

**United States Department of the Interior
Heritage Conservation and Recreation Service**

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

For HCRS use only
received
date entered

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

1. Name

historic Lindell Real Estate Company Building

and/or common 1015 Washington Avenue

2. Location

street & number 1015 Washington Avenue _____ not for publication

city, town St. Louis _____ vicinity of congressional district #3--Richard Gephardt

state Missouri code 29 county St. Louis City code 510

3. Classification

| Category | Ownership | Status | Present Use |
|---|---|--|--|
| <input type="checkbox"/> district | <input type="checkbox"/> public | <input type="checkbox"/> occupied | <input type="checkbox"/> agriculture |
| <input checked="" type="checkbox"/> building(s) | <input checked="" type="checkbox"/> private | <input type="checkbox"/> unoccupied | <input type="checkbox"/> commercial |
| <input type="checkbox"/> structure | <input type="checkbox"/> both | <input checked="" type="checkbox"/> work in progress | <input type="checkbox"/> educational |
| <input type="checkbox"/> site | Public Acquisition | Accessible | <input type="checkbox"/> entertainment |
| <input type="checkbox"/> object | <input type="checkbox"/> in process | <input checked="" type="checkbox"/> yes: restricted | <input type="checkbox"/> government |
| | <input type="checkbox"/> being considered | <input type="checkbox"/> yes: unrestricted | <input type="checkbox"/> industrial |
| | | <input type="checkbox"/> no | <input type="checkbox"/> military |
| | | | <input checked="" type="checkbox"/> other: warehousing |

4. Owner of Property

name 1015 Washington Avenue Development Company

street & number 611 Olive Street, Suite 1900

city, town St. Louis _____ vicinity of state MO 63101

5. Location of Legal Description

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

street & number Market Street and Tucker Boulevard

city, town St. Louis _____ state MO 63103

6. Representation in Existing Surveys

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

date October, 1975; revised, April, 1977 _____ federal _____ state _____ county local

depository for survey records Landmarks Association of St. Louis, Inc.

706 Chestnut Street, Room 1217

city, town St. Louis _____ state MO 63101

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| |
|-------------------|
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Continuation sheet 1015 Washington Avenue
St. Louis, Missouri

Item number 6

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Missouri State Historical Survey
1981
Historic Preservation Program
Department of Natural Resources
P. O. Box 176
Jefferson City,

State

MO 65102

Item #9

Bibliography

Builder, May, 1902.

Landmarks Association of St. Louis, Inc. "National Register Nomination for the Lambert-DEacon-Hull Printing Company Building." St. Louis: Landmarks Association of St. Louis, Inc., 1980.

St. Louis Builder, June, 1901.

Savage, Charles Chauncey. "Private Street Architecture of St. Louis." M.A. thesis, Columbia University, New York, 1977.

Sherer, S. L. "Exhibition of the St. Louis Architectural Club for 1900." The Inland Architect and News Record, May, 1900.

_____. "Interesting Brick and Terra-Cotta Architecture in St. Louis. III. Commercial, Institutional, Etc." The Brickbuilder 12 (May, 1903).

Troen, Selwyn K., and Holt, Glen E., eds. St. Louis. New York: New Viewpoints, 1977.

Item #11, cont.

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

January 22, 1982

314/751-4096

Missouri 65102

7. Description

Condition

excellent
 good
 fair

deteriorated
 ruins
 unexposed

Check one

unaltered
 altered

Check one

original site
 moved date _____

Describe the present and original (if known) physical appearance

Mauran, Russell and Garden's 1901 building for the Lindell Real Estate Company is an essay on observing the design relationship already established on Washington Avenue and exploiting a different vocabulary of design and materials to express and embellish the rear elevation on Lucas. Drawings of both elevations were published in the June, 1901, St. Louis Builder along with a brief description:

The building is of the modern, slow burning construction. It rises to a height of seven stories and is divided into two stores by a 40-foot court in the center, which is reached by a drive from Lucas Avenue. The Washington Avenue front is entirely of dull glazed Terra Cotta in two shades of gray, the darker shade being used in the treatment of the two lower stories. Steel columns have been used in place of heavy piers, in order to secure the greatest possible light surface. The Lucas Avenue front is of hard red brick laid in flemish bond with red Terra Cotta trimmings. Two passenger and three freight elevators furnish the service for the building.

A comparison between the handsome drawing of the Lucas elevation published in the 1901 Builder with a recent photograph indicates that only minor modifications to the first floor openings have occurred. (Photo #1 and #2) Comparison of a photograph which appeared both in the May, 1902 Builder and Sherer's 1903 article (See Section 8.) shows the removal of the projecting cornice supported by brackets and topped by cresting plus modifications to the Washington Avenue entrance. (Photo #3 and #4)

The other three warehouses on the block were constructed in 1899; with the completion of 1015 Washington, this section of the Avenue was a model of mutual respect by architects who understood the gestalt of the street. Even the application of an Art Moderne slipcover on 1015's neighbor to the east does not destroy the essential harmony of these seven story buildings. (Photo #5)

FOOTNOTES

¹St. Louis Builder, June, 1901, p. 12.

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 | humanitarian |
| <input type="checkbox"/> 1800-1899 | <input checked="" type="checkbox"/> commerce | <input type="checkbox"/> exploration/settlement | <input type="checkbox"/> philosophy | <input type="checkbox"/> theater |
| <input checked="" type="checkbox"/> 1900- | <input type="checkbox"/> communications | <input type="checkbox"/> industry | <input type="checkbox"/> politics/government | <input type="checkbox"/> transportation |
| | | <input type="checkbox"/> invention | | <input type="checkbox"/> other (specify) |

Specific dates 1901 **Builder/Architect** Mauran, Russell & Garden, architects

Statement of Significance (in one paragraph)

The seven story mercantile building at 1015 Washington Avenue is significant not only as a fine example of turn-of-the-century commercial architecture but also as an exemplar of the local crafts and trades which helped propel St. Louis' late nineteenth century growth into a major metropolis.

The once-dense residential character of Washington Avenue west of Ninth Street is shown in Plate 43 of Compton & Dry's remarkable atlas of St. Louis in 1876. (Photo #6) Population stood at a little over 300,000 and the city limits had just been expanded to include a total area of 61.37 square miles. Eads Bridge, completed in 1874, brought rails across the Mississippi River into St. Louis and precipitated a dramatic economic boom which would transform the shape of the city. Instead of a downtown stretching a mile along the river front at a depth of only four blocks, the emerging downtown was clustered. Early skyscrapers rose westwardly from Broadway to Ninth between Chestnut and St. Charles. Small specialized retail on Washington Avenue close to the approach to the Bridge gradually gave way to up-to-date commercial palaces pushing warehousing and jobbers west on Washington as the cost of real estate multiplied.

Cheap coal, splendid rail and water transportation plus a city government that until "Reform" would eagerly accept "boodle" in return for services assured large amounts of capital for investment. A banking climate unscathed by the financial turmoils of the 1890s was touted as steady but aggressive. By 1890, population was over 450,000 and St. Louis--the Fourth City--had achieved diversified, world-wide trade:

As compared with the world, St. Louis has the largest railroad station, hardware house, drug house, woodenware house, tobacco factories, lead works, brickyards and stove and range factories. As compared with the United States, St. Louis has the largest brewery, shoe factory, saddlery market, street car factories and hardwood lumber market.¹

Dry goods, clothing and grocery ranked third in the country.

Remarking on the quantity and quality of the new construction, the editor of the St. Louis Architectural Club catalogue of 1900 wrote: "In no respect has the advance in architectural design been more marked than in the great commercial warehouses which are making Washington Avenue a monumental street...."²

At that writing the stretch of Washington between Tenth and 11th was complete except for the sixty-five foot parcel at 1015. On the south side stood the \$900,000 Romanesque Revival giant designed by St. Louis architect Isaac Taylor in 1889 for the Liggett and Myers Company. The north side of the block began and ended with later and more playful works by Taylor: The Sullivan Building (Curlee Clothing

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Company) of 1899 and a building for the 11th Street Realty Company (Bee Hat Company) also in 1899. (A third building from 1899 by Eames & Young (1009-13 Washington) is now sheathed in Art Moderne.) (Photo #5) The much-heralded advent of 1015 Washington on a street already bedecked with warehouses by prominent St. Louis and "outside" architects can be attributed to the design importance given both the Washington and Lucas Street elevations by Mauran, Russell & Garden and writing of Samuel L. Sherer--architect, critic and self-made businessman.³

As early as 1899, Sherer was writing architectural criticism as editor for the influential St. Louis Architectural Club. Sherer's numerous articles for The Brickbuilder were widely read including three published in 1903 entitled "Interesting Brick and Terra-Cotta Architecture in St. Louis." The third in that series dealt with commercial and institutional buildings and featured a photograph of the recently completed Lindell Real Estate Company Building's Washington Avenue facade plus the following testimonial:

The use of terra-cotta for entire facades has not been extensive in St. Louis, but in the Lindell Real Estate building, Mauran, Russell & Garden have used a semi-glazed terra-cotta of a grayish color. St. Louis is fortunate in possessing many commercial warehouses that will rank with the best work of the kind elsewhere, but none of them excel this building in fitness and beauty of design.⁴

Sherer's own works of 1901-02 for the Lambert-Deacon-Hull Printing Building (Swift Printing Company Building) and the warehouse for Lambert Pharmaceutical Company are eloquent lessons on the critic's primary design tenents: All visible elevations of commercial buildings deserve the Art of architecture and entrances to commercial buildings should be distinctly articulated.⁵ Both Sherer and the new firm of Mauran, Russell & Garden shared an understanding of the remarkable array of brick and terra cotta palettes available to St. Louis builders; they also knew the breadth of late nineteenth century American architecture.

John L. Mauran (born in Providence, Rhode Island, in 1866) graduated from M.I.T. in 1889 then spent a year traveling and studying in Europe before joining Shepley Rutan & Coolidge in Boston. The firm sent him first to Chicago, where he supervised work on the Chicago Public Library and the Art Institute, and then on to St. Louis in 1893. Mauran became a partner two years later. Ernest J. Russell was born in England in 1870, but grew up in Colorado Springs where he rose from office boy to superintendent of an architect's office before heading for Boston. His third job there was with Shepley, Rutan & Coolidge who accepted his application for superintendent of their Chicago office. In 1896, Russell was sent to assist Mauran in St. Louis. Edward G. Garden was born in Toronto, Canada, in 1871. After graduation from Bishop's College School in Quebec, Garden worked first in Minneapolis and then Chicago. (His younger brother Hugh M. G. Garden worked for Henry Ives Cobb but it cannot be confirmed that Edward was also employed at that office.⁶ The elder Garden did enter and win competitions open to members of the Minneapolis and Chicago Architectural Sketch Clubs.)⁷ Just when Garden joined Shepley, Rutan & Coolidge and whether he came to St. Louis with Mauran or Russell is not known but

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when the three broke away to form their own firm they had achieved both social and professional notice in St. Louis.⁸

Recent years have seen the diminution and dispersal of the Washington Avenue warehouse district. While few buildings have been demolished, official concern about the future has been evidenced by several studies including an "Adaptive Re-Use" proposal for the block including 1015. That proposal advanced the dubious suggestion that all four buildings be extensively reworked, inside and out, for a carriage trade hotel. Fortunately, 1015 Washington has recently been acquired by investors who plan to demonstrate the potential for careful conversion to housing as well as the 25% Investment Tax Credit.

FOOTNOTES

¹"The Central Continental Metropolis; St. Louis, the Fourth American City After Greater New York's Consolidation," American Magazine 43 (March, 1897), cited by Selwyn K. Troen and Glen E. Holt, eds., St. Louis (New York: New Viewpoints, 1977), pp. 65 and 66.

²S. L. Sherer, "Exhibition of the St. Louis Architectural Club for 1900," The Inland Architect and News Record, May, 1900, p. 30.

³Sherer's personal collection of books included many rare first editions and numerous works of Ruskin and Morris. Self-educated after the age of thirteen, Sherer eventually abandoned his successful business career with the Big Muddy Coal and Iron Company to pursue his avocation in the Arts. In 1909, he was appointed to the first Board of Control of the St. Louis City Art Museum and in 1922, he became its full-time Director. A friend and colleague of many St. Louis architects, Sherer's achievements were officially recognized in 1927 when he was elected an honorary member of the American Institute of Architects.

⁴S. L. Sherer, "Interesting Brick and Terra-Cotta Architecture in St. Louis. III. Commercial, Institutional, Etc.," The Brickbuilder 12 (May, 1903): 96.

⁵Sherer, "Exhibition of the St. Louis Architectural Club for 1900," p. 31.

⁶Mauran, Russell & Garden did do the 1902 imitation addition to Cobb's Chemical Building in St. Louis but a fire consumed Cobb's records and this small mystery may remain unsolved.

⁷Charles Chauncey Savage, "Private Street Architecture of St. Louis," (M.A. thesis, Columbia University, New York, 1977), p. 211.

⁸Mauran's fortunate marriage brought him a house on Vandeventer Place; Garden was President of the St. Louis Architectural Club.

9. Major Bibliographical References

See attached.

10. Geographical Data

Acreeage of nominated property approx. 65 acres

Quadrangle name Granite City, IL/MO

Quadrangle scale 1:24,000

UMT References

A

| | | | | | | | | | | | | | | |
|------|---------|---|---|----------|---|----|----|---|----|---|----|---|----|----|
| 1 | 15 | 7 | 4 | 14 | 2 | 12 | 15 | 4 | 12 | 7 | 19 | 4 | 10 | 10 |
| Zone | Easting | | | Northing | | | | | | | | | | |

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| Zone | Easting | | | Northing | | | | | | | | | | |

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| Zone | Easting | | | Northing | | | | | | | | | | |

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| Zone | Easting | | | Northing | | | | | | | | | | |

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| Zone | Easting | | | Northing | | | | | | | | | | |

G

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|------|---------|--|--|----------|--|--|--|--|--|--|--|--|--|--|
| | | | | | | | | | | | | | | |
| Zone | Easting | | | Northing | | | | | | | | | | |

H

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|------|---------|--|--|----------|--|--|--|--|--|--|--|--|--|--|
| | | | | | | | | | | | | | | |
| Zone | Easting | | | Northing | | | | | | | | | | |

Verbal boundary description and justification

1015 Washington Avenue is located in City Block 178. It fronts approximately 60 feet along Washington and 70 feet along Lucas Avenue; between Lucas and Washington is a distance of approximately 225 feet.

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

state code county code

state code county code

11. Form Prepared By 1981, Landmarks Association of St. Louis, Inc.

name/title Carolyn Hewes Toft, Executive Director

organization Landmarks Association of St. Louis, Inc. date 28 September 1981

street & number 706 Chestnut Street, Room 1217 telephone (314) 421-6474; 421-1778

city or town St. Louis, state MO 63101

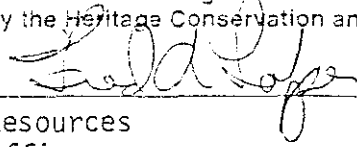
12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:

national state 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 Heritage Conservation and Recreation Service.

State Historic Preservation Officer signature



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

date January 22, 1982

For HCPRS use only

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

date

Keeper of the National Register

Attest:

date

Chief of Registration



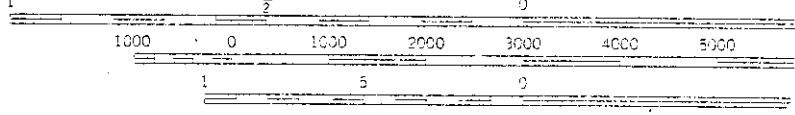
1015 Washington Avenue
St. Louis, Missouri

UTM Reference Points

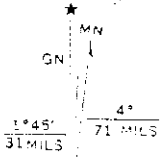
15/744225/4279400
Granite City, IL/MO Quadrangle
Scale, 1:24,000

742 12'30" W. TO 744 (CAHOKIA) 13 N. TO 133 2961 II SW

SCALE 1:24 000



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



UTM GRID AND 1974 MAGNETIC NORTH DECLINATION AT CENTER OF SHEET

THIS MAP COMPLIES WITH NATIONAL MAP ACCURACY STANDARDS FOR SALE BY U. S. GEOLOGICAL SURVEY, DENVER, COLORADO 80225, OR REGIONAL STATE GEOLOGICAL SURVEY, URBANA, ILLINOIS 61801 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: Lindell Real Estate Company Building

City or Vicinity: St. Louis [Independent City]

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

Photographer: Jill R. Johnson (unless otherwise noted)

Date

Photographed: 1978 (unless otherwise noted)

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

1 of 6. Drawing of N (rear) elevation. Photocopy from St. Louis Builder, June, 1901, by Jane M. Porter, 1981.

2 of 6. N (rear) elevation, facing S.

3 of 6. S (principal) elevation, facing N. Photocopy from St. Louis Builder, May 1902, by Jane M. Porter, 1981.

4 of 6. S (principal) elevation, facing NE. Photo taken by Jane M. Porter, Sept. 1981

5 of 6. View of 1000 blk. of Washington Ave., facing NW.

6 of 6. Plate #42 from Camille N. Dry and Richard J. Compton, Pictorial St. Louis, 1875 (St. Louis: 1875).



FOR LEASE
Call 492-2535
4:30-12:00 3500
SQ. FT.



LINDELL REAL ESTATE COMPANY BUILDING.

Mauran, Russell & Garden, Architects.



SEE
HALL
WELLS
BANK

SEE
HALL
WELLS
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SEE
HALL
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ONE WAY

FABRIC OUTLET

MORRIS CO

MORRIS

REARVE STATION CO



No. 1. Head Quarters U. S. Army.
No. 2. First Trinitarian Cong'l Church.
No. 3. Homeopathic Medical College of Mo.
No. 4. Union M. E. Church.
No. 5. Dr. A. Jaminet.

No. 6. Wesley Fallon's Carriage Factory.
No. 7. Bolckow's Place.
No. 8. Dr W. H. Eames.
No. 9. R. A. Barrett.
No. 10. George P. Plant.

No. 11. S. B. Kellogg.
No. 12. A. F. Skelvingh.
No. 13. D. A. January.
No. 14. University Club House.
No. 15. Trinity Church—Episcopal.
No. 16. St. Louis University.

No. 17. St. Paul's Chapel—African M. E. Church.
No. 18. Franklin Branch Public School.
No. 19. Emanuel Church, Ev. Luth.
No. 20. Emanuel School, Ev. Luth.
No. 21. Joseph Garman & Co's Bakery.

No. 22. Ed. Berod's Carriage Factory.
No. 23. St. Elizabeth Catholic Church.
No. 24. First German M. E. Church.
No. 25. Thomas Jacob's Cooperage.
No. 26. Tucker & Smith's Malt House.

No. 27. Wesley Chapel—African M. E.
No. 28. First German Baptist.
No. 29. St. Peter's German, Ev. Church.
No. 30. Carr Public School.
No. 31. German Church.