

**Fall 2015 HP Studio 1**

**PROJECT 3: Field Documentation and Analysis of Historic Building**

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**Jules P. Storm Mausoleum**

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Located on Park Avenue in Larch plot, north of Central Avenue, the mausoleum of Jules P. Storm and his family was designed and constructed by Lazzari & Barton<sup>1</sup> of Woodlawn (Fig. 1), a well-known mausoleum company that worked specifically with Woodlawn Cemetery, catering to a large number of clients on different commissions in the cemetery. With its office adjacent to the cemetery's main entrance, East 233D Street, Woodlawn, N. Y.<sup>2</sup>, the company conveniently served its clients with a wide range of mausoleums and monuments. The catalog of Lazzari & Barton has a series of mausoleums that had been already designed for customers to choose and can be quickly assembled. The diversity of styles and volumes efficiently avoids the repetition of the mausoleums in the vicinity. The prototype of the Jules P. Storm mausoleum was the one that built for Preterre as well as Mr. John B. Lazzari.

The owner of the Mausoleum, Jules Phillip Storm (1865-1935), was an advertising pioneer who established the second oldest advertising company, Jules P. Storm & Sons, Inc., in New York City, in 1888<sup>3</sup>. Starting his advertising career working at a newspaper, Mr. Storm opened his own advertising agency which first specialized in real estate advertising with later added fields of legal and dry goods advertising. He then expanded his business into banking and insurance advertising<sup>4</sup>. Built in 1903, the mausoleum first occupant could be his son, Kenneth Jules Storm (1886-1898). Other five people resting inside were his wife, Jane L. Storm (1868-1962), their daughter Marguerite Storm Newton (1892-1963), and two other sons, Charles M. Storm (1890-1959) and

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<sup>1</sup> Lazzari & Barton. *Mausoleums* (New York, Lazzari & Barton, 1903). Avery Library, Drawings & Archives.

<sup>2</sup> Lazzari & Barton. *Mausoleums* (New York, Lazzari & Barton, 1903). Avery Library, Drawings & Archives.

<sup>3</sup> JULES P. STORM DEAD; ADVERTISING PIONEER. (1935, Aug 16). *New York Times* (1923-Current File) Retrieved from <http://ezproxy.cul.columbia.edu/login?url=http://search.proquest.com/docview/101382049?accountid=10226>

<sup>4</sup> Special to the, H. T. (1935, Aug 16). Jules P. storm dies: 'ad' firm founder here. *New York Herald Tribune* (1926-1962)

Allston E. Storm (1894-1961), and Allston's wife Beatrice Elizabeth Storm (1898-1968). According to the correspondences between the family and Woodlawn Cemetery<sup>5</sup>, Langdon K. Storm, also the son of Jules and Jane, husband of Helen Bacon Storm, was buried in his wife's family mausoleum-Payne mausoleum in Woodlawn Cemetery (Fig. 2).

Compared with the prime lots distributed along the main avenues, Larch is densely lined with similar structures, in effect creating neighborhoods of upper-middle-class mausoleums. The mausoleum next to the Jules P. Storm, Knabbe, shows great similarity in design with very little difference on the proportion of the portico columns. The plot of the Jules P. Storm mausoleum is square in shape and directly connected with Park Avenue. The structure is set back from the property line with big space in the front. The early photographs of the area show that the plot had no landscape design<sup>6</sup>, except the quite flat turf we see today. However, the early correspondences indicate that there were two proposals for the surrounding plantings. The first one was in 1932 (Fig. 3). Judging from the hand-drawing sketches, evergreens were the main plants using for the landscape. I tried to represent the view of the mausoleum with its natural environment (Fig. 4). The idea of the design was to create a relatively sacred and private atmosphere. The plants were shaped into four small quadrants for each corner of the plot. The tallest Juniperus standing at the rear sides of the mausoleum, with continuous change of the planting heights, the welcoming 18 inch Taxus at the entrance together enclosed the boarder for both visual and physical. The planting had been cared for regularly until 1973, when there was the suggestion for replacing all the evergreens. The

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<sup>5</sup> Storm Correspondence File, Woodlawn Cemetery Collection, Avery Library, Drawings & Archives.

<sup>6</sup> Storm Correspondence File, Woodlawn Cemetery Collection, Avery Library, Drawings & Archives.

later design was more sophisticated with central flowerbeds and big clusters of bushes.

The mausoleum was built in Greek style, with four Ionic columns on the portico. Other mausoleums around it are very similar with variation in the columns and decoration on the pediment. In addition to the four-column portico, some porticos are combined by two pilasters and in-antis columns. Except Ionic columns, Doric and Corinthian columns are also widely used in the cemetery. The mausoleum is rather austere, with only a wreath on the pediment. The massive rusticated granite exterior wall prevents a dull and flat surface. Taking a close look at the decorative patterns on the bronze and glass door, the central ornament consists of the initials of Jules P. Storm. The three letters, J, P, S are intertwined with each other. Inside, all the exposed material is light-colored marble and in surprisingly good condition. The color and texture of the marble reflects the peace and purity. Unlike some mausoleums that have bad lighting conditions, the Jules P. Storm mausoleum is bright and clear. It is even possible to see the vibrant color of the stained glass through the front door.

Although the Jules P. Storm mausoleum is not as grand as other mausoleums in Woodlawn Cemetery, the family makes effort to keep it in well-preserved condition. It is always important for people to go back and visit their ancestry.

## Bibliography

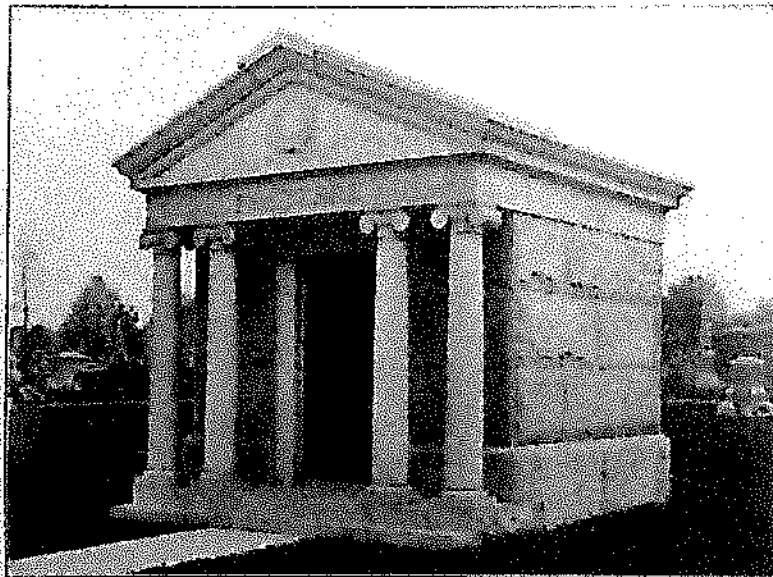
Lazarri & Barton. *Mausoleums* (New York, Lazzari & Barton, 1903). Avery Library, Drawings & Archives.

Jules P. Storm Dead; Advertising Pioneer. (1935, Aug 16). New York Times (1923-Current File).

Special to the, H. T. (1935, Aug 16). Jules P. storm dies; 'ad' firm founder here. New York Herald Tribune (1926-1962)

Storm Correspondence File, Woodlawn Cemetery Collection, Avery Library, Drawings & Archives.

Fig. 1 Lazarri & Barton. *Mausoleums* (New York, Lazzari & Barton, 1903). Avery Library, Drawings & Archives



PRATT'S MAUSOLEUM.  
Erected in Woodlawn Cemetery, June, 1901. The same design built for Mr. John H. Lazzari  
August, 1901, also one now building for Mr. Jules P. Storm.

Fig. 2 The family members of Storm.

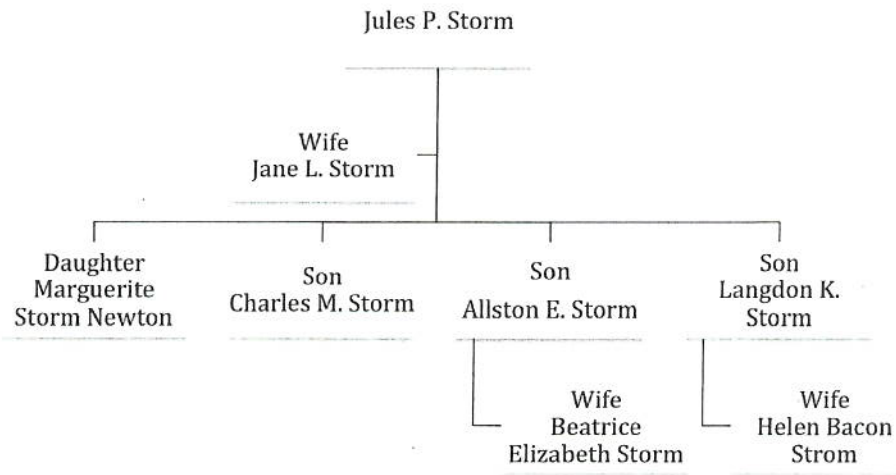
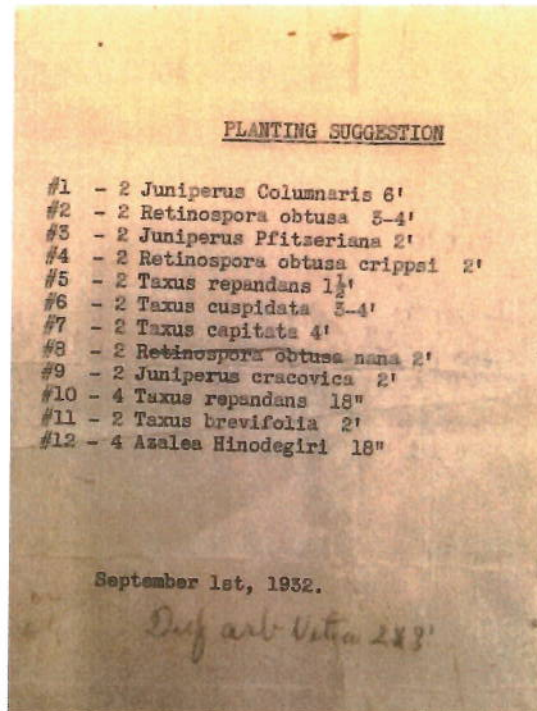
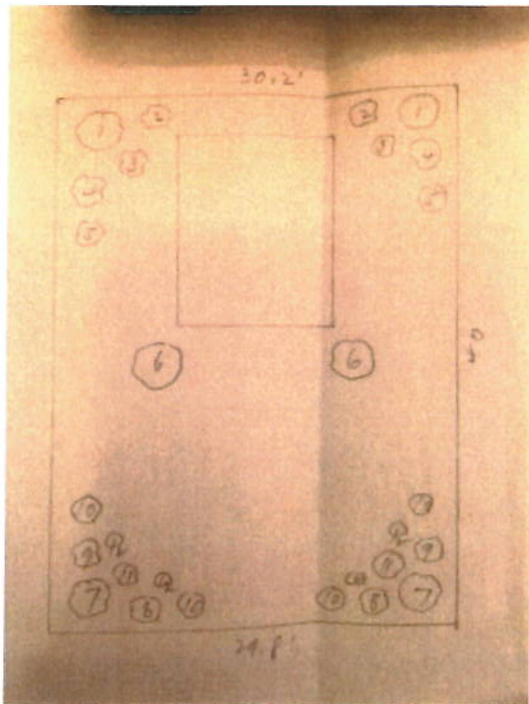


Fig. 3 The first landscape design hand drawing sketch.  
 Storm Correspondence File, Woodlawn Cemetery Collection, Avery Library, Drawings & Archives.



## The planting proposal in 1973

Storm Correspondence File, Woodlawn Cemetery Collection, Avery Library, Drawings & Archives.

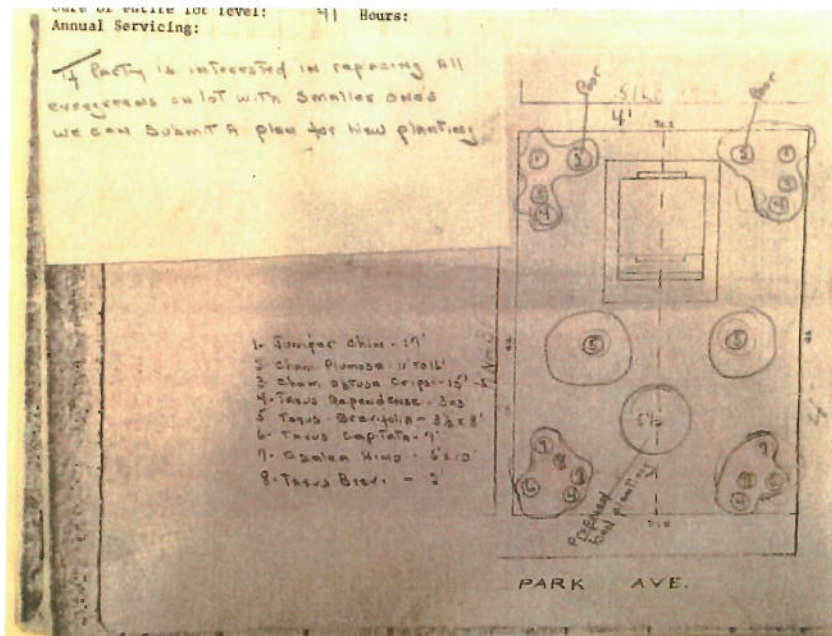


Fig. 4

