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ASSOCIATION of SAINT LOUIS

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St. Louis building this
architectural detail
is from? Test your
knowledge with
our column,
Elements Page 2 >>



LandmarksLetter

Landmarks Association presents Preservation Week 2010 >>



Tours of the Lemp Brewery and the Clemens Mansion are included in Preservation Week Activities

This year, Landmarks Association's annual Preservation Week will be held May 7 – 16. Wait a minute! You may be asking, "that's longer than a week!" And yes, you are right. This year, Landmarks is offering ten events in ten days for 2010. That's right. For ten days in May, you will have the opportunity to attend an event each day that celebrates the historic built environment of St. Louis. We have a stellar line-up this year, including tours, lectures, a wine tasting, a movie screening, and our annual Most Enhanced Awards celebration. We have a complete schedule in a fully detachable insert of this newsletter so that you may keep it with you and refer to it throughout the week. While most of our events are free, we do have a couple of special tours and events for which we must charge a modest fee.

This year, Preservation Week opens and closes with tours of two long-shuttered St. Louis landmarks, the Lemp Brewery (May 7) and the Clemens Mansion (May 16). Throughout the rest of the week, you can tour Midtown Alley, once home to the St. Louis automobile industry; the recently completed Crown Square development (the former 14th Street Mall); the Beaux Arts building in Grand Center (soon to be the Confluence Academy's Grand Center Arts Academy); and various sites associated with the St. Louis City Police Department. On May 10, Elizabeth Gentry Sayad will present a delightful program, recounting her past 40 years as one of our leading preservationists. And two special events this year, a wine tasting (May 12) at Bridge, a stylish tap room and wine bar on Locust Street and a movie screening of *Escape from New York* (May 13) at the Roberts Orpheum Theatre. The highlight of the week will be our Most Enhanced Awards program (May 14) at Paradowski Creative's new offices in the former Missouri Electric and Power building.

As you can see, it is a event-filled week and we invite you to join us as we celebrate St. Louis' amazing collection of history and architecture. For more information, visit our website, www.landmarks-stl.org or call 314-421-6475.

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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.

Elements >>



This bas-relief of Mozart is one of a number of composers that grace the elevations of the former Strassberger Conservatory, a three-story, L-shaped brick building with a primary façade facing South Grand and a secondary façade facing Shenandoah. Originally designed by Otto Wilhemi as a music conservatory (see accompanying article), the first floor contains storefronts with cast-iron supports manufactured by Christopher Simpson of St. Louis and recessed entrances with wood paneled returns. The remainder of the building has been converted into apartments. In addition to the row of arches emblazoned with the likenesses of the musical masters, the façades feature bands of molded terra cotta and buff colored brick and an elaborate bracketed and denticulated cornice. Strassberger's Music Conservatory vacated the building during World War II and the building remained underutilized until the early 1980s when it was redeveloped as commercial and residential space by Property Concepts Inc. and The Pride Organization Inc. The building was listed in the National Register of Historic Places in 1979 at the behest of the Tower Grove East Neighborhood Association, the owner at the time. ●

A Well-Composed Building: Strassberger's Conservatory

The former Strassberger Conservatory at 2303-06 South Grand (at the south east corner of Shenandoah) was constructed in 1904-1905 by Clemence Strassberger. Strassberger was born in 1859 near Dresden in Saxony and immigrated to St. Louis in 1881; his younger brother Bruno followed in 1892. In Germany, Clemence was educated at the Dresden Royal Conservatory and worked as a music teacher and cornet player in a military band. Upon his arrival in St. Louis his musical skills allowed him to quickly find work with two of the many professional orchestras that provided entertainment in the city. As many musicians do, Strassberger began taking on students and giving lessons from his home in 1886 on the north side. Teaching must have appealed to him as he opened his first conservatory in 1892 at 2335 Warren Street just west of St. Louis Place. Strassberger was smart to set up shop so close to this wealthy enclave as he put himself in an excellent position to teach members of many of St. Louis' most wealthy and notable German families. Later he would successfully repeat this strategy by opening a different conservatory on the edge of another wealthy and largely German neighborhood, Compton Heights.

The music business seems to have quickly paid off and by 1893, the conservatory moved to a larger building at 2200 St. Louis Avenue (extant), in the same



The former Strassberger Conservatory, 2303-06 South Grand



Bruno Strassberger

neighborhood. Throughout the 1890s, Strassberger developed one of the most respected music conservatories in St. Louis all the while training his younger brother Bruno to enter the business.

The success of the school afforded the family what appears to be a relatively high degree of financial success and the 1900 census found Clemence and his wife Katherine (also a music teacher) living with a teenage Bruno, their two children and two servants near the conservatory in a mansion on St. Louis Avenue.

In 1901, Strassberger decided to expand into the German communities of the south side, opening a branch of the conservatory at Grand and Cleveland. By about 1903, he had contracted with noted German-American architect Otto

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Aspiring Architects Get Taste of the Real World

On Friday, March 26, thirteen high school juniors learned more about architecture as a future career from seasoned professionals as part of Rockwood School District's Career Shadowing Day. Six individuals representing various architectural firms in the St. Louis area, made short presentations for the group, providing insight into their day-to-day activities and responsibilities. Additionally, they shared with the students their thoughts on the issues future architects will encounter, such as green-building technology and the ever

increasing role of computer technology. After the presentations, the students enjoyed a brief walking tour of downtown St. Louis by Rick Rosen, followed by a tour of the offices of Cannon Design. Thanks to the following individuals and the firms that participated: Richey Madison of Christner, Ian Walschmidt of Fox Architects, Karl Grice of the Grice Group, Kevin Kerwin of HKW Architects, Stu Litzinger of The Lawrence Group, John Burse of Mackey-Mitchell and Tom Bergmann of Cannon Design. ●



Students from Rockwood School District's Career Shadowing Day listened to presentations by six area architectural firms.

The former Route 66 Bridge over the Meramec River near Eureka is still threatened with demolition due to structural instability. Currently, MoDOT is conducting an environmental impact assessment on the effects of demolishing the 78 year old bridge, which is listed in the National Register of Historic Places. Landmarks Association, along with a host of other concerned organizations and citizens, is keeping a close eye on the situation and has applied for Consulting Party Status with the Federal Highways Administration to ensure that we are at the table when discussions begin about the path forward. In addition to the structure's intrinsic historic value, it provides an important link in the emerging network of trails and bike-paths in the region, and is a component of a valuable Route 66 tourism industry in Missouri.

We recently received notice that the third boundary increase to the Central Carondelet Historic District was listed in the National Register of Historic Places at the end of January. Landmarks Association created this large northern extension of the existing district for 11th Ward Alderman Matt Villa, a long-time

friend and supporter of preservation in St. Louis and Landmarks Association. The district contains 446 contributing historic buildings, some dating back to the 1850s, and nearly completes the work of listing the entire original town of Carondelet (founded in 1767 and annexed by St. Louis City in 1870) in the National Register.

Economists with Rutgers University and the National Trust Community Investment Corporation (a subsidiary of the National Trust for Historic Preservation) have released a detailed report on the economics of the Federal Historic Tax Credit program. The news is very good for those of us who have argued long and hard that preservation tax credits generate economic growth. According to the report, "the federal historic tax credit is a highly efficient job creator-accounting for the creation of 1.8 million new jobs over the life of the program." The report found that historic tax credits generated jobs more efficiently than other stimulus options and concluded that the economic activity leveraged by the historic tax credit returned more tax revenue to the U.S. Treasury than the cost of implementing the program. Despite reports such as this and economist Donovan Rypkema's

In addition to the structure's intrinsic historic value, the Meramec Bridge provides an important link in the emerging network of trails and bike-paths in the region, and is a component of a valuable Route 66 tourism industry in Missouri.

2008 glowing analysis of the Missouri State Historic Preservation Tax Credit, legislators in Jefferson City continue to assault this valuable tool for economic development and job creation. The ultimate goal of this campaign is to further limit the funds available for preservation while subjecting their distribution to what would inevitably be a highly politicized appropriations process. ●

Public invited to hear Arch competition finalists

On April 28, St. Louisans will have an opportunity to hear from the design teams that have advanced to the final round of competition to improve and invigorate the grounds surrounding the Gateway Arch. Joe Buck, the award-winning sportscaster, will moderate "Meet the Design Teams," where competition finalists will present their design philosophies and examples of their previous work. The event, which is free and open to the public, will take place at 7:00 p.m., Wednesday, April 28 at the Roberts Orpheum Theatre. Pre-registration is encouraged and is available through the competition website, www.CityArchRiverCompetition.org.

The field of design teams will be narrowed before the public event to four or five teams. The final jury selection will be announced on Sept. 24, 2010 with construction scheduled for completion by October 28, 2015.

To help the teams understand what the Arch stands for and the values it represents to our region and our nation's history, members of the public are invited to share their thoughts, stories, photos and video. Competition organizers will post selections to the Web site and include them in a presentation to the competitors. This will assist teams in their effort to meet the design goals. For more information, visit the competition website at www.CityArchRiverCompetition.org. ●



Lights Are On Again In The Former Missouri Light And Power Company Building

2:00 p.m., Saturday, April 24 | 1928 Locust Street (corner of Locust & 20th Streets)



Paradowski Creative's new offices, the former Missouri Light and Power Company building, at Locust & 20th Streets.

Tour the recently renovated former power company building and get a tour of the stunning new offices of Paradowski Creative.

In early 2010, after three years of planning and over a year of supervising construction based on historic rehabilitation and LEED guidelines, Paradowski Creative locked the door at its stylish but small building at 303 North Broadway (early winner of a Landmarks' Enhanced Award) and headed west to the comparatively cavernous space on Locust.

The firm's new home is made up of four connecting red-brick buildings. The first, at the southeast corner of Locust and 20th Streets, was built in 1889; the second, an adjoining twin building to the east, was completed in 1891. These, along with two smaller buildings added in 1893, all designed and built by Milburn &



The modern and sophisticated entrance lobby compliments the soaring roof and ironwork trusses.

Rich, document Missouri Light & Power Company's aggressive but futile attempts to compete in a lucrative, momentarily crowded new industry. In late 1903, Missouri Electric reluctantly became one of the last independent power companies to be absorbed by the giant Union Electric Company. The conglomerate added a 6,000 square-foot showroom to the complex in 1942 and retained ownership until 1974. The next owner, Stern Fixture Co., manufacturer of restaurant furniture and fixtures, operated at this location until its demise in late 2006. In December 2007, the vacant property was purchased by Paradowski Creative—a thirty-year-old graphic design firm that had grown to boast a full-time staff of almost 50.

The team for the Missouri Light rehab project included Nehring Design, KPFF Structural Engineers, ANBA Engineering, Bauer & Associates, HBD Contracting (and subcontractors), Lafser & Associates, Lancia Brothers, AE Solutions, Working Spaces, Color Art and CI Select. Landmarks prepared the National Register nomination for the previous owner in 2005.

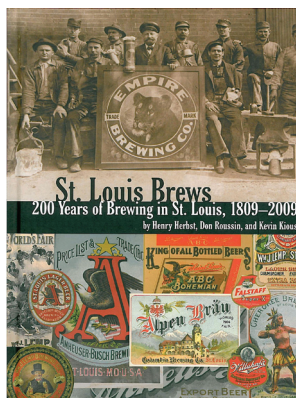
The tour is free but reservations are requested.

RSVP to landmark@stlouis.missouri.org or call (314) 421-6474. ●

Southside Brewing Heritage Tour with Lecture and Book-Signing

Lecture: Architecture St. Louis, Friday April 23, 7:00 | Tours: 1:00 to 5:00 p.m., April 24 and May 1

Bus Departs from and Returns to Architecture St. Louis, 911 Washington Ave.



Join Landmarks and Reedy Press on Friday April 23 for a lecture and book-signing with Don Roussin and Kevin Kiouss, two of the authors of *St. Louis Brews*, 200 years of Brewing in St. Louis, 1809-2009. On the next two Saturdays following the lecture (April 24 and May 1) Landmarks will reprise its brewing-related sites and buildings tour of south St. Louis.

Tickets cost \$35.00 for members/\$40.00 for non-members; includes transportation, a snack and two beers.

Reservations required as space is limited.

Reservations by phone at 314-421-6474.

Sponsored by Schlafly ●

A Sanctuary of Music: Behind the Scenes at the Union Avenue Opera

2:00 p.m., Saturday June 5, from 2-3 p.m. | 733 Union Boulevard at the southwest corner with Enright Avenue turn north at Enright for ample parking behind the church.

The congregation at Union Avenue Christian Church traces its origin to 1871 when a troublesome group of First Christian Church members were dismissed after they insisted that organ music be added to the all-vocal worship services. By the early 20th century, the dissidents had acquired sufficient resources to purchase land in the Central West End and hire architect Albert B. Groves to design an impressive new home. The chapel at the rear (now greatly remodeled) was designed in 1904; the main body of the limestone church - graced by a Northern Italian Renaissance campanile - was finished in 1908.

In 1988, members formed the Arts Group of Union Avenue (AGUA) in an effort to provide "the congregation and its surrounding community with opportunities to celebrate and participate in the arts." The results have been impressive. Photo exhibits,

art installations, films, lectures, enrichment programs for local schools and especially the Union Avenue Opera. In the summer of 1995, Scott Schoonover, with the support of AGUA, mounted a production of Henry Purcell's *Dido and Aeneas* at the church. Envisioned as an opera company that would offer professional opportunities for gifted emerging artists, Union Avenue Opera has grown to become a critically acclaimed and cherished part of larger community offering fully staged productions (sung in the

original language) by a wide range of composers from Monteverdi to Gershwin. In 2007, a new orchestra pit and expanded stage constructed as part of a renovation by Union Avenue Christian Church, successfully completing UAO's first capital campaign.

Auditions for the 2010 season (held in New York, Los Angeles and St. Louis) attracted more than 500 hopefuls; only 410 could be heard due to time constraints. Casting is now complete for the season opening in July: Gilbert & Sullivan's *Pirates of Penzance* (a rollicking favorite premiered in New York City on December 31, 1879), Donizetti's *La Fille du Regiment* (Paris opening in 1840 complete with the tenor aria's nine high "C"s) and Tchaikovsky's *Pikovaya* (Queen of Spades), a psychological thriller heard first in St. Petersburg in 1890.

Throughout its formative years, the young company's unique collaboration with the church extends to more than sharing space. Members of the congregation serve on the Board of Directors, as ushers, ticket takers, dressers, designers; the company's founder

and artistic director Schott Schoonover serves as music director for the church. Special flexibility from all concerned will be needed this season as Sunday worshippers have outgrown space in the chapel and will need to assemble in the sanctuary/theatre. Join us for an inside look at this complicated but exemplary mixed-use venue.

The tour is free but reservations are requested. RSVP to landmark@stlouis.missouri.org or (314) 421-6474. ●



Landmarks Annual Meeting

3:00 p.m., Sunday, June 13th, 2010

St. Anthony of Padua Roman Catholic Church, 3135 Meramec

State of the Association, Treasurer's Report, Election of Board Members

Reception Immediately Following

Liermann Loft - 3303 Meramec, just up the street from St. Anthony

Delicious refreshments once again provided by Urban Eats

For those interested in the history and architecture of St. Anthony, an in-depth tour (lasting approximately 1 ½ hours) will take place at 12:30 p.m. prior to the annual meeting. There will be a much abbreviated tour (20 mins.) offered immediately following the annual meeting at approximately 3:45 p.m. The Liermann Loft Annex at Urban Eats Café is a mix of historic and contemporary, artsy, and rustic in an Art Deco era building. Formerly a furniture store, the Liermann Lofts offers 6000 sq. ft. of open space with original pine floors, 18 ft. ceilings and open rafters.

Preservation Week 2010 May 7 - 16

10 Days of Events, Lectures, Tours, Movie Screenings, Wine Tastings, Etc. - All celebrating the historic built environment of St. Louis!!!

Please note: ALL EVENTS REQUIRE RESERVATIONS. FOR EVENTS WHERE A FEE IS CHARGED, YOUR PAYMENT WILL BE YOUR RESERVATION. WE CANNOT HOLD RESERVATIONS WITHOUT PAYMENT, NO EXCEPTIONS. YOU MAY PAY BY PHONE WITH A CREDIT CARD OR MAIL IN A CHECK (made payable to Landmarks Association, please note tour/event and

names of attendees). ALL TOURS, HOWEVER, ARE FIRST COME, FIRST SERVED. You may make reservations for free events by simply calling 314-421-6474. Tickets for the movie screening on Thursday, May 13th will be purchased (cash only) at the door of the Orpheum Theatre.

Friday, May 7 Tour of the Lemp Brewery

5:30 p.m., 3500 Lemp Avenue

What better way to kick off Preservation Week than this rare chance for a private tour of a landmark to the St. Louis brewing industry. The Lemp Brewery complex (later home to International Shoe Company) consists of 27 buildings on 13.7 acre parcel. Owner and developer Shashi Palamand will lead this tour for a small group and share his vision for the rehabilitation of the property. The tour will conclude with a complimentary beer at the adjoining Lemp Stables.

\$20 per person for members, \$25 for non-members; Limited to 26 people. Participants must be willing to sign a liability waiver to attend.

Saturday, May 8 Walking Tour of Midtown Motor Alley

10:00 a.m. to 12 Noon, Tour begins at former Dinks Parrish Laundry Building, 3124 Olive Street



Join real estate developer and preservationist Jassen Johnson on a private tour of Midtown Alley, an exciting "new" neighborhood in the heart of St. Louis that really is not new at all. From the 1920s until World War II, this area was known as automobile row. After sitting idle for years, the neighborhood is revved up with new life from businesses, restaurants, galleries, shops and lofts. Many buildings are the work of famed architect Preston Bradshaw, incorporating beautiful design and detail. **Tour is free but reservations are required.**

Sunday, May 9 Walking Tour of Crown Square Development

Walking Tour of Crown Square Development, 2:00 to 3:00 p.m. Tour begins at North 14th St. and St. Louis Ave., across the street from Crown Candy



Bring your mother along to celebrate HER day on this private tour of the long awaited and recently completed Crown Square development. Participants will view some of the 27 rehabilitated buildings of this amazing \$35 million revitalization project. What was once a failed and dismal pedestrian mall has been transformed into a model partnership of historic preservation and redevelopment. Today, Crown Square consists of 42 affordable residential rental apartments and townhouses; 38 market rate residential lofts, apartments and live/work spaces; 33,000 square feet of commercial space; and Old North St. Louis Restoration Group Office, Museum, Gallery and Community Space.

Tour is free but reservations are required.

Monday, May 10 Elizabeth Gentry Sayad, Lecture and Book-Signing

12 Noon, 911 Washington Ave., Suite 170, Architecture St. Louis, Lecture and Book-Signing, "From the Payne-Gentry House to the Creole Corridor: One Person's Preservationist Path" by Elizabeth Gentry Sayad

Follow the remarkable path of author, civic leader and stalwart preservationist Elizabeth Gentry Sayad as she describes her life and work over the past 40 years, from her involvement with the preservation of the Payne-Gentry house in the 1960s to the founding of Les Amis, an organization that saved and maintains the Amoureux House in St. Genevieve, to her role as an author of personal memoirs and volumes on local and family history, to her present endeavors to list the Creole Corridor as a UNESCO World Heritage Site. Join us for this entertaining lecture and book-signing. **Light refreshments will be served. Limited seating.**

Free but reservations required.

PRESERVATION WEEK 2010

Tuesday, May 11 Tour – Beaux Arts Building

5:30 p.m., 703-11 N. Grand



Designed in 1925 by Hugo Graf for the Carter Carburetor Company, a company founded by Will Carter, a consummate tinkerer and mechanic from Union, Tennessee. Carter moved to St. Louis in 1902 to find work repairing the city's innumerable mechanical devices and he set to work improving upon the primitive carburetors that plagued the performance of early automobiles. Carter's superior designs formed the basis of what would become a major manufacturing concern in St. Louis until the early 1990s. The massive complex in Grand Center, which has been empty for decades, will soon become Confluence Academy's new Grand Center Arts Academy. Members of The Lawrence Group, developer and designer

for the school, will lead the tour of this spectacular, but seldom seen work of art and architecture. **Free but reservations required.** Participants must be willing to sign liability waiver to attend.

Wednesday, May 12 Wine Tasting, Bridge Tap House & Wine Bar

6:00 p.m. to 7:30 p.m., 1004 Locust Street

Take a break from all that touring you've been doing and spend an evening enjoying the ambiance and spirits of St. Louis' newest and most stylish downtown establishment. Owner David Bailey has created a unique tap house and wine bar with a selection of 200+ beers (36 on tap) and 100+ wines (20 by the glass) along with a variety of charcuterie, cheeses and spirits. A wonderful way of getting over the "hump" day of Preservation Week. Includes tasting of assorted wines and charcuterie.

Reservations Required. \$15 per member/\$20 for non-members.

Thursday, May 13 Movie Screening, Escape from New York

7:00 p.m., Orpheum Theatre. Tickets \$5 at the door.



Parts of Downtown and Grand Center served as backdrops for director John Carpenter's cult classic, action adventure film. Starring Ernest Borgnine, Donald Pleasance, Issac Hayes, Adrienne Barbeau and Kurt Russell as "Snake" Plissken, the convicted bank robber sent in to rescue the President of the United States after his plane crashes in Manhattan, which is now (1997) a giant maximum security prison. Following the movie, have fun wandering around downtown with a guided map to some of the film's locales. Refreshments on sale in the lobby. **Tickets (\$5 ea suggested donation/cash only) available at the door.**

Friday, May 14 Most Enhanced Awards

5:30 p.m., Paradowski Creative, 1928 Locust Street

The highlight of Preservation Week, Landmarks Association recognizes the most outstanding preservation projects in the area. This year, the award ceremony will be held in the new offices of Paradowski Creative, the former Missouri Electric and Power Company building. One of St. Louis' largest creative agencies, Paradowski transformed the former power generating facility into a stunning state-of-the-art office complex. **Refreshments served. Reservations Required. \$20 per attendee.**

Saturday, May 15 Historic Police Department Lecture and Bus Tour

Lecture 1:00 to 2:00 p.m.; Tour 2:30 p.m. to 5:00 p.m.

911 Washington Avenue, Suite 170, Architecture St. Louis



Join Dr. Allen Wagner on Saturday, May 15 for a lecture and bus tour that details the history of the St. Louis City Police Department. Dr. Wagner is Assistant Professor Emeritus of Criminology and Criminal Justice at the University of Missouri St. Louis and the author of *Good Order and Safety: A History of the St. Louis Metropolitan Police Department, 1861-1906*. The tour will visit and discuss several former police stations around the city as well as some sites from Dr. Wagner's previous "Crime Stories" tour that he conducted for the Missouri Historical Society in September of 2009. **The lecture is free. Bus tour \$15.00 for members, \$20.00 for non-members. Bus Tour is limited to 37 participants. Reservations Required for Bus Tour.**

Sunday, May 16 Tour of the Clemens Mansion

2:00 p.m. 1849 Cass Avenue

And what better way to end Preservation Week than by touring the historic Clemens Mansion? One of the most significant houses in St. Louis and one that has been on our most endangered list for many years, the Clemens Mansion is set to be rehabilitated as a senior living facility. Join Dan Holak of Bob Wood Realty as we tour the property and hear about the slated redevelopment of this important St. Louis landmark. **Tour is limited to 26 people. \$10 for members, \$15.00 for non-members. Participants must be willing to sign a liability waiver to attend.**

Strassberger's Conservatory continued...

Throughout the 1890's, Strassberger developed one of the most respected music conservatories in St. Louis.

Wilhelmi to design a building specifically for the school at the corner of Grand and Shenandoah. Wilhelmi was no stranger to the area having already designed a number of prestigious homes in Compton Heights.

Like the original conservatory near St. Louis Place, the area surrounding Compton Heights had a large number of wealthy upper-class German families who could be expected to place a great value on musical education. At the time, recorded music was in its infancy and people depended greatly on bands, orchestras, and choral groups (professional and amateur) as mainstays of social life. Music was ingrained in German culture and many of the clubs or "verein" in the area were rooted in the practice and performance of musical works. Because any member of "respectable" society was expected to have at least a rudimentary musical education, the Strassbergers had no shortage of pupils. By 1911, enrollment in the two conservatories had reached 1,148 students.

For the new conservatory, Otto Wilhelmi designed a stately building well-suited to the needs of a music school. The first floor housed seven storefronts which could be used for rental income, while the second and third floors contained the majority of the performance, teaching and practice space. The basement contained a dining hall for students as well as wardrobes and changing rooms for performances. The crown jewel of the new facility was certainly the 450 seat performance hall with its white



The Strassberger and Greisedieck Houses, 3818 and 3822 Botanical

maple floor, custom stage scenery, state-of-the-art theater lighting and large ceiling fans. As a final touch, Wilhelmi designed a cornice that was graced with terra-cotta reliefs of composers facing the busy streetcar lines on Grand and Shenandoah. These reliefs remain largely intact and can be viewed easily from the corner.

The fact that Clemence Strassberger had his flagship conservatory and offices built at the corner of Grand and Shenandoah is intriguing from another perspective as well. Across Shenandoah to the north stood the building currently listed as a City Landmark under the name Pelican's Restaurant. The core of this building was constructed sometime prior to 1875, enlarged in 1878, and completely overhauled in 1895 when the Griesedieck family of brewers purchased it for a restaurant and bar. By 1910, Anton Griesedieck and Clemence Strassberger, and their respective families, were not only owners of the two corner buildings, but also living next door to each other in nearly identical houses just a few blocks southwest at 3818 and 3822 Botanical. While it is unclear who designed these homes, their eclectic design featuring prominent corner towers with conical roofs is somewhat unusual for the surrounding neighborhood and indicates that they may share a common architect—perhaps even Otto Wilhelmi. The relationship between the two families is unclear, but the coincidence is intriguing.

By 1913, Clemence's health had begun to fail and he retired from the business though he remained in an honorary position. Bruno took over the conservatory and expanded to a third location near O'Fallon Park in 1915. In that year, the school offered classes in a wide range of subjects including violin, piano, cello, composition, vocal music, organ, zither, mandolin, guitar, banjo, cornet, oboe, flute, and clarinet. In addition, students could take instruction in both "stage and fancy dancing." The school employed a large number of teachers, both male and female, though it manifested the chauvinism of the time by charging twenty percent more for lessons with a male teacher.

Bruno Strassberger died in 1921 and the business was taken over by his nephew August Winter. It seems almost fortunate that neither brother lived far beyond the first two decades of the twentieth century as drastic changes in how people made and consumed music were on the horizon. Both recording and radio technology advanced rapidly during the 1920s and the importance of amateur music and musical education declined as people developed other ways to bring music into the home. By the end of the decade, a writer in the conservatory's newsletter was questioning the future of his profession. While Strassberger's Conservatory survived the Depression, it is not unreasonable to surmise that their enrollment dropped as families lost jobs or reallocated their expendable income. Meanwhile, the radio was becoming ubiquitous and the music industry was emerging. These developments quickly resulted in almost an entire generation being raised not as producers and consumers of amateur music, but as pure consumers of largely professional music. Musical education was no longer required on the same scale that had been necessary in the late 19th and early 20th centuries. By the late 1930s the only branch of the Strassberger Conservatory that remained open was the flagship at Grand and Shenandoah. The conservatory was listed in the city directory for the last time in 1942.

Andrew B. Weil, Assistant Director ●

January 1, 2010 – March 31, 2010

NEW MEMBERS

SUSTAINING

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Steven D. Siegerist

FRIEND

Barbara M. McDonnell
Jay Reiter

SENIOR

Steven R. Kratky
Peter & Ann Ruger

RENEWING MEMBERS

HERITAGE

Mrs. Daniel Heagney

BENEFACTOR

Stephen Acree
Fred & Sara Epstein
Kenneth Marshall
Kate Hilliker Murashige &
Chris Zones
Vince & Lois Schoemehl
W. G. Seibert
Brad Simmons, Jacobs Facilities
St. Louis Public Library

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Jamie & Mary Jo Cannon
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Annual Historic Maplewood Tour Saturday, May 15

10 a.m. Meet at Artisan Caffé
at 2743 Sutton (just south of Manchester)

Wear walking shoes!

Tour Leaders: Esley Hamilton and Doug Houser.

RSVP information: (314) 646-3607

THE BACKPAGE...

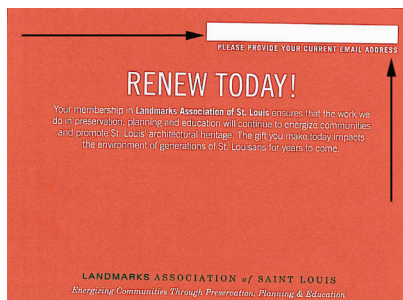
An Apology and a Request >>

For many of you, our last newsletter arrived too late causing some of you to miss the announcements for - and the chance to attend - a couple of our Winter 2010 programs. I apologize for that. As you can see, we have moved to a new newsletter format and the production takes a little more time than the previous editions. Also, we sent it bulk mail - truly the slowest form of "snail mail." I am sorry about that too.

Fortunately, however, we were able to post an online version of the newsletter on our website and deliver it via email through our listserv. If you haven't seen our electronic newsletter, I encourage you to visit our website (landmarks-stl.org) and check it out. Naturally, the production of an online newsletter will reduce our printing and postage costs as well as the sheer amount of paper needed to produce a multi-page, full-color document. But to really help reduce our costs, I need you to send us an email address so that we can deliver it - hot off the electronic press - to your computer. And you can do that two ways.

First, send me an email (landmark@stlouis.missouri.org) with your name and email address and a note saying "please add me to your listserv" and we will do so. This is the most expedient way, for as soon as you send that email, you'll start getting updates and announcements about programs, events and activities - you can rest assured you will not miss a thing!

Or you can provide your email address on our newly designed remittance form when you return your membership renewal request. As you can see in the accompanying image, we have included a space to do just that.



But don't worry. We will continue to print copies of our newsletter. We recognize that some people don't use computers and some prefer simply to receive a printed version in the mail. Still, if we can reduce our quarterly production from 1,500 to 500 or perhaps even 250, the savings will be

measurable. And as always, thank you for your support of this organization.

Jefferson Mansell
Executive Director