

Can you guess which building this architectural detail is from? Test your knowledge with our column,
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# volume 49 number 1 Spring 2014

# Landmarksletter

# Broadway: The Rise and Fall and Rise? of St. Louis' Longest Street. >>

St. Louis is a city of neighborhoods, and since much of it developed prior to the rise of the mega-department store and later the shopping mall, it is also a city of neighborhood commercial districts. In the earliest days of the City, commercial, professional, recreational and industrial pursuits were haphazardly scattered throughout the residential landscape. Businesses, stables, homes, tanneries, churches and rendering plants might all be crowded together in a single block. Later on, with the rise of the electric streetcar and increasing interest among



7200 Block of S. Broadway in 2014

residents in segregating various trades and services for reasons of public health and the abatement of nuisances, industrial activities began to be concentrated in certain areas, while centers of business and commerce increasingly shifted to prominent intersections and the routes of highly traveled streetcar lines. By the late 19th century, such neighborhood commercial districts had become central to the economic and social lives of residents who lived just walking distance or a short streetcar ride away.

Major transit arteries like Easton (today's MLK), Delmar, Grand, Jefferson, Gravois, Virginia, Chouteau and Cherokee Street provided thousands of surrounding residents with access to groceries, bakeries, butchers, drug stores, clothiers, saloons, shoe stores, milliners, furniture vendors, florists, confectioners and everything else needed for the operation of a household. In addition, professional services and entertainment opportunities abounded. Amidst the bustling shops were the offices of bankers,



7200 Block of S. Broadway in 1947

accountants, lawyers, dentists,

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identities of different parts of the city.

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optometrists, doctors, and chiropractors, which in turn stood side-by-side with movie theaters, ice cream parlors, billiard halls and entertainment arcades. These teeming environments of commerce and novelty defined the neighborhood commercial corridors of St. Louis prior to the rise of the destination shopping mall and the big box discount retailer and they contributed to the unique

### Elements >>



This month's architectural feature is found on the façade of Mount Moriah Temple at the southwest corner of Natural Bridge and N. Garrison Avenues. Situated in the Lindell Park Historic District, (written by Landmark's Ruth Keenoy), the building was constructed in 1913 and is an excellent example of Egyptian Revival

style architecture. Originally constructed as a Masonic lodge for Mount Moriah Lodge No. 40, the building was designed by architect/ engineer Henri Rusch (aka "Rush" as utilized below for Rusch's son's last name and associated architectural firm). The building's construction was completed by contractor Charles O.A. Brunk. Established in 1841, Mount Moriah Lodge No. 40 was one of the state's "subordinate" lodges under the auspices of Missouri's Grand Lodge organized in 1821.

Henri Rusch (1874 – 1959), the building's architect, was born and educated in South Africa as an architect/structural engineer prior to immigrating to the United States in 1901. Rusch

initially settled in Cleveland where he was employed for two years by an engineering firm. He moved to St. Louis in 1903 to work for the Missouri Pacific Railroad Company and landed work designing an airdome and buildings for the Boer Exhibit at the Louisiana Purchase Exposition (1904). Rusch was a partner of Rush, Lee & Rush which included architect Thomas P. Lee and Rusch's son, Charles Henri Rush. During his years in St. Louis, Henri Rusch was employed by the City's Building Commission as Chief Engineer for 16 years

(during which time he was a silent partner in Lee & Rush). In 1953, Rusch retired and moved to Harburg, Germany, where he spent his remaining years. Mt. Moriah's contractor, Charles O.A. Brunk (1863 – 1934), designed buildings in St. Louis as well, including his own residence at 3137 Longfellow (constructed in 1911), located in

Compton Heights.

Though frequently overlooked in the city's collection of notable fraternal lodges, Mount Moriah is one of St. Louis' finest examples – both as a Masonic lodge and as an Egyptian Revival building. The imposing façade is framed by obelisks that rise through the roofline and frame the entrance facing N. Garrison Avenue. Functional and ornamental, the obelisks conceal a unique ventilation system designed by Rusch to circulate "pure air" throughout the building even "when windows [were] closed." Interior space included a ballroom, "rathskeller" (i.e., German style tavern) banquet room, clubroom, library, organ loft and recital hall. Rugs and furnishings were designed specifically for the lodge and appear in photographs from the lodge's

100th anniversary celebration booklet published in 1941, a copy of which was recently donated to the Missouri History Museum's Library & Research Center. As noted by the St. Louis Post-Dispatch in 1911, which provided a rendering of the building in anticipation of its construction, Mount Moriah Temple's unique Egyptian mode was predicted to be "...a conspicuous ornament to its section of the city." Over one hundred years later, the accuracy of this prediction remains clear.

# Architectural Walking Tours of Downtown >>> The spring of 2014 marks the inauguration of a new cooperative partnership between Landmarks Association and

Revitalize St. Louis to operate regularly scheduled architectural walking tours of Downtown. For over a decade the tours were operated by Metropolis St. Louis, which merged with Revitalize following the 2013 tour season. Now Landmarks and Revitalize are working together to grow the program by soliciting and training a corps of new tour guides and hosting a designated volunteer coordinator (Rick Rosen) in Landmarks' office on Washington Avenue. Every Saturday from April through October from 10:00-12:00, two distinct tours (downtown east and downtown west) will be offered by a trained docent.



The Eastern Tour begins outside the Old Courthouse (10 N. Broadway) on the Broadway side opposite Kiener Plaza.

The Western Tour begins at the hotel entrance to Union Station (1820 Market Street) opposite the Milles Fountain.



Explore the rich history and architectural legacy of Downtown St. Louis with Revitalize and Landmarks Association. From the founding of the City through its contemporary redevelopment, our tours cover many well-known landmarks, hidden gems, and information on the events and people that shaped the city.

Tours cost \$10.00 per person, cash only, ages 12 and under are free. No reservations needed. For more information on the tours or inquiries about becoming a tour guide, call (314) 690-3140 or email Rick Rosen at: Imvolcoordinator@gmail.com

# Landmarksletter

# Broadway: The Rise and Fall and Rise? continued

Of St. Louis' major commercial corridors, perhaps none was as extensive and venerable as Broadway. The street already boasted commercial enterprises and homes by the late 1700s and by the first decades of the 20th century it had evolved into a humming corridor of commerce that stretched from the River des Peres in the south through the heart of downtown and up to Riverview



1600 N. Broadway, the future home of Bissinger's Chocolate

Drive at the city's far north end. With the exception of the portions bordered by O'Fallon Park and the cemeteries on the north, and the mansions of the Broadway Bluffs on the headlands above Carondelet to the south, the road was essentially lined on both sides by mixed-use commercial buildings, homes and even factories where life and business overlapped in a bustling chaos.

Then, in the middle of the 20th century, the importance of Broadway as a commercial corridor began a precipitous decline. The 1947 Civic League Plan mapped out plans to clear large portions of both the northern and southern riverfront (areas which thousands of people still called home) to the east of Broadway for future industrial use. Within a few years, the corridor would also be impacted in multiple sectors by interstate highway construction. In many areas the highway severed the arteries that connected the commercial strip to its remaining customers and commercial activity continued to decline. As the 20th century progressed, just a fraction of Broadway's businesses survived suburban migration, the dismantling of the streetcar system, and the shift of commercial activity from neighborhood commercial districts to malls and auto-centric shopping centers.

Despite decades of adversity, some areas of Broadway have managed to retain varying levels of commercial activity into the 21st century, and the enduring quality of its building stock has long provided hope that at least some portions of the street would return to a more prosperous and lively state.

Developments in recent years indicate that life is indeed returning to some forlorn sections of this once busy street. For example, just to the east of North Broadway at 1st Street and Cass, Loftworks has launched an exciting and innovative project that

will eventually integrate a number of urban farming, housing and environmental science facilities into a group of six historic buildings. The first component of the development, a 56-unit apartment complex in the former St. Louis Stamping Company building, was completed in the summer of 2013. Nearby at 1600 North Broadway in the shadow of the new Stan Musial (Veterans Memorial) Bridge, Bissingers Chocolate is beginning its renovation of the 103-year-old MKT Railroad Depot into a new factory and office facility. For those unfamiliar with this area, a substantial number of impressive historic commercial and industrial buildings remain, particularly on the near north riverfront, and optimists foresee a day when Broadway just north of downtown will undergo a transition not unlike that of Washington Avenue.

On the south side of the City, particularly in Carondelet, many 19th century mixed-use commercial buildings and even homes remain intact along substantial sections of Broadway. While many are underutilized, others boast venerable businesses such as the Southern Commercial Bank (7201) and Rathbone Hardware (7625), both of which have been in operation at their current locations for more than 100 years. While Carondelet has not seen the boom in rehabilitation that some other south side neighborhoods have enjoyed in recent decades, important strides have been made and the area's unique business districts such as the Ivory Triangle and yes, South Broadway, are seeing new investment.

One of the most encouraging projects underway in the area is Jaymes Dearing's (RE-Source LLC) ambitious plan to rehabilitate an entire block face along the east side of Broadway between Nagel and Robert (7200 -7230). The prominent intersection of Nagel and Broadway still boasts substantial historic buildings on all four corners, and the wrought iron balconies on the west side of the 7100 block lend a touch of Bourbon Street charm. Dearing's project includes an eclectic mix of commercial buildings with the oldest likely predating the Civil War. For many years this block was the home of C.R. Watkins Furniture and Fuel Company whose stained glass sign is recognized by many who travel this stretch of the road. The fact that this fragile sign and the building it adorns are now to be given a new lease on life is a hopeful indicator that a new chapter in the history of this iconic street is already being written.

If anyone is looking for a way to see a microcosm of St. Louis (i.e. beautiful historic architecture, breweries, rejuvenation, blight, disastrous urban planning decisions, views of the Mississippi, south side, north side, and everything in between), roll down your windows and drive the length of Broadway on a sunny spring weekend. There is plenty to see.

# Preservation Month, 2014 »

What could be better than Preservation Week? Preservation Month! Throughout May this year there is a wealth of interesting opportunities available for Landmarks' members to get out and explore St. Louis' architectural heritage. For Landmarks' events requiring reservations, please email Susan Tschetter at stschetter@landmarks-stl.org or call (314) 421-6474.

### Saturday, May 10 - Tour of Harris Armstrong Designed Homes in Oakland (1036 Oakland and #3 Sappington Spur), 1:00-3:00

Come and see the recently renovated home designed by noted Mondernist architect Harris Armstrong for his friends Egon and Dorothea Schwarz (perhaps the last of Armstrong's designs still occupied by its original resident, and a 2013 Most Enhanced Award winner) and hear about the friendship between the Schwarz and the Armstrong families. Then tour the home that Armstrong designed for his own family in 1938 at #3 Sappington Spur.

This is a Landmarks Event. Cost is \$10.00 for members, \$20.00 for non-members. Reservations required.

The tour is led by Ted Wight and Susan Tschetter at 1036 Oakland at 1:00 p.m.

### Thursday, May 15— Tour of 3201 and 3207 Washington Avenue, 6:00-8:00



The rise of the area branded as "Midtown Alley" continues as more and more buildings in the corridor between downtown and Grand Center are brought back to life. Once a thriving residential district, this area transitioned to commercial use in the early 20th century and became known as a center of St. Louis' early automotive industry. While many of the surviving buildings in the area reflect automotive history, others relate to the true diversity of the neighborhood's commercial and residential uses in the 19th and early 20th centuries. Two of these buildings can be found at the corner of Compton and Washington Avenue. The grand brick residence at 3201 Washington was constructed for Dr. George Ashe Bronson in 1885 and was designed by the renowned Boston firm of Peabody & Stearns. Many interior details including fireplaces, mantles, woodwork, leaded-glass and the home's grand stairway remain intact. Next door at 3207 is the unique Mission-

Revival office of the Central States Life Insurance Company, which was constructed in 1921 and designed by prominent St. Louis architect Tom P. Barnett.

Come see the Bronson home before restoration gets underway, and then tour the beautifully rehabilitated Central States building, which is now home to Chameleon Integrated Services. The tour ends with a stop at the bar in the private Chameleon Club, where quests will have a chance to grab a drink and contemplate the wonders of St. Louis' historic architecture in the company of other likeminded building-huggers!

Tour begins at the front door of 3207 Washington (next door to Urban Chestnut Brewery) and lasts roughly from 6:00 until 8:00 (including optional time at the club's bar). Drinks are not included.

This is a Landmarks Event. Cost is \$25.00 for members, \$45.00 for non-members. Reservations required.

### Friday, May 16 - DeMenil House Foundation Book Sale Preview Reception, 7:00 p.m.-10:00 p.m.

Come get first crack at the bounty of books and see the newly restored carriage house! Cost is \$10.00 at the door; no reservation required. 3352 DeMenil Place.

Saturday, May 17 through Sunday, May 18 - Annual DeMenil House Foundation Book Sale. Saturday 10:00-4:00, Sunday 12:00-4:00. 3352 DeMenil Place.

Come see thousands of books, all priced to sell! For more information email: demenil@demenil.org, call (314) 771-5828. Book donations accepted Wednesday through Saturday, 11:00-2:00 or by appointment.



# Landmarksletter

# Preservation Month, 2014 >>>

### Saturday, May 17 - Old North St. Louis Neighborhood House and Garden Tour.

Features the great diversity of housing styles that make Old North a community where almost everyone car find a place that suits their budget and lifestyle. Stops on the tour include rehabilitated historic homes that once were abandoned shells, a variety of green / sustainable elements that have been incorporated into new and old homes, community gardens (including the 13th Street Garden, which grows food for the North City Farmers' Market and is home to the Old North Chicken Coop), the Old North Grocery Co-op, and new businesses at Crown Square.



More information at http://www.onsl.org/or by calling (314) 241-5031. Advance tickets available through Old North St. Louis Restoration Group, or the day of the event at a booth at N.14th Street and St. Louis Avenue (across from Crown Candy). Cost \$10.00 in advance, \$12.00 the day of. No reservations required.

### Saturday, May 17th—Rededication of the Naked Truth monument in Compton Hill Reservoir Park, 12:00-4:00



The newly restored Naked Truth monument in Compton Hill Reservoir Park will be rededicated on the 100th anniversary of its unveiling. The German-American Alliance originally dedicated the monument on May 24, 1914 to honor three German American journalists: Carl Schurz, Emil Preetorius and Carl Daenzer. The Water Tower Park and Preservation Board worked with Vlad Zhitomirsky of VDM Sculpting Company to recreate the missing bronze medallions from historical photographs at the Missouri History Museum. Funding for the new landscaping was underwritten by the Norman J. Stupp Foundation. The Compton Hill Water Tower will be open for tours from 12:00 until 4:00; dedication program begins at 1:00. Journalist Robert Duffy will be the Master of Ceremonies and noted architectural historian Esley Hamilton will give the keynote address.

No charge for the program but there is a \$5 fee to climb the tower. Food and beverages will be available for purchase. No reservations required.

### Saturday, May 17— Tour of the Former St. Mary's Orphanage, 1:30-3:00

Constructed as St. Mary's Orphanage for Girls in 1899, the building at 5341 Emerson Avenue is soon to undergo a major rehabilitation and begin a new life serving veterans as a residential care center. Located on sprawling verdant grounds in the City's Walnut Park neighborhood, the orphanage is in outstanding condition and until recently had been in use as a church, school and community service complex by the San Francisco Temple Christian Assembly. Many original features exist including a substantial chapel wing, woodwork, stained glass windows and marble fireplaces. The orphanage was designed by the St. Louis firm of Barnett, Haynes & Barnett, which received many prominent commissions from the Archdiocese of St. Louis in the 19th and early 20th century including the Cathedral Basilica of St. Louis (the New Cathedral) on Lindell. Don't miss this chance to explore the orphanage building, learn about its history, and hear about the plans for its future. Parking reserved on the fenced complex grounds.



This is a Landmarks Event. Cost is \$25.00 for members, \$45.00 for non-members. Reservations required. ●

### Sunday, May 18 -- Walking Tour: Shaw Place and Surrounds, 1:00 - 2:30

Architectural historian Michael R. Allen will lead a jaunt around the Shaw neighborhood focused on Shaw Place, the private residential court laid out in 1879 by architect George I. Barnett. The tour includes a stop in at least one house plus peeks at a Carpenter Gothic house, an old-fashioned neighborhood movie theater, a railroad hospital, beautiful houses in many styles and an apartment hotel repossessed by its architect. Shaw Place anchors a vibrant urban area with intriguing architectural diversity. Meet at the Compton Hill Water Tower; cost is \$10 per person (cash or check) to benefit the Shaw Neighborhood Improvement Association. No reservations required.

## Preservation Month. 2014 »

### Thursday, May 22—Most Enhanced Awards at the newly renovated Sun Theater, 3627 Grandel Square. 6:00-8:30

For the last twenty-two years, Landmarks Association has been honoring the "best of the best" in historic rehabilitation in St. Louis with a high profile award ceremony. Every year, we are astounded by the incredible skill, devotion, and ingenuity of the trades people, rehabbers, architects, and developers who do the hard work of putting our historic buildings back together. This year's award ceremony will be held at the newly renovated Sun Theater in Grand Center on Thursday evening, May 22. Vacant for decades, this beautiful historic theater has recently been renovated by the Lawrence Group for the use of the Grand Center Arts Academy and will have only been open for a few days when the Most Enhanced Awards come to town. Don't miss this unique opportunity to be among the first to see the theater in all its restored glory, and celebrate the very best in historic rehabilitation! Sponsorship Opportunities Available—Contact Andrew Weil at aweil@landmarks-stl.org.



This is a Landmarks Event. Cost is \$20.00 for members, \$30.00 for non-members (and for tickets at the door). Admission to the award ceremony includes an opening reception with drinks and appetizers and a chance to explore the theater. Reservations are kindly requested. There are no events at The Fox Theater, or at Powell Hall the night of the award ceremony, so street parking will be cheap and abundant!

### Sunday, June 1 -- Picnic at Kuhs Farm, 13061 Spanish Pond Road, 11:00-1:30



Come tour the former country estate of prominent North St. Louis businessman Edward L. Kuhs in Spanish Lake. Situated on the bluffs high above the confluence of the Missouri and Mississippi Rivers, this remarkable property boasts stunning views, two Native American mounds, a working farm and animal rescue operation, a pioneer cemetery and an enormous terraced garden that was designed by Mr. Kuhs in the 1920s and 1930s. Learn about the history of the property with current owner and Kuhs' descendant Elizabeth Parker, and enjoy a leisurely picnic beneath the trees. This is truly a rare chance to explore and enjoy this private property and we are forever grateful to Ms. Parker for allowing us the opportunity.

This is a Landmarks Event. Cost is \$50.00 for members, \$75.00 for non-members and includes a catered box lunch and beverages. Reservations required.

# The Former St. Mary's Orphanage >>>

The Former St. Mary's Orphanage at 5341 Emerson in the north St. Louis neighborhood of Walnut Park is a remarkable surviving component of the city's turn-of-the-century eleemosynary landscape. Constructed in 1899, the institution was founded in 1843 by Ann Biddle and Bishop Peter Kenrick

and operated by the Daughters of Charity.

Ann Biddle, like her father Brian Mullanphy, was a remarkable philanthropist whose generosity supported charitable institutions across the city. Of particular concern to the family were the needs of the

poorest and most vulnerable residents at a time when St. Louis was awash with refugee immigrants and ravaged by epidemic diseases. Mrs. Biddle provided funds to support the orphanage and donated land for a new facility that would be constructed at 10th and Biddle in the late 1840s.

The orphanage remained there for nearly 50 years as the

neighborhood declined. By 1887, Sister Mary Cremens wrote that the orphanage was surrounded by "tenements occupied by the most degraded class...so that we cannot open our windows for light and air without subjecting our sisters and children to the most dreadful sights and sounds."

> In the spring of 1896, after moving into the former St. Joseph's Orphanage for Boys in another tenament district downtown, a tornado hit the building. That summer, the orphanage was burglarized. By fall, there were 22 cases of "contagious sore eyes" among the girls and by spring of 1897 diphtheria was running through the house. Something had to be done.

Then, in 1899 a miracle; an anonymous donor pledged \$100,000 to build a new home for St. Mary's, if a suitable site could be procured. The Reverend Father Robert Hayes immediately offered to donate land on Emerson Avenue near Calvary Cemetery for the purpose. Far from the crowded city, the location was ideal.

continued on backpage >

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### The Former St. Mary's Orphanage continued >>>

The prominent St. Louis architectural firm of Barnett, Haynes & Barnett, which worked extensively with the Archdiocese on churches and institutions throughout the city and later designed the Cathedral Basilica on Lindell, was quickly chosen as the architect; construction was superintended by brothers John and Patrick Sheehan who were also rumored to have been the source of the anonymous gift.



Construction began in the summer of 1899 and proceeded rapidly. By the time the cornerstone was laid on October 28, the first story was already complete.

Designed to be substantially

self-sufficient, the facility boasted a large baking oven, laundry plant, institutional kitchen and cold storage facilities. It also had classrooms, dormitories, playrooms, work rooms, vegetable gardens and chicken coops. An infirmary wing with an isolation ward and pharmacy as well as a beautiful chapel with a marble altar from Rome completed the design. St. Mary's was dedicated on November 27, 1900 and by the New Year 225 girls and 13 sisters were in residence.

Life at the orphanage was regimented, but not devoid of

free time and diversion. Girls awoke at 5:00, attended mass at 6:00 and ate breakfast at 7:00. They then did housework until school began at 9:00. Classes lasted for five hours before the girls were given a half hour recess at 3:00. Late afternoons were occupied with trade classes. On Thanksgivings, the St. Louis Star provided a turkey dinner, and on August 16, 1904, the World's Fair was opened to all area orphanages free of charge. Local clubs assisted with other social activities including the "Orphan's Auto Spree" in which automobile owners would drive caravans of children to the city parks for picnics.

As the 20th century progressed, ideas began to change about how best to care for orphaned children. More emphasis began to be placed on the value of integrating children into families and communities rather than housing them in institutions. By 1939, many of the girls who lived at St. Mary's were leaving the campus daily to attend parochial schools in the surrounding neighborhoods and the population of the institution was declining. From a peak of 300 in 1911, the population had fallen to 122 in 1947 as more orphaned children were being placed in foster care. St. Mary's Orphanage for Girls closed c. 1950.

With a few notable exceptions such as the St. Louis Colored Orphan's Home on Annie Malone Dr., the St. Louis Blind Girls Home on Page, and Father Dunne's Newsboy's Home and Protectorate on Washington Avenue, only a fraction of the buildings associated with the orphanages and other institutions that once served the enormous needs of the city's children in the booming industrial years of the 19th and early 20th centuries survive.

