

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 National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. If any 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 certification comments, entries, and narrative items on continuation sheets if needed (NPS Form 10-900a).**

1. Name of Property

historic name North Broadway Glass & Plow Warehouse District
other names/site number Condie-Neale Glass Co., Condie-Bray Glass & Paint Co., Parlin & Orendorff Machinery Co., Oliver Chilled Plow Works Co., Kingman Plow Co., J.I. Case Plow Works Co., Johnston Harvester Co.

2. Location

street & number 2500-06, 2508-14, 2516-22, 2600-06, 2608-10, & 2612-14 N/A not for publication
North Broadway
city or town St. Louis N/A vicinity
state Missouri code MO county St. Louis [Ind. City] code 510 zip code 63102

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended,
I hereby certify that this 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 at the following level(s) of significance:

national statewide local

Mark A. Miles Sept 26 2012
Signature of certifying official/Title Mark A. Miles, Deputy SHPO Date

Missouri Department of Natural Resources
State or Federal agency/bureau or Tribal Government

In my opinion, the property meets does not meet the National Register criteria.

Signature of commenting official Date

Title State or Federal agency/bureau or Tribal Government

4. National Park Service Certification

I hereby certify that this property is:

entered in the National Register determined eligible for the National Register
 determined not eligible for the National Register removed from the National Register
 other (explain: _____)

Signature of the Keeper Date of Action

North Broadway Glass & Plow Warehouse District
Name of Property

St. Louis [Independent City], MO.
County and State

5. Classification

Ownership of Property
(Check as many boxes as apply.)

Category of Property
(Check only **one** box.)

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

<input checked="" type="checkbox"/>	private
<input type="checkbox"/>	public - Local
<input type="checkbox"/>	public - State
<input type="checkbox"/>	public - Federal

<input checked="" type="checkbox"/>	building(s)
<input type="checkbox"/>	district
<input type="checkbox"/>	site
<input type="checkbox"/>	structure
<input type="checkbox"/>	object

Contributing	Noncontributing	
6		buildings
		sites
		structures
		objects
6		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.)

COMMERCE TRADE/Business

COMMERCE TRADE/Warehouse

INDUSTRY/Industrial Storage

INDUSTRY/Manufacturing Facility

Current Functions
(Enter categories from instructions.)

COMMERCE TRADE/Business

COMMERCE TRADE/Warehouse

INDUSTRY/Industrial Storage

VACANT

7. Description

Architectural Classification
(Enter categories from instructions.)

LATE VICTORIAN/Renaissance

LATE 19th & 20th CENTURY REVIVALS/
Classical Revival

OTHER/Warehouse

Materials
(Enter categories from instructions.)

foundation: Limestone
Concrete

walls: Brick
Limestone

roof: Asphalt

other: Terra Cotta
Marble

North Broadway Glass & Plow Warehouse District
Name of Property

St. Louis [Independent City], MO.
County and State

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.)

- 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 old or achieving significance within the past 50 years.

Areas of Significance

COMMERCE

ARCHITECTURE

Period of Significance

1906-1951

Significant Dates

1906

1907

1910

1911

1914

Significant Person

(Complete only if Criterion B is marked above.)

N/A

Cultural Affiliation

N/A

Architect/Builder

Mauran, Russell & Garden (& Crowell);

Prack & Perrine; H. W. Beardsley;

C. F. Steitz; Albert B. Groves

9. Major Bibliographical References

Bibliography (Cite the books, articles, and other sources used in preparing this form.)

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 # _____
- recorded by Historic American Landscape Survey # _____

Primary location of additional data:

- State Historic Preservation Office (survey SL0117)
- Other State agency
- Federal agency
- Local government
- University
- Other

Name of repository: Landmarks Association of St. Louis

Historic Resources Survey Number (if assigned): N/A

North Broadway Glass & Plow Warehouse District
Name of Property

St. Louis [Independent City], MO.
County and State

10. Geographical Data

Acreage of Property 1.38 acres

Latitude/Longitude Coordinates

(Follow similar guidelines for entering the lat/long coordinates as describe on page 55, *How to Complete the National Register Registration Form* for entering UTM references. For properties less than 10 acres, enter the lat/long coordinates for a point corresponding to the center of the property. For properties of 10 or more acres, enter three or more points that correspond to the vertices of a polygon drawn on the map. The polygon should approximately encompass the area to be registered. Add additional points below, if necessary.)

Datum if other than WGS84: _____
(enter coordinates to 6 decimal places)

- | | | | |
|------------------------|-----------------------|--------------|------------|
| 1. Latitude: 38.651833 | Longitude: -90.189728 | 2. Latitude: | Longitude: |
| 3. Latitude: | Longitude: | 4. Latitude: | Longitude: |

Verbal Boundary Description (On continuation sheet)

Boundary Justification (On continuation sheet)

11. Form Prepared By

name/title Matt Bivens (with original draft by Megan Cotner)

organization Lafser and Associates date REV 9-11-2012

street & number 1215 Fern Ridge Parkway Suite 110 telephone 314-560-9903

city or town St. Louis state MO zip code 63141

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Additional Documentation

Submit the following items with the completed form:

- **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. Key all photographs to this map.
- **Continuation Sheets**
- **Photographs.**
- **Additional items:** (Check with the SHPO or FPO for any additional items.)

Property Owner:

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

name multiple

street & number _____ telephone _____

city or town _____ state _____ zip code _____

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

National Register of Historic Places
Continuation Sheet

Section number 7 Page 1

North Broadway Glass & Plow Warehouse District
St. Louis [Independent City], Missouri

ARCHITECTURAL DESCRIPTION

Summary

The North Broadway Glass & Plow Warehouse District, in St. Louis [Independent City], Missouri, is a collection of six, red brick, revival style, product distribution warehouse and office buildings situated between Benton Street and Montgomery Street on the east side of North Broadway, addressed as 2500-2614 North Broadway. The district is located north of downtown St. Louis, and approximately four blocks west of the Mississippi River. The development of the district is related to the construction of railroad depots in the area in the last decades of the nineteenth century, with six contributing resources constructed between 1906 and 1914. The buildings can be categorized as four-story to six-story brick warehouses of both mill and concrete construction. The buildings have ground floor storefronts and, sometimes elaborate, revival style detailing on the upper levels. Some of the structures contain loading bay access on the main elevation for easy distribution of products at North Broadway. All of the district buildings feature multiple ground level dock bays to allow for simultaneous loading and unloading of goods by either freight cars or trucks. All six buildings in the district are contributing resources. Though storefront and other façade updates have occurred—mainly in the form of boarded window bays, the district continues to reflect the historic commercial setting and character from the period of significance in 1906-1951. The buildings retain sufficient integrity of location, design, materials, workmanship, feeling, and association. Although the area has changed over the past 100 years—primarily due to demolition and new construction—these two district blocks have changed very little and thus the buildings still retain some sense of setting.

SITE

Setting and General Description

North Broadway is an active thoroughfare connecting the business center of downtown St. Louis to the south with residential to the far north. Between the two is an area of diverse historic and modern light industrial, warehouse and commercial buildings including the six-building North Broadway Glass & Plow Historic District. Attracted initially by river access, the industrial area surrounding the two block district boomed with the coming of the railroad. Historically the area immediately east of the district was covered with railroad spur and feeder lines (see figure 2). It was these lines that drew the five agricultural implement firms and the Condie-Neale Glass Company to open businesses in the district, and each building was constructed with rear loading bays accessible to railroad spurs. As preferred shipping methods switched from railroad to trucking, the rail lines were removed (or covered over) and replaced with new construction. The 1951-52 St. Louis Produce Market property now marks the eastern boundary of the district over the former rail spur lines. To the south, north and west are mixed one to two-story commercial and warehouse buildings dating from c. 1880 to c. 1980. Interstate I-70 separates

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North Broadway Glass & Plow Warehouse District
St. Louis [Independent City], Missouri

the nominated district and surrounding area from the residential neighborhood of historic Old North St. Louis to the west.¹

The nominated district includes two city blocks divided by Warren Avenue and bounded by Benton to the south, North Broadway to the west, Montgomery to the north, and an alley and the St. Louis Produce Market to the east.

Landscape and Terrain

Generally the site is flat and paved but approximately 60 feet behind the district buildings the ground drops abruptly about four feet to accommodate trucks loading and unloading of goods at the St. Louis Produce Market. The landscape is comprised of a paved Broadway Boulevard and side streets, concrete sidewalks, and a paved parking lot to the south of 2600-06 North Broadway. The district buildings front the sidewalk and the only landscaping is overgrown grasses and weeds at the rear and in between the two district blocks.

Arrangement of Buildings within the District

Each of the six district buildings front the sidewalk and cover the full depth of the city block lots in which they were constructed. In general, buildings were constructed consecutively beginning in 1906 and 1907 on the southernmost lot of each city block with a newer building being built immediately adjacent the northern wall of the earlier building with the exception of 2608-10 and 2612-14 North Broadway in which the outer-most building was completed three years previous to the final structure at 2608-10 North Broadway in 1914.

Architectural Character of the District

All six of the buildings have a similar appearance: constructed of red and dark brown brick accented with white and cream-colored terra cotta; consistent set-backs at both the front and rear of the buildings; as well as similar height and massing (although two buildings are only four-stories high). The district was constructed over an eight year period between 1906 and 1914 with few exterior alterations since that time; these subsequent changes to the buildings have not impacted their character defining features. Interiors have been slightly altered to meet changing uses. Although some feature more elaborate details, each of the buildings retain their revival style accents either cast in terra cotta or in brick or press brick corbelling. All of the buildings also retain defining fenestration patterns and loading bays. Five of the six buildings were designed as warehouse buildings and offices where goods were assembled, stored, and distributed while the sixth provided all of those services including the physical manufacturing of

¹ This residential area contains three historic districts (Murphy-Blair District, NRHP 1-26-1984; SS. Cyril and Methodius Historic District, NRHP 6-28-1983 and the Mullanphy Historic District NRHP 2-14-1983) in addition to individually listed buildings. To the south is also the NRHP listed North Broadway Wholesale and Warehouse District (6-18-2010) and the North Riverfront Industrial Historic District (5-01-2003).

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North Broadway Glass & Plow Warehouse District
St. Louis [Independent City], Missouri

goods; all of the goods shipped from the district buildings relied on the railroad spur lines behind them.

Each of the district buildings retain their physical construction materials and majority of design elements which include interior detailing in the form of concrete and wood floors, concrete and heavy timber columns and beams, exposed ceilings and walls, open floor plans, freight elevators and stair wings, company logo wall safes, and some historic millwork in office spaces. Many of the buildings also feature original tiled entry halls with tiled or marble stairs and elaborate arched walls.

The area surrounding the district has changed over time however the monumental buildings that comprise the nominated district create a strong sense of time and place. The district buildings maintain the same general height and overpower the more recent, one and two-story structures adjacent them. Behind the district is a line of loading dock doors set above the ground and nearby is the projecting upper edge of the early train tracks that allowed these businesses to prosper. Railroads and trains have yielded to cars, motorcycles, and trucks yet at least half of the buildings are still in use today for their original or similar purposes (the others are simply vacant).

The district buildings all relate to each other not only physically along the city street, but in greater depth historically, architecturally, and commercially. The district maintains a strong sense of time and place and retains integrity reflective of its period of significance. The district buildings are named using their original tenant's company name; additional significant tenants are also included as necessary.

Please see figures 1 through 5 which show the evolution of the site between 1875 and 2012.

INDIVIDUAL BUILDING DESCRIPTIONS

2500-06 North Broadway (AKA 201 Benton)

Condie-Neale Glass Company Building; Condie-Bray Glass & Paint Company

Original Owner: Herbert Douglas Condie

Construction Date: 1907 (permit July 29, 1907; #F2785), altered 1920

Architect: Mauran, Russell & Garden /alteration by Mauran, Russell & Crowell

Contractor: Kellermann Construction Company

Construction Type: warehouse of mill construction with exterior brick walls; reinforced concrete basement ceiling; basement has 30 concrete columns supporting 7 concrete beams; 16" x 16" square wood posts including a total of 30 wood posts and 7 wood beams from the first through the fifth floors with 25 wood posts and 3 wood beams at the sixth floor.

Dimensions and height: 80' X 150'; 6-story

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Continuation Sheet

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North Broadway Glass & Plow Warehouse District
St. Louis [Independent City], Missouri

Original cost: \$95,000

Contributing

ARCHITECTURAL DESCRIPTION

This six-story red brick warehouse, manufacturing, and office building features subtle revival style detailing set underneath a massive ornamental cornice. The front façade is divided into five bays with a simple central entrance flanked by an engaged brick column. A carved marble name plate sits above the front entry and reads "CONDIE-NEALE GLASS COMPANY." The remaining four bays on the ground floor have large, recessed and boarded storefronts with a three-light transom above that appears to be painted glass. The original wood storefront frames and sash stops remain intact. Below the storefronts are metal grilles which appear to act as ventilators and basement light wells; behind them the storefront recessed bases are brick. The first floor is separated from the second by an ornamental terra cotta sill course. The rhythm of the five bays continues to the upper floors. The second floor contains exposed, tripartite double hung windows. The second floor windows are noticeably taller than the third through the sixth floors. The majority of the window openings have been covered with painted aluminum panels and the windows removed. The top of the building is elaborated with an oversized copper cornice with large detailed, double-scrolled brackets that sit adjacent to each window bay.

The south elevation continues the rhythm of the front façade, but is divided into nine bays. A large multi-floor, metal fire escape with spiral stair connects the roof through the ground floor. A brick elevator penthouse is centered about the fourth bay from the primary elevation. Three additional storefront bays, similar to the primary façade, also contain a pedestrian entrance that has been modified. A total of five loading dock bays, proportionate to the modern trucking industry, each with a three-light transom above, complete the ground floor. Brick corbelling and a continuous sill course of bricks set on end separate the first and second floors. The roofline from this façade tapers downward from the elevator penthouse to both the front and back of the building and terminates with a capped parapet.

The rear, east-facing elevation contains a stair tower in the northernmost bay with a brick penthouse above for roof access. Small two-over-two light windows are staggered along the stair path. The remaining four bays at ground level are slightly recessed higher openings that are mostly boarded; set above a limestone foundation, they contain loading docks. Above, on the remaining floors are tripartite windows that appear to contain the original two-over-two light fenestration.

The north elevation shares a party wall with 2508-14 North Broadway.

2508-14 North Broadway

Parlin & Orendorff Machinery Company Building; International Harvester Co. of America

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North Broadway Glass & Plow Warehouse District
St. Louis [Independent City], Missouri

Original Owner: Parlin and Orendorff

Construction Date: 1910 (permit July 29, 1910; #G5333), altered 1921

Architect: Albert B. Groves

Contractor: E. A. Steininger Construction Company

Construction Type: fireproof machinery house of reinforced concrete with exterior brick walls; façade of pressed brick and terra cotta; wood was overlaid on concrete floors and concrete posts

Dimensions and height: 80' x 150'; 6-story

Original cost: \$90,000

Contributing

ARCHITECTURAL DESCRIPTION

This six-story, red brick building also contains revival style detailing and is divided into four bays across the façade. At the ground level are two central storefronts flanked on the right by an entrance bay and to the left by a garage bay. An elaborately detailed terra-cotta cornice with egg and dart motif separates the first and second floors as a sill course; repeated between the fifth and sixth floors the sill course contains dentil detailing. Window openings from the second through the sixth floors have been covered with painted metal siding; the majority of windows have been removed behind. Each window bay has a profiled, terra cotta sill and simple brick header. Three large brick medallions set in between four sets of three window openings creates visual interest at the sixth floor. The parapet is capped with an ornamental terra cotta cap and egg and dart detailing. Terra cotta signage of P&O (Parlin & Orendorff) is centered in the shaped parapet.

The north and south walls are sandwiched between buildings.

The rear, east-facing elevation of the building continues the rhythm of the front façade in that it contains four bays per floor. At the first floor each bay contains a loading dock. A metal fire escape runs from the roof to the ground, and a brick elevator penthouse sits above the northern bay. A multitude of painted signs on the elevation include "P & O" and "Parlin & Orendorff," as well as documentation of harvesting implements and other products offered from the facility.

2516-22 North Broadway (and 216-22 Warren Street)

Oliver Chilled Plow Works Company Building

Original Owner: Oliver Plow Works of South Bend, Indiana

Construction Date: 1911 (permit September 16, 1911; #G9886)

Architect: Prack and Perrine (Pittsburgh, PA.)

Contractor: H.G. Christman Company (South Bend Indiana)

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North Broadway Glass & Plow Warehouse District
St. Louis [Independent City], Missouri

Construction Type: fireproof warehouse and office of reinforced concrete with exterior brick walls; concrete frame faced with pressed and matte brick with terra cotta; concrete floors and posts

Dimensions and height: 80' x 150'; 6-story (originally to be 8-story)

Original cost: \$75,000 (original estimate \$200,000 for 8-story)

Contributing

ARCHITECTURAL DESCRIPTION

This five-story red brick building was the new branch headquarters and warehouse for the Oliver Chilled Plow Company. Featuring more elaborate brick and terra cotta accents the building reflects revival styles of architecture. The front façade contains five bays with the main entrance located in the center bay. Above the entry is a cast terra cotta name plate that reads "OLIVER." A heavy entablature separates the first and second floors with corbelling detailing the front entry. The first floor masonry is accentuated with terra cotta inlays. The upper four floor bays are delineated vertically by continuous terra cotta framing. The upper floors terminate with segmented arched windows. Terra cotta detailed spandrel panels are between window bays. A terra cotta cornice runs the length of the facade. Above the cornice is a stepped parapet containing terra cotta detailing and the elaborate Oliver Chilled Plow Company logo.

The detailing of the front façade wraps along the first bay of the north elevation. The elevation contains storefronts and loading docks at the ground level while a variety of long, narrow and smaller windows with terra cotta sills penetrate the wall above. A brick penthouse is at the roof. A terra cotta parapet cap runs the length of the elevation.

The rear, east-facing elevation contains eight varying size loading docks at ground level. Four floors above contain long, low-height window bays. Door openings that would have been accessed from a missing fire escape are apparent on the rear façade. All window and door openings have been covered with painted metal siding. It is unknown if these windows remain beneath the siding.

2600-06 North Broadway

Kingman Plow Building; Emerson-Brantingham Company

Original Owner: Kingman St. Louis Implement Company

Construction Date: 1906 (permit September 17, 1906; #B9215), 1913

Architect: Albert B. Groves

Contractor: William Sutherland Building and Construction Company

Construction Type: agricultural implements warehouse of mill construction with exterior brick walls; 34 concrete columns in the basement; 34 14" x 16" wood posts and four beams on the interior from the first through the sixth floors,

Dimensions and height: 80 foot by 150 foot, 6-story

National Register of Historic Places
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North Broadway Glass & Plow Warehouse District
St. Louis [Independent City], Missouri

Original cost: \$85,000

Contributing

ARCHITECTURAL DESCRIPTION

This six-story red brick revival-style building is a pier and spandrel system with paired wood windows on upper floors. Vertical emphasis is accentuated by large terra cotta brackets supporting a large cornice. Below each bracket is a brick label panel with herringbone brick inset. A stylized classical, central front entry has an elliptical arch supported by paneled pilasters. A scrolled keystone is centered above the arch. An architrave with raised terra cotta letters reading "KINGMAN" is capped with a detailed cornice. Flanking the recessed and boarded entrance bay are two storefronts at either side set on low bases. Above the first floor, a continuous terra cotta sill course with corbelled brick below separates it from the second floor. Many of the original one-over-one light windows remain, while the first floor openings have been in-filled with concrete block. An ornamental projecting cornice with block modillions and elaborate brackets crowns the façade.

The detail of the front elevation wraps the first of ten bays of the south elevation. A series including a storefront, segmental arch windows, and four loading bays penetrate the elevation. Second floor windows are the same height as those on the primary façade, however those on the third through the sixth floors are smaller, segmental arch windows with stone sills. A fire escape completes this side.

The east-facing, rear elevation continues the rhythm of the south elevation with segmental arch windows on the upper floors. The first floor contains five loading docks, some of which still contain the original hinged door with three-light transom above. Painted signs are visible on the elevation.

The northern wall adjoins its neighbor at 2608-10 North Broadway.

2608-10 North Broadway

J.I. Case Plow Works Company, Wallis Tractor Company Building

Original Owner: the Tyler Estate

Construction Date: 1914 (March 3, 1914; #1329)

Architect: H. W. Beardsley and Company

Contractor: Tyler Estate (owner)

Construction Type: mercantile building with steel/iron girders and wood posts; stone foundation with the first two stories including steel members; the upper two floors are wood frame with massive wood posts; pilastered walls; brick and terra cotta

Dimensions and height: 40' x 150'; 4-story

Original cost: estimated at \$10,000; actual \$15,000

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North Broadway Glass & Plow Warehouse District
St. Louis [Independent City], Missouri

Contributing

ARCHITECTURAL DESCRIPTION

This four-story red brick, revival style building is constructed with a pier and spandrel system. The first floor contains an entrance bay, a storefront and a loading bay; alterations include new infill in the fenestration. A block modillion sill course separates the first and second floors while the upper floors are accented by diamond shape terra cotta insets set within spandrel panels. All windows are newer replacements with original terra cotta sills. An elaborate bracketed cornice is set beneath a terra-cotta capped shaped parapet roof. A metal fire escape runs from the second to the fourth floor and is centered on the front of this building.

The building is set between its neighbors at the north and south elevations.

The east-facing, rear elevation is divided into three bays with three loading dock doors that have been partially in-filled, though like the front façade, the jambs, mullions and transom bars remain. Paired windows penetrate the second, third, and fourth floors.

2612-14 North Broadway

Johnston Harvester Company, Massey-Harris Company, Collins Plow Company Building

Original Owner: the Tyler Estate

Construction date: 1911(permit November 8, 1911; #H484)

Architect: C. F. Steitz

Contractor: Federal Construction Company

Construction Type: warehouse with heavy wood posts and iron beams; pilasters 8" x 32" with 15' centers.

Dimensions and height: 40' x 150'; 4-story

Original cost: estimated at \$10,000; \$16,000

Contributing

ARCHITECTURAL DESCRIPTION

This four-story pier and spandrel structure features subtle revival style details. The first floor contains a central entrance with boarded sidelights and transom; flanking it is a raised storefront and a ground level loading dock door. A limestone band running at sill height and spanning the façade is broken by the entrance door and loading bay; a similar band in the form of a sill course separates the first and second floors. Partly visible through boarded bays are tripartite windows from the second through the fourth floors; windows appear to be original beneath. A terra cotta cornice is set below a terra cotta parapet coping.

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North Broadway Glass & Plow Warehouse District
St. Louis [Independent City], Missouri

The upper three floors of the north elevation are visible above a one-story structure to the north built in 1953. The elevation is brick with few window penetrations at the second floor. A terra cotta coping crowns the roofline.

The east-facing, rear façade is divided into three bays with a central large loading dock door flanked by a window and what may have been an additional loading bay. The upper three floors contain mostly boarded window bays, however some original tripartite windows are visible. A number of painted signs remain with the most visible reading “POWER FARM MACHINERY.”

INTEGRITY

The nominated district retains integrity of location, design, materials, workmanship, feeling, and association. Although the area has changed over time—an historic evolution in itself—the district maintains sufficient integrity of setting.

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North Broadway Glass & Plow Warehouse District
St. Louis [Independent City], Missouri

HISTORICAL SIGNIFICANCE

Summary

The North Broadway Glass & Plow District, 2500-2614 North Broadway (east side), in St. Louis, [Independent City], Missouri, is locally significant under National Register Criterion A in the area of COMMERCE and Criterion C in the area of ARCHITECTURE. Spurred by the construction and expansion of railroads, St. Louis emerged as a major manufacturer and distributor of manufactured goods during the last quarter of the 19th Century. Much of that rail-related trade centered in the large industrial area between the Mississippi River and the North Broadway corridor, where this six building district is located. Five of the buildings were historically associated agricultural implement companies, and were used as regional distributors of goods manufactured in other states. The sixth building, the former Condie-Neale Glass Company, was both the glass-making plant and the primary distributor of its glass products. All six district buildings historically shared a railroad spur line running along their east-facing, rear elevations; this spur connected the buildings to the main railroad lines and regional markets. The buildings in the district were designed and constructed between 1906 and 1914, and typical of that era of warehouse and factory design they were of fireproof construction and engineered to carry heavy loads. Unlike the more utilitarian factory buildings constructed later in the 20th Century, all of the buildings in the district display some form of architectural detailing reflecting revival styles, likely indicating their more public functions such as business offices for distributors and wholesale show rooms as well as warehouse and light industrial space. Buildings were designed by prominent St. Louis architects as well as significant out-of-town architects. The period of significance begins in 1906—the date the first building was completed and opened as a distribution warehouse—and continues through 1951—the date the railroad spur and feeder lines were removed and shipping methods switched to over-land trucking. Although some of the buildings were still owned by agricultural implement companies into the 1950s, some began to relocate in the 1930s and 1940s; after the 1950s the district buildings began to be used for other purposes and some were vacated altogether.

Background

River & Rail Development in St. Louis

St. Louis' industrial and commercial success was wholly dependent on the riverfront until the second half of the nineteenth century. Requiring close proximity to water transportation and shipping lines, most businesses strategically located within the first several blocks closest to the Mississippi River. When land became scarce in the center of the city fronting the river, this lack of available land coupled with the high price of real estate in downtown led to enterprises being established both north and south of the city core—however, the connection to the river remained crucial. Specifically, the northern edge of the city along the river had begun to develop as an industrial and commercial center prior to 1875. When the shift from dependence upon river transfer to the alternative of rail distribution began, this area adapted and prospered. Early rail lines had been located at either the north or south boundaries of the city and within the

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North Broadway Glass & Plow Warehouse District
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drained Mill Creek Valley with a major network established just north of downtown near the nominated district.

After the Eads Bridge near downtown was completed in 1874 and rail traffic could cross the Mississippi River, it not only connected St. Louis to the eastern markets, it created a direct link to the national market with St. Louis at the heart. By 1875, the area north of downtown already had one of the highest ratios of feet of railroad track per acre in the city. The establishment of rail lines was important in later development as industry owners and merchants, in an effort to reduce drayage and handling costs, began to run private spurs up to and sometimes into their factories and warehouses.² Within two decades more railroads converged at St. Louis than at any other point in the United States.³

As St. Louis became more reliant on the railroad, light industry began to take over entire city blocks. North Broadway connected factories, depots, and warehouses near the Mississippi riverfront to the entire country. Efficient delivery of raw materials and shipment of finished products supplied by these enterprises was dependent on rail service. Timely distribution was ensured by the Wabash Rail Yards, which were located directly behind the nominated district and that served the buildings in efficient loading and unloading of goods.

The first rail line in the North Broadway area was the St. Louis, Kansas City & Northern Railway, whose freight depot (since demolished) was located at North Market between First (Main) and Second Streets. This rail company later merged with others to become the Wabash line west of the Mississippi River.⁴

The variety of business types in the immediate area was an important factor in ensuring its financial security as its success was not contingent on any one large, single employer. Also, the westward movement of the residential population in the late nineteenth century had little impact on businesses in this area since few were consumer-oriented.

Post-Railroad Development & Growth of St. Louis' North Broadway District

In general, St. Louis industry developed in close proximity to the river with the majority of industrial and warehousing space located north and south along the Mississippi. Light industrial and smaller commercial businesses encroached westward into residential neighborhoods in a

² Landmarks Association of St. Louis. *Research Design: Survey of North Broadway Industrial Area II, St. Louis, Missouri*. July 6, 1990, page 5.

³ James Neal Primm. *Lion of the Valley: St. Louis, Missouri, 1764-1980*. (St. Louis: Missouri Historical Society Press, Third Edition, 1998). Page 297. Although a total of 22 railroads joined at St. Louis the city still trailed Chicago in volume of traffic.

⁴ Landmarks Association of St. Louis. *Research Design: Survey of North Broadway Industrial Area II, St. Louis, Missouri*. July 6, 1990, page 6.

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period before zoning was enforced. The larger business offices built structures in the immediate downtown vicinity while individual neighborhoods saw the development of local commercial properties that provided essential services and products to residents in those communities. Eventually the larger industries found themselves situated strictly along the riverfront and with the advent of the railroad and later the interstate highway systems, their positions were key to their success.

Although the general area surrounding North Broadway was occupied mostly by residential with some commercial and light industrial structures before 1876, by 1900 businesses and commercial uses displaced housing. As a result, residential use was ultimately pushed both western and northern as companies sought to reinvent the area and build imposing structures close to available transportation networks. Changes in local zoning—often backed by investors and local businessmen—also allowed these types of uses to develop within the area.

At the turn of the 20th Century, St. Louis' Broadway was touted as "The World's Longest Street,"⁵ extending without interruption a total of sixteen miles in 1902. Broadway connected Baden to the north and Carondelet to the south along the St. Louis riverfront. In close running was Grand Avenue which was fifteen miles in length to the west of the downtown district—the street which was the former 1855 city limits. While South Broadway saw the growth of pedestrian-based, neighborhood commercial buildings, North Broadway quickly developed as a manufacturing and warehousing corridor—first empowered by the river and then made boundless by the railroad.

By early 1906, with the improvement and expansion of railroad terminal facilities for manufacturing concerns just north of downtown St. Louis, large extant industries began to relocate and new ones to locate as near the area as possible. This so-called "North St. Louis terminal district" drew four such massive factories in 1906 including: the Foster Brothers Manufacturing Company, the St. Louis Sash and Door Works, the Condie-Neale Glass Manufacturing Company, and the Kingman Agricultural Machine Manufacturing Company; the latter two companies located within the nominated district (Kingman had earlier left St. Louis for East St. Louis but now returned). It was reported that the investment in the area by these four companies alone totaled \$1,000,000.⁶ One reason for the attraction to a site, that included a direct connection to railroad spur lines, was to avoid the common problems in drayage which

⁵ *St. Louis Post-Dispatch*. April 13, 1902, page A14B. "St. Louis' Broadway is the World's Longest Street: This Unequaled St. Louis Highway Extends 16 Continuous Miles." The source indicated that Second Street in Philadelphia was the second longest at fifteen miles long. London was referenced and concluded that it "was not known to have any continuous street approaching these in length." St. Louis had an estimated 900 miles of streets in 1902.

⁶ *St. Louis Post-Dispatch*. July 19, 1906, page 7. "Factories Moving to North St. Louis: Four Concerns Have Already Selected Sites Along Railroad Tracks."

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often slowed St. Louis business. Now seen as an unnecessary evil to businessmen and manufacturing concerns, monopolistic drayage and transfer systems were rejected in favor of having direct delivery of freight to and from their own platforms via permanent railroad spurs. Now positioned along both the main and switch tracks of the Wabash Railroad, these businesses would be allowed to develop and thrive.

In a 1908 publication, author Leonard Woods described the powerful presence of North Broadway detailing the new businesses there:

“...Nowadays as you come down the river some of the buildings that stand out the most prominent as you approach the city are the great agricultural implement warehouses on North Broadway. These establishments are up-to-date in every way—with the best shipping facilities from their own tracks, the buildings sprinkled to reduce to a minimum with danger from fire, and fitted with all modern appliances to give employees and visitors as much comfort and convenience as it is possible to do.

If an ambitious farmer will visit the sample rooms of these establishments he will find there that which will suggest to him a restful time for farm work, with plenty of time to eat, for most of the implements are now constructed so the farmer or his help can manage the machine with a few levers, while taking his ease riding, with a sunshade over him if he desired it.

There has been an immense capital invested in the agricultural implement business within the last few years, and great factories are turning out thousands of machines that for strength, lightness, symmetry, ease of working and efficiency are beyond the dreams of a generation or two ago. Farming has come to be a less laborious occupation than of old. Truly improved machinery and other advantages are emphasizing the call of “Back to the Country.” In these sample rooms will be found plows from the great gang plow to the diminutive hand plow, and such a vast array of tools that it takes a large volume to fully describe them. Many of them are set in motion with electric motors, to show them in operation.”⁷

Continued improvements in freight transfer were announced in November of 1909 by the Missouri, Kansas, and Texas Railroad (M. K. & T. RR) Company that it was going to “establish

⁷ Leonard R. Woods. “Accounting Methods in the Agricultural Implement Business.” *The Book-Keeper*. (Detroit, Michigan: The Business Man’s Publishing Company, Limited). September 1908, Volume XXI, page 295. Leonard Wood, author, was an American physician and previous Chief of Staff of the United States Army born 1860 and died 1927. Wood spent much of his life in St. Louis.

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roundhouses and extend its shipping and terminal facilities in North St. Louis” worth some \$6 million on land bounded by Florida, Mound, and Second Streets and Broadway.⁸ M. K. & T. proclaimed that the area would soon be “embraced in the site of an immense freight depot” as a result of a “demand (that) has developed for sites in this section for factory buildings which promises to be a decided feature in the St. Louis realty market.”

A change in the direction of business types as well as shipping methods led to a reassessment of standing buildings and then empty lots as sites for the creation of new, larger buildings to house growing and contemporary businesses—and especially manufacturing concerns.

By the fall of 1913, real estate on North Broadway was in high demand. The August 31, 1913 edition of the *St. Louis Post-Dispatch* touted “North Broadway Realty is Most Active on List: Mississippi Valley Trust Company is Said to be Behind Leading Transactions; Terminal a Big Buyer.” The source explained:

“The most important negotiations involve the acquisition of valuable property on North Broadway and in the district east of the highway. These, according to concerns on Chestnut Street, are being engineered by the Mississippi Valley Trust Company, whose achievements in this part of the city have been redeeming features of the St. Louis realty market.

Land in this district, with shipping facilities, is listed at from \$2 to \$4 a square foot. That which is most available for factory or shipping purposes has been snapped up by syndicates or professionals at prices ranging from \$1 to \$2 a square foot and at a lower scale of price. Resales at the advanced prices are now forecast, operators declare.”⁹

St. Louis as a Major Distributor of Goods

In great part made efficient by Samuel Cupples’ warehousing complex in downtown St. Louis beginning in 1894 (NRHP 6-26-1998), St. Louis quickly rose to the top of the nation in the distribution of goods.

Published in 1909, *St. Louis: the Fourth City* touted:

“In distributive commerce in 1909, St. Louis has higher rank than the fourth city when certain lines are considered...this is the largest dry goods market west of

⁸ *St. Louis Post-Dispatch*. “Realty Buyers Turning Towards North St. Louis: Improvement Plans by M. K. & T. Brings a Big Demand for Factory Sites.” November 21, 1909, page A10.

⁹ *St. Louis Post-Dispatch*. “North Broadway Realty is Most Active on List: Mississippi Valley Trust Company is Said to be Behind Leading Transactions; Terminal a Big Buyer.” August 31, 1913, page 8.

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the Alleghenies; the largest hardware lumber market in America; the largest horse and mule market in the world; the second largest millinery market in this country; the largest inland coffee distributing point; the largest distributor of shoes...St. Louis has the largest hardware house, the largest woodenware house,[and] the largest drug house in the United States."¹⁰

With immediate access to the river and later to the railroads, St. Louis emerged as a major force in the commercial growth of the country by the early 1900s.

Agricultural Implement Manufacturing & Distribution

As early as 1856 St. Louis was one of the nation's leading agricultural implement manufacturing and distribution centers. To illustrate its power in the industry the city held an annual Fair of the Agricultural and Mechanical Association which by 1891 had, according to one source, "gained world-wide reputation as being the greatest exhibition of it character on the continent."¹¹ In part due to St. Louis' position among the great cities of the nation as a manufacturing and mercantile leader with excellent railroad and steamboat freight handling, the city was touted as the "western headquarters for agricultural machinery and implements, and vehicles of all kinds, and is recognized as such by the entire territory tributary to her."¹²

Proof of the impact of the agricultural implement business in St. Louis was attributed to specialization in the field which saw a decrease in the total number of manufacturing companies from seven to four but an increase of the value of the capital and the value of the products which rose from \$856,430 in 1880 to \$1,107,454 in 1890.¹³ After this period, St. Louis, at the center of the nation, quickly rose as a distribution center of agricultural implements.

Agricultural Implement Distribution within the District

Key to the significance of the nominated district is its five agriculturally-related buildings that replaced earlier structures on North Broadway starting in 1906. The first company to locate within the district on North Broadway was also one which had previously left St. Louis because of a former bias relative to rail transfer in the city.

2600-06 North Broadway (1906 Kingman Plow Company)

Noted as being one of the first larger manufacturing concerns to locate to this district was the Kingman Plow Company. Originally located in St. Louis city, Kingman relocated to East St.

¹⁰ Walter B. Stevens. *St. Louis: The Fourth City 1764-1909*. (St. Louis: S. J. Clarke Publishing Company, 1909), pages 695-696.

¹¹ Commercial and Architectural St. Louis. (St. Louis: Dumont Jones & Company, 1891), page 16.

¹² Ibid, page 182.

¹³ M. M. Yeakle. *The City of Saint Louis: Metropolis of the Great West and Great South*, 1892. (St. Louis: J. Osmun Yeakle and Company, 1892).

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Louis, Illinois, at a time when the Merchant's Bridge "ceased to be an independent power in St. Louis traffic affairs;" this event also coincided to a period in the early 1900s when railway discrimination against the city had been fierce.¹⁴ A demonstration of the real need for St. Louis terminals was seen in the return of Kingman to a new building constructed for them at 2600-06 North Broadway in 1906 after a series of events occurred: the Wabash Railroad opened its St. Louis terminals with the announcement of direct operation of freight trains in and out of them and across the river, and the City of St. Louis voted bonds for the construction of a new municipal bridge.¹⁵ The Kingman Company initially purchased the entire block along North Broadway between Montgomery and Warren streets with the Wabash Railroad tracks located at the east, rear line of the property.

Kingman was one of Peoria, Illinois' oldest and largest industries; located on North Adams Street in Averyville, the company factory employed about 350 people in 1912. Founded by Martin Kingman in 1867, the company opened branch houses in St. Louis, Kansas City, Omaha, Dallas, Oklahoma, Denver and Des Moines with New York handling its export trade. Kingman manufactured riding plows, steel lever harrows, disc harrows, cotton planters, corn listers and cultivators among other implements.

The 1907 *Gould's Directory* lists Kingman within a healthy list of 50 agricultural implement companies—a list which would decrease to 34 such companies spread city-wide three years later in 1910. The bulk of these buildings were previously located within the first few blocks adjacent the river just fronting downtown St. Louis; demolition of the buildings began in the 1930s to provide a site for the future Gateway Arch. The largest cluster remained on North Broadway and includes the nominated district.

Kingman Plow Company's St. Louis office opened a McIntyre automobile distributorship in the building in 1911 that covered the Missouri, Illinois, and Arkansas territory. Figure 6 shows a stock of Nash automobiles in front of the nominated building dating to 1911; it is uncertain if the company also sold Nash.

By 1912, the Rockford, Illinois-based Emerson-Brantingham Company—a \$50,000,00 farm machinery syndicate—had acquired the Kingman Plow property on North Broadway. Incorporated in 1852, Emerson-Brantingham established itself as "one of the principal manufacturers of agricultural implements in the United States" and it was reputed that "the enlarged company will hereafter manufacture practically a complete line of machinery for the farm, together with tractor engines using gasoline, coal, and kerosene as fuel."¹⁶ Vital to this

¹⁴ *St. Louis Post-Dispatch*. July 19, 1906, page 7. "Factories Moving to North St. Louis: Four Concerns Have Already Selected Sites Along Railroad Tracks."

¹⁵ *Ibid.*

¹⁶ *St. Louis Post-Dispatch*. August 7, 1912, page 17. "Emerson-Brantingham Company."

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challenge was to compete with the International Harvester Company of America (then located at 2203 Gratiot, since demolished) in “all of the markets of the world.”¹⁷

The 1932 and 1940 *Gould's City Directory's* list the Central States Paper and Bag Company at 2600 North Broadway.

2508-10-12-14 North Broadway (1910 Parlin & Orendorff Machinery Company)

The Parlin & Orendorff Machinery Company, previously located at 612-18 North Main (since demolished) purchased a large lot on the 2500 block of North Broadway in March of 1909. During the summer of 1910 the company's contractor began construction of a new building to house P & O's agricultural implement distribution business. P & O was established in Canton, Illinois in 1842 and by 1918 it was known as the principal industry of that city. Later, the company was well known for its development work on disk harrows—the only other major competitor being John Deere.

At the 1904 St. Louis World's Fair, Parlin & Orendorff were advised by the fair exhibit organizers to show only those implements which would “please the greatest number of people...and that which finds general sale throughout the world.”¹⁸ A small selection of products were shown but in fact P & O had over 1,400 different sizes and styles of plows, harrows, planters, and cultivators. Touting its line of products, company spokespeople exclaimed “2,600 horses would be required to pull these implements if placed in line... [a line that] would be more than seven miles in length with no two alike.”¹⁹ Figure 7 includes an example of an engine and farm implement which was distributed from the nominated building.

Parlin & Orendorff conducted business in ten branch offices spread across the United States. After less than a decade of distributing company goods since its construction for that purpose, the St. Louis branch received news in July of 1919 that Parlin & Orendorff was purchased by the International Harvester Company of America. International Harvester was organized in 1902 and manufactured mainly harvesting machines; its competitor the Emerson-Brantingham Company had bought the Kingman Plow Company building at 2600-06 North Broadway just seven years earlier. The purchase of P & O was limited to the manufacturing plant and company real estate at Canton, Illinois which included all “products and materials on hand, together with the patents, trademarks, and good will.”²⁰ Accordingly, employees of the old company became those of the new at the main location but the branch offices were occupied under lease and continued to be used to expedite distribution of P & O implements in local territories.

¹⁷ Ibid. July 18, 1912, page 14. “Harvester Trust to Have Big Competitor.”

¹⁸ *Dun's Review*. Volumes 3-4, 1904, page 72.

¹⁹ Ibid.

²⁰ *Tractor World*. Volumes 1-2, 1918, page 35.

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The May 1919 issue of *The Harvester World* stated that the purchase of P & O was one of the most important events in the history of International Harvester. The article explained “it not only gives it an established line of plows and a well-organized and efficient plant, but avoids the delay that would have necessarily been involved if the Company had undertaken to develop its own line of plows...by this means the Harvester Company becomes at once an important factor in the plow trade.”²¹

Between 1922 and 1940, 2508-14 North Broadway was wholly occupied by the International Harvester Company of America.

2516-22 North Broadway (1911 Oliver Chilled Plow Works Company)

Seeing the possibilities of the ripe North Broadway district, in December of 1908 the South Bend Iron Works Company, a subordinate of the Oliver Chilled Plow Company, purchased a large site at 2516 North Broadway from owner (and neighbor business owner) Herbert Condie for \$35,000.²² Then located at Twenty Second Street and Scott Avenue (at the ledge of Mill Creek Valley), the business was attracted to the new site because of its direct connection to the Wabash Railroad. By January of 1909 *The Implement Age* announced that the Oliver Chilled Plow Works was “to build [a] warehouse in St. Louis to facilitate the distribution of their product throughout the South and Southwest.”²³ The company’s new implement warehouse was estimated to cost \$150,000 and was to include ample space for the display and storage of implements.

Selling its original four-story building in Mill Creek to the St. Louis Edible Nut Company in 1911, Oliver Plow announced that it was going to construct a new eight-story concrete building at a cost of \$200,000 on North Broadway.²⁴

However, the July 27, 1911 edition of the *Iron Age* magazine announced that the Oliver Chilled Plow Company had “let a contract for the erection of a *six-story* building on North Broadway in the agricultural implement district” and that it “will be equipped with considerable machinery in addition to that now in operation at its present plant at 22nd Street and Scott Avenue [*since demolished*]...to be completed January 1.”²⁵ The actual structure constructed in 1911 was a five-story building estimated at \$75,000 which included offices and warehouse space. Figure 8 shows the completed building as it appeared in 1917. Figure 9 shows the type of roof construction applied to the building.

²¹ *The Harvester World*. May 1919, page 3.

²² *St. Louis Post-Dispatch*. “Change Under Way in Downtown Realty.” December 20, 1908, page 14B.

²³ *The Implement Age*. (Philadelphia, Pennsylvania, 1909). Volume XXXIII, number 1, January 7, 1909, page 30.

²⁴ *St. Louis Post-Dispatch*. “Two Big Sales; One on Scott Av., One on Olive St.” May 7, 1911, page 10.

²⁵ *Iron Age*. (Michigan: The Chilton Company, 1911), volume 88, July 27, 1911, page 228.

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Scotland-born James Oliver founded the company in 1855 via a successful attempt at making a plow of chilled iron and by the time of his death in March of 1908 his manufacturing concern in South Bend, Indiana covered 58 acres.²⁶ His only son, Joseph, was the financial manager of the firm and took over upon the death of his father.

By 1920, Oliver Chilled Plow Works had been well established on North Broadway. Branding the motto "Oliver Gave the World the Chilled Plow" it advertised in St. Louis city directories the following industry products: "Oliver Chilled and Steel Walking and Riding Plows, Listers, Cultivators; Disk, Spring Tooth and Spike Harrows, Pulverizers and Stalk Cutters" in addition to "Black Hawk Corn and Cotton Planters and Manure Spreaders, Aspinwall Potato Machinery, and Superior Grain Drills." Oliver was also an early innovator of disk harrows, competing with the likes of John Deere and the district's Parlin & Orendorff. Figure 10 shows company advertisements from period publications.

By 1929, Oliver Chilled Plow merged with Hart-Parr and others to form the Oliver Farm Equipment Corporation. The 1932 and 1940 *Gould's City Directory's* continue to list Oliver in the building.

2612-14 North Broadway (1911 Johnston Harvester Company)

Likely built for speculation by the Tyler Estate, the Johnston Harvester Company immediately occupied the structure upon completion in 1911. Johnston Harvester Company of Batavia, New York came into being in 1868 and had occupied St. Louis branch buildings at 2207-09 Scott Avenue (near the original location of the Oliver Chilled Plow Works, both since demolished). Using romantic etchings of agrarian bliss the company advertised "Johnston Farm Machines – First in Quality" and promoting their implements proudly claimed "Johnston machines cost less to maintain than less carefully constructed tools and give many more years of perfect service...they represent the most advanced development along truly practical lines...there is nothing experimental, impractical, or 'freakish' about them...they are made by the original independent company to give perfect satisfaction."²⁷ Figure 11 shows company advertisements from period publications.

Original Johnston Harvester owner Byron Huntley died in 1910 and the Canadian Company of Massey-Harris bought a controlling interest in the business. By 1917, the company's name was changed to Massey-Harris Harvester Company. This move allowed the Canadian company to gain access to the European markets. Growth continued and Massey-Harris became a leading

²⁶ *Classic American Tractors: Oliver Hart-Parr*. Iola, Wisconsin: KP Books, 2005).

²⁷ Johnston Harvester company advertising samples from various agricultural implement publications.

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manufacturer of plows in addition to its trademark harvesters. By 1921 the subject building housed both the Johnston Harvester and the Massey-Harris Harvester branch distribution centers.

By 1922, Collins Plow Company was sharing space in the building. Just ten years later the 1932 *Gould's City Directory* lists only the Massey-Harris Company at 2612-14 North Broadway. Massey-Harris continued to occupy the building through 1940.

Continued Development on North Broadway

Established businesses on the 2500-2600 blocks of North Broadway, in an area touted as “the heart of the warehouse and manufacturing district of the North End,”²⁸ included the completion of the buildings for the Condie-Neale, Parlin and Orendorff, Oliver Chilled Plow, and the Kingman Plow companies. Their successes led, not only to the new construction of a two-story printing and binding company on the west side of North Broadway for the Goodwin Brothers in 1912 (intact but modified), they also attracted probable speculators identified as the “Tyler Estate” to purchase a large lot in 1911 flanking the Kingman Plow Company. Clearing the site of a previous structure in November of 1911, the Tyler Estate already procured a tenant at 2612-14 North Broadway but held the vacant lot in between it and the Kingman building until 1914—thus completing the district buildings with the construction of an agricultural implement warehouse building for J. I. Case and Company.

2608-10 North Broadway (1914 J. I. Case Plow Works Company)

On March 4, 1914 the *St. Louis Post-Dispatch* announced “J. I. Case Plow Works to Erect a Warehouse: Takes 10-Year Lease on 2608-10 North Broadway and Will Build At Once.” Accordingly, the Tyler Estate (owner of the land) had engaged the Mississippi Valley Trust Company to manage the deal between itself and the new tenant (of Racine, Wisconsin) the J. I. Case Plow Works—a company that immediately began erecting a new warehouse equipped with shipping platforms connecting with the Wabash Railroad. The source explained that the lease will “add another large concern to the new agricultural business district.”

J. I. Case and Company produced the first steam engine tractor in 1869; a wheel mounted tractor drawn by horses and used only for belt power. In 1876, Case built the first self-propelled traction steam engine with horses used to steer the engine. By 1886 Case became the largest worldwide manufacturer of steam engines. In 1892 Case built the first gasoline tractor and called it the “Paterson Tractor.” However, the early model was not successful and Case did not build another gas tractor until 1911.

²⁸ *St. Louis Post-Dispatch*. “Goodwin Brothers To Build: New Quarters for Printing and Binding Concern on North Broadway.” February 25, 1912, page A15.

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Advertising in the *Country Gentleman* in 1918, J. I. Case exclaimed “Mechanical Excellence Determines Economy” and elaborated that “the most economical plow on your farm is the one that turns over the most acres at the least expense for the greatest number of years...judged by this standard, J. I. Case Plows are the most economical for the American farmer.”²⁹ The company’s main office and factory were located in Racine, Wisconsin; included among eight regional branches was the St. Louis branch at 2608-10 North Broadway. Figure 12 shows company advertisements from period publications.

The WALLIS tractor made by the J. I. Case Plow Works Company was also featured in company ads touting “Thoroughly Engineered” and “More Acres Per Hour.” Figure 13 illustrates the tractor.

In a 1920 edition of the publication the *Michigan Manufacturer and Financial Record* investors A. B. Leach & Company printed an article entitled “The Future of Farming—and the J. I. Case Plow Works Company.” The firm, confident in the future of J. I. Case, was seeking stock purchasers to invest in the company explaining “its productions from plows to tractors have been fully proven—the demand for them is already greater than the company is in a position to supply; the earnings of the company are exceeding all estimates; and the possibilities for a satisfactory investment in the securities of this company are well worth investigation by conservative investors.”³⁰

The J. I. Case Plow Works and the Wallis Tractor Company remained at 2608 North Broadway in 1922 but by 1932 the building was vacant. J. I. Case Company had relocated to 4260 Forest Park Avenue by 1932. The Gruber-Thomas Preserving Company was listed in 1940.

Each of these five distribution warehouses featured display, storage, and assembly of goods which were manufactured in other parts of the nation. Accompanying them within the district was a final business concern that not only distributed its goods worldwide from the nominated district, it also manufactured them on site—the Conde-Neale Glass Company.

The Glass Industry in St. Louis

The glass business, relative to jobbing and manufacturing in St. Louis, increased more than 100% between 1886 and 1891.³¹ This surge was a direct response to the building boom with the local demand creating competition in the industry. Corresponding to a major period in St. Louis building construction, the number of glass companies grew from a total of three in 1880 to nine by 1890; employment in the industry rose from only 16 individuals in 1880 to 179 by

²⁹ *The Country Gentleman*. (Philadelphia, Pennsylvania, 1918) Volume 83, number 9, page 83.

³⁰ *Michigan Manufacturer and Financial Record*. Volume 25, 1920, page 43.

³¹ *Commercial and Architectural St. Louis*. (St. Louis: Dumont Jones & Company, 1891), page 119

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1890.³² A comparison of the value of materials/products in 1880 versus 1890 was \$7,100/\$27,600 and \$27,600/\$194,859.

One of the earliest companies to stake a claim in the industry and pave the way in development of glass in St. Louis was the F. A. Drew Glass Company. Known as one of the nation's five largest concerns in 1891 (the others being in Chicago and New York), F. A. Drew also supplied glass manufactured by St. Louis' Crystal Plate Glass Company—a product that was, according to one source, “acknowledged to be the finest and clearest made in the United States.”³³ Eventually F. A. Drew was sold to Pittsburgh Plate Glass. Pittsburgh Plate Glass was among the city's largest glass manufacturers which led the competition of 37 individual businesses by 1910. Glass companies advertised with specialization in beveling, blowing, cleaning, honing, insuring, glazing and manufacturing; others provided stained or prismatic glass.

An employee of the F. A. Drew Glass Company in St. Louis was Herbert Condie, born in Philadelphia in 1873 and employed by Drew beginning in October of 1891. Working through every office position and ultimately becoming the company's general manager, Condie was promoted to assistant manager when the company was bought out by Pittsburgh Plate Glass. He then moved to the company headquarters in Milwaukee and later relocated to Pittsburgh upon opening of that city branch in 1900. Condie remained manager of the glass department for two years until organizing his own glass company in 1903, and together with partner Harry Neale the Condie-Neale Glass Company was formed.

North Broadway Welcomes the Condie-Neale Glass Company

Condie-Neale Glass Company

Along with the Kingman Plow Company who located to 2600-06 North Broadway in 1906, the Condie-Neale Glass Company was one of the first larger, manufacturing and distributing concerns to locate to this district. Purchasing the entire block south of the property soon to be occupied by Kingman (between Warren and Benton Streets), President Herbert Condie laid the foundation for his glass enterprise on North Broadway by beginning construction of the company building in July of 1907. Backed by the motto “No order too large for our capacity...None too small for our personal attention,” Condie-Neale would soon become headquarters for all varieties of glass for building purposes in St. Louis. Partner Harry Neale, born in England in 1872 and settled in St. Louis in the early 1890s, had worked for the Crystal Plate Glass Company in St. Louis and later the Pittsburgh Plate Glass Company until partnering with Herbert Condie in the new concern in 1903.

³² M. M. Yeakle. *The City of Saint Louis: Metropolis of the Great West and Great South*, 1892. (St. Louis: J. Osmun Yeakle and Company, 1892).

³³ *Ibid.*, page 120

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The March 22, 1908 edition of the *St. Louis Post-Dispatch* exclaimed “New Building Erected for Condie-Neale Glass Company.” The company, previously located at Nineteenth and Pine, relocated to its new \$165,000 headquarters (building and site costs) at 2500 North Broadway. Designed by the noted architectural firm of Mauran, Russell & Garden for owner Herbert D. Condie, the six-story brick building was touted as “not only one of the handsomest structures in that part of the city, but [it] is also one of the most complete warehouses of its kind in St. Louis... it has every improvement of modern design.”³⁴ It was also reported that the Mercantile Trust Company issued bonds for \$100,000 on the property under their serial bond issue.³⁵ Figure 14 shows the company building and logo from 1907.

Forming in 1903, Condie-Neale was one of the largest glass manufacturers and distributors west of the Mississippi River and within a decade the company exclaimed that its “plant is one of the largest in the United States devoted exclusively to the glass business, and our facilities for the prompt and efficient handling of all orders are unsurpassed by any other house in the country...located within the 2500 block on North Broadway, the principal thoroughfare of St. Louis, and extending back to our own railroad switch, we receive and ship our goods with a minimum of breakage, time and expense.”³⁶ Unsurpassed quality and unlimited variety of product was ensured because Condie-Neale operated their own shops on site in addition to having retained the “most expert and reliable men in this line of business.” Further, the company rightly claimed that it had “the largest beveling plant in the west” including a “complete leaded glass shop, kilns, and studios, an electro plating department, a silvering department operating to the largest capacity and manufacturing mirrors under the most approved processes, chipping and grinding, etching and sand blast works” putting Condie-Neale at the forefront of the glass industry.³⁷

Condie-Neale advertised itself in the 1910 city directory under glass beveling; manufacturing; as a supplier of ornamental, plate, sheet, and stained glass; glass staining; and finally glazing—services which Condie-Neale led locally.

By 1915, Condie-Neale had been reorganized as Condie-Bray Glass and Paint Company. A member of the Art Glass Guild of St. Louis, the company continued to grow on North Broadway. Partner Joseph Bray, born in 1865 in Alabama, was previously treasurer and resident manager of the Campbell Glass & Paint Company in New Orleans in 1908 (branch offices were located in St. Louis and Kansas City).

³⁴ *St. Louis Post-Dispatch*. March 22, 1908, page A14. The building site measured 50 feet Broadway frontage by 150 foot depth back to the Wabash Railroad Tracks.

³⁵ *St. Louis Post-Dispatch*. “New Building for Condie-Neale Glass Company.” March 22, 1908, page A14.

³⁶ From the *Glassian* as quoted from the 1914 Condie-Neale catalogue. Source <http://glassian.org/Prisim?CondieNeale/index.html> (accessed 5-16-2012).

³⁷ *Ibid*.

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The March 16, 1919 edition of the *St. Louis Post-Dispatch* listed that then 16-year company President Herbert D. Condie had been elected a director of the Mississippi Valley Trust Company. Condie also was Vice-President of the Overland Automobile Company, a director and member of the executive committee of the Broadway Savings Trust Company (and also vice-president of that institution for several years), director of Barnard Skin and Cancer Hospital, president and director of the County Home for Convalescents, director of the Noonday Club, and director of the Bellerive Country Club. Condie was also a member of the St. Louis and City Clubs, a 32nd degree Mason, and a member of the Moolah Temple. Active in St. Louis real-estate development, Condie was also president of the Glendower Realty Company and vice-president of the Hi-Point Investment Company.³⁸

The Condie-Bray Glass and Paint Company grew and in 1921 it purchased adjoining land for expansion; the former Armour Packing Company building on the 2400 block of North Broadway at Benton was purchased and improved by Condie in 1921. The *Paint, Oil, and Chemical Review* announced the company enlargement and purchase and explained “the concern’s main building just across the street was one of the early industrial plants to locate on North Broadway with the advantage of railroad facilities in the rear...The general offices will remain at 2500 North Broadway, which building will be devoted exclusively to the company’s glass business.”³⁹ The *St. Louis Post-Dispatch* indicated that the Condie company was “one of the first, if not the first building in St. Louis upon which the Mercantile Trust Company issued serial real estate bonds.”⁴⁰ The successor firm of the original company building (and still the general offices and primary business location) at 2500-06 North Broadway, Mauran, Russell and Crowell were the architects of the improvements at 2422-26 Broadway in 1921. At this time officers of the Condie-Bray Glass and Paint Company included: Herbert D. Condie as President; Clarence W. Condie as Vice-President and Secretary; Joseph W. Bray as Vice President and Treasurer; E. V. Hanser as Assistant Secretary and S. C. Frampton as Assistant Treasurer. Figure 15 shows the company expansion as featured in *Who’s Who in North St. Louis* in 1925.

The 1925 publication *Who’s Who in North St. Louis* explains the development of Condie-Neale in more detail:

[the original company] “was established 22 years ago with a capital of \$50,000 and made its headquarters at the southeast corner of 19th and Pine Streets, St.

³⁸ *St. Louis Post-Dispatch*. March 16, 1919, page A1B.

³⁹ *Paint, Oil, and Chemical Review*. (Chicago: Paint and Chemical Publishing Company). Volume 71, April 6, 1921, page 12.

⁴⁰ *St. Louis Post-Dispatch*. “Armour Building on Broadway Sold: Condie-Bray Glass & Paint Company Buys Structure at Benton-To Be Enlarged.” April 3, 1921, page A1B.

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Louis. The company grew very rapidly, and within 4 years increased its capital to \$100,000.

Seeing the possibility of North St. Louis as an ideal location for a growing business, it purchased the property at the northeast corner of Broadway and Benton Street, and erected there for its use the most modern and up-to-date warehouse building, which it continues to occupy. Later the capital was increased to \$250,000 and then to \$500,000. In 1923 the company took over the Wagoner Paint and Glass Company at Kansas City, and the capital of the organization was increased to \$1,000,000.

The company also maintains the largest leaded glass shops and studios west of the Mississippi, and are manufacturers and designers of leaded glass for churches, halls, residences, as well as leaded glass for all commercial purposes. It is the agent for Pratt & Lambert varnishes, Kewanee store front construction, and American Window Glass Company's well known brand of superior window glass. It maintains a corps of expert glass engineers for the installation of all kinds of glass for building purposes and manufactures the best paints procurable for all purposes."⁴¹

The 1932 *Gould's City Directory* listed Condie-Bray Glass and Paint Company at 2500 North Broadway but by 1940 *Gould's City Directory* listed new owner Renard Linoleum and Rug Company.

Factory/Warehouse Building Design Construction

In 1989 and 1990, Landmarks Association of St. Louis conducted a three phase survey of the north St. Louis industrial area on and around North Broadway.⁴² The survey covered approximately 855 acres and included a total of 346 buildings constructed prior to c. 1940. The survey identified six major property types and a handful of subtypes. As a group, these industrial buildings shared two design considerations—"fireproof qualities and functional requirements." The types identified are based on their original function, one of which was "warehouse." The survey identified two subtypes of the general warehouse type, one used primarily as a storage facility, and a subtype that combined storage with company offices. Surveyed examples used primarily for storage share commonalities with factory buildings—notably utilitarian design. The survey findings note that this subtype had "little or no architectural pretensions."

⁴¹ *Who's Who in North St. Louis*. (St. Louis: North St. Louis Businessmens Association, 1925), page 103.

⁴² Mary M. Stiritz and Cynthia Longwisch. "Final Report/Property Type Analysis for Phases I, II, and III of Landmarks Association's Industrial Survey of the St. Louis Riverfront." Landmarks Association of St. Louis, 1990.

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In contrast, warehouses that shared space with company offices “can usually be distinguished by formal exterior articulation in a period style (sometimes richly ornamented), with a main entrance given prominent architectural treatment.” This warehouse subtype tends to be multi-story with classic tripartite configuration (base, shaft, and capital). In design, what separates these warehouses from office buildings is their internal structure, which was required to bear heavy loads. All six buildings in the district exhibit characteristics of the warehouse with office subtype. The exteriors have a formal design with revival style ornamentation. The entrances on most are articulated, and all had interior office space. Structurally, each was built to support massive loads, though the construction methods mixed and matched emerging building technologies. The most traditional of the buildings may have been the oldest. The Kingman Plow Company, 2500 North Broadway, constructed in 1906 used traditional mill construction with large interior wood framing of 14” by 16” wood posts. The 1907 Condie-Neale building, 2600-06 Broadway, utilized mill construction with 16” by 16” wood posts, but had a more modern basement with reinforced concrete ceiling. The two speculative buildings constructed by the Taylor Estate at 2608-10 and 2612-14 North Broadway used mixed wood and metal (steel and iron) framing members. In contrast, the P & O and Oliver Plow buildings (2508-14 and 2516-22 North Broadway respectively) used the increasingly popular reinforced concrete construction method.

All six buildings were also architect designed, some by prominent local architects. As each of the architects also designed very utilitarian factories and warehouses for their clients, the architectural embellishment on the district’s buildings likely had more to do with their secondary functions as offices and sample rooms. Such local architects as Mauran, Russell and Garden, Albert Groves, W. H. Beardsley, and C. F. Steitz together with the Canadian firm of Prask and Perrine used often elaborate revival style ornamentation in a playful manner along the North Broadway elevations in order to draw consumers to the buildings.

Early 20th Century Design in St. Louis

St. Louis in the early 20th Century saw the continued evolution of the Victorian period styles popular in residential architecture while revival styles were being interpreted for use on municipal and new commercial structures. Industrial and warehouse buildings were utilitarian in nature with subtle architectural detailing on the majority of buildings constructed in this period. After the 1904 World’s Fair many commercial buildings were constructed of reinforced concrete and facades featured architectural detailing amidst wide window openings, especially in the downtown core. Industrial and manufacturing buildings on the other hand, in part inspired by the usage of steel frame and reinforced concrete indicative of their utilitarian purposes, were often clad with simple brick facades with minor detailing. In many cases buildings exhibited the popular architectural styles. In general, warehouses of the period maintained a fairly consistent

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functional design with simple ornamental cornices or shaped parapet roofs and often some decoration surrounding the primary entrance bay.

Characteristics of Building Types in the North Broadway Area

The district buildings were constructed with specific commercial and warehouse functions, and similar to the buildings included in the nearby North Broadway Wholesale and Warehouse District (NRHP listed 6-18-2010) their designs were directly influenced by railroad transportation of goods. All of the buildings have storefronts along North Broadway, offices on either the ground or second floor (reached by massive steps and sometimes a grand interior entrance hall), open floor plans throughout the upper floors, and perhaps more importantly, large loading dock doors at the rear elevations adjacent the former railroad spur line.

Constructed within a decade, the district buildings share a common style, massing and general height, similar construction methods and materials, and consistent set-backs. Specifically, the buildings share red and dark brick facades accented mostly with Classical Revival style terra cotta and stone detailing. The majority of buildings feature more elaborate decoration (in part due to their original construction for specific companies) while the two constructed by the Tyler Estate, originally likely as speculation, at 2608-10 and 2612-14 North Broadway are more reserved in their detailing. Each of the district buildings feature a primary entrance bay, some elaborated, in addition to several storefront windows at ground level; some even include loading bays at the primary elevation. Each of the buildings has wide windows on upper stories of the primary facades and each terminates at the roof via an often elaborate cornice and stylized parapet.

The district buildings are also related in function (i.e. the distribution of manufactured goods); while the Condie-Neale Glass Company Building produced its own goods and then distributed them to the market from the district building, the original businesses in the remaining district buildings sold goods manufactured in other states. The later owners of the district buildings followed suit but in some cases they made their own products within the district buildings.

Design and Construction of the District Buildings

Introduction

At the turn of the 20th century insurance companies and owners of manufacturing and distribution companies required fire-resistant structures that were capable of handling extremely heavy loads created by the machinery utilized to manufacture as well as the actual product developed. This purpose often resulted in a plain, unornamented building exterior. The design was an expression of the primary function—safe, economical, and efficient structures. Architects and engineers experimented with concrete and steel and discovered new uses for iron and glass. The technological advances attributed to the tall commercial buildings of the 19th and 20th centuries were developed by industrial designers attempting to construct a more

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fire-resistant factory. Buildings in the North Broadway district were a combination of physical utility and function coupled with often elaborate architectural detailing. Common characteristics of the district buildings include: use as distribution and storage warehouses; identical set-back from the sidewalk; red brick exteriors with white terra cotta detailing; first floor storefronts and loading bays with loading docks at the rear; similar massing and height; open floor plans; and similar fenestration patterns.

District Building Construction Details, Architects, & Uses

2600-06 North Broadway (AKA 217-29 Warren Street)

Kingman Plow Company Building (Figure 6 shows 1911 photo of the building)

In July of 1906 a demolition permit was issued to the Jacob Schaefer Wrecking Company to remove a structure from the site of 2600-06 North Broadway (AKA 217-29 Warren Street).⁴³ Two months later by September 17, 1906 a building permit (number B9215) was issued to owner Kingman St. Louis Implement Company (with offices at Main and Washington in downtown St. Louis and its manufacturing concern in East St. Louis) to erect a six-story, 80 foot by 150 foot, brick warehouse at a cost of \$85,000. Designed by prominent architect Albert B. Groves and built by the William Sutherland Building and Construction Company, the Kingman Plow Company building was constructed with a cement floor basement, brick walls and limestone at the primary elevation. Supported by 34 massive wood posts and four beams on the interior from the first through the sixth floors, 34 concrete columns in the basement supported the heavy overhead loads.

Architect of 2600-06 (and later 2508-14) North Broadway, Albert Barleton Groves earned a distinguished reputation in St. Louis for the design of numerous churches, commercial, and residential buildings. His expertise in factory design was recognized in *American Architect* in 1918. In 1891, Groves became the junior member of Grable, Weber & Groves which evolved into Weber & Groves in 1898. After Weber's death in 1905, Groves practiced alone. Groves received many prestigious commissions for homes in St. Louis private places and is credited with the design of most of the wholesale buildings on Washington Avenue from Fourteenth Street through Twenty-First Street. Notable works attributed to Groves in St. Louis are the Maryland Hotel and the Kroeger Building.

In the spring of 1913, Leonard Hillis was issued building permits to repair fire damage and alter the warehouse at 2600-06 North Broadway. In January of 1947 the Artophone Corporation was issued a sign for the building that was eventually occupied as the company warehouse at the end of June that year. The Slack Furniture Company and the Milburn Foam Product Company occupied the building in 1950 as a warehouse and 1962 as a factory, respectively. By 1979 the

⁴³ The 1875 Compton and Dry *Pictorial St. Louis* shows the Broadway Stock Yards (A. S. Allen, proprietor) having a structure on site; the demolished building could be the same.

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building was being used by the Singfrair family as a wholesale sales, warehouse, and office for their general merchandise company.

2500-06 (AKA 201 Benton) North Broadway

Condie-Neale Glass Company (Figures 14 and 15 show 1907 and 1925 views of the building)

In June of 1907 demolition permits were issued to the Missouri Wrecking Company to wreck buildings on site at 2500-06 (AKA 201 Benton) and 2516-22 North Broadway (AKA 216-22 Warren Street). Then on July 29, 1907 owner Herbert Douglas Condie was issued building permit number F2785 for a six-story brick warehouse to cost \$95,000 at 2500-06 North Broadway. Designed by the prominent architectural firm of Mauran, Russell, and Garden and built by the Kellermann Construction Company, the Condie-Neale Glass Company building was constructed with brick and press brick elevations; constructed of reinforced concrete piers and concrete at the first floor, slow combustion materials (i.e. concrete floors) comprised the upper five floors. A total of 30 concrete columns supporting seven concrete beams held 30, sixteen-inch square wood posts and seven wood beams from the first through the fifth floors with 25 wood posts and three wood beams at the sixth floor of this 80 foot by 150 foot structure. Polished plate glass adorned the first floor windows (now boarded) and metal framed windows with wired glass were installed on the rear of the building. The loading area was designed with improved cranes for lifting heavy freight, automatic hoists, a shipping platform, electric elevators, along with a heating plant and plumbing.

The firm of Mauran, Russell and Garden was established in 1900 with the principals of John Lawrence Mauran, Ernest John Russell, and Edward Gordon Garden. John Lawrence Mauran was a member of the Fellows of the American Institute of Architects, and the Saint Louis Architectural Club. Ernest John Russell and Edward Gordon Garden were both members of the Association of the American Institute of Architects, the Architectural League of America, and the Saint Louis Architectural Club.

Garden retired in 1909, not long after the firm had established itself. Later, William de Forrest Crowell (1911) and W. Oscar Mullgardt (1929) joined the firm. Throughout the existence of the firm, the core members were John Mauran and Ernest Russell. John Lawrence Mauran died in 1933. In the early years of Mauran, Russell & Garden their emphasis was on residential architecture and smaller public buildings and churches. The three were responsible for several St. Louis churches including the First Church of Christ Scientist, the Pilgrim Congregational Church, and the Second Baptist Church. Later, their attention shifted to larger public and private institutions. In 1943, a volume of *Architecture and Design* was dedicated to "A Selection of Work Designed in the Offices of Mauran, Russell, Crowell & Mullgardt." Some notable St. Louis works include the Soldiers Memorial, the Railway Exchange Building, and the Police Headquarters.

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A remodel of the interior of the subject building, also designed by Mauran, Russell & Crowell, was started in December of 1920.

Owner Renard Linoleum and Carpet Company was issued building permit number J11613 in 1944 to alter the building. Maintaining ownership until 1956 Renard sold to a new company that established a paper box manufacturing company in the building during the summer of that year.

2508-10-12-14 North Broadway

Parlin & Orendorff Machinery Company

On July 29, 1910 owner Parlin and Orendorff was issued building permit number G5333 to construct a six-story fireproof, 80' by 150' machinery house to cost \$90,000 at 2508-10-12-14 North Broadway. Designed by prominent architect Albert B. Groves and built by the E. A. Steinger Construction Company, the reinforced concrete Parlin & Orendorff Machinery Company building and sales office was constructed with a cement floor basement and a façade of pressed brick and terra cotta. Wood was overlaid on concrete floors and concrete posts supported the structure. (Data Engineering Cards incorrectly state that the building was constructed in 1907).

Albert B. Groves was also the architect of 2600-06 North Broadway and is discussed in summary within that section. Engineered with a foundation, floors and structure able to support heavy loads, the building was second upon the city block.

Purchased by the Parlin & Orendorff Machinery Company earlier in March of 1909, the building lot sat vacant for a while until construction of the St. Louis branch commenced over a year later. In July of 1919 Parlin & Orendorff was purchased by the International Harvester Company of America.

Then owner Morris A. Greenberg was issued a permit to repair (and replace) a number of doors and windows throughout the building in March of 1956 likely preparing the building for new tenant, the International Warehouse. Short-lived, additional repairs and alterations were made in the interior prior to the 1959 occupancy of the Republic Bag Company, an enterprise that cleaned burlap sacks; the bag company remained through 1971. The building at 2508-10-12-14 North Broadway was listed under the ownership of the International Harvester Company of America (c/o Charles E. Richardson) in 1959.

2516-22 North Broadway (and 216-22 Warren Street)

Oliver Chilled Plow Works Company (Figure 8 shows 1917 photo of the building while figure 9 shows the roof construction)

On July 19, 1911 the St. Louis Daily Record reported a demolition permit for the Jacob Schafer Wrecking Company (4018 Easton), contractor H. G. Christman Company (South Bend Indiana)

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and architects Prack and Perrine (Pittsburgh, PA.) to wreck a two-story brick structure at Broadway and Warren. A month later in August 1910 a second demolition permit was issued at the site of 2516-22 North Broadway to J. F. Addis. Then on September 16, 1911 owner Oliver Plow Works of South Bend, Indiana, was issued building permit number G9886 for a five-story fireproof warehouse and office to cost \$75,000 at 2516-22 North Broadway (and 216-22 Warren Street). Designed by the Pittsburgh, Pennsylvania-based architectural firm of Prack and Perrine and built by the H. G. Christman Company (South Bend, Indiana), the 80 foot by 150 foot Oliver Chilled Plow Works Company building was constructed with a cement floor basement and concrete frame faced with pressed and matte brick with terra cotta. Concrete floors and posts enabled heavy loads to be supported on the floors above.

The five story red brick building was to be the new headquarters and warehouse for the Oliver Chilled Plow Company. This reinforced concrete warehouse was one in a series of similar buildings that the Oliver Chilled Plow Company constructed throughout the country; it was however the district sales headquarters and it acted as “distributor for plows, cultivators and repairing parts, built to serve quickly and obviate delays in receiving goods from the factory.”⁴⁴ The prototype was designed by the industrial architecture and engineering firm of Prack and Perrine from Pittsburg, Pennsylvania. The building served as the district sales headquarters and distribution center for plows, cultivators and repair parts. Located on the Wabash Lines, the warehouse was built to improve delays in receiving goods from the factory.

The architects of 2516-22 North Broadway (and 216-22 Warren Street), Prack and Perrine established a Canadian office in 1910 when it initially accompanied Oliver Chilled Plow Company to Hamilton, Ontario Canada to plan its industrial center; a year later the company brought the architects to St. Louis to design its new warehouse and offices here. Prack and Perrine designed factories in Toronto, Ontario Canada for the Russell Motor Company, William Wrigley, Jr. Company, Dunlop Tire and Rubber Goods Company, and the Palmolive Soap Company along with the head offices for the Canadian Westinghouse Company.

Founded under the name of Prack and Perrine by Bernard H. Prack of Pittsburgh, Pennsylvania, the architectural firm was first established in Hamilton, Ontario, Canada in 1910. Establishing a branch office in Toronto shortly thereafter, the firm’s name was changed to “Bernard H. Prack, Industrial Architect and Engineer.” By the end of the decade offices existed in Canada (under the direction of Prack’s brothers Fred, Arthur and Walter) and Pittsburgh. Finally by 1931 when founder Bernard Prack returned to the United States the firm in Canada remained Prack & Prack. In 1977, the last remaining Prack had left the firm.

⁴⁴ *American Architect*. “Oliver Chilled Plow Works, St. Louis, Mo.” February 21, 1917, volume CXI, number 2148, page 136.

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The Oliver Farm Equipment Company was issued building permit number J11033 to alter 2516-22 North Broadway in October of 1943. It was not until November of 1960 when the company renovated the interior offices at a total of \$3,500. Also in 1960, the tenant United Bags Incorporated was issued an occupancy permit to manufacture bags in the building.

2612-14 North Broadway

Johnston Harvester Company Building

A demolition permit was issued in November of 1911 to owner the Tyler Estate to remove a large frame structure from the site of 2608-14 North Broadway. Subsequent building permits were issued to the Tyler Estate on November 8, 1911 (permit number H484) and March 3, 1914 (permit number I329) to construct a four-story brick warehouse (to cost \$16,000) and a four-story brick mercantile building (to cost \$10,000) on the site shared by 2608-14 North Broadway.

Designed by architect C. F. Steitz and built by the Federal Construction Company the 40' by 150', four-story Johnston Harvester Company Building was constructed with heavy wood posts and iron beams at a cost of \$10,000 in 1911 on half of the building site. Although the St. Louis Daily Record states that the building was permitted on November 8, 1911, city building permits suggest that the building at 2612-14 North Broadway was permitted on March 3, 1914 (Data Engineering Cards state that the building at 2612-14 was constructed in 1911 as a four-story warehouse with cement floor basement.) Additional specifications state that the flooring was Maple wood with maple trim.

The building owner Harvester Machinery provided space for the 1954 lessee, the Cook Paint and Varnish Company (then also occupying the building at 2608-10).

2608-10 North Broadway

J. I. Case Plow Works Company Building

Designed by H. W. Beardsley and Company and contracted by the Tyler Estate (the owner of the land) the 40' by 150', four-story J. I. Case Plow Works Company Building was constructed with steel girders and brick and terra cotta at the primary elevation at a cost of \$15,000 in 1914. Consisting of a stone foundation with the first two stories including steel members, the upper two floors were wood frame with massive wood posts to support heavy loads within. Although the St. Louis Daily Record states that the building was permitted on March 3, 1914, city building permits suggest that the building at 2608-10 North Broadway was permitted on November 8, 1911. (Data Engineering Cards and newspaper articles state that the building at 2608-10 was constructed in 1914.) According to the March 4, 1914 edition of the *St. Louis Post-Dispatch*, a ten-year lease at 2608-10 North Broadway beginning in 1914 was granted by the Tyler Estate to

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the J. I. Case Plow Works of Racine, Wisconsin for a total of \$45,000.⁴⁵ The source concluded of the deal that it “will add another large concern to the new agricultural business district.”

The 1953 lessee at 2608-10 North Broadway, the Cook Paint and Varnish Company (then also occupying the building at 2612-14) used the building as a preserving plant. In 1954, the Theiling-Lothman Manufacturing Company was issued a permit to occupy a portion of the building for the fabrication and sales of millwork. By the mid-1960s, the commercial enterprise known as “Grandpa Pidgeon’s” was using the buildings at 2608-14 North Broadway as a warehouse for its local products.

Agricultural Implement Dealers in the 1930s and 1940s

Listed under “agricultural implement and machinery dealers” in the 1932 city directory, of the six companies listed half of them were located in the nominated district (International Harvester Company, Massey-Harris Company, and Oliver Farm Equipment Sales Company).

The 1940 *Gould’s City Directory* listed ten companies including Sears, Roebuck and Company within the “agricultural implement and machinery dealers” section; the North Broadway leaders included International Harvester, Massey-Harris, and Oliver; the “agricultural implement and machinery manufacturers” section included only two firms with the leader being Oliver Farm Equipment Sales Company listed at 2516-22 North Broadway.

INTEGRITY

The North Broadway Glass and Plow District is a concentrated grouping of six contributing buildings constructed between 1906 and 1914 that are related in function, style, physical presence, and time. The historic primary function of the district buildings as distribution warehouses (and one in a dual role also as a manufacturer) is evident via preserved interior and exterior characteristics. The buildings retain sufficient integrity of location, design, materials, workmanship, feeling, and association. Although the area has changed over the past 100 years—primarily due to demolition as well as new construction—these two district blocks have changed very little and thus the buildings still retain some sense of setting.

⁴⁵ *St. Louis Post-Dispatch*. “J. I. Case Plow Works to Erect a Warehouse.” March 4, 1914, page 10.

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North Broadway Glass & Plow Warehouse District
St. Louis [Independent City], Missouri

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Section number 9 Page 37

North Broadway Glass & Plow Warehouse District
St. Louis [Independent City], Missouri

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North Broadway Glass & Plow Warehouse District
St. Louis [Independent City], Missouri

VERBAL BOUNDARY DESCRIPTION

The North Broadway Glass & Plow Warehouse District encompasses a total of 6 buildings on the east side of North Broadway between Benton and Montgomery Streets, addressed as 2500-2614 North Broadway, in St. Louis [Independent City], Missouri. Specifically, the individual buildings, their Assessor Office parcel numbers, and legal descriptions are:

1. **2500-06 North Broadway** – 03150000110 - C.B. 0315, 80 FT X 150 FT, BLK 35 NORTH ST LOUIS ADDN, LOT 130.
2. **2508-14 North Broadway** – 03150000200 - C. B. 315, 79 FT 11 1/2 IN X 150 FT, NORTH ST LOUIS ADDN, BLOCK 35 LOT 131.
3. **2516-22 North Broadway** – 03150000300 - C. B. 315, 80 FT X 150 FT, NORTH ST LOUIS ADDN, BLOCK-35, LOT-132.
4. **2600-06 North Broadway** – 03140000100 - C.B. 314, 80 FT X 150 FT, NORTH ST LOUIS ADDN, LOT 133.
5. **2608-10 North Broadway** - 03140000200 - C.B. 314, 40 FT 1 3/8 IN / 39 FT 9 3/4 IN X 150 FT, NORTH ST LOUIS ADDN, LOT S-134.
6. **2608-10 North Broadway** – 03140000300 - C.B. 314, 39 FT 11 5/8 / 40 FT 3 1/4 IN X 150 FT, NORTH ST LOUIS ADDN, LOT N-134.

A dashed line on the accompanying map entitled “North Broadway Glass & Plow Warehouse District Boundary Map” indicates the boundary of the nominated property.

BOUNDARY JUSTIFICATION

The selected boundaries of the district encompass the concentration of contributing resources and include the building footprints as the buildings encompass their complete building lots. A large vacant lot is immediately south of the nominated district and a modern building is directly to the north—both separating the nominated district from any additional historic resources. Noncontributing buildings constructed or drastically altered are found on the west side of North Broadway and to the east is a modern-era complex that although it is likely National Register eligible, does not relate to this nominated district.

See pages 39 & 40 for locational and geographic data map.

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North Broadway Glass & Plow Warehouse District
St. Louis [Independent City], Missouri

Geographical Data

North Broadway Glass & Plow Warehouse District
2500-06, 2508-14, 2516-22, 2600-06, 2608-10, & 2612-14 North Broadway
St. Louis (Independent City), Missouri
Center point reference: Latitude: 38.651833 Longitude: -90.189728

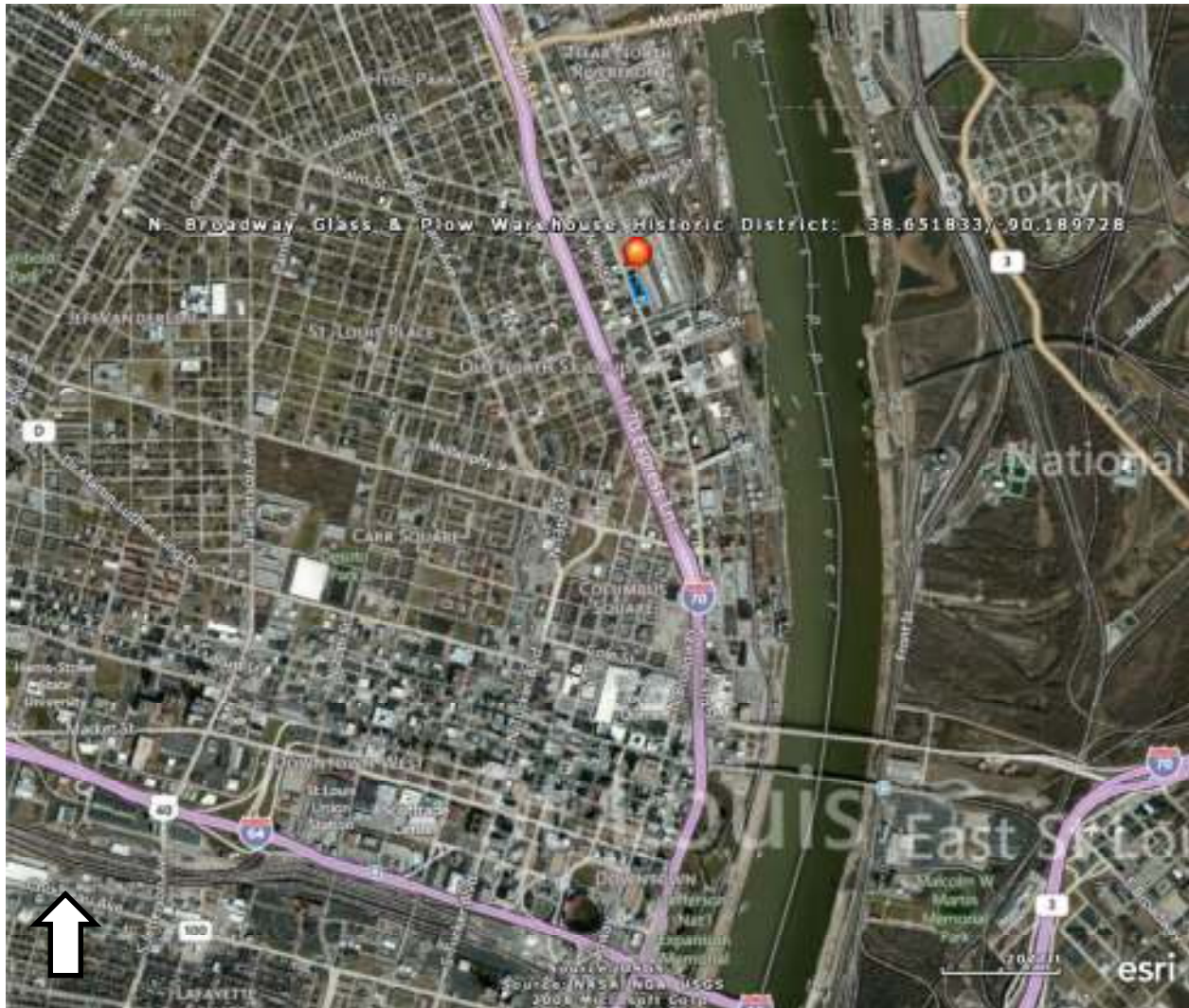


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Section number 10 Page 40

North Broadway Glass & Plow Warehouse District
St. Louis [Independent City], Missouri

Locational Map



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Continuation Sheet

Section number Photo log Page 41 North Broadway Glass & Plow Warehouse District
St. Louis [Independent City], Missouri

Photo Log:

Please see page 40 for Photo Key

The following is true for all photographs-

North Broadway Glass & Plow Warehouse District

St. Louis [Independent City], Missouri

Photographers: Michael Allen, Megan Cotner, and Matt Bivens

Date: April 20, 2012

Digital on file at: Lafser and Associates

Photo 1: 2500-22 block of N. Broadway, looking SE

Photo 2: 2500-22 block of N. Broadway, looking N

Photo 3: 2500-06 N. Broadway, entry detail looking E

Photo 4: 2500-22 block of N. Broadway, looking NW

Photo 5: 2500-22 block of N. Broadway, looking SE

Photo 6: 2508-14 N. Broadway, cornice detail looking E

Photo 7: 2516-22 N. Broadway, looking SE

Photo 8: 2516-22 N. Broadway, entry detail looking E

Photo 9: 2516-22 N. Broadway, cornice detail looking E

Photo 10: 2500-22 block of N. Broadway, rear elevations looking SW

Photo 11: 2600-14 block of N. Broadway, looking N

Photo 12: 2600-06 N. Broadway, primary façade looking E

Photo 13: 2600-14 block of N. Broadway, looking SE

Photo 14: 2600-14 block of N. Broadway, rear elevations looking SW

Photo 15: 2600-14 block of N. Broadway, rear elevations looking SW

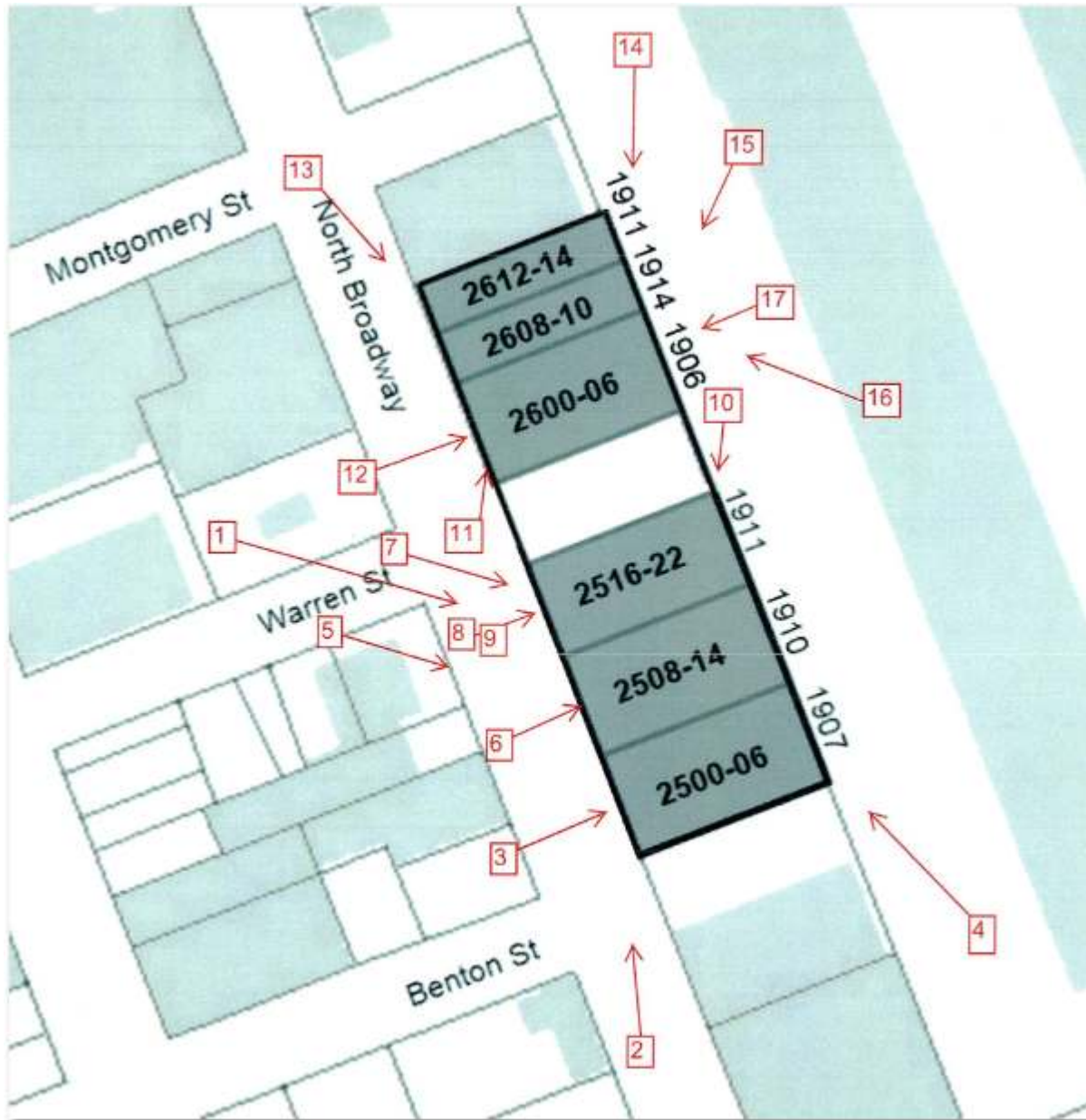
Photo 16: 2600-14 block of N. Broadway, rear elevations looking NW

Photo 17: 2600-06 N. Broadway, rear elevation looking W

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Continuation Sheet

Section number Photo log Page 42 North Broadway Glass & Plow Warehouse District
St. Louis [Independent City], Missouri

“North Broadway Glass & Plow Warehouse District Boundary Map” & Photo Key



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Section number Figures Page 43 North Broadway Glass & Plow Warehouse District
St. Louis [Independent City], Missouri

List of Figures

Figure 1: 1875 Compton & Dry *Pictorial St. Louis*. Dotted line shows future district.

Figure 2a: 1909 Sanborn Fire Insurance Map showing site.

Figure 2b: 1909 Sanborn Fire Insurance Map showing detail of district site with railroad spur lines.

Figure 3a: 1950 Sanborn Fire Insurance Map showing site.

Figure 3b: 1950 Sanborn Fire Insurance Map showing detail of district site with railroad spur lines.

Figure 4: 1971 Sanborn Fire Insurance Map showing district.

Figure 5: Aerial view of district and surrounding area. District is identified at the center of the image. Source: Google Earth (accessed 5-12-2012)

Figure 6: Photo of 2600-06 North Broadway "Kingman Plow Company." From *Nash Dealerships. Nash Automobile Dealership History*. Brent Havekost. Image is from 1911.

[http://nashparts.com/ Dealership/NashdealersMN.htm](http://nashparts.com/Dealership/NashdealersMN.htm) (accessed 03/14/2012).

Figure 7: Parlin & Orendorff engine and implement from period publications.

Figure 8: Photo of the Oliver Chilled Plow Works, 2516-22 North Broadway, St. Louis from the *American Architect*, February 1917, volume CXI, number 2148.

Figure 9: Photo and advertisement of "Hy-Rib" concrete roofs as installed at Oliver Chilled Plow Works on North Broadway.

Figure 10: Oliver Chilled Plow Works advertisements from period publications.

Figure 11: Johnston Harvester advertising from period publications.

Figure 12: J. I. Case Plow Works advertising from period publications 1914-1920.

Figure 13: Wallis Tractor advertisement from period publications.

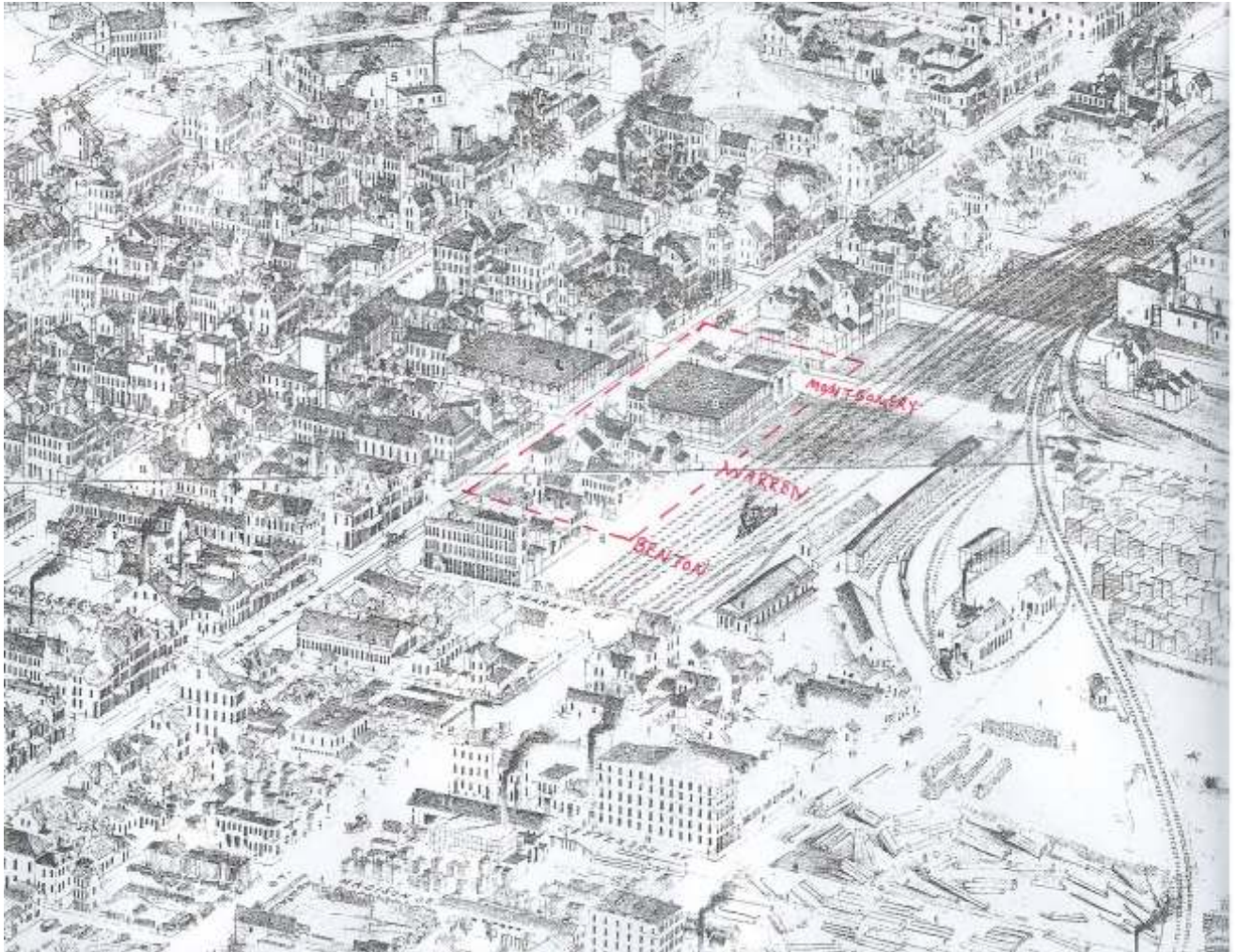
Figure 14: Sketch of 2500 North Broadway and company logo of Condie-Neale Glass Company from 1907. From the *Glassian*. <http://glassian.org/Prism/CondieNeale/index.html> (accessed 11/02/2011).

Figure 15: Sketch of Condie-Bray Glass Company from *Who's Who in North St. Louis*. (St. Louis: North St. Louis Businessmen's Association, 1925), page 103.

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Section number Figures Page 44 North Broadway Glass & Plow Warehouse District
St. Louis [Independent City], Missouri

Figure 1: 1875 Compton & Dry *Pictorial St. Louis*. Dotted line shows future district.



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Section number Figures Page 45 North Broadway Glass & Plow Warehouse District
St. Louis [Independent City], Missouri

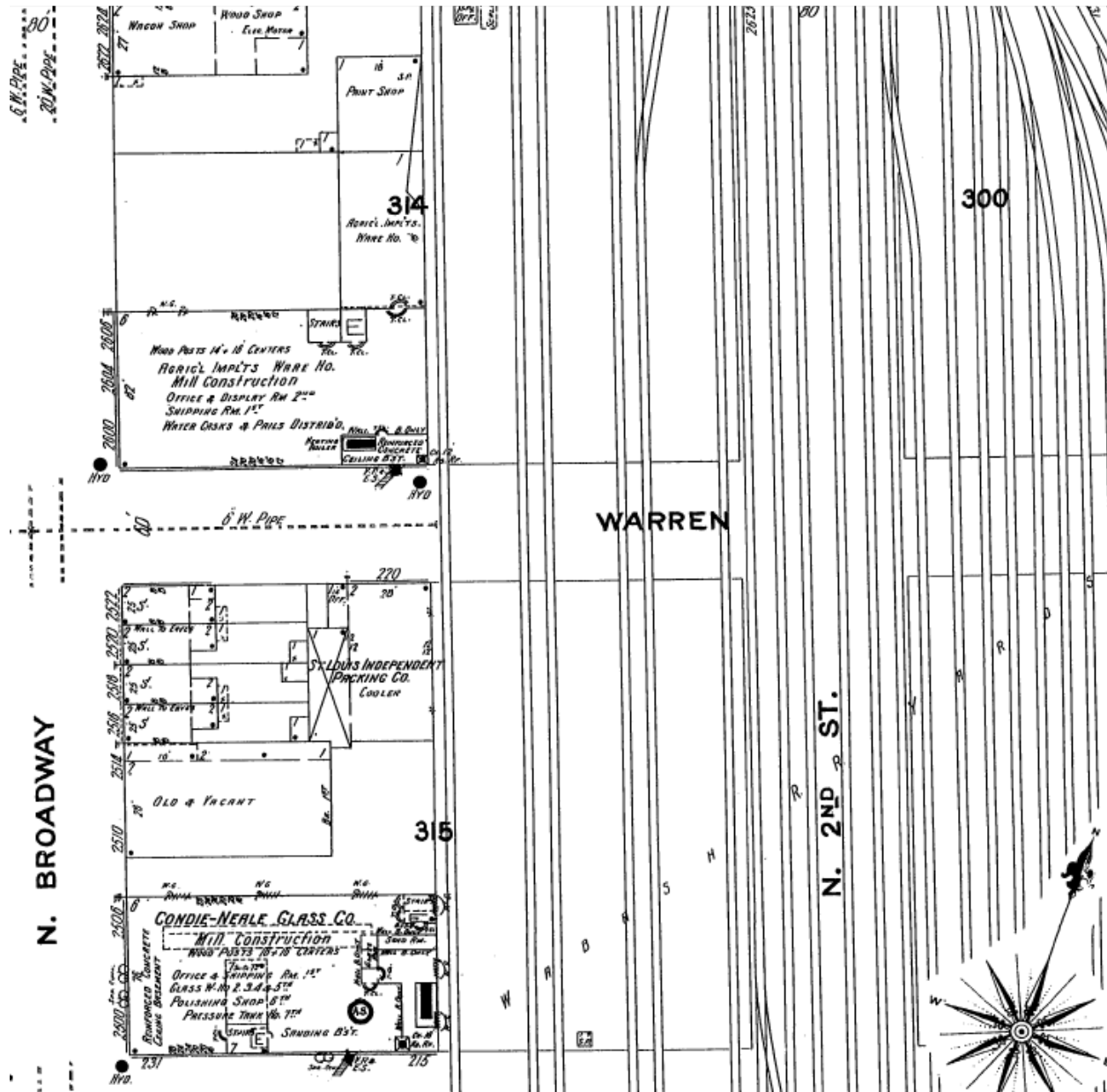
Figure 2a: 1909 Sanborn Fire Insurance Map showing site.



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Section number Figures Page 46 North Broadway Glass & Plow Warehouse District
St. Louis [Independent City], Missouri

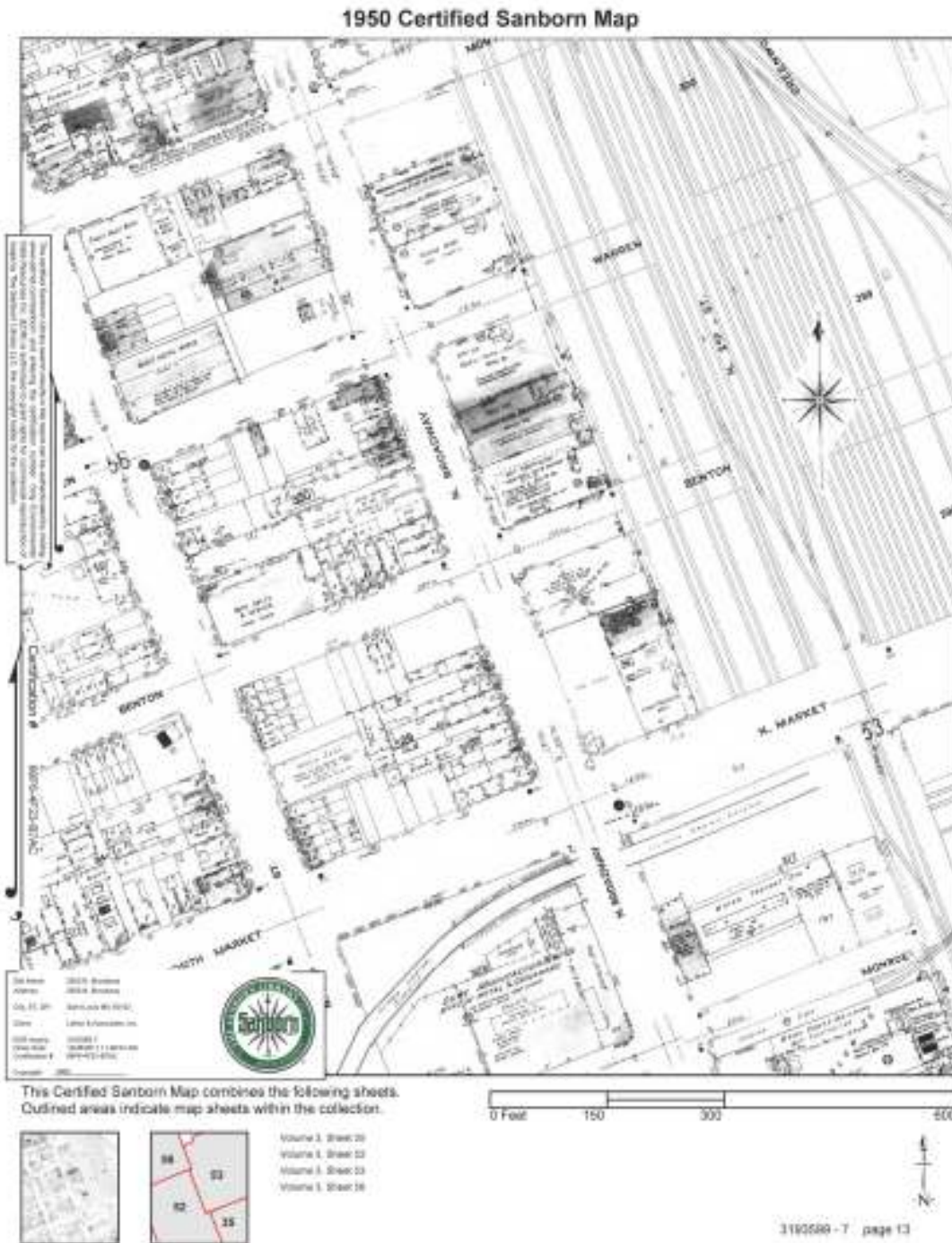
Figure 2b: 1909 Sanborn Fire Insurance Map showing detail of district site with railroad spur lines.



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Section number Figures Page 47 North Broadway Glass & Plow Warehouse District
St. Louis [Independent City], Missouri

Figure 3a: 1950 Sanborn Fire Insurance Map showing site.

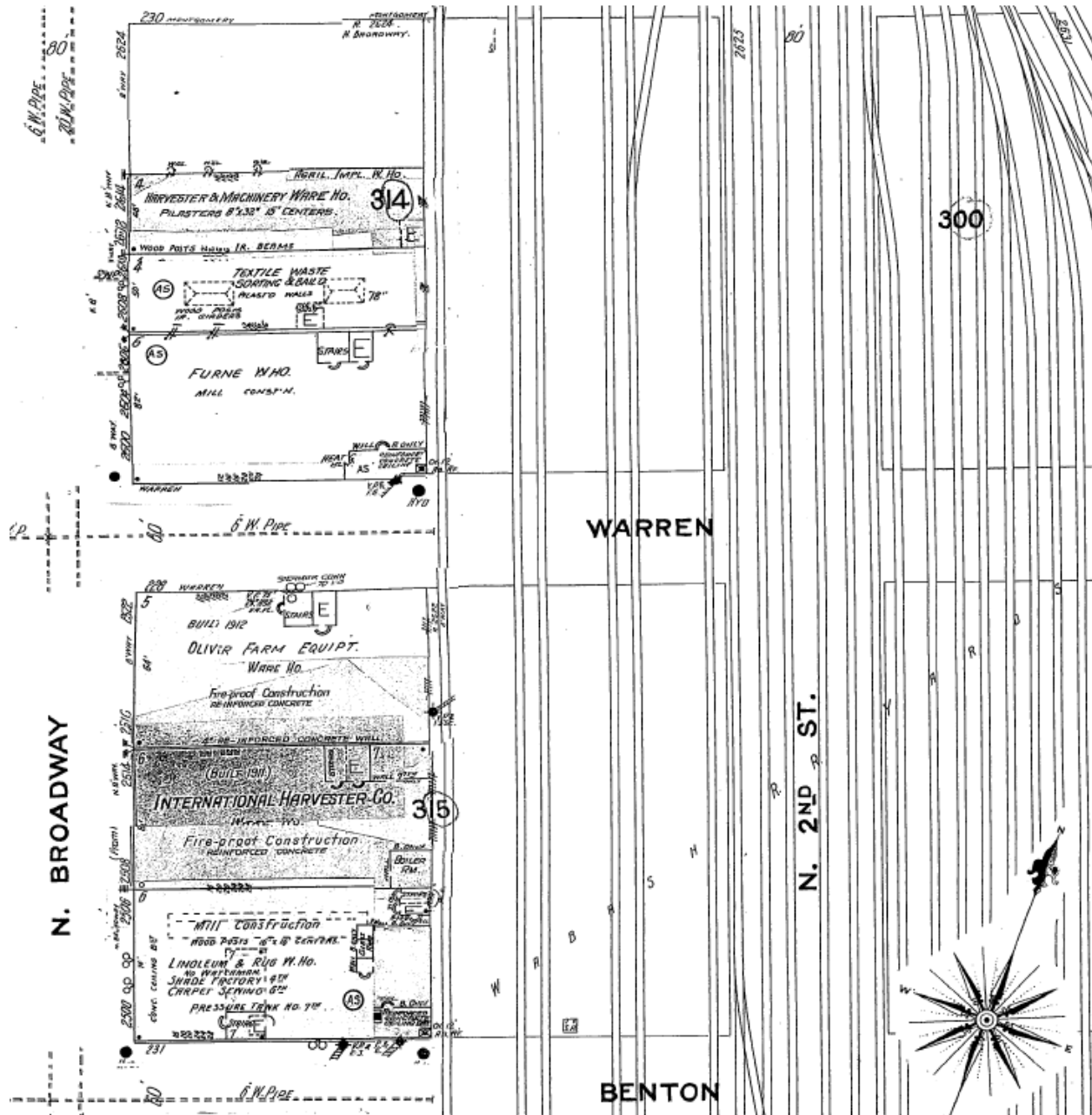


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Continuation Sheet

Section number Figures Page 48

North Broadway Glass & Plow Warehouse District
St. Louis [Independent City], Missouri

Figure 3b: 1950 Sanborn Fire Insurance Map showing detail of district site with railroad spur lines.

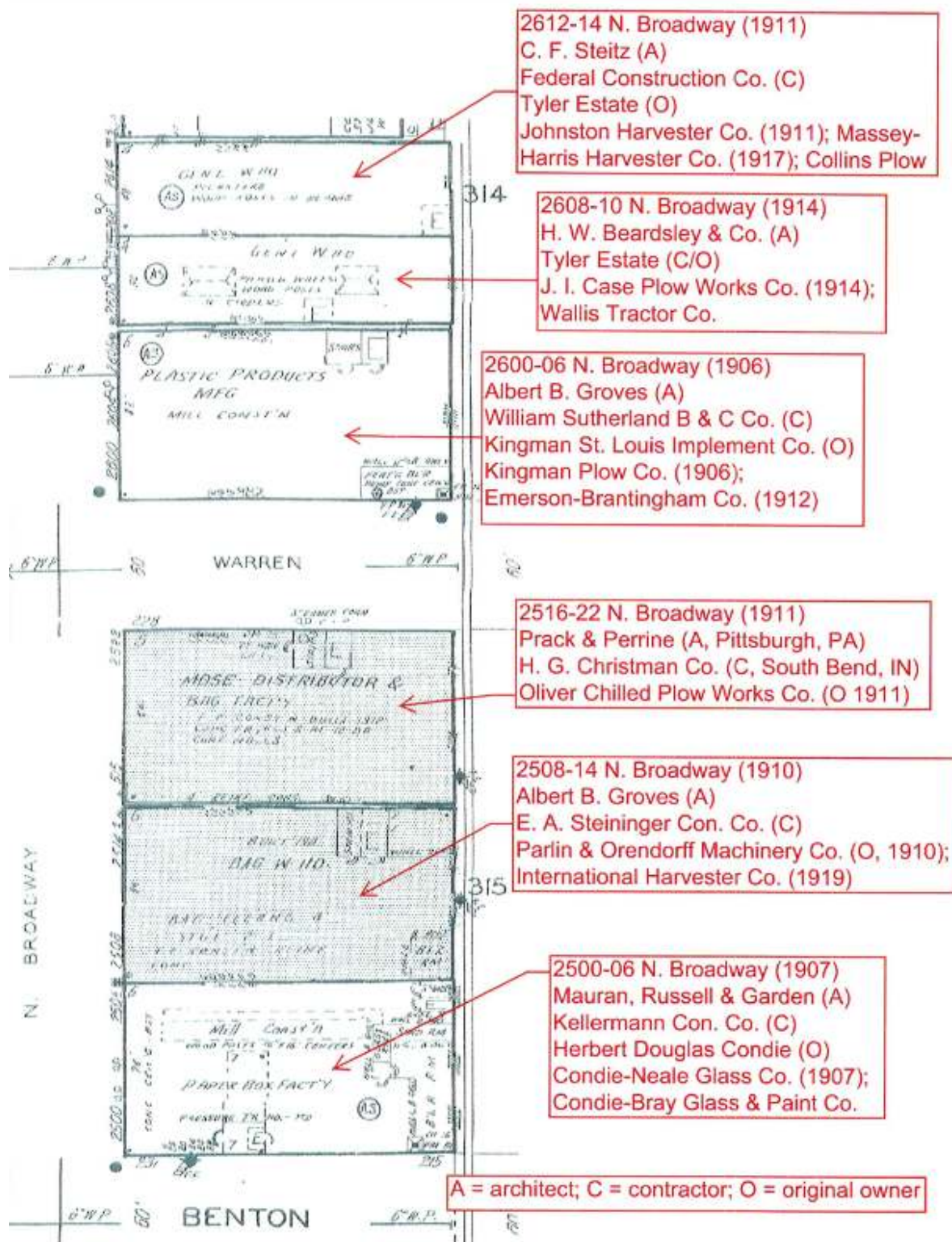


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Continuation Sheet

Section number Figures Page 49

North Broadway Glass & Plow Warehouse District
St. Louis [Independent City], Missouri

Figure 4: 1971 Sanborn Fire Insurance Map showing district & Building Data



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Section number Figures Page 50 North Broadway Glass & Plow Warehouse District
St. Louis [Independent City], Missouri

Figure 5: Aerial view of district and surrounding area. District is identified at the center of the image. Source: Google Earth (accessed 5-12-2012)



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Section number Figures Page 51 North Broadway Glass & Plow Warehouse District
St. Louis [Independent City], Missouri

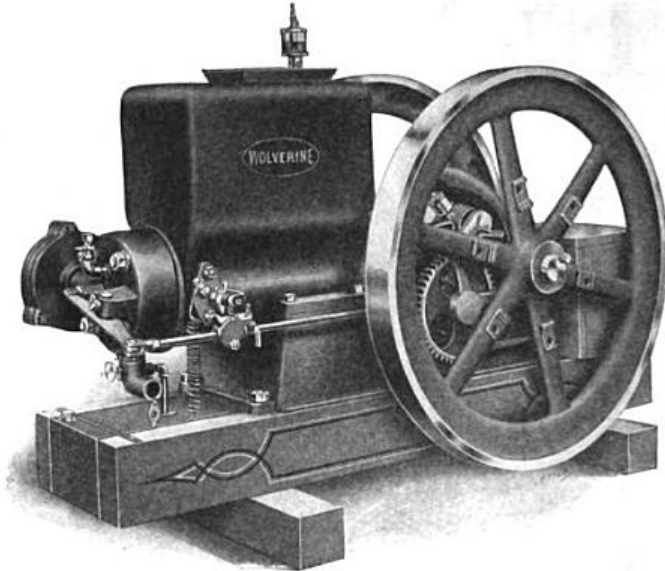
Figure 6: Photo of 2600-06 North Broadway "Kingman Plow Company."
From *Nash Dealerships*. Nash Automobile Dealership History. Brent Havekost. Image is from
1911.
<http://nashparts.com/Dealership/NashdealersMN.htm> (accessed 03/14/2012).



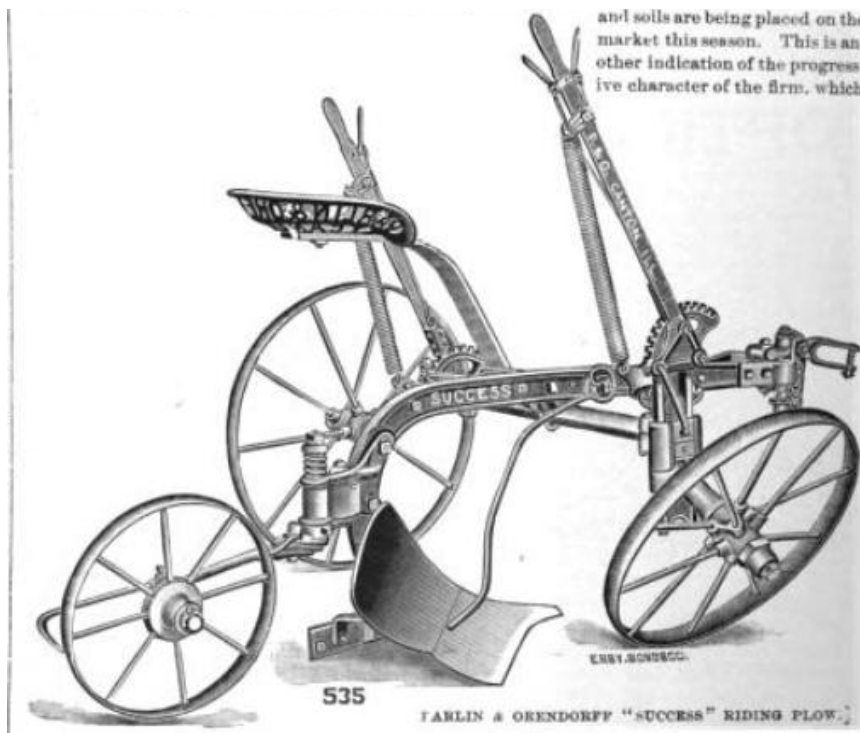
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St. Louis [Independent City], Missouri

Figure 7: Parlin & Orendorff engine and implement from period publications.



The Wolverine



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St. Louis [Independent City], Missouri

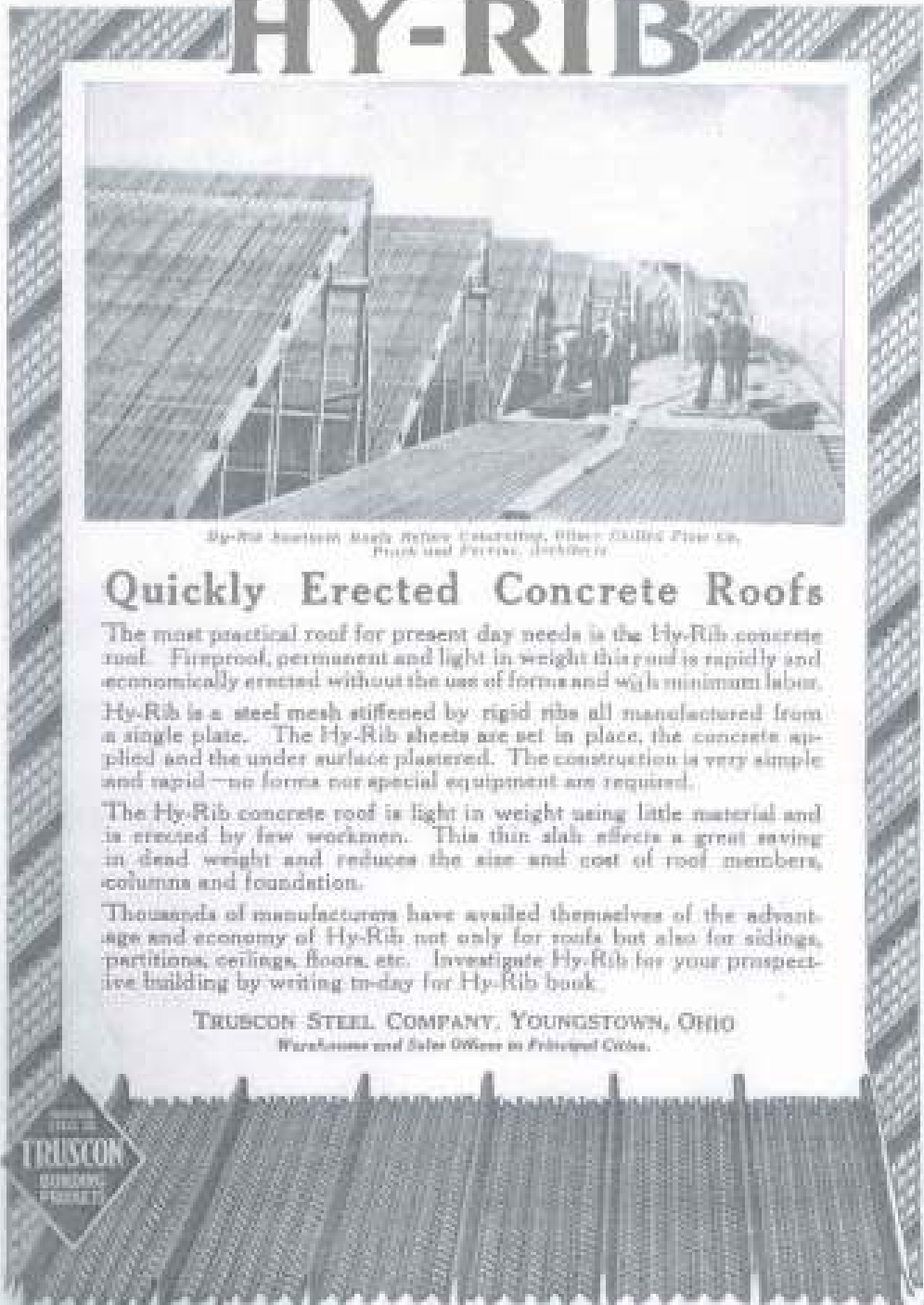
Figure 8: Photo of the Oliver Chilled Plow Works, 2516-22 North Broadway, St. Louis from the *American Architect*, February 1917, volume CXI, number 2148.



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Section number Figures Page 54 North Broadway Glass & Plow Warehouse District
St. Louis [Independent City], Missouri

Figure 9: Photo and advertisement of "Hy-Rib" concrete roofs as installed at Oliver Chilled Plow Works on North Broadway.



HY-RIB

By the American Metal Roofing Corporation, Oliver Chilled Plow Co.,
Pittsburgh, Pa., Architects.

Quickly Erected Concrete Roofs


The most practical roof for present day needs is the Hy-Rib concrete roof. Fireproof, permanent and light in weight this roof is rapidly and economically erected without the use of forms and with minimum labor.

Hy-Rib is a steel mesh stiffened by rigid ribs all manufactured from a single plate. The Hy-Rib sheets are set in place, the concrete applied and the under surface plastered. The construction is very simple and rapid — no forms nor special equipment are required.

The Hy-Rib concrete roof is light in weight using little material and is erected by few workmen. This thin slab effects a great saving in dead weight and reduces the size and cost of roof members, columns and foundation.

Thousands of manufacturers have availed themselves of the advantage and economy of Hy-Rib not only for roofs but also for sidings, partitions, ceilings, floors, etc. Investigate Hy-Rib for your prospective building by writing to-day for Hy-Rib book.

TRUSCON STEEL COMPANY, YOUNGSTOWN, OHIO
Warehouses and Sales Offices in Principal Cities.



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Section number Figures Page 55 North Broadway Glass & Plow Warehouse District
St. Louis [Independent City], Missouri

Figure 10: Oliver Chilled Plow Works advertisements from period publications.



HILLED
TRADE MARK

All the World Knows

what this trade mark means. They have learned that it stands for unequalled quality in the first essential of good agriculture—*i. e.*

A GOOD PLOW.

The stamp, "Oliver Chilled" appearing on the finished plow, or on the smallest fitting or separate part, is a guarantee of excellence. Don't let any dealer sell you something else, declaring that it is "just as good," for there is nothing as good of the plow kind as

The "Oliver Chilled Plow."

Sold by Every Oliver Agent Everywhere.

Our descriptive matter is interesting and instructive. We mail it free to all inquirers. Write to-day before you forget it.

THE OLIVER CHILLED PLOW WORKS,
South Bend, Indiana, U. S. A.

AGRICULTURAL IMPLEMENTS 157

OLIVER CHILLED PLOW WORKS
2516-22 NORTH BROADWAY
St. Louis, Missouri

BELL PHONE, TYLER 304
KINLOCH PHONE, CENTRAL 6090



OLIVER CHILLED AND STEEL WALKING AND RIDING PLOWS,
LISTERS, CULTIVATORS; DISK, SPRING TOOTH AND
SPIKE HARROWS, PULVERIZERS AND STALK
CUTTERS

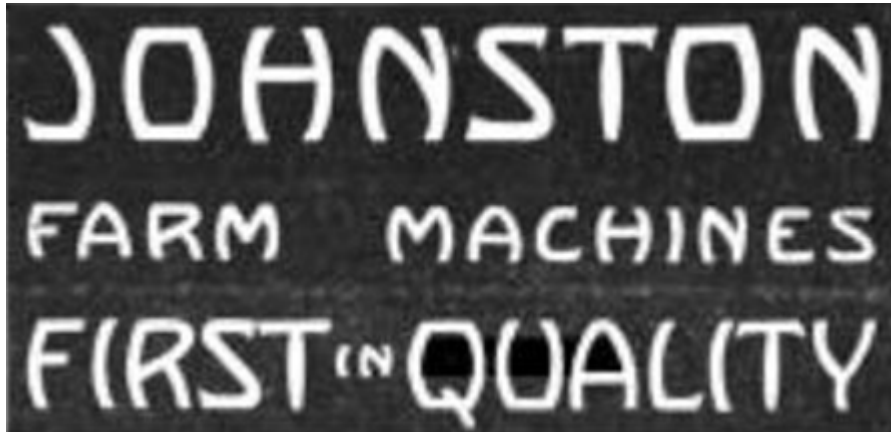
BLACK HAWK CORN AND COTTON PLANTERS AND MANURE
SPREADERS, ASPINWALL POTATO MACHINERY,
SUPERIOR GRAIN DRILLS

Also a Complete Line of Tractor Drawn Tools

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St. Louis [Independent City], Missouri

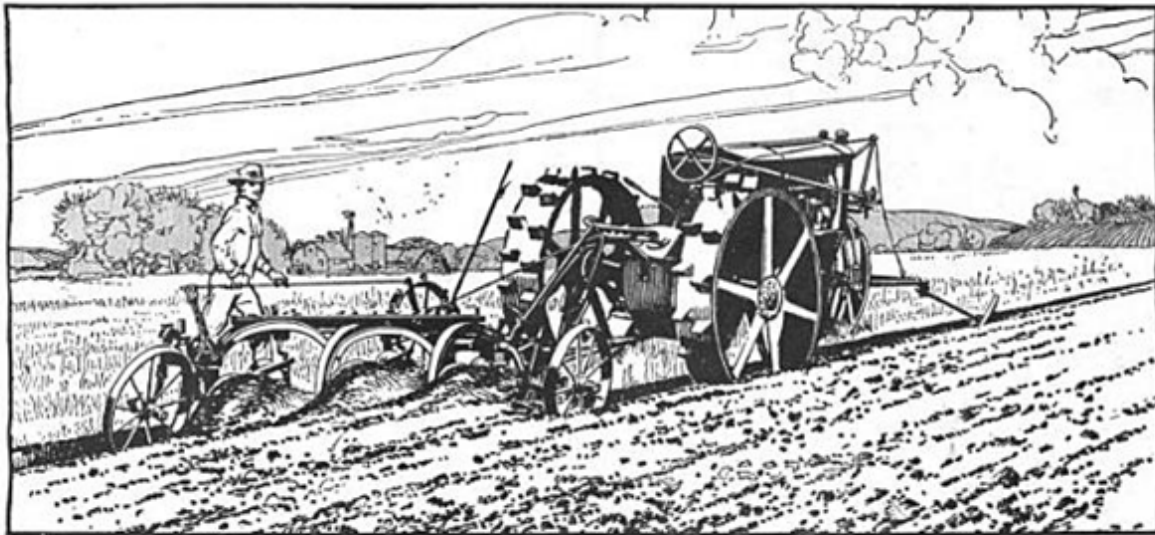
Figure 11: Johnston Harvester advertising from period publications.



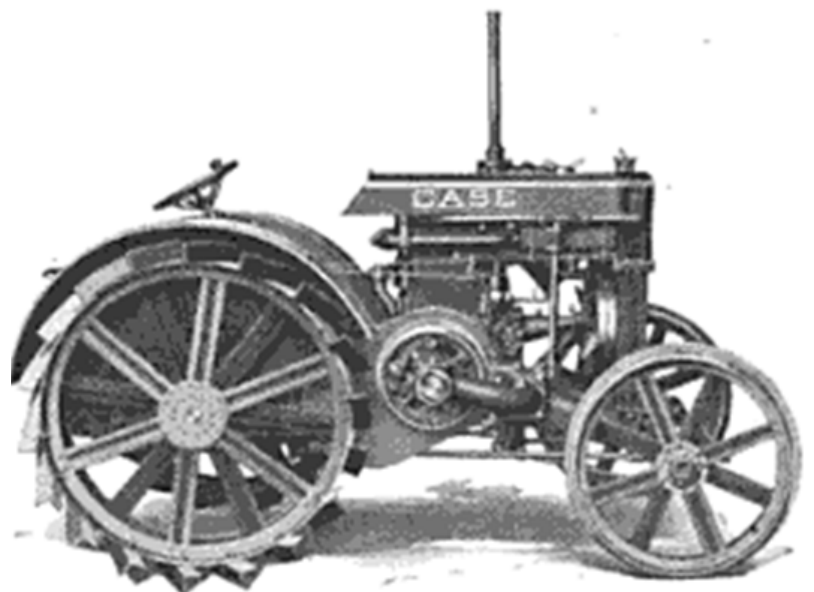
National Register of Historic Places
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Section number Figures Page 57 North Broadway Glass & Plow Warehouse District
St. Louis [Independent City], Missouri

Figure 12: J. I. Case Plow Works advertising from period publications 1914-1920.



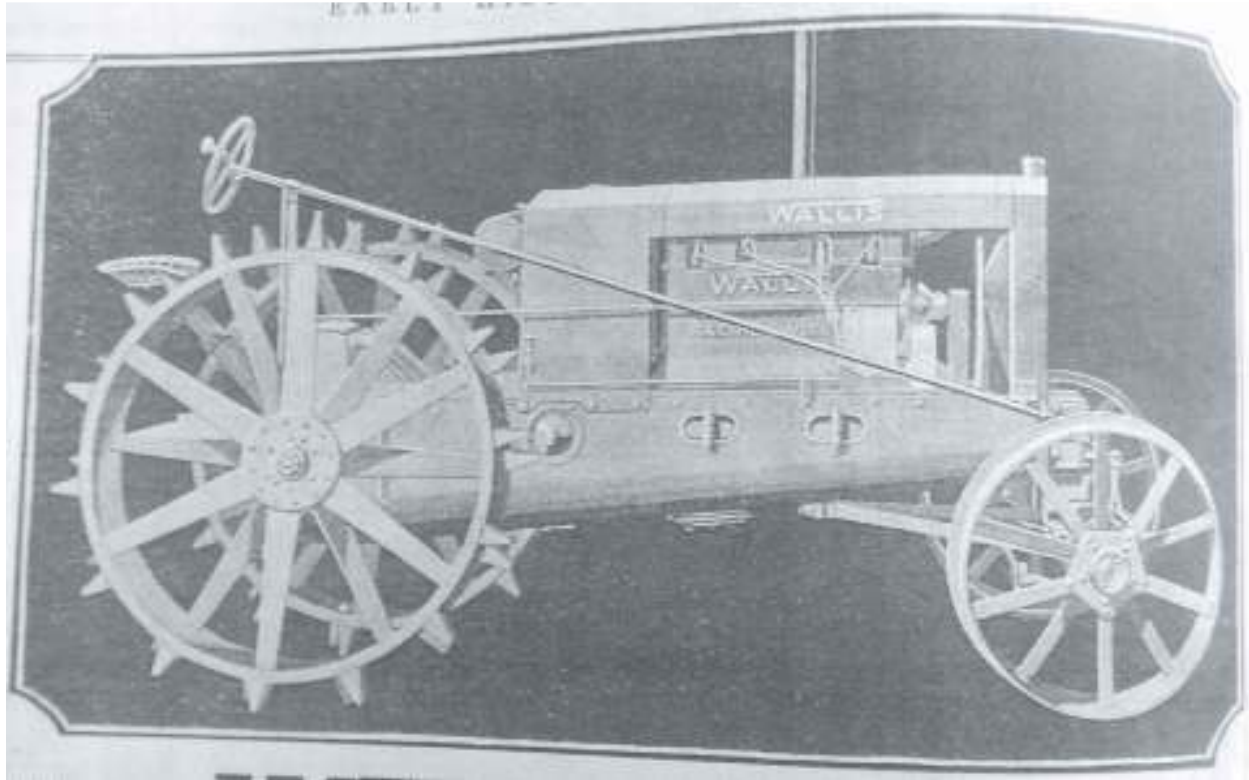
J. I. CASE
P L O W S



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St. Louis [Independent City], Missouri

Figure 13: Wallis Tractor advertisement from period publications.



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Section number Figures Page 59 North Broadway Glass & Plow Warehouse District
St. Louis [Independent City], Missouri

Figure 14: Sketch of 2500 North Broadway and company logo of Condie-Neale Glass Company from 1907.

From the *Glassian*. <http://glassian.org/Prism/CondieNeale/index.html> (accessed 11/02/2011).



National Register of Historic Places
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Section number Figures Page 60 North Broadway Glass & Plow Warehouse District
St. Louis [Independent City], Missouri

Figure 15: Sketch of Condie-Bray Glass Company from *Who's Who in North St. Louis*. (St. Louis: North St. Louis Businessmen's Association, 1925), page 103.



Figure 16: Advertisement for Condie-Neale from the *Glassian*.
<http://glassian.org/Prism/CondieNeale/index.html> (accessed 11/02/2011).

**"All Kinds of Glass for Building
Purposes"**

Plate Glass · Window Glass · Skylight Glass · Crystal Sheet · French Picture Glass · Wire Glass · Floor Glass · Rough Glass · Mirrors · Ribbed Glass · Chipped Glass · Sandblast Glass · Ornamental Glass · Imported Picture Glass · Framed Mirrors · Benton Brand Picture Glass · Sanitary Glass Shelves · Steel Wheels · Coach Glass · Sash Weights · Emery Paper · Store Front Construction · Dowells · Windshield Glass · German Mirrors · Shocks · Mantel Mirrors · Hand Mirrors · Hot House Glass · Bookcase Glass · Perfection Picture Glass · Ground Glass · Mitred Glass · Green House Glass · Leaded Glass · Art Glass · Bent Glass · Cathedral Glass · Prism Glass · Colored Glass · Wired Prism Glass · Beveled Glass · Glazier's Diamonds · Putty · Perfection Glass · Glazier's Points · Cutting Tables · Memorial Windows · Glass Cutters · Sash Bars · Patent Fronts · Mirrors Resilvered · Etc., Etc., Etc., Etc.

"Largest glass house west of the Mississippi River"



OLIVER

2016

STOP

2-WAY

UNITED BAGS, INC.

UNITED BAGS, INC.



UNITED
BAGS, Inc.
Since 1959
www.unitedbags.com

UNITED BAGS, Inc.
ESTABLISHED 1959



UTR
WC
AM

CONDIE-NEALE
GLASS COMPANY







OLIVER

2516

UNITED BOYS
C 1918-1920

UNITED BOYS







OLIVER



OLIVER



2516

EMPLOYEES ONLY
ADMISSIONS AT
2508 BROADWAY







KINGMAN

WURDEN
BROADWAY

SAS
MANUFACTURING
2500 W Broadway

SAS
MANUFACTURING
3500 N Broadway

MIDSTATE



KINGMAN

BROADWAY
MANUFACTURING
2600



Pure
Pleasure
EGACENTER

KINGMAN

KF7-H7A





2610



