



# 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 Leacock Sporting Goods Company BuildingOther names/site number n/aName of related Multiple Property Listing n/a

## 2. Location

Street & number 921 Locust Street

n/a

not for publication

City or town St. Louis

n/a

vicinity

State Missouri Code MO County St. Louis (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

MAR 03 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:)

Barbara Wyatt

Signature of the Keeper

4-24-17

Date of Action

Leacock Sporting Goods Company Building  
Name of Property

St. Louis (Independent City), MO  
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	buildings
	sites
	structures
	objects
1	<b>Total</b>

### 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

### Current Functions

(Enter categories from instructions.)

VACANT

WORK IN PROGRESS

## 7. Description

### Architectural Classification

(Enter categories from instructions.)

LATE VICTORIAN/Renaissance

### Materials

(Enter categories from instructions.)

foundation: STONE/limestone

walls: BRICK

roof: SYNTHETIC/rubber

other: TERRA COTTA

☒ **NARRATIVE DESCRIPTION ON CONTINUATION PAGES**

Leacock Sporting Goods Company Building  
Name of Property

St. Louis (Independent City), MO  
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 # \_\_\_\_\_

### Primary location of additional data:

- ☒ State Historic Preservation Office
- ☐ Other State agency
- ☐ Federal agency
- ☐ Local government
- ☐ University
- ☐ Other

Name of repository: \_\_\_\_\_

Historic Resources Survey Number (if assigned): \_\_\_\_\_

### Areas of Significance

Commerce

### Period of Significance

1917-1946

### Significant Dates

1917

### Significant Person

(Complete only if Criterion B is marked above.)

n/a

### Cultural Affiliation

n/a

### Architect/Builder

Abrahams, Nat

Sol Abrahams and Sons Construction Company

Leacock Sporting Goods Company Building  
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## 10. Geographical Data

**Acres of Property** Less than 1 acre

### Latitude/Longitude Coordinates

Datum if other than WGS84: \_\_\_\_\_

(enter coordinates to 6 decimal places)

1 38.629968 -90.193940 3 \_\_\_\_\_  
Latitude: Longitude: Latitude: Longitude:

2 \_\_\_\_\_ 4 \_\_\_\_\_  
Latitude: Longitude: 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 Karen Bode Baxter and Timothy P. Maloney

organization Karen Bode Baxter, Preservation Specialist date 3/2/2017

street & number 5811 Delor St. telephone 314-353-0593

city or town St. Louis state MO zip code 63109

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## 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.

**Leacock Sporting Goods Company Building**  
Name of Property

**St. Louis (Independent City), MO**  
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: **Leacock Sporting Goods Company Building**

City or Vicinity: **St. Louis**

County: **St. Louis (Independent City)** State: **MO**

Photographer: **Sheila Findall**

Date

Photographed: **October 11, 2016**

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

- #1 of 15: Exterior, looking northeast at south façade and west elevation
- #2 of 15: Exterior, looking east at west elevation
- #3 of 15: Exterior, looking southwest at north elevation
- #4 of 15: Interior, first floor, south room, from southwest corner looking northeast
- #5 of 15: Interior, first floor, south room, from northeast corner looking southwest
- #6 of 15: Interior, first floor, south room, from mid south end looking northeast up
- #7 of 15: Interior, first floor, south room, from mid south end looking southeast up
- #8 of 15: Interior, first floor, stairs, from southwest corner looking east
- #9 of 15: Interior, third floor, from northeast end looking south
- #10 of 15: Interior, third floor, from northwest end looking southeast
- #11 of 15: Interior, third floor, stairs, from south of stairs looking northeast
- #12 of 15: Interior, fourth floor, from northwest end looking south
- #13 of 15: Interior, fourth floor, stairs, from southwest corner looking northeast
- #14 of 15: Interior, fourth floor, from southwest end looking southeast
- #15 of 15: Interior, fifth floor, from mid north end looking northwest

## Figure Log:

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

- Figures 1-21: Advertisements from *St. Louis Post-Dispatch*
- Figure 22: Photo of 921 Locust from *St. Louis Post-Dispatch* July 6, 1935
- Figure 23: 923 & 921 Locust cs. 1950
- Figure 24: 1932 Sanborn
- Figure 25: 1951 Sanborn
- Figure 26: Bing Contextual Map
- Figure 27: Google Site Map
- Figure 28: Current Basement Floor Plan
- Figure 29: Current First Floor Plan with Photo Log
- Figure 30: Current Second Floor Plan
- Figure 31: Current Third Floor Plan with Photo Log
- Figure 32: Current Fourth Floor Plan with Photo Log
- Figure 33: Current Fifth Floor Plan with Photo Log

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Leacock Sporting Goods Company Building

Name of Property

St. Louis (Independent City), MO

County and State

n/a

Name of multiple listing (if applicable)

**Summary**

The Leacock Sporting Goods Company Building, located at 921 Locust Street, St. Louis, Missouri is a flat roofed, five-story (historically identified as a four-story plus mezzanine), brown brick commercial building with terra cotta details. Its modest Second Renaissance Revival stylistic façade design is evident in its classical detailing and symmetrical façade with a simple cornice capping the parapet which forms an entablature-like span across the façade. This is supported by the four brick pilasters with terra cotta capitals that separate the upper façade into three symmetrical bays of paired sashed window openings. This colonnaded upper façade rests on top of the storefront that spans both the first floor and original mezzanine level (now called the second floor); this lower level is currently clad in black plastic panels that were added to the building in 1946 when it was remodeled for the Leppert Roos Fur Company (See Figure 23 of the remodeled storefront and Photo 1), but originally the storefront level at the public sidewalk was a wood framed, central recessed entry flanking large plate glass display windows below a tall clearstory transom that spanned the façade with 7 operable hopper windows (See Figure 22 that shows the original façade, although the photograph drastically foreshortens the storefront level). The framework of the clearstory transom and the large cast iron columns nestled into the interior of the display windows at the corners of the recessed entry are still intact as is the sloped floor of the entry (See Photo 5), although currently both are positioned on the interior behind a modern aluminum framed display window system that was built to the height of the original display windows. The original simple projecting cornice was removed (like almost of other downtown buildings because of mandates from code safety officials) but the parapet height and horizontal banding remain. The operable sashes of the original wood windows have been removed, but the decorative mullion separating the paired windows and the original window frames are still intact. The building was constructed in 1917 as the first retail sporting goods store in St. Louis and still retains its distinctive interior retail spaces, with the large open first floor shop floor with its mezzanine at the back and its decorative pressed tin ceiling and decorative structural columns mid-building with its simple open baluster, wooden staircase sandwiched between the freight and passenger elevator.

**Setting**

The nominated property is located on a prominent retail street in downtown St. Louis, midblock on the north side of Locust Street between 9<sup>th</sup> and 10<sup>th</sup> Streets, with a twelve-story warehouse building to the east and a two-story commercial building to the west. The adjacent buildings abut the sides of the Leacock building with a public sidewalk south of the building that extends to the façade and a narrow alley that abuts the rear elevation on the north side of the building. Across the alley, a single building which includes a parking garage, occupies the entire block. The area in downtown St. Louis is densely built and dominated by early twentieth century, multi-story commercial buildings, almost all of which are both much taller, but also much wider than the Leacock building. Many of these buildings were originally warehouse or office buildings and most have first floor retail space, including those within the Washington Avenue Historic District, which is directly to the north.

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Leacock Sporting Goods Company Building

Name of Property

St. Louis (Independent City), MO

County and State

n/a

Name of multiple listing (if applicable)

**Front Elevation (Photo 1)**

The front facade is dominated by four brick pilasters with terra cotta capitals and bases that frame the three window bays on the upper three floors (the second floor is actually a mezzanine at the rear and not discernible from the exterior). These visually support the brick frieze and parapet with its original capstones, even though the simple projecting cornice was removed for safety reasons. The upper three floors are symmetrically fenestrated with recessed brick spandrels and with continuous stone sills separating the paired window openings between the pilasters. Recessed diamond patterns in the brickwork of the parapet and the brick outline forming a panel in the spandrels provide additional decorative detailing to the façade. While the glass and sash frames have been removed from the windows, the entire window frame including the jambs and sills is intact. There are three window openings on each floor, which are currently boarded up from the interior, leaving the original wooden window frames visible on the exterior; each of the paired windows is separated by the decorative, recessed panel, wood mullion (currently visible on the exterior in all but one of the nine window openings). The window opening on the right most bay on the third floor is also boarded up from the exterior obscuring the intact mullion and window frame. At the base of the pilasters, there is a continuous terra cotta sill that spans the façade. Below this sill course, the first and second floor of the façade (originally called a mezzanine level since the front portion of the interior is two-stories in height) is covered with what at first appears to be black Carrera glass, but is actually black plastic panels framed around the display windows. The panels are apparently part of the 1946 Leppert Roos storefront renovations to the building (see Figure 23, a circa 1950 photograph which shows the storefront with these black panels and the Leppert Roos neon sign). While the display windows have been boarded over, the original mezzanine level clearstory opening that spans the façade is still intact behind the black plastic tiles and the original storefront level masonry opening is also intact, as are the cast iron columns that define the original central recessed entry. The storefront is currently an aluminum framed display window and door system flush at the sidewalk. There are currently two front entries; the east entry is a recessed entry with full light, paired aluminum doors while the central entry is a single, full light aluminum door with a transom.

The one historic photo (Figure 22) located of the building that dates from its use by Leacock was used in recent investigative work that has exposed the framed clearstory/transom opening that spans above a steel I-beam lintel of the display windows. This opening originally framed a series of seven single light, interior hopper windows spanning as a tall transom between the masonry piers at each edge of the storefront. The photo reveals that originally the building had a recessed central entry flanked by large single pane display windows with four basement level windows framed below the bulkhead below each display window; on the interior, the two original cast iron columns flanking the recessed entry remain intact as does the sloped recessed entry floor (Photo 5 and 7). The historic photo (Figure 22) also shows a band of decorative terra cotta between the storefront transom and the second floor continuous sill, but it is not clear if that terra cotta is still intact behind the black plastic panels which have not yet been removed.

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Leacock Sporting Goods Company Building

Name of Property

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n/a

Name of multiple listing (if applicable)

**Side and Rear Elevations**

The east side of the building abuts the twelve-story neighboring building and is not visible. Centered on the west elevation (Photo 2), which abuts a two-story building, are four window bays aligned on the fourth and fifth floors with two over two, original, metal sashed windows with segmental arched brick lintels and dressed stone sills. While these windows are all intact, including the wire glass, the fourth floor windows are boarded over on the exterior. There is also a nonhistoric metal trash chute and a metal pipe attached to the west elevation.

Floors two through five on the rear elevation (Photo 3) have four window bays each with paired two over two metal sashed windows, separated by wood mullions, although many have been boarded over and some are missing the glass and have metal security grates. While the upper floor windows have arched brick lintels, the first floor window openings are rectangular and are missing their window sashes. All the windows have stone sills. The inner two bays on the first floor house delivery doors with brick lintels, with paired steel fire doors in the east door opening and concrete block infill in the west opening.

**Interior (Figures 29-33)**

All levels of the interior were originally used by Leacock Sporting Goods for both their retail store and warehouse distribution operations which are clearly reflected in the interior layout. The first floor was used as the principal retail sales room (Photo 5) and has 18 foot ceilings to accommodate the mezzanine at the rear (now identified as the second floor) (Photo 4). Like all department stores of the time, the sales floor was divided into separate departments for different sports. The company offices utilized the third floor (Photos 9 and 10), with the fourth floor (Photo 12) used for wholesale operations and the fifth floor used as a warehouse and storage area. The finished basement was also used as part of the retail salesroom. The open floorplates, decorative pressed tin ceilings and cast iron columns found in this building are all characteristic of retail commercial interiors in the early twentieth century.

The first floor of the building (Photo 5, Figure 29) is two stories in height back to the mezzanine which spans across the entire width of the building. The retail space on the first floor is one large open room, extending under the mezzanine (Photo 4) with a small delivery room at the rear of the building and the stair hall (Photo 8), a small passenger elevator (in front of the stairs) and a freight elevator (behind the stairs) positioned along the east wall near the middle of the building. The retail space retains the original pressed tin ceiling (Photo 6), the Doric style cast iron columns down the middle of the building (Photos 4 and 5), and the plaster walls on either side, although the original floor finishes have been covered with carpeting and tile for many years. Across the back portion of the building (Photo 4), the first floor is only one-story in height, with a large wood floored mezzanine level above (Figure 30) that also served as retail space originally.

The upper levels also retain the original open floor plates with the pressed tin ceilings and pressed tin clad central beams on the third and fourth floors (the mezzanine serves as the second floor) (Photos 9, 10 and 12). The third floor has Doric cast iron columns supporting the pressed



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Leacock Sporting Goods Company Building

Name of Property

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n/a

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tin clad central beam (Photos 9, 10, Figure 31), while the fourth floor has wood posts under the pressed tin clad central beam (Photo 12). The fifth floor is the least finished floor, with exposed brick walls, exposed rafters, and large wood posts supporting the central wood beam and it has no baseboards and the windows are untrimmed (Photo 15 and Figure 33). Even the basement (Figure 28), which was at least partially finished and used as retail floor space for Leacock Sporting Goods, has finished plaster walls on either side and pressed tin ceilings. Much of the basement is not currently easily accessible, but the floor is poured concrete and the front wall is a stacked limestone wall. Windows on the sides and rear are recessed in the plaster walls and never had millwork trim, except for wood stools and aprons but the front windows on the upper levels are framed with a simple mitered corner, flat trim that extends to the baseboards (Photo 14), creating the appearance of a recessed panel between the window aprons and the baseboards. Throughout the building, there are three-member baseboards. Some steam radiators remain, although boxed ductwork has been added.

Besides the pressed tin ceilings and rhythm of window openings on the interior, the most distinctive feature is the straight run, wood staircase with a wood railing enclosed into a narrow stair hall that runs along the east wall with its plaster walls and pressed tin ceilings (including the under sides of the stairs) and wood floors. The staircase has a quarter-turn landing at the first floor (Photo 8) with a wood paneled newel post but starting at the landing above the quarter-turn just four steps above the first floor, the newel posts are simple, “anti-dust” newel posts and the wood railings are simple square balusters. On the third floor the staircase is open into the main room (Photos 10 and 11), but is again enclosed in a stair hall on the fourth floor (Photo 13) and is an enclosed staircase up to the fifth floor.

### Alterations and Integrity Issues

This building is a rare find in downtown St. Louis—it retains the pressed tin ceilings on the first through fourth floors (and in the basement) and it retains the open floorplans that characterized its original use as a retail business on the first floor, mezzanine and basement, with warehouse and distribution offices on the upper levels. Like most commercial storefront buildings, this building has undergone a series of alterations to “update” the retail space and to add more modern amenities (in the form of central air conditioning with exposed boxed ductwork upstairs), as well as changing the storefront level of the façade. It appears the façade alterations, which added the black plastic tiles on the façade was added in 1946 (based upon a major renovation permit issued that year), covered the masonry piers on either side of the display window openings and the clearstory transom to serve as a simple black backdrop for the neon business sign. At the time, this renovation appears to have included a deeply recessed display window and entry (Figure 23) but that was quickly modified in 1956 with the installation of the current aluminum framed display windows that are flush to the sidewalk. The original storefront’s flanking cast iron columns that defined the recessed entry, the sloped entry floor, and the clearstory transom opening that spans the façade with the steel I-beam lintel is still intact and visible from the interior (Photos 5 and 7). In recent years, the first and second floor (mezzanine) have had more alterations, some of which have already been removed in the current renovation

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Leacock Sporting Goods Company Building

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n/a

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project (modern slat wall coverings, dropped acoustical ceilings, drywall partitions) and the original pressed tin ceilings were found relatively intact although the basement ceilings are badly rusted. At some point after 1984 (when the National Register nomination photos were taken for 917 Locust next door, NR Listed as Scruggs-Vandervoort Barney Warehouse, 2/21/85 ), the simple terra cotta cornice with its paired brackets that rested directly above the stone belt course at the parapet was removed and replaced leaving a simple stone cap, The windows on the west side and rear are the original two over two metal sashed windows, and the façade window frames remain intact along with the decorative recessed panel mullion dividers, but the one over one wood sashes were removed in an aborted rehab project by the prior owner. Despite these alterations, the building is still clearly identifiable as the original Second Renaissance Revival influenced design that housed the Leacock Sporting Goods Company from 1917 through 1946.

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Leacock Sporting Goods Company Building

Name of Property

St. Louis (Independent City), MO

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n/a

Name of multiple listing (if applicable)

### Summary

The Leacock Sporting Goods Company Building, located at 921 Locust Street, St. Louis (Independent City), Missouri is eligible for the National Register of Historic under Criterion A: Commerce at the local level for its role as the first specialty store dedicated to a full line of sporting goods in St. Louis, at a time that the city was becoming known for its association with sports activities. The five-story Leacock Sporting Goods Company Building was constructed in 1917 by the Sol Abrahams and Sons Construction Company per the designs of architect Nat Abrahams. The building was constructed specifically to house the salesroom, offices and warehouse space of the Leacock Sporting Goods Company, for both its new retail and existing wholesale operations. Prior to the construction of this building, sporting goods, including those distributed by the Leacock Sporting Goods Company were sold either through mail order catalogs or in hardware stores and general stores that would order the goods for their customers. The construction of the Leacock Sporting Goods Company Building represents the changing retail market as specialized sporting goods stores were developed, as well as the increasing commercial importance of athletic products and activities. As the St. Louis economy was maturing, the Leacock Sporting Goods Company was important in the growing athletic goods market. As the first dedicated retail sporting goods company in St. Louis, the Leacock Sporting Goods Company Building is an important physical reminder of the company's role in the growing sports industry and the specialized businesses that developed to supply that industry. The growth of the athletics industry can readily be seen in St. Louis, the home of two major league baseball teams and host of the 1904 Olympics. In addition, amateur sports leagues were growing in popularity (including leagues and teams sponsored by Leacock), Turnverians (German social/athletic societies) and the YMCA being developed throughout the city and other, recreational athletics like cycling, skating, golf, tennis, camping, hiking, hunting and fishing were all becoming common recreational pastimes. The growth of recreational activities as well as the development of amateur and professional sports leagues and organized athletic competitions helped drive the Leacock Sporting Goods Company's move into the retail market and the purpose-built Leacock Sporting Goods Company Building in 1917. The Leacock Sporting Goods Company remained in the building from the time of its construction until the company moved out of the building in 1946, which defines the period of significance for the building as 1917 through 1946.

### Building History

In 1916 the Martin-Briett Real Estate Company entered into an agreement with the Leacock Sporting Goods Company to construct a four-story mercantile building that Leacock would lease for 15 years on a site that had been occupied by a pair of 30 year old two-story buildings.<sup>1</sup> The

<sup>1</sup> St. Louis, Missouri, City of St. Louis, Division of Building and Inspection, Microfilm Room, Inactive and Active Building Permits; "Building News," *St. Louis Daily Record*, 4 November 1916 p5; "Modern Home for Sporting Goods Firm on Locust Street," *St. Louis Post-Dispatch*, 8 October 1916, p7.

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Leacock Sporting Goods Company Building

Name of Property

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n/a

Name of multiple listing (if applicable)

building was designed by architect Nat Abrahams “to make it the finest and best equipped store in [sporting goods] west of New York City”<sup>2</sup> and built by the Sol Abrahams and Sons Construction Company.<sup>3</sup> The Leacock Sporting Goods Company had previously been located just a few blocks away at 810 Pine Street (non-extant) but the company had outgrown that location, which it had occupied for 15 years. The Leacock Sporting Goods Company moved “to a location directly opposite the Locust Street entrance to Scruggs Vandervoort & Barney and is considered one of the choicest retail locations in the city”<sup>4</sup> since Scruggs Vandervoort & Barney was one of the largest and most important department stores in the city. The location was also advantageous because it was near the Orpheum Theater and Stadtler Hotel (which would soon open) which created further retail and pedestrian traffic on Locust Street.<sup>5</sup> The building was sold to the Waldheim Company in 1928, but the Leacock Sporting Goods Company remained in the building through March 16, 1946, when it rented space in a building less than a half-block west at 1009-1013 Locust.<sup>6</sup>

In 1946, the building was modernized for the Leppert Roos Fur Company and Dr. George Fisher, an optician, also had offices in the building. The current storefront was installed for the Leppert Roos Fur Company since there is an historic photo (see Figure 23) showing Roos Fur signage on the front of this black plastic veneer that is still on the building today and there is also a photo of the façade that was included in a newspaper advertisement while it was still in use by Leacock Sporting Goods (see Figures 16 and 22) with the original wood framed, recessed entry (very foreshortened in the photo). The Leppert Roos Fur Company left the building by 1956 (the same year that a permit was taken out to alter the building) and Dr. Fisher left the building by 1961 when P. Jackman and Sons, a woolen goods company, occupied the building and remained through at least 1966.<sup>7</sup>

<sup>2</sup> “Modern Home for Sporting Goods Firm on Locust Street.”

<sup>3</sup> Ibid; “Building News.”

<sup>4</sup> “Modern Home for Sporting Goods Firm on Locust Street.”

<sup>5</sup> Ibid.

<sup>6</sup> “Two Downtown Buildings Sold to Waldheim,” *St. Louis Post-Dispatch*, 29 July 1928, p77; “Three Stores leased in Kinloch Building,” *St. Louis Post-Dispatch*, 30 September 1945, p40.

<sup>7</sup> *Polk-Gould St. Louis City Directory* (St. Louis: Polk-Gould Directory Company, 1916) 890, *Gould’s Red/Blue Book* (St. Louis: Polk-Gould Directory Company, 1920) 1150; *Polk-Gould St. Louis City Directory* (St. Louis: Polk-Gould Directory Company, 1922) 1065; *Gould’s St. Louis Red-Blue Book* (St. Louis: Polk-Gould Directory Company, 1924) 671; *Gould’s St. Louis Red-Blue Book* (St. Louis: Polk-Gould Directory Company, 1926) 1289; *Polk-Gould St. Louis City Directory* (St. Louis: Polk-Gould Directory Company, 1930) 1937; *Polk-Gould St. Louis City Directory* (St. Louis: Polk-Gould Directory Company, 1935) 1704; *Polk-Gould St. Louis City Directory* (St. Louis: Polk-Gould Directory Company, 1940) 1739; *Polk-Gould St. Louis City Directory* (St. Louis: Polk-Gould Directory Company, 1944) 1715; *Polk-Gould St. Louis City Directory* (St. Louis: Polk-Gould Directory Company, 1947-48) 1895; *Polk-Gould St. Louis City Directory* (St. Louis: Polk-Gould Directory Company, 1952) 288; *Polk-Gould St. Louis City Directory* (St. Louis: Polk-Gould Directory Company, 1956) 1831; *Polk-Gould St. Louis City Directory* (St. Louis: Polk-Gould Directory Company, 1961) 369; *Polk-Gould St. Louis City Directory* (St. Louis: Polk-Gould Directory Company, 1966) 358.

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**Leacock Sporting Goods Company History**

The Leacock Sporting Goods Company was founded by Robert James Leacock in 1902 as a sporting goods jobbing company.<sup>8</sup> Leacock was born in Illinois in 1863 and moved to St. Louis in 1881. After moving to St. Louis, Leacock first worked as a clerk in a grocery store, then with a sash and door manufacturing company, and later for the Post Office. After leaving the Post Office, Leacock became the manager of the city bicycle and athletic department for the A. F. Shapleigh Hardware Company (a major wholesale hardware company based in St. Louis) from 1896 to 1898. He then became the manager of wholesale bicycle and athletic goods department of the same company until 1902 when he used his experience in sporting goods to form the Leacock Sporting Goods Company.<sup>9</sup> The company was originally located at 808-810 Pine Street [non-extant] and was formed as a jobbing and wholesale company and did not have a retail location when the company was first formed. The Leacock Sporting Goods Company did not initially manufacture its own products (although it would later develop its own branded goods) and acted as a wholesaler and distributor for manufacturers, similar to Robert Leacock's prior experience working for Shapleigh Hardware and their sporting goods business.

When the company was founded in 1902, athletics and sporting goods was a burgeoning field as an increasing middle class had leisure time to engage in athletic activities. People used this leisure time both to play sports and engage in other leisure activities like camping, fishing, hunting, bicycling and driving. People also used the time to watch professional sporting events, as evidenced by the first Davis Cup in 1900, the first World Series in 1903, and the 1904 Olympics, which St. Louis hosted, as well as the growth of college athletic programs. The Leacock Sporting Goods Company supplied the growing demand for athletic and recreational equipment and established a successful business by recognizing the growing demand for these goods.

As the Leacock Sporting Goods Company grew, it expanded its product line to include its own branded products, including golf shoes, uniforms, clothing, fishing equipment, pedal cars and bicycles among other goods, as well as distributing and retailing other companies' goods.<sup>10</sup> The Leacock Sporting Goods Company's product line included equipment for all sports, ranging from team sports like baseball, football, soccer and rugby to individual competitive sports like tennis, golf, bowling and boxing (see Figures 14 and 21). The company also sold other athletic and leisure time equipment like roller skates, ice skates, ping pong tables and equipment, horseshoes, and badminton sets (see Figures 14, 17, 18, and 20). Leacock's product line extended beyond what would be considered sporting goods today to include items that would be found in outdoors

<sup>8</sup> "Firm Closes Retail Store," *St. Louis Post-Dispatch*, 4 January 1955, p10A; Albert Nelson Marquis, ed. *The Book of St. Louisians: A Biographical Dictionary of Leading Men of the City of St. Louis and Vicinity*, (St. Louis: St. Louis Republic, 1912) 358.

<sup>9</sup> Marquis, 358.

<sup>10</sup> "Leacock's Christmas Specials Bicycles-Velocopedes-Sidewalk Bicycles -And Autos," *St. Louis Post Dispatch*, 3 December 1926, p48; "Leacock's For a Good Strike," *St. Louis Post Dispatch*, 3 June 1927, p25; "St. Louis Golfers Favor Leacock Golf Shoes," *St. Louis Post Dispatch*, 23 April 1931, p16; "Leacock's Sports Gifts," *St. Louis Star and Times*, 15 December 1931, p2.

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goods stores, including camping equipment, picnic refrigerators and thermos jugs, fishing gear, guns, ammunition and hunting clothes (see Figures 6, 12, 15, 17, and 20). In addition to the hunting clothes, the company also sold uniforms for team sports and even supplied the uniforms for the St. Louis Cardinals when the team won its first World Series in 1926 (see Figure 11).<sup>11</sup> Besides uniforms and hunting clothes, the company also had a wide range of sweaters, sheep-lined and leather coats, sport blouses, jackets, raincoats, boots and shoes for hunting and specific sports (i.e. golf and baseball cleats), and swimsuits (see Figures 6, 10, 13, 14, 19, and 20).

Even before the company moved into the Leacock Sporting Goods Company Building Leacock's product line even extended to automobile accessories, motorcycles and bicycles (see Figures 7, 8, 9), leading the company to join the Motor Accessories Association, an organization that not only consulted each other on a customer's credit but also worked together to notify one another in cases of robberies to help identify stolen goods at a time when many downtown businesses were suffering from repeated break ins.<sup>12</sup> As the company grew, it extended its product line and in 1915 Leacock became the agent for the Miami Motor Bicycle [sic] and was also a contributor to the fund to bring the 1916 presidential conventions to St. Louis.<sup>13</sup> In addition to its sporting goods, the retail store also sold tickets to sporting events like boxing matches at the Odeon Theater, sponsored golf tournaments, and sponsored sports teams from children to adults in municipal and intercity and semi-pro leagues.<sup>14</sup>

In 1916, the Leacock Sporting Goods Company entered a fifteen-year lease to occupy a building that would be constructed especially for the company's use. The company also used the occasion to expand into retail sales, making the Leacock Sporting Goods Company Building the first dedicated retail sporting goods store in St. Louis.<sup>15</sup> Although the forerunner to the Rawlings Manufacturing Company briefly opened a retail store in the 1880s, it burned down less than a year after opening and it was not reopened. Rawlings also had a limited product line only selling equipment and clothing for track, boxing, golf and racquet sports that the company manufactured itself—it was more of an outlet for their manufacturing operations. Even after Rawlings expanded it was mainly a manufacturer and marketed its products through catalogs and other stores rather than having its own retail store operations.<sup>16</sup> In addition, research in city directories

<sup>11</sup> "See the Cardinals World Series Uniforms," *St. Louis Star and Times*, 9 September 1926, p15.

<sup>12</sup> "Accessory Men to Help Trace Burglaries" *St. Louis Post-Dispatch*, 16 November 1913, p38; "Leacocks After-Inventory Sale," *St. Louis Post-Dispatch*, 13 January 1927, p11; "Leacocks Sports Gifts," *St. Louis Star and Times*, 15 December 1931, p2; "Opening," *St. Louis Post-Dispatch*, 20 June 1917, p15.

<sup>13</sup> "New Motor Bike," *St. Louis Post-Dispatch*, 25 April 1915, p34; "Business Firms Gave Liberally to Convention Fund," *St. Louis Post-Dispatch*, 12 February 1915, p18.

<sup>14</sup> "Facts About Today's Bout at the Odeon Theater," *St. Louis Star and Times*, 12 April 1919, p9; "Epsilon Eta Quintet Trims Leacock Five," *St. Louis Star and Times*, 14 January 1921, p19; "Leacocks Humble Paulians and Win Municipal Honors," *St. Louis Star Times*, 22 February 1922, p14; "Muny League Diamond Notes," *St. Louis Star and Times*, 30 August 1922, p17; "Another Tourney for Amateurs and 'Pros' Scheduled," *St. Louis Post Dispatch*, 21 October 1923, p10.

<sup>15</sup> "Modern Home for Sports Goods Firm on Locust Street;" "Sporting Goods Firm to Have a New Home," *St. Louis Post-Dispatch*, 29 October 1916, p10.

<sup>16</sup> Missouri Historical Society, "Rawlings Manufacturing Company;" *Fifty Golden Years of Sports*, III.

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have confirmed that the Leacock Sporting Goods Company's retail location was the first sporting goods retail store in St. Louis. In 1916 as the construction of the Leacock Sporting Goods Company Building began, there were 16 businesses listed under sporting goods, including the Leacock Sporting Goods Company. Of those 16 businesses, Leacock was the only retail sporting goods store. The others included four manufacturers (including Rawlings), two jobbing companies, the wholesale offices of Spalding, a government surplus store, four hardware stores, two mercantile stores, and the Sport Shop, which was the women's outdoor apparel department of Scruggs-Vandervoort-Barney (one of the principal department stores in St. Louis).<sup>17</sup> In 1918 (the next available city directory), two of the hardware stores, the government surplus store and one of the manufacturers were no longer listed while a new hardware store and a fishing and outdoor supply company that also sold baseball, golf and tennis equipment had been added to the listings--Leacock remained as the only retail sporting goods store.<sup>18</sup>

Even after the opening and success of the Leacock Sporting Goods Company's retail store, only 14 dedicated retail sporting goods stores opened during Leacock's occupancy of the building. Of these 14 stores, the first after Leacock Sporting Goods Company to open (both in 1927) were the North Side Sports Shop and the Elmer Lindsey Sporting Goods Store, (both buildings are non-extant). Through the 1930s only four more sporting goods stores were in operation, with the remaining 8 stores opening by 1946. Six more stores opened by 1949, after the period of significance for the Leacock Sporting Goods Building.<sup>19</sup> The Leacock Sporting Goods Company was not only the first retail sporting goods store in St. Louis, but throughout its occupancy of the Leacock Sporting Goods Company Building, it was the leading retail sporting goods store in St. Louis. The growth and development of the business lead others to follow Leacock's lead and open their own retail sporting goods stores, demonstrating the growth of the market and the changing retail environment that allowed for Leacock's success. The development of sporting goods stores demonstrates the growth of the industry as a whole and the growing demand for sporting goods.

The Leacock Sporting Goods Company also used its sponsorship of youth and adult leagues to promote sports and athletic activities while also expanding their customer base. By sponsoring teams, the company not only earned the goodwill of the players, it also created more demand for

<sup>17</sup> *Polk-Gould St. Louis City Directory* (St. Louis: Polk-Gould Directory Company, 1912-13) 802; *Polk-Gould St. Louis City Directory* (St. Louis: Polk-Gould Directory Company, 1914) 848; *Polk-Gould St. Louis City Directory* (St. Louis: Polk-Gould Directory Company, 1916) 540, 2853.

<sup>18</sup> *Polk-Gould St. Louis City Directory* (St. Louis: Polk-Gould Directory Company, 1916) 2802-2803.

<sup>19</sup> *Ibid*; *Polk-Gould St. Louis City Directory* (1918) 2802; *Polk-Gould St. Louis City Directory* (1919) 2842; *Polk-Gould St. Louis City Directory* (1922) 3006; *Bell Telephone Directory, St. Louis* (St. Louis: Southwestern Bell Telephone Co, 1924) 340; *Bell Telephone Directory, St. Louis* (St. Louis: Southwestern Bell Telephone Co, 1927) 347; *Bell Telephone Directory, St. Louis* (St. Louis: Southwestern Bell Telephone Co, 1930) 372; *Bell Telephone Directory, St. Louis* (St. Louis: Southwestern Bell Telephone Co, 1934) 277; *Bell Telephone Directory, St. Louis* (St. Louis: Southwestern Bell Telephone Co, 1937) 343; *Bell Telephone Directory, St. Louis* (St. Louis: Southwestern Bell Telephone Co, 1940) 340; *Bell Telephone Directory, St. Louis* (St. Louis: Southwestern Bell Telephone Co, 1943) 381, 382; *Bell Telephone Directory, St. Louis* (St. Louis: Southwestern Bell Telephone Co, 1946) 333; *Bell Telephone Directory, St. Louis* (St. Louis: Southwestern Bell Telephone Co, 1949) 501.

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the company's products, providing a venue for people to play organized sports rather than having to find enough people for pick-up games.

The Leacock Sporting Goods Company Building was constructed specifically for the Leacock Sporting Goods Company by the Martin-Breft Real Estate Company with a first-floor retail sales room with 18 foot ceilings to accommodate a large mezzanine at the rear of the first floor (now called the second floor although it retains its original dimensions at the back of the building). The sales areas were divided into separate departments for different sports, while the second floor (now called the third floor) was dedicated to company offices, the third floor (now called the fourth floor) to wholesale sales and the fourth floor (now called the fifth floor) was used as a warehouse and a finished basement that was also used as a salesroom while all (except the top) floors had decorative pressed tin ceilings and were accessible by both passenger and freight elevators, as well as dumbwaiters for merchandise.<sup>20</sup> On June 20, 1917 an advertisement in the *St. Louis Post-Dispatch* announced that the Leacock Sporting Goods Company would be holding its grand opening the next day and the ad included prices for many of the company's goods, which included tennis, golf and baseball equipment, swimsuits, auto supplies, camping equipment and bicycles and accessories. The story in the paper the next day described the company's stock of sporting goods and automobile accessories as "one of the largest and most complete in the West."<sup>21</sup> The opening of the Leacock Sporting Goods Company Building represents an important change in the sporting goods industry and the retail environment in St. Louis. By offering a single location for people to purchase all of their sporting goods in person, the company was developing a new model for the market. Customers would be able to try on uniforms and clothes as well as handle the equipment to make sure everything fits the individual, which was not possible with catalog orders. The store also demonstrated to other retailers the viability of specialty stores, as demonstrated by the retail sporting goods stores that opened in the years following the opening of the Leacock Sporting Goods Company's new retail operations.

The Leacock Sporting Goods Company continued to prosper in its new location and became the official distributor of the Racine Rubber Company's tires in 1917. In 1918, it became the distributor for the Security Auto Theft Signal Lock and the H. P. Lindey Company's sporting goods and accessories lines.<sup>22</sup> In addition to the distributorships the Leacock Sporting Goods Company held, they also had signature branded products, including a glove that was endorsed by the St. Louis Browns' first baseman and Hall of Fame player, George Sisler, while Rogers Hornsby, the Cardinals Hall of Famer, is believed to have used a Leacock brand bat.<sup>23</sup> The

<sup>20</sup> Ibid.

<sup>21</sup> "Opening," *St. Louis Post-Dispatch*, 20 June 1917, p15; "Leacock Sporting Goods Co. Opening," *St. Louis Post-Dispatch*, 21 June 1917, p20.

<sup>22</sup> "Auto Notes and Gossip," *St. Louis Post-Dispatch*, 17 June 1917, p36; "Auto News and Gossip," *St. Louis Post-Dispatch*, 1 December 1918, p34; "Safety Auto Lock Scared Thief Away," *St. Louis Post-Dispatch*, 21 July 1918, p29.

<sup>23</sup> Homan, Paula, Curator St. Louis Cardinals Museum and Hall of Fame. Interview by Timothy P. Maloney. St. Louis, 19 April, 2016. Rick Huhn, *The Sizzler: George Sisler, Baseball's Forgotten Great*, (Columbia, MO: University of Missouri Press, 2004) 248; "1920's Rogers Hornsby Leacock (Rawlings Hanna Batrite) Professional



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Leacock Sporting Goods Company also had exclusive models made by manufacturers including an extensive line of goods from Rawlings while Schwinn designed a beach cruiser bicycle specifically for the Leacock Sporting Goods Company.<sup>24</sup> Throughout the 1920s the Leacock Sporting Goods Company thrived so that when the building was sold in 1927 to Aaron Waldheim, it was believed the purchase was made in large part because of the Leacock Sporting Goods Company's occupancy was "under lease at a substantial rent."<sup>25</sup> Throughout the 1930s and 1940s the Leacock Sporting Goods Company continued to grow, extending its lease in the building in 1935 after the owner promised to make alterations to the building that the newspaper reported as including new windows, a new storefront, electric signs and rearranging the interior.<sup>26</sup> However, there is no evidence that these improvements were ever made for Leacock (see Figures 16, 22). The Leacock Sporting Goods Company remained in the building until 1945, when it moved to a location at 1009-1013 Locust Street,<sup>27</sup> in a building that was remodeled in 1955 with a completely new façade as the Farm and Home Savings and Loan Association (NR Listed for the new façade, 10/29/08). At the time, the Leacock Sporting Goods Company closed its retail operations and moved its wholesale business, which had grown to 85 percent of the company's business, to 22-28 S. 10th Street [non-extant].<sup>28</sup>

### Sporting Goods Industry in St. Louis

Sports and recreational activities became an important industry in the late nineteenth and early twentieth century as growing prosperity granted people more leisure time, they turned to sports and recreational activities as a use of that time. Originally sporting goods were often locally made but as the market grew, a sporting goods industry began to grow, spurred on in large part by the development of professional leagues, especially baseball.<sup>29</sup> The popularity of baseball inspired one professional player, Albert Spalding, to start a sporting goods business with his brother and brother-in-law in 1876 as his playing career was coming to an end. Spalding benefitted from his location in Chicago, where the meat packing industry made the leather needed for gloves and balls readily available while his position as a successful player was a natural way to promote the gloves the company manufactured, and which Albert Spalding used.<sup>30</sup>

Model Game Bat -St. Louis Cardinals (MEARS LOA)"[website]. Available at <http://sports.mearsonlineauctions.com/lot-34304.aspx> Accessed 4/18/2016.

<sup>24</sup> "1920's Rogers Hornsby Leacock (Rawlings Hanna Batrite) Professional Model Game Bat -St. Louis Cardinals (MEARS LOA)" [website]; "Auction" [website] Available at [http://cgi.ebay.com/vintage-rare-Schwinn-Jupiter-Beach-Cruiser\\_W0QQitem Z290221932179QQihZ019QQcategoryZ156524QQcmdZViewItem](http://cgi.ebay.com/vintage-rare-Schwinn-Jupiter-Beach-Cruiser_W0QQitem Z290221932179QQihZ019QQcategoryZ156524QQcmdZViewItem).

<sup>25</sup> "A. Waldheim Buys Leacock Building," *St. Louis Post-Dispatch*, 22 May 1927, p71.

<sup>26</sup> "Leacock to Remain in 921 Locust," *St. Louis Post-Dispatch*, 27 October 1935, p21; St. Louis, Missouri, City of St. Louis, Inactive and Active Building Permits; "Building News," *St. Louis Daily Record*, 31 October 1935 p4.

<sup>27</sup> "Three Stores Leased in Kinloch Building," *St. Louis Post-Dispatch*, 30 September 1945, p40.

<sup>28</sup> "Firm Closes Retail Store," *St. Louis Post-Dispatch*, 4 January 1955, p10.

<sup>29</sup> Encyclopedia of Chicago, "Sporting Goods Manufacturing," [website] Available at: <http://www.encyclopedia.chicagohistory.org/pages/1183.html>, Accessed 27 April 2016.

<sup>30</sup> Wikipedia, "Albert Spalding," [website] Available at [https://en.wikipedia.org/wiki/Albert\\_Spalding](https://en.wikipedia.org/wiki/Albert_Spalding). Accessed 27 April 2016.

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Spalding grew quickly and by 1878 was the official supplier of baseballs to the National League, providing proof to other entrepreneurs that there was potential in the sporting goods manufacturing on a national scale. In 1887 George Rawlings and Charles W. Scudder formed a sporting goods manufacturing, wholesale, and retail company in St. Louis.<sup>31</sup>

Despite the nascent development of the sporting goods industry, the products being produced were generally sold through catalogs in general stores or hardware stores. In 1896, city directories only listed three businesses under the heading "Sporting Goods" one of which was a hardware company, another was a firearms store, and nothing could be discovered about the third, which was only listed in the city directory that year (all three are non-extant). Although listings in the "Sporting Goods" listings increased over the years leading to the formation of the Leacock Sporting Goods Company in 1902, there were still only 12 business listed in that category (including Leacock). Of the 12 companies, they included three gun stores, two hardware stores, three manufacturers, and two mercantile companies and another jobber besides Leacock.<sup>32</sup>

### Conclusion

Retail sporting goods stores began to develop in the late nineteenth century but the first sporting goods store in St. Louis was in the Leacock Sporting Goods Company Building, making it an important part of St. Louis' commercial development. The *St. Louis Post-Dispatch* described the planned opening of the building as a chance for the company to "give St. Louis what it has needed for some time, an exclusive sports outfitting store."<sup>33</sup> Leacock was able to offer a wide range of sporting goods while offering a way for sporting goods manufacturers to have designated stores to sell their goods, increasing the visibility and the interest in sports and recreational activities by making the equipment more accessible and expanding the St. Louis market by developing a new type of specialty store. The Leacock Sporting Goods Company Building represents the growth of athletic and recreational activities in St. Louis. As more people participated in recreational activities and sports, it created a new market for the equipment related to those pastimes and the Leacock Sporting Goods Company was the first to open a retail location dedicated to that market.

<sup>31</sup> St. Louis, Missouri, Missouri Historical Society, Vertical Files, "Rawlings Manufacturing Company." *Fifty Golden Years of Sports*, III.

<sup>32</sup> *Polk-Gould St. Louis City Directory* (1902) 2679.

<sup>33</sup> "Modern home for Sports Good Firm," *St. Louis Post-Dispatch*, 8 October 1916, p7.

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“Our Locust Street Windows Offer Many Attractive Suggestions at Leacock’s.” *St. Louis Star and Times*. 19 December 1921, p6.

“Safety Auto Lock Scared Thief Away.” *St. Louis Post-Dispatch*. 21 July 1918, p29.

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“See the Cardinals World Series Uniforms.” *St. Louis Star and Times*. 9 September 1926, p15.

“See us about Base Ball.” *St. Louis Post-Dispatch*. 27 March 1902, p12.

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“Three Stores leased in Kinloch Building.” *St. Louis Post-Dispatch*. 30 September 1945, p40.

“Two downtown buildings sold to Waldheim.” *St. Louis Post-Dispatch*. 29 July 1928, p77.

“Useful Xmas Presents.” *St. Louis Post-Dispatch*. 19 December 1902, p6.

“We Move About May 25<sup>th</sup> Leacock’s New Store: 921 Locust.” *St. Louis Post-Dispatch*. 17 May 1917, p23.

Wikipedia. “Albert Spalding.” [website] Available at [https://en.wikipedia.org/wiki/Albert\\_Spalding](https://en.wikipedia.org/wiki/Albert_Spalding). Accessed 27 April 2016.

“Winter Garden Patrons.” *St. Louis Post-Dispatch*. 19 November 1916, p14.

National Register of Historic Places  
Continuation Sheet

Section number 10 Page 17

Leacock Sporting Goods Company Building

Name of Property

St. Louis (Independent City), MO

County and State

n/a

Name of multiple listing (if applicable)

**Verbal Boundary Description**

A lot in Block 272 of the City of St. Louis fronting 47 feet 6 inches on the north line of Locust street by a depth northwardly of 112 feet to an alley and bounded on the west by a line 127 feet 9 inches west of the west line of 9<sup>th</sup> Street.

**Verbal Boundary Justification**

These boundaries incorporate all the property that has been historically associated with this building and the property's legal description.

National Register of Historic Places  
Continuation Sheet

Section number Figures Page 18

Leacock Sporting Goods Company Building

Name of Property

St. Louis (Independent City), MO

County and State

n/a

Name of multiple listing (if applicable)

Figure 1: Advertisement

St. Louis Post Dispatch

<https://stltoday.newspapers.com/image/137821927>

St. Louis Post-Dispatch (St. Louis, Missouri) · Sun, Dec 7, 1919 · Page 18

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**Leacock's**

**Bicycles FOR Christmas**

The one gift of gifts for the growing boy is a Bicycle. It will make this Christmas a memorable one for him. It will prove a time and money saver in going back and forth to school or work.

**The Leacock Motorbike**

A high grade distinctive machine anyone would be proud to own. In 18 and 20 inch frames, as illustration above, in three different colors of enamel. Trans motorcycle type front fork, double bar frame, drop side mud guard, coaster brake, rubber pedals, guaranteed Everlast tires, motorbike double spring saddle. Each . . . . .

**\$43.50**

**The Leacock Motorbike SCOUT MODEL**

18-inch frames, drop bar with truss fork. Enameled Yale blue with fancy red head and red with gold stripes, Firestone tires, double spring saddle, rubber pedals, coaster brake, braced handle bars. Each . . . . .

**\$37.50**

**Leacock's Saturn Bicycles**

In 20 and 22 inch frames, in various colors, mud guards, coaster brakes, rubber pedals, double spring scout saddle, guaranteed tires.

**EXTRA SPECIAL \$31.50**

**Sporting Goods Make Acceptable Xmas Presents**

**921 LOCUST ST.**



National Register of Historic Places  
Continuation Sheet

Section number Figures Page 19

Leacock Sporting Goods Company Building

Name of Property

St. Louis (Independent City), MO

County and State

n/a

Name of multiple listing (if applicable)

**Figure 2: Advertisement**

St. Louis Post Dispatch

<https://stltoday.newspapers.com/image/138170973>

St. Louis Post-Dispatch (St. Louis, Missouri) · Sun, Nov 19, 1916 · Page 14

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National Register of Historic Places  
Continuation Sheet

Section number Figures Page 20

Leacock Sporting Goods Company Building

Name of Property

St. Louis (Independent City), MO

County and State

n/a

Name of multiple listing (if applicable)

Figure 3: Advertisement

St. Louis Post Dispatch

St. Louis Post-Dispatch (St. Louis, Missouri) · Sun, Dec 22, 1918 · Page 46

<https://stltoday.newspapers.com/image/138326164>

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**BICYCLES—BICYCLES—BICYCLES**

**Give a Bicycle for Xmas**

**Best Values. We Save You Money**

We have the wheels in stock for immediate delivery.

**Leacock Jupiter**, motorbike model, fitted with **Vitalic Tires**, Coast-  
er brakes, motorbike saddle, rubber grips, rubber  
pedals. A \$50.00 value, now **\$43.50**

**Leacock Saturn**, Vitalic tires, coaster brake, rubber pedals, suspen-  
sion saddle; 20 or 22 inch frames. Our \$45.00 value, now **\$38.50**

**Extra Special**—A beautiful model in 20 or 22 inch, guaranteed tires,  
coaster brake, spring saddle, complete. \$40.00 value, now **\$33.50**

**Boxing Gloves**  
Boys' sizes, all leather,  
hair filled.  
Our \$6.00 values, spe-  
cial, **\$4.50**  
Our \$5.00 values, spe-  
cial, **\$3.50**

**Striking Bag Platform**  
A very good pattern with springs to take up shock  
and vibration. Each, **\$5.00**

**Ice Skates and Shoes**  
Johnson's North Star Skates,  
huck or racing, with shoes at-  
tached, per pair, **\$10.00**  
Ice Skates, figure skating model, with saw tooth  
toe, **\$5.00, \$7.50, \$10.00 and \$15.00**  
Skating Shoes for men or women, per pair—  
**\$5.00 to \$15.00**

**Tennis Rackets**  
Leacock's Vacation, a big full size racket, our regu-  
lar \$3.00 grade, now, special, **\$2.25**  
Surprise, a smaller size, \$1.50 value, special, **\$1.15**  
Star, a fine child's racket, \$1.25 value, special, **75c**  
Arrow, child's racket, special,

**Auto Spot Light**  
An acceptable present.  
Any owner will ap-  
preciate one of these.  
"Old Sol" regular \$5  
value, Special **\$3.98**

**Roller Skates**  
For Boys or Girls.  
Ball-bearing steel  
wheels. Special,  
per pair, **\$2.39**

**Striking Bags**  
Pear shaped. An excellent  
present.  
Our \$4.50 quality, good tan  
leather. Special, **\$3.75**  
Our \$5.00 quality, heavy  
duck. Special, **\$2.45**  
Our \$2.50 quality, heavy drill,  
Special, **\$2.15**

**Leacock's**  
221 LOCUST

**BUSINESS CHANCES**

National Register of Historic Places  
Continuation Sheet

Section number Figures Page 21

Leacock Sporting Goods Company Building

Name of Property

St. Louis (Independent City), MO

County and State

n/a

Name of multiple listing (if applicable)

Figure 4: Advertisement

St. Louis Post Dispatch

<https://sttoday.newspapers.com/image/139040353>

St. Louis Post-Dispatch (St. Louis, Missouri) Thu, Aug 3, 1922 Page 28

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**St. Louis, Mo., Distributors**

**921 Locust** *Leacock's* **Store Hours: 8:30 to 5:00**  
**Saturdays — 8:30 to 1:00**

**AUGUST CLEARANCE SALES**  
August and September Vacationists should take advantage of our August Sales to secure their Vacation and Oating Needs at Clearance Prices

<b>Bathing Suits</b> For Men, Women and Children. All pure wool and worsted California Suits reduced <b>20%</b> Very Special—Men's, Women's and Boys' all-wool suits in a special lot. <b>\$2.25</b> Bathing Caps, Shoes and Bags reduced. <b>33 1/3%</b>	<b>Tennis</b> Rackets—Special Clearance Sale of \$5.00 to \$10.00 values at \$3.45 to <b>\$5.00</b> Racket Cases—All styles reduced in price <b>25%</b> Duck Trousers—Finest \$3.00 values; now <b>\$2.25</b> Shirts—Fine white Oxford Outing and Sport Shirts, now <b>\$2.45</b>	<b>Golf</b> Special Outfits—Including Bag and Leacock's Oxford Special Clubs at \$17.95, \$11.50 and <b>\$8.25</b> Golf Shoes—Pinehurst model, Calfskin Oxford, \$11.50 value, now <b>\$9.75</b> McGregor Clubs—New shipments arriving daily. The finest selection of models in St. Louis.
<b>Baseball Goods</b> Gloves and Mitts—Leacock's high-grade makes, reduced from 20% to <b>30%</b> Bats—\$1.75 values reduced to \$1.25—\$1.25 values reduced to <b>95c</b> Shoes—Leacock's League Oxford Spectator Model; \$4.50 value, now <b>\$5.25</b>	<b>Croquet</b> Our entire line of four and eight ball sets—all grades reduced 15% to <b>30%</b>	<b>Fishing Tackle</b> Our Annual Sale is still in progress. Remarkable savings in all lines of high-quality Tackle. Auto Bed—Genuine Stoll Auto Bed for camping and touring, now <b>\$37.50</b>

**LEACOCK SPORTING GOODS CO. — 921 LOCUST**

ADVERTISEMENT.

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National Register of Historic Places  
Continuation Sheet

Section number Figures Page 22

Leacock Sporting Goods Company Building

Name of Property

St. Louis (Independent City), MO

County and State

n/a

Name of multiple listing (if applicable)

Figure 5: Advertisement

St. Louis Post Dispatch

<https://stltoday.newspapers.com/image/204524794>

The St. Louis Star and Times (St. Louis, Missouri) · Mon, Dec 19, 1921 · Page 6

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ST. LOUIS STAR

At  
"Our Locust  
Street Windows  
Offer  
Many  
Attractive  
Suggestions"

**Leacock's**

921  
Locust St.

"Give  
Sporting  
Goods  
This  
Christmas"

Suggestions in Sporting Goods that will assist in the selection of your Gift Requirements.

**Benjamin Air Rifles**  
The famous pump gun; a real "air" rifle (no springs); \$5.00 value, now **\$3.50**

**22 Cal. Remington Rifle**  
Genuine Remington Repeating Rifle, with octagon barrel; \$21.95 value, now **\$21.00**

**Icy-Hot Bottles**  
Very special values for the holidays:  
Pint size **\$1.35**  
Quart size **\$2.35**

**Poker Sets**  
A large assortment of Racks from the finest makers. Exceptional values at **\$3.00 to \$22.50**

**Fishing Tackle**  
For the angler, no better gift can be found than a Leacock rod or reel or an assortment of baits. Visit our Tackle Dept.

**Footballs**  
Special soccer ball of fine pebbled leather, with guar- **\$3.50**  
anteed bladder. Others from **\$2.50 to \$12.00**

**Baseball Goods**  
A complete assortment of Leacock Gloves, Balls and Uniforms.

**Striking Bag Outfit**  
High-grade platforms, with good leather bag. Complete **\$7.95**

**Boxing Gloves**  
Specialty selected Gloves for boys and young men—per set **\$3.50 to \$8.00**

**Bicycles**  
We offer the best Bicycle values in St. Louis.  
Boys' and girls' juveniles, **\$25.50 to \$35.00**  
Adult models, **\$28.00 to \$40.50**

**Tubular Ice Skates**  
Racing and Hockey Pattern  
Full nickel plated; complete with shoes; very special value **\$7.50**

**Ball-Bearing Roller Skates**  
Highest quality adjustable Skates with steel wheels. For boys and girls, **\$2.00**

**Travelo Jackets**  
The Ideal Jersey Coat. Finest worsted yarns. Very warm and snug fitting. **\$7.50**

Store Hours: 8:30 a. m. to 5:30 p. m.



National Register of Historic Places  
Continuation Sheet

Section number Figures Page 23

Leacock Sporting Goods Company Building

Name of Property

St. Louis (Independent City), MO

County and State

n/a

Name of multiple listing (if applicable)

Figure 6: Advertisement

St. Louis Post Dispatch

St. Louis Post-Dispatch (St. Louis, Missouri) · Thu, Jan 13, 1927 · Page 11

<https://stltoday.newspapers.com/image/140277970>

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**Leacock's**  
"St. Louis' Leading Sporting Goods Store"

**After-Inventory Sale!**  
Extraordinary savings on Leacock quality Sporting Goods. In some cases below factory cost. This is YOUR opportunity to make YOURSELF a gift that will surely satisfy.

<b>GOLF CLUBS</b> 33 1/3% Off <small>(All single and discontinued clubs)</small>	<b>GOLF BAGS</b> 25% Off <small>(All single and discontinued bags)</small>	<b>GOLF HOSE</b> 25% Off <small>Many beautiful designs, checks, plaids and diamonds</small>
<b>TOM LOGAN GOLF SHOES</b> 25% Off <small>22 1/2" high-top, with 100% leather on top and sole</small>	<b>SHEEP-LINED COATS</b> 20% Off <small>Men's and boys' wear. A real cold weather garment.</small>	
<b>SLIP-ON SWEATERS</b> \$2.95 <small>22" long, 10" wide, 100% wool, 100% cotton, 100% wool, 100% cotton, 100% wool, 100% cotton</small>	<b>SHAKER KNIT SWEATERS</b> Extra Special \$7.95 <small>22" long, 10" wide, 100% wool, 100% cotton, 100% wool, 100% cotton, 100% wool, 100% cotton</small>	<b>SARAZEN SPORT BLOUSES</b> \$10.00 Value \$3.95 <small>All wool, double pattern.</small>
<b>See Our Windows for Many Money-Saving Values</b>		
<b>PATRICK ALL-WOOL SHIRTS</b> \$3.50 to \$9.00 Values \$2.45 to \$7.50 <small>Very Latest Design, Buckle, Button</small>	<b>PATRICK ALL-WOOL BLOUSES</b> \$3.50 to \$9.00 Values \$3.45 to \$5.50 <small>Men's and boys', buttoned, buttoned, buttoned</small>	
<b>Patrick Mackinaws &amp; Stag Jackets</b> 20% Off	<b>All Hunting Clothing</b> 20% Off	
<b>Leather Coats</b> 20% Off <small>20 inch length</small>	<b>Leather Gun Cases</b> 20% Off	
<b>Rubber Raincoats</b> 20% Off <small>Longest, Men's and boys'</small>	<b>Leather Suede Blouses</b> 110 value, now \$10 value, now \$12.00 \$10.50 <small>Fronted, back, buttoned and white. A real windbreaker</small>	
<b>LEACOCK TUBE SKATES, Attached to spread Leacock Skating Shoes, the "Silver Peak" fully skated tubes, men's and boys' models. \$6.95</b>		
<b>"ARROW" NICKEL-TUBE SKATES</b> On 7-foot black off-shoot, men's and boys' models. \$9.00	<b>The "DUNNE" CANADIAN FINEST TUBE SKATES</b> On 7-foot black off-shoot, men's and boys' models. \$15	
<b>921 LOCUST STREET</b>		

National Register of Historic Places  
Continuation Sheet

Section number Figures Page 24

Leacock Sporting Goods Company Building

Name of Property

St. Louis (Independent City), MO

County and State

n/a

Name of multiple listing (if applicable)

Figure 7: Advertisement

St. Louis Post Dispatch

<https://stltoday.newspapers.com/image/204349523>

The St. Louis Star and Times (St. Louis, Missouri) - Thu, Aug 9, 1917 - Page 9

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Leacock's

Friday and Saturday  
**AUTO SPECIALS**

**FORD TAIL LAMPS**  
Electric assembly complete with  
push button and wiring. Easy to  
install. Special..... **\$1.60**

**SUNSHINE VULCANIZER**  
Complete with 1 dozen patches.  
The one-minute kind. Special..... **98c**

**OLD SOL SPOT LIGHT**  
The Nitrojector—a real  
\$10.00 value. Special..... **\$6.75**  
The \$5 value, suitable  
for small cars. Special..... **\$3.35**

**BATTERY HYDROMETERS**  
A special value, good  
quality. Special..... **75c**

**DUSTLESS AUTO MOPS**  
Black enameled handle, oiled wool  
yarn head—  
Small size, special..... **25c**  
Large size, special..... **50c**

**BUCKEYE AUTO SOAP**  
In 5-Lb. cans, best quality. Special..... **85c**

**FORD TOOL BOXES**  
Black enameled. Size  
12x6x5. Special..... **\$1.75**

**Leacock Sporting Goods Co.,**  
921 LOCUST ST.

National Register of Historic Places  
Continuation Sheet

Section number Figures Page 25

Leacock Sporting Goods Company Building

Name of Property

St. Louis (Independent City), MO

County and State

n/a

Name of multiple listing (if applicable)

Figure 8: Advertisement

St. Louis Post Dispatch

<https://stltoday.newspapers.com/image/138249288>

St. Louis Post-Dispatch (St. Louis, Missouri) · Thu, Aug 2, 1917 · Page 17

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entered the ring hog fat. day to try to make for some good.

# Leacock's SPECIALS

For Friday and Saturday  
In Our Automobile Supply Department.

"Old Sol" Spot Lights, the \$5.00 kind; special....	\$3.35	Monogram Oil, the Government adopted kind—	
"Old Sol" Spot Lights; the Nitrojector model; special .....	\$6.75	5-gal. can, special.....	53.95
Auto Horn, hand operated, good quality; special..	\$1.95	1-gal. can, special .....	93c
MIRRORS—		Light, medium or heavy.	
5x7 square, rear view, special .....	\$2.00	Spark Plugs, any size, nothing better—	
4x6 oval, rear view, special .....	\$1.60	Vitalic, \$1 quality, special, 55c	
DUSTLESS WOOL MOPS—		Leader, 50c quality, special, 30c	
Small size, special .....	25c	Patches, self vulcanizing—	
Large size, special.....	50c	1 doz. to a box, per box....	15c
		Soapstone—	
		1 lb. boxes, each.....	15c
		Hand Soap—	
		Takes off the dirt, each....	10c

Many Other Snaps for Accessory Buyers.  
Visit the Most Interesting Store in St. Louis.  
**Leacock Sporting Goods Co.**  
921 Locust St.  
MAIL ORDERS FILLED.



National Register of Historic Places  
Continuation Sheet

Section number Figures Page 26

Leacock Sporting Goods Company Building

Name of Property

St. Louis (Independent City), MO

County and State

n/a

Name of multiple listing (if applicable)

Figure 9: Advertisement

St. Louis Post Dispatch

<https://stltoday.newspapers.com/image/140281314>

St. Louis Post-Dispatch (St. Louis, Missouri) · Fri, Dec 3, 1926 · Page 48

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Gift Certificates *Leacock's* Any Amount

"St. Louis' Leading Sporting Goods Store"

## CHRISTMAS SPECIALS

Bicycles—Velocipedes—Sidewalk Bicycles—and Autos

Your golden opportunity to obtain these items at a saving of 25% to 35% discount.

MAKE THE KIDDIES HAPPY



**LEACOCK JUPITER BICYCLE**  
Jupiter Motorbike, best non-high steel tubing—enameled a beautiful cherry red—21-inch wheels—coaster brake and parking stand.  
\$47.50 Value **NOW \$32.50**



**LEACOCK BEARCAT VELOCIPEDE**  
For children four to seven years—Tubular frame—Bicycle spokes—Ball bearing—Rubber pedals and comfortable saddle—Enameled bright red—Two sizes.  
\$15 and \$16 Values **NOW \$12.95**



**LEACOCK SIDEWALK BICYCLE**  
Frame Bicycle tubing—Largest rubber tires—Bicycle spokes—Ball bearing—Rubber pedals and parking stand—Enamelled enameled—Three models.  
\$25.00 Value, Coaster Brake **NOW \$18.50**  
\$20.00 Value, Hand Brake **NOW 14.50**  
\$15.00 Value, No Brake **NOW 11.85**



**LEACOCK AUTOS**  
Beautiful green enamel—21-inch wheels—Rubber tires—Rubber pedals and parking stand—Enamelled bright red—Two sizes.  
\$24.50 Value **NOW \$9.00**  
Many others for your inspection

Select Your Gifts at Leacock's  
"Twenty-Five Years of Sport Service"

*Leacock Sporting Goods Company*  
921 Locust St. Louis

National Register of Historic Places  
Continuation Sheet

Section number Figures Page 27

Leacock Sporting Goods Company Building

Name of Property

St. Louis (Independent City), MO

County and State

n/a

Name of multiple listing (if applicable)

Figure 10: Advertisement

St. Louis Post Dispatch

<https://stltoday.newspapers.com/image/139218030>

St. Louis Post-Dispatch (St. Louis, Missouri) · Thu, Apr 23, 1931 · Page 16

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Quincy with 15. tack to Veitch's body and fit him

921 LOCUST ST. ST. LOUIS' MOST COMPLETE SPORTING GOODS STORE

**Leacock's**



*The Finalist, \$9*

## St. Louis Golfers Favor Leacock Golf Shoes

Hundreds of St. Louis leading players, both men and women, select Leacock Fine Golf Shoes each season. There's style, comfort and real downright economy in Leacock Shoes. They hold their good looks. They wear exceptionally well. They are kind to your feet.

**This Year Leacock Shoes Are Only \$7<sup>50</sup> and \$9<sup>00</sup>**  
(formerly \$8.50 & \$10)

Not one bit of quality, style or workmanship has been sacrificed—If anything, they are better than ever.

In the Popular Plain and Two-Tone Combinations  
Tan Calf      Brown Scotch  
White and Black Calf      Elk and Brown Calf  
*For Men or for Women — Spiked or Rubber Soles*



National Register of Historic Places  
Continuation Sheet

Section number Figures Page 28

Leacock Sporting Goods Company Building

Name of Property

St. Louis (Independent City), MO

County and State

n/a

Name of multiple listing (if applicable)

Figure 11: Advertisement

St. Louis Post Dispatch

<https://stltoday.newspapers.com/image/205478332>

The St. Louis Star and Times (St. Louis, Missouri) - Thu, Sep 30, 1926 - Page 15

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See the

**Cardinals**

**World Series**

**Uniforms**

Now on Display

**In Our Windows**

St. Louis' Pennant Winners Use  
Leacock "St. Louis Made" Equipment

Designed and Produced by

*Leacock Sporting Goods Company*

"St. Louis' Leading Sporting Goods Store"  
921 Locust Street

National Register of Historic Places  
Continuation SheetSection number Figures Page 29

## Leacock Sporting Goods Company Building

Name of Property

St. Louis (Independent City), MO

County and State

n/a

Name of multiple listing (if applicable)

### Figure 12: Advertisement

St. Louis Post Dispatch

<https://stiltodaynewspapers.com/image/140405798>

St. Louis Post-Dispatch (St. Louis, Missouri) - Fri, Jun 3, 1927 - Page 25

Downloaded on Oct 25, 2016

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National Register of Historic Places  
Continuation Sheet

Section number Figures Page 30

Leacock Sporting Goods Company Building

Name of Property

St. Louis (Independent City), MO

County and State

n/a

Name of multiple listing (if applicable)

Figure 13: Advertisement

St. Louis Post Dispatch

<https://stltoday.newspapers.com/image/140617281>

St. Louis Post-Dispatch (St. Louis, Missouri) · Fri. Sep 17, 1926 · Page 43

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**Leacock's**  
"St. Louis' Leading Sporting Goods Store"

**Fall Sports Apparel**

**WOOLEN GOLF KNICKERS**

Tailored especially for Leacock, of the very finest imported and domestic woollens and flannels. Made on plus four and plus two models. In many beautiful patterns. Sizes 28 to 44.

\$7.50 to \$10.00 Values, NOW.... **\$5.95**  
\$10.50 to \$15.00 Values, NOW.... **\$7.95**

**SLIP-ON SWEATERS**

**SPECIAL SALE.** Every fancy Slip-on Sweater in our stock. \$6.00 to \$15.00 values.... **\$4.95**

**Gene Sarazen Sport Blouses, Slip-Ons and Vests**

These garments are knitted of all-wool selected yarns in a variety of beautiful color combinations. A real bargain.

**\$2.95 to \$5.95**

**GOLF STOCKINGS**

**Fall Woolen Stockings**

A special purchase of medium-weight woollens in new patterns, including Diamonds, Plaids, Jacquards and other wanted novelties—Values \$5.00 to \$6.00.

**\$3.95**

**Patrick Lumberjack Shirts, Mackinaw Blazers, Blouses**

Beautiful fabrics, skilled tailoring and excellent fit. Made of rich flannels and genuine broadcloth, in checks, plaids and solid colors.... **\$3.50 to \$13.50**

**921 Locust St.**



National Register of Historic Places  
Continuation Sheet

Section number Figures Page 31

Leacock Sporting Goods Company Building

Name of Property  
St. Louis (Independent City), MO

County and State  
n/a

Name of multiple listing (if applicable)

Figure 14: Advertisement

St. Louis Post Dispatch

<https://stltoday.newspapers.com/image/138253454>

St. Louis Post-Dispatch (St. Louis, Missouri) - Wed, Jun 20, 1917 - Page 15

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half of the soldier and their families. Everything but a bathing chance for turned from an extensive map of the the table to go out

# OPENING

LEACOCK SPORTING GOODS COMPANY extends a cordial invitation to attend the formal opening of its new store at 921 Locust Street **TOMORROW, THURSDAY, JUNE 21st.** No matter if you purchase or not, you will be made most welcome. We want you to get acquainted with our new place of business, the largest and most comprehensive Sporting Goods House in the Middle West. In each department we are giving one or more **Special Opening bargains**, which will be apparent to those who **know values** in our line.



### Tennis Needs

A grand assortment of Rackets, Balls, Duck Troopers, Shoes, Hats, Nets, etc., all moderately priced.

Special opening offer on the "last word" in Rackets:

"Southampton," special at **\$3.45**  
"Tourist," special at **\$2.45**  
"Panama," special at **\$1.95**

1917 Championship Tennis Balls, 3 for **\$1.00**

### Men's and Women's Bathing Suits

Fine grade heavy worsted—California style ..... **\$3.75**  
Heavy cotton—California style, at **\$1.75**

Special Women's Suit—Various designs and colors—first worsted—each ..... **\$4.00**

Full assortment of Bathing Caps, Water Wings, Bathing Suit Bags, etc.



### Auto Supplies

Old but Spot Lights—**\$3.30**  
Hazardous—**80c**  
Green Auto Pump—**\$1.00**  
Auto Gloves—**\$2.10**

We are exclusive distributors of the celebrated "Rector" Carriage and Tires.



### Camping Necessities

Folding Camp Stove, folded, **\$3.00**  
Folding Camp Stove, **\$3.00**  
Rubber Sheet—Cotton filling at 100% and **\$5.00**  
Camping Tents—Very handy, folding, 100% **45c**  
With initial price **\$1.75**



### GOLF GOODS

We are agents for the following: **\$1.10**  
Golf Balls, a new ball with **\$4.50**  
Caddy Bag, with hand, either **\$3.50**



### Baseball Opening Specials

Genuine Baseballs—**\$3.00**  
Professional Model Base—**80c**  
Leacock Balls—guaranteed **95c**  
Baseball Caps—guaranteed **80c**

## THREE BIG OPENING SPECIALS

### Racine Auto Casings

For the opening special, we quote 20237, size, hand-wrapped, one-half, regular road type, 3000 only, adjustment at **\$17.60**.  
Plain road, hand-wrapped, **\$15.36**.  
Other sizes in proportion.

### Bicycle Tire

A special heavy rubber construction tire with heavy studs; a real \$1.00 value; opening sale price, each **\$2.50**

### Bicycle

Special value; for men or boys; 28-inch wheel, with tube guard; master track; guaranteed equipment; open **\$21.75**

Mail Orders Given Prompt Attention



Our New Home  
921 Locust Street

"Everything for All Sports"

## Name of multiple listing (if applicable)

Section number Figures Page 32

### Figure 15: Advertisement

Downloaded on Oct 25, 2016

SUN & ZENAGARDI STREET  
OF APPROPRIATE

# ***Leacock's***

**Outfitters  
to  
Hunters**



**The Leacock Gun Department**  
*is now stocked with the most complete line of Guns, Ammunition, Hunters' Clothing and Supplies in St. Louis. Along with low prices we assure you of prompt and efficient service.*

## “Duxbak” Hunting Clothing

Most popular make of hunting garments. They were designed and built for Service, Comfort and Utility. They are made of soft waterproof olive drab material—thoroughly tailored and made to give free use of limbs and body. Coats are two thicknesses of cloth and are ventilated with eyelets under arms. Trousers are reinforced at seat and front of legs. Vest has 32 loops for shells. Cap made with pull down band to protect chin.

Duxbak Coats....\$8.50	Duxbak Vests...\$3.75
Duxbak Trousers \$5.00	Duxbak Leggings.\$2.00
Duxbak Breeches \$5.50	Duxbak Caps....\$1.50

Duck Shooter's Coat, blanket lined, extra warm....\$16.00  
Corduroy Garments—Coat,\$10; Pants,\$5.75; Vests,\$4.00  
Leather Waterproof Hunting Boots.....\$16.00 to \$22.50  
Canvas and Wood Decoys. Per dozen....\$11.75 to \$20.00

## All Leading Shot Guns

We are distributors of Double-Barrel Hammerless, Auto-loading and Repeating Shot Guns of the following makes:

PARKER	FOX	BREMINGTON	L. C. SMITH
ITHACA	WINCHESTER	BAKER	LEFEVER
MARLIN	FULTON	STEVENS	SAVAGE
I. JOHNSON	AMERICAN	RIVERSIDE	AUTOLOADING

## Loaded Shells

We carry the best assortment in St. Louis: U. S., U. M. C. and Winchester brands. Per 100.....\$2.25 to \$6.00

---

**LEACOCK SPORTING GOODS CO., 921 LOCUST**  
Store Hours: 8:30 to 5:30, Including Saturday.

National Register of Historic Places  
Continuation Sheet

Section number Figures Page 33

Leacock Sporting Goods Company Building

Name of Property

St. Louis (Independent City), MO

County and State

n/a

Name of multiple listing (if applicable)

Figure 16: Advertisement

St. Louis Post Dispatch

<https://stltoday.newspapers.com/image/139508355>

St. Louis Post-Dispatch (St. Louis, Missouri) Set, Jul 6, 1935 Page 8

Downloaded on Oct 25, 2016

After 34 years of fair, honorable, dependable and continuous business in St. Louis, our complete premises to be vacated at an early date, making it necessary for us to convert the major portion of our present stock into immediate cash so that there will remain as little as possible to be transferred to our new location.

**COMING**  
ONE OF THE GREATEST  
**SALES** IN THE  
HISTORY OF  
ST. LOUIS

*The Leacock Sporting Goods Company*

After 34 years of continuous merchandising in the city of St. Louis, right at the very height of the buying season, in the face of rising prices

**VACATING OUR PRESENT LOCATION  
BEGINNING MONDAY JULY 8 AT 9 A.M.**

YOU WILL HAVE THE PLEASURE OF PARTICIPATING IN ONE OF THE MOST OUTSTANDING SPORTING GOODS SALES EVER SPONSORED BY THIS OLD AND RELIABLE FIRM.

**MARKING DOWN OUR COMPLETE STOCK OF AMERICA'S FINEST SPORTING GOODS.**

**VOLUNTARY  
STORE WIDE  
\$75,000  
REMOVAL  
SALE**

**INVOLVING \$75,000.00  
WORTH OF THE WORLD'S FINEST  
SPORTING GOODS  
AND SUPPLIES...**

**WATCH AND WAIT FOR IT**

READ OUR FULL PAGE IN SUNDAY'S POST-DISPATCH FOR COMPLETE NEWS AND PRICES

**SALE BEGINS  
MONDAY  
at 9 A.M.**

*Leacock Sporting Goods Company*

**SALE BEGINS  
MONDAY  
at 9 A.M.**

LOCATED AT 521 LOCUST ST. BETWEEN 4TH AND 10TH STREETS, ST. LOUIS, MO.



National Register of Historic Places  
Continuation Sheet

Section number Figures Page 34

Leacock Sporting Goods Company Building

Name of Property

St. Louis (Independent City), MO

County and State

n/a

Name of multiple listing (if applicable)

Figure 17: Advertisement

St. Louis Post Dispatch

<https://stltoday.newspapers.com/image/138413784>

St. Louis Post-Dispatch (St. Louis, Missouri) · Wed, May 27, 1942 · Page 8

Downloaded on Oct 25, 2016

**DECORATION DAY Specials** *Get Ready for That Double Holiday*

**TENNIS RACKETS**

Davis Cup (2nd)—Cut or Nylon strung — — — — — \$7.95  
Leacock "Top Speed" — — — — — \$4.45  
Leacock "Vantage" — — — — — \$3.45  
Leacock "Defender" — — — — — \$2.45

**GOLF SET**

4 Clubs, Bag, 3 Balls and 100 Tees for only — — — — — \$11.77

**BADMINTON SET**

4 Rackets, Net and Posts, 2 Shuttlecocks and Rules — — — — — \$6.95

**FISHING TACKLE**

\$7.50 Split Bamboo Fly Rod, \$5.45  
Single Action Fly Reel — — — — — 60c  
Clark's Water Scouts — — — — — 50c  
Keep-Fish-Alive Stringers — — — — — 33c  
100-Foot Trot Lines with patent fasteners — — — — — 98c

**OUTING NEEDS**

1-Gallon Thermo Jug with spout — — — — — \$2.85  
Camp Grids, 11x17 inches — — — — — 50c  
Super Quality Picnic Refrigerator, 18x11½x9¾ — — — — — \$4.95

**Leacock's** Store Hours 8:30 to 5:30  
**921 LOCUST**

National Register of Historic Places  
Continuation Sheet

Section number Figures Page 35

Leacock Sporting Goods Company Building

Name of Property

St. Louis (Independent City), MO

County and State

n/a

Name of multiple listing (if applicable)

Figure 18: Advertisement

St. Louis Post Dispatch

<https://stltoday.newspapers.com/image/140501887>

St. Louis Post-Dispatch (St. Louis, Missouri) · Sun, Oct 11, 1942 · Page 10

Downloaded on Oct 25, 2016

Heating Engineers Corroded by  
McHENRY & SON — NE. 1850

parts strong with five times selected  
from boys found hunting in the  
neighborhood.

**Leacock's SPORTING GOODS**

Open Monday Evening Until 9:00  
Tuesday thru Saturday 8:30 to 5:30

**Skate on Ice or Rollers**

**ICE SKATE OUTFITS**

A large selection of the finest makes—  
Planert and C. C. M.

**Lady's Figure Skate Outfit**  
High-cut white shoes on nickel-plated  
tempered steel figure skates ————— **\$6.95**

**Lady's Hockey Skate Outfit**  
White shoes on rink hockey skates ————— **\$4.45**

**ROLLER SKATE OUTFITS**

Richardson ball-bearing roller skates with maple rollers—attached to Leacock roller skating shoes.

**Ladies' on high-top white shoes.**  
**Men's on black or white shoes.** } **\$11.95**

**Leacock's**

**921 LOCUST**

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of City Infirm  
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initial purcha  
processed smd  
made for sale  
and recipients  
and aid for d  
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40-pound bask  
sold at 15 ce  
storage yards  
in last year's  
many of the  
unable to car  
the yards to  
of age or ill  
plans to have  
cart dealers,  
ditional charg  
basket for sa  
As last year  
will be Sole  
Southern Illi  
Steinle assert  
ket weight  
third less tha  
smokeless coe  
a considerable  
House-to-hous  
now selling 6  
cents each.  
The associa  
tors are, in a  
Rev. George  
St. Elizabeth  
L. Kojetinsky  
tor; Robert  
representative  
union; Mrs.  
Negro, active  
racial group  
secretary to  
Clark, execut  
Urban Leag  
Judge Fred  
man of the C  
cial Planning  
Mary G. Doo  
Co-operative  
Catholic Run



National Register of Historic Places  
Continuation Sheet

Section number Figures Page 36

Leacock Sporting Goods Company Building

Name of Property

St. Louis (Independent City), MO

County and State

n/a

Name of multiple listing (if applicable)

Figure 19: Advertisement

St. Louis Post Dispatch

<https://stltoday.newspapers.com/image/140396245>

St. Louis Post-Dispatch (St. Louis, Missouri) · Fri, Jun 18, 1923 · Page 14

Downloaded on Oct 25, 2016

**Leacock's**  
"St. Louis' Leading Sporting Goods Store"

**Dive  
Into a LEACOCK  
Swimming Suit**

FREE  
Swimming  
Ticket  
to  
Forest Park  
Highlands  
Pool

With  
Each  
Suit  
Purchased  
at  
Leacock's



WHAT a world of difference when your swimming suit is right! Wet or dry, in or out of water, your Leacock never lets you know it's on you. Designed expressly for swimming action freedom un-fettered motion.

At beaches, tanks and natatoriums, everywhere you go—smartly-clad swimmers do their best and look their best in Leacock suits.

**Leacock Rib-Stitch Suits**  
Made of the finest pure worsted yarn. All Leacock rib-stitch suits have our patented elastic back under the skirt, assuring perfect fit and comfort. Plain colors as well as fancy-striped designs.

Men's	\$5.75	Boys'	\$5.00
Women's	\$5.75	Misses'	\$5.00
Children's, 2 to 6 years, \$1.95			

**Genuine "Jantzen" Suits**  
The well-known "Jantzen" Suits in all the new colors and patterns.

Men's and Women's,	\$7.00	Misses',	\$6.00
--------------------	--------	----------	--------

**Lustrous Lisle River Suits**  
For Men and Women  
These are the original lustrous lisle Suits originated by LEACOCK'S some years ago and now more popular than ever—cool, comfortable and extremely light weight. The colors are black, cardinal and white. New stock just received.

Men's and Boys', without skirt	\$3.00
Men's and Boys', with skirt	\$4.00
Women's and Misses', with skirt	\$4.00

**Life Guard Suits**  
Our patented combination shirt and pants, made of the finest pure worsted yarns. Shirts in plain colors or alternating stripes, are made with our special supporter feature. Plain navy blue knit trunks with white belt—

Men's	\$5.00	Boys'	\$4.00
-------	--------	-------	--------

**921 Locust St.**

## Name of multiple listing (if applicable)

Section number Figures Page 37

### Figure 20: Advertisement

Downloaded on Oct 25, 2016

[illegible]

National Register of Historic Places  
Continuation Sheet

Section number Figures Page 38

Leacock Sporting Goods Company Building

Name of Property

St. Louis (Independent City), MO

County and State

n/a

Name of multiple listing (if applicable)

Figure 21: Advertisement

St. Louis Post Dispatch

<https://stltoday.newspapers.com/image/205364063>

The St. Louis Star and Times (St. Louis, Missouri) · Fri, Dec 17, 1920 · Page 21

Downloaded on Oct 25, 2016

Alton, Ill., will be discontinued next Thursday, and from Alton to Graf-  
stown, the lights will be extinguished Tuesday

## SPORTING GOODS FOR CHRISTMAS

<b>Soccer Foot Balls</b> Leather; Pure Gum Bladder, \$2.95 to \$9.25	<b>Striking Bag Platforms</b> The "Tex." Each \$4.95
<b>Rugby Footballs</b> All Leather; Pure Gum Bladder. \$2.75 to \$8.25	<b>Ice Skates</b> Nestor-Johnson Racer or Hockey Skates on Shoes. Pair \$14.00.
<b>Boxing Gloves</b> Per Set of Four. Extra Values. \$4.95 to \$11.95	<b>Boys' Soccer Shoes</b> Sizes 2 to 5½. Pair \$7.45.
<b>Striking Bags</b> Complete; Pure Gum Bladders. Each \$3.95 to \$7.95	<b>Boys' Sweaters</b> All-Wool Slipover Styles. Special \$6.45
<b>Roller Skates</b> Boys or Girls'. Ballbearing. \$2.75 and \$3.25	<b>Air Rifles</b> Daisy. \$2.00 to \$5.00.

**Leacock Sporting Goods Co.**  
921 LOCUST STREET

National Register of Historic Places  
Continuation Sheet

Section number Figures Page 39

Leacock Sporting Goods Company Building

Name of Property

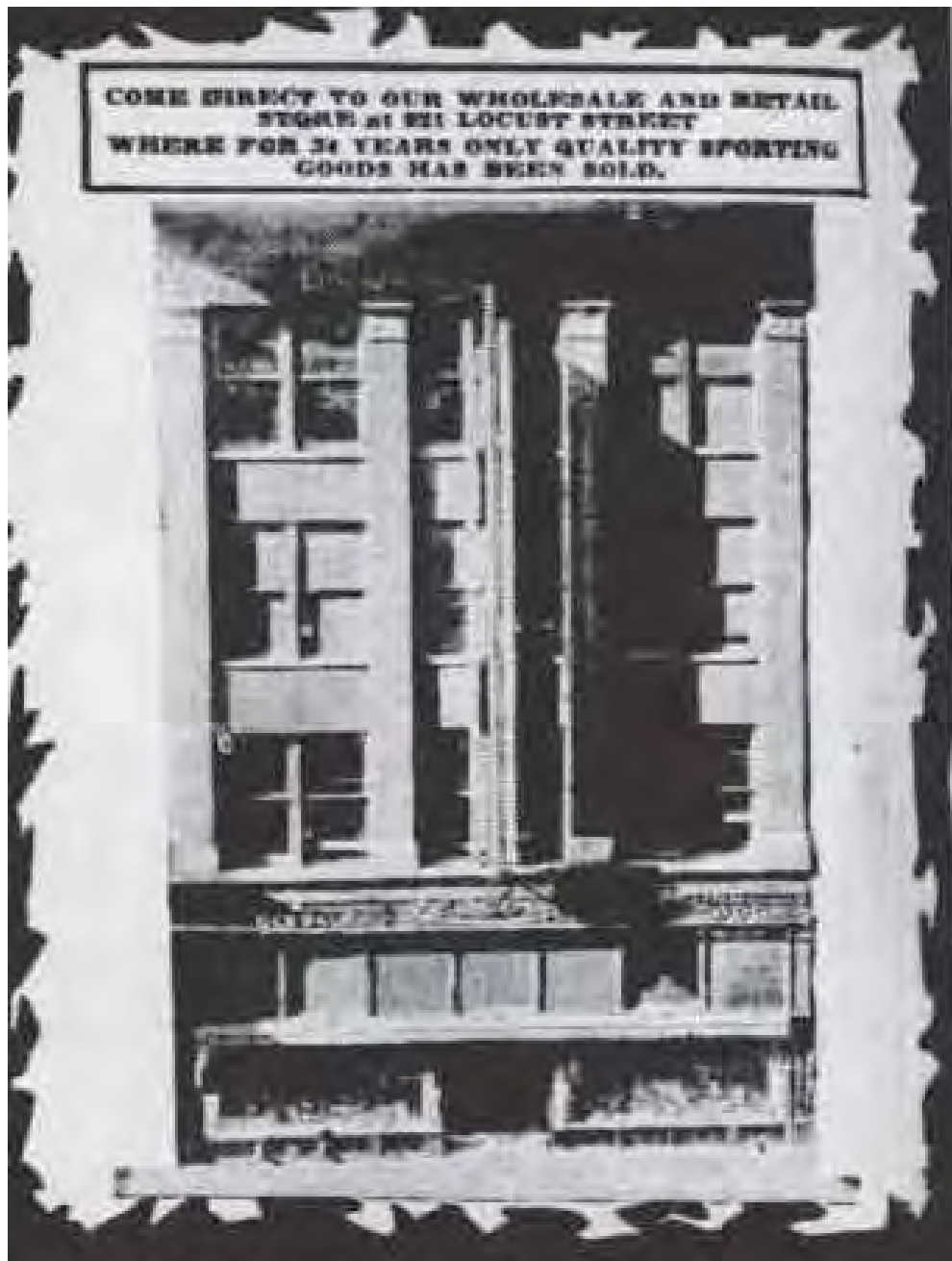
St. Louis (Independent City), MO

County and State

n/a

Name of multiple listing (if applicable)

**Figure 22: Photo of 921 Locust from St. Louis Post-Dispatch Ad July 6, 1935 Page 8**





National Register of Historic Places  
Continuation Sheet

Section number Figures Page 40

Leacock Sporting Goods Company Building

Name of Property

St. Louis (Independent City), MO

County and State

n/a

Name of multiple listing (if applicable)

**Figure 23: 923 & 921 Locust ca. 1950**



National Register of Historic Places  
Continuation Sheet

Section number Figures Page 41

Leacock Sporting Goods Company Building

Name of Property

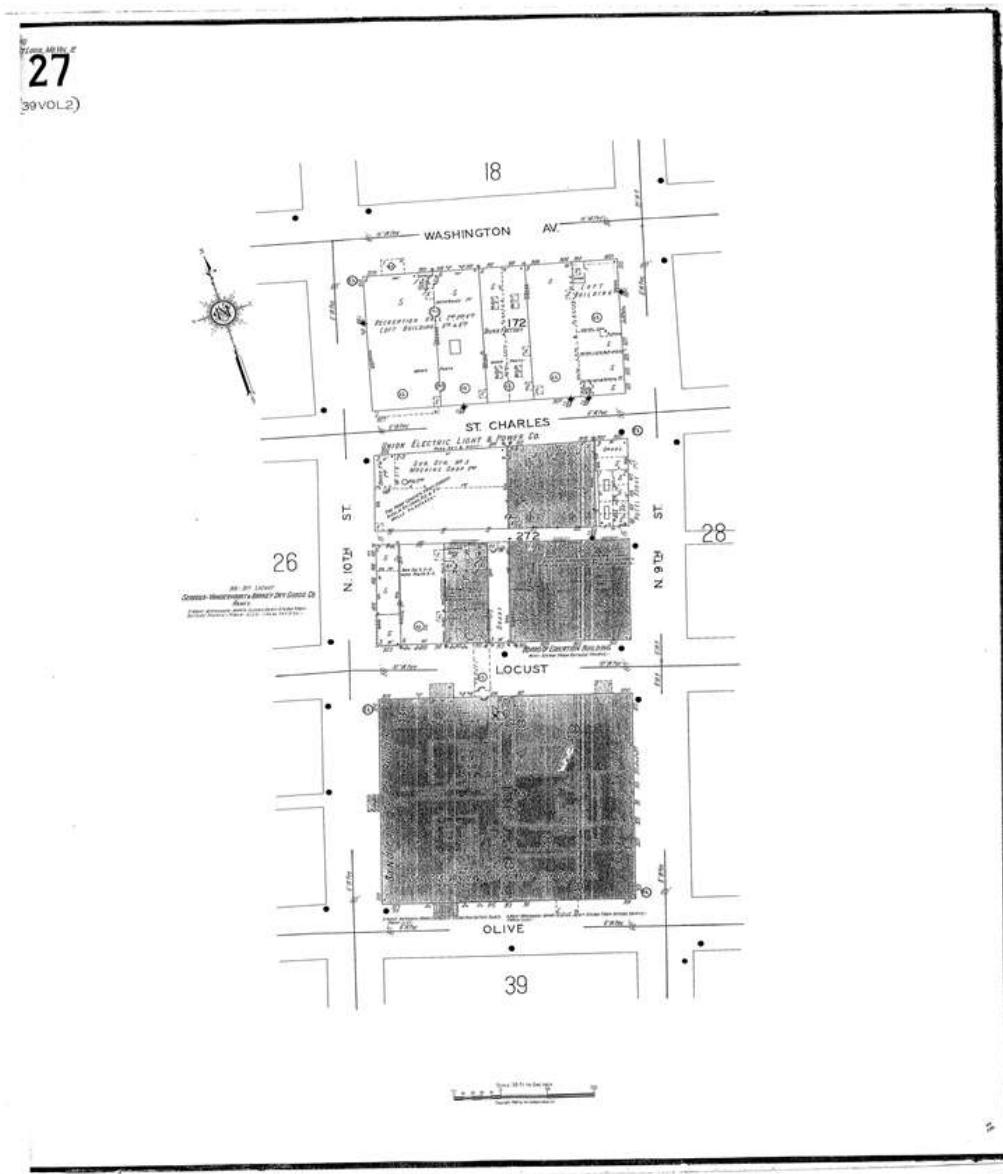
St. Louis (Independent City), MO

County and State

n/a

Name of multiple listing (if applicable)

Figure 24: 1932 Sanborn



National Register of Historic Places  
Continuation Sheet

Section number Figures Page 42

Leacock Sporting Goods Company Building

Name of Property

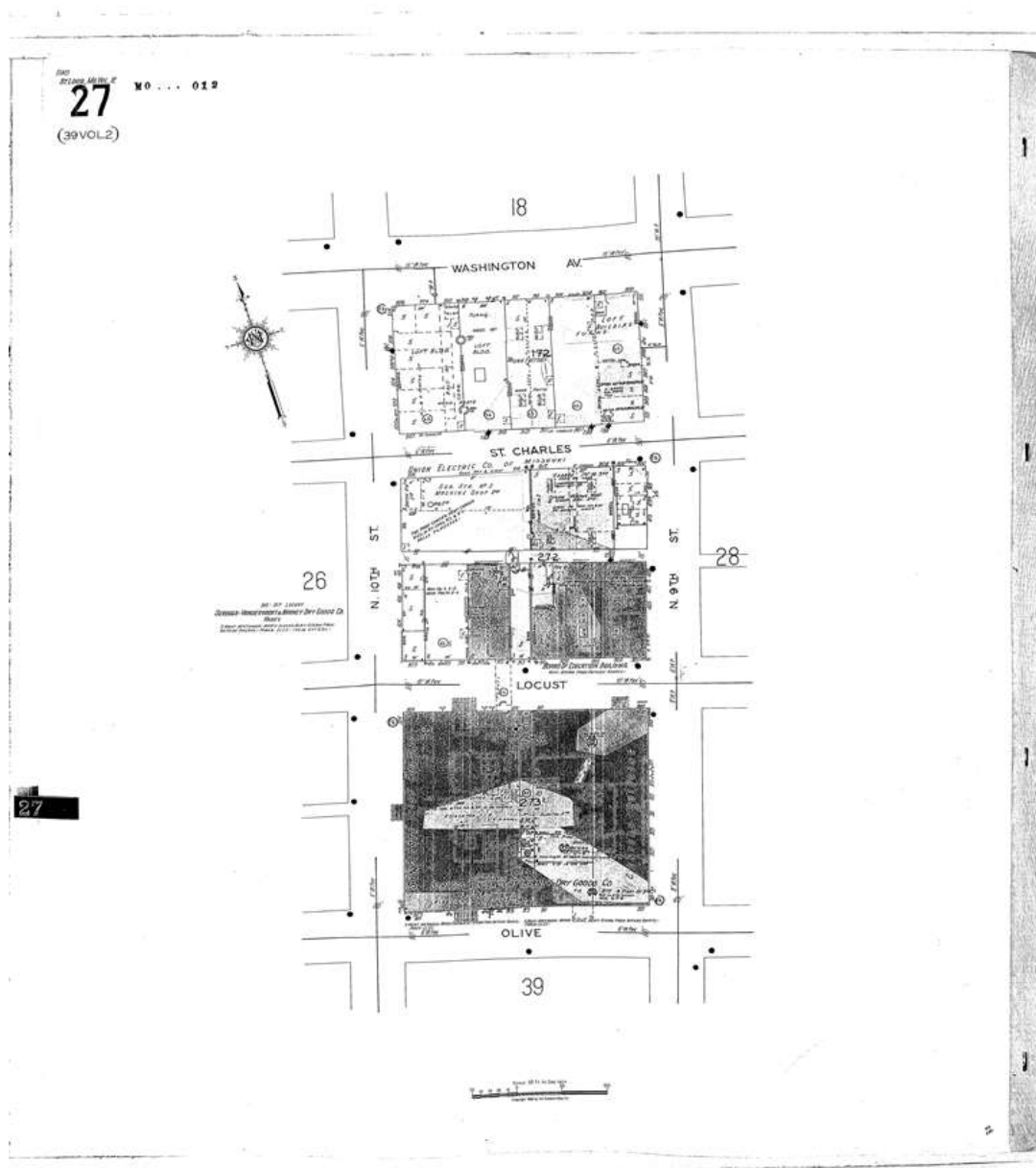
St. Louis (Independent City), MO

County and State

n/a

Name of multiple listing (if applicable)

Figure 25: 1951 Sanborn



National Register of Historic Places  
Continuation Sheet

Section number Figures Page 43

Leacock Sporting Goods Company Building

Name of Property

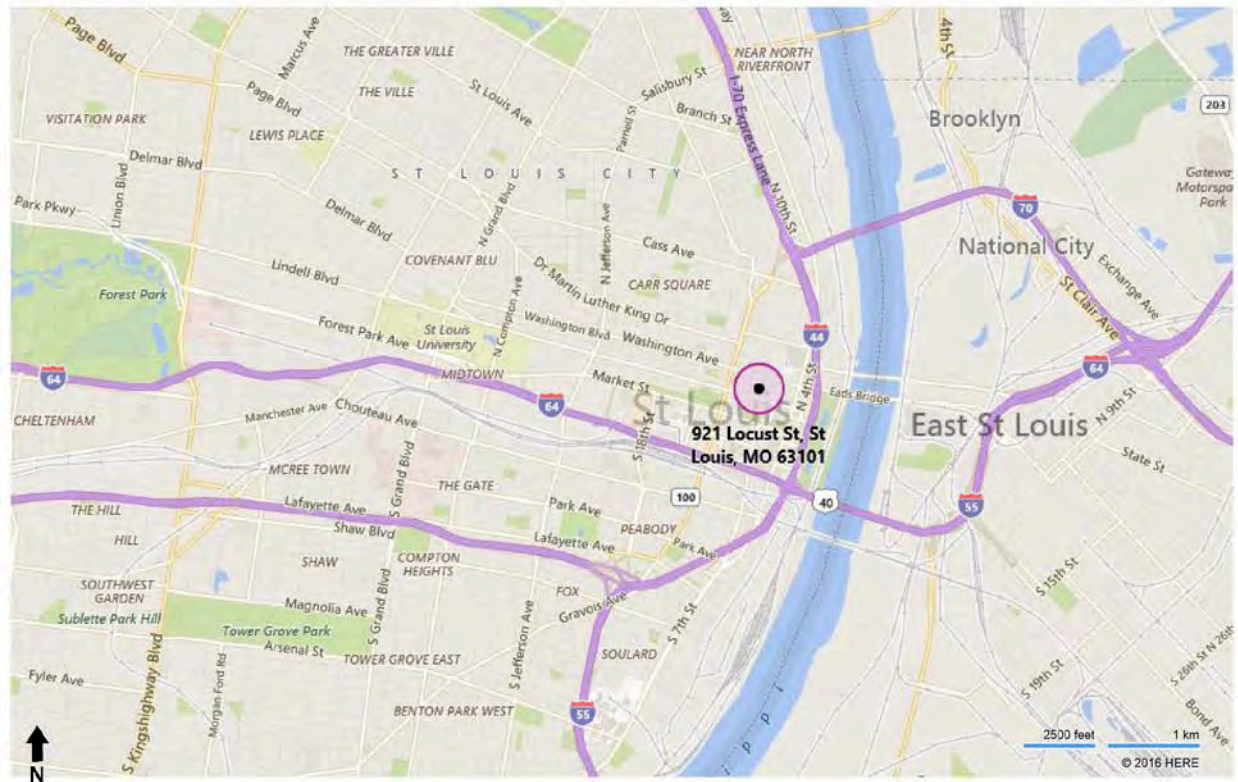
St. Louis (Independent City), MO

County and State

n/a

Name of multiple listing (if applicable)

Figure 26: Bing Contextual Map





National Register of Historic Places  
Continuation Sheet

Section number Figures Page 44

Leacock Sporting Goods Company Building

Name of Property

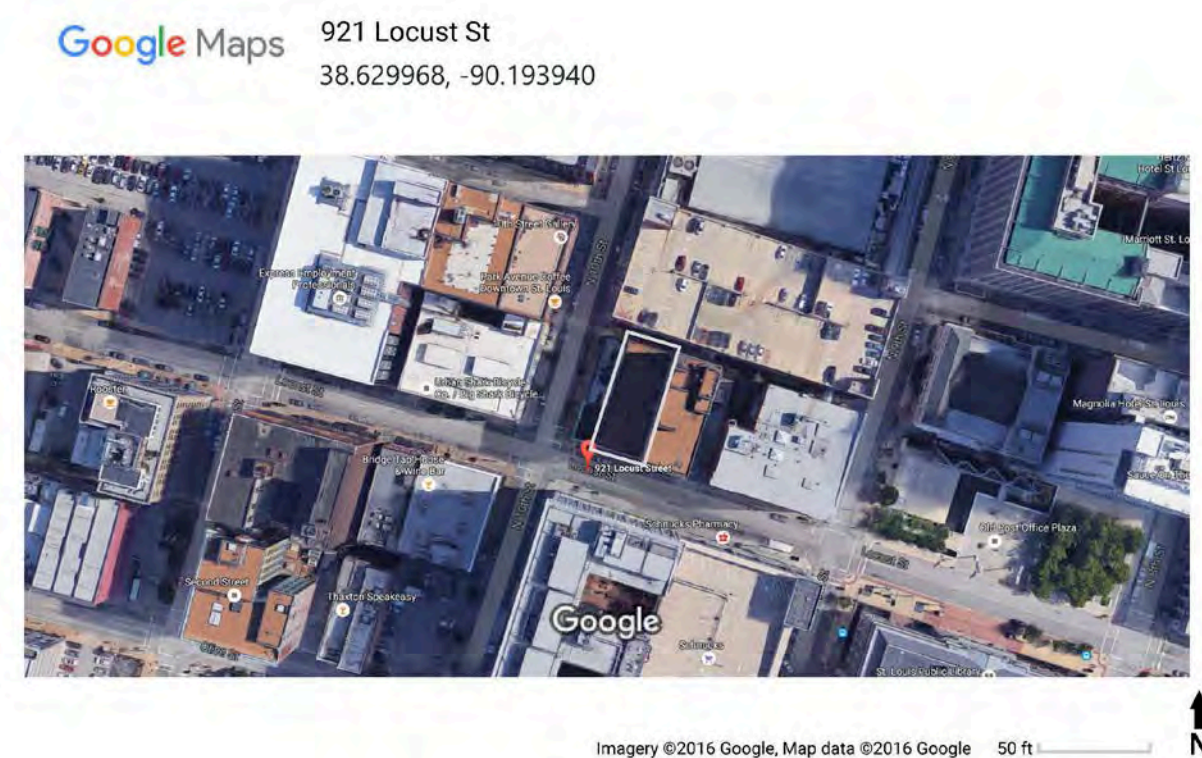
St. Louis (Independent City), MO

County and State

n/a

Name of multiple listing (if applicable)

**Figure 27: Google Site Map**



National Register of Historic Places  
Continuation Sheet

Section number Figures Page 45

Leacock Sporting Goods Company Building

Name of Property

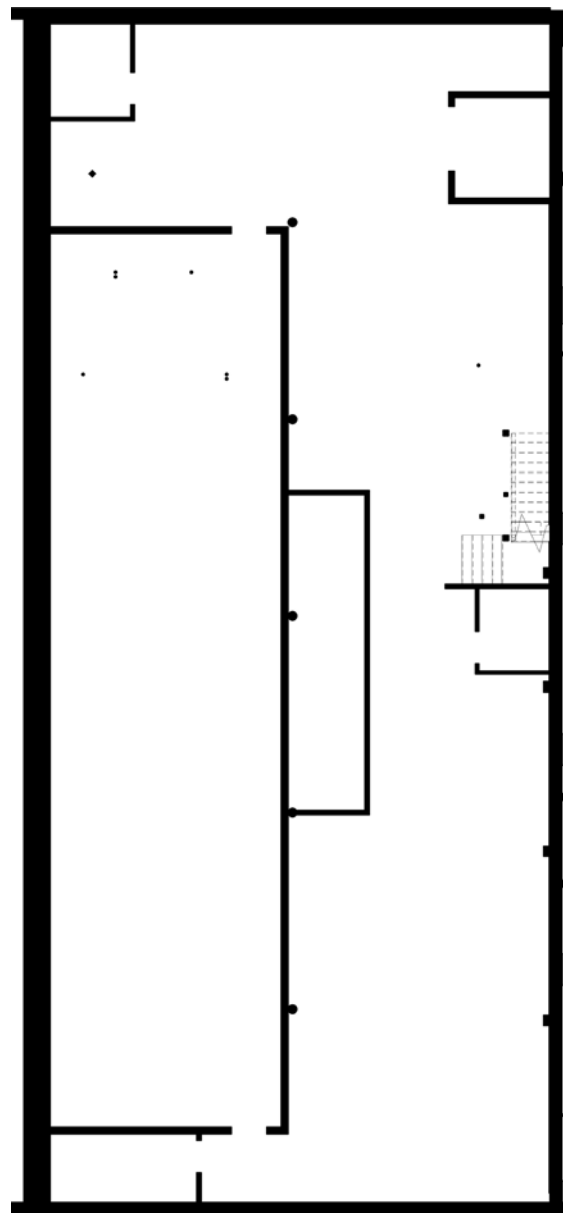
St. Louis (Independent City), MO

County and State

n/a

Name of multiple listing (if applicable)

**Figure 28: Current Basement Floor Plan Courtesy of Shiffler Architects PLC Associates**



921 BASEMENT - EXISTING



National Register of Historic Places  
Continuation Sheet

Section number Figures Page 46

Leacock Sporting Goods Company Building

Name of Property

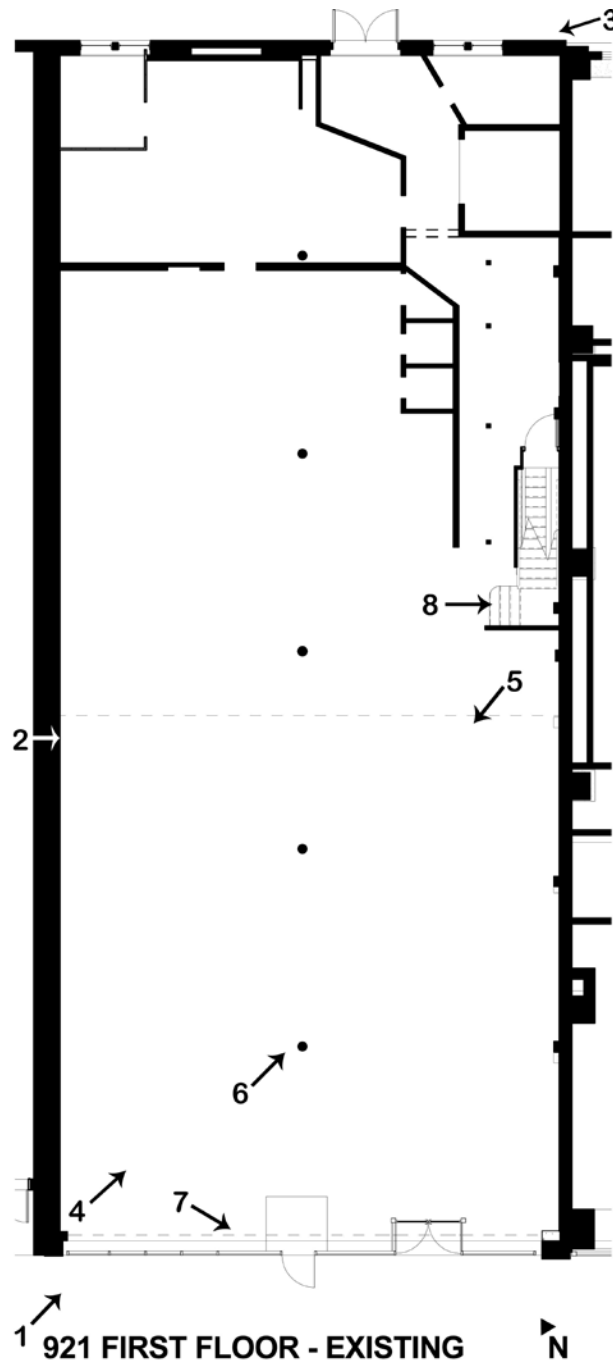
St. Louis (Independent City), MO

County and State

n/a

Name of multiple listing (if applicable)

**Figure 29: Current First Floor Plan Courtesy of Shiffler Architects PLC Associates with Photo Log**



National Register of Historic Places  
Continuation Sheet

Section number Figures Page 47

Leacock Sporting Goods Company Building

Name of Property

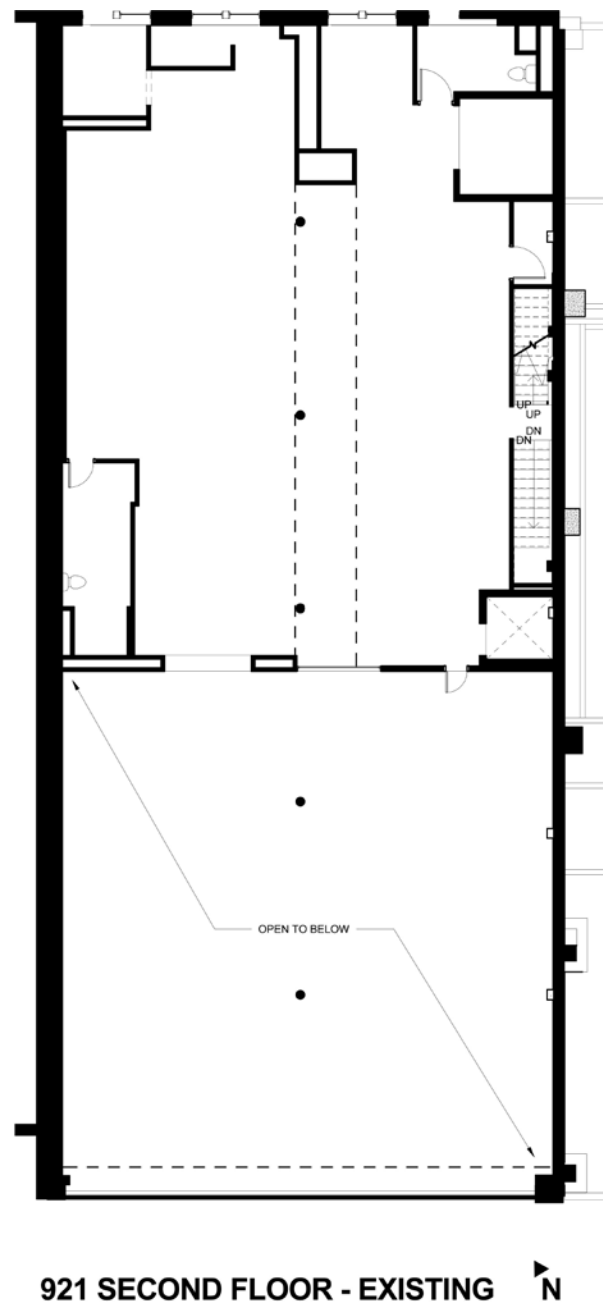
St. Louis (Independent City), MO

County and State

n/a

Name of multiple listing (if applicable)

**Figure 30: Current Second Floor Plan Courtesy of Shiffler Architects PLC Associates**



National Register of Historic Places  
Continuation Sheet

Section number Figures Page 48

Leacock Sporting Goods Company Building

Name of Property

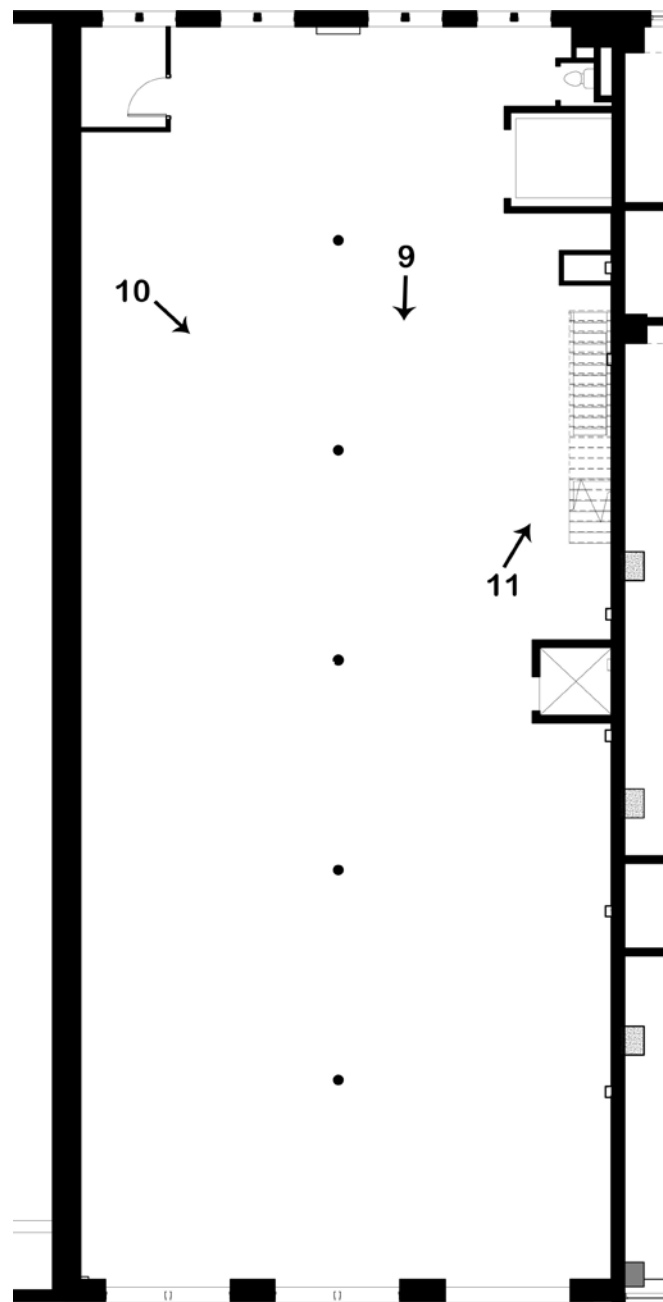
St. Louis (Independent City), MO

County and State

n/a

Name of multiple listing (if applicable)

**Figure 31: Current Third Floor Plan Courtesy of Shiffler Architects PLC Associates with Photo Log**



921 THIRD FLOOR - EXISTING



National Register of Historic Places  
Continuation Sheet

Section number Figures Page 49

Leacock Sporting Goods Company Building

Name of Property

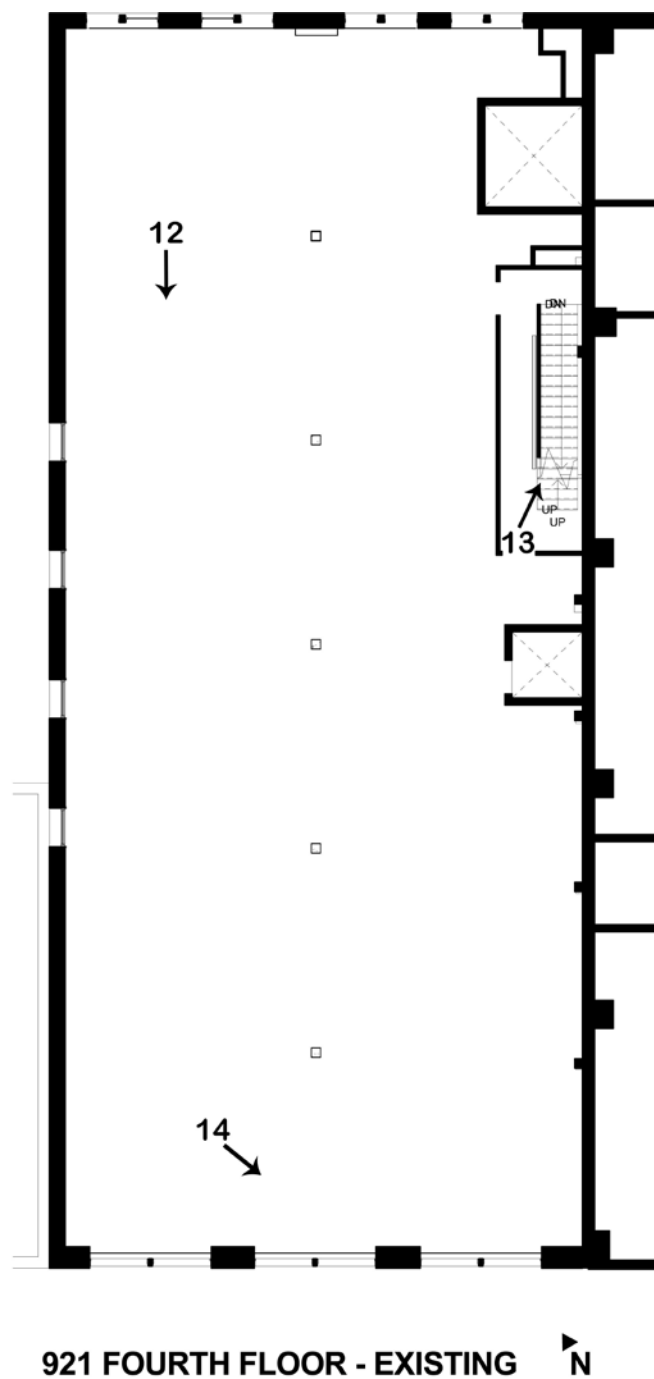
St. Louis (Independent City), MO

County and State

n/a

Name of multiple listing (if applicable)

**Figure 32: Current Fourth Floor Plan Courtesy of Shiffler Architects PLC Associates with Photo Log**



National Register of Historic Places  
Continuation Sheet

Section number Figures Page 50

Leacock Sporting Goods Company Building

Name of Property

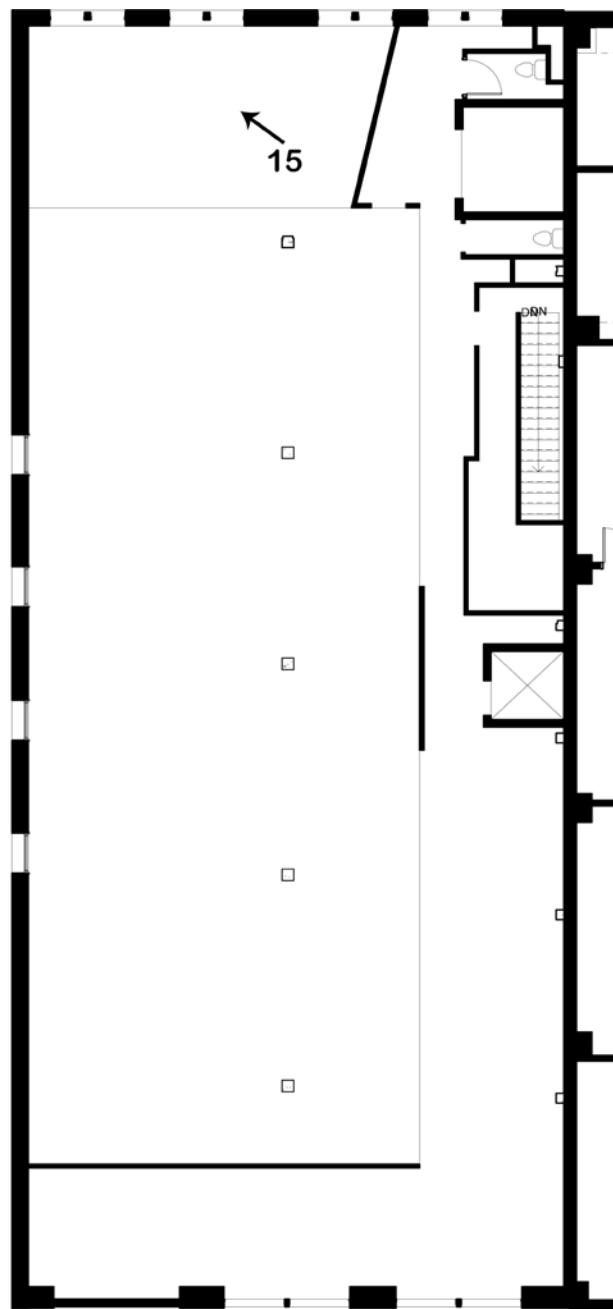
St. Louis (Independent City), MO

County and State

n/a

Name of multiple listing (if applicable)

**Figure 33: Current Fifth Floor Plan Courtesy of Shiffler Architects PLC Associates with Photo Log**



921 FIFTH FLOOR - EXISTING











ANNEX  
QUEENSGAVAN





















































UNITED STATES DEPARTMENT OF THE INTERIOR  
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES  
EVALUATION/RETURN SHEET

Requested Action:	Nomination	
Property Name:	Leacock Sporting Goods Company Building	
Multiple Name:		
State & County:	MISSOURI, St. Louis	

Date Received: 3/10/2017      Date of Pending List:      Date of 16th Day:      Date of 45th Day: 4/24/2017      Date of Weekly List: 5/4/2017

Reference number:	SG100000912
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      4/24/2017 Date

Abstract/Summary Comments:	This property is marginally eligible due to integrity issues.
----------------------------	---

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.





**Memorandum**



**Date:** March 3, 2017  
**To:** Dr. Stephanie Toothman, Keeper of the National Register of Historic Places  
**From:** Toni M. Prawl, Ph.D., Deputy SHPO and Director, Missouri SHPO *TMP*  
**Subject:** Leacock Sporting Goods Company, St. Louis (Independent City), MO, National Register Nomination

Our state review board, the Missouri Advisory Council on Historic Preservation, approved the above nomination on **February 3, 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: \_\_\_\_\_