

United States Department of the Interior
National Park Service

National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional certification comments, entries, and narrative items on continuation sheets if needed (NPS Form 10-900a).

1. Name of Property

Historic name St. Louis Globe-Democrat Building
Other names/site number St. Louis Post-Dispatch Building
Name of related Multiple Property Listing N/A

2. Location

Street & number 900 N. Tucker Blvd.

N/A	not for publication
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City or town St. Louis

N/A	vicinity
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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 at the following level(s) of significance:

national statewide local

Applicable National Register Criteria: A B C D


Signature of certifying official/Title Deputy Director Date 4/25/19
JP

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

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

Signature of commenting official _____ Date _____

Title _____ State or Federal agency/bureau or Tribal Government _____

4. National Park Service Certification

I hereby certify that this property is:

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

Signature of the Keeper _____ Date of Action _____

St. Louis Globe-Democrat Building
Name of Property

St. Louis (Independent City), Missouri
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5. Classification

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

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

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

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

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

<u>Contributing</u>	<u>Noncontributing</u>	
<u>1</u>		buildings
		sites
		structures
		objects
<u>1</u>		Total

Number of contributing resources previously listed in the National Register

N/A

6. Function or Use

Historic Functions

(Enter categories from instructions.)

COMMERCE/TRADE/business

INDUSTRY/PROCESSING/EXTRACTION/

communications facility

Current Functions

(Enter categories from instructions.)

COMMERCE/TRADE/business

INDUSTRY/PROCESSING/EXTRACTION/

communications facility

7. Description

Architectural Classification

(Enter categories from instructions.)

MODERN MOVEMENT/Art Deco

Materials

(Enter categories from instructions.)

foundation: CONCRETE

walls: BRICK

roof: SYNTHETICS

other: LIMESTONE

NARRATIVE DESCRIPTION ON CONTINUATION PAGES

St. Louis Globe-Democrat Building
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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.

Areas of Significance

Architecture

Period of Significance

1930-1931

Significant Dates

1930-1931

Criteria Considerations

(Mark "x" in all the boxes that apply.)

Property is:

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

Significant Person

(Complete only if Criterion B is marked above.)

N/A

Cultural Affiliation

N/A

Architect/Builder

Mauran, Russell & Crowell

STATEMENT OF SIGNIFICANCE ON CONTINUATION PAGES

9. Major Bibliographical References

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

Previous documentation on file (NPS):

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

Primary location of additional data:

- State Historic Preservation Office
- Other State agency
- Federal agency
- Local government
- University
- Other

Name of repository: _____

Historic Resources Survey Number (if assigned): _____

St. Louis Globe-Democrat Building
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10. Geographical Data

Acreage of Property 1.6

Latitude/Longitude Coordinates

Datum if other than WGS84: _____

(enter coordinates to 6 decimal places)

1 38.63473 -90.19515 3 _____
Latitude: Longitude: Latitude: Longitude:

2 _____ 4 _____
Latitude: Longitude: Latitude: Longitude:

UTM References

(Place additional UTM references on a continuation sheet.)

_____ NAD 1927 or _____ NAD 1983

1 _____ 3 _____
Zone Easting Northing Zone Easting Northing

2 _____ 4 _____
Zone Easting Northing Zone Easting Northing

Verbal Boundary Description (On continuation sheet)

Boundary Justification (On continuation sheet)

11. Form Prepared By

name/title Ruth Keenoy, Andrew Weil, Karen Bode Baxter

organization Karen Bode Baxter, Preservation Specialist date June 14, 2019

street & number 5811 Delor St. telephone 314-353-0593

city or town St. Louis state MO zip code 63109

e-mail karen@bodebaxter.com

Additional Documentation

Submit the following items with the completed form:

- **Maps:**
 - A **USGS map** (7.5 or 15 minute series) indicating the property's location.
 - A **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.
- **Continuation Sheets**
- **Photographs**
- **Owner Name and Contact Information**
- **Additional items:** (Check with the SHPO or FPO for any additional items.)

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

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

St. Louis Globe-Democrat Building
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Photographs

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels (minimum), 3000x2000 preferred, at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map. Each photograph must be numbered and that number must correspond to the photograph number on the photo log. For simplicity, the name of the photographer, photo date, etc. may be listed once on the photograph log and doesn't need to be labeled on every photograph.

Photo Log:

Name of Property: The St. Louis Globe-Democrat Building

City or Vicinity: St. Louis

County: St. Louis (Independent City) State: MO

Photographer: Sheila Findall

Date

Photographed: August 2018

Photographs keyed to current floorplans in Figures 19-26

Description of Photograph(s) and number, include description of view indicating direction of camera:

- 1 of 23: Exterior, looking northeast at south and west elevations
- 2 of 23: Exterior, looking northwest at east elevation
- 3 of 23: Exterior, looking southwest at north and east elevations
- 4 of 23: Exterior, looking northeast at west elevation south end details
- 5 of 23: Exterior, looking northeast at west elevation south end details and third floor window
- 6 of 23: Exterior, looking southeast at northwest upper corner windows
- 7 of 23: Exterior, looking southeast at west elevation lobby entry
- 8 of 23: Exterior, looking northeast at west elevation first floor windows
- 9 of 23: Exterior, looking southwest at east elevation loading area
- 10 of 23: Interior, first floor, lobby, from northwest corner looking southeast
- 11 of 23: Interior, second floor, south stairs, from northwest corner looking southeast
- 12 of 23: Interior, third floor, north end south freight elevator, from west wall looking east
- 13 of 23: Interior, third floor, mid office, from southeast end looking northwest
- 14 of 23: Interior, basement, from mid north end looking southwest
- 15 of 23: Interior, sub-basement, from mid north wall looking southeast
- 16 of 23: Interior, first floor, mid-west room, from southeast corner looking northwest
- 17 of 23: Interior, first floor, mid room, from northwest end looking south
- 18 of 23: Interior, basement, from mid northwest end looking south
- 19 of 23: Interior, sub-basement, from mid west wall looking southeast
- 20 of 23: Interior, third floor, southwest office, from mid room looking southwest
- 21 of 23: Interior, third floor, southwest office, from mid room looking southeast
- 22 of 23: Interior, sixth floor, mid office, from southwest corner looking northeast
- 23 of 23: Interior, fifth floor, mid office, from mid west side looking west

St. Louis Globe-Democrat Building

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Figure Log:

Include figures on continuation pages at the end of the nomination.

- Figure 1: 1932 Sanborn Fire Insurance Map
- Figure 2: 1951 Sanborn Fire Insurance Map
- Figure 3: 1998 Sanborn Fire Insurance Map
- Figure 4: Google Contextual Map
- Figure 5: Bing Map with Latitude and Longitude Coordinates
- Figure 6: Google Site Map
- Figure 7: West Elevation drawn from originals by Jim Burwinkel
- Figure 8: East Elevation drawn from originals by Jim Burwinkel
- Figure 9: North and South Elevations drawn from originals by Jim Burwinkel
- Figure 10: Cross Section drawn from originals by Jim Burwinkel
- Figure 11: Sub-basement Plan drawn from originals by Jim Burwinkel
- Figure 12: Basement Plan drawn from originals by Jim Burwinkel
- Figure 13: Second Floor Plan drawn from originals by Jim Burwinkel
- Figure 14: Third Floor Plan drawn from originals by Jim Burwinkel
- Figure 15: Forth Floor Plan drawn from originals by Jim Burwinkel
- Figure 16: Fifth Floor Plan drawn from originals by Jim Burwinkel
- Figure 17: Sixth Floor Plan drawn from originals by Jim Burwinkel
- Figure 18: Roof Plan drawn from originals by Jim Burwinkel
- Figure 19: Current Sub-basement Plan drawn by Jim Burwinkel with photo key ((#15, 19)
- Figure 20: Current Basement Plan drawn by Jim Burwinkel with photo key ((#14, 18)
- Figure 21: Current First Floor Plan drawn by Jim Burwinkel with photo key ((#1-9, 16-18)
- Figure 22: Current Second Floor Plan drawn by Jim Burwinkel with photo key ((#11)
- Figure 23: Current Third Floor Plan drawn by Jim Burwinkel with photo key ((#12, 13, 20, 21)
- Figure 24: Current Forth Floor Plan drawn by Jim Burwinkel
- Figure 25: Current Fifth Floor Plan drawn by Jim Burwinkel with photo key ((#23)
- Figure 26: Current Sixth Floor Plan drawn by Jim Burwinkel with photo key ((#22)
- Figure 27: Current Roof Plan drawn by Jim Burwinkel
- Figure 28: Exterior Photo, 1962
- Figure 29: Exterior Photo, ca. 1955
- Figure 30: Exterior Photo, 1959
- Figure 31: Exterior Photo, 1959
- Figure 32: Exterior Drawing, 1929
- Figure 33: Exterior Photo, 1933
- Figure 34: Exterior Photo, 1959
- Figure 35: Exterior Photo, 1959
- Figure 36: Exterior Photo, 1959
- Figure 37: Exterior Photo, 1959
- Figure 38: Exterior Photo, 1962
- Figure 39: Exterior Photo, 1962
- Figure 40: Exterior Photo, 1962
- Figure 41: Exterior Photo, ca. 1959
- Figure 42: Interior Photo, 1960
- Figure 43: Interior Photo, 1973
- Figure 44: Interior Photo, 1973
- Figure 45: Interior Photo, 1972
- Figure 46: Interior Photo, 1972
- Figure 47: Interior Photo, 1972
- Figure 48: Originally published in the St. Louis Advertising Club Weekly 11/9/1931
- Figure 49: Former Globe-Democrat Building
- Figure 50: Tracks for Illinois Terminal
- Figure 51: Lobby
- Figure 52: Lobby

St. Louis Globe-Democrat Building

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Figure Log Cont.

- Figure 53: Southwestern Bell Telephone Company Building
- Figure 54: Missouri Pacific Building
- Figure 55: Mauran, Russell & Crowell's Art Deco Federal Courts and Custom House
- Figure 56: Soldiers Memorial
- Figure 57: Federal Reserve Building
- Figure 58: Civil Courts Building
- Figure 59: Kiel Auditorium
- Figure 60: Shell Building
- Figure 61: Southside National Bank
- Figure 62: Sears, Roebuck & Company
- Figure 63: Eden Publishing Building
- Figure 64: Midwest Terminal Building
- Figure 65: Interior Photo, 1931
- Figure 66: Interior Photo, 1931
- Figure 67: Interior Photo, 1931
- Figure 68: Interior Photo, 1931
- Figure 69: Interior Photo, 1931
- Figure 70: Interior Photo, 1931
- Figure 71: Interior Photo, 1931
- Figure 72: Interior Photo, 1931
- Figure 73: "A Tour of The Post-Dispatch" [pamphlet], St. Louis Post-Dispatch, [1964], p. 2
- Figure 74: "A Tour of The Post-Dispatch" [pamphlet], St. Louis Post-Dispatch, [1964], p. 8
- Figure 75: "A Tour of The Post-Dispatch" [pamphlet], St. Louis Post-Dispatch, [1964], p. 12
- Figure 76: "A Tour of The Post-Dispatch" [pamphlet], St. Louis Post-Dispatch, [1964], p. 15
- Figure 77: "A Tour of The Post-Dispatch" [pamphlet], St. Louis Post-Dispatch, [1964], p. 15
- Figure 78: P-D Notebook, Vol. 8, Number 3, March 1959
- Figure 79: Lobby Photo, 2018
- Figure 80: Lobby Photo, 2018
- Figure 81: Lobby Photo, 2018
- Figure 82: Interior Photo, 2018 (Loading bay to train track)
- Figure 83: Interior Photo, 2018 (Paper roll conveyor)
- Figure 84: Interior Photo, 2018 (Paper conveyor)
- Figure 85: Interior Photo, 2018 (Paper conveyor tracks)
- Figure 86: Interior Photo, 2018 (Paper conveyor tracks)

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St. Louis Globe-Democrat Building
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Name of multiple listing (if applicable)

Narrative Description

Originally addressed as 1133 Franklin Avenue, St. Louis (Independent City), Missouri, the official address of the St. Louis Globe Democrat Building was later changed to 900 N. Tucker Blvd, in part because the lobby and main entry are at Tucker. Its monolithic Art Deco form (**Photos 1, 2**) rises above the surrounding low-rise buildings and parking lots at the north end of downtown. The six story, buff brick building with limestone detailing encompasses the entire city block with a three-story addition spans the north end of the building (added in three stages from 1964 to 1978), built atop the original low masonry wall surrounding the extension of the basement and sub-basement that housed most of the printing operations. The restrained Art Deco detailing is focused on the carved owl resting on a stepped parapet with carved volutes centered above the entry bays at the south end of the Tucker façade, with its massive, two story, compound, clipped arched, recessed entry with bas relief panels of the printers trade flanking third floor windows above. Other Art Deco detailing includes the use of stepped jambs on upper level windows, vertical slit friezes between window bays on the upper levels, recessed steps at the corners and top of the limestone parapet, subtle “streamline” broad courses of soldier course bricks that form continuous horizontal lintel and sill bands around the building. The fenestration is consistent on all four elevations, with steel casement windows that vary in size based upon the changing floor heights of this concrete framed buildings, with the third floor being the shortest above the two-story high display windows and entries. The mezzanine level (now called the second floor) has only a few select windows at the corners and banded above the east (rear) elevation loading bays. Most of the windows are original with the exception of a few smaller windows, primarily those on the first floor and third floor, and then those in the offices on the fifth and sixth floor which have been replaced with simple two-light fixed metal windows which are obviously different from the original casements that had both a transom and base windows on these levels. With the acquisition of the building by the St. Louis Post-Dispatch, two minor modifications were made by 1962 to the exterior (**Figures 7, 9, 31, 33, 35, 38-41**): The removal of the name Globe-Democrat from the stepped limestone frieze panel below the parapet and the aluminum framed glass entry door systems on both the west and south entries that replaced the original steel framed glass entry door systems within those same openings. At some point in the latter part of the century, the massive flag poles at the top of the parapet and flanking the main entry were also removed. With the exception of the lobby, the interior always focused solely on the building’s use as a newspaper publishing business, functionality rather than Art Deco stylistic detailing with its exposed concrete frame and conical capped columns and double-height volumes in the basement and across the façade where the presses were located. While the public lobby still retains the original two story volume and configuration (including the corner counters and balcony above the elevator lobby), the renovations completed after the acquisition by the St. Louis Post-Dispatch removed or covered over the Art Deco detailing in the lobby by installing new lighting in a gridded florescent panel ceiling, travertine wall panels, new balcony railings and steel channel/rebar column cladding. Its significance as an Art Deco design focuses on its exterior which retains its original monolithic appearance, despite the addition on top of the

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basement extension at the north end of the building which utilizes the same buff colored brick to match the main building.

Setting

The building is located at the north end of downtown St. Louis (**Figure 4**), facing west along one of the major arteries through the downtown, Tucker Blvd. To the north, the character of the streetscape changes drastically to low-rise residential apartment buildings and to the east are modern parking garages, while the immediate lots to the south and west are primarily surface parking lots—the Globe-Democrat Building rises up six stories above grade along Tucker (with two subterranean floor levels) in visual contrast to these low-rise structures (**Figures 28, 29, 33, 34, 36, 37**), forming the mammoth “bookend” at the north end of the central business district’s streetscape which extends fourteen blocks south with other large downtown office and civic buildings flanking both sides of the Tucker.

All the streets around this building, which encompasses the entire city block (**Figures 1-3**), have been renamed (note the old street names on the fire insurance maps). On the west, Tucker Blvd. was originally High Street, later N. 12th St.; on the north Wash was later renamed Cole St.; on the east the surface level, truck loading docks face Hadley St., previously N. 12th St.; and on the south Dr. Martin Luther King Drive was originally Franklin Ave. The Illinois Terminal Railway System’s “subway” under Tucker (**Figures 30, 31 and 50**) with the dock bay openings to the tracks directly adjacent to the building’s sub-basement level (recently all but one of these openings were permanently closed (**Figure 82**) when the abandoned subway was infilled for structural stability of the street).

Exterior

This freestanding, rectangular, six-story (plus two subterranean basement levels), newspaper office and printing plant has a concrete structural frame with buff colored brick walls (**Photos 1-3**) (**Figures 7-9, 33-41**). Floor heights vary significantly (**Figure 10**), which is reflected in the fenestration pattern that bands the building with monumental, two stories high openings of windows, loading bays (**Photos 2, 9**) and entry doors at the ground level interspersed with windows for the short second floor and short windows on the third floor. While the three upper floors are approximately the same height, the window openings of the fifth and sixth floor are combined with the a slightly recessed, decorative spandrel panel between the windows, all within stepped jambs that create a compound rectangular opening that spans both floor levels. The parapet walls rise above the flat roof with a tall, stepped, smooth faced limestone cap. Smooth limestone can also be found on all elevations at the raised watertable and on the flush lug sills, but the two primary elevations have additional stone details: the compound arches of the two main entries (**Photo 7**), the voussoirs on the geometric window and entry arches on the first floor

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(**Photos 7, 8**), and the carved volutes and owl relief (**Photo 4**) outlining the stepped parapet as well as the reliefs depicting the printers trade (**Photo 5**).

Art Deco stylistic details can be seen in the hard edged, monolithic building form but also in the metal framed, flat headed, casement windows (centered in the openings with a transom and base window) (**Photo 5-6**), the stepped parapet over the main entry, the volutes, winged owl at the top of the parapet (**Photo 4**), and the bas relief panels of the printers trade (**Photo 5**), as well as in the geometric patterns in the spandrel panels, the vertical slit friezes between windows (**Photo 6**), the stepped window jamb openings, and even the recessed corners.

The west façade (**Figure 7, Photo 1**) is divided into twelve vertical bays with single window openings with paired casements in each end bay. The second bay from the south has the two-story high entry, geometric, compound arched recessed entry (**Photo 7**). Most of the remaining first floor window bays are massive, geometric arched, multipaned display windows (**Photo 8**) featuring five vertical light divisions in the original metal framed windows and cast iron railings at the base of the openings. The first floor actually had a casement window opening with a small second floor window above in each end bay as well as the bay to the north of the entry bay originally, but the first floor window and the second floor window in the north end bay as well as in the bay north of the entry have been replaced with single light windows. Above the arched display windows, the vertical bays on the façade are all treated the same, with two window openings each on the fifth and sixth floors, a broad shaped window opening on the fourth floor and three small window openings on the third floor above the two-story high geometric arched display windows.

The vertical entry bay is topped by the stone parapet with its volutes and the spread winged owl. Below is a shaped stone frieze panel (**Photo 4**) that originally had the words St. Louis Globe Democrat carved into it, but those words have been removed (when the Post-Dispatch purchased the property). Originally there was a flag pole centered just behind the parapet on the roof (and some of the original cast iron, fluted ornamentation for the pole is in storage although the wooden pole has been removed) (**Figures 33, 38-41**). There are three window openings on the fifth and sixth floors with a wider center window opening, originally with paired casements in each opening but only the fourth floor's original center window remains since single light windows were installed in the other office windows in 1983. The fourth floor center window has two pairs of casement windows with shaped corners on the opening and it is flanked by the two stone reliefs depicting the printing trade. On the ground floor, the deeply recessed, limestone surround of the geometric arch on the entry has a bank of four metal framed doors below the equally tall transom (**Photo 7**).

The south façade (**Figure 9, Photo 1**) is divided into six vertical bays with single window openings in the outer two bays matching those on the corners of the south façade. The inner four

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bays have paired compound window bays openings of the fifth and sixth floors (separated by the decorative spandrel panels), the single shaped opening on the fourth floor and the three small openings on the third floor above the large display windows of the first floor, all matching those on the west facade, except the stone bulkheads under these display windows have a beveled sill-like feature rather than the cast iron railings. Also, the easternmost bay on the first floor is another entry opening, with a bank of five, metal framed, doors aligning with the divisions in the fifteen-light transom that spans the upper portion of the geometric arch opening.

The east elevation (**Figure 8, 35, 36, 76, 77, Photo 2, 9**) contains the open recessed, at grade, loading bays within each bay except for the end bays. The north end bay extends up into the raised corner elevator and stair penthouse parapet and consists of three window openings on each of the upper levels with a single raised loading dock door and a pedestrian door on the ground level. To the south, there are seven vertical bays with the same window pattern as on the façade (two, two-story window bays on the fifth/sixth floors, a shaped opening on the fourth floor, and three small window openings on the third floor), except that the second floor has paired window openings above the one-story high loading bay openings. To the south, there is a single window vertical bay above the first floor loading dock opening and this bay extends up to the stair penthouse with a projecting end wall brick chimney to the south side of this bay (originally it was just a steel flue/boiler vent stack prior to 1983 improvements). On the south side of the brick chimney is a wide bay that contains three window openings (wider middle windows) above the loading bay opening. The southernmost bay is a single window bay on all six levels. While the rhythm of having the combined, compound window openings with the spandrel panels separating the fifth and sixth floors, like the two street elevations, and some of the same vertical slit friezes, this is primarily the rear elevation and some of the windows have been converted to louvered openings and a few of the dock openings have been modified or enclosed.

The north elevation (**Figures 9, 28, 29, 34, 36, and 37; Photo 3**) has the most alterations since it originally had what amounted to a large, half-story high rooftop on top of the low wall surrounding the basement that extended to the north end of the property beyond the main building with only the two basement levels below that extended north from the north elevation wall of the building. Beginning in 1962 (**Figures 1-3**), from plans by the original architect, additions were added on top of this basement level north wing, first to the eastern two-thirds with a two story addition, then in 1967-68 a second addition (western third) fully enclosed the first and second floors on top of the original rooftop of the north wing. The 1968 renovations of the north wing included enclosing windows on the portion of the addition added just a few years earlier since the interior of this addition was used for storage of printing materials and equipment. The third floor of this buff colored brick addition was completed in 1978 as meeting and training rooms, and while the addition had window openings on the north elevation at the first and second floor line (given the flush lug sills in the brick walls), all three elevations are primarily blank brick walls now. Above, the original north wall of the main building mirrors the fifth and sixth floor compound window openings seen on the south elevation. While the first two

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additions were designed by the same architectural firm that designed the main building (although the firm's name had evolved from Russell, Mauran, and Crowell to Russell, Mullgardt, Schwarz and Van Hoefen, then to Schwarz and Van Hoefen) the 1978 third floor addition was designed by Heinz, Zoebel and Associates.

Interior Features

Although the interior has been updated repeatedly throughout its existence to meet the evolving needs of the newspaper business, it still retains its basic open office core on the upper levels with private offices positioned on the perimeters, the essence of the original design and separation of functions created by Mauran, Russell and Crowell (See renderings of both the current and original floorplans, **Figures 11-27**). The two-story volume on the first floor (**Figure 21**) was relegated to the large lobby and elevator core at the south end of the building and to the large printing presses up against the massive display windows along Tucker (western portion of the building) (**Figure 65, Photo 16**), which connected to the basement and subbasement levels that housed much of the printing operations (**Figures 11, 12, 19, 20**). Beyond the lobby and the adjacent two-story high printing room, a mezzanine (called the second floor) (**Figure 22**) extends across the eastern (rear) portion of the building with offices and storage rooms. Beyond the lobby, interior finishes were originally limited, with exposed concrete framing and columns and few partition walls throughout the building (**Photos 13, 17, 20-22**).

The first floor retains the original two-story lobby configuration at the south end of the building (**Figures 51, 52, Photo 10**) which was updated in 1963 shortly after the Post-Dispatch purchased the building from the Globe Democrat. While the renovations to the lobby retained the original configuration, it either covered over or removed the Art Deco decorative details by applying new finishes, such as polished dark granite floors in the lobby and new counters on the original service counters, updated mezzanine railings, decorative steel column wraps, a plastic panelized florescent light ceiling grid and travertine marble wall panels, with their zinc lettered word mural quoting Joseph Pulitzer (**Figures 79**).

Behind the main lobby at the south end of the building is the narrow elevator hallway and elevators that connect to the secondary lobby and security desk at the eastern end of the building, both spaces having been updated with the main lobby in 1963 with travertine marble wall panels and additional word murals (**Figures 80, 81**). While the printing presses remain against the display windows along Tucker (**Photo 16**), the printing room has been enclosed with concrete block walls (for fire separation) in more recent years and the remainder of the first floor (**Photo 17**) is relegated to storage rooms for the printing and building operations with the exposed concrete floor and ceiling plates as well as the concrete columns.

On the upper levels, floors three through six (**Figures 14-17, 23-26**), the building retains the open office configuration, with some dropped acoustical tile ceilings and added office partitions,

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generally around the perimeter of the building leaving the center of each floor open (**Photos 12, 13, 20-23**). In many areas the mushroom cap columns and structural concrete ceilings and floors are still the dominant features. It even retains the interior décor of the board room and offices, updated in the mid-1960s for Pulitzer in the southwest corner of the fifth floor and a few of the original two-toned geometric patterned terrazzo floors that were originally at least at some of the upper level elevator lobbies, but beyond the first floor lobby, the original functional design never extended to decorative embellishments.

Stairwells and elevators reflect the functional demands of the building, including concrete stairs with pipe rails in fire-separated enclosures, spiral stairs between floors (with metal enclosure) (**Photos 11, 12, 23**). The paired elevator cabs have been updated, but their location on the center of the south wall is still in the original shaft.

The basement and sub-basement retain the open concrete structural framing and floors that was filled with printing equipment (**Figures 10, 42-47, Photos 14, 15, 18, 19**) as well as the conveyor systems (**Figures 75, 83-86**) used for moving the large rolls of paper from the loading bay doors on the west side that accessed the Terminal Railroad tunnel (**Figures 77**) and the basement still retains the paired channels in the concrete (some infilled now but with the tracks still visible) for the tram wheels that rolled the loads of paper around in the space.

Alterations and Integrity Issues

The exterior of the building is largely unchanged from its original appearance. Historic photographs (**Figures 33-41**) confirm that the building's form, materials and fenestration are intact although there is now a three-story addition on its north side that was built in stages for the *Post Dispatch* between 1964 and 1978. The north end of this addition has had the windows and loading bay doors on the first and second floor bricked in, but it retains the buff colored brick walls that blend with the main building. Besides the replacement lobby entry door systems, some minor modifications along the rear, east elevation (with louvers in some window openings) and some replacement window sashes on the fifth and sixth floors, the original fenestration pattern and most of the original windows remain intact. Other exterior alterations are very minor, the removal of the wording in the entry frieze so it no longer says St. Louis Globe Democrat and the removal of the original flag pole on the rooftop and the angled flag poles on either side of the west entry.

The interior has been modified to suit the evolving needs of the newspaper business, and modern technology, but it still retains its open, utilitarian spaces and much of its original layout, the studied concept that made its design by the architectural firm of Mauran, Russell & Crowell so innovative and efficient for the production of newspapers. The most prominent interior aesthetic change, the updated lobby, was made by the Post-Dispatch shortly after they acquired the building (acquired 1959, remodeled in 1963), applying new finishes to the main entry lobby,

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which resulted in the loss (or in some cases, the concealment) of its distinctive Art Deco embellishments, especially to the balcony railing and the plaster finishes on the columns and at the ceiling. The functional printing spaces on the first floor and basements are still defined by that same configuration today, retaining the paper conveyor system between the basement levels and the tracks in the basement floor.

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Statement of Significance

Summary

The St. Louis Globe-Democrat Building, located at 900 N. Tucker Boulevard in St. Louis (Independent City), Missouri, is locally significant under Criterion C: Architecture. Designed by Mauran, Russell & Crowell, the building was constructed in 1930-1931 to house all of the functions of the *Globe-Democrat* newspaper within a single building. The property is an excellent representation of St. Louis' Art Deco designed buildings. More remarkably, the Globe-Democrat Building is a rare example of the style's use in an industrial building. Although the City of St. Louis retains several buildings downtown of similar style, stock and size comparable to the Globe-Democrat Building, most were constructed to house public, government and commercial activities. The Globe-Democrat Building is a noteworthy example of its style. Unlike most Art Deco buildings in the city, the property's design embellishments were almost exclusively limited to the building's exterior, most notably at the stepped parapet over the entry with its volutes and winged owl as well as the bas relief panels of the printers' trade and geometric patterns in the spandrel panels and vertical slit friezes. The period of significance is 1930-1931, related to the building's era of construction. The associated significance is local.

Historical Overview

The *St. Louis Globe-Democrat* newspaper (*Globe-Democrat*) traces its roots to 1852 when the *Missouri Democrat* began publication. The *Democrat* came into existence following an arrangement between St. Louis businessmen who wanted a "free soil" newspaper (i.e., one that did not support slavery expansion) and a local print shop owned by William McKee and William Hill.¹ In exchange for free printing, McKee and Hill were granted an interest in the newspaper and eventually became full owners. The fledgling company grew quickly, absorbing two other newspapers, the *St. Louis Signal* (1852) and the *St. Louis Union* (1853).² In 1872, McKee and Daniel Houser (who replaced Hill as a partner), lost the *Democrat* to George W. Fishback, a staff writer for the paper who purchased an interest in the company in 1856.³ After receiving repeated rejections from McKee to sell the paper, Fishback obtained an order from the circuit court to dissolve the partnership through a public sale – a first in St. Louis' newspaper history. Unable to outbid Fishback, McKee and Houser walked away from the *Missouri Democrat*, using their proceeds to start another publication, the *St. Louis Globe*. The *Globe* was a daily publication printed as "eight pages each with six columns twenty-three inches long" – a contrast to the *Democrat's* traditional look of "ten columns on pages thirty inches long."⁴ The *Globe* also

¹ Jim Allee Hart, *A History of the St. Louis Globe-Democrat* (Columbia: University of Missouri Press), 1961, 2-3.

² Ibid, 3. "Globe Democrat Traces Origin to 1852: Backed Lincoln's Cause," *St. Louis Globe Democrat* (24 March, 1955).

³ Ibid; Hart, 20, 105-107.

⁴ Hart, 109.

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offered subscriptions for \$12/year, cheaper than the *Democrat*'s rate of \$14/year. Following a brief but rancorous rivalry, the two papers merged in 1875 when Fishback agreed to sell the newspaper back to McKee and Houser – the publication that emerged was the *Globe-Democrat*.⁵ By 1892, the *Globe-Democrat* was among the city's three largest newspapers, having acquired sufficient profits to construct an eight-story building (not extant) at the southwest corner of Sixth and Pine Streets (**Figure 49**).

The *Globe-Democrat* continued to grow after the turn of the twentieth century, described in 1905 as “a million dollar business.”⁶ By 1929, the *Globe-Democrat* had surpassed circulation of 500,000 newspapers weekly and supported satellite reporters in Jefferson City (MO), New York and Washington, D.C. In addition to using its own reporters, the newspaper relied on the Associated Press and sought information from sources throughout Missouri, “Illinois, Kentucky, Indiana, Tennessee and Arkansas.”⁷ This approach was intentional as the newspaper's owner at the time, E. Ray Lansing sought to provide the most accurate and up to date news for a much wider area than St. Louis. The methodology was so successful that in 1929, the *Globe-Democrat* surpassed its goal to sell half a million newspapers, earning nearly \$1.5 million (\$1,472,800).⁸

In response to the newspaper's financial success and need for more space, the *Globe-Democrat* engaged Mauran, Russell & Crowell to design a modern facility unlike any other newspaper plant in St. Louis (**Figures 28-41**). A team of Globe representatives and architects began the process by spending nearly two years visiting the nation's largest newspaper publication facilities. Plans called for a building large enough to integrate all of the newspaper's activities under one roof – including all staff/employees and design specific space for distribution, printing, editorial and administrative activities, as well as storage for newsprint and ink.⁹ The Globe-Democrat Building remained in the design phase when the stock market crashed in 1929. Despite the setback, however, Ray opted to continue with plans for the new building, demonstrating “in a very tangible way . . . confidence in St. Louis, its business and [its] . . . future.”¹⁰

The site selected for the new Globe-Democrat Building was a key component of its construction plan. The parcel for the building was eight blocks north of the city's municipal plaza, which was under construction at about the same time. Both projects were on Twelfth Street, which was

⁵ Ibid, 109-118.

⁶ Hart, 168-169.

⁷ Ibid, 207.

⁸ Ibid.

⁹ “Ground is Broken by Globe-Democrat for New Building,” *St. Louis Globe-Democrat* (13 March 1930), Newspaper clipping from *Globe-Democrat* collection, Mercantile Library (St. Louis); “The New Home of the St. Louis Globe-Democrat,” Supplement to the *Globe-Democrat* (20 December 1931), pages not numbered, Available at St. Louis Public Library, Special Collections/Globe Collection.

¹⁰ Hart, 208; “Ground is Broken by Globe-Democrat for New Building.”

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being redeveloped as a major north/south connector through the central business district.¹¹ Also under construction at the time was a new Illinois Terminal “depot and mart” on Twelfth Street – immediately south of the Globe property. This latter project included expansion of the railroad company’s underground track system, which served both the railroad’s new terminal warehouse and Globe-Democrat Building. The track system provided the Globe with the ability to receive supplies directly through its sub-basement level (**Figures 30, 31, 50, 82**).¹² Twelfth Street’s facelift was intended to transform the thoroughfare as a “show place” of St. Louis’ downtown business district – anchored at the south by municipal plaza (including two courts buildings, a war memorial and public auditorium/opera house) and on the north by the Globe-Democrat Building.¹³

As noted, the firm of Mauran, Russell & Crowell designed the new home for the *Globe-Democrat*. The firm was established in 1900 as Mauran, Russell & Garden by John Lawrence Mauran (1866 - 1933) who arrived in St. Louis in 1893. Mauran worked for Shepley, Rutan & Coolidge of Boston at the time; he had been previously engaged to oversee projects in Chicago, including the Chicago Public Library (1891-1893) and the World’s Congress Auxiliary Building for the 1893 Columbian Exposition (currently the Art Institute of Chicago).¹⁴ When Shepley closed its St. Louis office in 1900, Mauran decided to stay as did two of his co-workers, architects Ernest J. Russell (1870 – 1956) and Edward Gordon Garden (1871 - 1924).¹⁵ Garden left the firm in 1911, replaced by William deForrest Crowell (1880 - 1967) at which time the company was renamed as Mauran, Russell & Crowell.¹⁶ Of note is the fact that Mauran was heavily involved in redeveloping Twelfth Street as a central business corridor and worked with city planners on the design plan for the new municipal plaza.¹⁷

Ground was broken for the Globe building on March 30, 1930. Less than two years later, on November 8, 1931, the newspaper began publishing from its new home (**Figures 33, 48, 65-72**). There was no interruption in daily print operations. Within a single day, typesetting machinery weighing nearly two tons (per machine) was “swung onto trucks” from the old building and

¹¹ “Globe-Democrat Acquires Site for Mammoth New Home at Corner of High and Franklin,” *St. Louis Globe Democrat* (27 April 1929), Globe Collection, St. Louis Public Library (Special Collections); Mark Tranel (ed.), *St. Louis Plans: The Ideal and Real St. Louis* (St. Louis: Missouri Historical Society Press, 2007), 31.

¹² “The New Home of the St. Louis Globe-Democrat,” pages not numbered.

¹³ *Ibid.*

¹⁴ *Ibid.*, “Buildings of Chicago,” Chicago Architecture Center (Available at: <http://www.architecture.org/learn/resources/buildings-of-chicago/>), Access date: 21 September 2018.

¹⁵ Carolyn Hewes Toft, “John Lawrence Mauran, FAIA (1866-1933),” *Landmarks’ Letter* (Available at: https://www.landmarks-stl.org/architects/bio/john_lawrence_mauran/) Access date: 21 September 2018.

¹⁶ Henry F. Withey and Elsie Rathburn Withey, *Biographical Dictionary of American Architects (Deceased)* (Los Angeles: Hennessey & Ingalls, Inc., 1970), 399-400; “W.O. Mullgardt Funeral Tomorrow,” *St. Louis Post-Dispatch* (9 July 1962), 3C; Carolyn Hewes Toft, “John Lawrence Mauran, FAIA (1866-1933) and Edward Gordon Garden, FAIA (1871 – 1924).” *Landmarks’ Letter* (Available at: https://www.landmarks-stl.org/architects/bio/john_lawrence_mauran/) Access date: 29 January 2018.

¹⁷ Tranel, 30.

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transported to the new space.¹⁸ Featuring two subterranean levels, the Globe's new headquarters could receive shipments of materials directly by rail and store more than 10,000 gallons of ink and 7,000 tons of newsprint.¹⁹ The thoroughly modern building featured artificial refrigeration and air conditioning, one of the first buildings in St. Louis to be so equipped. A street level printing plant on the first floor was framed by the building's enormous windows facing Twelfth Street, which allowed passersby to watch the printing process. The latter feature was intentionally conceived as an attraction that would serve as free advertising for the paper.²⁰ Interior Art Deco detailing was limited to the lobby, while functional design centering on the newspaper's importance dominated the building's overall "sturdy handsomeness."²¹ Among the famous well-wishers who sent congratulations to E. Lansing Ray were Charles Lindbergh, President Herbert Hoover and publishers Joseph Pulitzer, Adolph Ochs and William Randolph Hearst.²²

While the *Globe-Democrat* entered the Depression boldly, its revenues were hurt by the economic downturn and ensuing periods of labor unrest. As expected during any economic decline, circulation and advertising revenue waned. Unlike its competitors however, the Globe failed to recoup its advertising income after the Great Depression. In 1940, the Globe's advertising income was down more than 20% than it had been in 1926 and revenue had fallen "more than a million dollars."²³ This was largely due to the fact that the newspaper failed to capitalize on the growing importance of radio as an advertising medium while its principal competitors the *St. Louis Post-Dispatch* and *St. Louis Star Times* did not. Though the *Globe-Democrat* did own a radio station, the decision came too late, in 1948. This was further complicated by Ray's overly ambitious plan to construct a "high frequency" radio station for \$1,900,000 (extant, 1215 Cole Street). The station required listeners to own a radio that picked up FM broadcasts – a relatively new concept at the time. Few were willing to make such an investment, leading to the station's closure within the year.²⁴

Failure to invest wisely and early in radio was just one complication that the Globe faced. In 1944 a major strike of newspaper staff over a salary dispute caused the paper to miss its first day of print in 70 years.²⁵ In 1945, paper carriers struck for 22 days, causing great consternation among subscribers and management. This was followed by the unexpected death of E. Lansing Ray, Jr. in 1946. Lansing, only 35 years of age, had been groomed by his father to take over the paper. That same year, the paper's old building at the southwest corner of 6th and Pine was torn down to create a parking lot and management reluctantly signed a new contract with the

¹⁸ "Giant Presses in New Globe-Democrat Home Started by Publisher," *St. Louis Globe-Democrat* (9 November 1931), *Globe-Democrat* Collection, Mercantile Library.

¹⁹ *Ibid.*, 209.

²⁰ *Ibid.*

²¹ "Giant Presses in New Globe-Democrat Home Started by Publisher."

²² Hart, 205, 209,

²³ *Ibid.*, 211.

²⁴ *Ibid.*, 222-223.

²⁵ Hart, 223.

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American Newspaper Guild, doubling wages for all personnel.²⁶ Another challenge the paper faced during the 1940s was a spike in the cost of newsprint following expiration of wartime price controls. Paper prices jumped from \$65 per ton (1945) to \$93 per ton (1947).²⁷ Despite these setbacks, however, the business persisted and on November 9, 1952 a special edition celebrating the *Globe's* 100th anniversary came off the presses.²⁸

In 1953, an ailing E. Lansing Ray began looking for his successor. He found a buyer in 1955, S. I. Newhouse – a media magnate who made his fortune purchasing failing newspapers and returning them to profitability. Ray sold the paper to Newhouse for \$6.5 million and died five months later.²⁹ Ray was a cousin of the McKee Family – the third and final generation to run the *Globe-Democrat*. He began working at age 18, spending 52 years of his life in the newspaper business.³⁰ His successor, Newhouse, did not operate as a successful replacement. Unlike Ray, Newhouse was antagonistic toward labor unions, including those with ties to his own business. Another major strike erupted in 1959 – a feud over employee pension plans. Newhouse reacted explosively and one week into the strike, sold the *Globe-Democrat's* building, printing presses and supplies to its largest competitor, the *St. Louis Post-Dispatch (Post-Dispatch)*.³¹ When the strike ended 99 days later, there were no longer jobs for the *Globe's* pressmen and printers. Those who did not lose their jobs returned to work in rented offices across the street in the Illinois Terminal Railroad Building.³² The *Post-Dispatch* moved into the *Globe-Democrat's* building (**Figure 78**) and took over printing operations for both papers – charging its competitor for the favor.³³ Newhouse's sale of the building in 1959 marks the beginning of the building's current identity as the home of the *Post-Dispatch*.

Once the *Post-Dispatch* moved into the former *Globe* Building, newspaper owner Joseph Pulitzer IV began updating the systems on the interior almost immediately, concentrating up updating the printing equipment, mechanical systems, and telecommunications equipment but they made cosmetic updates to offices and the lobby. In 1962, they constructed a new north wing on the rooftop of the basement at the north end of the building. The addition was something that had been originally planned by the *Globe-Democrat* and the first two floors were completed in two stages, in 1962 and 1967. Additional land north of the building had been expressly purchased when the original wing was under construction and the structural systems and basement poured

²⁶ "Famous Old St. Louis Landmark Coming Down," *St. Louis Globe Democrat* (29 January, 1945); Hart, 223.

²⁷ Hart, 1961, p. 223

²⁸ Hart, 1961, p. 232

²⁹ Carol Felsenthal, *Citizen Newhouse* (New York: Seven Stories Press, 2011), 51.

³⁰ "Careers of Globe-Democrat Buyer and Seller; Newhouse Owns 11 Papers, Ray Active 52 Years," *St. Louis Post-Dispatch* (24 March 1955), 3A.

³¹ *Ibid*, 52.

³² *Ibid*.

³³ "Most Post-Dispatch Departments Now Moved to 1133 Franklin," *St. Louis Post-Dispatch* (6 September 1960), 1A, 8A.

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with the original building's construction in 1930– to be used for expansion purposes.³⁴ The first two additions in 1962 and 1967 were designed by the building's original architectural firm, known by that time as Schwarz (Arthur F., Jr.) & Van Hoefen (Hari).³⁵ Like the original building, the wing was simplistic in plan and design – intended to accommodate the daily operations of a major newspaper printing plant and a third floor was added in 1978. Building permits from the 1960s-1970s indicate that interior alterations were largely cosmetic, including the addition of “partitions, lighting” and contemporary décor.³⁶ The Art Deco lobby was modified through removal of original lighting, replacement of the mezzanine ornamental balustrade and covering of the original floor, walls, columns and ceiling with contemporary materials (**Figures 51, 52**). Other than the cosmetic interior alterations and construction of the north wing, the Globe-Democrat Building appears as it did when it opened in 1931 (**Figures 65-76**). The property is an imposing addition to the city's warehouse/industrial properties and an excellent example of how Art Deco was used to highlight industrial modernism through design.

Criterion C: Architecture

The Globe-Democrat Building at 900 N. Tucker Boulevard is an outstanding example of an Art Deco style industrial building in St. Louis (Independent City), Missouri. Constructed in 1930-1931, the building was designed by Mauran, Russell & Crowell (**Figures 7-10, 32, 33; Photos 1-8**). The property is one of a number of buildings constructed along Twelfth Street (currently Tucker Boulevard) in the 1920s-1930s depicting Art Deco detailing. A city-wide Art Deco inventory conducted in 1987 (updated in 2015)³⁷ provides numerous examples of commercial, public and financial buildings bearing the style. Other than the Globe-Democrat Building and Eden Publishing Company at 1720 Chouteau Avenue (described below), no industrial buildings were documented in the survey. The Globe-Democrat Building is an uncommon example of the style's use for its property type. Though restrained in ornamentation it is no less imposing than the city's more ornamental examples. Exterior embellishments such as the façade's bas relief panels of newspaper employees and the building's functional stripped interior design (other than the public lobby that has since been updated) clearly illustrate the property's intended use as a newspaper printing, distribution and publishing facility. The Globe-Democrat Building is locally significant and meets National Register Criterion C: Architecture. The building is a notable example of an Art Deco designed industrial property in St. Louis (Independent City). The period of significance relates to the building's period of construction, 1930-1931.

³⁴ “Globe-Democrat to Move to New Building Today,” *St. Louis Post-Dispatch* (8 November 1931), 4A.

³⁵ Esley Hamilton, “Grand Avenue's Flying Saucer and Its Architect,” *The Society of Architectural Historians Newsletter* (Volume XVII, No. 3, Fall 2011), 1.

³⁶ “Most Post-Dispatch Departments Now Moved . . .”, 8A; Building Permits, City of St. Louis (Active), Available on Microfilm, 1200 Market Street, St. Louis (City Hall).

³⁷ Esley Hamilton, “Historic Buildings Survey Art Deco & The International Style.” (St. Louis: St. Louis County Department of Parks and Recreation) Available at: <https://dnr.mo.gov/shpo/survey/SLAS034-R.pdf> Unpublished, 1987.

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Art Deco was named for the Exposition des Arts Decoratifs et Industriels Modernes, which took place in Paris in 1925. Out of this event came ideas focusing on designs for the future. The style was quickly embraced and soon found its way to the United States where buildings, jewelry, furniture, fabric and artistic works incorporated Art Deco inspiration. So popular was Art Deco in industrial design that automobiles, trains and appliances were influenced by its impact.³⁸ Art Deco style buildings designed in the 1920s often display highlighted curves, bright metal finishes and vivid ornamentation. By the 1930s, however, more streamlined examples began to dominate which led to the Art Moderne movement and (eventually) the International Style.³⁹ This was certainly the case in St. Louis, which has several examples of Art Deco's three eras of design evolution – Zigzag Moderne (1920s), Streamline Moderne (1930s) and PWA Moderne (1930s) – the latter of which reflects New Deal era projects that incorporated a stripped down adaptation of the style for public and government buildings. The Globe-Democrat Building fits the category of Streamline Moderne, noted for its monolithic forms with simple horizontal detailing such as the volutes in the parapet, a variation of Art Deco that remained prevalent until after the Great Depression.⁴⁰

The aforementioned survey of Art Deco and International Style architecture in St. Louis indicates that “few [local] architects seem to have produced a high percentage of the more striking Art Deco designs.”⁴¹ Mauran, Russell and Crowell was an exception – the firm designed many noteworthy examples including Southwestern Bell Telephone Company (1926) at 1010 Pine Street (**Figure 53**); the Missouri Pacific Building (1928, NRL 2002) at 210 N. 13th Street (**Figure 54**); two buildings for the city's municipal plaza – a United States federal courthouse (1935) at 1114 Market Street (**Figure 55**) and Soldiers Memorial (1938) at 1315 Chestnut Street (**Figure 56**) – and the Federal Reserve Building (1925) at 411 Locust Street (**Figure 57**). In 1941, Mauran, Russell and Crowell also designed a newspaper printing plant for the St. Louis Post-Dispatch Printing Building at 1111 Olive Street (NRL, 1984). This building, however, was designed in the International Style.⁴²

Art Deco reached its height of American popularity at about the same time that the Globe-Democrat Building was constructed.⁴³ It is therefore not surprising that the style was heavily used in the aforementioned buildings along Twelfth Street, constructed in the mid-to-late 1920s. Other examples include two municipal plaza properties – the Civil Courts Building (1929-1930) designed by Klipstein & Rathmann (**Figure 58**) and Kiel Auditorium designed by La Beume

³⁸ John C. Poppeliers, S. Allen Chambers, Jr. and Nancy B. Schwartz, *What Style is it? A Guide to American Architecture* (Washington, D.C.: The Preservation Press, 1983), 88.

³⁹ Spiro Kostof, *A History of Architecture Settings and Rituals* (New York: Oxford University Press, 1995), 712.

⁴⁰ Esley Hamilton, St. Louis County Department of Parks and Recreation, “Historic Buildings Survey Art Deco & The International Style,” Available at: <https://dnr.mo.gov/shpo/survey/SLAS034-R.pdf> (Unpublished, 1987), 1.

⁴¹ *Ibid*, 5.

⁴² Carolyn Hewes Toft and Lynn Josse, *St. Louis: Landmarks & Historic Districts* (St. Louis: Landmarks Association of St. Louis, Inc., 2002), 39.

⁴³ Hamilton, #2 example (page not numbered).

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and Klein (1932-1934, NRL 1999) (**Figure 59**) – and the Shell Building at 1221 Locust Street, designed by Jamieson & Spearl in 1926 (NRL, 2015) (**Figure 60**). None of these examples, however, is highly comparable to the Globe-Democrat Building. Commercial towers reflect heavier use of ornamentation typical of the early-to-mid 1920s; while public and government buildings have heavy leanings toward Beaux Arts classicism. One exception is the Federal Reserve Building on Locust Street (**Figure 57**). This property, like the Globe-Democrat Building, is not highly embellished and exterior adornment reflects the property’s function. Government seals and eagles are incorporated as the sole design features. Likewise, the Globe-Democrat Building’s two bas relief panels above the main recessed entrance illustrate activities that can only be applied to the publishing business – depictions of workers past and present (**Photo 5**). At the top of the building is a winged owl above scrolls, not dissimilar to the rolls of paper on which the news was printed (**Photo 4**). Such details were aptly described by the *Globe-Democrat*’s most ardent competitor, the *St. Louis Post-Dispatch* in 1931 as follows.

Over the main entrance . . . are two striking reliefs, one showing the old-time printer tugging at hand-press, the other a mechanic amid the webe and cogs of a modern printing press. A sculptured owl, emblematic of the night worker, is the only other item of ornamentation.⁴⁴

Two Art Deco buildings outside of downtown, also documented in the 1987 survey, share similarities with the Globe-Democrat Building: Southside National Bank at 3606 Gravois Avenue constructed in 1928-1929 (NRL 2000) (**Figure 61**) and Sears, Roebuck & Company at 3708 S. Grand Boulevard constructed in 1929 (not extant) (**Figure 62**). One distinct difference is that these buildings have central high-rise towers, which the Globe-Democrat Building does not. The properties’ boxy forms, however, are comparable to the Globe as are their simple Art Deco detailing limited to upper portions of the façades. Only the Sears building is clad with buff brick (like the Globe-Democrat Building). All other examples noted previously have stone or concrete exteriors. As referenced earlier, one other industrial Art Deco style building was noted in the 1987 survey, Eden Publishing Company at 1720 Choteau Avenue. Constructed in 1930-1931, the building was designed by Hoener Baum and Froese (NRL, Lafayette Square Historic District, 1986,) (**Figure 63**). Eden Publishing’s property reflects Art Deco zigzag patterns and ornamental metal work. The building does not share strong similarities with the Globe-Democrat Building other than its brick exterior and restrained ornamentation.

St. Louis does have at least one additional example of an industrial designed Art Deco property that is strikingly similar to the Globe-Democrat Building – the Illinois Terminal warehouse/office building constructed in the early 1930s (NRL, 2016,) (**Figure 64**). Situated directly across the street from the Globe-Democrat Building at 710 N. Tucker Boulevard, the property ironically became home to the *Globe-Democrat* newspaper after the building at 900 N. Tucker was sold to

⁴⁴ “Globe-Democrat to Move to New Building Today.”

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the *St. Louis Post-Dispatch* in 1959. Like the Globe-Democrat, the terminal warehouse was designed by Mauran, Russell and Crowell.⁴⁵ The building is seven stories in height with multi-light windows, wide street-level windows (like the Globe-Democrat) but instead of construction as a single, solid block, the center of the building facing N. Tucker Boulevard consists of a two-story wing linking the larger warehouse wing's north and south ends. This central wing serves as public entry to the warehouse and is the only area of the building's exterior that demonstrates Art Deco details. As with the Globe-Democrat, the warehouse is adorned with a bas relief panel that reflects the building's use by the "Illinois Traction System – a streetcar flanked by a worker and rider grasping hands set under an eagle."⁴⁶ Interior Art Deco embellishments were (like the Globe Building) restricted to the lobby. The terminal warehouse is another intentionally designed Art Deco industrial building situated strategically at the north end of the Twelfth Street corridor. The warehouse also shares the Globe-Democrat's two basement design, which initially supported both passenger and freight stations.⁴⁷

St. Louis' Art Deco style buildings (other than residential properties) largely supported public, government, financial and commercial activities. This was not the case for the Globe-Democrat Building, which was designed solely for activities related to the newspaper. Tunnel access through the sub-basement connected the building to the Illinois terminal's railroad tracks where supplies were delivered (**Figure 82**) and moved to the basement level. First floor access allowed trucks to access the building directly from Twelfth Street. Floors 1-6 (approximately 32,000 square feet each) were dedicated to specific tasks. The west end of the first floor held printing presses that stood in front of large street level windows so that passers-by could see the printing process (**Figure 65; Photo 16**). Rolls of paper were fed from the basement through the presses, transported from the first to third floor via mechanical conveyor belts (**Figures 66, 83-86**). Pressroom windows were never to be opened, preventing dust from getting into the machines. The first floor was cooled utilizing "an apparatus in the basement," – an early type of air conditioning.⁴⁸ The third floor, in addition to a mailroom, held storage space. Newspaper photography, writing and stereotyping activities were conducted on the fourth floor. The fifth floor was dedicated to editing and news reporting where telegraph machinery was kept in partitioned areas (**Figure 67**). Also located on the fifth floor were management offices; executive offices were on the sixth floor (**Figure 68**). The sixth floor additionally housed conference rooms, auditors, and circulation/advertising staff.⁴⁹

Conclusion

⁴⁵ Matt Bivens, "Midwest Terminal Building," *National Register of Historic Places Nomination Form* (2016), 7:1

⁴⁶ Bivens, 7:10.

⁴⁷ "Tenants Will Move into New Terminal Building October 1," *The St. Louis Star and Times* (16 September 1932), 27.

⁴⁸ Ibid.

⁴⁹ Ibid, Building Permits, City of St. Louis (Active).

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St. Louis Globe-Democrat Building
Name of Property
St. Louis (Independent City), Missouri
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N/A
Name of multiple listing (if applicable)

The Globe-Democrat Building's design – as noted – focused on function rather than aesthetics (**Figures 69-72**). Exterior embellishments demonstrate this intent, providing visual connections to industrial arts and modernism – themes that well reflect the function of the newspaper building, as well as Art Deco objectives. The Globe-Democrat building is a distinctively different addition to St. Louis' collection of Art Deco architecture. The building's restrained adornment, consisting of industrial art panels, vertical recessed bands, scrollwork and the aforementioned owl strongly reflect the intent of the newspaper's owner and architects to provide a state of the art facility for one of the city's most enduring newspaper businesses. These embellished images do not simply portray the newspaper's position as a local publisher, but the intent of the business to achieve national recognition for its role as a leading publication. Other than interior cosmetic changes, the property has been minimally altered, retaining its integrity of design, form, site, setting and association. The Globe-Democrat Building is an outstanding example of an Art Deco industrial building – one of very few in the City of St. Louis and the sole example related to the city's newspaper business.

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St. Louis Globe-Democrat Building
Name of Property
St. Louis (Independent City), Missouri
County and State
N/A
Name of multiple listing (if applicable)

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Section number 9 Page 19

St. Louis Globe-Democrat Building
Name of Property St. Louis (Independent City), Missouri
County and State N/A
Name of multiple listing (if applicable)

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St. Louis Globe-Democrat Building
Name of Property
St. Louis (Independent City), Missouri
County and State
N/A
Name of multiple listing (if applicable)

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St. Louis Globe-Democrat Building
Name of Property
St. Louis (Independent City), Missouri
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N/A
Name of multiple listing (if applicable)

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St. Louis Globe-Democrat Building
Name of Property
St. Louis (Independent City), Missouri
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N/A
Name of multiple listing (if applicable)

Verbal Boundary Description

The St. Louis Globe Democrat Building occupies the entire block with Tucker Boulevard to the west, Cole St. to the north, Hadley Street to the east and Dr. Martin Luther King Drive to the south.

Boundary Justification

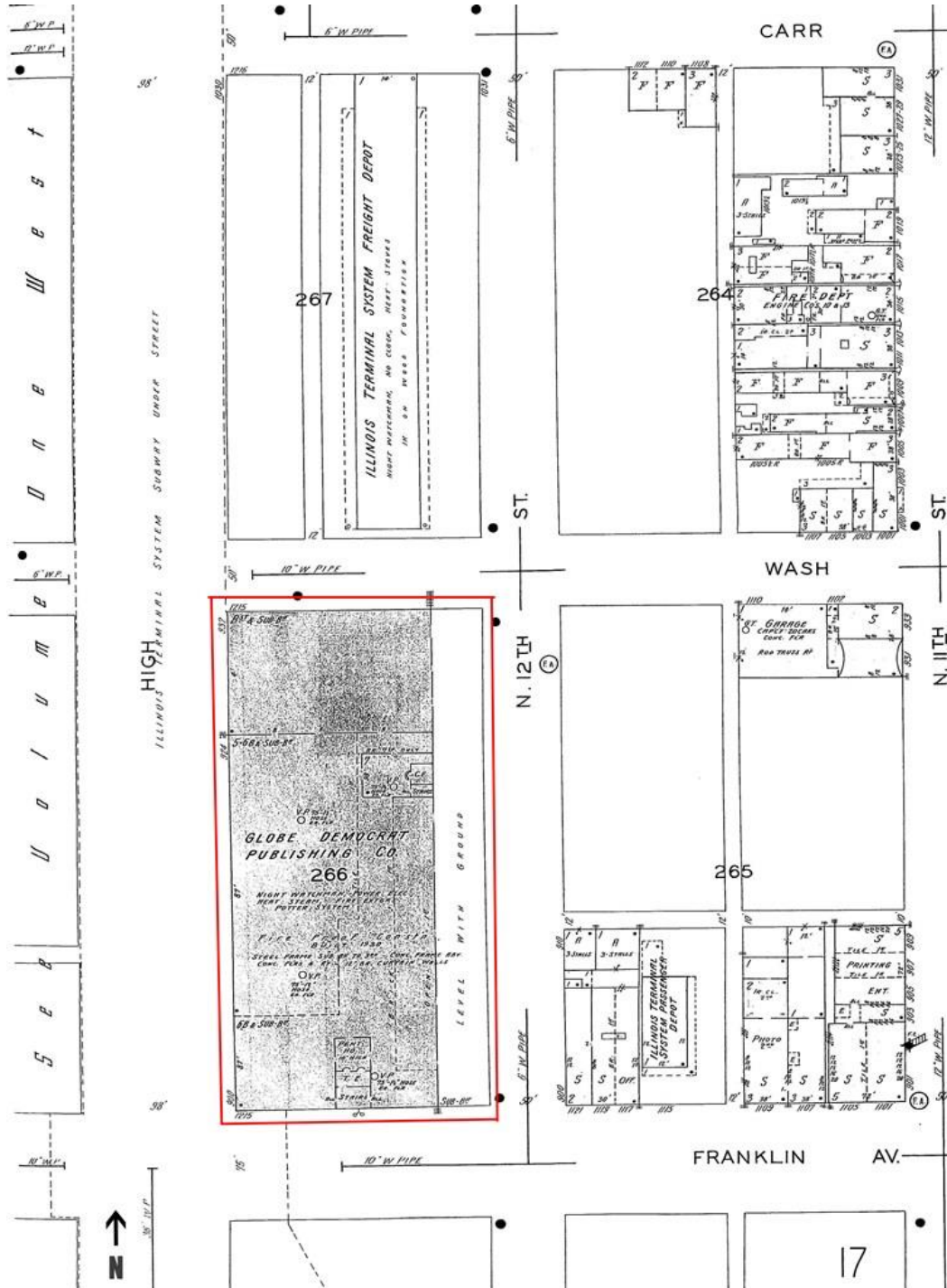
These boundaries incorporate all of the property that has been historically associated with this building.

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St. Louis Globe-Democrat Building
Name of Property
St. Louis (Independent City), Missouri
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N/A
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Figure 1: 1932 Sanborn Fire Insurance Map

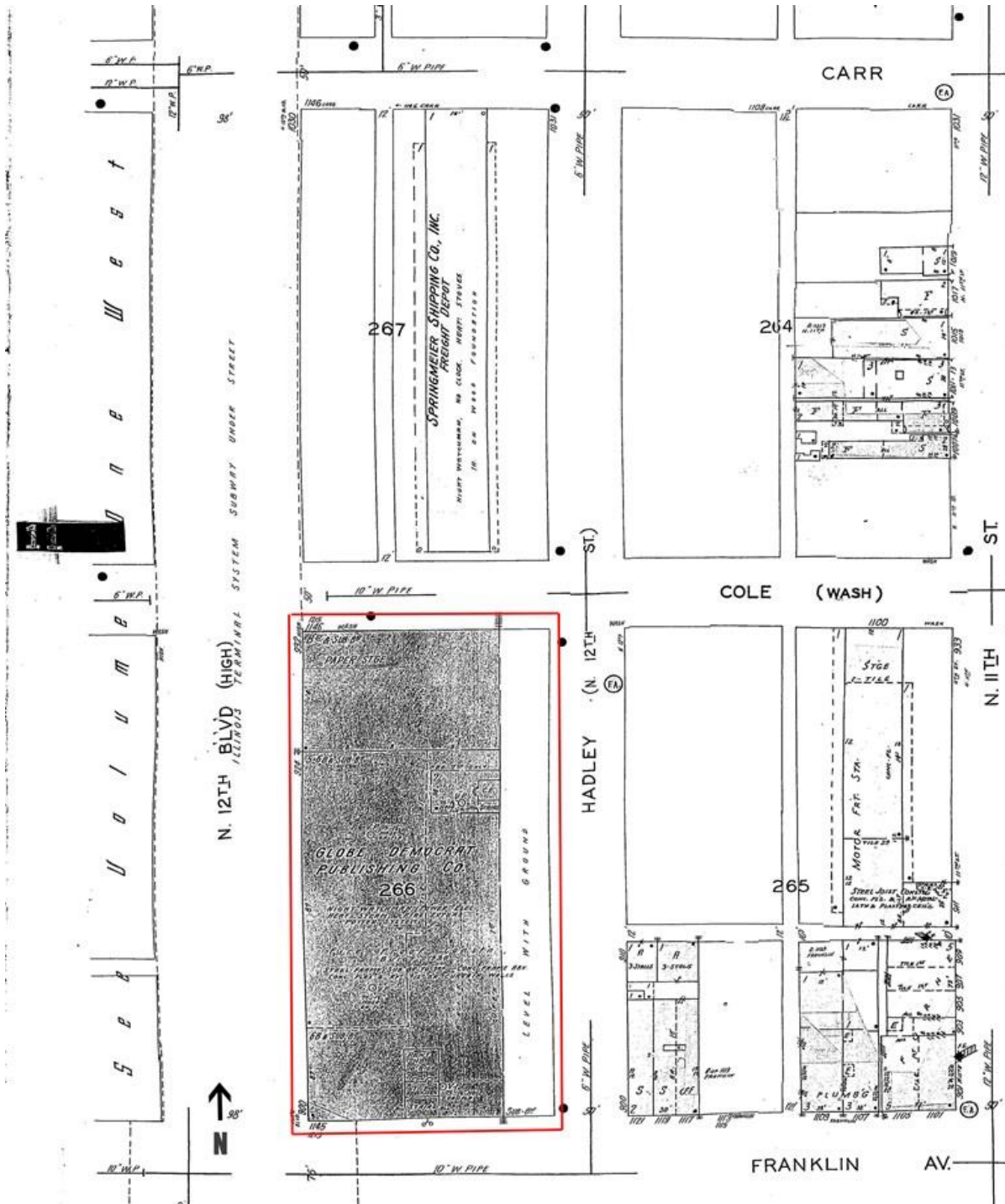


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St. Louis Globe-Democrat Building
Name of Property
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N/A
Name of multiple listing (if applicable)

Figure 2: 1951 Sanborn Fire Insurance Map

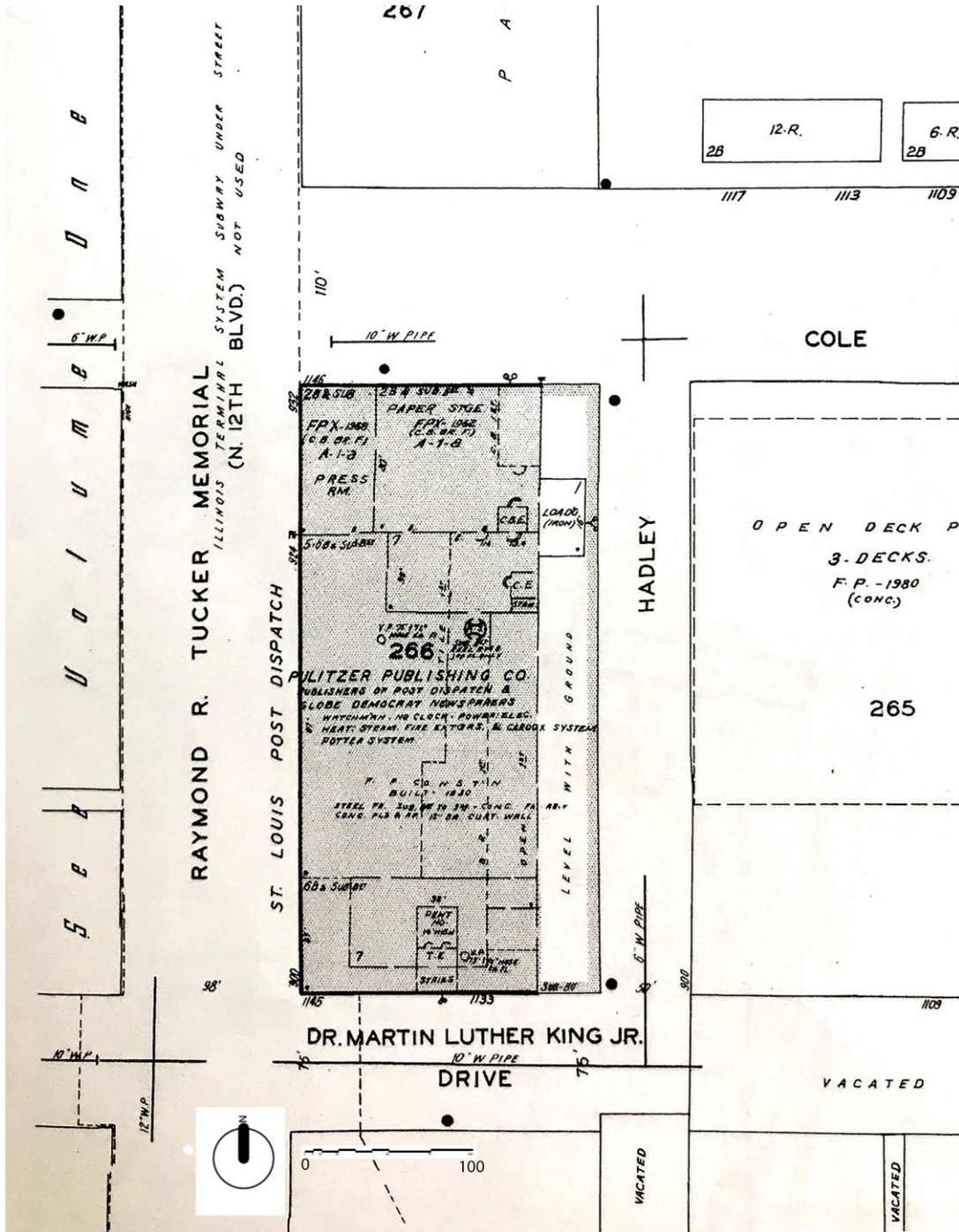


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St. Louis Globe-Democrat Building
Name of Property
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Name of multiple listing (if applicable)

Figure 3: 1998 Sanborn Fire Insurance Map

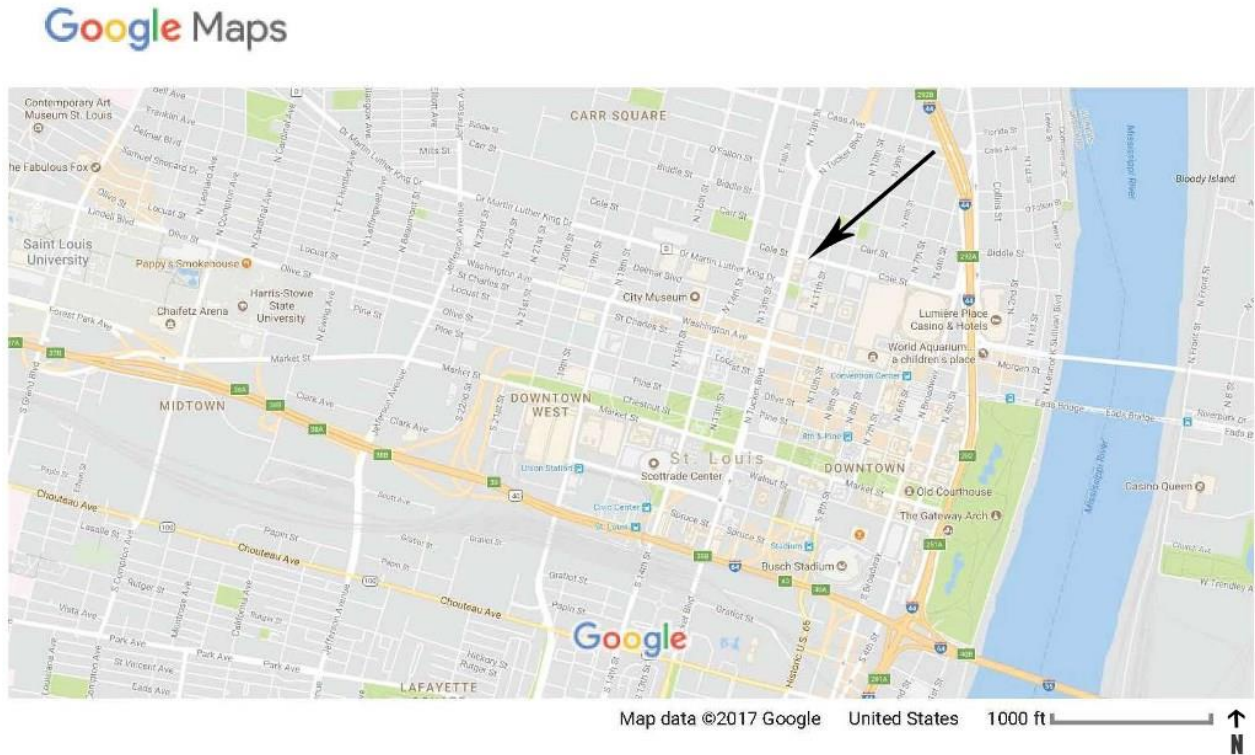


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St. Louis Globe-Democrat Building
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Figure 4: Google Contextual Map



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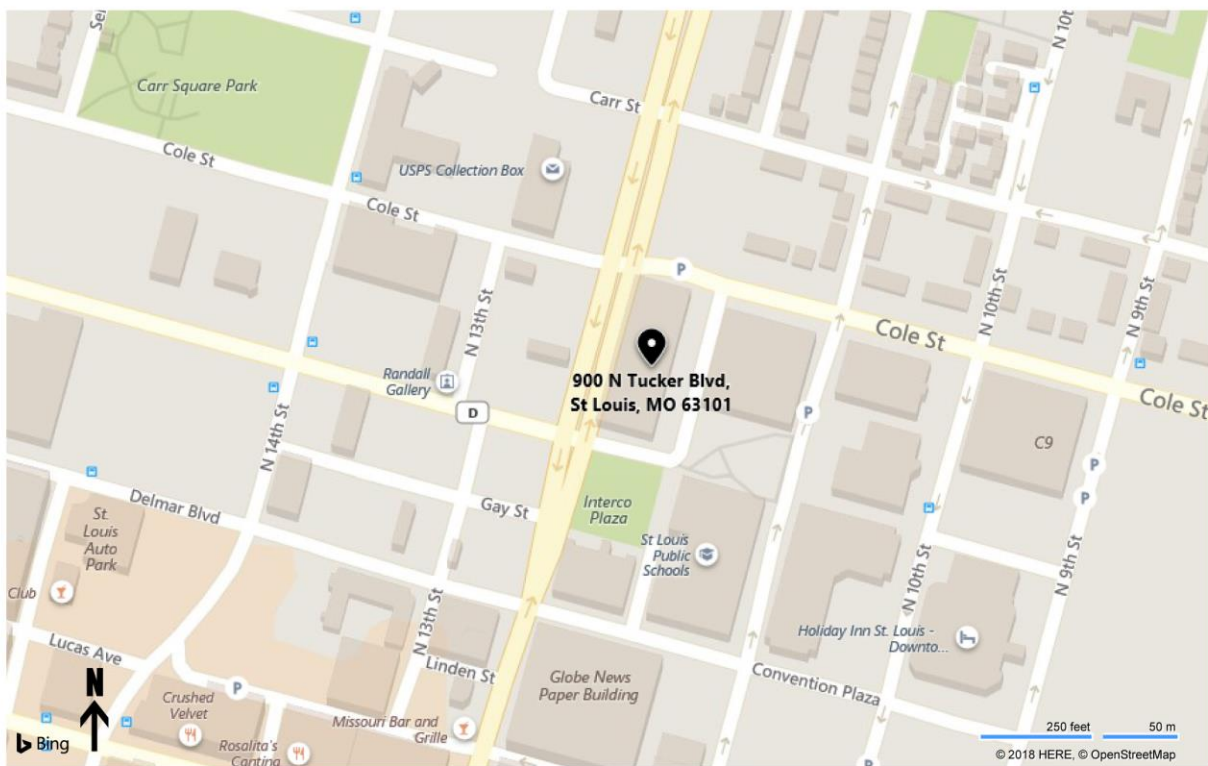
St. Louis Globe-Democrat Building
Name of Property
St. Louis (Independent City), Missouri
County and State
N/A
Name of multiple listing (if applicable)

Figure 5: Bing Map with Latitude and Longitude Coordinates



900 N Tucker Blvd, St Louis, MO 63101

Location: 38.63473, -90.19515

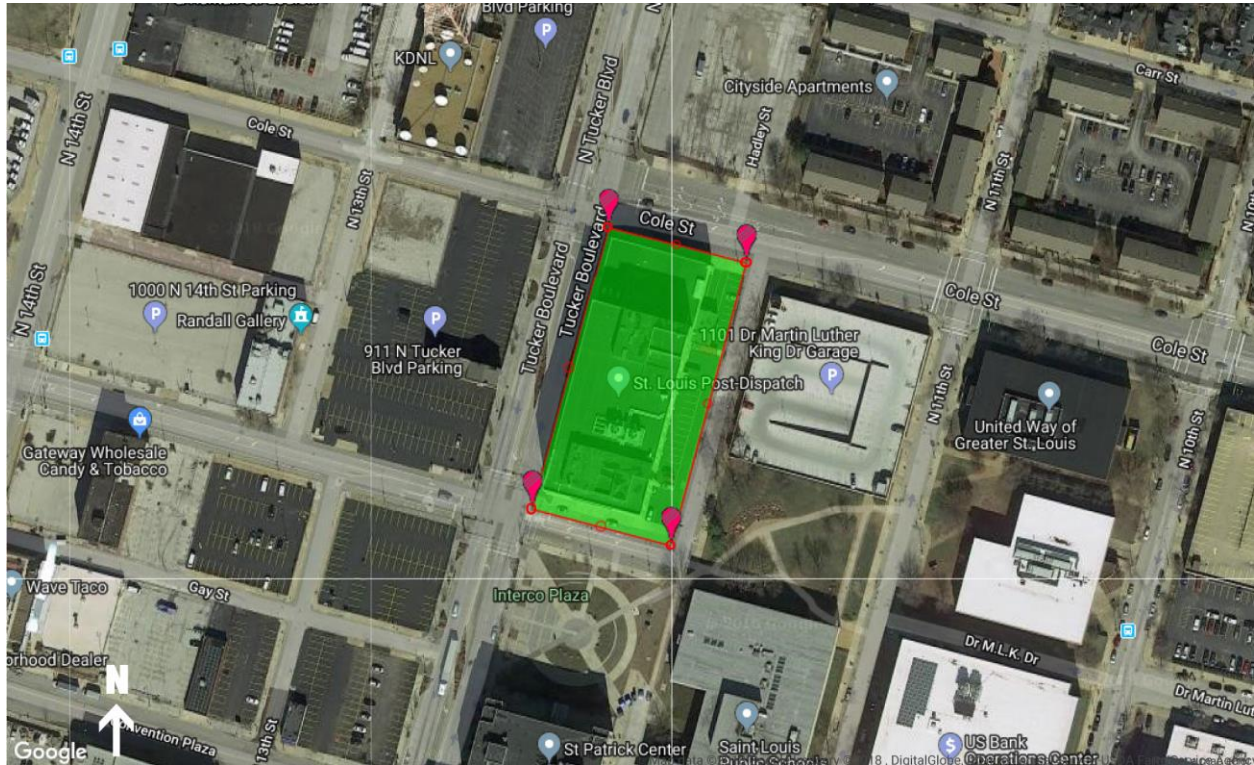


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Section number Figures Page 28

St. Louis Globe-Democrat Building
Name of Property
St. Louis (Independent City), Missouri
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N/A
Name of multiple listing (if applicable)

Figure 6: Google Site Map

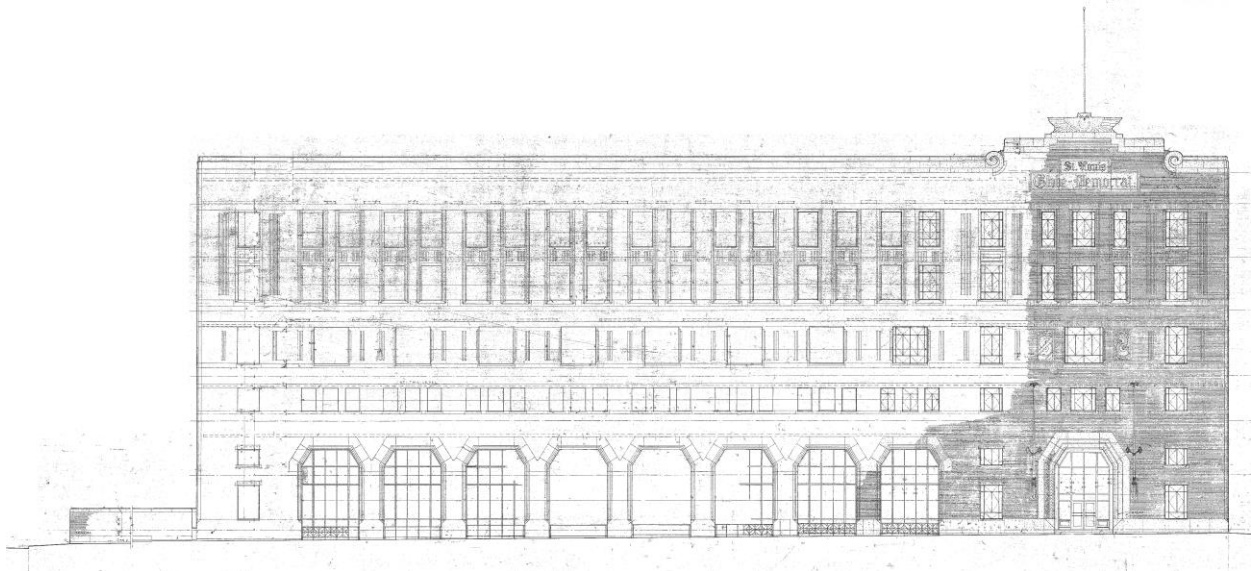


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St. Louis Globe-Democrat Building
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Figure 7: Mauran Russell & Crowe Architects 10-8-30 Sheet No. 11 – Front Elevation



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St. Louis Globe-Democrat Building
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Figure 8: Mauran Russell & Crowe Architects 10-8-30 Sheet No. 13 – Rear Elevation



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St. Louis Globe-Democrat Building
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Figure 9: Mauran Russell & Crowe Architects 10-8-30 Sheet No. 13 – North and South Elevations

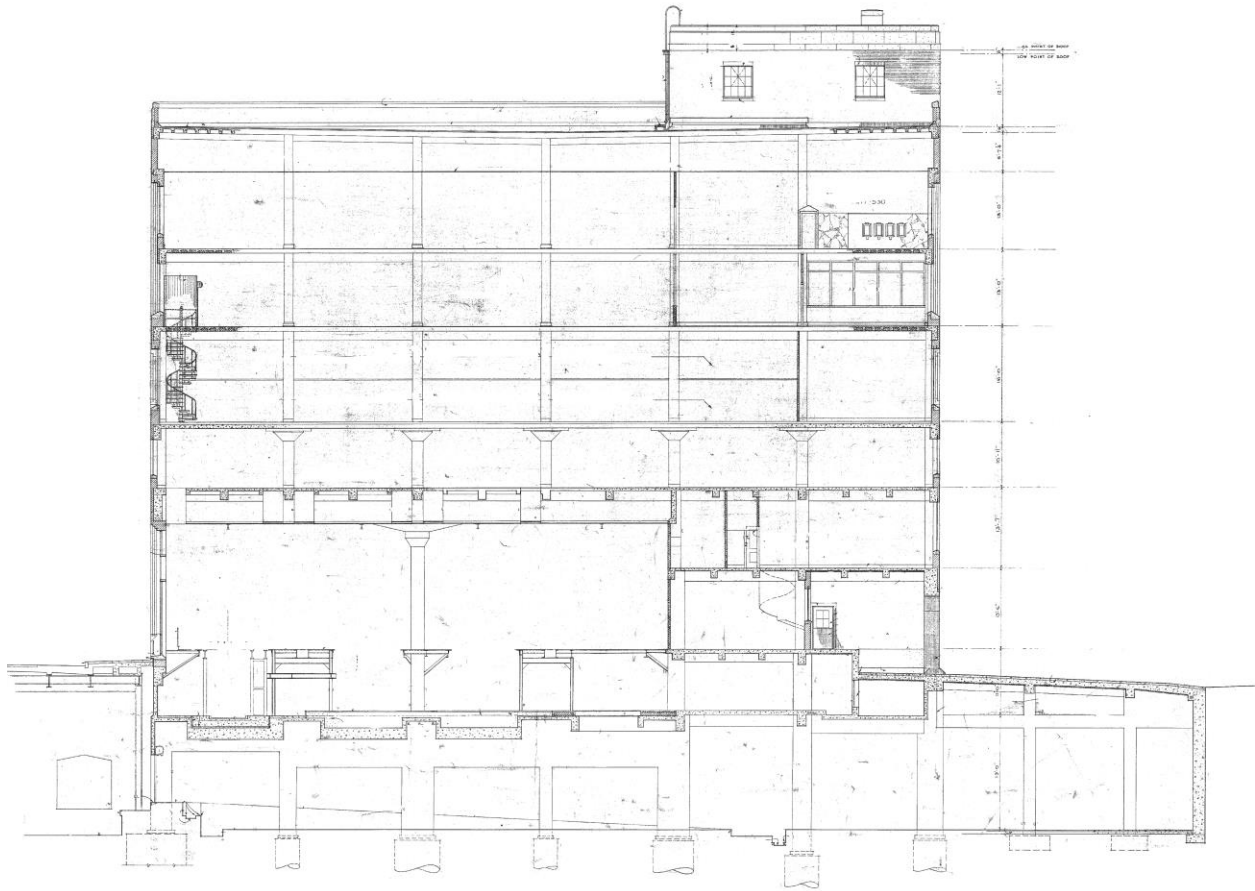


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St. Louis Globe-Democrat Building
Name of Property
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N/A
Name of multiple listing (if applicable)

Figure 10: Mauran Russell & Crowe Architects 10-8-30 Sheet No. 14 – Cross Section

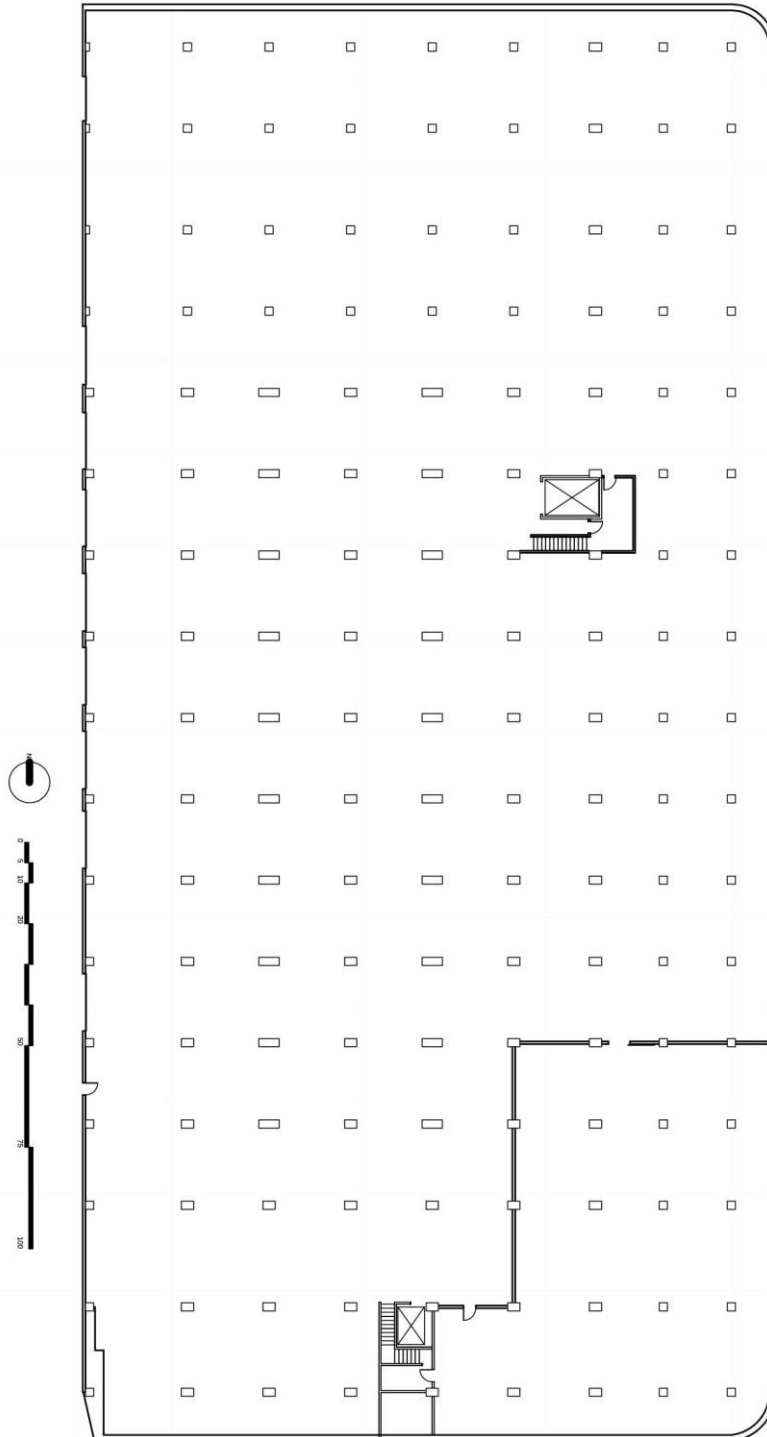


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St. Louis Globe-Democrat Building
Name of Property
St. Louis (Independent City), Missouri
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N/A
Name of multiple listing (if applicable)

Figure 11: Sub-basement Plan drawn from originals by Jim Burwinkel

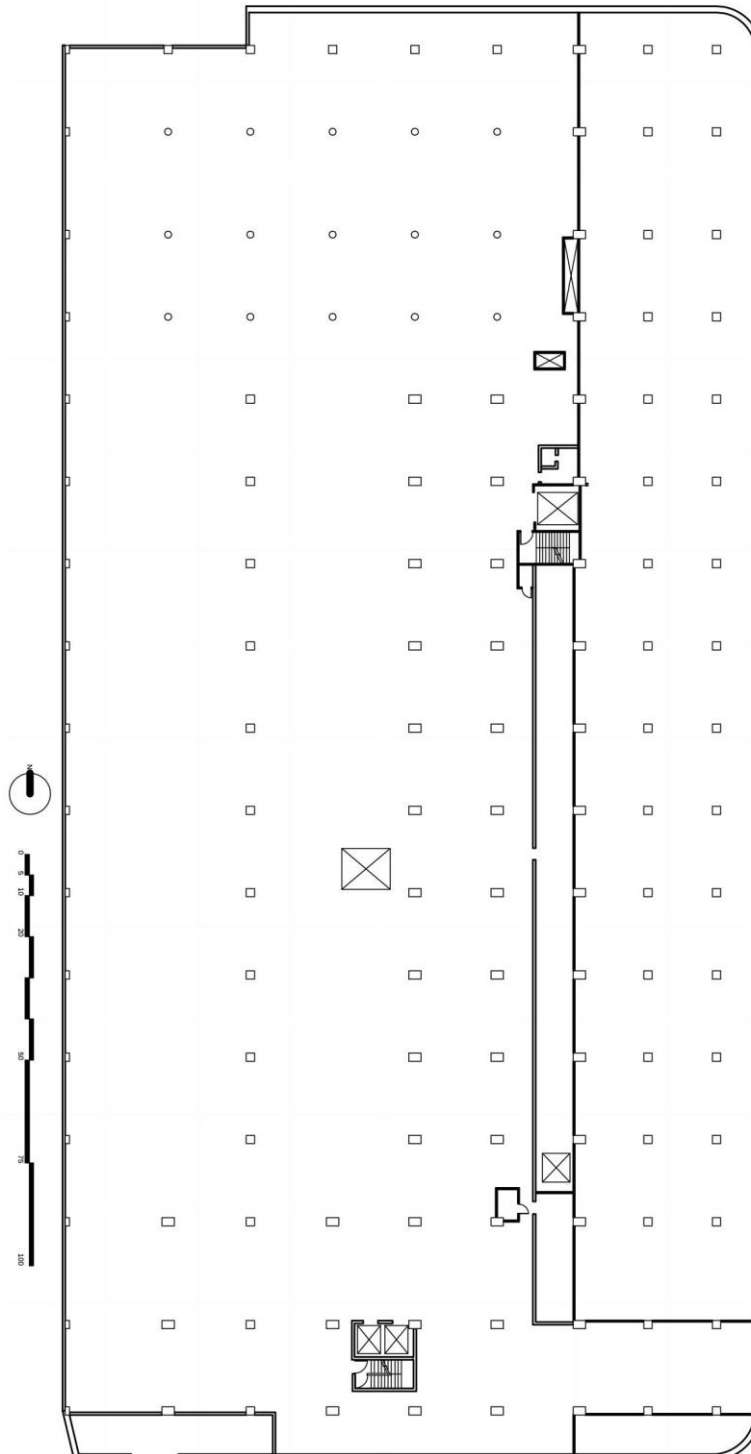


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St. Louis Globe-Democrat Building
----- Name of Property
St. Louis (Independent City), Missouri
----- County and State
N/A
----- Name of multiple listing (if applicable)

Figure 12: Basement Plan drawn from originals by Jim Burwinkel

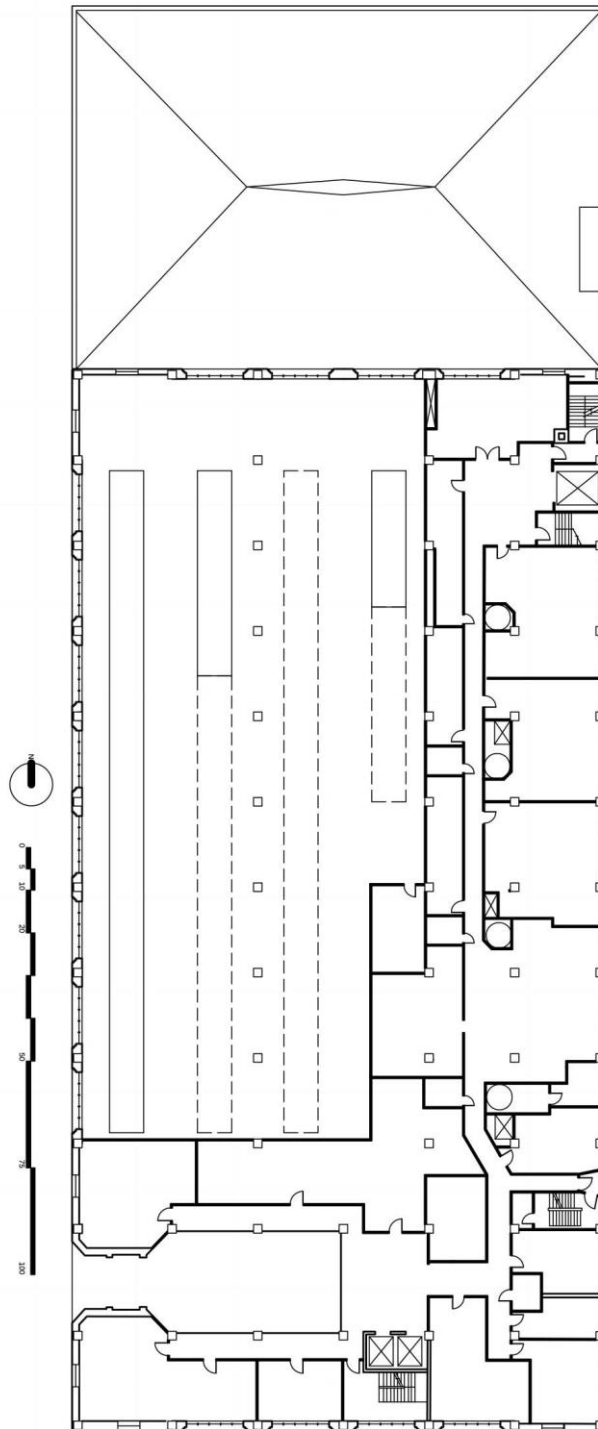


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St. Louis Globe-Democrat Building
----- Name of Property
St. Louis (Independent City), Missouri
----- County and State
N/A
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Figure 13: Second Floor Plan drawn from originals by Jim Burwinkel

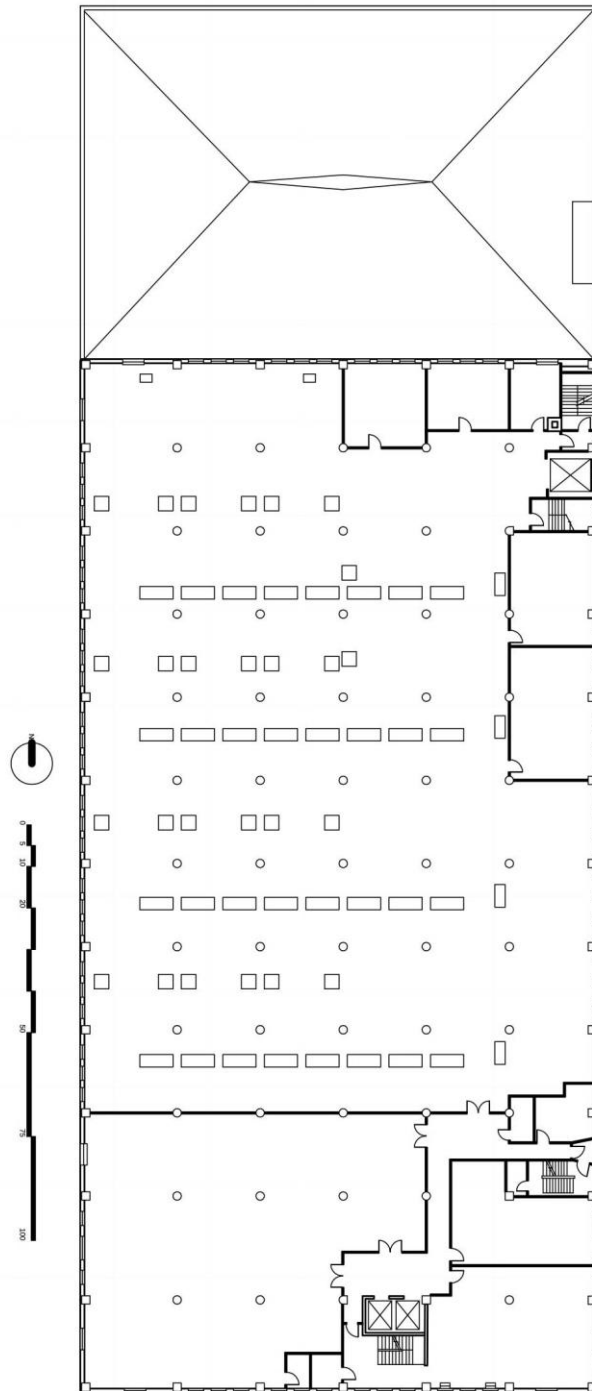


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St. Louis Globe-Democrat Building
Name of Property
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N/A
Name of multiple listing (if applicable)

Figure 14: Third Floor Plan drawn from originals by Jim Burwinkel



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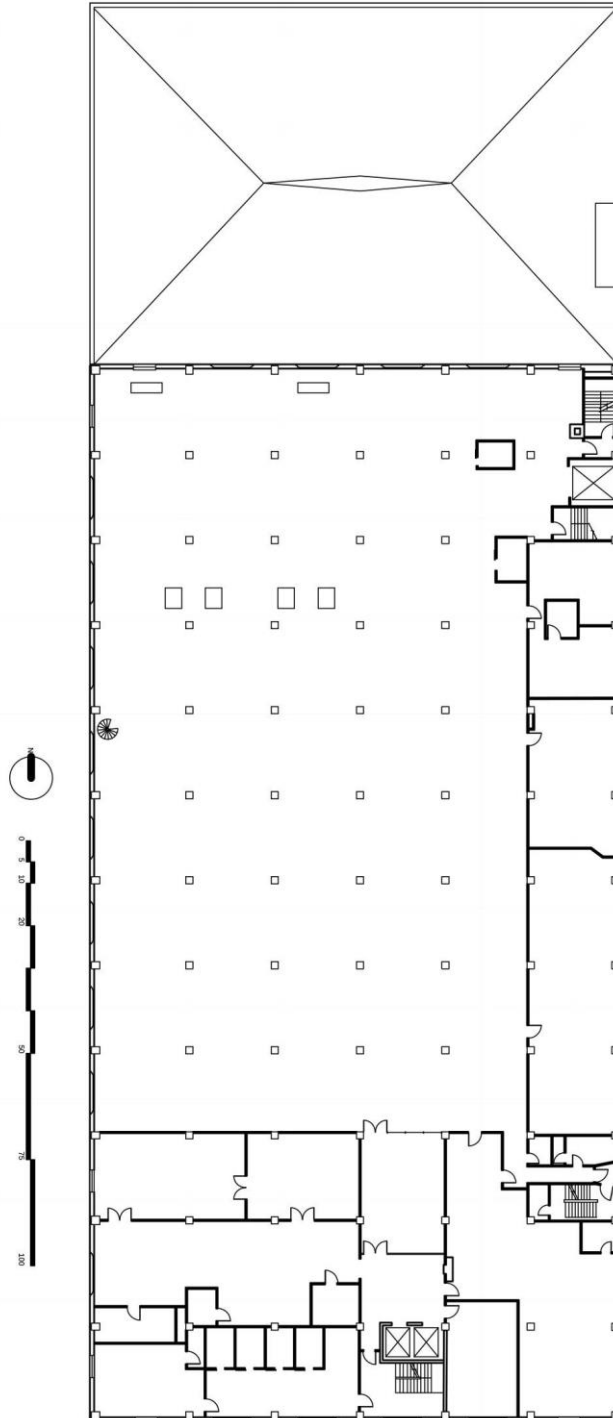
St. Louis Globe-Democrat Building

Name of Property
St. Louis (Independent City), Missouri

County and State
N/A

Name of multiple listing (if applicable)

Figure 15: Forth Floor Plan drawn from originals by Jim Burwinkel

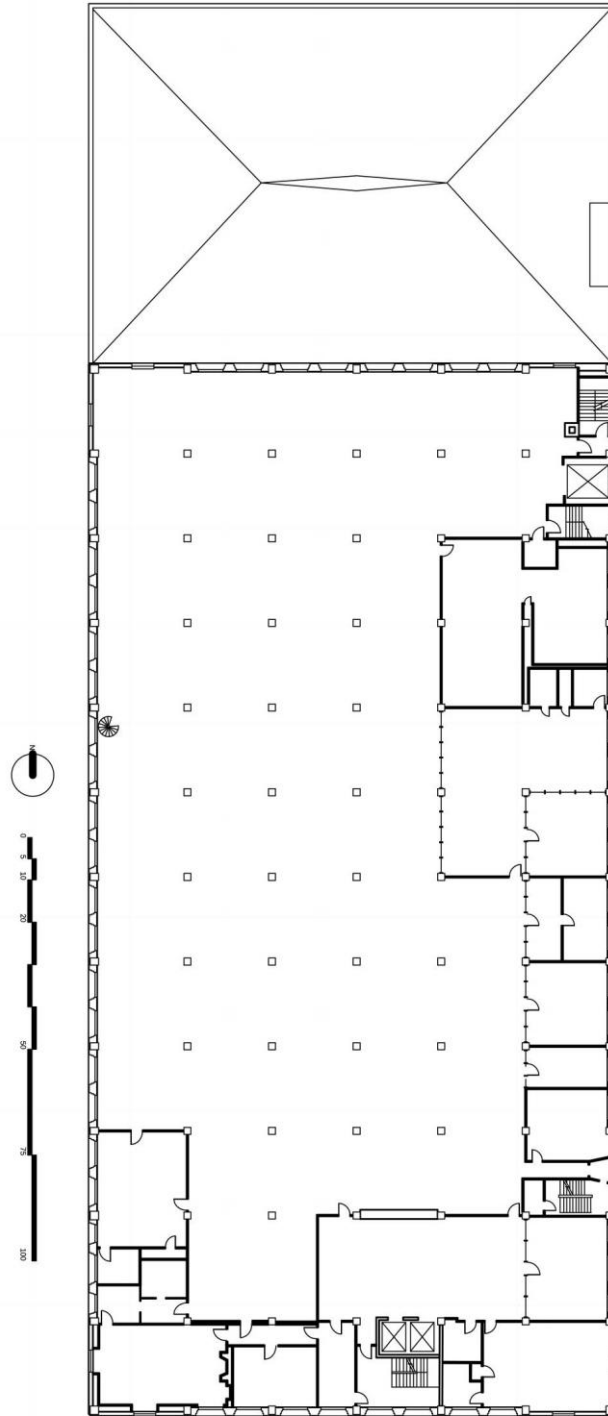


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Section number Figures Page 38

St. Louis Globe-Democrat Building
Name of Property
St. Louis (Independent City), Missouri
County and State
N/A
Name of multiple listing (if applicable)

Figure 16: Fifth Floor Plan drawn from originals by Jim Burwinkel

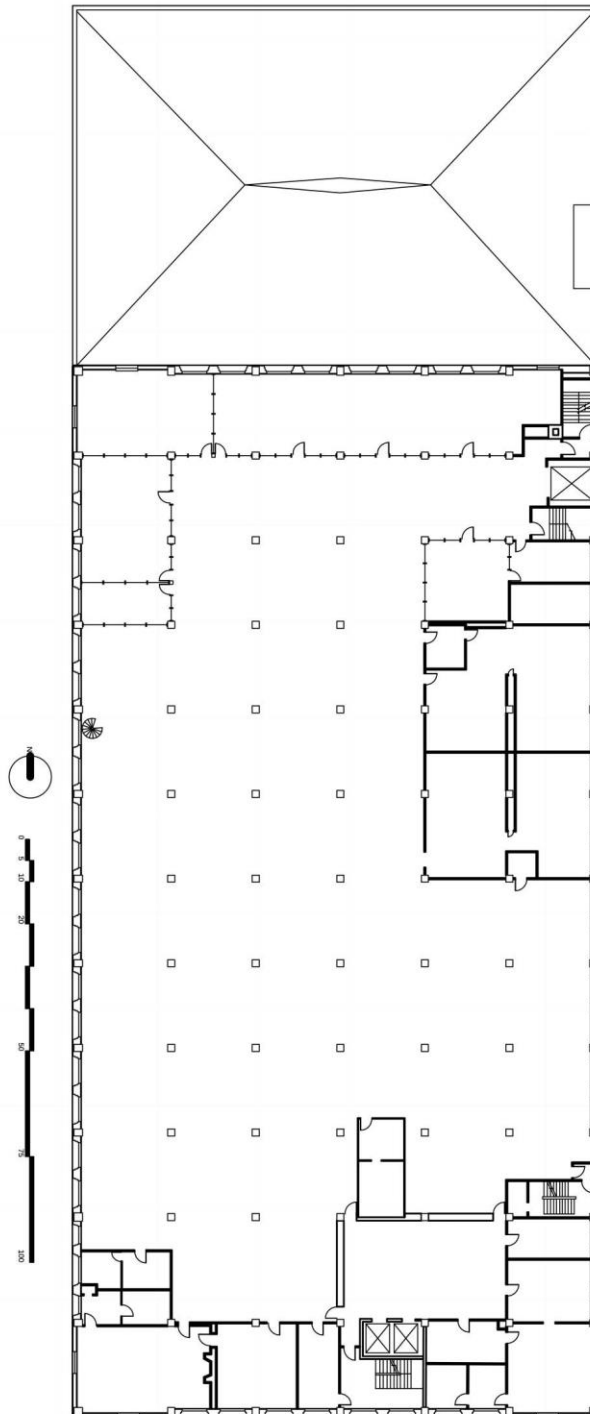


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Section number Figures Page 39

St. Louis Globe-Democrat Building
Name of Property
St. Louis (Independent City), Missouri
County and State
N/A
Name of multiple listing (if applicable)

Figure 17: Sixth Floor Plan drawn from originals by Jim Burwinkel

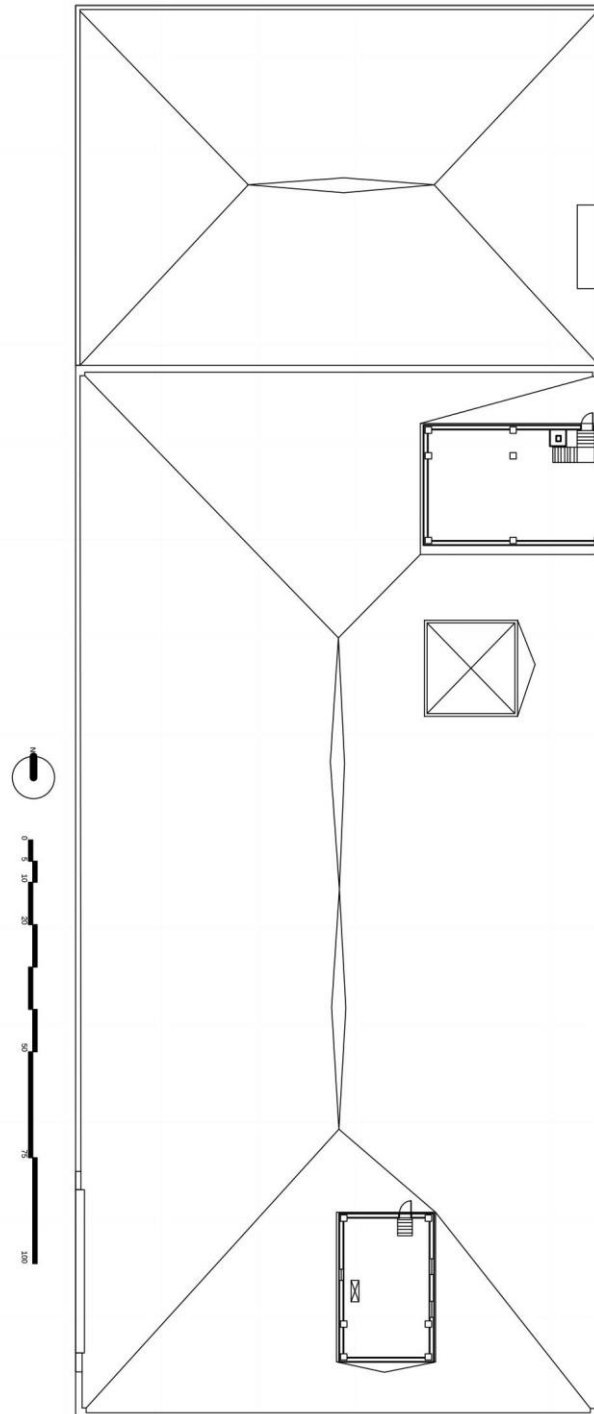


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Section number Figures Page 40

St. Louis Globe-Democrat Building
----- Name of Property
St. Louis (Independent City), Missouri
----- County and State
N/A
----- Name of multiple listing (if applicable)

Figure 18: Roof Plan drawn from originals by Jim Burwinkel

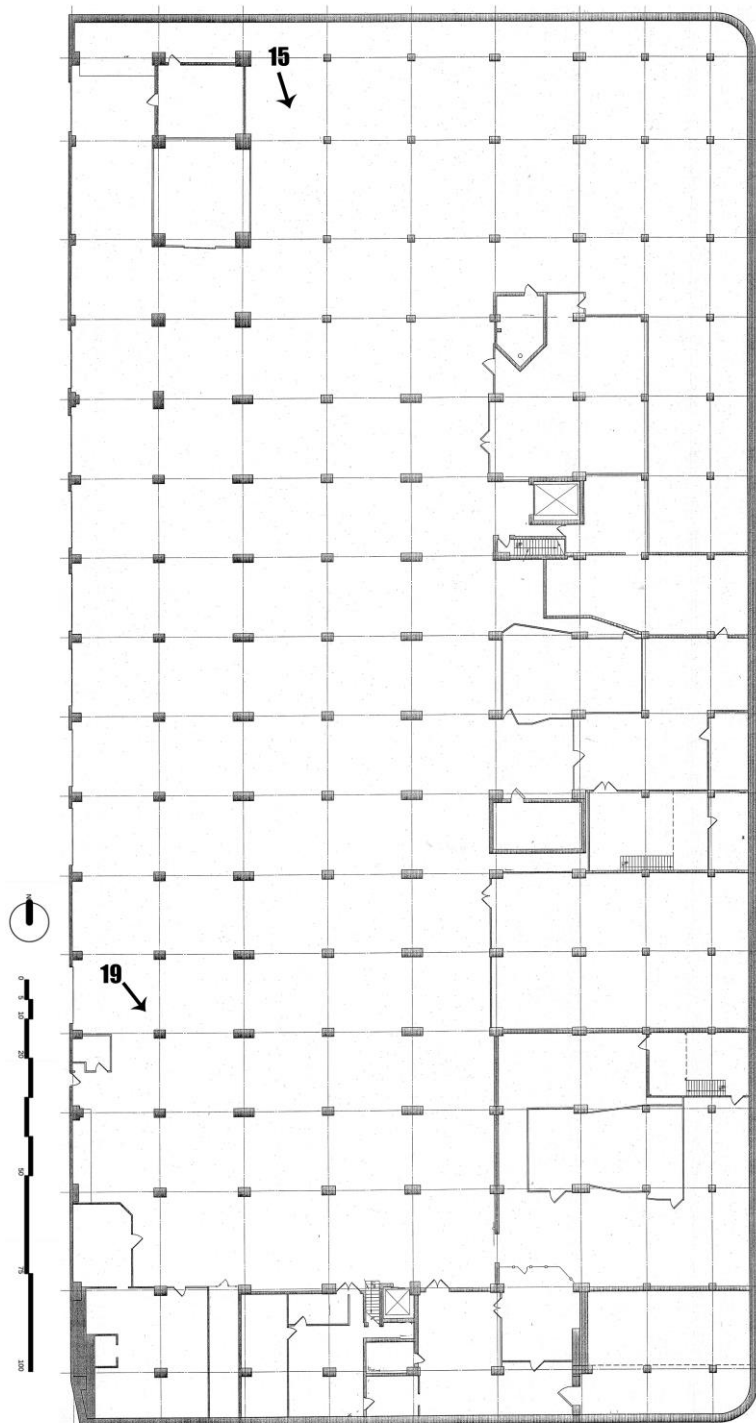


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St. Louis Globe-Democrat Building
Name of Property
St. Louis (Independent City), Missouri
County and State
N/A
Name of multiple listing (if applicable)

Figure 19: Current Sub-basement Plan drawn by Jim Burwinkel with photo key

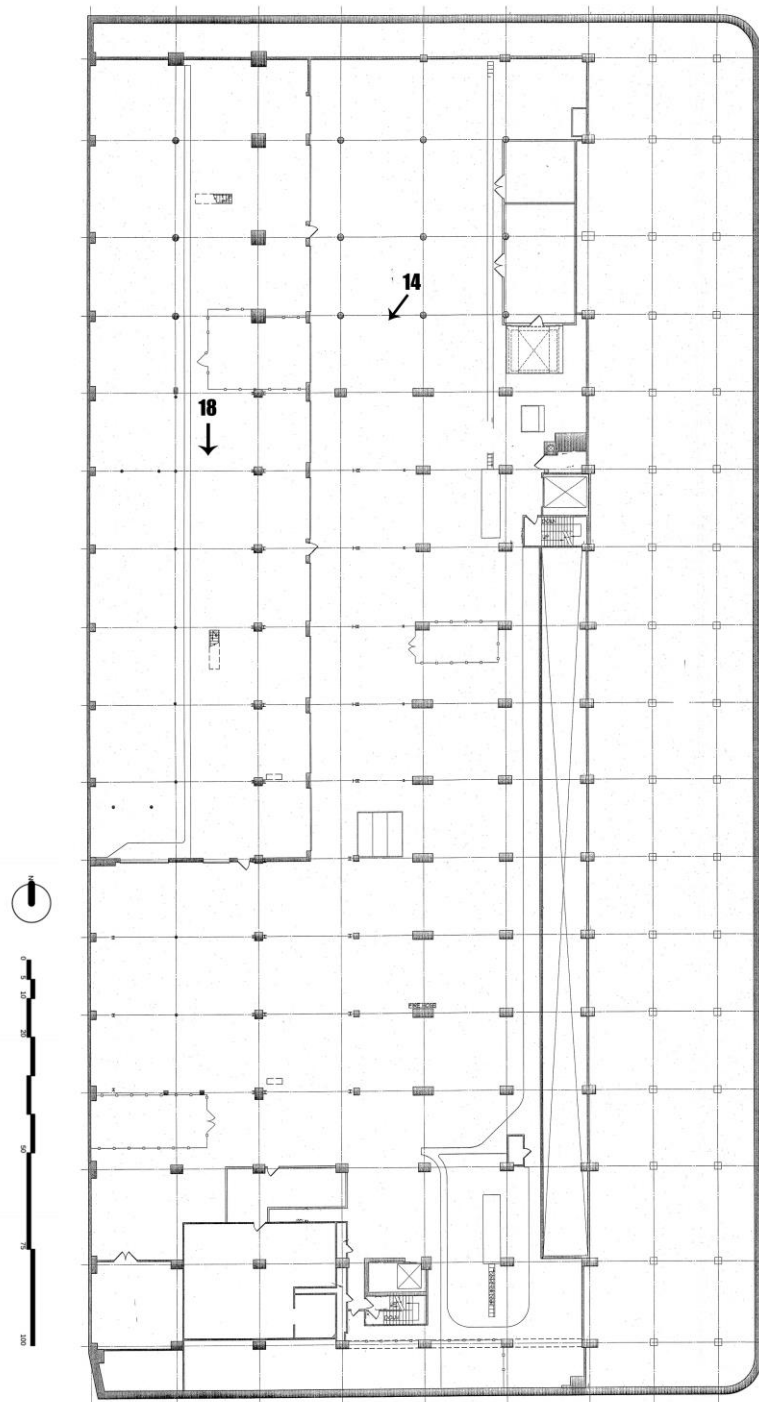


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Section number Figures Page 42

St. Louis Globe-Democrat Building
Name of Property
St. Louis (Independent City), Missouri
County and State
N/A
Name of multiple listing (if applicable)

Figure 20: Current Basement Plan drawn by Jim Burwinkel with photo key

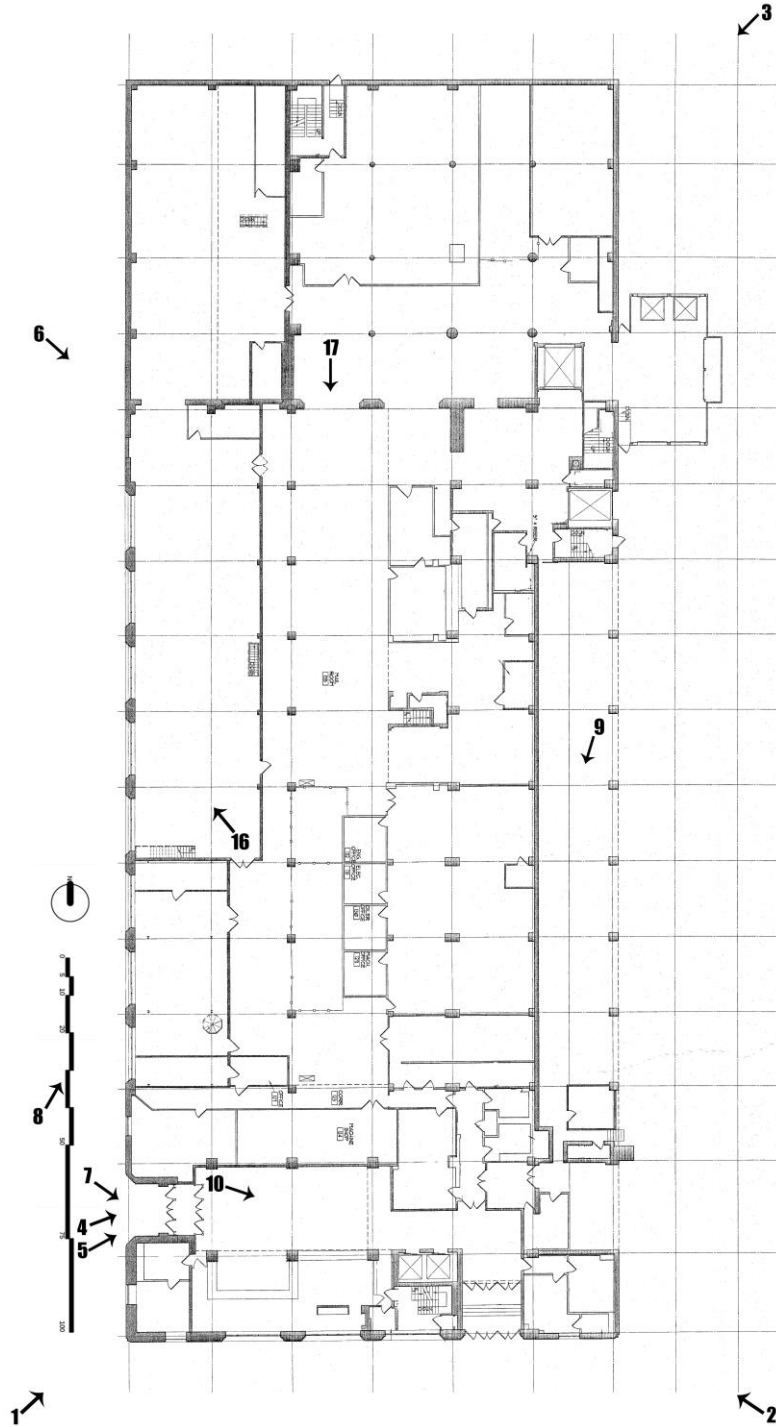


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Section number Figures Page 43

St. Louis Globe-Democrat Building
Name of Property
St. Louis (Independent City), Missouri
County and State
N/A
Name of multiple listing (if applicable)

Figure 21: Current First Floor Plan drawn by Jim Burwinkel with photo key

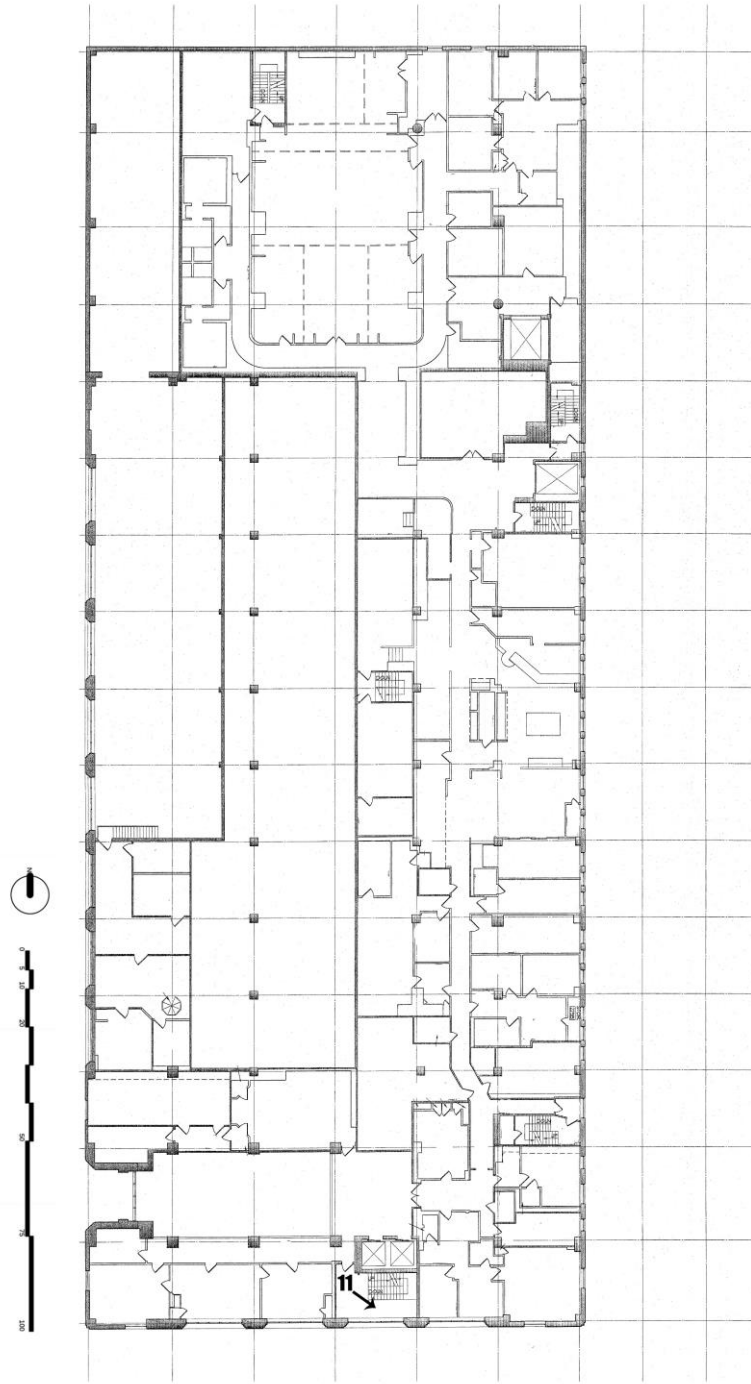


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Section number Figures Page 44

St. Louis Globe-Democrat Building
----- Name of Property
St. Louis (Independent City), Missouri
----- County and State
N/A
----- Name of multiple listing (if applicable)

Figure 22: Current Second Floor Plan drawn by Jim Burwinkel with photo key

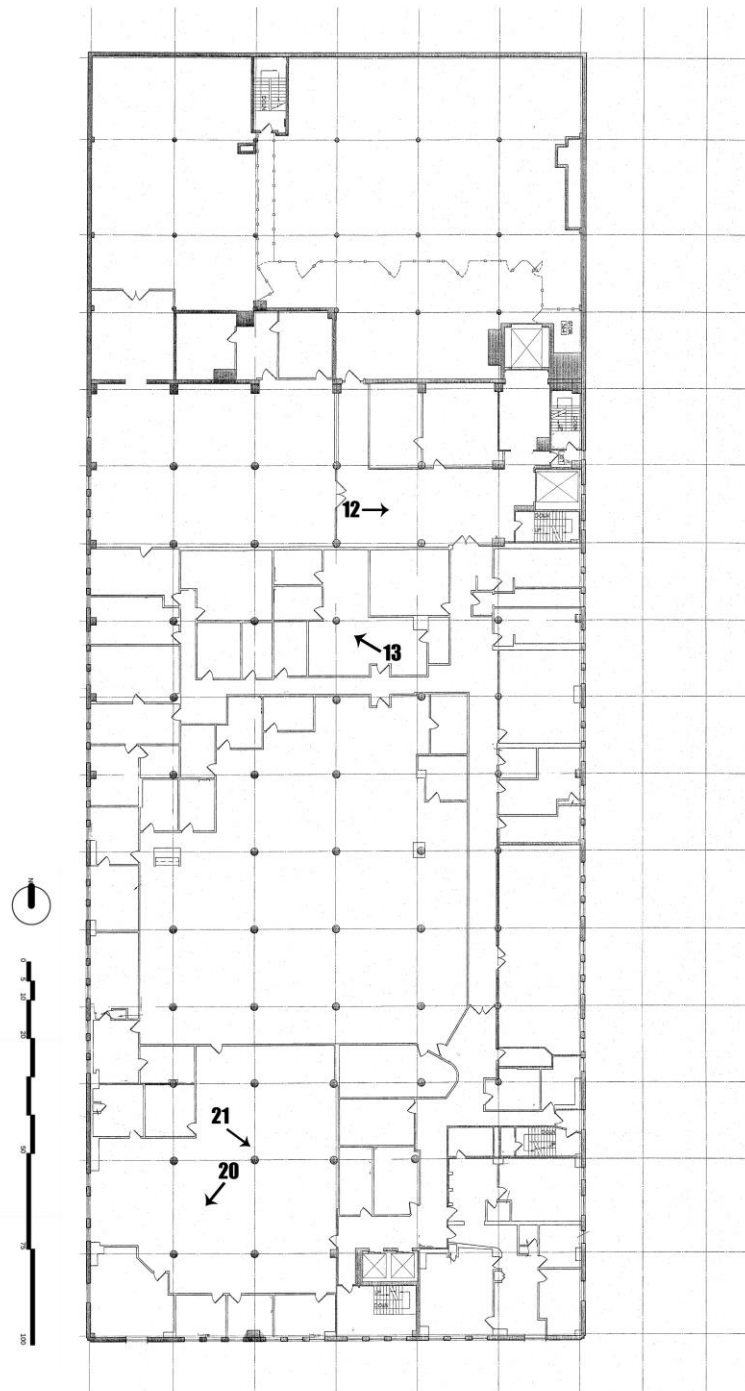


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Section number Figures Page 45

St. Louis Globe-Democrat Building
Name of Property
St. Louis (Independent City), Missouri
County and State
N/A
Name of multiple listing (if applicable)

Figure 23: Current Third Floor Plan drawn by Jim Burwinkel with photo key

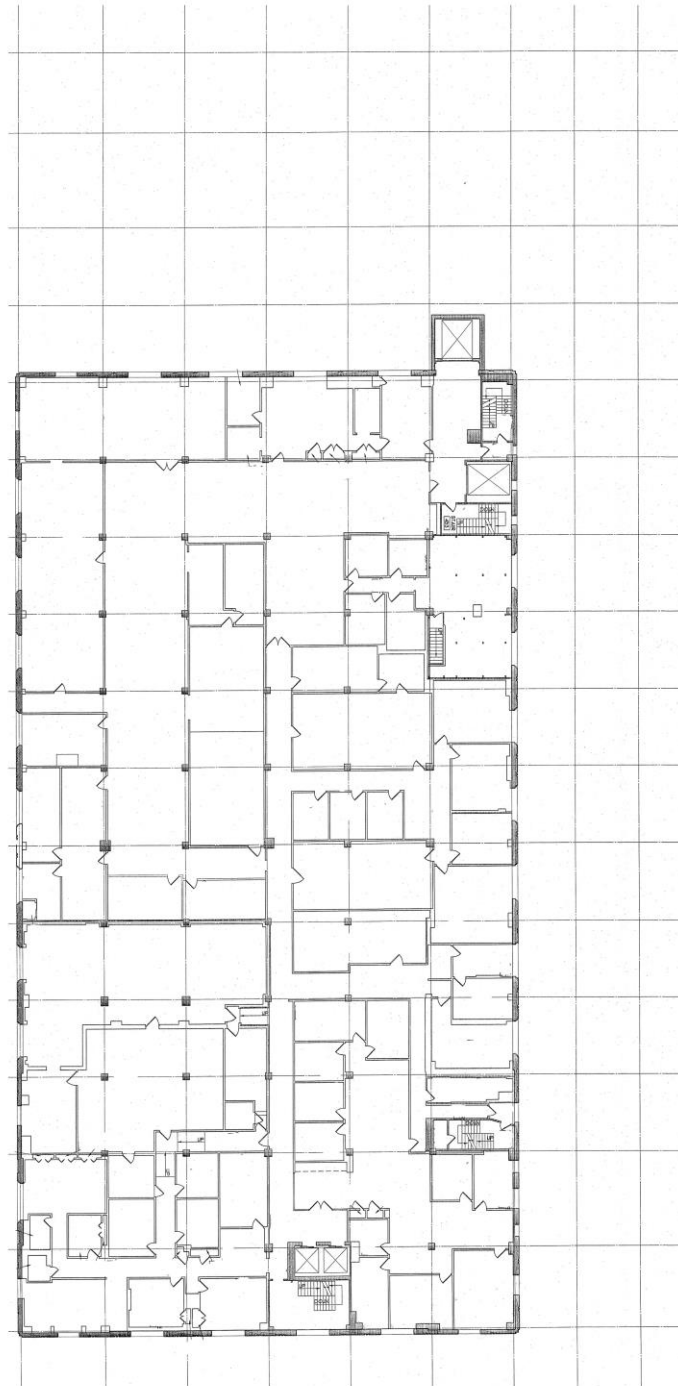


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Section number Figures Page 46

St. Louis Globe-Democrat Building
----- Name of Property
St. Louis (Independent City), Missouri
----- County and State
N/A
----- Name of multiple listing (if applicable)

Figure 24: Current Forth Floor Plan drawn by Jim Burwinkel with photo key



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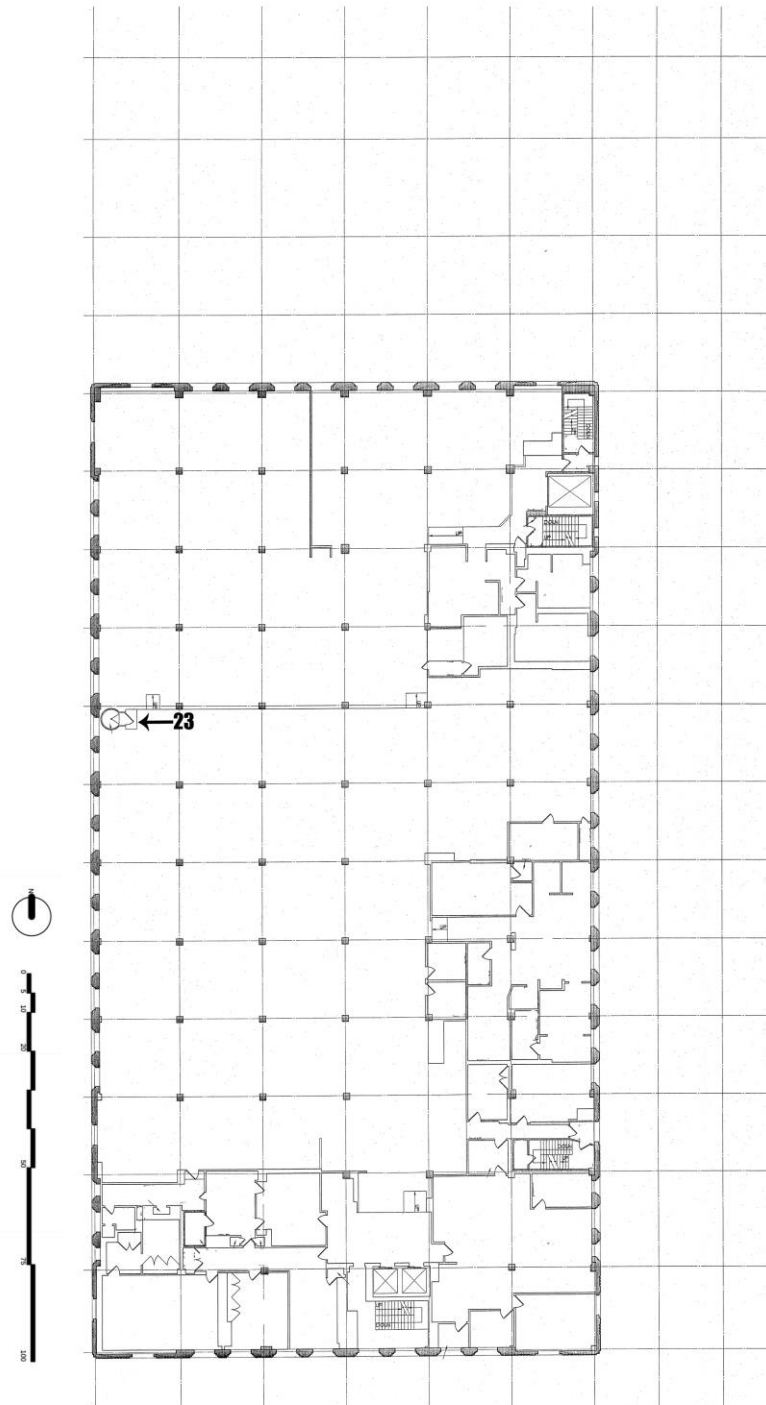
St. Louis Globe-Democrat Building

Name of Property
St. Louis (Independent City), Missouri

County and State
N/A

Name of multiple listing (if applicable)

Figure 25: Current Fifth Floor Plan drawn by Jim Burwinkel with photo key

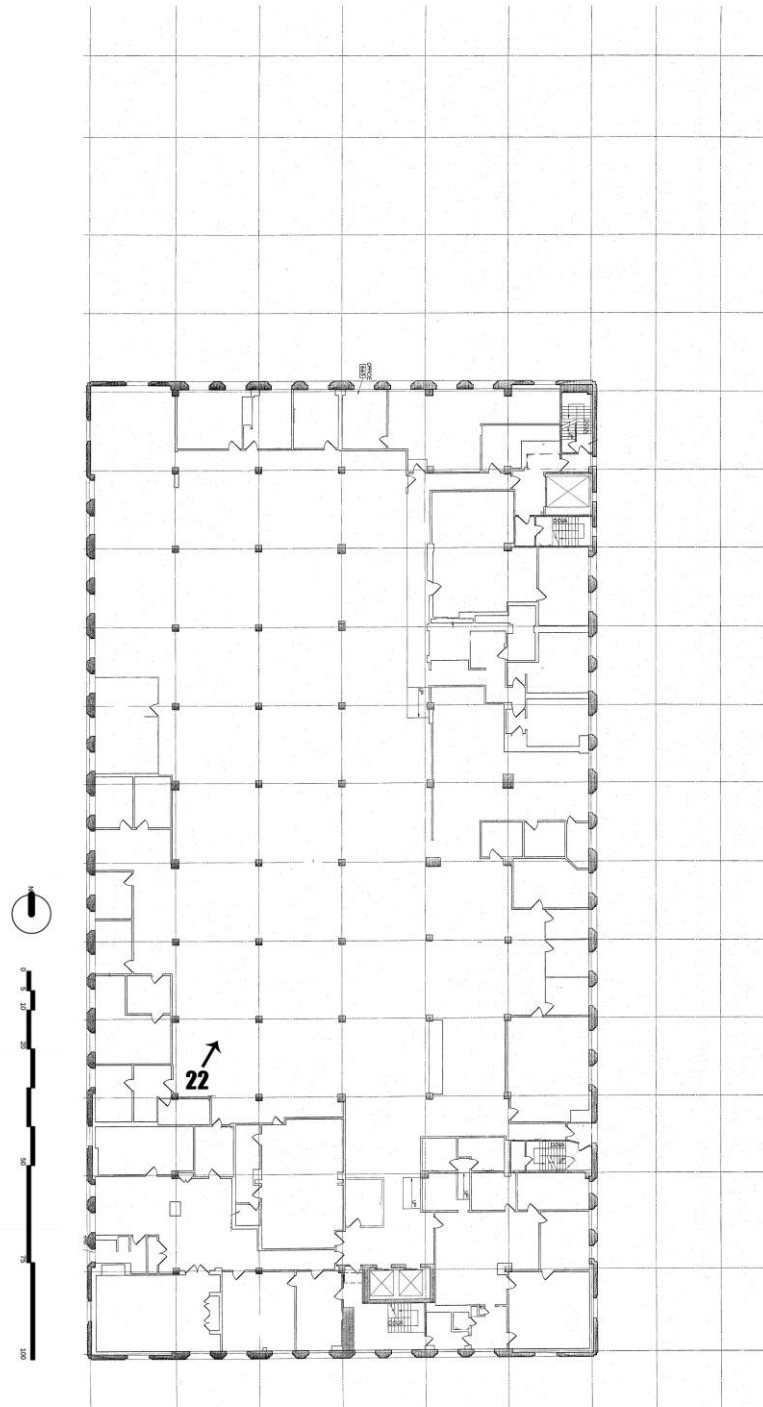


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Section number Figures Page 48

St. Louis Globe-Democrat Building
Name of Property
St. Louis (Independent City), Missouri
County and State
N/A
Name of multiple listing (if applicable)

Figure 26: Current Sixth Floor Plan drawn by Jim Burwinkel with photo key

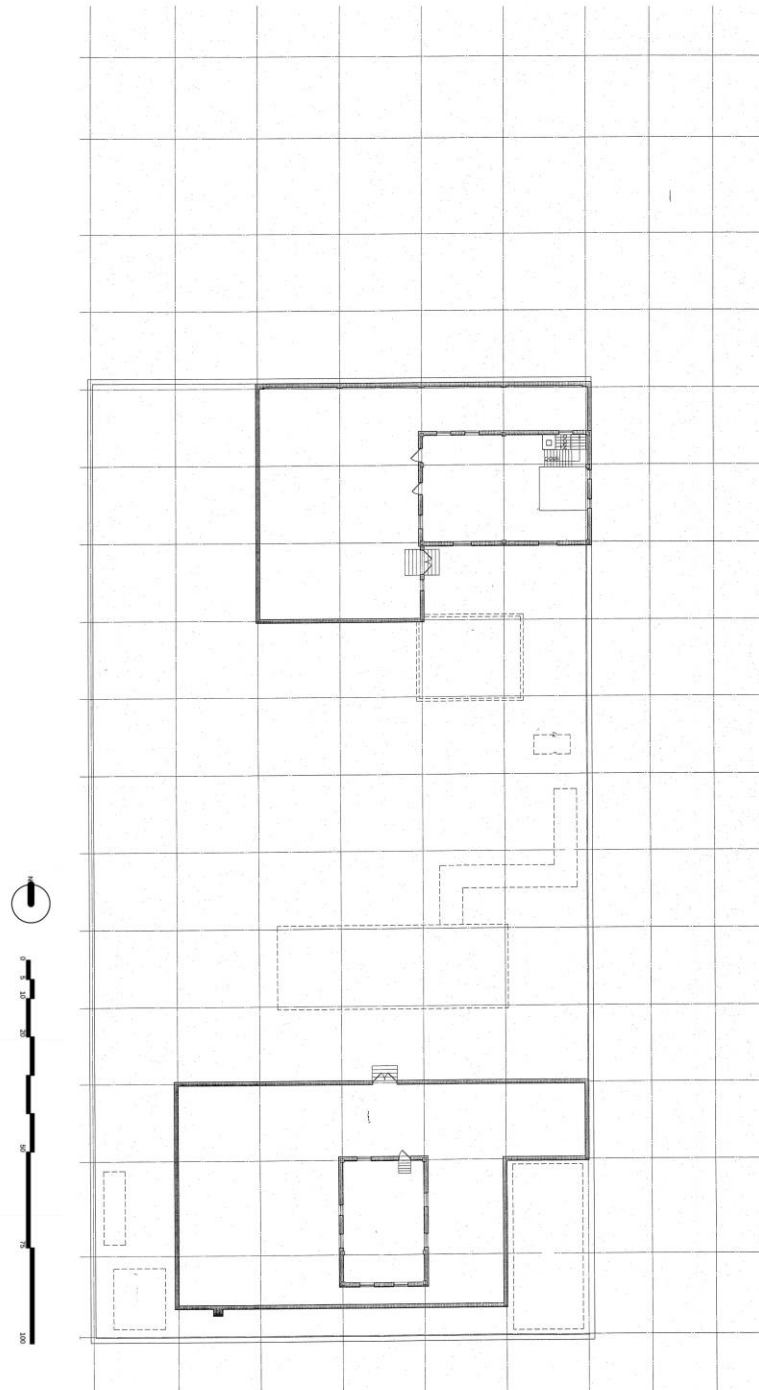


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Section number Figures Page 49

St. Louis Globe-Democrat Building
Name of Property
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Figure 27: Current Roof Plan drawn by Jim Burwinkel



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St. Louis Globe-Democrat Building
Name of Property
St. Louis (Independent City), Missouri
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N/A
Name of multiple listing (if applicable)

Figure 28: Exterior Photo, 1962



Post-Dispatch, - Bldgs. #9. Staff Photographer. Ferguson. Received by Post-Dispatch Reference Department April 30, 1962. Courtesy of St. Louis Post-Dispatch Photo Archives Reference Department. Aerial looking northeast at south and west elevations.

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Section number Figures Page 51

St. Louis Globe-Democrat Building
Name of Property
St. Louis (Independent City), Missouri
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N/A
Name of multiple listing (if applicable)

Figure 29: Exterior Photo, ca. 1955



Post-Dispatch, - Bldgs. #9. Staff Photographer. Ferguson. Received by Post-Dispatch Reference Department April 30, 1982. Courtesy of St. Louis Post-Dispatch Photo Archives Reference Department. Aerial looking southwest at north and east elevations. Circa 1955.

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St. Louis Globe-Democrat Building
Name of Property
St. Louis (Independent City), Missouri
County and State
N/A
Name of multiple listing (if applicable)

Figure 30: Exterior Photo, 1959



Post-Dispatch, - Bldgs. #9. (1133 Franklin) Looking South from Carr St. at the Globe Democrat showing the under pass on the right and 12th St. January. Received by Post-Dispatch Reference Department March 19, 1959. Courtesy of St. Louis Post-Dispatch Photo Archives Reference Department.

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St. Louis Globe-Democrat Building
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N/A
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Figure 31: Exterior Photo, 1959



Post-Dispatch, - Bldgs. #9 (1133 Franklin) March 17, 1959. January. From the old Star-Times loading platform between Franklin and Delmar looking North at the Globe showing underneath. January. Courtesy of St. Louis Post-Dispatch Photo Archives Reference Department.

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Section number Figures Page 54

St. Louis Globe-Democrat Building
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N/A
Name of multiple listing (if applicable)

Figure 32: Exterior Drawing, 1929



Post-Dispatch, - Bldgs. #9 (1133 Franklin) Associated Press Photo. January 27, 1929. Courtesy of St. Louis Post-Dispatch Photo Archives Reference Department. Associated Press drawing of the proposed building looking northeast at south and west elevations.

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St. Louis Globe-Democrat Building
Name of Property
St. Louis (Independent City), Missouri
County and State
N/A
Name of multiple listing (if applicable)

Figure 33: Exterior Photo, 1933



Post-Dispatch, - Bldgs. #9 (1133 Franklin) January 20, 1933. Courtesy of St. Louis Post-Dispatch Photo Archives Reference Department. Photo looking northeast at south and west elevations.

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St. Louis Globe-Democrat Building

Name of Property

St. Louis (Independent City), Missouri

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N/A

Name of multiple listing (if applicable)

Figure 34: Exterior Photo, 1959



Post-Dispatch, - Bldgs. #9 (1133 Franklin) March 17, 1959. January. Looking S.E. from 12th and Cole – Cole is at the left at wall at north end of bldg. January. Received by Post-Dispatch Reference Department March 19, 1959. Courtesy of St. Louis Post-Dispatch Photo Archives Reference Department.

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Section number Figures Page 57

St. Louis Globe-Democrat Building
Name of Property
St. Louis (Independent City), Missouri
County and State
N/A
Name of multiple listing (if applicable)

Figure 35: Exterior Photo, 1959



Post-Dispatch, - Bldgs. #9 (1133 Franklin) March 7 1959. Ferguson. Received by Post-Dispatch Reference Department March 19, 1959. Courtesy of St. Louis Post-Dispatch Photo Archives Reference Department. Photo looking northwest and south and east elevations.

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St. Louis Globe-Democrat Building
----- Name of Property
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N/A
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Figure 36: Exterior Photo, 1959



Post-Dispatch, - Bldgs. #9 (1133 Franklin) Received by Post-Dispatch Reference Department March 19, 1959. Courtesy of St. Louis Post-Dispatch Photo Archives Reference Department. Photo looking southwest at north and east elevations.

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St. Louis Globe-Democrat Building

Name of Property

St. Louis (Independent City), Missouri

County and State

N/A

Name of multiple listing (if applicable)

Figure 37: Exterior Photo, 1959



Post-Dispatch, - Bldgs. #9 (1133 Franklin) March 17, 1959. January. Looking S.W. from Hadley and Cole showing wall at North end of building. Cole is at right of pixs. January. Received by Post-Dispatch Reference Department March 19, 1959. Courtesy of St. Louis Post-Dispatch Photo Archives Reference Department.

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St. Louis Globe-Democrat Building
Name of Property
St. Louis (Independent City), Missouri
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N/A
Name of multiple listing (if applicable)

Figure 38: Exterior Photo, 1962



Post-Dispatch, - Bldgs. #9. 1133 Franklin. Staff Photographer. Received by Post-Dispatch Reference Department March 14, 1962. Courtesy of St. Louis Post-Dispatch Photo Archives Reference Department. Photo looking northeast at south and west elevations.

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St. Louis Globe-Democrat Building
Name of Property
St. Louis (Independent City), Missouri
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N/A
Name of multiple listing (if applicable)

Figure 39: Exterior Photo, 1962



Post-Dispatch, - Bldgs. #9. 1133 Franklin. July 14, 1962. Linck. Received by Post-Dispatch Reference Department July 20, 1962. Courtesy of St. Louis Post-Dispatch Photo Archives Reference Department. Photo looking northeast at south and west elevations.

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St. Louis Globe-Democrat Building
Name of Property
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N/A
Name of multiple listing (if applicable)

Figure 40: Exterior Photo, 1962



Post-Dispatch, - Bldgs. #9. 1133 Franklin. Received by Post-Dispatch Reference Department July 20, 1962. Courtesy of St. Louis Post-Dispatch Photo Archives Reference Department. Photo looking northeast at south and west elevations.

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St. Louis Globe-Democrat Building
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N/A
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Figure 41: Exterior Photo, ca. 1959



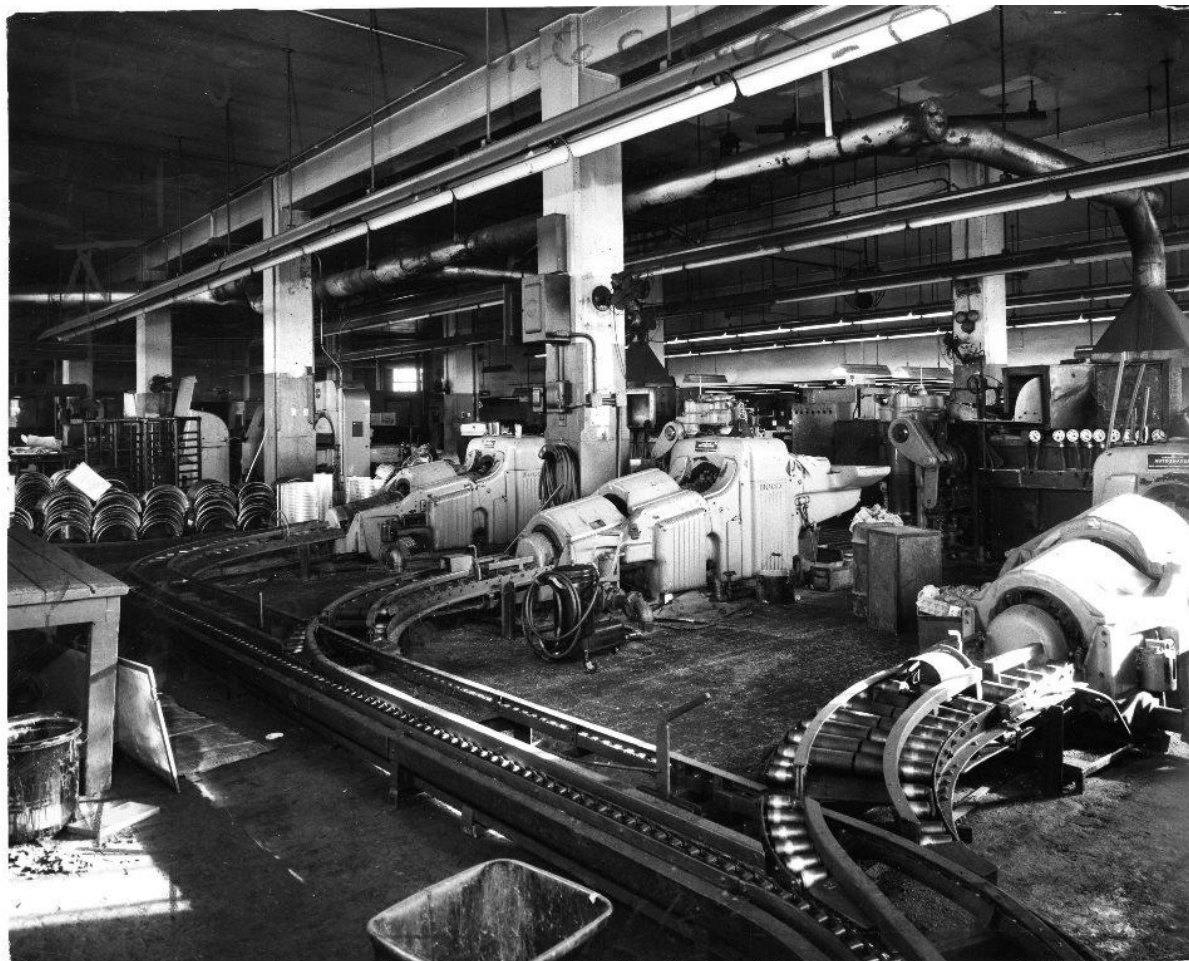
Post-Dispatch, - Bldgs. #9. (1133 Franklin) Courtesy of St. Louis Post-Dispatch Photo Archives Reference Department. Photo looking northeast at south and west elevations. Circa 1959.

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St. Louis Globe-Democrat Building
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N/A
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Figure 42: Interior Photo, 1960



Post-Dispatch, - Bldgs. #9 (1133 Franklin Ave) May 20, 1960. Ferguson. Received by Post-Dispatch Reference Department May 25, 1960. Courtesy of St. Louis Post-Dispatch Photo Archives Reference Department. Interior Photo.

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N/A

Name of multiple listing (if applicable)

Figure 43: Interior Photo, 1973



Post-Dispatch, - Bldgs. #9. April 25, 1973. Robert C. Holt III. Received by Post-Dispatch Reference Department April 28, 1973. Courtesy of St. Louis Post-Dispatch Photo Archives Reference Department. Photos taken as they were installing new presses and phasing out the linotype press.

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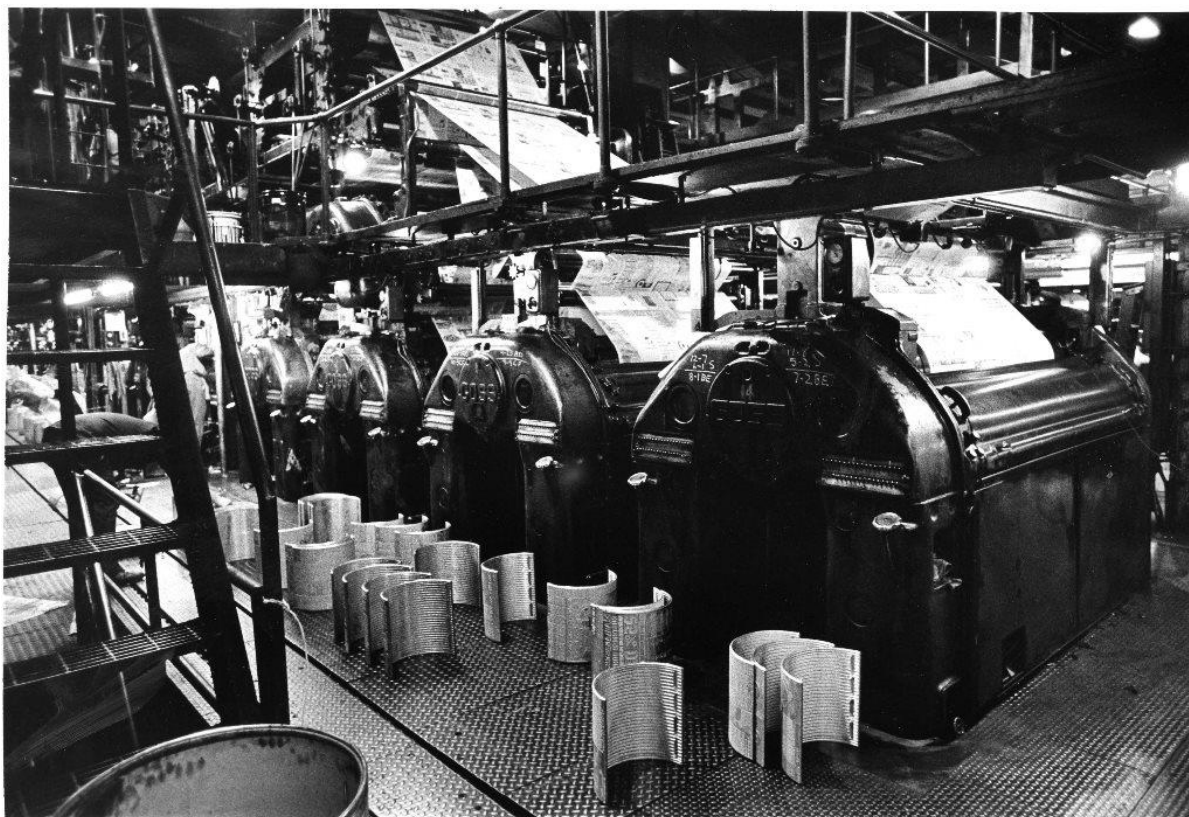
St. Louis Globe-Democrat Building

Name of Property
St. Louis (Independent City), Missouri

County and State
N/A

Name of multiple listing (if applicable)

Figure 44: Interior Photo, 1973



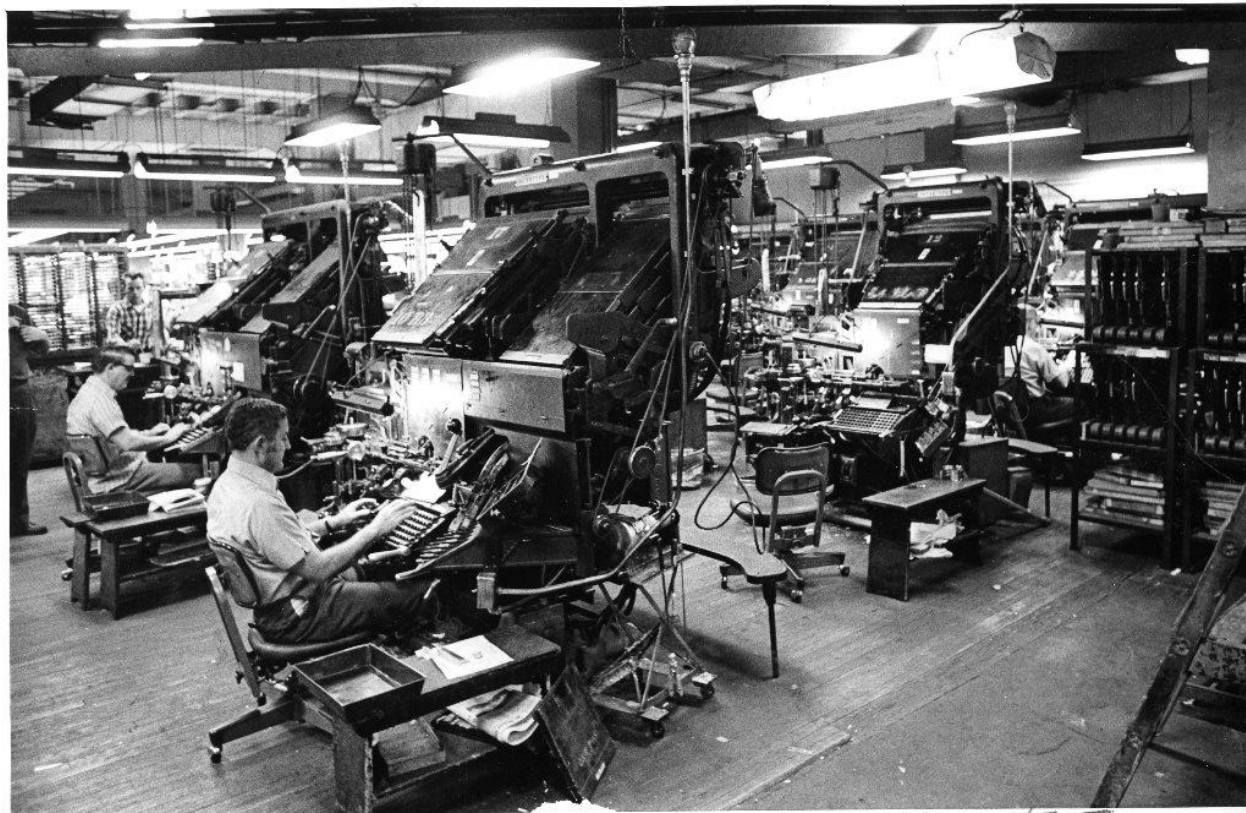
Post-Dispatch, - Bldgs. #9. April 25, 1973. Robert C. Holt III. Received by Post-Dispatch Reference Department April 28, 1973. Courtesy of St. Louis Post-Dispatch Photo Archives Reference Department. Photos taken as they were installing new presses and phasing out the linotype press.

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Figure 45: Interior Photo, 1972



10 195

Post-Dispatch, - Bldgs. #9. November 20, 1972. January. Linotype Operators. Received by Post-Dispatch Reference Department June 26, 1973. Courtesy of St. Louis Post-Dispatch Photo Archives Reference Department. Photos taken as they were installing new presses and phasing out the linotype press.

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St. Louis Globe-Democrat Building
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N/A
Name of multiple listing (if applicable)

Figure 46: Interior Photo, 1972



P-D. -BLDGS. #9. December 5, 1972. January. Received by Post-Dispatch Reference Department. Courtesy of St. Louis Post-Dispatch Photo Archives Reference Department. Photos taken as they were installing new presses and phasing out the linotype press.

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St. Louis Globe-Democrat Building

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N/A

Name of multiple listing (if applicable)

Figure 47: Interior Photo, 1972



P.D. – BLDGS #9. December 5, 1972. January. Received by Post-Dispatch Reference Department. Courtesy of St. Louis Post-Dispatch Photo Archives Reference Department. Photos taken as they were installing new presses and phasing out the linotype press.

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Figure 48: Originally published in the St. Louis Advertising Club Weekly 11/9/1931

A newspaper building embodying practically every modern feature of mechanical efficiency without sacrifice of beauty is the new home of The **St. Louis Globe-Democrat**.

On Sunday night, November 8 [1931], the switches of the elaborate main switchboard, in the sub-basement of the new building, were "thrown in" - bells clanged, motors whirred, and with a thundering roar the first city edition of The **Globe-Democrat** went "to press" - the very first edition to be printed in the new plant.

Revolutionize Production

In completing this new structure, The Globe-Democrat has built one of the finest, most-efficient newspaper plants in the country today - a newspaper plant which will revolutionize newspaper production for this famous old institution.

The new building, an imposing six-story structure with basement and sub-basement, is located on the block bordered by High Street, Wash Street, 12th Boulevard and Franklin Avenue.

6 1/2 Acres of Space

The new building has a total floor space of 275,300 square feet, or approximately six-and-a-half acres.

The sub-basement, or paper storage room, holds 7,000 tons of paper - a supply which will permit the publishing of average-size **Globe-Democrats** for several months.

Two large ink tanks each have a capacity of 5,220 gallons.

In the press room, two lines of huge Duplex black-and-white presses have been placed in a position opposite a row of large windows, permitting spectators to view the presses in action from the outside of the building.

A giant Goss color press prints the comic and magazine sections of The Sunday Globe-Democrat. This is an eight-cylinder, multi-color press, 32 feet long and 24 feet high. It has a capacity of 24,000 eight-page papers an hour, in four colors.

(Originally published in the St. Louis Advertising Club Weekly 11/9/1931).



A newspaper plant which is recognized the country over as the "very last word."

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St. Louis Globe-Democrat Building

Name of Property
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N/A

Name of multiple listing (if applicable)

Figure 49: Former Globe-Democrat Building



Former *Globe-Democrat* Building at Sixth and Pine Streets, demolished in 1946 (Source: "The New Home of the St. Louis Globe-Democrat," 20 December 1931). Available at St. Louis Public Library, Special Collections/Globe Collection).

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Section number Figures Page 72

St. Louis Globe-Democrat Building
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N/A
Name of multiple listing (if applicable)

Figure 50: Tracks for Illinois Terminal



St. Louis Post Dispatch photo collection (Photo ID 29500210). December 1931, sublevel railroad tracks for the Illinois Terminal system; view is south from the *Globe-Democrat* building shortly after it opened. The building that the newspaper later moved in to (in 1959) was constructed on top of these tracks.

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St. Louis Globe-Democrat Building
----- Name of Property
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N/A
----- Name of multiple listing (if applicable)

Figure 51: Lobby



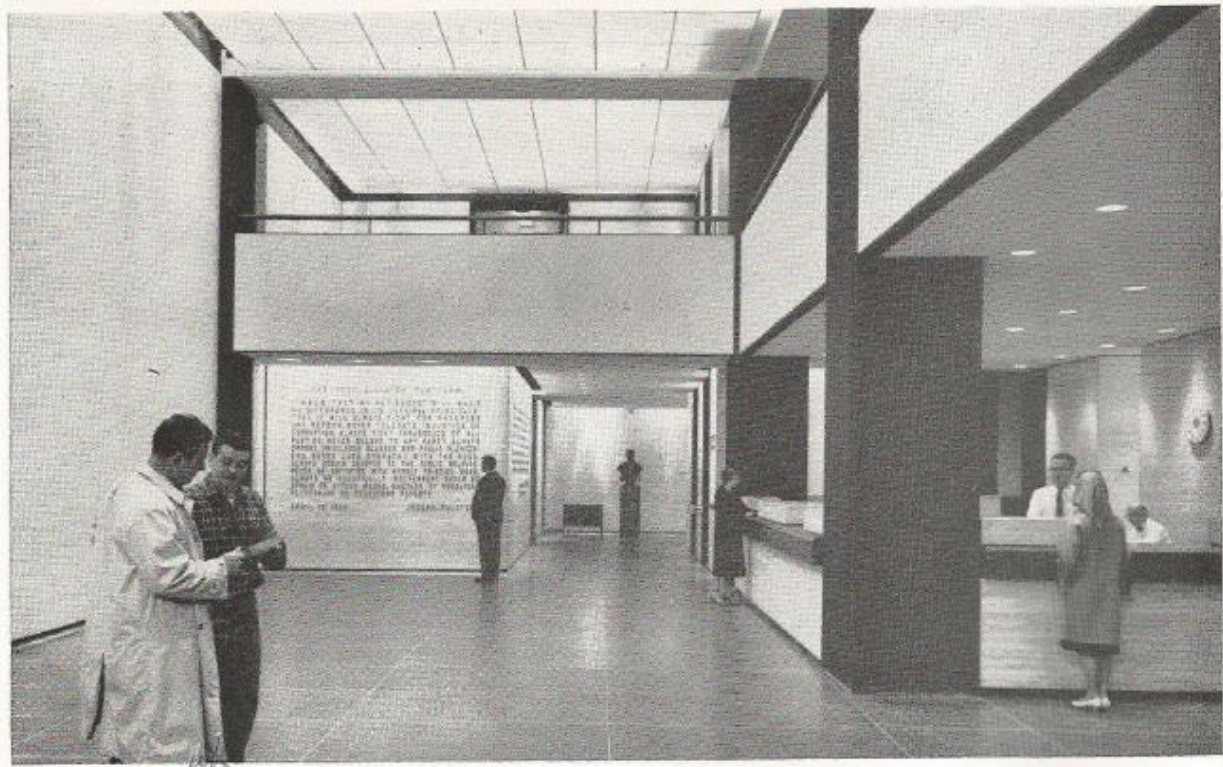
View of the building's lobby in 1931. Note Art Deco detailing, removed and/or covered in the 1960s (Source: "The New Home of the St. Louis Globe-Democrat," 20 December 1931).

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St. Louis Globe-Democrat Building
Name of Property
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N/A
Name of multiple listing (if applicable)

Figure 52: Lobby



original photo
The lobby of the ST. LOUIS POST-DISPATCH building features the platform of the newspaper written by the first Joseph Pulitzer on the occasion of his retirement in 1907. The letters are appropriately cut of zinc and individually mounted on marble. The words point up the ideals of the newspaper.
25,72400 employees

Remodeled lobby, 1960s (Source: *A Tour of the Post Dispatch*, promotional booklet, p. 1 – self-published, undated).

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St. Louis Globe-Democrat Building
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N/A
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Figure 53: Southwestern Bell Telephone Company Building



Southwestern Bell Telephone Company at 1000 Pine Street. Photo Courtesy of Ruth Keenoy, 2015.

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St. Louis Globe-Democrat Building
Name of Property
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N/A
Name of multiple listing (if applicable)

Figure 54: Missouri Pacific Building



Missouri Pacific Building, c. 1930. (Source: Park Pacific Apartments website, Available at: <https://parkpacific.wordpress.com/tag/missouri-pacific-building/>, Access date: 26 September 2018).

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St. Louis Globe-Democrat Building
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N/A
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Figure 55: Mauran, Russell & Crowell's Art Deco Federal Courts and Custom House



Mauran, Russell & Crowell's Art Deco Federal Courts and Custom House at 1114 N. Market Street. Photo, 1935 (Source National Archives / Federal Judicial Center).

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St. Louis Globe-Democrat Building
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Name of multiple listing (if applicable)

Figure 56: Soldiers Memorial



Soldiers Memorial. Photo courtesy of Ruth Keenoy, 2016. Note Mauran, Russell & Crowell's Art Deco Missouri Pacific Building in the background.

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St. Louis Globe-Democrat Building
Name of Property
St. Louis (Independent City), Missouri
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N/A
Name of multiple listing (if applicable)

Figure 57: Federal Reserve Building



Federal Reserve Building, c. 1930 (Source: Federal Reserve website, St. Louis. Available at: <https://www.stlouisfed.org/news-releases/2014/01/22/federal-reserve-bank-of-st-louis-commemorates-100-years-of-service> (Access date: 29 January 2018).

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St. Louis Globe-Democrat Building
Name of Property
St. Louis (Independent City), Missouri
County and State
N/A
Name of multiple listing (if applicable)

Figure 58: Civil Courts Building



Civil Courts Building, c. 1930 (Source: National Building Arts Center, Available at: <http://web.nationalbuildingarts.org/recovery-projects/courthouses/civil-courts-building/>, Access date: 26 September 2018).

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St. Louis Globe-Democrat Building

Name of Property

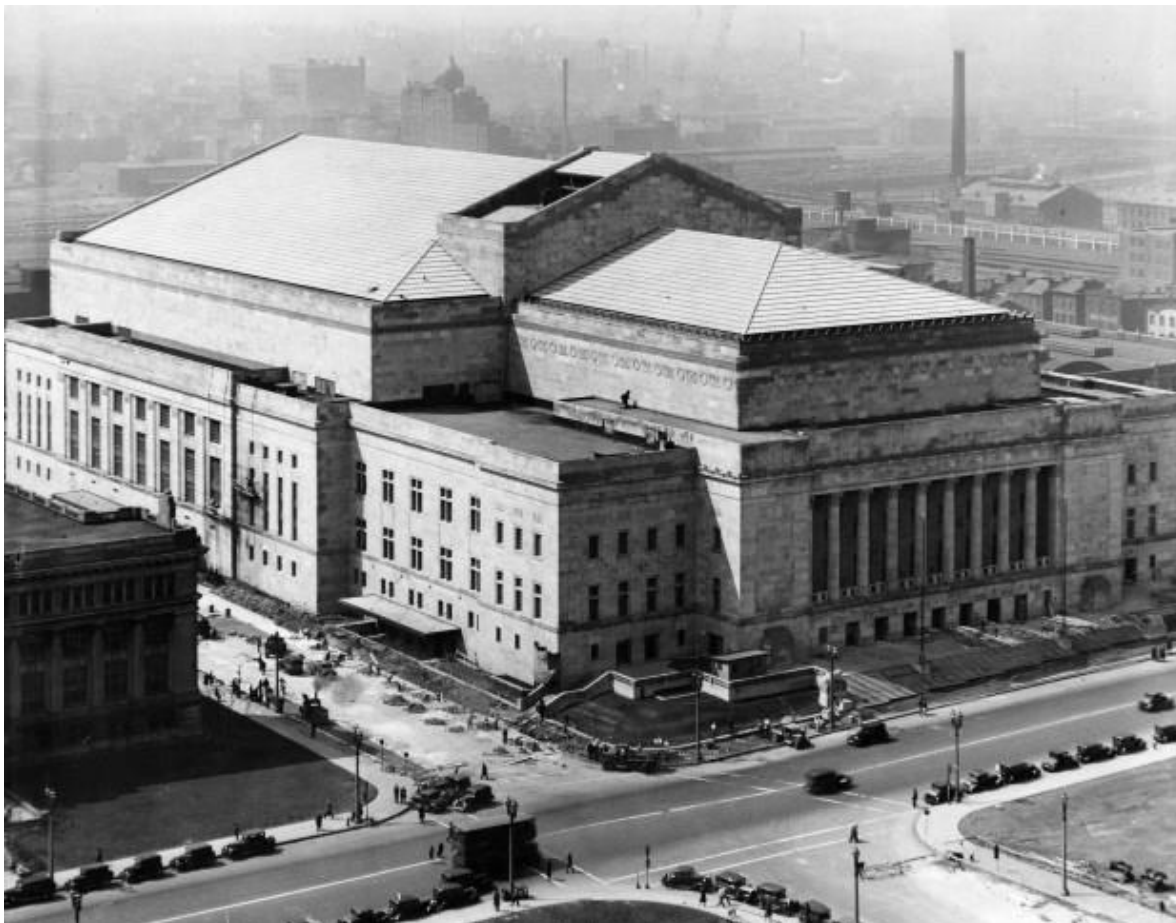
St. Louis (Independent City), Missouri

County and State

N/A

Name of multiple listing (if applicable)

Figure 59: Kiel Auditorium



Kiel (aka Municipal) Auditorium, 1934 (Source: Tim O'Neil, "A Look Back – Dedication of Municipal [Kiel] Auditorium was major celebration," *St. Louis Post-Dispatch*, 10 April 2011, Available at: https://www.stltoday.com/news/local/metro/a-look-back-dedication-of-municipal-kiel-auditorium-was-major/article_3016d932-654a-5e98-b833-c7ca583f9777.html, Access date: 26 September 2018).

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St. Louis Globe-Democrat Building
Name of Property
St. Louis (Independent City), Missouri
County and State
N/A
Name of multiple listing (if applicable)

Figure 60: Shell Building



Shell Building, c. 1927 (Source: Peggy and George Perazzo, "Stone Quarries and Beyond," Website available at: <https://quarriesandbeyond.org/index.html>, Access date: 26 September 2018).

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St. Louis Globe-Democrat Building
Name of Property
St. Louis (Independent City), Missouri
County and State
N/A
Name of multiple listing (if applicable)

Figure 61: Southside National Bank



Southside National Bank, 3606 Gravois Avenue (Source: Built St. Louis, Image available at: <https://www.builtstlouis.net/ssnb.html>, Access date: 26 September 2018).

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St. Louis Globe-Democrat Building
----- Name of Property
St. Louis (Independent City), Missouri
----- County and State
N/A
----- Name of multiple listing (if applicable)

Figure 62: Sears, Roebuck & Company



Sears, Roebuck & Company, 3708 S. Grand Boulevard (demolished) (Source: Vanishing St. Louis, Image available at: <http://vanishingstl.blogspot.com/2010/11/seven-year-saga-sears-south-grand.html>, Access date: 26 September 2018).

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Name of Property
St. Louis (Independent City), Missouri

County and State
N/A

Name of multiple listing (if applicable)

Figure 63: Eden Publishing Building



Photo from Lafayette Square Historic District Nation Register Nomination

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St. Louis Globe-Democrat Building
Name of Property
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County and State
N/A
Name of multiple listing (if applicable)

Figure 64: Midwest Terminal Building



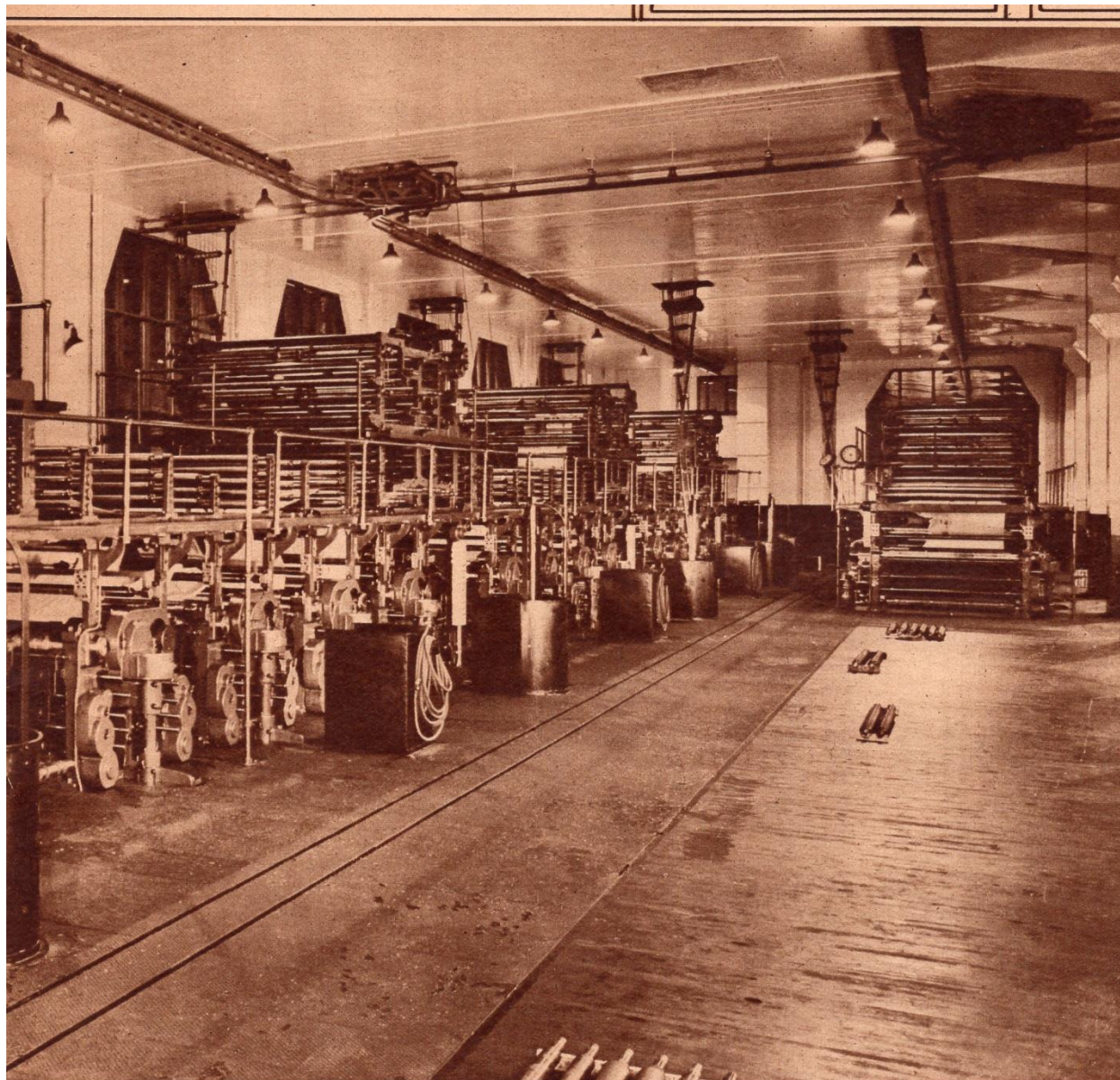
Photo from Midwest Terminal Building National Register Nomination

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St. Louis Globe-Democrat Building
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N/A
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Figure 65: Interior Photo, 1931



WHITE PRESSES—To produce the daily and Sunday Globe-Democrat there are two lines of presses, manufacturers, comparable in size to four of the decker type octuple presses. This single line of mechanical equipment the completion of the line as needs demand.

—Globe-Democrat Staff Photograph.

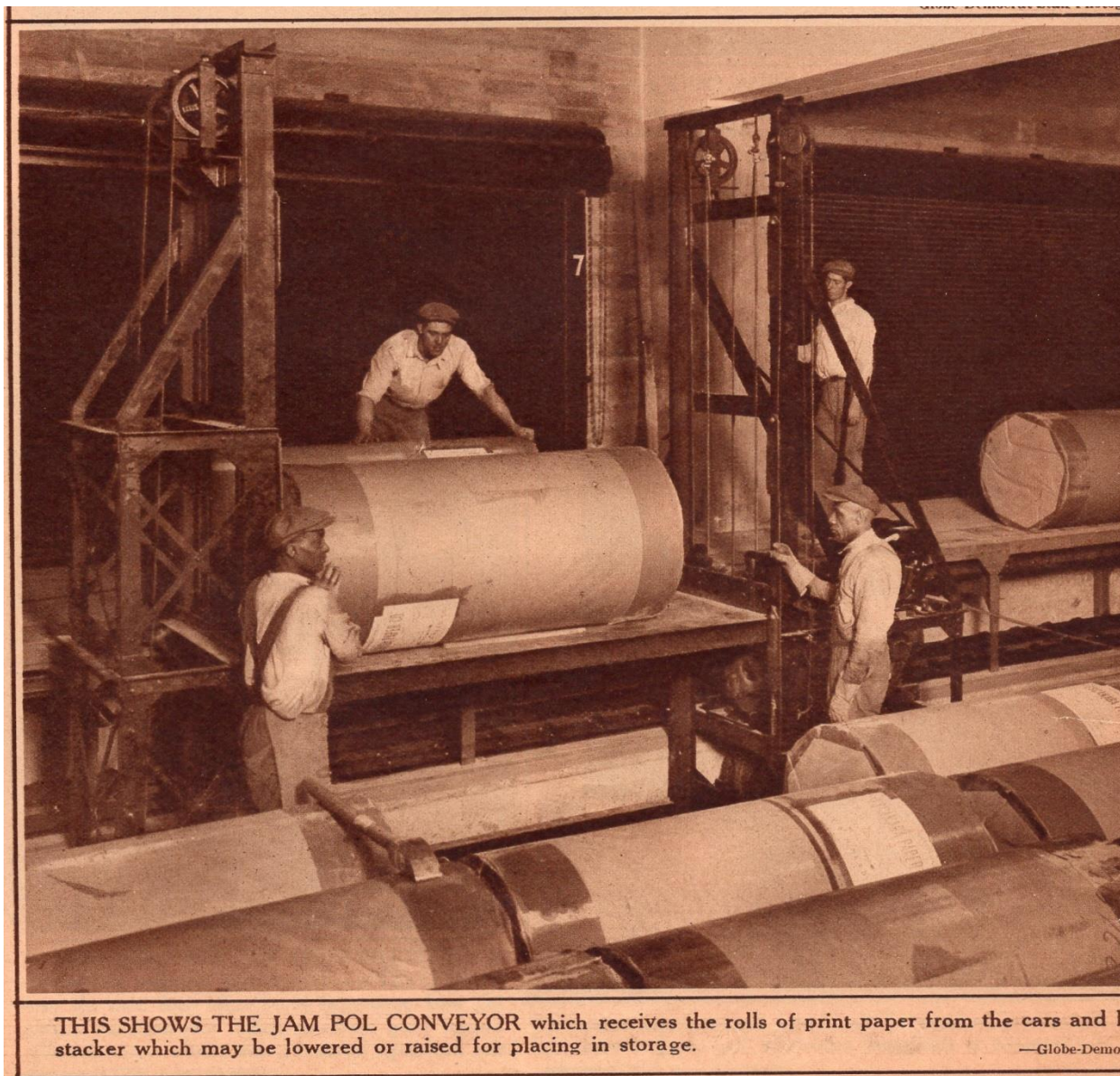
Printing Presses, first floor. Note large windows which are intact currently (Source: "The New Home of the St. Louis Globe-Democrat," 20 December 1931).

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St. Louis Globe-Democrat Building
Name of Property
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N/A
Name of multiple listing (if applicable)

Figure 66: Interior Photo, 1931



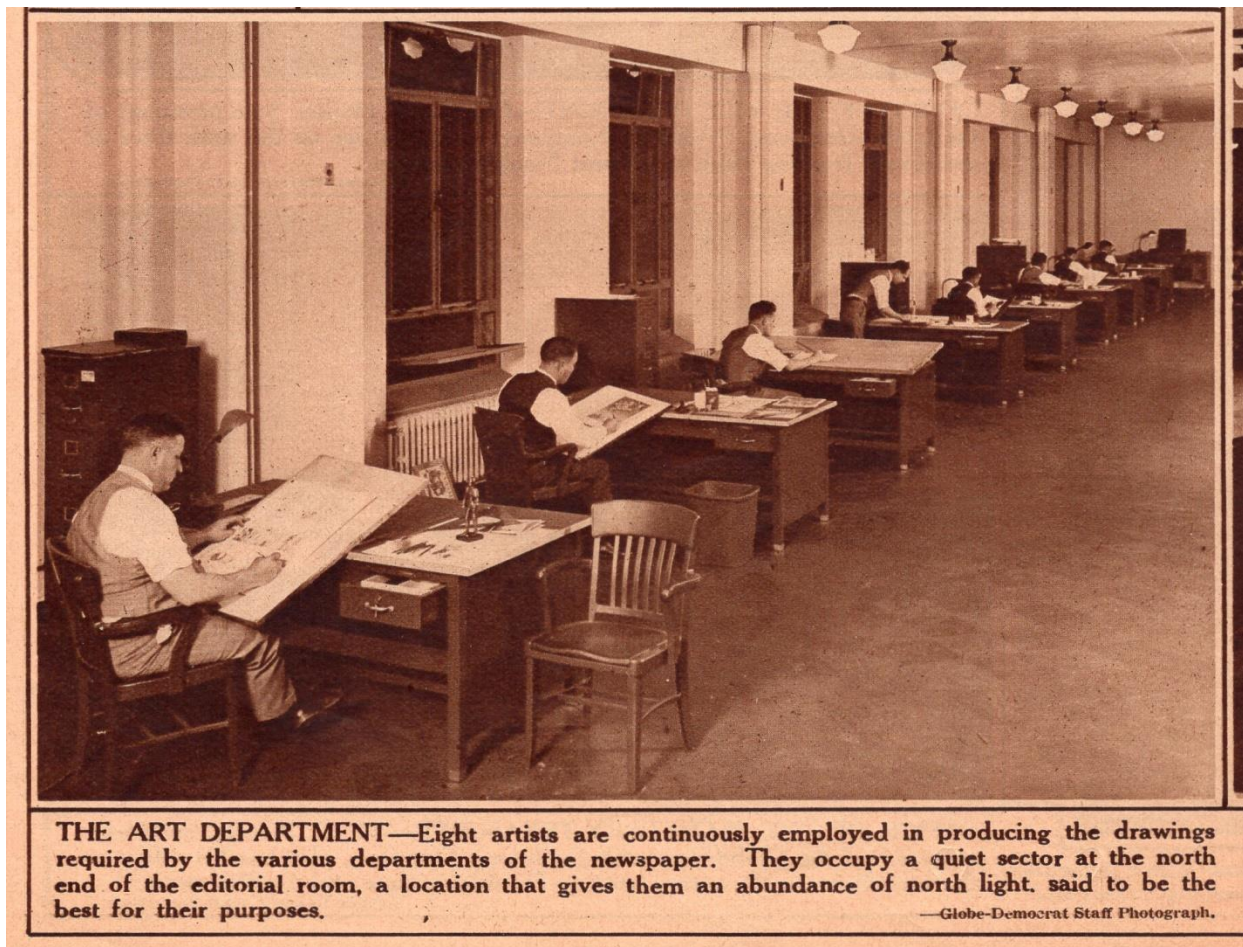
Paper rolls were received via train and stored below ground (Source: "The New Home of the St. Louis Globe-Democrat," 20 December 1931).

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St. Louis Globe-Democrat Building
Name of Property
St. Louis (Independent City), Missouri
County and State
N/A
Name of multiple listing (if applicable)

Figure 67: Interior Photo, 1931



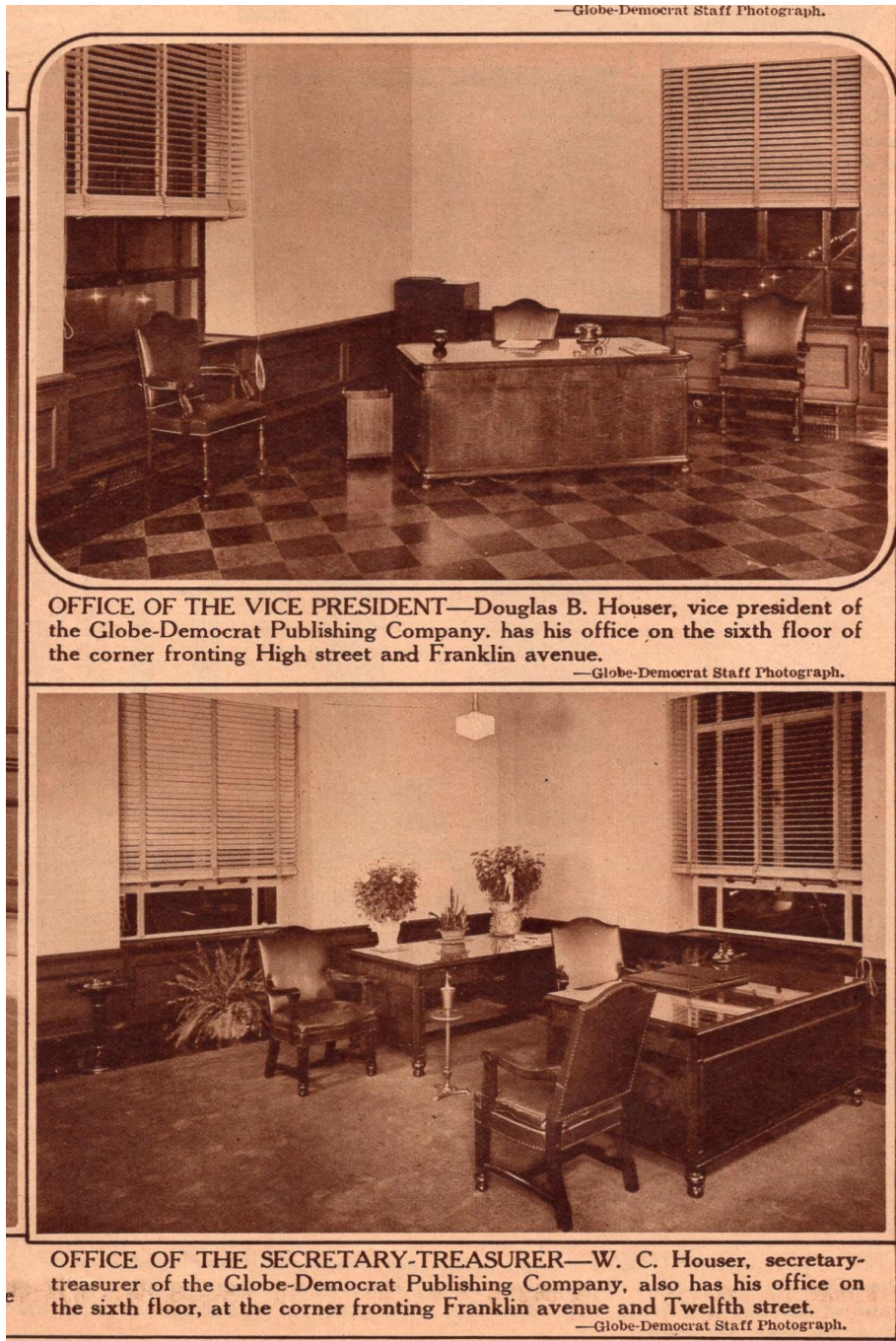
The Art Department was housed on the fifth floor (Source: "The New Home of the St. Louis Globe-Democrat," 20 December 1931).

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St. Louis Globe-Democrat Building
Name of Property
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Name of multiple listing (if applicable)

Figure 68: Interior Photos, 1931



Executive offices were on the sixth floor (Source: "The New Home of the St. Louis Globe-Democrat," 20 December 1931).

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Name of Property
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N/A
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Figure 69: Interior Photos, 1931



COMMONLY KNOWN AS THE AD ALLEY, this section of the composing room is given over to the typesetters who fashion the display advertisements that appear in the Globe-Democrat. Here are the type cases and racks at which the men work. —Globe-Democrat Staff Photograph.



HERE'S WHERE THE GLOBE-DEMOCRAT IS "MADE UP"—News stories and advertisements are

Source: "The New Home of the St. Louis Globe-Democrat," 20 December 1931

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St. Louis Globe-Democrat Building
Name of Property
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Figure 70: Interior Photo, 1931



Source: "The New Home of the St. Louis Globe-Democrat," 20 December 1931

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St. Louis Globe-Democrat Building
Name of Property
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Figure 71: Interior Photo, 1931



Source: "The New Home of the St. Louis Globe-Democrat," 20 December 1931

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St. Louis Globe-Democrat Building

Name of Property
St. Louis (Independent City), Missouri

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N/A

Name of multiple listing (if applicable)

Figure 72: Interior Photo, 1931



ONE OF THE SEVERAL BATTERIES OF TYPESETTING MACHINES—To set the main body of type in the makeup of the Globe-Democrat, daily and Sunday, requires forty Intertype machines, those ingenious

Source: "The New Home of the St. Louis Globe-Democrat," 20 December 1931

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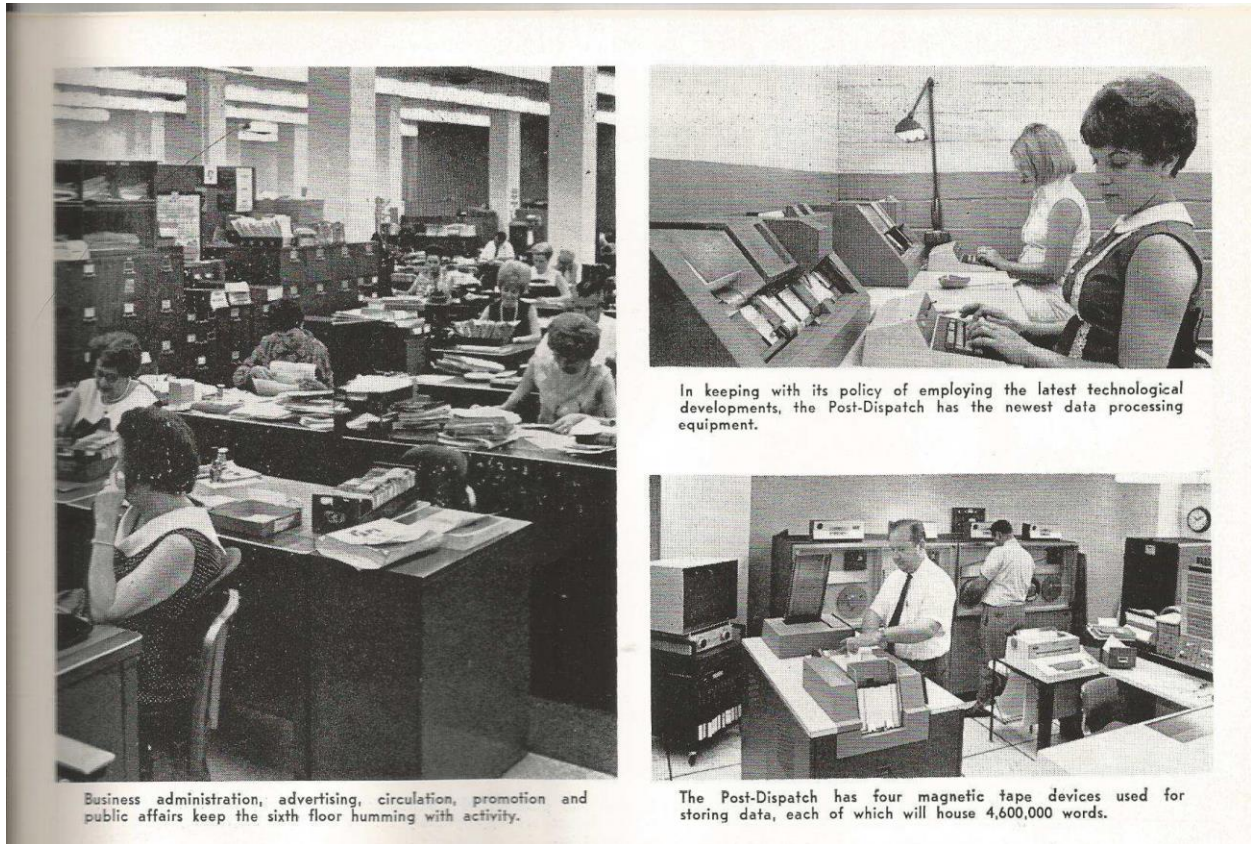
St. Louis Globe-Democrat Building

Name of Property
St. Louis (Independent City), Missouri

County and State
N/A

Name of multiple listing (if applicable)

Figure 73: "A Tour of The Post-Dispatch" [pamphlet], St. Louis Post-Dispatch, [1964], p. 2



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N/A
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Figure 74: "A Tour of The Post-Dispatch" [pamphlet], St. Louis Post-Dispatch, [1964], p. 8

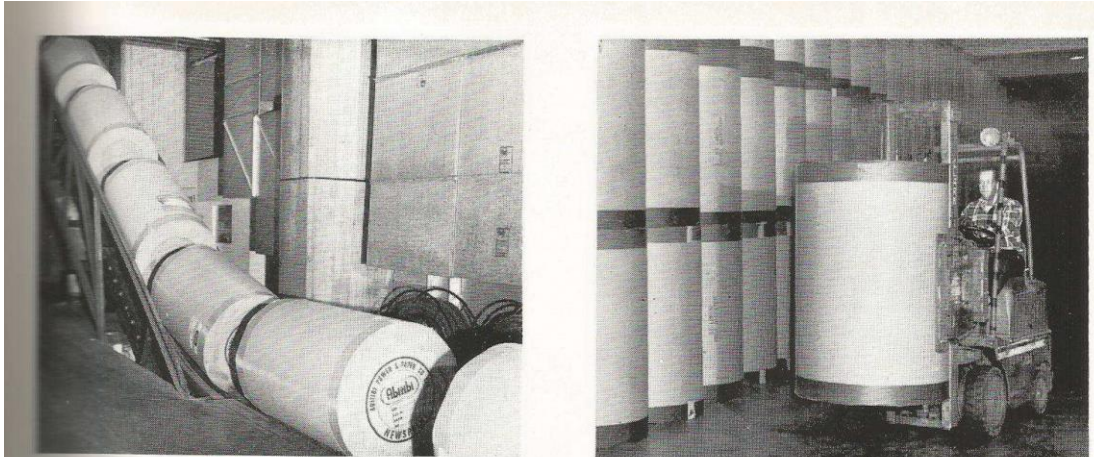


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St. Louis Globe-Democrat Building
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Name of multiple listing (if applicable)

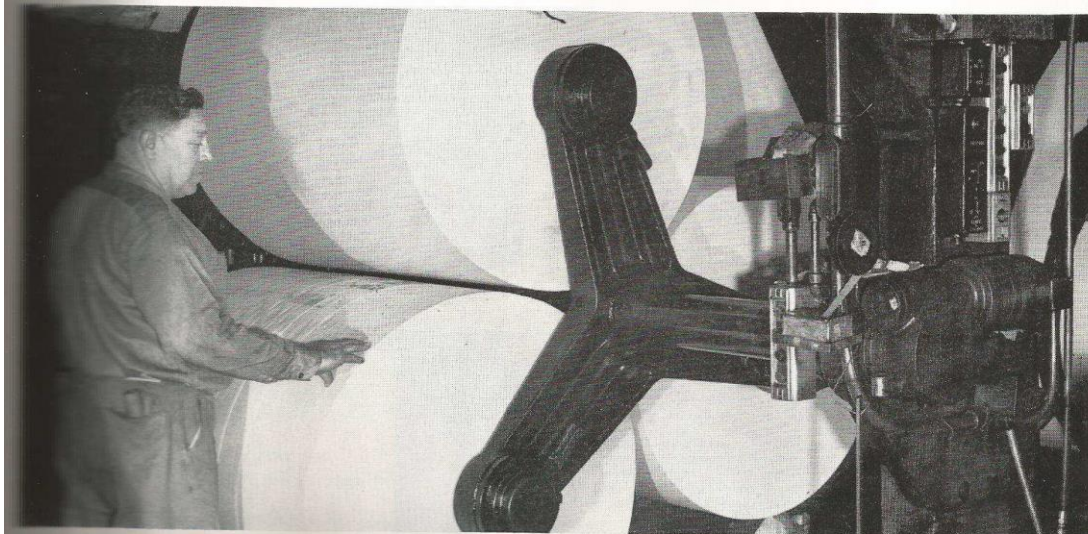
Figure 75: "A Tour of The Post-Dispatch" [pamphlet], St. Louis Post-Dispatch, [1964], p. 12



A CAREFUL JOB FOR A FRAGILE COMMODITY

A roll of newsprint, though it weighs nearly a ton, is a very fragile commodity. It "bruises" easily. If a roll is dropped it flattens out on one side and will not run evenly. The slightest tear at the edge might cause a break while the sheet is flying through the presses and delay production. If it gets wet, it swells, loses its tensile strength and becomes useless for newspaper printing.

A full-size roll is 59 inches wide, has about five miles of paper wrapped around it and is consumed in about 15 minutes by the high-speed presses. Four-fifths of the newsprint consumed in the United States comes from Canada where it is processed from spruce trees. The Post-Dispatch participated with other newspapers in the development of a newsprint mill in Alabama. This paper is made from native southern pine trees.



"FLYING PASTE"

Rolls of newsprint are changed automatically. Reels holding 3 rolls of paper are located directly beneath each printing unit. As the roll from which the unit is being fed nears the end, another is rotated into position. When the new roll reaches the same speed

as the press it is automatically pasted and the old roll cut free in a single operation. Each roll of newsprint weighs about 1700 pounds, will make approximately 7500 16-page newspapers. Some 5000 rolls are stored in the sub-basement, enough to last 15 days. In a year's time the company consumes more than 125,000 tons of newsprint cost well over \$17,500,000.

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Figure 76: "A Tour of The Post-Dispatch" [pamphlet], St. Louis Post-Dispatch, [1964], p. 15



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Figure 77: "A Tour of The Post-Dispatch" [pamphlet], St. Louis Post-Dispatch, [1964], p. 15



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St. Louis Globe-Democrat Building
Name of Property
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Figure 78: P-D Notebook, Vol. 8, Number 3, March 1959

DO NOT DESTROY Reference Dept

News of Interest to Men and Women of the St. Louis Post-Dispatch and KSD
Volume 8, Number 3
March, 1959

P-D Notebook

Post-Dispatch Purchase of Globe-Democrat Properties Makes Expansion Possible; Stock Ownership Unchanged



File St. Louis Post-Dispatch, - Bldg.

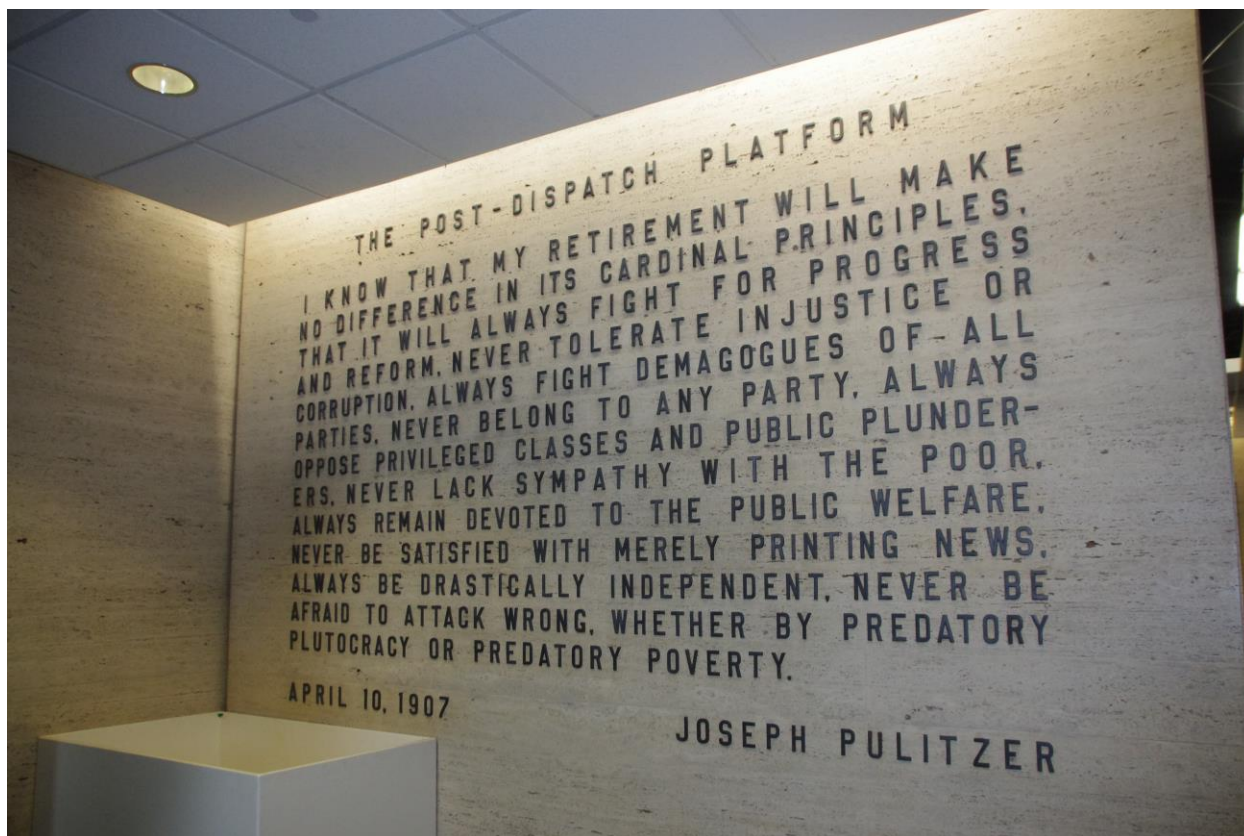
Former Globe-Democrat buildings bought by the Post-Dispatch together with its printing equipment. The photograph was taken looking northeast from Twelfth boulevard and Franklin avenue. Installation of partitions and air conditioning as well as removal of equipment from the present Post-Dispatch building is expected to require about a year. The Globe-Democrat, meanwhile, will remove editorial, advertising and business offices to other quarters. The Globe-Democrat will be printed by the Post-Dispatch under contract.

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N/A
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Figure 79: Lobby Photo, 2018, photographer Sheila Findall

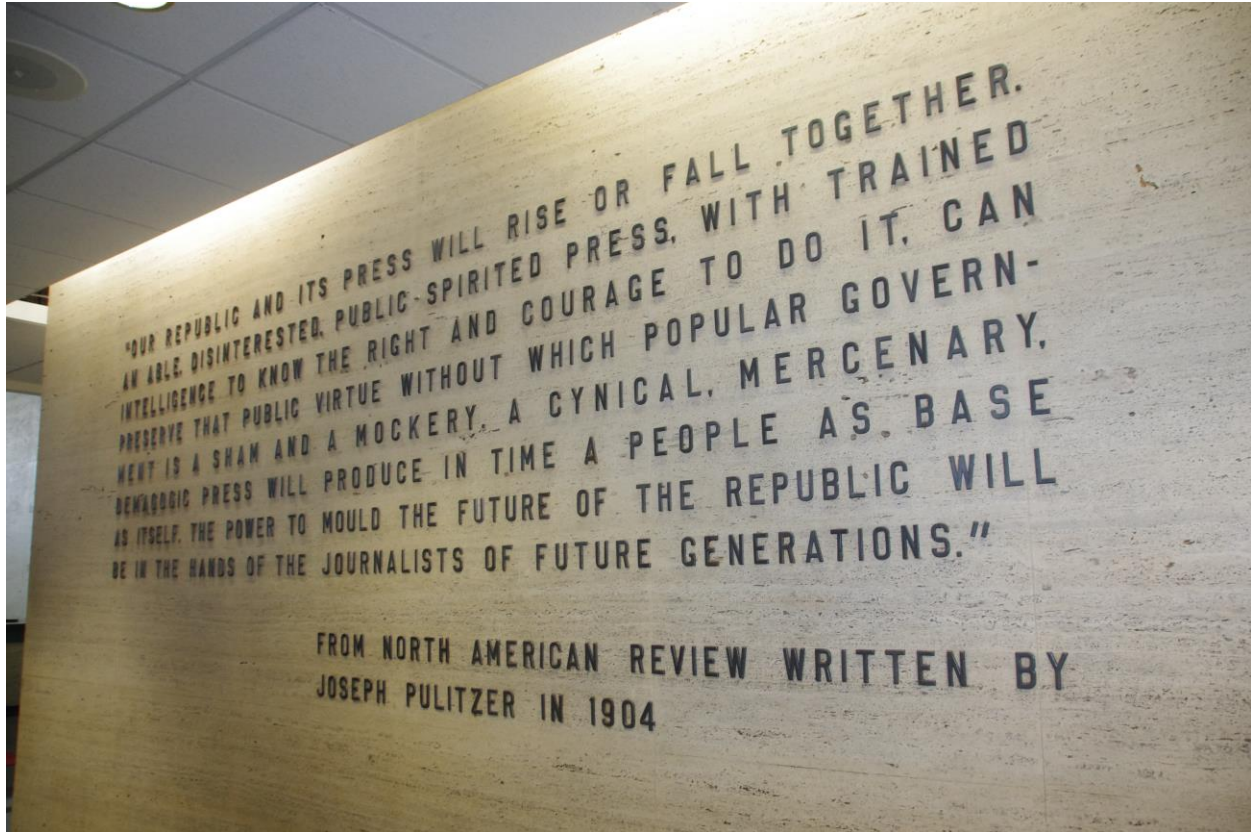


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St. Louis Globe-Democrat Building
Name of Property
St. Louis (Independent City), Missouri
County and State
N/A
Name of multiple listing (if applicable)

Figure 80: Lobby Photo, 2018, Photographer Sheila Findall

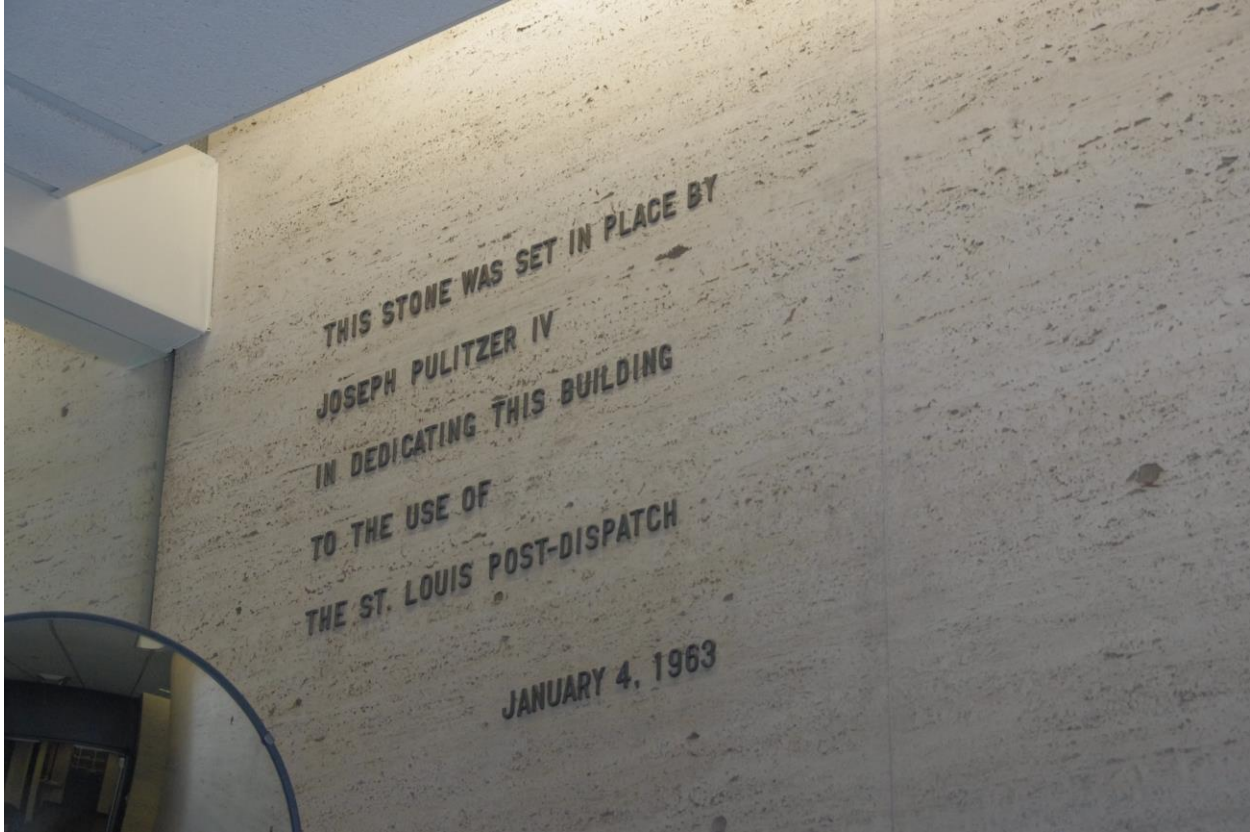


National Register of Historic Places
Continuation Sheet

Section number Figures Page 103

St. Louis Globe-Democrat Building
Name of Property
St. Louis (Independent City), Missouri
County and State
N/A
Name of multiple listing (if applicable)

Figure 81: Lobby Photo, 2018, Photographer Sheila Findall



National Register of Historic Places
Continuation Sheet

Section number Figures Page 104

St. Louis Globe-Democrat Building
----- Name of Property
St. Louis (Independent City), Missouri
----- County and State
N/A
----- Name of multiple listing (if applicable)

Figure 82: Interior Photo, 2018 (Loading bay to train track), Photographer Sheila Findall



National Register of Historic Places
Continuation Sheet

Section number Figures Page 105

St. Louis Globe-Democrat Building

Name of Property
St. Louis (Independent City), Missouri

County and State
N/A

Name of multiple listing (if applicable)

Figure 83: Interior Photo, 2018 (Paper roll conveyor), Photographer Sheila Findall



National Register of Historic Places
Continuation Sheet

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St. Louis Globe-Democrat Building

Name of Property
St. Louis (Independent City), Missouri

County and State
N/A

Name of multiple listing (if applicable)

Figure 84: Interior Photo, 2018 (Paper conveyor), Photographer Sheila Findall

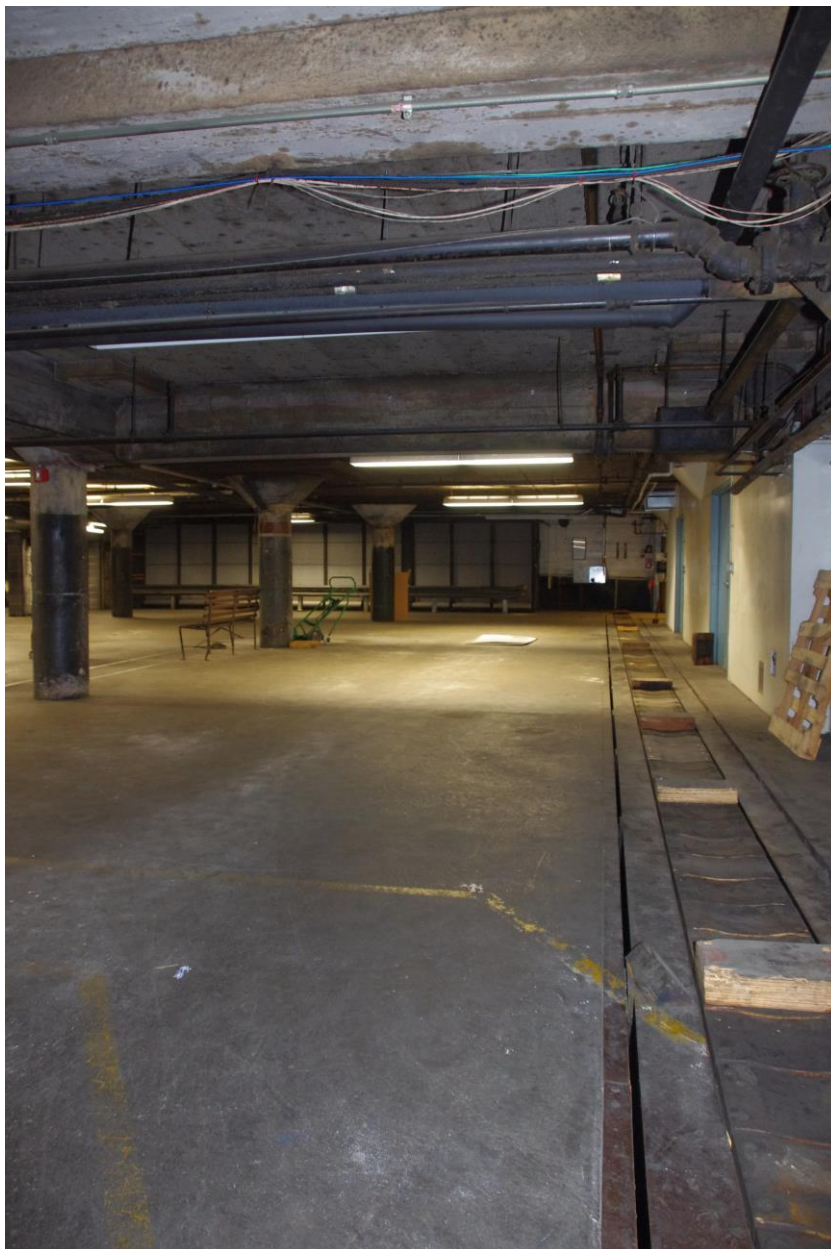


National Register of Historic Places
Continuation Sheet

Section number Figures Page 107

St. Louis Globe-Democrat Building
----- Name of Property
St. Louis (Independent City), Missouri
----- County and State
N/A
----- Name of multiple listing (if applicable)

Figure 85: Interior Photo, 2018 (Paper conveyor tracks), Photographer Sheila Findall



National Register of Historic Places
Continuation Sheet

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St. Louis Globe-Democrat Building
----- Name of Property
St. Louis (Independent City), Missouri
----- County and State
N/A
----- Name of multiple listing (if applicable)

Figure 86: Interior Photo, 2018 (Paper conveyor tracks), Photographer Sheila Findall





ST LOUIS POST-DISPATCH

ST LOUIS POST-DISPATCH

Dr. ML King Dr

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ON GREEN



THE DISPATCH













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2009





THE POST-DISPATCH PLATFORM

THAT MY RETIREMENT WILL MAKE
IN ITS CARDINAL PRINCIPLES.
WILL ALWAYS FIGHT FOR PROGRESS
NEVER TOLERATE INJUSTICE OR
ALWAYS FIGHT DEMAGOGUES OF ALL
NEVER BELONG TO ANY PARTY. ALWAYS
PRIVILEGED CLASSES AND PUBLIC FLUNDER-
ED LACK SYMPATHY WITH THE POOR.
REMAIN DEVOTED TO THE PUBLIC WELFARE.
SATISFIED WITH MERELY PRINTING NEWS,
SPASTICALLY INDEPENDENT, NEVER BE
ATTACK STRONG, WHETHER BY PREDATORY
OR PREDATORY POVERTY.

1907 JOSEPH PULITZER

SWIPE YOUR
ID CARD
OR
SIGN IN





















13
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