

United States Department of the Interior  
National Park Service

National Register of Historic Places  
Registration Form

<b>1. Name of Property</b>	
historic name	Pevely Dairy Company Buildings
other names/site number	N/A

<b>2. Location</b>	
street & number	3301 & 3305 Park Avenue [ n/a ] not for publication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 63104

<b>3. State/Federal Agency Certification</b>
As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this <input checked="" type="checkbox"/> nomination <input type="checkbox"/> 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 <input checked="" type="checkbox"/> meets <input type="checkbox"/> does not meet the National Register criteria. I recommend that this property be considered significant <input type="checkbox"/> nationally <input type="checkbox"/> statewide <input checked="" type="checkbox"/> locally. ( See continuation sheet for additional comments [ ]. )

*Mark A. Miles* *5/31/06*  
 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

<b>4. National Park Service Certification</b>
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	Signature of the Keeper	Date of Action
I hereby certify that the property is:		
<input type="checkbox"/> entered in the National Register See continuation sheet [ ].	_____	_____
<input type="checkbox"/> determined eligible for the National Register See continuation sheet [ ].	_____	_____
<input type="checkbox"/> determined not eligible for the National Register.	_____	_____
<input type="checkbox"/> removed from the National Register	_____	_____
<input type="checkbox"/> other, explain see continuation sheet [ ].	_____	_____

**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)	2	0 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
		2	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

AGRICULTURE/Processing  
AGRICULTURE/agricultural outbuilding  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Current Functions

WORK IN PROGRESS/residential  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**7. Description**

Architectural Classification

LATE 19TH & EARLY 20TH CENTURY REVIVALS

Materials

foundation STONE/Granite  
Limestone  
 walls BRICK  
 \_\_\_\_\_  
 roof ASPHALT  
 other LIMESTONE  
TERRA COTTA

see continuation sheet [ ].

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 \_\_\_\_\_

COMMERCE \_\_\_\_\_

INDUSTRY \_\_\_\_\_

**Periods of Significance**

1903-1917 \_\_\_\_\_

**Significant Dates**

N/A \_\_\_\_\_

**Significant Person(s)**

N/A \_\_\_\_\_

**Cultural Affiliation**

N/A \_\_\_\_\_

**Architect/Builder**

Hess, Ernest J. \_\_\_\_\_

Haeger, Leonhard \_\_\_\_\_

**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**  
Pevely Dairy Company Buildings  
St. Louis (Independent City), MO

**10. Geographical Data**

Acreeage of Property less than one acre

**UTM References**

A. Zone	Easting	Northing	B. Zone	Easting	Northing
15	740 900	4278 260			
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 Paul Meier/Doug Johnson, Researchers

organization Landmarks Association of St. Louis date March 23, 2006

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 Restoration St. Louis, Inc.

street & number 3701 Lindell Blvd. telephone \_\_\_\_\_

city or town St. Louis state Missouri zip code 63108

United States Department of the Interior  
National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

Section 7 Page 1

Pevely Dairy Company Buildings  
St. Louis [Independent City], Missouri

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**Summary**

The Pevely Dairy Company Buildings, located at 3301 and 3305 Park Avenue in south-central St. Louis, Missouri, were constructed in 1903 and 1906. The main building at 3301 Park Avenue was designed in 1903 by architect Ernest J. Hess as a creamery as well as for residential purposes. The original structure was a two-story, slightly trapezoidal rectangular red brick building with basement (a third-story was added in 1912 from plans by architect Leonhard Haeger). A secondary building at 3305 Park Avenue was constructed in 1906 as a stable and wagon house for the delivery fleet. The main building has an ornate primary (south) façade featuring decorative brickwork, pilasters with white glazed terra cotta capitals, and a recessed central entrance. The symmetrical three-bay façade rises from a base of pink granite. Pairs of transomed metal replacement windows in their original openings are in the spaces between the pilasters. The plain cornice is topped with a white terra cotta coping. The primary façade wraps for one bay into the east elevation, replicating all of its ornate details. In 1910, a two-story addition which extended the flat-roofed building rearward blends well with the original design. Except for the primary façade, the building is generally undistinguished, with fenestration consisting mainly of segmentally arched double-hung single windows on all three floors. The main Pevely Dairy Company building has had few alterations, inside or outside. The replacement windows are the most prominent alteration but even these retain their original framing. Some side entrances and windows have been infilled with brick but this building at the northwest corner of Park and Virginia Avenues easily retains sufficient integrity to reflect its historic function. A secondary building at 3305 Park Avenue was constructed as a stable and wagon house for the Pevely Dairy delivery fleet. The irregular, trapezoidal brick structure is undistinguished, befitting its utilitarian function.

United States Department of the Interior  
National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

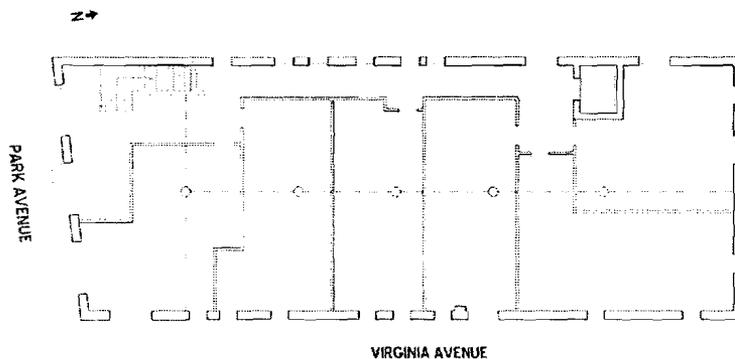
Section 7 Page 2

Pevely Dairy Company Buildings  
St. Louis [Independent City], Missouri

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Its front façade has been significantly altered with cinder block infill but other elevations are less blemished.

**Illustration 1: Plan for Pevely Dairy Company Building at 3301 Park**  
Source: Gina Hilberry, Cohen Hilberry Architects. January, 2006.



**Exterior**

The main Pevely Dairy Company building measures approximately 40 feet along Park Avenue, which it fronts, and 109 feet along Virginia Avenue. The key design features of the front façade are the three bays, carried vertically up all three stories. This, along with the brick pilasters, gives the building a distinctively vertical feeling. This design is

United States Department of the Interior  
National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

Section 7 Page 3

Pevely Dairy Company Buildings  
St. Louis [Independent City], Missouri

---

accented with limestone, white glazed terra cotta trim, and decorative brickwork throughout (**photo 1**).

Another feature of the façade is the granite at the base of the first story. This band of granite, along with the rest of the ornamental work, extends for the length of one bay along both the east and west elevations. It provides the base for the three bays of the first story, with the top band of granite also acting as a sill for the two window bays. Three granite steps lead up to the centrally located entrance bay, which is flanked by pilasters made up of granite bases, brick shafts, and rectangular limestone capitals. The shafts contain panels which once housed the milk bottle logo of the Pevely Dairy Company, but which are now boarded over. The frame of the front doorway is original, with sidelights and a large transom, but the window of the door itself has been removed and boarded over.

The limestone capitals support a band of limestone trim which runs along the top of all three bays and continues down the sides of the window bays. The three bays are capped with a protruding limestone stringcourse which visually separates the first story from the upper two stories (**photo 2**).

The second story begins with a limestone sill which runs in a continuous band along the bottom of all three window bays. In between the bays this band supports two pilasters which extend to the top of the third story and consist of a white glazed terra cotta base, brick shafts, and white glazed terra cotta capitals. These pilasters continue the vertical line started by the two pilasters flanking the entrance bay on the first floor. The entire façade is flanked by similar pilasters, extending from the first to third stories, consisting

United States Department of the Interior  
National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

Section 7 Page 4

Pevely Dairy Company Buildings  
St. Louis [Independent City], Missouri

---

of granite bases, brick shafts, and white glazed terra cotta capitals. The effect is that the eye sees four columnar features running up the entire building, adding to the verticality of the design.

In the spaces between these pilasters, which are also the spaces separating the second and third story window bays, are three identical decorative brick panels. These panels are rectangular and follow a central diamond pattern, accented by dark red tiles in the corners. The brickwork then extends this diamond shape to the edges of the panel. The entire panel is then framed by a thin brick header course running along all four sides with dark red tiles again accenting the corners. The whole element is then framed by soldier courses on the top and bottom and stretcher and header courses on the two sides with limestone blocks at the corners.

The third story window bays also have limestone sills, but these are not banded together in a course as in the second story. Above the third story window bays is a white glazed terra cotta band that extends around the sides to include the first window bay on the east elevation. This band connects seven white glazed terra cotta brackets. Four of the brackets sit atop the four pilasters, and three bisect the tops of the three window bays. In between the brackets the diamond brick panel motif is continued in a much smaller fashion. There are seven identical rectangular panels, each with a green glazed ceramic diamond in the middle and diagonal brickwork carrying the pattern throughout the rest of the panel. The brackets support a cornice consisting of approximately eleven brick courses surmounted by white glazed terra cotta coping. The corners of the façade are interesting, set off with rounded brick of a slightly darker color, which also gives a slight quoining effect.

United States Department of the Interior  
National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

Section 7 Page 5

Pevely Dairy Company Buildings  
St. Louis [Independent City], Missouri

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The windows themselves, within each of the bays, are paired, double-hung windows with transoms above. The frames of the windows are original, though they have been capped with metal or vinyl. The mullions are unusually large and in a distinctive cruciform shape. The windows and sashes themselves are all new.

On the east elevation, which faces Virginia Avenue, the design of the front façade is carried over to encompass the first bay section (**photo 1**). All the elements are continued in exactly the same way. There is a granite base with sill on the first story window. The first story bay is framed with limestone trim. There is a small limestone cornice above the first story window. The pilasters mimic the pilasters flanking the façade, extending from the granite bases on the first story to the white glazed terra cotta capitals on the third story, with brick shafts in between. The decorative brick panels are repeated in the space between the second and third story bays as well as the spaces between the three white glazed terra cotta brackets atop the third story. The brick cornice with the white glazed terra cotta coping is also continued. The same window frame patterns continue as well, with the paired, double hung windows with transoms and large mullions. It is as if the façade has simply been folded and bent around the corner.

The rest of the east elevation is much simpler in design. There is red terra cotta coping on the parapet and a door opening that has been boarded over. The windows follow the datum lines of the façade and are mostly one-over-one double-hung windows with limestone sills and segmental brick arches. An exception is a round-arched window near the middle of the east elevation which is accented with a brick hoodmold. The windows directly above, on the second and third story—though alike in every other respect to the simple windows surrounding them—have limestone voussoirs instead of brick segmental

United States Department of the Interior  
National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

Section 7 Page 6

Pevely Dairy Company Buildings  
St. Louis [Independent City], Missouri

---

arches. The reason for these decorations is unknown, though this portion of the building was probably constructed as the 1910 addition. The wall just to the south of these windows juts forward about the width of a brick, creating a slight visual divide between the two halves of the building. Perhaps this back portion was the residential section of the building. Between the second and third stories of the east elevation exists a faint advertisement. This ghost is no longer legible and is from a date unknown (**photo 3**).

The west elevation is even simpler than the east elevation. It has neither the façade detailing in the front nor the decorative windows in the middle. Its only decoration is a single pilaster at the corner adjoining the façade. This pilaster is the same in detail as those flanking the façade. There is no parapet wall; guttering runs the length of the wall, indicating that the roof slopes down to this side. The windows are the same in design as those on the east side. There are fewer of them, however, as the stairwell is on this side of the interior wall. As a result the stairwell windows sit slightly lower than the rest of the windows. There are two sets of paired, double-hung windows towards the center of the building, below which is a bricked up entrance – one of several bricked up entrances on this side of the building. Also several windows toward the rear have been bricked up. The elevator shaft protrudes from the roofline.

The rear elevation continues the datum lines and window design of the east and west elevations. There is red terra cotta coping on the parapet wall and it appears that a door opening has been infilled and replaced with a window.

The secondary building at 3305 Park Avenue measures approximately 76 by 79 feet. Utilitarian in form, the structure is simple and lacks embellishment (**photo 7**). Along its

United States Department of the Interior  
National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

Section 7 Page 7

Pevely Dairy Company Buildings  
St. Louis [Independent City], Missouri

---

front façade are three bays, interrupted by two rectangular brick pilasters. Each bay is infilled with a configuration of painted cinder block coursework, irregularly placed doors or garage openings, and windows. The easternmost bay along the primary façade features two small, one-over-one windows, irregularly distributed within the bay. Each window rests upon a sill of painted brick headers. The center bay has a garage opening and a doorway. The garage opening abuts one brick pilaster and occupies approximately half of this bay while the simple entryway is slightly inset and contains a metal door. An exhaust vent protrudes from the cinder blocks above and to the east of the doorway. The westernmost bay features two recessed, twelve-paned windows, each upon a sill of painted brick headers. A large garage opening occupies the second half of this bay and is currently boarded; an original transom ribbon of windows is visible, however, and extends the length of the opening. Brick and infill cinder blocks are painted at the primary elevation throughout and the name of the most recent tenant, Owen Tuckpointing & Chimney Co. and Owen Pipe Co., is visible just beneath the roofline (a similar ghost is found near at the southwest corner on the west façade). An alteration in 1964 likely substituted cinder blocks for brick courses above the bays and below the roofline.

Both east and west elevations are without embellishment, though there is a small window on the east façade. The rear elevation is similar in design, but recesses toward Park Avenue as it approaches its northeast corner. Within this recess is a garage opening, as well as a separate doorway. Although the entire wagon shed structure is single story with basement, the westernmost portion is greater in height than its eastern counterpart. Thus, the tile-coped roofline that extends the length of the west and across the Park elevations

United States Department of the Interior  
National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

Section 7 Page 8

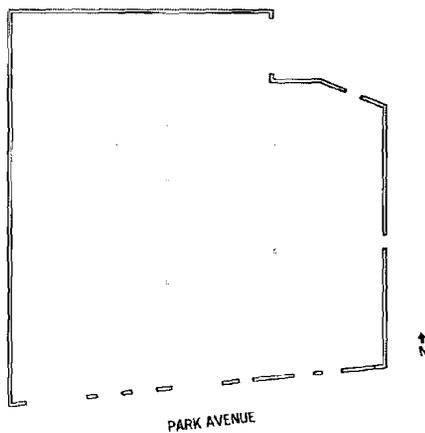
Pevely Dairy Company Buildings  
St. Louis [Independent City], Missouri

---

forms an exaggerated parapet as it nears its easternmost point along the primary façade. This gives that primary façade a uniform appearance (**photo 8**).

**Illustration 1: Plan for Pevely Dairy Company Building at 3305 Park**

Source: Gina Hilberry, Cohen Hilberry Architects. March, 2006.



**Interior**

The front room in the Pevely building was likely used as an office or showroom (**photo 4**). It features walls of white glazed brick decorated at the top with two green glazed brick courses with a geometric green glazed brick pattern in between. It also has four courses of red glazed brick at the bottom of the walls. The ceiling has deeply recessed panels. At some point a wall was removed, so the glazed brick walls and decorative

United States Department of the Interior  
National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

Section 7 Page 9

Pevely Dairy Company Buildings  
St. Louis [Independent City], Missouri

---

ceiling are cut off and a large, empty room is visible. This room has iron support columns and an elevator shaft with the original cast iron skeleton and machinery still in it, along with the remains of an elevator.

The stairway to the second floor still has the original marble steps, along with the original wooden newel-posts, wooden balustrade and some of the original wood paneling (**photo 5**).

The second floor has glazed white brick throughout. It is a large open space with iron support columns and the iron elevator shaft skeleton continuing up. There is also an original wooden built-in bench with a hinged seat and storage space underneath. The stairway to the third floor has some of the original marble steps along with the original wooden balustrade and some of the original wood paneling (**photo 6**).

The third floor is simply a large open room with the iron support columns continuing along with the elevator shaft skeleton.

The interior of the wagon shed at 3305 Park Avenue is likewise a large open room with five iron support columns distributed at intervals.

**Integrity**

The main Pevely Dairy Company Building has had very few alterations, the windows being the most prominent in the main building, but even these still have the original frames. The building is in excellent condition. The secondary, wagon shed building has had cinder block infill and probably fenestration changes in the front façade. Infill windows and doors within the three bays along the front elevation as less substantial

United States Department of the Interior  
National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

Section 7 Page 10

Pevely Dairy Company Buildings  
St. Louis [Independent City], Missouri

---

alterations. The secondary Pevely Dairy Company building is in fair condition. The main Pevely Dairy Company building at 3301 Park Avenue retains integrity of location, design, materials, workmanship, feeling, and association. The secondary building at 3305 Park retains less general integrity, but nonetheless possesses adequate integrity of location, feeling, and association.

United States Department of the Interior  
National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

Section   8   Page   11  

Pevely Dairy Company Buildings  
St. Louis [Independent City], Missouri

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**Summary**

The Pevely Dairy Company Buildings at 3301 and 3305 Park Avenue in St. Louis, Missouri, are eligible for listing in the National Register of Historic Places under Criteria A and C with local significance in the areas of Commerce, Industry and Architecture. The main (creamery) building was constructed in 1903 for Martin Kerckhoff, who had established his first urban dairy in St. Louis sixteen years earlier; the secondary wagon shed building was constructed in 1906 as a brick stable. Kerckhoff, the son of German immigrants, incorporated his new dairy business as the Pevely Dairy Company immediately prior to its move to Park Avenue. Pevely's first large contract was to supply milk for the 1904 Louisiana Purchase Exposition (St. Louis World's Fair), a likely indicator of product quality and distribution capabilities. Over the next two or three decades, the company grew to become the region's market leader. The building, designed by St. Louis architect Ernest J. Hess, has broader implications as an example of a dairy physical plant built specifically for the industry at a point of increased health regulation and advances in sanitation. Because dairy animals were not present (the milk came by rail), the Pevely Dairy Company Buildings were a comfortable fit within their urban environment. The main building, with its intricate brickwork emerging from a substantial pink granite base, and with exaggerated glazed white terra cotta embellishments adorning the cornices and pilasters, perhaps was intended to suggest not only permanence but also the bright purity of the Pevely product. Its interior, which still contains large areas of glazed white brick and white marble steps, seems to relay a similar message of substance and cleanliness. The period of significance is from 1903 when the dairy commenced operations through 1917 when Pevely vacated the buildings after

United States Department of the Interior  
National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

Section 8 Page 12

Pevely Dairy Company Buildings  
St. Louis [Independent City], Missouri

---

constructing a new and much larger facility. Today the properties remain the earliest extant buildings associated with the historic dairy.

**Background**

Casper Kerckhoff, Martin Kerckhoff's father, was born in Prussia to Peter and Mary Kerckhoff in 1818. In 1838, Casper married Louisa Rige, the first of his three wives—each named Louisa.<sup>1</sup> Louisa Rige had twelve children, and the subsequent Louisas increased the number of Kerckhoff offspring to twenty-three. The family immigrated to the United States, eventually to St. Louis, in either 1841 or 1845. During the Mexican War, Casper worked in a munitions factory in St. Louis where an accident resulted in the loss of his right arm. The injury may have limited factory and industrial work available and allowed exploration of other career opportunities. Casper bought 1,200 acres for dairy cattle farming in Jefferson County, near Joachim Township. Three years later he sold the property and purchased 485 acres of prime land in the county, near the town of Pevely. It was here that he established a homestead, raised his children and maintained a dairy farm. According to Pevely Dairy Company tradition, the Kerckhoff family held the “first herd of registered Jersey cows west of the Mississippi.”<sup>2</sup>

Casper Kerckhoff's son Martin established a butter route from the Pevely farm to St. Louis in the early 1880s; by the late 1880s, between 300 and 600 pounds of butter on average were shipped by rail from the family's Jefferson County operation to the city. St. Louis presented a large, emerging market for the Pevely farm milk.<sup>3</sup> Martin Kerckhoff

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<sup>1</sup> Biographical Appendix. *History of Franklin, Jefferson, Washington, Crawford and Gasconade Counties*. 1888.

<sup>2</sup> Pevely Dairy Company files: *Presenting the Pevely Dairy...*

<sup>3</sup> *Ibid.*

United States Department of the Interior  
National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

Section 8 Page 13

Pevely Dairy Company Buildings  
St. Louis [Independent City], Missouri

---

recognized the commercial potential of the city and decided in 1887 to open an urban dairy (no longer extant) on South Seventh Street.

Initially, urban dairy operations were small in scale and included livestock on site. Cows were often confined to stalls or sheds, which contrasted with rural methods in which livestock were allowed to graze freely. While the first urban dairies were typically located on the outskirts of a city or just beyond municipal limits, rapid growth quickly enveloped many operations. Dairies could suddenly be found in very congested neighborhoods, though city ordinances required all animals to be held in an enclosure.<sup>4</sup> Sanitation emerged as the primary concern of officials and residents.

Further regulations were implemented to ostensibly combat these menaces to public health. While an 1867 ordinance stated that “the maintenance of cow stables or other conveniences, for the purpose of carrying on a dairy business within the city limits is prohibited,” this regulation does not appear to have been enforced, as numerous urban dairies with livestock continued to operate in St. Louis.<sup>5</sup> An 1870 ordinance also required dairies to register with the city and authorized the chief health officer to analyze and sample milk sold and produced in St. Louis. Few means of enforcement were provided for these laws until 1872. In that year a law placed dairies more directly under the auspices of the Board of Health and allowed for greater municipal regulation and

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<sup>4</sup> Joyce Rittenhouse Parker. *Milk and Dairy Regulation in the City of St. Louis: 1887-1902*. 5-7.

<sup>5</sup> St. Louis Ordinance #6139, adopted May 23, 1867.

United States Department of the Interior  
National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

Section 8 Page 14

Pevely Dairy Company Buildings  
St. Louis [Independent City], Missouri

---

enforcement.<sup>6</sup> Dairy facilities were considered nuisances and grouped in the same category as slaughterhouses, distilleries and tanneries.<sup>7</sup>

In 1887—the year Martin Kerckhoff began his St. Louis endeavor—the city adopted its first implemented milk inspection ordinance. The new law was again driven by the increasingly pronounced health and sanitation concerns. With traditional food sources for cows in fields and pastures miles from the urban core, dairy owners had turned to waste from food and beverage factories to feed livestock. This “slop-feed” was considered harmful by authorities.<sup>8</sup> Fresh feed was much more expensive for dairy owners, however, and so-called “slop-feed” emerged as the primary food supply for urban dairy cattle.<sup>9</sup>

In addition to questionable bovine feeding practices, urban dairies were noted for general filth. The actual milk product avoided intense analysis, though in time it would become the focus of major scrutiny. The physical plant remained the primary concern at the turn of the century.

**Elaboration**

By 1903 the southern and central sections of the cityscape were still dotted with urban dairies. At least twenty were large enough to warrant listing in the *Business and Mercantile Register*.<sup>10</sup> The newly organized Pevely Dairy was one of the listed companies, incorporated in that year with \$50,000 in capital with Martin Kerckhoff as

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<sup>6</sup> Parker. 21.

<sup>7</sup> Ibid. 29.

<sup>8</sup> Ibid. 5-11.

<sup>9</sup> Kerckhoff avoided the prevalent questions about livestock health, as his source cattle remained miles away in the country.

<sup>10</sup> *Business Directory and Mercantile Register of St. Louis*. 1903-4.

United States Department of the Interior  
National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

Section 8 Page 15

Pevely Dairy Company Buildings  
St. Louis [Independent City], Missouri

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first president and his son Daniel as secretary.<sup>11</sup> By 1903, the Pevely Dairy Company had grown beyond its small space on South Seventh. Work was started on an impressive, modern facility just as the company secured a license as a milk supplier for the upcoming World's Fair.<sup>12</sup> In March of the same year, building commenced at the corner of Virginia and Park Avenues on a two-story brick creamery with retail space and flats, to cost \$10,000. The original construction measured 42 by 70 feet. The handsome new facility was designed by architect Ernest J. Hess, as was a sprawling adjacent frame wagon shed (razed) that measured 48 by 84 feet.

St. Louis native Hess was born in 1874. He had no formal academic training in architecture, but rather learned the appropriate skills in the workplace. Hess served as draftsman for the firms of Paulus & Williamson and Randall, Ellis & Baker, before entering a brief partnership with J. Harry Randall. In 1896, he opened his own practice. Hess specialized in medium-priced houses, flats and warehouses in St. Louis. His most notable works include the homes at 3468 Longfellow and 3550 Hawthorne, each contributing resources in the Compton Hill Certified Local Historic District (01/29/82).<sup>13</sup> For over fifty years, Ernest Hess practiced architecture in St. Louis. The Pevely Dairy building at 3301 is the first individually nominated design attributed to the architect.

Ernest Hess created a main building for Pevely that is impressively situated upon a corner and dominates the streetscape with permanence not typically associated with the industry. The front elevation along Park, with intricate patterns of geometric brickwork and a solid pink granite watertable—flanking each side of a carved wood entryway—suggests

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<sup>11</sup> *The Book of St. Louisans*. 1906.

<sup>12</sup> Interview with Richard Kerckhoff, January 19, 2005.

<sup>13</sup> Landmarks Association architect files: Hess, Ernest J.

United States Department of the Interior  
National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

Section 8 Page 16

Pevely Dairy Company Buildings  
St. Louis [Independent City], Missouri

---

substance. The heavy, exaggerated glazed white terra cotta embellishments that adorn the cornices and pilasters of this façade evoke the bright purity of the Pevely product. With a functional design that is predominately Arts & Crafts, Hess nonetheless nods to institutional Classical Revival styles, an implication of trustworthiness and public good. The construction was far removed from the dismal dairies observed only a few years earlier by the Health Department's Chief Sanitary Officer, Dr. George Homan. (The inspector lamented dirty creamery plants, permeated by the odor of animal waste as well as sour feed, and dairy floors saturated with excrement.)<sup>14</sup>

Except for the fleet horses, the Pevely Dairy buildings on Park Avenue had no livestock on the premises.<sup>15</sup> At a time when the St. Louis Board of Health still continually sought to rid dairy animals from the city over sanitation and health concerns, Pevely represented a modern urban dairy model that operated comfortably within the established ordinances. The building's interior is replete with white-glazed brick on two floors that echo the sanitation improvements of a modernized dairy. With the raw milk of the family herds available via rail (major lines were only a few blocks away), Pevely Dairy retained access to its supply without running afoul of the increasingly vigilant Board of Health. The new building was also much more agreeable within the context of its residential neighbors, much less likely to draw nuisance complaints. The lack of livestock created a more amenable living environment for company secretary and future president Daniel Kerckhoff, who lived in a flat at the 3301 Park Avenue address. The Ernest Hess design encompassed the necessary elements of a dairy facility with an ample allotment of creamery production space. It also incorporated a retail area as well as executive living

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<sup>14</sup> Parker. 14.

<sup>15</sup> Interview with Richard Kerckhoff, January 19, 2005.

United States Department of the Interior  
National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

Section 8 Page 17

Pevely Dairy Company Buildings  
St. Louis [Independent City], Missouri

---

quarters, less-conventional dairy characteristics. The greatest achievement of the Hess building, however, is its subordination of negative dairy connotations in favor of a more appropriate urban neighborhood design.

The sanitation of the milk product (as opposed to the dairy physical plant) was a concern during the first decade of the 20th century. The Pevely Dairy Company probably sold its product directly from horse-drawn wagons, with milk dipped from a refrigerated vat and poured into consumers' canisters or bottles.<sup>16</sup> This distribution method was gradually replaced by bottle delivery services and retail. Indeed, the building permit for 3301 Park indicates an onsite commercial shop, and the first floor layout of the building supports the idea of a public space where Pevely products were sold. The retail shop provided interaction with the surrounding residential community through a commercial service. Whereas residential buildings in close proximity to dairies had been viewed unfavorably because of their location near a "nuisance" in previous decades, the convenience of a retail shop within a clean and modern building in the midst of a neighborhood could be considered advantageous at the time Pevely built along Park.

Milk sold directly from Pevely Dairy or through a third party was likely pasteurized by 1903. The method was first tested by its namesake Louis Pasteur in 1862, along with fellow French scientist Claude Bernard. Through a process of heating and then cooling, pasteurization reduces the presence of micro-organisms in a substance to a point where disease is unlikely. It does not sterilize the product, however, as doing so might adversely affect taste or overall quality. The process was brought to the United States

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<sup>16</sup> Interview with Dr. Robert Marshall, Professor Emeritus in Food Science, The University of Missouri at Columbia, January 19, 2006.

United States Department of the Interior  
National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

Section 8 Page 18

Pevely Dairy Company Buildings  
St. Louis [Independent City], Missouri

---

from Europe by a Danish dairy expert named J. Moldenhauer and supported by health advocates, particularly crusaders for children and infants. Yet well into the early 20th century, unpasteurized milk was bottled for sale or sold raw from wagons. While it is impossible to say if the Pevely Dairy Company pasteurized its products in 1903, the modernity of its physical plant indicates that use of this process was likely. At the very least, the creation of a dairy facility removed from the derided nuisance properties complemented the advances made in the sanitation of the Pevely product.

The pasteurization of milk is a certainty by the time the company headquarters moved in 1917 (the process of homogenization, which allows cream to remain amalgamated with the raw milk through a process of refrigeration, did not gain popularity until the 1920s).<sup>17</sup> The number of dairies in St. Louis exploded to over 140, according to the annual city directory.<sup>18</sup> In a market of increased competition, variety of product was one key to the Pevely's success.<sup>19</sup> Butter was still sold, earlier created with the traditional process of gravity separation of cream extraction from milk. The Kerckhoff farm in Jefferson County, however, boasted a modern separator. Thought to be the first of its kind west of the Mississippi, the apparatus performed the work of gravity with greater efficiency.<sup>20</sup>

Other products sold by the company included irradiated, soft curd and cream-lined milk.<sup>21</sup> All could be bottled and most could be sold direct from a wagon. The cream-lined beverages, however, were often sold in a bulging bottle shaped like an hour-glass.

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<sup>17</sup> Interview with Dr. Marshall, January 19, 2006.

<sup>18</sup> *Gould's City Directory*. 1917.

<sup>19</sup> Interview with Dr. Marshall, January 19, 2006.

<sup>20</sup> *Ibid.*

<sup>21</sup> Pevely Dairy Company files: *Presenting the Pevely Dairy...*

United States Department of the Interior  
National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

Section 8 Page 19

Pevely Dairy Company Buildings  
St. Louis [Independent City], Missouri

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This shape allowed for natural separation of the milk, as well as easy removal by the customer of the cream accumulated in the upper portion of the glassware.

A fleet of wagons was necessary for distribution of these products. Milk wagons were likely horse-drawn throughout the Pevely Dairy's occupancy of the Park Avenue address.<sup>22</sup> A detached brick stable at the rear of the facility, designed by Ernest Hess and built along with the original plant in 1903, was demolished in 1910 to open space for a rear addition to the main building. Efficient distribution of a perishable product was vital to a dairy and subsequent construction for deliveries and transport suggest Pevely paid careful attention to this aspect of the business. A second brick stable was constructed in 1906, immediately to the west of the Pevely Dairy at 3305 Park Avenue. Additions in 1907 and 1911 expanded the stable into a larger facility that also served as a wagon shed and boiler house. This secondary building and its additions were designed by Leonhard Haeger, who would lend his skill to further Pevely Dairy Company physical plant expansions.

The expanded assortment of milk products and by-products, as well as the advances in purification, necessitated a larger plant. In April of 1910, Pevely began work on a two-story with basement addition to the existing building. Measuring 48 by 39 feet, the new construction to the rear of the facility was designed by architect Leonhard Haeger (at 48 feet, the rear elevation is a few feet wider than front elevation, owing to the trapezoidal footprint of the building). The addition is simple in its aesthetics and seamlessly blends with the earlier construction. A larger addition by Haeger in early 1912 was more ambitious. This expansion measured approximately 42 by 109 feet and capped the dairy

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<sup>22</sup> Interview with Dr. Marshall, January 19, 2006.

United States Department of the Interior  
National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

Section 8 Page 20

Pevely Dairy Company Buildings  
St. Louis [Independent City], Missouri

---

facility with a third floor that extended across the original building and its rear addition. The third story addition also integrates with the earlier structure seamlessly across all elevations. The openness and adaptability of the interior spaces across all floors indicate that the 1910 and 1912 additions were for processing or storage of product. The building permit does not reveal any public use of this area.

Even with an addition that doubled the available space, within a few years the Pevely Dairy sought further physical expansion. The company constructed a massive plant at the corner of Chouteau and Grand Avenues, only a few blocks away from the Park Avenue location. The Pevely milk plant at 1001 South Grand is another brick building, also designed by architect Leonhard Haeger and constructed in 1917. Four stories in height, the complete facility features several brick outbuildings and encompasses almost an entire city block. Unfortunately, founder Martin Kerckhoff passed away before the project was completed. His son Daniel succeeded him as president; in subsequent years and decades, various Kerckhoff family members remained in management positions. Pevely continually diversified its product line as it grew. The company expanded into dairy treats as well as innumerable varieties of milk, butter, creams, evaporated milk, eggnog and salad dressings.<sup>23</sup> The facility at Chouteau and Grand Avenues is still operated as a dairy today under the umbrella of Prairie Farms, which purchased the brand in 1988 and remains associated with Pevely products by many St. Louisans.

The buildings at 3301 and 3305 Park Avenue retained their association with dairy-related products when purchased by the Crown Margarine Company upon the departure of Pevely Dairy. By the mid-1920s, the Sugar Creek Creamery Company from Danville,

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<sup>23</sup> Pevely Dairy Company files: *Presenting the Pevely Dairy...*

United States Department of the Interior  
National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

Section   8   Page  21 

Pevely Dairy Company Buildings  
St. Louis [Independent City], Missouri

---

Illinois occupied the space. The original design and layout for the buildings were functional for various dairy companies for several decades. The Pevely Dairy Company buildings on Park Avenue have been vacant, however, for approximately fifteen years.

United States Department of the Interior  
National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

Section 9-10 Page 22

Pevely Dairy Company Buildings  
St. Louis [Independent City], Missouri

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United States Department of the Interior  
National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

Section 9-10 Page 23

Pevely Dairy Company Buildings  
St. Louis [Independent City], Missouri

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**Boundary Description**

The Pevely Dairy Company Buildings at 3301 and 3305 Park Avenue are located on City Block 2167 in St. Louis, Missouri. The nominated property at 3301 Park is legally known by the Assessor's Office as parcel number 21670002450. The property was part of the Block A Park Avenue Heights survey and the parcel includes lot S 39 E 40. The nominated property at 3305 Park is legally known by the Assessor's Office as parcel number 21670002500. The property was part of the Park Avenue Heights survey and the parcel includes lot 41 42 43 W40. The boundary of the nominated properties is indicated by a dashed line on the accompanying map entitled "Pevely Dairy Company Boundary Map."

**Boundary Justification**

The nominated parcels include all of the property historically associated with the Pevely Dairy Company at 3301 and 3305 Park Avenue.

United States Department of the Interior  
National Park Service

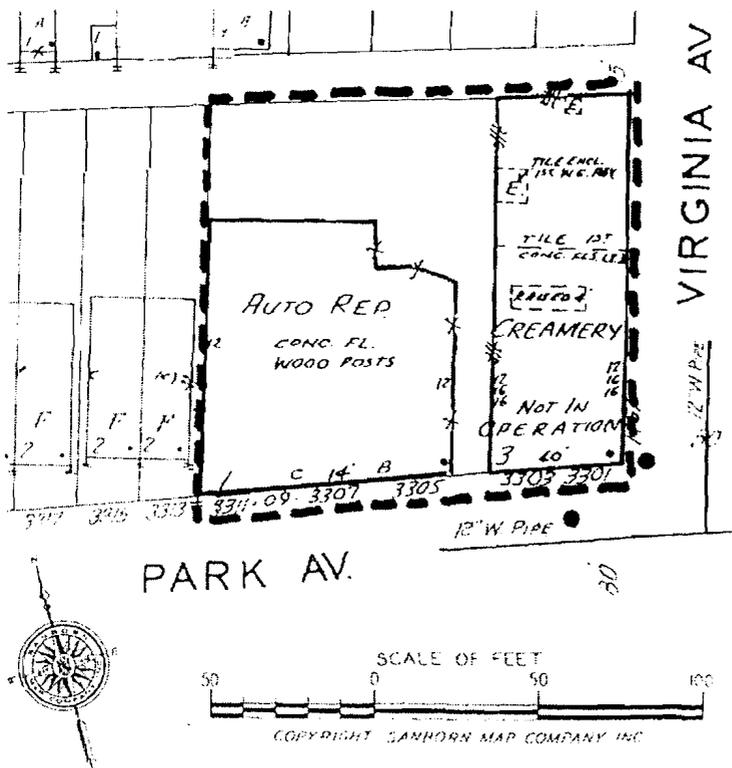
**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

Section 9-10 Page 24

Pevely Dairy Company Buildings  
St. Louis [Independent City], Missouri

**Pevely Dairy Company Boundary Map**

Source: Sanborn Map Company. Vol. 2, plate 66, 1968.





U.S. DEPARTMENT OF THE INTERIOR  
U.S. GEOLOGICAL SURVEY



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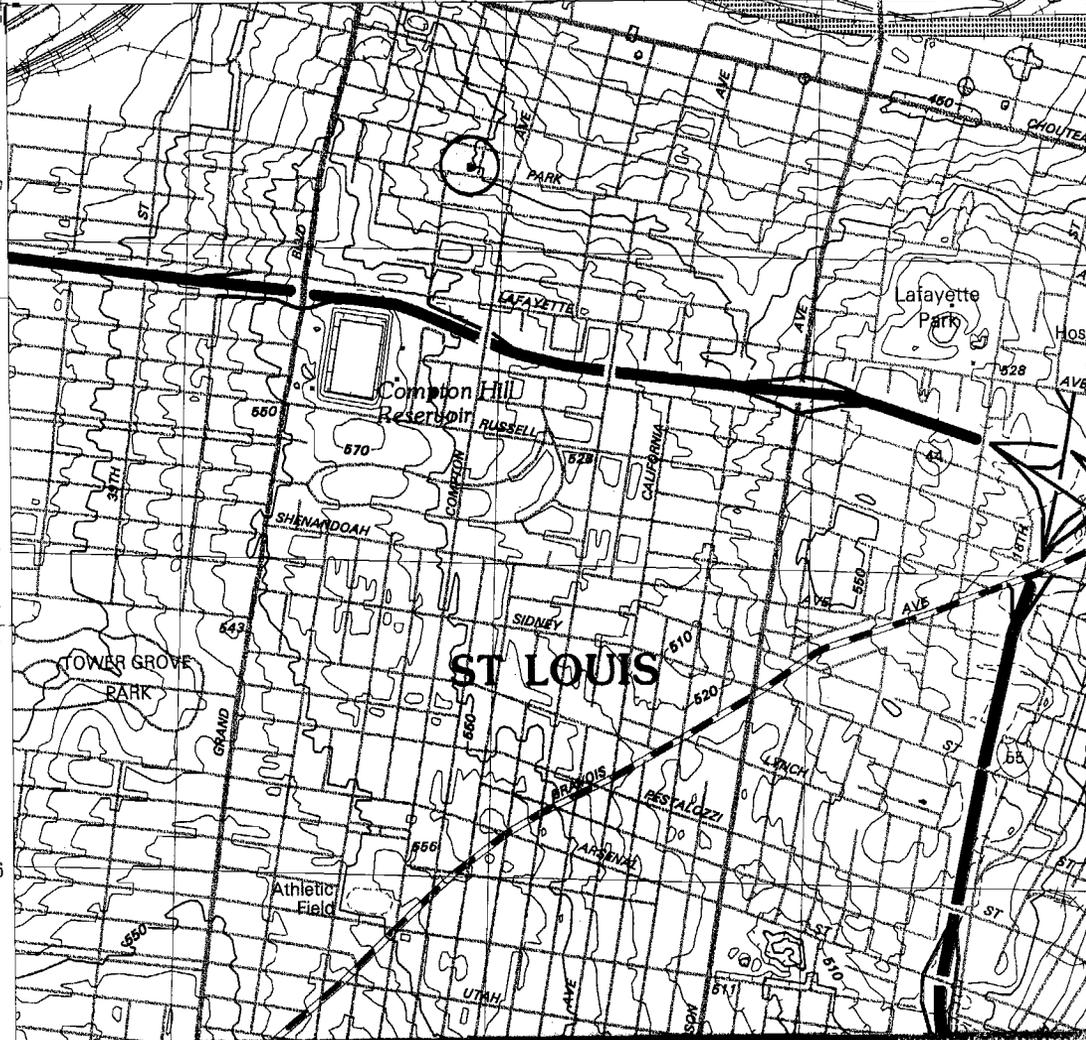
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