NPS Form 10-900
(Oct. 1990)

OMB No. 10024-0018

United States Department of the Interior
National Park Service

National Register of Historic Places
Registration Form

1. Name of Property

historic name Measuregraph Company Building

other names/site number Mednik Wiping Materials Company

2. Location

street & number 4245 Forest Park Boulevard [n/a] not for publication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 63108

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 [ ] nationally [ ] statewide [x] locally. (See continuation sheet for additional comments [ ].)

Mark A. Miles 08/29/05

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

Missouri Department of Natural Resources
State or Federal agency and bureau

In my opinion, the property [ ] meets [ ] does not meet the National Register criteria.
(See continuation sheet for additional comments [ ].)

Signature of certifying official/Title

State or Federal agency and bureau

4. National Park Service Certification

Signature of the Keeper Date of Action

I hereby certify that the property is:

[ ] entered in the National Register
See continuation sheet [ ].
[ ] determined eligible for the National Register
See continuation sheet [ ].
[ ] determined not eligible for the National Register.
[ ] removed from the National Register
[ ] other, explain see continuation sheet [ ].

5.Classification

Ownership of Property	Category of Property	Number of Resources within Property		
		contributing	noncontributing	
[x] private	[x] building(s)	1	0	building
[ ] public-local	[ ] district			
[ ] public-state	[ ] site	0	0	sites
[ ] public-Federal	[ ] structure	0	0	structures
	[ ] object	0	0	objects
		1	0	total

Name of related multiple property listing.

(n/a)

Number of contributing resources previously listed in the National Register. 0

6. Function or Use

Historic Function

INDUSTRY: manufacturing facility
COMMERCE: business

Current Functions

VACANT

7. Description

Architectural Classification

OTHER: Industrial

see continuation sheet [ ].

Materials

foundation Limestone
Concrete
walls Brick
Limestone
Concrete
roof Asphalt
Terra Cotta
other

see continuation sheet [ ].

NARRATIVE DESCRIPTION
See continuation sheet [x]

8.Statement of Significance

Applicable National Register Criteria

[x] **A** Property is associatec 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

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 of age or achieved significance within the past 50 years.

Areas of Significance

INDUSTRY

Periods of Significance

1924-1955

Significant Dates

n/a

Significant Person(s)

n/a

Cultural Affiliation

n/a

Architect/Builder

Kennerly & Steigmeyer / architect
Brussel & Viterbo / engineers
McNeill, Fred S./ architect
Cunliff, William Hugh/builder
Cunliff, Nelson /builder

Narrative Statement of Significance

(Explain the significance of the property on one or more continuation sheets.)

9. Major Bibliographic References

Bibliography

(Cite the books, articles and other sources used in preparing this form on one or more continuation sheets.)

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

#_____

Primary location of additional data:

[x] State Historic Preservation Office

[ ] Other State Agency

[ ] Federal Agency

[ ] Local Government

[ ] University

[ ] Other:

Name of repository:_____

10.Geographical Data

Acreage of Property under 1 acre

UTM References

A. Zone	Easting	Northing	B. Zone	Easting	Northing
15	739 340	4279 980			
C. Zone	Easting	Northing	D. Zone	Easting	Northing

[ ] See continuation sheet

Verbal Boundary Description
(Describe the boundaries of the property on a continuation sheet.)

Boundary Justification
(Explain why the boundaries were selected on a continuation sheet.)

11. Form Prepared By

name/title Matthew Bivens/Researcher

organization Landmarks Association of St. Louis date January 1, 2005

street & number 917 Locust Street, 7th floor telephone (314) 421-6474

city or town St. Louis state MO zip code 63101

Additional Documentation
Submit the following items with the completed form:

Continuation Sheets

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.

Photographs

Representative **black and white photographs** of the property.

Additional Items
(Check with the SHPO or FPO for any additional items)

Property Owner
(Complete this item at the request of SHPO or FPO.)

name Rick Zimmerman

street & number Turley Martin, Suite 500 telephone 314-750-2222

city or town Clayton state MO zip code 63105

5.Classification

Ownership of Property

[x] private
[ ] public-local
[ ] public-state
[ ] public-Federal

Category of Property

[x] building(s)
[ ] district
[ ] site
[ ] structure
[ ] object

Number of Resources within Property

contributing	noncontributing	
1	0	building
0	0	sites
0	0	structures
0	0	objects
1	0	total

Name of related multiple property listing.

(n/a)

Number of contributing resources previously listed in the National Register. 0

6. Function or Use

Historic Function

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Primary location of additional data:

[x] State Historic Preservation Office

[ ] Other State Agency

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[ ] University

[ ] Other:

Name of repository:_____

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Additional Items
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Property Owner
(Complete this item at the request of SHPO or FPO.)

name Rick Zimmerman

street & number Turley Martin, Suite 500 telephone 314-750-2222

city or town Clayton state MO zip code 63105

Summary

The Measuregraph Company Building is a two-story factory and office building located at 4245 Forest Park Boulevard in St. Louis, Missouri. Completed in 1924 from a design by the local architectural firm of Kennerly & Steigmeyer, the original rectangular building is constructed of wire-cut variegated brick and features subtle detailing. The five-bay primary façade has a parapet roof with a stepped center containing a decorative brickwork panel; the parapet has a terra-cotta coping. Groups of industrial windows within large openings span the upper story. This south-facing building stands on a rubble limestone foundation. In 1941, a one-story brick wing was added on the east; in 1966, a two-story addition was constructed within the rear portion of the narrow space between the Measuregraph Building and a second building on the west. A basement is under the north end of the original building and the 1941 addition. A brick loading dock is on the west. The site includes a landscaped front yard and a parking lot at the east. The main entrance (originally centered in the façade) was moved one bay to the east either in 1941 or 1946, during the 1924-1955 period of significance. The interior is divided into office and factory spaces. The building is in excellent condition and except for historic changes to the entrance and other minimal alterations, substantially appears as it was originally constructed. The building retains integrity of location, setting, materials, workmanship, feeling and association. It also retains substantial integrity of design apart from the relocated entrance, an alteration that occurred during the period of significance.

Site

The Measuregraph Company Building's façade is approximately 80 feet wide. The original building extends approximately 180 feet rearward. The building and additions occupy most of the parcel; a landscaped area is at the south elevation. A parking lot occupies the space at the southeast corner of the lot and along the east elevation to the rear of the building; a narrow drive way extends to the loading dock at the west elevation. An alley is immediately behind the building. The block on which the building stands is bounded by Forest Park Boulevard at the south, S. Boyle Avenue at the west, an alley between Forest Park Boulevard and Laclede Avenue at the north and a building and S. Sarah Street at the east.

Exterior

The Measuregraph Company Building at 4245 Forest Park Boulevard is a two-story variegated brick factory and office building with a partial basement (located at the northern end) designed and completed in 1924. A 1941 addition contains similar brick and includes a full basement. Wire-cut bricks ranging in color from deep red to orange and yellow and black to brown are arranged in a standard stretcher bond with one exception -- every eighth row contains three headers near the east and west corners of the primary elevation of the main building.

The primary (south) façade is divided into five symmetrical bays at the first and second stories (**photo 1**). Above a visible rubble limestone foundation is a decorative band of brickwork consisting of stretchers set on end. An entrance, contained within the second bay from the east, is reached by a series of slate-covered steps framed by a limestone porch. Contained within a wood frame, a single-light door with transom (covered by a sign) is flanked by nine-over-one double-hung windows. Four additional bays contain tripled windows in the configuration of twelve-over-one flanked by nine-over-one double-hung windows. Windows are on brick sills. Between the first and second story windows, brick spandrel panels (made of stretchers) accent the otherwise plain exterior. The second story contains five bays of metal-framed, industrial multi-light windows; the top and bottom rows are fixed while the center two are hinged. Above the central bay is a decorative brick panel framed with headers; the panel contains six series of brick stretchers laid in horizontal then vertical patterns. A parapet roof above (accented with stretcher bricks) has a stepped center; the parapet has a terra-cotta coping (**photos 1, 2**).

The east elevation of the original building contains four bays at the first story and a continuous band of industrial windows at the second; windows are similar to the primary elevation and are on brick sills (**photo 3**). The northern half of the elevation contains the 1941 addition. The limestone foundation is visible until it meets the addition; a decorative band of brickwork (continued from the primary elevation) extends just past the first bay. Between stories, a sign and logo painted on the building reads MEDNIK WIPING MATERIALS CO./Textile Recyclers/MWM; Mednik began operations in the building in 1983. This elevation contains few window replacements containing fiberglass; some vents are also visible (**photo 3**).

A 1941 addition is attached at the northern end of the east elevation of the original 1924 building; it is a one-story brick building (with full basement) with an exposed high concrete foundation (**photos 3, 4**). Three bays of metal-framed, industrial multi-light windows are at the south elevation. Six windows at ground level are closed in with concrete and glass block; the original lights remain in place behind. The east facing addition elevation contains five bays of similar industrial windows (**photos 3, 4**). All first story windows are on brick sills. Below at ground level original windows are filled in with concrete block; the original lights remain in place behind. Two additional industrial window bays are on the north elevation. A third, smaller window contains an air-conditioning unit; a fourth window is boarded (**photo 5, left side**).

The north elevation of the original 1924 building features a terra cotta capped shaped-parapet roof. Limestone piers and concrete block infill (with filled in windows) span the basement level; garage openings may have originally filled all the bays. One garage door is near the center; a ramp leads down into the basement of the building. The story above contains three similar industrial windows with brick sills; the skeleton of a metal frame canopy and pulley system remains intact (**photo 5**). A smaller three-pane window is at the right. The top story has five windows filled with concrete block; three have windows inserted. Two large vent pipes exit the building. A portion of the west facing elevation is visible; it has concrete block in-fill where original windows were (**photo 5**). Also north facing, a 1966 brick addition (formerly connecting the building to its neighbor for expanded manufacturing capabilities) includes two doors and three windows on brick sills; one is boarded at ground level (**photo 6**).

At the west elevation (south of the 1966 addition) is an original brick loading dock (**photo 1**). The brick loading dock (altered in 1949) contains a multi-paneled garage door with canopy; an additional entrance is at the west.

Interior

The interior of the Measuregraph Company Building appears virtually unaltered. Office partitions (possibly original) on the first story near the front of the 1924 building are extant; an iron door leads to a brick vault. Beyond the offices is an open floor work area supported by concrete columns; floors and ceilings are concrete except at the north end of

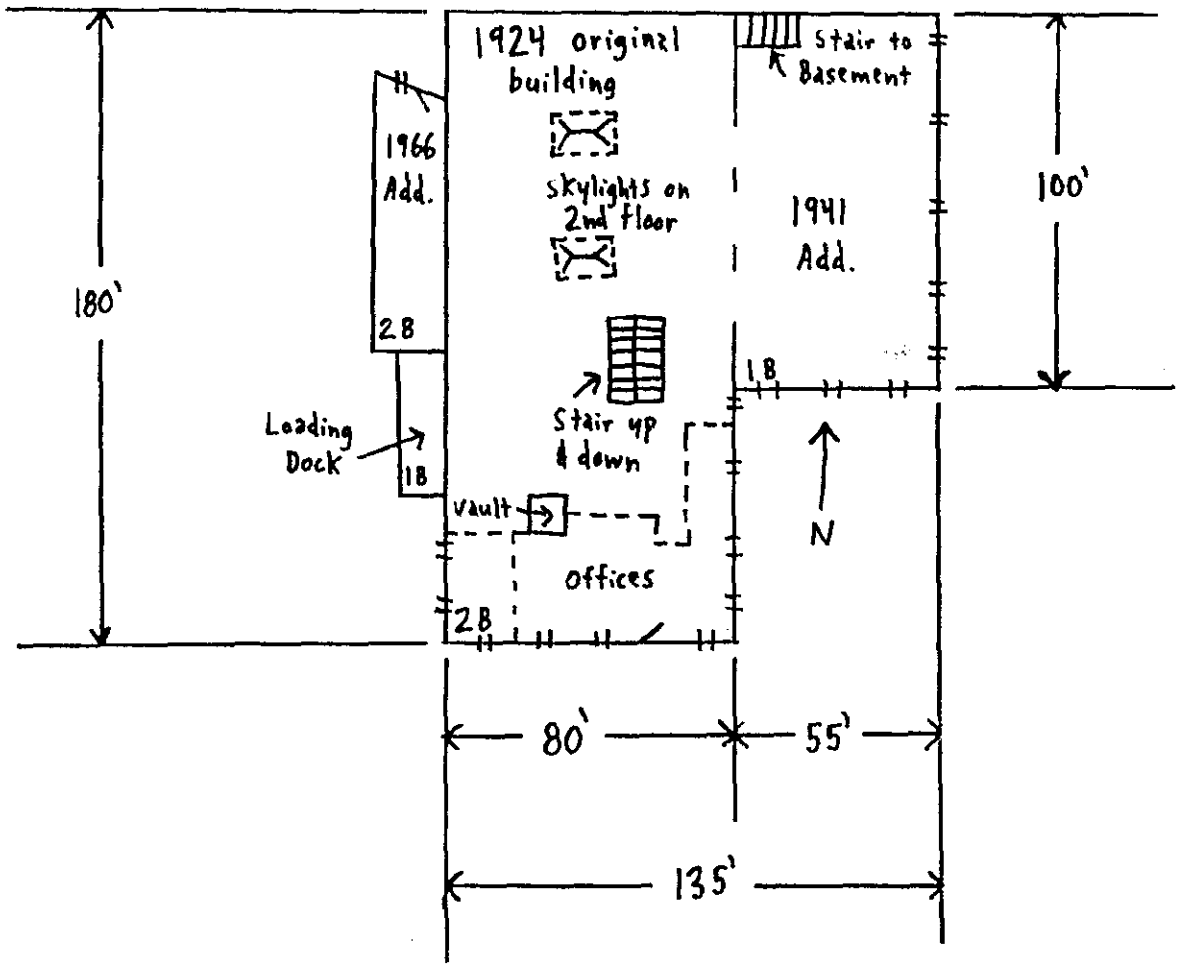
the building where the floor is hardwood. The building is open to the 1941 addition. A stairwell near the center of the building goes to the basement and second floor; an elevator is adjacent. The open second floor of the 1924 building is concrete and supported by steel columns and beams; saw tooth skylight windows are extant in the ceiling (**photo 7**). In the basement the limestone foundation is visible; sections are cut through to the 1941 addition. A brick vault with an iron door is extant near the stairs. The basement has a poured concrete floor and ceiling.

The 1966 addition, built to access the neighboring building at 4251 Forest Park during a company expansion, has concrete floors and steel supports. The wall (including the bricks and metal industrial windows) of the 1924 building is intact at the addition; doors are cut through to gain access. Access to the building at the west has been permanently closed with concrete block. The interior of the 1941 addition features an unusual coffered concrete basement ceiling supported by mushroom columns (**photo 8**); original metal industrial windows are in place behind the concrete block infill (visible from outside). A second stairwell is located at the rear of the building. The steel column and beam first floor is open to the 1924 building; the floor is concrete (**photo 9**).

Integrity

The Measuregraph Company Building is in excellent condition and except for historic changes to the entrance and other minimal alterations (fiberglass window pane replacements and concrete block infill), substantially appears as it was originally constructed. The interior is divided into office and factory spaces; office partitions appear to date from the period of significance. The building retains integrity of location, setting, materials, workmanship, feeling and association. It also retains substantial integrity of design apart from the relocated entrance, an alteration that occurred during the period of significance. Alterations do not detract from the building's industrial significance.

Figure 1: Measuregraph Company Building first story floorplan. Source: Matt Bivens, Landmarks Association.



Summary

The Measuregraph Company Building at 4245 Forest Park Boulevard in St. Louis, Missouri is locally significant under Criterion A for INDUSTRY. Founded and incorporated in St. Louis in 1914, the Measuregraph Company invented and manufactured the first mechanism for the accurate measurement and pricing of dry goods yardage all in one operation. This device, called the Measuregraph, dominated the measuring machine market into the 1980s. Measuregraph was the only St. Louis firm to manufacture such machines between 1914 and 1960. Designed and completed in 1924 by the prominent local architectural firm of Kennerly & Steigmeyer, the nominated building was the first built solely for the Measuregraph Company and was the site of the perfection of the Measuregraph device and the location of numerous important company inventions and programs. A 1941 addition by the original building's notable builder William Hugh (with brother Nelson) Cunliff, increased the company's production space in time for World War II when the Measuregraph Company began to manufacture precision machined parts for weaponry and then later on for atomic submarine parts. Like "Kleenex" brand tissues, the name of the device became synonymous with the Measuregraph. The period of significance spans from the building's completion date in 1924 to 1955, the arbitrary 50-year cut off.

Background

In 1914, a group of local businessmen (most in the dry goods and textile businesses) formed and incorporated the Measuregraph Company in a small office located at 19 St. George Street (now demolished) just south of downtown St. Louis.[1] Their goal was to invent, manufacture, distribute and service a device called the "Measuregraph." This instrument was the first capable of accurately measuring and pricing dry goods yardage all in one single operation. Little is known about the company's early history except that an increase in production during the mid to late teens forced the company to lease two additional spaces (one demo, one altered) until finally building the nominated building.

[1] The company incorporated with a capital of $300,000. Incorporators, directors and officers included: W. V. and A. O. Simpson, Wyatt Shallcross, H. C. Ashby, G. Carlton Hosch (president), W. E. Hosch (vice-president) Robert G. Gartside (secretary) and Edwin T. Nugent (treasurer). The Measuregraph was trademarked and not patented until after the 1960s.

Prior to the company's invention of the Measuregraph, yardsticks were used to measure fabrics and humans had to calculate prices manually. Inaccurate yardstick measurement coupled with poor arithmetic by salespeople could either profit the store or the customer. A single device could calculate both automatically and so the Measuregraph Company got to work on proving this. The Measuregraph soon became standard equipment in dry goods and department stores across the nation (and worldwide; it was calibrated for metric) as evidenced by a 1923 company ad stating that the Measuregraph was a "valued part of the equipment of more than 9,000 of the world's leading Dry Goods Merchants."[2] By December of 1923, the Measuregraph Company had exceeded the manufacturing capability in its small rented spaces and obtained a parcel of land from Herman Luyties Realty Company (for a consideration of $100) to build its first official building in St. Louis at 4245 Forest Park Boulevard near S. Boyle Avenue.

Elaboration

The Measuregraph Company's capital more than doubled from $600,000 to $1,450,000 between 1923 and 1924, almost solely based on sales of the Measuregraph.[3] In January of 1924, the Company commissioned the St. Louis architectural firm of Kennerly & Steigmeyer to design a two-story brick factory and office building; the building cost $50,000 and was completed in the same year. Built by William Hugh Cunliff, it would be Measuregraph's first official and final St. Louis home (**figure 2**). The early model Measuregraph device was greatly improved and perfected at the new location; it evolved into the "Master Measuregraph" with a "Smart Control" feature. The advanced invention "made it the only fabric measuring machine which forces the operator to begin measuring at the exact edge of the material, thereby compelling accuracy of measurement"[4] (**figure 3**). Period ads touted that "Marshall Field & Company standardize exclusively on the new Master Measuregraph" (1927). Ads listed as users the largest department stores of New York (Macy's, Lord & Taylor, James McCreery & Co.), Los Angeles (Bullock's, The May Co.), Washington D. C. (Woodward & Lothrop), Tampa (Maas Brothers), Indianapolis (L. S. Ayres & Co.), St. Louis (Scruggs, Vandervoort & Barney), Newark (L. Bamberger & Co.) and Baltimore (Stewart & Co.) among others in 1928.

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[2] *Drygoodsman's Buyer's Guide of St. Louis.* (St. Louis: Drygoodsman, 1923). None individually listed.
[3] Based on the 1923 and 1924 *Gould's City Directory* "Incorporated Company" listings.
[4] *Drygoodsman's Buyer's Guide of St. Louis.*

Oliver William Steigemeyer was born in St. Louis in 1891. After completing his formal education, he went to work as a draftsman for A. F. Haeusler (1910-11), and Duggan & Huff (1910-12) until partnering with George Hancock Kennerly in the firm of Kennerly & Steigemeyer from 1913 to 1933.[5] Kennerly began practicing as an architect in 1905. He partnered with draftsman Leslie N. Iredell in the firm of Kennerly & Iredell in 1910-11 before joining Steigemeyer in 1913.[6] William Hugh Cunliff was born in St. Louis in 1897; he was the son of general contractor and Manchester, England native, Charles Cunliff. William became a construction engineer (with the Unit Construction Co.) after completing his work in the Civil Engineering Department at Washington University in 1919. In 1927 he joined his brother Nelson and formed the firm of William H. and Nelson Cunliff Company.[7]

Due to the great success of the Measuregraph, the company began to develop other specialized measuring and handling equipment for additional allied fields. To oversee this extended production, the Measuregraph Company formed the Contract Sales Division in late 1924. Utilizing the company's skilled, well-trained employees to their greatest potential, the result kept its equipment fully productive. Items such as rewinders, measuring and cutting tables, yardage estimators and other machines were manufactured for stores, wholesalers, converters, refolders and manufacturers of fabrics and garments. The Division also manufactured special precision components for the complex mechanical products and machinery of industry. Such close-tolerance machined parts,

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[5] Landmarks Association architect files. Steigemeyer is credited with designing the 1923 Litchfield Elks Lodge No. 654 in Montgomery County, Litchfield (NR listed 1995). After 1931, He went into private practice as O. W. Steigemeyer and designed school buildings in Mexico, Missouri (1950); the Auditorium for Stephens College in Columbia, Missouri (1951); the Coca-Cola Plant (1952) and the Fairgrounds Grandstand in Du Quoin, Illinois (he designed the buildings and fairgrounds in the 1930s but construction did not begin until 1945; NR listed in 1990.); and hospitals in Columbia and Mexico, Missouri (1954). Steigemeyer became a member of the Missouri State Association of Registered Architects in 1953.

[6] Landmarks Association. Kennerly & Iredell designed the St. Regis Apartments in St. Louis— considered a "representative St. Louis apartment" and "one of the handsomest of the modern St. Louis apartments," in a 1910 *Realty Record and Builder*. The firm also designed several major apartment buildings. Kennerly designed 4633 Westminster, the St. Louis home of Tennessee Williams (the setting for The Glass Menagerie in 1921). The firm designed private residences and apartments in St. Louis's Compton Heights and Central West End neighborhood and the Kingsland Theatre (6601 Gravois) in 1923.

[7] Landmarks Association. Cunliff soon became a general contractor and built industrial plants for Imse-Schilling Sash & Door Co., Koken and the Measuregraph Company. Cunliff also built large residences, commercial buildings, hotels and apartment buildings. William became company president, Nelson was vice president).

often to specifications of 1/10,000 of an inch and ranging from cigarette lighters to atomic submarine parts, were fabricated for IBM, General Electric, Yale & Towne, Remington Rand and other companies.

Figure 2: Measuregraph Co. Building. Source: St. Louis Commerce. 4-24-1940, p. 11.

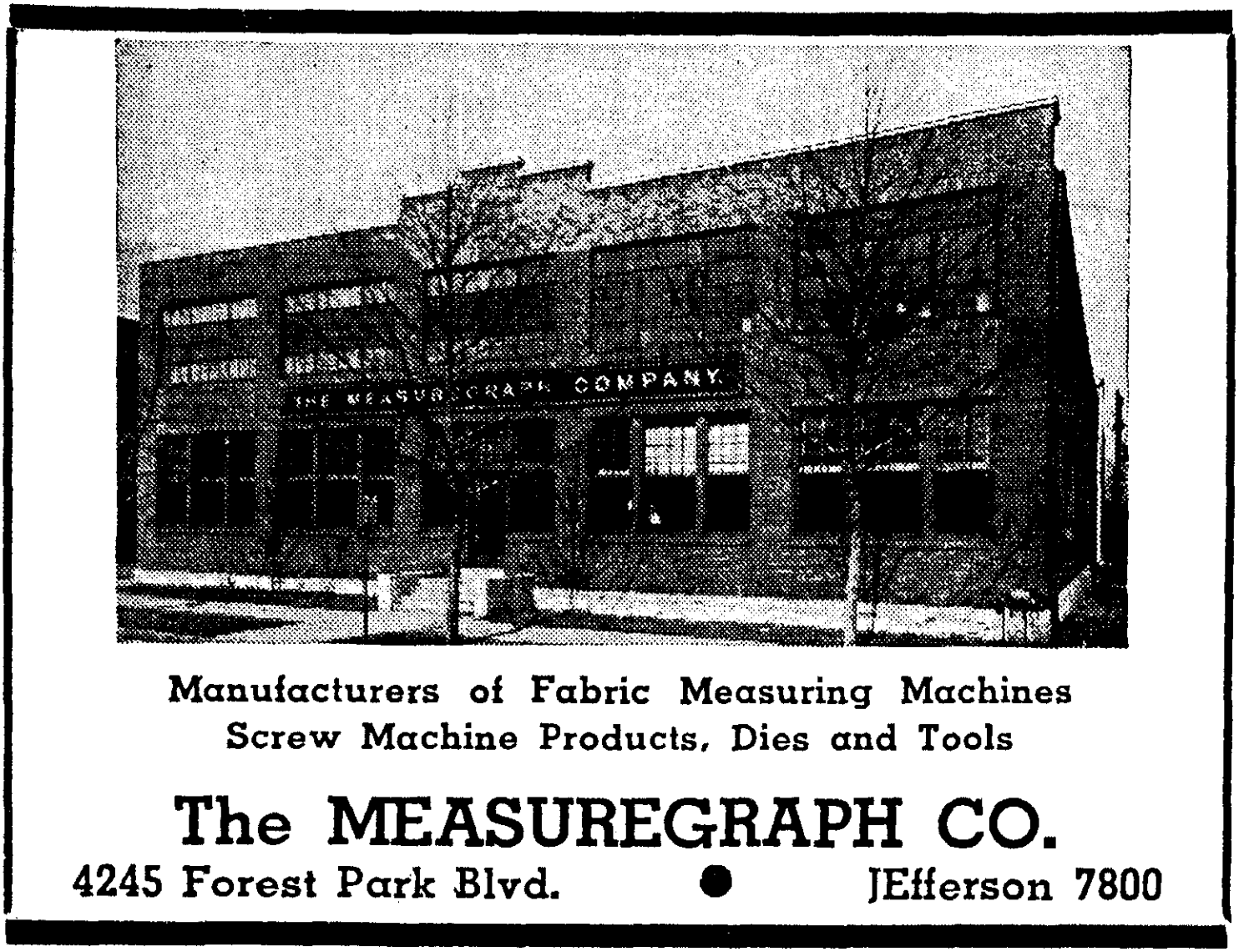
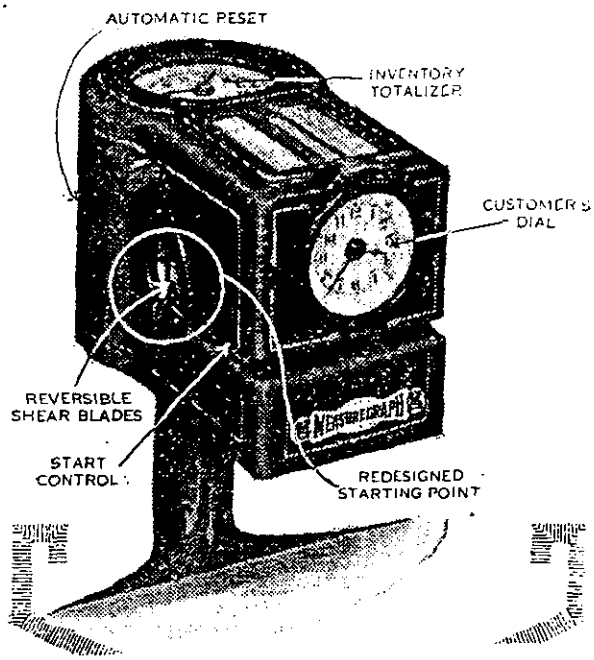


Figure 3: Measuregraph or Master Measuregraph. Source: 1926 *Drygoodsman's Buyer's Guide of St. Louis.*



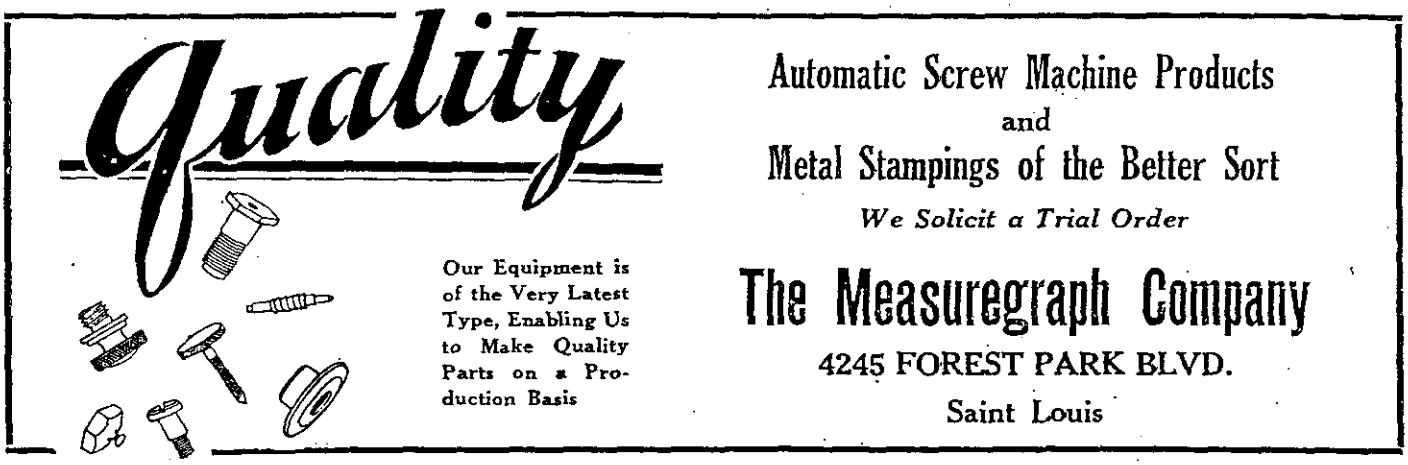
The Measuregraph Company was the only St. Louis firm to develop and manufacture such measuring devices between 1914 and 1960.[8] The company also kept an eye on the national market, buying out competition. For instance in 1929, Measuregraph absorbed the Simplex Computing Measure Company (a subsidiary of the Grand Rapids Store Equipment Corporation), a firm that may have presented a market challenge during the 1930s.[9] Around the Crash of 1929, the Measuregraph Company sold stock to stay in business. The company progressed through the 1930s continuing to improve and manufacture its measuring machines.

During the early 1940s, the company expanded its inventory to include automatic screw machine products and metal stampings. A 1940 company ad (in the machinery and tools

[8] Based on *Gould's Commercial Directory* and other business directories. By 1960, measuring machines did not appear in a separate category. The company maintained its position well into the late 1980s.
[9] Measuregraph Company archives. Missouri Historical Society.

section of the directory) stated "our equipment is of the very latest type, enabling us to make quality parts on a production basis"[10] (**figure 4**).

Figure 4: *Gould's St. Louis Directory* ad, 1940.



August of 1941 marked the first addition to the Measuregraph Company building; the front entrance may have been altered at this time.[11] A one-story (with full basement) addition[12] by the original builder William Hugh (and brother Nelson) Cunliff, increased the company's production space just in time for World War II. It was during this period that the company made important contributions to defense and military departments by manufacturing precision machined parts for war weaponry; parts for atomic submarines were manufactured later. A later company publication (backed by a history of St. Louis industry) states that Measuregraph representatives were allocated special gasoline rations

[10] *Gould's St. Louis Directory*, 1940, p. 47.
[11] Only two building permits can be linked to the front entrance alteration; both are within the period of significance. The two are 8-21-1941 (#7349 for $10,000 that included alterations and the new addition) and 7-16-1946 (#3767 for $4,500 that included alterations); neither elaborates what alterations occurred. No other exterior changes seem apparent.
[12] It cost $10,000 and was to the east of the 1924 building.

so that distribution and maintenance of their machines could be effectively carried out; it was believed that the equipment prevented the waste of fabrics so vital to the war effort.[13]

Nelson Cunliff was born in St. Louis in 1889. He was employed with the Louisiana Purchase Exposition and from 1905 to 1908, he worked as an engineer on the restoration of Forest Park. In 1908 he was appointed superintendent of construction for the St. Louis City Park Department and five years later was made Commissioner of Parks and Recreation until 1919. In that year, he was appointed manager and executive officer of the St. Louis Home and Housing Association. From 1921 to 1925, he worked as Director of Public Welfare of the City of St. Louis. By 1927, he joined his brother in business.

In July of 1946, the Cunliffs and engineers Brussel & Viterbo made additional building alterations; if not in 1941, the front entrance was altered in 1946 to its current configuration. In March of 1949, the existing loading dock was altered by the Cunliffs and architect Fred S. McNeill; alterations cost $3,000 and included extending the loading platform, extending the brick wall (virtually undistinguishable from the original) and attaching a pre-cast concrete roof. Cunliff and McNeill made some interior alterations in May of 1953.

The Measuregraph Company continued mass production of the Measuregraph and other machines, increased its screw machine products and metal stamping equipment and continued to stay on top of the industry into the late 1980s. Measuregraph representatives in England, Europe, Australia and the Far East supplied equipment calibrated from the St. Louis location for metric measurements; machines were serviced in each specific region.

While numerous improvements were made in Measuregraph machines since 1914, some of the earliest machines produced are still in service— demonstrating durability unusual in precision machinery.[14] The 1950s and 1960s also marked a period of the improvement of these early inventions at the nominated building. A new measuring and cutting table allowed material to be handled, measured and cut in a single operation; an electric power driven cloth cutter and a measuring device able to record up to 10,000 yards at a time was

[13] "What is the Measure of Accuracy? Measuring Equipment by Measuregraph." (St. Louis: Measuregraph Co., c. 1964). And Frances Hurd Stadler. *St. Louis: A History of the City From Its Founding to the Eve of Its 200 Anniversary*. (St. Louis: KSD Radio Station and Krieghauser Mortuaries, 1962).
[14] Frances Hurd Stadler. The Measuregraph Co. still services and produces its machines in Las Vegas.

installed. Another improvement was the "Measuregraph Re-winder," a machine that featured a large set of rollers arranged to permit close inspection of material. It would also correct measurement of lengths, split bolts and rolls and rewind the material.

Measuregraph's "yardage estimator" was perfected for a quick and accurate inventory of dry goods; it calculated the amount of fabric on a bolt by computing the width of the bolt and the number of folds in the material. The "Boltmaster" was improved not only to display fabrics but also to unwind and rewind them. The Measuremaster was improved to accurately measure then relatively new materials such as plastics and foam as well as other known materials such as rubber, elastic, sheet metal, wire screen, steel, upholstery fabric and general clothing materials. Other inventions such as the "Tex-Fab," "Fixturemaster," "Measuregraph Console," "Fabricmaster" and "Supreme" also simplified the worldwide industry beginning in the 1960s.[15]

In a February 1964 edition of the *St. Louis Post-Dispatch,* the paper highlighted the Measuregraph Company during the observance of its 50th birthday. The article reads:

> The company was founded in 1914 as the result of talks of several St. Louisans in the textile business. The textile men were concerned with the problem of accurately measuring fabrics and computing prices-particularly in retail stores. Using a yardstick to measure cloth, a salesperson is likely to make errors of an inch or two. To meet this problem, the Measuregraph was developed. The device, mounted on a yard goods counter, allows the salesperson to draw the fabric through a pair of rollers. Dials accurately record feet and inches of fabric and automatically compute the price. Measuregraph, with a plant in St. Louis and another in Arkansas, now employs almost 300 persons. The St. Louis payroll amounts to $1,750,000 annually.[16]

In January of 1966, a Measuregraph expansion into a neighboring building at the west (4251 Forest Park) required a two-story brick addition to connect the buildings.

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[15] In 1961, the Measuregraph Company established the Southern Screw Machine Products Company at Jacksonville, Arkansas. With 10,000 square feet of manufacturing space, Southern provided specialized and economical service to the industrial plants of the south through manufactured goods and technical service.

[16] *St. Louis Post Dispatch.* "Measuregraph Company is observing its 50th birthday," February 16, 1964.

Designed by Fred S. McNeill and Ralph R. Hohlt (AIA), the addition was built by William H. Cunliff. Hohlt (born in 1915) was a member of the firm of William H. and Nelson Cunliff Company for 25 years before his death in 1977.[17]

The Measuregraph Company remained in the building until 1983. Mednik Wiping Materials Co. purchased the building in 1983; the company was active in this location until just recently (a company sign is visible on the east elevation of the original building; the company reused Measuregraph's "M" logo at the front entrance for a Mednik sign). The building's new owner contemplates a renovated commercial/studio space.

[17] *St. Louis Post Dispatch* and *St. Louis Globe-Democrat*. November 3, 1977. Hohlt was a Washington University graduate; he designed the downtown Southwestern Bell Telephone Co. building.

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Boundary Description

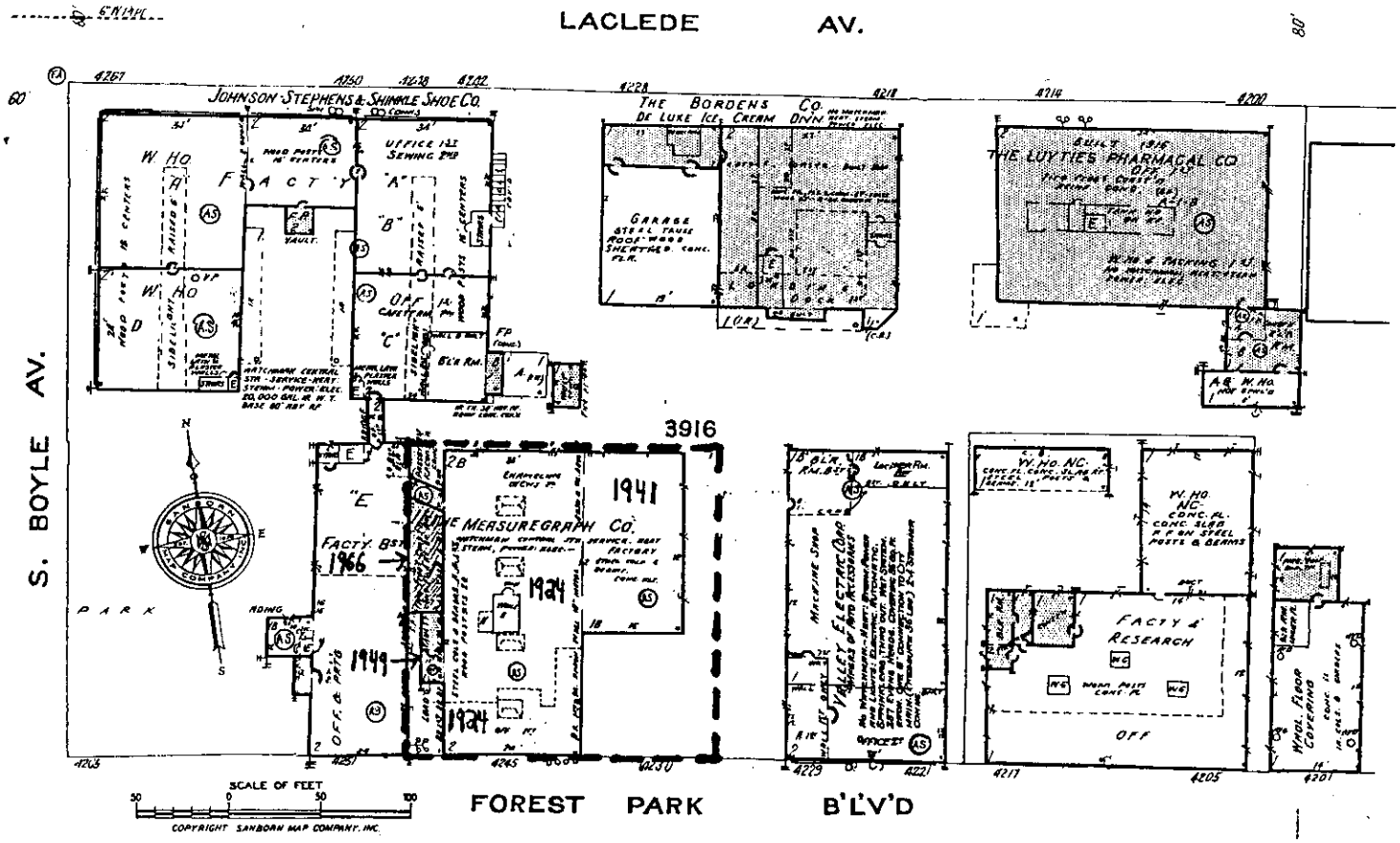
The nominated property at 4245 Forest Park Boulevard is approximately .682 acres on City Block 3916 in St. Louis, Missouri. The property is legally known by the assessor's office as parcel number 00391600135. The property is part of U. S. Survey 2500 of St. Louis and the north part of blocks 28 and 29 of Peter Lindell's Second Addition. The parcel site measures approximately 157.98 feet by 187.50 feet. The nominated property is indicated by a dashed line on the accompanying map entitled "Measuregraph Company Building Boundary Map."

Boundary Justification

The nominated parcel includes all of the property historically associated with the Measuregraph Company Building. An adjacent building at the west (4251 Forest Park) was used after 1966 during a company expansion. This building is not included because it was used after the period of significance, is owned by a different owner and it is permanently sealed from the nominated building.

Measuregraph Company Building Boundary Map

Source: Sanborn Map Company, v. 5S, plate 77, c 1969.



INTERIOR—GEOLOGICAL SURVEY, RESTON, VIRGINIA—1993

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4000 5000 6000 7000 FEET
1 KILOMETER

AL 10 FEET
CAL DATUM OF 1929

ROAD CLASSIFICATION

Primary highway, hard surface
Secondary highway, hard surface
Light-duty road, hard or improved surface
Unimproved road
Interstate Route
U. S. Route
State Route

(CAHOKIA) 2961 II SW

ARDS FOR SPATIAL ACCURACY - CLASS 2
OLORADO 80225, OR RESTON, VIRGINIA 22092
AND LAND SURVEY
OURCES, ROLLA, MISSOURI 65401
O SYMBOLS IS AVAILABLE ON REQUEST

QUADRANGLE LOCATION

Revisions shown in purple compiled from aerial photographs taken 1988-90 and other sources. This information not field checked. Map edited 1993
Information shown in purple may not meet USGS content standards and may conflict with previously mapped contours

Purple tint indicates extension of urban areas

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