

EXP. 12/31/81

United States Department of the Interior
National Park Service

For NPS use only

National Register of Historic Places
Inventory—Nomination Form

received

date entered

See instructions in *How to Complete National Register Forms*
Type all entries—complete applicable sections

1. Name

historic Liggett & Myers Tobacco Co. Building

and/or common

2. Location

street & number 1900-12 Pine Street

not for publication

city, town St. Louis

vicinity of

congressional district

state Missouri

code 29

county City of St. Louis

code 510

3. Classification

Category

- district
- building(s)
- structure
- site
- object

Ownership

- public
 - private
 - both
- Public Acquisition**
- N/A in process
 - being considered

Status

- occupied
 - unoccupied
 - work in progress
- Accessible**
- yes: restricted
 - yes: unrestricted
 - no

Present Use

- agriculture
- commercial
- educational
- entertainment
- government
- industrial
- military
- museum
- park
- private residence
- religious
- scientific
- transportation
- other: vacant
warehouse

4. Owner of Property

19th & Pine Associates

name Fred D. Bauschard; Robert Brownstein; Eric Friedman

street & number 4515 Maryland Avenue

city, town St. Louis

vicinity of

state MO 63108

5. Location of Legal Description

courthouse, registry of deeds, etc. St. Louis City Hall

street & number Market Street at Tucker Boulevard

city, town St. Louis

state MO 63103

6. Representation in Existing Surveys

1. Architectural Survey of the

title Central Business District, St. Louis has this property been determined eligible? yes no

date October 1975; revised, April 1977 & Feb. 1982 federal state county local

Landmarks Association of St. Louis, Inc.

depository for survey records 706 Chestnut Street, Room 1217

city, town St. Louis

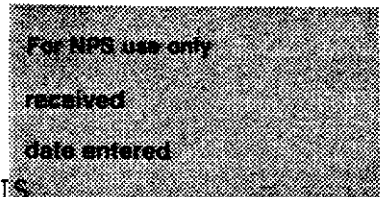
state MO 63101

© 1982, Landmarks Association of St. Louis, Inc.

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

**National Register of Historic Places
Inventory—Nomination Form**

LIGGETT & MYERS TOBACCO CO. BUILDING, ST. LOUIS



Continuation sheet

Item number 6

Page 1

<p>2. Missouri State Historical Survey July 1982 Historic Preservation Program Missouri Department of Natural Resources P. O. Box 176 Jefferson City,</p>	<p>State MO 65102</p>
--	--

Item #9 Page 1

BIBLIOGRAPHY

- Baruch, Bernard M. Baruch: My Own Story. New York: Henry Holt & Co., 1957.
- Corina, Maurice. Trust in Tobacco: The Anglo-American Struggle for Power. London: Michael Joseph Ltd., 1975.
- Cox, James. Old and New St. Louis. St. Louis: Central Biographical Publishing Co., 1894.
- Heimann, Robert K. Tobacco and Americans. New York: McGraw-Hill Book Co., Inc., 1960.
- Lee, John A. "In Memory of John E. Liggett," Interstate Grocer, [1897].
- Leonard, J. W. The Industries of St. Louis. St. Louis: J. M. Elstner & Co., 1887.
- Morgan, George H. Annual Statement of the Trade and Commerce of the City of St. Louis for the Year 1890. St. Louis: R. P. Studley & Co., 1891.
- St. Louis, Missouri. Missouri Historical Society, Weisert Scrapbook.
- Scharf, J. Thomas. History of Saint Louis City and County. 2 vols. Philadelphia: Louis H. Everts & Co., 1883.
- Yeakle, M. M. The City of St. Louis of Today. St. Louis: J. Osmon Yeakle & Co., 1889.

7. Description

Condition		Check one	Check one
<input type="checkbox"/> excellent	<input type="checkbox"/> deteriorated	<input type="checkbox"/> unaltered	<input checked="" type="checkbox"/> original site
<input type="checkbox"/> good	<input type="checkbox"/> ruins	<input checked="" type="checkbox"/> altered	<input type="checkbox"/> moved date _____
<input checked="" type="checkbox"/> fair	<input type="checkbox"/> unexposed		

Describe the present and original (if known) physical appearance

Constructed in 1889, the Liggett & Myers Tobacco Co. Building at 1900-12 Pine Street in St. Louis has pressed red brick bearing walls rising six stories. The interior features mill construction.

Measuring approximately 135 feet by 109 feet, the building is divided into nine bays on the north and south elevations and six bays on the east and west. The north and east elevations are given emphasis by uninterrupted vertical piers which rise from the street level and are linked by segmental row-lock arches above fifth story windows. (Photo #1) Windows of the first five stories are eight feet, six inches wide and eight feet high to the top of the row-lock segmental arch. Windows have stone sills and are divided vertically into thirds by ornamental wooden mullions which support wooden elliptical panels filled with applied scroll designs. The center third of each window is stationary while side portions pivot vertically to open. (Photo #2) Sixth story windows are smaller but are framed with identical mullions and panels. Three rock-faced round-arched entrances accent the north elevation; paneled wooden doors with large fanlights open to the interior. (Photo #2) Of three entrances on the east elevation, the doorway in the third bay from the south corner appears to be original, displaying a fanlight under a segmental-arched opening. The other two entrances probably were originally windows altered to open to the street level.

South and west elevations are without ornamental pier articulation but windows are handled in the same manner as those on the north and east elevations. One bay of windows above the first story on the south elevation has been partially bricked in. (Photo #3) Five entrances/loading docks exist on the south elevation, some of which are probably modified windows. A simple corbelled brick cornice caps the sixth story on all elevations.

The interior of the building has no significant architectural features. It exhibits straightforward mill construction in a rectangular grid of columns which align with exterior masonry walls.

8. Significance

Period	Areas of Significance—Check and justify below			
<input type="checkbox"/> prehistoric	<input type="checkbox"/> archeology-prehistoric	<input type="checkbox"/> community planning	<input type="checkbox"/> landscape architecture	<input type="checkbox"/> religion
<input type="checkbox"/> 1400-1499	<input type="checkbox"/> archeology-historic	<input type="checkbox"/> conservation	<input type="checkbox"/> law	<input type="checkbox"/> science
<input type="checkbox"/> 1500-1599	<input type="checkbox"/> agriculture	<input type="checkbox"/> economics	<input type="checkbox"/> literature	<input type="checkbox"/> sculpture
<input type="checkbox"/> 1600-1699	<input checked="" type="checkbox"/> architecture	<input type="checkbox"/> education	<input type="checkbox"/> military	<input type="checkbox"/> social/
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> art	<input type="checkbox"/> engineering	<input type="checkbox"/> music	<input type="checkbox"/> humanitarian
<input checked="" type="checkbox"/> 1800-1899	<input type="checkbox"/> commerce	<input type="checkbox"/> exploration/settlement	<input type="checkbox"/> philosophy	<input type="checkbox"/> theater
<input type="checkbox"/> 1900-	<input type="checkbox"/> communications	<input checked="" type="checkbox"/> industry	<input type="checkbox"/> politics/government	<input type="checkbox"/> transportation
		<input type="checkbox"/> invention		<input type="checkbox"/> other (specify)

Specific dates 1889 **Builder/Architect** Attributed to Henry E. Roach, architect

Statement of Significance (in one paragraph)

The Liggett & Myers Tobacco Co. Building on the southwest corner of 19th and Pine Streets in St. Louis qualifies for listing in the National Register according to criteria A and C and is eligible under the following areas of significance: INDUSTRY: Constructed in 1889 for the Liggett & Myers Tobacco Co. as a drying house for tobacco,¹ the building is directly associated with the development of an industry which made far-reaching contributions to the economies of the City of St. Louis, the State of Missouri and the nation. At the time the building was constructed, Liggett & Myers was the largest manufacturer of plug tobacco in the world, producing half of Missouri's total output which represented about twenty percent of the national total; ARCHITECTURE: Virtually unaltered, the building is one of St. Louis' best preserved and sophisticated examples of 1880s industrial architecture. It is also one of a very small number of extant buildings which are associated with the city's once-large tobacco industry. Although functional and utilitarian, concessions to ornament give the building distinction and are displayed in treatment of windows and doors, and in the vertical articulation by piers and spandrels of two elevations.

Liggett & Myers' corporate history is closely intertwined with the early beginnings of tobacco manufacturing in Missouri and the state's subsequent rise to national preeminence in the production of tobacco. As early as 1833, John E. Liggett's maternal grandfather Christopher Foulks (a tobacco manufacturer from New Jersey) had established a small tobacco firm in St. Louis where Liggett began working as a young man. By 1848, Foulk's company was succeeded by J. E. Liggett & Bro., a partnership formed by John and William Liggett. Around 1853, William Liggett sold his interest to Henry Dausman and for the next eighteen years the firm was known as Liggett & Dausman. John E. Liggett's partnership with George S. Myers was created in 1873 shortly after Myers sold his share in the Alton (Illinois) Tobacco Co. to his partner James T. Drummond. Incorporated in 1878, the Liggett & Myers Tobacco Co. specialized in the manufacturing of plug tobacco, a form of chewing tobacco whose technique of processing was perfected and perhaps invented in Missouri.

By 1875, the tobacco industry placed sixth among the leading manufacturers in St. Louis; between 1876 and 1882, St. Louis climbed to leadership of American tobacco manufacturing cities.² St. Louis' national dominance rested principally on the quality and quantity of its production of plug chewing tobacco which was distributed across the country. In 1886, Liggett & Myers

United States Department of the Interior
National Park ServiceNational Register of Historic Places
Inventory—Nomination Form

LIGGETT & MYERS TOBACCO

Continuation sheet CO. BUILDING, ST. LOUIS, MO Item number 8 Page 1

For NPS use only

received

date entered

was manufacturing half of Missouri's total product. By 1887, Missouri led all states in tobacco manufacturing, accounting for seventeen percent of the national total with payments of federal tobacco tax exceeding three million dollars.³ (Federal tobacco taxes remained an important source of government revenue until the income tax was levied in 1913.)⁴ By 1889, when Liggett & Myers built the drying house at 19th and Pine Streets, the company had become the largest plug manufacturer in the world and Liggett & Myers' "Star" brand was advertised world wide. Three years later both John E. Liggett and George S. Myers were included in the New York Tribune's list of millionaires.

Describing the upward trend of the tobacco industry in St. Louis, historian J. Thomas Scharf noted circa 1883 that there were twenty-one establishments producing chewing tobacco in the city, some of which had erected "magnificent buildings and other improvements of this nature within the last two years."⁵ As an example Scharf published a drawing of architect Henry E. Roach's design for the recently completed, six story Liggett & Myers factory (demolished) at the corner of 13th and St. Charles Streets. Featuring monumental six story piers and round-arched entrances, the design of the factory resembles the articulations of the north and east elevations of Liggett & Myers drying house constructed in 1889 at 1900-12 Pine Street. Although no documentary evidence could be found to identify the architect of the 1889 building, in all likelihood Missouri-born Henry E. Roach (1843-1906) was the designer. In addition to the Liggett & Myers 1881 factory, Roach received several commissions from the Liggett family in the 1890s including an 1890 house (demolished) in prestigious Vandeventer Place for John E. Liggett's son, Hiram, and two factories (demolished) in the block south of the drying house. During the same period, Roach also designed large tobacco factories for the Butler and Brown companies in St. Louis. (Examples of Roach's work for the city's shoe industry survive in the A. D. Brown Building (1897) at 12th and Washington (listed in the National Register) and the Hamilton-Brown Shoe factory (now known as the Welsh Baby Carriage Factory) (1899) in Soulard.)

By 1897, Liggett & Myers moved from their downtown plant and offices to a new corporate complex several miles southwest of the Central Business District.⁶ (However, they apparently continued to use the drying house at 19th and Pine since the building was not sold for four years and no lease is recorded.) The following year (1898) was a significant milestone in the company's history when it took center stage in a national battle for monopoly in the tobacco industry.

During the mid-1880s, North Carolinian tobacco tycoon James Buchanan "Buck" Duke had begun his nation-wide campaign to gain control of the plug tobacco

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

**National Register of Historic Places
Inventory—Nomination Form**

LIGGETT & MYERS TOBACCO CO. BUILDING, ST. LOUIS

For NPS use only

received

date entered

Continuation sheet

Item number 8

Page 2

market through acquisition of competitors. Employing costly tactics such as massive advertising and drastic price slashing to disarm competitors, Duke laid seige in what is remembered as the Great Plug War. Before long several major competitors surrendered to merger, including three St. Louis firms (the Catlin, Drummond and the Brown Brothers) and New Jersey-based P. Lorillard & Co. In the meantime a Wall Street syndicate lead by financial giant Thomas F. Ryan had organized to challenge Duke's monopoly.⁷ In 1898, Ryan dispatched Bernard M. Baruch to St. Louis on a mission to "try to beat the Duke people to the punch" in acquiring Liggett & Myers, the last remaining and largest independent manufacturer of plug tobacco in the country.⁸

Baruch's reminiscences of negotiations in St. Louis with Liggett & Myers (which lasted several weeks) reveal the high esteem earned by the company locally as well as a pervasive abhorrence of trusts:

Local feeling was much excited. St. Louis was proud of Liggett & Myers and wished the company to maintain its independence. There was a special prejudice against the Trust. On one occasion about a hundred members of the local grocers' association marched in a body to the Liggett & Myers plant bearing badges and signs reading: "Opposed to Trust."⁹

Earlier, Duke had attempted to acquire Liggett & Myers but the company staunchly held out, undoubtedly because of John E. Liggett's strong opposition to monopolies.¹⁰ Recalling St. Louis in the 1890s as "semi-southern and no place for high pressure methods," Baruch attributed his victory to "being agreeable socially" and "amiability".¹¹ He returned to New York with the lever Ryan needed to unnerve Duke: an option to purchase Liggett & Myers for eleven million dollars. A year later, through complex stock transactions, Ryan netted a huge profit when he sold Liggett & Myers to Duke's Continental Tobacco Co.¹²

In 1901, ownership of the old Liggett & Myers drying house passed from Continental Tobacco Co. to the Investment Real Estate Co. which immediately leased the building at 19th and Pine to Rumsey & Sikemeier, dealers in plumbing supplies. William C. Rumsey, co-founder and President of Rumsey & Sikemeier, was also President of Investment Real Estate Co. Before establishing their own firm circa 1882, both W. C. Rumsey and Henry Sikemeier had been employed by L. M. Rumsey & Co., founded in 1865 in St. Louis as manufacturers of pumps and plumbers' supplies which were marketed nationally. Rumsey & Sikemeier occupied 1900-12 Pine Street until 1911 when the firm apparently was dissolved as it no longer appeared in City Directories. (Investment Real Estate Co. continued to occupy a portion of the building until 1946 when W. C. Rumsey died.) Around 1912, 1900-12 Pine became known as the Rumsey Building and space was being leased to numerous light manufacturing and business firms.¹³ During the early 1930s, City Block 903 immediately south of the Rumsey/Liggett & Myers building was cleared for the creation of Aloe Plaza where Carl Milles'

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

**National Register of Historic Places
Inventory—Nomination Form**

LIGGETT & MYERS TOBACCO CO. BUILDING, ST. LOUIS

For NPS use only

received

date entered

Continuation sheet

Item number 8

Page 3

1940 fountain "Meeting of the Waters" is now installed. Demolition of Liggett & Myers tobacco warehouses which filled the south half of adjacent City Block 902 exposed the south elevation of the old drying house to an impressive view of the fountain as well as Union Station (1894) across the street.

Although it was reported in 1890 that there were fifteen large and over four hundred small manufacturers of chewing tobacco located in St. Louis,¹⁴ only a very few buildings still stand which are associated with the city's tobacco industry. Most of the early tobacco firm buildings were located near the riverfront in city blocks which were cleared for the Jefferson National Expansion Memorial. One outstanding cast-iron front example survives near the levee on North First Street: the 1873 Christian Peper Tobacco Co. (listed in the National Register). During the 1880s and early 1890s, several large tobacco plants were constructed west of the riverfront by major firms such as the Catlin, Drummond, Butler, Brown and Liggett & Myers companies. All of these buildings have been razed with the exception of two: The Brown Tobacco Factory (1893-98) at 18th and Chouteau and the Liggett & Myers drying house at 19th and Pine. Of these two buildings, the Liggett & Myers is more closely related to 1880s factory design, displaying a handsomely proportioned system of projecting vertical piers and recessed spandrels along with characteristic 1880s window and door ornament. The Liggett & Myers drying house is thus significant as a well-preserved example of St. Louis' depleted resources of 1880s industrial architecture. The current multi-million dollar renovation project for Union Station promises revitalization of the western boundary of the Central Business District. Restoration of the 1889 Liggett & Myers drying house for commercial and residential use by the present owners would enhance the nineteenth century architectural context of Union Station and preserve an important example of St. Louis' industrial architecture.

FOOTNOTES

¹Identification of the building's use as a drying house is found in James Cox, Old and New St. Louis (St. Louis: Central Biographical Publishing Co., 1894), p. 324.

²Newspaper clipping from the St. Louis Post-Dispatch circa 1882, Weisert Scrapbook, Missouri Historical Society, St. Louis, Missouri.

³Statistics compiled from J. W. Leonard, The Industries of St. Louis (St. Louis: J. M. Elstner & Co., 1887), p. 79, and M. M. Yeakle, The City of St. Louis of Today (St. Louis: J. Osmon Yeakle & Co., 1889), pp. 217-218.

⁴Robert K. Heimann, Tobacco and Americans (New York: McGraw-Hill Book Co., Inc., 1960), p. 155.

⁵J. Thomas Scharf, History of Saint Louis City and County, 2 vols.

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

**National Register of Historic Places
Inventory—Nomination Form**

LIGGETT & MYERS TOBACCO CO. BUILDING, ST. LOUIS

For NPS use only
received
date entered

Continuation sheet

Item number 8

Page 4

(Philadelphia: Louis H. Everts & Co., 1883), 2: 1248.

⁶Located near Tower Grove Avenue between Folsom and Park Avenue, some of these buildings survive.

⁷Maurice Corina, Trust in Tobacco: The Anglo-American Struggle for Power (London: Michael Joseph Ltd., 1975), pp. 53-58. Although Duke's American Tobacco Co. had already cornered the cigarette industry, its holdings in plug tobacco were small and the national production of plug and twist chewing tobacco was twice that of smoking tobacco.

⁸Bernard M. Baruch, Baruch: My Own Story (New York: Henry Holt & Co., 1957), p. 112.

⁹Ibid., p. 113.

¹⁰John A. Lee, "In Memory of John E. Liggett," Interstate Grocer. [1897], no page.

¹¹Baruch, p. 113.

¹²Corina, p. 60.

¹³As late as 1975, 1900-12 Pine was still listed in City Directories as The Rumsey Building.

¹⁴George H. Morgan, Annual Statement of the Trade and Commerce of the City of St. Louis for the Year 1890 (St. Louis: R. P. Studley & Co., 1891), p. 192.

9. Major Bibliographical References

See attached.

10. Geographical Data

Acreeage of nominated property less than one acre

Quadrangle name Granite City, IL/MO

Quadrangle scale 1:24,000

UMT References

A 115 743060 4279290
Zone Easting Northing

B
Zone Easting Northing

C

D

E

F

G

H

Verbal boundary description and justification

The Liggett & Myers Tobacco Co. Building is located in City Block 902 on Lots 14, 15, 16, 17, 18 and 3'6" of lot 19 of J. H. Lucas & Ann L. Hunt Addition. The building fronts 135 feet on Pine Street and 109 feet, 4 inches on 19th Street.

List all states and counties for properties overlapping state or county boundaries

state code county code

state code county code

11. Form Prepared By © 1982, Landmarks Association of St. Louis, Inc.

name/title¹⁾ Mary M. Stiritz, Research Associate

organization Landmarks Association of St. Louis, Inc. date 26 July 1982

street & number 706 Chestnut Street, Room 1217 telephone (314) 421-6474

city or town St. Louis state MO 63101

12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:

 national state X local

As the designated State Historic Preservation Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the National Park Service.

State Historic Preservation Officer signature

Director, Department of Natural Resources and
title State Historic Preservation Officer

date

For NPS use only

I hereby certify that this property is included in the National Register

date

Keeper of the National Register

Attest:

Chief of Registration

date

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

**National Register of Historic Places
Inventory—Nomination Form**

For NPS use only

received

date entered

LIGGIETT & MYERS TOBACCO CO. BUILDING

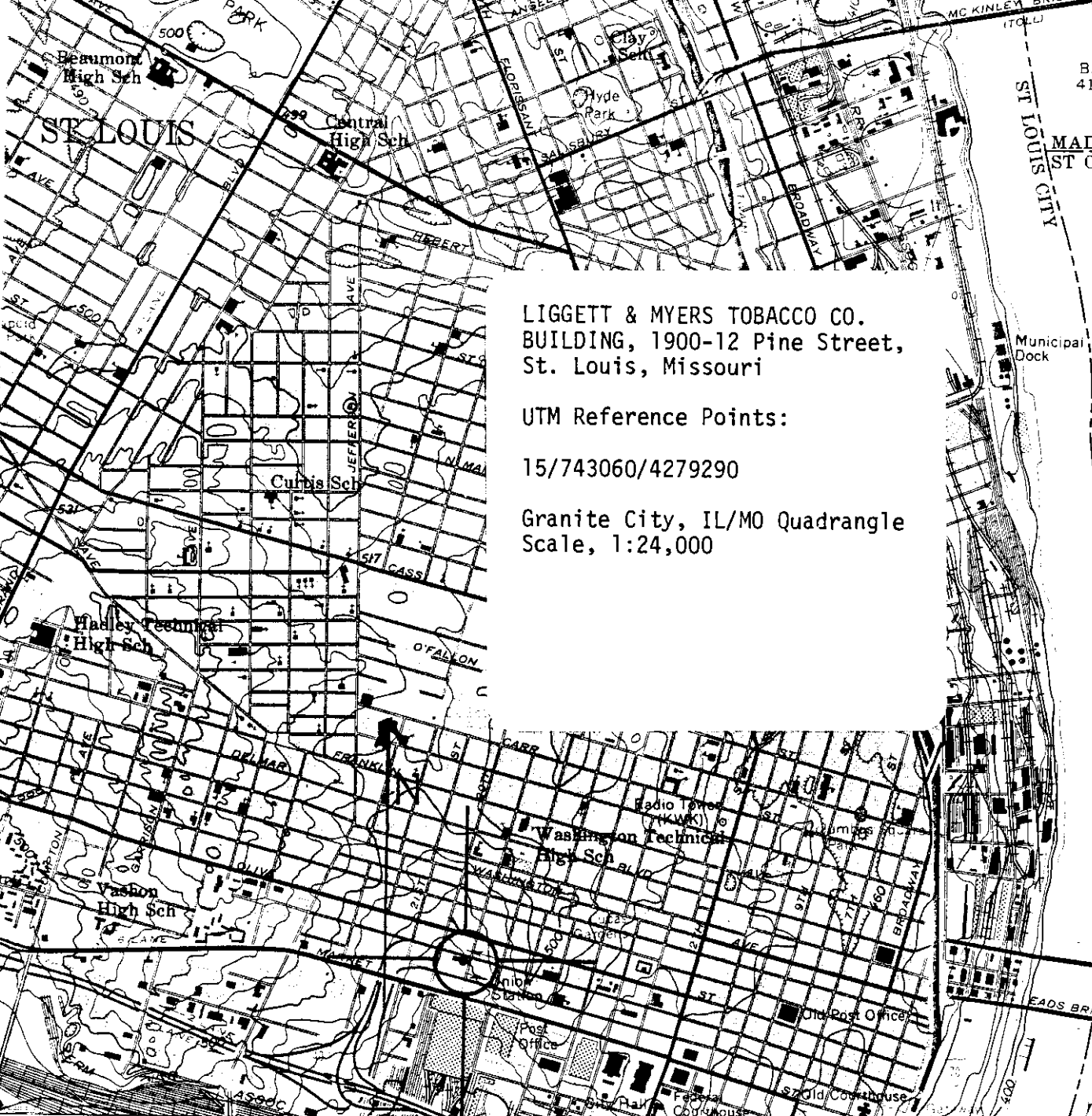
Continuation sheet

Item number 11

Page 1

- 2) James M. Denny, Chief, Nominations-Survey
and State Contact Person
Department Of Natural Resources
Historic Preservation Program
P.O. Box 176
Jefferson City, Missouri 65102

August 1982
314/751-4096



LIGGETT & MYERS TOBACCO CO.
 BUILDING, 1900-12 Pine Street,
 St. Louis, Missouri

UTM Reference Points:

15/743060/4279290

Granite City, IL/MO Quadrangle
 Scale, 1:24,000

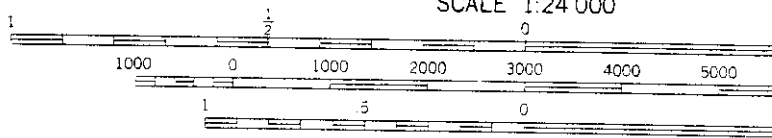
742

12'30"

744

(CAHOKIA) 2961 11 SW

SCALE 1:24 000

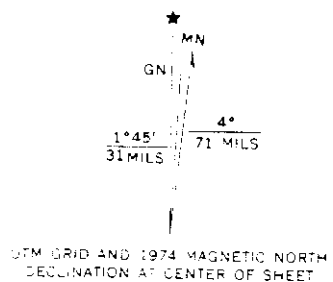


Survey 1930
 graphs

est zone

15,

are shown



UTM GRID AND 1974 MAGNETIC NORTH
 DECLINATION AT CENTER OF SHEET

CONTOUR INTERVAL 10 FEET
 DOTTED LINES REPRESENT 5-FOOT CONTOURS
 NATIONAL GEODETIC VERTICAL DATUM OF 1929

THIS MAP COMPLIES WITH NATIONAL MAP ACCURACY STATEMENTS
 FOR SALE BY U. S. GEOLOGICAL SURVEY, DENVER, COLORADO 80225. OR
 STATE GEOLOGICAL SURVEY, URBANA, ILLINOIS 618
 AND BY THE DIVISION OF RESEARCH AND TECHNICAL INFORMATION
 MISSOURI DEPARTMENT OF NATURAL RESOURCES, ROLLA, MISSOURI
 A FOLDER DESCRIBING TOPOGRAPHIC MAPS AND SYMBOLS IS AVAILABLE

Photo Log:

Name of Property: **Liggett & Myers Tobacco Company Building**

City or Vicinity: **St. Louis [Independent City]**

County: **St. Louis [Independent City]** State: **MO**

Photographer: **Mary M. Stirtz (unless otherwise noted)**

Date

Photographed: **July 1982 (unless otherwise noted)**

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

- 1 of 3. N and E elevations, facing SW.
- 2 of 3. Detail of N elevation, facing SW.
- 3 of 3. S and E elevations, facing NW.



PINE ST

MILLER CO

1001
WAYNE
CURRIDGE
CO

PINE ST
19TH ST



