

United States Department of the Interior
National Park Service

National Register of Historic Places
Registration Form

1. Name of Property

historic name J.C. Penney Co. Warehouse Building

other names/site number Edison Brothers Warehouse Building

2. Location

street & number 400 S. 14th Street [n/a] not for publication

city or town St. Louis [n/a] vicinity

state Missouri Missouri code MO county St. Louis [Independent City] code 510 zip code 63103

3. State/Federal Agency Certification

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

nationally statewide locally.

(See continuation sheet for additional comments [1])

24 November 1998

Signature of certifying official/Title Claire F. Blackwell/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 checked="" 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
Commerce/warehouse

Current Functions
Vacant/not in use

7. Description

Architectural Classification
No style

Materials
foundation brick
walls brick
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

1929-1948

Significant Dates

n/a

Significant Person(s)

n/a

Cultural Affiliation

n/a

Architect/Builder

Miller, John F./Starrett Bros.

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

#MO-1837

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

10. Geographical Data

Acreage of Property 1.7 acres

UTM References

| | | | | | |
|---------|---------|----------|---------|---------|----------|
| A. Zone | Easting | Northing | B. Zone | Easting | Northing |
| 15 | 743600 | 4278600 | | | |
| 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

organization Landmarks Association of St. Louis date November 1998

street & number 917 Locust, 7th floor telephone 314/421-6474

city or town St. Louis state MO zip code 63101-1413

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 Allright Corp.

street & number 1111 Fannin Street telephone _____

city or town Houston state TX zip code 77002

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NATIONAL REGISTER OF HISTORIC PLACES CONTINUATION SHEET

Section 7 Page 1

J. C. Penney Co. Warehouse Building
St. Louis (Independent City), Missouri

The J. C. Penney Co. Warehouse Building, located in downtown St. Louis on the southeast corner of Spruce and S. 14th Street, is a 13-story reinforced concrete building constructed by the Penney company in 1928-29 as a distribution center for its retail stores. John F. Miller, consulting engineer (New York) and general contractors Starrett Bros., Inc. (New York), assisted by local architect Tom P. Barnett, designed the brick-faced building in a functional, utilitarian style devoid of ornamentation. Taxis & Becker (St. Louis) designed the structural steel and concrete. In 1984, three exterior elevations of the building (north, south, and west) received an illusionistic painted mural designed by New York artist Richard Haas. The mural (only paint deep) obscured the historic brick facing on these elevations where some banks of windows were blocked up with masonry to carry out the mural themes. In spite of the impact of these alterations, the building unmistakably still conveys its original warehouse use and historical associations through its massive size and form, and its dominant, defining characteristic of large industrial-style fenestration (accounting for a large percentage of the total wall surface), together with prominent shaped parapets at the roof line. Moreover, the 365-foot east elevation (Photo # 3) remains virtually intact and reveals the large expanse of original fenestration and unpainted brick veneer. In addition, the architectural motifs of Haas's mural (in contrast to typical advertising murals) respected, overall, the building's integrity of design as they accent the essential structural lines of the piers and spandrels as well as the distinctive parapets. The building's historic setting, adjacent to the railroad tracks and highway, City Hall, and a nearby warehouse district, further conveys the property's historic character and contributes to its ability to evoke a sense of historic time and place.

Rectangular in plan, the building measures approximately 365 feet on the east and west (S. 14th Street) elevations, and 180 feet on the north and south elevations. The building is supported on two types of foundations designed to avoid the expense of sinking footing to rock some 65 to 70 feet below the surface. Precast reinforced piles driven to refusal into a boulder stratum provided foundations for a small basement and sub-basement area housing the mechanical equipment. The remaining two-thirds of the building is placed on individual spread footings resting on firm clay. All stories are 12 feet in height with the exception of the first floor (16 feet) and the thirteenth floor (14 feet). The roof is flat, broken by shaped parapets on the north and south elevations. At the south end of the roof, two metal bases remain (Photo 1) which originally supported water tanks visible in Figure 3. Exterior walls are sheathed with dark red pressed brick still unpainted on the east elevation except for the southernmost bays. The east elevation also features a projecting bay housing the stairwell (Photo 3).

All elevations feature large, horizontally oriented, industrial-style windows with concrete sills and multi-pane steel sash. Somewhat taller windows (covered with non-original iron grilles)

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J. C. Penney Co. Warehouse Building
St. Louis (Independent City), Missouri

appear on the first story of the north, west, and north half of the east elevations. Loading docks which extend along the south half of the east elevation are not original; they replaced large windows visible in Figure 3. However, the loading docks on the south elevation date to 1928; a small one-story loading shelter was added in 1968. The main pedestrian entrance is located at 400 S. 14th Street at the building's northwest corner. Here, glass transomed doors (set within a narrow ornamental iron frame) open to a small vestibule fitted with original marble-lined walls and floor, and a decorative metal coffered ceiling with a hanging period lamp. This entry space opens to a small elevator lobby which also features original marble floors and walls, the same metal coffered ceiling with hanging lamp, and ornamental bronze elevator doors (Photo 5). Interior floors of the warehouse proper are identical - unpartitioned open spaces displaying rows of large mushroom-type concrete structural columns (varying in diameter) resting on concrete floors (Photo 4). Although originally the Penney Co. used the thirteenth floor as offices and employee lounges, any partitions existing then were probably removed during Edison Bros.' tenure (1967-1994) since Edison's corporate office headquarters were also located in St. Louis.

In 1984, several banks of windows were closed with masonry to accommodate the mural design applied to three elevations. A comparison of Figure 3 with Photos 1, 2 and 3 illustrates the alterations. In general, the tall, vertical obelisks painted near the end-bays or corners of the building cover small windows, while the centrally placed figural groups painted on the west and south elevations cover large industrial windows. The illusionistic arcade of round-arched windows appearing on the top story of all three elevations also covers larger blocked-up windows. More specifically, on the south elevation (Photo 1), only one vertical row of windows in the center bay was closed to receive the painted image of the equestrian figure, "Saint Louis"; windows running across the thirteenth floor were blocked up and covered with *trompe l'oeil* arched windows; on the corners of this elevation, painted obelisks cover vertical rows of smaller windows. On the north elevation (Photos 2 & 3), six of the original seven large window bays remain intact up through the twelfth story; the blocked-up windows of the thirteenth story are treated as an illusionistic arcade; obelisks cover end bays. On the west elevation (Photo 2), the figural composition featuring "Peace" with outstretched arms, seated in front of a column supporting the "Unisphere," required the closing of only one vertical row of large windows from the second through sixth floors, and three vertical rows from the seventh through thirteenth floors. The seventeen-bay east elevation (Photo 3) remains unpainted except for the two southernmost bays: a painted obelisk covers small blocked-up windows of the end bay, and the brick surface of the adjacent bay is painted but the fenestration remains open.

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J. C. Penney Co. Warehouse Building
St. Louis (Independent City), Missouri

The J. C. Penney Co. Warehouse Building is eligible for listing in the National Register under Criterion A and is locally significant in the area of COMMERCE: The construction of the warehouse in 1928-29 followed a decade of phenomenal growth for the nationwide Penney retail chain which opened a new store, on average, every three days between 1920-1930. The company's capacity for future growth and its ability to offer consumers low-priced quality goods depended on development of a more efficient system of distribution whereby merchandise could be economically and rapidly shipped to store outlets west of the Mississippi - the vast area where approximately two-thirds of Penney's 1023 stores were located in 1928. Opened in March 1929, the spacious 13-story, 900,000 square-foot warehouse became a key element in Penney's plan for mass distribution which reduced costs and facilitated fast delivery through St. Louis' extensive rail network in the western and southwestern states. The St. Louis building became the second of only three historic distribution centers constructed by the Penney Co. The other two, both extant, stand in New York City (built 1926-27), and in Statesville, North Carolina (built 1947-48). The warehouse continued to efficiently serve the Penney stores until 1954 when the company closed the St. Louis facility and adopted a new system of distribution. The period of significance has been terminated in 1948, the 50-year closing date for significance. In 1984, three elevations of the St. Louis warehouse received a trompe l'oeil mural designed by New York artist Richard Haas. Although the paint masked the original brick facing, the building's defining "warehouse" characteristics - large multi-pane industrial-style windows and a shaped parapet at the roofline - continue to assert its historic fabric and identity as does the virtually unaltered 365-foot east elevation.

In 1927, a year before construction began on the St. Louis warehouse, the J. C. Penney Co. celebrated the Silver Anniversary of the company's beginnings in 1902 as a modest dry goods store located in the small mining town of Kemmerer, Wyoming. James Cash Penney (1875-1971), a native of rural Hamilton, Missouri, was the 26-year-old manager and one-third owner of Kemmerer's new retail outlet. Known as the Golden Rule Store, the establishment was part of a small western chain founded in 1889. Five years later in 1907, Jim Penney launched his own Golden Rule chain after acquiring full ownership of the three stores he then managed in southwest Wyoming. During the next two decades, Penney's embryonic chain (which by 1919 carried the J. C. Penney name) multiplied into 892 stores in 45 states by the end of the 1927 anniversary year. Sales in that spectacular year totaling \$152 million (up from \$116 million in 1926) led Penney to predict sales of \$1 billion within the next twenty-five years. His dream came true in 1951, a year before the company's fiftieth anniversary.

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J. C. Penney Co. Warehouse Building
St. Louis (Independent City), Missouri

The Penney company's phenomenal rate of growth, together with increased consumer demands for more and varied goods, placed unusual strains on key areas of operations. Rapid nationwide expansion demanded standardization, consolidation, and centralized methods of organization, particularly in the vital system of distribution. In 1914, the company moved its headquarters east from Salt Lake City to New York City in order to facilitate banking and purchasing for its fleet of 70 stores all located in thirteen far-western states. Five years later, Penney's began to consolidate distribution in a succession of New York warehouses which the company quickly outgrew. Previously, merchandise distribution was handled through jobbing houses or shipped directly from the manufacturer to Penney retail stores, methods that increased the final cost of goods. When the new corporate headquarters building at 330 West 34th Street, New York, opened in 1927, fourteen of the eighteen stories were devoted to warehouse activities. Manufacturers shipped directly to the New York warehouse where goods were then assembled for distribution to Penney stores across the country. The ability to promptly deliver merchandise to the far-flung Penney outlets became even more critical in the late 1920s when both Sears, Roebuck and Montgomery Ward catalogue mail-order companies began opening retail stores. As chain stores spread across America, Penney's efforts to offset competition led to acquisition of other stores, including Golden Rule stores not yet under Penney ownership.

The need for a second warehouse distribution center soon became apparent as sales continued to soar and more stores opened, rapidly making the capacity of the New York warehouse obsolete. St. Louis' strategic location on the west bank of the Mississippi River offered a number of advantages for the site of a Penney warehouse. The city already was a major center for distribution to the west and southwest where more than 800 of Penney's stores were concentrated (Fig. 1). The St. Louis hub of railroads serving this trade territory also offered the most favorable freight rates (Fig. 2). The significant savings in transportation could enable Penney's to lower operating costs and uphold the "Golden Rule," the company's guiding business principle of good values and savings for customers. Moreover, for some years St. Louis had played a prominent role in other areas of Penney operations. In 1916-17, St. Louis became the company's employment center where for a time James Cash Penney personally interviewed applicants after stepping down as president in 1917 to focus on developing company personnel and policy. In the same period, a buying office opened in St. Louis to handle Midwest purchases of shoes and other goods. Although Penney retail stores were not introduced into urban St. Louis until late 1928 because small towns proved to be the company's best markets, the city had long been a cornerstone in the company's purchasing operations. Since the 1890s, St. Louis' large shoe manufacturers had supplied first Golden Rule and then J. C. Penney stores with one of the chain's

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best-selling, strongest lines of merchandise. A 1915 advertising brochure, in fact, featured a company check for \$65,895.75 issued to Roberts, Johnson & Rand (International Shoe Co.) which underscored Penney's large buying power and fiscal strength.

The new St. Louis warehouse (Fig. 3) was well-situated near the principal highway and the main rail lines leading to Union Station at the west end of the central business district, close to both City Hall and an established warehouse district. In line with company policy of eliminating unnecessary frills, the \$2.7 million warehouse featured economy of design and construction in its straightforward reinforced concrete construction (Photo 4) faced with plain red pressed brick and pierced with large windows of steel industrial sash. Emphasis was placed on the purely functional requirements of an efficient distributing center. The only concession to architectural art appeared in a small entrance vestibule and adjoining elevator lobby (both still intact) embellished with metal coffered ceilings, marble-lined walls and floors, and hanging period lamps (Photo 5). A 1929 article in *Engineering News-Record* highlighted the nature and significance of the roles played by the New York firms largely responsible for designing the utilitarian building: consulting engineer John F. Miller and general contractors Starrett Bros., Inc; prominent St. Louis architect Tom P. Barnett served as associate architect.

Starrett Bros.' reputation as one of the country's foremost builders of skyscrapers, with a proven record for cost-saving speed of construction, earlier won them a contract for Penney's New York City headquarters building (Figure 4), and later landed them the coveted contract for the Empire State Building in 1929 as well as contracts for numerous other important buildings. According to *Engineering News-Record*, the contractors were consulted throughout the design process of the St. Louis building, "because it was felt that the design should conform to economical construction demands as nearly as was feasible with operating requirements." The building company more than met budget by completing the project "at a cost considerably less than preliminary estimates" and also upheld the proverbial "time is money" principle by pouring concrete at the speed of better than a floor per week with very little overtime. In addition, John F. Miller (who also served as engineer for Penney's New York headquarters/warehouse) avoided the extra expense of sinking footing to bedrock (necessary to support a full basement) by limiting the basement area to a small space designed to house only the mechanical systems.

One of the larger buildings then in St. Louis, the massive 365 x 180 feet Penney warehouse impressed onlookers with the company's strength and purchasing power while fulfilling all corporate expectations for a modern state-of-the-art distribution center. The new facility was

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J. C. Penney Co. Warehouse Building
St. Louis (Independent City), Missouri

placed in service in March, in time to accommodate the record-breaking 375 new stores opened in 1929. St. Louis now relieved New York of handling the large volume of staples shipped to more than 800 stores in twenty-two western and central states, including twenty-six stores in Missouri. New York, however, continued to handle all ready-to-wear and St. Louis filled all orders for shoes nationwide. The company proudly reported that the St. Louis distribution center "shortened transit time by two to ten days with a savings of 8 to 10 per cent on every dollar of merchandise."

The spacious warehouse floors further improved operations (which ultimately benefited customers) by providing additional space for storage of items purchased at "bargain" prices in advance of need, and by offering ample space for closer inspection of goods before shipment, thus increasing quality control and customer satisfaction. Equipped with eleven freight elevators along with lift trucks and platforms, the building enabled the unloading of as many as fifteen full carloads of freight daily (in addition to smaller lots) originating from any of Penney's 700 suppliers in 35 states. Shipments were expedited by the efficient organization of floors by type of merchandise: on the tenth and eleventh floors, shoes (Department "F"); on the ninth floor, hats (Department "K"), and so on. The first three stories dealt with packing, shipping and receiving. Devoted to offices, the thirteenth floor housed the Employment Department which, the company later claimed, recruited more top executives from Missouri and St. Louis, in particular, than from anywhere else in the country. The most modern mechanical devices, such as pneumatic tubes and an automated conveyor system (Figure 5), also helped to realize the local Penney service motto, "Dispatch in handling store orders . . . is the soul of the new St. Louis warehouse."

For the next twenty-five years the St. Louis warehouse's prompt and economical distribution services continued to provide vital support for company operations as Penney's grew into the third largest of the major nationwide nonfood retailers (surpassed only by Sears and Wards). While the country weathered hardships of the Depression years, Penney's adapted to the new conditions by purchasing goods at lower prices and passing the savings on to customers. The decline of sales slowed the rate of growth but the chain's traditional "cash only" policy and reputation for selling "quality products at the lowest possible prices" factored significantly into its quick recovery. In 1933, for example, Penney's Dept. "K" in St. Louis could offer men's caps for as low as 19 cents, ranging to a high of 98 cents. By the end of 1934, total corporate sales were higher than the nearly \$209.7 million of 1929. Between 1935 and the opening of World War II in 1941 Penney's made steady progress, expanding from 1481 stores to 1605 outlets with annual sales of \$377.5 million. Despite wartime shortages and price controls, Penney's sales increased to

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J. C. Penney Co. Warehouse Building
St. Louis (Independent City), Missouri

a record \$549 million by 1945. When postwar inventories returned to normal levels, sales mushroomed between 1946-1950, and net income reached the highest in company history due to consumer demands after rationing, population growth, and the introduction of larger urban stores. In 1949, Penney's launched a new type of store in St. Louis' Hampton Village Shopping Center, a "drive-in shopping district" which presaged suburban shopping mall stores standard in later years. In 1951, the company realized Mr. Penney's 1927 dream of one billion dollars in sales, climbing to \$1.109 billion in 1953.

As late as the early 1950s, Penney stores remained concentrated in western states served by some 500 employees in the St. Louis warehouse. In October 1951, the company publication *Pay Day* gave special recognition to the St. Louis operation's fast, efficient service, cited as a "key link in Penney's vast shoe operation" which enabled 95% of all shoe orders to be shipped within one week to retail stores. However, changes in distribution conditions soon indicated that maintaining company warehouses was less efficient and economical than shipping goods directly from manufacturers to store locations. A growing network of branch manufacturing plants put retail stores closer to supply sources which could now more rapidly deliver goods by trucks or planes. The company first closed the Manhattan warehouse in 1953, followed by the St. Louis facility in 1954. Only the one-story warehouse in Statesville, North Carolina (erected 1947-48) remained open as it handled goods from nearby mills.

In 1962, the company donated the vacant but well-maintained warehouse building to the University of Missouri at the urging of Mr. Penney, a loyal benefactor to his home state. Plans to develop the building as a university education center were never realized. In 1967, the University leased the warehouse to Edison Bros. Stores, a St. Louis-based apparel and footwear chain which opened a distribution center there. The prominence of the warehouse building at a busy intersection abutting Interstate 40/64 near the entry to downtown inspired Edison Bros. to undertake a major project to enhance the structure. In 1983, the company commissioned New York muralist Richard Haas (1936-) to design his largest work to date: a mural covering nearly three acres of surface on three elevations of the Edison Bros. warehouse. Known for his regard for historic buildings, Haas respected the overall integrity of the warehouse design by employing architectural imagery that highlighted the building's simple lines and dominant fenestration.

The themes of the mural, executed in paint colors imitating natural building materials (terra cotta, grey-white, ochre, and brown), borrowed imagery from a more monumental American past with specific allusions to St. Louis landmarks and the 1904 St. Louis World's Fair which Haas

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called "the greatest architectural moment in the history of St. Louis." Painted obelisks, rising 12 stories at the corners of the warehouse, evoked architectural forms of the Palace of Mines & Metallurgy erected for the Fair. An equestrian figure painted in the center of the south elevation (Photo 1) recalled Charles Niehaus' sculpture, "Apotheosis of St. Louis," also created for the Fair. References to architect Louis Sullivan's work in St. Louis appeared in the trompe l'oeil arcading, accented with angels, on the north, south and west elevations. The west elevation (Photo 2) also featured a classical-style personification of "Peace" seated in front of a column carrying a Unisphere, the symbol of the 1964 New York World's Fair.

In 1994, Edison Bros. closed the St. Louis warehouse which had become outdated as a distribution center for the 700 Bakers and Wild Pair footwear stores it served. Long popular as a local landmark, the old Penney warehouse became an important candidate for adaptive reuse. Its strategic location, across from Kiel Center, a sports and entertainment facility, provides convenient access to light rail public transit and the Interstate. St. Louis developer Donald E. Breckenridge currently has plans underway to redevelop the building in a multi-use design by Henmi & Associates (St. Louis) which combines restaurants, a health club and deli/market on the ground floor; parking on the second through fourth floors; hotel suites on the fifth through eighth floors; condo apartments on the tenth through twelfth floors; and on the thirteenth floor, a restaurant, banquet/meeting rooms, and a natatorium, along with other amenities.

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J. C. Penney Co. Warehouse Building
St. Louis (Independent City), Missouri

SECTION 9

SELECTED BIBLIOGRAPHY

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Pay Day. Oct. 1951 (J.C. Penney Co.)

Probst, Jerry, Historian and Archivist. JCPenney Archives & Historical Museum, Plano, Texas. Interviews and data, July - August 1998.

St. Louis Art Museum. "The Edison Bros. Project". *Current 27 Exhibition Catalogue*, 1985.

SECTION 10

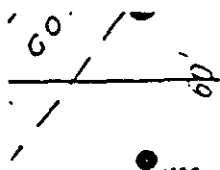
Verbal Boundary Description

The boundary of the property is defined by the dark broken line on the accompanying map entitled, "Boundary Map, J. C. Penney Co. Warehouse Building."

Boundary Justification

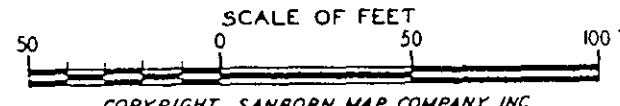
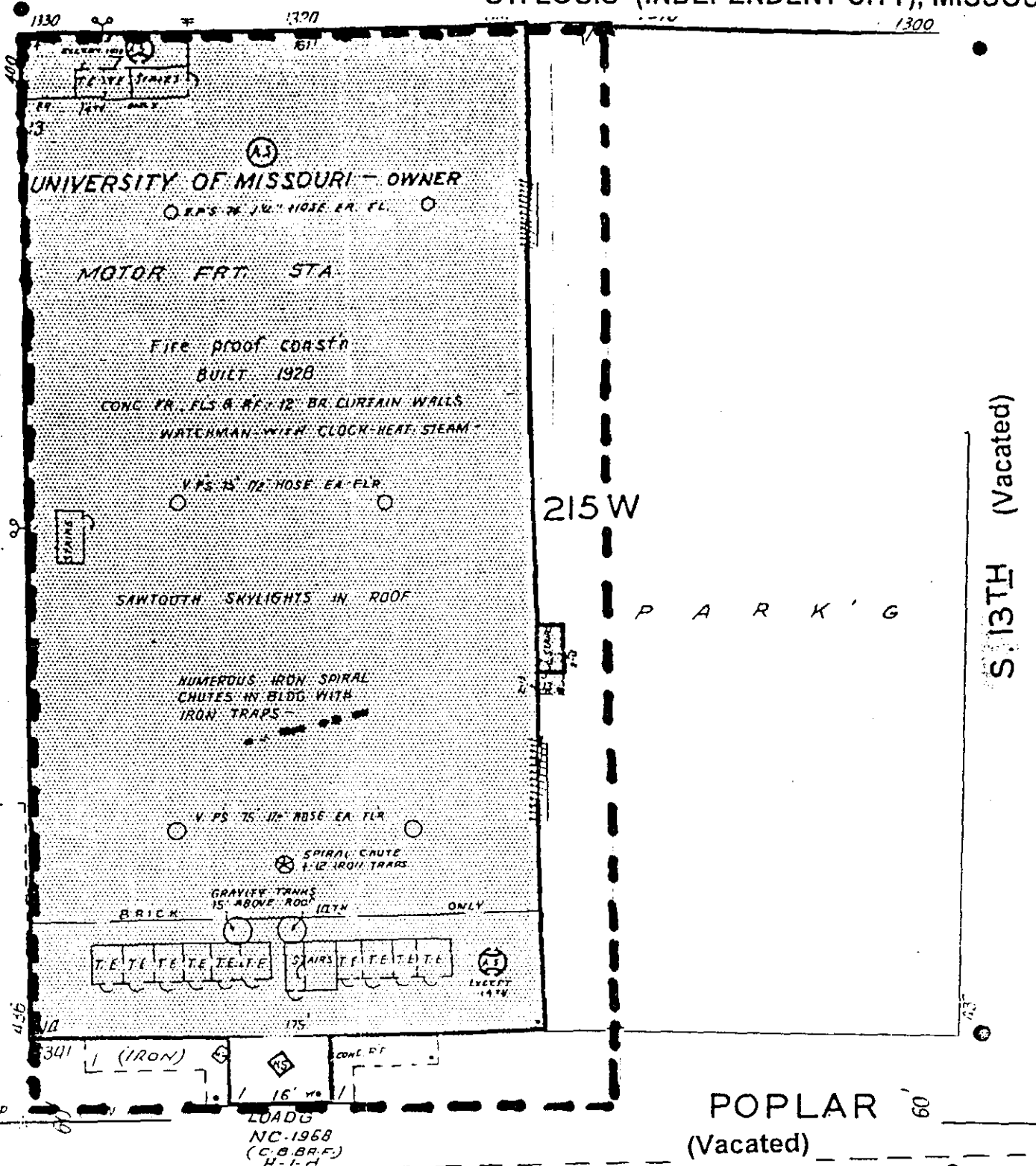
The boundaries encompass the entire original parcel that is historically associated with the building.

BOUNDARY MAP
 J. C. PENNEY CO. WAREHOUSE BUILDING
 400 S. 14TH STREET
 ST. LOUIS (INDEPENDENT CITY), MISSOURI



SPRUCE

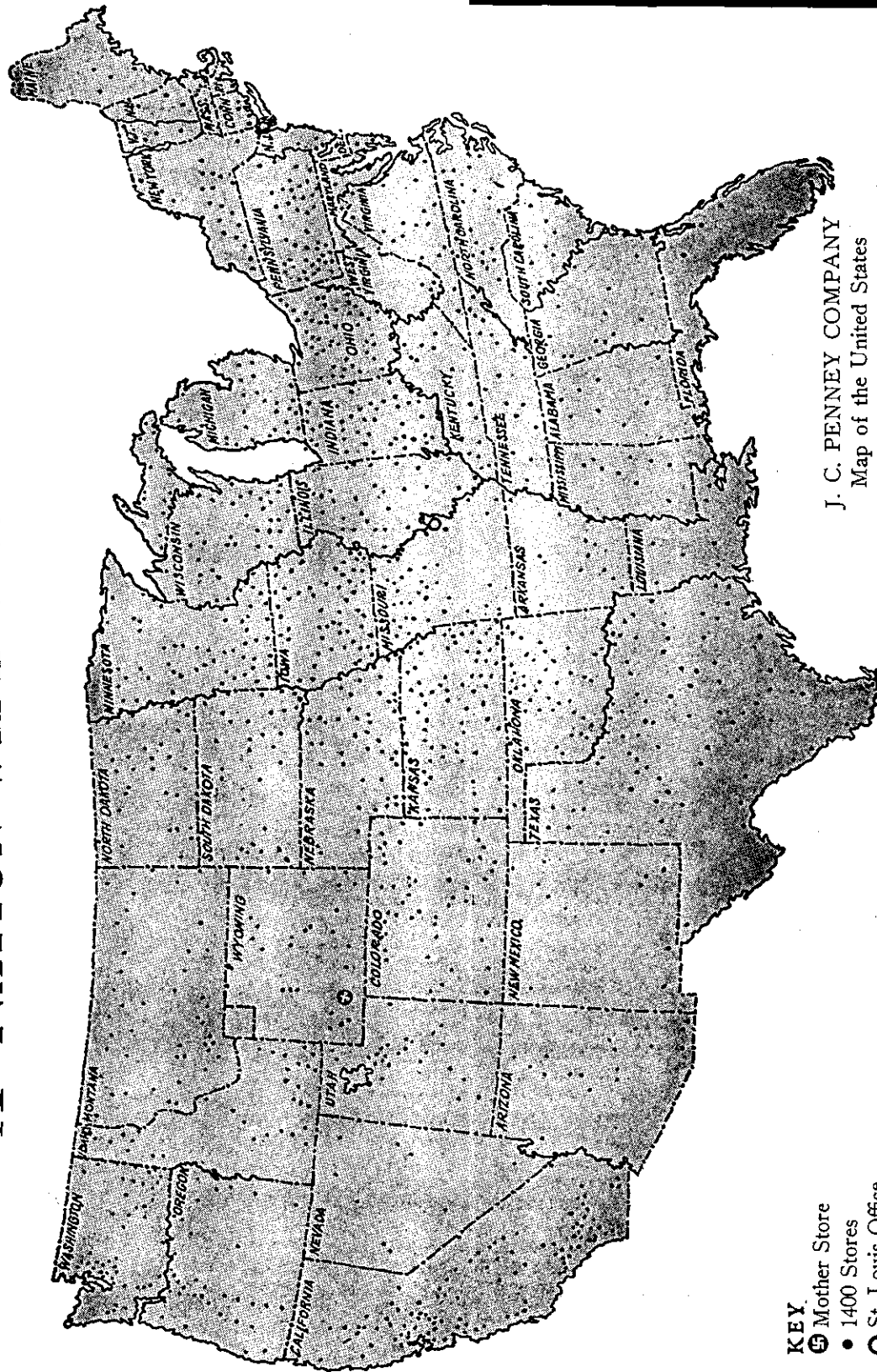
S. 14TH ST.



COPYRIGHT SANBORN MAP COMPANY, INC.

Boundary line of property

A NATION-WIDE INSTITUTION



- KEY**
- ☐ Mother Store
 - 1400 Stores
 - St. Louis Office
 - ★ New York Office

J. C. PENNEY COMPANY

Map of the United States

showing its more than 1400 store locations

Figure 1

J. C. Penney Co. Warehouse Building
St. Louis (Independent City), Missouri

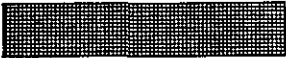
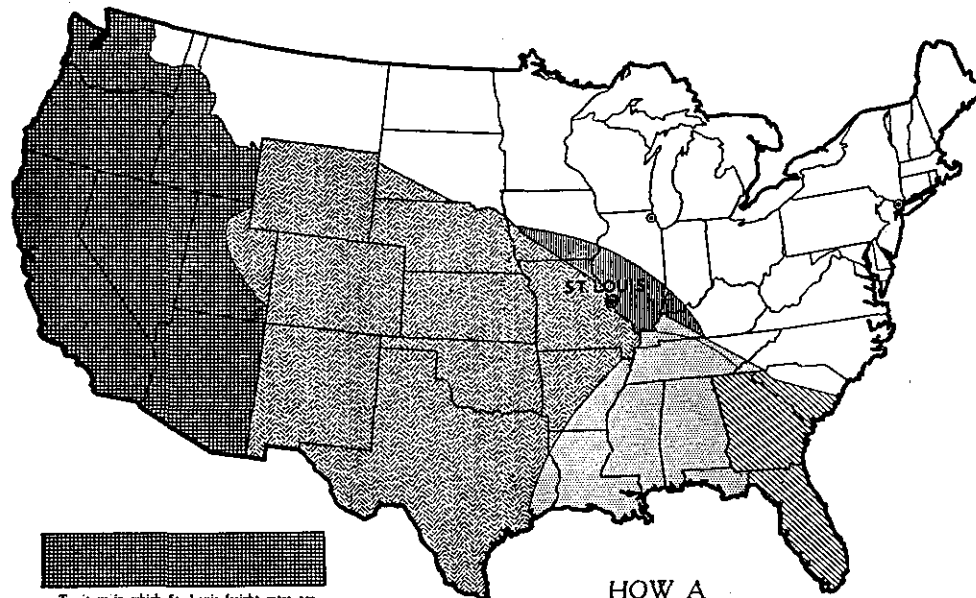
Source: *The Dynamo* (J. C. Penney Co.)

August 1929

Figure 2

J. C. Penney Co. Warehouse Building
St. Louis (Independent City), Missouri

Source: Lewis F. Thomas, *The Localization of Business Activities in Metropolitan St. Louis* (St. Louis: Washington University, 1927)



Territory in which St. Louis freight rates are approximately 40c to 70c under New York rail rates and 10c under Chicago rail rates.



Territory in which St. Louis freight rates are approximately 25c under Chicago and 75c to \$1.00 under New York rail rates.



Territory in which St. Louis railroad freight rates are approximately 10c to 25c under Chicago and 20c to 40c under New York rail rates.



Territory in which St. Louis railroad freight rates are approximately 25c under Chicago.



Territory in which St. Louis freight rates are approximately 5c to 25c under Chicago.

HOW A
MID - WEST PLANT
SAVES TIME AND FREIGHT CHARGES

St. Louis is the center. A Mid-West factory in St. Louis, from where rail and water facilities have a clear sweep to the markets in every direction, gives shortest hauls to two-thirds of the United States at cheaper freight rates than from New York, Chicago, or other large industrial points

Courtesy of St. Louis Chamber of Commerce.

Figure 21. Map showing the territories in which St. Louis merchants and manufacturers have freight rate preferentials.

Figure 3

J. C. Penney Co. Warehouse Building

St. Louis (Independent City), Missouri

ca. 1929, south and east elevations, camera facing northeast

Source: JCPenney Archives & Historical Museum, Plano, Texas.

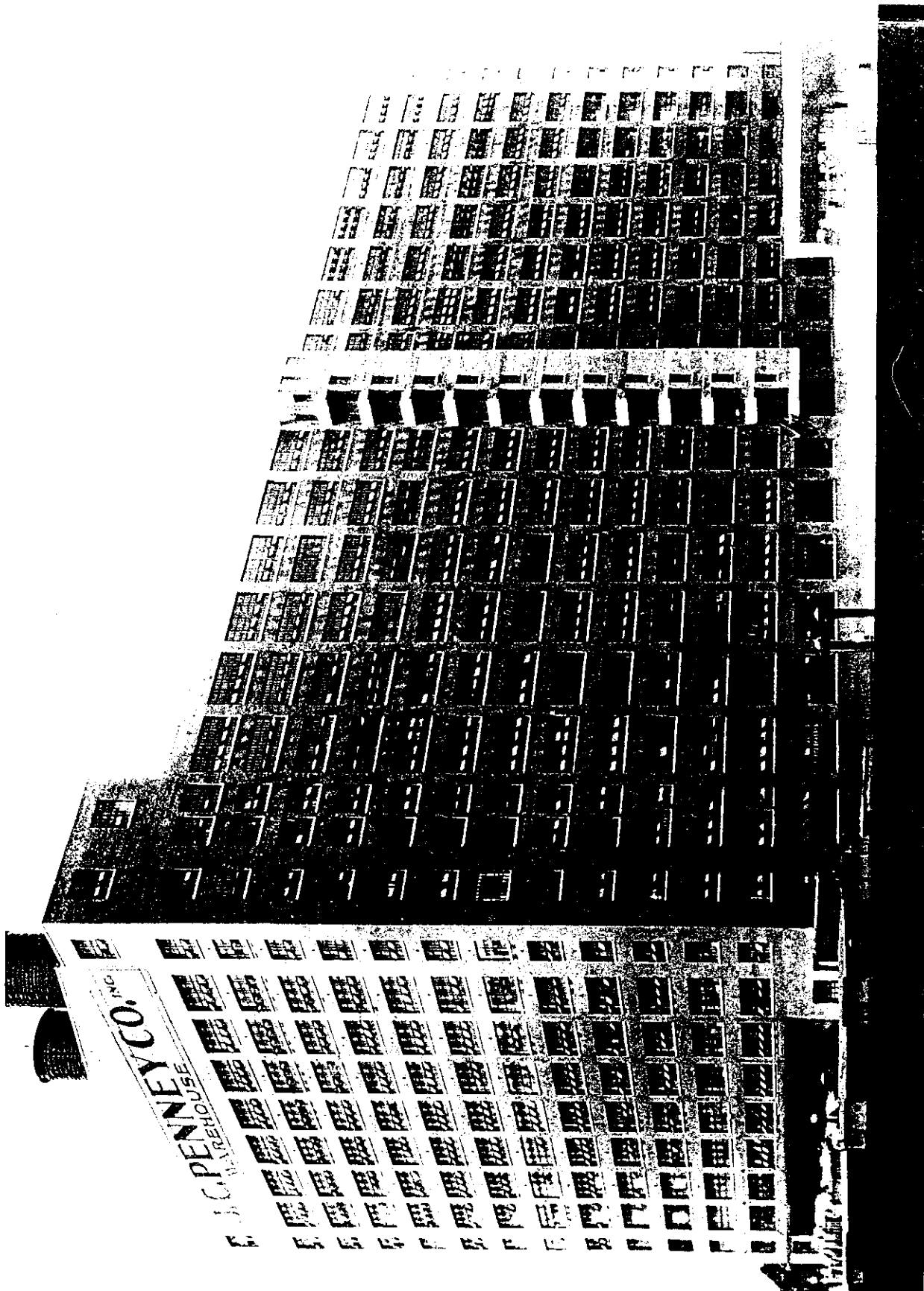
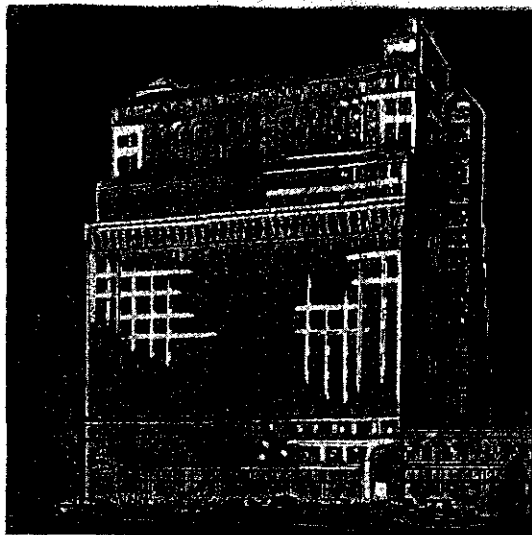


Figure 4
J. C. Penney Co. Warehouse Building
St. Louis (Independent City), Missouri
Source: *The Dynamo* (J. C. Penney Co.) August 1929

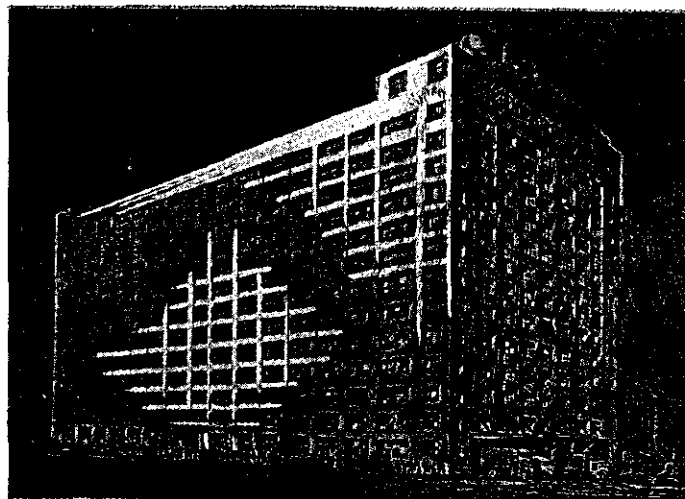
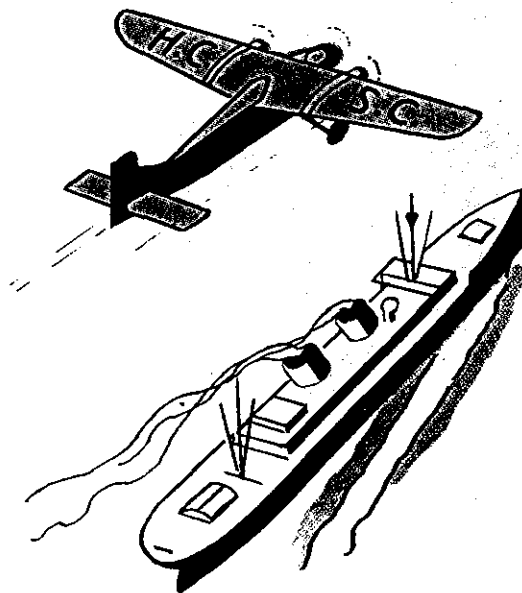
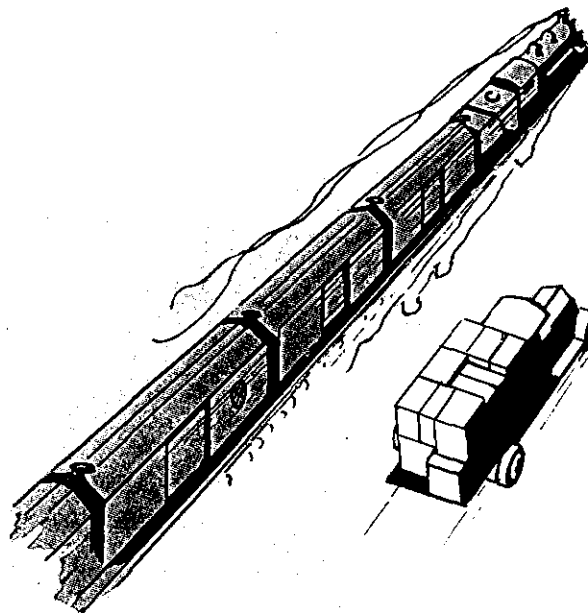
The Dynamo

TRADE-MARK

Published by the J. C. Penney Company
330 West 34 Street · New York · N. Y.



Offices and Warehouse, New York City



Offices and Warehouse, St. Louis, Missouri

© 1929, by J. C. Penney Company

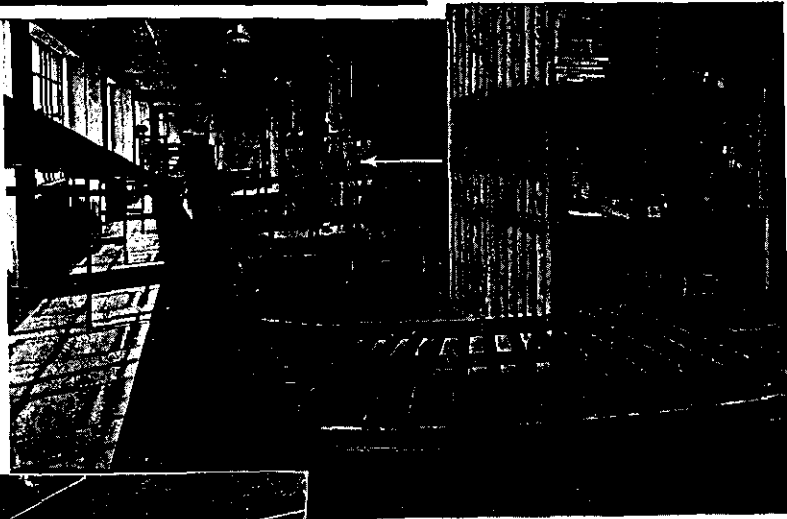
DISTRIBUTION NUMBER

Figure 5

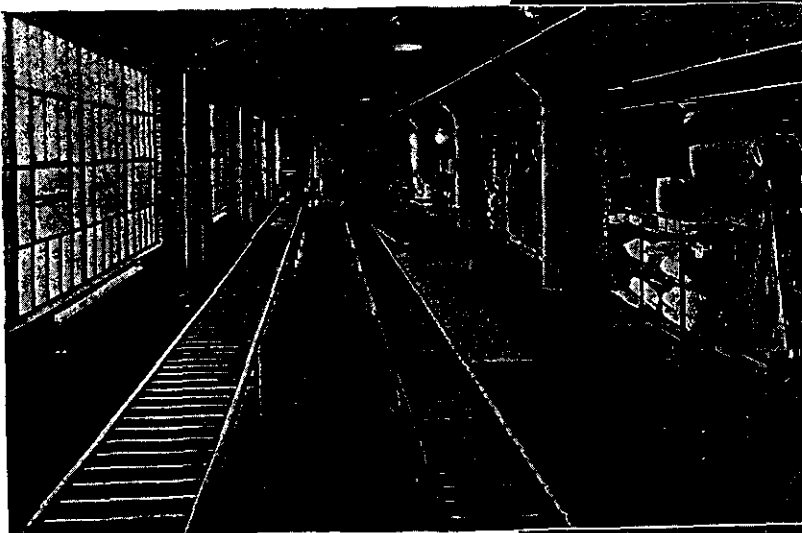
J. C. Penney Co. Warehouse Building
St. Louis (Independent City), Missouri

Source: *The Dynamo* (J. C. Penney Co.) August 1929

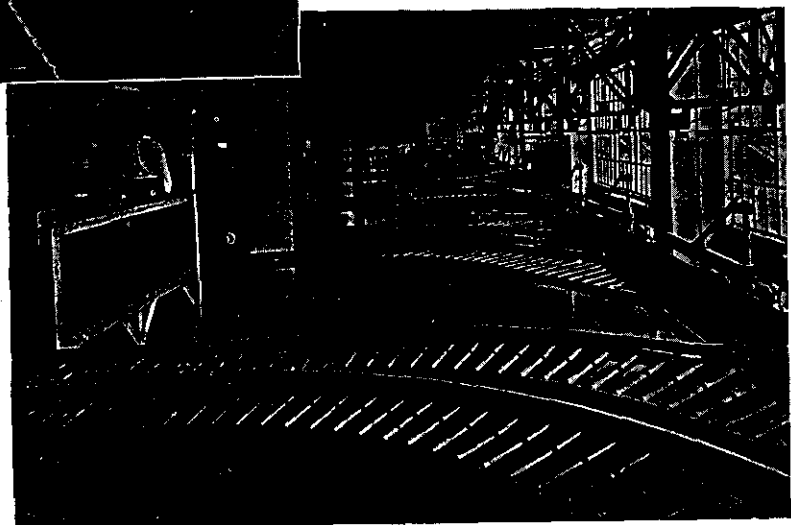
Right: A section of the packing floor showing W. O. G. bins, aisle conveyors and the belt conveyor, carrying full trucks to the packing aisles. (See arrow in center of picture.)



Left: Showing conveyors leading to and from the vertical conveyor and method of handling the conveyor trucks



Right: A section of the packing floor showing the belt conveyor leading from the vertical conveyor, the deflectors and branches running to the W. O. G. bins



THE PACKING FLOOR

OUR Packing Floor has its great advantages over many others. Trucks, loaded with merchandise, are switched by automatic deflectors into the various W. O. G. aisles, where merchandise is consolidated from the bins

to the trucks for freight shipments. These trucks are then pushed to the belt conveyor which leads to the checking and classification aisle, and then to another belt conveyor which leads to the Packing Department. Merchandise is then packed from trucks. Cases are taken on the chain conveyor to

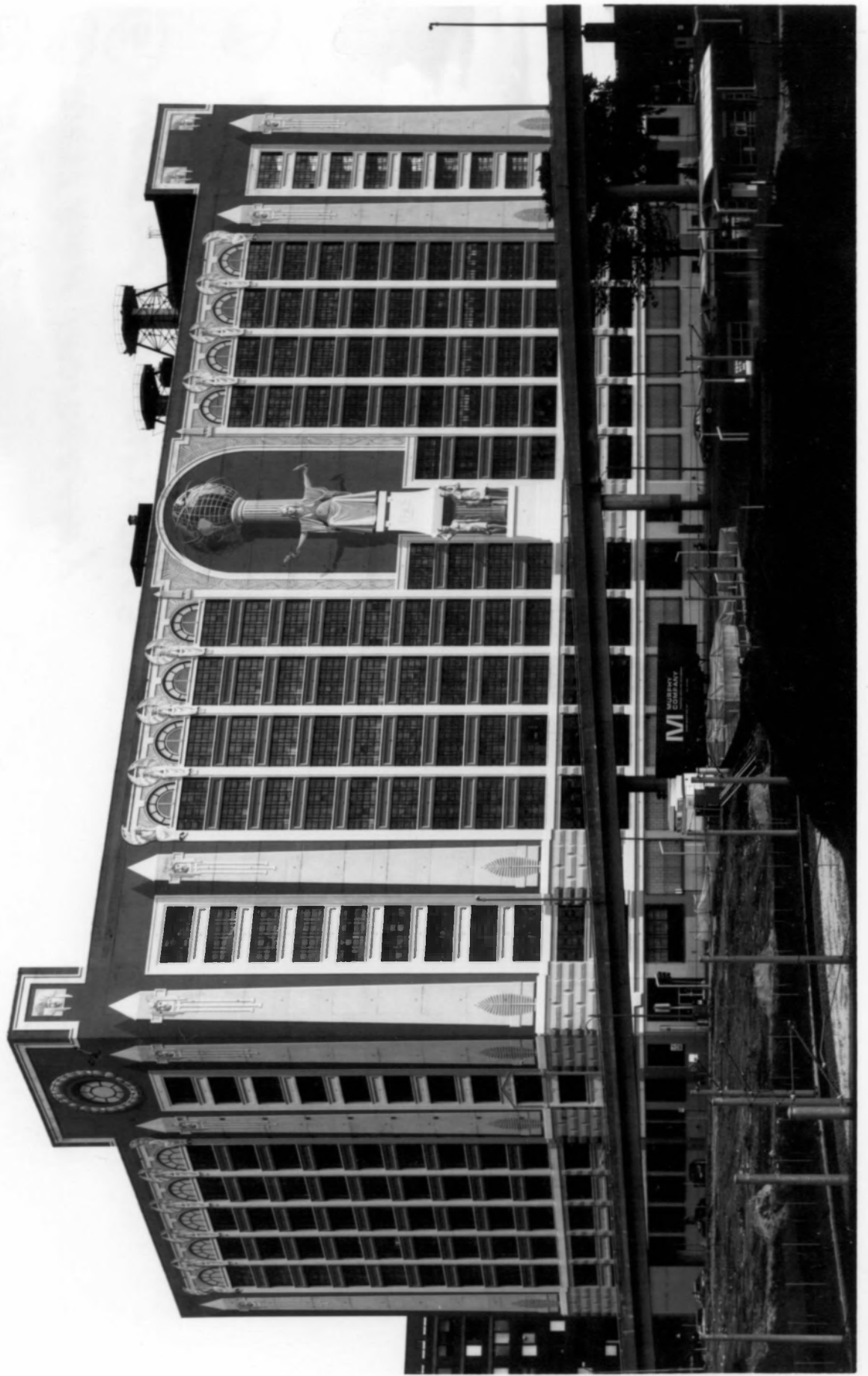
be marked and sent to the shipping floor by way of a chute and made ready for shipment. Merchandise goes through the Packing Department with very little handling which certainly is a great step towards efficiency in operation and is also a big economy.

—THOS. K. SHAUGHNESSY

- ① J.C. PENNEY CO WAREHOUSE BLDG.
- ② City of ST. LOUIS, MO
- ③ WESTRICH Photography (ST. LOUIS)
- ④ JUNE 1998
- ⑤ WESTRICH PHOTOGRAPHY
- ⑥ SOUTH ELEVATION, CAMERA FACING NORTH
- ⑦ PHOTO # 1



- ① J.C. PENNEY CO. WAREHOUSE BUILDING
- ② City of ST. LOUIS, MO
- ③ WEST RICH PHOTOGRAPHY (ST. LOUIS)
- ④ JUNE 1998
- ⑤ WEST RICH PHOTOGRAPHY
- ⑥ WEST and NORTH ELEVATIONS
CAMERA FACING SOUTHWEST
- ⑦ PHOTO # 2



- ① J.C. PENNEY CO. WAREHOUSE BLDG.
- ② City of ST. LOUIS, MO
- ③ WESTRICH PHOTOGRAPHY (ST. LOUIS)
- ④ JUNE 1998
- ⑤ WESTRICH PHOTOGRAPHY
- ⑥ NORTH & EAST ELEVATIONS
CAMERA FACING SOUTHWEST
- ⑦ PHOTO # 3



- ① J.C. Penney Co. Warehouse Building
- ② City of St. Louis, MO
- ③ MARY M. STIRITZ
- ④ August 1998
- ⑤ LAND MARKS ASSOC. of St. Louis
- ⑥ Interior, 1st Floor, camera facing southeast
- ⑦ PHOTO #4



1. City of St. Louis, MO
2. City of St. Louis, MO
3. MARY M. STIRITZ
4. August, 1998
5. LANDMARKS ASSOC. of St. Louis
6. Interior, 1st Floor elevator Lobby
CAMERA FACING EAST
7. PHOTO # 5

