



Can you guess which St. Louis building this architectural detail is from? Test your knowledge with our column, [Elements Page 2 >>](#)



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# Landmarks LETTER

## The St. Louis Tavern Buildings of Anheuser-Busch; a Constructed Message >>

While most St. Louisans are familiar with the iconic taverns that were constructed by Anheuser-Busch Brewing on the south side of the city in the early 20th century, few realize the extent to which they represent the architectural culmination of a decades-long struggle between national brewing interests and the proponents of alcohol prohibition. While researching the history of the Bevo Mill for the recent National Register of Historic Places nomination prepared by Landmarks Association, the extent and duration of this struggle became evident. An understanding of the social and political climate in which the brewery's romantic taverns were constructed allows them to be seen for what they were—the embodiment of a campaign to rebrand the brewing industry and its products as beneficial and socially responsible in the hope of being exempted from prohibition legislation.



Bevo Mill

By at least the early 1880s in St. Louis, the chess match between the alcohol industry and the strengthening Prohibition Movement was in full swing. The opposition to alcohol had made the leap from the pulpit to the political realm and into places such as the city excise division. One of the most effective strategies that the supporters of prohibition pursued in their *continued on page 3 >*

### in this issue >>

- 2 Elements
- 2 Charles E. King
- 3 St. Louis Taverns
- 4 Preservation Week
- 6 American Furnace Company
- 7 Landmarks Members, Donors

911 Washington Ave., Ste. 170  
St. Louis, MO 63101  
[www.landmarks-stl.org](http://www.landmarks-stl.org)  
314.421.6474

*Landmarks Letter is the official publication of Landmarks Association of St. Louis, Inc. for its members and friends. Opinions expressed in articles are those of the Editor and contributors and do not necessarily represent the opinion of the Board or membership of Landmarks Association. Please address all correspondence, comments and inquiries to the Editor.*

## Charles E. King, Architect >> ARTICLE BY: Margaret Meyer

Charles Erwin King was born the middle of three children to Lawrence and Myrtle King on October 10, 1919, in the small town of Cythiana, Kentucky. In 1924, the family moved to Lexington and in 1933, to Louisville. King graduated from Louisville Male High School in June of 1937 and entered the School of Architecture at the University of Illinois that September. In 1942, he had his professional training interrupted by World War II.

While at the University of Illinois, King met his first wife Audrey Marsh from Belleville, Illinois. In June of 1943, He took a leave of absence from the military to marry Audrey at St. George's Episcopal Church in her home town. For the next two years he served in the Army Air Corps as a B-17 Command Pilot until returning to the University of Illinois in 1945. In 1946, he was awarded a Bachelor of Science Degree in Architecture by the College of Fine and Applied Arts.

*continued on page 2 >*



Charles E. King, Architect Continued...

This terra cotta bust can be found above the entry to what is today Favazza's Restaurant at 5201 Southwest Avenue on The Hill. The building was constructed in 1905 as a tavern by Anheuser-Busch Brewing and was designed by architect Ernst Klipstein. Klipstein was born in St. Louis and studied architecture at the



Adolphus Busch

Massachusetts Institute of Technology as well as at institutions in Munich and Paris before returning to the Midwest to practice. In conjunction with partner Walter Rathmann, Klipstein designed many iconic buildings in St. Louis including a large number of commissions from Anheuser-Busch, the Civil Courts Building downtown, and the National Candy Company building in south city. The man depicted by the bust has not been positively identified, but he does bear a resemblance to Adolphus Busch, the head of the Anheuser-Busch Brewing Association when the building was constructed. It has also been speculated that it represents Christopher Columbus, a popular figure on The Hill. If anyone knows the story, please let us know! ●

Upon graduation, Charles and Audrey moved to Belleville and in 1947, he opened an office, "Charles E. King, Architect," at 19A North Illinois Street and soon took his first commission for a private residence. He favored a contemporary design style that today can be classified broadly as Mid-Century Modern. He continued to practice in Belleville until 1961, when his firm was purchased by Hellmuth, Obata and Kassabaum. During his fourteen years in Belleville, King designed and completed 34 public and commercial projects and an estimated 100 custom designed residences and home additions. Perhaps most notable is the Belleville City Hall.

In February, 1967, King married Constance Goldman-Baer, a St. Louis native, and they moved to Pittsburgh, Pennsylvania, where he joined the Westinghouse Corporation as manager of Architecture and Interior Design. He eventually became director of the the company's Corporate Design Center. In 1973, the couple moved to Ponte Vedra, Florida, where King managed the Architectural Design Department for Westinghouse-Tenneco Offshore Power Systems. In 1979, he returned to private architectural practice in Florida and continued in this career after returning to St. Louis in 1990.

Charles died on August 16, 1993 at his Central West End home at the age of 73. At the time of his death, he was again working on a design for a residence. He enjoyed a prolific career. His body of work includes more than 200 homes and commercial buildings in Illinois, Missouri, Pennsylvania and Florida. He also did design work at Randolph Air Force Base in San Antonio, Texas and Nellis Air Force Base in Las Vegas, Nevada.

In 1949 he was elected to membership in the St. Louis Chapter, A.I.A. and in 1967

was conferred "Fellowship" status for his achievement in Design. He was Program Chairman for the chapter 1956-1957, Director 1962-1964, Chairman, Urban Design Committee 1964-1966, and Professional Advisor for the national competition for design of the St. Louis Gateway Mall in 1966.

Professional awards include the Francis J. Plym Fellowship in Architecture, 1951 University of Illinois; A.I.A. Silver Medal Award for the Contrael residence in Belleville in 1953; Brauer and McQuillan residences in Belleville, Better Homes & Gardens Five Star Homes 1950-1960; Institutions Magazine Honor Award, Food Service Design for Belleville Township High School Cafeteria and Centerville Grade School Cafeteria, 1959; Bell System Merit Award for Excellence in Architecture, Edgemont Dial Office Building, 1960; Institutions Magazine Award for Outstanding Institutions Interiors, Town House Motel, 1961; Professional Advisor, St. Louis Gateway Mall Competition, 1966; and in November of 1990 he was granted "Emeritus" status by the A.I.A.



Farthing Residence, 8221 W. Main Street, Belleville, Ill

One of King's most notable awards was being named in 1991 as one of the "Top 100 Architects in America" by Architectural Digest. In 1988, he was featured on ABC's "Good Morning America" for his design of a dream home built into the bluffs near Washington, Missouri. ●

The St. Louis Tavern Buildings of Anheuser-Busch; a Constructed Message Continued...

effort to limit access to alcohol was to attack the economics of bar operations through increasingly oppressive licensing fees and taxes. A Post Dispatch article published in 1883 noted that the prohibitive costs had sparked a suit over the fees' constitutionality and reflected that if the current fees were found to be illegal the city's revenue stream would be seriously impacted. While the high fees may have had some success in reducing the number of alcohol vendors, particularly in poor neighborhoods, they also had the effect of forcing the brewing industry ever deeper into the tavern trade.

In an effort to keep the bars in business and thus protect sales of their products, breweries began paying the license fees for tavern operators. In exchange, the brewery was granted a monopoly on the brands of beer that the tavern could sell. A tavern that had entered such a relationship was said to be "tied" to its patron brewery and such an establishment was termed a "tied house." In other cases, the breweries simply constructed their own taverns and leased the proprietorship to employee/operators. Indeed, the necessity and benefits of this vertical integration of the industry were so great that by 1895, the Post Dispatch asserted that a majority of the taverns and bars in the city had been acquired, built, or otherwise propped up by brewers.

While this move allowed the brewing industry to effectively overcome the financial obstacles to tavern operation, the fact that the brewers had come to dominate day-to-day activities in the bars meant that they could now be directly blamed for any activities such as gambling or prostitution that happened on premises.

At the turn of the 20th century, as the Prohibition Movement approached the height of its influence, the bar as a "den of iniquity" was one of its most popular and effective tropes. Ironically, the St. Louis police force agreed with this characterization, but argued through their spokesman Chief Harrigan in hearings with the state legislature in 1895, that "dive bars" in the "rougher" areas of the city actually conveyed a social benefit. "Dives" he argued, brought criminals together where they could be easily monitored and kept them from roving the city and invading the higher-class bars where they would corrupt and molest the respectable patrons.

The negative image of bars portrayed by the prohibitionists

proved so effective at swaying public opinion that by the first decade of the 20th century the brewing industry, led by the powerful Anheuser-Busch in St. Louis, realized that they needed a campaign to counter this message. The industry adopted a multi-pronged approach that acknowledged some of the prohibitionist's criticisms, while attempting to focus blame on hard alcohol and not beer. Anheuser-Busch in particular attempted to call attention to the broad brush with which the prohibitionists had been painting by differentiating between "good bars" and "bad bars" and announcing its intention to work to "...rid the state of the dive saloons and to do publicly in the future what it has done quietly heretofore to eliminate liquor evils."

In addition, the company joined a coalition of brewers across the country in an effort to put distance between their industry and that of the producers of hard liquor. In so doing, the coalition hoped to dilute the absolutist doctrine of the Prohibition Movement and bring it more in line with the European temperance model that sought a ban on

hard alcohol but exempted beer and "light" (non-fortified) wines from persecution.

Another important step that Anheuser-Busch took toward countering the criticism of bars and the brewing industry was to create and market a new line of products that were very low in alcohol, or free from alcohol altogether. Ostensibly designed to put a more family-friendly face on the industry, the new beverages had the added benefits of blurring the line between beer and soft-drinks while testing new products that could be sold if total prohibition ever did come to pass. Among these products was an alcohol-free malt beverage called "Bevo" that the company trademarked in 1908. Another such beverage was "Malt-Nutrine," which was marketed as a nutrition supplement for, among others, pregnant mothers.

These products along with a strong stance against hard alcohol and a well-publicized commitment to eliminating disreputable bars represented a clear new path for the brewery, and one that it hoped to follow through the threat of prohibition intact. The final step in re-branding was to actually construct model taverns where the new products could be marketed, the new policies implemented, and the argument that temperate consumption of "light" alcohol was not at odds with respectable society could be demonstrated.



Stork Inn



## Preservation Week >>

As always, there are a lot of great preservation-related activities going on around the St. Louis area this spring including several exciting tours and events organized by Landmarks Association.

### Exhibit: Lucas Place, Lost Neighborhood of St. Louis' Gilded Age

Architecture St. Louis (911 Washington Avenue, St. Louis). Monday through Friday, 9:00-5:00 through July. ●



### Exhibit: A Retrospective Tribute to the Belleville Area Architecture of Charles E. King

Governor French Academy Art Gallery, 219 W. Main, Belleville, May 3 through May 31. Opening reception will be May 3, 5-8 pm. For more information visit [bellevillehistoricalsociety.org](http://bellevillehistoricalsociety.org) or call Larry Betz (618) 531-7753 ●

### Tour: Mid-Century Homes by Architect Charles E. King

Saturday, May 11, 1:00-5:15

The Belleville Historical Society is hosting this tour of seven Belleville homes designed by Mid-Century Modern architect Charles E. King, whose career in Belleville spanned the period 1947-1961. Tickets are \$15 and may be purchased

at any of the homes on the designated tour (details are still being finalized at the time of printing). For more information please visit [bellevillehistoricalsociety.org](http://bellevillehistoricalsociety.org) or [facebook.com/bellevillehistoricalsociety](https://www.facebook.com/bellevillehistoricalsociety) or call Larry Betz at (618) 531-7753. ●

### Tour: Former Del Taco Flying Saucer and Teamster's Plaza, 374 S. Grand

Tuesday, May 14, 5:15-6:30

Completed in 1967 and 1966 respectively and designed by the firm of Schwartz and Van Hoefen, these buildings are a component of the larger Council Plaza Housing Complex that was built by the Teamsters Union in an effort to address the housing needs of St. Louis' elderly population and to create an anchor in what was then the recently cleared Mill Creek neighborhood. Listed in the National Register of Historic Places for its exceptional significance in the areas of Social History and Community Planning and Development, the complex was a critically acclaimed example of the "total community" model for public housing. The "Flying Saucer" (designed as a gas station for the complex by project architect Richard Henmi) recently gained national attention when it moved from Landmarks Association's Most Endangered list into the running for a Most Enhanced Award after an outpouring of support for preservation.

Come see what has been done with these much-loved space-age buildings to get them ready for the 21st century.

Tickets, \$15.00 for members, \$20.00 for non-members. Call Landmarks Association (314) 421-6474 or email Andrew Weil at [aweil@landmarks-stl.org](mailto:aweil@landmarks-stl.org) ●



## Most Enhanced Awards

Wednesday, May 15, 6:00-8:30

This year's Most Enhanced Award ceremony will be held at the beautiful new theater in the St. Louis Central Public Library downtown (1301 Olive Street). Come see the newly rehabilitated, restored, and reconfigured library in all its glory and help us to honor the best preservation and adaptive-reuse projects of the last year.

Tickets \$20.00 for members, \$25.00 for non-members. Includes appetizers and an open bar prior to the awards with catering by the award-winning local restaurant, Herbie's Vintage 72.

Sponsored by Mangrove Redevelopment, UIC, and StI-Style. Seating is limited, call Landmarks Association (314) 421-6474 or email Andrew Weil at [aweil@landmarks-stl.org](mailto:aweil@landmarks-stl.org) for reservations ●



# LANDMARKSLETTER

### Chatillon-DeMenil House Book Sale

Friday, May 17 - Sunday, May 19

The Chatillon-DeMenil House Foundation's 7th annual Used Book Sale will be held at the Chatillon-DeMenil House (3352 DeMenil Place) this year. The event begins on May 17 with a Friday night preview party, 7:00 pm (\$10.00 at the door); Saturday general book sale from 10:00 am-4:00 pm; Sunday bag sale from 12:00 - 4:00

pm. This sale never fails to delight, with thousands of books priced at 50 cents to one dollar, and an interesting selection of antique and contemporary used books.

For more information call (314) 771-5828 or visit [www.demenil.org](http://www.demenil.org) ●

### Tour: Former St. Stanislaus Seminary and Museum, Florissant

Saturday, May 18, 1:00-4:00

The St. Stanislaus Seminary was founded by Jesuits in 1823 and was occupied by the order until 1971. The property eventually came to encompass nearly 1,000 acres and allowed the men who lived there to be largely self-sufficient. The buildings were built of stone from nearby bluffs and bricks that were fired on site. This unique tour begins at the museum, which is housed in a beautiful ante-bellum farmhouse in north St. Louis County (3030 Charbonier Road, 63031). We will then caravan to the nearby seminary (now Urshan College) and tour the grounds, chapel

and the 1840 "Rock House." Join us for a rare chance to visit this fascinating site, which is usually not accessible to the public.

Tickets \$30.00 for members, \$40.00 for non-members. Call Landmarks Association (314) 421-6474 or email Andrew Weil at [aweil@landmarks-stl.org](mailto:aweil@landmarks-stl.org) ●



### Tour: Old North St. Louis House and Community Tour

Saturday, May 18, 10:00-4:00

Tickets and tour booklets available at corner of N. 14th Street and St. Louis Avenue.

Cost, \$10.00 in advance or \$12.00 on the day of the tour.

Advance tickets are available online (<http://onsl.org/house-and-community-tour/>) and by contacting the ONSLRG office, (314) 241-5031, or in person at 2700 N. 14th Street. ●

### Tour: South Side Brewing Heritage reprise in conjunction with Cameron Collins, author of the "Distilled History" blog

Sunday, May 19, 1:00-5:00 Tour departs from the Compton Hill Water Tower Park (NE corner of Russell and S. Grand).

Due to popular demand, we have decided to reprise the South Side Brewing Heritage Tour, last offered in 2010. The tour will travel past a wide array of brewing-related sites in St. Louis City including remaining brewery buildings, the sites of former breweries, the homes of beer barons, and former "tied houses" or brewery-owned/operated taverns. The tour includes beer from St. Louis' microbreweries on the bus, snacks, and stops at

several brewery-related buildings including the stock house and cellars of the former Cherokee Brewery. Additional bar tabs are not included. Participants must be 21 or older.

Tickets, \$45.00 for members, \$55.00 for non-members. Call Landmarks Association (314) 421-6474 or email Andrew Weil at [aweil@landmarks-stl.org](mailto:aweil@landmarks-stl.org) ●

### Tour: Metropolitan Building in Grand Center

Monday, May 20, 6:00-7:15 Parking available on street or on numerous nearby lots.

Located at 500 North Grand, the Metropolitan Building was constructed in 1907 and designed by the noted St. Louis firm of Mauran, Russell & Garden. Located at the high-profile corner of Grand and Olive, the building once primarily housed doctor's offices and a large pharmacy. The eight story building with white glazed brick exterior and gold accents had, until its recent renovation, been sitting vacant and boarded for many years. The renovation of this building into a mix of artist's lofts and on-site

studios represents another important step forward for Grand Center and the flourishing arts scene in Midtown. Come tour this fantastic rehabilitation with project architect Paul Hohmann and see the transformative power of adaptive reuse. Tickets, \$15.00 for members, \$20.00 for non-members. Call Landmarks Association (314) 421-6474 or email Andrew Weil at [aweil@landmarks-stl.org](mailto:aweil@landmarks-stl.org) ●

## The American Furnace Company >>

Landmarks' Preservation Specialist Ruth Keenoy is working on a draft National Register nomination for the American Furnace Company (AFCO) at 1300 Hampton Avenue. AFCO's property on Hampton is a streamlined moderne style building constructed in 1950 as the company's headquarters and local sales warehouse. AFCO was established in St. Louis in 1900 by Harry Van Bayse, John Laux, and William D. Harrison. Initially, the company was located downtown at 1911-13 Pine Street (which is no longer standing). During the early 1900s, AFCO expanded its production line and relocated in 1912 to a new two-story brick factory/office at 2719-31 Morgan Street (currently Delmar Boulevard; building is not extant). Though AFCO suffered after the stock market crash in 1929, it soon profited from World War II production when it landed military contracts to manufacture furnaces. This spurred a boom in manufacturing and the search for a new location to construct a modern plant. In 1942, AFCO constructed such a facility in Red Bud, Illinois, while retaining its offices on Delmar as the company's administrative headquarters. During the years 1942 to 1950, AFCO reported an increase of more than 150% in its production rate. This prompted the firm to start a new search – this time for a massive new facility that could incorporate administrative offices, sales rooms, testing laboratories and system design areas, as well as warehouse space with modern freight and loading capacities. AFCO hired architect Russell A. Conzelman (1892-1952), structural engineer Charles A. Davies and builder John Hill to design and build the new facility that would become 1300 Hampton Avenue. Constructed for an estimated \$125,000, the AFCO building was a noteworthy commission.

Russell Axtell Conzelman was born in St. Louis on July 26, 1892. He was listed variously as a draftsman, civil engineer and architect in city directories between 1914 and 1950. He does not appear to have been professionally trained as an architect, though by the early 1920s it was his primary vocation. As an architect, he is best known for his residential designs, particularly in St. Louis County. Russell Conzelman died unexpectedly in 1952, less than two years after his AFCO commission.

Conzelman's design for AFCO incorporated functionalism through integration of Art Moderne motifs. Though modernistic styles faded by 1940 in terms of residential associations, they remained commonly used for commercial and industrial designs through the early 1950s. Features such as curved walls, streamlined banding (e.g. patterned brick and ribbon windows) and the use of materials such as reinforced concrete and steel, served to present a modern image reflecting AFCO's designs for the future.

ARTICLE BY:  
Ruth Keenoy

In contrast, classical flourishes such as the building's prominent engaged concrete pilasters flanking the central bay incorporated the company's past reputation as a solid, reliable and trustworthy business enterprise. Conzelman's design for AFCO successfully met the company's intent to celebrate its past, as well as intended expectations.



Nominated to the National Register of Historic Places for its architectural significance, the building also relates to St. Louis' Central Railroad and Interstate Corridor (CRIC). Comprised of the former Missouri Pacific/ Frisco Railroad tracks, the River des Peres, Manchester Avenue and Interstate-44, this central transportation corridor (the CRIC) remains heavily engaged in manufacturing and distribution services today. The corridor extends west from the Mississippi River through the heart of the city's former brick, steel and iron industries along Manchester Avenue in the Cheltenham (Dogtown) vicinity. Less than a mile south of AFCO's building on Hampton Avenue, the CRIC served as an important link to the company's factory in Red Bud, Illinois. This remained the case even after trucks replaced trains as the nation's primary freight transportation service during the 1950s-60s. Hampton Avenue was an important north/south connector for the CRIC. The route directly linked AFCO's headquarters and warehouse with the CRIC (south) and Interstate 64. Though Hampton Avenue became an important commercial corridor for activities related to the CRIC, in 1950 it was virtually undeveloped as such. AFCO was the first company to capitalize on Hampton's commercial appeal, fully realizing the importance of providing a convenient and central location that served both customers and the transportation industry.

After 1950, AFCO began to develop a national presence as a major furnace manufacturer. In 1955, the company opened a large distribution center near Chicago. This was followed in 1958 by expansion of the Red Bud plant to 260,000 square feet. At that time, the factory was producing an average of 3,000 furnaces and air conditioning units per month. Major trade names developed by AFCO such as "Thermo" and "Air Stream" were increasingly becoming household names. By the time AFCO introduced its "Comfortmaker" combination heat/air unit in the 1950s, the company had established a southern market for its air conditioners. AFCO's success began to attract the notice of major competitors, including that of Singer Furnace Company (a subsidiary of Singer Sewing Machine Company), which bought out AFCO in 1968. Singer kept the Hampton Avenue office but renamed the business "Singer American Furnace Company." Today, the property on 1300 Hampton is owned and occupied by Raineri Construction Company. ●

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## THE BACKPAGE...

### The St. Louis Tavern Buildings of Anheuser-Busch; a Constructed Message Continued...

In an effort to further associate the brewery with the more permissive European temperance model, the new showcase taverns assumed romantic designs that drew upon European folk building tradition and fairy tale imagery. Not only was their appearance calculated to stand out from the dominant architectural patterns of the city, their operations were designed to set them apart from a stereotypical tavern of the day. In keeping with this goal, they were to be well-lit, family-friendly, clean, wholesome and suitable for the highest classes of St. Louis society.

The best known of these new taverns were the work of the noted architectural firm of Klipstein & Rathmann. Between 1910 and 1916, Klipstein & Rathmann designed the Stork Inn at 4527 Virginia (1910), the Gretchen Inn (commonly known as Busch's Inn and more recently The Feasting Fox [1914]) and most notably, the Bevo Mill (1916) all located on the city's south side. Additionally they designed the romantic "Bauernhof" at the Busch family

estate (1913) and the massive Bevo Bottling Plant (in conjunction with the firm of Widmann, Walsh & Boisselier) on the grounds of the brewery. In this same period, the brewery also constructed or remodeled at least nine other, more subtle taverns, four of which are still standing including the current Favazza's Restaurant (5201 Southwest), the Garavelli Tavern (the current Benton Park Café at 1900 Arsenal), the Welz Saloon Garden (6432 Gravois), and the Kaiserhoff Café (2643-45 Cherokee).

Ultimately, Anheuser-Busch and the other large breweries across the city and country were unsuccessful in their bid to be exempted from Prohibition which lasted from 1920 until 1933, but the architectural legacy of the company's effort to change the image of beer in order to be exempted from the legislation lives on. Landmarks Association is currently trying to inventory the surviving tavern buildings constructed by Anheuser-Busch and other St. Louis breweries in the region, so if anyone has information on additional buildings, please let us know! ●

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