

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

**National Register of Historic Places
Registration Form**

1. Name of Property

historic name Grand-Leader (Stix, Baer & Fuller Dry Goods Co.) Building

other names/site number Stix, Baer & Fuller

2. Location

street & number 601 Washington Ave. [n/a] not for publication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 63101

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

06/03/03

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

State or Federal agency and bureau

4. National Park Service Certification

I hereby certify that the property is:

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
See continuation sheet [].

Signature of the Keeper

Date

Grand-Leader (Stix, Baer & Fuller Dry Goods Co.) Building
St. Louis (independent city), Missouri

5. Classification

Ownership of Property	Category of Property	Number of Resources within Property	
		Contributing	Noncontributing
<input checked="" type="checkbox"/> private	<input checked="" type="checkbox"/> building(s)	1	
<input type="checkbox"/> public-local	<input type="checkbox"/> district		
<input type="checkbox"/> public-State	<input type="checkbox"/> site		
<input type="checkbox"/> public-Federal	<input type="checkbox"/> structure		
	<input type="checkbox"/> object		
		1	0
			Total

Name of related multiple property listing.
n/a

Number of contributing resources previously listed in the National Register.
0

6. Function or Use

Historic Function
COMMERCE/TRADE/department store

Current Functions
VACANT/not in use

7. Description

Architectural Classification
LATE 19TH & EARLY 20TH CENTURY
AMERICAN MOVEMENTS/Commercial Style

Materials
foundation_limestone
walls_brick
marble
roof_asphalt
other_cast iron
terra cotta

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

Grand-Leader (Stix, Baer & Fuller Dry Goods Co.) Building
St. Louis (independent city), Missouri

8. Statement of Significance

Applicable National Register Criteria

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

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.

Areas of Significance

Commerce

Periods of Significance

1906-1953

Significant Dates

n/a

Significant Person(s)

n/a

Cultural Affiliation

n/a

Architect/Builder

Mauran, Russell & Garden

Mauran, Russell & Crowell

Narrative Statement of Significance

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

9. Major Bibliographic 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: Landmarks Association of St. Louis, Inc.

Grand-Leader (Stix, Baer & Fuller Dry Goods Co.) Building
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10. Geographical Data

Acreage of Property less than one

UTM References

A. Zone 15	Easting 744640	Northing 4279540	B. Zone	Easting	Northing
C. Zone	Easting	Northing	D. Zone	Easting	Northing

[] See continuation sheet

Verbal Boundary Description

(Describe the boundaries of the property on a continuation sheet.)

Boundary Justification

(Explain why the boundaries were selected on a continuation sheet.)

11. Form Prepared By

name/title Mary Stirtz (Section 8); Stacy Sone (Section 7)
 organization Landmarks Association of St. Louis date February 24, 2003
 street & number 917 Locust St., 7th Floor 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

(Complete this item at the request of SHPO or FPO.)

name Mike Hejna
 street & number 2458 Old Dorsett Rd., Suite 110 telephone 314-298-5101
 city or town St. Louis state MO zip code 63043

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Grand-Leader (Stix, Baer & Fuller Dry Goods Co.) Building
St. Louis (Independent City), Missouri

Summary

The nine and eleven-story Grand-Leader (Stix, Baer & Fuller Dry Goods Co.) Building is located at 601 Washington Avenue in downtown St. Louis and occupies the city block bounded by Sixth Street on the east, Washington Avenue on the south, Seventh Street on the west, and Lucas Avenue on the north. Eight stories were designed by a St. Louis architectural firm Mauran, Russell & Garden in 1906. In 1919, the same firm designed a matching eleven-story section to the west. The red and brown brick Commercial Style building features marble and bronze-coated cast iron on the lower story as well as terra cotta ornament. An intact terra cotta cornice crowns the eleventh story. In 1948, a ninth story was added to the shorter section. Alterations since the period of significance include a 1990s removal of a portion of the interior southeast corner that was opened to access the MetroLink subway station. The marble-clad pilasters in this corner remain in place so the station has little impact on the building's exterior integrity. Two walkways have also been constructed since the period of significance. The earliest was a one-story walkway constructed in 1964-65 at the third story of the northwest corner. This narrow connector affects only one window bay and has little impact on the building's Seventh Street facade. A second walkway was constructed in 1984-85 over Washington Avenue connecting the department store to St. Louis Centre. This connector covers seven bays on floors two through four. The connector is structurally independent of the department store – it abuts the brick wall but is supported from below. Therefore, it is likely that most of the wall is intact behind the connector. Plans are underway to remove the connector and repair the wall according to the Secretary of the Interior's Standards for Rehabilitation. However, the owner does not own or control the connector and cannot guarantee its removal. The walkway affects only the Washington Avenue facade – the twelve bays of both Sixth and Seventh streets have undergone few alterations. The original department store facade complete with marble pilasters and bronze-coated frames around the display windows, is intact at street level, one level below the walkway. Therefore the street level storefronts on all three facades remain very intact. The strengths of the massive building include its fine brickwork, terra cotta cornice, decorative mezzanine level and the generous use of marble at the street level. With these impressive features, the building clearly conveys its position as an important commercial center in downtown St. Louis.

Exterior

The rectangular-planned building fronts approximately 270 feet on Washington Avenue (south facade) and Lucas Avenue (rear, north facade); and 220 feet on Sixth Street (east facade) and Seventh Street (west facade). The building's three main elevations are divided into the typical three-part form (photo 1). The base is comprised of its storefront first floor with a mezzanine above, and a second story embellished with terra cotta. Unbroken brown brick pilasters rise the height of the middle section, the building's shaft. The cap is comprised of the top level of

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Grand-Leader (Stix, Baer & Fuller Dry Goods Co.) Building
St. Louis (Independent City), Missouri

windows and an elaborate and intact terra cotta cornice.

The nine-story section (eight stories built in 1906, top level added in 1948) occupies nearly two-thirds of the block and is ten bays wide on Washington Avenue and twelve bays on Sixth Street (photo 2). Marble pilasters that rise to the top of the mezzanine level divide each of the bays. A bronze-coated cast iron crest decorates the top of each pilaster. The replacement three-part display windows sit in the original bronze-coated cast iron frames. Cast iron surrounds each of the windows in the mezzanine level. The fourth and eighth bays from the north end of this Sixth Street facade are boarded entrances. A Dillard's sign in a cast iron frame with marble over the top fills the mezzanine level directly above both entrances (photo 3). Over bays nine and ten, the mezzanine windows are slightly shorter than the ones to the right. It appears to be an original configuration because the cast iron frames are still intact. Since the mezzanine windows are shorter, the display windows below are taller. One of the three parts of the display window in bay nine has a recent metal door.

Bays eleven and twelve on Sixth Street are open between the marble pilasters to access the subway train station cut out of the building's southeast corner (photo 4; photo 2, far left). An elevator is positioned in the corner underneath the second story. The station is inconspicuous and has little impact on the integrity of the building.

The second story, which is still part of the building's base, is divided from the mezzanine by a metal cornice (photo 3). On this level, the surface is red brick in contrast to the brown brick of the upper stories. Lion's head gargoyles are centered on the wall on each side of bays three and eight. The twelve intact bays each contain a three-part window with a three-part transom. Decorative terra cotta extends across the top of each bay. A flower pattern marks the center over each window. This floral design is imitated over the top of this level in a terra cotta stringcourse that divides this level from the shaft.

Brown brick pilasters rise unbroken across the five stories of the building's shaft (floors three through seven) (photos 1, 2, 4). Each pilaster has terra cotta at its base and twelve bays of three-part windows between. Red brick spans horizontally between each level of windows. Several windows have been boarded. The seventh level is still part of the shaft but slight modifications offer a transition to the building's cap. The windows are slightly shorter than those below and crests at the top of each pilaster divide the windows at this level. A terra cotta cornice sits over the windows and divides the shaft from the cap.

The eighth story cap has brick pilasters between each bay that support crests as tall as the windows (photo 4). A yellow-brick ninth story was added in 1948, replacing the terra cotta

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Grand-Leader (Stix, Baer & Fuller Dry Goods Co.) Building
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cornice. An unbroken band of windows extends the length of the facade in the ninth story.

The Washington Avenue elevation of the building's 1906 section has the same features as the Sixth Street facade (photo 4). Three bays are open for access to MetroLink but the marble divisions are intact. A seven-bay wide, 1980s walkway joins the department store building to St. Louis Centre on levels two through four (photos 4, 5). The structure abuts the brick wall but is not structurally connected to it. Two window bays on each level were removed to allow passage into the department store. The connector is wider than the two window bays because stores occupy much of the space in the connector. There is no access, however, between these stores and the department store and closed doors at the brick wall clearly separate the building from the walkway. The street level facade including the marble pilasters and bronze-coated frames around the display windows is intact below the connector. The walkway affects only the Washington Avenue facade. Because the twelve bays of both Sixth and Seventh streets have undergone few alterations, and the taller section of the Washington Avenue facade is also unaffected, the walkway does not prevent the building from conveying its image as an important downtown commercial building.

The 1919 section of the building is situated on the west end of the block (photos 1, 5). It is nearly identical to the 1906 section but is eleven stories tall. Like the Sixth Street facade, the Seventh Street facade is twelve bays wide and features display windows and marble pilasters, as well as bronze-coated frames and crests in the same configuration as the earlier section (photos 6, 7). The fifth bay from the south on Seventh Street is an entrance bay with three replacement doors. A display window sits to the right of the door. The ninth bay is an entrance bay with three slightly recessed doors flanked by boarded display windows.

The mezzanine level consists of three-part openings (photos 6, 7). Vents in bays one, three, nine, and eleven have replaced the windows. Other openings are boarded and still others hold replacement windows but in each bay, the original bronze-coated cast iron divisions separate the three parts. Marble surrounds each of the mezzanine level openings and at the top of each vertical division is a bronze-coated crest.

The second floor and shaft facing Seventh Street nearly match the Sixth Street elevation. Differences include a recent walkway that extends from the third story's twelfth bay in the northwest corner to a parking garage (photos 7; 6, far left; 8, right). Because of its position at the far north end, the walkway has little impact on the facade. All of the windows on floor five are boarded with the exception of two that have been converted from windows to vents. Several other windows on the shaft of this facade have also been boarded. Absent on the earlier section because of the addition of the ninth story, the terra cotta cornice crowning the eleventh story

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appears perfectly intact. The cornice is embellished with dentils, brackets, and egg and dart molding (photo 1).

The eleven story section of the Washington Avenue facade is five bays wide and abuts the 1906 section (photo 5). These bays are unaffected by the walkway that partially obscures the 1906 Washington Avenue facade. The fifth bay at street level contains a boarded entrance. All other features of this section match the Seventh Street elevation. The windows on the fourth and eleventh floors are boarded.

The north (rear) elevation consists of fourteen three-part window bays in the upper stories with the exception of the ninth story of the 1906 section which has single windows (photo 8). Most of the first story openings are single windows that have been brick filled. A small brick loading dock was added to the east end of the facade.

Interior

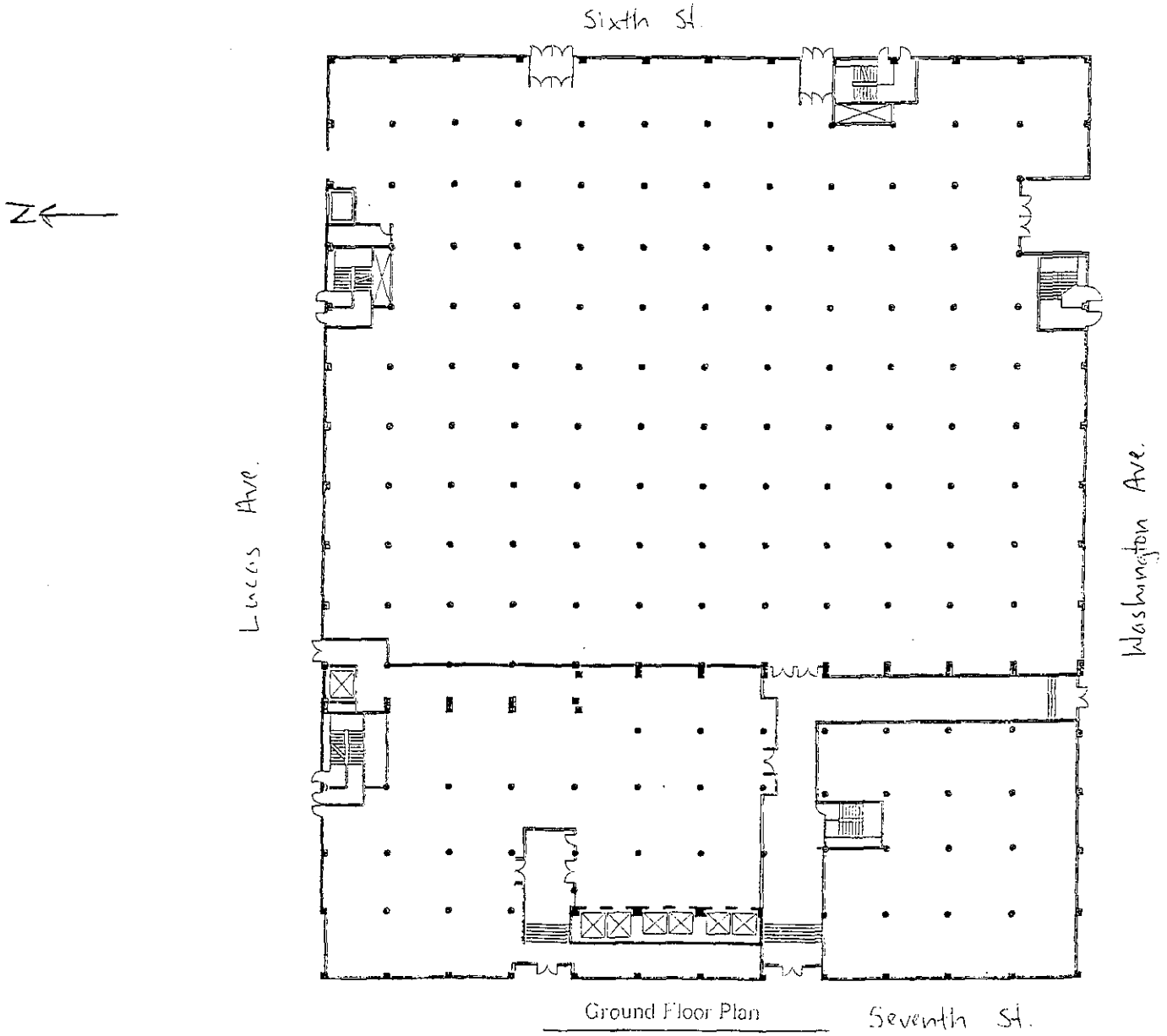
Most of the lower four floors of the building were remodeled in about 1983 when Dillard's department store occupied this part of the building. Dillard's dropped the ceilings and covered the columns (photo 9). The northwest corner of the first floor, however, escaped remodeling and most features, such as the capitals on the tall columns and the marble surrounding the elevators, appear intact. Also during the 1980s, the center 20 columns of the top five floors in the 1906 section were removed to form an atrium under a glass roof (photo 10). The building's steel construction is clearly visible here. The upper floors in the 1919 section are unaltered (photo 11). Plaster covers the columns on these levels.

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Grand-Leader (Stix, Baer & Fuller Dry Goods Co.) Building
St. Louis (Independent City), Missouri



Ground Floor Plan



 ARBMANN
 ARCHITECTS & PLANNERS
 1000 N. 10th St.
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 www.arbmann.com

Dillard's Building
 St. Louis, Missouri

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SUMMARY

The Grand-Leader (Stix, Baer & Fuller Dry Goods Co.) Building in downtown St. Louis is nominated to the National Register under CRITERION A and is significant at the local level in the area of COMMERCE. During the period of significance 1906-1953, the Grand-Leader emerged as one of downtown St. Louis's three largest department stores and the first to erect a modern, state-of-the-art building planned for mass retailing. Exterior and interior features from prominent local architects Mauran, Russell & Garden met the specific needs of a department store to draw customers inside, direct circulation, and ultimately to sell goods and the idea of consumption. The eight-story building of 1906 and the matching eleven-story addition of 1920 (together filling a full city block) were completed during the heyday of the development of the American department store. The St. Louis store exemplifies this classic era of expansive growth and commercial success that established the 'big store' as a major economic force and a focal point in urban centers; its large-scale retailing attracted throngs of shoppers as well as drawing smaller stores to the central business district. The Grand-Leader further contributed to the city's economy as a large employer with a workforce of 2000 persons in 1906 which had doubled to 4000 by 1950. In step with leading department stores across the nation, the Grand-Leader provided its target market, women shoppers, with new services and a public space where consumption became a social activity associated with leisure and entertainment. The period of significance was terminated at 1953, the 50-year cut-off date.

BACKGROUND: THE DEPARTMENT STORE PHENOMENON IN 19th CENTURY ST. LOUIS

During the post-bellum decades of the 19th century the department store evolved into its modern form largely through the efforts of established dry goods companies to expand their trade through diversification - the introduction of new lines of merchandise. Two of St. Louis's three leading department stores in the 20th century, Wm. Barr & Co. and Scruggs, Vandervoort & Barney, opened about 1850 as dry goods dealers in both wholesale and retail lines. The third member of the dominant trio, the Grand-Leader (Stix, Baer & Fuller Co.), founded in 1892, became a late retail entry in the St. Louis dry goods market. Five or so other sizable companies competing in the 19th and 20th century dry goods/department store field were established in the decade following the Civil War; one firm of this group, Famous Shoe & Clothing, merged with Wm. Barr in 1911 to become Famous-Barr, the largest department store in the city.

By the 1870s, notable progress in the transition from traditional dry goods to department store could be found in local firms such as D. Crawford Dry Goods Co. (founded 1866) and Wm. Barr & Co. whose stores, located four blocks apart, anchored northern and southern hubs of department store development. The Crawford company described its operation in 1878 as comprised of 26 "distinct departments . . . at the head of each there is a separate buyer . . . so that the several departments are actually so many different stores" all under a single management and owner, and housed under one roof. In 1876, Wm. Barr & Co. boasted 300 employees and 32 departments with separate managers, "each department

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treated on the books as a different establishment.”¹ Such an arrangement lowered overhead and offered consumers the advantages of low prices and the convenience of shopping for all their needs in one place. For many years, however, the name ‘department store’ did not supplant ‘dry goods’ in the title or advertising of stores organized on the new principle of departments (Fig. 1). Nationally, the term ‘department store’ came into usage in the mid-1890s. Among St. Louis’s eight or so proto-department stores doing business in 1897, the only firms advertising specifically as department stores were two smaller firms. A separate classified business heading for department stores did not appear in local directories until 1911; the large listing of retail dry goods firms which persisted into the World War II era always carried cross-listings of the department stores.

The key to department store growth and profit depended on volume buying combined with a high and rapid turnover of stock. Stores both nationally and locally adopted a vigorous promotional approach to selling, relying on extensive advertising to attract a broad clientele. Advertisements of increasing size announced endless bargains as well as the latest domestic and imported fashions available in an abundant variety of merchandise. As early as 1888, Scrugg’s opened a “Bargain Basement” (later politely called the “Downstairs Store”) which became a permanent feature in all St. Louis department stores. The promotional spirit of the times was also conveyed in local slogans such as, “The Big Store with Little Prices”(Crawford’s); “Outfitters For All Mankind”(Famous); and “The Fastest Growing Store in America”(Grand-Leader), as well as in the name, “Famous”, adopted in 1876 by Motte & Specht dry goods company.

The consumer was further courted by new store policies of liberal return privileges and an efficient, welcoming sales staff courteous to both “rich and poor”. In addition, stores early-on promoted special customer services such as merchandise delivery and mail order. By the 1890s, these services had multiplied in some St. Louis department stores to include free nurseries for children, an attendant doctor and nurse, finely appointed “resting” rooms for ladies, tea rooms or cafes, and soda fountains, the latter a hallmark of the American department store. (In 1883, Famous installed a 33-foot tall fountain exhibited at the Philadelphia Exposition in 1876.)

The scope of business steadily expanded into new ‘departments’ and regularly called for enlargement of store facilities gained at first by accretion of adjoining property. However, by 1881, three of the six department stores of the time had recently completed entirely new buildings for their use rising three or four stories high, each filling one-quarter to nearly one-half of a city block. All of these stores (razed) featured up-to-date building technology; they were served by elevators, electricity, and incorporated large plate glass windows and light shafts answering the never-ceasing demand for more light and air. In 1888, a fourth store, Scruggs, Vandervoort & Barney, took over five floors of the new six-story building erected for the Mercantile Library. The four new stores all fronted along or near Broadway

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Grand-Leader (Stix, Baer & Fuller Dry Goods Co.) Building
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(Fifth Street) and were evenly divided between the southern hub bounded by Olive Street, and the northern hub bounded by Franklin Avenue.

In 1892, a new standard for department store architecture in St. Louis was set with the completion of the "Broadway Trades Palace" (so-called by the press) which filled half a city block in the northern hub (Fig. 2, top). The middle unit of this 335 front-foot building provided an impressive first home for the Grand-Leader (Fig. 2, bottom). Boston architects Shepley, Rutan & Coolidge drew up the plans for the four-story emporium; its walls rose "phoenix-like from the ashes" of ravaged commercial blocks formerly on the site. The statement from the architects that "the exterior should give promise of the marvels within" underlined the importance of architectural imagery to retail identity and commercial success. Constructed in fashionable "Renaissance style" of light buff brick with lavish terra cotta trimmings, the facades were articulated with arcades of broad windows and punctuated by towers that marked major divisions. The building (razed) housed three different department stores. Famous Shoe & Clothing occupied the largest (south) unit (150 x 140 feet) at the corner of Morgan; this store included a large interior light court, aisles "of extraordinary width", an elaborated staircase and three passenger elevators. The two smaller store units, Penny & Gentles, located in the north section at the corner of Franklin, and the Grand-Leader at 815-21 N. Broadway, each featured two elevators, skylights and broad staircases. This sizable commission led to other department store work in St. Louis for the Boston architects. After the turn of the century, members of Shepley, Rutan & Coolidge's branch office in St. Louis broke away to form Mauran, Russell & Garden, the city's preeminent department store designers in the early 20th century. The firm would supply plans for two of the three leading stores: the Grand-Leader (1906) and Famous-Barr (1913), along with additions and alterations to other department stores that no longer stand.

The Grand-Leader's debut location at 815-21 N. Broadway was well known to one of its owners, Charles Stix (1861-1916), who previously worked as a department manager with part interest in the Famous company (his neighbor to the south) until the former 1880 Famous building on the same site burned in November, 1891. A native of Cincinnati, Stix began his mercantile career in the family store, Stix, Krouse & Co., located in his home city. During a visit in 1886 to relatives in St. Louis, Stix joined the Famous Co. and remained in St. Louis. After the fire destroyed his stock, Stix quickly formed a partnership with three German-born merchants operating stores in Ft. Smith, Arkansas: the brothers Julius Adler Baer (1861-1940), Sigmund Baer (1862-1929) and their brother-in-law Aaron Fuller (1858-1936). At the same time that Charles Stix was organizing the Grand Leader in 1892, German-born David May, the entrepreneurial owner of stores in Colorado, became the new owner of Famous Shoe & Clothing store.

Towards the end of the 19th century, the on-going quest for more retail selling space and a better location led to the adaptive reuse of several large wholesale buildings erected in the 1870s in the

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vicinity of Washington Avenue and Broadway (Fifth Street). These buildings after conversion to department stores established another hub of retail activity located mid-way between the northern and southern hubs. The central hub attracted stores in the northern hub which had outgrown their selling space. Within ten years (1888-1898), three upcoming retail dry goods stores, B. Nugent, D. Crawford, and the Grand-Leader moved their businesses to the more centrally located former wholesale district. Both the Grand-Leader and Crawford stores (fronting on Washington Avenue corners in the same city block) were adapted to retail standards by prominent architects. In 1897, Shepley, Rutan & Coolidge (Boston) upgraded the former Samuel L. Davis wholesale building (razed) for the Grand-Leader (Figs. 3 and 4, top); and in 1898, Weber & Groves (St. Louis) carried out Crawford's renovation project on the former wholesale house of Bradford-Martin (Fig. 4- bottom; listed in the National Register). Improvements to the Grand-Leader's spacious facility included many amenities found in modern urban department stores of the day. The store boasted six passenger elevators, three broad staircases, a soda fountain in the basement, incandescent electric lighting throughout, a pneumatic cash system, reception rooms for "tired women and children", and entrance vestibules with illuminated domes, among other features.

The stores operated by David May and Charles Stix became neighbors again after May bought out the bankrupt D. Crawford Co. in 1903 and opened the May Co. in the Sixth and Washington building (Fig. 4, bottom) where he installed St. Louis's first escalator along with a full-service restaurant. In 1908, May transferred the name "Famous" to this store and leased the old Famous building at Broadway and Morgan to Penny & Gentles, one of the smaller department stores; next door to Penny's, Schaper Bros. Department Store occupied the store (815-21 N. Broadway) vacated by the Grand Leader in 1897. This building, the former "Broadway Trades Palace" (Fig.2, top) continued to serve small department stores (some of short life) well into the 20th century. After a fire in 1900 destroyed all but the Famous unit of the store block, Mauran, Russell & Garden supplied designs for a distinguished replacement building (razed).

Less than ten years after the Grand-Leader moved into the building at Broadway and Washington, plans were under discussion for another move. By this time, however, assurance of continued success and growth required something beyond the acquisition of more space and retrofitting old buildings with new amenities. The post-Fair emphasis on the "New St. Louis" of lofty new skyscrapers raised the expectations of 20th century patrons for a shopping environment with a progressive image, realized only in new buildings of large scale, and fitted up with the most modern appointments. As history would bear out, the three department stores that gained new buildings in the 20th century became the commercial leaders. Though situated on prime Olive Street realty, the Barr company in its large but old-style 1880s store suffered declining sales "mainly because its principal competitors were housed in thoroughly modern buildings"²; the new Grand-Leader opened in 1906, followed by Scruggs, Vandervoort & Barney occupancy in 1907 of eight floors of the just-completed sixteen-story Syndicate

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Trust Building (listed in the National Register). In 1911, David May purchased the failing Barr Co. for merger with his Famous store. Two years later the consolidated store, "Famous & Barr", took over seven floors designed for its use in the new twenty-one story Railway Exchange Building that filled a city block. The three other competitors in the department store market, B. Nugent, Penny & Gentles, and Schaper Bros., expanded in varying degrees in old buildings (all razed) before the companies were dissolved in the late-1920s and early 1930s. The commercial histories of the three dominant stores during the first half of the 20th century generally followed parallel courses in merchandising and expansion. Famous-Barr, perhaps the most 'promotional' of the three, became downtown's largest retailer.

SIGNIFICANCE IN COMMERCE 1906-1953 : GRAND LEADER-STIX, BAER & FULLER

In February 1905, plans were announced for the construction of a new eight-story, \$1 million building for the Grand-Leader, the department store that Stix, Baer & Fuller Dry Goods Co. established in St. Louis in 1892. The building announcement, which appeared about three months after St. Louis closed the 1904 World's Fair, was heralded in the press as early proof that "pessimists were wrong when they predicted a lull in business" comparable to the slump in business experienced by Chicago following the close of the 1893 World's Columbian Exposition.³ A review of business activity at the end of 1905 confirmed St. Louis's post-Fair boom which showed significant gain of ten to twenty percent in real estate, construction, retail and wholesale trade, and manufacturing, breaking the city's banner year record of 1904 in general business.⁴

One of the largest single transactions of local record, the \$1.25 million paid by the Mercantile Trust Co. (under the name Emporium Realty) for acquisition of the Grand-Leader site was "expected to begin a new real estate era" (Fig. 5). The ground was improved with a prominent St. Louis landmark, the Lindell Hotel, erected in 1874 with a frontage of approximately 180 feet on Washington Avenue and 220 feet on Sixth Street. In 1904, the 1000-room Lindell ended its long history in St. Louis when it served as one of the city's largest hostelrys that was open for visitors to the Fair.

For surrender of the hotel's unexpired ground lease, the lessee received a bonus of \$250,000 upon vacating the building by mid-May 1905 when demolition began. According to the press, bidders for the site included department store interests from New York and Chicago seeking large corner parcels suitably located for retail development.⁵ In 1906, bidders from the same cities competed for the Grand-Leader's unexpired lease on its old building at Broadway and Washington, a corner that had long been "considered one of the strongest in the retail district" and always "regarded with a covetous eye by department store managers." The local purchasers of the leasehold acquired it by paying "a handsome bonus" and agreeing to Stix, Baer & Fuller's interdict on occupancy of the building for department store purposes.⁶

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Grand-Leader (Stix, Baer & Fuller Dry Goods Co.) Building
St. Louis (Independent City), Missouri

Before drawing plans for the Grand-Leader's new purpose-built department store building, the architect John Lawrence Mauran and his clients made a "voyage of discovery" early in 1905 to study designs and organizational layout of leading department stores in Chicago and New York. According to Mauran, they benefitted from seeing the "innermost workings" of these stores and brought back the best ideas to adapt or improve upon in the new store in St. Louis. The local press reported that Marshall Field's store in Chicago supplied many ideas and that it was "the intention of Messrs. Stix, Baer, and Fuller to outrival that building which is the finest and most complete in the world."⁷ The northern section of Field's present-day store on State Street had opened in 1902; the building reached completion in 1907.

Mauran's experience in designing the Grand-Leader led to an article, "The Department Store Plan", published in *The Brickbuilder* two years after the store opened in 1906. This article discussed many of the progressive features that the architect incorporated in the new Grand-Leader as well as the established conventions of the building type. At the start, Mauran emphasized the influence of the client on the architect as "fundamental" since the "department store proprietor ... has of necessity studied what appeals most strongly to his particular class of trade." The St. Louis commission brought clients seeking the prestige of upper income patronage much like that of the exclusive Marshall Field store which they emulated. Nonetheless, Mauran maintained that even in larger cities department stores "can't cater to the highest class of trade exclusively" since "the well to do spend much of the year out of town." Therefore he recommended combining features "which attract the bargain hunter without repelling the fastidious." Hence, the Grand-Leader presented a "refined appearance and atmosphere" that appealed to the "exclusive trade" but also addressed the needs of the "middle and poorer classes" by conveniently locating stairs and elevators leading to the basement floor containing "the cheaper grades of advertised bargains" (Fig. 6). Escalator service, a relatively new mechanical device, was deemed of minor importance for basement shoppers. However, an ascending escalator ending at the third floor (as installed in the Grand-Leader) was recommended as a practical "novelty" and a relief to elevator service on busy days.⁸

One of the chief claims of the modern American department store to improvement over old-style buildings was the creation of a spacious, "light and airy" shopping environment that offered vast uninterrupted perspectives. Such inviting vistas were revealed in the Grand-Leader's 21-foot high first floor with widely-spaced columniation (reflecting the steel frame) allowing broad aisles. This space, however, was carefully manipulated to achieve an effective scheme of aisle circulation which would induce a higher percentage of customers to proceed to the upper floors. As one modern-day scholar of department stores has written, the stores inside were "planned as machine-like systems for the distribution of merchandise."⁹

Mauran stressed the importance of access to floors stating that "The life blood of a successful department store must course through all departments." The key element in a successful plan revolved

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Grand-Leader (Stix, Baer & Fuller Dry Goods Co.) Building
St. Louis (Independent City), Missouri

around the placement (and adequate number) of elevators so as to "lead customers seeking upper floors past as many display counters as possible", while avoiding destruction of "perspective" and clarity by the intrusion of banks of elevators. Mauran concluded that the "best commercial solution" for a square plan on two principal streets (exemplified in the Grand-Leader) placed large banks of elevators near the center of walls opposite the principal streets (Fig. 6). He advised that since "most shoppers are not clever, and everything must be made clearer than daylight", elevators installed in a "polished wire glass enclosure" would make them easily identified and also allow passengers to view "each attractive floor" as they ascend and descend.¹⁰

Mauran vetoed the adoption of two features prominent in Chicago's famed department stores. He maintained that an interior open light well (notable in Marshall Field's) "seldom offsets the tremendous fire risk and loss of floor space", though the architect conceded that a light well is "almost the only opportunity presented for a display of the designer's skill on the interior." Mauran also renounced the corner entrance (celebrated in Carson Pirie Scott's store) as "expensive in floor space, window effectiveness, and circulation of incoming and outgoing shoppers."¹¹ Both features were omitted in the Grand-Leader though they had been design conventions of 19th century department store buildings in St. Louis.

The importance of exterior display windows to the store's commercial effectiveness was a point on which Mauran elaborated and one which he stated could provoke "heated argument between architect and client". Mauran strongly advocated the use of piers or columns to divide the street level windows into distinct units rather than employing an unbroken "expanse of flimsy glass." Such piers, as seen today in the green Italian marble facings of the Stix, Baer & Fuller storefronts, proved that the "best 'merchandise' recognizes the difference in dignity as well as the value of show window division, in the visible pier or column."¹²

In keeping with the trend of modern department stores to emphasize service to the customer (especially women), Mauran's plan urged provision of "all the comforts of home", including free public telephone service, rooms for writing and waiting, manicure and hairdressing, lavatories on almost every floor, and "hospital rooms" staffed with a physician and nurse (Fig. 7). The location of an attractive and well-conducted restaurant near the top floor was a device known to aid circulation as "no other lure is so certain to tempt the suburban or 'professional' shopper up through the departments."¹³ The Grand-Leader's immense dining room occupied a space on the floor measuring 181 x 70 feet capable of accommodating "without crowding 750 people."¹⁴

The discussion of mechanical systems included axiomatic recommendations such as the necessity of "sprinkling" the store for fire prevention, providing ample fire escapes and artificial ventilation for at least the basement and first floor. Nonetheless, high standards of fireproofing was a serious issue of

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Grand-Leader (Stix, Baer & Fuller Dry Goods Co.) Building
St. Louis (Independent City), Missouri

safety, particularly in view of St. Louis's department store conflagrations in 1891 and 1900. The preferred off-site location of the power plant for heating, lighting, and ventilation protected shoppers from the heat, noise and dirt generated by engines. Stix, Baer & Fuller's plant, located in a separate building (razed) across from the store's Lucas Street (rear) service elevation, represented an advance over typical 19th century arrangements.

When the new store opened September 8, 1906, advertisements highlighted a new image of the department store as a civic institution dedicated to public service. This institutional approach introduced a counterpoint to mainstay advertisements promoting bargains and special sales; it would become a hallmark of the leading department stores in the 20th century, all of which, over the years, identified with and supported local charitable and cultural endeavors. Notable too as a break from the past, was the change in character of company slogans: "The Fastest Growing Store In America" matured to the "Ideal Store with High Ideals." Stix, Baer & Fuller's stated policy of 'no merchandise sold on opening day' down-played the commercial motive and cultivated the spirit of a special social event. Formal invitations extended to the general public through the press (Fig. 8) associated the store with civic purpose by showing images of an equestrian statue of Saint Louis (namesake of the city) supporting a 'masthead' depicting architectural details of the store building. The use of the statue of Saint Louis in the advertisement was particularly effective and timely since the real statue, executed in temporary staff for exhibit at the World's Fair, had become such a popular symbol of the city it had been recast in bronze. This permanent statue was scheduled for unveiling on the crest of Art Hill in Forest Park (site of the Fair) on October 4, 1906. Other 'artistic' advertisements for opening day also featured architectural details of the new building: decorative arched entrances which were paneled with "mosaic" designs (Fig. 9).

The exterior design of the new Stix, Baer & Fuller building also reflected a break from the past. A distinctly modern commercial identity was expressed in the larger scale and open quality of the building. The wide structural bays of the steel frame filled with plate glass, so important for providing generous interior lighting to sales areas, contrasted with the traditional fenestration of older buildings like the neighboring May Co. department store ('Famous') across Sixth Street (Fig. 10). The Grand-Leader's curtain wall of red and light brown clay brick and terra cotta added an appealing warmth and fashionable urban face to the store while the green marble on the storefronts introduced well-placed elegance that could catch the eye of the passerby.

The colossal soda fountain once installed near the center of the main floor (Figs. 6 & 11) was a familiar feature of modern department stores in other cities that was calculated and proven to draw large numbers of women shoppers as a place to meet and socialize. Fashioned of colored marbles, the fountain was manufactured in Philadelphia at a cost of \$30,000 and claimed by one of the builders to be "easily the peer of any in the United States." With a diameter of 26 feet, the fountain could seat 100

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persons around the 21-foot tall mirrored column topped with a bronze statue of "Plenty" surrounded by dancing cupids and water-sprouting dolphins. The "hundreds of iridescent electric lights of all colors" that illuminated the fountain were heightened by reflection in the mirrors.¹⁵

The St. Louis press described in detail the 'fairyland' effect of the interior created by the "blaze of lights" (all electric) and the floors, from roof to basement "stocked with richest goods from the four quarters of the earth." One writer was "reminded . . . of the World's Fair" as he observed the crowds in the aisles taking in "exhibits" of a "dazzling array of colored silks, satins and exquisite laces, the flash of cutglass and glint of silver"¹⁶ The linkage of world expositions and department stores (both in Europe and America) to the emergence of a consumer culture has received scholarly attention in recent years. Both the fair and the department store shared similar techniques of display (divided into classes or departments) for an encyclopedic array of goods available for view under one roof. A comparable organizational scheme could be witnessed in the departmental exhibits of goods presented each autumn at the trade fair sponsored by the St. Louis Agricultural and Mechanical Association since 1857. The grand expositions represented by fairs and department stores served as "showcases for merchandise and centers for its distribution" in a setting that made consumption and entertainment synonymous activities. Unlike the fairs, the department store remained as a permanent exhibition.¹⁷

The correspondence between increasing sales and expanding facilities was demonstrated throughout the store's history. The move in 1906 into the new 450,000 square-foot building comprising 60 departments had represented an increase of nearly five times the floor space that Stix, Baer & Fuller occupied in the 1870s building at Broadway and Washington. Yet only five years after the new emporium opened, the firm erected an eight-story addition at the southeast corner of Seventh and Lucas. The same year the company seized the opportunity to gain control of the entire city block through acquisition of a 99-year lease on The Model property, the eight-floor store fronting on Washington Avenue at Seventh Street. The Grand-Leader immediately expanded sales floors into these buildings which were in use until construction began in 1919 on the eleven-story addition that replaced them.

Plans for the addition (Fig. 12, foreground), built at a cost of \$1 million, were drawn up by Mauran, Russell & Crowell to match the design and materials of the 1906 building from the same firm. The floors of the two buildings were connected to make a continuous, unified interior. The combined buildings now covered the full city block. The total floor space increased to fifteen acres or 625,000 square feet - a far cry from the 50,000 square feet Stix, Baer & Fuller occupied in 1892 when the firm was founded. The increased space in the addition permitted the store to carry \$1 million more worth of merchandise which brought the total value of stock to approximately \$5 million, representing an estimated \$20 million of business in its 100 or so 'departments.' Apparently, the company had hoped to gain even more room by increasing the height of the 1906 building at this time but engineering problems were encountered that prevented this construction.¹⁸

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Some idea of the comparable size of business conducted by the several department stores in St. Louis can be deduced from a record of advertising space taken out in five local papers during January and February of 1917. Figures show that Famous-Barr led in advertising, though only by a margin of ten per cent over Stix. However, Famous's advertising amounted to fifty percent more than Scruggs, and two hundred per cent more than B. Nugent. The publicity of the three largest stores dwarfed the smallest stores, Penny & Gentles and Schaper Bros.

In the mid-1920s, Stix, Baer & Fuller became affiliated with the Associated Merchandising Corporation, a large international retail syndicate comprised then of 18 stores that included well known names such as Filene's (Boston), Dayton's (Minneapolis), and Harrods' (London). The stores retained independent ownership but gained advantage through pooled buying powers and exchange of marketing information. The Stix Co. was kept abreast of the latest European fashions and could claim "all the world our market place" through Associated Merchandising's enormous staff of foreign buyers. While expanding its exotic inventory of "beauty and luxury" the department store also continued to upgrade customer service and promote it in increasingly sophisticated advertising (Figs. 13, 14, 15). Telephone order service was enlarged with a separate switchboard and "a staff of trained shoppers" ready to serve when "traffic congestion and suburban living make coming downtown increasingly difficult." A broadcasting studio in the store sponsored "interesting programs" several times a day that brought the store name directly into the homes of potential patrons. The special needs of shopping mothers were met in a supervised children's playroom and in a barber shop "especially designed for small people." A travel bureau and Parisian fashions exhibited in the "Costume Room" whetted the desires of the leisure class of women. As early as 1926, three hours of free parking were provided on a store lot directly across Seventh Street or in a garage located a few blocks north offering special bus service from the garage to the store.¹⁹

The Depression predictably slowed retail sales across the nation due to a reduction in the consumer's buying power. But by 1940, downtown department stores in St. Louis cumulatively showed a four per cent increase in sales volume over 1936 as a result of the wartime expansion of population in the St. Louis metropolitan area.²⁰ This upturn in sales set the stage for Stix's \$200,000 project in 1939 that transformed the third floor into the "most modern women's, juniors and girls departments in the Middle West"²¹ (Fig. 16). At the close of World War II, as labor and materials became available, Stix, Baer & Fuller began a \$3 million program of remodeling and expansion (Fig. 17) that was completed by 1948. Improvements included new high speed escalators running from the basement to the seventh floor, and more refurbishing of sales areas in modern design. A new air conditioning system replaced the original 1940 equipment which the store had relinquished for use in government war plants.²² An additional floor was built over the eighth floor roof to accommodate store offices and a 600-seat assembly hall which was made available to many civic organizations (Fig. 18).

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In 1953, sales reached an all-time high of just under \$49 million, continuing the trend of new peaks established in the two years previous. The company expressed great pride in this achievement in the face of "the high degree of competition in suburban areas in which the company thus far has no branch store."²³ The threat of the suburban branch to undercutting the volume of downtown stores had become a matter of discussion nationwide. A *Fortune* magazine article, "Department Stores: Race for the Suburbs" published in 1951 asserted that "the new frontier of American retailing is the suburban branch store."²⁴

In St. Louis, suburban branch stores already had been opened in 1948-1951 by Stix, Baer & Fuller's two downtown competitors, Scruggs-Vandervoort-Barney and Famous-Barr (the May Co.); the latter company's sales volume in its downtown store, according to *Fortune*, was larger than that of the other two department stores combined. Opinions varied at the time, but Famous-Barr executives maintained that the downtown store could continue to grow provided it "gives vigorous encouragement to slum clearance, superhighways, better downtown parking, and similar efforts to rehabilitate the downtown."²⁵ As it turned out fifty years later, the Famous-Barr store remains open today (2003). However, both Stix, Baer & Fuller and Scruggs have closed their doors despite a massive effort to revitalize Stix, Baer & Fuller in 1984-85 through new ownership (Dillard's department chain) and the construction of St. Louis Centre, a multi-story enclosed shopping mall that bridged the Stix and Famous stores. The last few years of Dillard's tenure in the historic Grand-Leader (Stix, Baer & Fuller) Building recalled a comment in 1951 by an East Coast department store executive who reluctantly predicted that in 20 years or so, "the downtown store will become a basement-and-budget type of operation only. The higher-check business is going to come from the suburbs."²⁶

NOTES

1. J. A. Dacus and James W. Buel, *A Tour of St. Louis* (St. Louis: Western Publishing Co., 1878), 194-197.
2. *St. Louis Post Dispatch*, 7 April 1915.
3. *St. Louis Republic*, 17 February 1905.
4. *St. Louis Post Dispatch*, 10 December 1905.
5. *St. Louis Republic*, 17 February 1905.
6. *St. Louis Post Dispatch*, 1 April 1906.

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St. Louis (Independent City), Missouri

7. *St. Louis Post Dispatch*, 23 April 1905.
8. John Lawrence Mauran, "The Department Store Plan", *Brickbuilder* 17 (November 1908): 252.
9. Joseph Siry, *Carson, Pirie Scott : Louis Sullivan And The Chicago Department Store* (Chicago: University of Chicago Press, 1988), 122.
10. Mauran, "The Department Store Plan," 252.
11. *Ibid.*, 255.
12. *Ibid.*, 252.
13. *Ibid.*, 255.
14. *St. Louis Globe Democrat*, 9 September 1905.
15. *St. Louis Globe Democrat*, 9 September 1906; *St. Louis Post Dispatch*, 9 September 1906.
16. *Ibid.*
17. See Lewis Russell, "Everything Under One Roof: World's Fairs and Department Stores in Paris and Chicago," *Chicago History* (Fall 1983): 28-47.
18. *Drygoodsman*, 23 August 1919; 13 November 1920.
19. *Modes & Manners*, June 1925; February 1926.
20. Roy Arthur Klages, "An Analysis and Interpretation of the Factors Influencing the Decentralization of the Downtown Department Stores in St. Louis," (Ph. D. diss., St. Louis University, 1959) : 50.
21. *St. Louis Globe Democrat*, 10 November 1939.
22. *St. Louis Globe Democrat*, 23 June 1940; 29 September 1942.
23. *Annual Report 1954* (St. Louis: Stix, Baer & Fuller Co., 1955), n.p.

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24. Dero A. Saunders, "Department Stores: Race For the Suburbs," *Fortune* (December 1951): 99.

25. *Ibid.*, 170.

26. *Ibid.*, 173.

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St. Louis (Independent City), Missouri

FIGURE 1

THE NEW DRY GOODS STORE

815, 817, 819th & 821st North Broadway BETWEEN Franklin Ave. and Morgan St.

GRAND-LEADER
STIX, BAER & FULLER

815, 817, 819th & 821st North Broadway BETWEEN Franklin Ave. and Morgan St.

WILL LEAD ALL IN DRY GOODS With the largest and heaviest stock embracing many novelties NEW to St. Louis especially manufactured for us to be sold at **Lowest Prices**

WILL LEAD ALL IN MILLINERY With the most extensive and exclusive line ever seen in St. Louis. The prevailing European and American Fashions will be sold at **Lowest Prices**

WILL LEAD ALL IN FOOTWEAR With the most complete assortment from the Leading Shoe Manufacturers in the United States. EVERYBODY will buy from us at **Lowest Prices**

WILL LEAD ALL IN CLOAKS For Ladies, Misses and Children exhibiting many styles combined to us and made by the leading tailors of Europe and America and sold at **Lowest Prices**

DON'T MISS OUR GRAND OPENING IN ABOUT A WEEK

MUSIC — ARTISTIC — SOUVENIRS — VALUABLE — Flowers

THROUGH FAIR WEEK

Stix, Baer & Fuller
DRY GOODS CO.

Will Make an Exhibit Each Day During the Week

OF THE LARGEST CHOICE SELECTIONS OF

FINE, MEDIUM AND LOW-PRICED GOODS

That They Have Ever Before Offered.

EACH AND EVERY DEPARTMENT THROUGHOUT THE ESTABLISHMENT

Will Show a Complete Assortment of Every Desirable Article to Be Found in

A Strictly Dry Goods Store

AND AT PRICES AS LOW AS GOODS OF EQUAL QUALITIES ARE SOLD IN THE UNITED STATES.

CARRYING, AS WE DO,

ONLY RELIABLE GOODS

WE ASK INTELLIGENT INSPECTION

For Comparison of Quality and Prices, Such as Cannot Be Obtained Through NEWSPAPER QUOTATIONS.

REPUBLIC, ST. LOUIS, MO., TUESDAY MORNING, SEPTEMBER 20, 1892.

From the
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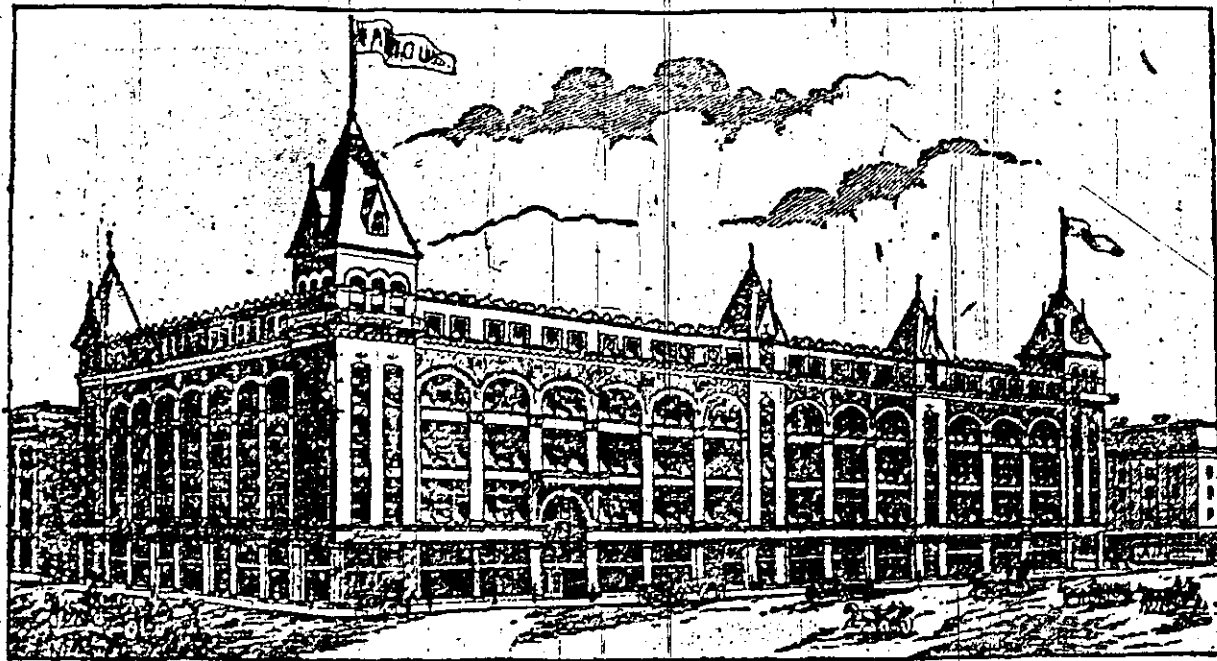


FIGURE 2

BROADWAY TRADES PALACE.

A NEW BROADWAY BLOCK.

The New Building Which Is to Replace
the Burned Block.



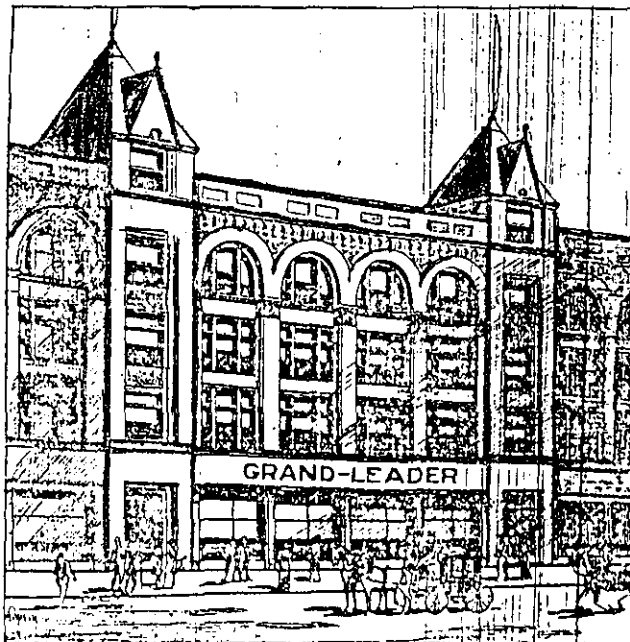
ON
THURSDAY, FRIDAY AND SATURDAY

Sept. 29, 30 and Oct. 1, 1892.

On this special occasion
the public will learn to their
delight of our new meth-
ods, new ideas, new sys-
tem and new equip-
ments adopted with
the chief object of
affording pleasure,
convenience and
expediency in the
transaction of
business with us.

815, 817
819 and 821
NORTH
BROADWAY.

Del. Franklin Av.
and Morgan St.



ON
THURSDAY, FRIDAY AND SATURDAY

Sept. 29, 30 and Oct. 1, 1892.

Displaying the most com-
plete and exclusive stock
of goods ever shown in
the United States, rep-
resenting the world's
most prominent man-
ufacturers, whose
very latest and
'best productions
alone' have
found access
to our many
departments.

815, 817,
819 and 821
NORTH
BROADWAY.

Del. Franklin Av.
and Morgan St.

45c - Infants'
of reliable make
70c.

\$4.85 - Ladies'
WOLLEN BATH
price 16 \$1.00

\$1.75 - Ladies'
beautiful pattern
bell skirt; 12's

\$2.75 - Pair
TRUNKS and
in five colors

\$2.75 - New
tinted designs

\$2.75 - Pair
TAIN in many
all over for \$1.00

\$1.50 - 44
suit design

39c - Extra
foot high boots

39c - REMAIN-
INGS, 100 new
everywhere for

25c - Hand-
MADE
styles, you'll

30c - only for
AND ENVELOPES

38c - cotton
high best
60c.

DRY GOODS FOR OUR GRAND OPENING!
On Thursday, Friday and Saturday, Sept. 29, 30 and Oct. 1, '92.

The illustration is a faithful reproduction of our magnificent building, every floor of which is heavily burdened with the Newest, Freshest, Most Stylish and Comprehensive Stock of

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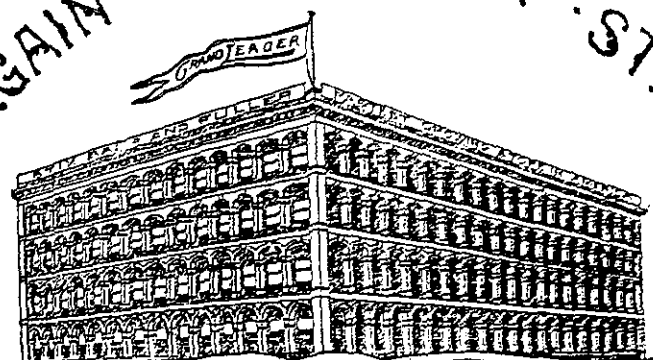
Grand-Leader (Stix, Baer & Fuller Dry Goods Co.) Building
St. Louis (Independent City), Missouri

FIGURE 3

SUNDAY MORNING—ST. LOUIS POST-DISPATCH—SEPTEMBER 5, 1897.

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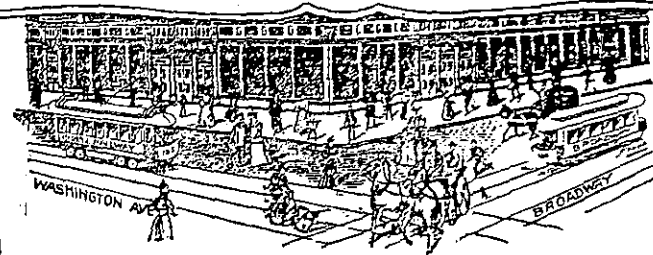
THE BARGAIN CORNER OF ST. LOUIS.



GRAND LEADER
STIX, BAER & FULLER

The Opening of Our New Store, Broadway and Washington.
Takes place NEXT THURSDAY, the 9th inst. A delightful surprise awaits the public on this long-looked-for-ward-to and gala occasion. Don't fail to see our daily announcements in the papers relative to it.
The Grandest Opening of the Nineteenth Century.

GRAND LEADER
STIX, BAER & FULLER



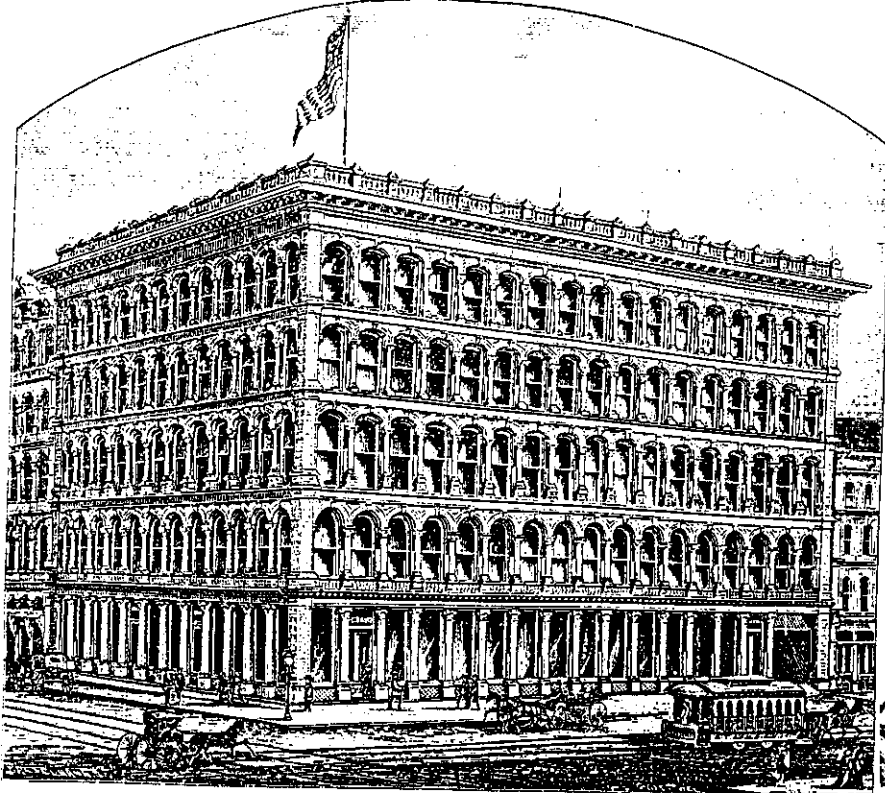
Your Last Chance! Now or Never!
To-morrow winds up the most remarkable sale that ever took place—not only here in St. Louis, but anywhere else on the continent of America. 'Tis positively our last half day at the old house, and to make it a fitting finale to our successful career at 815 to 821 N. Broadway, we will offer the most unheard-of values—the most overflowing and bonanza-like bargains on every floor and in every aisle, ever seen within the walls of any store anywhere in the New World! We will close the doors of the old house to-morrow at 12:30 p. m. (in honor of Labor Day) for positively the last time—'tis our final good-by to the old store—There will be no Grand-Leader for you to go to Tuesday and Wednesday (for both the new and old houses'll be closed)—we'll be receiving, arranging and getting in place the grandest stock of merchandise ever gathered together—from the four quarters of the globe—under one roof (in old St. Louis, anyhow), so we must crowd three great bargain days into a mighty one-half day, and
That Last Great Epoch-Making One-Half Day Is To-Morrow—Monday—September 6th, 1897. Come—Everybody Come—in the Morning.

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section 8 Page 22

Grand-Leader (Stix, Baer & Fuller Dry Goods Co.) Building
St. Louis (Independent City), Missouri



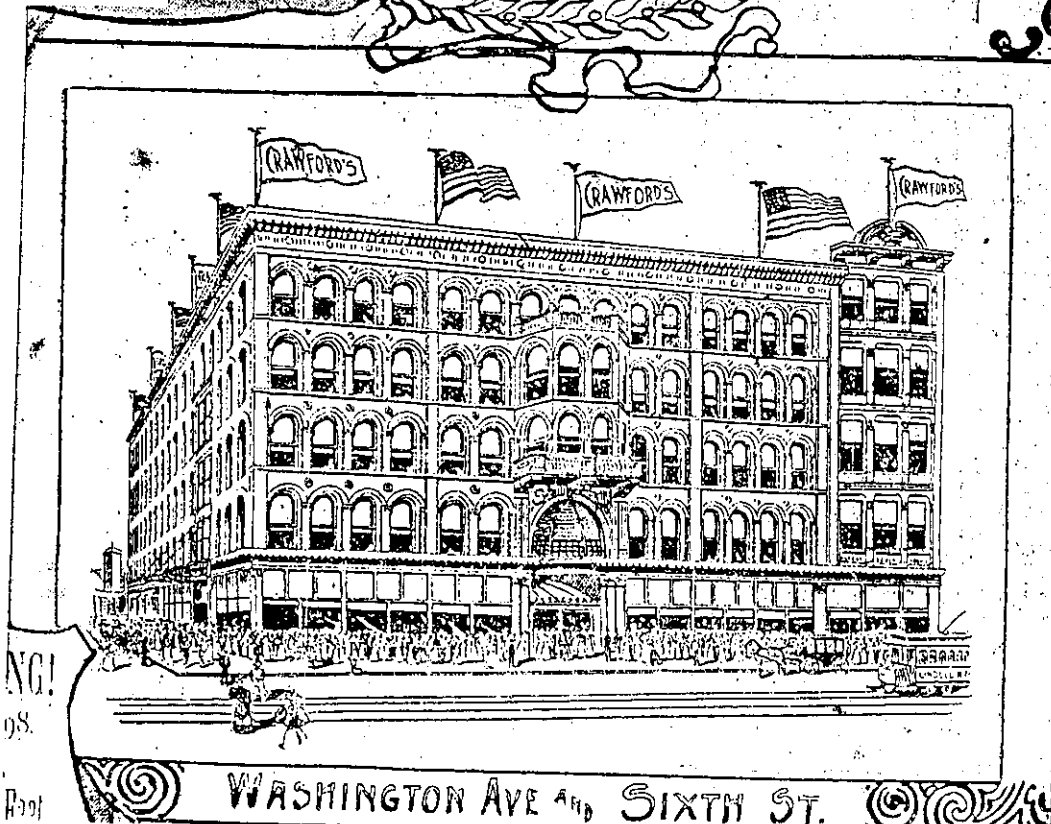
History of Saint Louis City and County
J. Thomas Scharf, 1883

FIGURE 4

SAMUEL C. DAVIS & COMPANY,
Washington Avenue and Fifth Street.



50,000 Bears
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United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

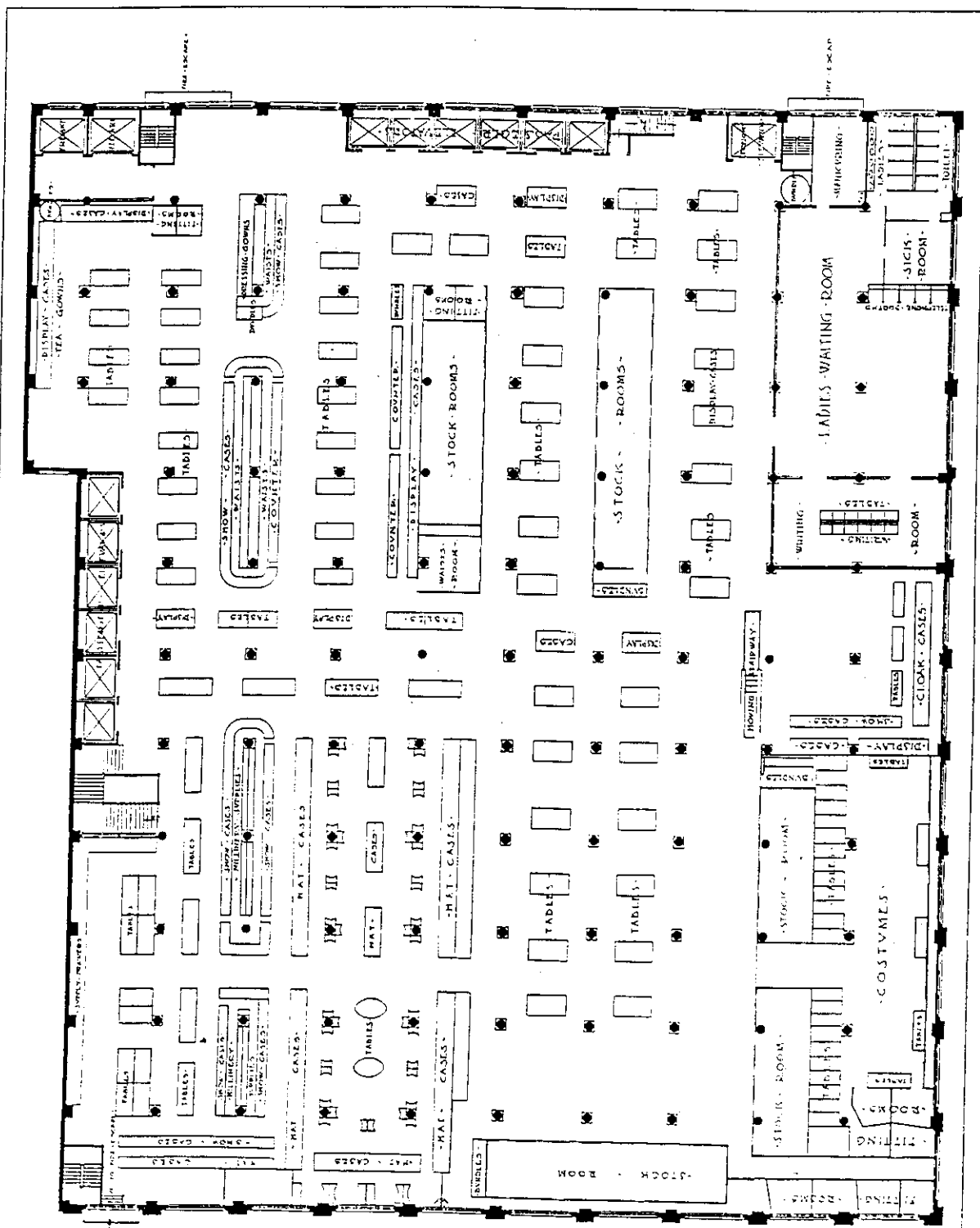
Section 8 Page 25

Grand-Leader (Stix, Baer & Fuller Dry Goods Co.) Building
St. Louis (Independent City), Missouri



THE BRICKBUILDER. NOV. 1908

FIGURE 7



THIRD FLOOR PLAN, THE GRAND LEADER DEPARTMENT STORE, ST. LOUIS.
Mauran, Russell & Garden, Architects.

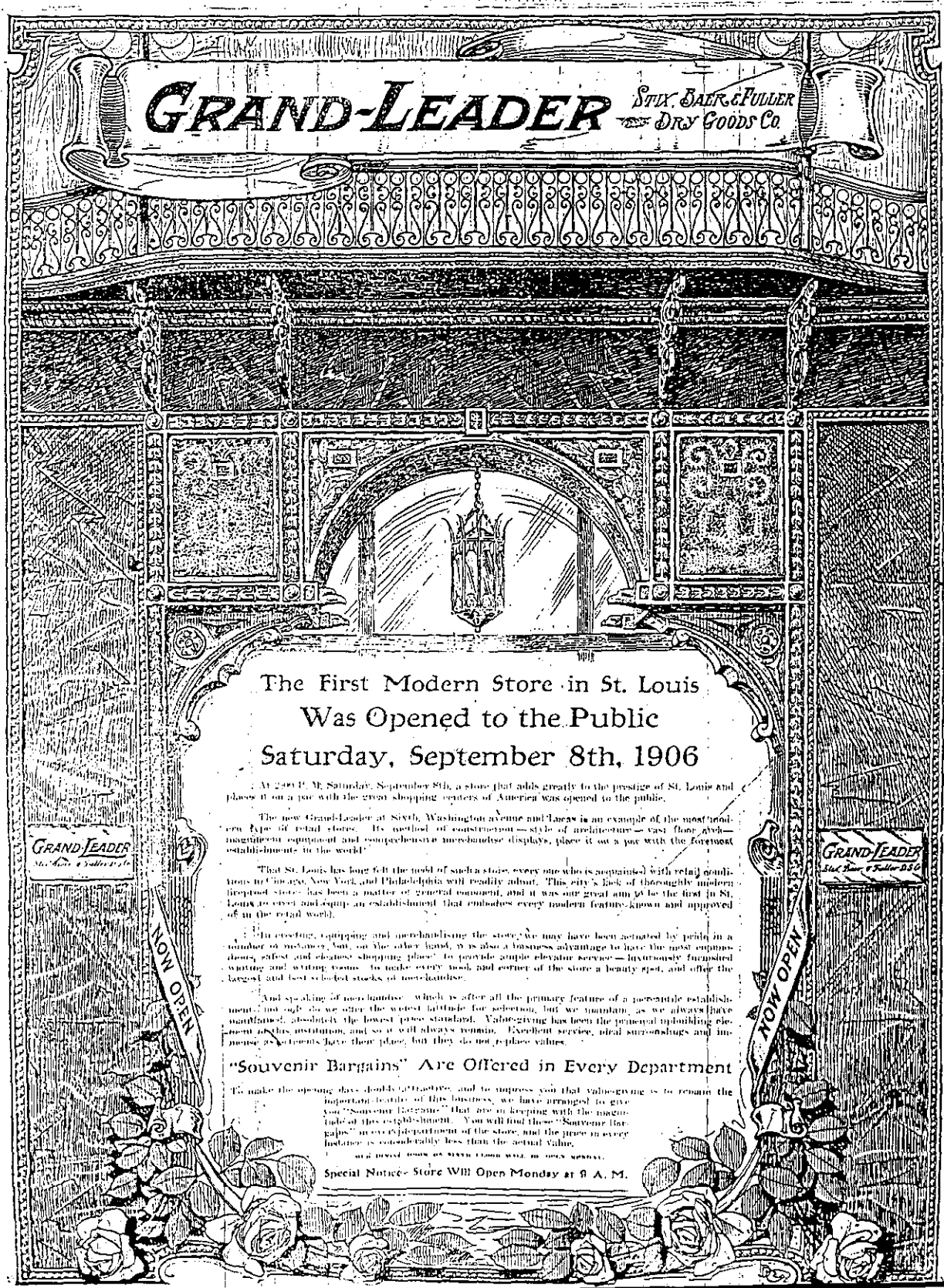
United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

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Grand-Leader (Stix, Baer & Fuller Dry Goods Co.) Building
St. Louis (Independent City), Missouri

FIGURE 9



GRAND-LEADER

STIX, BAER & FULLER
DRY GOODS CO.

The First Modern Store in St. Louis
Was Opened to the Public
Saturday, September 8th, 1906

At 2:00 P. M. Saturday, September 8th, a store that adds greatly to the prestige of St. Louis and places it on a par with the great shopping centers of America was opened to the public.

The new Grand-Leader at Sixth, Washington Avenue and Locust is an example of the most modern type of retail store. Its method of construction—style of architecture—vast floor space—modern equipment and comprehensive merchandise displays, place it on a par with the foremost establishments in the world.

That St. Louis has long felt the need of such a store, every one who is acquainted with retail conditions in Chicago, New York and Philadelphia will readily admit. This city's lack of thoroughly modern fireproof stores has been a matter of general comment, and it was our great aim to be the first in St. Louis to erect and equip an establishment that embodies every modern feature known and approved of in the retail world.

In erecting, equipping and merchandising the store, we may have been actuated by pride in a number of instances, but, on the other hand, it is also a business advantage to have the most complete, clean, and elegant shopping place; to provide ample elevator service—luxuriously furnished waiting and writing rooms—to make every inch and corner of the store a beauty spot, and offer the largest and best selected stocks of merchandise.

And speaking of merchandise, which is after all the primary feature of a mercantile establishment, not only do we offer the widest latitude for selection, but we maintain, as we always have maintained, absolutely the lowest price standard. Value-giving has been the principal upbuilding element of this institution, and so it will always remain. Excellent service, ideal surroundings and immense assortments have their place, but they do not replace values.

"Souvenir Bargains" Are Offered in Every Department

To make the opening days doubly profitable, and to impress you that value-giving is to remain the important feature of this business, we have arranged to give you "Souvenir Bargains" that are in keeping with the magnitude of this establishment. You will find these "Souvenir Bargains" in every department of the store, and the price in every instance is considerably less than the actual value.

Special Notice—Store Will Open Monday at 9 A. M.

GRAND-LEADER
Stix, Baer & Fuller Co.

GRAND-LEADER
Stix, Baer & Fuller Co.

NOW OPEN

NOW OPEN

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

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Grand-Leader (Stix, Baer & Fuller Dry Goods Co.) Building
St. Louis (Independent City), Missouri

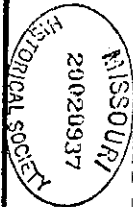


FIGURE 10

THE MAY COMPANY

The up-to-date Department Store at Washington, Sixth and Lucas is one of the points of interest in St. Louis. A beautiful restaurant and fifty different stores are under this one roof.

St. Louis Today (1906)
Robert A. Reid



GRAND LEADER - STIX, BAER & FULLER DRY GOODS COMPANY.

Sixth, Washington and Lucas Avenues. The first great modern department store erected in St. Louis—strictly fire proof. Over eleven acres of floor space.

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section 8 Page 30

Grand-Leader (Stix, Baer & Fuller Dry Goods Co.) Building
St. Louis (Independent City), Missouri

FIGURE 12



St. Louis Mercantile Library Collection
Photo, August 1962

United States Department of the Interior
National Park Service

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Continuation Sheet

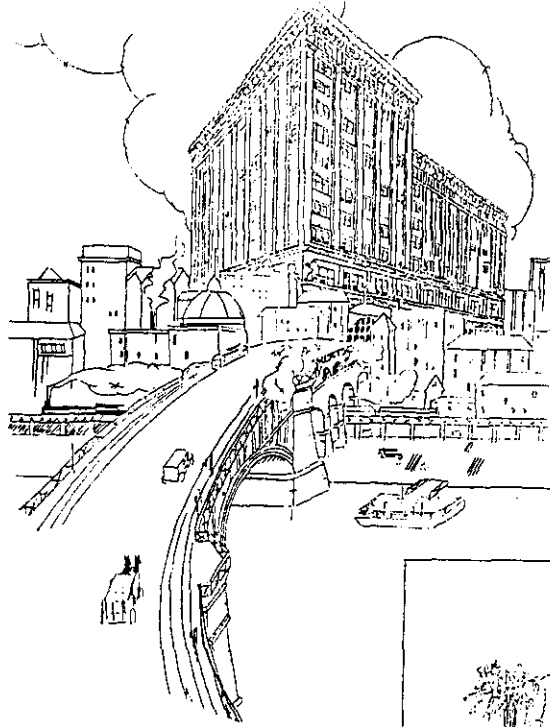
Section 8 Page 31

Grand-Leader (Stix, Baer & Fuller Dry Goods Co.) Building
St. Louis (Independent City), Missouri

FIGURE 13

EVERY SERVICE IS PROVIDED FOR
YOUR COMFORT AND CONVENIENCE

AT STIX, BAER AND FULLER



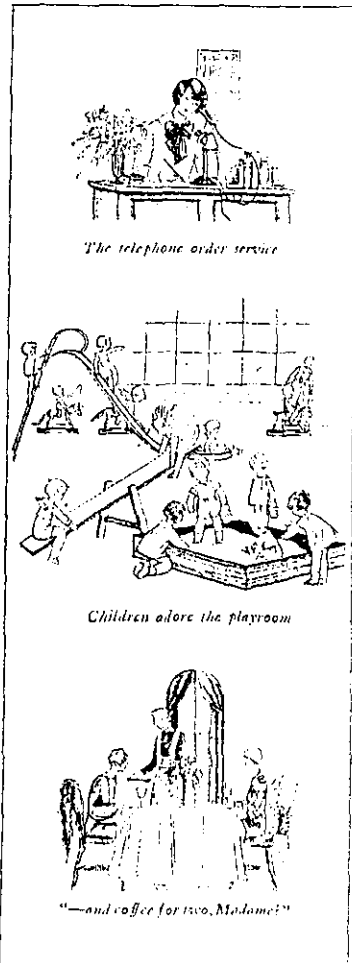
As host or hostess you know the pride and joy of providing for those who gather about your hearthside all the comforts and conveniences at your command. You want their stay to be as delightful as you can possibly make it—you want them to feel that they would like to enjoy your hospitality again.

We, too, like to think of ourselves as hosts, providing every possible facility for the comfort and convenience of the thousands of friends who daily pass through our doors. To that end we have provided many service facilities to make shopping more convenient and more of a pleasure for you. In addition to the services discussed separately below, parking facilities are provided for three hours without charge in our space on Seventh street as well as in the Commodore Garage at 930 N. Seventh street—with special bus service from the garage.

Telephone Order Service: This service begins right in your own home. Traffic congestion and suburban living make coming down town increasingly difficult, but our store and its offerings are only as far away from you as your telephone desk. Our telephone service has recently been greatly enlarged. A separate outside board is maintained for order calls, and a staff of trained shoppers is ready to find for you the things you desire, choosing them as carefully as if you were doing it yourself. No article is too small to command the most careful attention. Call Central 6500—Phone Order Department.

Rest Rooms: On the Mezzanine Floor, the third floor, and in the foyer to the tea room on the sixth, are telephone booths, desks supplied with stationery, and comfortable chairs, where you may conveniently wait for a friend or snatch a moment of rest in the midst of hurried hours of shopping.

Broadcasting! Another service that reaches directly into your home is that of the Broadcasting Studio in our Radio Department. Here, several times each day and evening, interesting programs are given. Tune in on WSBF, and, when you are down-town, visit the Broadcasting Studio and see how interestingly it is done.



Services for Children: Billy and Bab will adore shopping days, if, instead of being dragged along through crowded aisles, they can dash off to adventure on a rollicking hobby horse in the Children's Playroom on the Seventh Floor, where children over two years old may be left. There's a slide, a merry-go-round, a clean white sand pile, and snowy beds, just freshly made, ready for naps. The maid in charge is a great favorite with the youngsters, and they are perfectly safe in her keeping.

Haircutting may be a painful process if one is four but, in a barber shop especially designed for small people, the despised ordeal acquires an added dignity and prestige. In the Children's Barber Shop on the Second Floor, specialists exercise the greatest skill in the important matter of shearing locks.

Tea Room: Here attractive surroundings, prompt, courteous service, and delicious food combine to make the luncheon hour delightful. Breakfast is served after nine; luncheon from eleven to five, either à la carte or in fixed price luncheons, and a "matinee special" is served after two-thirty. Tables will be reserved at your request.

Mezzanine Floor Services: Many service features described on this page are assembled on the Mezzanine Floor, where they are easily accessible. Here you will find—

- A pleasant place to rest and visit
- Telephone and telegraph facilities
- Writing tables and stationery
- Branch post-office with complete mail service
- Gift Certificates for sale at all times
- Desk for wrapping and checking packages
- Service desk where gas and electric bills may be paid, and want ads left for prompt insertion in the papers.

Modes & Manners (February 1926)

United States Department of the Interior
National Park Service

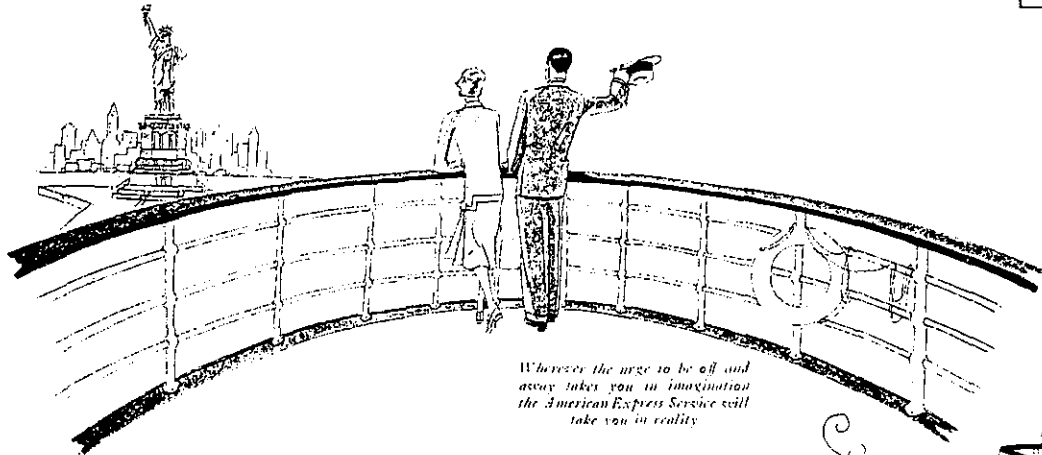
National Register of Historic Places
Continuation Sheet

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Grand-Leader (Stix, Baer & Fuller Dry Goods Co.) Building
St. Louis (Independent City), Missouri

FIGURE 14

Modes of Manners
21



*Wherever the urge to be off and
away takes you in imagination
the American Express Service will
take you in reality*

Summer Travel Information

STIX, BAER & FULLER
TRAVEL BUREAU

(AMERICAN EXPRESS SERVICE)

THE Travel Bureau, on the Mezzanine Floor, will give you authentic information about each phase of foreign and domestic travel — will make suggestions, even plan out your complete itinerary—this whether you travel independently, or join a personally conducted tour.

It will tell you enough about the places to which you are going and, the routes you will take to make you confident and, so, carefree.

It will get your tickets, arrange your reservations in ships, trains, or hotels all over the world.

It will issue you American Express Traveler's Cheques, to make easy the securing of money anywhere.

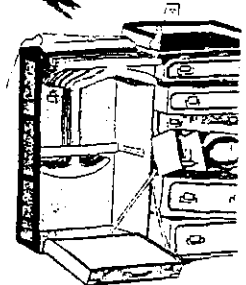
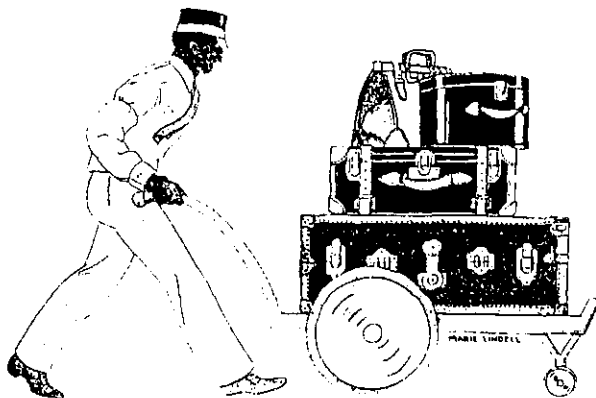
You may even ask the Travel Bureau the per-

inent question "What Luggage?"

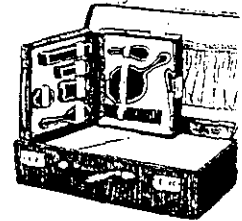
But time may be saved at this point by asking the same question in the Luggage Section where equally expert knowledge of travel requirements will assist your selection.

With the growing stabilization of conditions in Europe, foreign travel is increasing in popularity. Ask for the booklet "To Europe in 1925" to read about de luxe European travel under ideal conditions—and for the booklet "Special Summer Tours to Europe at Moderate Cost" to find out how you may explore the Continent at relatively small expense. Ask also about special rates to South America during the summer months, and inquire about trips to Alaska.

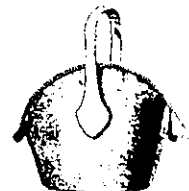
THE EASY, DISTINGUISHED TRAVELER CARRIES LUGGAGE THAT IS SMART AND SUITED TO THE CONDITIONS OF HIS (AND HER) PARTICULAR JOURNEY. FOR EXAMPLE, A PANAMA STEAMER TRUNK, A TOURIST CASE, AN ENGLISH KIT BAG, AND A PULLMAN HAT BOX OF CARRY ALL STYLE



This full-size Hartmann trunk has every advantage, but its shoe box, room for twelve to fifteen garments in wardrobe, etc., etc. Fiber—French or duo, race like binding. \$12



The tray-case, now a classic for travelers, is at its best in its grain sealskin, with rubber leather lining and shell-style lugs. This handsome one, 14 inches long, is \$6.50



The Jiffy pull-chain bag is piece of overnight luggage which this summer's busy traveler is known. The 14-inch size in sealskin, silk-lined, with pockets, \$12.50

Modes & Manners (June 1925)

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section 8 Page 33

Grand-Leader (Stix, Baer & Fuller Dry Goods Co.) Building
St. Louis (Independent City), Missouri

FIGURE 15

COUNTRY CLUB FROCKS

STIX, BAER & FULLER FASHIONS
FOR DINNER, DANCE, AND BRIDGE

ON hot summer days or nights, comfort and enjoyment are found at the country club. However, the proper frock must be worn if you would be assured of a perfect time. Georgettes and chiffons give the illusion of summer breezes, as well as the feeling of being exquisitely well-groomed. These lovely frocks, selected for Modes & Manners, may be found, and many more as charming, in the Costume Room of Stix, Baer & Fuller, in all sizes.



If one wishes to be cool as well as chic on a hot summer day, this simulated two-piece frock of georgette, with its scarf collar and double inverted pleat in the skirt, may be had in platinum, navy, or Tintau; size 32 to 40; \$65

Pink and black are favored by Paris, also lace combined with georgette. When godets are employed as in this charming gown, one may dance with perfect grace and freedom. This dress is also shown in roseola blue; all sizes; \$110

For dinner or dancing, this delightfully smart frock of crepe Elizabeth, with its straight back, has graceful jabots trimming blouse and skirt, presenting an unexcelled line, in orchid or pink. This may be had in all sizes; \$85

Prints are in the mode; chiffons are likewise. For a summer afternoon, this dress with its long sleeves is correct for bridge — and equally so for dinner at country club or in town; assorted colors; \$75



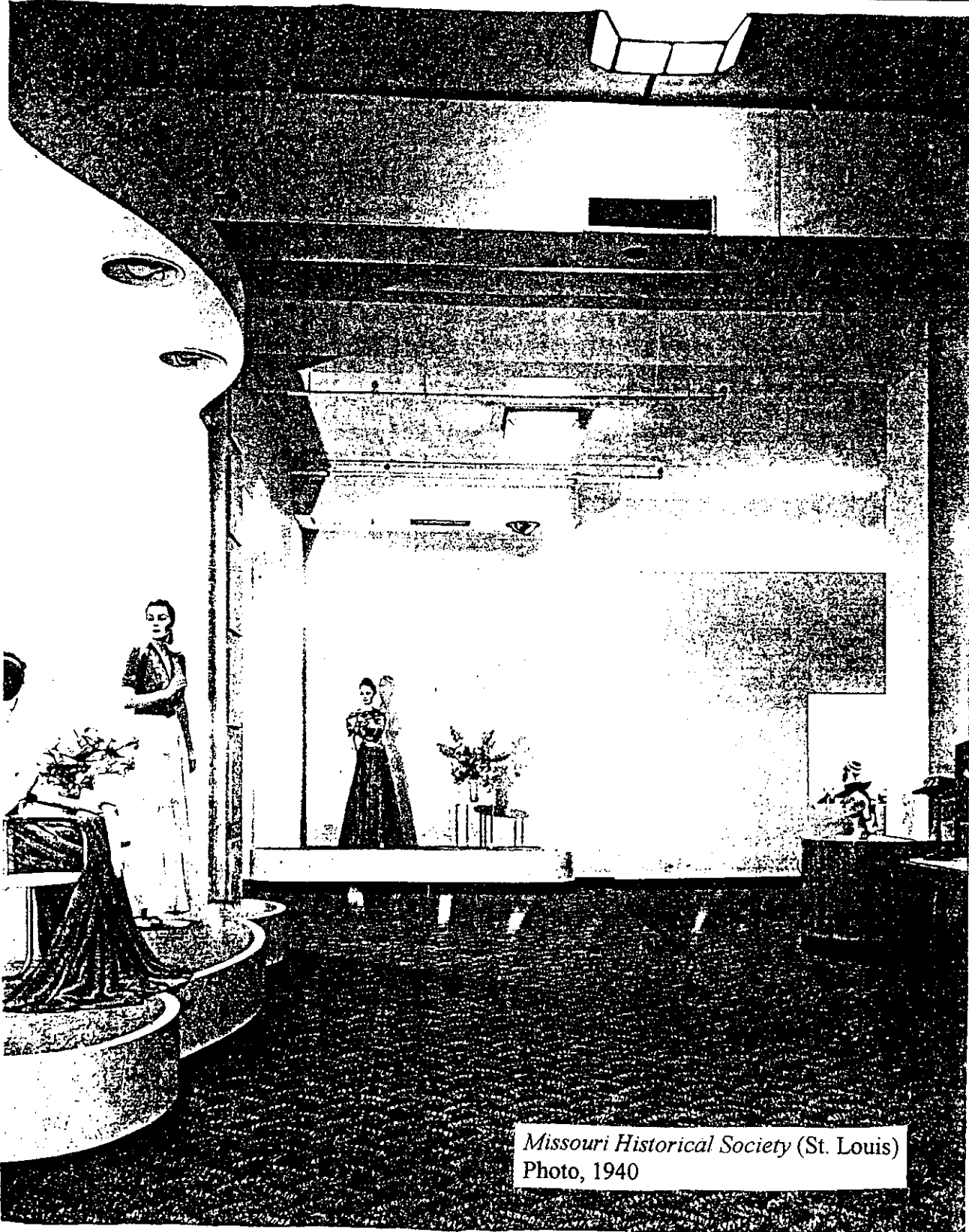
United States Department of the Interior
National Park Service

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Continuation Sheet

Section 8 Page 34

Grand-Leader (Stix, Baer & Fuller Dry Goods Co.) Building
St. Louis (Independent City), Missouri

FIGURE 16



Missouri Historical Society (St. Louis)
Photo, 1940

FILE NO.

ASSIGNMENT.

DATE.

United States Department of the Interior
National Park Service

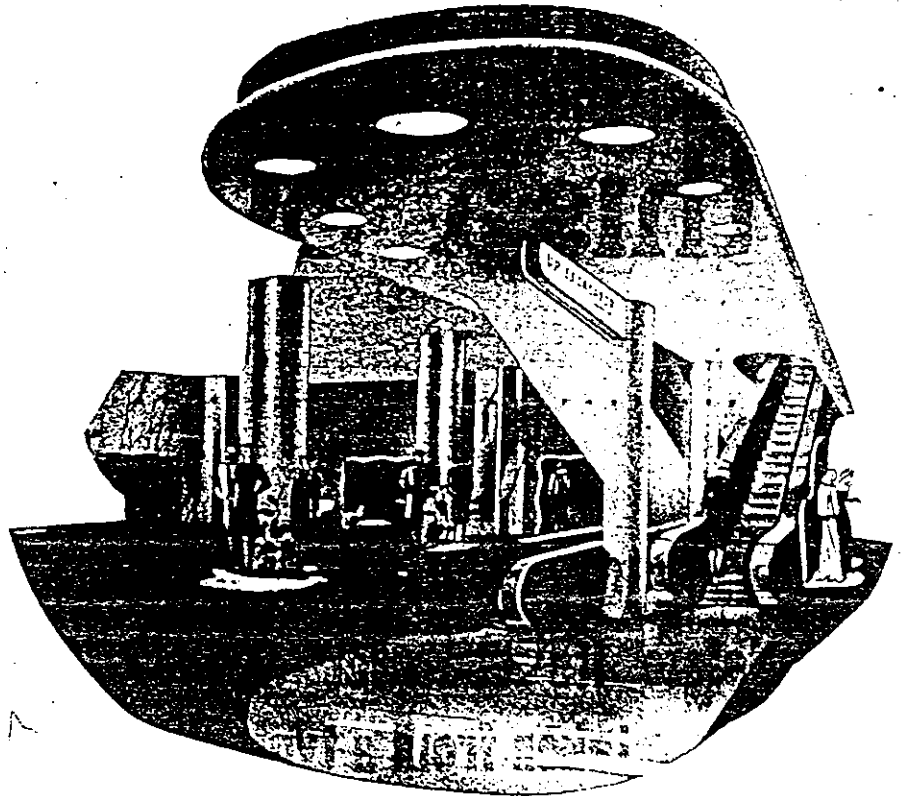
National Register of Historic Places
Continuation Sheet

Section 8 Page 35

Grand-Leader (Stix, Baer & Fuller Dry Goods Co.) Building
St. Louis (Independent City), Missouri

FIGURE 17

**"GOING FORWARD
IN '46"**



ANNOUNCING STIX, BAER & FULLER'S REMODELING AND

EXPANSION PROGRAM . . . A VAST PROJECT ALREADY UNDER WAY

Because of unbounded faith in the prosperous future of Metropolitan St. Louis, this Company has developed, and announces today, a vast \$3,000,000 program of expansion and modernization. Stix, Baer & Fuller's duty and opportunity lie in serving the people of this community to the best of its ability in the years ahead. To

St. Louis Globe Democrat
24 January 1946

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

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Grand-Leader (Stix, Baer & Fuller Dry Goods Co.) Building
St. Louis (Independent City), Missouri

FIGURE 18



St. Louis Mercantile Library Collection
Photo, c. 1950

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

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Grand-Leader (Stix, Baer & Fuller Dry Goods Co.) Building
St. Louis (Independent City), Missouri

FIGURE 19

WE COULDN'T THINK OF A BETTER WAY TO SAY

Thank You St. Louis



for 52 Resultful Years...

Another October—and it begins a new year for Stix, Baer & Fuller... our fifty-third. In the past an Anniversary thus, we could say, "Thank you St. Louis, for your confidence" in a very tangible way. We did it with storewide offerings at substantial savings. This year, because of wartime merchandise restrictions, that is not possible. The 52nd Anniversary Sale as you well remember must wait 'til fall's days.

And yet, we could not let this October pass without some grateful expression to our friends and customers. We are sending a heartening message in the name of all St. Louisans to St. Louis men and women all over the world. It is being published this month in twenty-four English language newspapers located in far-flung cities where our gallant forces are stationed. We hope that it will bring a bit of cheer to your loved ones wherever they may be.

THE MESSAGE WILL APPEAR IN THESE PUBLICATIONS:

- | | | | |
|---|--|--|--|
| ALASKA
Alutian Times
(Sitka, Alaska) | CHINA
Chungking Evening Post
(Chungking) | INDIA
Times of India
(Bombay) | PANAMA
Panama American
(Panama) |
| AUSTRALIA
Melbourne Argus
(Melbourne) | ENGLAND
London Daily Express
(London) | JAMAICA
Daily Observer (Kingston) | PERU
World Journal (Lima) |
| HAWAII
Hawaii Post
(Honolulu) | HONG KONG
Hong Kong Daily News
(Hong Kong) | NEW ZEALAND
New Zealand Times
(Wellington) | PHILIPPINES
Manila Times (Manila) |
| MEXICO
Mexico City News
(Mexico City) | FRANCE
Paris Herald
(Paris) | NEW GUINEA
New Guinea Times
(Port Moresby) | GENERAL
Times Magazine (New York Edition) |
| BERMUDA
Bermuda Post
(Bermuda) | HAWAII
Hawaii Post
(Honolulu) | NEW ZEALAND
New Zealand Times
(Wellington) | |
| BARBADOS
Barbados News
(Bridgetown) | INDIA
Times of India
(Bombay) | | |

HEY, YANK
are you from
ST. LOUIS?

We hope you're getting those letters that men and boys send us and that the rest of us are sending with you. We're glad some of them haven't caught up all of us from Baden over to Carondelet, from Eads Bridge to way out past the county.

We wish we could make you know how proud and faster job than we ever dreamed of. That "faster" part is important because the old town hasn't been all over.

And if there is one thing that St. Louis is really putting its wits and effort behind now, it is planning for a postwar city that will give you the best opportunity that they offer.

Yes, you're coming back to home folks who have been missing you. Mr. Latta folks who can't even think of you. Mr. Latta folks who can't even think of you. Mr. Latta folks who can't even think of you.

We'll be seeing you.

STIX, BAER & FULLER
ST. LOUIS • U.S.A.

Our 53rd Year
STIX, BAER & FULLER

ST. LOUIS STAR-TIMES
Mon., Oct. 2, 1944.

United States Department of the Interior
National Park Service

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Grand-Leader (Stix, Baer & Fuller Dry Goods Co.) Building
St. Louis (Independent City), Missouri

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Continuation Sheet

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Grand-Leader (Stix, Baer & Fuller Dry Goods Co.) Building
St. Louis (Independent City), Missouri

Verbal Boundary Description

The boundary of the nominated parcel is indicated with a broken line on the accompanying map entitled "Grand-Leader (Stix, Baer, & Fuller Dry Goods Co.) Building."

Boundary Justification

The boundary of the nominated property is the same as the footprint of the Grand-Leader (Stix Baer, & Fuller Dry Goods Co.) Building.

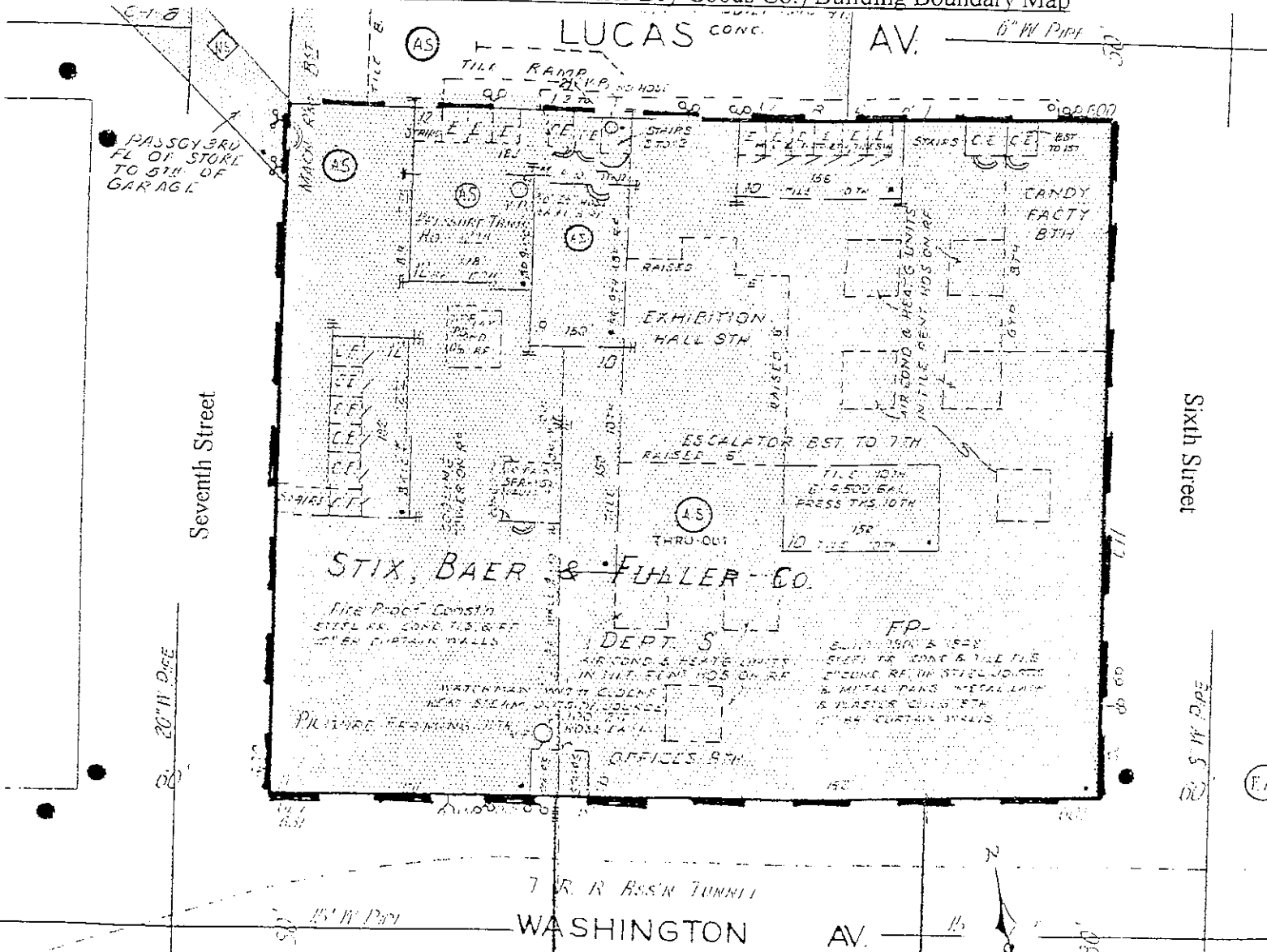
United States Department of the Interior
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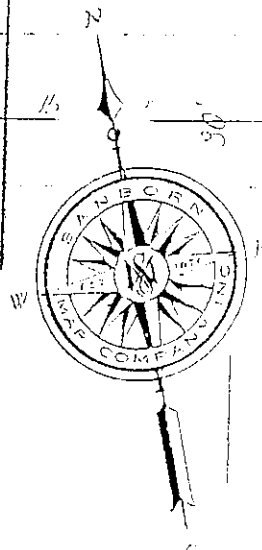
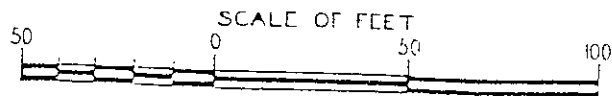
Grand-Leader (Stix, Baer & Fuller Dry Goods Co.) Building
St. Louis (Independent City), Missouri

Grand-Leader (Stix, Baer & Fuller Dry Goods Co.) Building Boundary Map



Source: Sanborn Map Company, Inc., 1968 (crosswalk drawn 2003)

30



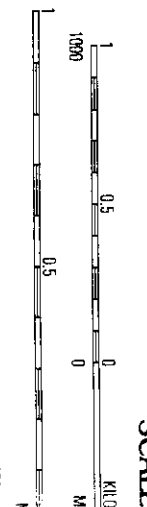
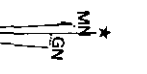
GRAND-LEADER
 (STIX, BAER & FULLER
 DRY GOODS CO.)
 BUILDING
 ST. LOUIS (IND. CITY),
 MISSOURI
 UTM S:
 15/744640 E
 15/4279540 N

720 000 FEET (LL WEST)

38° 37' 30" 90° 15'



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



SCALE

Grand Leader - Stix, Baer + Fuller Dry Goods Co.
St. Louis (Independent city), MO

Stacy Sone

Feb. 2003

Landmarks Assoc. of St. Louis

view to NE

photo 1 of 11



Grand Leader - Stix, Baer & Fuller Dry Goods Co.
St. Louis (independent city), MO

Stacy Sore

Feb. 2003

Landmarks Assoc. of St. Louis
view to SW
photo 2 of 11



Grand Leader - Stix, Baev & Fuller Dry Goods Co.
St. Louis (independent city), MO

Stacy Sone

Feb. 2003

Landmarks Assoc. of St. Louis

view to W

photo 3 of 11



Grand Leader - Stix, Baer & Fuller Dry Goods Co.
St. Louis (independent city), MO

Stacy Sone

Feb. 2003

Landmarks Assoc. of St. Louis

view to NW

photo 4 of 11



TRE

URANTS

6th St

Grand Leader - Stix, Baer & Fuller Dry Goods Co.
St. Louis (independent city), MO

Stacy Sone

Feb. 2003

Landmarks Assoc. of St. Louis

view to NE

photo 5 of 11



Grand Leader - Stix, Bauer & Fuller Dry Goods Co.
St. Louis (independent city), Mo

Stacy Sone

Feb. 2003

Landmarks Assoc. of St. Louis

View to NE
photo 6 of 11



Grand leader - Stix, Beav & Fuller Dry Goods Co,
St. Louis (independent city), MO

Stacy Some

Feb. 2003

Landmarks Assoc. of St. Louis

View to SE

photo 7 of 11



Grand Leader - Stix, Baer & Fuller Dry Goods Co.
St. Louis (independent city), Mo

Stacy Sore

Feb. 2003

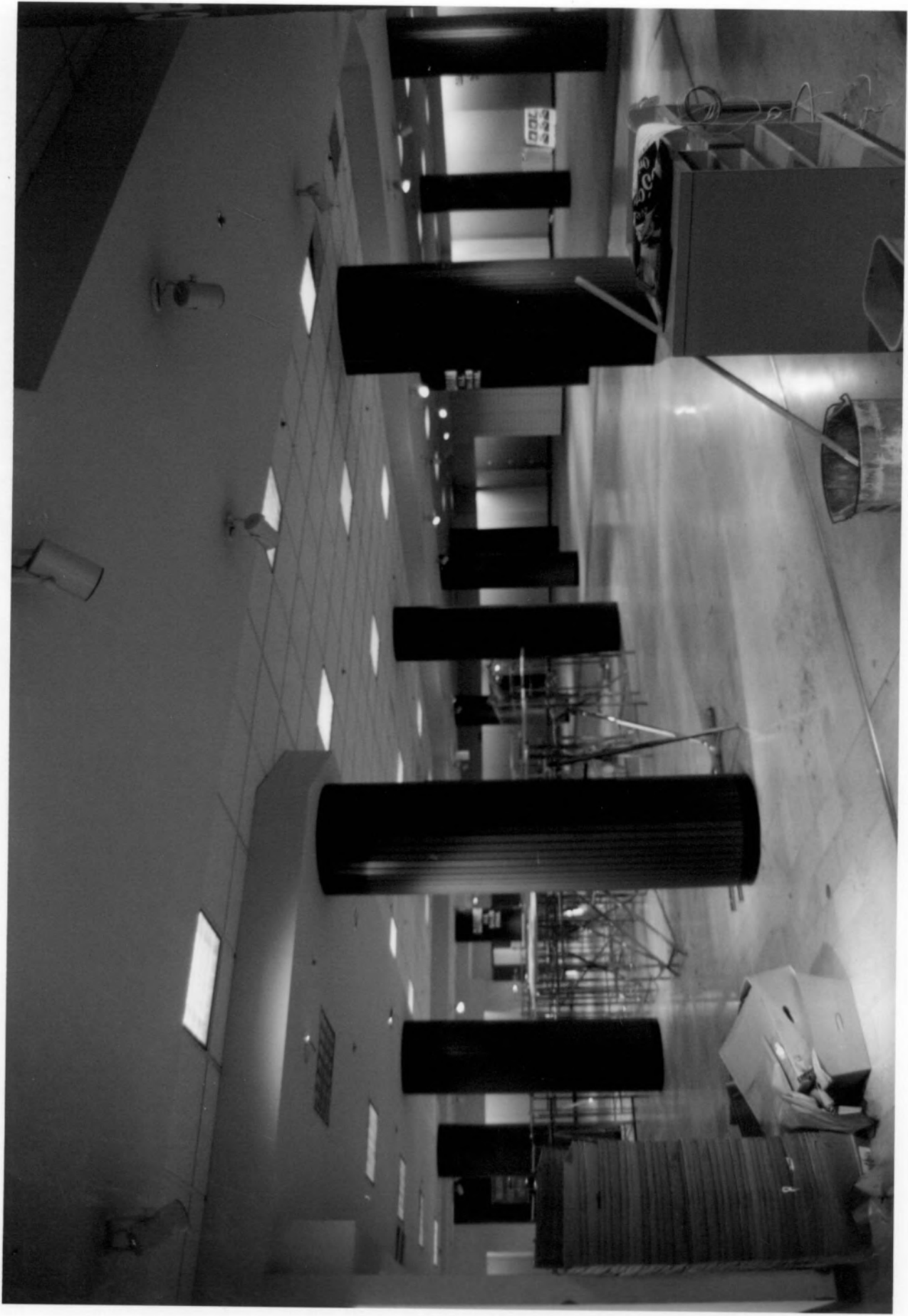
Landmarks Assoc. of St. Louis

View to SW

photo 8 of 11



Grand Leader - Stix, Baer & Fuller Dry Goods Co. Bldg.
St. Louis (independent city), MO
Mary Stivitz
Feb. 2003
Landmarks Assoc. of St-Louis
View to SE (1st floor)
#9 of 11



Grand Leader - Stix, Baer & Fuller Dry Goods Co. Building
St. Louis (independent city), MO

Mary Stivitz

Feb. 2003

Landmarks Assoc. of St. Louis

view to NW (5th floor)

10 of 11



Grand Leader - Stix, Baer & Fuller Dry Goods Co. Building
St. Louis (independent city), Mo

Mary Stiritz

Feb. 2003

Landmarks Assoc. of St. Louis
view to SW (16th floor)

11 of 11

