

United States Department of the Interior  
National Park Service

# National Register of Historic Places Registration Form

## 1. Name of Property

historic name Stix, Baer & Fuller Dry Goods Company's "Grand Leader" Relay Station

other names/site number Warehouse of Fixtures

## 2. Location

street & number 3712-3748 Laclede Avenue; 3717 Forest Park Boulevard [N/A] not for publication

city or town St. Louis [N/A] vicinity

state Missouri code MO county St. Louis [Independent City] code 510 zip code 63108

## 3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this  nomination  request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property  meets  does not meet the National Register criteria. I recommend that this property be considered significant  nationally  statewide  locally. ( see continuation sheet for additional comments).

Signature of certifying official/Title

Claire F. Blackwell  
Claire F. Blackwell/ Deputy SHPO

Date

11 June 02

Missouri Department of Natural Resources  
State or Federal agency and bureau

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

Signature of certifying official/Title

Date

State or Federal agency and bureau

## 4. National Park Service Certification

I hereby certify that the property is:

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

Signature of the Keeper

Date of Action

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Stix, Baer & Fuller Dry Goods Company's "Grand Leader" Relay Station  
Name of Property

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

5. Classification

**Ownership of Property**  
(Check as many boxes as apply)  
 private  
 public-local  
 public-State  
 public-Federal

**Category of Property**  
(Check only one box)  
 building(s)  
 district  
 site  
 structure  
 object

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

Contributing	Noncontributing	
2	0	buildings
0	0	sites
0	0	structures
0	0	objects
2	0	Total

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

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

6. Function or Use

**Historic Functions**  
(Enter categories from instructions)  
COMMERCE/TRADE: warehouse

**Current Functions**  
(Enter categories from instructions)  
COMMERCE/TRADE: warehouse

7. Description

**Architectural Classification**  
(Enter categories from instructions)  
No style

**Materials**  
(Enter categories from instructions)  
foundation CONCRETE  
walls BRICK  
CONCRETE  
roof ASPHALT  
other TERRA COTTA  
METAL

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

Stix, Baer & Fuller Dry Goods Company's "Grand Leader" Relay Station  
Name of Property

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

**8. Statement of Significance**

**Applicable National Register Criteria**

(Mark "X" in one or more boxes for the criteria qualifying the property for National Register listing.)

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

**Criteria Considerations**

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

Property is:

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

**Narrative Statement of Significance**

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

**Areas of Significance**

(Enter categories from instructions)

COMMERCE

**Period of Significance**

1914-1952

**Significant Dates**

N/A

**Significant Person**

(Complete if Criterion B is marked above)

N/A

**Cultural Affiliation**

N/A

**Architect/Builder**

Groves, A.B./Murch Bros. [Building No. 1, 1914];

Unknown/Unknown [Building No. 2, 1922];

**9. Major Bibliographical References**

**Bibliography**

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

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

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

**Primary location of additional data:**

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

Name of repository: Institute for Sustainable Development



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## National Register of Historic Places Continuation Sheet

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Stix, Baer & Fuller Dry Goods Company's  
"Grand Leader" Relay Station  
St. Louis [Independent City], Missouri

### Summary:

The Stix, Baer & Fuller Dry Goods Company's "Grand Leader" Relay Station ("Stix, Baer & Fuller Relay Station") is a red brick, flat roof, commercial facility that consists of two attached buildings in Midtown St. Louis. The property is located at 3712-3748 Laclede Avenue and 3717 Forest Park Boulevard, a commercial and residential area near the intersection of South Spring Avenue. The facility, which was owned by Stix, Baer & Fuller/Grand Leader Realty Company, was built and expanded in four stages from 1914-1941. The original 1914, two-story Relay Station on Laclede Avenue received a six-story addition to the east in 1927 and a three-story addition to the west in 1941, resulting in a combined frontage of 359 feet and a depth of 182 feet. The 1922 Forest Park Boulevard building is five stories and has a frontage of 78 feet and a depth of 183 feet. The two Stix, Baer & Fuller Relay Station buildings were connected in 1953 via an alley bridge to create one building consisting of 79,612 square feet. The Stix, Baer & Fuller Relay Station is massive in size and form and generally functional in style and appearance. Both of the buildings have a flat roof made of tar, gravel and asphalt with metal gutters and downspouts.<sup>1</sup> Lacking much ornamentation, the facility's foundation and frame is poured concrete that has been left exposed and corresponds to an interior grid of columns used to support the structure. Much of the exterior surface within the concrete frame is covered by brick and large, multi-pane, industrial-style, steel windows. Clay coping tiles adorn the roof of the Laclede Avenue building on the east and west elevations. The facility does show age, as some windows are broken and parts of the red brick and concrete exterior are cracked and worn. However, minimal alterations, including replacement glass block windows, new storefront entrances, and changes to the overhead doors, have been made to the exterior over time. The facility still retains its original fenestration pattern and is in good repair. The interior is still operational as a warehouse, with the loading area of the Laclede building sunken in relation to the rest of the showroom floor.<sup>2</sup> The original openness and unornamented look has been preserved with changes being held to a minimum. Together, the interior and exterior still maintain the size, shape, and associations with the facility's historic function as a relay station and warehouse; therefore, there is a high degree of integrity associated with the Stix, Baer & Fuller Relay Station.

### Elaboration:

The Stix, Baer & Fuller Relay Station is located in the "Midtown" section of the City of St. Louis. The boundaries for Midtown include Delmar on the north, Manchester on the south, Kingshighway on the west, and Jefferson on the east. The Stix, Baer & Fuller Relay Station is located at the southwest quadrant of the intersection of Laclede Avenue and South Spring Avenue and also west of the northwest quadrant of the intersection of Forest Park Avenue and South Spring Avenue.<sup>3</sup> The property is located within a neighborhood of industrial and commercial facilities as well as multi-family residential housing. St. Louis University is directly to the northeast and Barnes, Jewish, Childrens and the Washington University Medical School hospital

<sup>1</sup> Ernest A. Demba and Howard L. Goldberg, A Certified Appraisal Report of an Industrial Building Located at 3712 Laclede Avenue St. Louis, Missouri (Clayton, MO: Demba-Bank and Associates, 1992) 25.

<sup>2</sup> Demba, 3712 Laclede Avenue 27.

<sup>3</sup> Demba, 3712 Laclede Avenue 20 and Ernest A. Demba and Howard L. Goldberg, A Certified Appraisal Report of an Industrial Building Located at 3717 Forest Park Avenue St. Louis, Missouri (Clayton, MO: Demba-Bank and Associates, 1992) 22.

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**Stix, Baer & Fuller Dry Goods Company's  
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complex is to the west.<sup>4</sup> The Stix, Baer & Fuller Relay Station is strategically located near major highways and the Mississippi River, and approximately one mile to the east is the Central Business District. A floor plan and photo key of the Stix, Baer & Fuller Relay Station is included as Continuation Page 7.

Two notes of clarification should be addressed. Building permits list the owner of the Stix, Baer & Fuller Relay Station as both the Grand Leader Realty Company and also Stix, Baer & Fuller, depending on when the permit was issued. It is assumed that the Grand Leader Realty Company was a smaller entity primarily charged with overseeing real estate purchasing and expansion of the Stix, Baer & Fuller Company, by whom it was owned or closely associated; however, no evidence has been found to support this claim. In addition, a Grand Leader store was located in McLeansboro, Illinois, at the turn of the century, but it does not appear to have any relationship to the Stix, Baer & Fuller Dry Goods Company's "Grand Leader" department store.

### Building No. 1

This two-story, red brick relay station with a stepped terra cotta parapet was completed in 1914 and called the Stix, Baer & Fuller Dry Goods Company's "Grand Leader" Relay Station. The project architect was A. B. Groves, and the construction company was the Murch Bros. The initial size of the Stix, Baer & Fuller Relay Station included a frontage of 217 feet and a depth of 182 feet.<sup>5</sup> A sketch of the Relay Station appeared in both the St. Louis Post-Dispatch and the St. Louis Globe-Democrat on May 31, 1914, and this sketch is included on Continuation Sheet 8. A comparison of this sketch to present-day photos reveals that the Relay Station remains similar in appearance to its original construction.

The Stix, Baer & Fuller Relay Station façade, which faces north, is twenty-five bays wide, with each bay consisting of large, multi-pane, industrial-style windows now infilled with glass block with a single smaller framed window within each probably used for ventilation. The recessed fenestration pattern is still visible through the glass block, and each window has a brick lintel above it and a simple concrete sill below it. On the ground level, beginning at the east end of the façade and moving westward are two bays, then a large storefront window and store entrance that spans three bays. The three bays containing the storefront window and store entrance have been altered from their original condition. Originally, these three bays consisted of one window and a garage entrance spanning two bays (see Continuation Sheet 8). It is likely this alteration occurred after the period of significance; however, one original garage entrance still remains. This alteration does not detract from the ability of the Relay Station to convey its historic function so historic integrity remains. Moving further west are three more bays, then a non-functional, electric overhead door that spans three bays. According to building permits, unspecified alterations to the Relay Station occurred in 1943 and 1950 and could have included modernization of this door. Historic integrity is not compromised because these changes occurred within the building's period of significance. West of this electric overhead door is one bay, then one bay with a shortened window and the entrance to the current business Warehouse of Fixtures directly below it. The 1914 sketch indicates that this shortened bay and entrance are alterations to the original building that could have occurred during the 1943 and 1950 changes. Assuming this is the case, historic integrity would not be compromised with these alterations. Twelve unaltered bays span the remainder of the façade.

<sup>4</sup> Demba, 3712 Laclède Avenue 20.

<sup>5</sup> "Stix-Baer Relay Station to have 6-Story Addition," St. Louis Post-Dispatch 18 Dec. 1927: 1B.

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**Stix, Baer & Fuller Dry Goods Company's  
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The street slopes downward to the west so the exposed concrete foundation gradually appears at the water table. Red brick covers the remainder of the façade, with three decorative, rectangular, terra cotta friezes near the roofline. These friezes contain terra cotta cornices, dentil courses along the top and soldier courses along the bottom. One of these friezes, above the 12<sup>th</sup>-14<sup>th</sup> bays, still reads "RELAY STATION." The other two friezes, above bays 3-5 and bays 21-23, are covered now by orange facing. According to the 1914 sketch, the eastern frieze historically read "STIX, BAER & FULLER DG" and the western frieze read "GRAND LEADER." No record could be found to determine when these friezes were covered. Rising 12 inches above the roofline directly overhead each of the two covered friezes is a parapet with a glazed terra cotta cap, which is characteristic of warehouse building style. The south (alley) elevation is functional in appearance, gaining rhythm from 43 asymmetrically-placed, industrial-style windows. At the east end, the electric overhead truck door still serves its original function, and it is surmounted by a recent sign reading "Warehouse of Fixtures Customer Pickup" (see Photos 1 and 2). The few alterations to the building after its period of significance do not alter the ability of the Relay Station to convey its historic significance; therefore, the building retains historic integrity.

### Building No. 2

Built in 1922, this building is five stories tall with a frontage of approximately 70 feet. The façade is three bays wide with each bay containing an industrial sash of large, multi-pane windows with brick filling below. The west side of the façade's roof has a 6-inch brick parapet with a terra cotta cap, while the east side of the roof is missing its original 12-inch brick parapet. At the roof's center is a "Stix, Baer & Fuller" sign, which is reminiscent of Art Deco style with its line detail, against brick detail with a terra cotta cap. The ground level of the façade has a garage entrance on the east end that is one bay wide. According to a building permit issued on December 7, 1961, the overhead door replaced a plate glass window. While this alteration occurred after the period of significance, an overhead door is a common feature of a relay station and does not prevent the building from conveying its historic significance. The west end of the façade has a one-and-one-half story tall, office entrance framed in terra cotta and brick with a terra cotta frieze that reads "OFFICE" above the metal-framed doorway. This entrance provides access to the building and extends back from Forest Park Boulevard to connect to the west elevation's five-story projecting bay stairwell and elevator shaft, which is slightly recessed from the back alley. This projecting bay includes bays four and five of the eight bayed elevation. The east elevation is similar to the façade in that it is five stories, each with eight bays of large, multi-pane industrial-style windows. The north elevation of Building No. 2, which faces the back alley, contains two truck docks that are inset into the building. At the west end of this elevation are the remains of concrete stairs that once gave access to the rear of the building (see Photos 3, 4, and 5).

### 1927 Addition to Building No. 1

A six-story brick building with an asphalt and tar roof, referred to as the 1927 Addition, added 100,000 square feet of floor space and increased the frontage of the Stix, Baer & Fuller Relay Station to 296 feet in 1927. Mauran, Russell & Crowell were the architects and Boaz-Kiel Construction Company built the addition. It was intended that an additional four stories would be added at a later date; however, this plan was never

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completed.<sup>6</sup> The façade of this building is three bays wide, with each bay containing three windows. At ground level the bays are single-pane plate glass storefront windows with a green awning erected over windows two and three of the first bay and windows four, five and six of the second bay. Most likely a post period of significance alteration, these storefront windows do not impact the façade in such a manner as to detract from the visual impression of a large, functional-looking building. The remaining five stories feature the same window pattern as the first story, but these windows are large, multi-pane industrial-style windows with simple concrete sills. Red brick covers the rest of the façade. On the west elevation, the three stories that rise above the Stix, Baer & Fuller Relay Station roofline are three bays wide with the characteristic exposed concrete framing surrounded by brick. The rear (south) elevation of this addition is similar to the rear of Buildings No. 1 and No. 2. Industrial-style windows and grates cover some of the rear elevation, and four truck docks are non-functional on the south elevation because of the narrowness of the alley. The east elevation of the 1927 Addition is seven bays wide. While the elevation features the same structural elements as the previous buildings, there is no obvious window pattern. Beginning at the alley and moving toward Laclede Avenue, the first bay contains no windows, the second and fourth bays have windows on stories three and six, the third bay has windows on stories three through six, the fifth bay has windows on stories four through six, the sixth bay has windows on the sixth story, and the seventh bay contains no windows. It appears that windows on the second story of bays one through four may have been infilled. The seventh bay contains a painted sign that covers the original brick facing on stories four through six and advertises the Warehouse of Fixtures business now occupying the building. The 1927 Addition has one truck dock on the east elevation that faces a parking lot and is currently non-functional<sup>7</sup> (see Photos 6 and 7).

### 1941 Addition to Building No. 1

In 1937, the Grand Leader Realty Company demolished a building at 3748 Laclede Avenue in order to expand frontage for a second time to a total length of 359 feet. Construction of this new three-story section, known as the 1941 Addition, was completed in 1941. The north elevation is six bays wide. Along the exposed concrete foundation are six, small, single-pane windows. Each bay of stories one through three contains one window with a simple concrete sill. The windows on the first story are the same height as those of the Relay Station, but the windows on the remaining two stories are shorter. The entire elevation is covered in brick with the roofline edged in terra cotta. The west elevation of this addition is adjacent to a parking lot and is eight bays wide. At the north end of this elevation is a small, metal sign advertising the Warehouse of Fixtures. Within the sixth bay, on the ground level, is a shed roof loading dock with corrugated metal framing. There are no windows on this bay. Above the eighth bay, the elevator shaft rises above the roofline. On the south (rear) elevation are two truck doors on one pier at the far west corner.<sup>8</sup> There are also large, multi-pane industrial-style windows as with the rest of the facility (see Photos 8 and 9).

### Alley Bridge

Stix, Baer & Fuller erected an alley bridge at the second story across the alley in 1953 to join Building No. 2 to

<sup>6</sup> "Stix-Baer Relay Station to have 6-Story Addition" 1B.

<sup>7</sup> Demba, 3712 Laclede Avenue 27.

<sup>8</sup> Demba, 3712 Laclede Avenue 28.



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the 1927 Addition. This alley bridge, designed by engineer Wm. C.E. Becker, is comprised of steel, concrete, precast cement tile and corrugated asbestos<sup>9</sup> (see Photo 10). Although this alley bridge was completed just after the building's period of significance, it does not represent a significant, detrimental alteration. The alley bridge connects the alley side elevations of Building No. 2 and the 1927 Addition, and it facilitated the functions of the Relay Station. Its simple design and obscured location prevent it from detracting from the buildings' historic integrity.

### Interior

Although a few variations exist among the two buildings and the additions, many of the basic features are the same. All buildings and additions have exposed poured concrete ceilings and floors. The height from floor to ceiling ranges from 10 feet to 20 feet.<sup>10</sup> Strip fluorescent lighting is suspended from the ceiling on almost all floors and in all areas of each building<sup>11</sup> (see Photo 11). The dates of alterations to interior features, such as the addition of strip fluorescent lighting, have been difficult to pinpoint. However, throughout its history the buildings' interiors have maintained characteristics that convey its historic functionality as a relay station and warehouse despite any alterations that have occurred.

The 1914 sketch of the Relay Station in the St. Louis Globe-Democrat provides some textual details of the building's interior when it first opened. The eastern end of the building contained a merchandise return room, a room for goods held for delivery at a specified time, and the garage. The western end of the basement held the stable. The Stix, Baer & Fuller Relay Station also provided a reading room, library, gymnasium, and separate offices for the stable foreman and cashier.<sup>12</sup>

A description of the current interior of Building No. 1 supports the conclusion that the building has undergone some interior changes since its original construction. The first floor, which contains the office and showroom, has no interior partitions, except for the stairwell and elevator shafts. The showroom contains a grid of columns corresponding to the exterior bay divisions that support the poured concrete floors and ceilings. These columns form a seven by fourteen grid, with each column numbered A through G and also 1 through 13 (i.e., A1, B6, F9, G13). These columns have mushroom pilasters (see Photo 12). The functional loading dock opens to the alley and the area is sunken in relation to the rest of the showroom (see Photo 13). The office is at the east end of the first floor, approximately five steps above the showroom floor. It is 2,000 square feet with drywall and paneled partitions and a dropped acoustic tile ceiling.<sup>13</sup> Building No. 1 provides access to the 1927 Addition and the 1941 Addition on the first and second floors. It is difficult to determine specific alterations that occurred after the period of significance; however, Building No. 1 still retains many original features, such as the exposed concrete ceilings and floors and grid of columns, open showroom, and loading dock, that support its historic integrity.

<sup>9</sup> "Building Permits," (3 Jan. 1953) 8.

<sup>10</sup> Demba, 3712 Laclede Avenue 27.

<sup>11</sup> Demba 3717 Forest Park Avenue 22.

<sup>12</sup> "Work Progressing Rapidly on New Relay Delivery Station for the Grand-Leader," St. Louis Globe Democrat 31 May 1914: a13.

<sup>13</sup> Demba, 3712 Laclede Avenue 28.

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Building No. 2 has no features greatly varying from the other building as the open floor plan is conducive to storage of merchandise. It contains a concrete stairway and one freight elevator. The alley bridge that connects it to the 1927 Addition is on the second floor (see Photos 14 and 15).

The 1927 Addition has bathrooms on the first floor as well as wall-to-wall carpeting, drywall partitions with decorative wall covering, suspended track lighting, perimeter offices with acoustic tile ceilings, and a reception area with marble tile floor (see Photo 16). While the most recent improvements to this portion of the building most likely occurred after the period of significance, some original features remain. There are two original freight elevators and two stairways in the interior that provide access to all floors.<sup>14</sup> Toward the south end of the 1927 Addition, the first story has an elevated conveyor belt that appears to be original (see Photo 17). Despite the newer alterations, the 1927 Addition's historic association to the functional style of relay stations and warehouses is not significantly compromised. Therefore, historic integrity remains.

The 1941 Addition has drywall partitions and dropped acoustic tile ceilings in the lounge area and one original freight elevator and one stairway. The ceiling height is approximately 16 feet on the first floor, 10 feet on the second floor, and 14 feet on the third floor.<sup>15</sup> An original tile partition separates Building No. 1 from the 1941 Addition, but there is access through two openings, one at the south end and one at the north end (see Photos 18 and 19). The 1941 Addition also has an original conveyor belt that runs between the first floor and the second floor at a 45-degree angle (see Photos 20 and 21).

### Alterations and Integrity Issues

Some alterations after the period of significance have occurred. Some of the multi-pane, industrial-style windows have been replaced with glass block, but the original recessed fenestration pattern is still visible. There are newer storefront entrances and changes to the overhead doors as technology has changed since 1914; however, these changes do not affect the overall impression of the facility or its historic associations. Furthermore, the original exposed concrete frame, characteristic of relay stations and warehouse buildings, remains visible and the facility as a whole is in relatively good repair. The interior has retained its characteristic openness with few partitions constructed to subdivide any spaces, and the exposed concrete floors and ceilings as well as the mushroom columns remain as they were originally constructed. All of these factors promote the facility's continued use as a warehouse and suggest that the facility has maintained a strong degree of historic integrity throughout the years.

Alterations to the Stix, Baer & Fuller Relay Station have not compromised the overall presence of the building as a dominant structure conducive to the purpose of receiving, sorting and delivering merchandise. Both the exterior and the interior have undergone relatively few changes that would jeopardize the facility's continued association with a more efficient system of merchandise distribution and the history of department store warehousing. In its present condition, the Stix, Baer & Fuller Relay Station maintains its original presence, in both size and shape, as a dominant structural entity, and it continues to function as a warehouse today.

<sup>14</sup> Demba, 3712 Laclede Avenue 27.

<sup>15</sup> Demba, 3712 Laclede Avenue 28.

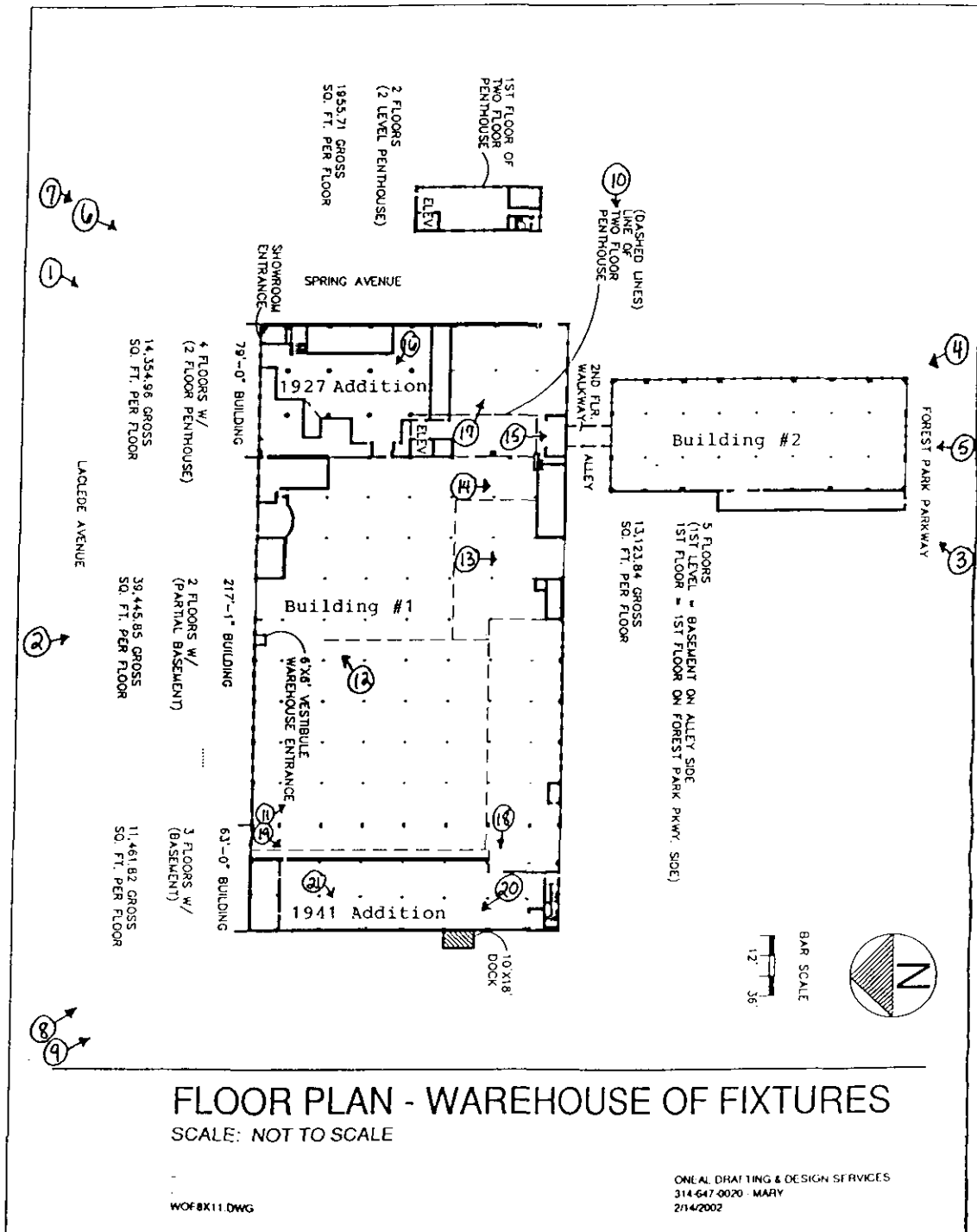
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Stix, Baer & Fuller Dry Goods Company's  
"Grand Leader" Relay Station  
St. Louis [Independent City], Missouri

Floor Plan & Photo Key  
Stix, Baer & Fuller Relay Station



**FLOOR PLAN - WAREHOUSE OF FIXTURES**  
SCALE: NOT TO SCALE

WOF8X11.DWG

ONEAL DRAUGHTING & DESIGN SERVICES  
314-647-0020 - MARY  
2/14/2002

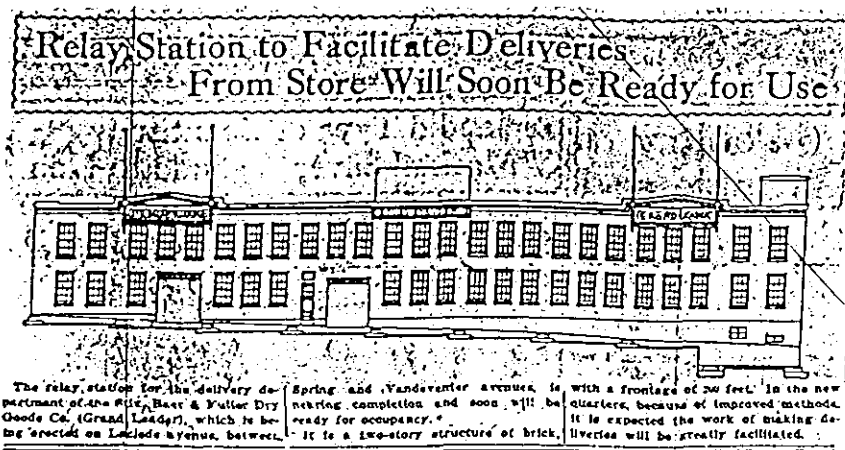
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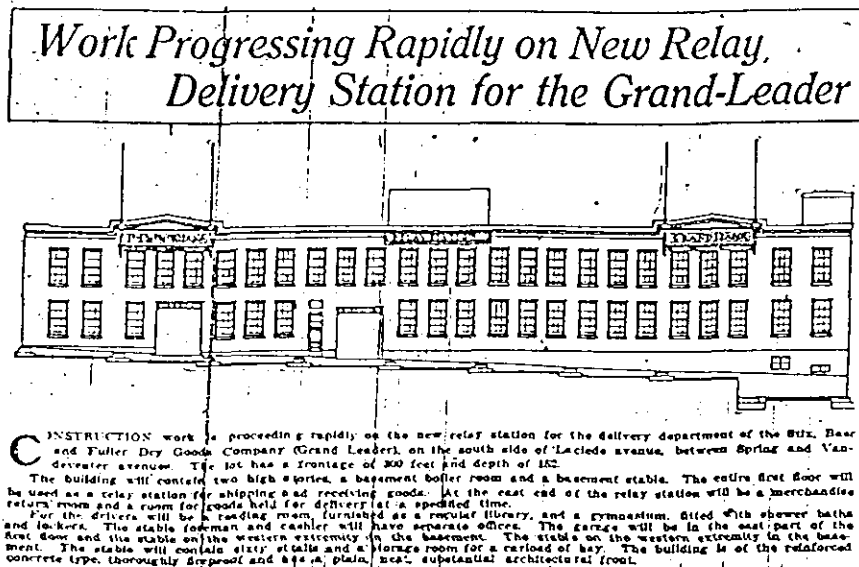
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**Stix, Baer & Fuller Dry Goods Company's  
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St. Louis [Independent City], Missouri**

Advertisements of the Near Completion of the  
Stix, Baer & Fuller Relay Station to  
Facilitate Grand Leader Department Store Deliveries



Source: "Relay Station to Facilitate Deliveries From Store Will Soon Be Ready for Use." *St. Louis Post-Dispatch* 31 May 1914, morning ed.: 16B.



Source: "Work Progressing Rapidly on New Relay Delivery Station for the Grand-Leader." *St. Louis Globe-Democrat* 31 May 1914: a13.

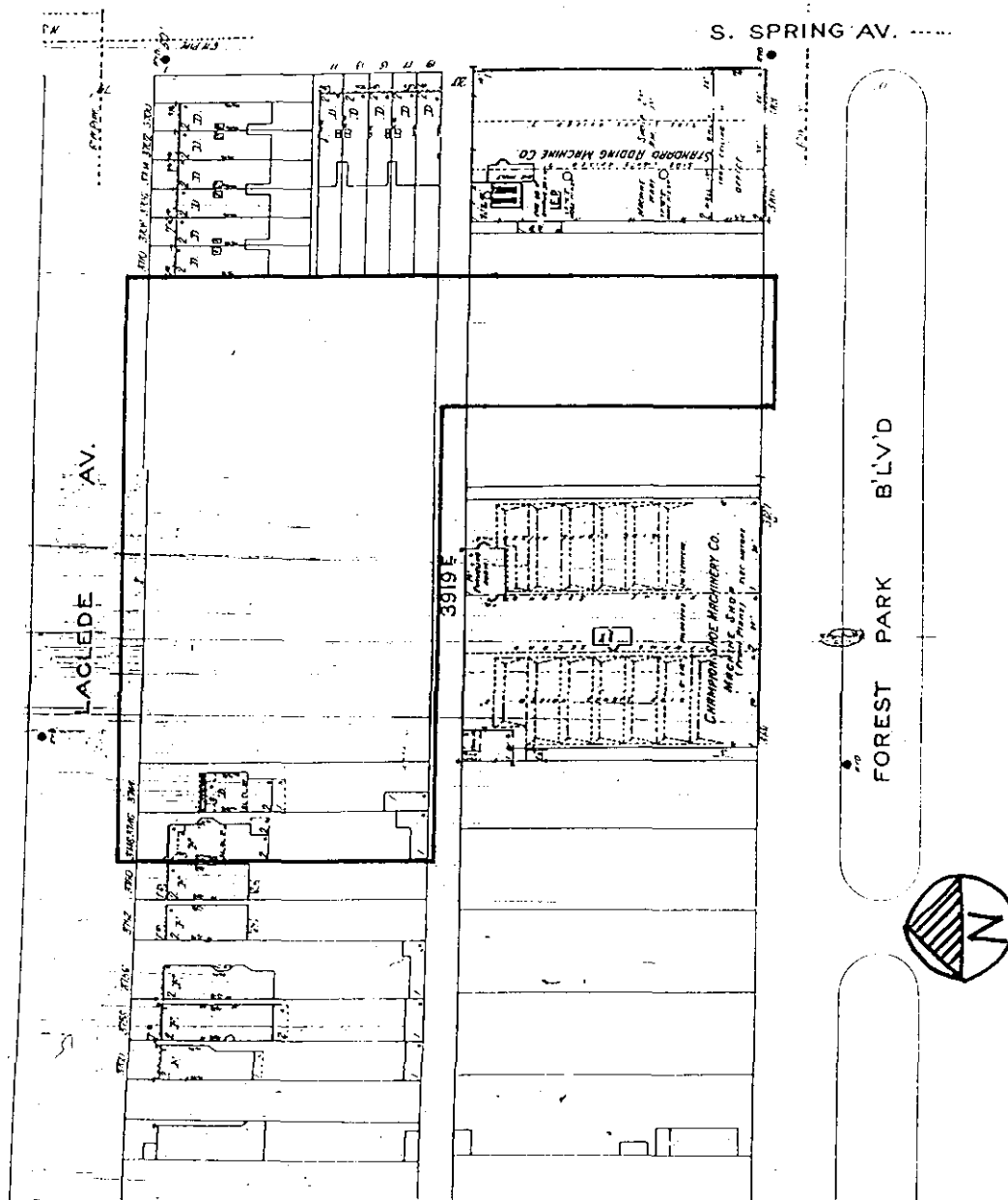
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Stix, Baer & Fuller Dry Goods Company's  
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St. Louis [Independent City], Missouri

Sanborn Fire Insurance Map, 1903  
Source: St. Louis Public Library



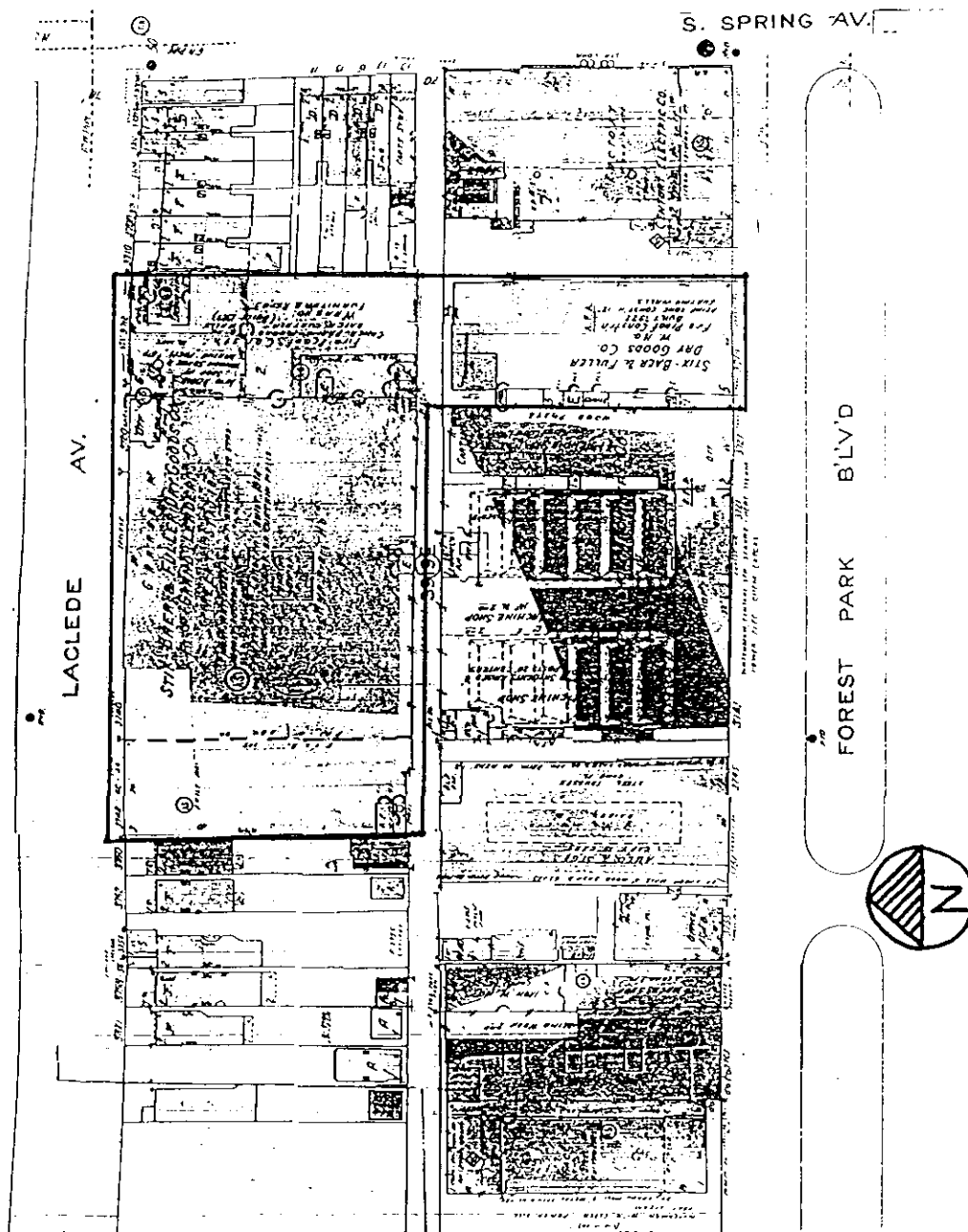
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Stix, Baer & Fuller Dry Goods Company's  
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St. Louis [Independent City], Missouri

Sanborn Fire Insurance Map, ca. 1931  
Source: St. Louis Public Library



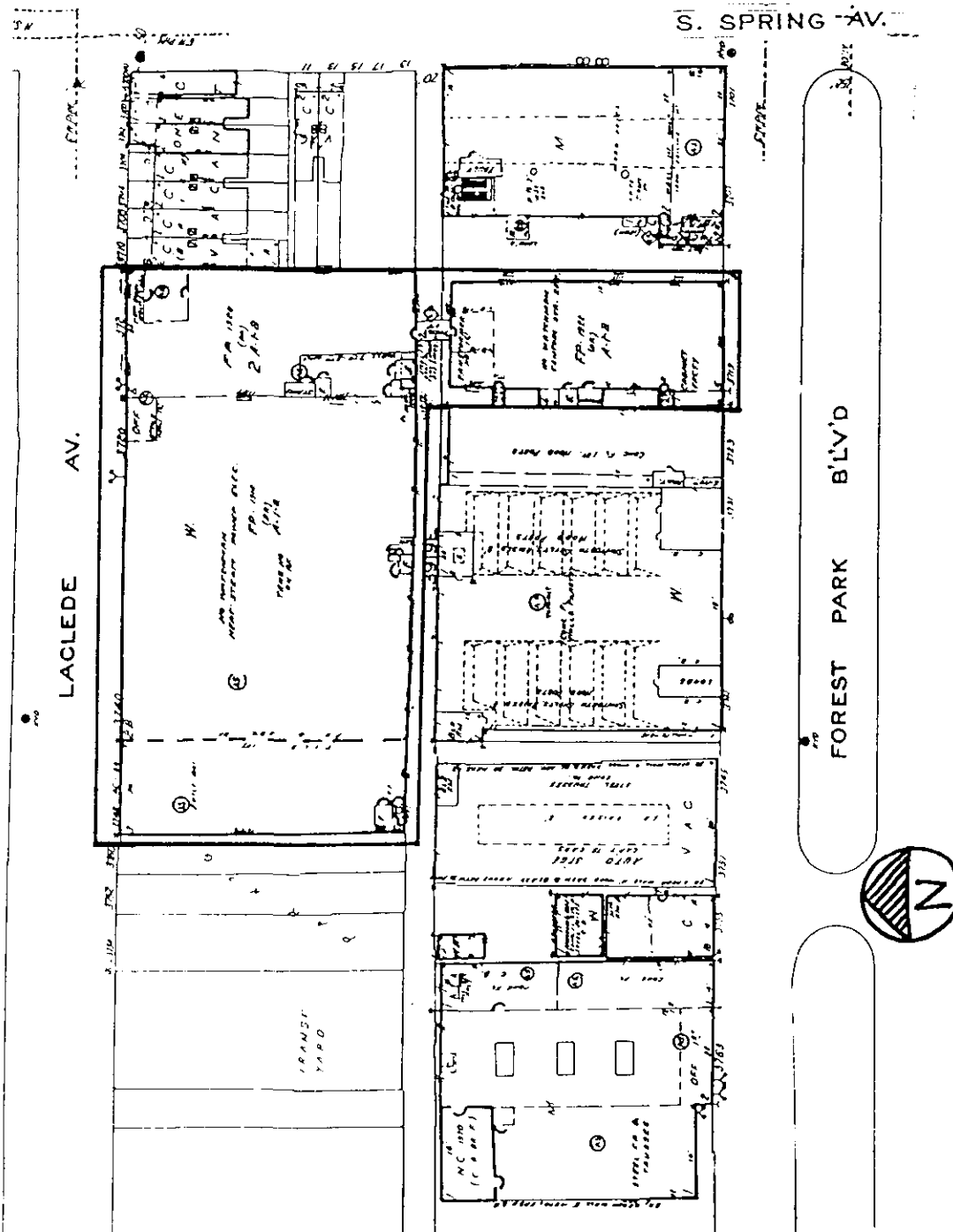
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Stix, Baer & Fuller Dry Goods Company's  
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Sanborn Fire Insurance Map, 1990  
Source: St. Louis Public Library



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**Stix, Baer & Fuller Dry Goods Company's  
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St. Louis [Independent City], Missouri**

**Architect/Builder:** Mauran, Russell & Crowell/Boaz-Kiel Construction Company [1927 Addition]; Klipstein & Rathmann/Gamble Const. Company [1941 Addition]; Unknown/Unknown (Wm C.E. Becker, engineer) [Alley Bridge, 1953]

### Narrative Statement of Significance

#### **Summary:**

The Stix, Baer & Fuller Relay Station was an essential component of one of St. Louis, Missouri's three major early names in the retail business. It is locally significant under Criterion A in the area of Commerce. The rapid expansion of the Stix, Baer & Fuller Dry Goods Company's "Grand Leader" Department Store, located on Washington Avenue from 6<sup>th</sup> Street to 7<sup>th</sup> Street and frequently called "one of the greatest stores west of New York City" during its prime, necessitated the construction of the Stix, Baer & Fuller Relay Station.<sup>16</sup> The rapidly growing Grand Leader could not meet the demands of both selling and delivering merchandise. A separate delivery department, or distribution center, became essential to ensuring the Grand Leader's continued success in the changing retail business. Consequently, the Stix, Baer & Fuller Relay Station was built and expanded from 1914-1941 between Laclede Avenue and Forest Park Boulevard near the intersection of South Spring Avenue. This facility minimized costs and delivery time and maximized customer satisfaction by providing a system to facilitate the sorting and delivery of purchased merchandise to customers and in later years warehouse excess merchandise prior to transport to the downtown store. Consequently, the Grand Leader could concentrate on selling its merchandise and continue its growth as one of the most successful retail department stores in the nation's history. The period of significance for the Stix, Baer & Fuller Relay Station begins in 1914 with the construction of Building No. 1 and is terminated in 1952, the 50-year closing date for significance.

#### **Elaboration:**

The national retail business was in its infancy when the Stix, Baer & Fuller Dry Goods Company's "Grand Leader" Department Store was established in 1892 by a group of young merchants. This department store was the vision of brothers J. A. and Sigmund Baer, who emigrated from Germany to the United States in 1878 & 1879 respectively. They first settled in the frontier town of Magazine, Arkansas where they operated the Baer Brothers Store, a small dry goods store. They moved to St. Louis, Missouri from Arkansas in 1892, and soon after arriving joined with their brother-in-law Aaron Fuller and established retailer Charles A. Stix, to establish the Grand Leader store at 601 North Broadway. Success came quickly to their business venture, and soon the "fastest growing store in America" needed a larger and more centralized location to showcase its foreign and domestic merchandise to its customers in order to maintain its position as a leading retailer.<sup>17</sup> Relocation to a building on Broadway and Washington, as shown on Continuation Sheet 17, sufficed for a while, but eventually a much larger expanse was necessary to meet the demand for this rapidly growing and successful store. The result was the 1905 acquisition of one of the most prime pieces of downtown St. Louis

<sup>16</sup> "Historic Resources of the Central Business District of St. Louis," National Register of Historic Places Inventory-Nomination Form 27.

<sup>17</sup> \_\_\_\_\_, St. Louis Globe-Democrat 29 Feb. 1964.



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real estate, the site of the Lindell Hotel, in the single largest real estate deal in St. Louis history at that time. See Continuation Sheet 18 for the key individuals involved in the acquisition of the Lindell Hotel site. In order to construct the "handsomest" department store in all of America, Charles Stix, along with building architect Mauran and realtor Lorenzo Anderson, visited the East Coast to study department store designs.<sup>18</sup> The specifications for the massive department store were decided and construction was soon underway in May of 1905. Upon completion in 1907, the \$800,000 Grand Leader Department Store was eight stories high and provided 450,000 square feet of floor space.<sup>19</sup> Once opened for business at the site of the former Lindell Hotel, an often-coveted commercial section of downtown St. Louis, the store flourished here throughout its history.

During its prime Stix, Baer & Fuller Dry Goods Company's "Grand Leader" had two main competitors: Famous-Barr and Scruggs, Vandervoort & Barney. The beginnings of these two stores were similar to the beginnings of the Stix, Baer & Fuller "Grand Leader." All three stores began as small dry goods operations before expanding into large retail giants. David May, an immigrant from Germany, began a small clothing store in Leadville, Colorado, in 1877. He quickly partnered with local Leadville merchants, brothers Moses, Louis and Joseph Shoenberg, and together moved to St. Louis in 1882 to explore the market. They immediately purchased "The Famous," a store on Broadway and Delmar, for \$150,000. Solid business practices and wise business decisions encouraged the growth of their new enterprise. In 1912, "Barr" was added to the company name after May purchased the William Barr Dry Goods Company, and the Famous-Barr Company continued to sell a variety of merchandise at affordable prices. Likewise, Scruggs, Vandervoort & Barney was established in 1850 under the name McClelland & Scruggs, a dry goods store at 415 North Fourth Street in downtown St. Louis. W. L. Vandervoort joined the store in 1860. Ten years later, after Charles Barney joined the team when McClelland retired, the store was renamed Scruggs, Vandervoort & Barney. As early as the 1880s, Scruggs, Vandervoort & Barney was known for carrying exclusive lines such as Elizabeth Arden Salons, Toni Hats, Kroydon Golf Clubs, Tognac Toiletries, Lee Jellies and Alice Dodd Cookies, and they purchased merchandise from as far away as New York, Chicago, California and Denver. Scruggs, Vandervoort & Barney closed in the late 1960s. Stix, Baer & Fuller, Famous-Barr, and Scruggs, Vandervoort & Barney were three of St. Louis' most successful retail stores.<sup>20</sup> They each offered a variety of merchandise at affordable prices and emphasized customer service and satisfaction. Their competition for customers fueled the development of more efficient methods of distribution that helped shape the retailing industry today. In January 1914, in the midst of the competition for customers, Stix, Baer & Fuller Dry Goods Company's "Grand Leader," Famous-Barr and Scruggs, Vandervoort & Barney each featured similar, half-page advertisements in the daily St. Louis Post-Dispatch. See Continuation Sheets 19-21 for a comparison of goods and prices offered by each of these stores.

Despite the competition, business for the Grand Leader was so successful that it soon became apparent a more efficient strategy was needed to facilitate delivery of merchandise to customers. Stix, Baer and Fuller realized that too much floor space at the Grand Leader was being utilized for purposes other than displaying store merchandise and the downtown store alone could not meet the demands of both selling the merchandise and sorting and delivering it to customers. The Stix, Baer & Fuller Relay Station, built in stages from 1914 to

<sup>18</sup> "Great Department Store to Replace Lindell Hotel," St. Louis Republic 17 Feb. 1905: 1.

<sup>19</sup> "Historic Resources of the Central Business District of St. Louis," 26.

<sup>20</sup> Gianna Jacobson, "Famous, Stix, Scruggs—big early names in retail," St. Louis Business Journal 28 July-3 Aug. 1988: 12B

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1953 and initially constructed as the Grand Leader's delivery department to facilitate home delivery to customers, became essential to the continued success of the Grand Leader downtown department store.<sup>21</sup> A. B. Groves was the architect of the original two-story Relay Station (known as Building No. 1, 3720-3740 Laclede Avenue), and the Murch Bros. completed its construction.<sup>22</sup> A five-story building (known as Building No. 2, 3717 Forest Park Boulevard) was added to the facility in 1922.<sup>23</sup> Attempts to identify the architect and construction company for this building were unsuccessful; however, it is similar in style to Building No. 1.

Establishment of a relay station and warehouse facility was vital to maintaining Stix, Baer & Fuller Company's position as a leading department store. According to Norm Doering, a young Stix, Baer & Fuller Relay Station worker in the late 1940s, the main function of the Relay Station had always been the sorting of merchandise for delivery to local customers.<sup>24</sup> Many customers shopped at the downtown store but preferred to have their purchases wrapped and delivered instead of carrying them home personally. Doering said the packages would be taken by truck to the Relay Station where they would be unloaded onto a conveyor belt. While there were no zip codes at this time, each area of St. Louis was divided into a zone. A few supervisors would mark the zone number on the side of the package and send it down another conveyor belt. Doering, as well as many other young workers, would sort these packages into bins that were organized according to the city zones. Once a bin was full, it was loaded onto a truck for delivery to a customer in the specified zone. The Grand Leader department store did not have the capability of completing this vital aspect of the business. The efficiency of the Stix, Baer & Fuller Relay Station enabled the delivery department to meet the demands of the downtown store.

The features of the Stix, Baer & Fuller Relay Station's exterior and interior were an important consideration when designing an economic structure conducive to its purposes. The massive size of the buildings and the unornamented look of the exterior suggested an emphasis on functionality. The open and spacious interior enabled trucks to enter freely to load and unload merchandise. It featured freight elevators, conveyor belts, and loading/unloading docks for easier and quicker receiving, organizing and transporting of merchandise. Similar to the later built J.C. Penney warehouse building, the Stix, Baer & Fuller Relay Station dominated the horizon and illustrated the power and influence of the Stix, Baer & Fuller name in the department store industry.

According to the brief summary printed with the 1914 sketch of the building, the interior featured amenities for workers of the Relay Station. Delivery drivers had access to a reading room, library and gymnasium complete with shower baths and lockers.<sup>25</sup> Stix, Baer & Fuller represented a growing trend in modern department store retailing. While steering toward a much larger and more national business enterprise, it still wanted to maintain some of the values of the small dry goods stores. Stix, Baer & Fuller understood the importance of company morale, as they strived to keep employees happy and comfortable in order to motivate them to perform. The organization of the store and the exceptional treatment of staff both served to further establish the Grand Leader among the best of the best in the category of department stores. A June 28, 1914, article in the St. Louis Post-Dispatch, announced the opening of the Grand Leader Country Club on 52 acres on the

<sup>21</sup> "Relay Station to Facilitate Deliveries From Store Will Soon Be Ready for Use," St. Louis Post-Dispatch 31 May 1914: 16B.

<sup>22</sup> "Building Permits," St. Louis Daily Record 11 May 1914: 3.

<sup>23</sup> Sanborn Fire Insurance Map, [St. Louis Public Library] ca. 1931.

<sup>24</sup> Norman Doering, personal interview, 12 Feb. 2002.

<sup>25</sup> "Work Progressing Rapidly on New Relay Delivery Station for the Grand-Leader" a13.

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Meramec River. The article reported that the Grand Leader was the "first department store in the United States to start the uplift movement for the benefit of its employees."<sup>26</sup> A Country Club for employees, in addition to the facilities available at the Relay Station, demonstrates Stix, Baer & Fuller's commitment to supporting its employees and rewarding them for their performance.

Early on in store history, the Stix, Baer & Fuller Company offered its customers more than just clothing and domestic goods. Stix, Baer & Fuller opened a Piano Department in the Grand Leader store and featured a 1914 recital there to commemorate the department's second anniversary (see Continuation Page 22). Almost exactly eight years after the recital, on April 22, 1922, it delved into the newly explored radio business with its own radio station that provided listeners with news, weather, and music.<sup>27</sup> In addition, the Company published a magazine called Modes & Manners that contained articles and pictures about the current fashions and events.<sup>28</sup> The April-May 1926 issue of Modes & Manners announced that Stix, Baer & Fuller had joined with other leading national stores to form the Associated Merchandising Corporation, "one of the largest and most powerful retail merchandising organizations in the world." Stores from seventeen U.S. cities and London, England, including Abraham & Straus, L. S. Ayres & Company, L. Bamberger & Co., Bullock's, The Dayton Company, The Emporium, Wm. Filene's Sons Co., B. Forman Company, Frederick & Nelson, Harrods' Ltd., Joseph Horne Co., The J. L. Hudson Company, Hutzler Brothers Co., The F. & R. Lazarus & Co., The Rike-Kumler Co., Stix, Baer & Fuller Company, Strawbridge & Clothier, and The Wm. Taylor Son & Co., combined buying powers and exchanged advice and information while maintaining their independence of ownership and management. Buying offices in New York and eleven foreign cities, including London, Berlin, Paris, Belfast, Lyons, Gablonz, Vienna, Brussels, Florence, St. Gall, and Chemnitz, sent over two hundred representatives to ascertain merchandise, such as glassware, pounded brass, hand-woven rugs, and linens, from every corner of the Earth. This enabled stores in the Associated Merchandising Corporation to provide the most sought-after merchandise to their customers as soon as it is discovered.<sup>29</sup> Julius Baer traveled abroad approximately twice a year to purchase the latest European products for the Grand Leader store. Each floor of the eight story Grand Leader Department store then featured a different type of good: clothing on the main floor; gardening supplies on the fifth floor; furniture on the sixth floor. Inclusion in this exclusive organization is a testament to the commercial growth and success of the Stix, Baer and Fuller Company.

As additions were added to the original two-story Stix, Baer & Fuller Relay Station, it also functioned as a warehouse for new or excess merchandise awaiting transport to the downtown store. The 1927 Addition, 3712-3718 Laclede Avenue, was added in 1927-1928, with design by architects Mauran, Russell & Crowell. Boaz-Kiel Construction Company provided construction.<sup>30</sup> This addition does not have ground level entry along Laclede Avenue; however, it can be accessed through Building No. 1. The 1941 Addition, 3742-3748 Laclede Avenue, was designed by architects Klipstein & Rathmann and was built by Gamble Construction Company in 1941.<sup>31</sup> The continued expansion of the Stix, Baer & Fuller Relay Station illustrates the success of the Grand Leader department store and demonstrates the Relay Station's significance to the operation of the business.

<sup>26</sup> "Grand Leader Country Club to Formally Open July 4," St. Louis Post-Dispatch 28 June 1914: 8.

<sup>27</sup> \_\_\_\_\_, St. Louis Post-Dispatch 16 Feb. 1964.

<sup>28</sup> Jacobson 12B.

<sup>29</sup> "All the World for Our Market Place," Modes & Manners Apr.-May 1926: 18.

<sup>30</sup> "Building Permits," St. Louis Daily Record 18 Dec. 1927: 4.

<sup>31</sup> "Building Permits," St. Louis Daily Record 24 July 1941: 8.

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With Stix, Baer and Fuller on the cutting edge of modern changes to the retail business, the Grand Leader store continued to experience growth and success throughout the early 1960s. In 1953, engineer Wm. C. E. Becker designed a second story alley bridge that connected Building No. 2 to the 1927 Addition.<sup>32</sup> This facilitated the movement of merchandise from one building to the other. As the trend of the downtown department store transitioned to the idea of department store chains in suburban shopping center malls, the Stix, Baer & Fuller Company was one of the first to begin opening multiple store locations. Relay stations and warehouses were then needed to organize and distribute merchandise to various store locations. According to the newspapers clippings from vertical files at the Mercantile Library at the University of Missouri—St. Louis, Stix, Baer & Fuller began opening retail stores in St. Louis shopping centers every few years starting in 1955 with a store in the Westroads shopping center. Other Stix, Baer & Fuller stores opened at River Roads in 1961 and at Crestwood Plaza in 1967.<sup>33</sup> In 1963, the Stix, Baer & Fuller Company was sold to Associated Dry Goods Corporation. In the early 1970s, Stix, Baer & Fuller began expanding their chain stores outside of the St. Louis area with stores opening in Kansas City in 1971 and in Illinois in 1979. Dillard Department Stores purchased the chain from Associated Dry Goods Corp. in 1983 and changed the store name to Dillard's.<sup>34</sup>

Along with Scruggs, Vandervoort & Barney and Famous-Barr Company, Stix, Baer & Fuller Dry Goods Company's "Grand Leader" was one of the oldest major department stores in St. Louis. Initially, the non-promotional Grand Leader catered to upper income citizens and offered its customers a variety of merchandise. Later, the Stix, Baer & Fuller Company focused more on lower priced lines of merchandise in a semi-promotional retail business.<sup>35</sup> With a house policy that emphasized public confidence and progressive methods yet conservative policy, the Grand Leader business influenced modern ideas about trade and commerce. Known as "one of the most prominent and successful commercial concerns of the city," the Grand Leader offered both domestic goods and goods from some of the finest European manufacturers.<sup>36</sup> A predominant component of the Grand Leader's ascension to the top of the retail industry is the Stix, Baer & Fuller Relay Station. This Relay Station facilitated the delivery of merchandise to customers in an efficient and cost-effective manner and also later functioned as a warehouse. Without the construction of this facility, Stix, Baer & Fuller would not have been able to meet the demands of the consumer in this changing market of retail department stores. The Stix, Baer & Fuller Company was a pioneer of the transition from small dry goods stores into the new realm of retail merchandising. While the Stix, Baer & Fuller Relay Station was built over a period of thirty years by various architects and builders, the overall impression of the complex is that of one massive, dominant, interconnected building. The Stix, Baer & Fuller Relay Station played a vital role in enabling the Grand Leader to be remembered as one of St. Louis' first major department stores and one of the greatest stores west of New York.

<sup>32</sup> "Building Permits," St. Louis Daily Record 3 Jan. 1953: 8.

<sup>33</sup> [Miscellaneous Stix, Baer & Fuller articles], [Stix, Baer & Fuller Vertical File, St. Louis Mercantile Library at UMSL] 21 Aug. 1955, 8 Aug. 1961, 24 Jan. 1967.

<sup>34</sup> Jacobson" 12B.

<sup>35</sup> Roy Arthur Klages, "An Analysis & Interpretation of the Factors Influencing the Decentralization of the Downtown Department Stores in St. Louis," (Ph.D. diss., University of Missouri, 1960), 58-59.

<sup>36</sup> Walter B. Stevens, St. Louis: History of the Fourth City 1763-1909, vol. 5 (St. Louis: The S.J. Clarke Publishing Co., 1909) 111.

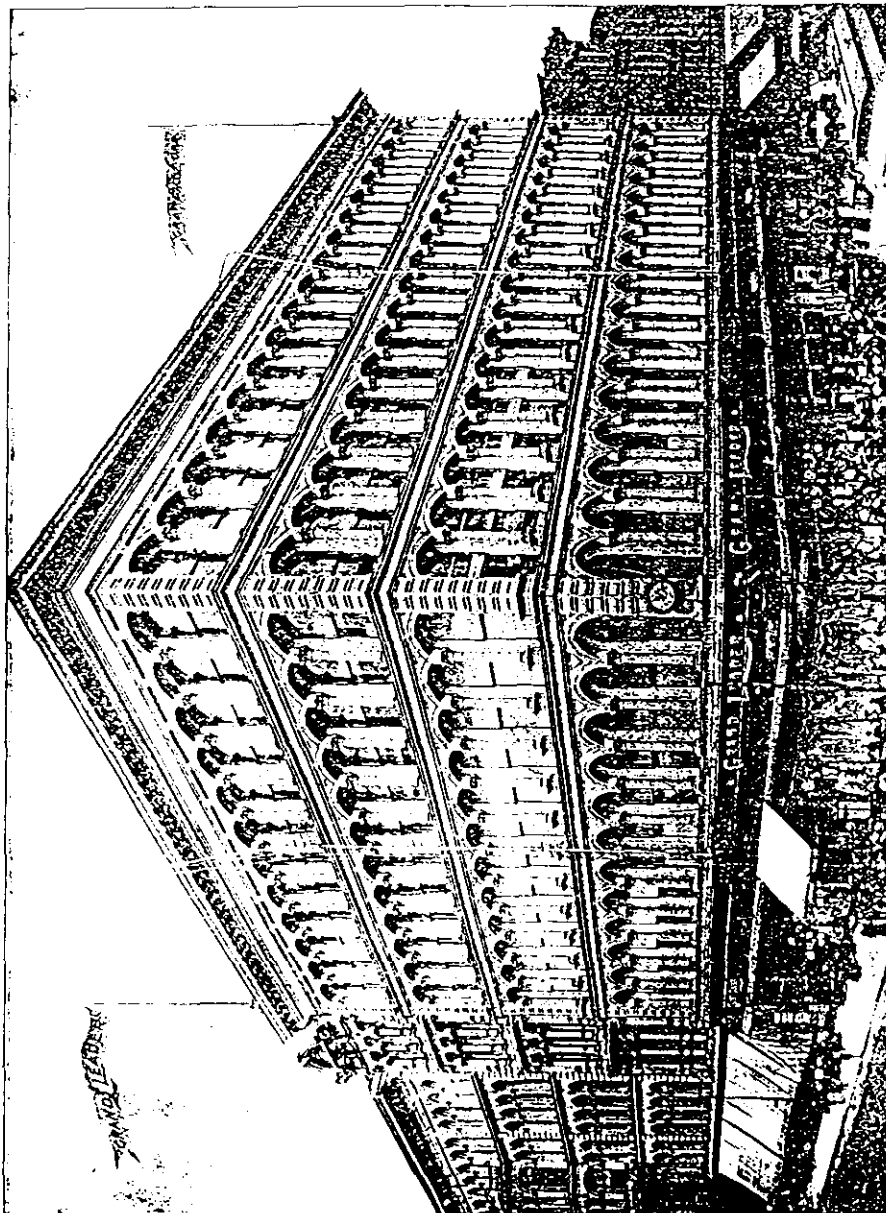
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Photograph ca. 1902  
of the Stix, Baer & Fuller Dry Goods Company's  
"Grand Leader" Department Store  
prior to the move to the Lindell Hotel site.



GRAND LEADER (STIX, BAER & FULLER DRY GOODS COMPANY).  
 This great mercantile establishment is located on the lowest corner of St. Louis, the northwest corner of Broadway and Washington Avenues. This locality has long been the center of retail trade. The rise of this house in the mercantile world has been very rapid, justifying the title, "The fastest growing store in America."

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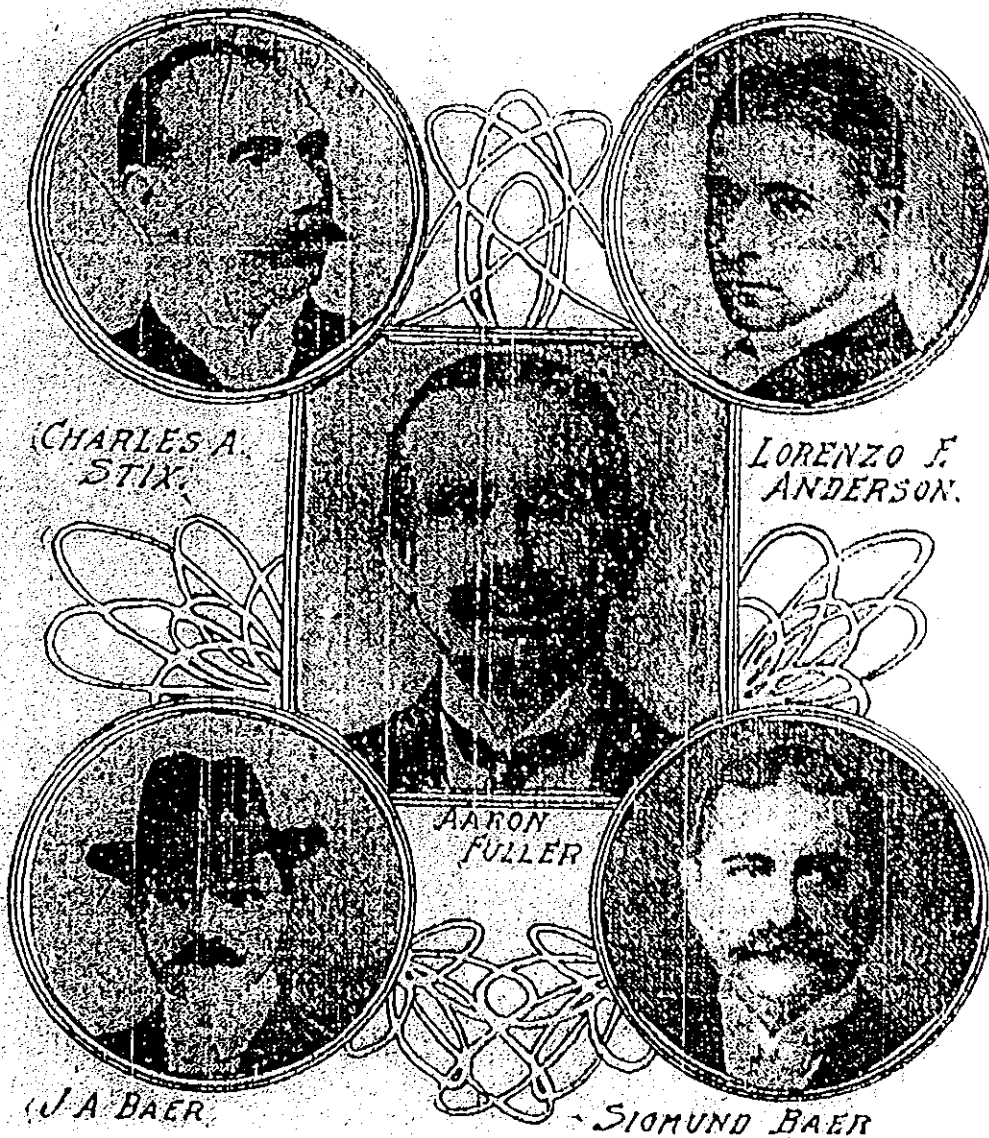
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Individuals involved in closing the deal  
for the Stix, Baer & Fuller Dry Goods Company's  
"Grand Leader" Department Store  
at the Lindell Hotel site.

Grand Leader representatives are Messrs. Stix, Baer & Fuller.  
Mercantile Trust Company representative is Mr. Anderson.



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Source:

Stix, Baer & Fuller Dry Goods  
Company's "Grand Leader."  
Advertisement.  
St. Louis Post-Dispatch.  
5 Jan. 1914: 5.

MONDAY EVENING, JANUARY 5, 1914 ST. LOUIS POST-DISPATCH

See tomorrow morning's paper for details of great sale featuring extraordinary reductions in Women's

## The White Sale of January 4, 1914

### White Sale Notes

Values extraordinary in every one of the White Sale Sections. It is vital to supply the entire season's needs in Ladies' Apparel this January White Sale.

Many families always purchase the fabric cloths during this week's January White Sale.

Now is a special time to buy Embroideries—let's let the best time of the year.

Wonderful assortment of beautiful new White Blouses.

### Mountains of New Lingerie in the January White Sale

**11 Nightgowns \$1.25** Princesses \$1.50  
Lingerie, trimmed with lace, trimmed with lace, trimmed with lace. They make beautiful lingerie for the White Sale.

**French Petticoats \$1.50** to \$2.00  
At \$1.50—French Petticoats, trimmed with lace, trimmed with lace, trimmed with lace. They make beautiful lingerie for the White Sale.

**French Petticoats \$1.50** to \$2.00  
At \$1.50—French Petticoats, trimmed with lace, trimmed with lace, trimmed with lace. They make beautiful lingerie for the White Sale.

### Beautifully Handmade French Lingerie

**French Petticoats \$1.50** to \$2.00  
At \$1.50—French Petticoats, trimmed with lace, trimmed with lace, trimmed with lace. They make beautiful lingerie for the White Sale.

**French Petticoats \$1.50** to \$2.00  
At \$1.50—French Petticoats, trimmed with lace, trimmed with lace, trimmed with lace. They make beautiful lingerie for the White Sale.

### White Sale Linens

**1125 Duckings, 10c Yard**  
Pure linen, table and pocket, fully finished and ready to use. Good quality, good price. Buy them now.

**1125 Tablecloths, 61**  
Good quality, good price. Buy them now.

**1125 Towels, 10c**  
Good quality, good price. Buy them now.

### Crisp, New White Goods

**4c Four Yards, 10c Yard**  
Crisp, new white goods, good quality, good price. Buy them now.

**1125 Linen, 10c**  
Crisp, new white goods, good quality, good price. Buy them now.

### White Sale Embroideries

**10c, 15c, 19c, 25c**  
Embroideries, good quality, good price. Buy them now.

## Basement White Sale and Red Letter Day Tomorrow

### Sample Corsets, 59c

Good quality, good price. Buy them now.

### 11 Centerpieces, 50c

Good quality, good price. Buy them now.

### Women's Fall Jackets and Comfy, 50c

Good quality, good price. Buy them now.

### 800 Tablecloths

Good quality, good price. Buy them now.

### Embroideries in Basement Sale

Good quality, good price. Buy them now.

### Stix, Baer & Fuller Dry Goods Company's "Grand Leader"

### Flannel Shirt Sale

Good quality, good price. Buy them now.

### Women's \$5 and \$7.50 Winter Coats \$2.98

Good quality, good price. Buy them now.

### Stix, Baer & Fuller Dry Goods Company's "Grand Leader"

### Sale of Sample Gloves

Good quality, good price. Buy them now.

### Women's \$5 and \$7.50 Winter Coats \$2.98

Good quality, good price. Buy them now.

### Stix, Baer & Fuller Dry Goods Company's "Grand Leader"

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Source:

Famous-Barr Company.  
Advertisement.  
St. Louis Post-Dispatch.  
5 Jan. 1914: 6.

## January Shelf Emptying Sale

Is Today the Center of Interest for Thrifty Shoppers  
Double EAGLE STAMPS All Day Tuesday

Essentially the most important of the year, even Tuesday's shoppers at this store. With the wonderful values offered in this Shelf-Emptying Sale, and with one of the valuable EAGLE STAMPS given instead of the usual one, Tuesday buyers find the most pronounced occasion.

All about the home regular prices have been abandoned, & most every need one may have will be supplied in reduction savings.

All goods returned for exchange or for refund MUST be accompanied by the original sales check.

### Famous-Barr Co.

ENTIRE BLOCK, OLIVE, LOCUST, SIXTH AND SEVENTH STS.  
A Block of Business  
St. Louis, Mo.

#### Women's \$12.50, \$35 & \$39.75 Dresses for \$21

Wisconsin style in afternoon, evening & party dresses. In the latest design, heavy coats of high quality materials, made in clean, simple, fashioning, simple & elegant, with wide flared skirts & charmingly fitted bodices.

**\$21.00**

#### Women's \$25, \$27.50, \$30 & \$35 Dresses, \$15

Women's \$24.00 to \$27.50 Dresses ..... \$9.75  
Women's \$25.00 to \$27.50 Dresses ..... \$11.75  
Women's \$30.00 to \$35.00 Dresses ..... \$15.00  
Women's \$25.00 to \$27.50 Dresses ..... \$11.00

#### Women's \$47.50, \$50 & \$32.50 Suits, for \$28.75

Headline Suits of velvet, devoree, broadcloth, serge & other winter-weight fabrics in current style or classic styles, with laces or wide shirring at cuffs, collars, necklines, etc.

**\$28.75**

#### Women's \$25 Plush Coats, \$14.85

Stuffed over 2, 4 & 6 length Coats of the new plush in different colors, and also guaranteed extra heavy, with fur lined. \$25.00 value.

**\$14.85**

#### Women's \$3 English Boots, \$2.35

Happy new style in women's English Boots, low heels, tall laces, top of the foot, made of rubber or patent calf, cow horn, etc. \$3.00 value.

**\$2.35**

#### Women's \$1.50 to \$2 Union Suits, 80c

Ribbed neck and wrist Union Suits, in white, black, blue, etc. \$1.50 value.

**89c**

#### Women's 50c Milk Hose, 25c

Full fashioned black pure thread milk hose. One pair per box. \$1.00 value.

**25c**

#### \$1 & \$1.25 Fancy Ribbs, 59c

A notable sale lot including 1500 yards of plain & fancy ribbs, in all colors, 15 to 18 inch width.

**59c**

#### \$1.25 to \$2 Dress Goods, 88c Yd.

One 1/2 yard of \$1 & \$1.25 black & colored dress goods, in all colors, 15 to 18 inch width.

**88c**

#### Clearaway of Men's & Young Men's Suits & Overcoats

An entire clearing of our entire Winter stocks, all at popular priced Suits & Overcoats being inventoried, and the highest character, such as Boger-Pat, Hines & other reputable well-known makes. The presentable, & the assortments afford most pleasing choice.

<b>\$9.00</b>	<b>\$13.00</b>	<b>\$16.00</b>	<b>\$10.00</b>	<b>\$22.00</b>
for Suits & Overcoats Worth \$18 to \$16.00	for Suits & Overcoats Worth \$18 & \$20	for Suits & Overcoats Worth \$22.50 & \$25	for Suits & Overcoats Worth \$28 & \$30	for Suits & Overcoats Worth \$35 & \$40

#### Clearaway Boys' Clothing

Offering the most pleasing selection from new, winter styles in boys' clothing, at prices that are unbeatable. \$1.00 value.

4 to 10 Boys' & Overcoats, suit price	49.00
4 to 10 Boys' & Overcoats, suit price	49.00
4 to 10 Boys' & Overcoats, suit price	49.00
4 to 10 Boys' & Overcoats, suit price	49.00

#### Men's \$1 Underwear, 57c

Men's Egyptian and Egyptian necktie, 57c value.

**57c**

#### The January Linen Sale

Continued to be a most interesting one from every standpoint. In the offering of quality goods, such as Hosiery, Linens, etc., remarkably low prices have been given in order to liquidate the stock. \$1.00 value.

#### Men's \$1 to \$1.50 Nightshirts, 79c

A special lot of men's heavy flannel nightshirts, with or without neckties, in all colors.

**79c**

#### Boys' 50c Hosiery, 38c

Boys' "Over" flannel nightshirts, in all colors & patterns.

**38c**

#### \$3.75 to \$3 Lace Curtains, \$2.50

Art Flax, Brussels Net, French corded net, Nancy, etc. \$3.75 value.

**\$2.50**

#### \$35 Royal Wilton Rugs, \$26.75

Handmade Wilton Rugs, in all colors, 12 to 14 ft. square, \$35.00 value.

**\$26.75**

#### Pineapple Lava Cake, 20c

Pineapple Lava Cake, 20c per piece.

**20c**

### On the Basement Gallery

Women's \$10 & \$12.50 Suits, \$7.00

Of well chosen styles in suits, \$10.00 value.

**7.00**

Women's \$10 & \$12.50 Suits, \$7.00

Of well chosen styles in suits, \$10.00 value.

**7.00**

Women's \$10 & \$12.50 Suits, \$7.00

Of well chosen styles in suits, \$10.00 value.

**7.00**

Women's \$10 & \$12.50 Suits, \$7.00

Of well chosen styles in suits, \$10.00 value.

**7.00**



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Stix, Baer & Fuller Dry Goods Company's  
"Grand Leader" Relay Station  
St. Louis [Independent City], Missouri

Source:

Scruggs-Vandervoort-Barney  
Advertisement.  
St. Louis Post-Dispatch.  
5 Jan. 1914: 2.

MONDAY EVENING, JANUARY 5, 1914

**Scruggs-Vandervoort-Barney**  
OLIVE AND LOCUST FROM NINTH TO TENTH  
In connection with James McCreery & Co., New York

**Let Our January Sale of White Be of Service to You**  
All who are attending our January Sale of White are finding it extremely profitable and one of the greatest bargains of the year. Owing to the greatly enlarged space which has affected possibly to a greater extent the departments that play the largest part in the January Sale than the others—it has been possible for us to assemble the greatest variety of high quality goods at the history of this store. You should by all means share in the splendid values, many of which equal the most famous of the world.

**Mourning Dept.**  
Here you can find a complete stock of Mourning Apparel and Accessories. We have some you do not see elsewhere.



**Madras**  
is with a special selection of Madras material for your special needs.

**Pay Less for Household Linens Now During the White Sale**  
Remember we will find this sale a most profitable time in which to purchase Household Linens. The variety also is all that could be desired and includes:

**Embossed Neck Towels**  
This quality Embossed Neck Towels with monogram opening, value \$1.25, sale price \$1.00.  
This quality Embossed Neck Towels with monogram opening, value \$1.25, sale price \$1.00.

**Embossed Bath Towels**  
This quality Embossed Bath Towels with monogram opening, value \$1.50, sale price \$1.25.

**Embossed Handkerchiefs**  
This quality Embossed Handkerchiefs with monogram opening, value \$1.00, sale price \$0.75.

**Blankets at Special Prices**  
There is no better time than right now to buy Blankets, as the January Sale of White is offering many special values and the cold weather so prevalent during January makes the need of them urgent.

**Hartford-Saxony Rugs Reduced**  
We are offering at discounted prices our Hartford-Saxony Rugs of material savings in price. There are no better rugs made in this country and you could not expect to have another opportunity to buy these so-called "branded" rugs at so much less than their regular value. Only high-class wool materials are used in their making, the colors are non-fading and there is no irritating hand, which eliminates all tendency to wear at the edges. The designs are reproductions of the finest Oriental rugs and they are unsurpassed for durability.

**Sheets and Pillowcases the January White Sale**  
Let our January Sale of White serve you in the purchase of Sheets and Pillowcases. It can save you considerable money.

**"Angela" Sheets and Pillowcases**  
These are made of good quality, multi-colored cotton and are priced at less than the cost of the material by the yard.

**"Hartford" Sheets and Pillowcases**  
These are made of good quality, multi-colored cotton and are priced at less than the cost of the material by the yard.

**The Password of the Clan Victrola "Victor Records"**  
WHERE two Victrola owners meet, what does the talk swing to? Records! If you are a Victrola owner and particularly a "Clan" member of the "Clan Victrola," we want you to explore with us, the wonders of the Victor Record Catalogue. There are over 5000 Victor Records, you know.

There are easy, sound-proof rooms in our Victor Section especially for scientific record selection. Intelligent salespeople, too. Start your record library here this week. Whether you buy one record at 60 cents or fifty at 63 each—our service will be equally efficient and agreeable.

**Dining Room Furniture—a Large and Well Selected Line**  
Our entire Fifth Floor is devoted to the sale of Household Furniture. It is bristling with the latest and best and very good and well selected furniture whether it be for furniture of the most luxurious or the very best of Practical Furniture. You must see our Impressive Dining Room Furniture. We have just sold our present inventory.



**Bedspreads in the January White Sale—Prices Are Much Less Than Ordinarily**  
If you buy Bedspreads to buy you should share in the savings of the January Sale of White, which includes such remarkable values as:

**Bedspreads and Bolster Covers**

Quality Standard	120x180	value \$1.25	sale price \$1.00
Quality Standard	120x180	value \$1.50	sale price \$1.25
Quality Standard	120x180	value \$1.75	sale price \$1.50
Quality Standard	120x180	value \$2.00	sale price \$1.75
Quality Standard	120x180	value \$2.25	sale price \$2.00
Quality Standard	120x180	value \$2.50	sale price \$2.25
Quality Standard	120x180	value \$2.75	sale price \$2.50
Quality Standard	120x180	value \$3.00	sale price \$2.75
Quality Standard	120x180	value \$3.25	sale price \$3.00
Quality Standard	120x180	value \$3.50	sale price \$3.25
Quality Standard	120x180	value \$3.75	sale price \$3.50
Quality Standard	120x180	value \$4.00	sale price \$3.75
Quality Standard	120x180	value \$4.25	sale price \$4.00
Quality Standard	120x180	value \$4.50	sale price \$4.25
Quality Standard	120x180	value \$4.75	sale price \$4.50
Quality Standard	120x180	value \$5.00	sale price \$4.75
Quality Standard	120x180	value \$5.25	sale price \$5.00
Quality Standard	120x180	value \$5.50	sale price \$5.25
Quality Standard	120x180	value \$5.75	sale price \$5.50
Quality Standard	120x180	value \$6.00	sale price \$5.75
Quality Standard	120x180	value \$6.25	sale price \$6.00
Quality Standard	120x180	value \$6.50	sale price \$6.25
Quality Standard	120x180	value \$6.75	sale price \$6.50
Quality Standard	120x180	value \$7.00	sale price \$6.75
Quality Standard	120x180	value \$7.25	sale price \$7.00
Quality Standard	120x180	value \$7.50	sale price \$7.25
Quality Standard	120x180	value \$7.75	sale price \$7.50
Quality Standard	120x180	value \$8.00	sale price \$7.75
Quality Standard	120x180	value \$8.25	sale price \$8.00
Quality Standard	120x180	value \$8.50	sale price \$8.25
Quality Standard	120x180	value \$8.75	sale price \$8.50
Quality Standard	120x180	value \$9.00	sale price \$8.75
Quality Standard	120x180	value \$9.25	sale price \$9.00
Quality Standard	120x180	value \$9.50	sale price \$9.25
Quality Standard	120x180	value \$9.75	sale price \$9.50
Quality Standard	120x180	value \$10.00	sale price \$9.75
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Quality Standard	120x180	value \$14.00	sale price \$13.75
Quality Standard	120x180	value \$14.25	sale price \$14.00
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Quality Standard	120x180	value \$21.25	sale price \$21.00
Quality Standard	120x180	value \$21.50	sale price \$21.25
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Quality Standard	120x180	value \$22.25	sale price \$22.00
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Quality Standard	120x180	value \$23.00	sale price \$22.75
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Quality Standard	120x180	value \$28.50	sale price \$28.25
Quality Standard	120x180	value \$28.75	sale price \$28.50
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Quality Standard	120x180	value \$36.75	sale price \$36.50
Quality Standard	120x180	value \$37.00	sale price \$36.75
Quality Standard	120x180	value \$37.25	sale price \$37.00
Quality Standard	120x180	value \$37.50	sale price \$37.25
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Quality Standard	120x180	value \$46.50	sale price \$46.25
Quality Standard	120x180	value \$46.75	sale price \$46.50
Quality Standard	120x180	value \$47.00	sale price \$46.75
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Quality Standard	120x180	value \$47.75	sale price \$47.50
Quality Standard	120x180	value \$48.00	sale price \$47.75
Quality Standard	120x180	value \$48.25	sale price \$48.00
Quality Standard	120x180	value \$48.50	sale price \$48.25
Quality Standard	120x180	value \$48.75	sale price \$48.50
Quality Standard	120		

United States Department of the Interior  
National Park Service

# National Register of Historic Places Continuation Sheet

Section number 8 Page 22

Stix, Baer & Fuller Dry Goods Company's  
"Grand Leader" Relay Station  
St. Louis [Independent City], Missouri

Source:

Stix, Baer & Fuller Dry Goods  
Company's "Grand Leader."  
Advertisement.  
St. Louis Globe-Democrat  
8 Apr. 1914.

## Second Anniversary of This One-Price Piano Store



a store where you purchase everything for the home safe place to buy your piano

Caruso playing the Hardman Autolone in his own home

WE could never see any piano selling, and when ago, the one price to all pianos

This one and lowest price of reliable instruments of known the Stix-Baer-Fuller Co. Piano store

Every Piano Is Marked

SERVICE—the kind that means a real and genuine pleasure for us, we are equipped to give

Music Rolls, Piano Refinishing and

The Grands, Uprights and Player-pianos making art and includes such as Hardman, Hardman Autolone, Lindeman &

Recital

To Attainfully celebrate this, the 2nd anniversary, we have arranged for a most enjoyable recital, this afternoon at 3:15.

- 1. Hardman Autolone Solo, Selected by Mr. Ogg at the Autolone.
- 2. Folk Songs: (a) Horn (Italian) Schindler (b) Water (Swiss) Schindler (c) The Lark (Czech) (d) The Lark (Czech) (e) The Lark (Czech)

N. B.—Any Piano Catalogue

and or just reason for a many price system of we opened our Piano Department just two years was introduced to St. Louis

to all policy of right, together with the selling merit and reputation, met with instant favor, and to-day is recognized as the home of Piano excellence.

in Plain Figures, Sold on the One Price Guarantee Is Back of Every Instrument

es the ownership of a Piano or Player-Piano a thing in which our piano store feels a particular satisfaction and to promptly meet every demand

ing and Repairing, Polishing and Piano Rental Department

ianos sold in this store represent magnificent workmanship and favorably known instruments as Ludwig Pianos, Ludwig Player-Pianos, and Player-Pianos

To-Day, 3:15 P. M.

2nd Anniversary of the Opening of our Piano Department, we have arranged for a most enjoyable recital, which will be given in the Recital Hall, at 3:15.

- Program
- 1. Impromptu (Schubert) by Mr. Doring.
- 2. The Lark (Czech) by Mrs. Schindler.
- 3. The Lark (Czech) by Mrs. Schindler.
- 4. The Lark (Czech) by Mrs. Schindler.
- 5. The Lark (Czech) by Mrs. Schindler.
- 6. The Lark (Czech) by Mrs. Schindler.
- 7. The Lark (Czech) by Mrs. Schindler.
- 8. The Lark (Czech) by Mrs. Schindler.
- 9. The Lark (Czech) by Mrs. Schindler.
- 10. The Lark (Czech) by Mrs. Schindler.

sold on Very Attractive Payments. FURNISHED UPON REQUEST.

**STIX, BAER & FULLER DRY GOODS COMPANY**  
**GRAND LEADER**  
 1215 Washington Street, St. Louis, Mo.

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section number 9 Page 23

Stix, Baer & Fuller Dry Goods Company's  
"Grand Leader" Relay Station  
St. Louis [Independent City], Missouri

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United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section number 9, 10 Page 24

Stix, Baer & Fuller Dry Goods Company's  
"Grand Leader" Relay Station  
St. Louis [Independent City], Missouri

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### Verbal Boundary Description

#### 3712-3748 Laclede Avenue

Lot 32 and the Eastern 14 feet of Lot 31 of FOREST PARK BOULEVARD SUBDIVISION and a tract 300 feet wide adjoining said Lot 32 on the East and all in Block 3919-E of the City of St. Louis, having an aggregate front of 360 feet on the South line of Laclede Avenue by a depth Southwardly of 182 feet to an alley; bounded East by a line parallel with and distant 124 feet 5 inches West of the West line of Spring Avenue, according to a survey executed by Pitzman's Company of Surveyors & Engineers on November 8<sup>th</sup>, 9<sup>th</sup>, and 12<sup>th</sup>, 1946.<sup>37</sup>

#### 3717 Forest Park Boulevard

A Lot of FOREST PARK BOULEVARD SUBDIVISION in Block 3919-E of the City of St. Louis, fronting 78.03 feet on the North line of Forest Park Avenue by a depth Northwardly between parallel lines of 182.65 feet on

<sup>37</sup> Demba, 3712 Laclede Avenue 58.

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section number 10, Photos Page 25

**Stix, Baer & Fuller Dry Goods Company's  
"Grand Leader" Relay Station  
St. Louis [Independent City], Missouri**

the East line and of 182.64 feet on the West line to the South line of an alley; bounded East by a line 130.01 feet West of and parallel with the West line of Spring Avenue, according to a survey executed by Pitman's Company of Surveyors & Engineers on November 8<sup>th</sup>, 9<sup>th</sup>, and 12<sup>th</sup>, 1946.<sup>38</sup>

### Boundary Justification

This is the legal described boundary for the entire property of the Stix, Baer & Fuller Dry Goods Company's "Grand Leader" Relay Station.

### Photographs

The following information is the same for all photographs:

Stix, Baer & Fuller Dry Goods Company's "Grand Leader" Relay Station

St. Louis [Independent City], Missouri

Julie C. Doering

Photographs #1-#7, #10: December 2001; Photographs #8-#9: January 2002; Photographs #11-#21:  
February 2002

Negatives on file with Julie C. Doering, Institute for Sustainable Development, 112 East High Street,  
Jefferson City, MO

### Photo Descriptions:

#### Exterior Photos

1. North elevation (façade) of two-story, Building No. 1 built in 1914, facing southwest, taken across Laclede Avenue
2. North elevation of Building No. 1, facing south, view of windows, roof detail, and covered frieze
3. West elevation and south elevation (façade) of five-story, Building No. 2 built in 1922, facing northeast, taken across Forest Park Boulevard
4. South and east elevations of Building No. 2, facing northwest, taken across Forest Park Boulevard
5. South elevation of Building No. 2, facing north, view of parapet and original "Stix, Baer & Fuller" sign
6. East elevation of six-story, 1927 Addition to Building No. 1, facing southwest, taken across Laclede Avenue
7. East elevation and north elevation (façade) of 1927 Addition, facing southwest, taken across Laclede Avenue

<sup>38</sup> Demba, 3717 Forest Park Avenue 48.

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section number Photos Page 26

**Stix, Baer & Fuller Dry Goods Company's  
"Grand Leader" Relay Station  
St. Louis [Independent City], Missouri**

8. North elevation (façade) and west elevation of three-story, 1941 Addition to Building No. 1, facing southeast, taken across Laclede Avenue
9. West elevation of 1941 Addition, facing southeast, taken across Laclede Avenue
10. East elevation of 2<sup>nd</sup> story alley bridge built in 1953 that connects Building No. 2 to the 1927 Addition, facing west, taken across South Spring Avenue

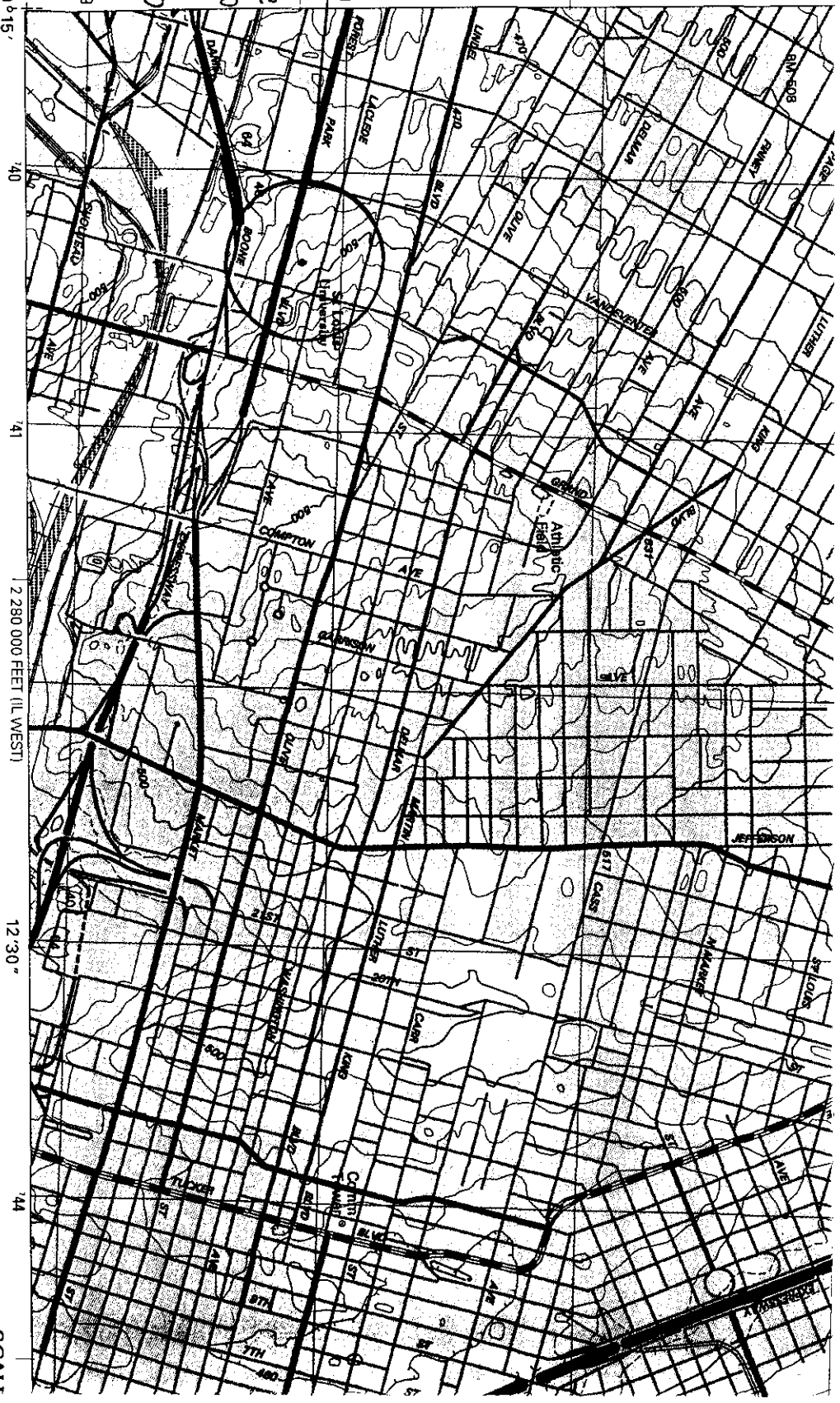
### Interior Photos

11. Building No. 1, first floor, facing southeast, view of showroom with strip fluorescent lighting and columns with mushroom pilasters
12. Building No. 1, first floor, facing northeast, view of non-functional electric garage door, strip fluorescent lighting and columns with mushroom pilasters
13. Building No. 1, first floor, facing south, view of functional electric garage and sunken customer loading area which opens to the alley behind the building
14. 1927 Addition, second floor, facing south, view from left to right shows the entrance to the alley bridge connecting Building No. 2 to 1927 Addition and also one of the building's freight elevators
15. Alley Bridge, second floor, facing south, view of Building No. 2 through the alley bridge
16. 1927 Addition, first floor, facing northwest, view of track lighting, decorative columns, and entrance to Building No. 1 through doorway below the EXIT sign
17. 1927 Addition, first floor, facing east, view of elevated conveyor belt
18. Building No. 1, first floor, facing west, view of south end entrance to 1941 Addition
19. Building No. 1, first floor, facing southwest, view of north end entrance to 1941 Addition
20. 1941 Addition, first floor, facing northwest, view of electric garage door and conveyor belt from the second floor
21. 1941 Addition, second floor, facing west, view of conveyor belt shown in Photo #20

Stix, Baer?  
 Fuller Relay  
 Station Warehouse  
 St. Louis  
 Independent City, MO  
 15/740350/4279850

720 000 FEET  
 (IL WEST)

38°37'30"  
 90°15'



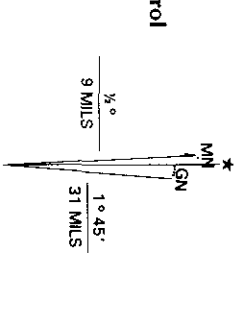
**Produced by the United States Geological Survey**

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

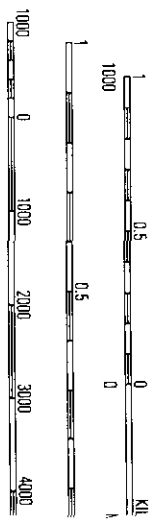
North American Datum of 1983 (NAD 83). Projection and 1000-meter grid: Universal Transverse Mercator, zone 15 10 000-foot ticks: Illinois (west zone) and Missouri (east zone) Coordinate Systems of 1983

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

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



UTM GRID AND 1999 MAGNETIC NORTH DECLINATION AT CENTER OF SHEET



**SCALE**

CONTOUR IN SUPPLEMENTARY CC NATIONAL GEODETIC TO CONVERT FROM FEET 1 THIS MAP COMPLES WITH NAT AND ILLINOIS GEOLOGICAL SU AND DIVISION OF GEC MISSOURI DEPARTMENT OF NATU A FOLDER DESCRIBING TOPOGRAPHIC MA

