

United States Department of the Interior
National Park Service

National Register of Historic Places
Registration Form

1. Name of Property

historic name D. L. Parrish Laundry Company Building

other names/site number Morgan Linen Service, Inc.

2. Location

street & number 3100-28 Olive Street [n/a] not for publication

city or town St. Louis [n/a] vicinity

state Missouri code MO county St. Louis [Independent City] code 510 zip code 63103

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this ☒ 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 ☒ meets ☐ does not meet the National Register criteria. I recommend that this property be considered significant ☐ nationally ☐ statewide ☒ locally. (See continuation sheet for additional comments [].)



12/12/03

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

I hereby certify that the property is:

Signature of the Keeper

Date of Action

☐ 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 [].

USD/NPS NRHP Registration Form
D.L. Parrish Laundry Company Building
St. Louis (Independent City), MO

5. Classification

Ownership of Property	Category of Property	Number of Resources within Property	
		contributing	noncontributing
<input checked="" type="checkbox"/> private	<input checked="" type="checkbox"/> building(s)	1	1 building
<input type="checkbox"/> public-local	<input type="checkbox"/> district		
<input type="checkbox"/> public-state	<input type="checkbox"/> site	0	0 sites
<input type="checkbox"/> public-Federal	<input type="checkbox"/> structure	0	0 structures
	<input type="checkbox"/> object	0	0 objects
		1	1 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

COMMERCE: business

Current Functions

COMMERCE: business
VACANT

7. Description

Architectural Classification

LATE 19th and 20th CENTURY REVIVAL
LATE GOTHIC REVIVAL

see continuation sheet [].

Materials

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

see continuation sheet [].

NARRATIVE DESCRIPTION

See continuation sheet [x]

8. Statement of Significance

Applicable National Register Criteria

- ☐ **A** Property is associated with events that have made a significant contribution to the broad patterns of our history
- ☐ **B** Property is associated with the lives of persons significant in our past.
- ☒ **C** Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- ☐ **D** Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations

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

ARCHITECTURE

Periods of Significance

1916-1926

Significant Dates

1916

1926

Significant Person(s)

n/a

Cultural Affiliation

n/a

Architect/Builder

Levy, Will/ architect

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:

- ☒ State Historic Preservation Office
- ☐ Other State Agency
- ☐ Federal Agency
- ☐ Local Government
- ☐ University
- ☐ Other:

Name of repository: _____

USDI/NPS NRHP Registration Form
D.L. Parrish Laundry Company Building
St. Louis (Independent City), MO

10. Geographical Data

Acreage of Property less than one acre

UTM References

A. Zone 15 Easting 741 520 Northing 4279 960
C. Zone 15 Easting 741 520 Northing 4279 960

B. 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 Carolyn Toft/Executive Director (Sec. 8) and Matthew Bivens/Researcher (Sec. 7)
organization Landmarks Association of St. Louis date July 31, 2003
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 SEE ATTACHED
street & number _____ telephone _____
city or town _____ state _____ zip code _____

United States Department of the Interior
National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section 7 Page 1

D. L. Parrish Laundry Company Building
St. Louis [Independent City], Missouri

Summary

The D.L. Parrish Laundry Company Building, 3120-28 Olive St., St. Louis, is a two-story brick Late Gothic Revival style building constructed from 1916 to 1926. It features a facade entirely embellished with multicolored architectural terra cotta. The building's intricately decorative polychromatic surfaces have Moresque affinities. A modern brick and concrete block addition dates from 1966; it connects to an adjacent building, constructed in 1951. All three buildings are interconnected through a series of internal doorways and open walls. The buildings occupy most of City Block 1949, facing north on Olive Street between Compton Avenue and Cardinal Place, near the Midtown Historic District. The immediate area is characterized by mixed uses; commercial, industrial and residential. The D. L. Parrish Laundry Company Building is in good condition; its terra cotta facade is entirely intact. The main portion of the building (3120-28 Olive St.) Retains significant integrity of location, design, setting, materials, workmanship, feeling and association and is a likely candidate for adaptive reuse. The adjacent 1951 building (3100 Olive St.) retains significant integrity but is a noncontributing resource.

Exterior

The D. L. Parrish Laundry Company Building is constructed of red brick with the north facade entirely clad in ornamental multi-colored terra cotta. (photo 1) A later 1966 addition to the building attached at the east is constructed of buff colored brick and concrete block. (photo 2) A non-contributing 1951 red and buff brick building is further east from and attached to the primary building by the 1966 addition. (photo 3)

The terra cotta clad portion of the D. L. Parrish Laundry Company Building, from 3120 to 3128 Olive Street, has a two-story symmetrical facade rising above a polished gray granite foundation. The facade is divided into three main bays, further sub-divided by numerous window and entrance bays. (photo 1) At the first story, the central bay is marked by a massive recessive basket handle arch housing an entrance. Eleven rectangular windows, immediately above the entrance, expand the length of the arch just under its apex. The remaining area inside the arch is intact, but boarded. Immediately above the entrance archway is a raised sign that reads "Morgan Linen Supply Inc."; the laundry changed hands from Parrish to Morgan after 1943. (photo 4) Two additional painted metal signs reading the same flank the entrance bay and are framed in multi-

United States Department of the Interior
National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section 7 Page 2

D. L. Parrish Laundry Company Building
St. Louis [Independent City], Missouri

colored pilasters rising the full height of the building. (photos 4, 5) The second story of this central bay contains three recessed window bays with six-over-six windows framed with ornamental terra cotta panels. Just above these central bay windows is a triangular tympanum containing a projecting terra cotta crest bearing the initials "DLP", undoubtedly referring to the original owner, Dinks L. Parrish. (photo 4) Each of the two side bays opposite the central bay contain, at the first story, four arched openings. Most of these openings are boarded, however some contain additional entrances. Original windows and framing are intact behind. (photos 1, 6) All of these first story openings contain three windows set under the apex of each arch. The second story of each of the two side bays contain four recessed window bays with six-over-six windows framed with ornamental terra cotta panels. At either end of each of the two side bays, multi-colored pilasters rise the full height of the building. Together, four multi-colored pilasters end in an ornamental terra cotta crenellated parapet with multi-colored coats-of-arms. Above the parapet, the pilasters are capped with pinnacles. Numerous ornamental elements; cable mouldings, blind arcades, chevrons, corbel tables, dentils, sunflowers, shells, pilasters, and arches enhance the unique ornamental patterning of the façade. (photos 1, 4, 6, 7) Ten individual spandrel elements, each containing fourteen foils with recessed multi-colored marble panels, are positioned between each arch at the first story side bays. (photos 6, 7)

The west elevation of the D. L. Parrish Laundry Company Building is constructed of red brick over a rubble limestone foundation. (photo 1) The first story of this elevation contains three window openings with segmental arches and projecting brick sills. Two original windows have been filled-in with glass block and topped with louvered vents. The third window has been filled-in with glass block and topped with brick. An entrance, reached by a short concrete ramp, is constructed of concrete block and projects slightly from the wall. A fourth original window exposed above this entrance has been boarded. Four vents have been inserted into the wall. The second story of the west elevation has four windows, corresponding in placement of those below on the first story. Segmental arches have been bricked-in; multi-paned windows are open. Five additional multi-paned windows near the rear of the building at this elevation also have bricked-in segmental arches. The flat terra cotta tiled cornice is broken by a saw-tooth roof skylight and a series of steps leading to the front façade. (photo 1) A fenced-in lot with mechanical gate is to the immediate west of this elevation. A gas station is further west of the fenced-in lot at Compton and Olive Avenues.

United States Department of the Interior
National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section 7 Page 3

D. L. Parrish Laundry Company Building
St. Louis [Independent City], Missouri

The rear or south elevation of the D. L. Parrish Laundry Company Building is also red brick over a limestone foundation. The first and second stories are penetrated with numerous door, window and vent openings. (photo 8) A one-story flat-roofed rear addition to the east houses four loading bays, accessible by small trucks. Two small six-over-six windows are adjacent to these loading bays. Above the one-story portion of the rear elevation can be seen three pairs of double six-over-six windows. (photo 9) Nearest the west elevation, the building is a full two stories. The first story houses a nearly central entrance with double doors containing small windows. Just above the entrance is a three-paneled horizontal window. A pair of four-over-four windows is topped with another pair of smaller windows; three containing limestone sills. Opposite the entrance is a pair of mechanical door openings. Also on the first story is a three-bayed six-over-six window and a single large loading bay. At the second story, six multi-paned windows (one is boarded) with bricked-in segmental arches is opposite a pair of larger multi-paned windows. One contains three bays with six-over-six windows, the other eight single large panes. A smoke stack, rising above the roofline is visible from this elevation. The flat cornice is capped with terra cotta tiles. (photos 8, 9) Also at this elevation, to the east, is a two-story exposure over the one-story addition below it. This exposed wall contains a single three bay six-over-six window. The flat terra cotta tiled cornice is broken, as on the west elevation, by a saw-tooth roof skylight. (photo 9)

The east elevation of the two-story D. L. Parrish Laundry Company Building is covered at the first story by the 1966 brick and concrete block addition. The second story contains three individual three bay six-over-six windows in addition to a single six-over-six window. Again, the flat terra cotta tiled cornice is broken by a saw-tooth roof skylight. (photo 10)

To the immediate east of the terra cotta clad D. L. Parrish Laundry Company Building is a 1966 addition that connects the primary building to the 1951 building. In 1966, Morgan Linen purchased the 1951 building from an office equipment firm and connected the two buildings with this addition. The addition has a one-story symmetrical facade with detailing reminiscent of that on the laundry building's facade; it is accented by a blind arcade of five arches against a flat wall. The facade terminates in an unadorned capped metal cornice. Façade construction is of buff colored brick over a concrete foundation. No other ornamentation, door or window openings are present. (photo 2) The south, or rear, of the addition is constructed with concrete block. At this elevation,

United States Department of the Interior
National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section 7 Page 4

D. L. Parrish Laundry Company Building
St. Louis [Independent City], Missouri

three metal sliding garage doors are inserted into the wall. Again, no other ornamentation, door or window openings are present. (photo 10)

Between the east addition and Cardinal Place is a circa 1951 one-story buff and red brick building set on a limestone foundation. The north elevation fronting Olive Street contains a single entrance framed by windows at the sides and top, near the middle of the building. To one side of the entrance is a row of ten four-paneled windows with limestone sills set under a continuous flat cornice. To the opposite side of the entrance is a recessed wall that wraps around to almost ten feet of the east elevation. Constructed of red brick, framed by a thin limestone band and recessed under the continuous flat cornice, it contains a low clearstory with seven windows with limestone sills. (photo 3) The east elevation at Cardinal Place contains three double four-paneled windows with projecting brick sills. A single loading dock with sliding door is located near the rear elevation. (photo 3) At the rear, or south, three double four-paneled windows, a single four-paneled window, a recessed entrance, a fourth double four-paneled window, and two larger multi-paneled windows make up this elevation. All windows are set on brick sills. (photo 10) The building's west elevation is covered by the later 1966 addition. The building is a non-contributing resource.

Interior

The interior of the main portion of the D. L. Parrish Laundry Company Building contains a wooden tongue-and-groove plank floor. The second story wood floor joists are exposed to the first story; it appears that the joists were never covered. Interior spaces are completely open from one side of the building to the next on the first story. Several massive 12" by 12" wooden posts support the story above. Exposed and partially painted brick can be seen on all walls of the first story. An open shaft freight elevator and a single wooden staircase are original to the building; a later staircase was added in the front of the building at 3120 Olive Street at an unknown date. The first floor still contains numerous associated laundry machines, both historic and contemporary. (photo 11) The portion at 3124 to 3128 Olive Street contains a deep basement with rubble limestone foundation and partially finished floor reached by a series of descending stairways. Boilers of an early date remain in place in two separate areas in route to the basement. 3120 Olive Street has no basement. The second story is much like the first in

United States Department of the Interior
National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section 7 Page 5

D. L. Parrish Laundry Company Building
St. Louis [Independent City], Missouri

that its original wood flooring is extant and the space is filled with laundry equipment. The space is however divided into numerous office spaces and a lunch room with drop-panel ceilings at the front of the building. This alteration corresponds to a building permit issued on 20 April 1968 to Morgan Linen Supply for a cost of \$11,000. (photo 12) The ceiling of the entire second floor is tongue-and-groove wood; saw-tooth skylights allow natural light to fill the interior spaces.

The adjoining one-story addition to the southeast is open to the main portion of the D. L. Parrish Laundry Company Building through a wide and open wall and a single door. Through this building, and reached via another open wall and door, is 3100 Olive Street. This 1951 building is a one-story building with a partial basement reached by a stairwell at the rear of the building. The interior of 3100 Olive Street is completely open except for a single wood-framed office and a separate rear portion walled-in by metal shelves. Thin steel vertical beams support the finished and painted ceiling. Flooring is concrete.

Integrity

The D. L. Parrish Laundry Company Building features one of the most impressive and unusual applications of architectural terra cotta in St. Louis. The building retains significant integrity of location, design, setting, materials, feeling, workmanship, and association. Although 3100 Olive Street has sufficient integrity, it is a non-contributing resource.

United States Department of the Interior
National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section 8 Page 6

D. L. Parrish Laundry Company Building
St. Louis [Independent City], Missouri

Summary

The D. L. Parrish Laundry Company Building located at 3120-28 Olive Street in St. Louis, Missouri, is locally significant under National Register Criterion C in the Area of ARCHITECTURE. The period of significance extends from 1916 to 1926, the important dates of construction. Local architect Will Levy, who was known for designing a wide variety of fine homes and important buildings, received multiple commissions for the Dinks L. Parrish Laundry. The result is a front elevation featuring one of the most impressive and unusual applications of architectural terra cotta in St. Louis. Although two additions have been incorporated into the later Morgan Linen Company facility, the exterior integrity of the Late Gothic Revival Parrish Laundry is excellent.

Background

In 1883, English-born Joseph Winkle opened the first St. Louis terra cotta company—initiating an industry well adapted to a city already famous for the amount and variety of its clay deposits. Late 19th century examples of firm's craftsmanship and artistry included commissions to provide ornament for all three Adler & Sullivan downtown skyscrapers as well exemplary work for local architects such as Eames & Young. In these instances the highly sculptural ornament was molded with clay chosen to match the surrounding brick walls. Little or no attempt was made to mimic other materials such as stone. That deception became possible by the early 20th century as glazes improved allowing the amazingly versatile material (hollow thus lighter as well as cheaper than stone) to gain great popularity.

A parallel change in glazing, technology and local taste is evidenced by the many primary elevations covered in high-fired white or cream-colored terra cotta. Praised for its "self-cleaning" properties and imperviousness to coal smoke soot, light-colored terra cotta became fashionable and widely used as cladding. Applications ranged from small-scale commercial buildings such as the Gothic-Revival Medinah Temple (originally Knights of Columbus) from 1909 at 3541-47 Olive in the Midtown Historic District (NR 7/7/78) or the 1910 Gill Building (southwest corner of Olive and 7th Streets, the sole survivor of the Olive Street Terra Cotta District NR 1/2/86) as well as giants such as the Railway Exchange Building (northwest corner of Olive and 7th Streets) from 1913.

United States Department of the Interior
National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section 8 Page 7

D. L. Parrish Laundry Company Building
St. Louis [Independent City], Missouri

Terra cotta also continued to develop its range and application as ornament. The author of an article entitled "Development of St. Louis Brick Work" in a 1916 edition of *The Western Architect* chose as illustrations a detail of the Missouri Athletic Club (1914—William B. Ittner and G. F. A. Brueggeman), the Grill Room at the Racquet Club (1906—Mauran, Russell & Garden) and the Moolah Temple (1913—Ernest Helfensteller).¹ All these examples use colorful glazed terra cotta as vivid accents woven into interior or exterior brick walls. Meanwhile, with the notable exception of the façade of the diminutive two-story St. Louis Title Company (dismantled and installed as two, one-story features at the entrance to City Museum at 701 North 15th Street), virtually all early 20th century terra cotta-clad buildings were characterized by monochromatic palettes. Stylistic variety within this perimeter depended upon relatively subtle differences including the relationship of wall to openings and sculptural profiles. The terra cotta-clad façade of the Parrish Laundry, however, exhibits a bold and colorful repertoire befitting its original owner Dinks Lucien Parrish—a self-made entrepreneur with a flair for the horses.

Elaboration

Dinks Lucien Parrish was born in Bowling Green, Virginia in 1855. The son of the Reverend John G. and Elizabeth Parrish, Dinks made his way to St. Louis in 1871 where he married Aggie Cooper in 1878. Described in the 1912 *Book of St. Louisans* as mostly self-educated, Parrish began his twenty-six year career in the haberdashery business in 1876, cashing in his interest in Sellers & Parrish in 1902 to concentrate on the laundry he opened on Olive Street in 1891. *St. Louis, Queen City of the West* offered the following testimonial and rationale for its location: "A natural spring under the building supplies pure water, and the very highest class of work is done. The American Journal of Health has indorsed the excellent sanitary conditions of the laundry. The laundry does work for the leading hotels and the best dressers in the city. A specialty is made of fine handwork, and the most skilled laundresses are employed in this department."²

¹ Dr. Mars. *The Western Architect*. Vol. 23, pp 56-57. 1916.

² Mercantile Advancement Company. *St. Louis, Queen City of the West*, pp 147-48.

United States Department of the Interior
National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section 8 Page 8

D. L. Parrish Laundry Company Building
St. Louis [Independent City], Missouri

The 1905 Blue Book, a roll call of prominent residents³ in which the Parrishes are included as individuals, carried listings for nine different laundries in its "Shopping Guide" section. Parrish's firm does not stand out from the crowd of nine. But by the 1908 edition, Parrish and nearby competitor J. Arthur Anderson at 3968-70 Olive were engaged in a battle of competing slogans. Parrish heralded his establishment as "The Slowest Laundry" in bold face type; Anderson touted "Slow and Careful" more discretely. In the 1911 Blue Book, Parrish expanded his slogan to "The Slowest and Most Careful Laundry" in the Shopping Guide and posted recurrent bottom-of-the-page advertisements in the resident listing section. (The same theme would later travel from St. Louis to Oklahoma City where he named a plant Dinks Parrish's Slowest Laundry Company.)⁴

In addition to his reputation as one of city's more prominent businessmen, Parrish also was known for his success as a patron of and participant in the equestrian world. One of the horses from his stable, Black Squirrel II, captured the international prize in its class at the Chicago World's Fair exhibition. Parrish was on the executive committee of the St. Louis Horse Show and a member of the Mississippi Valley Kennel Club. Although Dinks Parrish Investment Company was incorporated in 1922 with \$101,000 in capital and daughter Grace as President, Dinks maintained an active interest in local horse shows and his laundry business. An obituary in 1927 described his health as failing for the past year and a half, but noted that he still continued to visit his office daily for at least a few hours, "refusing to give up personal management of the Dinks Parrish Laundry, which he organized a quarter century ago."⁵

Parrish's death came only a year after architect Will Levy completed his work for Parrish. Born in New Orleans, William M. Levy (1866-1962) began his St. Louis professional career in 1887. After training as a draftsman for Grable & Weber, Levy opened his own office in 1892. His successful application for membership in the American Institute of Architects dated March 29, 1899 cited buildings at 814-16 Lucas, 4361 Westminster Place and 4522 Lindell Boulevard as the required three examples of work to date. Levy would go on to design over two dozen buildings (especially houses) in the Central West End Historic District.

³ Aggie and Dinks Parrish had built a \$4,500 house in 1894 at 5607 Cabanne in the developing West End Neighborhood.

⁴ Obit, 2 May 1927. On file at the Missouri Historical Society.

⁵ *ibid.*

United States Department of the Interior
National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section 8 Page 9

D. L. Parrish Laundry Company Building
St. Louis [Independent City], Missouri

A versatile stylist with a client base ranging from the May Company and Jewish Hospital to the developer of Washington Terrace, Levy received his first modest commission from Parrish in 1907 for a two-story addition costing \$6,500 to the original two-story brick laundry built by B. Stottmeyer for \$8,000 in 1891. In 1916, Parrish returned to Levy for a \$20,000 addition. Once more in 1926, Parrish retained Levy for another "addition" which in fact obliterated the original building from 1891 and the small addition from 1907. (See Boundary Map/Site Plan.) Although the evidence is murky, this \$28,000 project most likely included the highly articulated, colorful facade of glazed terra cotta. The listing for Parrish Laundry in 1922 City Directory runs from 3124-26-28 Olive; the listing in the 1928 City Directory is 3120-26-28 Olive. Assuming these numbers are accurate and constant, the building attained its full front width in the 1926 work.

Applied to a serviceable red brick laundry, the front elevation can be read as an elegant advertisement unprecedented in the laundry business. Exhaustive research, however, has not revealed the reason this particular image was chosen by Parrish or the origin of the terra cotta. The 1916 City Directory has two listings under "Terra Cotta:" the St. Louis Sales Co representing New York Architectural Terra Cotta (located in the Chemical Building) and the Winkle Terra Cotta Company with offices in the Century Building. By 1925, only Winkle is listed. That same year architect Levy selected Winkle Terra Cotta for the profuse ornament at the Young Men's Hebrew Association Building at 724 North Union. Yet neither that project nor the Parrish Laundry project is included in the Winkle portion catalog based on the collection in the Northwest Architectural Archives at the University of Minnesota.⁶ Given the dramatic difference between the two installations, it is not possible to attribute the Parrish project to Winkle.

The Parrish Laundry retained the family name until it was purchased by Morgan Linen Service in 1943. A contemporary building for the Addressograph-Multigraph Corporation at 3100 Olive was constructed in 1951, the same year William H. Levy was honored on the 50th anniversary of his membership by the Saint Louis Chapter of the American Institute of Architects. At 84 or 85 years old, he still maintained an office in the Railway Exchange Building! His death on March 18, 1962 of pneumonia was noted with regret in a letter of August 30, 1962, from the Executive Director of AIA to the local

⁶ Statler Gilfillen, ed. *The American Terra cotta Index*. St. Louis Public Library Art Department.

United States Department of the Interior
National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section 8 Page 10

D. L. Parrish Laundry Company Building
St. Louis [Independent City], Missouri

chapter.⁷ In 1966, Morgan Linen bought the Addressograph building and linked it to the laundry with a buff brick addition with blind arches reminiscent of the Parrish section.

Integrity

The architectural significance of the D. L. Parrish Laundry Company Building is very clearly conveyed because the architectural terra cotta on the front elevation is virtually intact. The impact of this remarkable multi-colored installation establishes a clear demarcation between it and the addition and modern building to the east. Although alterations (including changes in window openings) have occurred on subordinate elevations of the 1916-26 building, these have had minimal impact on the property. Therefore, the D. L. Parrish Laundry Company Building retains significant integrity of location, design, setting, materials, workmanship, feeling and association.

⁷ Apparently a bachelor not affiliated with any congregation, William H. Levy was cremated with his ashes buried at New Mount Sinai Cemetery (University City, Missouri) in a lot owned by Jacob and Sadie R. Mahler. Sadie was Will's sister.

United States Department of the Interior
National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section 9-10 Page 11

D. L. Parrish Laundry Company Building
St. Louis [Independent City], Missouri

Bibliography

City of St. Louis building permit records. St. Louis City Hall, Office of the Assessor.

City of St. Louis deed abstracts. St. Louis City Hall, Office of the Assessor.

Dr. Mars, *The Western Architect*. Vol. 23, pages 56-57. 1916.

Obit, 2 May 1927. On file at the Missouri Historical Society.

St. Louis Daily Record. St. Louis Public Library, microfilm department.

St. Louis, Queen City of the West. (St. Louis: The Mercantile Advancement Co.: 1899) pages 147-48.

Statler Gilfillen, ed. *The American Terra cotta Index*. St. Louis Public Library Art Department.

Boundary Description

The primary building is known as 3124 (extends 3120 to 3128) Olive Street on City Block 1949 in St. Louis, Missouri. The building is legally known by the Assessor's Office as parcel number 19490000200. 3124 Olive Street is 177' x 182.933' x 123' 1 1/8" x 136.214'. BND E 178 FT W WL Cardinal & PT Vac Alley. Part of the Mill Creek Valley Subdivision. An additional building, attached at the east, is known as 3100 Olive Street. The building is legally known by the Assessor's Office as parcel number 19490000500. 3100 Olive Street is 126' 6 1/4" x 124' 2 1/2" x 119' 6 1/8" x 102' 9 3/4". BND E Cardinal & PT Vac Alley. Part of Peter Lindell's Addition. The nominated property is indicated by a dashed line on the accompanying map entitled "D. L. Parrish Laundry Company Building Boundary Map."

Boundary Justification

The nominated parcel includes all of the property historically associated with the former D. L. Parrish Laundry.

United States Department of the Interior
National Park Service

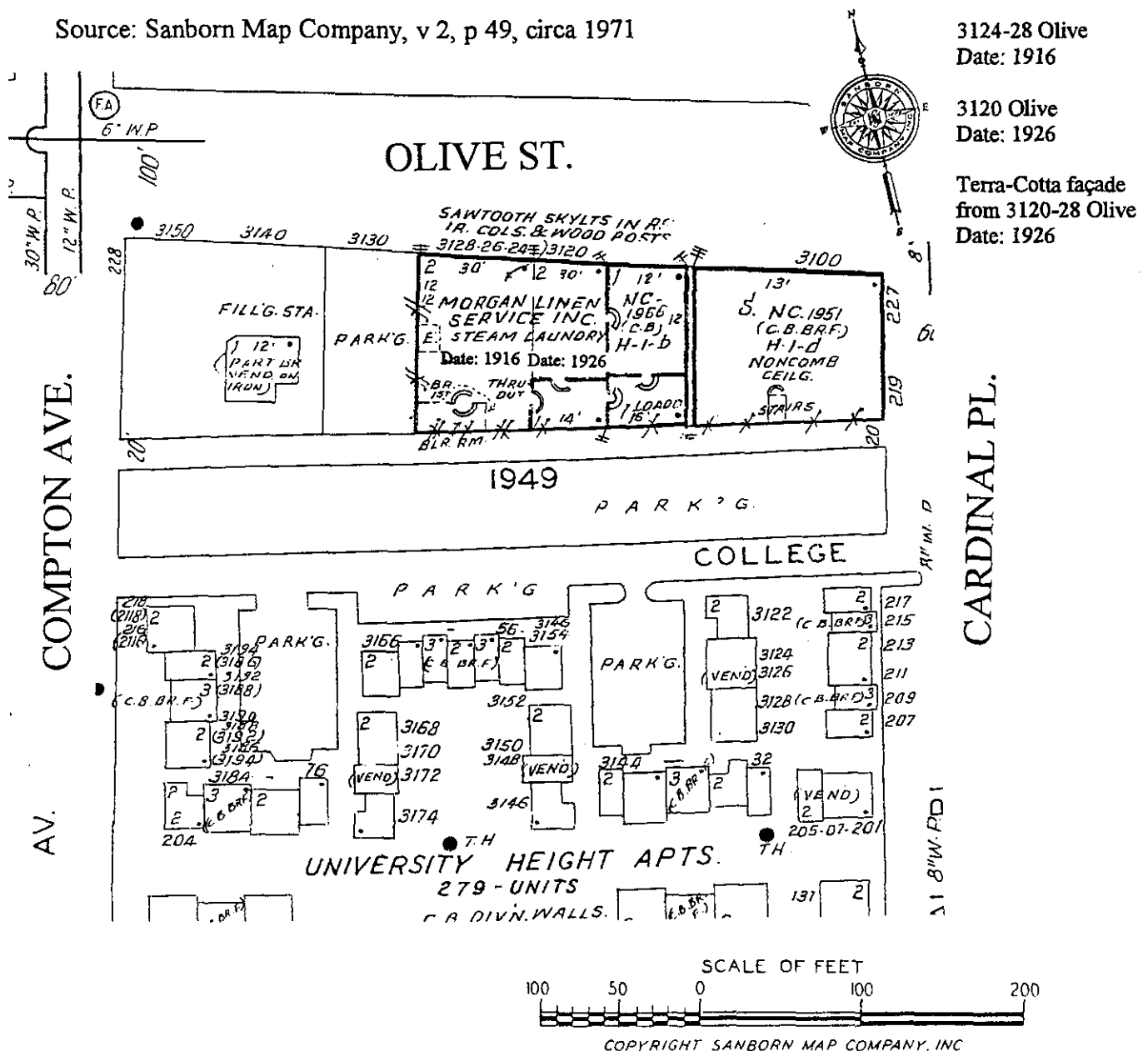
**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section 9-10 Page 12

D. L. Parrish Laundry Company Building
St. Louis [Independent City], Missouri

D. L. Parrish Laundry Company Building Boundary Map

Source: Sanborn Map Company, v 2, p 49, circa 1971



United States Department of the Interior
National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section owners Page 13

D. L. Parrish Laundry Company Building
St. Louis [Independent City], Missouri

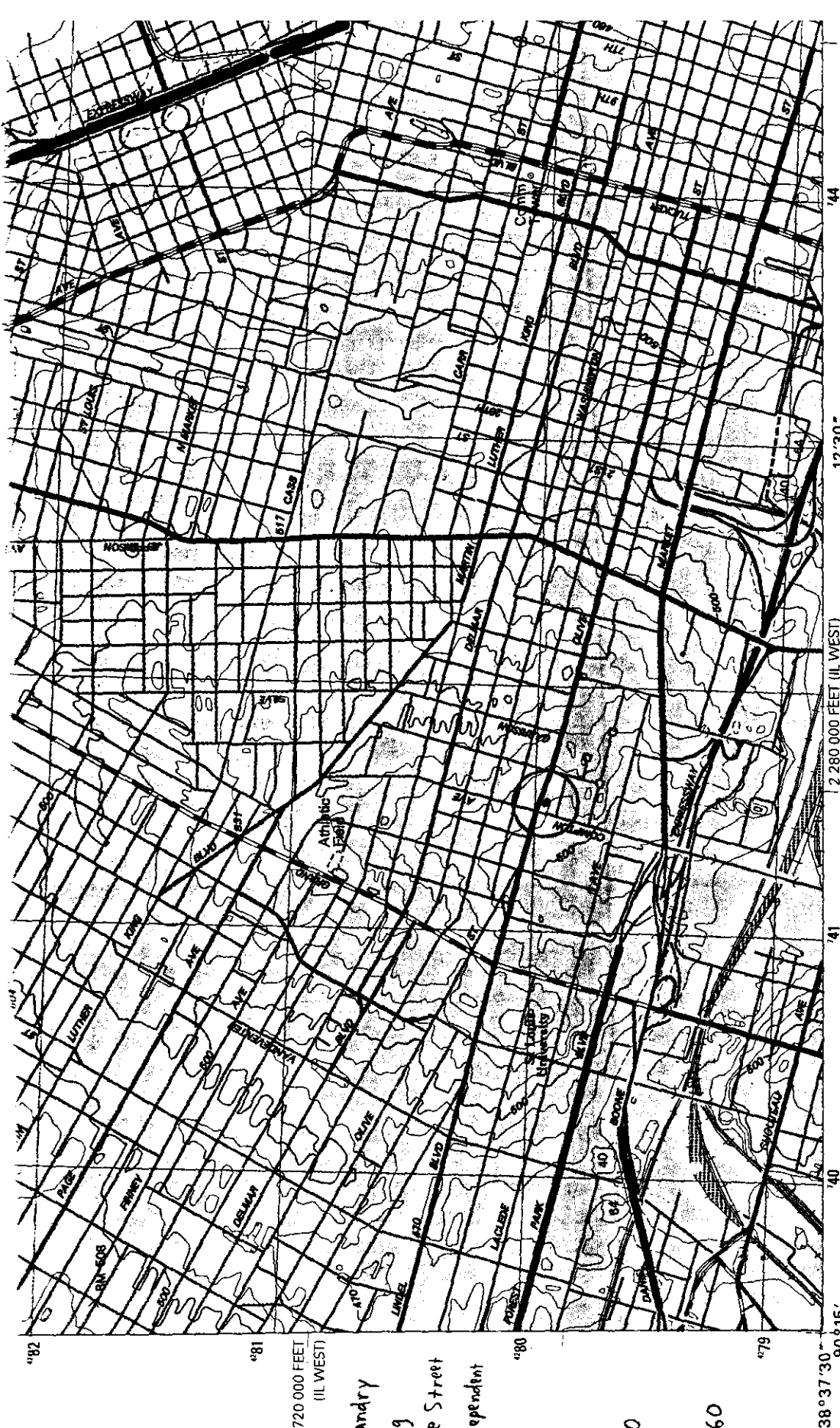
Owners of record in City of St. Louis Property Assessor's Database:

Property Address: 3124 Olive Street

Owner Information: McGowan, Timothy J., Kevin X., et. al., 1222 Lucas Avenue, St. Louis, Missouri, 63103.

Property Address: 3100 Olive Street

Owner Information: Morgan Systems Incorporated, P.O. Box 14110-A, St. Louis, Missouri, 63178.



DL Parrish Laundry
 Company Building
 3100-28 Olive Street
 St. Louis [Independent
 City], Mo.

Zone 15
 Easting:
 741 520
 Northing:
 4279 960

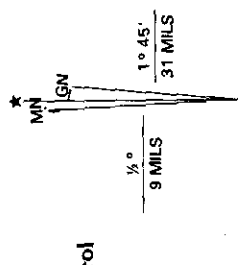
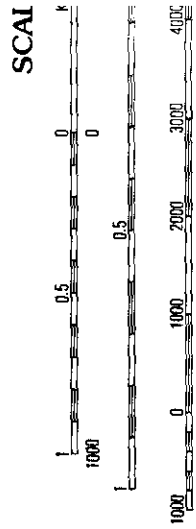
Produced by the United States Geological Survey

Topography compiled 1952. Planimetry derived from imagery taken 1993 and other sources. Photoinspected using imagery dated 1998; no major culture or drainage changes observed. PLSS and survey control current as of 1954. Boundaries, other than corporate, verified 1999

North American Datum of 1983 (NAD 83). Projection and 1000-meter grid: Universal Transverse Mercator, zone 15
 10 000-foot ticks: Illinois (west zone) and Missouri (east zone) Coordinate Systems of 1983

North American Datum of 1927 (NAD 27) is shown by dashed corner ticks. The values of the shift between NAD 83 and NAD 27 for 7.5-minute intersections are obtainable from National Geodetic Survey NADCON software

Contours that conflict with revised planimetry are dashed
 There may be private inholdings within the boundaries of the National or State reservations shown on this map



CONTOUR
 SUPPLEMENTARY C
 NATIONAL GEODETI
 TO CONVERT FROM FEET
 THIS MAP COMPLIES WITH NA
 FOR SALE BY U.S. GEOLOGICAL SURVEY
 AND ILLINOIS GEOLOGICAL SURVEY
 AND DIVISION OF GE
 MISSOURI DEPARTMENT OF NATURAL
 A FOLDER DESCRIBING TOPOGRAPHIC



UTM GRID AND 1999 MAGNETIC NORTH
 DECLINATION AT CENTER OF SHEET

D.L. PARRISH LAUNDRY COMPANY BUILDING

St. Louis [Independent City], MO

Matt Bivens

7-2003

Landmarks Association of St. Louis (76930-20)

North elevation, front

Camera facing SE

1



D.L. Parrish Laundry Company Building

St. Louis [Independent City] MO

Matt Bivens

7-2003

Landmarks Association of St. Louis (76930-13)

North elevation of addition

Camera facing S

#2



D.L. Parrish Laundry Company Building

St. Louis [Independent City], MO

Matt Bivens

7-2003

Landmarks Association of St. Louis (76930-04)

North elevation, East elevation

Camera facing SW

#3



D.L. Parrish Laundry Company Building

St. Louis [Independent City], MO

Matt Bivens

7-2003

Landmarks Association of St. Louis (76930-18)

North elevation

Camera facing S

#4



D.L. Parrish Laundry Company Building

St. Louis [Independent City], MO

Matt Bivens

7-2003

Landmarks Association of St. Louis (76930-17)

North elevation, sign detail

Camera facing S

5



D.L. Parrish Laundry Company Building

St. Louis [Independent City], Mo

Matt Bivens

7-2003

Landmarks Association of St. Louis (76930-15)

North elevation

Camera facing SW

#6



D.L. Parrish Laundry Company Building

St. Louis [Independent City], MO

Matt Bivens

7-2003

Landmarks Association of St. Louis (76930-25)

North elevation

Camera facing S

7



D.L. Parrish Laundry Company Building
St. Louis [Independent City] Mo

Matt Rivens

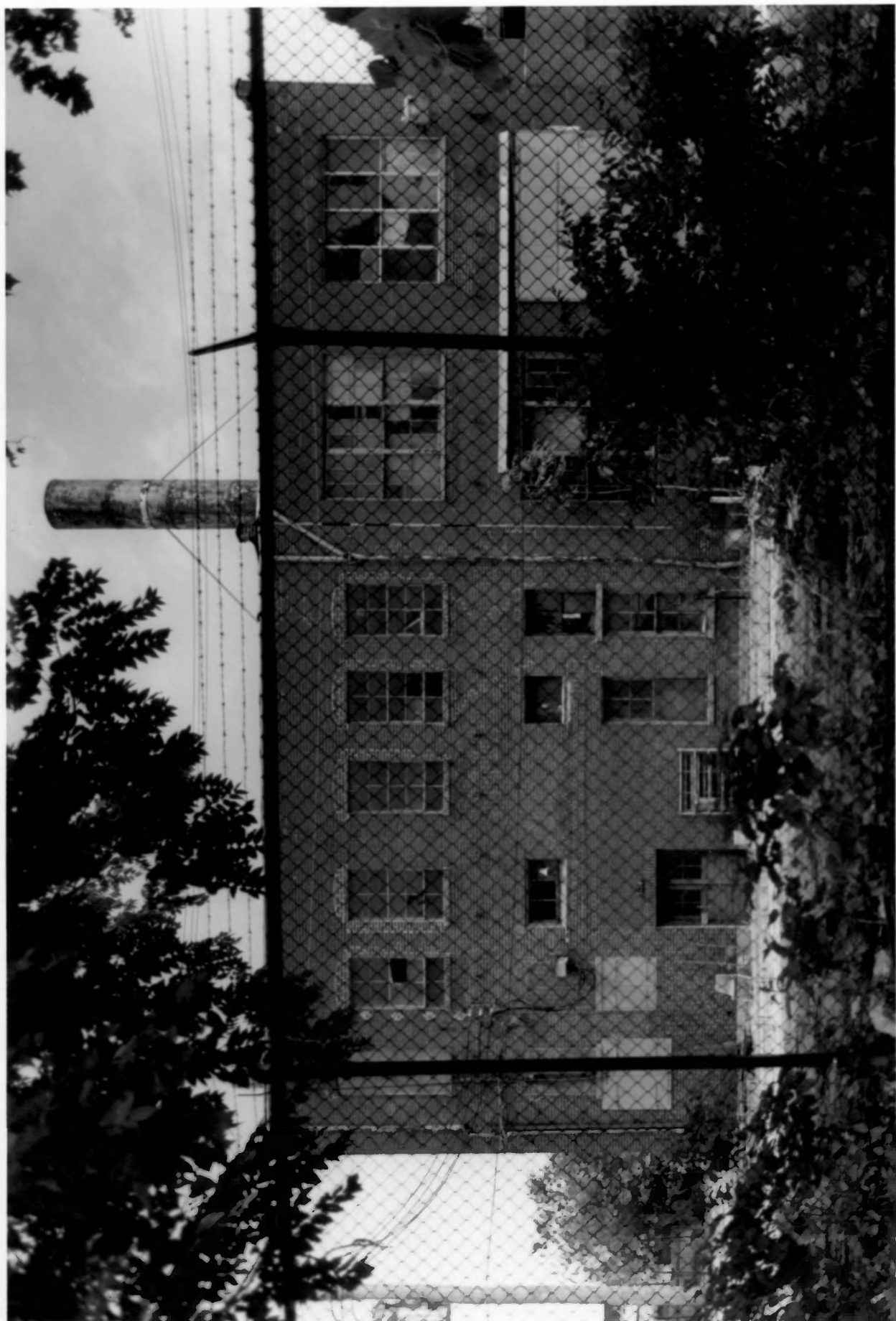
7-2003

Landmarks Association of St. Louis (76930-10)

South elevation, rear

camera facing N

#8



D.L. Parrish Laundry Company Building

St. Louis [Independent City], Mo

Matt Bivens

7-2003

Landmarks Association of St. Louis (76930-11)

South elevation

Camera facing NW

9



D.L. Parrish Laundry Company Building
St. Louis [Independent City], Mo

Matt Bivens

7-2003

Landmarks Association of St. Louis (76930-07)

South elevation

Camera Facing NW

#10



D.L. Parrish Laundry Company Building
St. Louis [Independent City], MO

Matt Bivens

7-2003

Landmarks Association of St. Louis (6536-02A)

Interior, 1st floor

Camera facing SE

#11



D.L. Parrish Laundry Company Building
St. Louis [Independent City], MO

Matt Bivens

7-2003

Landmarks Association of St. Louis (6536-04A)

Interior, 2nd floor

Camera facing NW

#12

