

SC-1691

OMB No. 1024-0018



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 The Publicity BuildingOther names/site number 1133 Pine StreetName of related Multiple Property Listing N/A

2. Location

Street & number 1133 Pine Street

N/A

not for publication

City or town St. Louis

N/A

vicinity

State Missouri Code MO County Independent City Code 510 Zip code 63101

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 C D

Toni M. Prawl
Signature of certifying official/Title Toni M. Prawl, Ph.D., Deputy SHPO

AUG 11 2017
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:) 1

By Barbara Ayers
Signature of the Keeper

10-2-17
Date of Action

Publicity Building
Name of Property

St. Louis [Independent City] Missouri
County and State

5. Classification

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

<input checked="" type="checkbox"/>	private
<input type="checkbox"/>	public - Local
<input type="checkbox"/>	public - State
<input type="checkbox"/>	public - Federal

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

<input checked="" type="checkbox"/>	building(s)
<input type="checkbox"/>	district
<input type="checkbox"/>	site
<input type="checkbox"/>	structure
<input type="checkbox"/>	object

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

Contributing	Noncontributing	
1	0	buildings
0	0	sites
0	0	structures
0	0	objects
1	0	Total

**Number of contributing resources previously
listed in the National Register**

N/A

6. Function or Use

Historic Functions
(Enter categories from instructions.)

COMMERCE/business

Current Functions
(Enter categories from instructions.)

Vacant/Not in Use

7. Description

Architectural Classification
(Enter categories from instructions.)

LATE 19TH & 20TH CENTURY REVIVALS/neo
classical revival

Materials
(Enter categories from instructions.)

foundation: Limestone
walls: Brick
Limestone
roof: Other/Composite
other: Granite
Steel

☒ NARRATIVE DESCRIPTION ON CONTINUATION PAGES

Publicity Building

Name of Property

St. Louis [Independent City] Missouri

County and State

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.)

☒ 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.

☐ 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.

☒

STATEMENT OF SIGNIFICANCE ON CONTINUATION 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 # _____

Historic Resources Survey Number (if assigned): _____

Areas of Significance

Commerce

Period of Significance

1903-1936

Significant Dates

1903

Significant Person

(Complete only if Criterion B is marked above.)

N/A

Cultural Affiliation

N/A

Architect/Builder

Kennedy & Matthias architects

Primary location of additional data:

☒ State Historic Preservation Office

☐ Other State agency

☐ Federal agency

☐ Local government

☐ University

☒ Other

Name of repository: Landmarks Association of St. Louis

Publicity Building
Name of Property

St. Louis, [Independent City] Missouri
County and State

10. Geographical Data

Acreage of Property Less than one acre

Latitude/Longitude Coordinates

Datum if other than WGS84: _____

(enter coordinates to 6 decimal places)

1 38.628974 -90.196921 3
Latitude: Longitude: Latitude: Longitude:

2 Latitude: Longitude: 4 Latitude: Longitude:

UTM References

(Place additional UTM references on a continuation sheet.)

_____ NAD 1927 or _____ NAD 1983

1 Zone Easting Northing

3 Zone Easting Northing

2 Zone Easting Northing

4 Zone Easting Northing

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 4/16/17

street & number 911 Washington Avenue Suite 170 telephone 314-421-6474

city or town St. Louis state MO zip code 63101

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.

Publicity Building

Name of Property

St. Louis, [Independent City] Missouri

County and State

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: Publicity Building

City or Vicinity: St. Louis

County: Independent City State: MO

Photographer: Andrew Weil

Date

Photographed: All photos taken 5/26/2017

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

- 1 of 26 Primary façade facing north
- 2 of 26 First floor storefront facing south
- 3 of 26 First floor lobby hall facing south
- 4 of 26 First floor office area facing northwest
- 5 of 26 Second floor facing southeast
- 6 of 26 Second floor column detail
- 7 of 26 Second floor facing south
- 8 of 26 Second floor facing north
- 9 of 26 First floor column detail
- 10 of 26 Third floor facing south
- 11 of 26 Third floor facing south
- 12 of 26 Fourth floor office facing southwest
- 13 of 26 Fourth floor office facing southeast
- 14 of 26 Fourth floor hall facing south
- 15 of 26 Fourth floor kitchen
- 16 of 26 Fourth floor facing south
- 17 of 26 Fifth floor office facing southeast
- 18 of 26 Fifth floor library
- 19 of 26 Fifth floor hall facing north
- 20 of 26 Fifth floor office facing southwest
- 21 of 26 Exterior east wall facing north
- 22 of 26 Exterior north wall facing southwest
- 23 of 26 Exterior east wall facing north
- 24 of 26 First floor original stairs and balustrade detail
- 25 of 26 Third floor trim detail
- 26 of 26 Fifth floor looking down stairwell

Publicity Building

Name of Property

St. Louis, [Independent City] Missouri

County and State

Figure Log:

Include figures on continuation pages at the end of the nomination.

Figure 1: 1133 Pine Street, Boundary of Nominated Building.

Figure 2: Location of Publicity Building within Downtown St. Louis.

Figure 3: First floor plan provided by building owner

Figure 4: Second floor plan provided by building owner

Figure 5: Third floor plan provided by building owner

Figure 6: Fourth floor plan provided by building owner

Figure 7: Fifth floor plan provided by building owner

Figure 8: Nelson Chesman Letterhead Showing Publicity Building. No Date. Collections of the Boston Public Library.

Figure 9: First Floor Commercial Space 1931: The Wunderbar Coffee Shop. Union Electric Magazine, 1931

Figure 10: Nelson Chesman & Co. Logo from 1912 Nelson Chesman Rate Book.

Figure 11: Nelson Chesman & Co. Logo Listing Branch Offices, 1912 Nelson Chesman Rate Book.

Figure 12: Nelson Chesman & Co. Display Advertisement for Charter Oak Stoves, *St. Louis Post Dispatch* 3 December 1903.

Figure 13: Nelson Chesman & Co. Display Advertisement Plapao Rupture Devices, *St. Louis Post Dispatch* 21 May, 1921.

Figure 14: Nelson Chesman & Co. Display Advertisement Faust Brand Macaroni, *St. Louis Post Dispatch* 1 November, 1915.

Figure 15: Nelson Chesman & Co. Display Advertisement Faust Brand Spaghetti, *St. Louis Post Dispatch* 24 June, 1915.

National Register of Historic Places
Continuation Sheet

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Publicity Building

Name of Property

St. Louis [Independent City] Missouri

County and State

N/A

Name of multiple listing (if applicable)

Summary

The Publicity Building, located at 1133 Pine Street, St. Louis [Independent City], Missouri-- is a five story (with attic) brick, steel and concrete office building that was constructed in 1903 (photo 1). The building served as the headquarters of the Nelson Chesman Advertising agency, which primarily occupied the second and third floors while renting other floors to trades like printers and lithographers, which were related to the needs of the advertising business. Toward the end of the period of significance (1903-1936), a coffee shop moved into the first floor storefront. An advertisement for this shop provides the only historic image that was located of the interior of the building during the period of significance although it does not depict space that was ever occupied by Nelson Chesman (Figure 9). The exterior of the building is modestly ornamented and is defined primarily by five, two story limestone pilasters with pink granite bases and Corinthian capitals. Spaces between the pilasters contain window bays and green slate panels. Other than this two-story stone veneer, the envelope is of red brick. Typical of small scale commercial buildings that were once common in St. Louis' central business district, the Publicity Building today is a rare survival in the core of the city where most remaining historic buildings are much larger. Designed by the virtually unknown architectural firm of Kennedy & Matthias, the Publicity Building is utilitarian. Remaining interior details indicate that the building's open floor plans were modestly accented with plaster moldings where columns adjoined ceilings, and simple wooden molding and trim (photo 6). The intact historic public staircase is the most notable interior feature with white marble treads, wrought iron balusters and wooden railing (photo 24).

Setting

1133 Pine Street is situated in the central business district of St. Louis (figure 2). There are a mix of buildings, surface parking lots, and parking garages in the immediate area. Most buildings date to the late 19th or early 20th century, although two buildings immediately west of the Publicity Building were constructed in the 1960s. The setting is an urban environment.

Physical Description

The building permit for this five-story, 28,000 sq. ft., flat-roofed, unpainted brick office building was issued in 1903. The interior has undergone several renovations in the 20th century, but the exterior essentially retains its original appearance although the windows on the primary façade (photo 1) are replacements and the window bays on the west (alley, photo 23), north (alley, photo 22) and east (formerly adjoining a now demolished building, photo 21) facades have been filled with brick and glass block. These are reversible alterations and the fenestration patterns are still obvious. An historic depiction of the building can be seen in Figure 1. While this image (a larger version was not available) appears to show the 5th attic level windows as functional, it is unclear if they ever were actually open.

Each floor of the primary façade is four bays wide. The first floor contains an entry at the east side of the façade and three non-original fixed windows in flat rectangular bays. Above the front double doors is an aluminum awning constructed in 1981. All other floors of the primary façade contain a single fixed, non-original window in each flat, square window bay (photo 1).

The first and second floors of the primary façade are faced with smooth faced white limestone and feature five Corinthian pilasters with Missouri Pink Granite bases, which emphasize the building's

National Register of Historic Places
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Publicity Building

Name of Property

St. Louis [Independent City] Missouri

County and State

N/A

Name of multiple listing (if applicable)

verticality. The spandrels at the level of the second floor and bulkheads at ground level are faced with green slate. There is a limestone drip cornice supported by the pilasters at the top of the second floor (photo 1).

Above the drip cornice, the verticality of the building continues to be expressed by the continuation of the pilasters, though the material changes from limestone to red brick. The pilasters terminate at the crest of the parapet wall, which is capped with limestone slab coping. Above the first and second floors, the building is faced with red brick. At the attic level the four window bays are blind and, although a historic drawing (figure 8) appears to show them with windows, the brick that was used to blind them is indistinguishable from that of the rest of the façade (photo 1) calling into question whether they were ever functional bays. These bays are situated at the level of a non-useable attic crawlspace, and they are not visible from the interior. All window bays on the primary façade have flat lintels and limestone sills.

The east wall (photo 21) once adjoined a now demolished building up to the level of the second floor. Multiple jack arched window openings on the third, fourth and fifth floors have now been filled with brick. All window bays on the east wall had jack arches and brick sills. Eight, equally spaced square brick pilasters rise from the limestone foundation level through the parapet wall. In all, the east wall has 26 blinded (bricked in) rectangular and square window bays above the second floor. The bays do not appear to have ever had limestone sills like their counterparts on the primary façade.

The west wall (photo 23) once had significant fenestration as it faced a narrow alley, but twenty nine (out of thirty four) window bays have been filled with brick and glass block. Window bays on the west wall have flat lintels and intact limestone lug sills. Like the east wall, all the window bays are separated by a series of eight rectangular brick pilasters that rise from the limestone foundation through the parapet wall. The fifth bay north of Spruce Street on the first floor is a functional entry to the freight elevator. The foundation on the western elevation is raised above street level and is constructed of rock-faced ashlar limestone. Historically there were six foundation level window openings, but today, five of these have been completely blinded with limestone masonry infill and one has been partially filled in and now accommodates an air vent. The five windows that are arranged vertically in the southernmost bays of the western elevation contain non-original, non-historic fixed windows. The first floor window has seven fixed lights arranged in a geometric pattern. The windows on the other floors have four fixed lights arranged in a geometric pattern. The west wall is difficult to photograph in its entirety due to the narrowness of the alley that provides access.

The north wall (photo 22) had a fenestration pattern that mirrored the primary (south) facade on the second through 5th floors originally, but all windows have been filled with brick and glass block. The north elevation is four bays wide and each bay is separated by one of five rectangular brick pilasters that rise from the raised ashlar limestone foundation through the parapet wall. All window bays have flat lintels and intact limestone lug sills. The basement level appears to once have had four window bays, but all have been blinded with limestone infill. The west wall is difficult to photograph in its entirety due to the narrowness of the alley that provides access.

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Publicity Building

Name of Property

St. Louis [Independent City] Missouri

County and State

N/A

Name of multiple listing (if applicable)

On the interior, the first floor has an open commercial space on the west side of the building facing Spruce Street (photo 2). North of this is a non-original partition wall that separates the storefront from offices to the rear (north) (photo 4). These spaces are accessed by a hallway on the east side of the building (photo 3), which also provides access to the original marble and cast iron staircase (photo 24). The building also has a passenger elevator (the car is non original) adjacent to the stairway on the east side of the building and a historic freight elevator with an ornamental brass grill that is accessed from the alley on the west side of the building (figure 3). Exploratory demolition has revealed that first floor columns originally had Doric capitals at the juncture with the ceiling (photo 9). A historic image of the lobby/storefront in 1931 when it housed the Wunderbar Coffee Shop shows how the support columns originally appeared and communicated with the building's steel skeleton, which extended beyond the plane of the polished concrete ceiling (Figure 9).

The second and third floors (figures 4-5) have an open plan (photos 5-8, 10-11). Removal of a later drop ceiling has revealed the existence of some incomplete original features such as hard wood molding and plaster foliate molding where some columns adjoin the ceiling (photo 6).

The fourth and fifth floors (figures 6-7) have been retrofitted with 12 office spaces per floor accessed by a central hall (photos 14, 16, 19), a kitchen (photo 15) and a storage room. Both the fourth and fifth floors have a pair of "front" offices on the south side of the building looking out onto Spruce (photos 12-13, 17 & 20). The remodeling of the fourth and fifth floors obscures the existence of any possible remaining original features. The fifth floor has a library room on its north end (photo 18). Permits indicate that significant alterations took place in the 1940s, 50s, 60s and in the early 1980s when the rooms were dry walled and carpeted. The kitchens have vinyl sheet flooring. Historic rectangular tile flooring is present in utility rooms, which may indicate that earlier/original flooring is intact underneath later coverings. Overall, it is unclear the extent to which renovations that post date the period of significance obscured or destroyed original details that may have survived until that time, but remaining details and a historic description indicate that spaces were utilitarian and ornament limited to wood and plaster moldings.

The utilitarian basement has not been significantly altered and contains original boiler equipment as well as paneled doors, transoms etc.

Integrity

The building possesses integrity of location, and on the exterior it retains integrity of design, materials and craftsmanship. With the exception of the metal awning and the replacement windows, and possibly the blinded windows at the attic level (it's unclear if these were ever open) the primary façade is completely intact. All four elevations display original fenestration patterns, though many windows have been blinded (reversibly). Blinded windows on the west and north elevations retain original limestone lug sills. Blinded windows on the west elevation never had such lug sills.

The primary stylistic component of the building, the ornamental composition of the first and second floor with its limestone pilasters, Corinthian capitals, and green slate panels, is intact. The building's setting has been degraded by the loss of a context that was originally composed primarily of three story

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Publicity Building

Name of Property

St. Louis [Independent City] Missouri

County and State

N/A

Name of multiple listing (if applicable)

buildings dating to the turn of the 20th century. Historic buildings that were components of the Publicity Building's original context do exist half a block to the east along Pine and across the alley to the north. Unfortunately, the Publicity Building is a somewhat rare example of a small professional building in downtown St. Louis as many buildings of this scale fell for surface parking for larger adjacent office and retail buildings in the mid 20th century.

Our understanding of the original interior configuration of the building and its finishes is informed by historical documentation and recent investigation. Details of the building's original interior finishes were reported by the *Post Dispatch*, which stated that the building would have tiled flooring, tiled partitions, hardwood trim, and its public spaces finished in marble. It would also have both freight and passenger elevators as well as abundant natural light made possible by the building's south-facing façade and fenestration along its west wall which faced an alley. The 1909 Sanborn Fire Insurance Map indicates that each floor plan was essentially open with 12 foot ceilings and a restroom along the east wall (the current location of the restrooms today). The Sanborn map indicates that the "partitions" referenced in the *Post* did not rise to the level of actual walls and were probably more like modern cubicles. The building is of fireproof steel frame construction with cement ceilings and twelve inch brick curtain walls. Today, aspects of these original finishes (trim, column capitals, bronze elevator door screens) remain.

While the interior of the building, particularly on the first, fourth and fifth floors, has been altered from its original open plan for office use, removal of these impermanent partitions would restore the original open spaces. The Nelson Chesman Company occupied the second and third floors of the building, which today retain an open floor plan. While original columns have been boxed with drywall and drop ceilings installed, selective demolition in various parts of the building has revealed sections of intact wooden trim/molding (photo 25) as well as original Doric capitals and foliate plaster moldings that graced interior vertical supports. These details provide precedents for accurate restoration of the interior appearance. The prominent public stairway is the most important original historic feature (photo 26). With a graceful landing in the first floor lobby, this white marble and cast iron structure retains its original treads, risers, and banister on every floor. Overall, the interior of the building possesses sufficient original detailing to understand its modest ornamental components and no permanent damage has been done to its original open floor plans. Its elevators and stairway are in their original locations and remain functional. Its exterior materials and the craftsmanship with which they were assembled (with the exception of the windows) remain intact, and the intent of its overall design remains clearly visible.

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Publicity Building

Name of Property

St. Louis [Independent City] Missouri

County and State

N/A

Name of multiple listing (if applicable)

Summary

The "Publicity Building" at 1133 Pine Street in St. Louis, Missouri is locally significant and eligible for listing in the National Register of Historic Places under **Criterion A** for commerce for its association with the history of the advertising industry in St. Louis. Its period of significance, 1903-1936, represents the span of time between construction of the building, the rise of downtown St. Louis as an advertising center, and the date when the company disappeared from city directories. The building was constructed by the Nelson Chesman Advertising Agency in 1903. Among St. Louis' oldest and most prominent advertising concerns (founded in 1874) the building was erected under the direction of advertising pioneer Nelson Chesman to accommodate his growing company in anticipation of a boom in business associated with the upcoming World's Fair. At the time of the building's construction, the company was recorded by the advertising industry's primary national trade magazine *Printers' Ink* as the largest of four "elite" agencies in St. Louis and the only such concern in the city annually conducting over one million dollars of business.¹ The agency began operating in the mid 1870s when professional advertising in the city was in its infancy, and continued to succeed as the industry grew and intense competition emerged in subsequent decades. Nelson Chesman & Co. managed to remain competitive by innovating and adopting new techniques that came to be industry standards during its period of operation, though it eventually succumbed to its failure to adapt to the rise of radio advertising and the challenges of the Great Depression. The Publicity Building is the oldest surviving building associated with the advertising industry in St. Louis, which grew to be a national center of the trade in the early 20th century. The building served as the national headquarters of the Nelson Chesman agency and functioned as the hub from which the efforts of other branch offices, notably in New York, Chicago and Chattanooga (all located in rented spaces rather than company owned buildings) were coordinated. One other building in downtown St. Louis is listed in the National Register in part for its association with the advertising industry; "The Advertising Building", 1627-29 Locust, (NR 1/18/1985). This building was constructed 15 years after the Publicity Building and was a speculative investment that was marketed to advertising firms and related concerns as tenants. The other building in downtown St. Louis that is related to the city's advertising industry is the 1907 Lesan-Gould building at 1320-24 Washington Avenue. Despite its association with one of the city's other major, if short-lived, advertising firms, this building was listed in the National Register (11/6/1986) under Criterion C for its ground breaking use of reinforced concrete construction rather than for its significance to the advertising industry.

Narrative

Historical Background

Nelson Chesman & Company grew out of an earlier advertising agency called Rowell & Chesman, which was founded in St. Louis in 1874.² A partnership of George P. Rowell and Nelson Chesman, the company began advertising its services in the *St. Louis Post Dispatch* in 1875. At that time, the company was one of only three advertising agencies that were listed in the city directory. Because professional advertising agents were a new phenomenon in the city, Rowell & Chesman took out an ad to explain exactly what they did. In it they wrote:

¹ Printers Ink "The Elite Directory of Advertising Agents" Vol. 47, No. 9. June 1. 1904. P. 14. Printers' Ink, NY.

² San Francisco Chronicle, "Nelson Chesman Co.: a Quarter of a Century of Continuous Business Success." 19 January, 1900.

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Publicity Building

Name of Property

St. Louis [Independent City] Missouri

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N/A

Name of multiple listing (if applicable)

"We undertake the management of the advertising business for reputable and responsible advertisers and guarantee to secure for our customers every favorable contract of special favor which may be offered by competing advertising agencies or the representatives of publishers... we undertake to secure for every advertiser the lowest cash rates which he would be able to secure, and to contribute our services in obtaining attractive display, good position, and in keeping the expense of any proposed advertisement within prudent limits...All the leading papers of the entire country may be found on file at our office. We specially solicit business for Texas, Arkansas, the Territories, and all sections of the country which are tributary to St. Louis."³

As children, Rowell and Chesman had been schoolmates and friends at Lancaster Academy in Lancaster, New Hampshire. When Rowell founded the *American Newspaper Directory* in New York in 1869, Chesman was its first editor and served in that capacity until departing for St. Louis.⁴ With this publication, George Rowell set out to standardize what had previously been a chaotic and ambiguously defined system for pricing advertising space.

In the middle of the 19th century, publishers set their own rates for advertising based on secretive and arbitrary criteria.⁵ Rowell found this practice frustrating because it relegated advertising agents like him to the status of middlemen who were stuck trying to buy and sell a product (ad space) whose value had no metric.⁶ As Rowell put it, "[E]vidently, it is not the space he occupies that an advertiser pays for, but an indefinite something the exact value of which neither the man who buys, nor the man who sells quite understands."⁷

In order to try to create an accurate context for quantifying the value of space in a given publication, Rowell recognized that he would have to undertake a massive project of data collection. A true visionary, he did not limit his ambition to any certain region, but instead decided it was necessary to systematically document everything that could be learned about every American publication that regularly sold advertising. As he noted in the preface to the first edition of *The Directory* in 1869, such an effort had never before been undertaken in part because it was such a daunting task and in part because each different advertiser maintained their own jealously guarded list of publications and was loathe to share information with competitors. To overcome these challenges, George Rowell selected his old friend Nelson Chesman to serve as both the gatherer of the needed information and the first editor of *The Directory*.⁸

³ *St. Louis Post Dispatch*, advertisement, 15 March, 1875

⁴ *Inland Printer/American Lithographer* Vol. 42. 1909. P. 105; "George P. Rowell, "Forty Years and Advertising Agent" (Printers Ink Publishing Co., 1906 p.134, 208.:

⁵ Jackson Lears, "Fables of Abundance; a Cultural History of Advertising in America." (Basic Books, New York) 1994, p. 92.

⁶ *Ibid.*,

⁷ *Ibid.*,

⁸ Rowell, George P. & Co., "American Newspaper Directory." (George P. Rowell & Co., New York) 1869, p.4.

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Publicity Building
Name of Property
St. Louis [Independent City] Missouri
County and State
N/A
Name of multiple listing (if applicable)

In pursuit of his quarry, Chesman began by sending out over 5,000 surveys to publications and communities across North America, but less than 500 were returned.⁹ Following this initial defeat, he realized that he would have to track down the sought after information himself rather than expecting publications to provide it. Rowell wrote: "[A]fter nearly a year of constant labor devoted to correspondence, gazetteers, atlases, directories and publications of all kinds...he [Chesman] has succeeded in compiling the information in the following pages."¹⁰ Such information included circulation, sales, paper quality, quality of the typesetting, the editor's politics, advertising policies, and useful details about readership of thousands of newspapers and periodicals. *The Directory* also included descriptions of the cities and towns served by the publications for every American state and territory as well as "the Dominion of Canada and the British Colonies of North America."¹¹

According to Rowell, the purpose of *the Directory* was to empower advertisers to learn about and select for themselves the best locations and mediums for their products and then work with advertising agents to purchase space and plan campaigns. Such a change in the system, he believed, would help to make the industry less arbitrary and enervate the ability of unscrupulous agents to serve their own best interests rather than those of their clients. While such a product would inevitably anger competitors, Rowell felt it would end up increasing the legitimacy of the industry at large while benefiting his own company's reputation because of the dramatic way it would demonstrate his commitment to putting his customers first. This simple idea and the monumental directory it spawned have been characterized as the birth of modern media consulting because for the first time an advertising company was operating as both a broker of space *and* an aggregator/analyst/purveyor of market data.¹²

The *Directory* that Rowell compiled and Chesman edited was the first essentially complete list of American publications that sold advertising (nearly 6,000 initially) and is considered an important step toward modern advertising practices and the standardization of the value of advertising space.¹³ In his seminal work "The History and Development of Advertising" Frank Presbrey wrote that "George P. Rowell did perhaps more than any other man to develop advertising in the 19th century..."¹⁴ It's unfortunate that the role of Chesman in this process was not acknowledged because, as previously noted, he both collected and edited the information upon which Rowell built much of his reputation. Perhaps it was the fact that Chesman was overshadowed by his friend Rowell in New York that made him determined to strike out on his own. In 1874, he moved from the established advertising center of New York to the western boom town of St. Louis, where business and manufacturing were thriving, newspapers and trade magazines were abundant, but where professional advertising agents were virtually non-existent.¹⁵ Indeed the year Chesman arrived in St. Louis, the city directory listed only one

⁹ Ibid.

¹⁰ Ibid.

¹¹ Ibid.

¹² James Playsted Wood, "The Story of Advertising" The Ronald Press Company, NY 1958. 142-143.

¹³ George P. Rowell biography, Advertising Hall of Fame:
http://advertisinghall.org/members/member_bio.php?memid=786

¹⁴ Frank Presbrey, "The History and Development of Advertising" Doubleday, Doran Inc. 1929. P. 275

¹⁵ Rowell 1906. P. 209.

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professional ad man.¹⁶

While Chesman wanted to strike out on his own, he didn't cut ties completely with his prominent friend in New York; at least not immediately. Recognizing the value of Rowell's name and believing in the concept of *The Directory* he had played such an important role in developing, he managed to bring both of them with him to St. Louis. Chesman entered business in his new home under the name of "Rowell & Chesman" in 1875.¹⁷ The agency, like Rowell's in New York, served as a purveyor of advertising space, but also as the publisher of a national directory of publications that could help advertisers position their products effectively.

While Rowell's name was forefront in the name of Chesman's company, he participated from afar. He is listed in St. Louis city directories of the 1870s, but his residence is recorded as being in New York. Indeed throughout the brief life of Rowell & Chesman, he continued to manage his publishing company and compile the *American Newspaper Directory* in New York. During the period of overlap, the two companies appeared side by side as agents in the *Directories* Rowell published.¹⁸ After four years, Rowell retired his name from Rowell & Chesman and returned his full focus to operations in New York.

¹⁹

As noted, in St. Louis, Chesman had started publishing another advertising guide that was modeled after the *American Newspaper Directory*, which he provided for free to potential advertisers.²⁰ It is unclear why Rowell supported the creation of what ostensibly looked like a competitor for his existing directory, but it may be that in fact the two companies decided to share the burden of collecting the data that they both required, and then published under different names. He may also have supported the endeavor out of a sense of obligation born of the recognition that Chesman was responsible for compiling and organizing the information that had made Rowell's original *Directory* possible. After Rowell's departure, Nelson Chesman continued doing business in St. Louis under the name "Nelson Chesman & Co." although he didn't formally incorporate the company formally until 1888.²¹ That same year the company opened a branch office in New York City and in 1891 an office in Chicago was added (figures 10-11).²²

Originally located in a building (demolished) at 312-314 Chestnut Street, the growth of the company in the last two decades of the 19th century led Chesman to begin to explore the construction of a

¹⁶ Gould's St. Louis City Directory, 1874

¹⁷ Gould's St. Louis City Directories 1875-1880

¹⁸ George P. Rowell & Co., "Rowell's American Newspaper Directory (George P. Rowell & Company, New York) 1877. P. 540.

¹⁹ Rowell, 1906. P. 458

²⁰ *St. Louis Post Dispatch*, "Rowell & Chesman Advertising Agents" 25 February, 1878.

²¹ MO Secretary of State Business Name Registrations.

²² "Nelson Chesman & Co. A Quarter Century of Continuous Business Success." *San Francisco Chronicle*, 19 January, 1900.

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headquarters building by the turn of the century. Where the firm had begun with fewer than five employees, by 1900 it had grown to more than sixty workers.²³

The Publicity Building

In 1903, the company decided to move forward with the construction of its national headquarters in St. Louis. The city was selected because of its central location and because of the enormous business opportunities that were expected to be created by the upcoming St. Louis World's Fair in 1904.²⁴ At the time, newspapers praised the company as being among the "longest established" advertising firms in St. Louis and stated that it stood "...in the vanguard with the biggest advertising agencies in the country."²⁵ This assertion is supported by highly selective national list of "elite" advertising agencies that was published by the advertising industry's primary trade magazine *Printers' Ink* in 1904. Nelson Chesman was ranked at the top of the list of the four major St. Louis companies, and recorded as the only agency in the city that was placing at least a million dollars of ads annually.

Indeed, such sales put Nelson Chesman in rarefied company not just locally, but among national firms as well. The *Printers Ink* list included only ten other agencies that had such high sales numbers. Not even Chesman's former partner George P. Rowell was doing as much business.

The new building was to be designed by the local architectural firm of Kennedy (Josiah W.) & Matthias (first name unknown) and rise to a height of 12 stories. The *St. Louis Post Dispatch* called the announcement one "[o]f the numerous important realty transactions consummated during the past year..." but buried within the article was the admission that "[o]wing to the inability to secure structural steel, the owners will take possession of their new home upon the completion of the first five stories of the building, which will be carried to 12 stories as the steel may arrive."²⁶ It is unclear whether Nelson Chesman ever really intended to construct such a large building, or if the company made the announcement about construction of such a large building in order to garner publicity. If it was done for the latter reason, it was a successful gambit as publications from the local *Post Dispatch* and *Globe Democrat* to the *American Architect and Building News* covered the story. Nelson Chesman was in the advertising business after all and the company's new home was to be appropriately named "The Publicity Building."

Details of the building's original interior finishes were also reported by the newspapers, which is helpful for comparing current conditions. The *Post Dispatch* reported that the building would have tiled flooring, tiled partitions, hardwood trim, and be finished in marble. It would also have both freight and passenger elevators as well as abundant natural light made possible by the building's south-facing façade and fenestration along its west wall which faced an alley. The 1909 Sanborn Fire Insurance Map indicates that each floor plan was essentially open with 12 foot ceilings and a restroom along the east wall. The building is of fireproof steel frame construction with cement ceilings and twelve inch brick curtain walls. Today, aspects of these original finishes (trim, column capitals, bronze elevator door

²³ Ibid.

²⁴ "\$225,000 Building to be Erected" *St. Louis Post Dispatch*, 2 April, 1903.

²⁵ Ibid.

²⁶ "Building Will Be Twelve Stories" *St. Louis Post Dispatch*, 5 April, 1903.

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screens) are present, particularly on the second and third floor spaces that were occupied by Nelson Chesman, as well as in the public stairwell which is finished in marble and cast iron.

It may be that Nelson Chesman never really intended to complete the proposed 12 story design. While St. Louis was definitely the headquarters of the company which, by 1912 also had major branches in New York, Chicago, and Chattanooga, the company never occupied more than half of the building at any one time. The first floor storefront space had a variety of retail tenants during the period of significance including the Wunderbar Coffee Shop, which opened in 1931. Most frequently Nelson Chesman was listed as occupying the second and third floors. The fourth and fifth floors were generally occupied by industries such as lithographers and type setters who, though independent, likely were contracted to Nelson Chesman.²⁷ Indeed a widely published article celebrating the company's 25 year anniversary noted the number of workers it permanently employed "exclusive of the eight or ten printers who set up advertisements and other matter on premises..."²⁸ Because the St. Louis office appears to have worked exclusively with print media, having such associated trades in house would have been a necessity.

Another possible explanation for the fact that a 12 story building was never realized is that the idea perished with the company's founder in 1906. Just three years after the issuance of the building permit for the St. Louis headquarters, Nelson Chesman died at his residence on the Upper West Side of New York City.²⁹ It seems that the company had increasingly relied on officers and stock holders to manage individual branches, and that after the building was complete, Chesman moved first to Pittsburgh and then back to New York. Vice President and Treasurer Conrad Budke took over as manager of the St. Louis office following Chesman's departure. Upon Chesman's death, Budke became company President.

The company continued to thrive under Budke's direction, which isn't surprising when one considers that he had been with the firm since 1877 and had been trained directly by Chesman. Elected Vice President in 1900 after 23 years of service in St. Louis, Budke's assumption of power allowed for a high degree of institutional continuity and the company continued operate under his control out of the Publicity Building until 1936 when it was dissolved.³⁰

Competition and Manner of Operation

At the start of the period of significance, there were really only three companies in St. Louis that were competitive with Nelson Chesman. These were the H.W. Kastor & Sons Agency, the H. E. Lesan Company, and the Western Advertising Company.³¹

²⁷ Gould's St. Louis City Directories

²⁸ *San Francisco Chronicle*, "Nelson Chesman & Co. A Quarter Century of Continued Business Success. 19 January, 1900.

²⁹ *New York Times*, Nelson Chesman Obituary. 27 October, 1906.

³⁰ *St. Louis Post Dispatch*. "Conrad Budke Weds Clerk In His Office" 5 June, 1922

³¹ Printers Ink "The Elite Directory of Advertising Agents" Vol. 47, No. 9. June 1. 1904. P. 14. Printers' Ink, NY.

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H. W. Kastor existed from 1894 until 1939 and did business with a wide range of local and national companies including the St. Louis Ice Cream Company, Brooks Appliances, Regal Shoes, Puritan Malt Extract, LaPalina Cigars, Orange Crush, Gossard Corsets, Q.R.S. Music Rolls, Wabash Railway, Southern Railway, LeGears Poultry and Stock Remedies, Anti-Kamina, McClain Sanitarium, Staufer Washing Tablets, Cotton Belt Route, Herriot Shoe Polish, and the National Breeding Company.³²

The H.E. Lesan Company (which became the Gardner Advertising Agency in 1908) existed from 1900-1908 and did a large amount of business with railroads including the Cotton Belt, Chicago & Eastern Illinois, Fort Smith & Western, New York Central, and Rock Island, as well as Cooper Wells & Company, Olds Motor Works, Hamilton-Brown Shoe, Fownes Gloves, Guckenhemier Co., Knox Hat Co., and B. F. Goodrich.³³

Much less is presently known about the Western Advertising Company, although it seems that it was an innovator of streetcar-based ads, but that they did not survive far into the 20th century.

During the period of significance, the client's of Nelson Chesman's St. Louis office included Charter Oak Stoves, Ajax Electrical Specialty, Crimson Heat Analgesic, American Device Co., Faust Soluble Coffee and Tea Co., Colony Vintages, Davis & Co., E. Donzelet & Son, Dew Deoderant, Hornet Mantel Co., Kuhlmann Weatherstripping, Charles E. Lane Co., NR Tablets, Mound City Malt Syrup, Bromo Quinine, Perfection Baby Swings, Phelan-Faust Paints, Plapao Rupture Appliances, Maull Brothers Foods, Walnutta Toilet Preparations and Petalis Cleansing Cream.³⁴ Many of these clients were local St. Louis firms with brand names like "Faust," "Mound City" and "Maull Brothers" that still resonate with residents today. Indeed, the Maulls (the "first family of St. Louis BBQ") still manufactures food products including their historic BBQ sauce on the City's north riverfront today.

While Nelson Chesman had been operating in St. Louis for decades longer than any of its major competitors, the agency experienced its primary period of growth concurrently with others in the industry in the fertile commercial climate of the early 1900s. According to historian Betty Houkin Winfield, mass production and differentiation of products proliferated in the decades after the Civil War at a time when the buying power of consumers was also expanding.³⁵ This surge in products and purchasing capacity drove the growth of the advertising industry. Of course, the growth of the industry meant increasing competition. Amidst a dizzying array of new pre-packaged products, professional advertisers had to innovate if they were going to attract the attention of customers. Winfield points out that the growth of the advertising industry around the turn of the 20th century was not limited to the great cities of the East, but that Midwestern cities like St. Louis also took part in the boom.³⁶ Trade publications like *Printers' Ink* certainly took notice of the opportunities the city presented as illustrated by lengthy profile articles like the one referring to St. Louis as "the Philadelphia

³² St. Louis Media History Website: <http://www.stlmediahistory.org/index.php/Advertising/AdAgencies>

³³ Ibid.

³⁴ Ibid.

³⁵ Betty Houkin Winfield, "Journalism 1908: Birth of a Profession." University of Missouri Press, Columbia, MO. 2008 p. 137.

³⁶ Ibid.

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of the West” that appeared in its pages in 1915.³⁷

In this Western advertising boom town, Nelson Chesman needed to take an innovative approach in order to stand out from the competition. The company adopted a number of strategies and practices that allowed them decades of continued success amidst a buzzing hive of rivals.

For example, Winfield singles out Nelson Chesman along with Lesan Gould (and its descendant agency Gardner) as pioneers of what came to be a principle tool of the trade, namely the “display ad.”³⁸ It seems hard to believe now, but in the early days of advertising, products were pitched simply with text. The “display ad,” which combined imagery with text, was an important innovation that was facilitated in part by advances in typesetting technology. According to Winfield, Nelson Chesman was an early adopter of the practice.³⁹ While many advertisers persisted in choking newspaper pages with dense blocks of text, Nelson Chesman ads began to grab the reader’s eye with a visual cue (sometimes coupled with a carnival barker headline). These practices both broke up the monotony of advertising pages and invited the viewer to find out more. Typical ads of the early 20th century that were prepared by Nelson Chesman are illustrated by figures 12, 13, and 14, and 15, which proclaim the benefits of Charter Oak Stoves, Plapao Rupture Appliances (“Free to the Ruptured!”), and Faust Brand pasta products respectively. Of note, the St. Louis based Faust pasta brand was the largest package business of its kind in the country by 1915.⁴⁰

Another interesting technique used by Nelson Chesman was what might be termed today as “advertorial” content. Essentially, the company would either author a story about itself and position it in papers across the country, or it would feed information about its business to local reporters and hope that the story would be published as news. The announcement about the new 12 story headquarters building (that would never be) in St. Louis is a prime example of the latter strategy. The grandiosity of the announcement garnered a lot of attention and kept the company’s name in the public eye, never mind the fact that they never followed through on the plan. The company seems to have adhered to P.T. Barnum’s maxim that “all publicity is good publicity.”

An example of the company authoring an article and submitting it as a news item can be found in a company profile that appeared in newspapers from San Francisco to upstate New York in 1900. Humbly titled: “Nelson Chesman & Co.” [A] Quarter of a Century of Continuous Business Success: Condensed Review of the Growth of One of the Leading Newspaper Advertising Agencies of the World,” the “article” began with a history of the company, continued through its business philosophy, enumerated its successes, and ended with portraits of Chesman himself and his various branch managers. Yet another way Nelson Chesman strove to keep its name in the public eye was by participating in public contests, like the one held by *The St. Louis Republic* newspaper in 1903, which challenged St. Louisans to submit guesses as to the number of people who would attend the dedication of the World’s

³⁷ Printers’ Ink “A Tale of Two Cities” Vol. 91, No. 50. 22 April, 1915. p. 1

³⁸ Ibid., 136-137

³⁹ Ibid.

⁴⁰ Printers’ Ink, 22 April, 1915. p. 150.

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Fair Grounds.⁴¹ This contest was widely covered in the press because of general excitement about the fair and the substantial sums promised to the winners. Nelson Chesman succeeded in positioning his Vice President and Treasurer Conrad Budke on the award committee ensuring the company's name was published repeatedly, presumably for free, in a "news" item the public followed with great interest.

Decline

While Nelson Chesman & Company thrived during the booming years of the 1910s and 1920s, changes were on the horizon for the advertising industry. During the life of the agency, the landscape of advertising in St. Louis had grown from three firms (including Nelson Chesman) in 1875, to over 100 by 1921. Until the 1920s, advertisers worked primarily in print media placing products and services in publications, mailers, posters, and on public transportation. In 1922, St. Louis' dominant newspaper, *The Post Dispatch*, started a radio station and the city's local advertising options changed overnight. Radio took the country by storm in the 1920s and advertisers were quick to take advantage of the opportunity to speak directly to consumers. The popularity of the new medium had a direct, negative impact on the demand for print advertising and thus on the business of advertisers who did not adapt. By some measures, revenue derived from print advertising in newspapers in St. Louis declined by nearly 25% between 1926 and 1940, a figure that is attributable to both the rise of radio and the onset of the Great Depression.⁴² During the Depression, subscriptions to all manner of publications declined dramatically as families reigned in discretionary spending. Advertisers and their agents had to deal with both the drop in readership, and also the fact that a huge portion of the country simply couldn't afford to purchase the products they were selling. This meant that advertising dollars became very hard to come by, the ferocity of already cutthroat competition was magnified, and many firms perished. Because anyone could listen to the radio for free, but newspapers and magazines had to be purchased, radio advertising actually boomed during this difficult period. According to AdAge.com, revenues for the two national radio networks alone (CBS and NBC) grew from 18.7 million dollars in 1929 to 80 million in 1939.⁴³ Nelson Chesman & Company never adapted to the rise of the age of radio advertising or to the hardships of the Great Depression and the company folded in 1936.

Conclusion

The Publicity Building represents a direct link back to a pioneer and innovator of the advertising industry in St. Louis and one of the city's most prominent, longest surviving firms. The company had its roots in founder Nelson Chesman's efforts to bring the system of the *The American Newspaper Directory*, (which he had created with partner George Rowell in New York) to the city's rapidly developing, but underserved markets in the 1870s. In the more than sixty years that the company operated in St. Louis, the landscape of the industry grew exponentially from three advertising agents (Chesman) in 1875 to well over 100 by the time the company disappeared from the Publicity Building in 1936. Erected to position the growing company, which was the largest in St. Louis at the time, to be ready for an anticipated boom in business associated with the 1904 St. Louis World's Fair, the building served as

⁴¹ *St. Louis Post Dispatch*, "103,337 Number of Admissions to World's Fair Grounds Dedication Day, April 30, 1903" 10 May, 1903.

⁴² Jim Alee Hart, "A History of the Globe Democrat" University of Missouri Press, Columbia, MO 1961, p. 210.

⁴³ <http://adage.com/article/adage-encyclopedia/history-1930s/98700/> viewed on 1/6/17

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Nelson Chesman's national headquarters during the first four decades of the 20th century. St. Louis and the Publicity Building was the hub from which the efforts of other branch offices, notably in New York, Chicago and Chattanooga were coordinated. From its origins as a progenitor of modern media consulting through its innovative use of "advertorial" content, through its early adoption of display ads, the company was highly influential in the early years of the St. Louis advertising industry. In the end though, its failure to innovate and adapt to a changing industry during the Great Depression ensured that today all that remains of Nelson Chesman & Company in St. Louis is the Publicity Building. This building is locally significant and eligible for listing in the National Register of Historic Places under Criterion A for commerce for its association with the advertising industry in St. Louis.

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Publicity Building

Name of Property

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NA

Name of multiple listing (if applicable)

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Name of Property

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NA

Name of multiple listing (if applicable)

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<http://adage.com/article/adage-encyclopedia/history-1930s/98700/> viewed on 1/6/17

<http://mediasvc.ancestry.com/v2/image/namespaces/1093/media/b5024fb2-c49a-4087-b23c-17e5eba170e6?client=MCCManager&maxSide=160> viewed on 8/9/17 (image of publicity building, Figure 8.

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N/A

Name of multiple listing (if applicable)

Verbal Boundary Description:

The boundary of the nominated resource is defined by the City of St. Louis as "43 Feet 4 inches x 109 Feet. Lucas & Hunt Addition. Bounded W. by alley." This parcel is located at 1133 Pine Street in City Block 503.

Boundary Justification:

The boundary of the nominated resource is its property line, which represents the parcel purchased by the Nelson Chesman Agency for the purpose of constructing the Publicity Building.

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Publicity Building

Name of Property

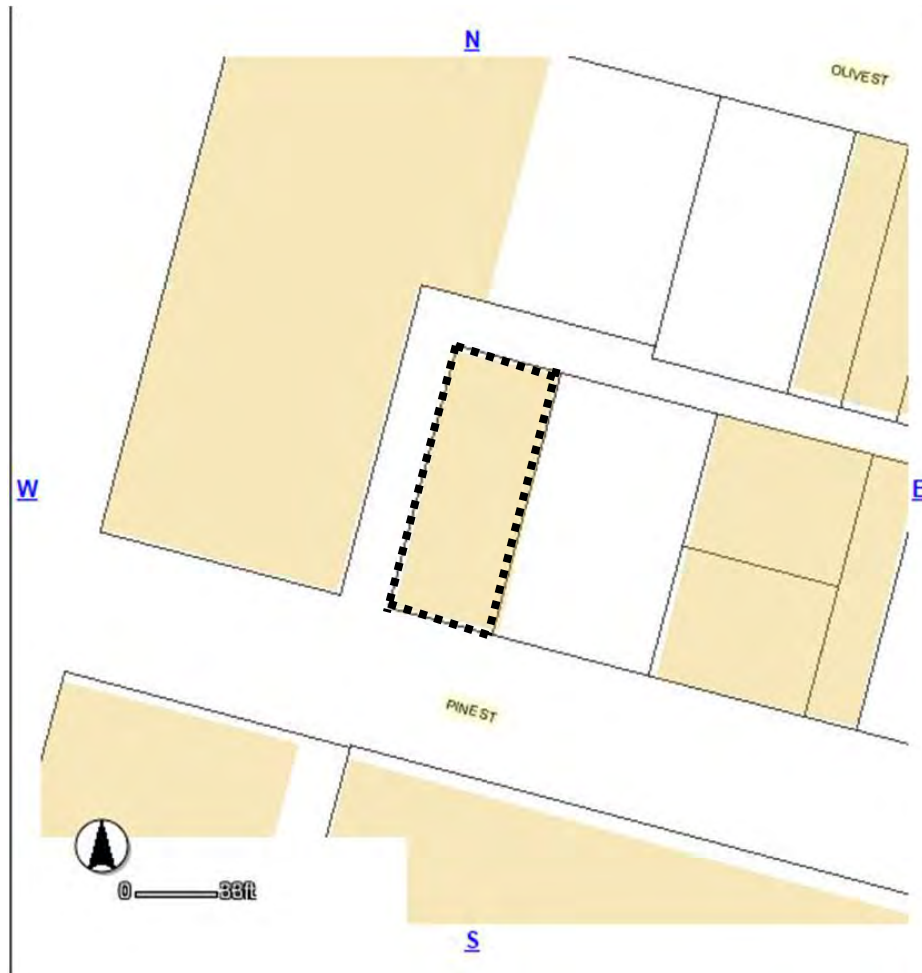
St. Louis [Independent City] Missouri

County and State

N/A

Name of multiple listing (if applicable)

Figure 1: 1133 Pine Street: Boundary of Nominated Building ■■■■■■■■■■
Source: St. Louis City Assessor's Office.



Latitude: 38.628974
Longitude: -90.196921

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Publicity Building

Name of Property

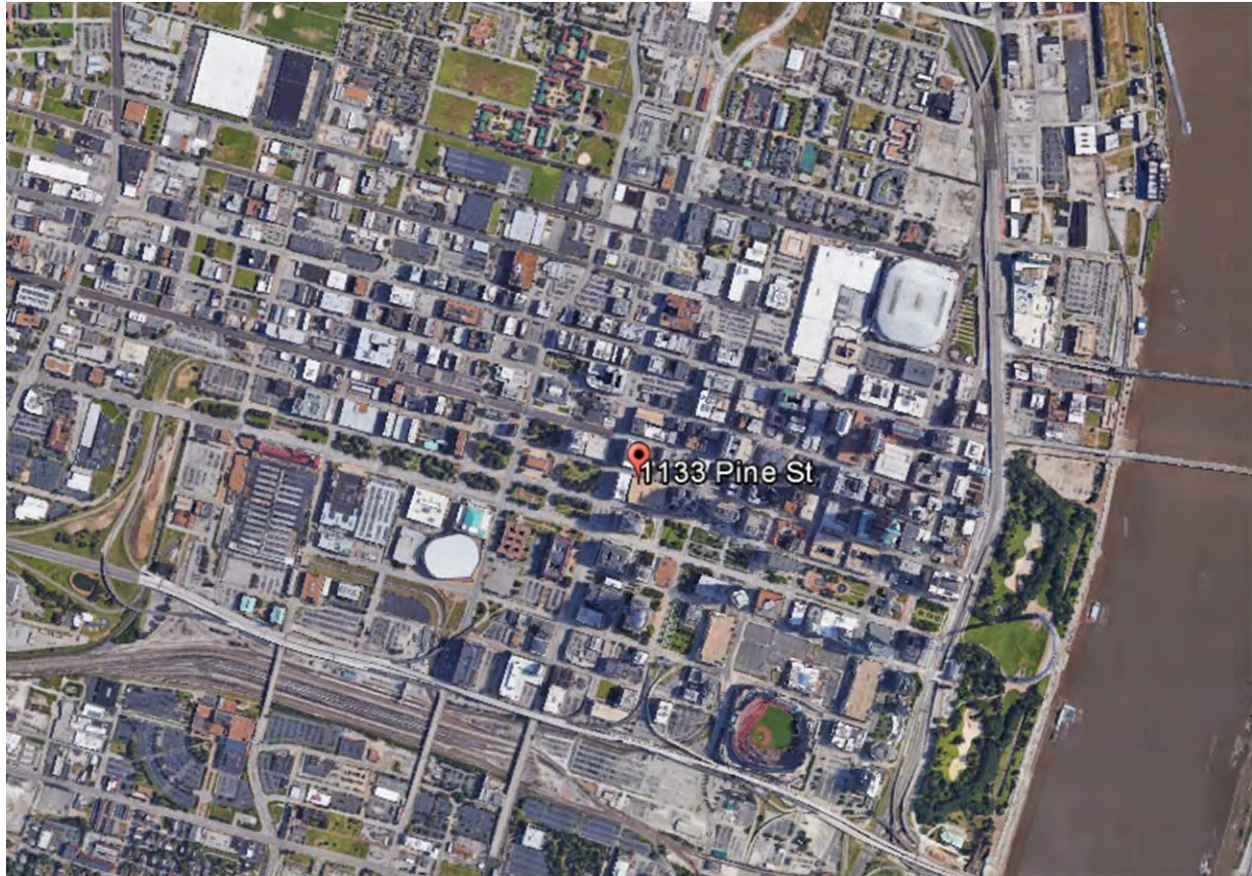
St. Louis [Independent City] Missouri

County and State

N/A

Name of multiple listing (if applicable)

Figure 2: Location of Publicity Building within Downtown St. Louis. Source: Google Earth



↑
North

Latitude: 38.628974

Longitude: -90.196921

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Publicity Building

Name of Property

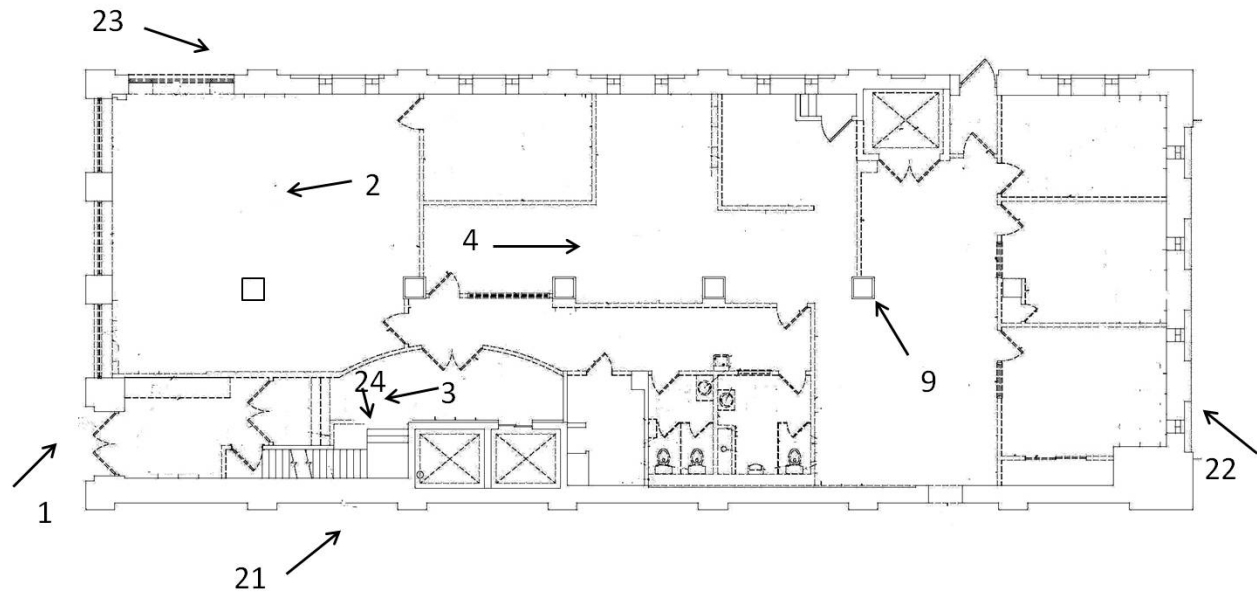
St. Louis [Independent City] Missouri

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N/A

Name of multiple listing (if applicable)

Figure 3: First Floor Plan, Current Arrangement: provided by owner.



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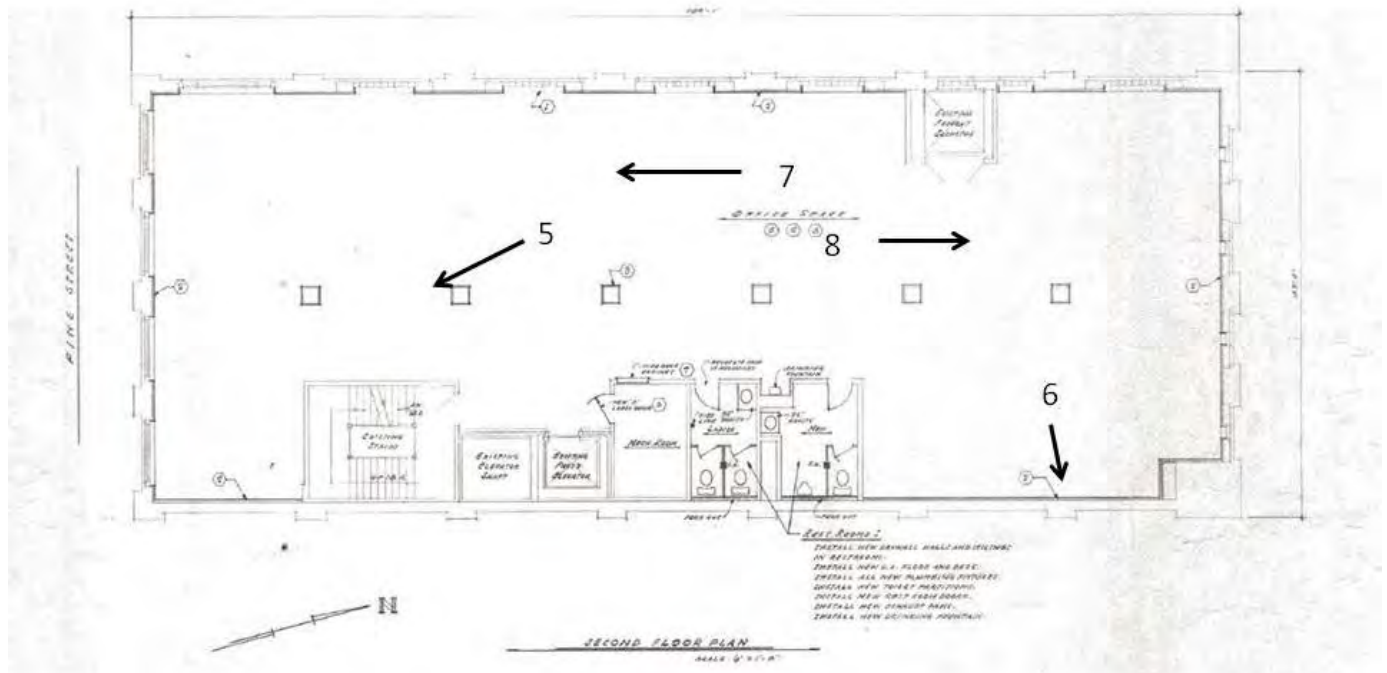
St. Louis [Independent City] Missouri

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N/A

Name of multiple listing (if applicable)

Figure 4: Second Floor Plan, Current Arrangement: provided by owner.



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Name of Property

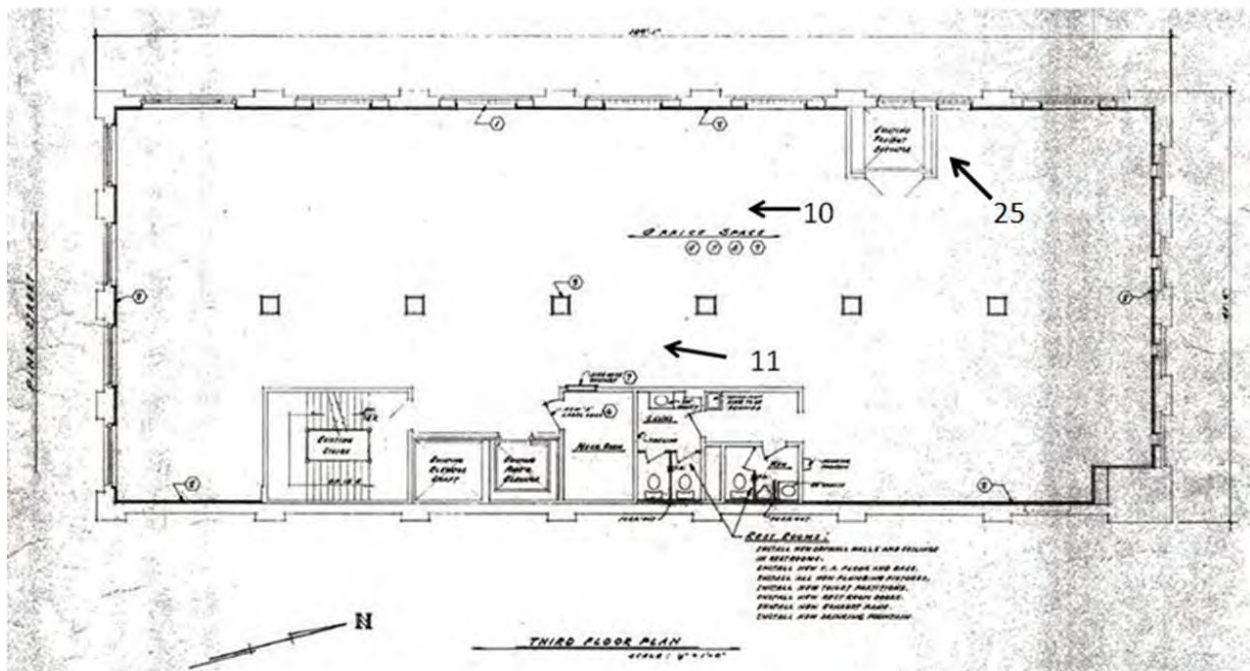
St. Louis [Independent City] Missouri

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N/A

Name of multiple listing (if applicable)

Figure 5: Third Floor Plan, Current Arrangement: provided by owner



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Name of Property

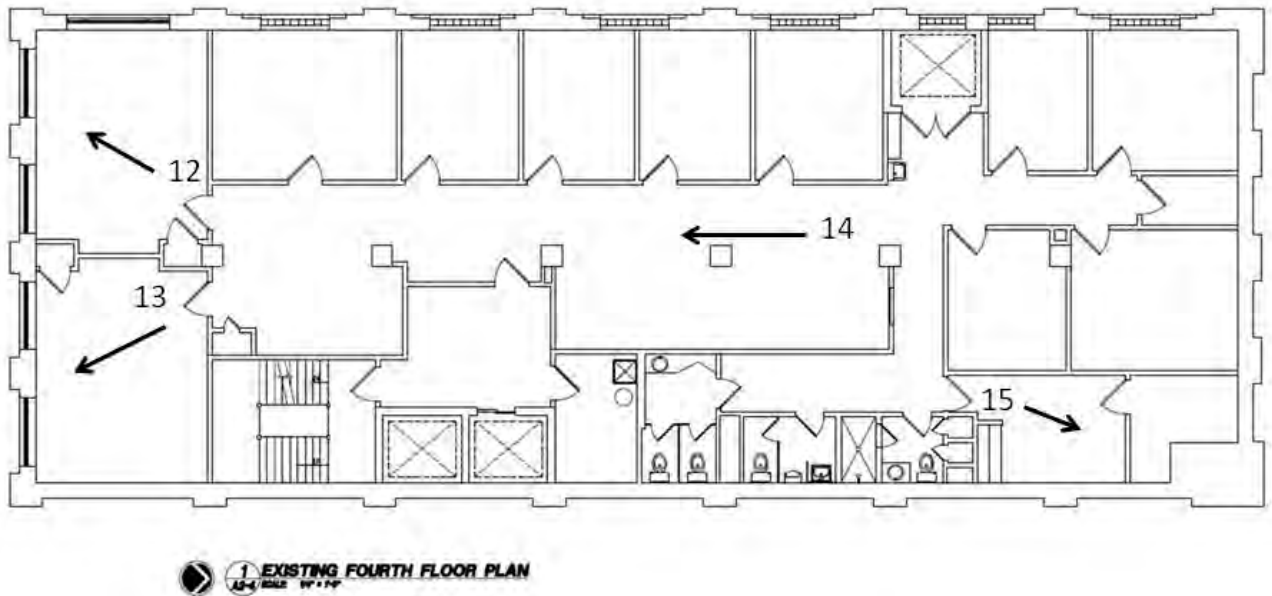
St. Louis [Independent City] Missouri

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N/A

Name of multiple listing (if applicable)

Figure 6: Fourth Floor Plan, Current Arrangement: provided by owner



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Publicity Building

Name of Property

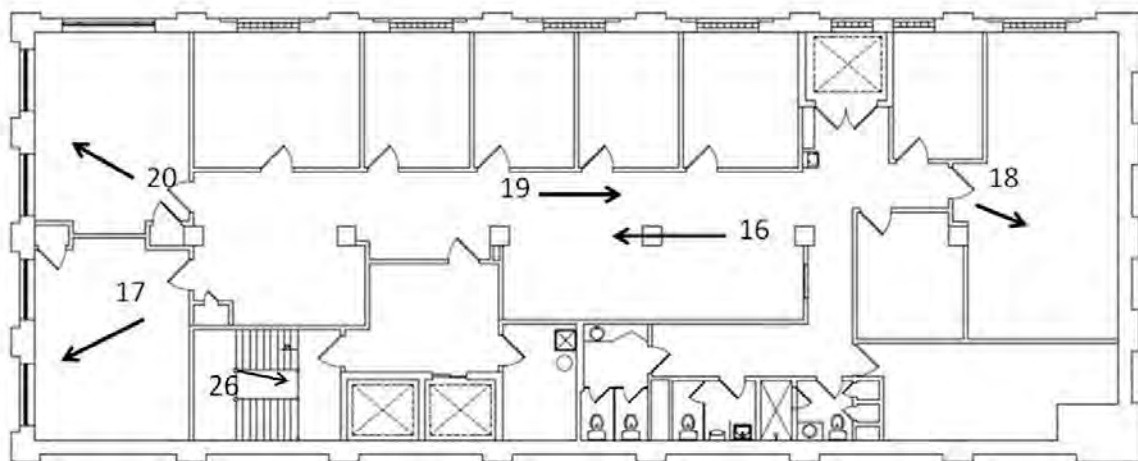
St. Louis [Independent City] Missouri

County and State

N/A

Name of multiple listing (if applicable)

Figure 7: Fifth Floor Plan, Current Arrangement: provided by owner



1 EXISTING FIFTH FLOOR PLAN
AS-BUILT 11' x 11'

National Register of Historic Places
Continuation Sheet

Section number Figures Page 25

Publicity Building

Name of Property

St. Louis [Independent City] Missouri

County and State

N/A

Name of multiple listing (if applicable)

Figure 8: Nelson Chesman Letterhead Showing Publicity Building. No Date. Viewed at:

<http://mediasvc.ancestry.com/v2/image/namespaces/1093/media/b5024fb2-c49a-4087-b23c-17e5eba170e6?client=MCCManager&maxSide=160>



Figure 9: First Floor Lobby. Image of the Wunderbar Coffee Shop. First Floor of the Publicity Building. Source: Union Electric Magazine, November 1931, Page 8.



Service Counter at the Wunderbar Coffee Shop.

National Register of Historic Places
Continuation Sheet

Section number Figures Page 26

Publicity Building

Name of Property

St. Louis [Independent City] Missouri

County and State

N/A

Name of multiple listing (if applicable)

Figure 10: Nelson Chesman & Co. Logo. Source: Nelson Chesman's Advertising Rate Book, 1912.

National Register of Historic Places
Continuation Sheet

Section number Figures Page 27

Publicity Building

Name of Property

St. Louis [Independent City] Missouri

County and State

N/A

Name of multiple listing (if applicable)



Figure 11: Nelson Chesman & Co. Logo showing branch offices. Source: Nelson Chesman's Advertising Rate Book, 1912.

National Register of Historic Places
Continuation Sheet

Section number Figures Page 28

Publicity Building

Name of Property

St. Louis [Independent City] Missouri

County and State

N/A

Name of multiple listing (if applicable)

paper, Circulation, etc., for the years 1912-1913.

PRICE FIVE DOLLARS.



NELSON CHESMAN & Co.
PUBLISHERS.

ST. LOUIS OFFICE,
1127-1129 Pine St.,
Home Office

NEW YORK OFFICE,
1251 Fifth Avenue
Building

CHICAGO OFFICE,
Wabash Av. & Randolph St.,
Trude Building

CHATTANOOGA OFFICE,
Georgia Ave. & Eighth St.
Times Building

National Register of Historic Places
Continuation Sheet

Section number Figures Page 29

Publicity Building

Name of Property

St. Louis [Independent City] Missouri


County and State

N/A

Name of multiple listing (if applicable)

Figure 12: Nelson Chesman Advertisement for Charter Oak Stove. Source: *St. Louis Post Dispatch*, 1903.

On Sale Friday and Saturday. C



This elegant Charter Oak Range, made of blue steel, regular price \$36.00—slightly damaged by smoke and water

\$21.60

National Register of Historic Places
Continuation Sheet

Section number Figures Page 30

Publicity Building
Name of Property
St. Louis [Independent City] Missouri
County and State
N/A
Name of multiple listing (if applicable)

Figure 13: Nelson Chesman Advertisement for Plapao Rupture Appliances. Source: *St. Louis Post Dispatch*, 1921.

ADVERTISEMENT.

FREE to the RUPTURED

5000 Sufferers to Get Free Trial Plapao

No Need to Go Through Life Wearing a Useless Truss

This generous offer is made by the inventor of a wonderful "all-day-and-night" working method which is to be used to tone up and strengthen the relaxed muscles, thereafter doing away with painful trusses altogether, and the necessity for dangerous operations.

NOTHING TO PAY
To the extent of 5000 sufferers who write—Mr. Stuart will send a sufficient quantity of the Plapao, without charge to enable you to give it a thorough test. You pay nothing for this trial of Plapao, now, or ever.

STOP USING A TRUSS
Yes, stop it, you know by your own experience, it is only a makeshift, a false prop against a collapsing wall, and that it is undermining your health because it tends to retard the circulation of the blood. Why, then, continue to wear it? Here is a better way, which you can now prove for yourself, free of charge.

"A" is the enlarged end of the PLAPAO-PAD which evens the atrophied and weakened muscles to keep them from giving away further.
"B" is the properly shaped Pad, to be applied in such a way that it blocks up the hernial orifice, and tends to prevent the contents of the abdomen from protruding. Within the Pad is a reservoir. In this reservoir there is placed a wonderful absorbent saturating medication. As soon as this medication is warmed by the heat of the body it becomes soluble and escapes through the small opening marked "C" and is absorbed through the pores of the skin to strengthen the weakened muscles and effect a closure of the opening.

"P" is the long end of the PLAPAO-PAD which is to be plastered over the hipbone—a part of the frame-work of the body calculated to give the necessary solidity and support to the PLAPAO-PAD.

PROVE IT AT MY EXPENSE
I want to prove to you at

The diagram illustrates the Plapao Rupture Pad. It is a large, irregularly shaped pad with a central circular area labeled 'STUART'S ADHESIVE'. A large arrow labeled 'A' points to the top of the pad. A smaller arrow labeled 'B' points to the side of the pad. A small arrow labeled 'C' points to a small opening at the bottom. A large arrow labeled 'D' points to the bottom of the pad. A large arrow labeled 'E' points to the top of the pad. A large arrow labeled 'F' points to the bottom of the pad. The diagram also includes the text 'TRADE MARK' and 'PLAPAO-PAD'.

National Register of Historic Places
Continuation Sheet

Section number Figures Page 31

Publicity Building

Name of Property

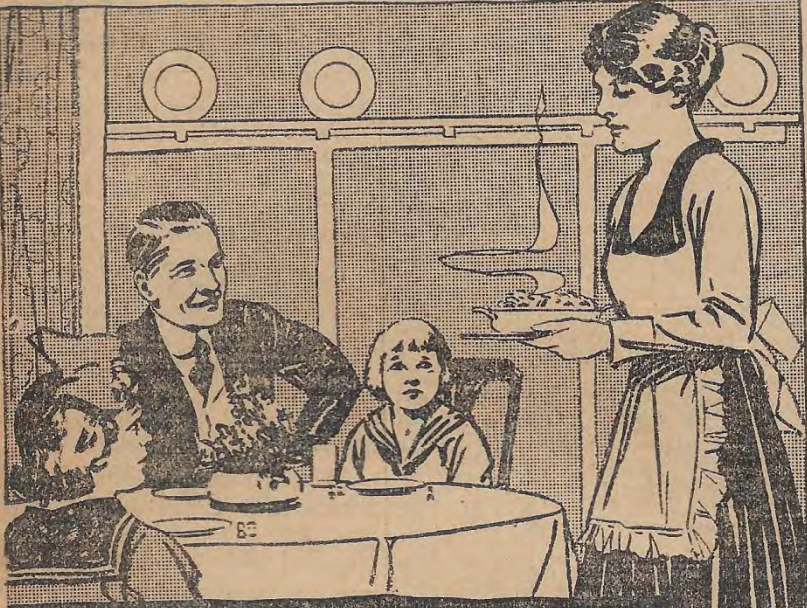
St. Louis [Independent City] Missouri

County and State

N/A

Name of multiple listing (if applicable)

Figure 14: Nelson Chesman Advertisement for Faust Brand Macaroni. Source: *St. Louis Post Dispatch*, 1915.



How a Wise Woman Keeps House


Strong, healthy families and happy, comfortable homes are the results of keeping the right table. It is the greatest pride of a true woman, and as such should be her greatest care.

Heavy foods, such as meats, are expensive. Flimsy, foamy pastries are not healthful. It is the food that is open to all and welcome on every table that is the real food for the wise woman to order.

Faust Cut Macaroni is a universal dish. It is healthful, delicious and economical. It can be served in many ways, because it is already cut in inch lengths, and there is no need of breaking long sticks unevenly. Write for recipe book.

*Don't simply say "Macaroni,"
say "Faust Cut Macaroni"*

MAULL BROS., St. Louis, U. S. A.



**10c
the
large
package**

National Register of Historic Places
Continuation Sheet

Section number Figures Page 32

Publicity Building

Name of Property

St. Louis [Independent City] Missouri

County and State

N/A

Name of multiple listing (if applicable)

Figure 15: Nelson Chesman Advertisement for Faust Brand Spaghetti. Source: *St. Louis Post Dispatch*, 1915.

A WORD TO THE YOUNG HOUSEWIFE

There's a New Food Value in **SPAGHETTI**

The delicious flavor of FAUST Spaghetti tells the story of Nature's purest nutriment—the life-giving part of the richest wheat in concentrated form—light, digestible, strength-giving—the food for all ages.



ASK FOR THE FAUST BRAND

Packed in Air Tight, Dust Proof, Germ Proof, End Sealed Packages.

ESTABLISHED 1873

MAULL BROS.
MAKERS OF
MACARONI, SPAGHETTI, VERMICELLI,
EGG NOODLES, ETC.
CORNER THIRTEENTH AND ST. LOUIS AVENUE, ST. LOUIS, MO.



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UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

Requested Action:	Nomination	
Property Name:	Publicity Building, The	
Multiple Name:		
State & County:	MISSOURI, St. Louis	

Date Received:	Date of Pending List:	Date of 16th Day:	Date of 45th Day:	Date of Weekly List:
8/18/2017	9/19/2017	10/4/2017	10/2/2017	10/5/2017

Reference number:	SG100001691
Nominator:	State

Reason For Review:

<input type="checkbox"/> Appeal	<input checked="" type="checkbox"/> PDIL	<input type="checkbox"/> Text/Data Issue
<input type="checkbox"/> SHPO Request	<input type="checkbox"/> Landscape	<input type="checkbox"/> Photo
<input type="checkbox"/> Waiver	<input type="checkbox"/> National	<input type="checkbox"/> Map/Boundary
<input type="checkbox"/> Resubmission	<input type="checkbox"/> Mobile Resource	<input type="checkbox"/> Period
<input type="checkbox"/> Other	<input type="checkbox"/> TCP	<input type="checkbox"/> Less than 50 years
	<input type="checkbox"/> CLG	

☒ Accept ☐ Return ☐ Reject 10/2/2017 Date

Abstract/Summary Comments:	
-------------------------------	--

Recommendation/ Criteria	
-----------------------------	--

Reviewer	<u>Barbara Wyatt</u>	Discipline	<u>Historian</u>
Telephone	<u>(202)354-2252</u>	Date	<u></u>

DOCUMENTATION: see attached comments : No see attached SLR : No

If a nomination is returned to the nomination authority, the nomination is no longer under consideration by the National Park Service.



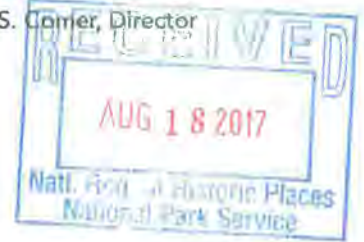
Missouri Department of

dnr.mo.gov

NATURAL RESOURCES

Eric R. Greitens, Governor

Carol S. Comer, Director



Memorandum

Date: August 9, 2017

To: Paul Loether, Keeper of the National Register of Historic Places

From: Toni M. Prawl, Ph.D., Deputy SHPO and Director, Missouri SHPO

Subject: Publicity Building, St. Louis (Independent City), MO, National Register Nomination

Our state review board, the Missouri Advisory Council on Historic Preservation, approved the above nomination on **August 4, 2017**. All owners and appropriate elected public officials were notified and provided at least thirty (30) days to comment on the above proposed nomination in accordance with Section 36CFR60.6, interim regulations, using the exact notification format recommended by the National Register. **The enclosed disc contains the true and correct copy of the nomination to the National Register of Historic Places.**

Please find enclosed the following documentation:

- 1 CD with original National Register of Historic Places registration form
- _____ Multiple Property Documentation Form
- _____ Photographs
- 1 CD with electronic images
- _____ Original USGS map(s)
- 2 Piece(s) of correspondence (cover letter and signature page)
- _____ Other: _____

Comments:

- _____ Please ensure that this nomination is reviewed
- _____ The enclosed owner objection(s) do _____ do not _____ constitute a majority of property owners.
- _____ Other: _____