

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

**National Register of Historic Places  
Registration Form**

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

**1. Name of Property**

historic name S. Pfeiffer Manufacturing Company Headquarters

other name/site number N/A

**2. Location**

street & town 3965 Laclede N/A not for publication

city or town St. Louis N/A vicinity

state Missouri code MO county St. Louis (Independent City) code 510 zip code 63108

**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  nationally  statewide  locally. (  See continuation sheet for additional comments.)

Mark A. Miles July 13, 2010  
 Signature of certifying official/Title Mark A. Miles/Deputy SHPO Date

Missouri Department of Natural Resources  
 State or Federal agency and bureau

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

\_\_\_\_\_  
 Signature of certifying official/Title Date

\_\_\_\_\_  
 State or Federal agency and bureau

**4. National Park Service Certification**

I hereby certify that the property is:  <input type="checkbox"/> entered in the National Register. <input type="checkbox"/> See continuation sheet. <input type="checkbox"/> determined eligible for the National Register <input type="checkbox"/> See continuation sheet. <input type="checkbox"/> determined not eligible for the National Register. <input type="checkbox"/> removed from the National Register. <input type="checkbox"/> other, (explain:) _____  _____	Signature of the Keeper  _____  _____  _____  _____	Date of Action  _____  _____  _____  _____
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S. Pfeiffer Manufacturing Company  
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.)

- private
- public-local
- public-State
- public-Federal

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

Contributing	Noncontributing	
1	0	buildings
0	0	sites
0	0	structures
0	0	objects
1	0	Total

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

**Number of contributing resources previously listed in the National Register**

N/A

0

**6. Function or Use**

**Historic Function**  
(Enter categories from instructions)

COMMERCE: Business

INDUSTRY: Manufacturing Facility

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**Current Function**  
(Enter categories from instructions)

INDUSTRY: Industrial Storage

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**7. Description**

**Architectural Classification**  
(Enter categories from instructions)

Modern Movement

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**Materials**  
(Enter categories from instructions)

**foundation** Concrete

**walls** Brick

**roof** Asphalt

**other** Glass Block

**Narrative Description**

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

See continuation sheet(s) for Section No. 7

S. Pfeiffer Manufacturing Company  
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 of age or achieved significance within the past 50 years.

**Narrative Statement of Significance**

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

**9. Major Bibliographical References**

**Bibliography**

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

**Previous documentation on file (NPS):**

- 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 # \_\_\_\_\_

**Areas of Significance**

(enter categories from instructions)

Architecture  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Period of Significance**

1946  
\_\_\_\_\_  
\_\_\_\_\_

**Significant Dates**

1946  
\_\_\_\_\_  
\_\_\_\_\_

**Significant Persons**

(Complete if Criterion B is marked above)

N/A  
\_\_\_\_\_  
\_\_\_\_\_

**Cultural Affiliation**

N/A  
\_\_\_\_\_  
\_\_\_\_\_

**Architect/Builder**

Luer, Bert (Architect)  
Metz Engineering Co. (Engineers)  
Darr, Arthur R. (General Contractor)

See continuation sheet(s) for Section No. 8

**Primary location of additional data:**

- State Historic Preservation Office
- Other State agency
- Federal agency
- Local government
- University
- Other Name of repository: \_\_\_\_\_

See continuation sheet(s) for Section No. 9

S. Pfeiffer Manufacturing Company  
Name of Property

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

## 10. Geographical Data

Acreage of Property less than 1 acre

### UTM References

(Place additional boundaries of the property on a continuation sheet.)

1 1/5 7/3/9/9/0/0 4/2/8/0/0/6/0  
Zone Easting Northing

2 / / / / / / / / / /  
Zone Easting Northing

3 / / / / / / / / / /  
Zone Easting Northing

4 / / / / / / / / / /  
Zone Easting Northing

### Verbal Boundary Description

(Describe the boundaries of the property.)

See Continuation Sheet

Property Tax No.

### Boundary Justification

(Explain why the boundaries were selected.)

See Continuation Sheet

See continuation sheet(s) for Section No. 10

## 11. Form Prepared By

name/title Julie Ann LaMouria  
organization Lafser & Associate, Inc. date 15 May 2010  
street & number 1215 Fern Ridge Parkway STE 110 telephone 573-339-4625  
city or town St. Louis state MO zip code 63141

## Additional Documentation

Submit the following items with the completed form:

### Continuation Sheets

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

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

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

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

## Property Owner

name/title Jeff Winzerling, FH& C LLC  
street & number 393 N Euclid 3<sup>rd</sup> Floor telephone 314-332-1162  
city or town St. Louis state MO zip code 63108

**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. 470 *et seq.*).

**Estimated Burden Statement:** Public reporting burden for this form is estimated to average 18.1 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 Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Projects (1024-0018), Washington, DC 20503.

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National Park Service

## National Register of Historic Places Continuation Sheet

Section number 7 Page 1 **S. Pfeiffer Manufacturing Company Headquarters  
St. Louis (Independent City), MO**

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### Summary

The S. Pfeiffer Manufacturing Company Headquarters is located at 3965 Laclede Avenue in St. Louis (Independent City), Missouri. The brick, three-story office, lab and factory building was constructed in 1946 from a Modern Movement design by St. Louis architect Bert Luer. The buff-colored, asymmetrical primary (south) elevation features bands of hopper windows that wrap around the southwest corner, emphasizing horizontality while an elaborated, slightly projecting entrance bay on the southeast corner is a strong vertical element. The recessed entrance consists of double wood and glass doors below a grooved, streamlined overhang. Above the entrance, a shaft is embellished by a two-story glass block window with sidelights and three small terra cotta panels accent the parapet. Many of the building's windows are tinted blue. The side and rear elevations are functional in design, feature red brick instead of buff brick, and utilize a concrete structural system with metal industrial hopper windows and overhead vehicle doors. The interior has an open plan with concrete, mushroom-shaped supports, concrete floors and ceilings, and glazed brick walls. The third level retains the original laboratory sinks and counters. Currently used as storage for automotive parts, the S. Pfeiffer Manufacturing Company Headquarters is in excellent condition. Relatively unchanged since its construction, the building easily retains integrity of location, design, setting, materials, workmanship, feeling and association from its period of significance.

### Elaboration

#### **Setting**

The S. Pfeiffer Manufacturing Company Headquarters is located just west of North Vandeventer in the Central West End. The surrounding blocks are commercial, with residential neighborhoods, primarily featuring two-story brick revival style homes, located to the west. The nominated building is one of three extant structures on City Block 3920 that were constructed by the company. Two brick warehouses are located east of the headquarters building. Constructed in 1912 and 1945, these buildings communicate internally but not with the headquarters building, and have undergone numerous facade changes. Two additional brick structures constructed by the company have been demolished and replaced with parking lots.

#### **Main (South) Elevation**

Constructed in 1946, the sleekly-designed modernist building rises three stories and contains office, laboratory and factory spaces. The tan and red brick south façade has bands of clear and opaque blue hopper windows that wrap around the southwest corner

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St. Louis (Independent City), MO**

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(Photo 1). The main entrance is at the east end of the main façade, recessed within the vertical elements of a slightly projecting, three story bay. The entrance consists of wood and glass doors recessed below a metal awning (Photo 2). Glass block rises through the second and third levels, flanked by vertical strips of fixed single-pane windows. Three geometric panels are found just below the roofline (Photo 3). The colored glass windows were most likely applied for privacy on the first level. Some have been replaced with opaque rather than colored panes of glass.

### East Elevation

The east façade includes tan brick on the first two bays, with horizontal ridges. Blue hopper windows fill the first bay of all three levels. The second and third levels are nearly identical, with hopper windows found in the remaining nine bays. A garage door is found in the third bay on the first level. An elevator penthouse rises above the roof between the third and fourth bays. A chimney is found on the northeast corner (Photo 4).

### West Elevation

The west elevation has bands of hopper windows in all ten bays on each level, with ribbed brick between the bays. (Photo 5)

### North (Rear) Elevation

Bands of blue colored glass windows occupy the second and third levels of this elevation, surrounded by the visible concrete structural system and red brick walls. The central bays of the first level are open, creating a covered loading dock with metal entrance doors on the east and west walls. The first level openings in the outer bays have been filled with concrete block (Photo 6).

### Interior

The interior is primarily an open floor plan, as originally, with concrete mushroom columns, exposed pipes and ductwork, and a concrete floor (See Figure 6 for First Floor Plan). The walls feature yellow glazed brick for protection from chemical contamination (Photo 7), and the few offices feature wood doors with beveled glass glazing. Some of the chemical laboratory sinks and cabinets remain. The original metal service elevator is intact and functional (Photo 8). The main stairway is located in the southeast corner of the building (Photo 9). A terrazzo tile floor and wood paneled walls ornament the spiraling shaft, with metal fire doors accessing each floor (Photo 10). The

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St. Louis (Independent City), MO**

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exterior has changed little since the period of significance, maintaining most of the colored glass industrial windows and other elements.

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**S. Pfeiffer Manufacturing Company Headquarters  
St. Louis (Independent City), MO**

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### Summary

The S. Pfeiffer Manufacturing Company Headquarters in the Central West End of St. Louis is locally significant under National Register Criterion C in the area of Architecture. Constructed in 1946 as the headquarters for a locally based pharmaceutical manufacturing company, the building was designed in a modernistic style by St. Louis architect Bert Luer. Utilizing bands of wraparound windows for a horizontal emphasis and a three-story vertical tower containing the primary entrance, Luer designed a building that reflects Modern Movement affinities. The Pfeiffer Building's form is somewhat uncommon in St. Louis, since much of the city had already been constructed when Modern Movement architecture came into vogue. Retaining all of its original façade features and most of its internal elements, the Pfeiffer Building is an excellent local example of early post-World War II Modern Movement design, built at a time when shortages of material was something to be reckoned with. It continues to reflect the company's operations. The 1946 period of significance represents the date of construction.

### Elaboration

#### **Background**

The professionalization of pharmacy began in St. Louis as early as 1864 with establishment of the St. Louis College of Pharmacy, the oldest pharmaceutical school west of the Mississippi River. When the State of Missouri authorized a licensing program for pharmacists a few years later, it followed that only those who were duly licensed were allowed to call themselves pharmacists. The public patronized these state-recognized practitioners to the extent that many unlicensed drug distributors who lacked the necessary education went out of business.<sup>1</sup>

One state-recognized practitioner who flourished as a professional was Adolph Pfeiffer. After graduating from the St. Louis College of Pharmacy in 1874, Pfeiffer became chief pharmacist at the local Catlin Pharmacy, Sixth Street and Washington Avenue. In about 1879, Pfeiffer opened his own pharmacy in St. Louis at the corner of Broadway and Salisbury Street. A few years later, in 1882, Pfeiffer moved to a more downtown location on Olive Street, and three years after that he began the wholesale production of "grocer's sundries" in a small factory at 2931 Lucas Avenue. He named his new company the S. Pfeiffer Manufacturing Company after his wife, Sadie.<sup>2</sup> Pfeiffer

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<sup>1</sup> Walter Barlow Stevens, *Centennial History of Missouri: (The Center State) One Hundred Years in the Union, 1820-1921* (New York, NY: The S. J. Clarke Publishing Company, 1921), 542-543.

<sup>2</sup> *Ibid.*, 198.



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**S. Pfeiffer Manufacturing Company Headquarters  
St. Louis (Independent City), MO**

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incorporated in 1885.

At about the time Adolph Pfeiffer was establishing his pharmaceutical company, there were 86 manufacturers in St. Louis producing patent medicines valued at approximately \$4,004,000 annually.<sup>3</sup>

In 1912, the S. Pfeiffer Manufacturing Company bought property on Laclede Avenue, just west of Grand Avenue. The S. Pfeiffer Manufacturing Company moved into a two-building, brick complex at 3947 Laclede Avenue (nonextant) and 3951 Laclede Avenue.<sup>4</sup> Within five years, Pfeiffer had added onto both buildings, constructing a three-story warehouse at the rear of 3947 Laclede Avenue (nonextant) and a two-story factory and office at the rear of 3951 Laclede Avenue.<sup>5</sup>

The number of medical manufacturers in St. Louis plummeted following passage of the Harrison Narcotic Act in 1914 and of the Food, Drug and Cosmetic Act of 1938, and Pfeiffer benefited. Respectively, this legislation ended the trafficking of coca and opium between states which discouraged their inclusion in medicines, and gave the federal government control over the marketing of new drugs while holding pharmaceutical companies accountable for the ingredients in drugs and the claims made on drug packaging. Pfeiffer survived and now had fewer competitors, enabling it to claim a larger share of the market. By 1939, although there were still 27 medical manufacturers in St. Louis, Pfeiffer had much less competition than at the time the Harrison Narcotic Act was enacted, when there were 121.<sup>6</sup>

Pfeiffer's diversification of products appears to have helped it survive the impact of the regulations. Pfeiffer's catalog included manufactured salves and powders such as Foot Geen cream for aching feet, Ve-Ta-Co pills for menstrual cramping, and Gold Medal Kednal pills to ease cramping and stimulate the kidneys (See Figures 2-4). By the mid-1940s, the company had registered more than a dozen brand names with the Secretary of State, including the Maldehyde Chemical Company (est. 1938), Empire Chemical (est. 1933), and Virginia Chemical (est. 1922). All of the products marketed under these

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<sup>3</sup> U. S. Department of Commerce and Bureau of the Census. *Fourteenth Census of the United States taken in the Year 1920: Volume X: Manufacturers*. (Washington, D. C., Government Printing Office, 1923).

<sup>4</sup> *Sanborn Fire Insurance Map* (Volume 5, Sheet 74: 1951). The Sanborn Map Company, Sanborn Library, LLC., 2001.

<sup>5</sup> *Sanborn Fire Insurance Map*.

<sup>6</sup> *Gould's St. Louis (Missouri) City Directory*, (St. Louis, Mo.: Polk-Gould Directory Co., 1882-1983).

"History of Patent Medicine." *History of Patent Medicine: Patent Medicine Exhibit: Hagley Museum and Library*. Viewed 10 July 2009. Available online at <http://www.hagley.org/library/exhibits/patentmed/history/history.html>

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### **S. Pfeiffer Manufacturing Company Headquarters St. Louis (Independent City), MO**

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names were manufactured at the Laclede Avenue facility.<sup>7</sup>

By the end of World War II, Pfeiffer had added several brand names to its product line, was shipping items such as Schoenfeld's Tea (Figure 5) to international markets, had more than \$650,000 in capital stock, and was looking to expand. Three new buildings were constructed between 1945 and 1946. In addition to the nominated office/lab/factory building designed by Bert Luer and constructed by Arthur B. Darr at 3965 (originally 3959) Laclede Avenue (Figure 1), these consisted of a small warehouse and a coal storage shed at 3955 Laclede.

“Construction of the S. Pfeiffer Manufacturing Company Headquarters building was “one of the most rapidly completed jobs of its kind in this area, in a period of struggle through materials and shipping delays. First concrete was poured last March,” the St. Louis Post-Dispatch reported in December 1946. The building itself cost \$300,000. The 100 by 213-foot site cost \$20,000.<sup>8</sup>

The nominated three-story brick building was designed in a simple modernistic style, which allowed function to prevail over aesthetics. Although primarily used for manufacturing pharmaceuticals (on the first floor), the building also served as company headquarters with offices on the second floor. Laboratory space was provided on the third floor. An open floor plan facilitated the movement of items throughout the building in different stages of production from their initial composition to shipping. Glazed interior brickwork throughout allowed easy cleaning and was resistant to acidic compounds. The concrete structural form allowed heavy machinery to be used on each floor and was resistant to fire. The few small offices were designed to be simple and utilitarian. The presence of freight elevators but not passenger elevators reflects the building's primary purpose as a manufacturing facility. Two loading docks, one recessed on an alley in the rear and another one on the east elevation, provided incoming/outgoing flexibility.

Architect Luer created a primary façade that was presumably pleasing to the nearby residential neighborhood while not concealing the building's commercial nature. While most of the structure is extensively windowed with large bays of wide or glass block windows admitting light into the center of the building, the façade windows are narrow horizontal bands of colored glass. Instead of exposing the concrete structural system and basic brick walls, Luer included buff brickwork on the street-facing elevation. The street façade also features simple ornamentation not found on the other elevations, and lacks a dock. This practice of creating a decorative façade on a utilitarian industrial building is seen today in mixed-use neighborhoods throughout St. Louis.

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<sup>7</sup> Lawsuits available online through the United States National Library of Medicine National Institute of Health History of Medicine website- <http://archive.nlm.nih.gov/fdanj/handle/123456789/13951>

<sup>8</sup> “Manufacturing to Start Soon in New Plant,” St. Louis *Post-Dispatch*, p. 1-D, December 8, 1946.

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**S. Pfeiffer Manufacturing Company Headquarters  
St. Louis (Independent City), MO**

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With construction of the nominated building in 1946, Pfeiffer's Laclede Avenue expansion was complete and consisted of five structures including the original factory at 3947 Laclede. The original factory and a shop have been demolished. Two other buildings have received façade alterations that overwhelm their original design. Today the S. Pfeiffer Manufacturing Company Headquarters at 3965 Laclede best represents the company's function and development.

In 1956, the S. Pfeiffer Manufacturing Company merged with the S. M. Harris Company. The new entity was called "The Pfeiffer Company."<sup>9</sup> Manufacturing was subsequently phased out of the Laclede Avenue complex, and in the late 1980s the name was changed to Pfeiffer Pharmaceuticals. This company does not currently supply St. Louis City, although its products can be found in the St. Louis area.<sup>10</sup>

### Architectural Significance

The S. Pfeiffer Manufacturing Company Headquarters is an excellent example of early post-World War II Modern Movement design in St. Louis, and it has survived remarkably intact. It was designed by local architect August Berthold Luer, aka Bert Luer.

Born in Illinois in 1906, Luer worked as a draftsman for Helfensteller, Hirsch, and Watson from 1927-1931,<sup>11</sup> and apparently began working independently afterward. Little of Luer's work is known today, although he is recognized for his design of the Grace United Church of Christ building in 1940, and the St. Louis College of Pharmacy's Rabe Hall (a dormitory) in 1964. Designed for very different functions, these two buildings have little or nothing in common with the Pfeiffer building and its modernistic front.

Luer's design for the Pfeiffer headquarters expresses its commercial/industrial function, with simple ornamentation limited to the façade. The smooth wall surfaces, banding and corner-wrapping windows emphasize the building's horizontality. These architectural elements are associated with the Modern Movement, a style that became popular after World War I and remained prevalent into, at least, the mid-1970s.<sup>12</sup>

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<sup>9</sup> *Missouri Secretary of State*. Viewed 10 July 2009. Available online at <https://www.sos.mo.gov/BusinessEntity/soskb/csearch.asp>

<sup>10</sup> *Pfeiffer Pharmaceuticals*. Viewed 10 July 2009. Available online at [http://www.pfeifferpharmaceuticals.com/index.php?customernumber=40818982391705&pr=Our\\_Story](http://www.pfeifferpharmaceuticals.com/index.php?customernumber=40818982391705&pr=Our_Story)

<sup>11</sup> *Goulds*.

<sup>12</sup> St. Louis County Historic Buildings Commission. *Mid Century Modern Architecture in St. Louis County* (Clayton, MO: St. Louis County Historic Buildings Commission, 2007).

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Modern Movement architecture combines functionalism with the rejection of historical design concepts and forms. Typically rendered in concrete, glass and steel, Modern Movement structures generally lack significant applied ornamentation and instead express the construction methods themselves.<sup>13</sup> The style developed in Europe during the second decade of the 20<sup>th</sup> century, but was not largely recognized in the United States before 1932 when Philip Johnson, Henry-Russell Hitchcock and Alfred H. Barr organized "The International Style," an exhibit at the Museum of Modern Art. Johnson and Hitchcock sought to feature the modernist architecture prevalent in Europe, and also to eliminate the socialist stigma to which the style was attached.<sup>14</sup>

Despite some excellent examples in the downtown area, St. Louis as a whole lacks a concentration of historic, modernist buildings. The earliest known example of Modern Movement architecture in the St. Louis area is Harris Armstrong's 1935 medical building designed for Leo Shanley (Shanley Building, 7800 Maryland Ave., Clayton, NR listed 9/20/82). The national attention given to the structure encouraged many architects to follow suit, including Frederick Dunn, Charles Nagel, Joseph Murphy, and Charles Eames. The first International Style building in St. Louis City was constructed for the St. Louis *Post-Dispatch* in 1942 (St. Louis Post-Dispatch Printing Building, 1111 Olive St., NR listed 8/29/84). Designed by Mauran, Russell, Crowell, and Mullgart, the building's long bands of reflective glass windows, smooth concrete walls, and vertical entrance tower expresses the Modern Movement in much the same way as the Pfeiffer headquarters.<sup>15</sup>

The primary period for Modern Movement buildings seems to have been (roughly) between 1935 and 1955, a span when financial constraints and shortages of construction material due to the Great Depression and wars limited construction projects despite the fact that Modern Movement buildings could be erected at a relatively lower cost (due to their comparative lack of ornamentation and the fact that structural elements were displayed rather than concealed). Between 1933-1955, \$22.4 million was spent on construction in downtown St. Louis, with 60 percent concentrated on the alteration of existing structures.<sup>16</sup> This "remodeling" of the downtown reflects the fact that much of St. Louis City had already been constructed by the time the Modern Movement made its way to the Midwest.

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<sup>13</sup> Ernest Burden, *The Illustrated Dictionary of Architecture* (New York: McGraw-Hill, 2002), 210.

<sup>14</sup> Joseph Rykwert, "Review of *Philip Johnson: Life and Work* by Franz Schwartz," *Art in America* (September 1995).

<sup>15</sup> Aimee Pellet, *St. Louis Post-Dispatch Building Nomination to the National Register of Historic Places*, (National Park Service: Washington, D.C., 2/11/2000).

<sup>16</sup> City Planning Commission. *Central Business District Space Use Study*. (1958), 16. On file with the St. Louis Planning and Urban Design Agency, 1015 Locust, Suite 1200, St. Louis, MO 63101.

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### **S. Pfeiffer Manufacturing Company Headquarters St. Louis (Independent City), MO**

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The typical ratio of mid-20<sup>th</sup> century modernist buildings to early 20<sup>th</sup> century buildings in St. Louis City can be seen in nearly any neighborhood, though the examples are more concentrated in the southwest part of the city because it was still growing during the 1930s and 1940s. The 10-block light industrial and commercial sector of the Central West End between Forest Park Avenue and McPherson Avenue, where the S. Pfeiffer Manufacturing Company Headquarters is located, is a representative portion of the city that reflects the change from more conservative and traditional styles to Modern Movement designs.

Many of the buildings in the light industrial and commercial sector of the Central West End have either vernacular or revival style designs. The newer construction is more utilitarian and often lacking any specific architectural affinities. Several buildings in the sector use modern materials and methods while reflecting ornamentation and façade treatments prevalent at the turn-of-the-century.

These include four National Register listed buildings, all with reinforced concrete construction but differing in the treatment of their exterior curtain walls:

The Sanitol Chemical Building at 4264 Laclede (NR listed 10/21/1985) is a headquarters and factory building constructed in 1906 for a wholesale medical company that specialized in dental supplies. Though the building was designed with a functional open plan similar to Pfeiffer's, the exterior walls, especially the façade, reflect the more artistic elements associated with the Classical Revival style. Featuring arcades, pedimented pavilions, horizontal stone banding, ornamental entrances and egg-and-dart terra cotta coping, the building is an example of how modern structural design was accepted before functionality was adopted as a style.<sup>17</sup>

A second building in the area that reflects the use of the modern structural system and a more traditional façade design is the 1915 Luyties Homeopathic Pharmacy at 4200 Laclede. The Luyties building (NR listed 3/27/2003) is the earliest known completely poured concrete structure in St. Louis. According to company lore, the Luyties Homeopathic Pharmacy insisted on building a fireproof structure after the company headquarters was destroyed by fire. Despite the revolutionary use of concrete for the entire construction, the architect applied a number of traditional elements to the building's exterior including flat, bracket-like decoration at the top of the piers, a concrete cornice, parapet walls and spandrel panels between stories—elements reflecting ornamentation associated with turn-of-the-century revival designs.<sup>18</sup>

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<sup>17</sup> Cynthia Hill Lonqwisch, *Sanitol Company Nomination to the National Register of Historic Places* (National Park Service: Washington, D.C., 10/21/1985).

<sup>18</sup> Lynn Josse, *Luyties Homeopathic Pharmacy Company Building Nomination to the National Register of Historic Places* (National Park Service: Washington, D.C., 3/27/2003).

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Headquarters

**S. Pfeiffer Manufacturing Company**

**St. Louis (Independent City), MO**

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While concrete was a common material for structural systems during the second decade of the 20<sup>th</sup> century, it was seldom used as a facing material at that time. Many buildings, like the 1914-1916 Ford Motor Car Company at 4100 Forest Park Avenue (NR-listed 3/6/2002) used brick facing to disguise a concrete support system. The Ford building needed a substantial framework to hold the weight of multiple cars. While the Ford building's structural system is similar to that of the Pfeiffer building, its exterior elements are typical of more traditional designs. The architect utilized terra cotta ornamentation with brick and concrete parapets over wide windows. Unfortunately, the original windows (which provided ventilation as well as illumination) have been replaced with glass block.<sup>19</sup>

During the 1930s and 1940s, several buildings were constructed in the east portion of the Central West End where the Pfeiffer headquarters is located. Two of these structures, along with Pfeiffer, have modernist design affinities. The 1939 Cole Chemical Building, designed by Hugo Graf, is two blocks east of Pfeiffer at 3727 Laclede Avenue. This two-story structure features rounded corners on an entrance tower that includes glass block windows, round pillars, and buff brick facing with brown brick separating the windows. The design is very similar to the entrance tower and horizontal banding of Pfeiffer's headquarters, but the Cole Building has had several changes that diminish its integrity. For example, several windows in the Cole Building have been replaced by glass block and full-bay ventilation covering.

The east portion's other modernist design in addition to Pfeiffer and Cole is Preston Bradshaw's 1946 building at 3949 Forest Park Boulevard. Featuring rounded corners with wraparound windows and a rounded entrance tower with glass block, the structure strongly expresses horizontality. The building's exterior differs from Pfeiffer's smooth façade, however, with projecting entrances that extend streetward beyond both the roofline and the façade wall. While the design includes long bands of multi-light openings, all façade windows on Bradshaw's building have been replaced with metal sash units.

### **Conclusion**

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<sup>19</sup> Laura Johnson, *Ford Motor Company Building Nomination to the National Register of Historic Places* (National Park Service: Washington, D.C., 3/06/2002).

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section number   8   Page  11   
Headquarters

**S. Pfeiffer Manufacturing Company**

**St. Louis (Independent City), MO**

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The 1946 S. Pfeiffer Manufacturing Company Headquarters building designed by Bert Luer exemplifies Modern Movement architecture as it was applied in St. Louis. Representing a limited form in the city, the building is an excellent local example which has thus far escaped significant alteration. The Pfeiffer headquarters retains all of its original defining elements, from its metal windows and wood doors to the interior glazed tile throughout and utilitarian office spaces. The structure is the best remaining example of the company's Laclede Avenue operations.

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National Park Service

## National Register of Historic Places Continuation Sheet

Section number   9   Page  12  **S. Pfeiffer Manufacturing Company Headquarters  
St. Louis (Independent City), MO**

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National Park Service

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St. Louis (Independent City), MO**

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[http://www.pfeifferpharmaceuticals.com/index.php?customernumber=40818982391705&pr=Our\\_Story](http://www.pfeifferpharmaceuticals.com/index.php?customernumber=40818982391705&pr=Our_Story)

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National Park Service

## National Register of Historic Places Continuation Sheet

Section number 10 Page 14 **S. Pfeiffer Manufacturing Company Headquarters  
St. Louis (Independent City), MO**

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### **Verbal Boundary Description:**

The S. Pfeiffer Manufacturing Company, 3965 Laclede Avenue, St. Louis, Missouri, is in St. Louis City Block 3920 (Block 25 of Lindell's 2<sup>nd</sup> Addition) and is identified by the City of St. Louis Assessor's Office as Parcel No. 39200001900. The legal description is C.B. 3920 LACLEDE AVENUE 100 FT x 213 FT 2 ¼ IN LINDELL 2 ND ADDN BLOCK 25 BND W-681 FT EEL OF SARAH.

### **Boundary Justification:**

The boundaries include the headquarters building of the S. Pfeiffer Manufacturing Company. Two extant Pfeiffer buildings east of the headquarters building, although historically associated with the company, are not architecturally significant and do not retain integrity. They are excluded.

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National Park Service

## National Register of Historic Places Continuation Sheet

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**S. Pfeiffer Manufacturing Company Headquarters  
St. Louis (Independent City), MO**

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### Photo Log:

The following information is true for all photographs:

S. Pfeiffer Manufacturing Company Headquarters  
St. Louis (Independent City), MO  
Photographer: Julie Ann LaMouria  
Date Taken: 1 July 2009  
Digital copies on file with Lafser & Associates  
20 N. Main STE 101  
Cape Girardeau, MO 63701

Photo 1	South elevation
Photo 2	Main entrance
Photo 3	Corner projection on façade
Photo 4	South and east elevations
Photo 5	West elevation
Photo 6	North elevation
Photo 7	Third floor interior
Photo 8	Service elevator
Photo 9	Lobby
Photo 10	Third floor stairwell entrance

### Index to Figures

Figure 1: 1951 Sanborn Map  
Figure 2: Foot-Geen Cream  
Figure 3: Ve-Ta-Co Pills  
Figure 4: Gold-Medal Kednal Pills  
Figure 5: Shoenfeld Tea  
Figure 6: First Floor Plan



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**S. Pfeiffer Manufacturing Company Headquarters  
St. Louis (Independent City), MO**

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Figure 2: Foot-Geen Cream



Figure 3: Ve-Ta-Co Pills



Figure 4: Gold Medal Kednal Pills

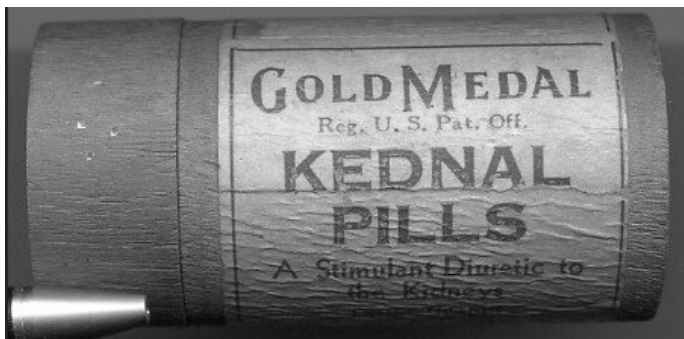


Figure 5: Schoenfeld Te De Tea



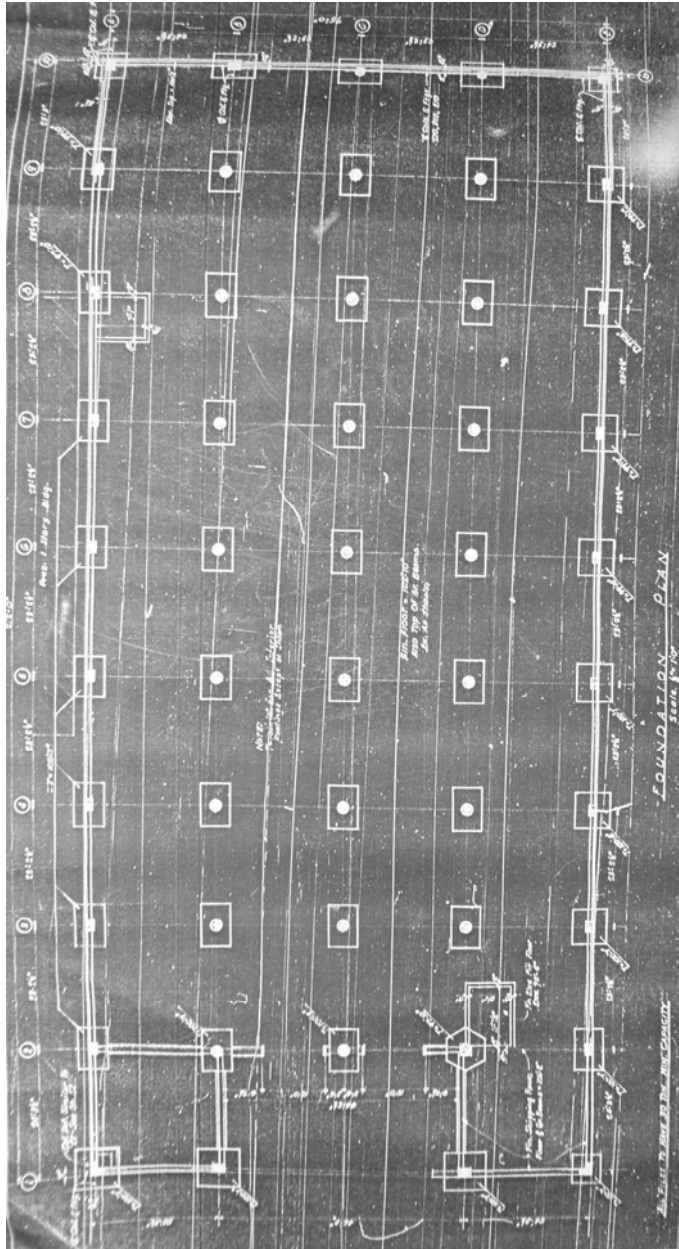
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**S. Pfeiffer Manufacturing Company Headquarters  
St. Louis (Independent City), MO**

Figure 6: First Floor Plan: Original blueprints on file with City of St. Louis





S. Pfeiffer  
 Manufacturing  
 Company  
 Headquarters  
 St. Louis  
 (Independent City), MO  
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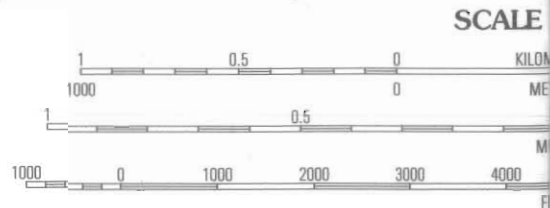
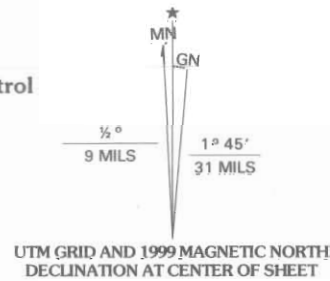
**Produced by the United States Geological Survey**

Topography compiled 1952. Planimetry derived from imagery taken 1993 and other sources. Photoinspected using imagery dated 1998; no major culture or drainage changes observed. PLSS and survey control current as of 1954. Boundaries, other than corporate, verified 1999

North American Datum of 1983 (NAD 83). Projection and 1000-meter grid: Universal Transverse Mercator, zone 15  
 10 000-foot ticks: Illinois (west zone) and Missouri (east zone)  
 Coordinate Systems of 1983

North American Datum of 1927 (NAD 27) is shown by dashed corner ticks. The values of the shift between NAD 83 and NAD 27 for 7.5-minute intersections are obtainable from National Geodetic Survey NADCON software

Contours that conflict with revised planimetry are dashed  
 There may be private inholdings within the boundaries of the National or State reservations shown on this map



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 AND ILLINOIS GEOLOGICAL SUR  
 AND DIVISION OF GEOL  
 MISSOURI DEPARTMENT OF NATURAL  
 A FOLDER DESCRIBING TOPOGRAPHIC MAP





**UNITED**  
AUTOMOTIVE PRODUCTS, INC.  
3965 Laclede Ave.

3965





**UNITED**

**AUTOMOTIVE PRODUCTS, INC.**

**3965 Laclede Ave.**

**3965**



**UNITED**  
AUTOMOTIVE PRODUCTS, INC.  
3965 Laclede Ave.

3965





**UNITED**  
AUTOMOTIVE PRODUCTS, INC.  
3965 Laclede Ave.

**UNITED**  
3965  
LACLEDE AVE

3955





3965





EXIT



KEEP  
DOOR  
CLOSED  
The  
HEAT  
is ON!!







OFFICE