NPS Form 10-900
(Oct. 1990)

OMB No. 10024-0018

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 *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If an 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 entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name Moloney Electric Company Building

other names/site number N/A

2. Location

street & number 1141-1151 South Seventh Street [n/a] not for publication

city or town Saint Louis [n/a] vicinity

state Missouri code MO county St. Louis (Independent City) code 510 zip code 63104

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this [X] nomination [_] request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property [_] meets [_] does not meet the National Register criteria. I recommend that this property be considered significant [_] nationally [_] statewide [ ] locally. ([_] See continuation sheet for additional comments).

Claire F. Blackwell 7 Feb. 02

Signature of certifying official/Title Claire F. Blackwell, Deputy SHPO Date

Missouri Department of Natural Resources
State or Federal agency and bureau

In my opinion, the property [_] meets [_] does not meet the National Register criteria. ([_] See continuation sheet for additional comments.)

Signature of certifying official/Title Date

State or Federal agency and bureau

4. National Park Service Certification

I hereby certify that the property is:

[_] entered in the National Register.
[_] See continuation sheet.
[_] determined eligible for the National Register.
[_] See continuation sheet.
[_] determined not eligible for the National Register.
[_] removed from the National Register.
[_] other, (explain:) _____

Signature of the Keeper Date of Action

Moloney Electric Company Building
Name of Property

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

5. Classification

Ownership of Property
(Check as many boxes as apply)
[X] private
[_] public-local
[_] public-State
[_] public-Federal

Category of Property
(Check only one box)
[X] building(s)
[_] district
[_] site
[_] structure
[_] object

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

Contributing	Noncontributing	
1	0	buildings
		sites
		structures
		objects
1	0	Total

Name of related multiple property listing
(Enter "N/A" if property is not part of a multiple property listing.)

n/a

Number of contributing resources previously listed in the National Register

n/a

6. Function or Use

Historic Functions
(Enter categories from instructions)

INDUSTRY/PROCESSING/EXTRACTION/manufacturing facility
COMMERCE/TRADE/business
COMMERCE/TRADE/warehouse

Current Functions
(Enter categories from instructions)

WORK IN PROGRESS

7. Description

Architectural Classification
(Enter categories from instructions)

LATE VICTORIAN

Materials
(Enter categories from instructions)

foundation STONE/Limestone
walls BRICK
roof ASPHALT
other

Narrative Description
(Describe the historic and current condition of the property on one or more continuation sheets.)

8. Statement of Significance

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

[X] **A** Property is associated with events that have made a significant contribution to the broad patterns of our history.

[ ] **B** Property is associated with the lives of persons significant in our past.

[ ] **C** Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.

[ ] **D** Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations
(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 of age or achieved significance within the past 50 years.

Areas of Significance
(Enter categories from instructions)

INDUSTRY

INVENTION

Period of Significance
1903-1928

Significant Dates

1903-04

1916

1903-1928

Significant Person
(Complete if Criterion B is marked above)

Cultural Affiliation
N/A

Architect/Builder
Groves, Albert Bartleton, Architect (1916 Addition)

Narrative Statement of Significance
(Explain the significance of the property on one or more continuation sheets.)

9. Major Bibliographical References

Bibliography
(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

Previous documentation on file (NPS):
[X] 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 # _____

Primary location of additional data:
[X] State Historic Preservation Office
[ ] Other State agency
[ ] Federal agency
[ ] Local government
[ ] University
[ ] Other
Name of repository:

Moloney Electric Company Building
Name of Property

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

10. Geographical Data

Acreage of Property 1.17 acres

UTM References
(Place additional UTM references on a continuation sheet.)

	Zone	Easting	Northing
1	15	741095	4272785
2			
3			
4			

[ ] See continuation sheet

Verbal Boundary Description
(Describe the boundaries of the property on a continuation sheet.)

Boundary Justification
(Explain why the boundaries were selected on a continuation sheet.)

11. Form Prepared By

name/title Karen Bode Baxter, Architectural Historian, Mandy K. Wagoner and Timothy P. Maloney, Research Associates

organization Karen Bode Baxter, Preservation Specialist date January 4, 2002

street & number 5811 Delor Street telephone (314) 353-0593

city or town Saint Louis state Missouri zip code 63109-3108

Additional Documentation

Submit the following items with the complete form:

Continuation Sheets

Maps

A **USGS map** (7.5 or 15 minute series) indicating the property's location.

A **Sketch map** for historic districts and properties having large acreage or numerous resources.

Photographs

Representative **black and white photographs** of the property.

Additional items
(Check with the SHPO or FPO for any additional items)

Property Owner

(Complete this item at the request of SHPO or FPO.)

name KRM Properties II, L.L.C., c/o Richard Yackey, Partner

street & number 808 Geyer Avenue telephone 314-436-0828

city or town Saint Louis state Missouri zip code 63104

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Narrative Description

The Moloney Electric Company Building is a prominent, three story, red brick, pier and spandrel factory building that was completed in two sections, combining to form a nearly square building 127 x 129 feet, located directly south of downtown Saint Louis on the northwest corner of Hickory and South Seventh Streets. While it is primarily a simple, early twentieth century factory building, its utilitarian design references the popular Second Renaissance Revival style of the Late Victorian period with the two massive arched openings on the façade and with its organization of each elevation into distinct horizontal divisions that consisted primarily of large bands of windows. Seventh Street forms the only major arterial street paralleling the Mississippi River leading south from downtown, with the one way, southbound traffic from Seventh merging into Broadway at the southern end of the Soulard neighborhood and the massive Anheuser-Busch headquarters and brewery. This industrial area, including the Moloney Electric Company Building, is isolated from the central business district, downtown Saint Louis, by controlled access highways (U.S. 64, 55, and 70) which converge just north and east of the factory along with the old railroad bridge across the Mississippi River. Across Seventh Street, to the east, is another historic property, Madison School (which just finished a major historic rehabilitation project and is still in use as a public elementary school). The factory building is just three blocks north of the historic Soulard neighborhood (a National Register historic district), one of the oldest, extant neighborhoods in Saint Louis (dating from the mid-nineteenth century), traditionally a mixed use area, combining residential, commercial, and even early industrial operations. The building is located in an industrial area that developed in the late nineteenth and early twentieth century south of the downtown and near the Mississippi riverfront (an area now called Chouteau's Landing), primarily east of Broadway. It was not included in the 1989-1990 historic industrial survey (see the Landmarks Association bibliographic citations), because it was the only remaining, historic, industrial building west of South Seventh (the boundary for the survey). Today, the remaining historic industrial complexes in Chouteau's Landing are scattered among newer and larger, industrial and corporate complexes, such as Ralston-Purina (directly west of the Moloney Electric Company Building), Nooter Corporation (to the east), and Anheuser-Busch (at the south end of the industrial area and near the south end of Soulard). The basic exterior of the Moloney Electric Company Building is intact, but the window frames were removed and the openings blocked in recent years. When the current historic rehabilitation project began, the exterior had also been painted, obscuring the decorative features and fenestration pattern, but the paint has now been removed and the process of removing the concrete block in the windows has begun, an extremely easy procedure since the blocks were simply resting within the original openings, rather than damaging them, leaving the original fenestration pattern intact (even more visible on the interior). Other exterior features are generally intact, including the decorative brick parapet on the façade, the keystone arched openings, and its most distinguishing feature, the structural system of red brick piers and spandrels contrasting the raised limestone foundation. The interior has never been altered significantly, retaining its distinctive factory appearance with: the large expanses of open factory floors, the exposed structural members, freight elevators, the original north wall factory windows (in what is now the structural division between the two halves of the building) and much of the original factory office with its wall of frosted glass windows. While the loss of the original window frames is regrettable, historic photographs have provided the documentation for the proposed replacements, and as is evident from the areas where the concrete block infill has already been removed, even without the window frames, the building maintains much of its original association with its turn-of-the-century factory design and the interior continues to provide direction association and feeling of an early factory. In addition, the masonry work and interior features provide significant insight into the workmanship, materials, and design of factories in the early twentieth century. The Moloney Electric Company Building today, despite the exterior modifications, is still a very significant and prominent reminder of the early industrial development in Saint Louis, especially one of its most significant components, indicating that the building retains its historic integrity.

Narrative Description (continued)

Exterior

This three story (or two story with raised basement, depending on the elevation), red brick factory was built in two parts extending north from the northwest corner of Hickory and South Seventh Streets with its primary façade along South Seventh. It is surrounded today by large parking lots on its north and west sides. The first section, begun in late 1903 and completed in 1904, extends 57 feet along South Seventh and 129 feet along the west side of Hickory Street with the 1916 addition of 70 x 129 feet connecting on its north side. Of the four factory subtypes that Landmarks Association identified in their historic industrial surveys for the areas east of Broadway, the Moloney Electric Company Building is typical of the brick-pier and spandrel construction of the Factory Subtype B. The massive brick piers allowed for thinner spandrels and larger windows, improving interior lighting. The Moloney Electric Company Building is typical of the later examples of this factory subtype, with larger window openings that extend from pier to pier with flat lintels, an exposed limestone foundation, a corbelled brick cornice, flat roof, and a loading dock on the west side.

As noted in the industrial survey report, most examples of this subtype were simply vernacular examples, but some achieved highly artistic effects in the hands of certain architects, as was the case of Albert B. Groves design of the Moloney Electric Company Building. The monumental, round arched, brick, openings on the façade, the limestone stringcourses, the limestone foundation which forms a raised watertable, and the corbelled brick cornice help organize the exterior into distinct horizontal divisions with slight variations in the articulation of each level. While remaining basically functional, rather than stylistic, Groves used these distinctive, Second Renaissance Revival, design elements to enrich the design of this compact factory building.

There are two street facades, with the primary or east façade facing Seventh Street and the other primary elevation on the south paralleling Hickory with both street elevations treated similarly, except for the two arched openings on Seventh Street. Along these two primary elevations, the building is divided horizontally into three levels with the raised limestone foundation forming the base of the lowest level, which is actually at ground level on the east elevation along Seventh Street, but, due to the change of grade, appears to become a raised basement level at the rear of the building (west elevation). The projecting, continuous course formed by the dressed, limestone sill with stepped brick courses below separates the first (lowest) level from the second floor level. The third visual, horizontal division is formed by the non-continuous stone sills of the third floor window bays. Above the third floor windows is a brick stringcourse that forms the top of the capital-like treatment of the brick piers. This horizontal division continues with the band of decorative brick in the parapet and the simple tiled parapet cap, which was originally punctuated by short chimneys along the south elevation that were removed when the addition was added to the building in 1916.

During Moloney Electric Company's tenure, there was a rooftop sign centered above the fourth bay along the east façade (along Seventh Street) that appears to have been framed in brick with a terra-cotta or stone cap and a stone face that said "MOLONEY ELECTRIC CO. TRANSFORMERS." In the fourth and fifth bays on the south elevation (along Hickory) and between the second and third floor, there was a sign of individual metal letters that repeated "MOLONEY ELECTRIC CO." These signs were removed soon after Moloney sold the plant since they do not appear in the mid-1950s historic photograph of the building.

The fenestration pattern is extremely symmetrical forming 7 bays on the primary or east façade (along Seventh Street) and 8 bays on the south elevation along Hickory (the original building consisted of 3 bays along Seventh Street and the addition in 1916 added 4 more bays). Historically, the ground (or first) floor level of these two primary elevations lined up with the upper levels paired window openings in between each pier, separated by secondary brick piers for this foundation level. Originally, each ground floor opening on these two primary elevations had 3 x 3 windows (which appear to pivot from the middle with the top opening inward even though the shadow lines are similar to the sashed windows above). But,

Narrative Description (continued)

these lower level windows became progressively smaller on the south elevation due to the slope of the land. By the time the 1950s photo was taken, if not originally, the northernmost basement/lower level window on the east elevation (along Seventh) is a different pattern, matching the industrial steel windows on the north elevation. Each bay of the second and third floor level historically contained three 2 x 2, wood, sashed windows and during Moloney's occupancy of the building, the upper floor windows on the façade (as well as the east corner window on the south elevation) appear to have had pent-shaped, retractable, canvas awnings (except for the center window).

The are few exceptions in the consistency of the fenestration pattern. The second and fourth bays on the east façade (Seventh Street) contain the two arched openings that extend nearly two full stories with a brick, round arch spring with a limestone keystone. These openings originally served as the main entries into the factory area (one for both the 1903-04 and 1916 sections of the factory), oversized to accommodate the movement of the large transformers the company produced. In the third bay, between these two arched openings, the second floor fenestration pattern and stringcourse is continuous, but on the first floor, there is only one window opening with an access doorway to its north within the third bay. This doorway originally contained paired, full light, wood framed doors capped by a decorative entablature and cornice. There also appears to have been a freight door on the south elevation that utilized one of the first floor window openings (second bay from the east).

Although it is no longer visible from the exterior, the original, 1903-04 north exterior wall is still intact with its load-bearing, brick piers resting on a limestone foundation. It is still utilized as the only interior dividing wall, separating the original section of the building and the 1916 addition. It even retains the window bays and the historic, 3 x 5, steel, industrial windows and steel I-beam lintels that are similar to those on the 1916 north elevation.

The north elevation is also divided into 8 primary bays with each bay containing two tall windows separated by smaller brick wall divisions. These openings are slightly taller than the façade openings and the sill height is slightly different, distinguishing this elevation from the more ornate façade. In addition, this elevation lacks the decorative treatment of the two street elevations: no brick capital treatments on the piers, no corbelling along the parapet, and no limestone continuous course. The clay tile, parapet cap is stepped down slightly from the façade, just behind the corner pier, as another visual distinction between the two elevations. Even so, the north elevation continues the horizontal banding and the symmetry of the fenestration pattern as well as the contrasting limestone sills. Each of these window bays originally had steel industrial windows (4 x 7 panes of glass) that contained two pivoting sections (2 rows of glass each and separated by single rows of stationary panes). By the 1950s, and maybe originally, there was a large shed roofed, concrete loading dock (on concrete piers) that extended from the middle of the fourth bay to the middle of the 8th bay (the fire insurance map does not show the loading dock, but a later "paste-over" for the adjacent property is evidently covering this area).

The back or west elevation appears to have originally been treated similarly to the north elevation, divided into 7 bays, mirroring the east façade, except that the southern two bays had two, narrower window openings in each bay. Due to the lack of historic photographs of this elevation, the original window configuration cannot yet be determined, but it appears that the second floor level (nearly the grade level on this elevation) was also used at least partially as loading docks given the detailing of the openings on this level. The end wall, brick extension above the roofline houses the freight elevator housing. The penthouse within the 1916 addition is apparently clad in wood and still intact, although not visible from the exterior at ground level.

Narrative Description (continued)

When the current rehabilitation project began, the window openings on all four elevations have been infilled with concrete block and the stone sills removed from some of the windows. However, some of original sills are still intact as is the adjacent continuous limestone course, providing ample indications of the profile and finish to replicate replacements. In addition, the walls had been painted, camouflaging the original architectural details that are basically intact. The window openings are still intact since the concrete block was simply laid within the original openings in place of the actual window units, and already one-quarter of the windows on the second and third floor have had the blocks removed. The brick arched openings are also intact, inside and out, but the original doors and window framing of the two arched openings had already been infilled with brick (with cold joints) and small window openings by the time the 1950s photo was shot), but sometime after Moloney left the property in 1928. The loading dock (and its roof) appears to be the same as was evident in the 1950s photo, although current research has not determined whether or not the dock is part of the historically significant period for the building (prior to 1928). If it is not a historically significant feature, the dock could be easily removed since it is only surface mounted to the north elevation.

Interior Features

The interior of the Moloney Electric Company Building retains most of its original, distinctive features that identify it as a compact, functional, historic factory building. The interior is unadorned with its massive exposed wooden beams and posts supporting each level of exposed joists, and tongue and groove floorboards. The posts, beams, and joists in the basement level appear to have been oiled or treated to avoid rot, but the other levels are painted.

It is divided east to west by what was the original north wall of the 1903-1904 factory. This massive, load-bearing brick wall (stone on the lower part at the foundation level) is now punctuated by doorways to provide access between the 1903-04 and 1916 sections of the factory building, but these appear to be openings that were mostly originally exterior doorways or window openings before the 1916 addition was added. This wall still retains the original steel framed, industrial windows. With only minor variations between the two sides, the interior is divided into three levels, with most of the lower level currently serving as a raised basement and the second level currently providing the access from the exterior (currently only accessible from the loading dock on the north).

There are two parallel rows of posts and beams in the 1903-1904 section and 3 rows in the 1916 section, reflecting the bay divisions evident on the exterior, each running east to west. The foundation/first floor level and second floor level both have 12 inch square posts and beams with a flat, wooden plate at the point where the post and beam connect. The posts on the third level are smaller, 6 inch square wood posts supporting 12 x 6 inch wood beams connected by angled 12 x 6 inch blocks, with the exception of the south row in the 1916 addition which has 12 inch posts bolted to the side of 4 x 18 inch wood beams.

The wood floors are generally 3 inch tongue and groove boards, but the floor on the third level of the 1903-1904 section is made of 2 inch wood tongue and groove boards (as is a small section of the 1916 second level floor, possibly indicating replacement material, although it is well aged). The foundation/first floor level has poured concrete floors.

The interior retains its historic, open appearance with the only enclosures on the interior being those that are original to the building (with the exception of a small office enclosure adjacent to the loading dock on the north wall of the building). There is an enclosed, steel framed and treaded, dog-legged staircase near the northwest corner along the rear wall of the 1903-04 section. In addition, there is a straight, steel framed and treaded, staircase that runs from the second to the third level along the middle of the north wall of the original 1903-04 building (now the divider wall between the two sections) with a wood framed side wall on the second level and a wood paneled half-wall railing at the top (on the third level). Along the middle of the rear wall of the 1916 addition is the freight elevator, platform type, which appears to be original to the

Narrative Description (continued)

building with its exposed steel caging and cabling mechanisms that extend up a masonry enclosure from the foundation to the rooftop. There is a loft or penthouse level above the third floor level along most of the south wall of the 1916 addition with the wood framed, straight-run, simple staircase (with a double, 2 x 4 wood railing) at the west end of the penthouse, which was apparently utilized only for storage (since the ceilings are not even 6 feet tall). In each half of the first floor there is a small room that houses a bilge pump which appears to be original to the building and designed to forestall damage due to flooding of the Mississippi River (which is 8 blocks east). The elevator and pumps are still functional.

Along the east end of the 1916 addition on the second level is the office complex which was finished with plaster ceilings and wood cladding over the ceiling beams, creating a coffered ceiling. The west wall of the office, which is adjacent to the factory interior, has a wood framed wall with a long series of wooden, double-hung sashed windows that have frosted, textured glass. The original interior trim in the office was stained wood (not to be confused with the areas below the windows and interior office divisions that were added later and clad with 4 x 8 foot panels of modern wood paneling). The office area appears to have been partially subdivided originally, although additional walls have been added in more recent years. Also, more recently, the 4 x 8 foot panels of modern paneling have been added along with acoustical tile ceilings (1 x 1 foot squares) and fluorescent light fixtures.

Besides the use of paint and the modifications to the office, the alterations to the interior have been minimal, mostly the replacement of original light fixtures with fluorescent tubes and some ductwork. The interior retains a high degree of historical integrity and is reflective of the early twentieth century factory design.

Alterations and Integrity Issues

Despite the exterior modifications, this building is still a very significant reminder of the early industrial development in Saint Louis as well as the best visual association with one of the most significant components of that industrial development, the manufacture of electrical machinery. The basic exterior of the building is intact, and although obscured, the decorative details on the exterior are also intact as is the fenestration pattern. Although the arched entries had been bricked in at some point prior to the mid-1950s and the windows were removed and blocked in with concrete blocks by 1963, the basic building envelope (the masonry) is still intact with little modification. The interior of the building has not been altered significantly over the years, still retaining its distinctive factory interior with exposed structural members (wood posts and beams, its tongue and groove floors, and exposed joists) and expanses of open factory floors. The massive brick wall (with its original 1903-1904 industrial steel windows) that formed the original north wall of the factory still forms the only structural division of the interior spaces, separating the two halves of the factory building. The original freight elevator and the bilge pumps (to keep the lowest level dry during the periodic rises of the nearby Mississippi River) are still functional. Even some of the original office finish is still intact at the east end of the 1916 (north) addition, although more recent renovations have applied additional materials. Originally, there was a large skylight in the 1903-04 section of the building which was removed around 1963, but its size is clearly evident since those roof joists have darkened less.

The rehabilitation project that is currently underway has already removed most of the camouflaging paint from this historically significant red brick structure, and begun reopening all of the historic window openings (on all elevations and all levels). It is the intention of the project to reopen all of these windows, to remove the infill material in the arched openings, to install new windows (rebuilding the stone sills and replicating the historic windows based upon the historic photos), and to replicate the missing elements on the small entablatured doorway on the façade, all in accordance with the *Secretary of the Interior's Standards for Rehabilitation* and with the approval of the National Park Service. While National Register nominations are only premised on current building features and their integrity, the simple removal of the camouflaging paint (already accomplished) and installation of new windows, common to many National Park Service certified rehabilitation projects, will restore the exterior to its historic appearance when Moloney built and occupied this building, another indication that the building retains its basic historic integrity.

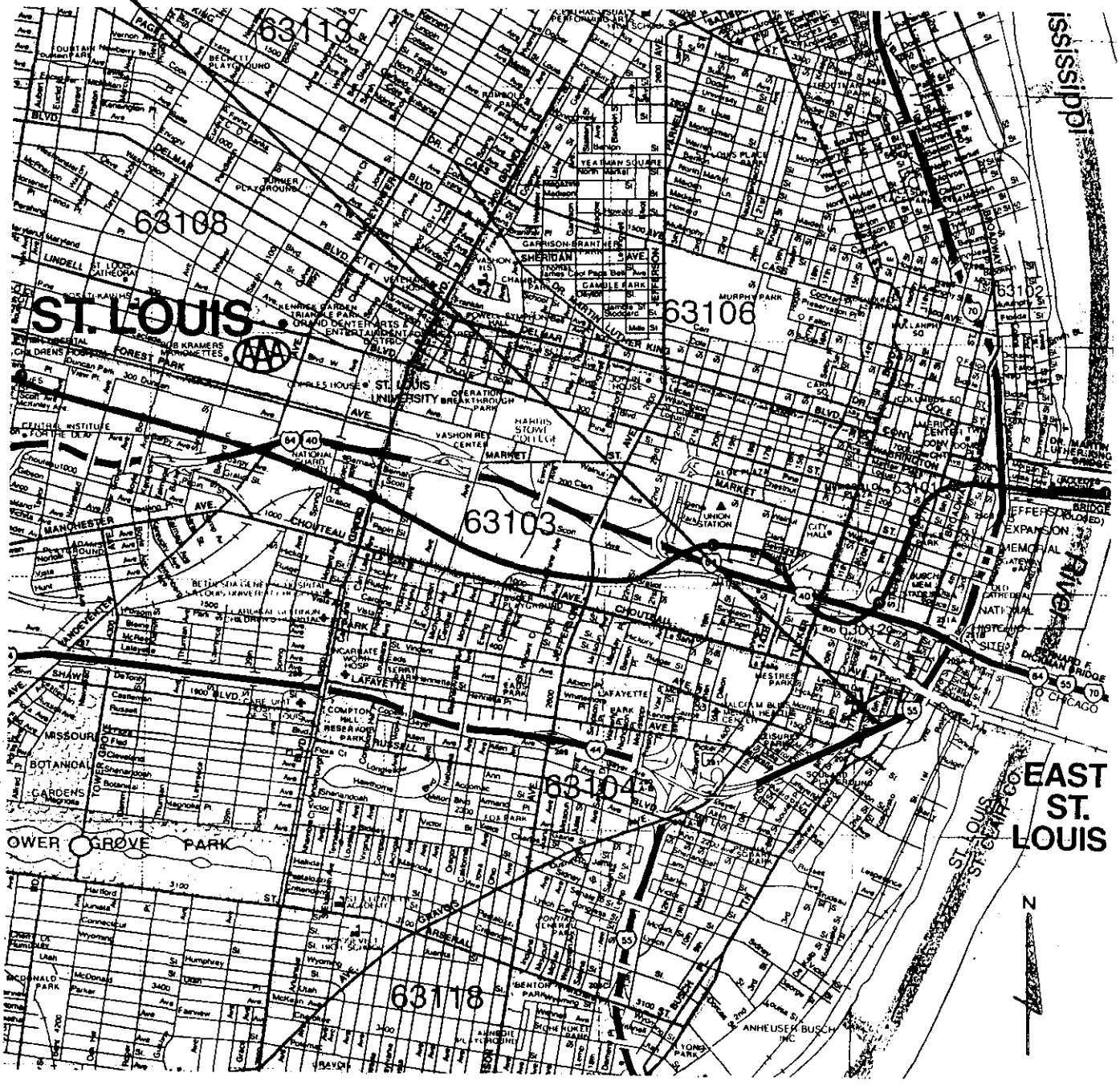
United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 **Page** 6

Moloney Electric Company Building
St. Louis (Independent City), MO

Map St. Louis Metropolitan Area, MO
Locating Property



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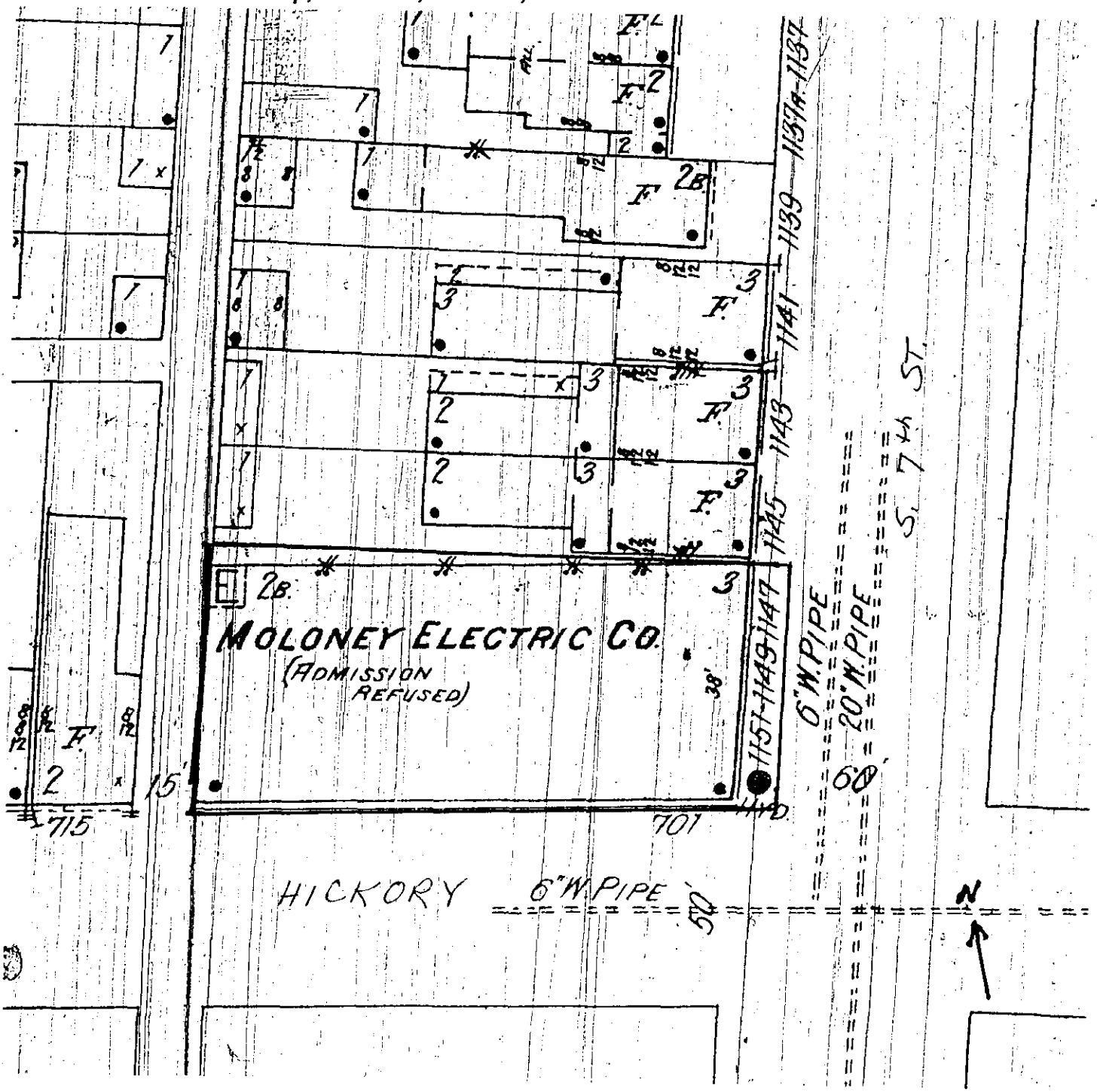
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 7

Moloney Electric Company Building
St. Louis (Independent City), MO

Site Plan of Property
Sanborn Fire Insurance Map, Volume 1, Sheet 94, 1908



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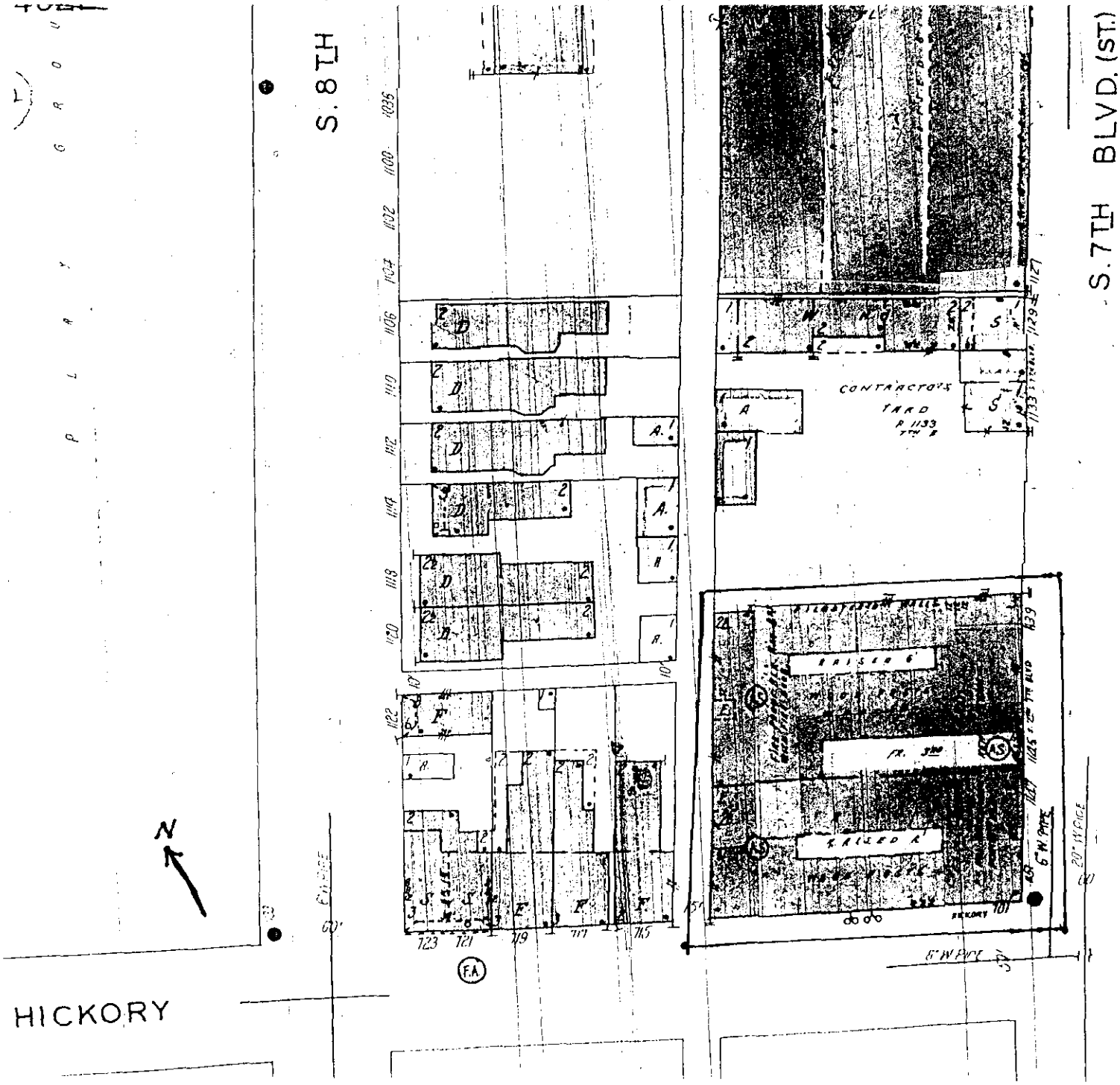
National Register of Historic Places Continuation Sheet

Section number 7 **Page** 8

Moloney Electric Company Building
St. Louis (Independent City), MO

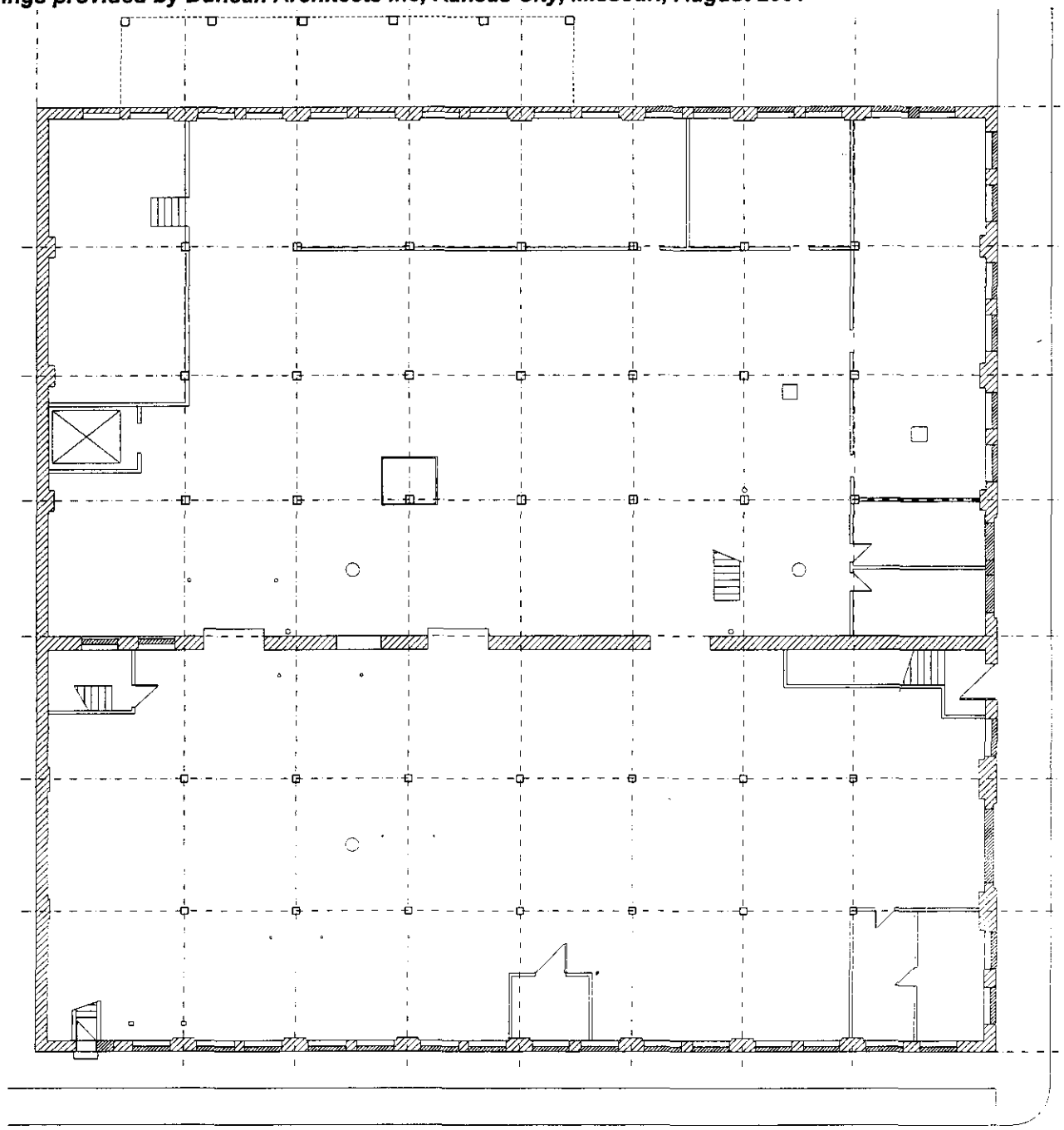
Site Plan of Property
Sanborn Fire Insurance Map, Volume 1, East, Sheet 74, 1932, corrected to 1950



United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

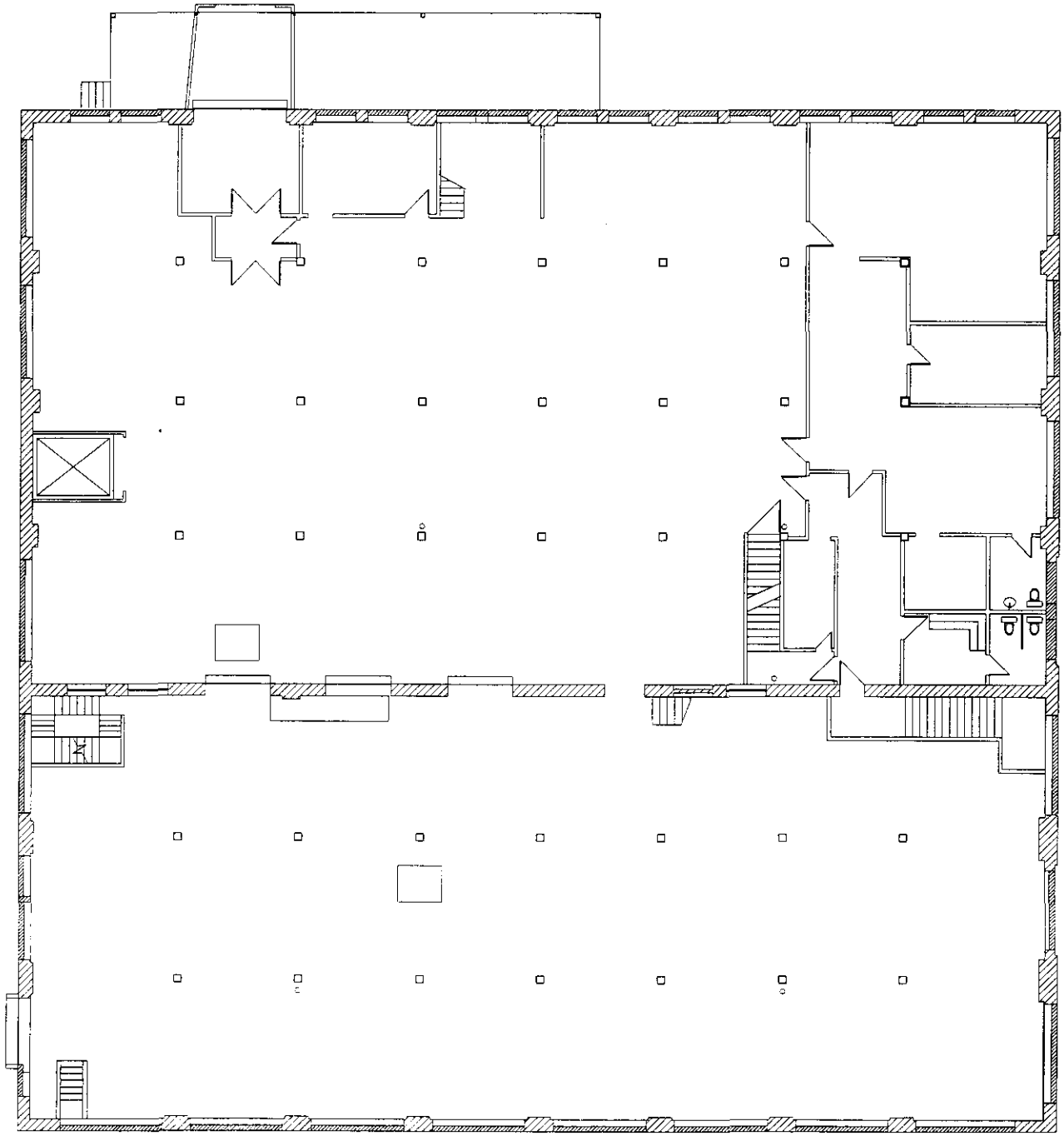
First Floor Plan
Drawings provided by Duncan Architects Inc, Kansas City, Missouri, August 2001



United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Second Floor Plan
Drawings provided by Duncan Architects Inc, Kansas City, Missouri, August 2001

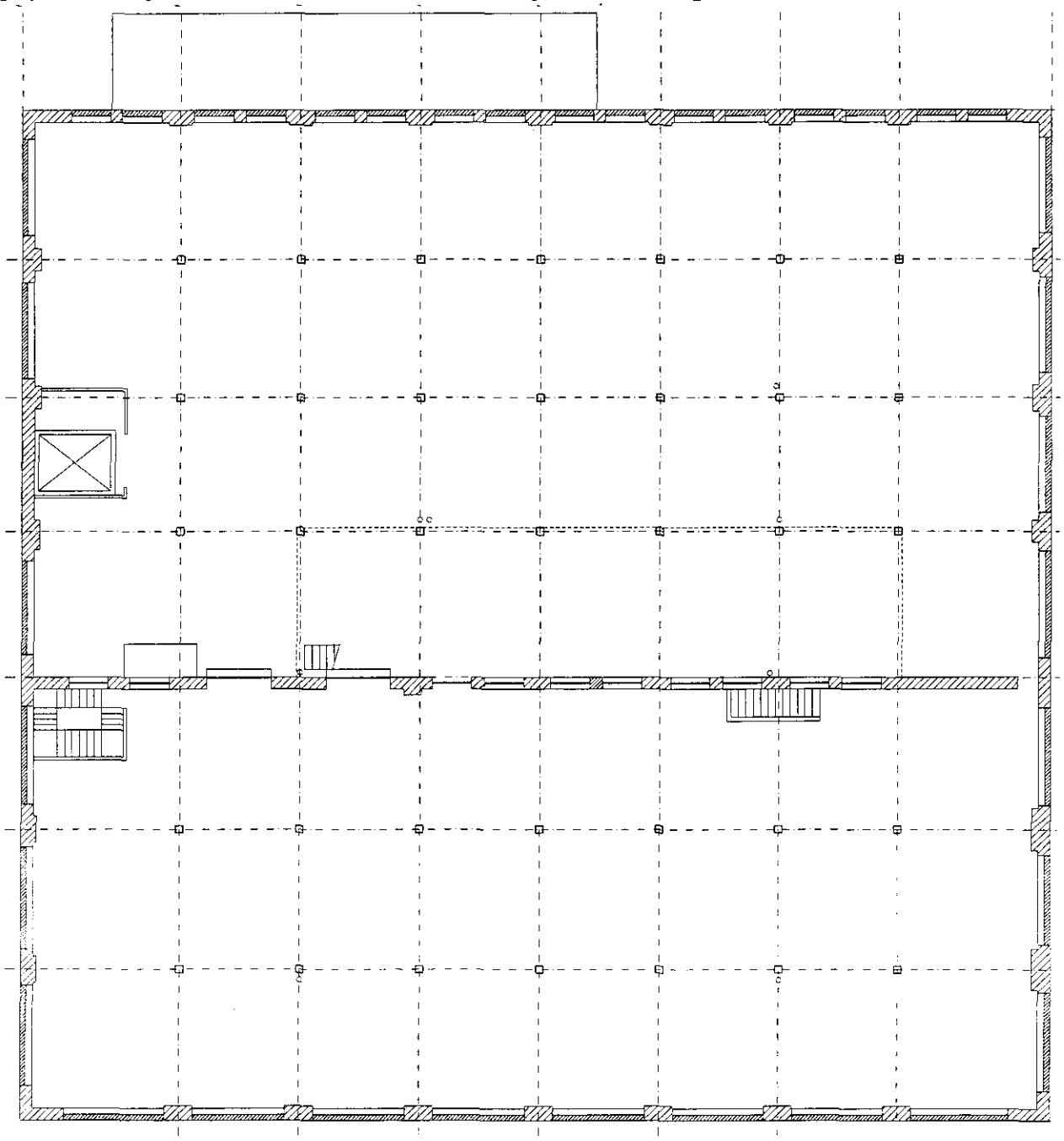


A6 SECOND FLOOR AS-BUILT PLAN

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Third Floor Plan
Drawings provided by Duncan Architects Inc, Kansas City, Missouri, August 2001



A6 THIRD FLOOR AS-BUILT PLAN

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Proposed East Elevation
Drawings provided by Duncan Architects Inc, Kansas City, Missouri, August 2001

A7 EAST ELEVATION

0 4' 8' 16' 32'

Proposed South Elevation
Drawings provided by Duncan Architects Inc, Kansas City, Missouri, August 2001

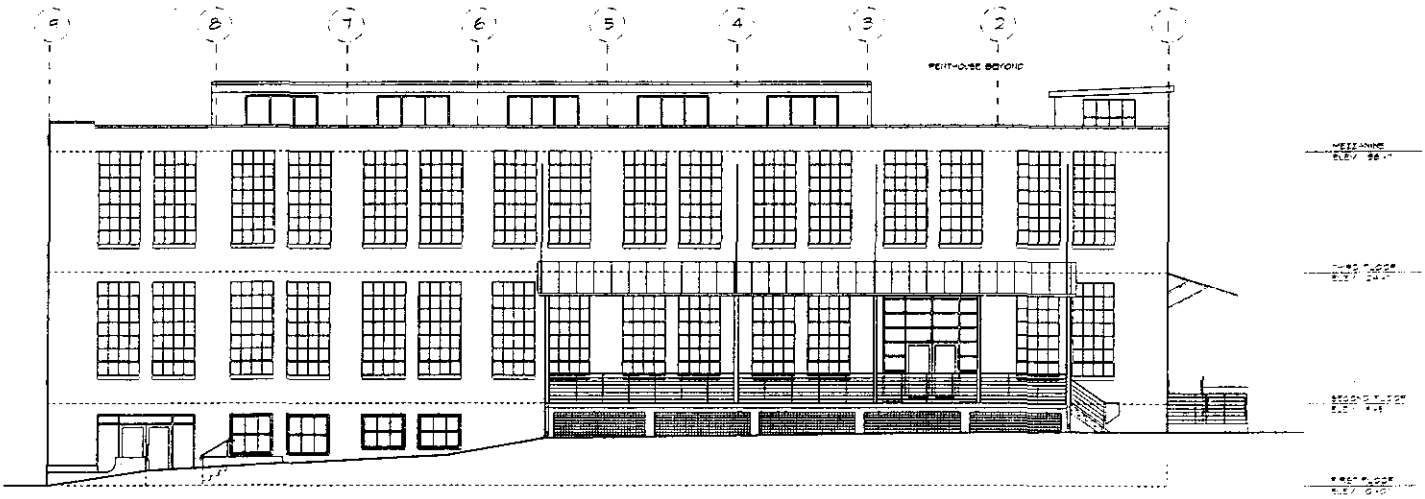
E7 SOUTH ELEVATION

0 4' 8' 16' 32'

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Proposed North Elevation
Drawings provided by Duncan Architects Inc, Kansas City, Missouri, August 2001



E7 NORTH ELEVATION

0 4' 8' 16' 32'

United States Department of the Interior
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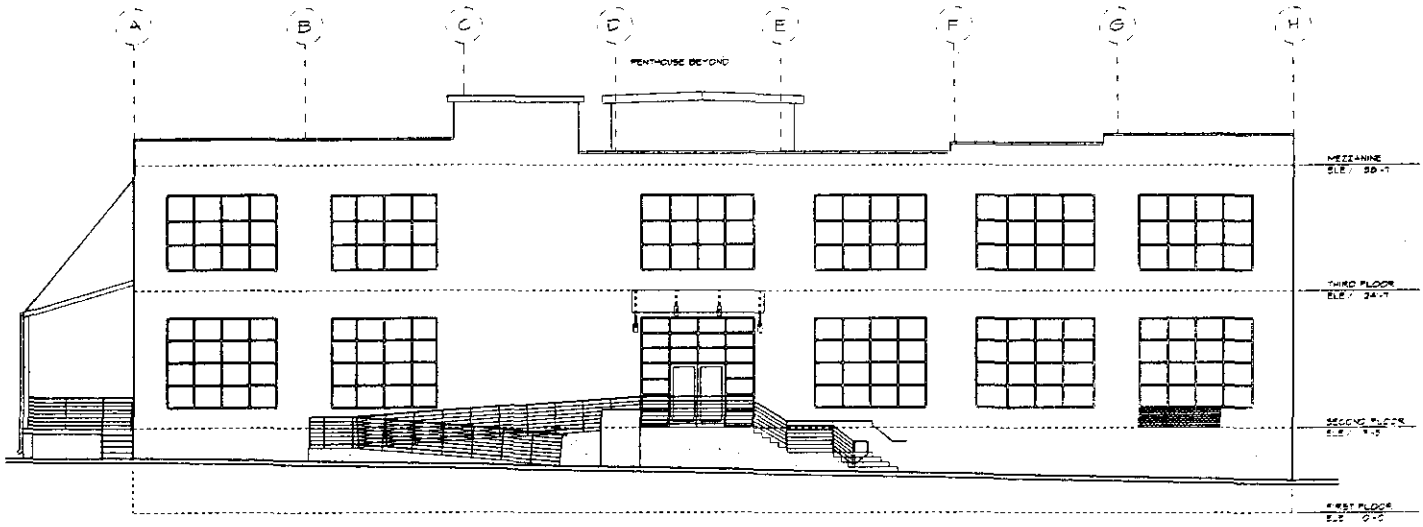
National Register of Historic Places Continuation Sheet

Proposed West Elevation
Drawings provided by Duncan Architects Inc, Kansas City, Missouri, August 2001



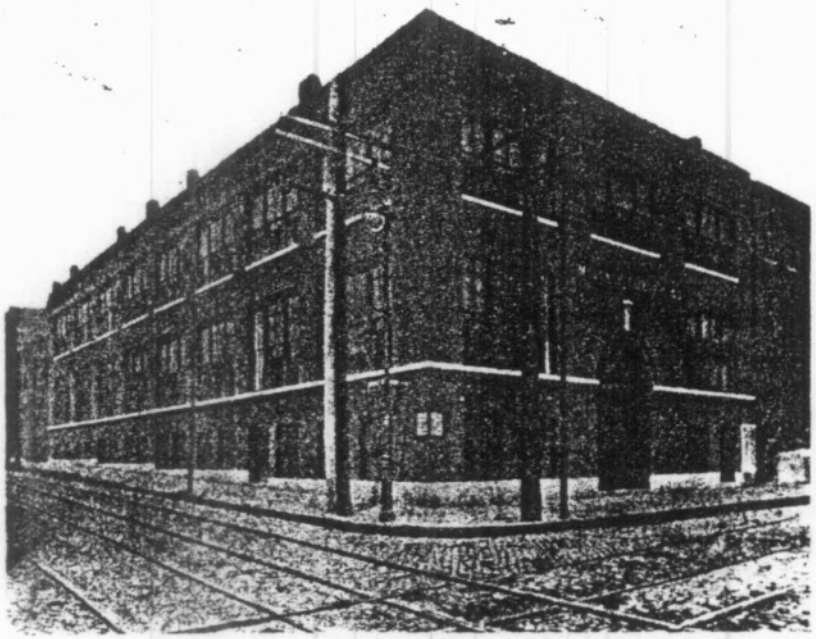
A7 WEST ELEVATION
0 4' 8' 16' 32'

Historic Photograph of the Façade
South, East Elevations, Original Design, ca 1904

Photo from American Institute of Electrical Engineers,
The St. Louis Electrical Handbook, (pg. 277)

The Moloney Electric Company

THE Moloney Electric Company was organized in July, 1898, for the manufacture of alternating-current transformers. It occupied at the outset one small room of about 1,200 sq. ft. of floor space; later on the growth of the business necessitated removal to a new three-story brick building at Seventh and Hickory streets, containing



Factory

35,000 sq. ft. of floor space. This building is light and airy, and the shops are provided with a modern equipment for the economical manufacture of its product. The machine tools are electrically driven, current being supplied from the street mains, and the building is electrically lighted throughout.

Narrative Statement of Significance

Summary

Built in 1903-1904, with an addition that doubled its capacity when completed in 1916,[1] the Moloney Electric Company Building at 1141-1151 South Seventh Street is significant locally under Criterion A: Industry for its association with the early development of a major industry of Saint Louis, the electrical industry. In the first half of the twentieth century, Saint Louis became a major industrial center for the manufacture of electrical equipment, including such leading companies as Wagner Electric Corporation, Emerson Electric Manufacturing Company, Moloney Electric Company and Century Electric Company.[2] The Moloney Electric Company Building is also the only extant original plant site and industrial building left in the city of Saint Louis built by one of these four major electrical manufacturers since the early locations for the other three companies have all been demolished.[3] This industrial building is also significant under Criterion A: Invention, since the Moloney Electric Company Building is associated with the early design improvements and cooling techniques for electrical transformers developed by Thomas O. Moloney, James J. Mullen and their associates. Founded in 1896, Moloney Electric was the first company to use non-aging core steel in transformers, which later became an industry standard. They also introduced three-wire connections in distribution transformers and the use of oil as a cooling medium in transformers, a groundbreaking discovery.

While located in this building at 1141-1151 South Seventh Street, the Moloney Electric Company became a leader in the design and production of large, high voltage, industrial, alternating current transformers and their early innovations quickly gained international recognition for the company and set new standards in the electric transformer industry. Their meteoric rise in the market within the first twenty years of operation meant that their operations expanded from their initial 1,200 square foot storefront to the 49,000 square foot building on South Seventh Street. In the early twentieth century, their market base grew from local utility companies to major hydroelectric power plants and international industrial operations by the mid-twentieth century and the Moloney Electric Company became the largest independent manufacturer of industrial transformers in the world.[4] Moloney's building on South Seventh Street is especially significant as the first factory built by the company, the headquarters of what became their international operations. The period of significance, 1903-1928, is premised on the fact that this location was utilized during the company's meteoric rise in the electrical industry prior to its 1928 relocation to north Saint Louis into its new $1 million plant. Even though the Moloney Electric Company continued to grow and expand in its new location, (near what is now Kingshighway and Interstate Highway 70), and utilized that plant until 1973, it is the Moloney Electric Company Building on South Seventh Street that is most closely associated with the early innovative achievements of this Saint Louis-based company. It was these early achievements that set the stage for the later growth and development of Moloney Electric when it moved out of this original complex on South Seventh Street. The company changed ownership while at the north Saint Louis complex and the buildings there changed considerably with numerous additions by Moloney in addition to property subdivisions and building alterations in recent years, such that the north Saint Louis complex no longer retains its historic associations and integrity.

Although not nominated under Criterion C: Architecture, the Moloney Electric Company Building is one of the few extant factory designs by Albert Bartleton Groves, a Cornell University trained Saint Louis-based architect, prominent in the field of industrial design and one of the most prolific and diverse early twentieth century architects in Saint Louis.[5] It is also one of the few remaining examples of the once popular, late nineteenth century brick-pier and spandrel type of factory buildings, which once dominated the riverfront in Saint Louis.[6] This design focused on the functionality of the building, its industrial purposes, by providing large windows to let in more light, allowing for an increased production.[7]

Narrative Statement of Significance (continued)

Industrial Development in Saint Louis

In the late nineteenth and early twentieth century, Saint Louis became one of the leading industrial cities in the United States.[8] From a settlement supporting only small industries prior to the Civil War, the city grew rapidly, especially after 1880, due to the rapid development of manufacturing enterprises. By 1892, Saint Louis was the fifth largest manufacturing center in the United States.[9] In 1892, the Merchants' Exchange reported "unusual prosperity in business"[10] across all branches of trade and industry, noting that a number of new manufacturing establishments had been erected and old ones extended.[11] From 612 manufacturing firms in 1865, the city's industrial base expanded to 5,732 manufacturers by 1900.[12] This industrial boom continued into the first two decades of the twentieth century. During the first five years of the new century, factory output in Saint Louis increased over 57 percent.[13] By 1905, Saint Louis followed New York, Chicago and Philadelphia as the fourth largest wholesaling and manufacturing center in the United States.[14] In 1910, the value of products manufactured increased by 79 percent and the number of employees gained 30.7 percent,[15] and then in 1913, the Merchants' Exchange reported two consecutive record breaking years for manufacturing in Saint Louis.[16] In the early 1910s, the city was still the nation's fourth largest manufacturing center,[17] but its position slipped rapidly in the 1920s as industry moved away from the congested city and, by 1929 Saint Louis was only seventh in the nation.[18] The industrial boom in Saint Louis had peaked, never regaining the rapid pace of industrial development nor its former prominence as a manufacturing center.

In part, this rapid industrial growth resulted from the transportation connections and convenient freight facilities, which made Saint Louis accessible to an immense sales territory, shipping ports, and the major markets throughout the United States. While the great Mississippi River and its tributaries had been the major factor in pre-Civil War development in Saint Louis, the railroads were quickly surpassing the steamboats in importance to manufacturers and wholesalers shipping from Saint Louis during the late nineteenth century. By 1890, Saint Louis was the chief distribution point for the center of the nation[19] with 25,678 miles of railroad lines centered in the city.[20] By 1892, 23 different railroad companies converged on the Union Depot (then under construction)[21] and lines radiated out to every point of the compass. Before the Civil War, Saint Louis' commerce had not extended over a large territory, but the increasing influence of the railroad transformed the city into the major shipping metropolis of the Southwest.[22] At the turn of the twentieth century, no other city in the United States could boast of such advantages in river and rail mileage.[23] This transportation network was a major factor in the late nineteenth and early twentieth century industrial development of the community, providing access to every state and territory of the United States as well as Central and South America and overseas markets.[24]

The industrial architecture of the area reflects these developments as well, with early industrial and commercial buildings centered near the riverfront, which provided easy access for the transportation of goods.[25] As industry increased the residential population proportionately decreased in these areas. Especially in the area along the riverfront south of what became the downtown, what is now called Chouteau's Landing, the industrial enterprises increasingly dominated the landscape in the late nineteenth century. While some industries continue to thrive in the area today, most early twentieth century enterprises looked to the area west of the downtown commercial district, moving away from the riverfront as the railroad's facilities became the dominant form of transportation for shipping manufactured products. As the city continued to expand, and as industries grew, the need for land forced many of the early Saint Louis industries to move outside the city limits, often into the less developed areas of Saint Louis County. Beginning the late 1920s and continuing through World War II, many of the city's major industries left the city, in part due to tougher pollution controls and the need for more land to expand.[26] Today much of the physical evidence, the brick manufacturing complexes for the 2500 industries in Saint Louis by 1909,[27] is quickly disappearing.[28] This is true of the whole twenty mile riverfront industrial development between the Mississippi River and Broadway[29] and especially true in the area south of downtown, where the nominated property, the Moloney Electric Company Building, is located, a region with industrial sites that extended along the riverfront south of downtown into historic Carondelet.[30] Many of the industries in this area closed during the Great Depression or in the decades following World War II and the buildings have fallen into disrepair and disuse which has led to the demolition of many these turn of the century industrial complexes.[31]

Narrative Statement of Significance (continued)

Electrical Manufacturing in Saint Louis

Taking advantage of Saint Louis' transportation network and leadership as a manufacturing center, Saint Louis became a hub for young electrical manufacturing enterprises in the late nineteenth century. The establishment in Saint Louis in 1883 of only the third power station in the United States and the city's inclusion in the first census of the electrical industry in 1890, acknowledged Saint Louis as a viable resource for fledging electric enterprises. Because of the innovations and developments in the use of electricity as a source of power for machinery as well as for lighting, the early electrical products industry of the late nineteenth century rapidly developed into one of the most significant Saint Louis industries. Around this time, a few young engineers and entrepreneurs were leaving their positions with the utility companies and starting their own businesses. In 1890 two pioneering firms in the electrical industry, Wagner Electric and Emerson Electric, established themselves in small shops near the downtown area. Just six years later, two other young engineers established Moloney Electric Company and, in 1900, Century Electric had been organized. By the turn of the century, the manufacture of electrical components in Saint Louis was thriving and the four firms, that later became the major electrical manufacturers in the region for at least the next half century, had already begun production in Saint Louis.[32] Evidence of such progress is exemplified by the industrial production of electrical machinery, apparatus and supplies that showed 16 establishments for the young industry in 1905, employing 242 workers.[33] Many of these companies became leaders in the electrical industry nationally, manufacturing motors, fans, transformers and related equipment. Sales and service branches of the "Big Three" (General Electric, Westinghouse, and Allis-Chalmers) were also located in Saint Louis, although only General Electric had a manufacturing plant. According to the Merchant's Exchange of St. Louis,[34] the 1913 sales for electric industries reached $20,000,000.

As electricity became more important in the lives of Americans, the electrical industry continued to expand in Saint Louis throughout the first half of the twentieth century. This growth however required larger and more complex factory sites and the main electrical industries in Saint Louis each moved from small start-up storefronts to actual factory sites either directly west or south of the central business district by the early twentieth century. They would continue to expand at these locations until the demand for space far exceeded the available land. Between World War I and World War II, each of the major electric industries moved to the outskirts of Saint Louis, ultimately abandoning their original factory sites in the city of Saint Louis. Even so, the electrical industry remained an important component of the region's economy into the latter half of the twentieth century, and the Saint Louis metropolitan area remained a major center of the electrical industry for the United States.[35] This pattern is especially true for the four major electrical manufacturers in the region, all of whom began production in Saint Louis (Wagner, Emerson, Century, and Maloney). Despite their significance in the development of the electrical industry in Saint Louis and because of this very development pattern, the city of Saint Louis has no remaining buildings (except for the Moloney Electric Company Building) to serve as a tangible reminder of the importance of these home grown, electrical manufacturers in the industrial development and growth of the city of Saint Louis.

This development pattern as well as the diversity of the electrical industry in Saint Louis is especially evident in the following historical sketches of these four major electrical industries.

- The Wagner Electric Company that formed in 1890 as a partnership between two young engineers, was the brainchild of Herbert A. Wagner and Ferdinand C. Schwedtmann, former employees of the Missouri Electric Light and Power Company. Their company, incorporated in 1891 as Wagner Electric Manufacturing Company, was established to repair and manufacture transformers for new power companies in the Saint Louis district. Located in a small building at 1822 Olive (demolished), the first product they created was an electric fan. Wagner Electric was best known for manufacturing single-phase motors, but they also produced electric fans, small transformers, automotive and industrial brakes and friction materials. By 1892, they moved to a larger building, 2017 Locust St. (demolished)

Narrative Statement of Significance (continued)

and added a third floor only a year later. A three-story addition was added next to this building in 1896; four more floors were added to the front in 1899, giving the company a total floor space of 56,000 square feet (all demolished). In 1906 Wagner Electric purchased 13.5 acres and built their new plant at 6400 Plymouth Ave outside the city limits in what is now the suburb of Wellston. The company was reincorporated as Wagner Electric Corporation in 1922. In 1949 this plant employed 7000 men and women. The company made depth bombs and artillery fuses in World War I and in WW II they also had war contracts and continued commercial production. The financial success of the company is indicated by merchandise production rates -- $10,000 in 1891 and $75,000,000 in 1948. Other locations in 1949 included a plant in Edwardsville, Illinois, a service/parts building in downtown Saint Louis; and a brake testing plant in Jennerstown, Pennsylvania.[36]

- The Emerson Electric Company also got its start in 1890, operating at first in a "single office room of the old Emile Building, Ninth and Olive streets" [*sic*][37] (demolished). Judge John Wesley Emerson provided financial backing and a name for the company. Contributing to the mechanical and electrical aptitude were brothers Charles R. and Alex W. Meston. By the end of 1890, the growing company needed more space. It was not until 1903, however, that they expanded with the purchase of a building at Twenty-first and Washington (demolished). They continued to expand their offices and plant at that location until 1938, including a 1920 building (demolished) designed by Albert Bartleton Groves, the same architect who designed the Moloney Electric Company Building. In 1938 Emerson Electric purchased 162 acres on Florissant and built a new factory. By 1949, Emerson employed 4200 workers and was the "largest single manufacturer of electric fans in the world."[38]

- Established in 1896, the Moloney Electric Company was founded by brothers-in-law, Thomas O. Moloney and James J. Mullen in a small storefront located at 425 North Second (demolished). From its inception the firm focused on the production and design of industrial high voltage transformers. Success came quickly and by 1904 they moved into their first factory building at the northwest corner of South Seventh and Hickory (the nominated property). International operations expanded and in 1911 Moloney Electric of Canada was formed. In 1916 an addition, designed by Albert Bartleton Groves, nearly doubled the size of their Saint Louis plant capacity. By the 1920s, two more factories (later used as warehouses) were added at 301-311 Lombard and 1607 South Third Street (both of which are demolished). Plans for yet another expansion were announced in 1925 and the new factory at 5390-5400 Kingshighway Northwest (now Bircher) became the main production site and company headquarters in 1928. This site, later identified as the Bircher Boulevard plant, had many additions over the years (compromising its historic integrity) and continued in operation until 1973 when it was closed.[39]

- Edwin S. Pillsbury and R. J. Russell founded another early firm, Century Electric, in 1900. Their first shop had only 3 workmen and was located in an old church at 1011 Locust Street (demolished). The company's first product was a repulsion start induction single-phase motor. They were the first to offer the repulsion type motor in small sizes, making household appliances easier to operate. As an early international exporter, they eventually shipped to over 90 foreign countries. Century manufactured almost all of the materials used in motors, except the wire. During both world wars, they produced motors and generators for the military. Later offices included locations at 1805 Pine Street (either highly altered or demolished), at Nineteenth and Chestnut (demolished), and a newer complex at 3711 Market Street, now fronting on Spring Avenue and Forest Park Boulevard.[40]

Narrative Statement of Significance (continued)

The migration of electrical manufacturers in Saint Louis away from the core of the city reflects a pattern common to most of its industries. As such, the surviving Moloney Electric Company Building, serves as a solitary reminder directly south of the Central Business District of the importance of these turn of the century industrial enterprises in Saint Louis' history as well as the role of electrical manufacturers in making Saint Louis the fourth largest manufacturing center in the nation in the early twentieth century.

History of the Moloney Electric Company

While located in their first factory on South Seventh Street, the Moloney Electric Company became a leader in the design and production of large, high voltage, industrial, alternating current transformers in the early twentieth century. Moloney was the first company to use non-aging core steel in transformers, which later became the industry standard. Also significant is their introduction of three-wire connections in distribution transformers and a groundbreaking effort in the use of cooling mediums (oil) in transformers. The market base for Moloney's products grew from local utility companies to contracts for hydroelectric power plants and international industrial operations. Eventually the Moloney Electric Company became the largest independent manufacturer of industrial transformers in the world.[41]

Through his experience with power failures and lighting difficulties in the early age of electricity, Thomas O. Moloney believed the world needed a more reliable transformer. Working with his brother-in-law, James J. Mullen, the two young engineers investigated the problem and experimented with new transformer designs until they were certain they could eradicate the majority of problems. Leaving their jobs at the Laclede Gaslight Company, where they had worked as electrical engineers since 1890,[42] to start a new enterprise, Moloney and Mullen established Moloney Electric Company in 1896 in a small storefront located at 425 North Second (demolished),[43] in the area along the Saint Louis riverfront downtown, later cleared for the Jefferson National Expansion Memorial. Later newspaper articles mention other sites as their "first" location, at Eighth and Saint Charles Streets[44] and in "a tiny building at 6 North Twelfth boulevard" [*sic*][45] (both demolished), but city directories do not mention these locations and the 425 North Second is most likely their first office site.[46] By 1898 they had officially organized as a company and within five years, the business, specializing in the manufacture of transformers and related equipment, had grown well beyond the capacity of that small storefront, prompting them to move south of the downtown area in 1903 into the Moloney Electric Company Building.[47] Located on the northwest corner of Hickory and South Seventh Streets, their new factory was a three-story industrial edifice, specifically designed and built to manufacture high voltage transformers.[48]

At this new factory, Moloney and Mullen continued to improve transformer designs. The first transformers in the industry were made with cores of block iron, sometimes referred to as "stove pipe iron." This iron was rather inefficient and deteriorated with use, causing the transformers to lose electrical energy. Many engineers, including Moloney, were trying to find a suitable means to lessen the energy loss. In 1907, he traveled to Europe in hopes of finding the answer abroad. Unfortunately, they too were still searching for a better way. In Germany, however, he found a type of low-loss, non-aging steel and sent a supply back to his Seventh Street plant. Wire coils wrapped tightly around the new steel core created a transformer that Moloney and Mullen discovered to be highly durable and efficient. They soon began advertising this new transformer as having "a low-loss, non-aging core." Early on their own customers and competitors in the field disputed such claims, to a point that Moloney Electric was forced to post bond before orders would be made. Their innovative use of silicon steel in transformers revolutionized the electrical industry and was later adopted as the industry standard. Moloney also pioneered the use of oil for cooling transformers. From their factory on South Seventh Street, Moloney and Mullen had made all of these significant contributions to the development of the electrical industry, but the most outstanding was Moloney's method of connecting windings of core-type transformers for three-wire service.[49] It was their early innovations that propelled the company's expansion and later recognition as the largest manufacturer of transformers in the world.

Narrative Statement of Significance (continued)

Operations expanded internationally and in 1911 Moloney Electric of Canada, with a plant in Toronto, was formed, with offices for the international operation conducted at the Moloney Electric Company Building on South Seventh Street. As the business continued to grow, plans were finalized for a major addition and in 1915 the adjacent property to the north was cleared in preparation for the expansion.[50] Construction began in August of 1916[51] and when completed the addition more than doubled the size of the factory, now with 49,000 square feet of space. By 1921 the company, which employed 375 men, had added two factories (used as warehouses by 1925) at 301-311 Lombard and 1607 S. 3rd Street[52] (both of which are demolished). Plans for yet another expansion were announced in 1925. Moloney Electric Company occupied the original factory site at least until 1928 when the company moved its primary factory and company headquarters to 5390-5400 Kingshighway Northwest (now Bircher). By 1930, their Seventh and Hickory factory building was vacant[53] and in 1939 Moloney Electric Company sold the property to Salomo Food Products Company, a manufacturer of jellies and preserves.[54] This expansion relegated the South Seventh Street building to use as a warehouse.[55] The Bircher Boulevard plant had many additions over the years as the business continued to grow, and it would remain at that location until 1973 when the company closed its Saint Louis operations.[56]

The move to the Bircher plant complex had coincided with a series of ownership transactions involving the company. In November 1925, American Brown-Boverie Electric Corporation of New York purchased the company,[57] although it continued to operate as Moloney Electric Company. That same year, the new owners had announced the purchase of 12 acres on Kingshighway Northwest to begin construction on a new $1 million plant with the intention of abandoning the three older plants in south Saint Louis when the facility opened. The new plant in north Saint Louis opened in 1928, consolidating the company's operations to one location.[58] That same year, Stifel, Nicolaus and Co., acting as the broker, purchased the Moloney Electric Company back from the American Brown-Boverie Electric Corporation for Thomas O. Moloney and James J. Mullen,[59] returning the company to the original owners, who ran the company until their deaths (Mullen died in June of 1947 and Moloney died in January of 1949).[60] By 1949, the company was a $10,000,000 corporation and "rated as the largest exclusive manufacturer of transformers in the United States,"[61] under the direction of James J. Mullen, Jr., president and Thomas O. Moloney, Jr., vice president and general manager. Transformers manufactured by Moloney Electric in that year ranged upward to 230,000 volts.[62]

> One of these monsters, designed for public power developments, contained 150 tons of copper and steel and is 35 feet tall, or as high as a three-story house. To properly cool one of these electrical giants requires about two tank cars of oil.[63]

Major contracts included the transformers for the Tennessee Valley Authority when it was creating the Pickwick Dam and for the hydroelectric dams on the Missouri River Basin Development project in North and South Dakota.[64] In 1950, additional land was purchased for expansion of what was now identified as the Bircher Boulevard plant, and in May 1954, the Moloney Electric Company completed an $8 million dollar expansion at their 13 acre 5390 Bircher Boulevard complex. The seven-story addition nearly quadrupled the capacity of the "largest independent manufacturer of electric transformers in the world."[65] In the early 1950s, Moloney's son, Thomas O. Moloney, Jr., became chairman of Moloney Electric, a position he retained until 1963.[66] By the time he took over control, Moloney Electric had 1500 employees with 11 district offices around the nation. In the mid-1960s amidst a court case involving price-fixing and two major labor strikes resulting in another court case involving unfair labor practices, the company merged with Central Transformer Company of Pine Bluff, Arkansas, becoming Central Moloney,[67] but it continued to operate its Saint Louis plant. To add to the industry's woes, it faced serious foreign competition when government contractors began buying abroad. Three years later, in 1968, Colt Industries purchased the company and in 1973 announced that it was closing the Bircher Boulevard operation (and moving to Arkansas, a right-to-work state) after 77 years in operation in Saint Louis.[68]

Narrative Statement of Significance (continued)

Building History

Built in 1903, the original Moloney Electric Company factory building was addressed as 1147-51 South Seventh Street, at the northwest corner of Hickory and South Seventh Streets in Chouteau's Landing near the riverfront south of downtown Saint Louis, one of the city's earliest industrial areas.[69] The 1903 building permit for the three-story, 57 x 129 feet, brick factory listed the Murch Brothers Construction Company as the contractors.[70] As Moloney's business continued to grow, plans were finalized for the major addition and, in 1915, the adjacent property to the north was cleared in preparation for the expansion.[71] It appears that this 1903 building was merely the first stage of the factory's construction, given the minor modifications made with the 1916 addition (a single doorway and conversion of two window bays on each level into large freight doorways). Begun August 10, 1916 and officially addressed as 1141-45 South Seventh Street, this addition more than doubled the original factory's size, making the total 127 x 129 square feet (and included a penthouse and a freight elevator) for the three-story factory. Identified on the 1916 building permit as designed by Saint Louis architect, Albert Bartleton Groves, the addition is a near duplication of the street façades on the original, 1903, attached factory; its structural systems and fenestration pattern are identical; and it shares the same contractor, Murch Brother Construction Company. For these reasons, the design of the 1903 original factory building is attributed to architect Albert Bartleton Groves.

Groves utilized the Murch Brothers Construction Company on all of his industrial building designs (such as a factory for the Brown Shoe Company[72] and the American Brake Company plant,[73] among others), another indication that Groves was the architect on the 1903 design. Conversely, Groves was also the architect for all of the known Murch Brothers industrial buildings.[74] Abraham Jarvis Murch was born in England and learned the carpenter's trade in London before coming to the *United States in 1886. With his two brothers, he started Murch Brothers Construction Company in Saint Louis in 1889.*[75] Their firm's first major contract was the St. Nicholas Hotel in 1892. Numerous other large contracts followed, principally the Norvell-Shapleigh Hardware Company's building, three large factories for the Hamilton-Brown Shoe Company, one for Brown Shoe Company, buildings for the American Brake Company, the Third Baptist Church and the First M. E. Church of *East Saint Louis.*[76]

Although technically identified as a two-stories rather than three-stories in the building permits,[77] this industrial building with Second Renaissance Revival stylistic details on the façade was always identified in publications as a three-story factory, due to the steep slope on the property. This incline allowed the lowest of the three floors, a raised basement, to have two ground level entries, the massive arched openings on South Seventh Street. The Moloney Electric Company Building reflects the utilitarianism paramount in the early downtown industrial buildings near Chouteau's Landing.[78] Such building designs, including Moloney's, stressed the industrial use of the building, utilizing bands of large windows to increase the light onto interior workspaces rather than stylistic details. As identified in the historical survey of industrial buildings of the area and typical of the factory design, this multi-story, red brick building was a change from the use of solid load-bearing walls, which had small windows throughout, to a brick-pier and spandrel construction with large bays of windows. This modification to the structural skeleton of a building allowed for larger window expanses, thus allowing more light to penetrate the work area.[79] Although it maintained the exposed stone foundation and internal wood supports illustrative of earlier nineteenth-century American factory designs, this new approach allowed for greater expanses of windows, thus providing more natural light to the workplace. The 1903 factory had even been built with electric lights installed throughout the building as well as extensive rows of windows on all four elevations, which contributed to its reputation as a "light and airy design"[80] (important considerations in the early days of electric lighting and before the advent of air conditioning). The shops provided modern equipment for the economical manufacturing of Moloney's products with tools that were electrically driven. [81]

By 1921 the company had two additional factory locations in Saint Louis (used as warehouses by 1925) at 301-311 Lombard and 1607 South Third Street[82] (both of which have been demolished). However the Moloney Electric Company

Narrative Statement of Significance (continued)

Building on South Seventh Street continued to serve as the company's headquarters, until 1928 when the company moved its primary factory and headquarters to 5390-5400 Kingshighway Northwest (now Bircher). The original building then became another warehouse. By 1930, the Seventh and Hickory factory building was vacant[83] and in 1939 Moloney Electric Company sold the property to Salomo Food Products Company, a manufacturer of jellies and preserves.[84] By 1950, Allen Foods, Inc., a food canning company, operated in the building and since the mid-1960s it has been utilized as a warehouse for various enterprises.[85] Although currently vacant, the owners are beginning a major historic rehabilitation project, utilizing both state and federal historic tax credits, to convert the building into offices, which is restoring the historic appearance of the exterior and retaining the open factory atmosphere and exposed structural elements of the interior.[86]

Although the arched entries had been bricked in at some point prior to the mid-1950s, the windows and a skylight were blocked in later, prior to 1963. Both modifications were done by simply removing the windows and doors frames, leaving intact the basic building envelope and all of the brick openings in their original dimensions and with their steel lintels. The masonry details, including decorative brick arches, the limestone stringcourses and limestone watertable are intact beneath a camouflage of paint. The fenestration patterns is still apparent up close and on the interior, despite the removal of the windows, and the openings were not altered when the windows were blocked in. The interior of the building has not been altered much over the years, still retaining its distinctive interior with exposed structural members (wood posts and beams, its tongue and groove floors, and exposed joists) and expanses of open factory floors. The massive brick wall (with its original 1903-1904 industrial steel windows still intact and functional) that formed the original north wall of the factory still forms the only division of the interior spaces, separating the two halves of the factory building. The original freight elevator and the bilge pumps (to keep the lowest level dry during the periodic rises of the nearby Mississippi River) are still functional. Even much of the office is still intact at the east end of the 1916 (north) addition, although more recent renovations have added materials (such as partitions, acoustical ceiling tiles and paneling). Despite the exterior modifications, this building is still a very significant reminder of the early industrial development in Saint Louis as well as the best visual association with one of the most significant components of that industrial development, the manufacture of electrical machinery. It also retains all of its original design elements except the actual wood sashed windows and the doors.

Albert Bartleton Groves

Commissioning a prestigious architect, especially one noted for his industrial designs, for Moloney Electric's factory design is in part indicative of the success of this young company. Albert Bartleton Groves, the architect who at least designed the 1916 addition to the Moloney Electric Company Building, and most likely the original 1903-1904 factory, was an influential and important architect in Saint Louis[87] and recognized nationally for his expertise in factory designs.[88]

Born in Providence, Rhode Island on December 8, 1866, he was the son of a mechanical and construction engineer.[89] His early years were spent in Rome, New York and in 1888 he graduated from Cornell University's School of Architecture.[90] Groves began his career in Colorado, working for Denver architect F. E. Edbrooke.[91] After traveling to France and Italy, he moved to Saint Louis in 1891 and joined the firm of Grable and Weber, a practice that Grable founded in 1865.[92] By 1895 Groves had become a partner and the firm became Grable, Weber, and Groves. In 1898, Grable left and the firm changed its name to Weber and Groves. Shortly after the close of the 1904 Saint Louis World's Fair, Weber died and Groves was left with his own practice.[93] Groves became one of the most prolific architects in early twentieth century Saint Louis, designing numerous large and small projects. Some of his most notable designs included the entrance to Flora from Grand, the Tuscan Temple (on Kingshighway, south of Delmar Boulevard and listed on the National Register of Historic Places), St. Mary's Hospital, the Masonic Temple on Lindell, the Maryland Hotel (the name was changed to the Baltimore, then the Mark Twain Hotel and it is located at Eighth and Pine) and the City Hall Rotunda.[94] In addition, Groves designed several churches for congregations throughout the city as well as numerous residences for clients moving into the private places in the Portland, Washington Terrace and Westmoreland Place neighborhoods.[95] Groves

Narrative Statement of Significance (continued)

had other important works outside of Missouri, including the First National Bank Building and Taliaferro house in Tampa, Florida, and buildings in Denver, Oklahoma, and New York. [96] With one of the largest and most varied portfolios of any architect in Saint Louis, Groves was well known by the time of his death in 1925.[97]

In 1901, while still partnered with Weber, Grove's firm had designed the American Brake Company complex (offices, warehouses, and factory) at 1930 N. Broadway.[98] In addition, Moloney Electric's factory is one of the few extant factory buildings designed exclusively by Groves.[99] The other known example being the Brown Shoe Company's Home-Take Factory (also known as the Mexican Hat Factory and listed on the National Register in part for its architectural significance). In all, Groves designed 11 factories for the Brown Shoe Company as well as the 8-story general office building ("The White House"). [100] In commenting on Groves industrial designs for Brown Shoe Company, one architectural historian noted that his industrial designs

> ...embodied high standards for functionally efficient design, optimum working conditions and solid workmanship while maintaining an architectural integrity with the surrounding red brick working-class neighborhood through well-chosen proportions, material and scale. [101]

In 1918, he was recognized in the *American Architect*[102] for his expertise in factory design. Perhaps his biggest impact in Saint Louis was his work on Washington Avenue, where he designed many of the warehouse buildings between Fourteenth and Twenty-First Streets, particularly many of the wholesale mercantile buildings west of 16th Street, in part due to his long association with the Brown Shoe Company, which had several buildings there. Unfortunately, many of the factories he designed have been razed (including "The White House"), as have a number of his other commercial buildings (Kroeger-Amos-James Building in Laclede's Landing north of downtown Saint Louis, the Stock Exchange Building, the Sawyer Building, and the Scott Building on Real Estate Row in the 800 block of Chestnut).[103] Because of these losses, the Moloney Electric Company Building is especially noteworthy as one of his few extant factory designs.

Conclusion

In the early twentieth century, the Moloney Electric Company was "one of the largest electrical transformer manufacturers in the country."[104] Once Moloney and Mullen had a factory for their production, combined with the groundwork for the business that they had laid while starting out, the Moloney Electric Company quickly became one of the most successful electrical industries in the country, specializing in the manufacture of industrial high-voltage transformers. By focusing on a very specific area of the market, instead of trying to compete with the established producers of generators and dynamos, they were able to make a meteoric rise within the first twenty years of operation, moving from a 1,200 square foot storefront to the Moloney Electric Company Building on South Seventh Street with 49,000 square foot factory after their 1916 expansion. Because it was their original factory and the location of the important innovations that placed Moloney Electric at the forefront of transformer design, it is still the South Seventh Street factory building that is most closely associated with the Moloney Electric Company. This was the location where they had grown into one of the nation's major independently owned manufacturers of electric motors and transformers and where they had become an international operation. It is also the only extant original plant site and industrial building built by one of the four major electrical manufacturers (Wagner, Emerson, Moloney, and Central) left in the city of Saint Louis.[105]

Narrative Statement of Significance (continued)

ENDNOTES

[1] City of Saint Louis (Saint Louis, Missouri), Microfilm Room, Building Permits, Permit Number K32. 10 August 1916; "Building News. Building Permits." *St. Louis Daily Record.* (11 August 1916), [3].

[2] American Institute of Electrical Engineers. St. Louis Section. *St. Louis Section Through Fifty Years* (Saint Louis: American Institute of Electrical Engineers, 1954), 17-20.

[3] Karen Bode Baxter and Mandy K. Wagoner, Electric Company Buildings in Saint Louis, Informal Windshield Survey (9 August 2001).

[4] Clipping, *St. Louis Globe Democrat* (25 November 1925), Mercantile Library (Saint Louis), Moloney Electric Company, Envelop 1; Cecil Morrision Baskett, ed., *Men of Affairs in Saint Louis: A Newspaper Reference Book* (Saint Louis: Press Club, 1915), 82.

[5] Carolyn Hewes Toft, "St. Louis Architects: Famous and Not So Famous" (Part 12), *Landmarks Letter* 22 (September/October 1987), 2.

[6] Landmarks Association of St. Louis. *Final Report/Property Type Analysis for Phase I, II, and III of Landmarks Association's Industrial Survey of the St. Louis Riverfront* (December 1990): 2-4.

[7] A. B. Groves, architect, "Shoe Factory at Litchfield, Illinois," *American Architect* (27 February 1918), 259.

[8] Jeffrey E. Smith, "St. Louis Historic Contexts," in *A Preservation Plan for St. Louis, Volume 1* (Saint Louis: The Heritage and Urban Design Division, Preservation Section, [1995]), 26-27; Marshall S. Snow, ed., *History of the Development of Missouri and Particularly of Saint Louis, Vol. II,* (Saint Louis: National Press Bureau, Publishers, 1908), 348, 363.

Saint Louis' Heritage and Urban Design Division is in the process of developing a preservation plan for the city which in part is identifying historic contexts to utilize in identifying significant historic properties in the city. At the present time, "Business, Commerce, and Industry" has been designated as one of eleven historic contexts for the city, but it has yet to be fully researched and documented. (See Smith, 26-27; Heritage and Urban Design Division, City of Saint Louis, Missouri, "St. Louis Property Types," in *A Preservation Plan for St. Louis, Volume 1,* (Saint Louis: The Heritage and Urban Design Division Section, 1995), 225, 282.) As such, the following historical summary of the city's late nineteenth and early twentieth century development is provided to show both the importance of industry in Saint Louis' development and the role of electrical manufacturing as part of that development.

[9] George H. Morgan, *Annual Statement of the Trade and Commerce of St. Louis, for the Year 1892, Reported to the Merchants' Exchange of St. Louis* (Saint Louis: R. P. Studley and Company, Printers, 1893), 36-38; Marshall S. Snow, ed., History of the Development of Missouri and Particularly of Saint Louis, Volume 2 (Saint Louis: National Press Bureau, 1908), 363.

[10] Morgan, 32.

[11] Ibid.

[12] Snow, 365.

[13] William Flewellyn Saunders and W. V. Byars, *The Reasons Why it Pays to Manufacture in Saint Louis,* prepared for the Business Men's League of St. Louis (n.p.: 1906), 6.

Narrative Statement of Significance (Endnotes continued)

[14] Why it Pays, 6; Snow, 375; William Flewellyn Saunders, *St. Louis Today,* published under the Auspices of the Business Men's League of Saint Louis (Saint Louis: Robert A. Reid, Publisher, [1906]), 26.

[15] James Neal Primm, *Lion of the Valley: St. Louis, Missouri* (Boulder, Colorado: Pruett Publishing Company, 1981), 418.

[16] Merchants' Exchange of St. Louis, *Annual Statement of the Trade and Commerce of Saint Louis for the Year 1913* (Saint Louis: R. P. Studley and Company, 1914), 59.

[17] Primm, 418; Saunders and Byars, 6; Merchants' Exchange, 33,59.

[18] Primm, 463; Lewis F. Thomas, *The Localization of Business Activities in Metropolitan St. Louis,* Washington University Studies -- New Series Social and Philosophical Sciences -- No. 1 (Saint Louis: n.p., 1927), 5.

[19] Morgan, 33; Smith, 26.

[20] Snow, 372.

[21] Morgan, 32.

[22] Saunders and Byars, 9; Snow, 346-348.

[23] Saunders and Byars, 13.

[24] Morgan, 38.

[25] *Final Report of Chouteau's Landing Survey*, 3.

[26] Ibid., 3-6.

[27] Snow, 365.

[28] This conclusion is based upon a comparison of the Sanborn fire insurance maps over the years, a visual inspection of the Light Manufacturing District and the riverfront, and informal conversations with developers and preservationists in Saint Louis as well as consulting Landmarks' surveys.

[29] *Final Report of Chouteau's Landing Survey*, 3-6; *Final Report/Property Type Analysis*, 1.

[30] Thomas, 4-5; Primm, 464.

[31] "Fire Insurance Map of Saint Louis, Missouri" (NY: Sanborn Map Company, 1908, 1909, 1932 corrected to 1951, 1979, 1989, 1990, 1992, 1993, 1994, and 1995; *Final Report of Chouteau's Landing Survey*, 3-6.

[32] *St. Louis Section,* 17.

[33] *Why it Pays*, 24.

[34] *Annual Statement*, 1913, pg. 32]

[35] "Electrical Manufacturing Known Around the World; Emerson Gave His Name To Fans; Century Claims Firsts, Moloney Makes Transformers," Special Section, *St. Louis Post-Dispatch* (25 December 1949), 12-14G; Baxter and Wagoner, Electric Company Buildings in Saint Louis.

Narrative Statement of Significance (Endnotes continued)

[36] "Electrical Manufacturing Known Around the World," 12-14G; "H. A. Wagner, F. C. Schwedtmann Partnership Became Wagner Electric," In "Electrical Manufacturing Known Around the World; Emerson Gave His Name To Fans; Century Claims Firsts, Moloney Makes Transformers," Special Section, *St. Louis Post-Dispatch* (25 December 1949), 12G; *St. Louis Section*, 17-18.

[37] "Judge J. W. Emerson and Meston Brothers Also Organized in '90" In "Electrical Manufacturing Known Around the World; Emerson Gave His Name To Fans; Century Claims Firsts, Moloney Makes Transformers." Special Section. *St. Louis Post-Dispatch*. 25 December 1949, 12-13G.

[38] "Judge J. W. Emerson and Meston Brothers Also Organized in '90," 12-13G; *St. Louis Section*, 18.

[39] For more detailed information, see Section on History of Moloney Electric Company which follows.

[40] Baxter and Wagoner, Electric Company Buildings in Saint Louis.

[41] Clipping, *St. Louis Globe Democrat*, Mercantile Library (Saint Louis), Moloney Electric Co., Envelop 1 (25 Nov 1925); Ted Schafers, "Moloney Electric to Be Merged Into Smaller Firm From Arkansas," *St. Louis Post-Dispatch* (18 May 1965), Moloney Electric Company File, Tin Room, St. Louis Public Library.

[42] Baskett, 82.

[43] *St. Louis Electrical Handbook*, 277; *City Directory* 1903, 1328.

[44] "Century Claims Firsts, Moloney Makes Transformers," *St. Louis Post-Dispatch* (25 December 1949), 14G.

[45] "Founders Buy Back Moloney Electric Firm," *St. Louis Post-Dispatch* (26 June 1928), 3.

[46] *St. Louis Electrical Handbook*, 277; *City Directory* 1903, 1328.

[47] *City Directory* 1904, 1425; "Building News," 1903, 3.

[48] *St. Louis Electrical Handbook*, 277.

[49] Theodore P. Wagner, "Plant Produced Electronics Equipment for U.S. in Wartime," In "Electrical Manufacturing Known Around the World; Emerson Gave His Name To Fans; Century Claims Firsts, Moloney Makes Transformers," Special Section. *St. Louis Post-Dispatch* (25 December 1949), 12G.

[50] City of Saint Louis, Permit Number E10529 (13 July 1915); *St. Louis Electrical Handbook*, 277.

[51] "Building News" (11 August 1916),[3].

[52] *City Directory* 1921, 1875; 1925, 1858.

[53] *City Directory* 1930, 2087.

[54] Clipping, *St. Louis Globe Democrat* (29 April 1939), Mercantile Library (Saint Louis), Moloney Electric Company, Envelop 1.

[55] *City Directory* 1927, 1969; 1928, 2036.

[56] John M. McGuire, "Industry's Departure A Reprise" *St. Louis Post-Dispatch* (28 October 1973), 7A; Gerald Meyer, "Moloney Plant Here Expected To Be Closed," *St. Louis Post-Dispatch*. (12 October 1973), 3A.

Narrative Statement of Significance (Endnotes continued)

[57] "Electrical Firm Begun In Small Shop 28 Years Ago Sells For Millions," *St. Louis Post-Dispatch* (25 June 1925), 8.

[58] *City Directory* 1928, 2036.

[59] "Founders Buy Back Moloney Electric Firm," *St. Louis Post-Dispatch* (26 June 1928), 3.

[60] "Plant Produced Electronics Equipment for U. S. in Wartime," 14G.

[61] Ibid.

[62] Ibid.

[63] Ibid.

[64] "Moloney Electric Company Gets $518,887 Basin Contract," *St. Louis Post-Dispatch* (17 March 1950), section F, 10D.

[65] "8 Million Moloney Electric Expansion Near Completion," *STL Globe Democrat* (2 May 1952), Moloney Electric Company File, Tin Room, St. Louis Public Library.

[66] Missouri Historical Society (Saint Louis, Missouri), *Necrology Scrapbook*, Volume XXIV, pg. 137.

[67] Central Moloney Incorporated, *A Brief History* (n.p.: 1999).

[68] McGuire, 7A; Meyer, 3A.

[69] Landmarks Association of St. Louis, *Final Report of Chouteau's Landing Survey* (September 1988), 3.

[70] City of Saint Louis (Saint Louis, Missouri), Microfilm Room, Building Permits, Permit Number D9 S77; "Building News. Building Permits" *St. Louis Daily Record* (26 November 1903), [3].

[71] American Institute of Electrical Engineers. *The St. Louis Electrical Handbook; being a guide for visitors from abroad attending the International Electrical Congress, Saint Louis, Missouri, September 1904* (Saint Louis: Published under the auspices of the American Institute of Electrical Engineers, 1904) 277; City of Saint Louis, Permit Number E 10529 (13 July 1915).

[72] Mary M. Stiritz, "Brown Shoe Company's Homes-Take Factory," National Register of Historic Places Inventory-Nomination Form, Prepared for Landmarks Association of St. Louis, Inc. (24 June 1980), Stored at the Missouri Cultural Resource Inventory, Missouri Historic Preservation Program, Jefferson City, Missouri.

[73] Cynthia Longwisch, Missouri Historic Inventory Form: "American Brake Company Building" at 1930 North Broadway, Saint Louis, Missouri (September 1989), Stored at the Missouri Cultural Resources Inventory, Missouri Historic Preservation Program, Jefferson City, Missouri.

[74] Mimi Stiritz, a preservation specialist who over the last 20 years has completed numerous nominations of Saint Louis historic properties and is an expert on Saint Louis architectural history, recently noted her understanding that Groves usually worked with the Murch Brothers Construction Company and theorized that the 1903-1904 Moloney building was his design as well; Mimi Stiritz, Telephone Interview by Karen Baxter (19 June 2001).

[75] *The Book of St. Louisans: A Biographical Dictionary of Leading Living Men of the City of St. Louis and Vicinity*, second edition (St. Louis: The St. Louis Republic, 1912), 433.

Narrative Statement of Significance (Endnotes continued)

[76] John W. Leonard, Ed, *The Book of St. Louisans: A Biographical Dictionary of Leading Living Men of the City of St. Louis* (St. Louis: The St. Louis Republic, 1906), 421-22.

[77] City of Saint Louis, Permit Number D9 S77; "Building News" (26 November 1903), [3]; City of Saint Louis, Permit Number K32; "Building News" (11 August 1916), [3].

[78] *Final Report of Chouteau's Landing Survey*, 1.

[79] *Final Report/Property Type Analysis, 2-3.*

[80] *St. Louis Electrical Handbook*, 277.

[81] Ibid.

[82] *Gould's St. Louis (Missouri) City Directory*. Saint Louis: Polk-Gould Directory Company, Publishers, 1921, 1875; 1925, 1858; 1926, 1851; 1927, 1969.

[83] *City Directory* 1930, 2087.

[84] Clipping, *St. Louis Globe Democrat* (29 April 1939), Mercantile Library (Saint Louis), Moloney Electric Company, Envelop 1.

[85] Summarized from City Directories, Building Permits, Chain of Title research.

[86] *See proposed elevation drawings on pages 12-15 of this nomination]*

[87] According to the Society of Architectural Historians, Missouri Valley Chapter, Groves was among several architects who made a significant contribution to the architecture of Saint Louis.

[88] A. B. Groves, architect, "Shoe Factory at Litchfield, Illinois," American Architect (27 February 1918), 259.

[89] Carolyn Hewes Toft, "St. Louis Architects: Famous and Not So Famous" (Part 12), *Landmarks Letter* 22 (September/October 1987), 2.

[90] John Albury Bryan, ed., *Missouri's Contribution to American Architecture* (Saint Louis: St. Louis Architectural Club, 1928, 276.

[91] "St. Louis Architects: Famous and Not So Famous", 2.

[92] Bryan, 121.

[93] Homes-Take Factory Nomination Form.

[94] American Brake Company Building Inventory Form, Historic American Buildings Survey: St. Louis City Hall, MO-265. Saint Louis, Saint Louis County, Missouri, [n.d.].

[95] Walter B. Stevens, *St. Louis, History of the Fourth City, 1793-1909*, Vol. II (Chicago-Saint Louis: The S. J. Clarke Publishing Company, 1909), 798.

[96] Homes-Take Factory Nomination Form.

[97] Bryan 184.

[98] American Brake Company Building Inventory Form

Narrative Statement of Significance (Endnotes continued)

[99] Karen Bode Baxter and Mandy K. Wagoner, Albert B. Groves Buildings in Saint Louis, Informal Windshield Survey (19 August 2001).

[100] Ibid.

[101] Homes-Take Factory Nomination Form.

[102] Groves, 259.

[103] "St. Louis Architects: Famous and Not So Famous", 2.

[104] Clipping, *St. Louis Globe Democrat* (25 April 1925), Mercantile Library (Saint Louis), Moloney Electric Company, Envelop 1.

[105] Baxter and Wagoner, Electric Company Buildings in Saint Louis.

Historic Photograph of Albert B. Groves
(By Strauss Studio)

Photo Located in Architect Files, St. Louis
Public Library, Fine Arts Department

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Historic Photograph of Thomas O. Moloney
Circa 1915

Photo from Cecil Morrison Baskett's
Men of Affairs in Saint Louis (pg. 82)

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Verbal Boundary Description

Lots 13 through 31 and the alleys vacated therein, in City Block 461 of the City of Saint Louis, bounded on the East by the West line of Seventh Street, on the South by the North line of Hickory Street, and on the West by the East line of Eighth Street and on the North by property now or formerly of Ralston Purina Company.

Boundary Justification

These boundaries incorporate all of the property that has been historically associated with this building and the property's legal description.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Photo Log

Historic Photograph of the Moloney Electric Company Building, ca 1920s, by W. C. Persons
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South and East Elevations, looking Northwest

Historic Photograph of the 1141-1151 South Seventh Street Building (Allen Foods Corporation), ca 1950s
From the private collection of current property owner
East and North Elevations, looking Southwest

Photographer: Karen Bode Baxter
January 2002
Negatives with Karen Bode Baxter, 5811 Delor Street, Saint Louis, MO 63109

Photo #1: East (Seventh Street) façade and north elevation looking southwest

Photo #2: South (Hickory Street) elevation and east (Seventh Street) façade looking northwest

Photo #3: Detail of northernmost arched opening on east façade, looking west

Photo #4: North and west elevations looking southeast

Photo #5: Interior, first floor, south half, looking southwest from northeast corner

Photo #6: Interior, second floor, office (in east end of north half), looking southwest

Photo #7: Interior, third floor, south half, looking northwest from southeast corner

Photo #8: Interior, third floor, north half, looking south southwest from northeast corner

Photo #9: Interior, third floor, north half, looking northwest from southeast corner

Moloney Electric Company
Building
Saint Louis (Independent City)
MO
UTM Reference: 15/744095/4277850

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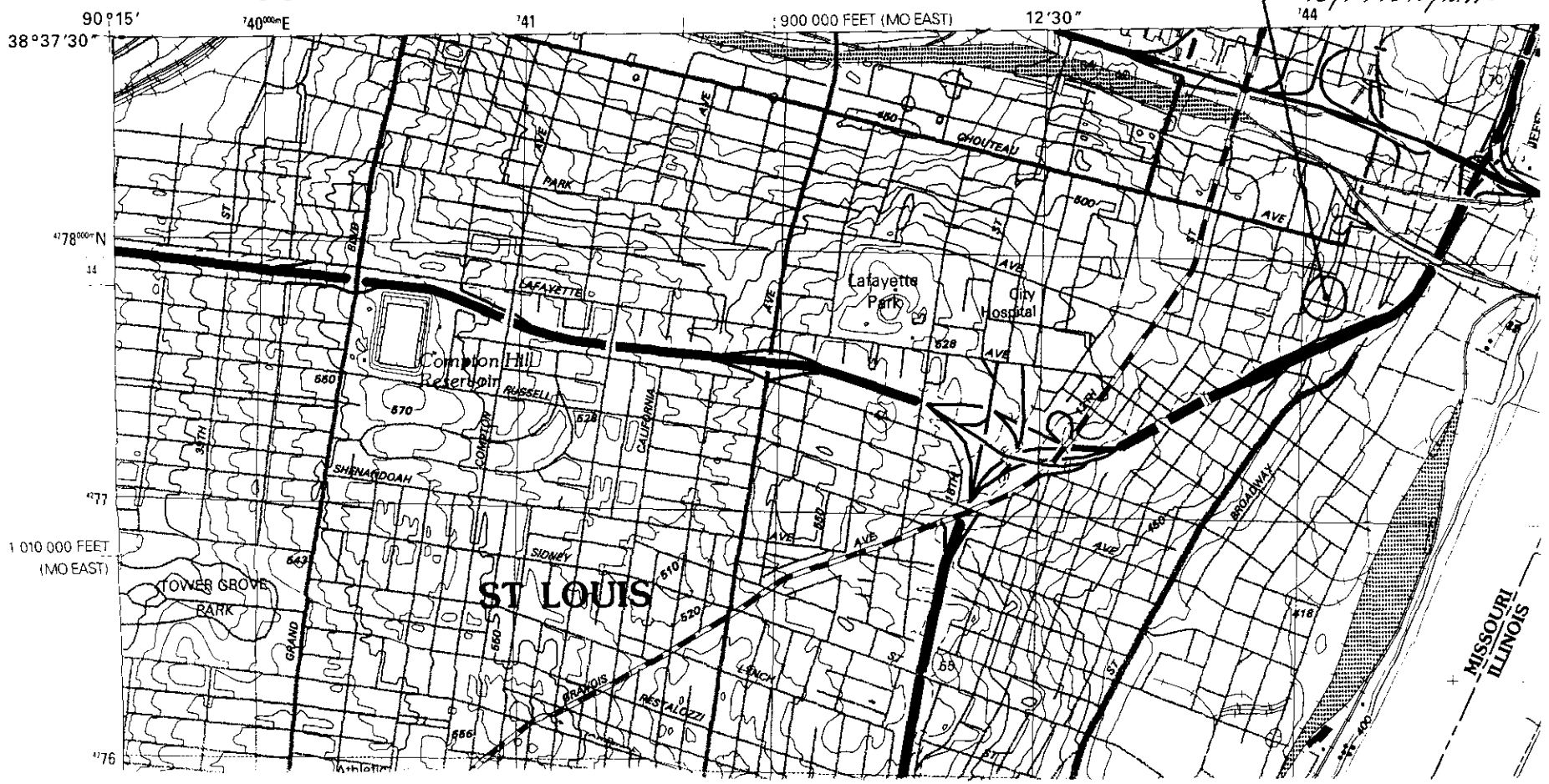


SPEED LIMIT
30


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MERCANTILE SALES
CAMPERS OUTDOOR SUPPLY


30