

EDEN PUBLISHING HOUSE
Lafayette Square
1712-1724 Chouteau Ave.
St. Louis
Missouri

HABS No. MO-1934

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MO-1934

PHOTOGRAPHS

WRITTEN HISTORICAL AND DESCRIPTIVE DATA

HISTORIC AMERICAN BUILDINGS SURVEY
MIDWEST SUPPORT OFFICE
NATIONAL PARK SERVICE
1709 JACKSON STREET
OMAHA, NEBRASKA 68102-2571

HISTORIC AMERICAN BUILDINGS SURVEY

EDEN PUBLISHING HOUSE

HABS No. MO-1934

- Location: 1712-1724 Chouteau Avenue, southeast corner of Chouteau Avenue and Dolman Street, City of St. Louis, Missouri.
- Present Owner: St. Louis Development Corporation
- Present Occupant: vacant
- Present Use: vacant
- Significance: The building served as headquarters for retail and printing operations of the Eden Publishing Company from 1896 to 1979. Several expansions occurred throughout the company's time of occupation. In the 1930s the building underwent a major addition and renovation into the commercial Art Deco style. The building stands as a representative of German industry that was once pervasive throughout the Lafayette Park neighborhood and across central Missouri.

PART I. HISTORICAL INFORMATION

A. Physical History:

1. Date of Erection: 1895-1955.
2. Architect: The architects of the original 1895 building and the subsequent expansions until 1930 are unknown. In 1929, the St. Louis firm of Hoener, Baum, and Froese who had in the same year received a gold medal from the Kansas City American Institute of Architects for work done in the Kansas City area, was retained to draw plans for a major expansion of the publishing house to be located on the adjacent lot to the west.¹ This lot had been recently purchased in 1925. The building as it currently stands is principally a result of this 1930 expansion. Architects of the later 1955 additions are unknown.
3. Original and subsequent owners: The Evangelical Synod acquired the property in 1895. Subsequently the Eden Publishing House, after incorporation as an entity independent of the Synod, took possession of the holdings in 1896. It continued to own the building until 1981 when La Grenouille, Inc., bought the property to use as a parking station.² The current owner, the St. Louis Development Corporation, acquired the property in 1994.
4. Original and subsequent occupants: First established under the auspices of the Evangelical Synod, the Eden Publishing House was enjoying rapidly expanding business when in 1895 construction began on a new building to house the growing operation. As completed in May 1896, the original publishing house at 1716-18 Chouteau Avenue was a two-story brick building.³ As business continually improved, further additions were subsequently made. In 1902, a third story was added to the existing building. In 1911 a one-story L-shaped annex was constructed and five years later, in 1916, this annex was further expanded to three floors.⁴ While business growth continued apace, no building changes occurred until the years 1930 to 1931, when the local architecture firm of Hoener, Baum, and Froese supervised a major expansion.⁵ Reflecting the success of the publishing house, the existing structure was to be more than doubled in size with plans being drawn up to construct a

five-story addition to the west of the current headquarters. Initially only four of the planned five floors were constructed. As a result of the renovation, the structure was wrapped with a unifying facade on the north, west, and east sides. This work also came to involve including offices for the Evangelical Synod within the same building as the publishing operations. Later additions to the building included the erection of the fifth floor that had been originally conceived of in 1930 and the construction of a large, attached single-story loading dock in the northeast corner of the lot. Permits for both of these additions were issued in March 1955.⁶

The Eden Publishing House maintained operations at this address from 1896 until 1979.⁷ In 1931 the Evangelical Synod executive offices were moved to the Eden Publishing House building which had undergone major renovation and expansion that same year. The Evangelical Church merged in 1934 with the Reformed Church in America and subsequently became part of the United Church of Christ which is listed in city telephone books as maintaining an office in part of the Eden Publishing House building at 1724 Chouteau Avenue as recently as 1976. In March 1977, McAuley Printing Company leased out the second floor of the publishing house from the Eden Publishing Company, for use as a printing shop.⁸ McAuley Printing Company is listed at this address in St. Louis telephone books for 1978 and 1980. Subsequently, two other businesses operated out of the building. In March of 1987 an occupancy permit was granted to Modern Paper, Inc., for the 1714 Chouteau Avenue address and in 1989 application was made for a certificate of occupancy by Nationals Money Exchange.⁹ No subsequent record of approval for the latter is on current file at St. Louis City Hall.

5. Builder, contractor, suppliers: Unknown.
6. Alterations and additions: As stated above, the Eden Publishing House grew over a period of time and there have been numerous additions to the structure. The building's development may be broken down into three principal construction sequences: the original 1896 building, the 1931 addition to the west of this, and finally the one-story 1955 addition on the northeast corner. Further expansion in 1955, involving the addition of a fifth floor to the main building, completed plans first drawn up during the 1930s.

B. Historical context:

The Eden Publishing House site is on land first set aside as a commons for use by the inhabitants of St. Louis, perhaps as early as 1764. Used as a source of firewood and pasturage, the acreage was left undeveloped until the early years of the nineteenth century when portions of it were awarded to individual landowners. James Mackay, a fur trader and government official, received Survey 3123, including the publishing house site, making his home several blocks to the east.¹⁰

Beginning in the 1830s, the area was settled by German immigrants who came by the thousands to St. Louis in the years prior to the Civil War, transforming the character of the city. One among the immigrants, George Mincke, a veteran of the Napoleonic Wars, arrived from the Hesse Cassel province of Germany in 1834. By 1855, he had taken up residence in a substantial home at 1701 Chouteau Avenue across the street from the future publishing house site. Successful in the gardening and lumbering businesses, his family thrived. By the 1870s, three of George Mincke's children were living in imposing residences lined up along Chouteau Avenue to the west of the original family home.¹¹

Others joined the Minckes in the vicinity and a prosperous community of German immigrants was created in what became known as the Lafayette Square neighborhood of St. Louis. Some were members of the Evangelical Church which had established itself locally as early as 1840. In 1850, a seminary was built in Marthasville, Missouri, providing training for the denomination's ministers and teachers. As an adjunct to the seminary, a publishing house was subsequently established to print religious works. With the capability to print in both German and English, the house aided German immigrants in effecting the transition to life in the New World.¹²

The publishing operation was moved to a location in St. Louis on Franklin Avenue in 1889, then to the new facilities at 1716-18 Chouteau Avenue in 1896. Called the Eden Publishing House, it remained at this location, gradually expanding over the following decades. These years saw the use of German gradually abandoned, as the number of new German immigrants to the area diminished and the process of assimilation ran its course.¹³

PART II. ARCHITECTURAL INFORMATION

A. General Statement:

1. Architectural character: A typical brick commercial structure, the Eden Publishing House is the product of several major revisions. Resultant of the various additions the building has a highly irregular open plan layout. As it currently stands the most prominent feature of the building is the subdued art deco facade, the result of 1930s remodelling. The Art Deco theme was carried throughout the structure, being particularly obvious in what were once the building's public areas, such as the lobbies and retail store.
2. Condition of fabric: The Eden building has been abandoned and as a result the interiors are beginning to show some deterioration. Structurally the building remains solid. The only visible damage is on the fifth floor where the concrete ceiling is beginning to spall. There is also some interior weather damage due to missing windows. In terms of detailing, some of the interior finish work remains but a large portion has been stripped or removed. Outside, the exterior shell of the building is in good shape.

B. Description of Exterior:

1. Overall Dimensions: This large commercial structure is of an irregular plan. It measures overall about 135'-04" deep (north to south) by about 150' wide. The building is broken up into four principal volumes. The western-most of these is a five-story structure measuring 56'-05" x 135'-04". The second of these volumes, the three-story shop structure immediately adjacent to the east, is approximately 50' wide and 135'-04" deep. To the southeast is a three story office block which measures 50' x 40'. Finally filling the space between these first three volumes is a more recent single story loading dock measuring 50' x 95'.
2. The majority of the foundations, those found under the newer construction, are reinforced concrete. Under the original building the foundations are limestone.

3. Walls: Eden's exterior walls are principally brick. On the five-story 1930s addition, a garden wall pattern with two stretchers per header is used. The brick on this portion of the building is blond. On this same addition the base of the building is skirted with black granite panels running about 4' high. Terra cotta blocking incised with several different graphic patterns is used as both infill around the windows on this newer structure and as coping along the top perimeter of the wall. The older portion of the building, that from 1896, is red brick laid in a common bond pattern with tie courses every sixth row. Finally the last volume of the structure, the one-story addition to the northeast, is a blond brick veneer laid in a running bond pattern.
4. Structural system, framing: Given the string of renovations that this building has been through, the structure of Eden Publishing is a mix of several different systems. The original plant was built of structural masonry. In order to achieve the desired open plan interior a north/south bearing line of iron columns was located in the principal volume. This volume was originally located on the west and is now on the interior center of the present building. The 1930 addition to the west is a steel and concrete structure. Floors in this addition are primarily poured in place, concrete ribbed slabs spanning north/south. In a slight shift from this construction system, the ceiling of the later fifth floor addition is composed of concrete precast panels, reflecting the changing technology in construction methods present by the 1950s. The loading dock to the northeast is structured with exposed steel columns supporting bar joists.
5. Openings:
 - a. Doorways and doors: Eden's principal entry doors on the north facade are the result of the 1930s renovation. The two entries are identical. Both consist of metal double doors with ornate Art Deco grillework over full plate glass windows. Surrounds and stoops around both of these entries are continuations of the black granite wrapping the exterior base of the building. To the rear or south of the building there are several service doors. These doors, two of them double-entry and one single-entry, are all identical steel encased units with wire glass windows on their upper halves. Similar to these rear service doors are the access doors for the mechanical rooms located on the fifth floor rooftop. These are steel units with two horizontal lights. On the east facade of the loading dock, there are three bay doors, the center being 15' wide x 12' high, flanked by the other two, each measuring 12' wide x 10' high. Of the three doors the two to the south are both currently missing; the one remaining to the north is a ribbed steel overhead unit. The last of the exterior doors is also on the loading dock. On the extreme northeast corner, facing east, it is a 10' wide x 12' high ribbed steel overhead door.
 - b. Windows and shutters: The windows remaining in this building are of two principal types. The windows on the western addition are all steel units with single wire glass glazing placed in rectangular openings. These are used in a variety of different scales, being anywhere from 12-light to 25-light units. On the west and north elevations of this addition, the glazing becomes extensive as multiple units are banked to form large windows spanning the distance between the columnar supports. These are a mix of both casement and awning units, typically with the center portion being operable and the surrounding panes all fixed. Stone sills are used below the majority of these units. At the ground floor the exterior sills to the north and west are black granite to match the base surround. Above the windows the lintels

are reinforced concrete veneered with either stone or brick. On the older portion of the structure the windows were all wood units. They originally were placed in brick surrounds with segmental arches. Currently these windows are all missing. Steel brise soleil are used above the fourth and fifth floor windows on the west and north facades.

6. Roof:

- a. Shape, covering: The roofs of the various volumes are flat. They are currently covered with rubber roofing over a lightly insulated slab. Original roofing materials for the building could not be determined.
- b. Cornice, eaves: On the newer fifth story portion of the Eden Publishing House building vertically striated terra cotta coping is used around the upper perimeter of the building. The older portion of the structure uses clay tile to cap off the brick walls. On part of the rooftop mechanical rooms a subdued metal cornice is used to accent the roof edge. Scuppers pass through the upper perimeter wall. On the newer portion of the building these are rectangular and on the older they are arched. Remains of the original scupper locations existing prior to each addition may still be seen on the south facade.
- c. Dormers, cupolas, towers: As a result of the 1930s renovation of the building, there was a large steel and glass Art Deco lantern placed at the apex of the structure atop the elevator shaft. This is no longer extant.

C. Description of Interior:

1. Floor plans: The basement beneath the building is only partial and is divided into two principal sections. A narrow passage at the rear provides access to the western bay of the basement from the first floor stock rooms. One of the elevators also opens into this volume. This western half of the floor plan is primarily devoted to storage. Access to the eastern half of the basement is more direct. This east area is beneath the older portion of the building and two staircases provide direct entry. Most of the mechanical equipment is located in this area and takes up the majority of the floor space. Two vaults, restrooms, and locker facilities are also located in the basement.

The first floor layout is more irregular. At the northwest corner of the structure a large volume of the floor space was originally devoted to the retail operations of the publishing house and the synod. Behind this to the south, and with outdoor access, was the receiving area. The older portions of the building, to the east of these first, were large open spaces devoted to supporting facilities for the retail operations and for the more utilitarian daily operations of the publishing house. Finally, located in the northeast corner of the structure, the loading dock is accessed directly off the press room to the extreme southeast. This dock has three points of access to the exterior, all spaced along its east wall. At the north end of the loading dock area there is a further subdivision of the floor plan where a smaller receiving room also has outdoor access to the east.

On the second floor the plan is similar to the first. To the west a large volume for the original composition room stands open. This space is interspersed only by concrete columns and a lightly framed office structure at its north end. Immediately adjacent to this in the older portion of the building are two large stock rooms divided approximately in half along the east/west axis of the building. In the rear southeast corner is an office block based around a short double-loaded corridor. At one time the library had been placed along the north side of this office block hall. The third floor is almost identical to the second. The office block and stock rooms remain in their same respective locations and to the west there is a similar large open span area; in this case, however, it serves as the bindery.

The fourth floor has a much smaller footprint than the preceding levels and is built only over the western portion of the Eden building. This floor uses a double-loaded corridor plan that leads into side passages within the several respective office suites placed to either side. Most of the space here was occupied with the Evangelical Synod's offices. The fifth floor, built later, is not shown on the 1930 renovation drawings. Provisions for its subsequent addition are, however, indicated on these drawings. In layout it is basically a repetition of the fourth floor. The majority of the floor space is devoted to offices. The only significant difference is the addition of a break room and kitchen space.

2. Stairways: The majority of the stairs located within the Eden building are of a utilitarian nature. At the southeast corner of the newer building, a five-story fire escape extends up from ground level. This is an interior stair of two flights per floor, using concrete treads over a steel frame. The stair runs inside an enclosed shaft. A second fire escape is positioned on the external face of the east wall. Access to this is gained from the windows of the three-story office block. Elsewhere on the floor plan, linking the second and third floors of this same office block, there is a single two-flight stair to the north. Another connection between these same two floors is found in the older portion of the building where there is a single flight of connecting stairs. This open wood stair, located in the south stockroom on the third floor, is enclosed only at its upper extremity by a 3' high surround formed of beaded wainscoting. At the ground floor, evidence can be found of another stair, now missing, that had also connected the first three floors. This stair is shown at the northeastern interior corner on the 1930 drawings. Three staircases to the basement currently exist; all are steel and concrete structures. The first of these, the primary basement stair, is located on the east wall of the 1930 addition just south of the midway point. Access to it is found at the rear of the general office space on the ground floor. The second stair is just northeast of this point, offering access to the basement through the paper storage rooms. This staircase is the original for the older building. Not shown on the drawings, there is a secondary stair from the 1950s loading dock addition into the basement. This stair descends into a narrow passage which, in turn, connects from the east to the original basement.

The primary stairway running throughout the building is found off the front facade and is accessed through the Evangelical Synod entry. This staircase was finished in Art Deco motifs. Marble slabs measuring 1-1/4" thick are used as treads over a steel framework. Risers are inset steel panels. The aluminum railings on the stairway are severely corroded and in poor condition. This stairway winds between floors in split two-flight sections on all but the first. At the first floor, the stairway consists of three short runs. At the top of the second run, the landing arcs out into the entry atrium in a graceful curving motion. The stairway at this point freely floats in space unsupported by visible means.

There are several shorter stairways spaced on the ground floor, all acting as transitions between the varied floor planes. The most prominent is found at the link between the display room and the stock room in the north half of the building. This stair is a three-step marble-faced construction. On either side it is bracketed with short, stepped walls giving it the air of a formal entry. The other stair is located at the rear of the general office beside the basement access. This is a short transitional run into the mailroom area.

3. **Flooring:** Flooring in the Eden building is varied, as is the rest of the structure. In the basement and loading dock areas the flooring condition is concrete. Terrazzo is used heavily throughout the building. It may be found in the main stairway lobby on all floors, in the retail store area on the ground floor, on the second floor in what was once an office block in the northeast corner of the building, and in the fourth and fifth floor office hallways. Also prominent is wood flooring. Throughout the older portion of the building, primarily the eastern two-thirds, tongue-and-groove flooring remains extant. In the west part of the second and third floor work spaces of the 1930s addition, the flooring is 3-1/2" square wood block laid with the end grain vertically exposed. The fourth and fifth floor offices both use 12" x 12" vinyl tiles in the office areas located to either side of the principal hall. Other flooring conditions that may be found in limited use throughout the building include linoleum and asbestos tile.

4. **Wall and ceiling finishes:** The majority of the workspaces in the Eden building use the exposed natural surface of the wall material. In the basement, the walls are concrete in the newer portions of the building and coursed limestone in the older. To the west the second and third floor work areas, both exhibit a similar condition with the interior walls being the yellow enameled face of the concrete block. The work areas and stock rooms in the older structure, the first three floors, all have brick walls laid in the same common bond pattern exhibited on the exterior wall surfaces. Upstairs in the fourth and fifth floor offices as well as in those on the second and third floors, the interior walls are plaster over metal lath. Interior partitions on the fourth and fifth floors are constructed of plastered 4" concrete block. Certain rooms, such as the third floor conference room, have more elaborate interior conditions. This room is a combination both of plastered walls and bookmatched satinwood panels. On the second floor, the library located on the north side of the office block area is also plaster and wood. Built-in cabinetry covers the southern wall of this room, to approximately a 6' height. The use of cabinets as wall treatment may again be found sporadically in the small office blocks to the eastern portion of the second and third floors. At the ground floor in the main stairway/elevator entry lobby, the interior walls are plaster with travertine marble wainscoting running around the perimeter. The display and general office areas in the northwest portion of the first floor also make extensive use of woodwork. In the display area, the section around the entry from the stockrooms located to the east and the area immediately to the north, has built in cabinets of Australian laurel rising to a height of about 7' above the floor level. Farther back in this same space, the general office area is partitioned off with freestanding wood and glass partitions exhibiting characteristics of Craftsman style interior work. At the rear of these offices there remains a formal portico also done in Australian laurel. Columns throughout this large office/display volume are all sheathed in black glass. Originally aluminum corners trimmed out these columns. These are now missing. Currently, portions of this large space as well as the front entry opening into it have been sectioned off with studded drywall partitions.

Ceilings in the workspaces on the second and third floors of the 1930s addition are exposed ribbed concrete running north and south. In portions of the older structure sections of embossed tin ceilings remain. One example of this is the center of the northern portion of the second floor, which became offices after the 1930 renovations. Although the office walls no longer remain, the detailed tin ceiling and elaborate tin cornice are still intact. All the workspaces in the older portion of the building have tin ceilings that vary in pattern from office to office. Among these is that found in the third floor workspace immediately adjacent to the conference room. The ceiling here uses elongated panels with smaller rosettes spaced periodically at intervals over the joints. On the first floor in the central north section of the building the original boardroom had a plaster ceiling with a stepped cornice. In the office spaces on the second and third floors the ceilings are plaster and 12" x 12" acoustic tiles. The fourth and fifth floor offices also use these same acoustic tiles, probably the result of a later renovation. In the general office space and the display area on the first floor, ceilings are again plaster. Baseboards throughout the building are either vinyl, slate, or marble with the latter being used primarily in the formal areas of the building such as the elevator lobby and some of the offices.

5. Openings:

- a. Doorways and doors: In the fourth and fifth floor office blocks the doors are of four differing types, these being either; half glass on their upper portions with wood louvers at the bottom and transom windows above, half wood panel with a similar use of wood louvers placed to the bottom and overhead transom, full light units with transom windows above, or wood panel doors without transoms. Unadorned metal framing is used for the door jambs and modern ranch casing for the trim. The glass is semi-opaque and the sills are all marble. In the second and third floor office blocks, wood half-light doors are again used in the majority of cases. There are some exceptions, for instance the library door is a solid slab. All of the office doors on these two floors have transom lights above them. These are however currently inoperable as later modifications made to install air conditioning involved fixing the units in place and running the necessary air vents through them. The door of the library located on the second floor is, as before mentioned, a solid wood slab. The interior face of this is veneered in satinwood to match the extensive woodwork present in the room. The exterior face is birch veneered. Surrounding this door on the interior is an elaborate wood architrave. This moves into the door in a progressive series of steps and is carved in a diamond pattern similar to that found in the ground floor lobby areas. On the third floor, immediately off the elevator to the east, there is a small anteroom to the conference room. This lobby, finished with wood panels to match the conference room interior, has double doors to the east. These doors are flat, unadorned veneered satinwood slabs, double swing, and with a single small 8" octagonal window centered in each. On the interior of the conference room, these doors are framed with stepped wood surrounds. Above the door is a marquetry pediment done in a single species of veneer and using the fiddlehead graphic motif also found on the vent covers of this space and periodically throughout the building. Centered in this pediment is a built-in clock. A similar door design to that of the conference room may be found on the main elevator doors. On all floors these elevator doors use a similar octagonal window design. The surrounds of these doors are travertine marble stepped in toward the opening.

At the ground floor level the entry lobbies of both the Synod and Eden Publishing use similar millwork. The entries in both cases are wood and glass double doors opening to the interior. The design uses a double-entry airlock with the interior of the entry being freestanding. Here this unit is a lightly framed wood and glass box. Surrounding the doors is glass and wood grillwork and above the entry in both cases is an inoperable transom window. The interior of the display and general office areas on the first floor shows a similar rich use of woodwork. The connecting door between the display area and the stock room is a steel unit veneered with Australian laurel to match the store's architectural cabinetry. Farther to the south in this same space, the wood and glass office partitions use wooden doorways bisected by narrow vertical lights unequally divided into three sections. Other interior doors remaining are to be found in the working areas of the building. These are chiefly of one principal type, horizontally sliding fire doors from the Missouri Fire Door Company. They use steel sill plates and are typically at all connecting points between rooms.

- b. Windows: The interior treatment of the windows on the fourth and fifth floor office blocks is kept relatively simple with the interior plaster turning the corner to meet the steel window framing, there is no separate jamb. The window sills on these two floors are of two types, either of red marble or slate. On the lower floors, in the workspaces to the west in the newer addition, the steel framing of the windows is readily apparent, here however the sills are bullnose glazed concrete block finished to match the rest of the interior walls. Windows in the older portions of the building typically use the interior wall treatment as a return into the window. In the case of the workspaces this means brick, similarly in the offices the returns are plaster. In both situations the sills are bullnose wood. Presently the sash for the majority of these windows no longer remains and the sills are heavily weather damaged. In the conference room on the third floor, tenants present after 1930 added stained glass window panels to the interior of the north facing glazing. Other than these, the window condition remains typical of the other office spaces found throughout the structure with exposed steel framing and plaster returns. In addition, on these windows there is a broad wood sill to cover the concealed radiators found directly below them. At the ground floor level the windows in the display area are set fairly high. Similarly to the other window treatments throughout the building, these use marble sills. In this area the windows are recessed, with articulation established by columns. Below each is a concealed radiator. To the north of this space there was originally a large display window on the street facade. While the opening still exists, it has since been bricked-over and much of the interior wall treatment has been removed or damaged. At present the only condition that can be seen here is rough stud framing and remnants of the original veneer. On the north the stock room and what had been the boardroom, both located within the older volume of the structure, have windows that are hybrids of the two principal window conditions found in the building. Here the steel and glass units found throughout the new addition are again used but the jambs and sill are wood.

6. Decorative features and trim: As a result of the major renovation done in the 1930s there is an extensive use of Art Deco motifs throughout the building. In the Evangelical Synod's entrance lobby this is particularly obvious. Here the travertine marble surrounds about both the elevator door and the side door accessing the display area are scalloped at their outer edges, stepping down to the door in a progressive series of bands. Around the ceiling of this same space, the plaster is worked in a diamond patterned cornice matching that found in the second floor library. The stairway railings on the main staircase also continue the Art Deco scheme. Here the railings are divided by three runners into two bands. Infilling between these bands is metal work done in a graphic fiddlehead motif. This same railing may also be found on the ground floor, serving to define the general office area and separating the main floor from the private offices immediately adjacent to the east. Further uses of the fiddlehead design may be found both on the duct work grilles in what had been the boardroom (first floor-center) and on the grillework in the third floor conference room. In addition, on the upper faces of the display area's black glass columns, the fiddlehead motif has been incised and, as mentioned above, the pediment above the door in the conference room has an identical inlaid design.

Other decorative features to be found within the structure include the ceiling of the board room. This originally had on its interior a stepped plaster cornice surrounding the perimeter. In the conference room the interior articulation was done in both plaster and wood. While it is currently in poor shape, to all practical appearances the ceiling was initially divided into three divisions running from east to west. These separations were formed by the wood panels of the walls turning into a broad stepped and boxed wood cornice and wrapping onto the plane of the ceiling where they adjoined the plaster. Another significant space, the second floor library, in addition to making use of the earlier mentioned door surround, also had a heavy wood molding used in both corner and cornice. Beginning just above the built-in bookshelves these moldings were squared-off and beaded in a broad cable design.

Final decorative elements within the building include many of the interior light fixtures in the lobby and office areas. Those remaining demonstrate the clean but dynamic lines of the Art Deco style. Many of the interior partitions, in particular those found in the ground floor offices, also could be considered decorative. While functional, the design of the wood and glass elements of these partitions is laid out in a manner highly reminiscent of both Craftsman and Prairie style geometry.

7. Hardware: The overwhelming majority of the hardware remaining in the Eden building is off the shelf stock. Much of what was once present has been removed but that remaining suggests that there was nothing exceptional used in the building's construction. Doorlocks vary from older mortised units to modern locksets. Window hardware is strictly utilitarian.
8. Mechanical equipment:
 - a. Heating, air conditioning, ventilation: Ventilation in the Eden building was accomplished primarily through natural means. With the extensive glazing present there was little need for additional mechanical systems. At a few locations in the second and third floor workrooms, there are stovepipe openings through the wall, providing ventilation for the printing machinery. In the ground floor boardroom what is now the air conditioning line was originally connected to a blower motor venting to the outside. This is, however, the extent of the ventilation equipment found.

Air conditioning was not designed into the original structure but was later selectively added. In the office areas on the fourth and fifth floors this addition was easily concealed in the overhead ceiling space. Those offices on the second and third floors, however, while having high enough ceilings, do not conceal the ductwork, but instead leave it exposed. Individual branches are run off a main trunk located in the hall and into each office through the transom windows. The mechanical system and the fanroom for this equipment are located on the rooftop in a separate structure positioned to the rear of the elevator and tankhouse. The equipment manufacturer is Trane. Also on the third floor, the conference room, being located at a distance from the office block, has its own system. This is a freestanding unit which is dedicated solely to this space. The manufacturer here was indeterminate. On the ground floor the boardroom, the display area, and the general office space are the only areas air conditioned. Two freestanding units both manufactured by General Electric are used. The first of these units is dedicated solely to the boardroom and has only one line coming off of it. This line is the same that was originally used for ventilation of this space. It is located on the east wall of the stock room immediately outside the boardroom. The second unit is dedicated to the display and office area in the northwest corner. It is located on the south wall of this space and has a single large branch line coming off of it. A distribution tree from this unit is located to the north along the ceiling.

Hot water was used, primarily, to heat the building. Throughout the older building and in the second and third floor office spaces, cast iron radiators were used. In the display/office area on the first floor, concealed radiators were stationed below all the windows. The manufacturer of these is indeterminate as they have at present been removed. On the fourth and fifth floors, heat is likewise provided by hot water radiators. While those located in the main stairway lobby are of an older cast design, the units located in the office spaces are relatively modern, manufactured by Trane, and have individual controls in each office space. The mechanical equipment for the heating system is located in the basement. The boiler, manufactured by Kewanee, was originally coal-fired and has since been converted to natural gas. It is located in a pit to the northeast corner of the basement, under the original building. Immediately north of the boiler is the original coal room location.

Heat in the working areas of the building was provided by ceiling-hung natural gas fired units made by Modine Manufacturing of Racine, Wisconsin. While the included 1930 drawings show these units placed throughout the structure, currently the majority have been removed.

- b. Lighting: The Eden building uses both fluorescent and incandescent lighting. On the fourth and fifth floors, fluorescent fixtures are used throughout the office spaces. These are all twin tube units with metal and plastic housings which are perforated on the sides. They are surface mounted on the ceiling. In the main hall way on both floors the lighting is incandescent. The only other lighting condition to be found on these upper floors is in the elevator lobby to the north. The lighting here is incandescent as in the hallway but the fixture is in both cases a twin light, steel and glass, trapezoid-shaped, Art Deco fixture.

The lobby area for the conference room on the third floor was also lit incandescently. At the present, however, the original fixture is missing and has been replaced by a later addition that is out of context with the intent of the building's original design. Inside the conference

room itself, the fixtures are also missing. Originally this space had been lit incandescently with wall sconces. The workrooms on the third floor use primarily incandescent lighting. However some use of fluorescent fixtures exists in the south portions of the bindery. The fixtures used in the work areas throughout the building are primarily utilitarian. If these lights are incandescent, they tend to be single bulbs with metal shades. Fluorescent fixtures in these spaces are all typically exposed twin tube units. The office areas on both the second and third floors follow the same pattern as the offices upstairs, fluorescent lighting in the offices and incandescent in the hallways. The exception to this is the library where currently two of the three original Art Deco lights remain. These steel and glass fixtures were all identical consisting of a trough design about 4' long and housing four incandescent bulbs per unit. On the ground floor most of the lighting is fluorescent. The only exception to this is the Synod's entry lobby. This uses incandescent Art Deco fixtures similar in design to those in the elevator lobbies on the other floors. Smaller conoid-shaped Art Deco wall sconces may be found on the interior of this stair lobby, inside the stairway enclosure.

- c. **Plumbing:** The bathrooms on the fourth and fifth floors are identical. Both of these areas use standard fixtures and are unusual only in their interior wall treatments. These wall treatments consist of 1-1/4" thick marble slabs used as both wall covering and partitions. The kitchen on the fifth floor is conventional construction and uses a standard enameled double bowl sink. On the second and third floors the work spaces in the main volume of the building have large centrally located bathrooms, mens' and womens' on the third floor and mens' only on the second. Most of the fixtures in these areas are again standard off-the-shelf items. The exceptions are the large round washbasins located in each bathroom, three on the third floor and two on the second. Other plumbed facilities include small bathrooms located in the southwest corners of the second and third floor office blocks and two small bathrooms located on the east wall of the original building. These latter two are no longer present and the first two mentioned contain nothing exceptional. The only other facilities in the building are located in the basement in the south west corner. Originally the water supply entered the building at the northeast corner of the basement directly beside a pressure tank and booster pump. The current condition of this system could not be verified due to the inaccessible condition of this area. Also located in the basement is an A. O. Smith 89-gallon natural gas-fired water heater. On the rooftop, two large 4500-gallon pressure tanks were located in the tankhouse.
- d. **Elevators/dumbwaiters/mail system:** At the main entrance of the building, the principal elevator provides access to all five floors and the basement. This elevator has a side-hinged entry door that is 3' wide. It is rated for intermittent duty. The equipment for it is manufactured by the Houghton Elevator and Machine Company of Toledo, Ohio, and is located at the rooftop level, below the location of the original steel and glass tower. The other elevator in the building is located to the south on the exterior wall of the original structure. This is a 2000-pound capacity freight elevator of indeterminate manufacture serving only the first three floors of the building. The entry for it is a vertically sliding oak gate.

Two dumbwaiter systems run between the first and third floors in the building. Both of

these are of indeterminate manufacture and neither is currently operable. The first dumbwaiter is located just north of the center of the building and faces into what was the original structure. This unit is listed on the 1930 renovation drawings as being handpowered. The other unit is located at the rear of the building, immediately north of the fire escape stairway. This dumbwaiter faces west into the interior of the newer workspaces. The power for it could not be determined. In addition to the other mechanical systems in the building, a Lamson brand mail delivery system was installed in the fourth and fifth floor offices. Evidence of its presence exists on the fourth floor in the first office immediately south of the main elevator. It does not appear on the 1930 drawings and was probably installed consecutively with the addition of the fifth floor in 1955.

D. Site:

1. Historic landscape design: The Eden Publishing House building is sited on the edge of what has become the Lafayette Park Historic District. It sits on the boundary between a primarily residential district located to the south and west and an industrial zone on the north. Currently most of the land surrounding the Eden building is empty. Immediately east of the structure is an open lot that once served as parking for the building. In the 1930s and 1950s the Eden Publishing House was itself responsible for much of the loss of the surrounding buildings as they were torn down to allow space for its burgeoning business interests. A string of requested permits during this period readily testifies to this fact. As it stands today, the building fronts directly onto the sidewalk on the north and west and onto an alley to the south. Little attention was paid to landscape design.

ENDNOTES:

1. *The Evangelical Synod Building* (St. Louis: Eden Publishing House, 1931), 19. A promotional brochure sent out in 1931 to commemorate the recent expansion of the Eden Publishing House states that the St. Louis architects Hoener, Baum, and Froese had recently won a gold medal from the Kansas City Chapter of the American Institute of Architects (AIA) for a "...building constructed near Kansas City and considered the outstanding building in the institutional grouping for the year 1929 in the Kansas City district."
2. City of St. Louis Records, 1981, on file at the Records Office, City Hall, St. Louis, Missouri.
3. *Kalender* (St. Louis: Eden Publishing House, 1897), 98; Albert Mucke, *Geschichte der Deutschen Evangelischen Synode von Nord-Amerika* (St. Louis: Eden Publishing House, 1915), 291-292. The 1897 Eden Synod yearbook for congregation, *Kalender*, offers a brief description of the publishing headquarters and its history up to this point. In addition, Albert Mucke discusses both the 1893 publishing building which was located at 1403 Franklin Avenue as well as its subsequent expansion through the purchase of \$4900.00 for the A. G. Tonnie's printing business. Prior to this, in 1885 the General Synod had made a decision to incorporate all the various branches of the business and to replace the existing building by constructing their own. The incorporation occurred on November 22, 1895. At this point the name was changed from "Publishing House of the German Protestant Synod of North America" to "Eden Publishing House." Construction of a new larger building began in 1896. On May 27, 1896, days after the building was finished, a tornado hit, destroying the roof and wresting the upper 3'-4' off the 18" thick west wall. Merchandise that had been stored in the building was damaged by the rain, however, due to quick action the building was repaired within three days. Printing operations began in the building in February 1897. Several years later, in October 1900, construction began on a third floor addition which was being built to handle the book-binding operations. The Eden Publishing House started publishing in English in July 1906, with the first publications being "Evangelical Companion" and "Messenger of Peace." English language publication continued to expand with the venture subsequently producing Sunday school literature. This expansion into the English language eventually necessitated the January 1, 1914, hiring of Pastor H. Katterjohn as editor.
4. *The Evangelical Synod Building* (St. Louis: Eden Publishing House, 1931), 9; Also see the City of St. Louis Building Permits, 1911, 1916, on file at the Building Permit Office, City Hall, St. Louis, Missouri. Promotional literature also provides a brief history of the Eden Publishing House. An extra copy was given to the Archaeological Research Center by Lowell Zuck, Eden Theological Seminary Archivist.
5. City of St. Louis Building Permits, 1930.
6. *Ibid.*, 1955.
7. The dates of operation were acquired during an interview conducted by Janet Kneller with Lowell Zuck, the archivist for the Eden Theological Seminary, 1997.
8. City of St. Louis Occupancy Permits, 1977, on file at the Records Office, City Hall, St. Louis, Missouri.

9. *Ibid.*, 1987-89.
10. Details of the ownership of Survey 3123 can be found in the Will of James Mackay in the Soulard Papers, 1822, archives, Missouri Historical Society, St. Louis, Missouri; and in Hamilton R. Gamble's account of the "Case of Marie Nicolle Les Bois vs. Samuel Brammel," in Hamilton R. Gamble Papers, 1840, archives, Missouri Historical Society, St. Louis, Missouri.
11. William Hyde and Howard Conard, *Encyclopedia of the History of St. Louis* (New York: The Southern History Company, 1899), 1519; and Richard J. Compton and Camille N. Dry, *Pictorial St. Louis* (St. Louis: Compton and Company, 1876).
12. *The Evangelical Synod Building* (St. Louis: Eden Publishing House), 1931, 5, 9. The Eden Publishing House's 1931 promotional brochure issued at the time of expansion clearly recognizes a responsibility felt to the new German immigrants by the founders of the Evangelical Synod (in Missouri);
 "The need of suitable literature was distinctly and immediately felt by the fathers and founders of the Evangelical Synod. They realized very clearly that, if they would keep their people informed as to the progress of the young organization and extend the influence of the pure and simple Gospel of Jesus among their countrymen who were pouring into the new world in ever-increasing numbers, they must needs supply a suitable literature. It was, thus, evidence both of clear vision and of real faith in their cause that in 1850, ten years after the organization of the small church body, they began the publication of their first literary venture, "*Der Friedensbote*," simultaneously with the establishment of the theological seminary."

As well, the Evangelical Synod later began producing a variety of publications in both German and English;
 "In 1902 the *Messenger of Peace*, now the *Evangelical Herald*, made its appearance, followed some years later by the *Evangelical Tidings*, a paper for young people, paper for boys and girls, *Light Bearer*, and a host of quarterlies for the use of Sunday school workers and scholars. In addition thereto many books were published in the course of years in both languages."
13. Robert O. Laaser, *Our Beloved Eden: The Story of the Seminary* (n.p: Eden Seminary, 1993). Robert O. Laaser clearly discusses the development of the seminary and the gradual assimilation of its German congregation. For instance, beginning in 1925 for the first time German was not used in the reading of the General Conference Report and concurrently the term 'German' was dropped from the Evangelical Synod's name. Also by this time assimilation had resulted in the second and third generation descendents of the original German congregation no longer writing or conversing in German.

PART III. SOURCES OF INFORMATION

- A. Architectural drawings: The principal reference for most of this report has been the Hoener, Baum, and Froese drawings for the 1930 renovation. These are currently available in the archives at Hoener Associates Architects in St. Louis. Most of the building's features are shown in this set of drawings. What is not shown is the fifth floor and the northeast loading dock, both of which were added later. On file at City Hall is a difficult to read set of drawings made in about 1955, the same time that these latter two additions were added. The drawings, which were illegible when reproduced, appear to be part of the permit application for these additions.
- B. Bibliography:
- Compton, Richard J. and Camille N. Dry. *Pictorial St. Louis*. St. Louis: Compton and Company, 1876.
- Eden Publishing House. *Kalender*. St. Louis: Eden Publishing Company, 1897.
- Evangelical Synod Building*. St. Louis: Eden Publishing House, 1931.
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- Keeler, Ted. Internal Memo, Eden Publishing Company, Eden Seminary Archives, St. Louis, Missouri, n.d.
- Laaser, Robert O. *Our beloved Eden: The Story of the Seminary*. n.p., Eden Seminary, 1993.
- Mucke, Albert. *Geschichte der Deutschen Evangelischen Synode von Nord-Amerika*. St. Louis: Eden Publishing House, 1915.
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- St. Louis City Directory. Missouri Historical Society, St. Louis, Missouri, 1976-80.
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- Sanborn Map Company. Fire Insurance Map of St. Louis City Hall, St. Louis, Missouri, 1964-96.
- Soulard Papers. "Will of James Mackay," in Soulard Papers, Missouri Historical Society, St. Louis, Missouri, 1822.
- Whipple & Company. Fire Insurance Map of St. Louis. n.p., Whipple, 1876.
- Zuck, Lowell, interview by Janet Kneller, Archaeological Research Center, St. Louis, Missouri, 1997.

C. Supplemental material:

1. Site Map: USGS 7.5 minute series, Cahokia Quadrangle.
2. Site Map: USGS 7.5 minute series, Cahokia Quadrangle showing site location within Lafayette Square.
3. Floor Plans: Hoener, Baum and Froese, Architects and Engineers, April 1930.
4. Historic Photographs: Eden Publishing House, 1931.
5. Interior Detail Drawings: Eden Publishing House, 1931.

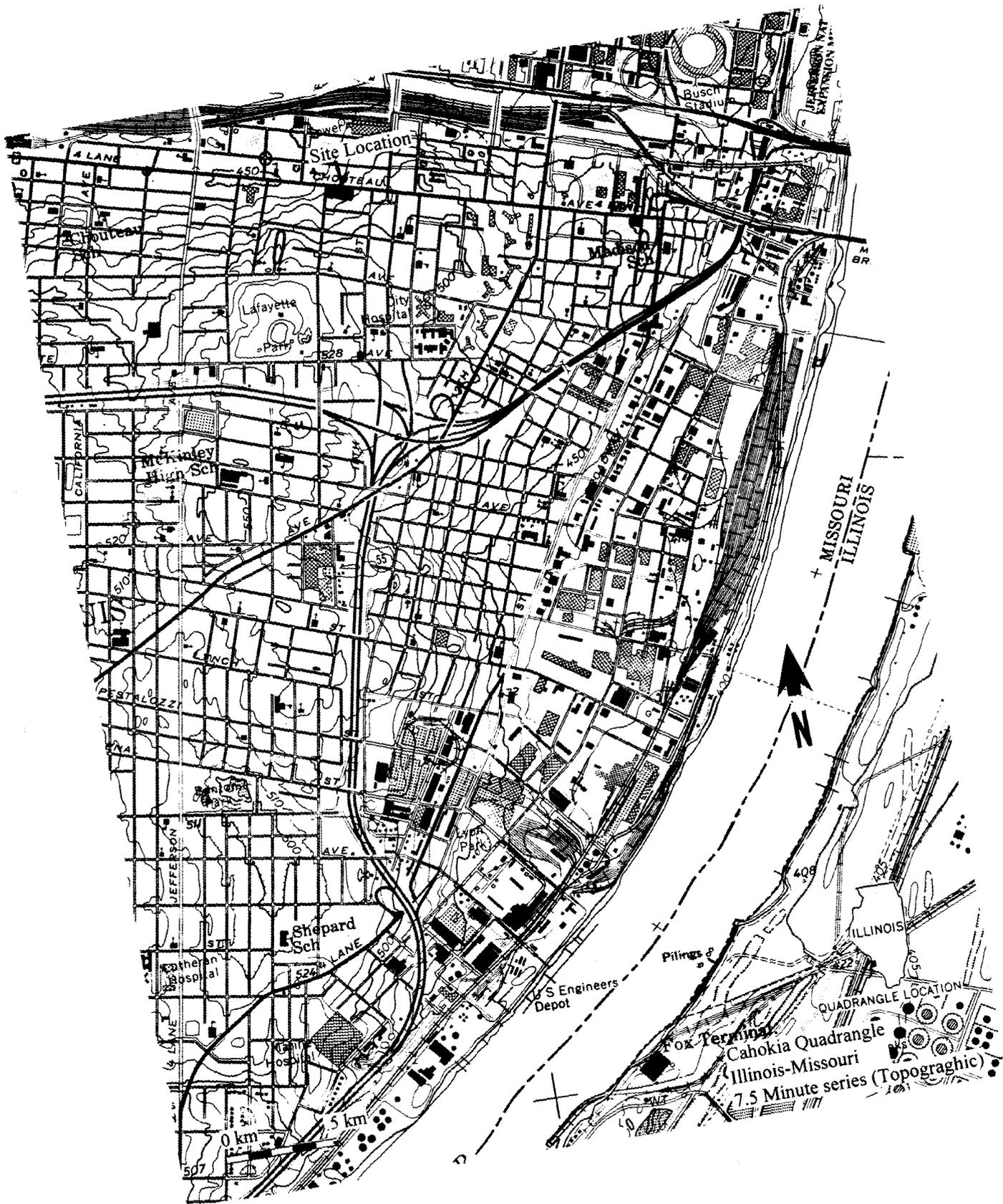
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records.*

PART IV. PROJECT INFORMATION

Architecture Consultant: Eric Roselle
Historian: Dennis Naglich
Photographer: Ed Spence
German Translator: Hannelore M. Spence
Principal Investigator: Janet Kneller

SITE LOCATION OF
EDEN PUBLISHING HOUSE

EDEN PUBLISHING HOUSE
Lafayette Square
HABS No. MO-1934
(page 18)



LOCATION OF EDEN PUBLISHING HOUSE
IN LAFAYETTE SQUARE

EDEN PUBLISHING HOUSE
Lafayette Square
HABS No. MO-1934
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