1983, Landmarks Association of St.Louis, inc.

United States Department of the Interior National Park Service

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National Register of Historic Places Inventory—Nomination Form

date entered

1. Name	-complete applicab			<u></u>
11 100111				
historic Li	ggett and Myers	/Rice-Stix Building	·	
and/or common	Gateway Mercha	ndise Mart		
2. Loca	tion			
street & number	1000 Washingt	on Avenue		not for publication
city, town St.	Louis	vicinity of		•
state Missour	។	code 29 county	City of St. Louis	code 510
3. Class	ification			
district _X building(s) structure site	Ownership public X_ private both Public Acquisition A_ in process being considered	Status X occupied unoccupied work in progress Accessible _X yes: restricted yes: unrestricted no	Present Use agriculture _X commercial educational entertainment government industrial military	museum park park private residence religious scientific transportation other:
4. Owne	er of Prop	erty		
name One Thous	sand Washington	Avenue c/o Mr. Cliffo	rd E. Drozda III	
street & number	1000 Washingto	n Avenue		
city, town	St. Louis	vicinity of	state	MO 63101
5. Loca	tion of Le	gal Description	on	
courthouse, registe	y of deeds, etc. St	. Louis City Hall		
street & number	Tucker	Boulevard at Market	Street	
city, town	St. Loui	s,	state	MO 63101
6. Repre	esentation	n in Existing	Surveys	
lile 1. Archit	ectural Survey 1 Business Dist	of the has this pro	perty been determined elig	jible?yes _X_n
date October	1975; revised A	pril 1977, Feb. 1982	federal state	county loca
depository for surv		ndmarks Association o 1 Olive Street, Room		
	t. Louis	· · · · · · · · · · · · · · · · · · ·	state M	0 63101

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2. City/County Landmark of the City of St. Louis November 1979 Heritage & Urban Design Commission Room 416 City Hall MO 63103 St. Louis, Missouri State Historical Survey State November 1983 Historic Preservation Program Missouri Department of Natural Resources P. O. Box 176 Jefferson City, MO 65102

7. Description

ition Check one excellent deteriorated unaltered X altered air unexposed	ed X original site	
xcellent deteriorated unaltere lood ruinsX altered	ed X original site	

Describe the present and original (if known) physical appearance

Completed in 1889, the Liggett and Myers/Rice-Stix building is a sevenstory commercial building constructed of red brick and trimmed with terra cotta. It occupies all of City Block 179 at the northern edge of St. Louis' business district.

The building fronts appoximately 264 feet on Washington Avenue and St. Charles Street and 145 feet on Tenth and Eleventh Streets. Rising two stories from polished pink granite bases, quarry-faced pink granite piers define twelve bays on Washington Avenue and eight bays on Tenth and Eleventh Streets. Two tiers of arcaded central bays flanked by trabeated bays unify the facades on all but the rear elevation (Photos #1 and #3). Horizontal divisions are marked by a granite sill course at the second story and pink sandstone sill courses at the third and fourth stories; the attic story is set a part by a course of terra cotta foliate ornament. The building is crowned with a richly detailed terra cotta frieze and a copper cornice. (Photo #2) Slender cast iron mullions divide double-hung windows into triplets on the Washington Avenue facade and into halves in the central bays of the side elevations. Terra cotta ornament is employed extensively on the principal Washington Avenue elevation to accent architectural features including spandrels of seventh story arches', intrados and imposts of arches at the third story, second story window lintels in the central bays and cornice finials which mark divisions of the arcaded bays. (Third and sixth story window lintels of the corner bays on the three primary elevations may be either terra cotta or molded brick.) The attic story is embellished with colonettes with terra cotta capitals and molded brick lintels below flat arches (Photo #2). Bands of red sandstone define story divisions on the piers. The upper halves of ground floor storefronts appear to be wood framed.

On the rear elevation quarry-faced pink granite piers establish six major divisions in the two-story base while slender cast iron piers divide the base into twenty-four bays. Vertically proportioned double-hung windows are headed with segmental arches. Two bridges connect the building to annexes on the south side of St. Charles Street. Turn-of-the-century spiral and ladder fire escapes are installed on the rear and side elevations.

The interior features cast iron columns aligned with piers on the Washington Avenue elevation. Original decorative iron stairs are installed beside the three north/south brick partition walls.

A comparison of the exterior of the building today (Photos #1 and #2) with its appearance circa 1910 (Photo #3) reveals only minor alterations. All but two of the original ground floor entrances on Washington Avenue have been closed and several of the original six-light upper halves of the storefronts have been removed or concealed by paneling on the Washington Avenue and Eleventh Street elevations. The tops of the finials on the principal elevation are missing.

8. Significance

Period prehistoric 1400-1499 1500-1599 1600-1699 1700-1799 _X 1800-1899 1900-	Areas of Significance—C archeology-prehistoric archeology-historic agricultureX architecture artX commerce communications	•	landscape architectur law literature military music philosophy politics/government	re religion science sculpture social/ humanitarian theater transportation other (specify
Specific dates	1889	Builder/Architect Isaa	c S. Taylor, archit	ect

Statement of Significance (in one paragraph)

The Liggett and Myers/Rice-Stix Building in St. Louis qualifies for listing in the National Register of Historic Places under Criteria A and C, and is eligible under the following areas of significance: ARCHITECTURE: Completed in 1889 from plans drawn up by architect Isaac S. Taylor, the former Liggett and Myers/Rice-Stix Building is one of St. Louis' few remaining examples of early commercial buildings employing Richardsonian Romanesque forms. The bold articulation of the facades, unusual high quality of the brickwork and extensive use of finely detailed terra cotta ornament make it one of the masterpieces of nineteenth century St. Louis commercial design. The exterior has survived in a remarkably unaltered condition. COMMERCE/INDUSTRY: For nearly seven decades, the building served as corporate headquarters of St. Louis' leading dry goods firm, the Rice-Stix Company whose growth contributed to the city's position as an important wholesale distributing center for the West and South. Between 1890 and 1907, part of the building was also occupied for manufacturing and as sales office of the Brown Shoe Company -- a period of significant growth for St.Louis' first successful manufacturer of shoes.

At the time John E. Liggett and George S. Myers¹ purchased City Block 179 in 1886, modest one- and two-story wood houses filled the block bounded on the east and west by Tenth and Eleventh Streets and on the north and south by Washington Avenue and St. Charles Street. Standing between a declining residential area to the west and a developing mercantile wholesale district to the east, the block was a speculative purchase by investors who correctly anticipated the redevelopment of Washington Avenue west of Tenth Street as the hub of the city's wholesale and light manufacturing district. In fact, a few years earlier, Liggett and Myers had relocated their own company to 13th and St. Charles where they constructed new tobacco factories and offices which occupied over half a city block. Within a year after their purchase of City Block 179, the pace had quickened for Washington Avenue property and it was reported that Liggett and Myers refused a \$100,000 bonus for the land. By 1887, new buildings were filling the south side of Washington Avenue all the way to Tenth Street and, on the north side of the avenue between Ninth and Eleventh Streets, St. Louis University's campus awaited commercial redevelopment following the removal of the school to its new site in 1888.

The increased realty and building activity on Washington Avenue in the 1880s was a result of the city's post-Civil War prosperity greatly aided by the completion in 1874 of Eads Bridge at the foot of Washington Avenue which spurred railrand construction west of the Mississippi River bringing St. Louis merchants

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new trade territories in the South and West. By 1889, St. Louis was second only to New York City in wholesaling and the rapid growth of local wholesale firms required larger and larger quarters. Many of the new buildings were constructed by speculators who were meeting market demands for more space and modern facilities. While part of this general surge of building activity, the Liggett and Myers block was nonetheless singled out by contemporaries as clearly the most ambitious and significant undertaking of the time:

No monument of St. Louis' prosperity has been or will be erected in 1889, so massive and grand as the structure which occupies the entire block between Tenth and Eleventh, and Washington and St. Charles Street. No one building in the city compares in size and ground space to this, and the change in two years from the unsightly pile of tumble down shanties that once occupied the site to this magnificent structure is a wonderful evidence of St. Louis' building progress.

The \$900,000 projected cost of the structure supported the claim that the "wealthy proprietors have been unsparing of money in order to make of their block one rarely equaled for utility and grandeur" -- an attitude in sharp contrast to many clients of Chicago School architects.

Liggett and Myers' building was one of a group of new structures which were setting new design standards for St. Louis commercial architecture and attracting considerable notice from local critics. Designed perhaps as early as 1887 by St. Louis architect Isaac S. Taylor (1851-1917), the building was under construction by 1888 when it was published in Commercial and Architectural St. Louis. The author of that book observed:

The straight flat fronts of brick work with square openings and stone lintels, and the vast facades of cut stone pierced with tiers of narrow openings, crowned with heavy projecting cornices, that were considered fine a few years ago, are rapidly giving way to massive commercial structures of imposing architecture. . .in bold, heavy outlines with carved ornamentations, . . and lighted through shapely, well-proportioned, polished plate-glass windows, set deep back into the walls, giving a rich and solid effect. 5

The building in fact was among the city's earliest commercial designs to depart from a Renaissance Italianate mode (still popular in St. Louis in the mid-1880s) and experiment with Richardsonian Romanesque Revival forms. One of Isaac Taylor's first major commissions after early training and then partnership with preminent nineteenth century St. Louis architect George I. Barnett, the building undoubtedly secured his reputation as a leading architect in the city. In the next few years, Taylor designed a number of other important commercial buildings in the Romanesque mode; all but one have been demolished.

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Interpreting new design concepts in an individual manner, Taylor boldly articulated the Liggett and Myers building's massive facades with two tiers of arcaded stories flanked with trabeated bays and effectively integrated lavish terra cotta ornament (along with molded brick detailing) in the spirit of Chicago architect John Wellborn Root's Rookery. Taylor's extensive use of terra cotta embellishment is also noteworthy as a prominent early demonstration in St. Louis of the material's artistic possibilities.

The architect's attention to the structural and functional aspects of design were also applauded by his contemporaries. The solid masonry construction, "entirely fireproof," featured a two-story base of pink Missouri Syenite granite and upper stories of red St. Louis Hydraulic-Press brick "including those of diverse form" made especially for the building. Enormous windows nearly three times the width of the piers admitted abundant light on the Washington Avenue facade and corner bays of the side elevations. Steel floor beams were covered with seven inches of yellow pine topped with dressed maple one-inch thick. Cast iron interior columns encased in hollow tile were manufactured locally by the Pullis Brothers whose work for the building was reported to be the largest contract for architectural iron ever awarded in the city. St. Louis-made plate glass, "not excelled in clearness and strength by the best French made," was installed in all windows and doors. Steam heated, the building employed gas lights and included "numerous elevators and lavoratories."

The interior plan, arranged so the building could be occupied by multiple tenants or the "entire structure thrown into one magnificent establishment as occasion demands,"8 proved to be well-adapted to the building's subsequent use. When the block was completed in 1889, the eastern half was leased to the Rice-Stix Dry Goods Co.; by 1891, Schwab Clothing Co. and Brown-Desnoyers Shoe Co. were located in the western end. All three wholesale firms previously occupied buildings east of Ninth Street which had become too small for their rapidly expanding business. Founded in 1878 with only \$12,000 capital, hand tools and five shoe workers, Brown-Desnoyer grew from sales of \$110,000 the first year to over a million dollars in 1891, becoming St. Louis' first successful shoe manufacturer. Their former six-story office and warehouse space fronting thirty feet in the 800 block of Washington Avenue was more than tripled when they moved into the Liggett and Myers block (half of which they used for manufacturing and the remainder for sales). Both Schwab Clothing and Rice-Stix (established in 1861) had moved to St. Louis from Memphis in 1879 after repeated yellow fever epidemics paralyzed business there. Rice-Stix moved from a five-story building (measuring 100 by 110 feet) at Fifth and St. Charles to the spacious seven-story Liggett and Myers building, greatly increasing their footage.

The dramatic growth of the Rice-Stix Company and its eventual expansion, by 1907, into the entire Liggett and Myers block are graphic indicators of St. Louis' rise in dry goods wholesaling and manufacturing. By 1889, in addition to their wholesale jobbing, Rice-Stix began manufacturing shirts, pants and overalls which

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catered to the taste and needs of the Western and Southwestern markets. A decade later, in 1899, the firm was incorporated at \$2 million and acquired the space vacated when Schwab Clothing moved to larger quarters. By 1903, Rice-Stix was one of the city's three leading dry goods wholesalers and their capital stock had increased to \$4 million. 10

When, in 1907, Brown Shoe (already one of the nation's largest shoe companies) moved into their new building at 17th and Washington (demolished), Rice-Stix took over all of the Liggett and Myers building — thereafter known as the Rice-Stix building. At that time, Rice-Stix employed 175 traveling salesmen, operated three factories with 600 workers and leased a seven-story warehouse in the Cupples Station district. In the next few years, their growth required the construction of ten- and eleven-story annexes on St. Charles Street which were joined by tunnels and bridges to their headquarters in the Washington Avenue building. At the time Rice-Stix renovated all seven floors of salesrooms in 1940, the company operated twelve factories located in St. Louis, Arkansas, Illinois and out-state Missouri; their fourteen branch offices and salesrooms reached from coast to coast in addition to Mexico, South America, Hawaii and Cuba. 12

By the late 1950s, when Rice-Stix vacated their Washington Avenue building, the heyday of the avenue as a thriving center of the city's wholesale business had passed. New owners acquired the Rice-Stix building from the Liggett estate and reopened it as the Gateway Merchandise Mart. Renewed interest in the future of Washington Avenue has brought about the recent transfer of several underutilized buildings in the area including the Rice-Stix building whose new owners are proposing adaptive reuse of the historic structure as offices and retail space. It is hoped by all that renovation of the building will help generate the preservation of one of downtown St. Louis' densest concentrations of monumental commercial warehouse buildings.

FOOTNOTES

Liggett purchased the east half of the block and Myers the west half. Their partnership was created in 1873, although both men previously had been involved in the manufacture of tobacco. By the time the Washington Avenue building was completed, the Liggett & Myer Tobacco Co. was the largest manufacturer of plug tobacco in the world and shortly afterwards, both men were included in the New York Tribune list of millionaires.

²St. Louis Republican, 11 May 1887.

³The Spectator, 24 August 1889, p. 858.

⁴M. M. Yeakle, <u>The City of St. Louis Today</u> (St. Louis: J. Osmun Yeakle & Co., 1889), p. 149.

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⁵Commercial and Architectural St. Louis (St. Louis: Jones and Orear, 1888), p. 178.

⁶Taylor's major later work included commercial designs in St. Louis, Chicago, Arkansa and Texas as well as public buildings in St. Louis. His late 1890s design for the Liggett & Myers Tobacco Co. complex near Tower Grove and Park Avenues was an important industrial commission. He is well known locally for his positions as Chairman of the Commission of Architects and Director in Chief of Construction and Maintainence of the 1904 Louisiana Purchase Exposition.

The Spectator, p. 858; Yeakle, p. 149; Commercial and Architectural St. Louis, p. 178.

⁸ Yeakle, p. 148.

⁹Brown Group, Inc., <u>The First Hundred Years</u> (St. Louis: Brown Group, Inc., 1978), pp. 1-10.

¹⁰St. Louis <u>Star-Times</u>, 14 May 1914.

11Rice-Stix Dry Goods Co., The Progress of a Progressive House (St. Louis: Rice-Stix Dry Goods Co., 1907), n.p.

12Rice-Stix Dry Goods Co., <u>Talking It Up: The Story of 81 Years of Achievement</u> (St. Louis: Rice-Stix Dry Goods Co., 1942), n.p.

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James M. Denny, Chief, Survey and Registration and State Contact Person Department of Natural Resources Historic Preservation Program P.O. Box 176 Jefferson City,

November 28, 1983 314/751-4096

Missouri 65102

9. Major Bibliographical References

See attached.

		·		
10.	Geographical Data			
	f nominated property less than one acre le name Granite City, IL/MO	2	Quadrangle scale 1:29	1.000
A 1 5 Zone C G G	7 4 4 2 1 0 4 2 7 9 3 3 0 Easting Northing	Zone Ea	sting Northing	
Verbal be	oundary description and justification			,
The Ligg	gett and Myers/Rice-Stix Building mately 264 feet on Washington and	occupies all of St. Charles and	City Block 179, and 145 on Tenth and Ele	fronts eventh.
List all s	tates and counties for properties overla	pping state or count	ty boundaries	
state	code	county	code	
state	code	county	code	
name/title	Mary M. Stiritz, Research Association of St. Lor	iate	s Association of St. 4 November 1983	Louis, Inc.
street & nu	umber 721 Olive Street, Room 1113	teleph	none (314) 421-6474	
city or tow	n St. Louis,	state	MO 63101	
12.	State Historic Prese	rvation Of	ficer Certific	ation
The evalua	ated significance of this property within the state	nte is:		
665), I here according	signated State Historic Preservation Officer for eby nominate this property for inclusion in the to the criteria and procedures set forth by the oric Preservation Officer signature	National Register and	certify that it has been eval	
	ector and State Historic Preservat artment of Natural Resources	cion Officer, D	date /2//	2/83
	S use only	National Designature		
i iiei	eby certify that this property is included in the	National Register	date	·
Keeper	of the National Register		Galt	
Attest:		·	date	
Chief o	f Registration			

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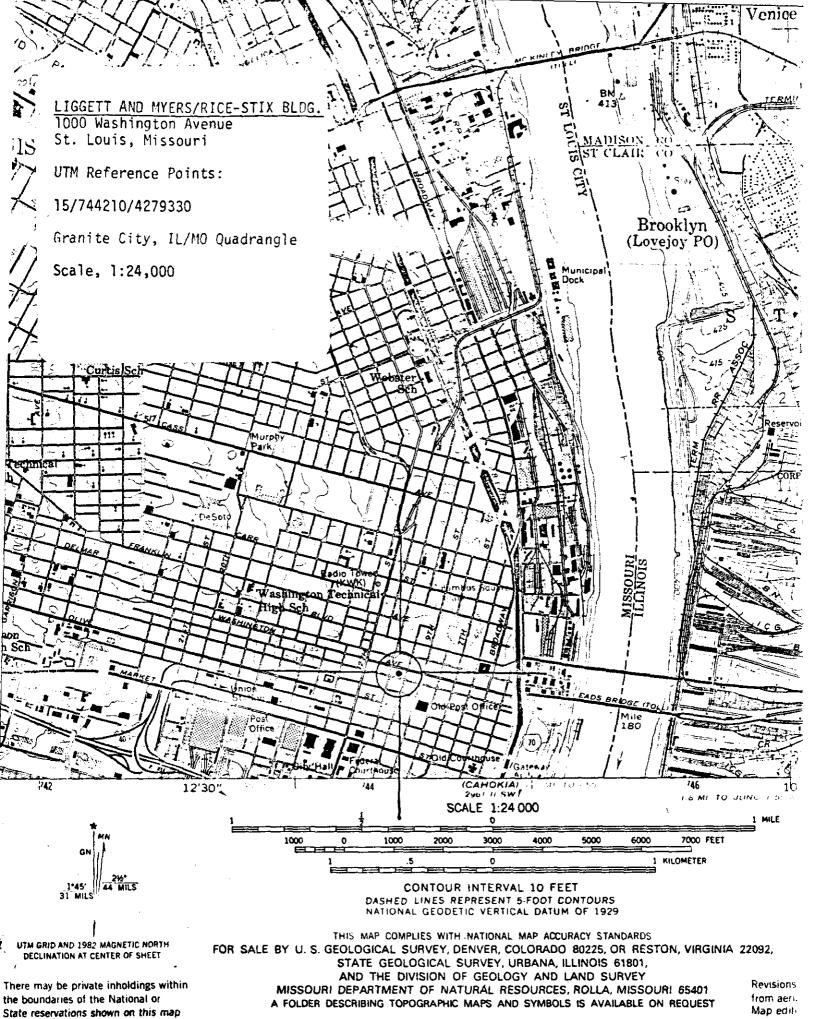
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Purple tin

LIGGETT AND MYERS/RICE-STIX BLDG. 1000 Washington Avenue St. Louis, MO #1 of 3 Washington Avenue (north and principal) and 11th Street elevations.

Photographer: Mary M. Stiritz Date: October 1983 Negative: Landmarks Association of St. Louis, Inc.

Camera facing southeast.

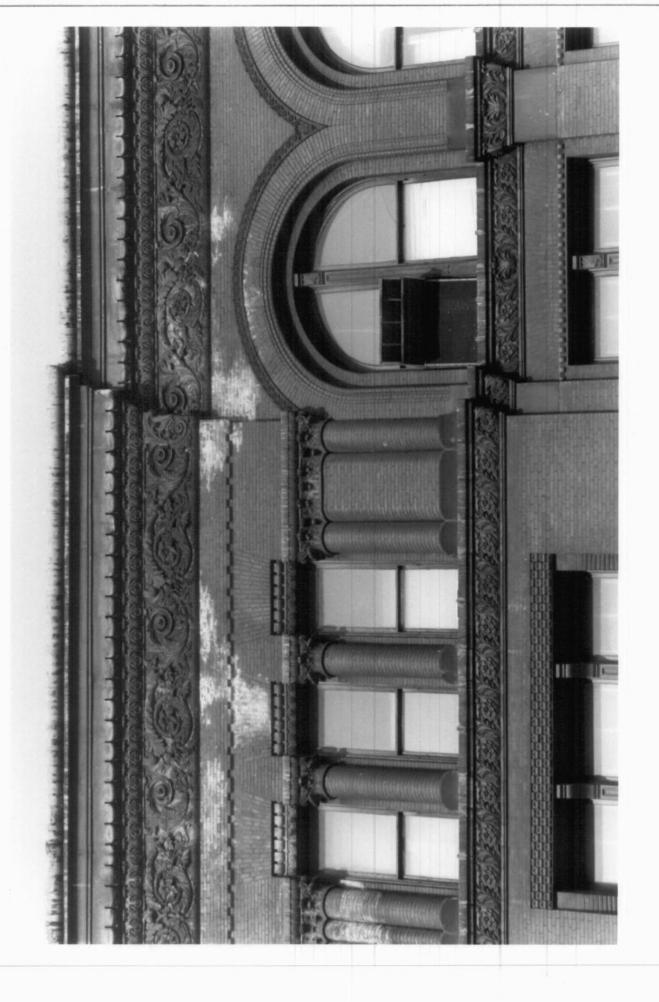


LIGGETT AND MYERS/RICE-STIX BLDG. 1000 Washington Avenue St. Louis, Missouri

#2 of 3 Detail of Tenth Street (east) elevation.

Photographer: Mary M. Stiritz Date: October 1983 Negative: Landmarks Association of St. Louis, Inc.

Camera facing west.



LIGGETT AND MYERS/RICE-STIX BLDG. 1000 Washington Avenue St. Louis, Missouri #3 of 3 Tenth Street (east) and Washington Avenue (north and principal) elevations.

Photographer: Unknown Date: Circa 1903-11 Photocopy & Negative: Missouri Historical Society, 1983.

Camera facing southwest.

