NPS Form 10-900
United States Department of the Interior
National Park Service

OMB No. 1024-0018

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NAT. REGISTER OF HISTORIC PLACES
NATIONAL PARK SERVICE

568

National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. **Place additional certification comments, entries, and narrative items on continuation sheets if needed (NPS Form 10-900a).**

1. Name of Property

Historic name Bevo Mill Commercial Historic District

Other names/site number Bevo Mill Shopping Center

Name of related Multiple Property Listing N/A

2. Location

Street & number 4648-5003 Gravois Avenue & 4719-4767 Morgan Ford Road | N/A | not for publication

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

State Missouri Code MO County St. Louis [Independent City] Code 510 Zip code 63116

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended,

I hereby certify that this _x_ nomination ___ request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60.

In my opinion, the property _x_ meets ___ does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance:

___ national ___ statewide _x_ local

Applicable National Register Criteria: _x_ A ___ B _x_ C ___ D

Mark A Miles June 4, 2013

Signature of certifying official/Title Mark A. Miles, Deputy SHPO Date

Missouri Department of Natural Resources
State or Federal agency/bureau or Tribal Government

In my opinion, the property ___ meets ___ does not meet the National Register criteria.

Signature of commenting official Date

Title State or Federal agency/bureau or Tribal Government

4. National Park Service Certification

I hereby certify that this property is:

_X_ entered in the National Register

____ determined eligible for the National Register

____ determined not eligible for the National Register

____ removed from the National Register

____ other (explain:)

by Barbara Wapelt 7-31-13

Signature of the Keeper Date of Action

5. Classification

Ownership of Property
(Check as many boxes as apply.)

x	private
x	public - Local
	public - State
	public - Federal

Category of Property
(Check only **one** box.)

	building(s)
x	district
	site
	structure
	object

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

Contributing	Noncontributing	
20	6	buildings
1	1	sites
1		structures
		objects
22	7	**Total**

Number of contributing resources previously listed in the National Register

0

6. Function or Use

Historic Functions
(Enter categories from instructions.)

COMMERCE/TRADE/specialty store
COMMERCE/TRADE/ restaurant
DOMESTIC/single dwelling
DOMESTIC/multiple dwelling

Current Functions
(Enter categories from instructions.)

COMMERCE/TRADE/specialty store
COMMERCE/TRADE/ restaurant
DOMESTIC/single dwelling
DOMESTIC/multiple dwelling
VACANT

7. Description

Architectural Classification
(Enter categories from instructions.)

Craftsman
Classical Revival
Tudor Revival
Fantasy
Other: One-Part Commercial Block
Other: Two-Part Commercial Block

Materials
(Enter categories from instructions.)

foundation: Stone, Concrete
walls: Stone, Brick, Engineer Brick, Stucco
roof: Asphalt, Tar, Slate
other:

x **NARRATIVE DESCRIPTION ON CONTINUTATION PAGES**

8. Statement of Significance

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

[x] A Property is associated with events that have made a significant contribution to the broad patterns of our history.

[ ] B Property is associated with the lives of persons significant in our past.

[x] C Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.

[ ] D Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations
(Mark "x" in all the boxes that apply.)

Property is:

[ ] A Owned by a religious institution or used for religious purposes.

[ ] B removed from its original location.

[ ] C a birthplace or grave.

[ ] D a cemetery.

[ ] E a reconstructed building, object, or structure.

[ ] F a commemorative property.

[ ] G less than 50 years old or achieving significance within the past 50 years.

Areas of Significance
COMMERCE
ARCHITECTURE

Period of Significance
c.1910-1934

Significant Dates
1916-17

Significant Person
(Complete only if Criterion B is marked above.)
N/A

Cultural Affiliation
N/A

Architect/Builder
Klipstein, Ernest/Architect
Rathmann, Walter/Architect
Grone, George, Builder

[x] STATEMENT OF SIGNIFICANCE ON CONTINUTATION PAGES

9. Major Bibliographical References

Bibliography (Cite the books, articles, and other sources used in preparing this form.)

Previous documentation on file (NPS):

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

Primary location of additional data:

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

Name of repository: **Anheuser-Busch Brewing Archives**

Historic Resources Survey Number (if assigned): _____

10. Geographical Data

Acreage of Property 5

Latitude/Longitude Coordinates
Datum if other than WGS84:_____
(enter coordinates to 6 decimal places) * See Geo-Referenced Boundary Map: Figure 2

1	Latitude:	Longitude:	3	Latitude:	Longitude:
2			4		

Verbal Boundary Description (On continuation sheet)

Boundary Justification (On continuation sheet)

11. Form Prepared By

name/title Andrew B. Weil/Executive Director

organization Landmarks Association of St. Louis date 1/25/13

street & number 911 Washington Avenue telephone 314-421-6474

city or town St. Louis state MO zip code 63104

e-mail aweil@landmarks-stl.org

Additional Documentation

Submit the following items with the completed form:

- **Maps:**
  - A **USGS map** (7.5 or 15 minute series) indicating the property's location.
  - A **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.
- **Continuation Sheets**
- **Photographs**
- **Owner Name and Contact Information**
- **Additional items:** (Check with the SHPO or FPO for any additional items.)

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.).
Estimated Burden Statement: Public reporting burden for this form is estimated to average 18 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management. U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

Photographs

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels (minimum), 3000x2000 preferred, at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map. Each photograph must be numbered and that number must correspond to the photograph number on the photo log. For simplicity, the name of the photographer, photo date, etc. may be listed once on the photograph log and doesn't need to be labeled on every photograph.

Photo Log:

Name of Property: Bevo Mill Commercial Historic District

city or Vicinity: St. Louis [Independent city]

County: _____ State: Missouri

Photographer: Ryan J. Reed and Andrew B. Weil

Date Photographed: August 2011-January 2013.

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

1 of 11:Bevo Mill Tower facing north from intersection of Morgan Ford Road and Gravois Avenue.
2 of 11: Bevo Mill Tower facing north from intersection of Morgan Ford Road and Gravois Avenue, more context.
3 of 11: East façade of Bevo Mill facing south.
4 of 11: West side of Morgan Ford Road facing south. 4719 Morgan Ford is shaped parapet commercial building at right.
5 of 11: East side of Gravois Avenue facing north. 4704-08 Gravois Avenue is first building on right.
6 of 11: West side of Morgan Ford Road looking northwest from corner of Delor. 4753-55 Morgan Ford at left.
7 of 11: West side of Morgan Ford Road facing south from corner of Wallace. 4729-35 Morgan Ford at right.
8 of 11: East side of Gravois Avenue facing southeast. 4736-42 Gravois first on left.
9 of 11: 4751 Morgan Ford Road (Little Bevo) facing west.
10 of 11: 4729-35 Morgan Ford Road facing west.
11 of 11: 4648-56 Gravois Avenue facing southeast.

Figure Log:

Figure 1: Bevo Mill Commercial Historic District Map
Figure 2: Geo-Referenced Location Map
Figure 3: Examples of Typical Advertising

Summary

The Bevo Mill Commercial Historic District consists of 18 contributing buildings, one contributing structure, one contributing site, three non-contributing buildings, and one non-contributing site; both sites are parking lots. The district is located in the Bevo Mill neighborhood of south St. Louis City. Boundaries were determined based on the presence of commercial buildings and essentially intact streetscapes in immediate proximity to the Mill from which the shopping district historically derived its identity. Most of the commercial district (72%) was constructed after the Mill was built in the period between 1917 and 1934. Contributing buildings are mostly built on their lot lines and thus present a dense and sometimes continuous street wall fronted by a sidewalk. All of these buildings face either Morgan Ford Road or Gravois Avenue and present their facades to the iconic stucco and stone-faced Bevo Mill tavern from which the neighborhood derives its name.

Elaboration

Three of the contributing buildings are single family residences, one is a multi-unit garage, and the remainder are a mixture of early 20th century commercial and commercial/residential property types. All contributing buildings are made of brick. Two-story commercial/residential buildings are the most common property type representing 11 of the 20 buildings. There is also a one-story auto service garage dating to 1934 and a one-story auto showroom dating to 1922. The contributing site is associated with the latter building. Currently considered one parcel, 4728 Gravois Avenue was once two parcels 4728 and 4730 Gravois Avenue. The building at 4730 was torn down by the South Side Nash (automobile) Company (the occupant of 4728 Gravois) for a parking lot during the period of significance (between 1926 and 1927). There are two, three-story tenement buildings with commercial storefronts on their first floor and residential units situated along double-loaded corridors on the second and third floors. There is one purpose-built restaurant known as Little Bevo, which imitates the appearance of a cross-gabled home with both a one- and two-story section. The Mill itself is located in a wedge shaped lot created by the convergence of the two aforementioned thoroughfares. The Mill property is surrounded by a wall of varying height that is constructed of several different types of limestone. This wall is original to the property and constitutes the district's sole contributing structure. The parking lot at the rear of the building is enclosed by this structure and was originally used as a beer garden and outdoor dining area. As such, it is considered to be a component of the overall Mill parcel and not a separate entity.

There is one non-contributing vacant lot; 4763 Morgan Ford Road was created through demolition sometime after 1962. Non-contributing buildings consist of a one-story commercial building that was added to the front of two residences c. 1952 at 4716 Gravois Avenue, a two-story frame residence that was originally constructed in 1917, but which has been altered from its original appearance through the addition of modern siding, replacement windows, and replacement doors (4739 Morgan Ford Road), and a two-story brick commercial building that was constructed in 1928 at 4767 Morgan Ford Road. The latter has been clad with a modern textured cement product and its original fenestration is no longer intact. There are three, non-contributing garages that were constructed after the period of significance.

Setting

The neighborhoods surrounding the Bevo Mill Commercial Historic District developed rapidly in the first three decades of the 20th century. Homes are mostly modest single family property types of brick or frame construction. One-story "shotgun" homes are common with either flat- or front-gabled roofs, as are bungaloid forms and various front-gabled one-and-one-half, or two-story forms. One-story shaped

parapet shotguns and one-and-one-half story gambrel roof homes are also common. Most of the surrounding homes date to the first three decades of the 20th century and were built as speculative investments by professional developers. The area was served by electric streetcar by at least 1903 as well as some of the city's earliest bus lines, which began operation in the 1920s. Today the area is still densely occupied and the commercial district remains in use although the diversity of shopping options and high-degree of occupancy is reduced from the peak of early 20th century levels.

Integrity

Contributing buildings possess integrity with the most common alterations being reductions in the size of storefront display windows through framing. The original bays are intact, but in some cases they have been enclosed or reduced to suit the needs of later tenants or for security purposes. Other alterations are primarily cosmetic in nature and consist of things like replacement awnings, windows, and security doors.

Buildings were considered non-contributing if there were major alterations to their fenestration pattern or if modern cladding and replacement components overwhelmed their historic appearance. Also, one building was considered non-contributing because it was constructed well after the period of significance.

Individual Building Descriptions

Morgan Ford Road

4719 Morgan Ford Road (1 Contributing, 1 Non-Contributing)

This two-story brick commercial/residential building was constructed c. 1930. It has a limestone foundation and buff-colored brick façade. The first floor contains a storefront bay with a full-width cast iron lintel supported by brick piers. There are two doorways. The lintel has decorative projecting brackets at its ends and forms a drip cornice across the first floor façade. The majority of the first floor is occupied by the storefront, which contains an off-center entry flanked by large fixed display windows. One display window is larger than the other. The larger display window has a three-panel transom whose lights have been boarded; the smaller window has a two-panel transom whose lights have been boarded. Beneath the windows are boarded wooden panels that may originally have been floor-level lights. The storefront entry has a boarded transom and a non-original door. There is a separate entry to the second floor quarters at the right side of the façade between two brick piers. This entry contains a non-original door and the transom has been filled with an electric fan.

The second floor contains a paired window and a single window that are both situated in jack arch openings with limestone lug sills. The arches are accented by a different color brick than the rest of the building. The windows are one-over-one, double-hung sash and are protected by projecting metal awnings. A non-original plastic panel sign hangs from an original steel sign pole that is supported by guy wires. There is a projecting pressed-metal drip cornice with small ornamental brackets. The parapet wall is shaped with a peak in the center flanked by square piers at either end. There is a terra cotta shield centered on the parapet and the piers are ornamented by a rectangular design executed in a different color brick from the rest of the building. The parapet is protected by pressed metal coping. The roof is flat. There is one non-contributing brick garage with an end-gabled roof.

4725 Morgan Ford Road (1 Contributing)
This one-story brick automobile service station was constructed c. 1934. The façade is constructed of buff colored brick and the rest of the building is of red engineer brick. The foundation is of coarse-aggregate poured concrete. There is a central garage bay with a steel jack arch and modern glass and aluminum overhead door. To the left of the garage bay is an entry containing a replacement door and a boarded window. Both have steel jack arches. To the right of the garage bay is a fixed display window in a jack arch opening with a slightly projecting brick sill. The parapet wall is flat and has modern coping of an indeterminate material. The roof is flat.

4729-35 Morgan Ford Road (1 Contributing)
This building was constructed in 1928 for Albert Mayer of the A. Mayer Realty Company. Facing Morgan Ford, the primary façade of the three-story brick tenement is six bays wide while the secondary façade facing Wallace Avenue is nine bays wide. The building has Tudor Revival design elements and sits on a concrete foundation. It has a flat roof with a crenellated parapet wall. The first story of the Morgan Ford façade is covered with modular glazed terra cotta. The central bays are composed of two large openings each enclosed with a large single-light show window flanked by a single-light door. Both are capped with a ribbon of three single-light transoms. Offsetting the central bays are slight projecting bays traveling the height of the building. These bays contain single entrances enclosed with single-light doors. Each entrance is accentuated with a terra cotta Tudor arch with decorative spandrels. The fenestration of the southern bay matches the central bays. The northern bay has a recessed corner entry composed of a single doorway flanked on either side by single-light show windows capped with a ribbon of single-light transoms. The second and third story exterior walls are composed of buff brick with orange brick quoining. The central bays are both composed of single paired three over one double sash windows on the second and third floors. Each has stone sills and orange brick headers. Between the second and third story windows are decorative modular terra cotta blocks with a shield relief. The northern and southern bays have identical fenestration as the central bay. The slightly projecting bays each have a single fixed light window on the second floor with a one over one Tudor arched window on the third story capped with a terra cotta window hood. The second and third story windows are surrounded by a solider course of glazed orange brick with a center spandrel composed of a decorative terra cotta block. Above the third story window on the projecting bays is a large terra cotta block with a relief depicting a shield capped with a medieval armor helmet. The projecting bays are capped with a crenellated parapet wall with terra cotta finials.

4739 Morgan Ford Road (1 Non-Contributing)
This two-story frame residence was constructed in 1917 for Mrs. Rose Schilli. The home sits on a limestone foundation and is capped with a front facing gable roof covered with asphalt shingles. The residence is three bays wide and is covered with vinyl siding. The home has two replacement doors in an entry that is set back from the street on the right side of the façade in a projecting rear section. There are two paired replacement windows in the first floor façade and two single replacement windows in the second floor. All are one-over-one, double-hung sash in flat surrounds. There is a modern louvered vent at the attic level. Due to modern alteration, this building is considered non-contributing.

4741 -49 Morgan Ford Road (1 Contributing)

This two-story commercial/residential tenement building was constructed c. 1927. The building is brick and has a foundation of unknown material. The first floor contains five storefront bays which originally contained large fixed display windows and glass transoms. All of the storefronts have been reduced from their original size and/or otherwise altered by reversible changes such as plywood framing. Some doors appear original and others are clearly replacements. Each storefront has a steel lintel supported by brick piers with limestone capitals. There are seven entries on the first floor which variably lead to the storefronts and the second story living quarters. There is a glazed, white terra cotta drip cornice that spans the width of the façade at the top of the first floor.

The second floor is asymmetrical and contains eight bays. Three of the bays contain round arch window openings with limestone lug sills. Each of these bays projects slightly from the plane of the façade and once was covered with a front-gabled hood which has now been removed. The base of each projecting bay consists of a glazed white terra cotta drip mold supported by brick corbels. To the left of the farthest left projecting bay is a single, paired window. On either side of the central projecting bay are two paired windows. All window openings have jack arches and limestone lug sills and are protected by metal slat awnings. Above each paired window is a white glazed terra cotta drip mold. The parapet wall contains five, white square terra cotta shields. The parapet itself is shaped and has white glazed terra cotta coping.

4751 Morgan Ford Road (1 Contributing)

This Tudor Revival residential-style restaurant building was constructed in 1924 for owner C. Henry Dietz and was designed by architect H. Maye of the A. Maye Real Estate Company, which was also the builder. Dietz operated the Bevo Mill Restaurant across the street on behalf of Anheuser-Busch Incorporated. The building has two distinct though attached sections of one- and two-stories respectively. The two-story section has a steeply pitched cross-gabled roof with wide eaves supported by wooden brackets. The one-story section has an end gable roof. The first floor of both sections is faced with the same reddish-yellow locally-sourced limestone as that which covers the lower level of the Bevo Mill. The upper floor of the two-story section is covered with stucco and punctuated with exposed, projecting stones. The roof is covered with variegated slate.

The one-story section has three bays. There is a central window bay with a segmental arch constructed of variegated stone voussoirs and a limestone lug sill. On either side of the window is a doorway with a round arch. The window bay contains a ribbon of three, four-by-four casement windows beneath a fixed tripartite stained glass transom. The windows themselves have wooden muntins and thick wooden mullions. The window surround is faced with variegated (red and white) stone voussoirs whose finished faces contrast sharply with coarse nature of the natural limestone wall cladding. The doorways are original and contain twelve lights. The arches above the entries are faced with alternating light and dark stone voussoirs. There is a metal signboard that runs the length of the façade above the level of the doorway arches. This sign board is not original, and probably dates to the middle of the 20th century. Both doorways are recessed and are located beneath projecting false half-gables which intersect the adjoining two-story section and the neighboring building respectively.

The two-story section also has a central window bay with a segmental arch constructed of variegated stone voussoirs and a continuous limestone lug sill. The window contains a ribbon of four, four-by-four casement windows and a four light fixed transom of stained glass. The windows have wooden muntins and thick wooden mullions. On either side of the window bay is an entry with a segmental arch

constructed of variegated stone voussoirs. One door is original and contains fifteen lights. The other is boarded. Both entries are protected by steeply pitched front-gable hoods with flaring eaves and ornamental supporting brackets. In the middle of the façade at the base of the second story is a non-original metal sign board supported by corbels that once supported the original sign.

The second story façade is asymmetrical with a cross-gabled roof. The side-gabled section has wide eaves supported by exposed rafters. The front-gabled section has a steeply pitched, asymmetrical gable end with flaring bargeboards and ornamental knee braces. Beneath the front-gable is a ribbon of three, four-by-four casement windows in a segmental arch opening with a limestone lug sill. Each window has a two-light fixed transom above it. In the side-gable section is a paired, four-by-four casement window. Each window has a two-light fixed transom. There is a louvered wooden attic vent in the front-gable and an original glass lantern projects from the wall at the center of the façade. At the far right side of the second story façade a shield-shaped sign projects perpendicular to the wall plane with the words "Little Bevo" written in calligraphy script.

4753-55 Morgan Ford Road (1 Contributing)
This two part commercial, residential building was constructed in 1922 by owner Lorenzo Giammolo. The architect was H. Eichkaus. The brick building has a concrete foundation. There are two distinct, though attached components of the façade. There is a two-story commercial/residential portion with a corner entrance and a hipped roof, and an attached, one-story storefront with a flat roof and a pediment shaped parapet. The two-story section has a large display window in a jack arch bay. The commercial entrance is recessed at the corner and is somewhat obstructed by a heavy brick column. The entrance to the residential quarters above is located to the right of the storefront and contains a replacement door.

The attached one-story commercial component contains a large display window in a jack arch bay. To the right of the window is the entrance also in a jack arch bay and containing a replacement door. At the ceiling level of both storefronts (running the width of the façade) is a drip mold of modular glazed terra cotta. The panel below both storefront windows has been faced with non-original precast (and possibly real limestone) blocks. Both display windows are sheltered by metal awnings. The parapet wall of the one-story storefront has a terra cotta lion head at its center and white glazed terra cotta coping.

The second floor of the corner component contains three jack arch window bays with a continuous limestone lug sill supported by small corbels. The window surrounds are of modular white glazed terra cotta. The windows themselves are one-over-one, double-hung sash replacements. At the level of the window arches is a band of modular white glazed terra cotta panels. Between this band and the wide overhanging eaves the façade is punctuated with regularly spaced porcelain-glazed bricks which contrast with the red face brick. The roof is covered with red terra cotta tiles.

4753-55 Morgan Ford Road Rear [AKA 4309 Delor Street] (1 Contributing)
This one- and one-half story brick residence was constructed in 1922 by owner Lorenzo Giammolo and designed by architect H. Eichkaus. The building has a side-gable roof and a limestone foundation. The primary façade faces the rear of 4753-55 Morgan Ford Road. There is a projecting, front-gabled entry porch with square brick piers that has been enclosed with wood framing covered with siding. A non-original door is situated in the entry porch facing Delor Street. The façade is symmetrical with a one-over-one, double-hung sash replacement window on either side of the entry in a jack arch opening with a

limestone lug sill. There is a shed roof dormer centered on the upper level covered in wooden shingles. The dormer contains a pair of one-over-one, double-hung sash replacement windows in a single opening with a flat wooden surround. The building is constructed of variegated brick and the roof is covered with red terra cotta tile. The gable ends are supported by wooden knee braces.

4763 Morgan Ford Road (1 Non-Contributing site) parking lot
This surface parking lot was created by the demolition of a one-story storefront that had been constructed in 1910 by owner F. Cogma and designed by Ziegelmeyer & Suter and another unknown commercial building. The buildings were demolished after 1962.

4767 Morgan Ford Road (1 Non-Contributing)
This two-story brick commercial building has a flat roof and a large single storefront display across nearly the width of the façade. The entry is deeply recessed and off-center. A 10 light transom crosses the width of the façade above the storefront level. The building has been clad in a modern cement product with incised seams delineating individual panels. The entire façade is covered in this material including the pediment shaped parapet. The second floor window bays are no longer present.

Gravois Avenue

4648-56 Gravois Avenue (1 Contributing)
This three-story brick commercial/residential tenement building was constructed by J. Hoffman in 1927. The building has a flat roof and a foundation of indeterminate material. The façade is symmetrical with three storefronts on the first floor and two entries to internal staircases that provide access to double-loaded halls and residential quarters on the second and third floors. The first floor storefronts at either end of the façade have central, recessed entries flanked by plate glass display windows capped with glazed transoms. The central storefront has three glazed doors flanked by plate glass display windows. The entire first floor is faced with modular glazed white terra cotta panels. The entryways that provide access to the residential quarters are situated in round arched openings with glazed transoms. They are located in engaged stair towers that are differentiated from the rest of the façade by projecting modular terra cotta panels. The towers extend through the third floor and are capped with terra cotta pediments. Each tower contains a single window opening between the levels of the second and third floor. This window opening has a jack arch and an ornamental balcony and contains a two-over-one, single-hung sash window. The window is given the appearance of being located in a recessed niche with a round arch through the use of projecting terra cotta panels. The ends of the façade have white glazed terra cotta quoins. There are four window bays on the second floor and four window bays on the third floor. The second and third floor facades are divided into three sections by the presence of the two engaged stair towers. The central section of each floor contains a pair of window openings, and the end sections each contain a single window opening. Each window opening has a jack arch that is ornamented with terra cotta to give the appearance of a flat arch with keystone. Each window opening contains a ribbon of three, one-over-one, double-hung sash windows. There is a white glazed modular terra cotta cornice and a flat parapet wall with white glazed terra cotta coping.

4658-60 Gravois Avenue (1 Contributing)
This two-story brick commercial/residential building was constructed in 1912 by Henry Schwaiger. It has a flat roof and a limestone foundation. The first floor storefront has been partially framed in and

replaced with three display window bays with wooden panels between them. The entrance is located at the corner and contains a non original door. The first floor is protected by an awning roof which is attached to the framed-in storefront. There are four window bays on the second floor. Each has a lug sill and a flat arch with ornamental terra cotta lintel and keystone. There is a projecting dentil cornice of modular, white glazed terrace cotta and a simple shaped parapet with white glazed terra cotta coping.

4700-02 Gravois Avenue (1 Contributing, 1 Non-Contributing)
This two-story brick commercial/residential building was constructed in 1915 for owner John Raber (aka Raeber) by Architect G. Schake. It has a flat roof and a limestone foundation. There are two entries on the first floor. One of them is located at the left corner of the building and accesses a storefront. The storefront has been somewhat reduced in size from its original dimensions with framing and it is protected by a metal slat awning. The corner entrance contains a glazed transom and a non-original door. There are two plate glass display windows with glazed transoms in the storefront. Next to the storefront near the center of the first floor façade is the entry to the residential quarters, which occupy space on both the right side of the first story and the entirety of the second story. This entrance contains a panel door that may be original flaked by glass block sidelights. The entry is approached by stone stairs. The basement level is raised above that of the street and is faced with green glazed-brick. There are two windows in jack arch openings with lug sills and ornamental keystones of porcelain-glazed brick on the first floor. There are five windows in jack arch openings with limestone lug sills on the second floor. All windows in the residential portion are one-over-one, double-hung sash. A string course of white, porcelain-glazed brick crosses the façade on the second floor outlining the window arches. There is a corbelled cornice and a shaped parapet wall is decorated with terra cotta shields and a central geometric pattern constructed of porcelain-glazed brick. The parapet wall has pressed metal coping.

There is one non-contributing frame garage with an end-gable roof. The modern garage is non-contributing because it was built after the period of significance.

4704-08 Gravois Avenue (2 Contributing)
This two-story brick commercial/residential building was constructed in 1922 for owner John Raber (aka Raeber) by architect G. F. Schake. It has a flat roof and a limestone foundation. The façade is symmetrical with two storefronts on the first floor each with its own entry and a central entry containing a pair of replacement doors leading to the second floor residential units. The two storefronts are internally connected. The one on the left contains a paired plate glass display window on either side of a glazed (non-original) door with a glazed transom. The storefront on the right contains four plate glass display windows and no entry. A glazed transom originally spanned the width of each storefront but has now been framed in. The central entry to the residential units is recessed in a jack arch opening. There are eight window bays on the second floor. Each window opening has a jack arch and a limestone lug sill. The two window openings that are centered above the first floor residential entryway share a continuous limestone lug sill while the others have individual sills. There is a projecting drip cornice of pressed metal and a shaped parapet ornamented with terra cotta lozenges and pressed metal coping.

There is one contributing multi-unit brick garage with four bays and a flat roof. The historic garage is original to the primary building and was built to accommodate the needs of its tenants.

4712 Gravois Avenue (1 Contributing)

This one-story brick single family home has a flat roof and a limestone foundation. A building permit was taken out for it in 1912 by owner H. Sprengel to be designed by G.F. Schake, but the building doesn't show up in the city Directory until 1917. There are three bays in the façade containing the entry and two windows. The entry is situated at the right side of the façade beneath a pedimented porch roof that is supported by square brick piers. The entry is approached by stairs. The door is flanked by sidelights. Both window bays have jack arches and limestone lug sills. Both windows are one-over-one, double-hung sash. There is a corbelled brick cornice and the parapet wall contains three recessed rectangular panels faced with a buff colored brick that contrasts with the red face-brick of the façade. There is a simple shaped parapet with white glazed terra cotta coping.

4716 Gravois Avenue (1 Non-Contributing)
This one-story brick commercial building was constructed in 1952. It contains three storefronts each of which have two fixed display windows in jack arch openings and a metal security door with a central light and an air conditioning unit in a transom. The eaves are wide and overhang the façade almost giving the appearance of a false mansard covered with asphalt shingles. The roof is flat and the foundation is of poured concrete.

4724 Gravois Avenue (1 Contributing, 1 Non-Contributing)
This two-story brick single family home was constructed c. 1910. The home has a flat roof and a limestone foundation. There are three bays on the first floor containing the entry and two windows. There are three bays on the second floor; each contains a window. All window bays have jack arches and limestone lug sills. All windows are one-over-one, double-hung sash. There are two window openings with jack arches at the basement level containing glass block. The entry is at the left side of the façade and is approached by stone stairs. The landing is protected by a pyramidal porch roof supported by square brick piers. There is a pressed metal drip cornice above brick dentils and a shaped parapet with pressed metal cladding.

There is one non-contributing modern frame garage with a side-gable roof that was constructed after the period of significance.

4728 Gravois Avenue (1 Contributing Building, 1 Contributing Site)
This one-story brick commercial building was constructed in 1922 by D. Hedenkamp as a showroom/salesroom and its first occupant was the South Side Nash (automobile) Company. The roof is flat and the foundation is concrete. The façade is symmetrical with a central entrance with a glazed transom flanked by plate glass showroom windows. A transom that once ran the width of the façade has been covered. The parapet wall has a central sign board panel on which the name of the current occupant, "Stemmerich Inc" has been painted with white letters on a green field. The rectangular sign panel is outlined by projecting brick with glazed white tiles at the corners. On either side of the sign panel is another rectangular panel delineated by projecting bricks with glazed white tiles at the corners. A brick and glazed white terra cotta tile lozenge is centered on each panel. The shaped parapet has a central round pediment with a modular glazed white terra cotta shield in its tympanum. The parapet wall is clad in glazed white terra cotta coping with squat brick piers on either end capped by white glazed terra cotta globes.

The parking lot adjacent to this building on its west side (originally 4730 Gravois Avenue) was created by the building's occupant, the South Side Nash (automobile) Company as a parking lot between 1926 and 1927. Because this use supported the needs of the occupant of the contributing building during the period of significance for the district, it is considered a contributing site.

4736-42 Gravois Avenue (1 Contributing)
This two-story brick commercial and residential building was built in 1923 by owner Eugene Freund and designed by architect/contractor M.C. Bartels Construction Company. It has a flat roof and a limestone foundation. Known as the "Irene Building" the first floor contains four storefronts and the second floor contains living quarters. The façade is symmetrical with two storefront bays on either side of a central entrance which leads to a double-loaded stair hall that accesses the second floor. All the storefront bays are outlined with modular white glazed terra cotta and all have been enclosed. The two on the left of the façade have been bricked in and now contain a variety of replacement windows and doors. The two on the right have been framed in and faced with modern siding. They also contain a variety of replacement doors and windows. All terra cotta ornamentation on the façade is executed in white glazed, modular tiles. The central entry to the residential quarters has an ornate terra cotta surround with the words "The Irene" centered above a glazed transom and bracketed drip mold. All the window openings on the second floor have jack arches and flat sills with elaborate terra cotta surrounds. Each contains a pair of one-over-one, double-hung sash windows. The parapet wall is also elaborately ornamented with glazed terra cotta patterns, as is the shaped parapet wall.

4746-48 Gravois Avenue (1 Contributing)
This two-story brick commercial/residential building was constructed in 1919 by owner The Roesch Fur Company by architect William Schejbal. There is an internally connected one-story rear addition dating to 1925 which is visible at the rear of the secondary façade along Delor Street. The first floor contains three storefronts in jack arch openings with cast iron supporting columns. The central storefront contains a non-original glazed entry flanked by plate glass display windows. On either side of the central bay is a storefront containing four plate glass display windows. All storefronts are protected by modern cloth awnings and a modular white glazed terra cotta drip mold. There are four window bays on the second floor. The central two bays have soldier course arches with white glazed terra cotta tiles at either end. The terminal bays on either side of the second floor façade have jack arches with round relieving arches above executed in soldier course bricks. The space between the relieving arch and the jack arch is ornamented with brick laid in basket weave bond with a central red terra cotta lozenge. The relieving arches have terra cotta keystones. The parapet wall was originally faced with variegated brick laid in a striated pattern, but subsequent tuck pointing using a light colored mortar has somewhat obscured the appearance of this pattern. The parapet wall is flat.

4749 Gravois Avenue (1 Contributing Building, 1 Contributing Site)
Designed by the noted St. Louis architectural firm of Klipstein & Rathmann for the Anheuser Busch Brewing Company, this large tavern building essentially has an "I" shaped footprint with a massive four story interpretation of a Dutch or German, "four sailer" tower windmill on one end. The design is based on historical examples viewed by August A. Busch Sr. (President of the Anheuser-Busch Brewing Association) and a representative of Klipstein & Rathmann as well as by contractor George Grone on a trip to Europe for the purpose of gathering ideas for a group of new taverns the brewery planned to construct. The building is a romantic interpretation of the kind of tower mills that were commonly used

for processing grain and/or pumping water in Western Europe between the late Middle Ages and the widespread adoption of steam power in the 19th century. While not a fully functioning tower mill in the sense that the sails are not attached to any milling apparatus and the cap at the top of the tower (containing the axle of the sail) does not rotate in reaction to wind conditions, the form clearly indicates that the architects were imitating the appearance of functionality. The lot on which the mill stands is shaped like an isosceles triangle and is formed by the intersection of Gravois Avenue and Morgan Ford Road. The triangle has roughly a northeast-southwest orientation with its base to the northeast and its vertex angle at the southwest. The windmill component of the building is located at the vertex angle.

The main body of the building consists of a large central hall with perpendicular wings at either end. The central hall is one- and one-half stories with a steeply pitched end-gable roof. The attached wings at either end project substantially from the wall plane of the central hall on both sides of the building and are end-gabled with clipped gable roofs. The roof is covered with variegated slate shingles.

Gravois Façade (East).

The eastern façade facing Gravois Avenue consists of the central hall, which contains five window bays, an entry, and a central stone firebox and chimney faced with unfinished, coarse limestone boulders with dressed limestone quoins. The windows have segmental arches that are faced with coarse limestone boulders and flat sills that are obscured by window boxes. The windows themselves are obscured by functional paneled wooden shutters. The door features ornate woodwork and a multi-light stained glass transom in a round arch opening. The entry is surrounded by a mixture of smooth faced and unfinished stone blocks. The exterior walls are covered with stucco and interspersed with projecting irregular sections of unfinished stone. The intended effect is one of picturesque decay and attempts to mimic the appearance of a stone wall with sections of stucco failure that have exposed the underlying masonry.

At the attic level of the central hall section are seven steeply pitched gables with copper flashing and finials containing louvered vents in Gothic arch openings.

The gable end of the northwestern wing of the building facing Gravois Avenue contains two window bays on the first floor in segmental arches with wooden sills. Both windows themselves are obscured by functional paneled wooden shutters. Centered on the upper story in the gable end is a pair of six-over-six, double-hung sash windows with shutters. Beneath these windows is a wooden window box resting on rafter tails. The eaves overhang moderately and are supported by exposed rafter tails. The eaves flair at their ends. A large rectangular chimney extends through the roof at the junction of the end section with the main central hall. The chimney, like the walls, is faced with stucco and accented with occasional exposed stones. Historical photographs indicate that this chimney was once capped with two cylindrical chimney pots of unknown material.

The gable end of the southwestern wing of the building facing Gravois Avenue contains one of two main entrances. The entry is situated in a projecting front-gable vestibule and contains a paired glazed door (not original) with glazed sidelights. A cloth awning extends out to the sidewalk from the vestibule. On the second story above the entry is a wooden window box resting on rafter tails and a pair of six-over-six, double-hung sash windows in flat surrounds. The eaves overhand moderately, flare toward their ends, and are supported by exposed rafter tails. A tall chimney that is more narrow than the others extends

through the roof at the junction of the end section with the main central hall. The chimney, like the walls, is faced with stucco and accented with occasional exposed stones. Two statuary storks sit atop a vented masonry cap in a sculptural nest. Historical photos indicate that originally there was a single stork atop this chimney and another atop the roof ridge of the northeastern wing. The stances of the storks visible in these photos are consistent with the stances of the two that are presently together perhaps indicating that the two statues were repositioned together at the current location.

Morgan Ford Façade (West).
The western façade of the building facing Morgan Ford Road is asymmetrical. The gable end of the southwestern wing has a portion of an engaged octagonal bay at the junction with the mill. This section has a raised basement faced with irregular, coarsely finished variegated limestone blocks and a basement window bay with a segmental arch of irregular limestone voussoirs. The window bay contains a louvered metal vent. There is a single casement window with a limestone lintel and a pair of rectangular casement windows at the first floor level. The window surrounds are faced with irregular, variegated, rusticated stone blocks. The parapet wall of this flat roofed section is faced with ornamental half-timbering.

Centered on the façade beneath the gable end of the southwestern wing is an elaborately carved wooden door with a bracketed wooden hood. Above the hood is a ribbon of three, three-by-three casement windows in a flat wooden surround. At the second floor level is a wooden window box resting on projecting rafter tails. Above the window box is a ribbon of four, four-by-four casement windows in a jack arch opening with a flat sill. The eaves project moderately and rest on exposed rafter tails. The bargeboard on the right side of the gable is substantially shorter than the one on the left side. The latter extends down to the ceiling level of the first floor and flares toward the end.

The central hall section of the façade facing Morgan Ford contains three window bays with segmental arches faced with irregular stone blocks. The windows have shutters and appear to be comprised of a fixed, one-by-one transom over a single-hung, one-by-one sash. Each window has a wooden window box beneath its flat sill. Above each window is a steeply pitched front-gable dormer with a copper finial and copper flashing. The dormer contains a louvered vent in a Gothic arch opening. The raised basement level faced with irregular, rusticated, variegated stone continues across this section.

The façade of the northeastern wing facing Morgan Ford Road consists of two front-gables with a side-gabled central section. The raised basement level faced with irregular, rusticated stone continues across this section.

The front-gabled section on the right contains an entrance that is situated in a projecting vestibule with a shed roof. The entry is set perpendicular to the façade and is approached by stairs. The vestibule contains two single-light casement windows. To the right of the vestibule entry on the main wall plane is a single casement window in a segmental arch opening with irregular, variegated stone voussoirs. There is a louvered vent at the attic level and the eaves overhang moderately and are supported by exposed rafter tails.

The central section of the façade contains a door and a window at the raised basement level. Both are in segmental arch openings with irregular, variegated stone voussoirs. The window is boarded and the entry contains what appears to be a steel security door. At the level of the first floor above the basement entry

is a second entry surrounded by irregular limestone voussoirs. The door contains four lights and appears to be original, although it must have originally opened onto a balcony or stair landing that no longer exists. The left side of the central section is formed by irregular, variegated stonework associated with a tall, narrow stone-faced chimney which projects high above the overhanging eaves and terminates in a vented stone cap. The eaves are formed by a section of shed roof that terminates at a row of louvered vents that run along the ridgeline of the roof.

The easternmost section of the façade contains a projecting shed roof section on the first floor that spans the width of the façade. It contains two window bays with flat surrounds. The windows are obscured by closed wooden shutters. Centered on the second floor are two, six-over-six, double-hung sash windows in flat surrounds. Below the windows is a wooden window box resting on exposed rafter tails. The roof is hip-on-gable and the eaves project moderately and are supported by exposed rafter tails. The eaves flare toward their ends.

The rear of the building is now a parking lot that was originally used as a beer garden. The area is surrounded completely on the Morgan Ford Road side, along the rear of the property line from east to west, and along most of the property line along Gravois from northeast to southwest with a high rusticated stone wall constructed of irregular, variegated limestone blocks.

Rear Façade (Northeast)
The rear façade of the building faces a parking lot which was once used as an outdoor dining and dancing area. While this area was converted for parking use in the second half of the 20th century, it is still surrounded by an original stone wall constructed of rock-faced rusticated limestone. The façade contains an off-center entrance in a jack arch bay with a blind transom. The entry contains a replacement security door. To the right of the entry are two window bays with wooden sills and jack arches. The windows are obscured by functional wooden paneled shutters. The attic level of the façade contains three dormers with shed roofs and ornamental half-timbering. They are arranged symmetrically. The dormer on the right contains a pair of four-by-four casement windows. The central dormer contains a ribbon of four, four-by-four casement windows. The dormer on the left contains a louvered metal vent. The roof ridge has copper flashing.

The Mill Façade (Southwest)
The mill building takes the form of a round tower that is attached to the body of the hall building on the first floor. The tower becomes increasingly narrow the higher it gets. The first floor of the mill contains six bays with segmental arch openings with stone voussoirs. The bay facing the intersection of Gravois Avenue and Morgan Ford Road at the southwestern corner of the lot contains glazed, six-by-six French doors with a curved, single-light glazed transom beneath the arch. The other bays contain paired, six-by-six casement windows with two transom lights separated by a heavy wooden mullion. Each of the bays is surrounded by rock-faced white limestone voussoirs. The rest of the first floor is faced with raw boulders of reddish yellow fossiliferous limestone pocked with dissolution features. A high proportion of the stones contain excellent fossil specimens including large and distinct colonies of what appear to be *Favosites* coral fossils placed in conspicuous areas such as below the stone corbels that anchor the carved wooden knee braces and lookouts that support the second floor balcony.

The balcony surrounds the second floor and is surrounded by a wooden fretwork balustrade. There are six bays on the second floor; three windows and three entries. The three entries face southwest toward the intersection and contain French doors each with four-by-four light glazing capped with a five light transom. There are two windows on the Gravois Avenue side each containing a paired four-by-four casement window with a five-light glazed transom. There is one window on the Morgan Ford side containing a paired four-by-four casement window with a five-light glazed transom.

There are six window openings at the third floor level in jack arch openings. The windows themselves are recessed from the wall plane and their sills are formed by the wall. The sash are paired, four-by-four casement windows.

Centered on the fourth floor is a doorway in a round arch opening. The wooden door is paneled with a two-over-two light. There are three portal windows on the third floor; one on each of the other three sides opposite the door.

The mill has a squat cap onion-shaped with slightly projecting bracketed eaves. The cap is covered in variegated slate shingles.

The original sail blades of the mill were made of wood. The current blades are replacements that date to the mid-1980s and are made of metal. Each sail is 30 feet long and was custom made to match the appearance of the originals.

There is a wall that is constructed of both irregular, fossiliferous limestone boulders and, in some sections, white limestone ashlar blocks surrounding the Mill property. Portions of the fence are capped with a wrought iron fence. There is an elaborately carved wooden gate situated between two square limestone piers with finished white limestone capitals facing Gravois Avenue. The piers are surmounted by a heavy wooden roof structure with carved joists and rafter tails. The roof itself is a hip-on-gable clad in variegated slate shingles. The wall and gate are original to the site and are considered a contributing structure.

5001 Gravois Avenue (Contributing)

This two-story commercial/residential building has a flat roof and a limestone foundation. It was constructed in 1917 by the Yeckel-Martin Realty Company. Despite the fact that it has been covered with a modern textured cement product, the fenestration pattern remains intact on both floors as does a modular white glazed terra cotta drip cornice and a crenellated shaped parapet with modular white glazed terra cotta coping, red and green glazed lozenges, and a white glazed terra cotta shield. There are five bays on the first floor. The door is flanked on either side by two jack arch window bays. To the right of the door the bays contain a ribbon of three fixed plate glass replacement windows and a single fixed plate glass replacement window respectively. To the left of the entry the bays both contain a pair of fixed plate glass replacement windows. The left corner of the façade is situated at about a 45 degree angle to the rest of the wall plane and roughly follows the curve of the street. This section contains one of the storefront window bays.

The second floor contains four jack arch window bays. The two central bays contain a pair of one-over-one, double-hung sash replacement windows. The bays that flank these central windows contain single, one-over-one, double-hung replacement windows.

5003 Gravois Avenue (Contributing)

This two-story brick commercial/residential building was constructed c. 1919. It has a flat roof and a limestone foundation. The first floor contains three storefronts. At the left side of the façade are two deeply recessed storefronts containing plate glass display windows and glazed replacement doors. There is an original terrazzo floor in the recessed bay. At the right side of the façade is another storefront that contains plate glass display windows and a glazed replacement door. The bulkhead below the windows has been faced with precast or possibly real limestone cladding which is not original to the building. The jack arches of both storefronts are ornamented with a rowlock course. Between the two storefronts is an entrance that leads to a double-loaded stair hall. The door has a limestone surround and pedimented hood. Above this door is a jack arch window opening with a limestone lug sill and a glazed transom. Above the transom is an ornamental terra cotta panel.

The second floor façade is asymmetrical. To the right of the stair hall is a window opening with a rowlock arch and a limestone lug sill. There is also a projecting, front-gabled bay with flaring eaves and ornamental half-timbering. The bay contains two windows in flat wooden surrounds. To the left of the stair hall are two window openings with rowlock arches and limestone lug sills. There is another projecting, front-gabled bay with flaring eaves and ornamental half-timbering. The bay contains two windows in flat wooden surrounds. At the left end of the second floor is another rowlock arch window opening with a limestone lug sill. All windows on the second floor are one-over-one, double-hung sash. There is a projecting drip cornice of glazed, white modular terra cotta and a flat parapet wall with white glazed terra cotta dentils, coping, and another ornamental panel situated at the roof line above the stair hall.

Statement of Significance

Summary

The Bevo Mill Commercial Historic District consists of eighteen contributing buildings and three non-contributing buildings surrounding the St. Louis Landmark Bevo Mill, plus a couple of parking lots (one historic) and a contributing structure. The district is located at the convergence of the major thoroughfares of Gravois Avenue and Morgan Ford Road in South St. Louis City. It exemplifies an early 20th century shopping district which arose due to the intersection of major public transit routes and the presence of a distinctive anchor in the form of the centrally located "mill" building, which actually was constructed as a highly stylized tavern. The district is locally significant under Criterion A for Commerce and Criterion C for Architecture. It serves as a physical reminder of a bygone mode of commerce that once dominated St. Louis immediately prior to the widespread adoption of the automobile. Finally, the overall district provides architectural context for its centerpiece and in many ways its progenitor, the Bevo Mill. Constructed by Anheuser-Busch Brewing in 1916-17, the Mill building itself is individually significant for its wholly unique, romantic and fantastical design. In addition, it is significant as an embodiment of a calculated effort on behalf of Anheuser-Busch to thwart the goals of the Prohibition Movement. The C. 1910-1934 period of significance encompasses the dates of construction for all contributing properties that are associated with the rapid development of the Gravois Avenue/Morgan Ford Road intersection, which served as the focal point that defined the neighborhood.

Elaboration

The Bevo Mill is a massive and picturesque interpretation of a historical Dutch windmill with an attached hall that was meant to recall a small village. Constructed by Anheuser-Busch as a component of a local strategy for marketing a malt-based soft drink called "Bevo," the tavern was simultaneously part of the company's national strategy to exempt the brewing industry from Prohibition. When the distinctive tavern was built, the surrounding area was largely rural, but on the edge of a rapid transition to a densely settled suburb served by both electric streetcars and some of the city's earliest bus extender lines. The commercial community that grew around the Mill largely identified itself based on the Mill's presence. Indeed, the history of the surrounding commercial area and the Mill are so intertwined as to be inseparable today. Despite the short-lived, but culturally significant popularity of the beverage for which the Mill was named (Anheuser-Busch stopped production in 1929) the area is still ubiquitously known by St. Louisans as the "Bevo Neighborhood."

Situated in south west St. Louis City, the area surrounding the district remained largely rural into the early 20th century. The wedge-shaped commercial district is formed by the intersection of Gravois Avenue (which becomes Gravois Road beyond the city limits) and Morgan Ford (alternatively known as Morganford) Road, both of which were major "farm to market" paths in addition to being routes that led to specific destinations in St. Louis County.

In the case of Gravois, the thoroughfare dates to at least the Territorial Period (if not earlier) and originally served as the route from St. Louis City to an important saline spring and ferry crossing over the Meramec River near present day Fenton, Missouri. Unusual among St. Louis' streets, which are primarily based on an east-west, north-south grid system, Gravois meanders from the southwest corner of the city on a northeast-southwest orientation eventually arriving just south of the downtown central business district and becoming 12th Street (aka. Tucker). This termination point is not original for the

road which once led into the town of St. Louis and the riverfront in the vicinity of the present-day Jefferson National Expansion Memorial.

In 1832 Gravois was declared to be the "public road to Fenton (MO)" by the County Court and seven years later it was made a State Road by the Missouri Legislature.[1] Outside the City of St. Louis, Gravois remains a state highway to this day. The road was macadamized in the 1840s and in 1914 it became the first concrete highway in Missouri when the six mile segment between the city limits and the former farm of President Ulysses Grant, which at the time was the estate of August A. Busch Sr. of Anheuser-Busch fame, was paved.[2] Busch helped to pay for the construction apparently desiring to improve travel conditions between his country estate and the city limits (and the terminus of the streetcar line). This paved section would prove useful two years later when much of the stone that was used to face the Bevo Mill was brought from the Busch Estate.[3]

Morgan Ford (aka Morganford) Road was originally a path to a ford point on the River des Peres on the southern boundary of St. Louis City. Also a farm-to-market path, Morgan Ford passed through the area of the district long before settlement began in earnest. In the 19th century, much of the land surrounding the district was farmland, although it was also used extensively for mining coal and clay for the massive St. Louis brick industry. The Christy Fire Clay Company and the Christy family owned a great deal of land in the vicinity and in 1895 began the construction of several company facilities at the intersection of Gravois and Morgan Ford in the present location of several district buildings (the 4700 block of Morgan Ford).[4] At the time, the area was not yet highly populated, as is illustrated by the fact that it made more sense for the company to build a major stable as well as a concrete factory at the intersection than it did to sell it or develop it for other commercial use as demand would shortly dictate.

The fact that the Christy Company between 1895 and 1905 did not anticipate that the intersection where the district is located would very quickly become an important commercial and residential neighborhood can be attributed to St. Louis' remarkable growth in the decades straddling the turn of the 20th century. Between 1880 and 1890, the population increased by 29 percent, and then added an additional 27 percent between 1890 and 1900 earning the city a ranking of the fourth largest in the country.[5] Between 1900 and 1910 it increased another nearly 20 percent ending the decade with over 687,000 residents. This rapid growth in population resulted in rapid and dense settlement of formerly rural lands that, while within the city's limits as set for the last time in 1876, had been considered quite distant from the urban core only decades earlier. The vicinity of the district was one of these areas. In 1905, Christy Fire Clay had considered the area a good choice for a concrete factory; barely ten years later, Anheuser-Busch chose the location for its showpiece destination restaurant and St. Louis' most iconic example of fantasy architecture.

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[1] Norbury Wayman, *History of St. Louis Neighborhoods: Oak Hill & Morgan Ford* (St. Louis: Community Development Agency, 1978) p. 9.
[2] Ibid.
[3] Malcolm C. Drummond and Walter L. Eschbach, *Down by the Gravois* (St. Louis: Harland Bartholomew and Associates, 1976) Introduction, p.V.
[4] St. Louis city Building Permit, inactive.
[5] James Neal Primm, *The Lion of the Valley; St. Louis MO 1764-1980* (St. Louis: Missouri Historical Society Press, 1998) p. 327.

St. Louis at the turn of the century was not only a burgeoning population center; it was a dominant industrial and commercial power. It was nationally prominent for industries such as brick, shoes, tobacco, and, importantly for the development of the district, brewing. St. Louis prior to Prohibition was home to many substantial breweries, but none was as large and powerful as Anheuser-Busch (AB). The company had been the dominant brewery in St. Louis since the 1880s, but as the new century dawned, AB was flexing substantial muscle on a national stage. In 1901 the brewery overtook its primary national competitor Pabst and for the first time reached one million barrels in production.[6] It continued to expand rapidly in the first decade of the 20th century with production increasing to nearly 1.6 million barrels just six years later. But brewing was just one component of the company's pursuits, which included industries ranging from railroads and diesel engines to ice to commercial yeast. Importantly in St. Louis, AB also owned a vast amount of real estate and had a stake in the operation of many bars and taverns.

By the late 19th century it had become common for the brewing industry to construct or otherwise operate taverns as outlets for their products. By at least the early 1880s in St. Louis, certain political and social interests were attempting to curtail access to alcohol by increasing licensing fees for dram shop operators to levels that the operators regarded as oppressive.[7] Because the licensing fees made it difficult to open a new bar, or keep an existing establishment open, the breweries felt the need to get involved to protect their points of sale. In some cases, the breweries began paying the license fees for tavern operators in exchange for a monopoly on the brands of beer they were allowed to sell. In other cases, the breweries constructed their own taverns and leased the proprietorship to employee/operators. Indeed, by 1895 an article that appeared in the St. Louis *Post-Dispatch* speculated that the breweries owned a majority of the taverns and bars in the city.[8] This close relationship made good economic sense for the brewers (vertical integration), but it also created opportunities for the opponents of alcohol to connect the industry directly to the focal points of their arguments regarding the relationship between intoxicants and vice.

At the turn of the 20th century, as the Prohibition Movement increased in strength, the bar as a "den of iniquity" became a popular trope of the opponents of alcohol. While exorbitant licensing fees were particularly designed to put pressure on the bars frequented by the "lower classes" (already being referred to as "dives" in the 1890s) the financial involvement of the breweries had initially somewhat thwarted the effort.[9] Ironically, an ally in the maintenance of so-called "dive bars" was the St. Louis Police Department whose Chief Harrigan argued in hearings with a committee of the state legislature in 1895 that allowing the "rougher" bars of the city to remain in operation was helpful because it kept criminals together in particular bars where they could be monitored by police instead of having them spread out to the higher-class bars across the city where they would inevitably cause trouble.[10]

Of course the arguments of the police force for the importance of bars as focal points of criminal activity played right into the hands of the promoters of temperance who continued to make the case that alcohol and its purveyors were agents of social corruption. By the first decade of the 20th century brewers in St.

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[6] Henry Herbst et.al. *St. Louis Brews; 200 years of Brewing in St. Louis 1809-2009* (St. Louis: Reedy Press, 2009) p. 38

[7] "Evasion Impossible: The High License Law Bound to be Obeyed by Saloon Keepers." (*St. Louis Post-Dispatch,* 22 June 1883).

[8] "Who Is It That Runs the St. Louis Saloons?" (*St. Louis Post-Dispatch,* 27 January, 1895).

[9] "Saloon Dives; Legislative Committee Asks Why They Exist?" (*St. Louis Post-Dispatch,* 2 February, 1895).

[10] Ibid.

Louis, led by the powerful Anheuser-Busch, realized that concrete steps toward changing this perception would need to be taken if they were to survive an increasingly powerful prohibition lobby. Adopting a multi-pronged approach, Anheuser-Busch attempted to drive a wedge between "good bars" and "bad bars" by announcing its intention 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."[11] 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.[12] The obvious intent was to focus the Prohibition Movement's attention on strong spirits while re-branding beer as a far more innocuous product (a strategy that was in line with a more nuanced European temperance model which exempted beer and "light" wines from its designs).

Another important step that AB 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 content, or free from alcohol altogether. Among these products was an alcohol-free malt beverage called "Bevo" that the company trademarked in 1908. Advertised as a beer substitute, Bevo was conceived as a product that would help to counter the negative images of the brewing industry that were being propagated by the prohibition lobby. Another such beverage was "Malt-Nutrine," which was marketed as a nutrition supplement for, among others, pregnant mothers. In order to market these products alongside a new and improved public face for taverns, the company set about constructing romantically-designed, well-lit, family-friendly and wholesome new establishments across the city.

The best known of these new taverns in St. Louis were the work of the noted architectural firm of Klipstein & Rathmann and were built at prominent corner locations with highly unusual and romantic (for St. Louis at the time) Revival designs, which also incorporated elements of German vernacular styles. Between 1910 and 1916, Klipstein & Rathmann designed the Stork Inn (1910), the Gretchen Inn (commonly known as Busch's Inn and more recently The Feasting Fox) and most notably, the Bevo Mill (1916) all located on the city's south side. [13] Additionally, the firm designed at least three, more subtle taverns across the city for Anheuser-Busch as well as 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 (NHL 1966).

Ernest Klipstein (1866-1931) was born in St. Louis, but pursued his architectural education at the Massachusetts Institute of Technology as well as in Munich and Paris. Walter Rathmann (1880-1954) was also a native of St. Louis, and had studied at the University of Virginia.[14] Their partnership was formed in 1908 and in addition to the substantial body of work they did for Anheuser Busch they also designed many iconic St. Louis buildings such as the Civil Courts Building downtown (1930) and the National Candy Company Building (NR 2009).

In furtherance of AB's efforts to counter prohibitionist rhetoric, the taverns they commissioned from the firm were romantic, cheerful, and beautiful. Within these family-friendly environs, the sale of "hard"

[11] "Busch Fears Prohibition Says Anti-Rum Head." (*St. Louis Post-Dispatch,* 16 November 1907).
[12] Ibid.
[13] Carolyn Toft and Lynn Josse *St. Louis Landmarks and Historic Districts* (St. Louis: Landmarks Association of St. Louis, 2002) p. 217.
[14] Karen Bode Baxter et. al., National Register of Historic Places Nomination Form: *The Stork Inn.*(Washington, D.C.: US Department of the Interior/National Park Service, 2000. Section 8 .p.10.

alcohol was expressly prohibited.[15] Indeed, the taverns were specifically targeted toward the promotion of new, non-traditional brewing products. The Stork Inn for example (NR 2000) was designed as a marketing tool for Malt Nutrine while the Bevo Mill emphasized Bevo.[16] This emphasis was rather annoying to a journalist for the St. Louis *Post-Dispatch* who wrote of the Bevo Mill: "[y]ou are no sooner at a seat than you are invited to drink Bevo, cajoled to drink Bevo, flattered into drinking Bevo and, finally, harassed into drinking Bevo. Of course, one can get beer or light wine…but the waiter's appearance on taking the order makes it plain that there is a lack of nice discrimination at the table. The purpose of the Mill is to exploit Bevo."[17]

The Mill's extraordinary appearance and massive scale make it the most unusual of all the taverns built by the company as part of its strategy to prevent prohibition. The fact that chef Henry Dietz, perhaps the closest thing to a culinary celebrity that the city possessed at the time, was hired to operate the establishment further illustrates August Busch's commitment to making the Mill a major attraction. Dietz had been the former chef and briefly the owner of the renowned Tony Faust's Oyster House and Restaurant in downtown St. Louis before he opted to close in 1916 and move on to become the proprietor of the new Bevo Mill. Faust's Restaurant had a national reputation and was a local landmark, but it had been around so long that the commercial center of the city had moved out of its immediate surroundings and patronage was declining. August Busch saw an opportunity to capitalize on the restaurant's notoriety and its need for transition.

The Faust family and the Busch family had been previously united by the marriage of August's sister Anna and Tony Faust's son Edward (who subsequently became vice president of the Anheuser-Busch Brewing Association). Henry Dietz was well-known for his culinary expertise through his association with Faust's and also through a series of columns in the *Post-Dispatch* (beginning in 1912) in which he shared recipes and technical insights.[18] In order to ensure his absolute attention at the Mill, Mr. Dietz and his family moved into the six rooms above the restaurant in the mill tower itself.

When the site for the Bevo Mill was considered, August A. Busch Sr. apparently took several things into consideration. Judging by the locations of AB's other taverns, the company favored sites at the convergence of major roads. In addition, the convergence of Gravois and Morganford was roughly half way between the Busch estate in St. Louis County, and the brewery in south St. Louis City; Gravois was the preferred path for Busch to travel between the two. Indeed, as previously mentioned, two years before the Mill was constructed August Busch had paid half of the cost of paving Gravois between the estate and the city limits. Perhaps most importantly, land was cheap, the area had room to grow and it was poised to grow rapidly indeed. Unlike older, more crowded areas of the city, the area surrounding the intersection was just beginning to be subdivided and the surrounding blocks would soon be filled with families, making it the perfect location for a tavern in the new family-friendly mold that Anheuser-Busch sought to establish.

The rapid growth in families in the area can be seen in the records of the St. Louis Board of Education, which purchased a lot for a school along Morgan Ford within sight of the intersection in 1912. It was the

[15] "*'Light' Wine Appears To Be One Not 'Heavy'.*" (*St. Louis Post-Dispatch*, 27 June 1917).
[16] Baxter et.al., 2000, p. 10.
[17] "Saturday Night Crowd Christens Busch's Bevo Mill." (*St. Louis Post-Dispatch*, 24 June 1917).
[18] "A Little Dinner for Six." (*St. Louis Post-Dispatch*, 9 April 1912).

practice of the Board of Education to anticipate growth in school-age children in areas that were ripe for development and set plans in motion to accommodate their needs. By the 1910s, the Board had become very proficient in this practice. When it purchased a portion of what had been Steffen's Farm, Gravois and Morgan Ford were unpaved tracks and the site was surrounded by truck gardens and cornfields. [19] A temporary school was opened in 1913 with 41 pupils enrolled; within ten years the present Edward Long School was constructed and opened with an enrollment of 771. [20] The mill was constructed within this interval when the number of students in the immediate area increased by a factor of nearly 19.

Being rural farm-to-market roads, the types of businesses that existed at the intersection prior to the Mill's construction were predictable. At least two blacksmith shops were in operation and ready to assist with the needs of farm wagons and horses, including one where the Mill stands today that was remembered by long-time resident Catherine Schumacher Wehrheim in 1984 as "...so wiggly it had posts all around it to hold it up."[21] She also remembered that the "island" where the traffic signal is today, just beyond the district boundary, was the location of a horse trough and several large shade trees.[22] Other former residents Catharine and Christine Heulster remembered that prior to the construction of the Mill, a little creek traversed the site, which the children crossed on an ad hoc board bridge.[23]

Lacking a landmark to define the neighborhood, people referred to it as "down by the Gravois" in reference to the larger of the two major roads that traversed it. This reference served well-enough when the area was known for its clay mines and orchards, but when a building as unique as the Bevo Mill sprung up at the sleepy crossroads, a new identity was born. The neighborhoods that developed rapidly around it were collectively known for being in the vicinity of the building, and the bustling business district that took over the intersection capitalized on its unmistakable appearance for purposes of branding and advertising. "Make Gravois-Bevo Mill Shopping Center Your Gift Headquarters for All Your Christmas Needs" the newspaper ads read and were stamped with a variety of logos, all of which include the intersection of Gravois and Morgan Ford with the Mill featured prominently.[24] Within one year of the Mill's opening, real estate agents were already trading on its unmistakable presence by using it as a landmark from which to direct traffic to the new subdivisions that were being built all around it. Instructions to new developments in the area advised interested parties to take the Cherokee Street Car to the Mill, and then walk the rest of the way to the nearby home lots.[25] "Come out Today to Beautiful South Kingshighway Terrace, Two Blocks West of the Bevo Mill" crowed a typical ad in 1922. [26]

Aerial photographs show how rural the vicinity was at the time. The settlement pattern was characterized by clusters of development along the major roads with large tracts of undeveloped land in between. Building permits for the district show both the destruction of this earlier pattern and the creation of the landscape that exists today. Permits to wreck wooden buildings and sheds were common in the years following the Mill's construction, as were permits to construct substantial brick buildings where the

[19] Bevo Historical Society, *Heritage of the Bevo Area, Vol.I.* (St. Louis: Self Published, 1984), p. 19.
[20] Ibid.
[21] Bevo Historical Society, *Heritage of the Bevo Area, Vol II.* (St. Louis: Self Published, 1984), p. 56.
[22] Ibid.
[23] Bevo Historical Society, *Heritage of the Bevo Area, Vol I.* p. 37.
[24] Bevo Historical Society, *Heritage of the Bevo Area, Vol II.* pp. 27, 63.
[25] "Classified Ads. Houses/Flats/ etc."(*St. Louis Post-Dispatch,* 28 July, 1918).
[26] "Come Out Today to Beautiful South Kingshighway Terrace." (*St. Louis Post-Dispatch*, 31 October, 1922).

wooden ones had been. Of the 18 contributing buildings in the district, only three predate the construction of the Mill. These include the two corner storefronts at 4658-60 Gravois (1912), and 4700-02 Gravois (1915) on either side of the intersection with Itaska Avenue, and the residence at 4724 Gravois (c.1910).

The 1916 city directory shows the Gravois Station Post Office in the storefront at 4658-60 Gravois and the family of Joseph Raeber living in the dual use bakery they built the year before at 4700-02 with vacant land next door. Six years later Raeber built another, much larger double storefront with living quarters above at 4704-08 Gravois as an investment. The same city directory showed the family of Michael Spreitzer living in the earliest of two contributing residences (4724 Gravois). In keeping with the area's transitional, but still largely rural character, Spreitzer was a gardener at a nearby truck farm.

The portion of Morgan Ford that is in the district had only one listing in the 1916 directory; a music teacher residing and working in a house at 4731 Morgan Ford that was torn down twelve years later for the construction of the substantial contributing tenement building that now stands on the site (4729 Morgan Ford). Across the street from the music teacher was a two-story clapboard house with a flat roof, which, while not listed in the directory is visible in a historic photo.[27] This home appears to be representative of the buildings that were rapidly replaced with more substantial brick edifices after the construction of the Mill. Aside from the aforementioned buildings, nothing else was recorded on the blocks except for Arthur Leisse's tinning shop, which was of very light construction (corrugated metal over frame) and was moved several times around the intersection until the space became too valuable to justify its presence.[28]

Within ten years, the city Directory recorded a confectioner, restaurants, a publishing company, drug stores, variety stores, a jeweler, a baker, a service station, florists, physicians, furniture stores, men's furnishings, a chiropractor, an auto dealer, a shoe store, a furrier, realtors, opticians, dentists, a tire company, dry goods merchants, and the American Home Building and Loan Association on the same few blocks.[29]

An article from the *Post-Dispatch* in 1918 described the rapid development saying "[T]his section, which a few years ago was a series of truck farms, is built up with a number of pretty homes… Street improvements have been, and are being made, which are working the enhancement of realty values in that section, which not only is a section of homes, but likewise is becoming an important business center."[30] It noted that the intersection of Gravois and Morgan Ford was the "heart of the business section" and that a new theater building had just been completed and that other buildings are planned. The article called particular attention to the Yeckel-Martin real estate firm and its importance to the ongoing development (both commercial and residential) of the area noting that the company had recently completed work on its own office building "opposite the Bevo Mill" in 1917.[31] This extant building is located at 5001 Gravois and is a contributing component of the district.

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[27] The photo has no attribution, but hangs on the wall at the Bevo Mill.
[28] St. Louis city Building Permits, Inactive.
[29] *Gould's Red and Blue Book*, 1926.
[30] "Gravois Road District Becoming a Home Center." (*St. Louis Post-Dispatch*, 21 July 1918).
[31] Ibid.

Like the Yeckel-Martin building, most of the district was constructed after the Mill, and consists of a mixture of one- and two-part commercial blocks and tenement buildings with commercial storefronts and double-loaded corridor residential floors. These mixed use buildings comprise the majority of the district and define its commercial architectural character. Contributing buildings were constructed until c. 1934 in the district and are universally made of brick. With the exception of two, three-story buildings (the Irene Building at 4648-56 Gravois [1927] and the unnamed building at 4729-35 Morgan Ford [1928]), the other commercial components are two stories with residential quarters situated above storefronts. All are excellent examples of the types of buildings that typically composed early 20th century transit-reliant shopping districts at major intersections across St. Louis.

Most of the buildings are modestly ornamented with Craftsman and various revival style influences. Porcelain-glazed brick is frequently used to form geometric designs or construct string courses. Ten of the contributing buildings (more than half) employ white glazed modular terra cotta tiles as coping, cornices, quoins, shields, and other components of their designs. Others employ modest brick corbelling and feature pressed metal cornices. One of the buildings, 4751 Morgan Ford, took inspiration directly from the Mill and features a steeply pitched cross-gable roof with variegated slate shingles and a façade that is faced with irregular, fossiliferous limestone blocks and stucco. This building, originally known as "Dietz's Little Bevo Restaurant" was constructed in 1924 by the Mill's proprietor C. H. Dietz. Despite the obvious conflict of interest, the restaurant operated simultaneously and apparently harmoniously with the Bevo Mill across the street despite the fact that the two competing businesses had the same proprietor, but different owners.

While the efforts of Anheuser Busch to prevent the passage of Prohibition eventually proved ineffective, it is a testament to the popularity of the Mill that it continued to operate successfully throughout the years when the United States banned alcohol. Indeed, most of the business district was constructed in the period (eleven of the contributing eighteen buildings) between the passage of the Volstead Act in 1919 and the repeal of the 21st Amendment in 1933. The brewery did not succeed in changing the national image of the tavern to a family-friendly and wholesome environment, but they did succeed in creating an iconic restaurant whose presence drove the creation of a bustling business district and a lasting identity for a neighborhood.

Ironically, the last contributing building in the district to be constructed in the densely packed, transit-oriented manner that characterizes the commercial zone was an automobile service garage at 4725 Morgan Ford (constructed 1934). The irony lies in the fact that it was the rise of the automobile and the concomitant reduction in reliance on public transit (in the form of the streetcar along Gravois, and by 1926 a bus route on Morgan Ford) that resulted in the decline of the Bevo Business District in the second half of the 20th century.[32] As more people came to rely on the automobile, new ways of shopping arose and the neighborhood commercial district became increasingly obsolete. In an effort to compete, many, including Bevo, eventually demolished buildings to make parking easier and/or succumbed to the pressure to replace prominent corner buildings with gas stations or fast food restaurants. This trend coupled with the mass exodus of population from the city in the postwar era resulted in the destruction or physical degradation of many of St. Louis' prominent neighborhood shopping districts.

[32] city of St. Louis, *Report on Rapid Transit for St. Louis* (St. Louis: Self Published, 1926). Figure 128.

Fortunately, the Bevo Mill Commercial District in the immediate vicinity of the Bevo Mill Restaurant (designated a city Landmark in 1971) remains largely intact and representative of the commercial architectural trends of an early 20th century, transit-oriented shopping area. It serves as a physical representation of a bygone mode of commerce that once dominated the city immediately prior to the widespread adoption of the automobile. Finally, the district provides architectural context for its centerpiece and in many ways its progenitor, the Bevo Mill. The Mill building itself is architecturally significant for its wholly unique, romantic and fantastical design and its association with prominent architects Klipstein & Rathmann. In addition, the Mill is significant for its social history as an embodiment of a calculated effort on behalf of one of the country's largest brewers to thwart the Prohibition Movement.

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Boundary Description

The district is bounded on the east by rear property lines associated with buildings along the east side of Gravois Avenue running approximately 660 feet from a point north of Itaska Street south to Delor Street. From Delor, the boundary continues south along the mid line of Gravois Avenue to the south property line of 5003 Gravois. The western boundary of the district is a stretch of alley approximately 400 feet long running from the rear of 5003 Gravois on the south to the northern property line of 4719 Morgan Ford Road on the north. The northern boundary is a line extending east from the north line of 4719 Morgan Ford Road along the rear lot line of the Bevo Mill (4749 Gravois Avenue) to the mid line of Gravois Avenue. The boundary line then continues north along the mid line of Gravois Avenue before turning east at the northern property line of 4648-56 Gravois Avenue and continuing to the rear of the lot and the junction with the western boundary of the district.

Boundary Justification

The Boundary was chosen to include the remaining core of historic properties that are located adjacent to the Bevo Mill. These properties comprise the portion of the historic commercial district that retains sufficient integrity to give context to the Mill building. As the district is nominated for both its architectural significance and its commercial significance, boundaries were chosen to highlight the heart of the business district at the intersection of the primary thoroughfares of Gravois Avenue and Morgan Ford Road. To the south of the boundary line the integrity of the historic streetscapes have been compromised by demolition. To the north along Gravois Avenue the integrity of the streetscape has also been compromised by demolition. To the north along Morgan Ford Road, the architectural character of the streetscape becomes primarily residential. To the east and west of the boundary lines, the architectural character of the streetscapes becomes residential.

Figure 1. Bevo Mill Commercial Historic District
Nominated to the National Register ▪▪▪▪▪▪▪▪▪▪▪
Non-Contributing *
Photo Number/Angle # ⟶

Figure 2.

Geo-Referenced Location Map

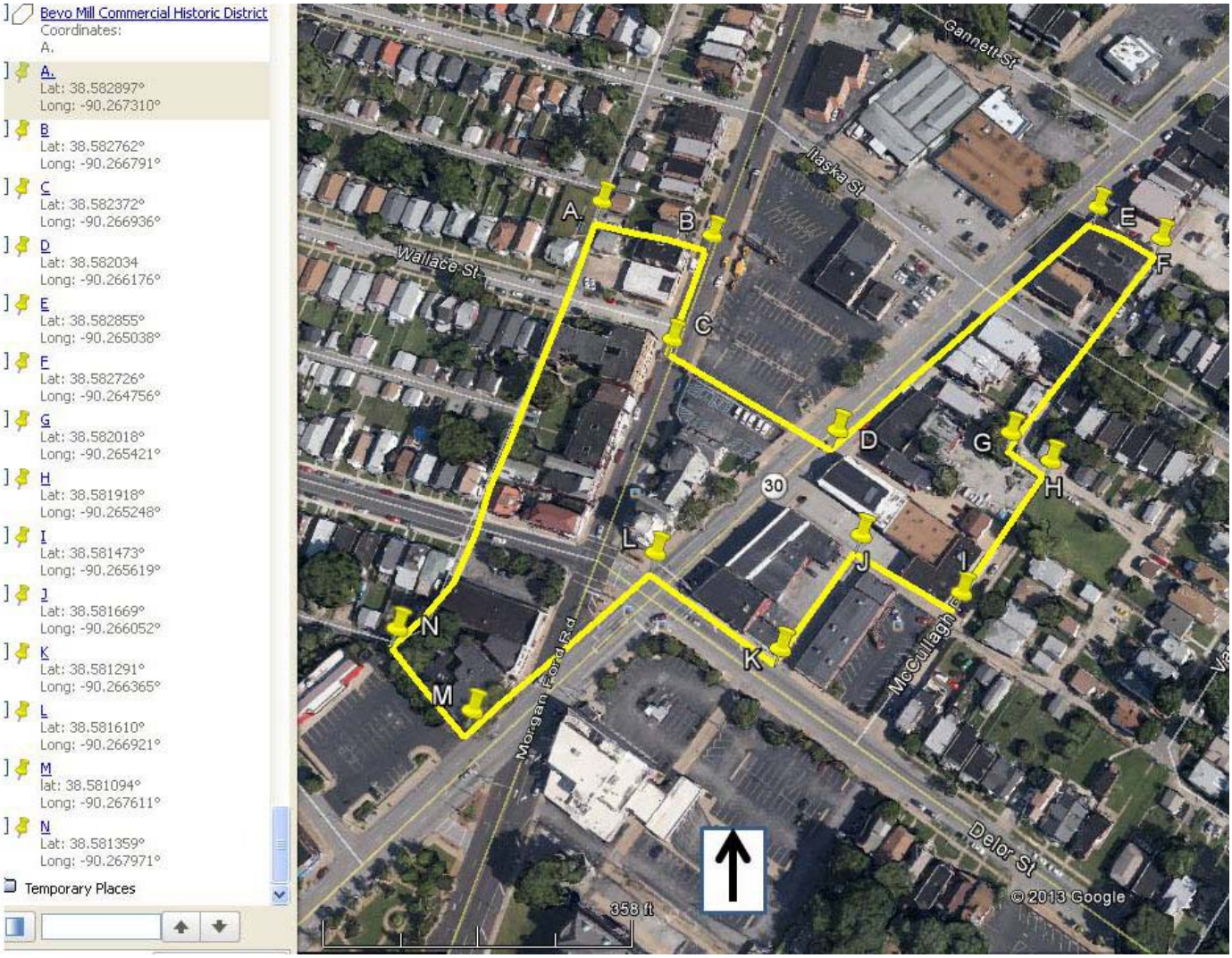
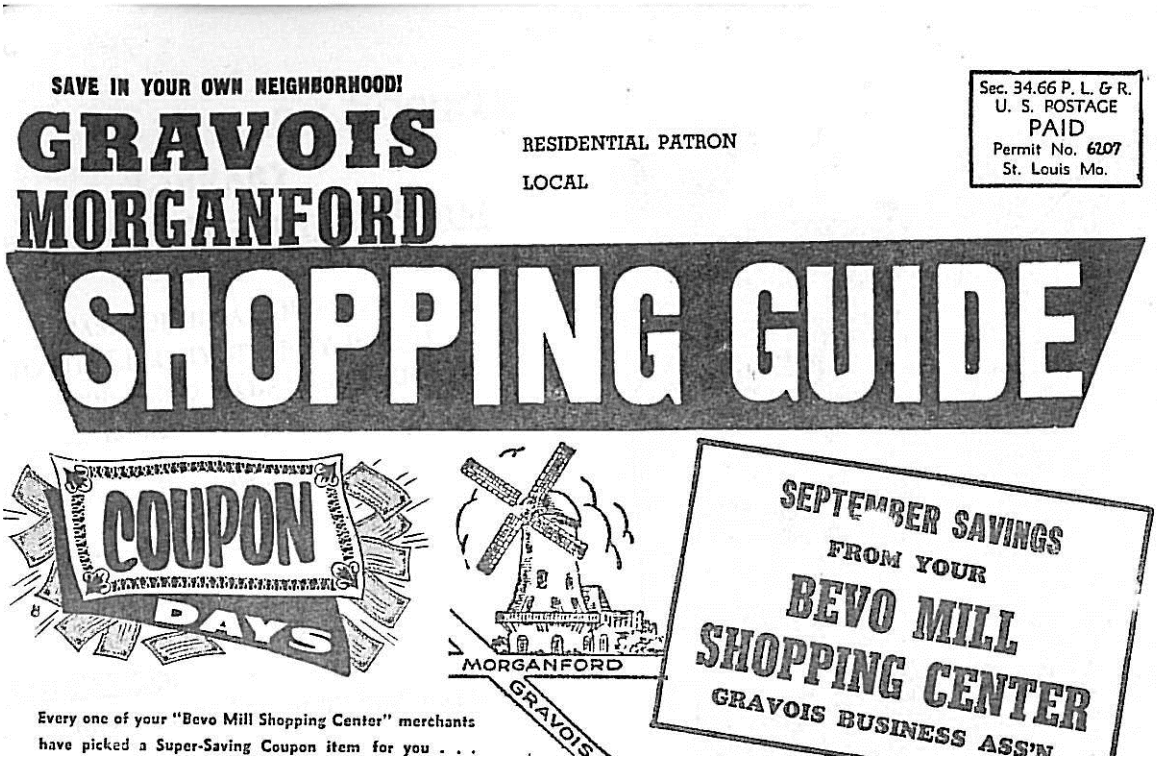
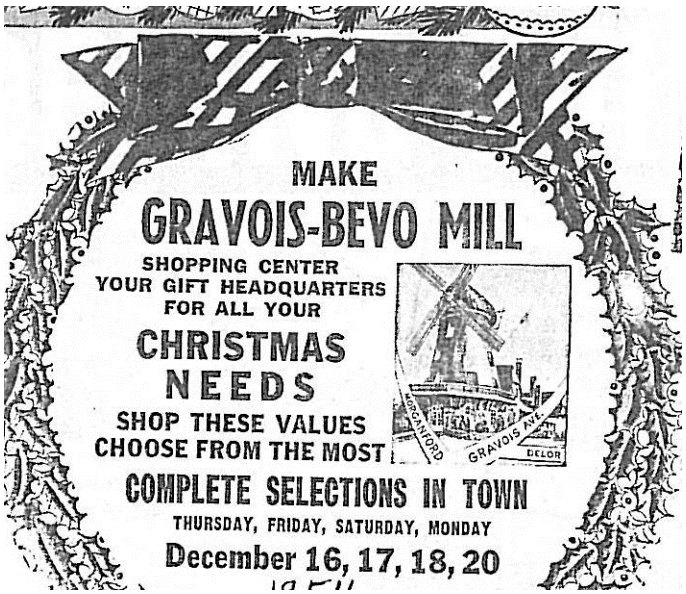


Figure 3.
Examples of Shopping District Advertising.
Reproduced in *Heritage of the Bevo Area, Volume II.* Published by the Bevo Historical Society, 1984.


SAVE IN YOUR OWN NEIGHBORHOOD!
GRAVOIS
MORGANFORD
SHOPPING GUIDE
RESIDENTIAL PATRON
LOCAL
Sec. 34.66 P. L. & R.
U. S. POSTAGE
PAID
Permit No. 6207
St. Louis Mo.
COUPON
DAYS
MORGANFORD
GRAVOIS
SEPTEMBER SAVINGS
FROM YOUR
BEVO MILL
SHOPPING CENTER
GRAVOIS BUSINESS ASS'N
Every one of your "Bevo Mill Shopping Center" merchants
have picked a Super-Saving Coupon item for you . . .


MAKE
GRAVOIS-BEVO MILL
SHOPPING CENTER
YOUR GIFT HEADQUARTERS
FOR ALL YOUR
CHRISTMAS
NEEDS
SHOP THESE VALUES
CHOOSE FROM THE MOST
COMPLETE SELECTIONS IN TOWN
THURSDAY, FRIDAY, SATURDAY, MONDAY
December 16, 17, 18, 20

Pet Friendly
Prize Winner / Live Music on the Patio
SPEED LIMIT 30
Beer Mill

Southern
Commercial
Bank
5000 Morgan Ford Rd
ON RED

VITT
HEATING &
COOLING
We Service All Brands
Keep your system fit with Vitt!
351-5580
American Standard
UNIQUE AUTO WORKS
314·351·5580
314·351·5580

RAY'S
COMMERCIAL VEHICLES PROHIBITED
Little Bevo

4729

Chrome Bar
TIM'S
COCKTAIL LOUNGE
Chrome Bar
Stari Grad
FADIL'S BAKERY RESTAURANT
Restaurant

Little
Bevo
4751
$89,900
Ed Tayoun
(514) 744-1888

FOR SALE
4735
4733
4731
FIRST PACIFIC CO.
OPEN
MORGAN FORD
4729

CRUSH