

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.

historic name St. Louis News Company

other name/site number Alexander F. Kessler Fur and Hat Company, Bulstein's Brides House

street & town 1008-1010 Locust Street N/A not for publication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 63101

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 26, 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

I hereby certify that the property is: Signature of the Keeper Date of Action

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

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**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)

Commercial: Warehouse

Commercial: Specialty Store

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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

Vacant

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**7. Description**

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

Late Victorian: Romanesque Revival

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Materials**  
(Enter categories from instructions)

**foundation** Stone

**walls** Brick

Stone

**roof** Asphalt

**other** \_\_\_\_\_

**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

**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)

Commerce  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Period of Significance**  
1886-1960  
\_\_\_\_\_

**Significant Dates**  
1889  
1927  
1950  
\_\_\_\_\_

**Significant Persons**  
(Complete if Criterion B is marked above)  
N/A  
\_\_\_\_\_

**Cultural Affiliation**  
N/A  
\_\_\_\_\_

**Architect/Builder**  
Weber and Grove (Architects)  
Hiram, Lloyd (builder)  
National Abrahams, Inc. (Architects and Builders)  
\_\_\_\_\_

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

St. Louis News Company Building  
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 7/4/4/1/9/0 4/2/7/9/4/6/1  
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 attached

Property Tax No.

### Boundary Justification

(Explain why the boundaries were selected.)

See attached

See continuation sheet(s) for Section No. 10

## 11. Form Prepared By

name/title Julie Ann LaMouria  
organization Lafser & Associates date 25 January 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 Alverne Association  
street & number 1012 Locust Avenue telephone \_\_\_\_\_  
city or town St. Louis state MO zip code 63101

**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 Register of Historic Places Continuation Sheet

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**St. Louis News Company Building  
St. Louis (Independent City), MO**

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### Summary

The St. Louis News company Building, located at 1008-1010 Locust in St. Louis (Independent City), MO, is an 1886, four-story red brick loft building with Romanesque Revival style detailing. Ornamented with pilasters, cascading rounded arches, floral designed embellishments, classical columns, corbelled brick work, and etched glass, the building's façade dramatically employs a mixture of stone and brick materials to capture the essence of the style. Modern granite panels and large metal windows were added to the lower storefront in 1950. A lighted sign for "Bulstine Bride's House" was added to the façade in the 1980s. The interior retains the plaster design work on the first level column supports, as well as the original metal ceilings, open floor plans, wood trims, hard wood floors, and plaster walls. Despite a few changes, the building continues to express its original architectural designs and motifs through the original or historic materials used during the periods of significance.

### Setting

The St. Louis News Company Building is located in the St. Louis Central Business District, between 10<sup>th</sup> and 11<sup>th</sup> Streets. The four-story building sits between the Delaney Building (NR Listed 1/3/02) and the City Club Building (NR listed 6/2/02), across the street from Farm and Home Savings and Loan Building (NR listed 10/29/08).

### North (Main) Façade:

The symmetrical main elevation is three bays wide and four-stories tall. Green Granite panels surround the 1950 metal display windows of the modern storefront. The double door entrance is recessed just west of center, and adorned by a cloth awning (Photo 2). Paired, wood sash windows with rectangular transoms are divided by stone pilasters and ornamented by flat arch stone lintels in each bay of the second level. Brick columns with stone embellishments separate each bay on this level. Separating the second and third levels are painted stone panels stamped with a floral design. Each bay of the third level features paired, rounded wood sash windows below a cascading round brick arch. These bays are separated by brick pilasters and stone floral design caps. Paired, rounded wood windows separated by classical stone columns and ornamented by stone sills and two radiating round brick arches are found in each bay of the fourth level. Brick corbelling below a terra cotta course ornaments the roofline. A lighted vertical sign for "Blustine Bride's House" projects from the eastern bays on the second and third level,

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**St. Louis News Company Building  
St. Louis (Independent City), MO**

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and a lighted sign for "Brides House" is applied to the granite paneling just east of center (Photo 1).

### East Elevation

The east elevation abuts the Delaney Building, and is unseen.

### South Elevation

The south (rear) elevation faces the city block's central alley. Three segmental arched openings with stone sills are found on each of the upper levels. Wood sash windows are located in the two eastern bays. The openings of the western bay have been filled with brick, and the remaining bays feature wood sash windows. A chimney projects between the western and central bays. A corrugated metal panel with a metal awning is in the eastern bay of the first level (Photo 3).

### West Elevation

Metal fire escapes accessed by metal doors are found on the upper levels of the western elevation. Rows of round arch windows with brick lintels and stone sills have been filled with brick on the second and third levels. Rose terra cotta design work is found in the northern bay of the first level, a remnant of the 1903 storefront. The stone foundation is visible on this elevation, broken by brick filled window openings (Partially seen in Photo 1).

### Interior

#### First Floor (See Figure 1- First & Second Level Dimensions)

The entrance opens to a circular lobby ornamented by a wood parquet floor, a domed ceiling, and a low hanging chandelier. Two iron poles with applied flower decals are surrounded by rounded leather benches. Beyond the lobby, recessed dressing rooms line the outer walls, and mirrored poles rise from the carpeted floor to the recessed lighting in the sheet rocked ceiling (Photo 4). At the rear, storage rooms open to the original, wood and steel freight elevator (Photo 5). The historic wood doors with transom

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**St. Louis News Company Building  
St. Louis (Independent City), MO**

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lights have been retained on the rear wall, though hidden from the outside by a metal panel. Also at the rear is the original wood stairwell with bracketed banister caps (Photo 6). Above, the original tin ceilings are intact and in fairly good condition.

### **Second Floor** (See Figure 1- First & Second Level Dimensions)

The second floor has undergone less alteration than the first level, retaining the wood window surrounds, wood floors and high metal ceilings with braided molding. Rows of wood and metal clothing rods occupy most of this level, with the exception of a wide open dressing space near the north end of the building. This area has a concrete floor, exposed ventilation, and fluorescent drop lighting, but these elements are overwhelmed by the painted tin recessed ceiling, decorative column caps, and intact trim work (Photo 7). The historic radiators are also intact on this level. The bathroom on the second floor was updated in the 1950s, featuring pink tile walls, tessellated ceramic floor tiles, and metal stalls.

### **Third Floor** (See Figure 2- Third & Fourth Level Dimensions)

Metal clothing wracks occupy the southern half of the third floor in an open room with well preserved wood floors and an incredibly intact tin ceiling (Photo 8). The northern half of this level includes a small dressing area with intact trim around windows and drop fluorescent lighting. A small bathroom with historic wood paneled doors and ceramic sinks is found at the rear of this level.

### **Fourth Floor** (See Figure 2- Third & Fourth Level Dimensions)

The fourth floor retains the original plaster walls and wood floors, with a few vertical wood partition walls and decorative column caps as well as exposed steel structural beams (Photo 10). Historic four-panel wood doors as well as two-panel wood and glass doors with intact wood trim ornament this level (Photo 9). The bathroom retains historic wood paneled stalls. A metal fire door with wire glass is found near the rear of this level.

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**St. Louis News Company Building  
St. Louis (Independent City), MO**

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### Integrity

A sketch of the original façade is found in the 1888 publication of Commercial and Architectural St. Louis (See Figure 3). When it was constructed, the building was only three-stories tall, with a balustraded cornice and a central name plate for the “St. Louis News Company.” The fourth floor was added in 1899. The original storefront included a central, recessed entrance with sidelights and two levels of transom windows. Brick pilasters divided the entrance bay from the large display window and two-pane transoms in the outer bays. Between construction of the building in 1886 and the end of the 1950s, the storefront underwent eight changes and repairs. The alterations included dividing the first level into two separate storefronts in 1927. In 1950, the current storefront was installed, and the first level was redesigned for retail use. The intact upper levels and the lack of updating to the first level continue to represent its design, workmanship, materials, feeling, and association from its 1886-1960 period of significance.



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**St. Louis News Company Building  
St. Louis (Independent City), MO**

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### Summary

The St. Louis News Company Building is locally significant under National Register Criterion A in the area of Commerce. Designed by locally prolific architects Weber and Groves, the building was constructed in 1886 for the St. Louis News Company, the only wholesale newspaper distributor in St. Louis from 1871 to 1926. St. Louis News Company printed and shipped not only the local newspapers, but it was also responsible for distributing all of the American News Company's periodicals from Philadelphia, New York, Boston and other east coast cities to the states west of the Mississippi. When the St. Louis News Company moved out in 1927, the Alexander F. Kessler Fur and Hat Company took over the space at 1008 Locust as a warehouse and retail store. Though St. Louis was well known for its seal pelt trade, Kessler's primarily dealt in mink and lamb products. The company contributed to the \$1,022,713,490 city wide fur industry in the 1930s and was one of the only retailers that dealt exclusively in fur. The company remained in the building until the 1980s, making it one of the longest running fur retailers in downtown St. Louis. Despite the building's continuing association with St. Louis's commercial industries, the period of significance is designated from the building's construction in 1886 to 1960, the 50 year closing date for the period of significance where activities begun historically continue to have significance but no more specific date can be defined. This period includes the significant dates 1889 (the year the fourth floor was added), 1927 (the year that Kessler's moved into the building), and 1950 (the year the storefront was changed).

### Elaboration

The building at 1008-1010 Locust Street in St. Louis, MO was constructed for the St. Louis News Company. Founded in 1871 as the St. Louis Book and News Company<sup>1</sup>, the business was located at 307 North 4<sup>th</sup> Street,<sup>2</sup> and changed its name to the St. Louis News Company by 1880. When it began, St. Louis Book and News was the only business listed as a wholesale news dealer in the Gould St. Louis City Directory.<sup>3</sup> As a distributor of periodicals, books, and stationery, the company grew quickly and required additional storage and work space.

In 1886, the company hired locally prolific architects Weber and Groves to design a three-story warehouse and office building. Weber and Groves was a well established and respected firm in St. Louis when the company designed the St. Louis News Company Building. The firm's origins are rooted in Kentucky born Alfred Grable, who was partner in the St. Louis based Francisco and Grable in 1866. After working as an apprentice and draftsman for Jerome B. Legg, Ohio born August Weber joined the then

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**St. Louis News Company Building  
St. Louis (Independent City), MO**

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independent Grable in 1883. Weber was made partner by 1888, and the firm began designing homes in the city's upper-middle class neighborhoods. The company was touted as "one of the most successful architectural concerns in St. Louis" in 1891.<sup>4</sup>

The Cornell-trained Albert Groves joined the company in 1891 after two years of European study, and within three years he was made partner. The firm created many outstanding residential and religious designs. Grable retired in 1898, his interest bought out by Groves. Both Weber and Groves were members of the American Institute of Architects and "recognized as experts in their profession" and their work was "characterized by architectural talent of the highest order."<sup>5</sup> Their work is often mentioned along side other St. Louis firms of high esteem, including Eames and Young, Issac Taylor, Barnett, Hayes and Barnett, and Mauran, Russell and Crowe.

Weber and Groves's design for the St. Louis News Company follows their traditional revival style designs, with dramatic Romanesque detailing. The architecture of the building was of such quality that its design was recognized in the book Commercial and Architectural St. Louis in 1888. The arcading arches, terra cotta accents, rounded windows and brick columns reflect the essence of the Romaesque Revival Style, and the intricacies helped the small building make a statement, even after its larger neighbors were constructed.<sup>6</sup>

The St. Louis News Company moved into its new building at 1008-1010 Locust Street in 1886, utilizing the first level retail department as well as the work rooms on the upper levels for printing and publishing. With large doors at the rear that acted as a "loading dock," and an electric elevator near the rear of the building, the 68 employees were able to move products in, out, and through the building with ease.<sup>7</sup> When the Delaney building was constructed next door in 1899, the St. Louis News Company added a fourth floor warehouse, also designed by Weber and Groves. The company altered the store front area four times between 1903 and 1923, utilizing Albert Groves and August Weber as architects for the \$7000 changes in 1903, and Albert Groves for the \$1500 and \$8000 changes in 1918 and 1923, respectively.<sup>8</sup>

The St. Louis News Company acted as an independent publisher for many years, while also selling a variety of products. Two prominent books published by the company include Literature of the Louisiana Territory by A. N. Menil, and Jane Valentine's The Old Stone House, published in 1904 and 1883, respectively. In addition to selling and printing books, the company also acted as one of the city's only wholesale dealers for postcards, writing utensils, small toys, and essentially everything associated with the stationary and book business.<sup>9</sup>

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**St. Louis News Company Building  
St. Louis (Independent City), MO**

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The St. Louis News Company was best known for its role in periodic literature distributing, acting as the official distributor for *The Hornet*<sup>10</sup>, the only illustrated newspaper in the city<sup>11</sup>, as well as several other newspapers. In 1886, when the company moved into its new building, it was the sole distributor of the daily newspapers, principal periodicals and magazines throughout the city supplying more than 1246 news dealers.<sup>12</sup> Not only did the company distribute the periodic literature to local businesses, it also sold collapsible new stands to entice new clients.<sup>13</sup>

The St. Louis News Company became the American News Company's first distributor west of the Mississippi by 1910, though distributors were soon added in Kansas City, MO and New Orleans, LA. The American News Company was the largest wholesale distributor of literature in the world. Based in New York City, the American News Company was formed in 1864 and by the time the St. Louis News Company became a distributor for the firm, American News had already teamed up with the International News Company, thus embarking on a worldwide periodic literature monopoly that was untouched until the 1950s. The American News Company published literature in New York, Boston, and Philadelphia, and transported it by train to local wholesale distributors, who then sold the items to independent news dealers. By the 1880s, nearly a quarter of the nation's monthly periodicals were printed in New York, with most of the remaining newspapers and magazines coming from Boston or Philadelphia.<sup>14</sup> As an agent of the American News Company, the St. Louis News Company processed periodic literature as well as books of all genres, passing them on to local merchants and news dealers.

Though serving as an agent for the American News Company, offering out-of-state literature to St. Louis, the St. Louis News Company also played a major part in the local distribution of newspapers. The St. Louis News Company had a monopoly on the St. Louis market that included nearly three pages of newspapers listed in the 1910 city directory.<sup>15</sup> The lucrative industry of printing and publishing news and books in St. Louis reached nearly \$25,000 by 1920.<sup>16</sup> Until 1926, St. Louis News Company was the only wholesale news dealer in the city. At that time there were more than 500 newspapers most of which relied on St. Louis News for distribution.<sup>17</sup> Choosing to move into the rapidly expanding Midtown section of the city, St. Louis News Company sold its building on Locust Street in 1927 and moved to a two-story structure on Delmar Avenue.<sup>18</sup> It was at this time that the company met its first local competition, the Empire News Company and the Pierce Building News Company. By 1952 both of these entities had gone out of business, leaving the St. Louis News Company the only incorporated wholesale newspaper distributor in the city.

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St. Louis (Independent City), MO**

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When the St. Louis News Company moved out of the building in 1927, the structure was sold to Waldheim Real Estate Company, which began alterations upon acquisition. The real estate company hired National Abrahams, Inc. to divide the main floor commercial space into two separate commercial store areas.<sup>19</sup> The American Express Travel Company moved into the western half of the building, 1010 Locust, in 1931, after that portion of the building sat vacant for four years. American Express moved out of the building in 1944, leaving 1010 Locust vacant until McCaughen & Baunn, an art distributor, rented the space in 1948.

The eastern half of the building, 1008 Locust, was rented by the Alexander F. Kessler Fur and Hat Company from 1928 until 1983.<sup>20</sup> The fur company was established as Kessler- Helfers by Alexander F. Kessler in 1897 (the name changed in 1906). Fur trading was one of the oldest industries in the city. St. Louis was established as a fur trading post in 1764. Most of the fur trade in the city was concentrated on bringing furs from the western frontier to a centralized post for distribution. Fur fell out of fashion in the mid nineteenth century, causing many of the big fur houses to go out of business. Small commission houses opened again in the 1880s, and trade gradually increased. In the decades to follow the fur trade gathered steam again in St. Louis, and between 1881 and 1891 the city's fur receipts grew by nearly 100,000 bundles, resulting in 125,526 bundles of fur exchanged though St. Louis.<sup>21</sup>

The St. Louis fur industry primarily dealt in regional pelts such as mink, skunk, raccoon, and opossum. However, new fur territories in Canada, Alaska, Oregon and Washington also aided the upward trend of fur trade in the city, topping out at an estimated \$12 million in received furs during the 1912-1913 season. Around 1910, St. Louis sold an estimated 60 to 70 percent of all furs trapped in North America through daily "floor sales" of sealed bids.<sup>22</sup> Government conservation efforts were made beginning in 1910, which placed a moratorium on pelagic sealing and terminated leasing arrangements with private American companies who shipped the raw skins directly to London for dressing, dyeing, and auction.

Arguing that most of the fur sent to London was eventually bought in the United States, Phillip B. Fouke, the president of St. Louis based Funstein Brothers, convinced the Department of Commerce to auction the seal pelts in St. Louis. At an auction held on December 16, 1913, a crowd of more than 200 international buyers made their way to the St. Louis to acquire 1,898 seal skins and more than 400 fox pelts. Thus, the city's long time claim as the "leading market for North American raw furs"<sup>23</sup> was reinforced.

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By 1917, the government signed a contract with Funstein Brothers to sell the products to the general public as well as holding large auctions.

The government contract created a degree of competition in the St. Louis market, and by 1920 there were nearly 30 firms in the city with an annual gross of an estimated \$18,000,000 in fur.<sup>24</sup> When Kessler moved into the building on Locust Street in 1927, 25 retail fur dealers were listed in the St. Louis City Directory.<sup>25</sup>

The booming 1920s increased nearly every industry in the city, and the St. Louis fur business saw its largest growth during this period, resulting in a \$1,022,713,490 city wide industry in 1929 with only 12 local establishments that dealt exclusively in fur.<sup>26</sup> Despite the hardships of the Great Depression, the raw fur business in St. Louis remained at an estimated \$10 million a year. Alexander Kessler capitalized on the local fur market, dealing only in mink, squirrel, mouton lamb, Japanese mink, and Persian lamb furs.<sup>27</sup> Competing with big name companies like Leppert-Roos Fur Company (1887- 1993) and Kline's Incorporated (1922- 1983), Kessler offered "full service retailing," as well as wholesale distribution, manufacture, re-styling, repairing, cleaning and storing of its products.

Fur remained a million dollar industry in St. Louis through the 1940s,<sup>28</sup> but many of the fur companies that expanded quickly in the 1920s closed up shop before the end of World War II. Of the 25 fur dealer in St. Louis City in 1927, only nine remained by 1952. Kessler's was one of only six St. Louis companies that manufactured furs in the 1950s, and the only company listed as dealing exclusively in furs at the retail level.<sup>29</sup> Kessler's building was remodeled in 1950, again designed for a single business, with a single retail space constructed on the first level and granite panels added to the storefront to create a modern, streamlined look.<sup>30</sup> The Kessler Fur and Hat Company expanded to the western side of the building, utilizing the remodeled first level as a showroom.

The fur dealers within the city gradually pushed west, with enclaves of retailers on Easton and Grand Avenues near the St. Louis's midtown area. In 1952, only two other fur dealers occupied the downtown buildings they had operated since the 1920s: Louis Greenfield Furrier at 925 Washington Avenue, and Schimmel Fur Company at 1103 Washington Avenue.<sup>31</sup> Yet downtown was still a fur market, with several young companies opening after 1945. Recession and increased conservation efforts had an enormous impact on the industry in the late 1950s, and in 1960 Kessler Fur and Hat Company remained the oldest fur retailer in downtown St. Louis, with the older entities moving west to the suburbs and the downtown competition consisting of a few companies established after World War II.<sup>32</sup>

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**St. Louis News Company Building  
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When Kessler relocated to St. Louis County in the 1980s, Bulstein's Brides House moved into 1008- 1010 Locust from its home on Washington Avenue. The bridal gown supplier remained at that location until 2007, when it also relocated to the suburbs, and left the building vacant. Kessler was the last of the turn-of-the-century fur retailers to leave downtown St. Louis, but it was a fixture in the city for nearly a century and remained in the same downtown location for more than five decades. The building continues to represent the architectural design and commercial association from its 1886- 1960 period of significance when it operated for two of the city's largest industries.

### End Notes:

<sup>1</sup> Missouri Secretary of State Business Entity Database. Accessed 26 July 2010. Available online at <https://www.sos.mo.gov/BusinessEntity/soskb/csearch.asp>

<sup>2</sup> The Industries of St. Louis, (1885). On file with Missouri Historical Society Library and Research Center, 225 South Skinker Boulevard, St. Louis, MO. The commercial building that held the St. Louis Book and News Company at 307 North 4<sup>th</sup> Street has been demolished.

<sup>3</sup> Gould's St. Louis, Missouri City Directory, (St. Louis, MO: Polk-Gould Directory Co., 1871).

<sup>4</sup> Carolyn Toft and Jan Porter, Compton Heights: A History and Architectural Guide, (St. Louis: St. Louis Landmarks Association, 1984).

<sup>5</sup> St. Louis, Queen City of the West, (St. Louis: Mercantile Advancement Company, 1889).

<sup>6</sup> Although this property retains its historic integrity and is eligible under Commerce, the changes to the storefront are too severe for it to be considered individually eligible under Architecture. The building is further ineligible for listing under Architecture because it is not an outstanding representation of Weber and Groves' work.

<sup>7</sup> George Washington Orear, Commercial and Architectural St. Louis, (St. Louis: Jones and Orear Publishers, 1888), 81-82.

<sup>8</sup> "Building News" articles from the St. Louis Daily Record (on microfilm and available at the St. Louis Public Library, 1301 Olive, St. Louis, MO.), and Building Permits (on file with the Comptroller's Record Retention Office, 1200 Market Street Room 1, St. Louis, MO).

<sup>9</sup> St. Louis News Company 1905 Catalog of Products, (On file with Missouri Historical Society Library and Research Center, 225 South Skinker Boulevard, St. Louis, MO).

<sup>10</sup> Citation for the Hornet was found as early as the 1880s, and as late as the 1920s.

<sup>11</sup> Hornet ad in American Newspaper Directory, (George P. Rowell and Company, 1882), 561.

<sup>12</sup> Orear, 81-82.

<sup>13</sup> St. Louis News Company 1905 Catalog of Products, (On file with Missouri Historical Society Library and Research Center, 225 South Skinker Boulevard, St. Louis, MO).

<sup>14</sup> Charles Johanningsmeier, Fiction and the American Literary Marketplace: The Role of Newspaper Syndicates in America, 1860-1900, (Cambridge University Press, 1997), 20.

<sup>15</sup> Gould's St. Louis, Missouri City Directory, (St. Louis, MO: Polk-Gould Directory Co., 1910).

<sup>16</sup> United States: National Archives and Records Administration, 1920 Federal Population Census: Catalog of National Archives, (Washington, D.C.: National Archives Trust Fund Board, 2002).

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**St. Louis News Company Building  
St. Louis (Independent City), MO**

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- <sup>17</sup> Gould's St. Louis, Missouri City Directory. (St. Louis, MO: Polk-Gould Directory Co., 1926).
- <sup>18</sup> The two story structure remains intact on Delmar. Gould's St. Louis, Missouri City Directory. (1927).
- <sup>19</sup> Building Permits.
- <sup>20</sup> Gould's St. Louis, Missouri City Directory, (1927-1989).
- <sup>21</sup> Mary Stiritz, International Fur Exchange Building National Register of Historic Places Nomination, (United States Department of the Interior National Park Service, 13 April 1998).
- <sup>22</sup> Ibid.
- <sup>23</sup> Gould's St. Louis, Missouri City Directory. (1897-1926).
- <sup>24</sup> St. Louis Post Dispatch, (23 January 1964, Article on file with the Missouri Historical Society Library and Research Center, 225 South Skinker Boulevard, St. Louis, MO).
- <sup>25</sup> Gould's St. Louis, Missouri City Directory, (1927).
- <sup>26</sup> United States: National Archives and Records Administration, 1930 Federal Population Census: Catalog of National Archives, (Washington, D.C.: National Archives trust Fund Board, 2002).
- <sup>27</sup> St. Louis Commerce Magazine, (St. Louis: St. Louis Regional Chamber of Growth Association, December 1959), 14-15.
- <sup>28</sup> Globe Democrat, 1948. Article on file with the Missouri Historical Society Library and Research Center, 225 South Skinker Boulevard, St. Louis, MO.
- <sup>29</sup> St. Louis Commerce Magazine.
- <sup>30</sup> Building permits.
- <sup>31</sup> Gould's St. Louis, Missouri City Directory.
- <sup>32</sup> Gould's St. Louis, Missouri City Directory.

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**St. Louis News Company Building  
St. Louis (Independent City), MO**

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St. Louis (Independent City), MO**

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- International Fur Exchange Building National Register of Historic Places Nomination. Washington, D. C.: United States Department of the Interior National Park Service. 13 April 1998.

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-- 1930 Federal Population Census: Catalog of National Archives. Washington, D.C.: National Archives trust Fund Board, 2002.

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**St. Louis News Company Building  
St. Louis (Independent City), MO**

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### Boundary Description

The St. Louis News Company Building includes the structure and all of the approximately 80 x 108 foot lot associated with 1008-1010 Locust Street (Lot E- 7 8 ), located on City Block 280 in St. Louis MO.

### Boundary Justification

The selected boundaries include all of the property historically identified with the structure at 1008-1010 Locust Street.

### Photo Log:

The following is true for all photographs:

St. Louis News Company Building  
St. Louis (Independent City), MO  
Photographer: Melinda Winchester  
Date: December, 2009

Digital Copies on file with Lafser & Associates  
20 N Main Street STE 101  
Cape Girardeau, MO 63701

Photo 1	North (main) Facade
Photo 2	Entrance on north facade
Photo 3	South elevation
Photo 4	First level retail space
Photo 5	Original Freight Elevator
Photo 6	Historic stairwell
Photo 7	Second level dressing room
Photo 8	Third level storage space
Photo 9	Fourth level historic doors
Photo 10	Fourth level storage space

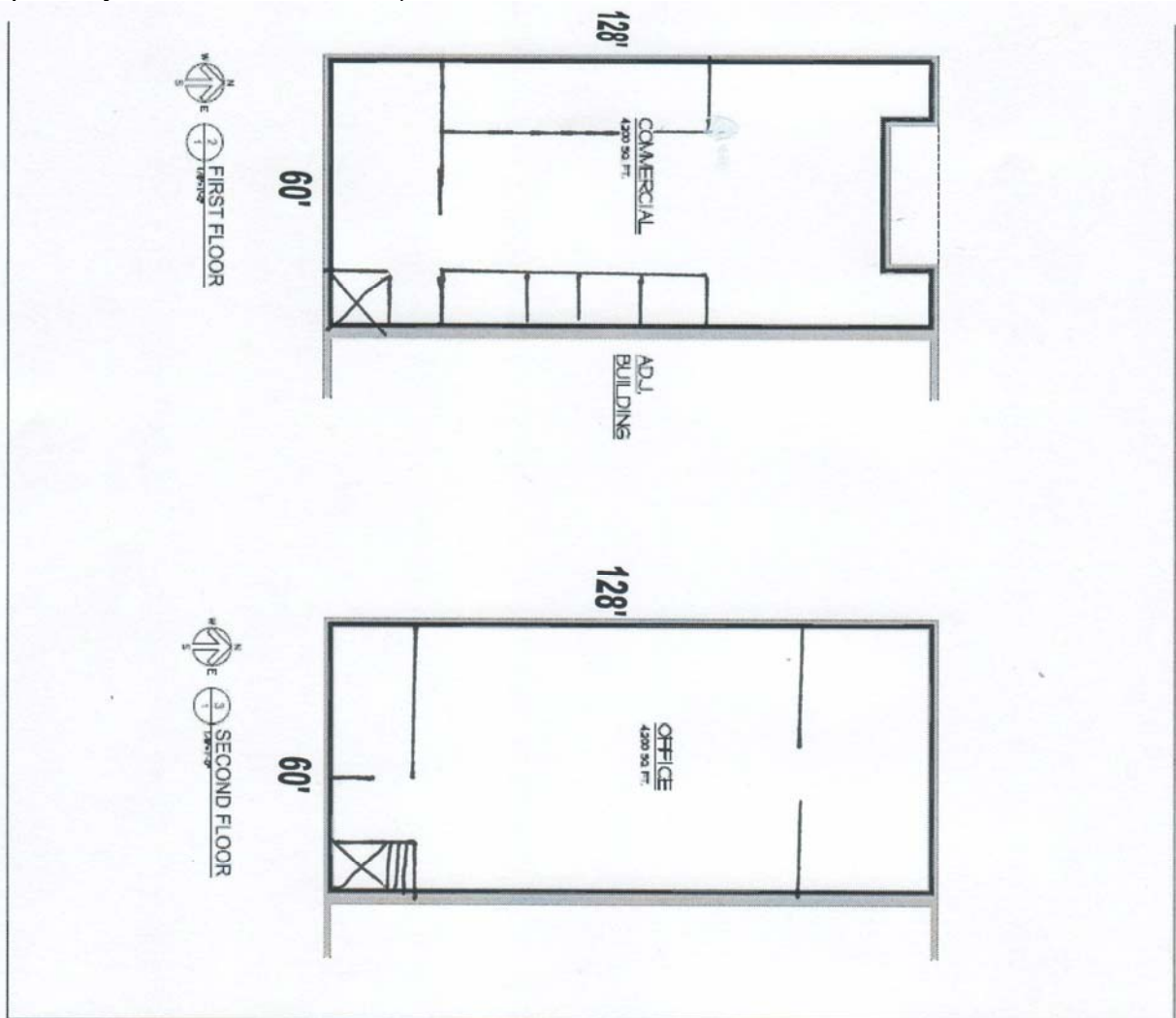
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**St. Louis News Company Building  
St. Louis (Independent City), MO**

Figure 1: First & Second Level Dimensions (KWA dimension drawings, interior walls applied by Melinda Winchester)



1008 LOCUST 1 PRELIMINARY FIRST & SECOND FLOOR PLANS PKG NAME CROSS	1008 LOCUST STREET ST. LOUIS, MO 63101	 <b>KWA</b> KLUTZING WELSH ASSOCIATES, INC. 2100 S. GRAND AVENUE SUITE 200 ST. LOUIS, MO 63114    TEL: 314-773-8073 INTERNET: www.kwainfo.com	<table border="1"> <thead> <tr> <th>Drawn by: LP</th> <th>Checked by: JJC</th> </tr> <tr> <th>Date: 11-15-11</th> <th></th> </tr> <tr> <th>No.</th> <th>Date</th> <th>Issue</th> </tr> </thead> <tbody> <tr><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td></tr> </tbody> </table>	Drawn by: LP	Checked by: JJC	Date: 11-15-11		No.	Date	Issue															
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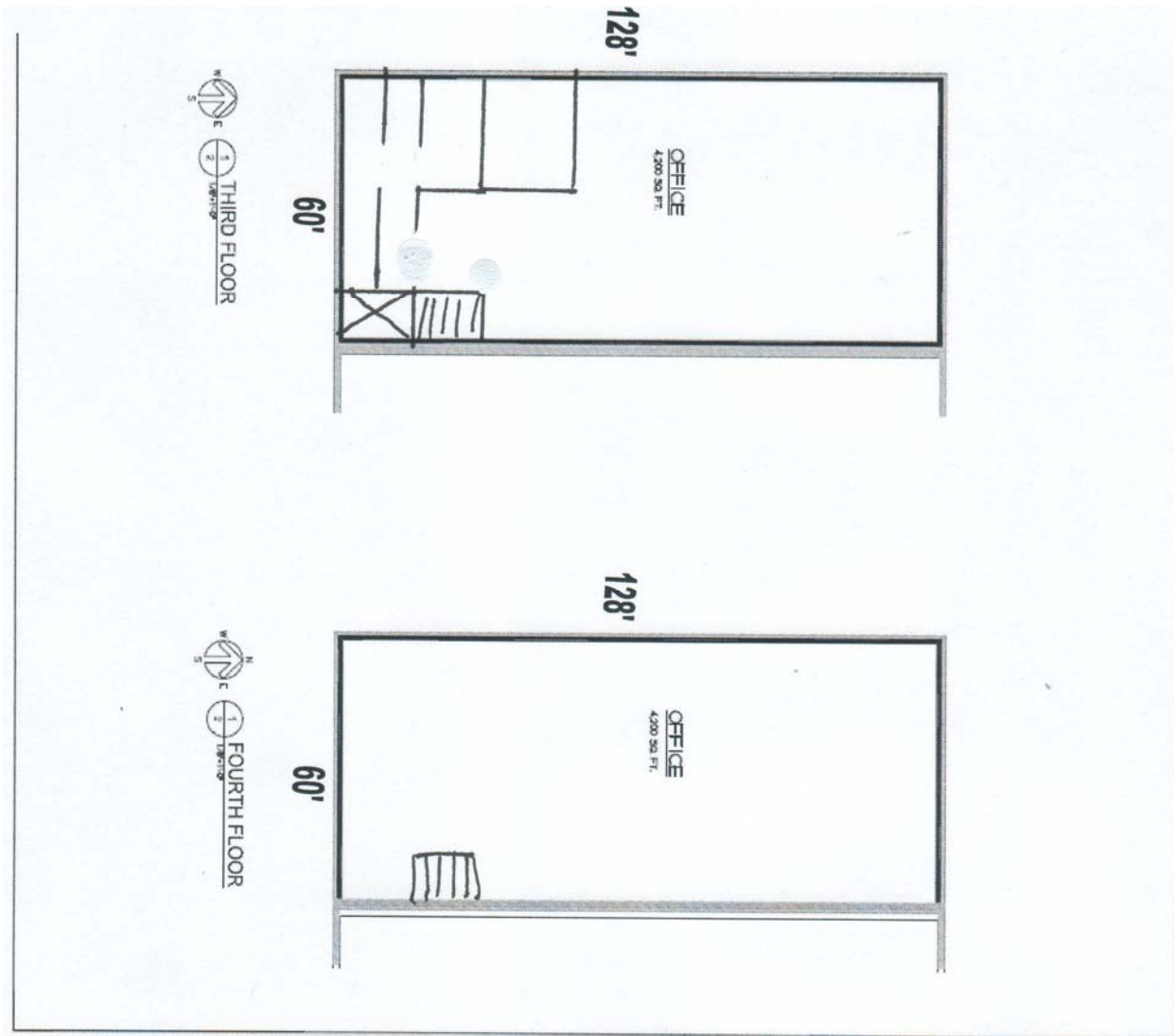
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**St. Louis News Company Building  
St. Louis (Independent City), MO**

Figure 2: Third & Fourth Level Dimensions (KWA dimension drawings, interior walls applied by Melinda Winchester)



PRELIMINARY  
THIRD & FOURTH  
FLOOR PLANS  
7/2/2008  
08/25/08

1008 LOCUST

2

PROJECT  
1008 LOCUST STREET  
ST. LOUIS, MO 63101

ARCHITECT  
**KWA**  
KLITZING WELSCH  
ASSOCIATES, INC.  
1126 S. BRAND AVENUE  
ST. LOUIS, MO 63118 TEL: 314-772-8072  
FAX: 314-772-8108  
INTERNET: www.kwa.com

Drawn By: JLP		Checked By: JMK	
Issue Date: 08-05-08			
No.	Date	Issue	

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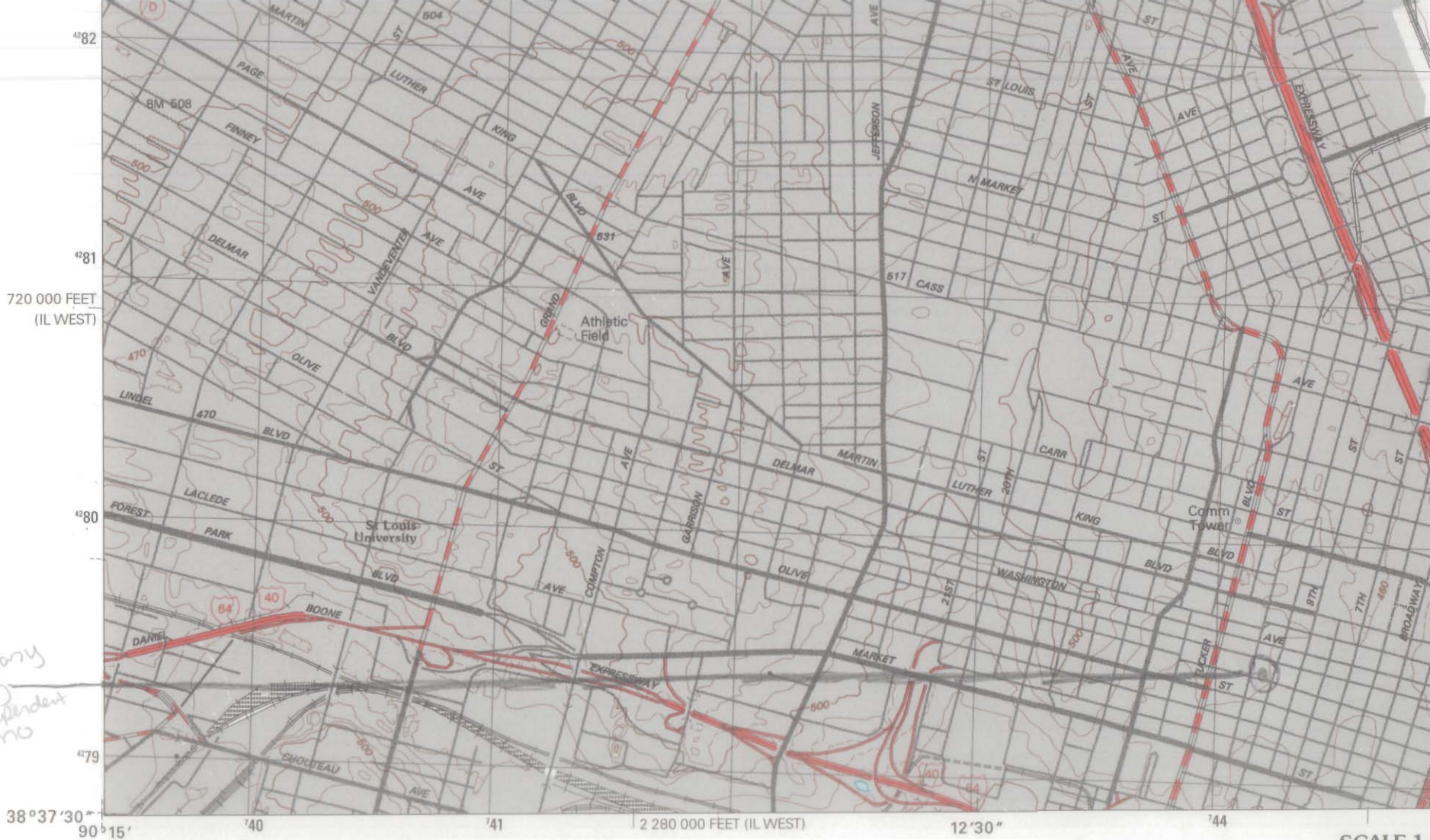
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**St. Louis News Company Building  
St. Louis (Independent City), MO**

Figure 3: 1888 Sketch of St. Louis News Company building. Orear, George Washington. Commercial and Architectural St. Louis (St. Louis: Jones and Orear Publishers, 1888).





**Produced by the United States Geological Survey**

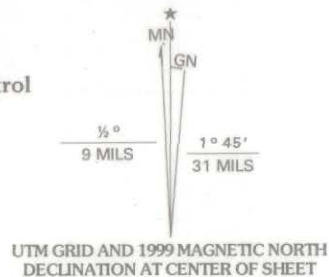
Topography compiled 1952. Planimetry derived from imagery taken 1993 and other sources. Photoinspected using imagery dated 1998; no major culture or drainage changes observed. PLSS and survey control current as of 1954. Boundaries, other than corporate, verified 1999

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

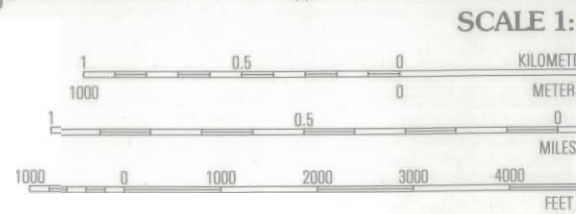
North American Datum of 1927 (NAD 27) is shown by dashed corner ticks. The values of the shift between NAD 83 and NAD 27 for 7.5-minute intersections are obtainable from National Geodetic Survey NADCON software

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



UTM GRID AND 1999 MAGNETIC NORTH DECLINATION AT CENTER OF SHEET



SCALE 1:

CONTOUR INTERVAL  
 SUPPLEMENTARY CONTOUR  
 NATIONAL GEODETIC VERIFICATION  
 TO CONVERT FROM FEET TO METERS  
 THIS MAP COMPLIES WITH NATIONAL MAP ACT  
 FOR SALE BY U.S. GEOLOGICAL SURVEY, P.O. BOX 371  
 AND ILLINOIS GEOLOGICAL SURVEY, P.O. BOX 190  
 AND DIVISION OF GEOLOGICAL SURVEY  
 MISSOURI DEPARTMENT OF NATURAL RESOURCES  
 A FOLDER DESCRIBING TOPOGRAPHIC MAPS AND





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