

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

**National Register of Historic Places
Registration Form**

1. Name of Property

historic name Hotel Jefferson
other names/site number New Hotel Jefferson; Sheraton-Jefferson; Jefferson Arms

2. Location

street & number 415 N. Tucker Blvd. [n/a] not for publication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
[x] 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 [x] meets [] does not meet the National Register criteria. I recommend that this property be considered significant [] nationally [] statewide [x] locally.
(See continuation sheet for additional comments [].)

Mark A Miles 09/05/03
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:	Signature of the Keeper	Date
[] 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 [].	_____	_____

5. Classification

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

Number of contributing resources previously listed in the National Register.

Name of related multiple property listing.

N/A

0

6. Function or Use

Historic Function
DOMESTIC / hotel
TRANSPORTATION / road-related (vehicular)

Current Functions
DOMESTIC / multiple dwelling
TRANSPORTATION / road-related (vehicular)

7. Description

Architectural Classification
Classical Revival

Materials
 foundation stone
 walls brick
terra cotta
 roof asphalt
 other metal

Narrative Description

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

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

1904 -1950

Significant Dates

N/A

Significant Person(s)

N/A

Cultural Affiliation

N/A

Architect/Builder

Barnett, Haynes & Barnett

Teich & Sullivan

Gill & Jackson

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: _____

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10. Geographical Data

Acreeage of Property approximately 1.4 acres

UTM References

A. Zone 15 Easting 743970 Northing 4279530

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 M. Stiritz (Sec. 8); Laura Johnson, AIA (Sec. 7)

organization Trivers Associates

date May, 2003

street & number 100 N. Broadway, Suite 1800

telephone (314) 241-2900

city or town St. Louis

state MO

zip code 63102

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 Affordable Communities of Missouri, A California Ltd. Partnership

street & number 23852 Pacific Coast Highway

telephone (310) 589-7044

city or town Malibu

state CA

zip code 90265

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Hotel Jefferson
St. Louis [Independent City] MO

SUMMARY

The Hotel Jefferson, located at 415 North Tucker Boulevard in downtown St. Louis, is a thirteen-story steel frame hotel building and six-story reinforced concrete parking garage, all clad in Revival style veneers of brick and terra cotta. The east half of the hotel was built in 1904 and fronts 220 feet along the west side of Tucker Boulevard (once Twelfth Street) and 100 feet along St. Charles Street to the north, and Locust Street to the south. In 1928, the building expanded to the west another 100 feet. Also erected in 1928, the Jefferson Plaza Garage (measuring 145 feet by 110 feet) at the southeast corner of St. Charles and North Thirteenth Streets, joins the west elevation of the 1928 addition. The storefront level of both the original hotel building and the addition was altered circa 1953 when portions of the terra cotta veneer were replaced with grey and black granite. Metal panels were also installed to wrap around the columns and border the new entrance, which was moved back to its 1904 location at the center of the east (primary) elevation. The south elevation entrance was re-faced with black granite. Overall, the exterior facades of the hotel and garage buildings retain a strong sense of their historic identity as excellent examples of a large, early 20th century hotel in an urban environment. This is conveyed through the integrity of materials and design, and the hotel's setting and relationship to Tucker Boulevard, St. Louis' widest street. Typical of numerous buildings in the central business district, exterior alterations to the hotel are confined to the lower two stories and the attic story in relationship to cornice modifications. Easily offsetting these modifications, the bulk of the Hotel Jefferson's massive and imposing facades remain virtually unaltered and intact. Although the original layout of the guest rooms on the upper floors was changed when the rooms were remodeled into apartment units in 1976-77, the plan of the characteristic public spaces on the lower floors continues to reflect historic hotel functions. On the ground floor, these include the lobby, dining room, coffee shop, and storefronts. On the mezzanine level, two large banquet rooms retain significant Revival style detailing as well as plan.

EXTERIOR

The Hotel Jefferson can be broken down into two primary elevations (east and south) and two secondary elevations (north and west). The east elevation faces the major thoroughfare, Tucker Boulevard, and is solely the 1904 building designed by Barnett, Haynes & Barnett Architects (St. Louis). It is veneered in grey Roman brick with white terra cotta ornament. The windows are bordered with terra cotta sills and limestone lintels with projecting keystones. The base consists of the first floor and mezzanine levels, the shaft extends from the second through tenth and the cap consists of floors eleven and thirteen, which is the fourteenth story, since the mezzanine is not included as a floor. This originates from the fact that the mezzanine was once open to the first floor below but has since been enclosed. There are fifteen vertical bays with the outer three bays being bordered with projecting brick quoining at the mezzanine through ninth floors (10th story), creating a three-part elevation (Photo 1). Continuous bay window projections from floors three through nine emphasize each division of the elevation. The tenth floor fenestration is sets of triple double-hung windows at the outer three bays and single windows at the center of the building. A heavy second cornice exists above the tenth floor and sets of triple sash make up the eleventh and twelfth floor windows except for the fourth bay in at each end being single windows. The twelfth floor center seven windows have arched tops of terra cotta detailing with a projecting center keystone. Brick spandrels with offset rectangular panels exist between the eleventh and twelfth floor windows. The tops of brick pilasters with terra cotta Ionic capitals are set just above the twelfth floor window heads. The building terminates at

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the parapet with the remains of a series of decoratively hooded oculus windows. In 1976, the original round windows were replaced with square windows to convert the top floor into apartment units (Figures 2 & Photo 1). The cornice just below these windows had already been removed in 1962 and this entire area is now painted white. The decorative cresting once projected above the parapet, illustrated in Figure 2, was removed in 1928.

The base of the building has gone through two major renovations. Original glazed openings at each bay extended from grade to the mezzanine level with an arched top. There are six remaining examples of these early storefront windows at the north elevation (Compare Figure 2 & Photo 1). The 1928 addition work included modifying the 1904 first floor fenestration to square windows, adding balustrades at the mezzanine level and widening the storefront openings to match the new design on the addition. The three northernmost bays on the east elevation were not changed, but the entrance moved from the center of the façade to the far northern two bays of the center section of the elevation (Compare Figure 2 to Figure 7). In 1953, a new owner remodeled the storefront level, replacing much of the terra cotta veneer with grey and black granite. During this same work, a southeast corner entrance was installed and metal panels finished the exposed column and bordered the new entrance, which was moved back to its 1904 location at the center of the east (primary) elevation (Figure 19 & Photo 1). Metal panels were also installed to wrap around the columns and border the new entrance, which was moved back to its 1904 location at the center of the east (primary) elevation (Figure 19 & Photo 1) Except for the addition of travertine around the entrance and three windows at the southern end of the elevation, the storefront has remained relatively the same since 1950.

The second primary façade is the south elevation, (Teich & Sullivan, architect, Chicago) the eastern 100 feet being the original building and the western 100 feet the addition. The easternmost bay of the addition has an entrance for direct public access to the banquet rooms. Both the 1904 and 1928 elevations are clearly differentiated as the brick colors are slightly different and the base and parapet contain dissimilar detailing and do not line up (Photos 1 & 2). The 1904 section is seven bays wide and generally continues the same banding and window design as the east elevation. However, there are only two sets of continuous bay windows at the outer bays of the building and the adjacent bays contain two windows, one significantly smaller than the other. The two outer bays of the tenth floor windows are sets of triple sash while the inner three bays are single windows. The eleventh and twelfth story windows match those on the east elevation except only the center three bays of the twelfth floor have arched tops. The rest of the cornice and base modifications are repeated from the east elevation, although there is only grey granite from the 1953 work on the south elevation of the 1904 facade. The 1928 portion of this elevation is veneered with a buff colored standard brick and contains six bays divided vertically into a three-part elevation. Brick quoining between each part and a slight offset emphasize these divisions. The outer bays of the addition on floors four through thirteen have pairs of separate double-hung windows while the inner four bays consist of three windows each. Above the thirteenth story windows are decorative panels and the building terminates with a shallow cornice. A white terra cotta band in a Greek key pattern separates the base from the shaft of the building. The upper two floor levels of the base are veneered with white terra cotta. The base of the addition once exhibited an ornate entrance and awning at its easternmost bay veneered entirely with terra cotta but this was removed with the 1950's work. Original 1928 terra cotta balustrades and decorative spandrels still

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exist at the second floor windows of the south elevation of the addition, although the storefront level and entrance was re-faced with black granite (Figure 8 & photo 2). What remains of the 1928 period at the base of the building are the second and third story window openings and balustrades complete and the third floor window opening in bay six. The entire shaft of the building remains intact. In general, the later design of the addition is much simpler and flatter as compared to the more ornate, classical detailing on the 1904 building as it was most likely being influenced by the upcoming Art Deco style.

The north elevation is considered secondary since St. Charles has always been a smaller side street as compared to Locust, although the 1904 structure is detailed at an equivalent level as its south, primary elevation. The storefront and mezzanine levels of the original building still retain the 1904 configuration and detailing in five of the six bays. The 1928 addition follows the basic overall appearance and detailing as its south elevation except each bay contains only one window, the first and second floor windows have brick spandrels between them and the banding between the base and shaft is simpler. Also, projecting window heads exist above the twelfth story windows. The north elevation also contains a secondary façade of the Jefferson Plaza Garage building attached to the addition to the west. This elevation is six bays wide, veneered with the same buff colored brick to match the 1928 portion of the Jefferson Hotel and is devoid of detailing except for the return on the far west corner. Much of the original steel sash windows have been removed although the mullions and frames remain.

The west elevation of this complex is dominated by the primary elevation of the Jefferson Garage. (Figure 17, 18 & Photo 5) This concrete structure was built in 1928 to house automobiles and follows the 1919 patented staggered floor level design of the Fernand d'Humy Motoramp system (Figure 16). The strong vertical elements and terra cotta patterns suggest an Art Deco influence. Such details as shields and pinnacles atop the brick piers that extend above the parapet could be considered Tudor Revival elements. The buff colored masonry veneer matches the Hotel Jefferson addition, built at the same time. Terra cotta embellishments remain completely intact, although the steel sash and even some of the steel frames have been removed from the window openings. A 1962 photo documents the original window configurations (Figure 18). The west elevation is made up of eight bays with the center two bays extending above the parapet wall, creating a visual focal point to the building. At the parapet between the piers, each bay is emphasized by decorative geometrical designs in terra cotta, which contributes to the sense of verticality. Only one structural column interrupts the entire length of the first floor level elevation, proving the structural advancement that reinforced concrete brought to the building industry. The center and corner columns are detailed with two vertical terra cotta ribs that become pinnacles projecting slightly out of the masonry façade. A terra cotta shield sets between the pinnacles and a ledged square-motif terra cotta band then extends above the first floor openings. Brick ribs continue up the outside corners and terminate with a terra cotta cap. The second floor windows are double vertical pairs with a terra cotta rib between each of the outside three bays while the inner two bays have two crests centered above each pair. The ribs terminate with a pinnacle extending past the sill of the third floor windows. The third through sixth floor window openings at the outside three bays extend the entire bay while the center two bays are split between two window openings. The center four windows of the building have infilled terra cotta arches with a five-pointed star motif at the extended parapet.

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INTERIOR

The interior of the Jefferson Hotel has undergone three major renovations: In 1928 when it was acquired by the New Hotel Jefferson Co.; in the early 1950s when it was purchased by the Hilton Hotel Corp.; and in 1994 under the ownership of Affordable Communities of Missouri, the current owner. The lobby finishes were modified during each time, although the 1928 configuration and plan layout in the lobby, public spaces and corridors remains intact (Compare Figure 10 to Existing Floor Plan on the next page). At some point, the mezzanine overlook to the lobby below was enclosed (Compare Figure 15 & 20 to Photo 10). Remnants of the 1928 lobby include white marble staircases at the northeast and southwest corners. The original 1904 lobby was primarily this same white marble material, which was re-used in the 1928 work and still visible in other areas such as the basement elevator lobby. The 1928 era dining room just west of the lobby still maintains a change in floor level and is still used as a dining room for residents of the building that do not have kitchens. Two principle banquet rooms from the 1928 construction are largely intact at the Mezzanine Level, the Crystal Room and the Gold Room. The Crystal Room is located at the southwest corner of the building and consists of decorative plasterwork in the form of Ionic pilasters and highly ornate relief patterns in a "panelized" wall. Four large windows face south and pantry doors on the west wall remain in place (Photo 9). The Gold Room, or Banquet Hall as it is labeled in the 1928 plan, is located just to the north of the Crystal Room and is a two-story space with a perimeter balcony that stops short at the stage on the north wall (Photos 7 & 8). All of the ornate plasterwork on the walls and ceiling remains intact such as pilasters with Corinthian style caps, crown moulding and paneled walls with inset mirrors. The upper portion of the Grill Room is still visible within maintenance closets at the northeast corner of the Mezzanine floor (Figure 14 & Photo 12).

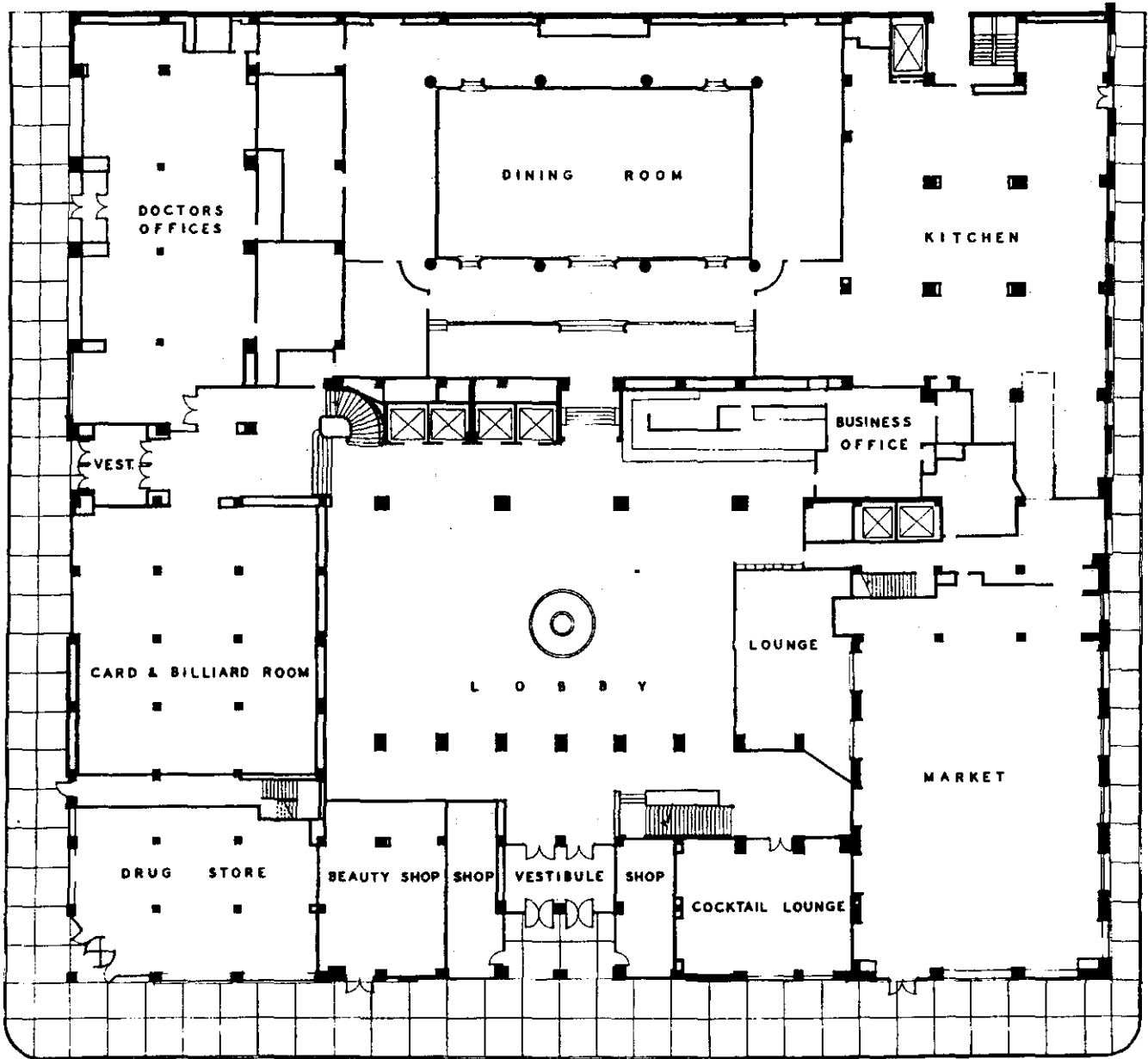
The upper floors have light courts cut into the floor plates and U-shaped corridors that remain essentially intact. There are infilled transoms above the Annex unit entry doors. Many of the hotel rooms have been consolidated for one-bedroom apartments, although all the original doorways, paneled plaster walls and wood trim remains in place.

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NOT TO SCALE



Existing First Floor Plan

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Hotel Jefferson
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SUMMARY

The Hotel Jefferson, located in downtown St. Louis at Tucker and Locust Streets, is nominated to the National Register under CRITERION A and is significant at the local level in the area of COMMERCE. The Hotel Jefferson was downtown St. Louis's largest and perhaps best-known hotel during the period of significance, 1904-1950. The original 1904 hotel, designed by Barnett, Haynes & Barnett, prominent local architects, was conceived and rushed to completion to meet a critical need for first class accommodations for guests and events associated with the Louisiana Purchase Exposition hosted by St. Louis in 1904. After the fair closed, the hotel's high standards of design and service made it St. Louis's premier hostelry, a permanent urban asset that continued to attract major conventions, dignitaries and celebrities just as it had drawn during the fair year. In 1928, the hotel's commercial success was furthered with the construction of a 400 room addition by architects Teich & Sullivan (Chicago) that doubled the building's size to a room capacity of 800. The addition, also known as the Hotel Jefferson Annex, enhanced the facility with new banquet rooms (still largely intact) and a six-story commercial parking garage. Exemplifying a relatively new building type developed in the 1920s, the Jefferson Plaza Garage was based on Fernand d'Humy's patented design for a type of ramp, staggered floor construction which became the standard design for the modern multi-level car park. The garage offered a significant amenity to hotel guests while providing much-needed relief to downtown St. Louis's shortage of parking. The period of significance was terminated at 1950, the year that the hotel entered into a new era as part of a national chain.

1904-1927 SIGNIFICANCE IN COMMERCE: (1904 Hotel, Barnett, Haynes & Barnett, architects, St. Louis)

In 1901, Congress appropriated \$5 million to assist funding an international exposition in St. Louis commemorating the 100th anniversary of the Louisiana Purchase. Massive planning for the event immediately began in St. Louis under the auspices of the Louisiana Exposition Company and its nine major committees. Initially, the work of the Exposition Company focused on planning the exhibition buildings for the fair grounds in Forest Park. However, towards the end of 1902, concern was mounting regarding the city's ability to adequately lodge the millions of out-of-town visitors expected to attend the fair. The concern for sufficient overnight accommodations was justified when, as it turned out, more than half of the 19.7 million visitors to the fair came from other places.¹

Provision of hotels stood outside the official mandate of the Exposition Company which, by the terms of the government appropriation, "was obliged to certify that \$10,000,000 had been expended in the Fair alone before entitled to draw on the Government's fund." Money invested by the company on the erection of hotels "would not be accepted by the Secretary of the Treasury as an item of proper expenditure." Despite these circumstances, the Exposition Company, spurred by local banker Festus J. Wade, vice-chairman of the company's Ways and Means Committee, resolved that its members, "as residents and business men of St. Louis" should assume responsibility for hotel lodging since they had, in fact, "created the incentive for hotels in the building of the Fair and in the invitation to all peoples to come to the city, and therefore it was incumbent upon them to take the initiative in a general plan to take care of the city's guests."²

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The Exposition Company fulfilled its promise in January 1903 when Festus Wade and six fellow directors of the Exposition Company from St. Louis's business elite rushed to provide capital as incorporators and equal stockholders of Hotel Realty, the financing and building company for the hotel. The following month, the new corporation entered into a 99-year lease agreement for the site of the projected hotel, a parcel fronting approximately 220 feet on Twelfth Street (now Tucker) and 100 feet on Locust and St. Charles Streets, rented for a yearly sum of \$22,000. A condition of the ground lease stipulated that Hotel Realty construct at its own expense, "a new modern, substantial, and commodious fireproof Hotel Building not less than ten stories in height composed of stone, brick, and iron or steel at a net cost to the lessee of not less than one million dollars."³ A financial statement for Hotel Realty in 1906 indicated the actual cost of the hotel building amounted to \$1,257,316.80, but this figure did not include approximately \$300,000 additional expense incurred for furnishings and equipment.⁴

Hotel Realty investors awarded the hotel commission to Barnett, Haynes & Barnett, the classically trained firm⁵ which enjoyed a reputation second to none in Missouri for its designs of almost every major building type, including architecture for the 1904 World's Fair; the architects's palatial Liberal Arts Building for the fair would be pronounced the best building on the grounds by the commission of French architects. In preparation for the new hotel, Festus Wade and architect Tom P. Barnett, inspected leading hotels in the East "with a view to incorporating the best ideas to be found . . . in their St. Louis enterprise," projected to be "fully as handsome as the Waldorf-Astoria, or the handsomest hotel in America."

Ground was broken in mid-March, 1903, by Westlake Construction Co. and by May two shifts of crews working sixteen hours a day had pushed construction forward sufficiently to create a "steel forest" on Twelfth Street. The city's broadest street, spanning a width of 150 feet, Twelfth (Tucker) had long been envisioned as a grand boulevard of monumental buildings likened to "what Uden der Linden is to Berlin, the show street of the city, because of its amplitude." However, there was little evidence of the street's potential before the turn-of-the-century. The completion of the new thirteen-story hotel commanding a full blockface on Twelfth thus promised at last to make the thoroughfare, "an ideal urban picture, the centerpiece of St. Louis as a metropolis . . . especially at night with electric lights reflected from damp pavements."⁶

For the vitally important job of management, Hotel Realty entered into contract in May, 1903, with Lyman T. Hay and his brother-in-law A. B. Gaines, experienced hotel keepers of the Arlington and Eastman Hotels in Hot Springs, Arkansas. Hay filled key positions with skilled staff trained at prominent hotels across the country, including the Waldorf-Astoria. Given the privilege of naming the hotel, the new managers selected "Hotel Jefferson" in honor of Thomas Jefferson, a choice praised locally as "appropriate to St. Louis and this section and considered especially suitable for the hotel which the World's Fair caused to be built."⁷

The architects gave distinction to the new hotel (Fig. 2) through a conservative classicism articulated in light grey Roman brick trimmed with restraint in white terra cotta, a treatment with enduring qualities that proved to hold up well over time. Not surprisingly, the hotel was selected to inaugurate the social season of the World's Fair with a formal ball held April 8, 1904, sponsored by the St. Louis Chapter of the Daughters

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of the Confederacy and the Confederate Memorial Society. The press described the event, attended by some 1300, as the "most strikingly brilliant social affair ever held in St. Louis." The detailed guest list published in local papers supported a report that the affair drew, "representatives of every civilized country, high World's Fair officials, soldiers, consuls, and multimillionaires." A highlight of the "grand march," all of the foreign dignitaries appeared in their native costumes while the band played "a medley of national airs."⁸

The hotel proper opened for guests on April 29, the eve of opening day of the fair. Registered dignitaries included the official delegation of members of the U. S. Senate which, along with delegates from the House, represented the federal government at the opening ceremonies in the absence of President Theodore Roosevelt who telegraphically signaled the opening from his office in the White House. Suites of rooms were also reserved for large state delegations from Ohio and Pennsylvania, and for numerous foreign noblemen. During fair year, the hotel served as headquarters for the Democratic National Convention as well as various other conventions, associations, and clubs.⁹

In 1916, the Hotel Jefferson again hosted the Democratic National Convention, this time leading to the second term of President Woodrow Wilson. The hotel's sumptuous lobby, dining and café rooms also became favorite nightspots for local citizens. The opening in 1910 of the neighboring Shubert Theatre (later called the Jefferson Shubert) located across Locust Street in the Union Electric Building (demolished) attracted the after-theater crowd. A visiting traveler's description in 1916 evokes something of the character of the hotel then: "we went over to the Jefferson to see society there . . . at midnight things begin to wake up at the Jefferson. Dozens of limousines unload glad rags full of humanity who want to eat and drink after the theaters. They used to employ artists to sing and dance for the guests but now, a space in the dining room is reserved and a part of the lobby is railed off so the guests themselves can dance between courses . . . They seem to have a lovely time and I wished I could be in 'that element'."¹⁰

By 1920, plans were being prepared for enlarging the hotel and remodeling the interior of the 1904 building as competition was growing from newer downtown hotels such as the Maryland (1908, listed in the National Register 2-16-96), Majestic (1913, listed 1-26-84), Statler (1917, listed 3-19-82), and Mayfair (1924, listed 9-17-79), as well as from other hotels no longer standing. The plans proposed for the annex were shelved, however, until 1927 when the ownership of the Hotel Jefferson was transferred to Chicago hoteliers Max L. Teich and Carl C. Roessler.

1928-1950 SIGNIFICANCE IN COMMERCE: (1928 Hotel Addition & Garage, Teich & Sullivan, architects, Chicago; Gill & Jackson, St. Louis)

Negotiations for the purchase of the Hotel Jefferson, underway for a year, were finalized in fall, 1927. The new owners, German-born brothers-in-law Max Louis Teich (1873-1964) and Carl Conrad Roessler (1872-1930) brought more than three decades of experience in the industry, the greater part as owners/managers of a prominent, large Chicago Loop establishment, the Kaiserhof (later renamed the Atlantic Hotel, razed), famed for its elegant German Baroque interior, cuisine, and flawless management. Teich immigrated to Chicago in 1892 where he joined the staff of the Bismarck Hotel, another Germanic landmark, which was preparing for the World's Columbian Exposition held in Chicago in 1893. Roessler immigrated in 1894

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and joined Teich at the Bismarck where both served as assistant managers for several years. Later, the two men became managing directors of the Congress Hotel Co. which owned the Congress Hotel, built to connect with Adler & Sullivan's Auditorium Building on Michigan Avenue. In 1903, the Teich-Roessler partnership bought the former Gore's Hotel (1890) which they renamed Kaiserhof and enlarged in 1915 with an eighteen-story addition.¹¹

When Teich and Roessler acquired the Hotel Jefferson, the 1904 landmark institution was positioned advantageously in time and place for redevelopment. St. Louis's downtown boom of building and business prosperity in the 1920s reflected a national trend that encompassed "one of the greatest hotel building booms in the country's history." Hotel properties in the United States, already representing an investment of some \$3 billion in 1923, were estimated as ranking fourth among the country's industries.¹² The Hotel Jefferson also now stood to benefit further from the growing importance of Twelfth Street which was building up as a civic center of monumental architecture in Memorial Plaza centered on Twelfth and Market streets (Fig. 3).

The \$3 million hotel addition and remodeling project were commissioned to the Chicago firm, Teich & Sullivan. German-born Frederick Julius Teich (1874-1946), a brother of hotel owner Max L. Teich,¹³ trained as an architect at the University of Munich, then practiced in Berlin until he emigrated to Chicago in 1910. Before establishing his own office, Teich was a member of two prominent Chicago firms, Paul Gerhardt (architect of Cook County Hospital, 1912), and Marshall & Fox. The latter firm, headed by Benjamin Howard Marshall, set Chicago's standard for luxury hotels and apartment houses and was considered "the city's best at endowing hotels with an exotic and luxurious ambiance."¹⁴ Teich's tenure at Marshall & Fox offered valuable experience in planning hotel projects such as the Edgewater Beach (1916); the Kaiserhof addition (1915); and the Drake (1920.) Chicago directories first list Teich in partnership with Richard T. Sullivan in the mid-1920s with offices in Adler & Sullivan's Schiller Building. During World War II, Teich designed war plants and barracks for the navy.¹⁵

Promoted as the "New Jefferson Hotel, The Aristocrat of St. Louis" (Figs.4, 5, 6), the remodeled building, completed in December 1928, lived up to its title. The large, thirteen-story addition (220' x 100') joining the west wall of the 1904 hotel building (Figs. 7, 8) doubled the lodging capacity from 400 to 800 rooms (plus baths), and enhanced the public spaces with two new banquet rooms, the Gold Room and the Crystal Room, amply sized and fashionably styled to appeal to the growing convention trade as well as local social gatherings. Both rooms were richly articulated in Revival styles and survive largely intact. The 1200-guest "Gold Room" (Photos # 7, 8) offered stately vistas on two levels unobstructed by columns and wrapped on three sides with a balcony featuring a decorative iron railing and pilastered walls; the original stage remains at one end and a motion picture projection room is extant at the opposing end. The smaller "Crystal Room" (Photo # 9) accommodating 500 was separated by a wide corridor from the adjoining Gold Room (Fig.11) making possible the combined use of both rooms . These rooms hosted the formal opening-night dinner, December 8, 1928, where guests danced "until the early hours of the morning." A special train from Chicago brought some 200 of the 1000 persons attending.¹⁶

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Hotel Jefferson
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Other notable features of the new annex and remodeled 1904 building reflected the response of the owners and architects to shifts in public taste as well as to changing social and economic trends characteristic of an industry known for its rapid obsolescence. To permit the introduction of income-producing rental stores along Locust and Twelfth streets, the main dining room was moved from its 1904 location at the south end of the ground floor (Fig. 1, bottom) to a central space in the 1928 addition (Fig.10). The design of the 1928 dining room, "Salle Royal," catered to the modern interest in dancing with its sunken dance floor of terrazzo surrounded by two terrace levels of dining tables; a portion of the multi-level floor plan survives. The decor of the dining room introduced "a supreme example of the moderne", illustrated in "cubist" pattern floors, ceilings, and mirrors; Art Deco light fixtures and furnishings were featured in other rooms as well. The general layout of the 1904 Coffee Shop/Café at the northeast end of the building was retained with its tall, arched windows, enriched ceiling and wall treatment; however, the layout was updated to a more informal atmosphere offering quick counter service as well as traditional table dining (Figs. 10, 14). The tall arched windows along the Coffee Shop's north elevation remain today (Photo # 3); fragments of the Coffee Shop ceiling and ornate upper walls survive on the mezzanine level located above the present ceiling of the room (Photo # 12). Renovations to the 1904 lobby maintained the structural pier system but transformed the original 1904 classical colonnade into an elaborated vaulted space with a mezzanine gallery (Fig.15) all of which has been removed or altered beyond recognition (Photo # 10) except for the piers defining the lobby space.

The Jefferson Plaza Garage (Photos # 5, 6; Figs.16, 17, 18), erected in 1928 at the same time as the hotel annex, featured a facade of unusual architectural interest for garages of the period. Most garage facades of the 1920s (and later) in St. Louis displayed either structural concrete or standard red brick facing with little attempt at art. The materials of the primary (west) facade (along with the brick side elevations) of the Jefferson Plaza Garage matched the hotel annex's buff brick and cream terra cotta materials while respectfully addressing significant neighboring buildings on North Thirteenth Street such as the Shell Building (1925), Leopold Eidlitz's Christ Church Cathedral (1859-67, NHL), and Cass Gilbert's St. Louis Public Library (1910). The architects of record for the garage, Gill & Jackson (St. Louis), were assisted by W. J. Knight & Co. (St. Louis), consulting engineers specializing in reinforced concrete construction.

The garage's utilitarian interior of exposed reinforced concrete construction exhibits a plan based on Fernand d'Humy's 1919 patent for short, easy-grade ramps and staggered, split-level floors (Fig.16). The d'Humy patent, transferred to the Ramp Buildings Corporation (New York) which licensed use of the ramp system, became the standard design feature of the modern multi-level car park; the new building type offered quick and easy car access, an improvement over elevator garages of the 1920s. The six-story Jefferson Plaza Garage, originally accommodating 600 cars, was financed and built by St. Louisan William King who purchased the building lot from Hotel Jefferson interests in 1927 with the intent of collaborating with the hotel plans for expansion and upgraded service. While construction was in progress it was announced that the hotel and garage would be connected at the second story "so that tourists can drive directly to the garage and have no inconvenience from their luggage."¹⁷ In 1924, William King, the former general manager of the Automobile Club of Missouri, had begun construction of the first of a series of four downtown commercial garages (all razed except the Jefferson Plaza) "in the hope of relieving parking and traffic congestion."¹⁸

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Like other American cities of the time, downtown St. Louis in the 1920s was confronted with the consequences of the new automobile age. Between 1920 and 1928, the number of cars licensed in St. Louis and St. Louis County had more than tripled, increasing from 61,778 in 1920 to 190,088 at the end of 1928. By 1919, efforts to relieve traffic congestion in the central business district had led to ordinances establishing one-way streets and limiting parking time in the congested district to a maximum of one hour.¹⁹ However, noncompliance with parking regulations throughout the decade and beyond kept curbside parking and congestion an open topic of discussion. William King, armed with his Automobile Club background in the study of traffic problems, made the case in 1924 that "either business as a whole must motorize its mind, eliminate the parking of cars in the congested area, . . . or the downtown district of Saint Louis will become decentralized, not only costing millions in property values, but increasing the operating costs of business many fold . . . the only solution known at this time for the relief of congestion in a physical way is the building of large downtown garages." In 1928, a similar view of the problem was voiced by St. Louis's "traffic engineer" who argued for the total elimination of street parking in the hope that such action would attract capital investment in the erection of additional parking garages and thus solve a major urban problem.²⁰ Between 1922 and 1940, at least fifteen multi-level public garages were constructed in downtown St. Louis, including two extant examples built by the city and incorporated into multi-purpose municipal buildings. The Jefferson Plaza Garage is the second largest of only four historic garages of the group that still stands.

During the 1920s, the commercial garage increasingly figured as a practical business objective in hotel planning for improved service. As early as 1922, *Hotel Monthly*, a periodical covering national trends of the industry, urged that management give the same consideration to garage accommodations as it would to taking care of baggage; housing both man and car should become a guaranteed service. In 1928, the same periodical reported that the automobile tourist trade was "the most desirable and profitable business coming to hotels today." Convenient, first-class garages as hotel adjuncts were deemed as necessary as dining room service in maintaining the good will of patrons. Recognizing the country's changing modes of transportation, *Hotel Monthly* concluded that the "hotel industry must adjust itself to an auto, auto-bus and airplane age . . . and become auto and airplane minded instead of railroad minded."²¹ At the time the Jefferson Plaza Garage and the enlarged Hotel Jefferson opened in 1928, the hotel carried the official rating of a Triple A hotel given by the American Automobile Association. St. Louis was becoming a travel gateway connected to all points of the compass by Missouri state roads, the developing federal transcontinental highway system, and airplane service (Figs. 3, 4). The Jefferson is downtown's only historic hotel known to have originally included the amenity of an adjoining parking facility.

Throughout the 1930s and 1940s, the Hotel Jefferson continued to play a major role in hosting the city's national conventions, local social events, and booking celebrities of the day. The Jefferson became established in the 1930s as the gathering and lodging place of visiting sports clubs and associated celebrities, as well as the headquarters in 1935 for the first national convention of the American Legion. Notable regular guests of the 1940s included Judy Garland (whose renowned movie, "Meet Me in St. Louis," premiered in St. Louis in 1944), and President Harry S. Truman, a native Missourian and frequent visitor in St. Louis. The Gold Room annually hosted the Veiled Prophet dinner, a traditional social event of

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Hotel Jefferson
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the St. Louis elite attended by Truman's daughter, Margaret, in 1947. *Gourmet* magazine's traveler's guide to restaurants across the country recognized the Jefferson in 1946 as "one of the best hotels in St. Louis," noting its "excellent food, perfect service;" the cost of dinner, averaging \$1.50 to \$3.00, was the most expensive of the three downtown hotels listed by *Gourmet*.²²

THE HOTEL AFTER 1950

The year 1950 marked the end of an era of local family ownership and management when the Hotel Jefferson passed from the Teich and Roessler families (proprietors since 1927) to the Hilton Hotel Corporation, headed by Conrad N. Hilton, a friend and business colleague of Carl C. Roessler (deceased, 1930), his son, Carl Emil Roessler, and Max L. Teich, the long-time president and principal stockholder of the Jefferson at the time of transfer. Though the Hotel Jefferson retained its name, the building underwent a two year "facelifting" program of renovation that gave the St. Louis landmark "all the slick modern appearance of its chain."²³ The remodeling work was executed by Design, Inc., a St. Louis firm which stripped away many interior architectural features of the 1904-1928 hotel, notably the lobby (Fig. 20), the Coffee Shop, and the main dining room on the first floor. However, the principal convention rooms on the mezzanine level, the Gold Room and the Crystal Room (Photos # 7, 8, 9), were little altered. The massive bulk of the exterior also escaped the modern "improvement program" except for the first two stories which were given a plain granite facing (Fig. 19) that replaced the terra cotta 1928 design (Fig. 7). The Hilton era proved to be of short life due to an anti-trust suit brought by the Department of Justice following the Hilton purchase of the Statler chain in 1954. Hilton's ownership of two hotels in the same city (the Hotel Jefferson and the Statler in St. Louis) was considered unfair competition, particularly for the convention business.²⁴

In 1955, Hotel Jefferson became a member of another chain when Hilton sold to the Sheraton Corporation; thereafter the hotel became known as the Sheraton-Jefferson (Fig. 21). In 1962, Sheraton purchased the Jefferson Plaza Garage and opened additional passageways to give hotel floors direct access into the garage. By the mid-1970s, the hotel was in decline when it was threatened by demolition. After closing for rehabilitation and conversion to small apartments for 'over-50' residents, the building reopened in 1977 as the Jefferson Arms. Since 1993 the former hotel and garage building has been owned by Affordable Communities of Missouri (A California Limited Partnership) which has plans to rehabilitate the building following the Secretary of Interior Standards for Rehabilitation.

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NOTES

1. James Neal Primm, *Lion of the Valley : St. Louis, Missouri* (Boulder, CO : Pruett Publishing Co., 1988) 413-15. By comparison, seventy percent of visitors to Chicago's World's Fair (1893) were local people; St. Louis also attracted a far greater number of foreign visitors.
2. *St. Louis Republic*, "Local Capitalists To Solve World's Fair Hotel Problem," 7 January 1903. A number of temporary lodging facilities were constructed near the fairgrounds; the largest, most noteworthy was the Inside Inn, (located within the grounds), built by Ellsworth M. Statler whose sizable profits from operating the hotel enabled him to open (in Buffalo) the first hotel in his chain.
3. St. Louis Recorder of Deeds, Deed Book 1695, p. 197
4. *St. Louis Globe Democrat*, 3 February 1904.
5. Principals of the firm, the brothers George Dennis Barnett (1863-1923) and Thomas P. Barnett (1870-1929), and their brother-in-law John I. Haynes (1861-1941), all trained under the Barnett's father, George I. Barnett (1815-1898.) Barnett senior, an English-born and -trained proponent of the classical canon, emigrated to St. Louis in 1839; little survives of his prolific and influential work, including St. Louis's most prominent 19th century hotels, the 2nd Lindell Hotel (razed 1905), and 1st and 2nd Southern Hotels (razed 1933.). Barnett, Haynes & Barnett are perhaps best known locally today for the firm's monumental New Cathedral (1907, Roman Catholic) and residential work.; prominent extant examples of the firm's office building and hotel work include the St. Louis Post Dispatch Building (1917, listed in the National Register); and the Adolphus Hotel (1912, Dallas, Texas.)
6. *St. Louis Republic*, 10 May 1903; *The Builder* (St. Louis), November 1905, n.p.
7. *St. Louis Republic*, 19 May 1903.
8. *St. Louis Post Dispatch*, 6 April 1904; *St. Louis Globe Democrat*, 9 April 1904.
9. *St. Louis Globe Democrat*, "Congress Has Its Committees Here"; "Governors Here To Attend Opening", 30 April 1904; *St. Louis Republic*, 1 May 1904.
10. Kingsbury Papers, 1916, Missouri Historical Society Archives.
11. Albert Nelson Marquis, comp. & ed., *Who's Who in Chicago* (Chicago: A. M. Marquis & Co., 1926), 742; 861; Interviews, Joan Ash and Robyn Roessler Hanser, granddaughters of Max Teich and Carl C. Roessler, April, 2003; *Hotel Monthly*, March 1915.

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12. Stephen Rushmore, *The Valuation of Hotels and Motels*, (Chicago: American Institute of Real Estate Appraisers, 1978) p.2; Lucius M. Boomer, *Hotel Management : Principles and Practice* (New York: Harper & Bros., 1925) p.2.

13. Other notable, emigrating members of the Teich family include Max and Frederick's brother, Curt Teich (1877-1974), who came to Chicago in 1895; he developed a color process for printing post cards which became the basis of success for his company, the largest producer of post cards in the world. Stone sculptor Frank Teich (1856-1938), uncle to the three brothers, settled in Texas where he became known as "The Father of the Granite Industry of Texas" for his opening of granite quarries near Llano, and work on the Texas capitol. See *The Teich's Family Tree and History*, compiled by Curt Teich, Sr., Chicago, 1958.

14. C. W. Westfall, "From Homes to Towers : A Century of Chicago's Best Hotels and Tall Apartment Buildings", in John Zukowsky, ed., *Chicago Architecture 1872-1922* (Chicago: Art Institute of Chicago, 1988), pp. 277-278.

15. Papers of Leonard Teich (Houston, Texas), grandson of the architect, including obituary of Frederick Teich, unidentified Chicago newspaper, February, 1946.

16. *St. Louis Post Dispatch*, *St. Louis Globe Democrat*, 8-9 December 1928.

17. *St. Louis Globe Democrat*, 23 October 1927; *Greater St. Louis*, March 1927, p. 20.

18. *St. Louis Post Dispatch* 23 March 1924.

19. *St. Louis Globe Democrat* 6 April 1919; *Auto Review*, September-October 1919, p.12.

20. *Your Building*, October, 1924, pp. 2-4; January, 1928, pp.1138-1142.

21. *Hotel Monthly* October 1922, p.32; March 1928, p. 74; July 1930, p. 84.

22. *Gourmet's Guide To Good Eating* (New York: Gourmet Magazine, 1946) 185-187.

23. *St. Louis Globe Democrat* 11 January 1953.

24. *St. Louis Globe Democrat* 30 December 1955.

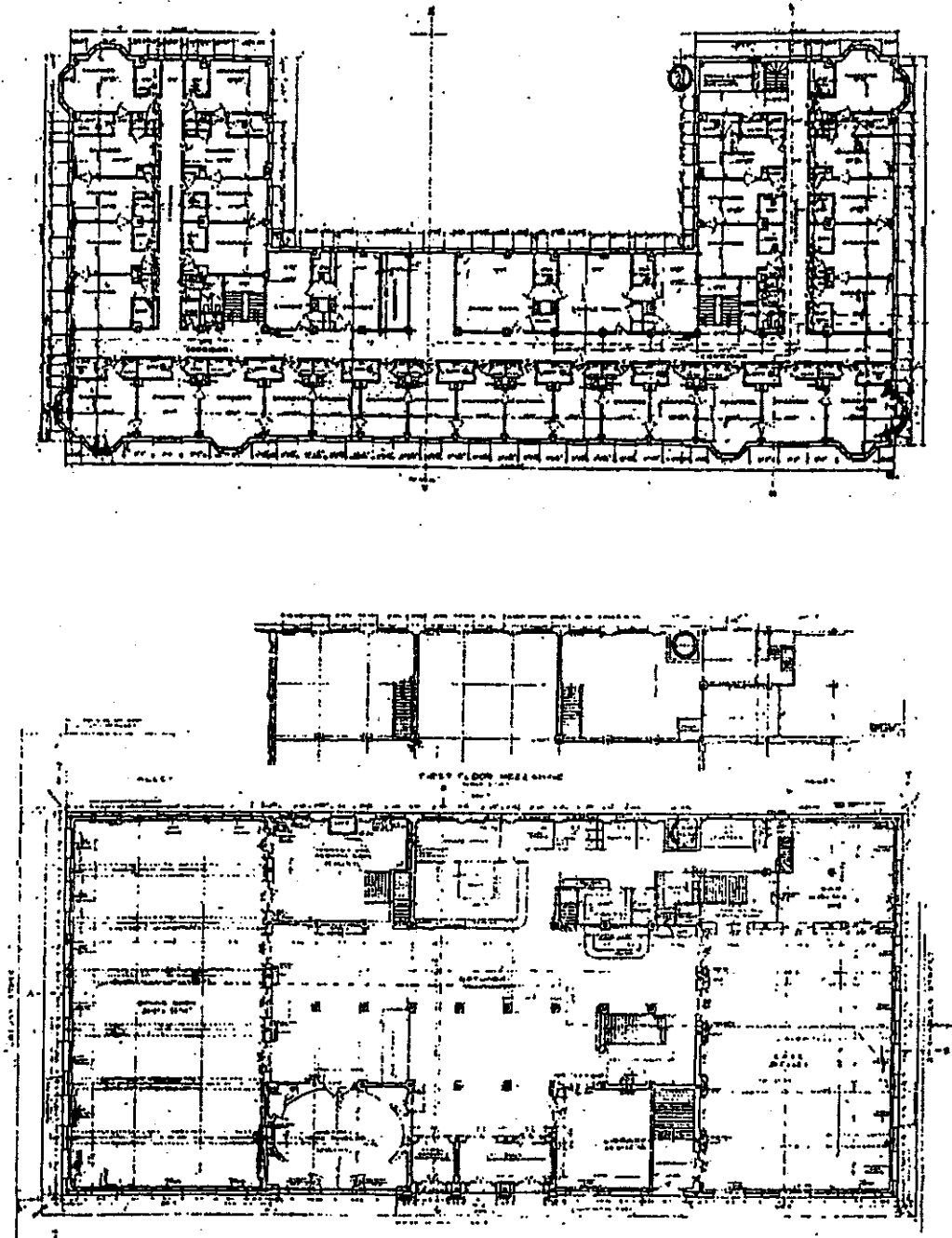
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Hotel Jefferson
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Figure 1



FLOOR PLANS, JEFFERSON HOTEL



1904 First floor and typical upper floor plans from *The Western Architect*, February 1912.

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THE MIRROR

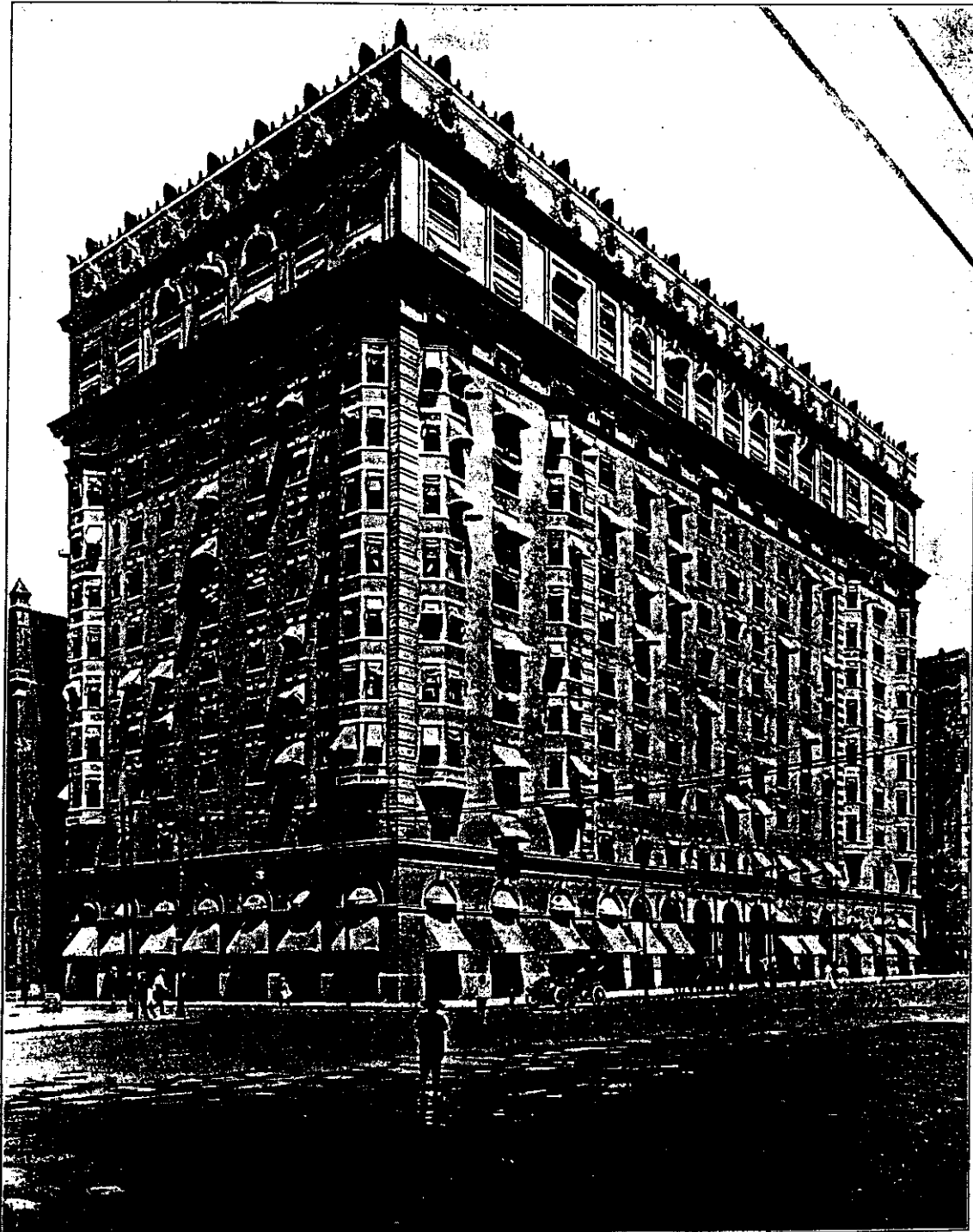


Figure 2

HOTEL JEFFERSON—Lyman T. Hay, Manager

1912 Photo of the East (primary) and South elevations from *The Mirror* May 9, 1912 issue.

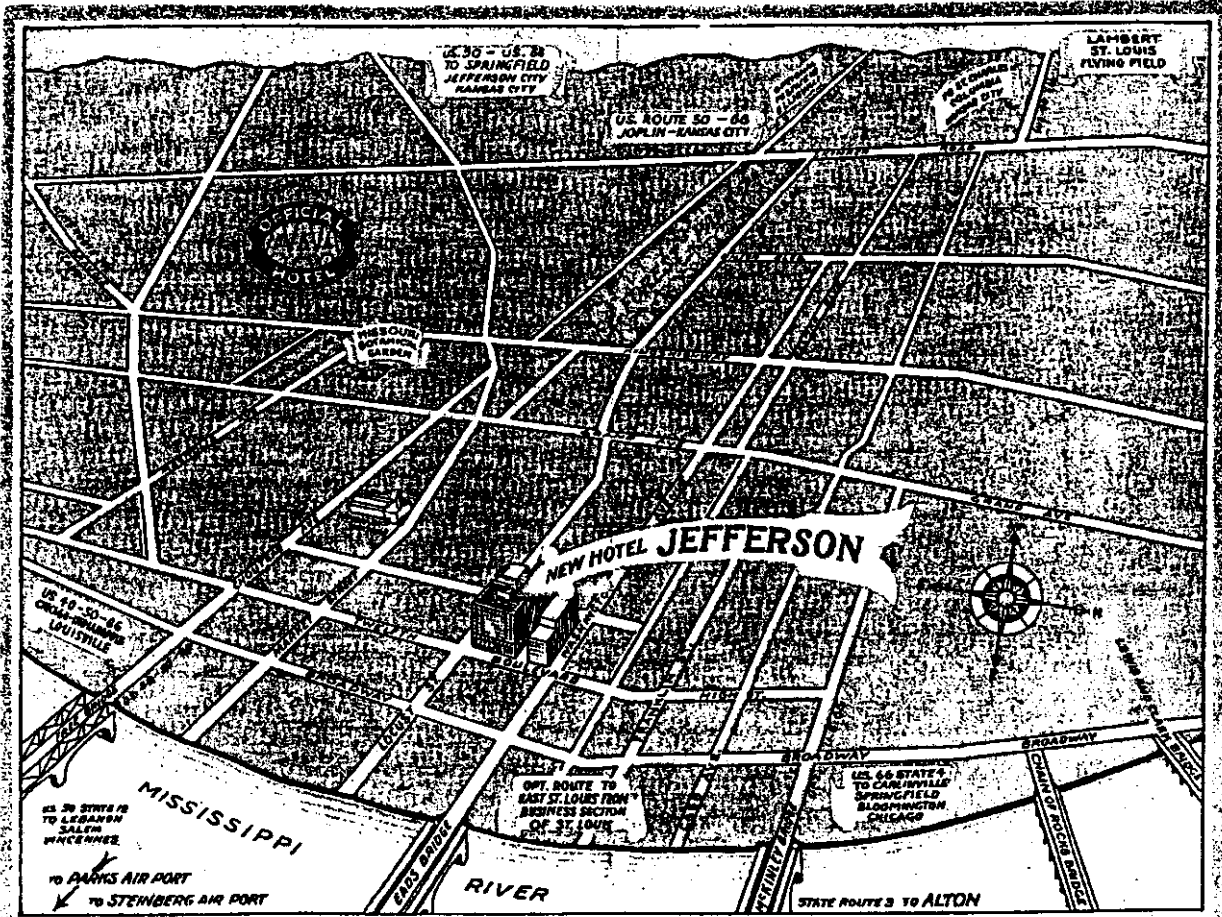
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Hotel Jefferson
St. Louis [Independent City] MO

Figure 3



NEW HOTEL JEFFERSON

Twelfth Boulevard at Locust

At the New Hotel Jefferson you will find the kind of service you have always wished for, sincere and complete. It reveals itself in many unexpected courtesies not often encountered outside of the private home. You can enjoy the comforts and conveniences of St. Louis' most popular hotel—at rates that are moderate.

800 Rooms

Room with bath for one person	\$3.00 to \$5.00	Parlor suites, for one person	\$5.00 to \$10.00
Room with bath for two persons	\$4.00 to \$7.00	Parlor suites, for two persons	\$5.00 to \$20.00
Connecting rooms, bath between, for two persons			\$5.00 to \$10.00

"The Aristocrat of St. Louis"

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Hotel Jefferson
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Figure 4



1929 Ad from *The Hotel Monthly*, October 1929.

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Hotel Jefferson
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Figure 5



THE GOLD ROOM - -

Visit it Sunday!

The Gold Room . . . the main banquet hall... comfortably accommodates 1200 persons. Brilliantly decorated, with gold as the predominating color . . . a spacious stage at one end for motion pictures or entertainment features... a balcony encircling its four sides . . . air-cooled in summer, ventilated in winter... it is ideal for convention meetings, banquets or large social gatherings! * * You are cordially invited to inspect the New Hotel Jefferson, starting Sunday, December 9th. The Aristocrat of Saint Louis awaits your visit!

FORMAL OPENING
Saturday, December 8th
Dinner 7 p. m. — Dancing 9 p. m.
Covered \$10, including Dinner,
Souvenir and Dancing
By Reservation Only — Main 4600

new!

Hotel Jefferson
The ARISTOCRAT OF ST. LOUIS

TWELFTH BOULEVARD AT LOCUST.

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Hotel Jefferson
St. Louis [Independent City] MO

Figure 6



**Now! -- a greater and finer
HOTEL JEFFERSON.**

*Open to the public starting
Sunday, December 9th!*

We promised you a new and finer Hotel Jefferson ... and here it is! Doubled in size ... through the addition of 400 rooms ... it is now St. Louis' largest hotel. Transformed throughout ... it is modern in every respect ... in appointments ... in service ... in price! * * On and after next Sunday, December 9th, you are cordially invited to inspect the New Hotel Jefferson.

FORMAL OPENING
Saturday, December 8th
Dinner 7 p. m. — Dancing 9 p. m.
Covers \$10 per Plate
By Reservation Only — Main 4600

new!

Hotel Jefferson
The Aristocrat of St. Louis

TWELFTH BOULEVARD AT LOCUST



1928 Ad illustrating Locust Street entrance to Annex from
The Globe-Democrat, December 4, 1928.

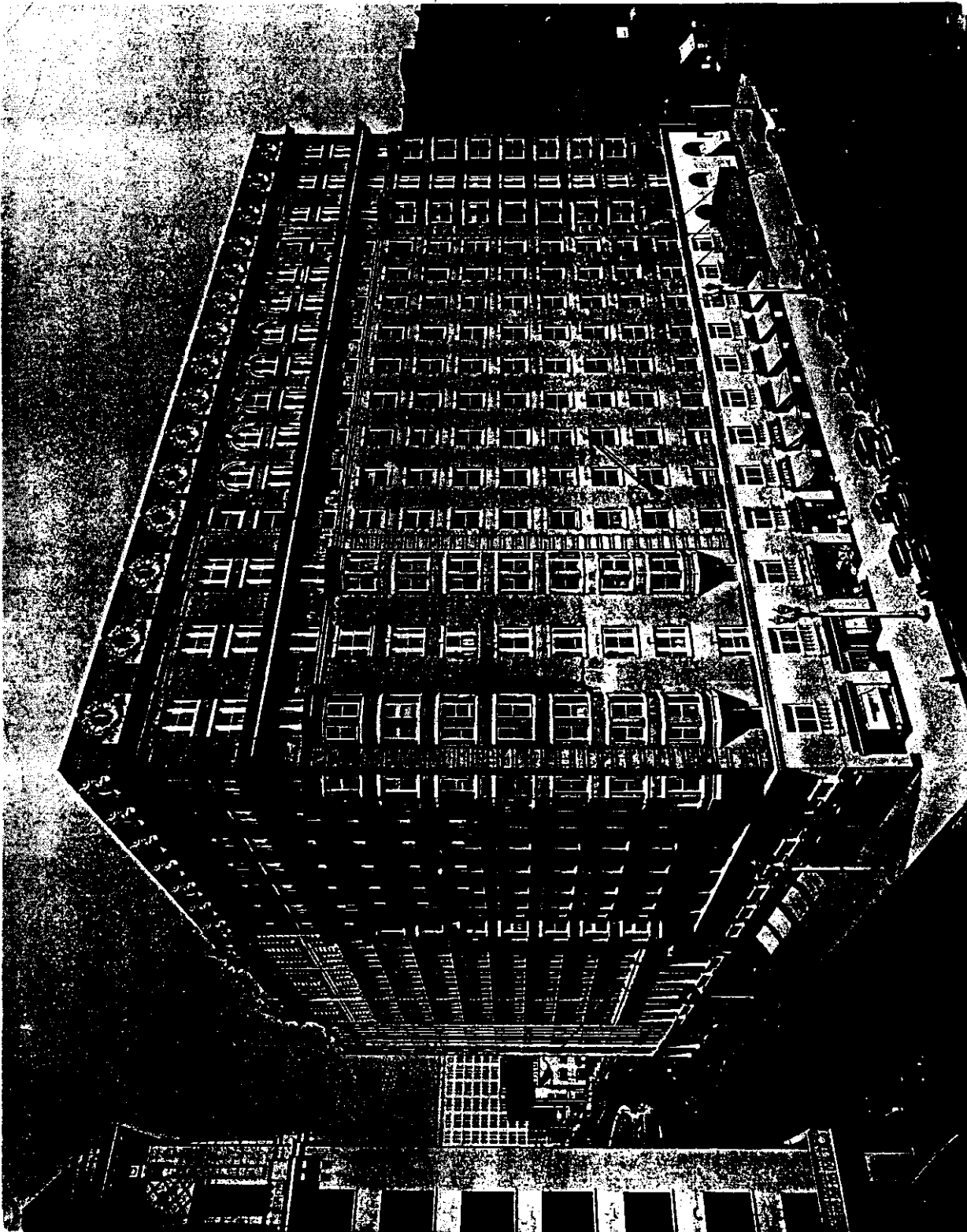
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Hotel Jefferson
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Figure 7



Circa 1928 Photo of the East (primary) and South elevations from a private collection.

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Hotel Jefferson
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Figure 8

1946 Photo of the South elevation from *The St. Louis Mercantile Library at the University of Missouri*
St. Louis, photo taken April 24, 1946.

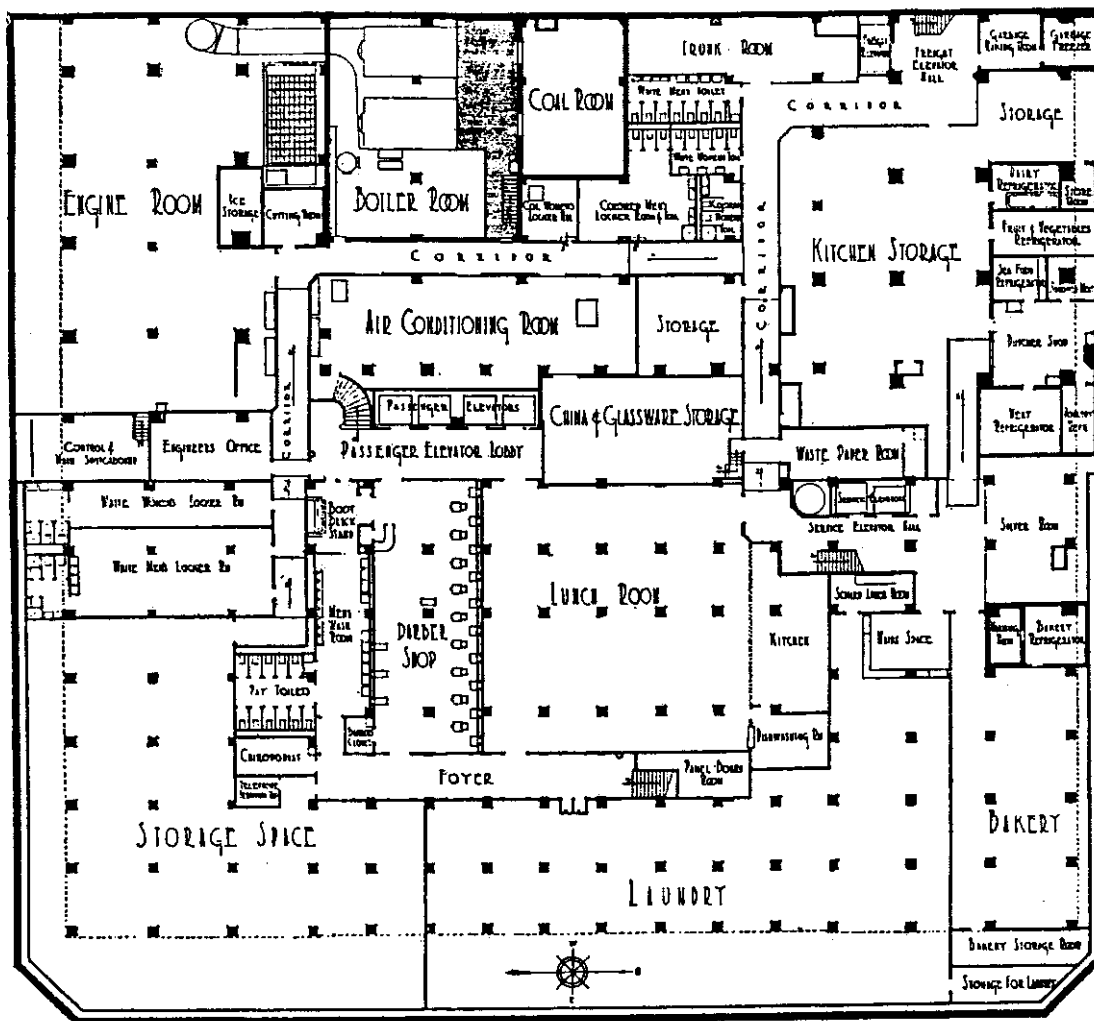
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Hotel Jefferson
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Figure 9



LOWER LOBBY FLOOR PLAN

1928 Lower Level Plan from *The Hotel Monthly* September 1929 issue, page 48.

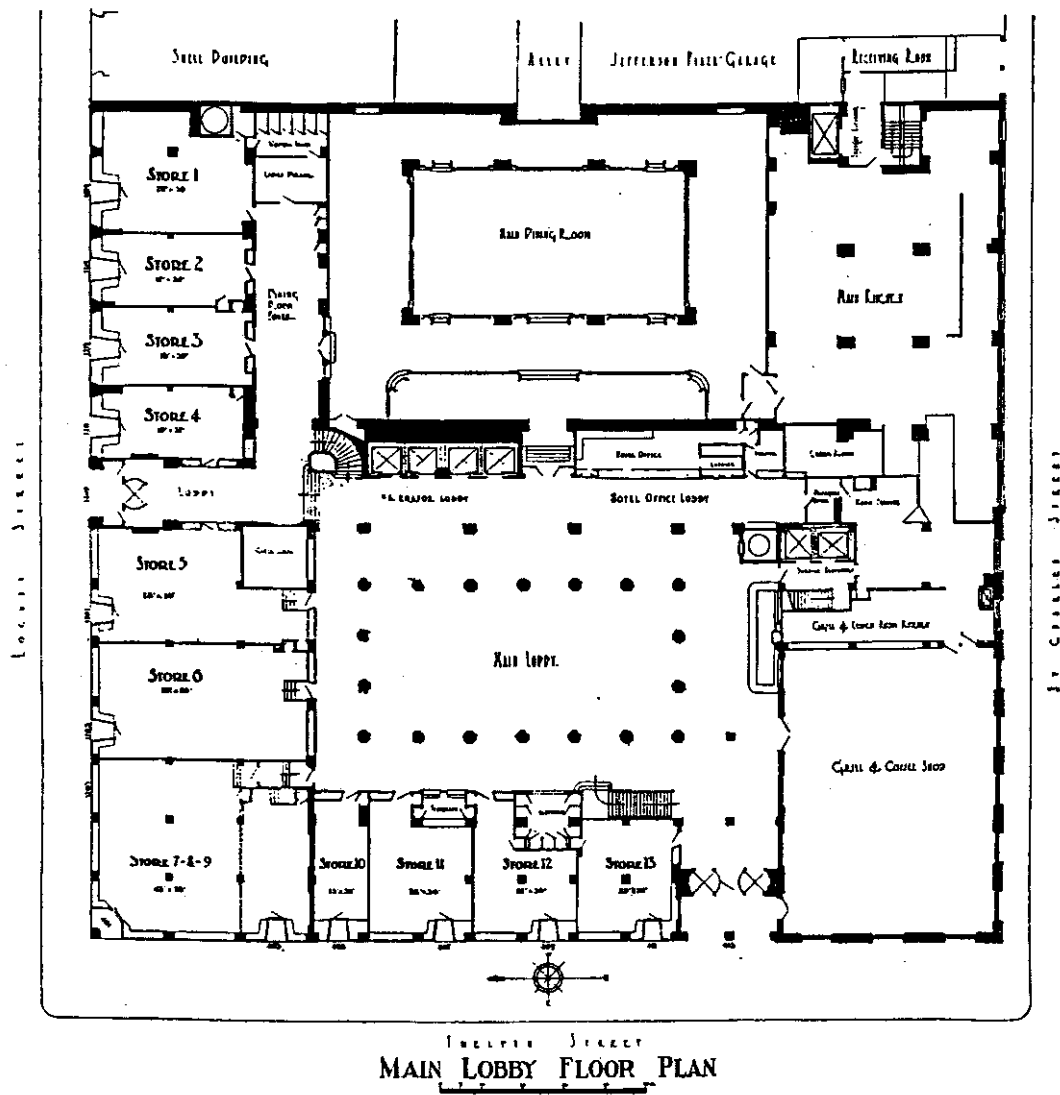
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Figure 10



1928 Main Level Plan from *The Hotel Monthly* September 1929 issue, page 32.

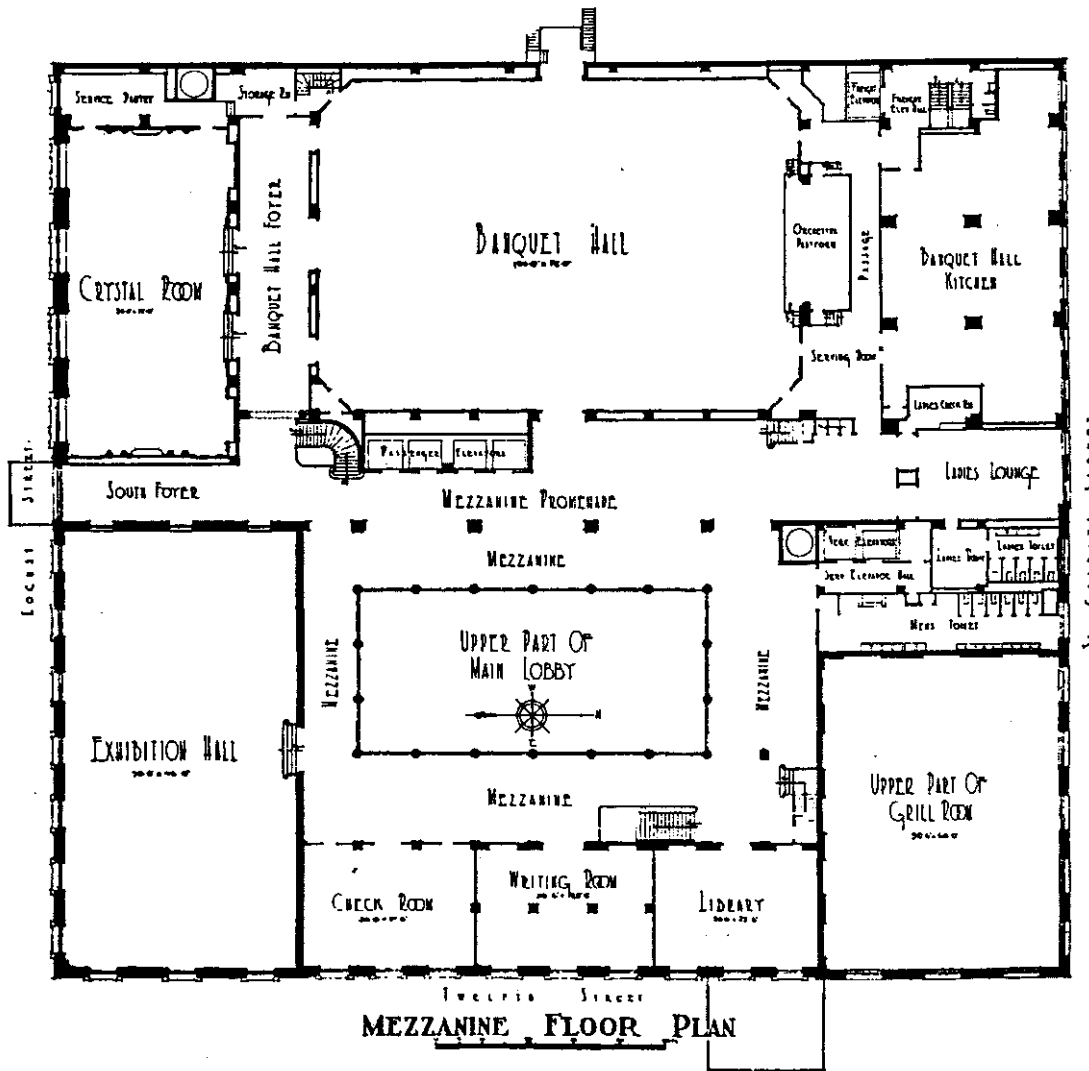
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Hotel Jefferson
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Figure 11



1928 Mezzanine Level Plan from *The Hotel Monthly* September 1929 issue, page 36.

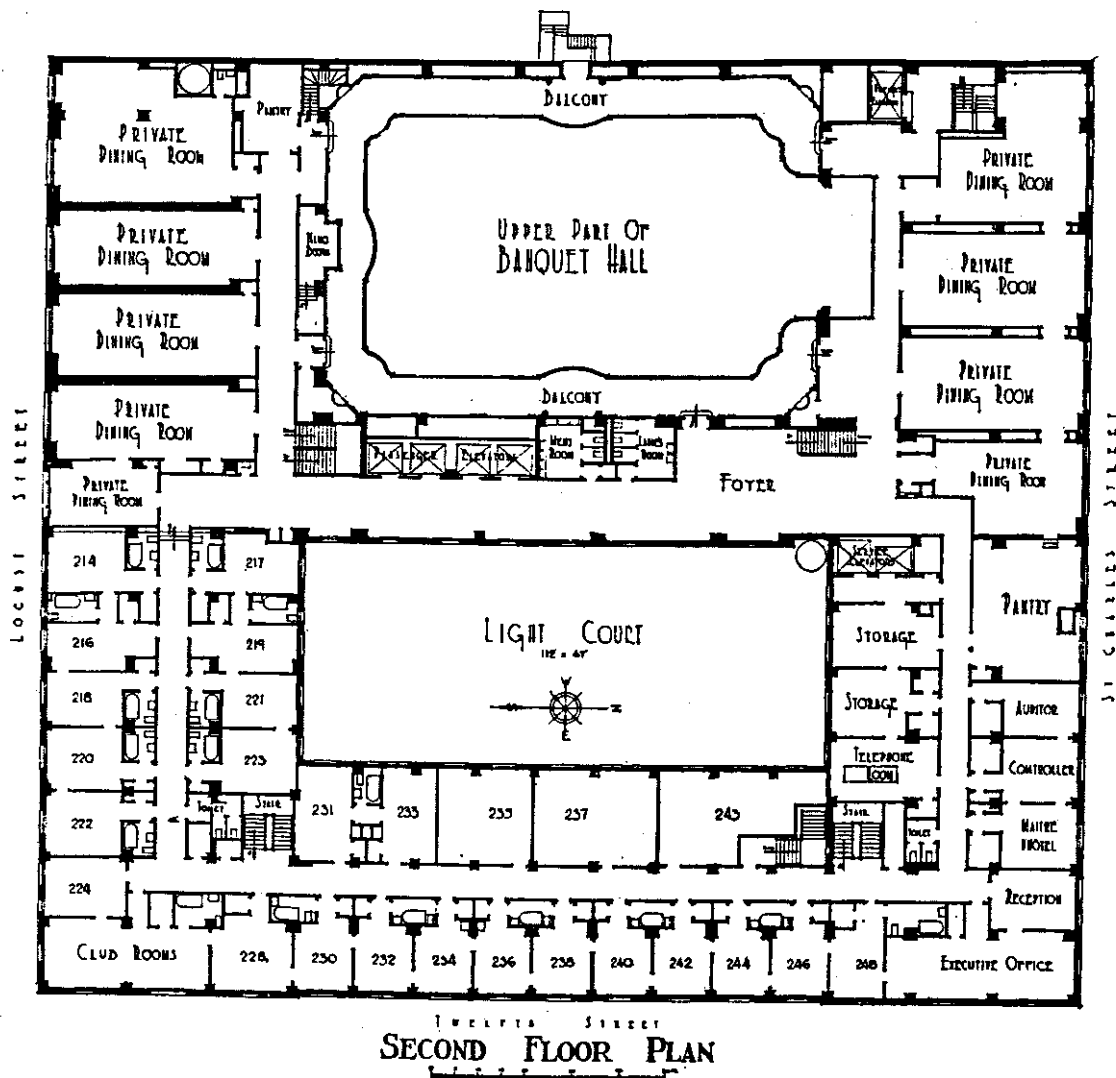
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Hotel Jefferson
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Figure 12



1928 Second Floor Plan from *The Hotel Monthly* September 1929 issue, page 40.

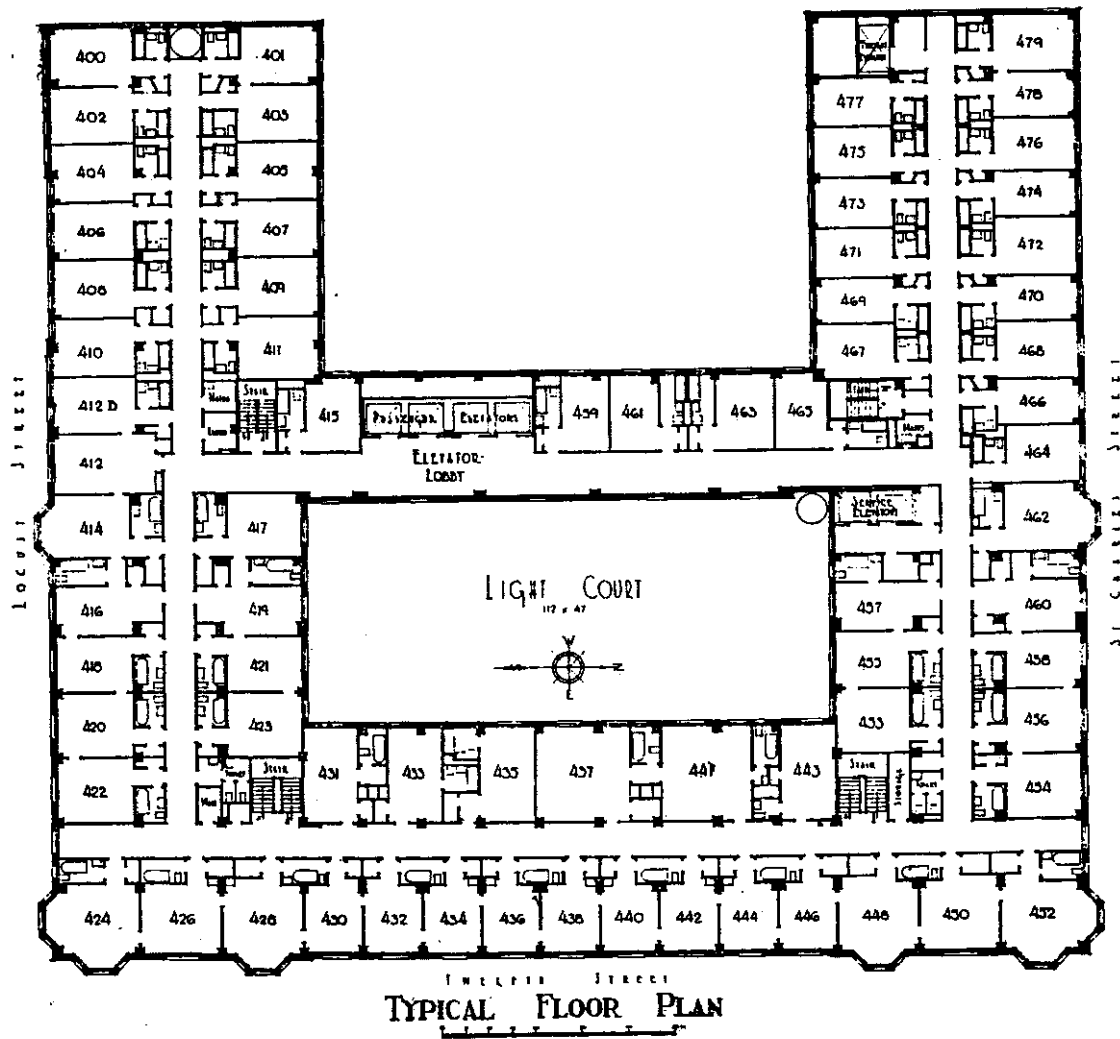
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Hotel Jefferson
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Figure 13



1928 Typical Upper Floor Plan from *The Hotel Monthly* September 1929 issue, page 38.

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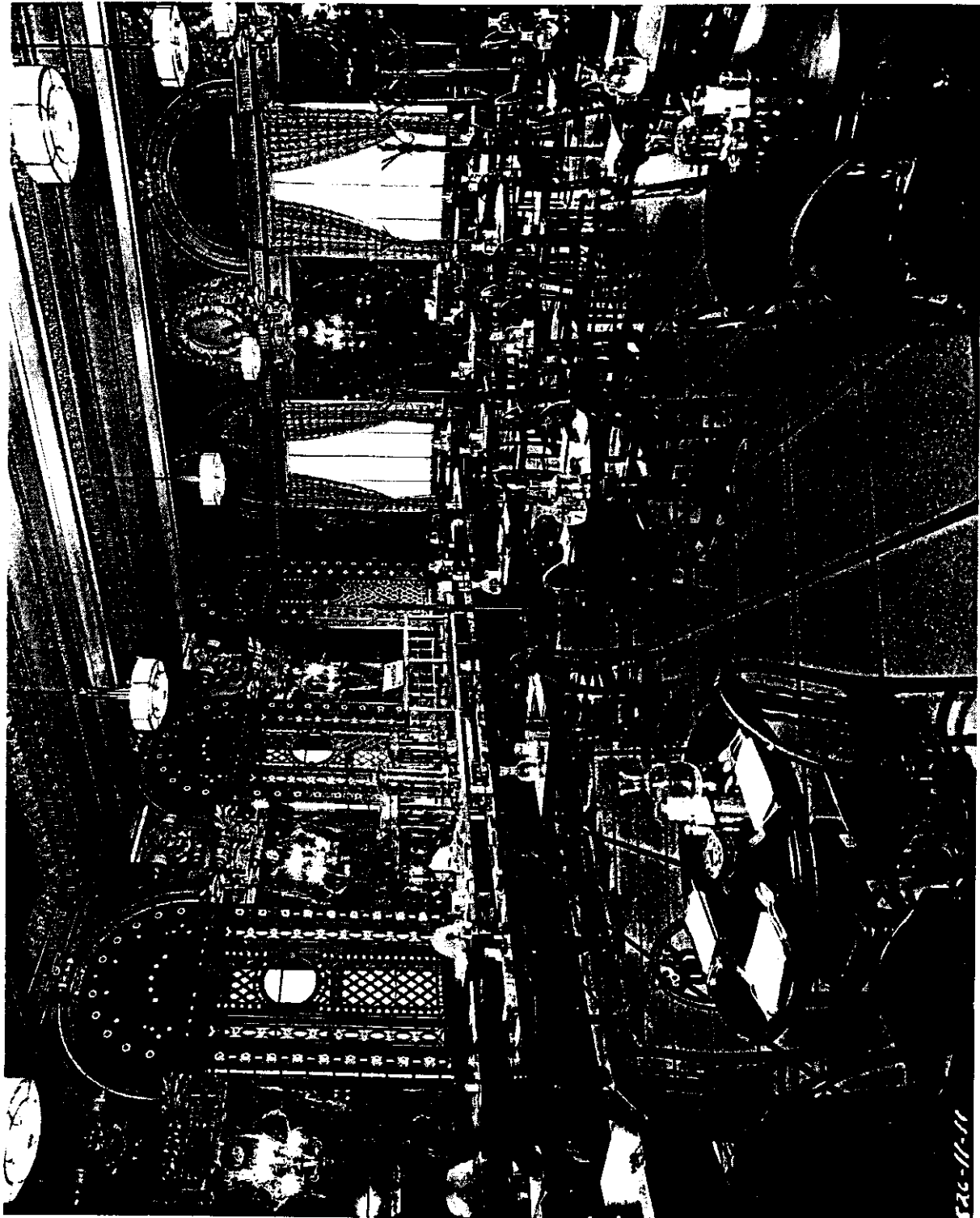


Figure 14

Pre-1950 Photo of the Grill Room / Coffee Shop at the Northeast corner of the Main Level from *The St. Louis Mercantile Library at the University of Missouri St. Louis.*

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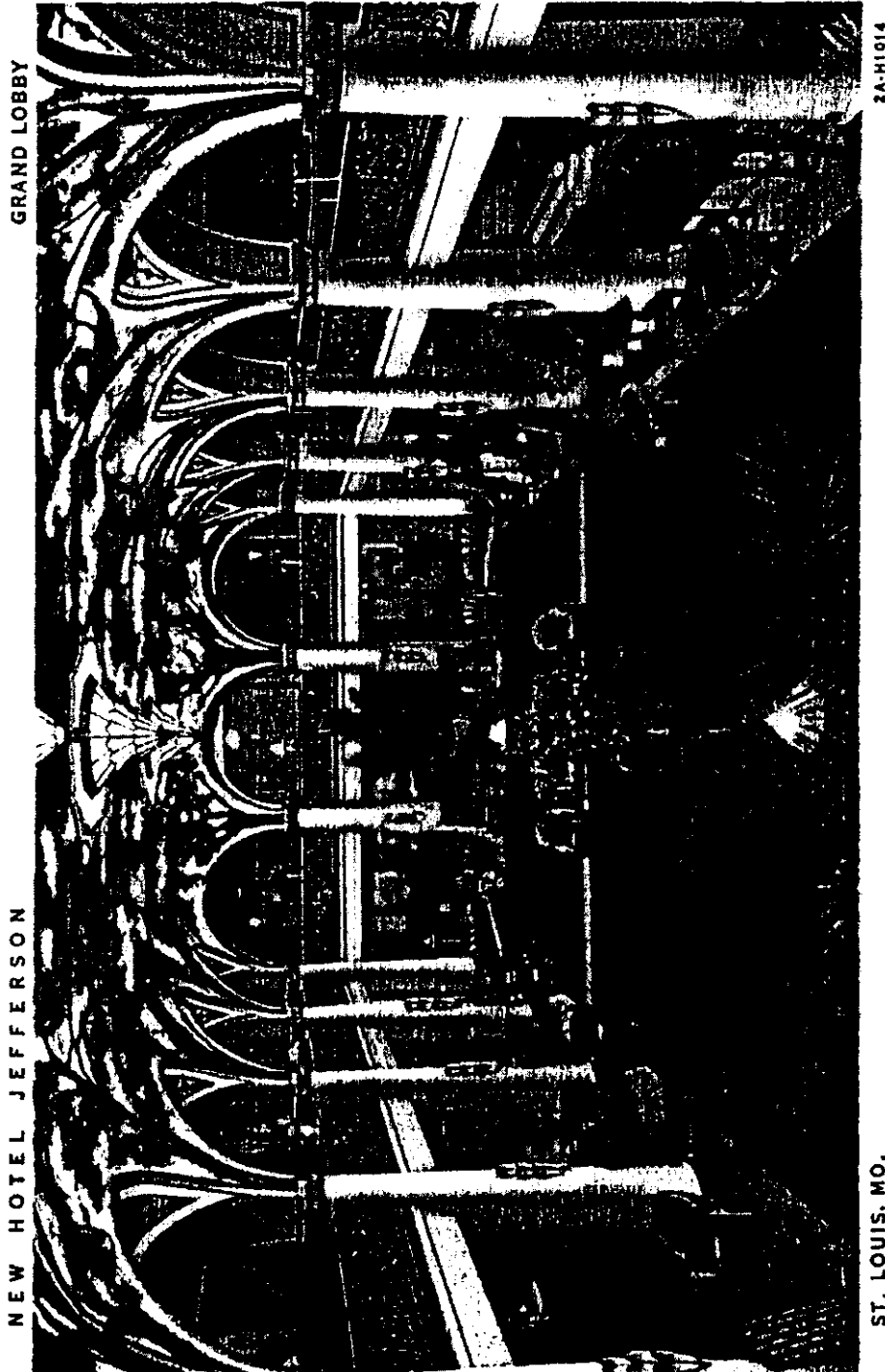


Figure 15

1928 View of the Lobby on a Curteich-Chicago postcard from a private collection.

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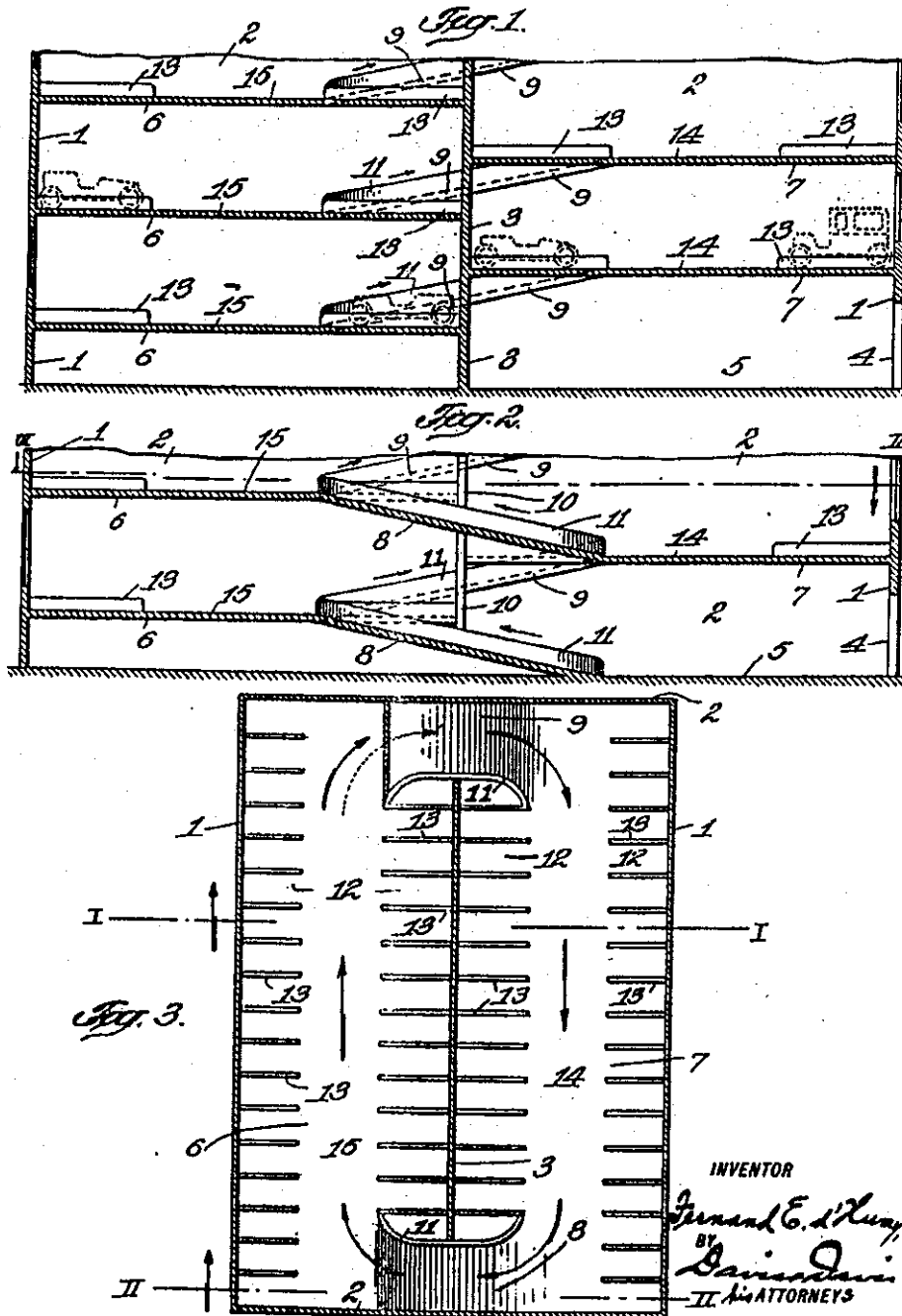
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F. E. D'HUMY.
GARAGE.
APPLICATION FILED MAY 7, 1917.

Figure 16

1,298,183.

Patented Mar. 25, 1919.



The d'Humy Motorramp patented design from The U.S. Patent Office, March 25, 1919.

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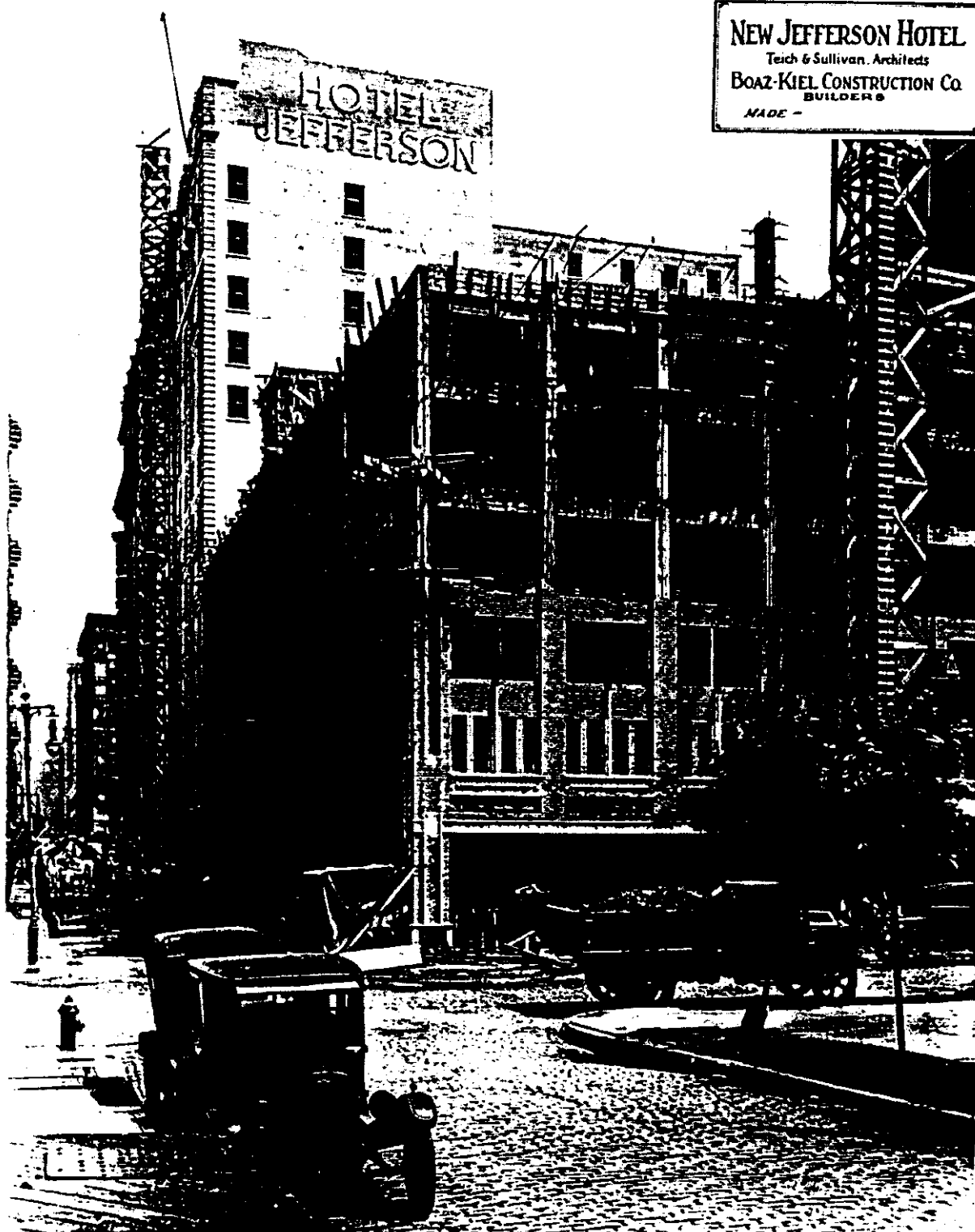


Figure 17

1928 Photo of the west and north elevations during construction from the Missouri Historical Society,
W.C. Persons, photographer.

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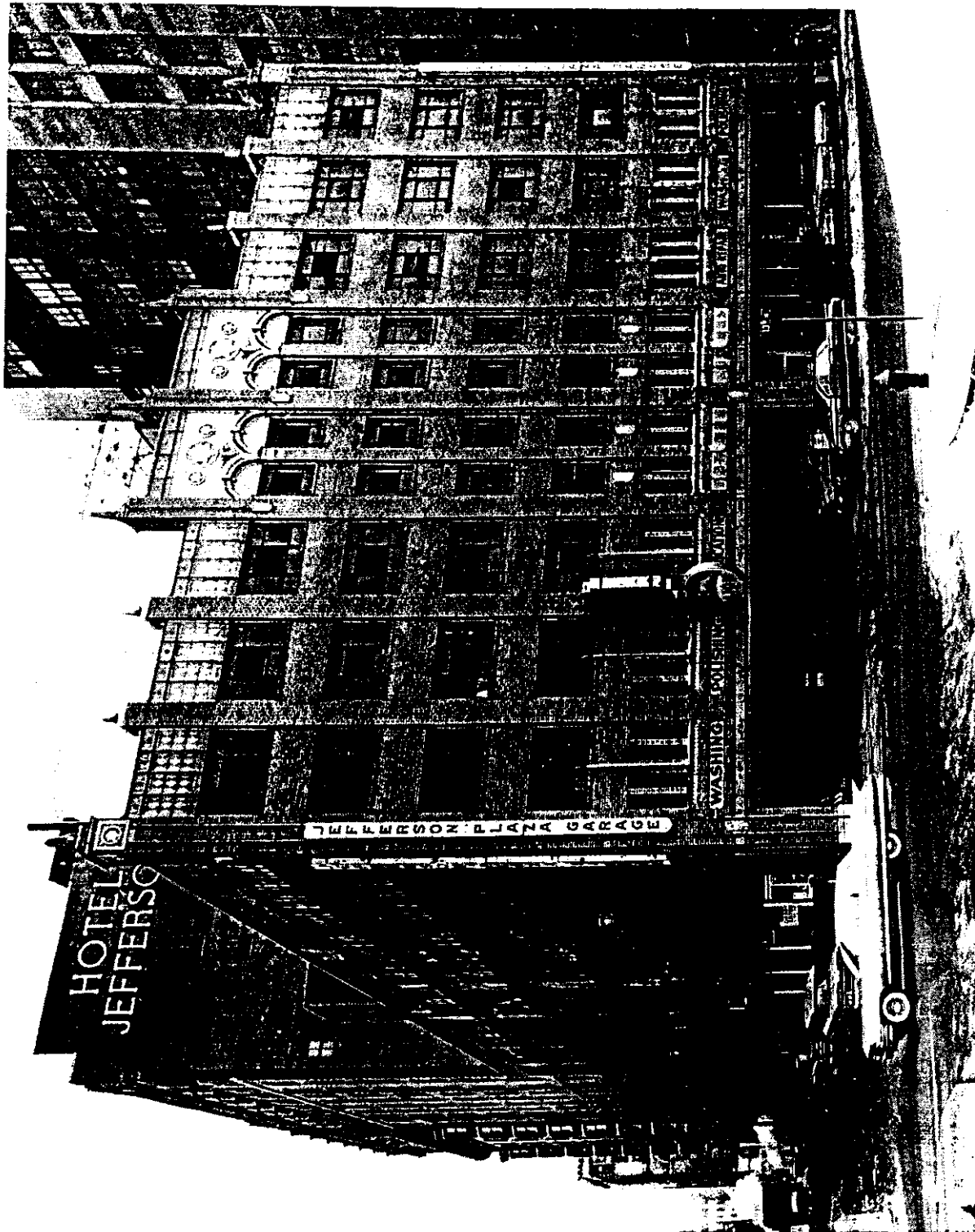


Figure 18

1962 Photo of the West (primary) and North elevations from The St. Louis Mercantile Library at the University of Missouri St. Louis.

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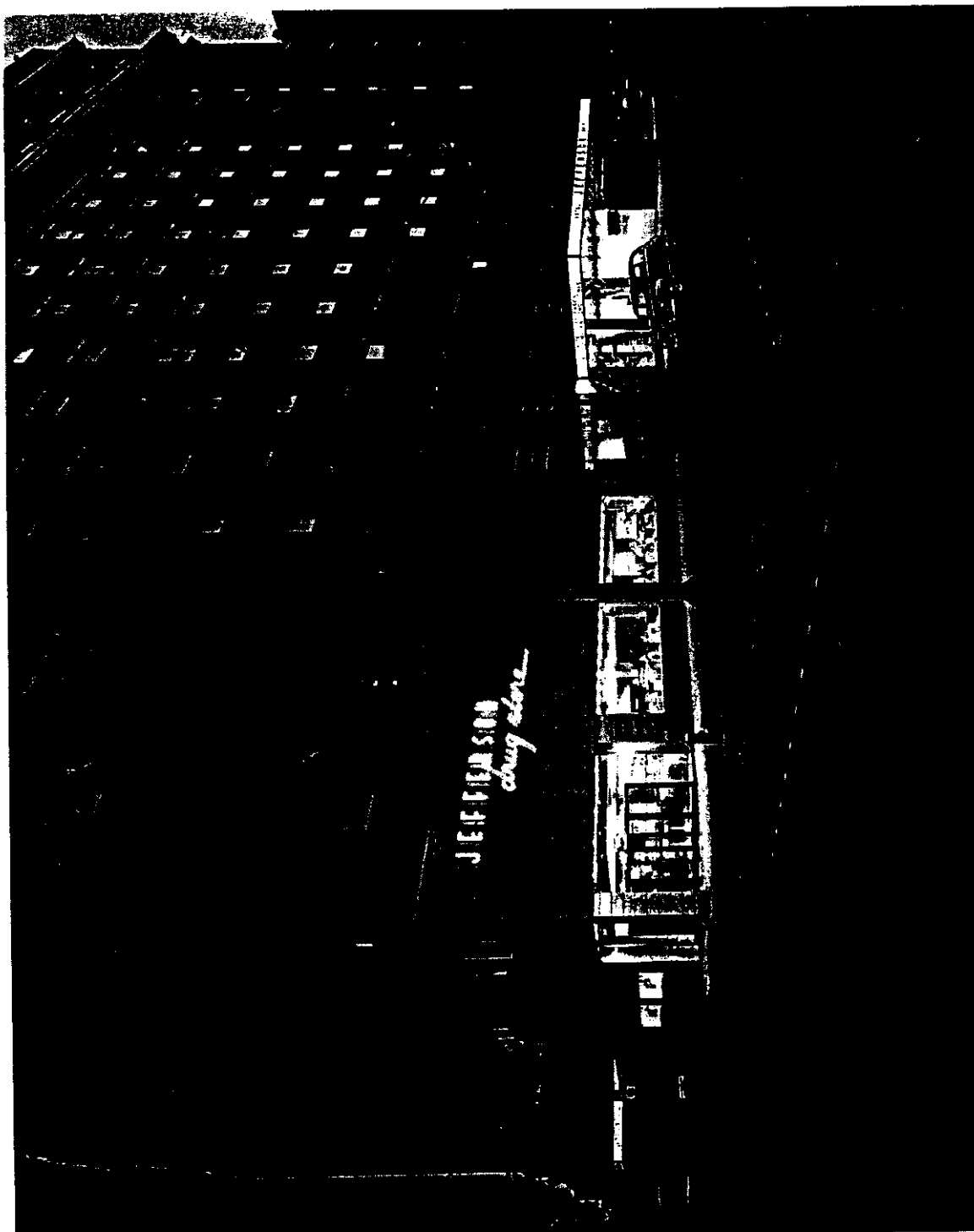


Figure 19

1953 Photo of the West (primary) and South elevations from The St. Louis Mercantile Library at the University of Missouri St. Louis taken January 11, 1953.

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Hotel Jefferson
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Figure 20

1953 Photo of the Interior Lobby from The St. Louis Mercantile Library at the University of Missouri
St. Louis taken January 11, 1953.

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Hotel Jefferson
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Figure 21



1962 Photo of the Sheraton Jefferson looking Southwest down Tucker (12th) Boulevard from The St. Louis Mercantile Library at the University of Missouri St. Louis taken July 30, 1962.

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VERBAL BOUNDARY DESCRIPTION

The boundary of the property is defined by the dark broken line on the accompanying map entitled, "Boundary Map: Hotel Jefferson."

BOUNDARY JUSTIFICATION

The boundaries encompass the entire original parcels that are historically associated with the building.

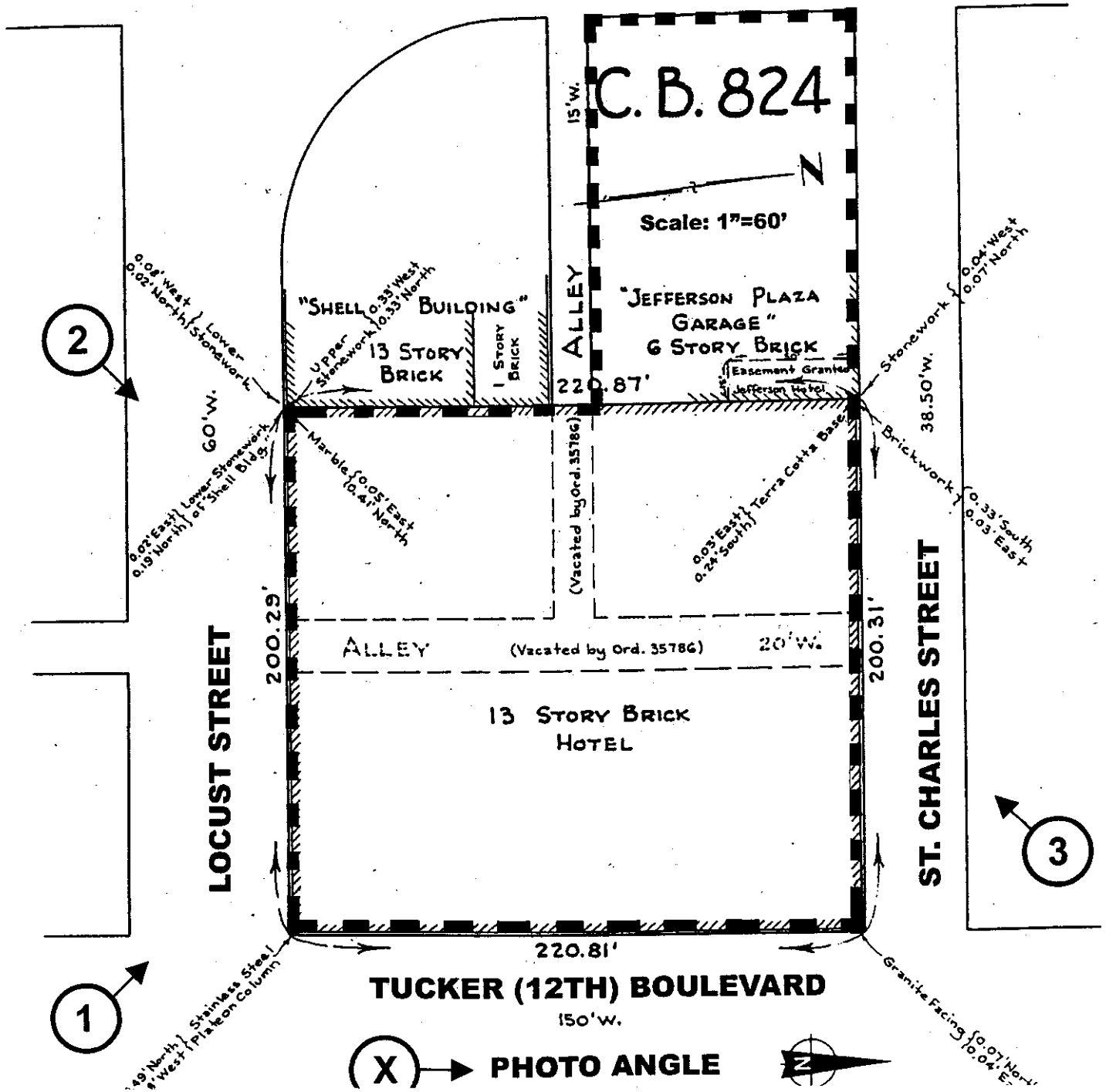
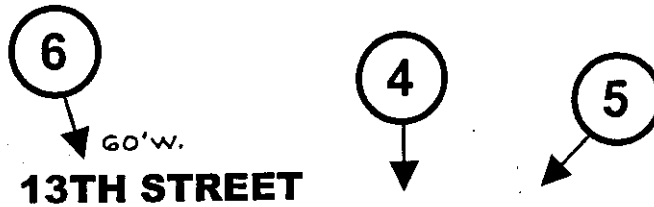
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Hotel Jefferson
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BOUNDARY MAP: Hotel Jefferson







WE GO THAT EXTRA SMILE...
LIVE HERE AND YOU'LL
BE SMILING, TOO!
438-2722

NEW CLASS
KADIN J. HANSHU DENTAL ASSOCIATES

BANQUET CENTER



DO NOT
ENTER

NO PARKING
→

NO SNOW
ROUTE

HOTEL
JEFFERSON



HOTEL JEFFERSON

FOURTH DISTRICT POLICE SUBSTATION

WE'VE GOT EXTRA WHOLE. LIVE MORE AND BETTER BE DRIVING. 1900

WALKER

NO PARKING

STOP

STOP

nk



NO PARKING

NO PARKING











