

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

**National Register of Historic Places  
Continuation Sheet**

Kellerman Motor Car Company  
Name of Property

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

Auto-Related Resources of St. Louis  
Name of multiple property listing

Section number \_\_\_\_\_ Page \_\_\_\_\_

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**SUPPLEMENTARY LISTING RECORD**

NRIS Reference Number: 15000198  
Property Name: Kellerman Motor Car Company  
County: St. Louis (Independent City) State: MO  
Multiple Name: Auto-Related Resources of St. Louis, Missouri

This property is listed in the National Register of Historic Places in accordance with the attached nomination documentation subject to the following exceptions, exclusions, or amendments, notwithstanding the National Park Service certification included in the nomination documentation.

 5-5-15  
Signature of the Keeper Date of Action

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**Amended Item in Nomination: Period of Significance**

The purpose of this Supplementary Listing Record is to correct the end date of the period of significance for the Kellerman Motor Car Company. The period of significance was documented in the nomination to be 1922 to 1955, with the beginning date reflecting the date of construction of the building and the end date of 1955 “corresponding to the documentation set forth in the MPDF” (p. 8-6). The end date must relate specifically to the nominated building—just as the beginning date does—and cannot simply reflect the overall St. Louis context.

The period of significance should be 1922 to 1963, reflecting the years the building was known to have been used for various automobile-related uses. The building was completed and occupied in 1922, and “after 1964 it was used by a printing company as a storage, repair, and production facility” (p. 8-6). Its automobile-related use was over after the St. Louis Auto Radiator Company vacated the building in 1963.

The Multiple Property Documentation Form under which the Kellerman building was nominated covers the period "1900-1955 ca." The end date is not clearly explained in the cover, but the final chapter of the context history is "The New Vision of Automobile Dealership and Services 1950-1960." Although the ca. end date and the discrepancy within the documentation suggest some individual latitude regarding the end date for periods of significance, the MPDF should be corrected to reflect the realities that have become apparent since properties have been nominated under the cover.

The State Historic Preservation Office was notified of this amendment.

**Distribution List**

National Register files  
Nominating Authority, without nomination attached

United States Department of the Interior  
National Park Service

# National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional certification comments, entries, and narrative items on continuation sheets if needed (NPS Form 10-900a).

## 1. Name of Property

Historic name Kellerman Motor Car Company

Other names/site number Owen-Baskett Motor Co., Simplex Piston Ring Co., A. Guenther Tires, General Tire & Rubber Co., Williams Carriage, Hearse, & Automobile Co.

Name of related Multiple Property Listing Historic Auto-Related Resources of St. Louis, MO

## 2. Location

Street & number <u>3318-3322 Washington Boulevard</u>	N/A	not for publication
City or town <u>St. Louis</u>	N/A	vicinity
State <u>Missouri</u> Code <u>MO</u> County <u>Independent City</u> Code <u>510</u> Zip code <u>63103</u>		

## 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 at the following level(s) of significance:  
 national  statewide  local

Applicable National Register Criteria:  A  B  C  D

*Mark A Miles* *MARCH 13, 2015*  
 Signature of certifying official/Title Mark A. Miles, Deputy SHPO Date

Missouri Department of Natural Resources  
 State or Federal agency/bureau or Tribal Government

In my opinion, the property  meets  does not meet the National Register criteria.

Signature of commenting official \_\_\_\_\_ Date \_\_\_\_\_

Title \_\_\_\_\_ State or Federal agency/bureau or Tribal Government \_\_\_\_\_

## 4. National Park Service Certification

I hereby certify that this property is:

entered in the National Register  determined eligible for the National Register

determined not eligible for the National Register  removed from the National Register

other (explain:) \_\_\_\_\_

Signature of the Keeper \_\_\_\_\_ Date of Action \_\_\_\_\_

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**5. Classification**

**Ownership of Property**  
(Check as many boxes as apply.)

**Category of Property**  
(Check only **one** box.)

**Number of Resources within Property**  
(Do not include previously listed resources in the count.)

<input checked="" type="checkbox"/>	private
<input type="checkbox"/>	public - Local
<input type="checkbox"/>	public - State
<input type="checkbox"/>	public - Federal

<input checked="" type="checkbox"/>	building(s)
<input type="checkbox"/>	district
<input type="checkbox"/>	site
<input type="checkbox"/>	structure
<input type="checkbox"/>	object

Contributing	Noncontributing	
1		buildings
		sites
		structures
		objects
1		<b>Total</b>

**Number of contributing resources previously listed in the National Register**

0

**6. Function or Use**

**Historic Functions**  
(Enter categories from instructions.)

COMMERCE/TRADE/Specialty Store  
COMMERCE/TRADE/Auto Showroom  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Current Functions**  
(Enter categories from instructions.)

COMMERCE/TRADE/Business  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**7. Description**

**Architectural Classification**  
(Enter categories from instructions.)

LATE 19<sup>th</sup> AND 20<sup>th</sup> CENTURY REVIVALS/  
Classical Revival  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Materials**  
(Enter categories from instructions.)

foundation: Concrete  
walls: Brick  
Limestone  
roof: Asphalt  
other: Terra Cotta  
Marble

**NARRATIVE DESCRIPTION ON CONTINUATION PAGES**

Kellerman Motor Car Company  
Name of Property

St. Louis (Independent City), Missouri  
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**8. Statement of Significance**

**Applicable National Register Criteria**

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

- A Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B Property is associated with the lives of persons significant in our past.
- C Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D Property has yielded, or is likely to yield, information important in prehistory or history.

**Areas of Significance**

COMMERCE

**Period of Significance**

1922-1955

**Significant Dates**

N/A

**Criteria Considerations**

(Mark "x" in all the boxes that apply.)

Property is:

- A Owned by a religious institution or used for religious purposes.
- B removed from its original location.
- C a birthplace or grave.
- D a cemetery.
- E a reconstructed building, object, or structure.
- F a commemorative property.
- G less than 50 years old or achieving significance within the past 50 years.

**Significant Person**

(Complete only if Criterion B is marked above.)

N/A

**Cultural Affiliation**

N/A

**Architect/Builder**

Miller, F. A. (contractor)

**STATEMENT OF SIGNIFICANCE ON CONTINUATION PAGES**

**9. Major Bibliographical References**

**Bibliography** (Cite the books, articles, and other sources used in preparing this form.)

**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 # \_\_\_\_\_
- recorded by Historic American Landscape Survey # \_\_\_\_\_

**Primary location of additional data:**

- State Historic Preservation Office
- Other State agency
- Federal agency
- Local government
- University
- Other

Name of repository: Missouri Historical Society

Historic Resources Survey Number (if assigned): \_\_\_\_\_

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**10. Geographical Data**

**Acreege of Property** Less than 1 acre

**Latitude/Longitude Coordinates**

Datum if other than WGS84: \_\_\_\_\_  
(enter coordinates to 6 decimal places)

1 38.637597° -90.227123°      3 \_\_\_\_\_  
Latitude:                      Longitude:                      Latitude:                      Longitude:

2 \_\_\_\_\_      \_\_\_\_\_      4 \_\_\_\_\_  
Latitude:                      Longitude:                      Latitude:                      Longitude:

**UTM References**

(Place additional UTM references on a continuation sheet.)

\_\_\_\_\_ NAD 1927    or    \_\_\_ NAD 1983

1 \_\_\_\_\_  
Zone      Easting                      Northing

3 \_\_\_\_\_  
Zone      Easting                      Northing

2 \_\_\_\_\_  
Zone      Easting                      Northing

4 \_\_\_\_\_  
Zone      Easting                      Northing

**Verbal Boundary Description** (On continuation sheet)

**Boundary Justification** (On continuation sheet)

**11. Form Prepared By**

name/title Matt Bivens/Historic Preservation Director

organization Lafser & Associates, Inc.      date 6.6.13; REV 9.5.13; FIN2.27.15

street & number 1215 Fern Ridge Pkwy., Suite 110      telephone 314-560-9903

city or town St. Louis      state MO      zip code 63141

e-mail msbivens@lafser.com

**Additional Documentation**

Submit the following items with the completed form:

- **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. Key all photographs to this map.
- **Continuation Sheets**
- **Photographs**
- **Owner Name and Contact Information**
- **Additional items:** (Check with the SHPO or FPO for any additional items.)

**Paperwork Reduction Act Statement:** This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.).

**Estimated Burden Statement:** Public reporting burden for this form is estimated to average 18 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

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### Photographs

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels (minimum), 3000x2000 preferred, at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map. Each photograph must be numbered and that number must correspond to the photograph number on the photo log. For simplicity, the name of the photographer, photo date, etc. may be listed once on the photograph log and doesn't need to be labeled on every photograph.

### Photo Log:

Name of Property: Kellerman Motor Car Company (3318-22 Washington Boulevard)

City or Vicinity: St. Louis

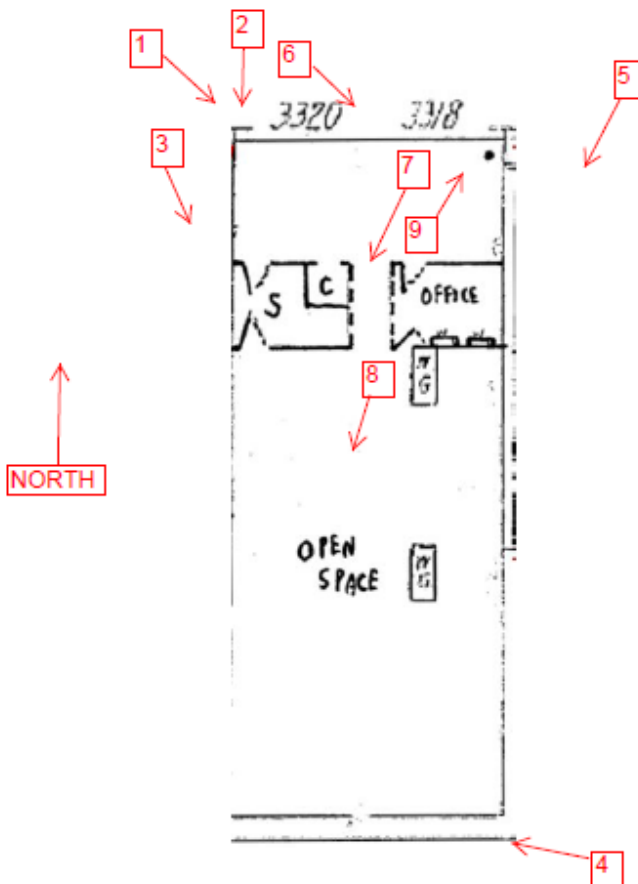
County: (Independent City) County: (Independent City)

Photographer: Matt Bivens

Date Photographed: 1-23-2015

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

- 1 of 9: Primary elevation facing north (left side); camera facing southeast.
- 2 of 9: Primary elevation entrance detail facing north; camera facing south.
- 3 of 9: Side elevation facing west; camera facing southeast.
- 4 of 9: Rear elevation facing south; camera facing northwest.
- 5 of 9: Side elevation facing east; camera facing southwest.
- 6 of 9: Primary elevation garage bay facing north; camera facing southeast.
- 7 of 9: Interior through central garage bay; camera facing southwest.
- 8 of 9: Interior warehouse/service area; camera facing southwest.
- 9 of 9: Interior storefront showing intact transoms; camera facing northeast.



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**Figure Log:**

**Figure 1** (page 4): Current Building floorplan; S=storage, C=closet, W=window. Source: Matt Bivens drawing over Sanborn Fire Insurance Maps, volume 2, plate 27, 1950. Arrow indicates north.

**Figure 2** (page 8): City block during residential historic period. Dotted line indicates future site of nominated building. Source: Sanborn Fire Insurance Maps, v2, p26, 1909. Arrow indicates north.

**Figure 3** (page 13): City block during transition period. Dotted line indicates nominated building. Source: Sanborn Fire Insurance Maps, v2, p27, 1932. Arrow indicates north.

**Figure 4** (page 14): City block during transition period. Dotted line indicates nominated building. Source: Sanborn Fire Insurance Maps, v2, p27, 1950. Arrow indicates north.

**Figure 5** (page 22): "Kellerman Motor Car Company Building Boundary Map." Source: Google Earth and Lafser & Associates detail.



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Kellerman Motor Car Company

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St. Louis (Independent City), Missouri

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Historic Auto-Related Resources of St. Louis, MO

Name of multiple listing (if applicable)

**ARCHITECTURAL DESCRIPTION**

**Summary**

The Kellerman Motor Car Company Building at 3318-22 Washington Boulevard in St. Louis (Independent City), Missouri is a Classical Revival style, rectangular shaped, one-story, brick masonry commercial building with white glazed terra-cotta, green and white glazed brick and red face brick, with a flat parapet roof, and a concrete slab foundation accented at the primary elevation with limestone and marble. Featuring intact ornamental terra-cotta detail at the primary façade, the building also retains original features such as primary elevation wood transoms (behind removable metal in-fill panels) and storefront bays with marble bases, cast iron columns, multi-light wood rear garage doors, and metal sash windows (behind metal in-fill panels). Intact interior features include a front showroom, office, portions of ceramic tile floor, and an open warehouse/service area. Built in 1922 by local contractor Fred A. Miller, the building is in good condition overall.

The nominated building is representative as an automotive dealership and retail business property type set deeply rooted within the historic context of the development of the automobile in St. Louis. Because it retains essential physical features including its exterior appearance and its interior divisions of space indicative of automotive use over time as well as having an association with one or more important automotive businesses in St. Louis, it meets the registration requirements set forth in the Multiple Property Documentation Form (MPDF) entitled, "Historic Auto-Related Resources of St. Louis [Independent City], MO." In addition, the building has significance as an automotive service garage within the same MDPF. Originally designed and built for speculative land owner Charles W. Hehman, the structure was immediately occupied by the Kellerman Motor Car Company, a firm specializing in the sales of Maxwell and Chalmers automobiles. The building housed used car, parts, and service-related companies and it continued to serve the automotive industry well into the early 1960s. Although storefront openings and transom windows at the primary elevation have been in-filled with removable metal panels, bays retain their original dimensions, detailing, framing (in the case of the transoms), as well as depth; a garage bay at the center of the primary elevation reflects its later historic use as a service garage. The building retains integrity of location, design, materials, workmanship, feeling, and association. Although the environment has changed over time, the site still retains integrity of setting.

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**Site**

The Kellerman Motor Car Company Building faces north along Washington Boulevard and is situated between two vacant lots to the east and west (the sites of former structures). The building sits directly at the sidewalk and extends the full lot back to an alley at the south. The mixed-use character of the neighborhood is representative of the historic evolution over time. The nominated building is two blocks east of the Midtown Historic District (NR 7-7-1978), northeast of the Locust Street Automotive District (NR 9-15-2005 and boundary increase 2-19-2008), and just north of the Locust and Olive Street Commercial and Industrial District (NR 9-6-2006).

**Exterior**

This one-story red and glazed (white and green) brick and terra cotta-accented structure at 3318-22 Washington Boulevard in St. Louis, Missouri was constructed in 1922 as a brick salesroom building with a flat parapet roof. The three-bay primary elevation faces north and contains a central garage bay with metal overhead door (Photo 1). Flanking the sides of the bay are cast iron columns; adjacent the columns at the side bays is a storefront set upon a low base at each side. Looking at the primary elevation at the right side (west), the storefront has green marble cladding at its base that is partly extant; the storefronts are covered with removable metal panels.

A transom extends across the façade in three partitioned bays; broken by the vertical cast iron columns, each transom section is covered with metal panels. Behind the in-fill the original wood transom framing is intact and is the original design consisting of five then four then five transoms set within the three bays. The building edges are accented by ornamental brick set over smooth limestone bases. A white-glazed brick inset is framed by green-glazed brick extending to the top of the transom line; the four corners framing the vertical detail (two at the top and two at the bottom) have smooth limestone blocks (Photo 2). Similar stone blocks appear at the center of the two side storefront bays and also above the two cast iron columns. Soldier course header brick spans across the façade above the storefront openings. A darker brick frieze panel with white glazed diamonds and half-diamonds is set below a simple terra cotta cornice containing terra cotta blocks with inset pentagonal detailing; four shallow modillions visually support the blocks at the building edges and above the cast iron columns. Rows of red brick span the façade above and are set under a terra cotta capped parapet.

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The west-facing, side elevation (Photo 3) is exposed brick and contains four window bays with metal panel in-fill; behind the in-fill are the original metal sash windows clearly visible on the interior. A portion of the northern-most wall has evidence of a since-demolished neighboring building; physical remains of empty roof joist pockets and roof tar residue are extant. A stepped parapet with terra cotta coping drops downward towards the rear of the structure (Photo 3).

The rear, south-facing elevation (Photo 4) has two pairs of half-light, original wood garage doors that contain sixteen divided lights each; the doors are set back within the bays. At the bases of the brick openings are original cast iron "buggy bumpers" (rounded humps projecting from the side of the opening and set in contact with the ground to prohibit automobiles and other equipment from coming in contact with the brick—an intact element exhibiting automotive use). Set in-between the garage bays and also at the building edges are tall, vertical windows on concrete sills; although windows are covered with metal siding (Photo 4) original eight-light metal sash windows are extant and visible within the building. A gutter spans the width of the rear wall.

The east-facing, side elevation (Photo 5) is exposed brick set above a partial concrete and stone foundation. The elevation contains a single entry door; within the building a concrete ramp allows exit through this door. Also visible on the wall is some modern graffiti. A stepped parapet with terra cotta coping drops downward towards the rear of the structure (Photo 5).

### Interior

The interior of the building (Figure 1), as accessed through the primary elevation garage bay (Photo 6), is an open showroom with high ceilings and painted surfaces (Photo 7); steel beams are clad in cement plaster and painted (steel visible in rear portion, uncovered, in Photo 8). Portions of the floor contain ceramic tile while others are concrete. Printing equipment is stored in the space. Above the primary garage bay are intact, original wood transom frames including four above the door (Photo 9) and five above each side storefront; storefront windows are also currently divided with aluminum framing and contain smaller sections of glass. An interior wall towards the front center portion of the building (Photo 7) separates the front showroom from the rear open warehouse and is accessed via a cut-through in the center of said wall. At either side of the opening are doors which access a storage closet or an office. Behind the wall are partitions that also contain a bathroom and an additional storage area. Beyond the wall is an open warehouse/service area with raw concrete floor, exposed

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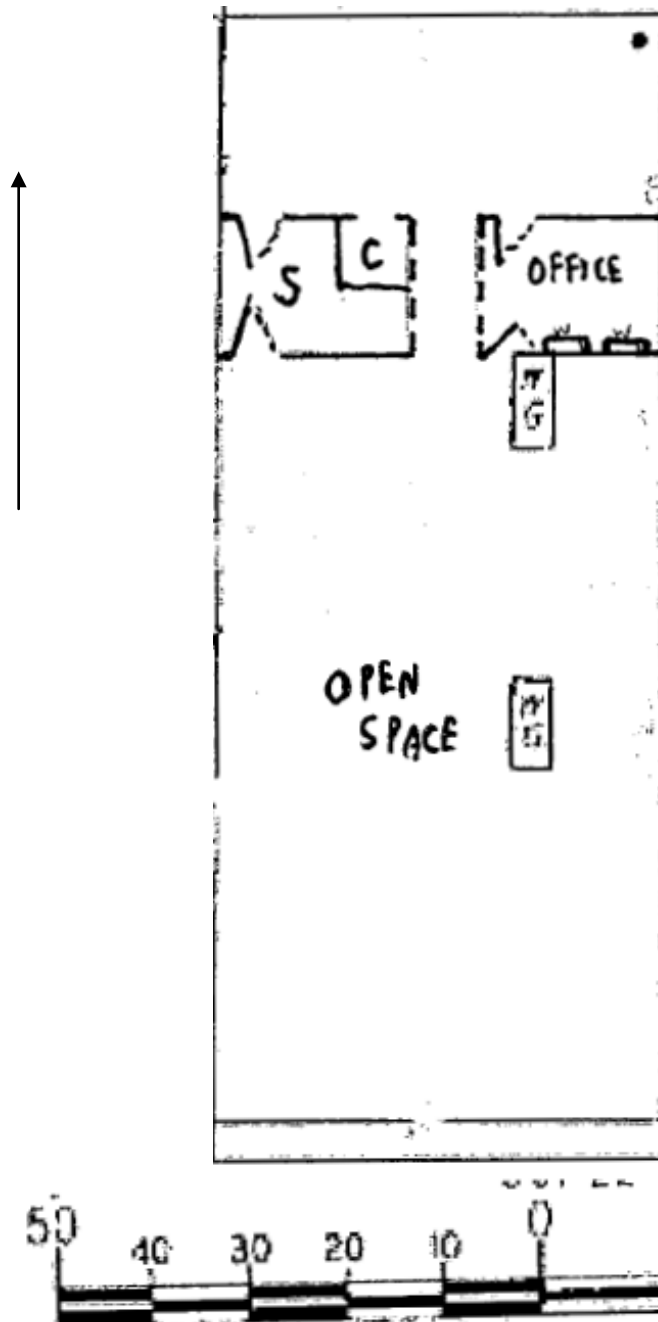
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brick, and exposed structural elements including roof joists, steel beams, and support pilasters (Photo 8). Original paired sixteen-light metal sash windows are extant and visible; additional metal bars were installed later for security reasons.

**Figure 1:** Current Building floorplan; S=storage, C=closet, W=window. Source: Matt Bivens drawing over Sanborn Fire Insurance Maps, volume 2, plate 27, 1950. Arrow indicates north.



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**Integrity**

Exterior wall cladding and details such as the white glazed terra cotta ornament and the green and white glazed brick ornamental panels set on stone bases are intact. Building massing is original, display windows are immediately evident despite removable infill, original transom divisions are intact, wood garage doors at the exterior are intact and operable, and the original metal sash windows at the side and rear elevations are intact (behind metal in-fill). The interior showroom, office, sales counter, and rear warehouse/service area are also intact. Because of interior and exterior integrity, and especially due to its significance under commerce, the Kellerman Motor Car Company Building clearly exemplifies its direct association with the development of the automotive history of St. Louis as an auto dealership, retail service, and service garage property type as defined within the MPDF.

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**STATEMENT OF SIGNIFICANCE**

**Summary**

The Kellerman Motor Car Company Building at 3318-22 Washington Boulevard in St. Louis [Independent City], Missouri, is eligible for local listing in the National Register of Historic Places (NRHP) under Criterion A in COMMERCE under the Multiple Property Documentation Form (MPDF) entitled *Historic Auto-Related Resources of St. Louis [Independent City], Missouri* in association with the historic context of "Marketing and Servicing the Automobile in St. Louis, 1900-1955 ca." The nominated building is significant under the property types: "Automotive Dealerships and Retail Businesses" and "Service Garages" as defined within the MPDF, and more specifically due to its long historical association with the automotive industry of St. Louis. Built in 1922 for a speculative land owner, a timely completion allowed a new firm, Kellerman Motor Car Company to serve as one of two local distributorships for Maxwell and Chalmers automobile lines beginning in 1922. Characteristic of buildings eligible under this type and context within the MPDF, Kellerman—a short-lived commercial tenant—was forced into retirement just two years later by Walter P. Chrysler who bought out the Maxwell and Chalmers lines in order to reduce the competition as well as provide parts for his first automobile, the Chrysler. The building then continued in its important role as an automobile dealership and retail sales building, and following the local trend, was able to adapt to provide service to its clients during the Great Depression. This one-story red and glazed brick building with subtle terra cotta detailing was built by contractor F. A. Miller and it retains the physical characteristics indicative of an automobile building.

The Kellerman Motor Car Company serves as evidence of the important role automobile sales, parts supply, and service played in St. Louis' economic growth and development, especially at the first half of the 20<sup>th</sup> century and represents evidence of the increasing importance of the automobile to the general public as a major consumer product.<sup>1</sup> The period of significance begins in 1922—the year the building was completed and first occupied as an automobile dealership—and ends in 1955—corresponding to the documentation set forth in the MPDF; the building was used in association with the automobile industry through the early 1960s. The building changed use and after 1964 it was used by a printing company as a storage, repair, and production facility. The building retains integrity of location, design, materials, workmanship, feeling and association. Because of historic and modern changes in the surrounding area, the building retains some integrity of setting. The building meets the

<sup>1</sup> Keenoy, Ruth and Karen Baxter, Timothy Maloney and Mandy Ford. *Historic Auto-Related Resources, City of St. Louis (Independent City), Missouri*. Multiple Property Documentation Form and historic context *Marketing and Servicing the Automobile in St. Louis, 1900-1955 ca.*, section F, page 35.

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registration requirements set forth in the MPDF for the following property types: Automotive Dealerships and Retail Businesses with added significance relative to Service Garages.

**Background – Washington Boulevard**

Washington Boulevard, at the turn of the 20<sup>th</sup> Century, had been almost completely built out as a varied enterprise commercial street just west of Twelfth Street (now Tucker Boulevard), the boundary of the downtown business core of St. Louis. Farther west of this center and still on Washington Blvd. the historic land use included single-family residential as well as multiple-family flats and apartments. Churches, light industrial, and commercial buildings were spaced out along city blocks moving west along the boulevard towards “Midtown” (the general intersection of Grand Avenue and Washington Boulevards) which was one of the first major business and entertainment districts established west of downtown. Livery stables, carriage houses, streetcar garages, and early automotive businesses were generally situated along the first street south of Washington Blvd. at Locust Street between 18<sup>th</sup> Street and Grand Avenue. Locust Street quickly developed as St. Louis’s “Motor Row” by the 1920s and most of the expanse of the street had been built out with automobile-associated businesses. Additional automotive businesses in the immediate area were scattered on Washington Blvd., Olive Street, and Delmar Avenue as well as on intersecting cross streets. Soon the mixed-use character of Washington Blvd. would include a number of automotive businesses that complimented those found on Locust St., the nominated building at 3318-22 Washington Blvd., an automotive business, would be one of those in 1922.

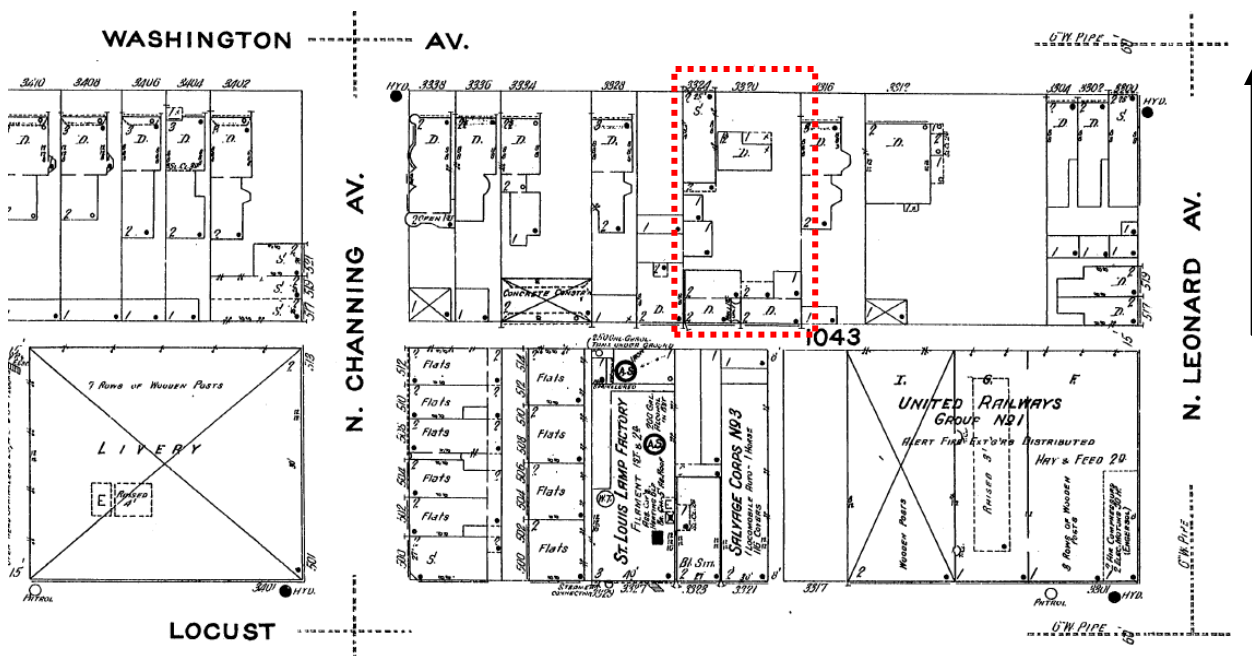
The north and south sides of the 3300 block of Washington Blvd. in particular contained a variety of two and three-story brick and stone residences at the turn of the 20<sup>th</sup> Century—many with small rear private garages; a large livery stable was immediately south at Locust St. and Channing Avenue. The south side of the city block specifically had two shops by 1909 and a few dwellings were situated on large lots. One average size lot at 3320 Washington Blvd., the future home of the Kellerman Motor Car Company building, contained a small two-story brick dwelling attached to one of these stores (Figure 2, next page).

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**Figure 2:** City block during residential historic period. Dotted line indicates future site of nominated building. Source: Sanborn Fire Insurance Maps, v2, p26, 1909. Arrow indicates north.



**Elaboration – Construction History**

Land speculator Charles Hehman purchased this city lot addressed 3320 and 3324 Washington Blvd. which included a residential and a commercial building from owner Samuel Koplak in September of 1922.<sup>2</sup> Hehman proceeded to demolish the residence and then was issued a building permit by the City of St. Louis on October 11, 1922 to build a one-story brick salesroom estimated to cost \$9,000.<sup>3</sup> Built by contractor F. A. Miller for Hehman, work commenced immediately on the new structure and it was completed and placed in service before the end of the year. The building was ultimately leased to the Kellerman Motor Car Company, a new firm specializing in the sale of Maxwell and Chalmers automobiles.<sup>4</sup> Any connection between Hehman and Kellerman is currently unknown. However, similar to a neighboring property owner who built for speculation at 3306 Washington (another separate, nominated property), Hehman’s building accordingly increased the options for new automobile business owners to locate in close proximity to St. Louis’s Automotive Row—located one block south along Locust Street.

<sup>2</sup> City of St. Louis Assessor Office. Deed transcriptions. 1200 Market St., Room 123, St. Louis, Missouri, 63103.

<sup>3</sup> *Ibid.* And building permits, same location.

<sup>4</sup> St. Louis city directories including *Goulds, Polk, Red-Blue*, 1921-1923; directories searched through 1960.



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**Maxwell and Chalmers Automobiles**

Originally established as two individual manufacturers, Maxwell and Chalmers outlined a merger of the two firms in August of 1919 as a result of government necessities in response to wartime manufacture associated with WWI; in exchange, Chalmers automobiles would be sold through Maxwell's dealerships.<sup>5</sup> Created by a stock of \$10 Million in notes, the merger between the stronger, more profitable Maxwell Company was intended to offset the losses of the Chalmers element;<sup>6</sup> as a result, Chalmers products were redirected towards wholesale as well as retail options to customers. Plans for the merger expected production of the Maxwell to rise to 100,000 machines by 1920 while Chalmers production was "boosted" to 40,000 with a new primary factory to be completed in Detroit.<sup>7</sup> Financed by the National Acceptance Corporation, a contract with Maxwell and Chalmers detailed the volume of business to be expected to reach \$20 Million in 1920.<sup>8</sup> Effectually, by November of 1920 sales of Maxwell and Chalmers had increased with more than 4,000 automobiles sold since the middle of August.<sup>9</sup>

In February of 1921, Walter P. Chrysler, Chairman of the Reorganization Committee for Maxwell and Chalmers announced:

The reorganization plan of the Maxwell-Chalmers Motor Company, as originally formulated, has been declared operative. This assures an additional \$15,000,000 and a powerful management. The new and strong organization, and the large additional capital, forecast manufacturing and sales operations of increased magnitude. The company enters the 1921 selling season with two of the most favored cars on the market.<sup>10</sup>

Competition to sell the automobiles locally was amplified by Chicago-based Ward-Battle Motor Company who organized in 1921 with the sole intention to sell the vehicles in St. Louis (and adjacent territory); the firm quickly relocated here and began the distribution of Maxwell and Chalmers automobiles during September of 1921 at 3016-18

<sup>5</sup> Maxwell and Chalmers Automobiles history. Accessed on 2-23-2015 at <http://www.moparstyle.com/history/maxwell.htm>

<sup>6</sup> *United States Investor*. (Boston and New York) August 9, 1919. Volume 30, Part 2, Issue 22, Page 1658.

<sup>7</sup> *The Automobile*. (Chicago and New York: Automotive Industries). Volume XLI, Number 7, August 14, 1919.

<sup>8</sup> *United States Investor*. December 6, 1919. Volume 30, Part 2, Issue 44, Page 2776.

<sup>9</sup> *Motor Age*. (Chicago: Class Journal Company, 1920). November 18, 1920. Volume XXXVIII, Number 21, Page 29

<sup>10</sup> *St. Louis Post-Dispatch*. "Maxwell-Chalmers on New and Solid Basis." February 13, 1921, page B8.

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Locust Street.<sup>11</sup> Ward and Battle were new to the automotive business in 1921 but had experienced great success previously under their firm, the National Horse and Mule Company at the National Stockyards in Chicago.<sup>12</sup> In an effort to monopolize Maxwell and Chalmers sales, Ward-Battle employed St. Louis sales manager of the two lines, T. C. Kaut to run the wholesale division of the company with Gillham Motors manager W. E. Woods in charge of the retail sales department and Arthur Kellerman as used car manager.<sup>13</sup> Announced in the local papers a few months later in January of 1922, Kellerman, "well known in the automotive circles in St. Louis," was promoted to retail sales manager for Ward-Battle.<sup>14</sup> Prior to being employed by Ward-Battle, Kellerman was a salesman for the Huber-Wilson Motor Car Company—a dealer in used cars.<sup>15</sup>

Before the end of 1922, Kellerman left Ward-Battle Motor Company in order to start his own dealership in the nominated building—leased from owner Charles Hehman. Kellerman now competed for sales of the automobiles with former employer, Ward-Battle who occupied two locations at 3016-18 Locust (NR Listed in Locust Street Automotive District 9/15/2005) and 3027-29 Olive Streets (leased by Ward-Battle and since demolished). The new Kellerman showroom at 3318 Washington Blvd. increased the local presence of Maxwell and Chalmers—however for a premature stint. Indicative of MPDF-eligible properties<sup>16</sup> in St. Louis, Kellerman lasted two years prior to dissolution and replacement by another automotive-related firm within the same building. The demise of Kellerman was caused in early 1924 when Chairman of the automotive lines Walter P. Chrysler, announced his purchase of the Maxwell and Chalmers lines and then subsequently shut down their production.<sup>17</sup> The purchase forced both Ward-Battle and Kellerman to go out of business and subsequently Chrysler commenced production of his own line of automobiles, the Chrysler, using Maxwell and Chalmers stock parts in 1924.<sup>18</sup>

<sup>11</sup> *Motor Age*. September 22, 1921, page 29. Snyder B. Ward and John R. Battle incorporated the company in 1921. Additional company information found in *The Accessory and Garage Journal*. (Pawtucket, R. I.: volume Xi, number 8, December 1921, page 80). The building was formerly occupied by the recently retired Gillham Motors Corp.

<sup>12</sup> *St. Louis Post-Dispatch*. "Maxwell-Chalmers New Dealer Opens." September 4, 1921, page 10B.

<sup>13</sup> *Ibid.*

<sup>14</sup> *St. Louis Post-Dispatch*. "Kellerman Promoted by Ward-Battle Co." January 29, 1922, page B15.

<sup>15</sup> *St. Louis Post-Dispatch*. "Good Weather Creates Desire to Own Auto." February 8, 1920, page A10. This report also stated the reference to "Motor Row" along Locust St.. The Huber-Wilson Motor Car Company was located in the Coliseum Building at the northwest corner of Locust St. and Jefferson Ave.

<sup>16</sup> Keenoy, Ruth and Karen Baxter, Timothy Maloney and Mandy Ford, *op. cit.*

<sup>17</sup> Ruth Keenoy and Karen Bode Baxter. *Locust Street Automotive District*. Section 8, page 28.

<sup>18</sup> *Ibid.*

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Immediately replacing Kellerman at 3318 Washington Blvd. at the start of 1925 was the Owen-Baskett Motor Company—a firm that sold used cars (also indicative of St. Louis during its role in the development of the automobile industry in the 1920s) from this location.<sup>19</sup>

### Early Subsequent Owners

Owen-Baskett was incorporated in Missouri by President W. H. Owen, Vice-President and Treasurer T. S. Baskett, and Secretary E. R. Ebert with a capital of \$50,000 in 1923.<sup>20</sup> In this year the firm contracted builder F. J. Cornwell to erect a two-story building for their business—location unverified on the permit but the firm is listed at 3333 Washington Blvd. (extant) in 1923.<sup>21</sup> This building was large with a multi-story floor plate containing a little over 35,000 square feet of usable space.<sup>22</sup> For reasons unknown to the preparer of this document, but likely a similar fate of the multitude of automotive companies in 1920s St. Louis forced to down-size to stay in business, Owen-Baskett occupied the nominated building in 1925.<sup>23</sup> In keeping with the trend of start-up businesses in the industry (and directly related to the historic contexts of the MPDF), Owen-Baskett dissolved in 1927 only to be reborn as the W. H. Owen Company—selling used cars in the nominated building for only one year.<sup>24</sup>

Meanwhile, on February 11, 1926, building owner Charles Hehman sold the property to Charles Miller (who would retain ownership of the property until 1962).<sup>25</sup> Replacing Owen's firm at 3318 Washington Blvd. in 1927 was the Brodhead Company, another firm specializing in the sales of used cars. Incorporated in Missouri with a capital of \$100,000, brothers John and Willis Brodhead served as President and Vice-President respectively.<sup>26</sup> The firm shared the building with the Simplex Piston Ring Sales Company in 1930.<sup>27</sup> The combination of car sales and the availability of specialized automotive accessories within the same building fits the St. Louis pattern of the historical development of the automotive industry locally.

<sup>19</sup> The 1925 *Goulds, Polk, and Red-Blue* St. Louis city directories list Owen-Baskett at 3318 Washington.

<sup>20</sup> *Gould's St. Louis Directory and Gould's Red-Blue Book; incorporated business listings.* (St. Louis: Polk-Gould Directory Company, 1920-1931). Also recorded in *Manufacturers' Record*, volume 84, page 117.

<sup>21</sup> *Ibid.*

<sup>22</sup> City of St. Louis Building Division. Building Permit archives. 1200 Market Street, Room 123, St. Louis, Missouri, 63103.

<sup>23</sup> *Gould's, op. cit.*

<sup>24</sup> *Ibid.* And City of St. Louis Assessor Office. Deed transcriptions.

<sup>25</sup> City of St. Louis Assessor Office, *op. cit.*

<sup>26</sup> *Gould's, op. cit.*

<sup>27</sup> *Ibid.*

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St. Louis city directories show that in 1931 the building's primary occupant changed to the Williams Carriage, Hearse, and Automobile Company (WCHAC).<sup>28</sup> WCHAC was a competitor in the line of ambulances and funerary vehicles in the early 1910s and managed to stay in business despite economic depressions—no doubt a result of “repeat” business.

By 1932, commercial and light industrial uses had replaced many of the residences (Figure 3, next page). Simplex also continued to lease space in the building, increasing its business to include a service center; it is likely that the central garage door was added at this time.<sup>29</sup> Indicative of automotive companies in St. Louis, evolution of the industry resulted in earlier dealerships and retail businesses incorporating service elements within the same building in order to streamline operations and service its own products—Simplex followed suit.<sup>30</sup> Through 1933 both Simplex and WCHAC occupied the building but by 1935 the latter had left.<sup>31</sup> The following year the Automotive Equipment Supply Company (AESC) had shared the space with Simplex. Incorporated in Missouri in 1936 with a capital of \$5,000, AESC temporarily occupied the building until being able to move next door to a larger building by 1937.<sup>32</sup> That same year only the Piston Ring Service Company (likely a subsidiary of Simplex) occupied the building.<sup>33</sup>

<sup>28</sup> *Ibid.* The firm is listed at 1000 Washington Ave. in 1915 and 2212-16 Washington Ave. in 1920s.

<sup>29</sup> *Ibid.* There are no corresponding building permits to verify.

<sup>30</sup> Keenoy, Ruth and Karen Baxter, Timothy Maloney and Mandy Ford, *op. cit.*, Section E, page 9.

<sup>31</sup> *Gould's, op. cit.*

<sup>32</sup> *Ibid.*

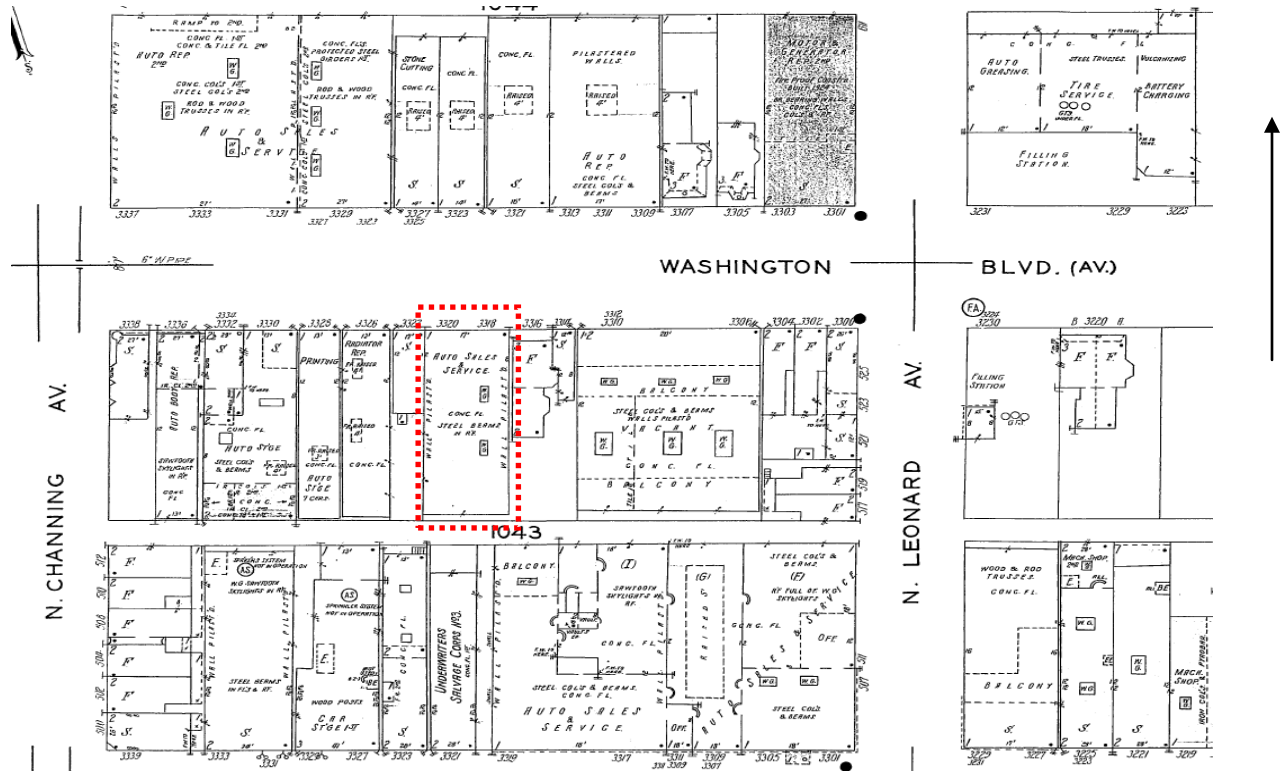
<sup>33</sup> *Ibid.*

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**Figure 3:** City block during transition period. Dotted line indicates nominated building. Source: Sanborn Fire Insurance Maps, v2, p27, 1932. Arrow indicates north.



By 1939, Arthur Guenther Tires occupied the building. Incorporated in 1918 by Guenther and his associates, the Megue Rubber and Automobile Company was established in St. Louis with a capital of \$50,000 in order to manufacture and sell automobile accessories.<sup>34</sup> Megue played an early role in the tire business in St. Louis offering Mohawk (the sole St. Louis agent), New Castle, and Gordon brands as well as tire accessories<sup>35</sup> and was represented with a vice-president position in the St. Louis Motor Accessory Trade Association in 1919.<sup>36</sup> In the 1920s firms selling tires began to offer free road service as a means to attract customers.<sup>37</sup> Megue was one of fifteen who advertised this opportunity in the newspapers but the only supplier of Gordon and Mohawk tires offering the service to their clients.<sup>38</sup> Guenther remained successful in this specialty automotive business, establishing such tire firms as Flynn-Guenther Rubber

<sup>34</sup> *India Rubber Review*. (Akron, Ohio), volume XVIII, number 7, July 15, 1918, page 440 under new incorporations. Guenther held 250 shares while partners Edward J. Methudy and Clarence Mason held 249 and 1 respectively.

<sup>35</sup> *St. Louis Post-Dispatch*. "Auto News and Gossip" section, February 6, 1916, page 4s.

<sup>36</sup> *Ibid*. "New Officers Installed at Accessory Trade Meet." June 22, 1919, page A6.

<sup>37</sup> *Ibid*. Advertisement section, April 18, 1920, page 6B.

<sup>38</sup> *Ibid*.

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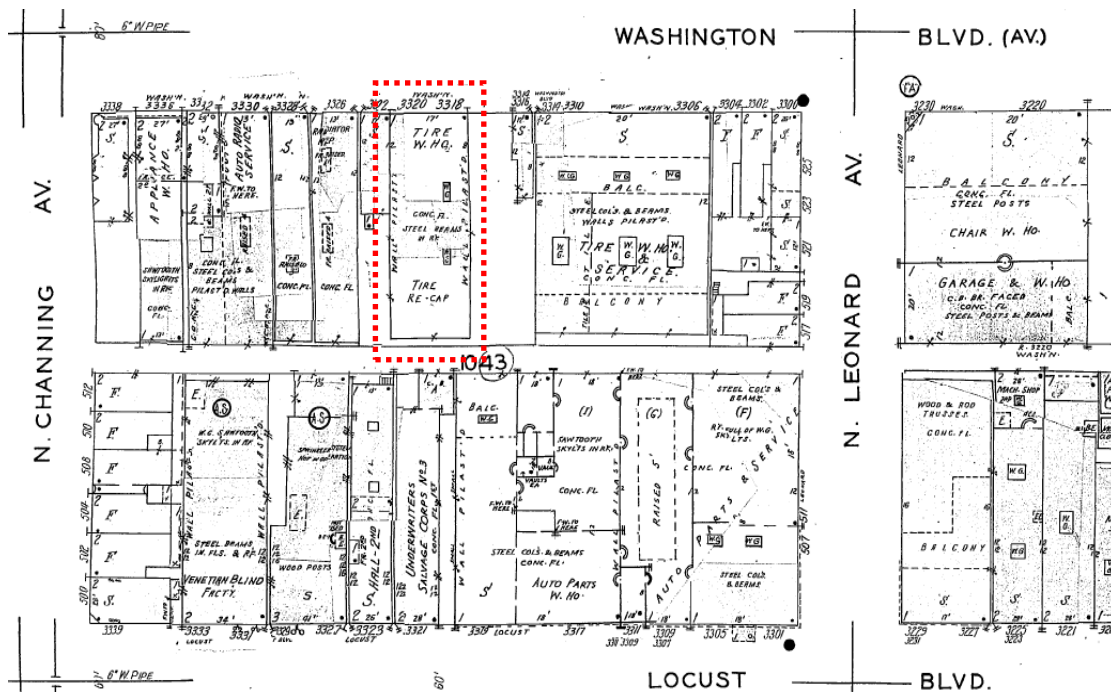
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Company (at Olive and Channing)—a firm selling General Cord Tires; he eventually opened an enterprise in his own name and ultimately occupied the nominated building from 1939 through the 1940s.<sup>39</sup>

Owner Charles Miller retained the property but continued to lease it to automotive interests. In February of 1950 when General Tire and Rubber Company was expanding its operations, it occupied 3318 Washington Blvd. as a warehouse and factory.<sup>40</sup> General Tire, a company which manufactured the General Cord Tire that was sold in St. Louis by Arthur Guenther in the 1920s-30s and in the nominated building from 1939 through the 1940s, operated a service department and tire storage as well as tire recap services in the building. In March of 1950 a building permit was issued to company representative Ben Munklin to alter the building—no specific information is available relative to what exactly the permit covered.<sup>41</sup> Still by 1950 some of the dwellings remained with the majority being converted to use by those companies who built on that city block over the past three decades (Figure 4).

Figure 4: City block during transition period. Dotted line indicates nominated building. Source: Sanborn Fire Insurance Maps, v2, p27, 1950. Arrow indicates north.



<sup>39</sup> Gould's, *op. cit.*

<sup>40</sup> *Ibid.*

<sup>41</sup> City of St. Louis Building Division, *op. cit.*

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St. Louis City directories indicate that in 1960, Anderson's Transmission Service occupied the building.<sup>42</sup> A short-lived residency, in 1961, Anderson was replaced by the St. Louis Auto Radiator Company—a firm that remained through 1963.<sup>43</sup> Meanwhile in 1962 the building owner Charles Miller transferred the property to Rubye and Walter Hartman for \$135,000.<sup>44</sup> The Hartman's subsequently transferred the property to Alvin Miller in 1965.<sup>45</sup> After the death of Alvin Miller, his estate was settled by previous owner Walter Hartman in 1979 and the property was transferred on April 18<sup>th</sup> of that year to the GLK Investment Corporation.<sup>46</sup> The building has been in continual use since then as a printing machine parts warehouse in conjunction with neighboring building 3306 Washington Blvd., another nominated building under the MPDF.

**The MPDF and the Property Types:**

**"Automotive Dealership and Retail Businesses" and "Service Garages"**

The Kellerman Motor Car Company played an important role in the development of the automobile in St. Louis. Its story is intrinsically tied to the significance of the industry as it evolved locally as an early center of automobile manufacturing, sales, service, and marketing leading to St. Louis as one of the nation's earliest cities to develop the automobile.<sup>47</sup> The Multiple Property Documentation Form (MPDF) entitled *Historic Auto-Related Resources of St. Louis [Independent City], Missouri* in association with the historic context of "Marketing and Servicing the Automobile in St. Louis, 1900-1955 ca." provides the context and property types and explains why these properties are significant in St. Louis. The nominated building is significant under the property types: "Automotive Dealerships and Retail Businesses" as well as "Service Garages" as defined within the MPDF. The nominated building served several historic automotive sales, parts supply and service purposes over time and it is clearly recognizable from its long period of association with the automobile from 1922 to 1955.

Specifically, the MPDF explains that automotive dealerships and retail businesses were first established as early as the 1890s, but most were constructed in the 1910s and 1920s<sup>48</sup>—Kellerman was completed and placed in service in 1922. The story of Kellerman, tied to the peak and ultimately the final days of Maxwell and Chalmers automobiles, is indicative of the local experience of short-lived automobile companies

<sup>42</sup> *Gould's, op. cit.*.

<sup>43</sup> *Ibid.*

<sup>44</sup> City of St. Louis Assessor Office. Deed transcriptions, *op. cit.*

<sup>45</sup> *Ibid.*

<sup>46</sup> *Ibid.*

<sup>47</sup> Keenoy, Ruth and Karen Baxter, Timothy Maloney and Mandy Ford, *op. cit.*, Section E, page 1.

<sup>48</sup> *Ibid*, Section F, page 33.

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in St. Louis. At the end of 1924, Chairman of the two lines, Walter Chrysler shut down production to build his own line of automobiles, the Chrysler. In St. Louis, and within the nominated building for a stint afterwards, parts from Maxwell and Chalmers as well as used cars continued to be sold and serviced but eventually would be replaced with the newest line of automobiles. The nominated building fit this pattern and housed a handful of automobile specialty companies during the evolution of the industry locally; many of these businesses were reincarnations of failed ventures—some the evolution of a previous tenant. However, despite numerous turn overs in tenants, what remained essentially unchanged about the building was the street face, primary elevation itself.

According to the MPDF, the majority of automotive dealerships and retail businesses were reliant upon their exterior images—achieved through architectural embellishment—to distinguish them from simple warehouses as well as other distributorships.<sup>49</sup> The MPDF also describes how the earlier examples of automotive dealerships and retail businesses were usually simple commercial storefronts designed to serve as a retail outlet for either a dealership or one of the ancillary products.<sup>50</sup> The Kellerman Motor Car Company's exterior embellishment was ornamental on a smaller scale—a product of economics or preference—since the building was built for a speculative land owner rather than to advertise a specific automobile company. Indicative of the property type, the Kellerman Motor Car Company was constructed with a primary elevation complete with storefronts which contained wide plate glass to display automobiles as well as upper transom windows to expand natural light into the building; a front show room and otherwise open floor plan providing a warehouse/service area comprised the interior. The building provided the necessary commercial image as well as display and service space for its original and subsequent owners.

A center garage bay was installed at the primary elevation between 1930 and 1932 as business needs of the tenant had changed. This service bay is significant to the functionally-related history of the building as a service garage. The rear elevation of the building contains a pair of intact garage bays that served for the delivery of automobiles in 1922 and with the primary elevation central garage bay, the building could provide more efficient drive-through service.

<sup>49</sup> *Ibid.*

<sup>50</sup> *Ibid.*



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The Kellerman Motor Car Company meets the registration requirements of the MPDF as an automobile dealership, retail business, and service garage as it was the home of several important commercial tenants that, when assessed together, tell a three-decade story of the role St. Louis had in the development of the automobile.

Specifically, the nominated building is locally significant under Criterion A in Commerce because of its continual association with the automotive industry in St. Louis. After Kellerman Motor Car Company, business tenants including the Owen-Baskett Motor Company (a firm that downsized to stay alive and sold used cars here 1925-27), the Brodhead Company (used cars in 1927), the Simplex Piston Ring Sales Company (provided service in the building 1927-1935), the Williams Carriage, Hearse, and Automobile Company (1931), the Automotive Equipment Supply Company (here from 1935-1937 before moving for more space), Arthur Guenther Tires (a long-time St. Louis tire man and here 1939-1950), the General Tire and Rubber Company (1950s-1960s), and finally Anderson's Transmission Service (1960s) sustained the varied commercial history of the property. Matching the local pattern of effects from the Stock Market Crash of 1929 and the Great Depression which followed, automobile sales dwindled and instead of new cars being sold from this and other locations around the city, used cars and parts as well as service was provided in this building. World War II also had an effect on this and most automotive-related industry buildings in St. Louis and the building was able to be occupied solely for the sale and repair of tires during this uncertain period.

Regarding physical integrity, the nominated building retains those physical characteristics from the long period that it served the automotive industry—1922 to 1955. Acceptable for the type of building, an historic business altered the building to suit its needs by including a garage bay for service; this change was indicative of the transition of sales companies to include service to its clients.<sup>51</sup> Despite changes in ownership and automotive uses, the building retains all of its exterior wall cladding—an ornamental façade of white terra cotta and glazed brick in addition to its massing and other exterior details including two primary elevation storefronts and a central garage door bay, and original garage bays at the rear elevation. The display windows at the first floor are readily apparent although covered with metal panels; portions of the original marble storefront bases are intact and visible. Above the storefronts and within paneled bays at the side and rear are original wood frame transoms and metal sash windows that illustrate the original appearance of the building.

<sup>51</sup> *Ibid*, section F, page 35 and Section E, page 9.

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The interior retains integrity and the primary showroom is clearly evident; it retains intact details such as portions of tile floor surrounding concrete (likely added in the early 1930s to accommodate the service aspect of the building), plastered ceilings and walls, and storefront bays. A central office as well as storage/restroom partitions are extant. The rear portion of the building is evident as a warehouse and service area and retains exposed structural materials. The building clearly conveys its historical significance in association with the automotive industry and is recognizable from its period of association with the automobile between 1922 and 1955 as defined under the context of "Marketing and Servicing the Automobile in St. Louis, 1900-1955 ca." within the Historic Auto-Related Resources of St. Louis (Independent City), Missouri – Multiple Property Documentation Form (MPDF).

The Kellerman Motor Car Company serves as evidence of the important role automobile sales, parts supply, and service played in St. Louis' economic growth and development, especially at the first half of the 20<sup>th</sup> century and represents evidence of the increasing importance of the automobile to the general public as a major consumer product.<sup>52</sup> Indicative of the commercial importance of MPDF-eligible properties, this building provides significant insight into the early retail business of selling automobiles and parts (even though businesses did not survive long) and it possesses stylistic as well as physical integrity from the period of significance that immediately identifies the building as one associated with automobiles.<sup>53</sup>

### The Building Today

The structure ceased to serve the automobile industry after 1976 and is currently used by a printing company as an office, supply, service, and storage facility. The building is in the planning stages of rehabilitation and adaptive reuse.

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<sup>52</sup> *Ibid*, section F, page 35.

<sup>53</sup> *Ibid*.

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**Verbal Boundary Description**

The Kellerman Motor Car Company Building located at 3318 Washington Boulevard in St. Louis [Independent City], Missouri, is located on City Block 1043 measuring 50 feet by 124 feet 8 inches and comprising .14309 acres in midtown St. Louis, Missouri. The nominated property is legally known by the Assessor's Office as parcel number 104300065. The property was historically part of the re-subdivision of School Section 16 Addition and became Block 8, lot 12 and the west part of lot 13. A dashed line on the accompanying map (Figure 5) entitled "Kellerman Motor Car Company Building Boundary Map" indicates the boundary of the nominated property.

**Boundary Justification**

The nominated parcel includes only the building footprint. There were no related structures, additions, sites, parking lots, or landscaped areas historically-associated with the building.

**Figure 5:** "Kellerman Motor Car Company Building Boundary Map." Source: Google Earth and Lafser & Associates detail.







PARK  
45 DEGREE  
ANGLE  
NO PARKING  
ANY TIME





























POLAR

FACTMAKER II

2002 00 00  
MONITOR 000000  
00 00





