

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

**National Register of Historic Places
Registration Form**

1. Name of Property

historic name Seven-Up Company Headquarters
other names/site number N/A

2. Location

street & number 1300-16 Convention Plaza (formerly Delmar) [n/a] not for publication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

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

01/07/04

Signature of certifying official/Title Mark A. Miles / Deputy SHPO Date

Missouri Department of Natural Resources
State or Federal agency and bureau

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

Signature of certifying official/Title

State or Federal agency and bureau

4. National Park Service Certification

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

5. Classification

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

Name of related multiple property listing.

(n/a)

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

6. Function or Use

Historic Function

COMMERCE: business

Current Functions

COMMERCE

7. Description

Architectural Classification

MODERN MOVEMENT

International Style

see continuation sheet []

Materials

foundation Limestone
 Granite
 walls Limestone
 Concrete
 Brick
 Metal
 roof Asphalt
 other _____

see continuation sheet []

NARRATIVE DESCRIPTION

See continuation sheet [x]

8. Statement of Significance

Applicable National Register Criteria

- A** Property is associated with events that have made a significant contribution to the broad patterns of our history
- B** Property is associated with the lives of persons significant in our past.
- C** Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction
- D** Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations

Property is:

- A** owned by a religious institution or used for religious purposes.
- B** removed from its original location.
- C** a birthplace or grave.
- D** a cemetery.
- E** a reconstructed building, object, or structure.
- F** a commemorative property.
- G** less than 50 years of age or achieved significance within the past 50 years.

Areas of Significance

COMMERCE

Periods of Significance

1950 - ~~1943~~ 1953

Significant Dates

1950

Significant Person(s)

n/a

Cultural Affiliation

n/a

Architect/Builder

Graf, Hugo/architect

Narrative Statement of Significance

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

9. Major Bibliographic References

Bibliography

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

Previous documentation on file (NPS):

- preliminary determination of individual listing (36 CFR 67) has been requested
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic Landmark
- recorded by Historic American Buildings Survey

- recorded by Historic American Engineering Record

Primary location of additional data:

- State Historic Preservation Office
 - Other State Agency
 - Federal Agency
 - Local Government
 - University
 - Other: _____
- Name of repository: _____

USDI/NPS NRHP Registration Form
Seven-Up Company Headquarters
St. Louis (Independent City), MO

10. Geographical Data

Acreage of Property less than one acre

UTM References

A. Zone	Easting	Northing	B. Zone	Easting	Northing
<u>15</u>	<u>743 980</u>	<u>4279 790</u>			
C. Zone	Easting	Northing	D. Zone	Easting	Northing

[] See continuation sheet

Verbal Boundary Description

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

Boundary Justification

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

11. Form Prepared By

name/title Carolyn Toft/Executive Director (Sec. 8) and Stacy Sone, Matt Bivens/Researchers (Sec. 7)
organization Landmarks Association of St. Louis date August 18, 2003
street & number 917 Locust Street, 7th floor telephone (314) 421-6474
city or town St. Louis state MO zip code 63101

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

Maps

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

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

Photographs

Representative black and white photographs of the property

Additional Items

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

Property Owner

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

name McGowan, Timothy J., Kevin X., et. al.
street & number 1222 Lucas Avenue telephone _____
city or town St. Louis state MO zip code 63103

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**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section 7 Page 1

Seven-Up Company Headquarters
St. Louis [Independent City], Missouri

Summary

The Seven-Up Company Headquarters located at 1300 Convention Plaza (formerly Delmar Boulevard) is a three-story International Style office building. Constructed in 1950, the streamlined design by Hugo Graf incorporated and refaced the north elevation of a 1927 building by extending the limestone curtain wall across the north elevation. The total dimensions of the Seven-Up Company Headquarters measure approximately 180' on Convention Plaza by 125' on North 13th Street. The windows across the entire Convention Plaza (north) facade arranged in groups of three and four make up much of the building's wall surface. The window pattern on the narrower east facade facing North 13th Street is similar except that continuous concrete and metal cantilevers shield the windows on each level from intense morning sun. Smooth polished black granite wraps the base of these primary facades. Although alterations by a subsequent owner in 1971 added a new brick wall and rounded stair towers to the west elevation of the 1927 building, the primary elevations featuring limestone curtain walls, strong horizontal window patterns and solar cantilevers from 1950 are intact. The building retains sufficient integrity to convey its historic appearance as the headquarters of the Seven-Up Company.

Exterior

The longest facade (photo 1) of the three-story Seven-Up Company Headquarters faces north on Convention Plaza (formerly Delmar). The limestone curtain wall covers a concrete frame across the easternmost seven bays of windows. A slightly wider wall surface between the eastern seven bays and the two far western bays compensates for the transition to the curtain wall covering an earlier building. In 1943, the Seven-Up Company acquired this three-story brick building at 1316 Delmar and used it for a warehouse. Architect Hugo Graf incorporated the earlier building into his 1950 design of the headquarters and extended the limestone curtain wall across it, unifying the facade. The limestone wall across the entire facade juts out slightly over a polished black granite base. The fenestration pattern across Convention Plaza is strongly horizontal with nine bays of windows. The windows are arranged in groups of four except for the seventh bay where the bay holds a group of three. An unbroken limestone frame on each level surrounds the first seven window bays. The two western bays have a separate frame on each level. All

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Seven-Up Company Headquarters
St. Louis [Independent City], Missouri

the Convention Plaza facade windows have a fixed center pane with horizontal casements at the top and bottom of each.

The easternmost facade bay is recessed and contains the main entrance on Convention Plaza (photo 2). A short flight of stairs approaches the two-door entrance. The window bays above the entrance are deeply recessed between slightly shaped limestone wall surfaces. A wide, metal-clad pilaster that projects a bit higher than the limestone wall is positioned at an angle to the left of the entrance bay.

The limestone-clad east facade (photo 2) facing North 13th Street is similar to the north facade with its horizontal window pattern and bays holding four windows (except the southernmost bay that has three windows). A continuous concrete and metal overhang extends across all six window bays on each level, sheltering this eastern facade from the morning sun.

The rear (south) facade (photo 3) reveals the building's U shape. The end of the U at the building's southeast corner is limestone faced with three window bays. The inside of the U that is part of the 1950 building is yellow brick. The section facing west has four bays of grouped windows and one single window bay near the corner that lights the stairwell. This bay containing the single windows accompanies the elevator shaft and is taller than the main portion of the building. A single entrance is located on the first floor in the same bay.

The broadest part of the U faces south and has three single window bays, three bays of grouped windows (one is filled with glass blocks), and two doors in the first story. One of these doors is positioned near the middle of the south elevation and the other is in the northwest corner. The second and third floors of this section contain three single windows and four bays of grouped windows.

The 1927 building forms the western end of the U. Its surface facing the interior (east) and the short end (south) of the U are painted brick. Four pairs of louvered windows that probably replaced the original in 1950 are located in the second and third stories facing east. The only lower story opening is a door near the south end. The rear side of the 1927 building has a pair of louvered windows in the upper two levels. The lower story has a single steel door and two openings that have been converted to vents (photo 4).

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Seven-Up Company Headquarters
St. Louis [Independent City], Missouri

The southwestern corner (photo 4) of the 1927 section is an elevator shaft with a freight elevator. Most of the remainder of the western facade (photo 5) is clad in brick veneer, the product of a 1971 alteration. Two rounded-corner stair towers were added. A single door in the southernmost tower faces south on the first floor. The northern stair tower also has an elevator and a door that opens on the north. Four bays of narrow windows positioned irregularly in the upper two stories sit on a continuous concrete sill. Concrete also frames the sides of each window. Letters reading "Christian Board of Publication" are applied to the elevator/stair tower. The northernmost section of the wall returns to limestone over the polished black granite base. The 1971 alteration affected only the brick wall of the 1927 building. The significant features of the Seven-Up Company were left intact – the limestone curtain wall, the strong horizontal surface forced by the rows of windows, and the cantilevers on the east facade. The building clearly retains its features that are associated with its tenure as the Seven-Up Company Headquarters.

Interior

Significant interior features are confined to the entrance lobby wood paneling, wood and ceiling paneling in the former second floor boardroom (photo 6) and the entire second floor corridors in both the northern and eastern wing. Here, a dark red-brown and deep yellowish variegated herringbone-patterned linoleum floor covering, a gray and pink marble wainscot, painted perforated-metal ceiling tiles and a streamlined lighting system at the ceiling combine to evoke the spare design principals of the Late Modern period (photo 7).

Integrity

The former Seven-Up Company Headquarters retains significant integrity of location, design, setting, materials, workmanship, and association.

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Seven-Up Company Headquarters
St. Louis [Independent City], Missouri

Summary

1953-53

The Seven-Up Company Headquarters at 1300 Convention Plaza (formerly Delmar Boulevard) is eligible for listing in the National Register of Historic Places under Criterion A (Commerce). Its period of significance is from 1943, the date the company established a presence at this location, until 1953, the arbitrary fifty-year cutoff date. Incorporated as the Howdy Company in 1921, the soft drink enterprise was the brainchild of Charles L. Grigg who was personally involved in all aspects of the corporation including formulas until his death in 1940. His son and successor Hamblett C. Grigg used the circumstance of World War II rationing combined with smart marketing to propel the Seven-Up Corporation into national and international prominence. It was also Hamblett C. Grigg who commissioned Hugo Graf to design an International Style building for the national corporate headquarters in St. Louis. Its spare, streamlined exterior successfully incorporating an existing building brought an important corporate statement to a downtown that had been virtually stagnant since before the Great Depression.

Background:

Mineral baths and "taking the waters" have long been associated with both the good life and good health creating meccas located near natural springs. With the invention of man-made carbonated water in the late 18th century, what had been reserved for the elite became possible for the masses. By the mid 19th century in the United States, man-made mineral waters could be readily bought at pharmacies whose proprietors began to add flavorful herbs and fruit extracts to the concoctions. These treats, however, could only be consumed on premises. No method existed to keep the gas in what were then hand-blown bottles. Over 1,500 U.S. patents were filed for corks, caps or lids that would withstand the pressure from the gas before the Crown Cork Bottle Seal was patented by a Baltimore machine shop operator in 1892. This was the first piece of technology necessary for mass production. In 1903, Michael J. Owens, an employee of the Libby Glass Company, invented and operated a new machine. Within a few years, glass bottle production in the United States increased from 1,500 bottles a day to 57,000 bottles.¹

¹ "Soda Pop History" in Landmarks Archives.

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Seven-Up Company Headquarters
St. Louis [Independent City], Missouri

Elaboration:

Charles Leiper Grigg was born in the hamlet of Price's Branch, Montgomery County, Missouri in 1868. Nothing is known about his training or education. His first reported business venture, a small general store, opened in 1890. Soon thereafter, Grigg departed for St. Louis where he developed his entrepreneurial skills in the fledgling advertising business. Experience at a number of local ad agencies introduced Grigg to the carbonated beverage business; by 1919, Grigg was a top salesman for Vess Jones where he created and marketed an orange drink called Whistle. Although Grigg became sales and marketing manager, he and Jones had a falling out. Grigg abandoned Whistle (by now the company's best seller) for brief employment at Warner-Jenkinson Company of St. Louis developing flavoring agents for soft drinks. While there he created Howdy, a new carbonated orange drink with fourteen per cent sugar content. The name and recipe for Howdy went with him in 1920 when he formed his own business.

Incorporated in 1921 with a capital of \$60,000, the Howdy Company included Charles Leiper Grigg, President; Frank Y. Gladney, Vice President and Edmund G. Ridgeway, Secretary/Treasurer. (Gladney was an attorney, Ridgeway an investor.) Grigg found the orange drink business crowded. Although Howdy became a financial success, Grigg began experimenting with various extracts for a lemon-flavored drink. Ten or twelve bottlers took part with him in the experiments, making up the drinks, distributing them in their territories, inviting criticism from dealers and consumers and then reporting the results. The eleventh formula brought a unanimously positive verdict.² Two weeks before the market crashed in October 1929, Grigg introduced the high-priced, impossibly named Bib-Label Lithiated Lemon-Lime Soda.

Bottlers, called developers, were key to developing territory and producing sales in an era before supermarket chains. In 1930, after buying the extract from the parent company, a bottler was responsible for distribution. Normal charges to dealers were about sixty cents per case, no deposit, with lemon-flavored drinks distributed in large, plain, unlabeled bottles.³ Grigg's ambitious contracts with bottlers called for two to five times more than normally paid for extract and specified green-colored seven-ounce bottles with labels, the Bib-Label portion of the awkward name. Stories persist that the new drink's early success was due to bulk sales to underground speakeasies as a mixer for highballs. Lithium (a light-weight metal since removed from the formula) was also considered helpful for hangovers.

² *The History Of Missouri* IV c. 1967, 623.

³ *ibid.*... 624.

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Seven-Up Company Headquarters
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Grigg first changed the product name to 7 Up Lithiated Lemon Soda. In 1936, the company and the drink became just 7-Up. (Both Seven-Up and 7-Up were trademarked.) Early advertising featured a winged 7-Up logo and described the nectar as "... a glorified drink in bottles only. Seven natural flavors blended into a savory, flavory drink with a real wallop."⁴ Initially only available in the St. Louis area, Seven-Up required less sugar than most soft drinks. This important fact gave 7-Up an edge during WW II rationing which drastically curtailed many competitors' output.⁵

Charles L. Grigg died in 1940. His son and successor Hamblett C. Grigg (capitalizing on the company's ability to deliver product) hired an advertising agency and began to run ads in *Life*, *The Saturday Evening Post* and *Collier's*. He also recruited bottlers to display the same product illustration for 7-Up and for a purely patriotic message. This successful campaign extended to billboards, truck posters and newspapers.⁶ In 1948, the Seven-Up Export Corporation was formed. By the late 1940s, 7-Up had become the third best-selling soft drink in the world, but it lacked a corporate image in downtown St. Louis.

In the early days from 1920 through 1927, the Howdy Company rented small offices on Market Street. In 1928, the Howdy Bottling Company headed by Edward L Taylor, Grigg's first "Developer," was established with operations at 831 South 11th Street. Company headquarters including soda fountain supplies moved to 4545 Olive Street in an unpretentious structure built in 1925 by contractor H. A. Wagner. The Bottling Company relocated to 2337 Russell in 1935, but the company office remained at 4545 Olive (adding a rear addition in 1936) until a wartime move to the Shell Building (located at 1221 Locust) in 1943. The decision to rent space downtown soon after Charles Grigg's death coincided with the company's emergence into the national market. The decision to build a corporate headquarters acknowledged Seven-Up's standing as the third largest soft drink company in the world and expressed confidence in the future of downtown St. Louis. The decision to retain an architect noted for his streamlined vocabulary placed Seven-Up in the vanguard of local clients.

On November 3, 1950 a foundation permit for \$25,000 issued to March-Jarvis Builders initiated work on the \$400,000 headquarters on Delmar Boulevard designed by Hugo K. Graf. Born on January 17, 1888, Graf received early education at the St. Louis School of Fine Arts and Central High School. He worked briefly as a draftsman for Klipstein & Rathmann before

⁴ Seven-Up Company history in Landmarks' archives.

⁵ "Good Impressions" V. I Nov.-Dec. 1945 No. 2, *History of 7-Up-How it Grew*. p. 12

⁶ Ibid.

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Seven-Up Company Headquarters
St. Louis [Independent City], Missouri

entering Washington University School of Architecture in 1909. After graduation Graf joined the St. Louis Architectural Club and worked for an assortment of prestigious local architects (Spiering & Hellmuth, Mauran, Russell & Crowell, William B. Ittner) before forming the Hall & Graf partnership in 1915. Two years later he was called to service as a 1st Lieutenant in the Corps of Engineers. Graf worked for Mann & Stern and Link & Trueblood after the war. Elected to Associate Membership in the St. Louis Chapter of the AIA in 1921, Graf was suspended at the end of 1926 for non-payment of dues.

His second partnership, this time with Trueblood, dissolved during the Great Depression. A signed copy of *The Recent Work of Trueblood & Graf* published in 1930 located at the Saint Louis Public Library listed a wide portfolio including the Carpenter Branch Public Library on South Grand and the Knights of Pythias Building in the Midtown District (NR 7/7/78). In 1934, Graf opened his own office at 2825 Olive. His nephew King Graf (also an architect) recalls Hugo's receipt of a new Buick in lieu of payment for designing an auto dealership.⁷ Other more profitable commissions included expansive houses in St. Louis County. By the 1940s, Graf's financial situation had improved; he successfully reapplied for membership in the local AIA in Nov 22, 1943.

Graf's link to the Seven-Up Corporation has not been established. Clearly, the existing 1927 structure influenced the design of Graf's 1950 building, but no specific reference to this design challenge has been unearthed. His nephew King Graf does report that the Seven-Up building was among Hugo's favorite commissions.⁸ Before his sudden death on March 23, 1953, Hugo Graf received a design award for the Seven-Up Building from Associated General Contractors. (Although there was little competition within the boundaries of St. Louis city, some fine contemporary architecture was being built in St. Louis County including the work of Harris Armstrong, houses by Bill Bernoudy and B'Nai Amoona Synagogue by Eric Mendelsohn.)

Downtown was stagnant. Virtually all Depression-era construction had been limited to civic buildings financed by the 1923 bond issue. Although opportunities for employment (especially in the defense industry) surged during WWII, the title of a symposium convened in 1940 still resonates today: "What Can Be Done to Increase the Occupancy in Downtown Office Space?" Presenting the thoughts of four prominent realtors to the Office Building Division of the Buildings Owners and Managers Association (B.O.M.A.) of St. Louis, the symposium's

⁷ August 19, 2003 interview. Carolyn Hewes Toft with King Graf.

⁸ Ibid.

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Seven-Up Company Headquarters
St. Louis [Independent City], Missouri

recommendations included "modernization," the formation of a new organization and (the most prescient) the need to combine the county and the city.⁹

The following year work got underway on the *Post-Dispatch* Printing Company Building at 1111 Pine (NR 8/29/84). Designed by Mauran, Russell, Crowell & Mullgardt, the three-story limestone-faced International Style building was completed in 1943, but occupancy was delayed until 1948 due to wartime shortages. Meanwhile, the city's first and only comprehensive plan had been issued in 1947. Outlining zoning and land use changes, housing conditions (much of the older districts were to be razed) and standards, street system development (including expressways) and airport needs, the well-crafted document espoused all of the Post-War "New is Better" credos.

Eero Saarinen's design for the Jefferson Memorial Expansion Site competition was selected in 1948 and it looked for a moment as if St. Louis might become a center for contemporary design. But the city's economy did not expand during the 50s and 60s. Instead, companies began moving from the city and even the region. A liberal use of Urban Renewal laws passed in 1949 would soon underpin almost all city developments under the direction of the Land Clearance for Redevelopment Authority created by the Board of Aldermen in 1951. A Downtown St. Louis organization was finally formed in 1958, but the shift to Clayton in St. Louis County was well underway.

Seven-Up introduced aluminum cans in 1957 and added a vending machine corporation to its research and management operation. A diet drink released in 1963 from the company headquarters on Delmar Boulevard was reformulated and renamed Diet 7-Up in 1970. But by then, the company (relegated to eighth in sales behind Sprite) had moved to Clayton. In 1988, Dr Pepper merged with Seven-Up; in 1995, Dr Pepper/7-Up was bought by Cadbury Schweppes, making it once again the third-largest soft drink conglomerate in the world. Meanwhile, the building on Delmar became home to the Land Clearance for Redevelopment Authority headed by Charlie Farris, who directed the devastating Urban Renewal projects of the 1960s and 70s. (The agency's political prominence and financial status are reflected in the \$400,000 project undertaken in 1971 by the Peckham-Guyton firm.) After the Redevelopment Authority was folded into the St. Louis Development Corporation in the 1990s, the building was leased by the city to the Christian Board of Publication before its sale in 2003 to a developer who contemplates an adaptive reuse as housing.

⁹ Typed script of the symposium in Landmarks archives.

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Seven-Up Company Headquarters
St. Louis [Independent City], Missouri

Bibliography

City of St. Louis building permit records. St. Louis City Hall, Office of the Assessor.

City of St. Louis deed abstracts. St. Louis City Hall, Office of the Assessor.

Good Impressions. VI, Nov-Dec 1945, No 2. "7-up...How it Grew."

History of Missouri IV. (St. Louis, MO: Lewis Historical Publishing Co., 1967)
pp. 623-24

Interview (Carolyn Hewes Toft with King Graf, 19 August 2003)

St. Louis Daily Record. St. Louis Public Library, microfilm department.

Seven-Up Company history (St. Louis, MO: Landmarks Association archives)

Soda Pop History (St. Louis, MO: Landmarks Association archives)

Symposium of "What Can Be Done To Increase The Occupancy In Downtown Office Space?"
(St. Louis, MO: Building Owners and Managers Association of St. Louis, 1940)

Boundary Description

The nominated building is known as 1300-16 Convention Plaza (formerly Delmar Blvd.) on City Block 528 in St. Louis, Missouri. The building is legally known by the Assessor's Office as parcel number 05280000100. Block 10, LOT 1-14 & PT VAC ST LOT 10 & 11 BND W BY 14th ST. Part of Harriet M Dean's Subdivision, City of St. Louis. The nominated parcel is indicated by a dashed line on the accompanying map entitled "Seven-Up Company Headquarters Boundary Map."

Boundary Justification

The nominated parcel includes all of the property historically associated with the Seven-Up Company Headquarters.

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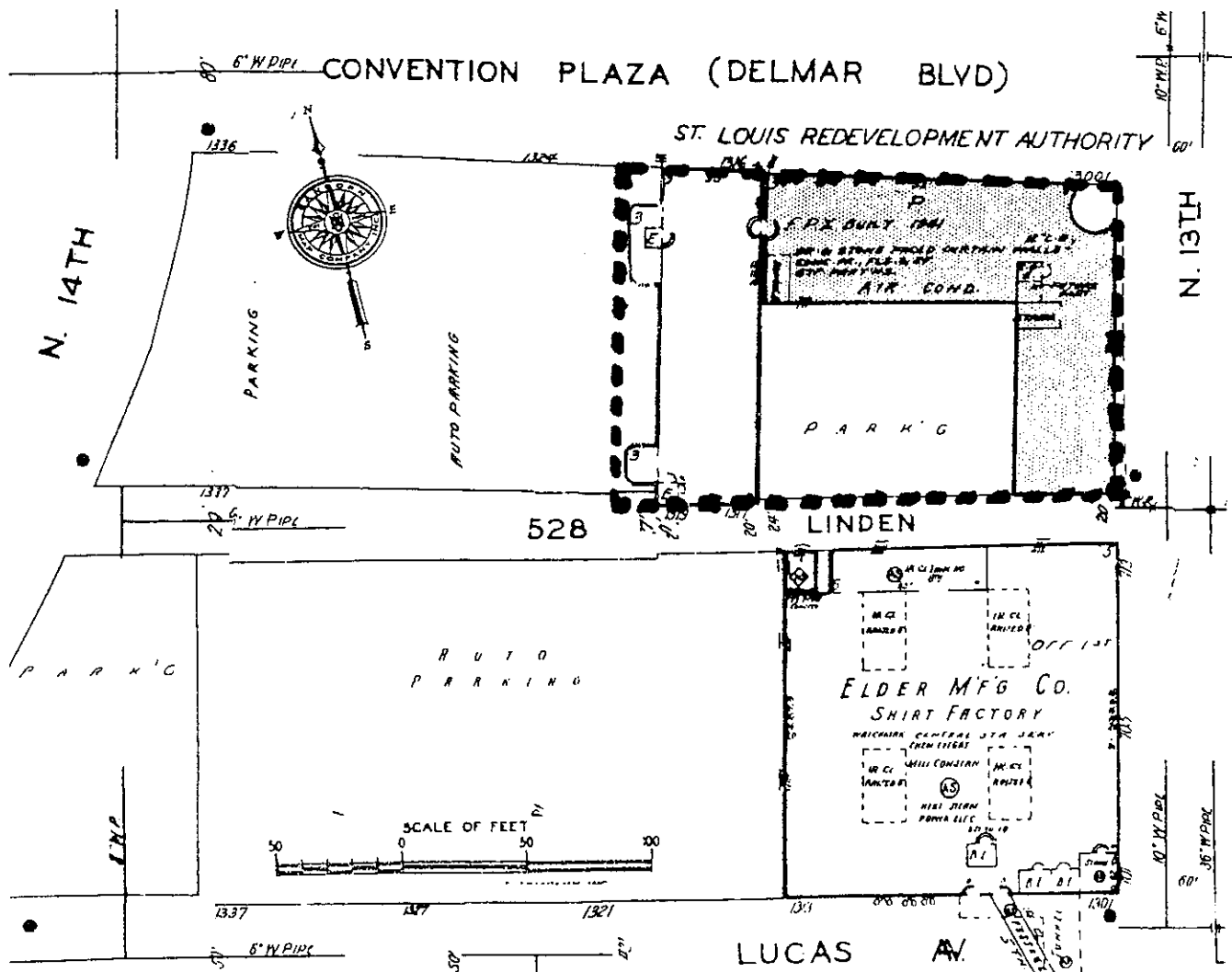
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Section map Page 10

Seven-Up Company Headquarters
St. Louis [Independent City], Missouri

Seven-Up Company Headquarters Boundary Map

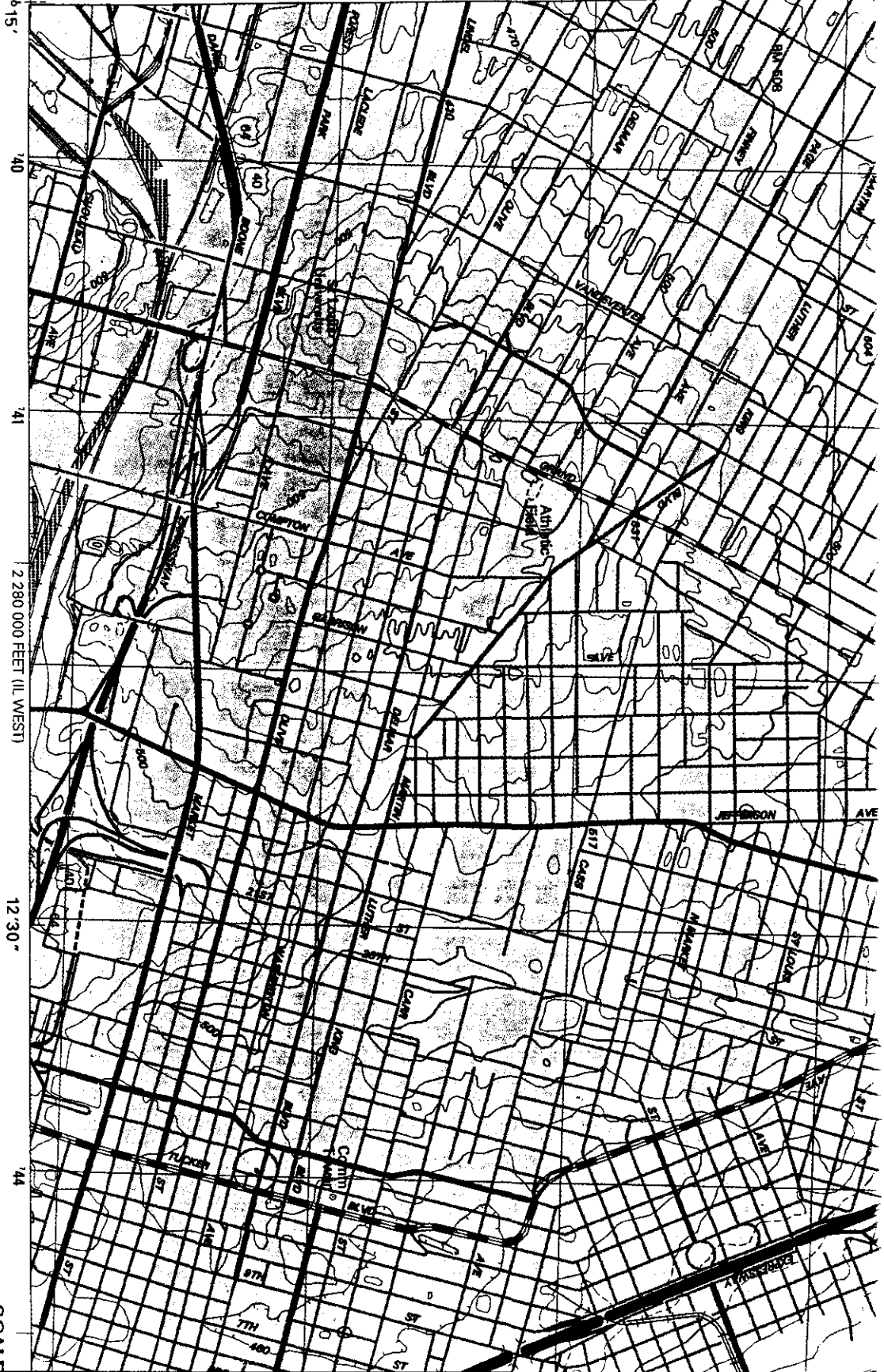
Source: Sanborn Map Company, v 1W, p 30, 1995.



Seven-Up Company
 Headquarters
 1300-116 Convention
 Plaza
 St. Louis (Independent
 City), MO
 Zone 15
 Easting 743980
 Northing 4279790

720 000 FEET
 (ILL. WEST)

38°37'30"
 90°15'



Produced by the United States Geological Survey

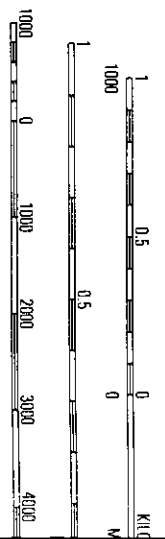
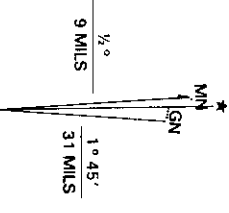
Topography compiled 1952. Planimetry derived from imagery taken 1993 and other sources. Photoinspected using imagery dated 1998; no major culture or drainage changes observed. PLSS and survey control current as of 1954. Boundaries, other than corporate, verified 1999

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



CONTOUR IN
 SUPPLEMENTARY CO
 NATIONAL GEODETIC
 TO CONVERT PROJECT
 THIS MAP COMPLES WITH NATH
 AND ILLINOIS GEOLOGICAL SURVEY
 MISSOURI DEPARTMENT OF NATURA
 A FOLDER DESCRIBING TOPOGRAPHIC MA

Seven-Up Company Headquarters

St. Louis [Independent City], MO

Matt Bivens

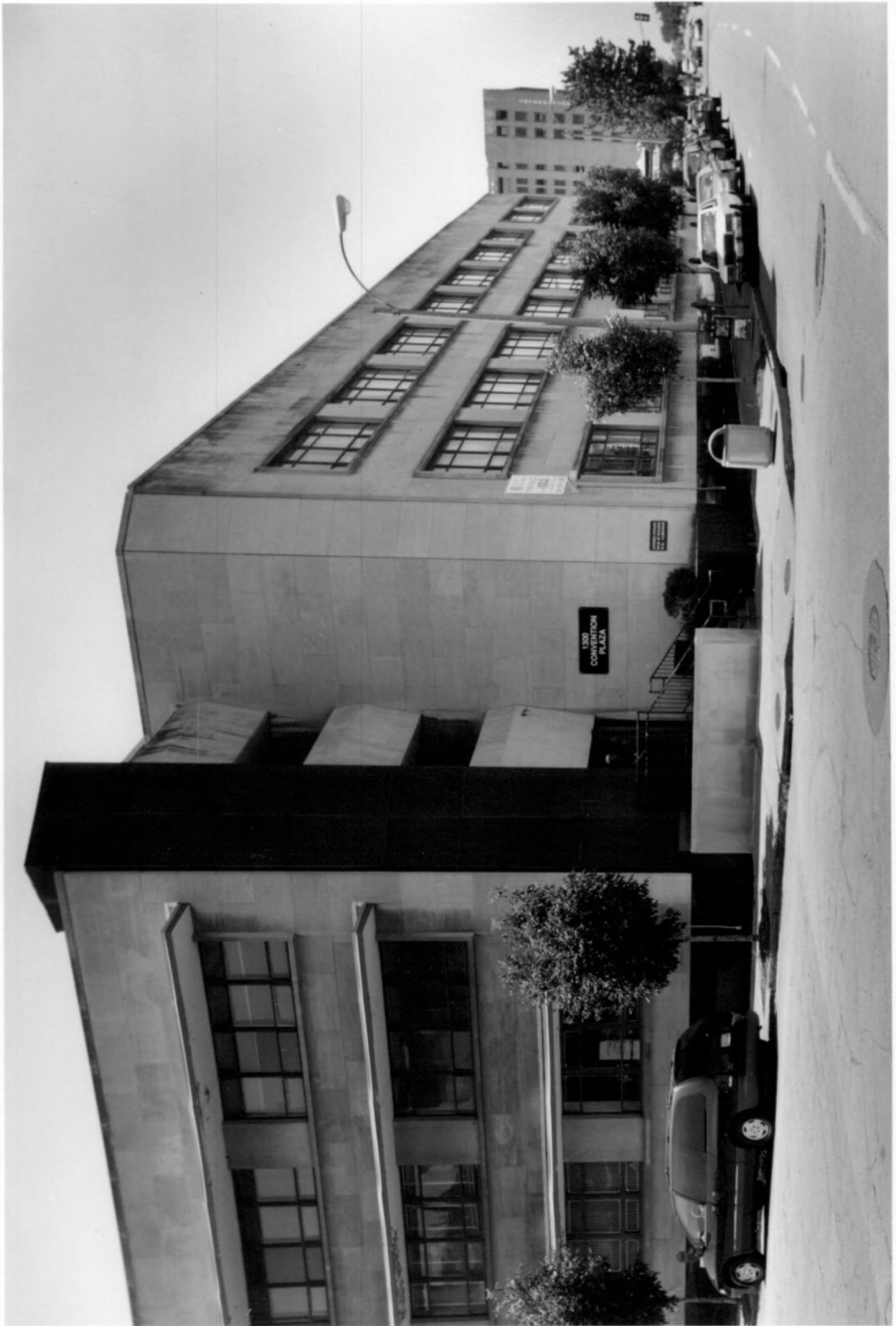
8-2003

Landmarks Association of St. Louis (6536-15A)

NE Corner

Camera SW

#1



Seven-Up Company Headquarters
St. Louis [Independent City], MO

Matt Bivens

8-2003

Landmarks Association of St. Louis (6536-14A)

E Façade

CAMERA SW

#2



Seven-Up Company Headquarters
St. Louis [Independent City], MO

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Landmarks Association of St. Louis (6536-23A)

S Elevation, W rear to photo right side

Camera NE

#3



Seven-Up Company Headquarters

St. Louis [Independent City], MO

Matt Bivens

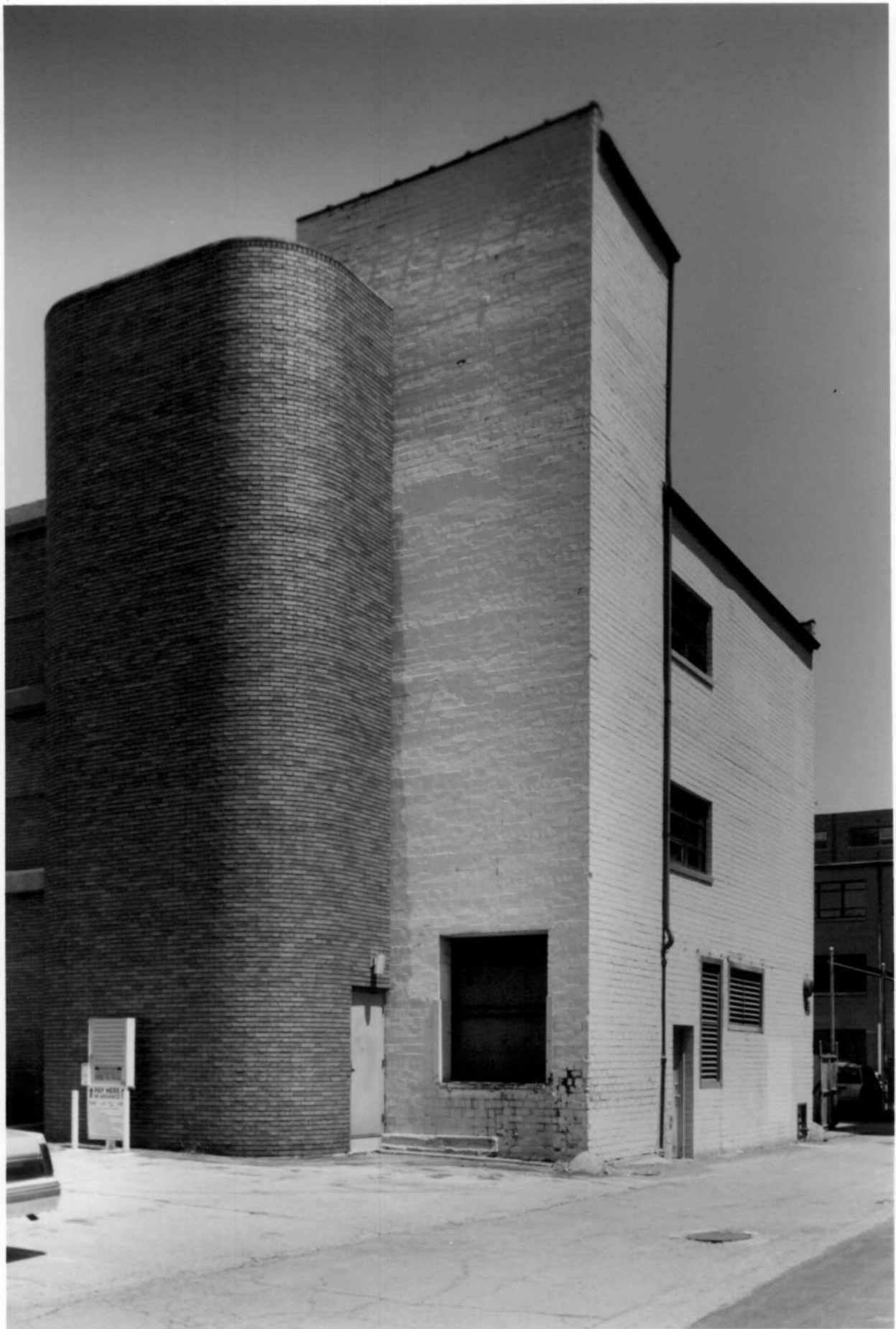
8-2003

Landmarks Association of St. Louis (6536-21A)

SW corner, S or rear at right of photo

Camera NE

#4



Seven-Up Company Ready Servers

St. Louis [Independent City], MO

Matt Bivens

8-2003

Landmarks Association of St. Louis (6536-19A)

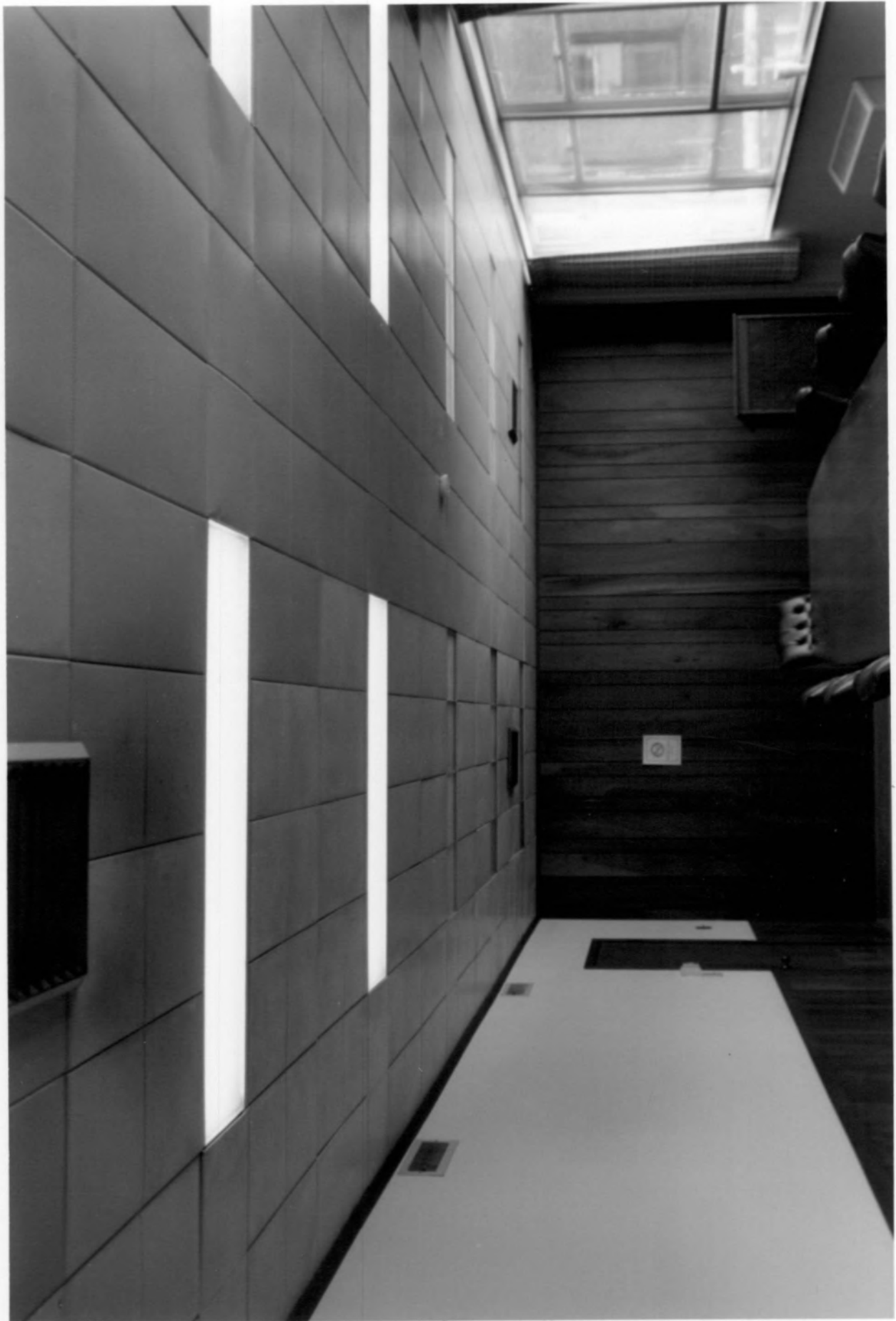
NW Corner, W Façade to photo right

Camera SE

5



Seven-Up Company Headquarters
St. Louis [Independent City], MO
Matt Bivens
8-2003
Landmarks Association of St. Louis (6538-11A)
Interior, N wing
Camera W
#6



Seven-Up Company Headquarters

St. Louis [Independent City], MO

Matt Bivens

8-2003

Landmarks Association of St. Louis (6536-13A)

Interior, N wing

Camera W

7

