Form No. 10-200 REV, (9/7%)

UNITED STATES DEPARTMENT OF THE INTERIOR NATIONAL PARK SERVICE

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AND/OR COMMON				
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DESCRIBE THE PRESENT AND ORIGINAL (IF KNOWN) PHYSICAL APPEARANCE

University Heights Subdivision Number One is a planned residential neighborhood encompassing ten blocks, ten named streets and 258 houses with a city park and 3 additional buildings of significance: Two municipal and one institutional. Founded in 1905, it experienced major periods of development in each of the first three decades of the century. It was about 85% complete by 1930 and has not been significantly altered since then. Its appearance is the result of three main factors: its original layout, the regulations set out to govern new construction, and the middle-class fashions of its major period of growth.

The site is the northern slope of a hill, at the crest of which is Delmar Avenue, the southern boundary of the subdivision and its only public street. The street pattern is adjusted to this slope in order to minimize the grade of the streets and to make the frontage of each lot relatively level. The layout of the streets can be seen as an eccentric grid of six east-west streets and four north-south streets; or it can be seen as two concentric ovals inscribed in the 85-acre square of the overall subdivision. In this view, the outer oval is formed by Yale, Dartmouth, Harvard and Princeton, the inner one by Radcliffe, Amherst, Trinity and Cornell, with Columbia Avenue bisecting the center. Each street is gently curved so that no geometric formula fully describes the resulting pattern; the only place where lot frontages meet lot sides at right angles is on Delmar. For the visitor, this plan results in short vistas and constantly changing points of view.

Vehicle access to the neighborhood is limited to two places; the intersections of Delmar with Yale and with Trinity. At the north end of the subdivision, the River Des Peres, actually a small stream, is crossed by footbridges at the ends of Yale and Harvard. There is a public pedestrian way to the west between 701 and 711 Yale and another to the east through the playground of the Delmar-Harvard School.

The irregular street pattern creates unusual intersections, in Y, K and crowsfoot patterns; none are at the right angles. Light standards of unusual design are centered in twelve of these intersections.

The subdivision regulations were set out in a Declaration of Trust and Agreement dated January 19, 1905. They set up a self-perpetuating board of three trustees to manage the maintenance of streets and other jointly held lands. They also established setbacks and minimum values for new construction that have effectively determined the appearance of the subdivision. The maximum setback is 60 feet, applying only to the frontage on Delmar. Other setbacks are scaled from 35 feet to 20 feet, with Princeton the widest and Dartmouth the narrowest. Because the setback regulations are defined by blocks rather than streets, Amherst, and Cornell have greater setbacks on the south than the north, sides of the streets. This variation is emphasized by the varying grade especially on Cornell, where the southern houses sit back on a grassy terrace.

The minimum costs that were originally set ranged from \$6,000 at the south end of the subdivision to \$1,500 on the north side of Dartmouth and north end of Yale. These minimums were increased in 1921 to range from \$10,000 to \$2500 with somewhat greater intermediate differentiation. Inflation after the 1930's permitted later houses to be built to a scale and finish somewhat inferior to their neighbors, but these constitute a

SPECIFIC DAT	ES	BUILDER/ARCH	HTECT Edward Gardner	Lewis
	•	INVENTION		
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1800-1899	COMMERCE	EXPLORATION/SETTLEMENT	PHILOSOPHY	TRANSPORTATION
1700-1799	ART	ENGINEERING	MUSIC	THEATER
1600-1699	ARCHITECTURE	EDUCATION	MILITARY	SOCIAL/HUMANITARIAN
1500-1599	AGRICULTURE	ECONOMICS	LITERATURE	SCULPTURE
1400-1499	ARCHEOLOGY-HISTORIC *	CONSERVATION	LAW	SCIENCE
PREHISTORIC	ARCHEOLOGY-PREHISTORIC	X COMMUNITY PLANNING	XLANDSCAPE ARCHITECTURE	RELIGION
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STATEMENT OF SIGNIFICANCE

University Heights was the first portion of the new town of University City, which was developed by publisher and entrepreneur Edward Gardner Lewis from 1902 onward. In plan it reflects the romantic suburban designs of Frederick Law Olmsted, while at the same time it incorporates the local St. Louis concept of the private street. The houses in University Heights represent the best that was being built for middle-class families through the 1920's, and many of them are associated with Lewis and his colleagues. University Heights is important as an exceptionally well-planned, well-built and well-preserved example of an early twentieth-century suburban development.

Rarly History

The land on which the subdivision was built has a long history of ownership, going back to the earliest days of St. Louis. 1 It was part of the estate of Marie Therese Chouteau, daughter of Pierre Laclede, the founder of St. Louis, and wife of Joseph Marie Papin, Indian trader and later farmer. The estate of 3,300 arpents or 2722.22 acres was granted to Papin in his wife's name in 1796. The eighty-five acres which now comprise the neighborhood were later owned by Eliza Mullanphy Clemens (1812-1853), who was a daughter of St. Louis' first millionaire and wife of James Clemens, Jr., who was a distant cousin of Samuel Langhorne Clemens (Mark Twain).

Edward Gardner Lewis (1868-1950)

Edward Gardner Lewis was a controversial figure in his time and remains so to-day. "A living contradiction between idealism and commercialism, democratic impulse and personal grandiosity, sincerity and duplicity, Lewis represented many of the forces and much of the character of America's Gilded Age." Born in Connecticut, he attended Trinity College in Hartford for three years. After a few years experience as a salesman with Connecticut firms, he came to St. Louis in 1896, where he successfully sold "Anti-Skeet", a mosquito repellant. In 1899 he purchased a magazine, The Winner, which in 1902 he changed into The Woman's Magazine. At the same time he bought the former Clemens property about a mile outside the city limits and the next year built there a new octagonal publishing office, the building which is now the City Hall of University City and which is already listed in the National Register of Historic Places. The rest of the site, the subject of this nomination, was laid out as

MAJOR BIBLIOGRAPHICAL REFERENCES

- 1. Breme, Nancy B. "City Hall Plaza" (National Register of Historic Places Nomination Form). December 10, 1974.
- 2. Concrete, Vol. XVIII, No. 1 (January 1921), pp. 15-19.

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Form No. 10-300a (Rev. 10-74)

UNITED STATES DEPARTMENT OF THE INTERIOR NATIONAL PARK SERVICE

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NATIONAL REGISTER OF HISTORIC PLACES INVENTORY -- NOMINATION FORM

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UNIVERSITY HEIGHTS SUBDIVISION NUMBER ONE

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 Missouri State Historic Survey 1979
 Department of Natural Resources P.O. Box 176
 Jefferson City, Missouri 65102 state

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very small percentage of the total and are mostly concentrated on Dartmouth. Lot sizes were originally designed with these minimums in mind; smaller houses had smaller lots. Accordingly, short Amherst has 25 houses while longer Princeton has only 21.

About eighty houses had been built in University Heights No. 1 by the time E. G. Lewis departed for California in 1912. Another forty were built by the end of the decade and over one hundred more in the next ten years. They are predominantly brick in construction, with several notable shingle, stone and half-timbered examples. Queen Anne motifs are identifiable on several of the earlier houses and Tudor Revival and Colonial or Georgian Revival styles were popular, but most houses are too plain to be classifiable in any of the familiar eclectic categories of the period. Robert Vickery suggests two basic house types for St. Louis private streets: the side entry and center hallway. In University Heights, the side entry along with plans having the entry at one end of the front elevation predominated in the early years. Elements associated with the craftsman movement appeared in many houses, especially art glass. Brickwork was often laid in a variation of common bond with courses of Flemish bond every fifth, sixth or seventh course; a few houses used glazed headers in this bond, creating an overall dotted pattern. Mortar was often colored red or black. Double-hung windows characteristically had one single panel in the lower sash and several in the upper sash, often arranged in a decorative pattern other than the usual grid. A one-story front porch was common. By the 1920's the center hallway or at least center door was the more common type. It had more conventional detailing and a roof of lower pitch.

This division of types was as true of the less-expensive houses as of the large ones, but they were more likely to be a one-and-a-half-story type, such as a bungalow or a gambrel-roof cottage. Certain house types have, because of regulations or chance, tended to cluster on certain streets, adding to their already individual character. At the top of Yale, E. G. Lewis, his brother and his brother's father-in-law all built Tudor Revival houses. The Lewis house is gone, but 600 (or Number 1) Yale and 700 Yale are still there, establishing a tone for the whole subdivision. The west side of Radcliffe also has several houses with half-timbered motif (727, 731, 739, 751), and by their size and strong design they dominate the street. The west end of Amherst was originally a row of shingle-style houses, and although several of them have been altered, their irregular massing and picturesque shapes still harmonize well, particularly from 6951 to 6969. Trinity has a series of bungalows on its east side, while where it merges with Harvard, a series of gambrel-roofed houses creates another unity (708 and 700 Trinity; 725, 729 and 743 Harvard).

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Notable Houses

Aside from the home of E. G. Lewis himself, all the original houses in University Heights remain. Several of them were designed by architects of local repute, while others are worthy of special consideration because of the people who lived in them.

Herbert C. Chivers, the architect of the Woman's Magazine building, now the City Hall, was adept at publicizing his own work. Mr. Chivers published a monthly magazine called <u>The Home Builder</u>. He also published several books of his plans and designs for homes and churches. His plans ranged from modest cottages to large stone mansions and he advertised his publications in the <u>Woman's Magazine</u> published by the Lewis Publishing Company.

His book Artistic Homes, printed in 1905, contains the designs for at least three of the houses in University Heights. The house at 6975 Cornell is the most elaborate of them, with a corner turret and an Ionic porch and porte-cochere. It was built in 1906 and the first owner was Frank J. Cabot, Secretary of the Peoples United States Bank and Secretary of the Lewis Publishing Company. He served on the first Board of Aldermen in University City. Mr. Cabot was the owner of the Woman's Farm Journal until Mr. Lewis purchased this publication in 1901 and made Mr. Cabot a part of the Lewis enterprises. From 1927 to 1962 the house was owned by Frank W. Phelan, Jr., Vice President of the Phelan-Faust Paint Manufacturing Company, still in business in St. Louis.

Just down the street, 6935 Cornell is a four-square house which has a similar, juxtaposition of stylistic features: a classicizing wrap-around porch and diamond-paned windows. The third Chivers house is 6915 Amherst, a one-and-a-half story gambrel-roofed house that combines features of the shingle and Colonial Revival styles. It forms the east end of a row of shingle-style houses that are among the earliest in the neighborhood. These houses are all somewhat simpler than Chivers' published designs, but they may be his work, adapted to practical constraints. At the west end of the row, 6969 Amherst was built by the University Heights Realty and Development Company about 1906 and went through ten owners in four years, always occupied by a caretaker. In 1912 it became the property of a subsidiary of the American Woman's League and may have been used as a national chapter house or other office. This house has been somewhat altered from a design originally nearly identical to 751 Yale. Both of these houses may have been designed by Chivers.

John J. Roth was another architect closely associated with Lewis; Mrs. Roth was a niece of Mrs. Lewis, and, in 1913, Roth served as Building Commissioner of University City. His first house, after graduating from Washington University, was 784 Yale for Dr. Frank Hinchey, a prominent physician. Built in 1910, it reflects a detailed knowledge of the contemporary work of Frank Lloyd Wright,

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with its cruciform plan, broad overhangs, emphasized corners and art-glass windows. According to John B. Hinchey, the builder's son, it was quite revolutionary in those days. Roth's later work was more conventional. In 1912 he formed a partnership with Guy Study which was responsible for the neo-classical intake tower at the St. Louis Waterworks (now a city landmark) as well as many eclectic suburban houses. In 1915 Roth followed Lewis to Atascadero, where he was active in the construction of the new community. The following year Study completed two additional houses in University Heights, the Colonial Revival one at 6901 Princeton and the astylar one directly behind it at 6900 Cornell. Another Roth and Study house may be the one at 777 Yale.

The firm of Eames and Young, one of the most prominent in St. Louis at the time, was retained in 1909 by John W. Lewis, brother of Edward G. Lewis, to design his home at Number One Yale Avenue (now 600 Yale). Eames and Young had designed the home of Governor Francis in 1897 which became a St. Louis landmark during the 1904 World's Fair, of which Francis was president. In 1909 they were also serving as architects for the Art Academy Building (now the Ward Building) and for the enlargement and remodeling of the Magazine Press Building (now Police and Fire), and Thomas C. Young was designing the pylons for the gateway to University City; all these buildings are now part of the City Hall Plaza District. The house at Number One Yale is in a modernized version of the Tudor Revival style, with brick and half-timbering. Ralph Chesley Ott, the artist who painted the murals in the Magazine Building, also painted murals in the dining room of this house. John W. Lewis was Trust Officer for the Peoples Savings Trust Company, Vice President of the University Heights Realty and Development Company, and City Attorney for University City.

His son, John E. Lewis, was born in the house May 25, 1909. Concrete figures of rampant lions on brick pillars flank the sidewalk approach to the house. John E. Lewis says they were there when he was a child but he does not know their origin. It is true, however, that E. G. Lewis liked to use lions as a symbol of University City; he commissioned Julian Zolnay to place a monumental pair atop his gateway, and this much smaller pair nicely repeats the theme at the main entrance to the subdivision. The house was later the home of Bill James, the founder of Boys' Town of Missouri.

Eames and Young may have designed the house of E. G. Lewis as the Francis Drischler who supervised its construction worked for them from about 1901 to 1904. After that he started his own practice and so he himself was probably the designer of the house at 700 Yale, which he supervised when it was built in 1905 by Ittner and Bruce. The house was commissioned by E. G. Lewis, but he immediately sold it to James F. Coyle. Coyle and Charles W. Sargent were agents of Belding Bros. and Company Sewing Silk. Their firm, Coyle and Sargent, was located at 1121

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and 1123 Washington Avenue in St. Louis. Mr. Coyle was also a Director of the Peoples' United States Bank, the Lewis Publishing Company, and the People's Savings and Trust Company, all enterprises of Edward Gardner Lewis. Mr. Coyle served on the first Board of Aldermen of University City and was Chairman of the Ways and Means Committee. He was also the father-in-law of John W. Lewis. 11

Hellmuth and Spiering is another prominent architectural firm represented in University Heights. Louis Clemens Spiering was an officer of Washington University for ten years, and from 1910 to 1911 he was Assistant Professor of Architecture. He was educated in Berlin and Paris and received his diploma from the French government. The bridges and part of the pavilion of the Cascades at the Louisiana Purchase Exposition, the Artists Guild, and the Sheldon Memorial were his work. He was also a consulting architect for the Missouri State Capitol. 12 Hellmuth was the father of George F. Hellmuth of the firm of Hellmuth, Obata and Kassabaum. Hellmuth and Spiering designed the house at Seven (6940) Princeton for Conrad Budke. He was the President of the Nelson Chessman Advertising Company at 1127 Pine Street and was a close friend of E. G. Lewis and an advisor in the field of advertising. He was a founding trustee of the subdivision and the twelve lamp standards at the intersections were erected in his memory after his death in 1923. 13 The Budke house is a three-story brick house with a ballroom on the third floor which served as a play room for the Budke children and for other children in the neighborhood. There is also a wine cellar and there was once a vineyard on the lot east of the Budke home before a house was built there. The garage, now a one-story building, originally provided quarters for a butler and a chauffeur on the second story. Conrad Budke and his sons, Conrad, Jr. and Louis, were much interested in Moon automobiles which were made in St. Louis until 1930. There were three Moon cars in the Budke family. In 1910, Conrad married Georgiana Phelan, who was the daughter of Frank W. Phelan, Jr.

Across the street at <u>Eighteen (6941) Princeton</u> is another house by Hellmuth and Spiering, this one for Frederick Charlot, the President of the Ozark Cooperage and Lumber Company. Spiering is also thought to have designed the houses at 6930 Columbia and 6939 Columbia.

In 1908, Mr. Lewis began publication of a new magazine called Beautiful Homes, and, with his flair for self-advertisement, he frequently featured houses from University Heights in its pages. The house at Fifteen (6965) Princeton is the subject of an article in the 1909 February edition which includes floor plans and photographs. This house had been built in 1906. It was sold upon completion by Mr. and Mrs. Lewis to F. V. Putnam who was Cashier of the People's United States Bank, Treasurer of the University Heights Realty and Development Company, and Treasurer of the Lewis Publishing Company. Mr. Putnam was on the first Board of Aldermen of University City and he also served as Street Commissioner. The

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July 1909 issue had two University Heights houses: Charles R. Green designed the Tudor Revival house of the Rev. W. M. Walton at 727 Radcliffe, while William P. McMahon designed the similar house next door at 731 Radcliffe for Franz L. Harris. Harris was a founding trustee of the subdivision, serving until 1918, and also a member of the school board.

Albert B. Groves, E. F. Nolte, and George Kennerly are other architects who achieved a certain local repute in the first years of the century and who left houses in University Heights. Groves did 727 Yale (known for many years as Number Six), and Nolte did 797 Yale (formerly 22). Kennerly did the large gambrel house at Three (6910) Princeton, which was once shingled but has unfortunately been stuccoed. In a very different mode he designed the multi-gabled, half-timbered house at 751 Radcliffe, which has preserved its extensive art-glass windows, while for himself he designed a simpler house with craftsman features at 6924 Amherst.

The house at 748 Trinity, while it is a decade later than those discussed above, has perhaps the greatest architectural significance of any in the neighborhood. It was built in 1921 by Russell Barr Williamson in a style directly influenced by Frank Lloyd Wright. Williamson had studied at Taliesin during the time that Wright was experimenting with concrete construction, and this house was specifically designed to show off the capabilities of this material, as Williamson himself wrote in the magazine Concrete. In plan and massing, the house is very like several from Wright's Prairie period, while the chunky concrete decorative elements reflect an awareness of his more recent work in California and Japan. The first owner of the house was Preston M. Bruner, founder of the Bruner Granitoid Company, which made concrete sidewalks and building components; he too had a professional interest in this experiment.

Other houses in University Heights, less significant for their architecture, have noteworthy associations with figures prominent in the early years of University City.

Luther T. Ward, the first President of the Board of Education in University City, was the original owner of Eight (6948) Princeton next door to Conrad Budke. Ward was Director of the Geller, Ward and Hauser Hardware Company at 412 North 4th Street, St. Louis. He served on the Board of Education for fourteen years from 1911 until 1925. The former Art Institute of the American Woman's League, now on the National Register of Historic Places, was acquired by the Board of Education under Mr. Ward's administration and a junior and senior high school and offices for the Board of Education were opened in the building. Much of the growth and expansion of the University City school took place under Mr. Ward's leader-

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ship. The old Art Institute Building has been renamed the Luther T. Ward Building in his honor. His home, built in 1910, is a three-story brick, Tudor style house with a billiard room on the third floor.

Robert P. Bringhurst was the third of the founding trustees of University Heights serving from 1905 until 1916. He lived at 793 (21) Yale at least from 1910 until his death in 1925. He was the sculptor of the statue of U. S. Grant on the grounds of the St. Louis City Hall and the monument to Elijah Lovejoy in Alton, Illinois, and he did much work for the World's Fair. His studio near downtown St. Louis was a meeting place for artists and a forerunner of the St. Louis Artists Guild.

A resident artist of greater renown, Taxile Doat, a ceramicist from Sevres who was lured to University City by E. G. Lewis to head this division of the Art Institute. Doat may have lived at 725 Harvard, a one-and-a-half-story gambrel-roofed house with a semicircular portico. He had considerable influence on local potterymaking and University City work from this period now commands impressive prices. 18

Geza Moran was a Hungarian tinsmith who came to St. Louis for the Fair and stayed. His unusual gabled house at 765 Yale was once graced by his own murals depicting traditional Hungarian themes.

The two non-residential structures in University Heights are worthy of note. The former Anchor Masonic Temple, built 1925-1926 by Tom P. Barnett, is in the style of the late Egyptian Revival, with polychrome lotus capitals and a pyramidal roof. In addition to its architectural interest as a fine example of rare style, the building plays an important role in the composition of the civic center. Located just to the north and west of the University City gates, the building is complemented in mass and form by the domed former First Church of Christ Scientist across Delmar. The two buildings reinforce the monumental character of the gates and the whole civic center while providing a transition to the residential areas beyond.

The former public library building was built in 1939 in a late Georgian Revival idiom. It now houses a variety of municipal offices.

Changes

As far as is known, only one house has been lost from University Heights -the home of its founder, E. G. Lewis. Part of his property is now Lewis Park,
which occupies the southwest corner of University Heights, plus some additional
land just to the west. The actual site of the house was divided into two lots

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now occupied by 701 and 711 Yale. The two houses at 6931 and 6935 Amherst burned about 1908 but were immediately rebuilt, 6935 according to the original design, 6931 using a new one.

At the southeast corner of the subdivision several minor changes have been made in the street pattern. Very early, the east end of Block 5 was cut off to make a mid-street island, and the street name at that point was changed from Harvard to Trinity, which was already the name of the corresponding street on the south side of Delmar (and not coincidentally the Alma Mater of E. G. Lewis). Two blocks north of Delmar, the name Trinity replaced Bryn Mawr. A slight adjustment in street alignments permitted the name Harvard to be extended through to Delmar on the east side of the present City Hall, replacing the name Oberlin. After 1970, most of that section of Harvard ne' Oberlin was closed to expand the playground of the Delmar-Harvard school.

Although the light standards at the intersections are original, the other street lights were replaced in the 1970's by fixtures of black fiberglass and metal selected for their uncontemporary appearance.

Current Status

For many years fears have been voiced about the possibility of Big Bend Boulevard being extended north from its present terminus opposite 6965 Delmar through University Heights No. 1. While the probability of this now appears slight, damage to the neighborhood through inappropriate alterations of the buildings remains a threat. This was demonstrated early in the neighborhood's history when, between 1915 and 1920, many of the shingled and clapboarded houses were stuccoed. Currently, exchanging turned wooden porch posts for wrought iron ones is popular. Municipal legislation has been proposed which would establish University Heights No. 1 as a historic district with a board to review such changes.

In many ways, University Heights No. 1 is already well equipped to maintain its current quality. Almost every lot is claimed; five are attached to adjacent properties, three have been split between two properties and three others are unoccupied. Lot 14, Block 7, at the southeast corner of the intersection of Radcliffe and Columbia has been purchased by the trustees. The validity of the declaration of trust and agreement was recently reaffirmed by the courts when they ruled that the Anchor Masonic Temple could not build a parking lot on its Lot 22, Block 5, next door. The subsequent conversion of the Temple to use as an elementary school required approval of the subdivision. In addition to this formal structure, a neighborhood association is active. University City's effective housing code also plays an important role in the continued maintenance of the neighborhood.

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Footnotes

- 1. Robert Vickery, Anthrophysical Form (Charlottesville, Virginia: University Press of Virginia, 1972), pp. 19-20.
- 2. See pp. 45, 109 and 145.
- 3. Elinor Martineau Coyle, St. Louis Homes, 1866-1916: The Golden Age (St. Louis: The Folkestone Press, 1971), pp. 132-133.
- 4. John E. Lewis, letter to Mrs. Patrick C. Lennahan. Other information on 784 Yale from Harry Kelly, "Prospectus on 784 Yale" (ms.); Roger Davenport "Some Facts About 784 Yale" (ms.), both University City Public Library Archives.
- 5. John Albury Bryan, Missouri's Contribution to American Architecture (St. Louis: St. Louis Architectural Club, 1928). pp. 123, 160-168; "Atascadero Estates," Atascadero Bulletin No. 9 (Atascadero, California, 1918). pp. 19-23. In Atascadero Roth designed a school complex, a group of industrial buildings and a combination hotel and department store, which later burned.
- 6. Roger Davenport, op cit.
- 7. Houses in University Heights originally had street numbers corresponding to lot numbers, and several houses on Yale and Princeton long resisted the change to a uniform city-wide numbering system.
- 8. Nancy B. Breme, "City Hall Plaza" (National Register of Historic Places Nomination Form), December 10, 1974.
- 9. Sidney Morse, The Siege of University City: The Dreyfus Case of America (University City, Missouri: University City Publishing Company, 1912).
- 10. The accounts which Drischler maintained do not make it clear if he acted as architect or as supervisor of construction on the various projects. An entry for April 9, 1906, pertains to work to be done by Caldwell & Drake on the Colonial Hotel Building in Springfield, Missouri, a structure which has been credited to Tom P. Barnett. See John W. Leonard, ed., The Book of St. Louisans (St. Louis: The St. Louis Republic, 1906) p. 38.
- 11. Leonard, p. 166; Morse, pp. 118, 367.

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- 12. "Louis Clemens Spiering," <u>Washington University Record</u>, Series I, Vol. VII, No. V (March 1912).
- 13. A memorial inscription is located at the base of the light at the intersection of Trinity and Princeton.
- 14. Mrs. William Klein, interview with Mrs. Patrick C. Lennahan, April, 1977.
- 15. Concrete, Vol. XVIII, No. 1 (January 1921), pp. 15-19.
- 16. Nicholas Vahlkamp, "A Prarie Style House in St. Louis" (ms, 1974); Alvin Goldman, "The House at 748 Trinity" (ms, n.d.). Both University City Public Library Archives.
- 17. Board of Education, The Romance of A Quarter-Century of Public Education in University City (St. Louis: Keeler-Murray Printing Co., 1936), pp. 7-11; University City Schools, Vol. XVII, No. 7 (February 21, 1961).
- 18. Evans, pp. 286-291; Lois H. Kohlenberger, "Ceramics at the Peoples University," Ceramics Monthly (November 1966), pp. 33-37.

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a residential neighborhood, which was promoted in his magazine.

Lewis' energies and ambitions seemed to be boundless, as a list of his projects in these years reveals. In 1904 he founded the Peoples United States Bank, an innovative "bank by mail" institution. That World's Fair year, he built "Camp Lewis" a tent city for out-of-town visitors. In 1906 he incorporated University City with himself as mayor. The same year he built a new printing plant modeled on an Egyptian temple where the Woman's Farm Journal and the Woman's National Daily and later Beautiful Home went to press along with the original publication. In 1908 he bought the daily newspaper the St. Louis Star, and founded the American Women's League, an organization intended to provide a wide range of benefits for members. While University City was intended to be the "Capitol of the Women's World," chapters in outlying communities were eligible to receive free chapter houses if they submitted enough paid subscriptions to The Woman's Magazine. A correspondence school, the People's University, was founded to provide free instruction to members and their children; by 1910, it had attracted 50,000 students. In the spring of that year, the League held a National Convention in University City, and some 4,000 women attended.

Unfortunately, much of this interlocking network of activities was based on a system of financing that appeared to be, if it was not actually, robbing Peter to pay Paul. At least that is what the Missouri Attorney General thought when he placed the Peoples Bank in receivership on June 5, 1905, and what postal inspectors claimed when a fraud order was issued against Lewis the following day. The fraud order effectively barred Lewis from using the mails, which temporarily wrecked his magazine business. The St. Louis Star reverted to its former owners after a few months. In 1911, the American Fibre Stopper Company, a University City based factory financed by Lewis, went bankrupt, and that heralded the collapse of the publishing company and the "university". In 1912 Lewis sold or abandoned his property here and moved to Atascadero, California, not far from San Luis Obispo. There he started over with a new magazine, a new land development company, and a variety of mail order schemes. In 1924 he again declared bankruptcy and in 1928 he was imprisoned for mail fraud.

The Design

Amidst the wreckage of his hopes, the city Lewis founded and University Heights Number One, the neighborhood he designed to be the best in his city, remain as testimonies to the finer side of his nature. They came into being when in 1902,

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as mentioned above, he needed larger quarters for his prospering magazine. According to his later account, he made a careful study of St. Louis and its suburbs and concluded that the natural direction of growth would be to the west of the city limits (which had been fixed in 1876). His attention was directed to the high land on both sides of what is now Delmar Boulevard, formerly old Bonhomme Road, an old French trail. Along the south side of this land was Forest Park which was to be the site of the 1904 World's Fair. West of Forest Park was the new campus of Washington University then under construction. Lewis decided to buy a prominent corner lot for his publishing company but found he could not get it without buying the whole tract. He realized that soon there would be a demand for building lots this far west, so he determined to build not just a printing plant but a whole city, separate from St. Louis, with the finest residential areas. He paid \$170,000 for the site according to a bank official (\$200,000 according to Lewis), only \$10,000 of which was cash.

The subdivision would be called University Heights Subdivision Number One because of the proximity of Washington University. Many surrounding acres were soon put under option, the intention being to create on them University Heights Subdivision Two through Seven.

The similarity is noticable between the design of University Heights One and the designs of Frederick Law Olmsted, going back to 1868 and Riverside, Illinois. Lewis, in his typically allusive way, encouraged the supposition that the Olmsted firm in Brookline, Massachusetts, had indeed been involved with this design (Olmsted himself had died in 1903 after an illness of many years). "I had expert landscape gardeners from Boston to assist our architects in laying out the boulevards," Lewis wrote at one time, and at another, "I brought the best engineer in the country from Boston and had him lay out the land into the finest residence park in the West." In fact, Lewis is known to have been in contact with the Olmsted firm in 1921 regarding work in Atascadero, but no connection with University Heights has been established.

The curvilinear design of University Heights Number One was by the turn of the century scarcely the unique specialty of Olmsted, although his work is especially well known. Andrew Jackson Downing, had established the theoretical foundation as early as 1841. Downing, an architypal romantic, wrote specifically about rural life, but his picturesque landscapes with winding drives and paths, naturally grouped plants and asymmetrical plans were soon adapted to the suburbs. Llewelyn Park near Orange, New Jersey, was the prototype, laid out in 1852 by

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Downing's friend Alexander Jackson Davis. Olmsted brought to these romantic concepts technical refinements in grading, drainage and circulation. The careful adjustment of the street pattern to the steeply sloping site of University Heights is an indication that Lewis and his assistants had absorbed not only the look of the picturesque style but its practical underpinnings as well.

Lewis wrote enough about the design to suggest that he himself was the primary force behind it. According to his account, he employed an expert to make a survey of his property with full computations, measurements, elevations, and other topographical features. Then, with his own hand, he transferred this information to an emormous drawing board. He modeled the topography in wax and reproduced all the characteristics of the property in miniature. By removing a mass of wax from an elevation, he was able to estimate the cubic yards of dirt he wanted moved from one place to another. His instructions to his land-scape engineers were based on these experiments.

When the engineers had completed the plat of the streets and boulevards under his supervision, he modeled these accurately in wax. By the use of little tubes, he checked the dimensions of proposed sewer pipes. He created miniature rainstorms with a sprinkler and checked out the effect of any possible surplus of rain. This resulted in a high degree of supervision over the contractors and landscape engineers. 10

One such survey of the eighty-five acres was completed in February 23, 1904, by St. Louis civil engineer and surveyor, B.H. Colby. This survey shows the dimensions of the subdivision with all the interior Blocks, One through Twelve, with each Block having the individual lots plotted with dimensions. 11

The time and attention required for such a process may explain why Subdivisions Two, Three and Four were subsequently laid out as simple grid, in spite of the fact that Subdivision Four lies on the same slope as Subdivision One. The comparative simplicity of these later developments also supports the belief that outside assistance was involved in the design of Subdivision One, but who that might have been remains unknown.

If Subdivision One can be seen as a suburb in the picturesque mode, it can also be seen as an example of a characteristic St. Louis institution, the private street. A private street is created by writing into the deed of each property in the subdivision the requirement that each property owner

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belong to an association empowered to make assessments for the maintenance of streets, sewers, lights, and common ground. Restrictions also limit property use to single-family dwellings. Deed restrictions prohibiting offensive uses such as "bawdy houses and distilleries" were written as early as 1847, but the first private street as such was Benton Place, laid out in 1867 just off Lafayette Square, and now included in the National Register. Its designer was Major Julius Pitzman (b.1837), who subsequently laid out all the more than forty private streets in St. Louis up to Parkview (1904), including the most exclusive of all, Portland Place and Westmoreland Place, now also in the National Register.

Private streets kept out unwanted activities, and in the rapidly expanding city commercial uses constantly encroached on unprotected residential property. Lewis faced the problem of Delmar Gardens, an amusement park on the lower land immediately to the east of his land, with a racetrack beyond it (the track was closed by the state in 1911 while Delmar Gardens succumbed in 1919). 13

Through traffic was eliminated by designing the private streets as cul-de-sacs or by closing them at the ends with gates. Lewis placed the gates not at the entrances of University Heights but in a visually dominant position at the top of the rise of Delmar Avenue, where they symbolically represent the entrance to the new city. (They are already on the National Register). The original plan of the subdivision did not in fact show the usual closed street system, but the planned north exits of Yale and Harvard were effectively closed by the River Des Peres, while the west link of Princeton Avenue would have crossed the plot where Lewis subsequently built his own house. Since 1970 the middle section of Harvard Avenue has been closed to enlarge the playground of the adjacent school, leaving the Delmar ends of Yale and Trinity as the only remaining entrances.

Private streets also kept out the lower classes; traditionally the more exclusive the better. Lewis broke with tradition by providing for a range of income levels. At the top of the hill on Yale, Princeton, Cornell, and facing the public street of Delmar, houses were required by deed restriction to cost a minimum of \$6,000. Minimum values were scaled downward with the slope of the land to a minimum of \$1,500 on the north side of Dartmouth. Lot sizes and setbacks were proportioned accordingly. The public saw the best face of the neighborhood. The residents benefitted, too, because those at the northern end passed the larger properties each time they left or returned, while those nearer the south exits were seldom reminded of the cheaper houses.

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Camp Lewis and the Lewis House

The actual development of the Lewis plan was delayed by the Louisiana Purchase Exposition of 1904. As soon as it was decided to hold the Fair in Forest Park, then in sight of the Lewis property, Lewis arranged with an ex-army officer, Colonel Buzzacott, to erect a tent city on what are now Princeton and Cornell Avenues, extending west to Yale Avenue. It was called Camp Lewis, the "City on the Hill." Subscribers to The Woman's Magazine and Lewis publications were invited to come to the Fair and to stay at Camp Lewis. Come they did-some eighty thousand, bringing acquaintances and new friends for Mr. Lewis. The tents at Camp Lewis provided board floors, electric lights, and iron beds with springs and mattresses. There were also nursery rooms, a barber shop, a large recreation hall, a gift shop, reading rooms, a mammoth dining tent, and a hospital tent. This was not a money-making enterprise but an advertisement for the publishing company, and much of the total operation was underwritten by Lewis himself. 15

By this time Lewis had already built a home for himself. He located it just below the southwest corner of the tract, where a large spring had created a swamp. This property, which was deemed "the worst piece there" was given to Lewis by the University Reights Company, he said, "as consideration for my negotiating the purchase by the Lewis Publishing Company of the corner lot where the magazine building now stands and for other services."16 This was a typical Lewis ploy, describing himself as a third party between corporations he in fact controlled, but the improvements he made to the property thus acquired were admirable. Water from the spring was turned into an asset and was diverted to elaborate stables, several fountains, tormal gardens, a marble swimming pool, and a greenhouse. The overflow was_drained into a pond at the rear of the property which was stocked with fish. 17 A chicken house was eventually converted to a ceramic kiln where both Mr. and Mrs. Lewis acquired the art of molding, firing and decorating porcelains, and which led to the establishment of the Art Institute of the American Woman's League. which faced the intersection of Yale and Princeton, was a large three-story one in the Tudor revival style of brick and half-timbering, with numerous gables, dormers and porches. Ittner and Bruce were the general contractors, and Francis Drischler supervised construction. 19

The estate was sold after the Lewises left and some years later the house was razed after a fire. In 1923 the City of University City acquired part of the estate for a park. Today in Lewis Park the old fish pond is a rock-banked lagoon with a fountain, paid for by contributions of subdivision residents,

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that filters and recirculates the water. It is stocked with fish for the amusement of children. The remainder of the estate was re-divided into building lots, one of which eventually was added to the park.

<u>Development</u>

After the Fair, development of University Heights began in earnest. About eighty houses were built before Lewis departed for California, and after a brief lull, construction continued apace. About 85% of the subdivision was complete by 1930. The Board of Trustees was formed January 19, 1905, a self-perpetuating group of three having unlimited terms of office. This led to some lengthy associations among the three, the longest being 16 years (1933 to 1949). Even longer individual tenures were those of Conrad Budke (1905-1923), James H. Amos (1918-1953), and Fred A. Gissler (1923-1963).²¹ The Trustees were challenged about 1915 by the proposed construction of a "tenement" at the head of Harvard Avenue (lot 2, block 2). This was contrary to the deed restrictions, which were eventually upheld by the courts. A photo from 1922 shows the abandoned foundations of the unfinished building. In 1921 the Circuit Court granted a decree that recognized the post-war inflation by increasing the minimum costs of dwellings built in the subdivision. The new high was \$10,000 and the low \$2,500. A neighborhood association supplemental to the original board has been active since 1948. This was the group that raised money for the brick and stone marker that now graces the Yale entrance to the subdivision. It was designed by Allen Rudolph, then a resident, and built in 1963.

Conclusion

In the years between 1902 when he bought the property and 1912, when he left Missouri, Edward Gardner Lewis transformed a cow pasture into a model residential area. He did so through his foresight and his promotional abilities. The site plan he devised combined desirable features of the picturesque landscape tradition and the St. Louis private street but made them accessible to people of varying incomes. He encouraged good architecture at moderate cost and attracted people of attainment in the arts as well as progressive businessmen.

University Heights is significant not only for what it was but for what it has remained. It was developed almost exactly as Lewis intended, although the last house was not built until 1966, and it has not been significantly altered.

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The survey of Missouri's historic sites is based on the selection of sites as they relate to theme studies in Missouri history as outlined in "Missouri's State Historic Preservation Plan" University Heights Subdivision No. 1 is being nominated to The National Register of Historic Places as an example of the themes of "Architecture," "Community Planning," and "Landscape Architecture."

Footnotes

- William Hyde and Howard L. Conard, Encyclopedia of the History of St. Louis.
 (New York, Louisville, St. Louis: The Southern History Company, 1899), Vol. I, pp. 407-409; Vol. III, pp. 1591-1593, 1691-1692. McCune Gill, The St. Louis Story (Hopkinsville, Kentucky; St. Louis, Missouri, 1952), Vol. I, pp. 255-257. Thomas F. Meehan, Stephen Farrelly, Rev. Joseph F. Delany, D.D., United States Catholic Historical Society Records and Studies (New York: United States Catholic Historical Society, 1920), Vol. XIV, pp. 86-88.
- 2. Susan Waugh McDonald, "Edward Gardner Lewis: Entrepreneur, Publisher, American of the Guilded Age," <u>Bulletin of the Missouri Historical Society</u>, Vol. XXXV, No. 3 (April 1979). This is the outstanding study of Lewis to date.
- 3. Sidney Morse, The Siege of University City: The Dreyfus Case of America (University City, Missouri: University City Publishing Company, 1912), p. 226.
- 4. ibid, pp. 221-226. University Heights Realty and Development Company, University Heights (St. Louis, Missouri: Holbrook-Blackwelder Real Estate Trust Company, 1906), pp. 4-6.
- 5. Morse, pp. 222-223.
- 6. Mary J. Tynan, letter to Margaretta J. Darnell, August 19, 1975; John C. Broderick, letter to Constance H. Lennahan, March 2, 1977.
- 7. Laura Wood Roper, FLO, A Biography of Frederick Law Olmsted (Baltimore: The Johns Hopkins University Press, 1973), pp. 44, 54, 322, 474.
- 8. In that year he published A Treatise on the Theory and Practice of Landscape Gardening, Adapted to North America.
- 9. Jane D. Davies, "Llewellyn Park in West Orange, New Jersey," Antiques (January 1975), pp. 142-158.
- 10. Morse, pp. 222-224.

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- 11. B. H. Colby, "University Heights," survey filed and recorded February 23, 1904.
- 12. Robert Vickery outlined the history of the private place in "The Private Places of St. Louis," Landmarks of St. Louis (Landmarks Association of St. Louis, Inc.), Vol. 4, No. 1 (June 1964), pp. 7-19; and Anthrophysical Form (Charlottesville, Virginia: University Press of Virginia, 1972). A more specialized study is by Scot McConachie, "Public Problems and Private Places," Bulletin of the Missouri Historical Society, Vol. XXXIV, No. 2 (January 1978), pp. 90-103.
- 13. Foster Eaton, "Know Your County: University City," St. Louis Star-Times, February 15, 1946.
- 14. University Heights Realty and Development Company, "Declaration of First and Agreement University Heights Subdivision No. 1" (January 19, 1905).
- 15. Morse, pp. 220-243.
- 16. ibid, pp. 220-221.
- 17. Edward Gardner Lewis, "Journal" (ms., 1903), pp. 177-179. In University City Public Library Archives.
- 18. Morse, p. 397: Paul Evans, Art Pottery in the United States (New York: Charles Scribner's Son, 1974), pp. 286-291.
- 19. Ledger account of Francis Drischler, manuscript in the University City Archives, University City Public Library, pp. 177-179.
- 20. "Declaration of Trust and Agreement," op cit.
- 21. "Deed appointing Adolph Cohen as a member of the Board of Trustees of University Heights (Subdivision No. 1) of University City, Missouri," 1979.
- 22. Photograph, University City Public Library Archives.
- 23. "Declaration of Trust and Agreement," pp. 8-9.

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- 3. Coyle, Elinor Martineau. St. Louis Homes, 1866-1916: The Golden Age. St. Louis: The Folkestone Press, 1971, pp 130-133.
- 4. Eaton, Foster. "Know Your County: University City," St. Louis [Missouri] Star-Times, February 15, 1946.
- 5. Gill, McCune. The St. Louis Story. Hopkinsville, Ky.: Historical Record Assoc., 1952.
- 6. Leonard, John W., ed. The Book of St. Louisans. St. Louis: The St. Louis Republic, 1906.
- 7. McDonald, Susan Waugh. "Edward Gardner Lewis: Entreprenuer, Publisher, American of the Guilded Age," <u>Bulletin of the Missouri Historical Society</u>, Vol. XXXV, No. 3 (April, 1979), pp. 154-163.
- 8. Morse, Sidney. The Siege of University City: The Dreyfus Case of America. University City, Missouri: University City Publishing Co., 1912.
- 9. Stevens, Walter B. <u>History of St. Louis The Forth City 1764-1909</u>, Vol. III. Chicago, Ill.: S.J. Clarke Publishing Co., 1909.
- 10. University Heights Realty and Development Company. University Heights. St. Louis, Mo.: Holbrook-Blackwelder Real Estate Trust Co., 1906.

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thence east along the north boundary of Delmar Blvd. across Yale Avenue intersection to the southeast corner of Lot 1, Block 5, of University Heights Subdivision No. 1; thence north along the east edge of Lots 1 and 2, Block 5, which is the west edge of Trinity Avenue and also the Western boundary of the University City City Hall Plaza Historic District, added to the National Register of Historic Places on March 7, 1975; thence following the western boundary of that district to its junction with the east property line of Block 2 of University Heights Subdivision No. 1; thence north along the east property line of Block 2 of University Heights Subdivision No. 1 to the north-east corner of the subdivision a total of 1112.10 feet more or less; thence west along the north line (River Des Peres) of University Heights Subdivision No. 1 to the north-west corner of University Heights Subdivision No. 1 a total of 1906.08 feet more or less; thence south along the west line of Block 12 of University Heights Subdivision No. 1 to the south-west corner of Lot 4, Block 12, of University Heights Subdivision No. 1 a total of 1410.84 feet more or less; thence west along the south line of Block 1 of University Park to the north-east corner of Lot 10-Block 1 of University Park a total of 199.96 feet more or less; thence south along the east line of Block l of University Park to the point of beginning a total of 530.72 feet more or less.

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2.	Esley Hamilton University City Historic Preservation Committee c/o University City Public Library			July 17, 1979	
	6701 Delmar Blvd. University City, Missouri 63130	: 		1-314-727-3150	
3.	James M. Denny, Section Chief, Nand State Contact Person	ominations-Survey		April 3, 1980	
	Department of Natural Resources Historic Preservation Program		•	•	
	P.O. Box 176			314/751-4096	
	Jefferson City			Missouri 65102	





Photo Log:

Name of Property:	University Heights Subdivision Number One			
City or Vicinity:	University City			
County: St. Louis	County	State: MO		
Photographer:	Charles Scott Payne	e (unless otherwise stated)		
Date Photographed:	July 1976			

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

- 1 of 29. Copy of original photo (University City Library Archives). 1904 view of Tent City from NE, showing E.G. Lewis House (demolished) and corner of Princeton and Yale.
- 2 of 29. Copy of original photo (University City Library Archives). View c. 1906 across Lewis Park lake to E.G. Lewis House. Behind stable is 700 Yale (photos 10 & 11); house to right is 11 Princeton (photo 25). Domed structure to right is City Hall.
- 3 of 29. Copy of original photo (University City Library Archives). 6975 Cornell; view circa 1905.
- 4 of 29, 6975 Cornell: view to NW.
- 5 of 29. 6935 Cornell Historic Preservation Committee, 1979.
- 6 of 29. 6915 Amherst Historic Preservation Committee, 1979.
- 7 of 29. 784 Yale; view to E.
- 8 of 29. 6901 Princeton Historic Preservation Committee, 1979.
- 9 of 29. #1 Yale.
- 10 of 29. 700 Yale; view to E.
- 11 of 29. 7 (6940) Princeton; view to S.
- 12 of 29. 18 (6941) Princeton Historic Preservation Committee, 1979.
- 13 of 29. Copy of original photo (University City Library Archives). 15 (6965) Princeton; view circa 1908.
- 14 of 29. Copy of original photo (University City Library Archives). 15 (6965) Princeton; view to N.
- 15 of 29. 727 Radcliffe Historic Preservation Committee, 1979.
- 16 of 29, 731 Radcliffe Historic Preservation Committee, 1979.
- 17 of 29. 6 (727) Yale Historic Preservation Committee, 1979.
- 18 of 29. 3 (6910) Princeton Historic Preservation Committee, 1979.
- 19 of 29. 751 Radcliffe Historic Preservation Committee, 1979.
- 20 of 29. 748 Trinity; view to E.
- 21 of 29. 8 (6948) Princeton Historic Preservation Committee, 1979.
- 22 of 29. 725 Harvard.
- 23 of 29. Anchor Temple, 6901 Delmar.
- 24 of 29. 11 (6970) Princeton.
- 25 of 29. 6943 Columbia Historic Preservation Committee, 1979.
- 26 of 29. 6934 Dartmouth; view to S.
- 27 of 29. 6941 Dartmouth; view to N.
- 28 of 29. Light standard at corner of Trinity and Columbia.
- 29 of 29. Copy of original photo (Surdex Corp.) 1973 aerial photo.

























































