An Illustrated Encyclopedia*, p. 214-216.

⁴⁷ Arrol Gellner, *Red Tile Style*, p. 11.

⁴⁸ Karen J. Weitze, *California's Mission Revival*, p. 66-80.

⁴⁹ *St. Louis Post-Dispatch*, "New Mission for St. Stephen's," 20 September 1896.

⁵⁰ Karen J. Weitze, *California's Mission Revival*, p. 56; *St. Louis Post-Dispatch*, "Reproducing the Old California Missions," 13 May 1906.

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States Building was Preston Bradshaw's 1915 Plaza Hotel, located further east in Midtown at 3301-3339 Olive Street (NR 5/7/85).⁵¹

The scarcity of local Mission Revival buildings is partially reflected in the number of National Register-listed buildings executed in the style, many of which have been significantly altered or demolished. According to the National Park Service's National Register of Historic Places database, only seven properties and districts in the entire Saint Louis metropolitan region have met Mission /Spanish Colonial Revival style criteria. At the time of their listing, two commercial buildings at 1301-1313 Lucas (1908) and 1315 Washington (1918) in downtown's Washington Avenue Historic District (2/12/87) displayed Mission Revival characteristics, though the latter, which more strongly adhered to the style, has been demolished. The aforementioned Plaza Hotel, originally comprised of a Craftsman style eastern block and a Mission Style western block, has long since been stripped of the pyramidal-roofed towers and diminutive mission parapet which defined its style. The sole residential examples represented on the National Register are in University City's Maryland Terrace Historic District (NR 9/03/98), featuring homes dating to the mid-1910s. The remaining Mission /Spanish Colonial Revival buildings date to the late 1920s. In the city, Preston Bradshaw's Churrigueresque 1927 Vesper-Buick Auto Company Building (NR 10/2/86) was demolished in 1995, though the 1927 Spanish Revival Sts. Mary and Joseph School in the Central Carondelet Historic District (NR 2/18/09) remains. In St. Louis County, Norwood Hills Country Club (NR 2/25/05) built its Mission Revival style clubhouse in 1929, and the Big Chief Restaurant (NR 4/2/03) in Wildwood was constructed on Route 66 in 1928. None of these directly correlates with the Central States Building in integrity, stylistic component, and age.

Central States Life Insurance Company and Building After 1921

Central States' distinctive new building ushered the company into a new phase of growth. By 1921 it had \$58,000,000 of insurance in force and \$3,300,000 in assets.⁵² While still far smaller than Missouri State Life, one of the most successful firms in the nation with \$302,328,804 of insurance in force the same year, Central States still fell into the mid-to-large range for companies statewide.⁵³ But while its Midtown location set Central States apart from competitors, the very style of its new home office made it clear that the company's sights were set even higher by trumpeting its aspirations for continued growth in the Southwest.⁵⁴ As with other local insurance firms, Central States had aggressively sought to expand into the western part of the United States in St. Louis' historical region of trade.⁵⁵ The Central States Building

⁵¹ *St. Louis Post-Dispatch*, "Imposing West End Residence," 30 July 1916.; *St. Louis Post-Dispatch*, "House in Maryland Terrace to Have Garage Built in," 6 August 1916.

⁵² *St. Louis Post-Dispatch*, "Central States Life Erecting New Building," 21 November 1920.

⁵³ Mary M. Stirtz, *National Register of Historic Places Inventory Form – Nomination Form: General American Life Insurance Co. Buildings*, 2002; City Directory; Insurance Department of Missouri, *Fifty-Second Annual Report of the Superintendent of the Insurance Department*. 1921.

⁵⁴ *St. Louis Post-Dispatch*, "New Retail District Along Washington Av.," 8 May 1921.

⁵⁵ Mary M. Stirtz, *National Register of Historic Places Inventory Form – Nomination Form: General American Life Insurance Co. Buildings*, 2002; H. L. Purdy, *An Historical Analysis of the Economic Growth of St. Louis, 1840-1945*.

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stylistically identified the company with that region, and subtle details such as the Spanish conquistador can be seen as emblematic of its ambitions. The company's identification with its Mission Revival building was reinforced throughout the 1920s. A seven-photograph spread in the *American Architect and the Architectural Review* publicized the building on the national scene (Figures 7-10), and the company routinely featured its headquarters in local advertisements (Figure 11).⁵⁶

Yet for reasons not known, the company abruptly vacated the Central States Building in 1928 to move further west into offices in the former St. Louis Club Building at 3663 Lindell Boulevard (Midtown Historic District, NR 7/7/78).⁵⁷ Financial and legal difficulties may have forced the company to downsize, for it was ultimately dissolved in 1942. Its officials also may have felt a measure of disappointment at the lagging development in their immediate vicinity, for rather than booming into an upscale commercial corridor, by the late 1920s the area around Washington and Compton avenues remained a mix of boarding houses and private residences interspersed with industrial automobile-related interests.⁵⁸ African American households had also proliferated, and in an era of segregation and fierce racism, this also may have contributed to Central States' move to a more established commercial corridor.⁵⁹

Subsequent owners and tenants interspersed with periods of vacancy included the Mississippi Valley Life Insurance Company from 1931-1932, the Mutual Savings Life Insurance company in the early 1940s, and the C. V. Mosby Company from the mid-1940s through the late 1960s.⁶⁰ A publishing house specializing in medical, dental, and nursing pharmaceutical books and journals, Mosby is responsible for enlisting mid-century architect Frederick Dunn to expand the Central States Building in the late 1940s. The one-story rear addition, as well as the second story offices added in place of the building's east and west balconies, were constructed at this time, and while Sanborn maps date the additions to 1945, building permits and the *St. Louis Daily Record* show their construction in 1948. Dunn, one of the most respected local architects of his generation, blended his additions seamlessly into Barnett's original design in both materials and feel.⁶¹ When Mosby ultimately left in the late 1960s, the Community Music School moved into the building, making minor alterations to the interior such as the removal of the patio's enclosing knee wall to make way for dance classes.⁶² After a brief stint as a nightclub known as The Kastle in the mid-2000s, the Central States Building's newest owner is a technology firm with plans to renovate the building for its offices.

⁵⁶ *The Dauphin*, 1924.; *The Hatchet*, 1927.

⁵⁷ City Directory.; *The Hatchet*, XXVII, 1930.

⁵⁸ *Gould's St. Louis Red-Blue Book*.

⁵⁹ United States Census, 1930.

⁶⁰ City Directory.

⁶¹ "Behind the Building: Frederick Dunn, The Gentleman Architect," *St. Louis AT HOME*, September-October 2011.

⁶² Building permits.

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Central States Life Insurance Company Building
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Conclusion

The Central States Life Insurance Building today stands as a rare local example of the Mission Revival style by one of St. Louis' most lauded architects. *Reedy's Mirror* likened Tom P. Barnett's relationship to his home city with that of Sir Christopher Wren to London; no higher praise could be given an architect whose forty year career routinely produced innovative designs working within virtually every known style during his time.⁶³ The Central States Building fits comfortably with these, representative of Barnett's constant desire to expand his stylistic vocabulary, and of his client's dreams of conquering the insurance markets of the American Southwest.

⁶³ *Reedy's Mirror*, "Tom P. Barnett," 18 December 1914.

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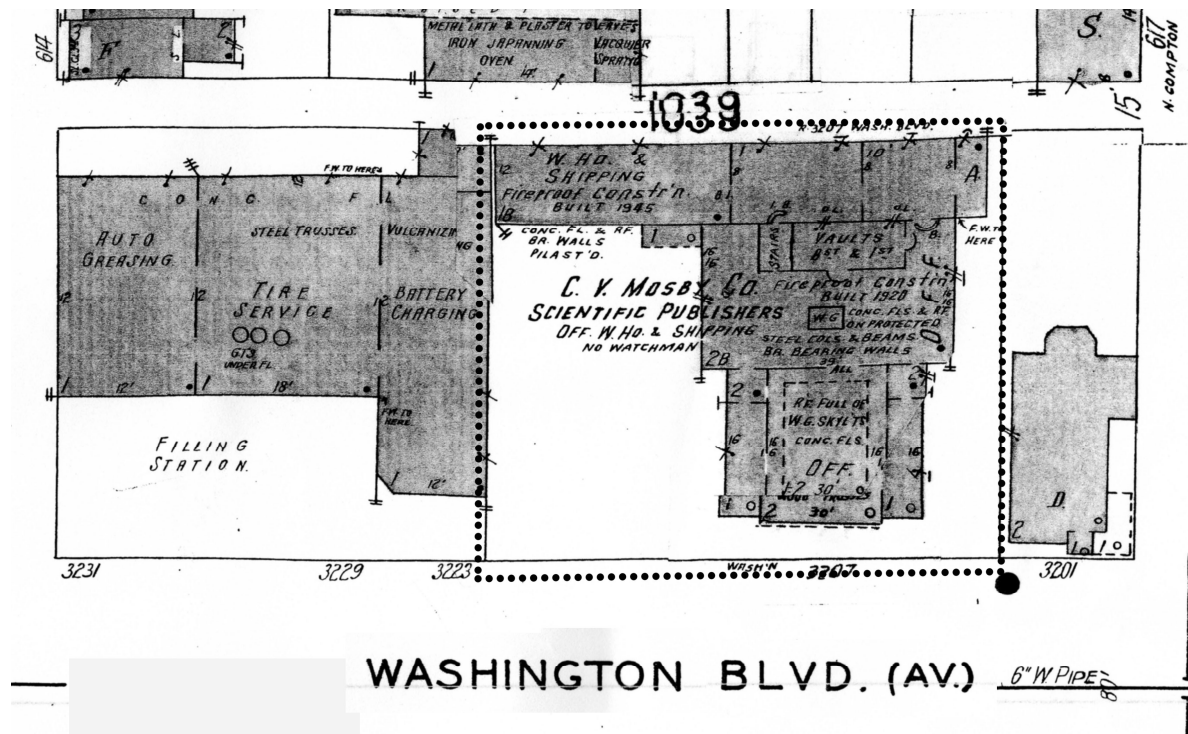
Boundary Description

The nominated property is located at 3207 Washington Boulevard in the Midtown neighborhood of St. Louis, Missouri. The building stands on City Block 1039 40 feet west of North Compton Avenue. Its site measures 149.88 feet by 124.67 feet and it is bounded to the north by an alley. The property is legally identified by the city Assessor's Office as parcel number 10390000900. The nominated property is indicated by a dotted line on the accompanying map.

Boundary Justification

The nominated parcel includes all of the property historically associated with the Central States Life Insurance Company Building.

Central States Life Insurance Company Building Boundary Map. Source: Sanborn Fire Insurance Map, circa 1955.



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Central States Life Insurance Company Building
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Photographs

The following is true for all photographs submitted with this nomination:

Central States Life Insurance Company Building
3207 Washington Boulevard
St. Louis [Independent City], Missouri, 63103
Photographer: Michael R. Allen
Digital source files in the collection of the Preservation Research Office.

The date that the photographs were taken:
January 2012

The descriptions of each view follow:

1. View of main elevation looking northeast.
2. View of main elevation looking northwest.
3. View of east elevation looking northwest.
4. View of north (rear) elevation looking south.
5. View of main elevation of west wing looking north.
6. View inside of interior atrium looking south.
7. View on second level looking southeast.
8. View on first level looking southwest.
9. View of one of the offices on the second floor.

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Figures

1. Central States Building, rendering by Tom P. Barnett ("Life Insurance Company's Building on Washington Avenue," *St. Louis Post-Dispatch*, 28 November 1920).
2. Central States Building, interior detail (Derrington, February 2012).
3. Central States Building, interior detail (Derrington, February 2012).
4. St. Stephen's Mission, rendering ("New Mission for St. Stephen's," *St. Louis Post-Dispatch*, 20 September 1896).
5. California Building, rendering (Karen J. Weitze, *California's Mission Revival*, p. 57).
6. World's Fair Pavilion (Derrington, June 2005).
7. Central States Building (*American Architect and the Architectural Review*, July 1923).
8. Central States Building (*American Architect and the Architectural Review*, July 1923).
9. Central States Building (*American Architect and the Architectural Review*, July 1923).
10. Central States Building (*American Architect and the Architectural Review*, July 1923).
11. Central States Life Insurance Company, advertisement (*The Dauphin*, St. Louis University, 1924).

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Central States Life Insurance Company Building
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Figure 1: Barnett's rendering of the Central States Building (*St. Louis Post-Dispatch*, 1920).



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Figures 2 and 3: At left is the Spanish conquistador at the center of the Central States Building's quatrefoil window. At right, one of several plaques featuring scenes of the southwest which line the walls of the building's atrium.



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Figure 4: St. Stephen's Mission, 1896 (*St. Louis Post-Dispatch*).



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Figure 5: California Building at the 1904 Louisiana Purchase Exposition in St. Louis (*California's Mission Revival*, p. 57).



Figure 6: Henry Wright's World's Fair Pavilion, 1909 (Derrington, 2005).



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Figures 7-10: Central States Life Insurance Company Building (*American Architect and the Architectural Review*, July 1923).



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National Register of Historic Places
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Section number Figures Page 28


Central States Life Insurance Company Building
St. Louis (Independent City), Missouri

Figure 11: Central States Life Insurance Company Advertisement (*The Dauphin*, 1927).

JAMES A. McVOY, President

CENTRAL STATES LIFE
INSURANCE COMPANY

ST. LOUIS, MO.



HOME OFFICE BUILDING
3207 Washington Avenue



Produced by the United States Geological Survey

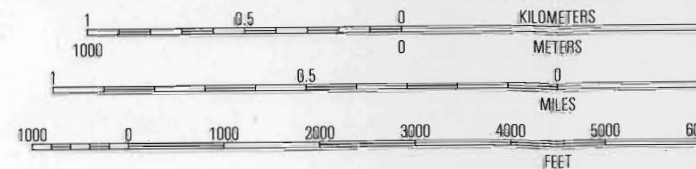
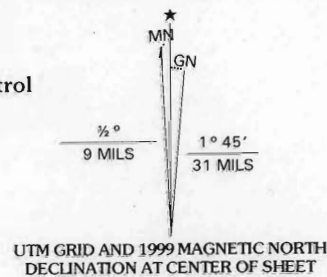
Topography compiled 1952. Planimetry derived from imagery taken 1993 and other sources. Photoinspected using imagery dated 1998; no major culture or drainage changes observed. PLSS and survey control current as of 1954. Boundaries, other than corporate, verified 1999

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

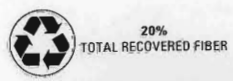
North American Datum of 1927 (NAD 27) is shown by dashed corner ticks. The values of the shift between NAD 83 and NAD 27 for 7.5-minute intersections are obtainable from National Geodetic Survey NADCON software

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 INTERVAL 10 FEET
 SUPPLEMENTARY CONTOUR INTERVAL
 NATIONAL GEODETIC VERTICAL DATUM
 TO CONVERT FROM FEET TO METERS, MULTIPLY
 THIS MAP COMPLES WITH NATIONAL MAP ACCU
 FOR SALE BY U.S. GEOLOGICAL SURVEY, P.O. BOX 25284
 AND ILLINOIS GEOLOGICAL SURVEY, CHAMPAIGN
 AND DIVISION OF GEOLOGY AND LAND
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