

United States Department of the Interior  
National Park Service

National Register of Historic Places  
Registration Form

<b>1. Name of Property</b>	
historic name	<u>Moon Brothers Carriage Company Building</u>
other names/site number	<u>Allan-Pfeiffer Chemical Company</u>

<b>2. Location</b>	
street & number	<u>1706 Delmar Boulevard</u> [ n/a ] not for publication
city or town	<u>St. Louis</u> [n/a] vicinity
state	<u>Missouri</u> code <u>MO</u> county <u>St. Louis [Independent City]</u> code <u>510</u> zip code <u>63103</u>

<b>3. State/Federal Agency Certification</b>
As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this <input checked="" type="checkbox"/> nomination <input type="checkbox"/> 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 <input checked="" type="checkbox"/> meets <input type="checkbox"/> does not meet the National Register criteria. I recommend that this property be considered significant <input type="checkbox"/> nationally <input type="checkbox"/> statewide <input checked="" type="checkbox"/> locally. (See continuation sheet for additional comments [ ].)

*Mark A Miles* 16 Aug 05  
 Signature of certifying official/Title                      Mark A. Miles / 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

State or Federal agency and bureau

<b>4. National Park Service Certification</b>
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	Signature of the Keeper	Date of Action
I hereby certify that the property is:		
<input type="checkbox"/> entered in the National Register See continuation sheet [ ].	_____	_____
<input type="checkbox"/> determined eligible for the National Register See continuation sheet [ ].	_____	_____
<input type="checkbox"/> determined not eligible for the National Register.	_____	_____
<input type="checkbox"/> removed from the National Register	_____	_____
<input type="checkbox"/> other, explain see continuation sheet [ ].	_____	_____

**5. Classification**

Ownership of Property	Category of Property	Number of Resources within Property	
		contributing	noncontributing
<input checked="" type="checkbox"/> private	<input checked="" type="checkbox"/> building(s)	1	0 building
<input type="checkbox"/> public-local	<input type="checkbox"/> district		
<input type="checkbox"/> public-state	<input type="checkbox"/> site	0	0 sites
<input type="checkbox"/> public-Federal	<input type="checkbox"/> structure	0	0 structures
	<input type="checkbox"/> object	0	0 objects
		1	0 total

Name of related multiple property listing.

Number of contributing resources previously listed in the National Register. 0

(n/a)

**6. Function or Use**

Historic Function

Current Functions

INDUSTRY: Manufacturing facility  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

INDUSTRY: Manufacturing facility  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**7. Description**

Architectural Classification

Materials

LATE VICTORIAN

foundation Limestone  
 walls Brick  
 roof Asphalt  
 other \_\_\_\_\_

see continuation sheet [ ].

see continuation sheet [ ].

**NARRATIVE DESCRIPTION**

See continuation sheet [x]

**8. Statement of Significance**

**Applicable National Register Criteria**

**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**

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**

ARCHITECTURE  
INDUSTRY

**Periods of Significance**

1887-1902

**Significant Dates**

1887

1894

**Significant Person(s)**

n/a

**Cultural Affiliation**

n/a

**Architect/Builder**

Beinke, August M./architect

**Narrative Statement of Significance**

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

**9. Major Bibliographic 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):**

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:**

State Historic Preservation Office

Other State Agency

Federal Agency

Local Government

University

Other:

Name of repository: \_\_\_\_\_

10. Geographical Data

Acreege of Property under 1 acre

UTM References

A. Zone	Easting	Northing	B. Zone	Easting	Northing
<u>15</u>	<u>743460</u>	<u>4279900</u>			
C. Zone	Easting	Northing	D. Zone	Easting	Northing

[ ] 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 Matthew Bivens/Researcher  
organization Landmarks Association of St. Louis date November 1, 2004  
street & number 917 Locust Street, 7th floor telephone (314) 421-6474  
city or town St. Louis state MO zip code 63101

Additional Documentation

Submit the following items with the completed 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 Craig Heller at Loftworks, LLC  
street & number 1006 Olive Street telephone 314-241-6700  
city or town St. Louis state MO zip code 63041

United States Department of the Interior  
National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

Section 7 Page 1

Moon Brothers Carriage Co. Building  
St. Louis [Independent City], Missouri

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**Summary**

The Moon Brothers Carriage Company building, located at 1706 Delmar Boulevard in St. Louis, Missouri, is a five-story office, manufacturing and warehouse building designed by St. Louis architect August M. Beinke for the Moon Brothers Carriage Company; the building was completed in 1887.<sup>1</sup> The building was enlarged (at the west) to its present size in 1894 (most likely as an extension of the original Beinke design). A visible seam at the rear elevation, tripartite window openings (on the 1894 portion) and a front elevation seam provide physical evidence on the exterior; the old cornice and window openings of the 1887 portion are visible on the interior at the fifth floor. Constructed of red brick, this rectangular-shaped Late Victorian building is accented by a corbelled belt course and cornice and features two facades containing a series of semicircular-arched windows; all other windows are segmental-arched. The building has a flat roof and an exposed limestone foundation. The primary façade is divided into five bays framed with pilasters above the first story. The building is in good condition with exterior alterations limited to the first floor of two facades and to some window infill at the rear and side elevations. The interior spaces appear as originally designed with minimal alterations. The building retains integrity of location, design, setting, materials, workmanship, feeling and association.

**Site**

The Moon Brothers Carriage Company building, on City Block 524, is located at the northwestern edge of the St. Louis Central Business District. The manufacturing and warehouse building measures approximately 105 feet east to west and 144 feet north to south; a parking lot is immediately west of the building. The property is bounded by Delmar to the north, 17th St. to the east and "Orange Alley" to the south; the western boundary extends approximately 188 feet to the farthest point of the adjoining lot.

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<sup>1</sup> Beinke was listed as architect of the building in the March 16, 1887 (page 4) edition of the *St. Louis Republic* as found by independent researcher David Simmons. No inactive building permits or street numbering certificates have been found. The 1887 completion is also verified by Gould's City Directory listings and Moon Brothers business catalogues.

United States Department of the Interior  
National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

Section 7 Page 2

Moon Brothers Carriage Co. Building  
St. Louis [Independent City], Missouri

**Exterior**

The Moon Brothers Carriage Company is a five-story red brick office, manufacturing and warehouse building with a flat roof; the building sits on an exposed limestone foundation (**photo 1**). The primary (north) façade contains five bays divided by brick pilasters above the first story. The altered first story contains four bays with either two glass block window openings or a door and a glass block window opening; the northwest bay contains a central door flanked by glass block window openings. The second door from the right (now the main entrance) has a transom with "MELBOURNE" in gold lettering. Surrounding these openings is red brick, different from the remainder of the building. The second through the fourth stories are framed between six brick pilasters that terminate into a corbelled belt course. Four bays of paired segmental-arched double-hung windows contain four-over-four lights on brick sills. The fifth bay contains three of these windows. The fifth story contains fifteen four-over-four double-hung windows on brick sills; windows are recessed behind semicircular-arch windows (**photo 1**). Visible on this elevation is a seam between the two building portions (**photo 2**, to the left of the top story, third window). The building terminates in an intricately corbelled cornice that continues on every elevation except for the west (where it stops after five feet, **photo 2**); it also terminates at the rear as it approaches the west elevation (**photo 3**).

The east elevation has an exposed limestone foundation; blocks are rock-faced but finished (**photo 1**). Eight bays are framed by nine brick pilasters that extend to the foundation. The first story contains six boarded and/or bricked-in bays. One bay contains a loading dock door. The doubled window bay closest to the northeast contains glass block, board and brick fill; it is separated by a decorative cast iron column manufactured by the St. Louis firm of Scherps & Koken.<sup>2</sup> The second through the fourth stories contain eight pairs of segmental-arched double-hung windows containing four-over-four lights on brick sills. Pilasters beginning at the first story terminate just below the fifth story in a corbelled belt course. The fifth story contains sixteen four-over-four double-hung windows on brick sills; windows are recessed behind semicircular-arch windows (**photo 1**). The building terminates in an intricately corbelled cornice.

<sup>2</sup> Incorporated in 1888, then incorporated again in 1893 as Koken Iron Works. The original company name on the column adds further support to the construction date.

United States Department of the Interior  
National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

Section 7 Page 3

Moon Brothers Carriage Co. Building  
St. Louis [Independent City], Missouri

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The south (rear) elevation contains a visible seam near the southwest twenty-five feet of the building confirming that it was built in two portions. The first story contains six segmental-arch bricked-in windows, two garage bay doors and a bricked-in entrance (with another cast iron beam); the entrance has an opening above where a transom is slightly visible. The second through the fifth stories contain nine or ten segmental-arched double-hung windows containing four-over-four lights on brick sills; few windows are vented, boarded or closed in with brick or concrete block. A fire escape extends across two window bays on the second through the fourth and one bay on the fifth. The intricately corbelled cornice stops at the seam line at the southwest (**photo 3**).

The west elevation has an exposed limestone foundation; a parking lot abuts the building here. The first through the third stories contain thirteen segmental-arched four-over-four double-hung windows on brick sills; few windows on the first story are boarded, some are vented. The fourth and fifth stories contain fifteen of these windows per story. All windows have iron hinges at the sides for shutters; the shutters have been removed. The corbelled cornice from the primary elevation stops within approximately five feet of the northwest corner of the elevation. "ALLAN PFEIFFER CHEMICAL COMPANY" is painted (barely visible) on the wall under the cornice (**photo 3**).

**Interior**

The interior of the Moon Brothers Carriage Company building appears much as it was originally designed; each of the five stories is primarily an open space with exposed wood post and beam construction (**photo 4**, 1894 portion; and **photo 5**, 1887 portion). Most of the flooring is wood; much is in bad condition. A vault is located on the first floor; each floor has a similar room with heavy door in the same location. An elevator and interior stair are located near the center of the building. An interior hall with wood paneling (not original) leads to the elevator and stair well. Minimal alterations include the addition of temporary restroom stalls and drinking fountains on each floor. Located near the interior wall which separates the two building portions, these areas may have originally included restrooms for workers. At the fifth story (inside the 1894 addition), corbelling and exterior windows can be seen from the original building; some are bricked in while others are now used as doorways to the remainder of the building. Most windows retain old wood sash.

United States Department of the Interior  
National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

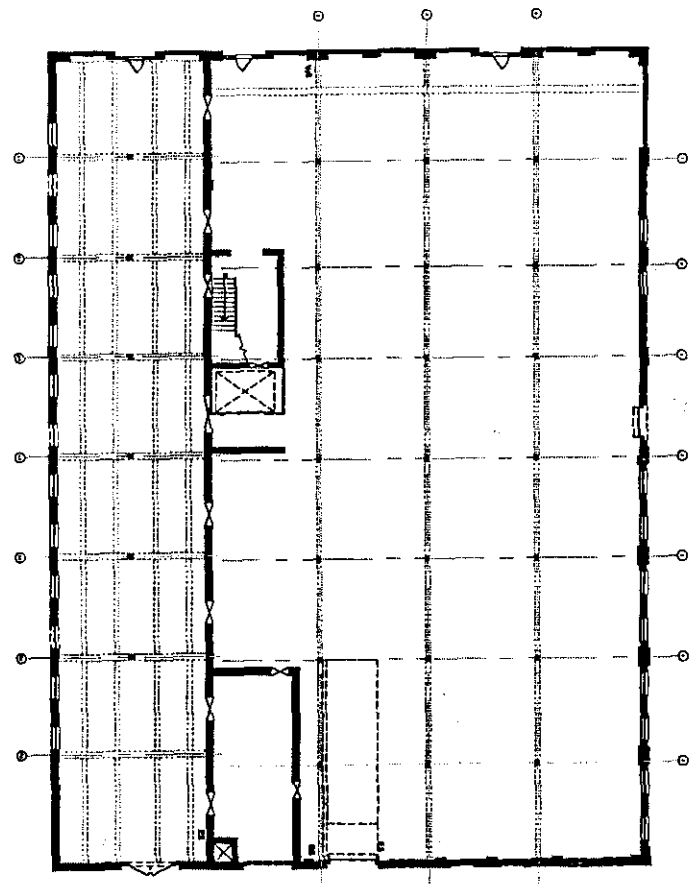
Section 7 Page 4

Moon Brothers Carriage Co. Building  
St. Louis [Independent City], Missouri

Figure 1: Moon Bros. Carriage Co. building interior floor plan. Source: Trivers Associates, architects, 2005.



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**Integrity**

The building is in good condition. Exterior alterations consist of brick and/or glass block infill at the first floor window bays of the east and north facades; some windows contain brick infill at the rear while some windows on the west side contain vents. The interior spaces appear as originally designed with minimal alterations. The building retains integrity of location, design, setting, materials, workmanship, feeling and association.



United States Department of the Interior  
National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

Section 8 Page 5

Moon Brothers Carriage Co. Building  
St. Louis [Independent City], Missouri

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**Summary**

The Moon Brothers Carriage Company building, located at 1706 Delmar Boulevard in St. Louis, Missouri is locally significant under Criterion A for INDUSTRY and Criterion C in the area of ARCHITECTURE. Designed by prominent local architect August M. Beinke and completed for the Moon Brothers Carriage Company in 1887, this attractive Late Victorian building was enlarged to its present size in 1894. Wholesale manufacturers of carriages, buggies, phaetons, spring wagons and carts, the Moon Brothers quickly won a national reputation for the excellence of its products and unquestionably became "the largest concern of its kind in St. Louis" by 1895.<sup>3</sup> A split in the company produced the Joseph W. Moon Buggy Company in 1893, a company later known as the Moon Motor Car Company.<sup>4</sup> The Moon Brothers plant at 1706 Delmar remains an excellent example of one of the important companies that contributed to the city's position as the nation's fourth largest manufacturing center by 1900. The building is also significant because it is one of a handful of 1880s industrial buildings still extant in downtown St. Louis; it is also one of a small number of known extant buildings associated with the city's once-important carriage industry. The design of the building differs slightly from other researched extant industrial buildings of the period in that it contains extensive cornice corbelling and an arcaded top story of windows; its solid brick construction has contributed to its survival into the 21st century. The building is also significant in that it represents the only known Beinke design in downtown St. Louis. The building retains integrity. The period of significance begins in 1887 (the date of design/construction) and extends to 1902 (the date the Moon Brothers Carriage Co. left).

**Background**

During the last four decades of the 19th century, St. Louis's population and industrial wealth showed substantial increase as it climbed from the nation's eighth largest city in

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<sup>3</sup> *St. Louis, the Metropolis of the Mississippi Valley*. (St. Louis: Acme Pub. Co., 1895), p. 145.

<sup>4</sup> Rockwell Gray. *A Century of Enterprise: St. Louis, 1894-1994*. (St. Louis: MHS Press, 1994), p. 55. The Moon Motor Car Company was one of the most successful and long-lived of the many small auto manufacturers that emerged in St. Louis around the turn of century; by 1908 Moon cars were sold in 47 countries. At the company's peak in 1925, 12,964 cars were produced in six Moon plants in St. Louis. The success of Moon cars is indebted to the original carriage company.

United States Department of the Interior  
National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

Section 8 Page 6

Moon Brothers Carriage Co. Building  
St. Louis [Independent City], Missouri

1860 to a position of fourth in 1900, both in population and in the gross value of its manufactured products. Such manufactured products included carriages.

In 1883 there were over fifty carriage manufacturers in St. Louis building the city's personal mode of transportation. Local carriage manufacturing amounted to \$1,500,000 in investments by 1887; a yearly product of \$2,500,000 gave employment to over 800 skilled mechanics.<sup>5</sup> The Moon Brothers Carriage Company is one manufacturer, but one that achieved perhaps the greatest success.

Joseph W. Moon was born in Brown County, Ohio in 1850; his younger brother John Corydon Moon was born there in 1853. The two brothers grew up on their father's farm and obtained their education in country schools, only going as far as the eight grade level. The two quickly learned photography and entered the business in Indiana and Illinois; they later bought and sold buggies and operated a livery business in Illinois. In 1882, the Moon brothers left for St. Louis.<sup>6</sup> Upon arrival, Joseph and John Moon organized the firm of Moon Brothers and began manufacturing carriages for the wholesale trade. Business operations were established in an existing building at 1723-25 Morgan Street (building demolished) in a then thriving residential and commercial district (**figure 2**, building is inside circle at top right and identified with a "1"). Within a period of five years, the Moon Brothers outgrew their space in the narrow three-story building and in March of 1887 began to construct a new five-story building which could house their growing carriage business (**figure 2**, the future site is visible inside circle at bottom left and identified with a "2").

<sup>5</sup> *Commercial and Architectural St. Louis*. (St. Louis: Jones & Orear, 1888). p. 301.

<sup>6</sup> William Hyde and Howard L. Conard. *Encyclopedia of the History of St. Louis*. (New York, Louisville, St. Louis: Southern History Co., 1899). v. 3. And Curt McConnell. *Great Cars of the Great Plains*. (Lincoln & London: University of Nebraska Press, 1995), p. 177.

United States Department of the Interior  
National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

Section 8 Page 7

Moon Brothers Carriage Co. Building  
St. Louis [Independent City], Missouri

Figure 2: Compton & Dry, *Pictorial St. Louis*, 1875. plate 43. The company's earliest location is within the top right circle marked "1;" the future site of the nominated building is within the bottom left circle marked "2." The Moon Brothers remained in the area for 20 years.



**Elaboration**

In March of 1887, the realty and building section of the *St. Louis Republic* listed August M. Beinke as architect for a five story carriage factory for the Moon Brothers at 17th and Morgan Streets; the building cost was estimated at \$25,000.<sup>7</sup> The new building at 1706 Morgan (now Delmar), the first building built specifically to suit the company's needs, would provide the Moon Brothers with a manufacturing and distributing plant with just

<sup>7</sup> David Simmons. *St. Louis Republic*. March 16, 1887, page 4. No inactive building permits or street numbering certificates have been found. The 1887 completion is also verified by Gould's City Directory listings and Moon Brothers business catalogues.

United States Department of the Interior  
National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

Section 8 Page 8

Moon Brothers Carriage Co. Building  
St. Louis [Independent City], Missouri

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over an acre of useable floor space. The five-story red brick building included an office, shipping and blacksmith department on the first floor. The second floor contained the trimming and woodworking departments, while the third floor contained the salesroom. The fourth and fifth floors contained the painting and finishing departments. Each floor was reached by a single freight elevator and stairwell located near the center of the building. The Moon Brothers Carriage Company moved in during early 1888 and incorporated the company with a capital of \$150,000. In that year alone, the company manufactured over 5000 carriages.<sup>8</sup> *St. Louis, the Metropolis of the Mississippi Valley* proclaimed that the Moon Brothers Carriage Company was a house that had won a national reputation for the excellence of its products.<sup>9</sup> The author continued:

This representative and flourishing industry was founded by the Messrs. Moon Brothers, and from the very first their carriages were recognized as embodying features of exceptional merit together with the latest and most fashionable styles and improvements. The premises are substantial and commodious, and are among the finest and most complete of the kind in the city.<sup>10</sup>

An 1889 Moon Brothers Carriage Company catalogue states the company was a wholesale manufacturer of carriages, buggies, phaetons, spring wagons and carts. The catalogue noted that the company was known for protecting its customers by selling to but one dealer in each town. The catalogue also boasts that the Moon Brothers Carriage Company was the largest factory in the west. The cover is worth illustrating (see **figure 3**). The catalogue also bears an image of the building at the southwest corner of 17th and Morgan (now Delmar) Streets. An exaggerated illustration of the original building (before a 1894 addition) shows an extra bay at both elevations, however the overall design is quite accurate (**figure 4**).

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<sup>8</sup> *Great Cars of the Great Plains*, p. 177.

<sup>9</sup> *St. Louis, the Metropolis of the Mississippi Valley*, p. 145.

<sup>10</sup> *ibid.*

United States Department of the Interior  
National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

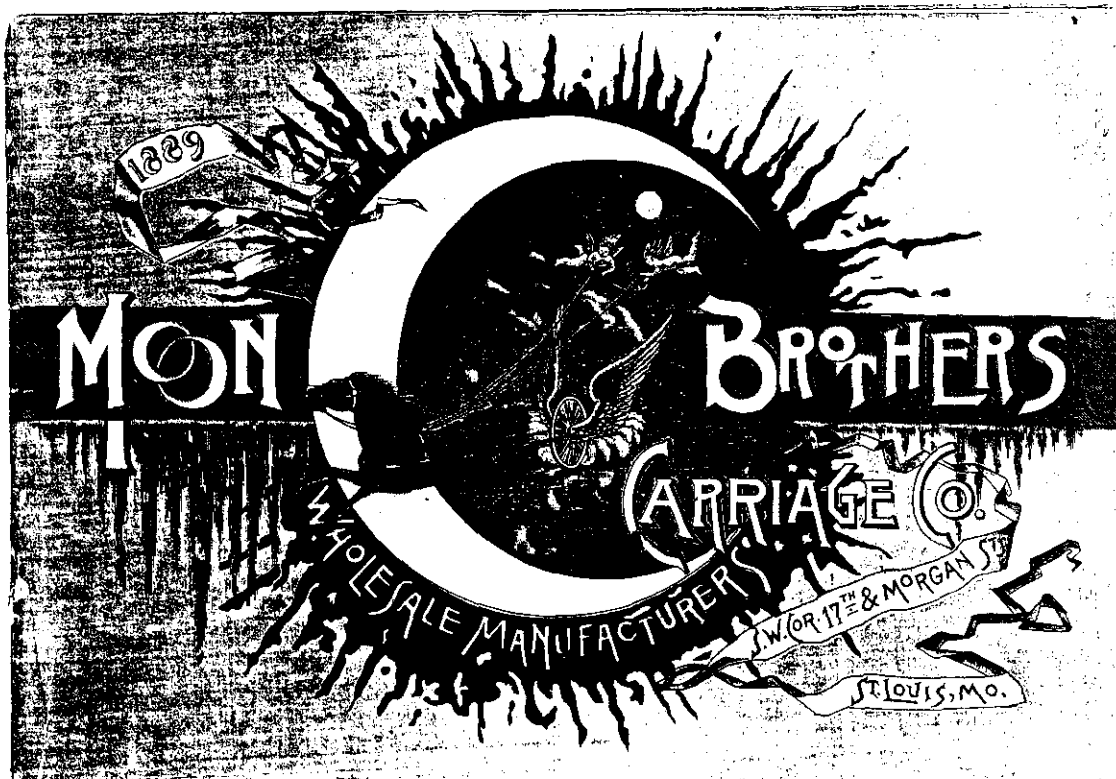
Section 8 Page 9

Moon Brothers Carriage Co. Building  
St. Louis [Independent City], Missouri

The *Metropolis* discusses the production of Moon Carriages which included a steady force of about 150 skilled workers and four experienced traveling salesmen:

The range of production comprises a full line of carriages of every description, made from the best materials, and elaborate in finish and workmanship. The ironwork, gear, wheels, woodwork, upholstery and finish are of the highest standard of excellence, while their durability is everywhere remarked.<sup>11</sup>

Figure 3: 1889 Moon Brothers Carriage Co. wholesale catalogue cover.



<sup>11</sup> *ibid.*

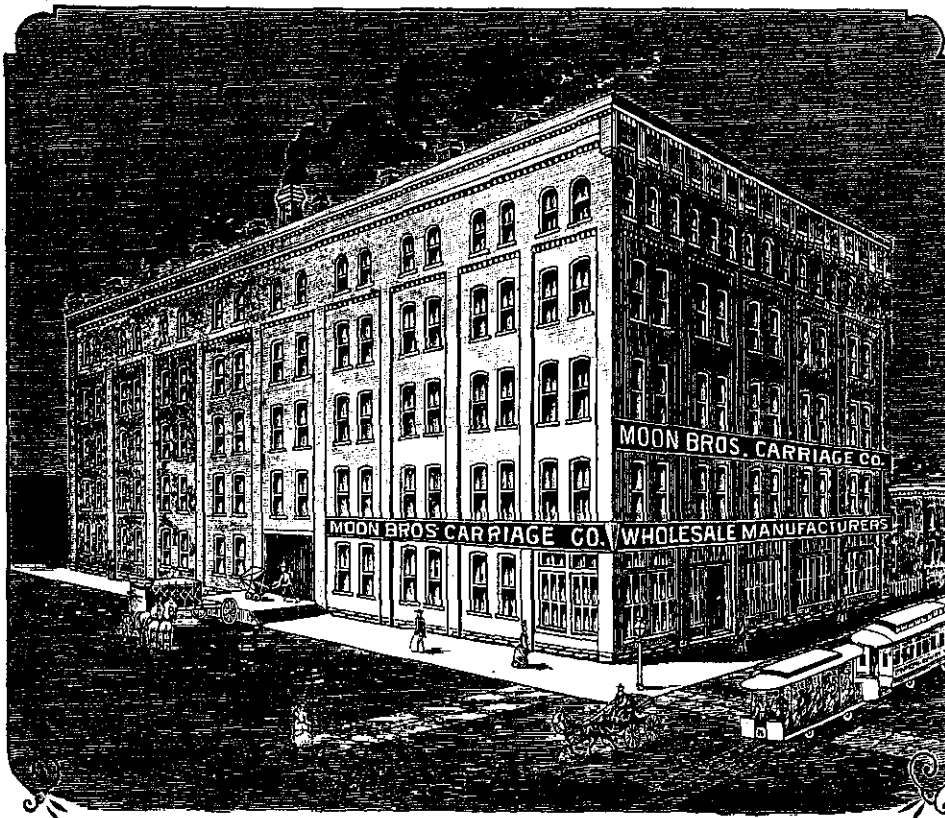
United States Department of the Interior  
National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

Section 8 Page 10

Moon Brothers Carriage Co. Building  
St. Louis [Independent City], Missouri

Figure 4: 1889 Moon Brothers Carriage Co. wholesale catalogue illustrating building.



John C. Moon married in 1880. John's father-in-law quickly became interested in the carriage-making business and specifically in the Moon Brothers' company. Opposed to letting his brother's father-in-law buy a stake in the business, Joseph Moon sold his half-interest to his brother in 1893 and left to establish the Joseph W. Moon Buggy Company (of which he became president).<sup>12</sup> Business at 1706 Morgan continued under the name Moon Brothers Carriage Company and production increased to over six thousand vehicles annually before 1894. A sizable building addition to handle the increase was necessary. John Moon issued an ad in the September 3, 1894 edition of the *St. Louis*

<sup>12</sup> *Great Cars of the Great Plains*, p. 177.

United States Department of the Interior  
National Park Service

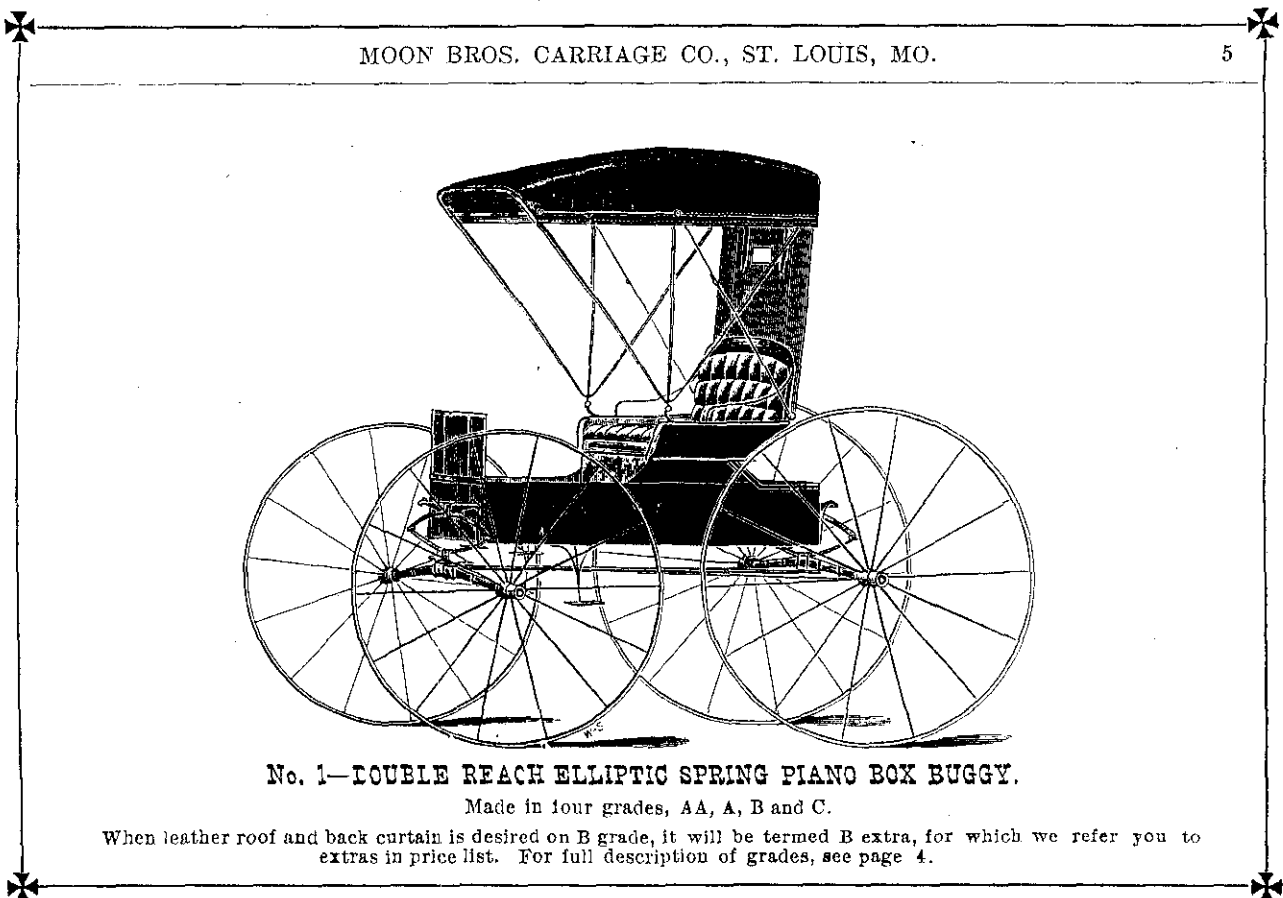
**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

Section 8 Page 11

Moon Brothers Carriage Co. Building  
St. Louis [Independent City], Missouri

*Daily Record* concerning a contract to be sublet for a five-story brick factory addition to cost \$6,000.<sup>13</sup> After construction, the total floor space increased to over an acre-and-one-half. A member of the National Carriage Manufacturing Association, the Moon Brothers Carriage Company unquestionably became "the largest concern of its kind in St. Louis"<sup>14</sup> while it occupied the nominated building. The first buggy designed by the Moon Brothers, the No. 1, was still being manufactured and distributed after 1895 (figure 5).

Figure 5: Moon Brothers No. 1 (Double Reach Elliptic Spring Piano Box Buggy).



<sup>13</sup> The design appears to be an extension of Beinke's original design; it is unknown whether Beinke personally oversaw the construction.

<sup>14</sup> *St. Louis, the Metropolis of the Mississippi Valley*, p. 145.

United States Department of the Interior  
National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

Section 8 Page 12

Moon Brothers Carriage Co. Building  
St. Louis [Independent City], Missouri

In 1901, for reasons undetermined, the Moon Brothers Carriage Company decided to move to a new location and build a new factory. The company commissioned prominent St. Louis architects Eames & Young to design a three-story brick factory at 4900 McKissock Avenue, in the city's northern industrial district.<sup>15</sup> Moon relocated to the new building after its completion in 1902, where a production space of over three acres increased carriage manufacturing. In that year, the Allan-Pfeiffer Chemical Company moved in to the former Moon Brothers building at 1706 Morgan.

The year 1902 also witnessed the relocation of the Joseph W. Moon Buggy Company to Main and Douglass Streets (building demolished). In that year, Joseph Moon attended a carriage makers' convention in Detroit; three years later, in 1905, he established an automobile department in his buggy factory.<sup>16</sup> Joseph died in January of 1919.<sup>17</sup> John Corydon Moon continued to manufacture carriages until 1931; he died in November of 1933.<sup>18</sup> At the time of his death he was the president of the Landis Machine Company<sup>19</sup> (engaged in the manufacturing of harness stitching machines) and the Mutual Wheel Company of Moline, Illinois. Moon was former president of the Moon-Hopkins Billing Machine Co., a company purchased by the Burroughs Adding Machine Co. in 1921.

### Architectural Significance

In the post-bellum era, St. Louis's highly diversified light manufacturing and closely associated wholesale houses had established themselves on the northern flank of the Central Business District in a corridor along Washington Avenue beginning at the foot of

<sup>15</sup> This extant building at 4900 McKissock has subtle corbelling and segmental arch windows but is not comparable (in architectural design) to the nominated building. Architect August M. Beincke had suffered from a long illness and had died in August of 1901.

<sup>16</sup> According to *Great Cars of the Great Plains*, on August 3, 1905, "Motor Way" magazine reported that the company had almost completed its first automobile. In 1907 Joseph concentrated solely on auto manufacturing; he incorporated the Moon Motor Car Company (of which he was also president) on October 2, 1907. By 1908, Moon sold in forty-seven countries. In 1918, the firm turned its entire plant over to the government for war work (1200 men and women manufactured 155-millimeter shells) and had secured contracts totaling \$5,000,000 when the armistice was signed.

<sup>17</sup> *St. Louis Post-Dispatch*. "Joseph W. Moon, Motor Car Company President, Is Dead," 2-12-1919. Joseph was also vice president of the Scheler Implement Company of Moline, Illinois.

<sup>18</sup> *St. Louis Post-Dispatch*. "John Corydon Moon, Manufacturer, Dies," 11-21-1933.

<sup>19</sup> Landis Machine Company built a four-story brick factory at 401-11 Gano (east of the 1902 Moon building at 4900 McKissock) in 1917, the architect is currently unknown.



United States Department of the Interior  
National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

Section 8 Page 13

Moon Brothers Carriage Co. Building  
St. Louis [Independent City], Missouri

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Eads Bridge, gradually expanding westward from the river.<sup>20</sup> Former residential blocks west of 12th Street (now Tucker) on Washington, Lucas, Morgan (now Delmar) and adjacent streets eventually gave way to commerce and industry. The cost of land in this particular area, referred to as the "Central Business District: West," was lower compared to parcels closer to the core of the Central Business District (known as District: East) and led to a trend of building after 1880 that would extend downtown St. Louis further west towards Jefferson Avenue. Only a handful of buildings constructed during the 1880s remain in the Central Business District of St. Louis, and even fewer industrial buildings exist.

The building designed for the Moon Brothers Carriage Company is one of the earliest extant industrial buildings constructed in this new area, west of the main Central Business District. The buildings' presence and the Moon Brothers' success set the stage for later buildings that were built in the blocks within the immediate area and farther west. Only two additional known 1880s industrial buildings are extant in this area, these buildings were designed later than the Moon Brothers building: Gast & Co. and Liggett & Myers Tobacco. The August Gast & Co. (lithographers) building at 2030-36 Delmar (Lucas Avenue Industrial District, NR August 31, 2000) was designed in 1889. The Gast building is a two-story red brick building with subtle corbelling and a shaped parapet roof over a block limestone foundation. The Liggett & Myers Tobacco Company at 1900 Pine (NR February 10, 1983), also designed in 1889, is a six-story red brick building defined by recessed segmental arch windows and basic cornice corbelling. The Moon Brothers Carriage Company building at 1706 Delmar Boulevard is an excellent example of St. Louis architecture of the 1880s by virtue of its sophisticated design and solid construction. Although the building is a functional box, special attention towards decorative brick corbelling and semicircular-arched windows make the building distinctive compared to its counterparts. The building is also one of a small number of known extant buildings associated with the city's once-important carriage industry; other known buildings are not comparable.

The building's architect, August M. Beincke, was born circa 1846 in Franklin County, Missouri where he received his early education. When he turned eighteen he left for St. Louis and was employed as a carpenter. After several years he became an architect; the

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<sup>20</sup> Mary Stiritz. *Lucas Avenue Industrial District*. National Register nomination, Landmarks collection. Listed August 31, 2000.

United States Department of the Interior  
National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

Section 8 Page 14

Moon Brothers Carriage Co. Building  
St. Louis [Independent City], Missouri

first city directory listing as such was in 1873.<sup>21</sup> Beinke partnered with John L. Wees in the firm of Beinke & Wees from 1890 to 1894; he died in 1901. Little is known about his architectural career except that he designed a hospital in 1890, the West End Hotel in 1891, a railroad passenger station and apartment building in 1897; most of his known work has been demolished except for many of his fine residences, one of which was designed for Joseph Moon. The 1887 Moon Brothers Carriage Company building represents the only known Beinke design in downtown St. Louis; it also appears to be his earliest known extant work.

**Additional History: The Allan-Pfeiffer Chemical Co. relocates to 1706 Morgan**

After the Moon Brothers moved out of the building at 1706 Morgan in 1902, it was taken over by the Allan-Pfeiffer Chemical Company. Incorporated in Missouri in 1891 with a capital of \$300,000, the company's first home was at 415 S. Main (demolished). In the 1891 *Gould's St. Louis Directory* the company was one of nineteen listed under "manufacturing chemists." By 1892 the company relocated to 619 N. Main (demolished). Growth influenced another move four years later to 817 N. 17th Street at Morgan (demolished, was originally opposite the Moon Brothers Carriage Company). But by 1908 the company proposed another new home which included a factory and offices; plans were prepared by architect A. F. Haeussler.<sup>22</sup> Although the Allan-Pfeiffer Chemical Company left the building by 1909, smaller subsidiaries remained until 1932.

A 1912 edition of *The Mirror* "Saint Louis To-Day" discusses the significance of the Allan-Pfeiffer Chemical Company:

Among the great business houses of St. Louis is the Allan-Pfeiffer Chemical Company, one of the largest of its kind in the world, occupying as it does nearly two acres of floor space. Closely associated with the success and continuing prosperity of this immense concern is the name of Mr. Charles E. Lane, its president. Under his management the chemical company progressed rapidly in efficiency and expanded in many directions and all changes that he made proved to be improvements.<sup>23</sup>

<sup>21</sup> Landmarks Association architect files.

<sup>22</sup> *St. Louis Globe-Democrat*. December 20, 1908, p. 12A.

<sup>23</sup> *The Mirror*. "Saint Louis To-Day." (St. Louis: The Mirror Magazine, 5-9-1912) v. XXI, no. 11, pg. 166.

United States Department of the Interior  
National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

Section 8 Page 15

Moon Brothers Carriage Co. Building  
St. Louis [Independent City], Missouri

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The president of the Allan-Pfeiffer Chemical Company, Charles Edward Lane, was born in Greenfield, Tennessee in 1874. In 1891, at age 17, he came to St. Louis and began working for the company. After nine months of training he became a traveling salesman. Lane was promoted to vice-president and general manager in 1900; he became president in 1906.<sup>24</sup>

The successes of the Allan-Pfeiffer Chemical Company led Lane to establish Charles E. Lane & Company (medicines); the company incorporated in 1919 with a capital of \$180,000 and made its home in the nominated building. Six years later in 1925, the Allan-Pfeiffer Chemical Company was renamed Allan & Company; it incorporated in that year with a capital of \$6,500 and relocated back to the building at 1706 Delmar Boulevard until 1932.<sup>25</sup> Between 1925 and 1955, tenants (many as business ventures of Lane) included the C. H. Denison Realty Co., Bertal Medicine Co., Mazda Medicine Co., and the Linro Company. St. Louis's International Shoe Company located its shoe pattern division in the building during 1922-25. Decca Distributing Corporation (music records) occupied the first floor during 1947-48. Additional tenants up to 1955 included Hecht-Lears Inc. (clothing manufacturers), the American Mail-O-Press Corp., Puro Filter Corp. of America, National Binder Co. (loose leaf systems), Goessling Co. (wholesale paper), the Morris Adler Co. (tailors), Pence Printing Co., Missouri Flower & Feather Co., Missouri Curtain Co., Henry Tirrill & Co. (calendars), the Griffin-Schultz Co., Bromberg Printing Co. and the Craftsman Press among others.

The former tenant, the Melbourne Manufacturing Company, was already well established inside the building by 1969. The building housed a main office and shipping center, with numerous assembly workers and floors of materials including everything from fabric bolts to rhinestones. The new owner is envisioning an adaptive reuse including residential lofts with a first floor commercial space.

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<sup>24</sup> Charles married Lora B. Denison (daughter of Charles H. Denison, banker of Marion, Ill.) in 1899. Lane was also president of Denison Realty Co., Union Station Bank (he organized it in 1909), Carsow Realty Co., Valley Magazine Co., and Colonial Automobile Co. Director of Central National Bank, Missouri-Texas Land Co., Fort Scott Gas and Electric Co. Member of the Business Men's League and Power Boat Association of St. Louis (owned the "Loralane"). He belonged to the St. Louis Club, Mercantile Club, Glen Echo Club and Jefferson Club. He lived at 4221 Maryland Ave (1906) and 4160 Lindell (1912). 1906 and 1912 *Book of St. Louisans*.

<sup>25</sup> J. E. Allan was president and treasurer, Charles D. Lane was vice-pres and N. E. Beck was secretary.

United States Department of the Interior  
National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

Section 9 Page 16

Moon Brothers Carriage Co. Building  
St. Louis [Independent City], Missouri

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United States Department of the Interior  
National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

Section 10-map Page 17

Moon Brothers Carriage Co. Building  
St. Louis [Independent City], Missouri

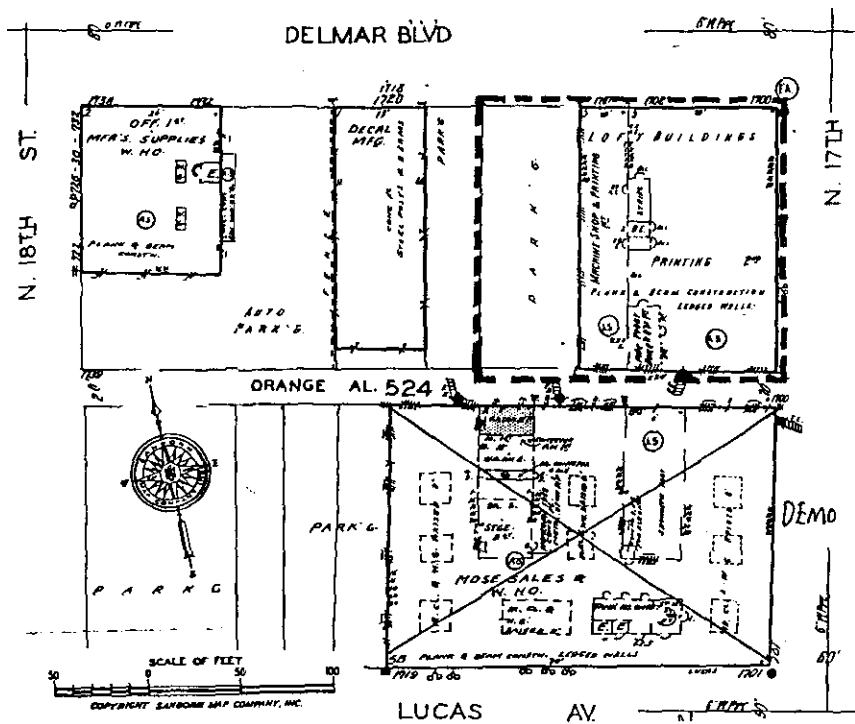
**Boundary Description**

The nominated parcel is located at 1706 Delmar Boulevard on City Block 524 in St. Louis, Missouri. The site is legally known by the Assessor's Office as parcel number 05240000700. The parcel is part of the Wm. Christy Addition to St. Louis; it does not have an individual lot number. The property measures approximately 188 feet by 144 feet, 7 inches and includes a building and a parking lot. The nominated parcel is indicated by a dashed line on the accompanying map entitled "Moon Brothers Carriage Company Building Boundary Map."

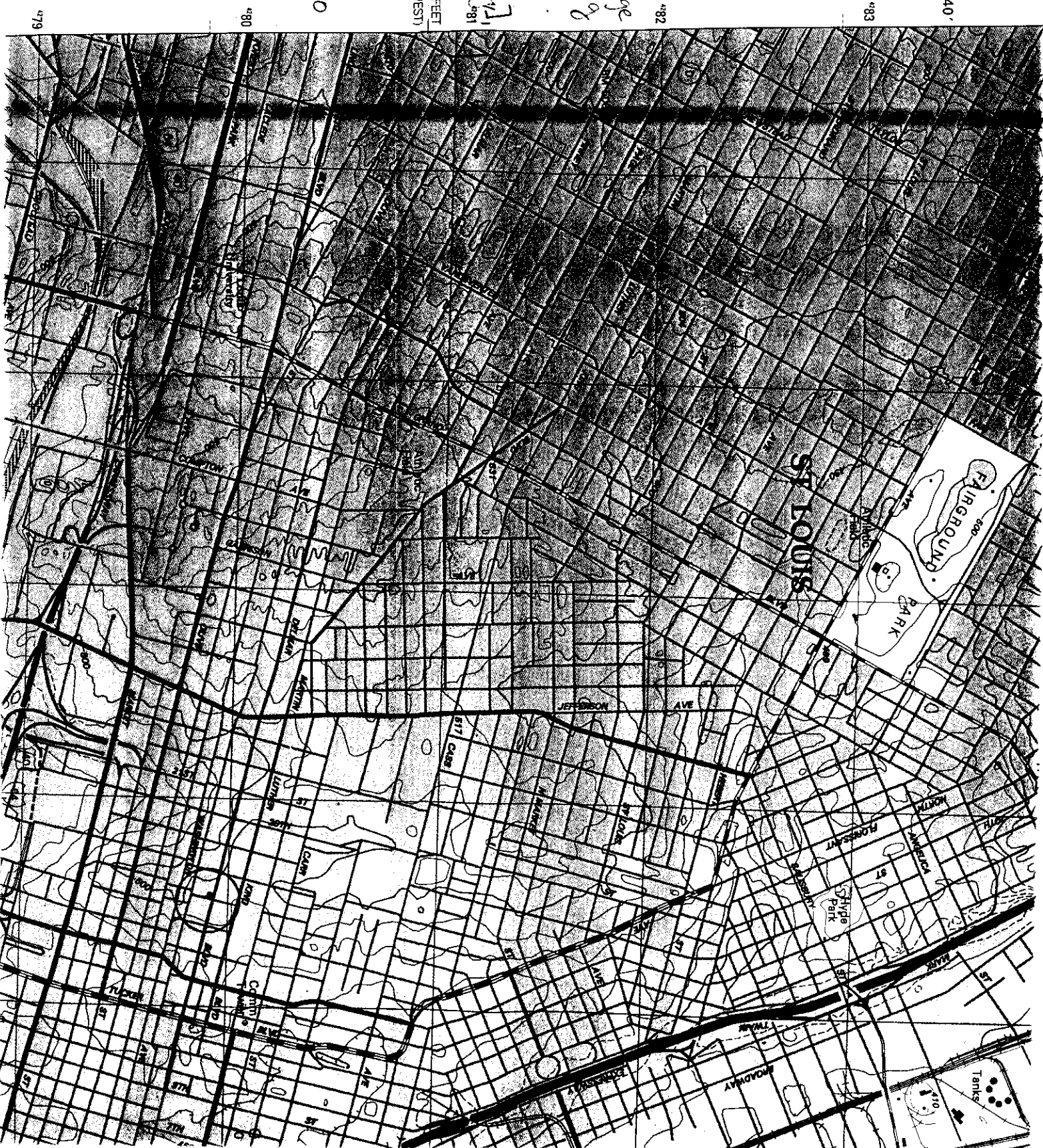
**Boundary Justification**

The nominated parcel includes all of the property historically associated with the Moon Brothers Carriage Company Building.

Moon Brothers Carriage Company Building Boundary Map  
Source: Sanborn Map Company, v. 1W, plate 26, circa 1968.



Moore Bros. Carriage  
Company Building  
1706 Delmar Blvd.  
St. Louis  
[Independent City]  
MO  
720 000 FEET  
[ILL. WEST] 4981  
Zone 15  
Easting 743 460  
Northing 4279 900



40'

4983

4982

4980

4979











