

**United States Department of the Interior
National Park Service**

**National Register of Historic Places
Registration Form**

1. Name of Property

historic name Pevely Dairy Company Plant

other names/site number Prairie Farms Plant

2. Location

street & number 1001 S. Grand, 3626 Chouteau, 1101 Motard [N/A] not for publication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

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 [].)

(See continuation sheet for additional comments [].)

Mark A. Miles

Oct 02, 2009

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:

[] 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 [].

Signature of the Keeper

Date

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)	<u>3</u>	<u>0</u> buildings
<input type="checkbox"/> public-local	<input type="checkbox"/> district	<u>0</u>	<u>0</u> sites
<input type="checkbox"/> public-State	<input type="checkbox"/> site	<u>0</u>	<u>0</u> structures
<input type="checkbox"/> public-Federal	<input type="checkbox"/> structure	<u>1</u>	<u>0</u> objects
	<input type="checkbox"/> object	<u>4</u>	<u>0</u> 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

Current Functions

Vacant

7. Description

Architectural Classification

Late 19th and Early 20th Century Revivals
Classical Revival

Materials

foundation concrete
 walls brick
concrete
 roof asphalt
 other _____

Narrative Description

(Describe the historic and current condition of the property on one or more continuation sheets.)

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

Industry _____

Periods of Significance

1917-1959 _____

Significant Dates

1928 _____
 1929 _____
 1943 _____
 1945 _____

Significant Person(s)

N/A _____

Cultural Affiliation

N/A _____

Architect/Builder

Haeger, Leonard _____
 Gilsonite Construction Co. _____
 Murch Bros. Construction _____
 Wiederholt Construction Co. _____
 Bartels, M. C., Construction Co. _____

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: _____

10. Geographical Data

Acreage of Property Approximately 8.0 acres

UTM References

A. Zone	Easting	Northing	B. Zone	Easting	Northing
15	740330	4278880			

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 Julie Ann LaMouria

organization Lafser & Associates date 1 June 2009

street & number 20 N. Main Street telephone 573-339-4625

city or town Cape Girardeau state Missouri zip code 63701

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 Prairie Farms Dairy Inc.

street & number 1001 South Grand telephone 314-771-4407

city or town St. Louis state Missouri zip code 63104

United States Department of the Interior
National Park Service

National Register of Historic Places

Continuation Sheet

Section number 7 Page 1

Pevely Dairy Company Plant
St. Louis [Independent City], MO

Summary:

The Pevely Dairy Company Plant sits on an approximately eight-acre site in the Midtown Neighborhood of St. Louis on the west side of South Grand Boulevard between Chouteau and Hickory Avenues. Constructed between 1915 and 1945, the Pevely Dairy Company Plant was designed as the headquarters for the growing company; it remained in service as a dairy until November 2008. It is comprised of three buildings, a smokestack, and two parking lots. The 1915 four-story, red brick office building is located at 1001 South Grand Boulevard. It features a three-bay façade with large display windows in the first level, and retains the original wood door and pedimented entrance surround. A terra cotta cornice with colored tile designs ornaments the flat roofline. Many of the original wood industrial windows have also been retained on this building, as well as the glazed brick walls and floors and intricate woodwork. The 1916 milk plant sits behind the office building at 3626 Chouteau Avenue. This three-story brick and concrete industrial building had additions in 1943, 1945, 1975 and 1997. Featuring metal hopper windows, three loading docks, two metal coolers and two steam tanks, the milk plant's architecture is primarily functional rather than artistic. The interior retains its glazed brick walls and floors, as well as large, open storage rooms that include concrete mushroom columns. A 1928 garage is located south of the milk plant at 1101 Motard Avenue. This brick, arch-roofed structure retains original glazed glass metal windows, with sliding metal doors and stepped parapet walls on the east and west elevations. The interior consists of an open parking area with a concrete floor. Originally connected to a boiler and powerhouse, the 1943 smokestack now sits across a parking lot from the office building. The brick structure includes a glazed brick design spelling out the Pevely name. The adjacent parking lot and a lot between the milk plant and garage have historically served as open parking and loading space, and are included in the boundary. Though three of the Pevely structures have burned since the period of significance, the factory as a whole retains the industrial structures primarily associated with the company. These buildings are in good condition and continue to reflect their industrial significance.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 2

Pevely Dairy Company Plant
St. Louis [Independent City], MO

Elaboration:

Setting:

The Pevely Dairy Company Plant is located at the corner of South Grand Boulevard and Chouteau Avenue, occupying portions of City Blocks 2181, 2182, and 2183, including buildings located at 1001 South Grand Boulevard, 3626 Chouteau Avenue, and 1101 Motard Avenue. The property is bounded on the north by Chouteau Avenue, on the west by South Grand Boulevard, on the south by Hickory Avenue, and on the west by South Spring Avenue. The surrounding area consists of primarily commercial and industrial buildings, with some residential property immediately south of the plant and the 2006 St. Louis University Medical Center located across South Grand Boulevard on the west. (See Figures 1 & 2)

Site:

The site and design of the Pevely Dairy Company Plant emphasizes an industrial and commercial theme throughout the complex. As the company grew, it expanded west and south beyond the single building at 1001 South Grand Boulevard, eventually surrounding the Missouri Belting Company building at 1021 South Grand Boulevard (now occupied by Mid-Continent Office Distributors) and utilizing all the lots around the Kroger Grocery and Baking Company building (now a school) located at 1008 South Spring Avenue. The company exploited a local rail system that followed LaSalle Avenue through the center of the complex. These tracks remain, terminating at 1101 South Grand Boulevard and 3626 Chouteau Avenue. The site includes central, private asphalt parking lots, including the parking lot between the Office Building and the Missouri Belting Company building.

Integrity:

In order to remain up to code and continue production, the Pevely Dairy Company Plant has experienced a degree of industrial alteration since the period of significance. For the most part these changes have only contributed to the building's industrial use, and enhanced production of dairy products. However, the changes impact the original and historic structures by covering or changing the original elevation design. The most obvious of these changes involves the 1997 addition to 3626 Chouteau Avenue. The

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 3

**Pevely Dairy Company Plant
St. Louis [Independent City], MO**

white metal addition covers the first level of the building's 1945 west elevation. While the building fills a large portion of historically open lot west of the complex, its connection to the 1945 elevation is minimal. The 1945 exterior is visible from the interior of the addition, and access to the addition is limited to a single opening. The direct impact on the exterior material of the 1945 elevation is small, and the addition's footprint is less than one-third the size of the overall structure. The 1997 addition allowed for cooling and storing of products before shipping, which was historically done (to a limited degree) in the 1945 portion and in the building's basement.

Another noteworthy change to the complex includes the loss of three buildings to fires. The 1943 wagon shed and boiler house that were located south of the Office Building were lost in 1968, though the historic smokestack remains. A fire in 2009 resulted in the demolition of the 1916 ice cream plant that was previously located at 1101 South Grand Boulevard. The loss of these buildings is unfortunate, but does not directly impact the historic materials and design of the remaining buildings. The loss of these three buildings reduced the plant by approximately one-fifth of its largest size.

Individual Property Physical and Architectural Descriptions-

The following list of buildings contains individual descriptions, identifies the architect or contractor and provides construction/alteration dates and corresponding photographs. All the properties within the Pevely Dairy Company Plant are designated as contributing elements to the dairy complex. Unless otherwise noted, the historic information provided on individual buildings comes from the City of St. Louis Assessor's Office, City of St. Louis Building Permits and Sanborn Fire Insurance Maps of 1909, 1944, 1950 and 1995.

1001 South Grand- 1915, 1929- Leonhard Haeger - Photos # 1-10

Office Building - Constructed in 1915, the Office Building is a four-story brick building located at the corner of South Grand Boulevard and Chouteau Avenue. It has a stone foundation, terra cotta-coped flat roof, and a terra cotta cornice broken by green and white glazed brick boxes that rise into roof piers. The primary entrance is centered in the façade, consisting of paired wood and glass doors with a pedimented crown, a carved name plate displaying the word "PEVELY," wide sidelights, and a three-pane

transom. The entrance bay is flanked by four-pane, wood display windows with transoms and blue and white markers featuring illustrations of Pevely milk bottles. The

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 4

Pevely Dairy Company Plant
St. Louis [Independent City], MO

fenestration of the upper floors consists of nine-pane fixed wood windows with stone sills and soldier brick lintels (Photos 1, 2, and 10).

The north elevation consists of 14 bays. The cornice details and fenestration of the main façade are continued on this elevation, though some of the openings have been replaced with glass block and most bays on the first level have been bricked in for security reasons, leaving the stone sills intact. The three westernmost bays were added in 1929, and feature two metal, rolling garage doors. A brick roof penthouse features terra cotta coping, and sits to the west of the large electric "PEVELY" sign that faces north (Photo 3).

The south elevation was historically connected to a brick boiler house, which burned in 1968 (see Figure 3). The removal of the boiler house wreckage left concrete bulkheads and most of the openings on the south elevations exposed. The 14 bays on this elevation are primarily filled with glass block, though some 15-pane metal hopper windows are intact on the east end. The openings on the first level are almost entirely filled with concrete block, with the exception of two garage doors and a metal door utility entrance in the 1929 three-bay addition at the west end, and a rolling garage door in the first bay on the east end (Photo 4).

The west elevation is connected to the building at 3626 Chouteau (See Floor Plans, Figures 4-7).

This structure functioned as the main plant for many years, containing an ice cream shop on the first floor, with chilling and shipping areas at the rear. The upper floors were used as the main offices, with a cafeteria, kitchen, and open factory space for bottling, churning, pasteurizing, and storing dairy products. The interior retains the glazed brick walls, decorative wood embellishments in the office area, octagon floor tile in the ice cream shop, and large open industrial spaces with mushroom columns, concrete floors and ceilings, concrete and metal stairwells, and the original elevators (Photos 5-9) (Also see Floor Plans, Figures 4-8). The building maintains integrity of design, association, feeling, materials and location.

3626 Chouteau Ave- 1916, 1943, 1945, 1975,1997- Photos # 10-18

Milk Plant- This building consists of a three-story 1916 brick portion, with a larger brick

United States Department of the Interior
National Park Service

National Register of Historic Places

Continuation Sheet

Section number 7 Page 5

Pevely Dairy Company Plant
St. Louis [Independent City], MO

and concrete 1945 building to the east, a small 1943 addition to the south, a 1975 loading dock addition to the south, and a 1997 metal cooler addition to the east (See Figures 9 & 10). It is a 375' X 250' industrial structure with the north elevation facing Chouteau Avenue and the east elevation connected to the 1915 office building (See Figures 4-7). The flat roof holds the facility's mechanical heating and cooling systems, and two steam tanks are south of the building.

The north façade of the concrete, three-story 1916 portion has three-bays which have been filled with brick and glass block for security reasons. The west elevation of the 1916 building is connected to the large 1945 addition, and unseen. The brick south elevation is connected to the 1975 loading dock and the 1943 addition, with only the fresh air vents on the second and third floor visible. The brick east elevation is dotted with asymmetrically spaced vents on each level, with white siding filling an opening on the north end, two lines of glass block running along the second level, and a white metal loading dock extending from the second bay. This building was originally a stable for the delivery horses, with the animals housed on the second floor.

The one-story 1943 building projects south from the southeast corner of the 1916 building. The north elevation is attached to the 1916 building, and unseen. The west elevation is attached to the 1975 loading dock, and is unseen. The one-bay, south elevation is brick and concrete with two metal doors located just west of center. The east elevation consists of a brick wall divided into three bays by concrete supports. This building was originally used as a loading dock.

The north-facing façade of the two-story, 1945 addition is divided into five bays featuring bricked or glass block openings, with a setback third story containing five small sash windows. The west elevation of the 1945 building is attached to the 1997 addition on the first level, with the brick and concrete of the 1945 portion visible on the second and third stories. The rear (south) façade of the 1945 building is five bays wide, with metal hopper windows on the third level and bricked openings on the second-story and loading doors on the first level. An enclosed, brick, one-story loading dock and three-story stairwell project from the fourth bay, flanked by white and silver metal cooling towers. The east elevation of the 1945 addition is attached to the 1916 building, and is not visible. This addition became the primary separating and pasteurizing

department, and later was used for cream, cheese, and other production. It also housed several cooling rooms for storing the products before shipping, and a lab used to test

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 6

Pevely Dairy Company Plant
St. Louis [Independent City], MO

the products.

The concrete block, 1975 loading dock is located south of the 1916 building. The north elevation is attached to the 1916 building, and unseen. The west elevation is stepped, with a single metal door located just south of center. The south elevation features three metal garage doors, and a plastic or vinyl garage door on the west end. The east elevation is connected to the 1943 addition and unseen. This building was, and is still used as a loading and unloading station.

The white metal, 1997 addition is located at the west end of the building. The north elevation is two bays wide, one-story tall, and setback one bay. The lower portion of this elevation is covered by a brick wall. The western elevation is primarily comprised of the nine garage doors. The north third of this elevation is recessed two bays. The south two-thirds of the building is two-stories tall. The south elevation consists of four, two-story bays with no openings. The east elevation consists of two bays, with no openings. This building is used as a loading dock and storage cooler. Its interior is in good condition and continues to reflect its purpose as a dairy plant.

Until November 2008 the plant was still in operation, with the pasteurization, separation, and storage tanks intact. The floors and ceilings of the older buildings are concrete or brick, with glazed tile walls, columns, and ceilings in some rooms. The 1997 addition has metal walls and ceilings with concrete floors.

1101 Motard Ave.- 1928- Photos #19-24

Garage- Constructed in 1928, this is a two-story brick structure measuring approximately 150' x 200' with an arched roof, stepped parapet and terra cotta coping along the roofline (See Figure 11). The east elevation retains its industrial fixed metal windows with soldier brick sills and lintels. These are found in the first, second, fourth, and sixth bays of the lower level, located between rolling metal garage doors and concrete blocked openings in the third, fifth, and seventh bays. Four of these windows are also found on the second floor. The north elevation shares these metal industrial windows, with the easternmost bay blocked in. The west elevation mimics the east elevation, with a metal enclosure around the central three bays. Fenestration of the south elevation includes 20 bays of industrial glazed glass, fixed metal windows with

soldier brick sills and lintels found on the other elevations. The interior is open for

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 7

Pevely Dairy Company Plant
St. Louis [Independent City], MO

parking. This building was originally used to store milk trucks and horse-drawn carts.

Pevely Smokestack- 1943 Photos # 31 & 32

Constructed in 1943, the large smokestack with the word "PEVELY" written in white brick, is all that remains of the boiler house and wagon shed located between the Office Building and Missouri Belting Company building (See Figure 3 and Photos 31 & 32). Though it no longer serves its original purpose, the smokestack was retained after a 1968 fire destroyed the boiler house and wagon shed. It is located near the center of the property, acts as an advertising device and is an example of the old construction practices used in mid-century industrial complexes. It is in good condition, and retains integrity of location, materials, and design.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 8

Pevely Dairy Company Plant
St. Louis [Independent City], MO

Summary:

The Pevely Dairy Plant, located at the corner of Grand and Chouteau avenues in St. Louis, Missouri, is locally significant under National Register Criterion A in the area of Industry. The dairy industry became a major part of Missouri's economy in the mid-1850s as the state's population rapidly increased. The Pevely brand originated in the early 1880s in Pevely, Missouri where members of the Casper Kerckhoff family farmed and raised Jersey cattle. The company moved to a small plant on Park Avenue (Pevely Dairy Company buildings, NR listed 7/19/06) in St. Louis in 1903 and became one of the most recognized dairies in the region. To handle its expanding production and maintain its position as the region's market leader, Pevely opened a four-story plant at Grand and Chouteau Avenues in 1917. The company remained at this location for the next 70 years, expanding the plant and its product line, and growing from less than \$600,000 in assets when the plant opened to more than \$5 million when it constructed its largest building in 1945. The plant housed not only the dairy production machines; it also featured a soda shop and stables for the horses that pulled the delivery carts. The dairy served as the company's headquarters and production plant, as well as the local distribution center. The plant continues to reflect the evolution of the dairy industry in St. Louis, including the changing standards and trends in product sanitation processes, milk packaging and sanitizing, and product delivery. Locally synonymous with the Pevely Dairy Company, the complex remained fairly unchanged from the time the plant opened in 1917 through 1959, the 50 year closing date for periods of significance where activities begun historically continue to have importance but no more specific date can be defined.

Elaboration:

The Pevely Dairy Company is tied closely to the Kerckhoff family, which started the business in the 1880s and ran it until 1987. The Kerckhoffs immigrated to St. Louis from Prussia in the 1840s. During the Mexican Revolution, Casper Kerckhoff was injured while working in a munitions factory in St. Louis. The loss of his right arm made industrial work challenging, and he turned to dairy farming as an alternative career. After farming in Jefferson County for three years, Kerckhoff moved to a 485 acre farm near Pevely, Missouri around 1850. On this farm, the family claims to have raised the first Jersey cattle west of the Mississippi River.¹

¹ "Pevely Dairy Company," *St. Louis Commerce Magazine* March 1989: 15.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 9

Pevely Dairy Company Plant
St. Louis [Independent City], MO

Casper's son, Martin, began shipping butter to St. Louis by rail in the 1880s. Within a decade, up to 600 pounds of butter were being produced annually on the Pevely farm.

The large St. Louis market prompted Martin Kerckhoff to open an urban dairy on South Seventh Street. Livestock were kept on site, held in pens or stalls. By 1903, however, enforcement of ordinances prohibiting livestock within the city limits, as well as scrutiny of feeding practices and milk handling, prompted the Pevely Dairy Company to move into a new facility at the corner of Virginia and Park Avenues. This building (NR listed as the Pevely Dairy Buildings) was used as a creamery with retail and executive living space included. Its location was just a few blocks from the railroad that earlier had transported milk from the Pevely farm to the city.²

Although Pevely supplied milk for the 1904 World's Fair, the company was more than a wholesale producer for large events and third-party retailers. Pevely's shop also allowed local residents to buy directly from the company store, as well as filling their individual canisters from horse-drawn carts that traveled the neighborhoods.

During the first two decades of the 20th century, major changes occurred in the dairy industry. With an emphasis on health and clean milk, safeguards and standards were adopted by individual producers as well as regulating bodies at the local, state, and federal levels. An early step to ensure clean milk involved the simple addition of a lid to the milk cans when transported. By the 1930s, however, pasteurization, sanitation and inoculation would change the industry's operations more completely than earlier and later innovations.

The premise of inoculation was that sanitation must begin with creation of the milk and continue throughout the process. Ensuring that cows on the farm were well fed, healthy, and free from transferable diseases such as bovine tuberculosis, dairy producers began the process with a clean product. By the 1940s, two of the most common diseases were under control: brucellosis was preventable with a vaccine, and mastitis was treatable with antibiotics.³

² Paul Meier and Doug Johnson, *Pevely Dairy Company Buildings* (nomination to the National Register of Historic Places) (Washington, D.C.: National Park Service, 2006).

³ Ralph Selitzer, *The Dairy Industry In America* (New York: Magazines for Industry, 1976), 155.

United States Department of the Interior
National Park Service

National Register of Historic Places

Continuation Sheet

Section number 8 Page 10

Pevely Dairy Company Plant
St. Louis [Independent City], MO

The implementation of pasteurization was probably the largest and most pivotal development in the history of the dairy industry. Pasteurization, the process of heating milk to just below boiling for 15 to 20 seconds, was strongly opposed by producers and even some consumers at the outset. Claiming that it changed the quality, taste, and color of the product, as well as creating an extra cost to the supplier, many people spoke out against pasteurization at its inception. President Theodore Roosevelt authorized a special commission to examine the sanitary properties of pasteurization in 1907. The commission's conclusion that "pasteurization does not change the character of milk" but "prevent(s) much sickness and saves lives"⁴ ignited supporters. By the end of the decade, cities required labels on pasteurized products. Educated about the benefits of pasteurization, consumers began turning to the safer products and pushed for the pasteurization of all dairy products.⁵

The pursuit of healthy milk products prompted the creation of the "Commission of Milk Standards" in 1910. The Commission sought uniform milk sanitation laws throughout the nation. Prior to the Commission's inception, every city regulated its own dairy products. But with the help of the Pure Food and Drug Law in 1906, the Commission was able to work with the United States Department of Agriculture to regulate the amount of bacteria in dairy products. The Commission recommended the creation of milk grades, which standardized the amount of bacteria acceptable for infant consumption (Grade A), adult consumption (Grade B), and cooking (Grade C).⁶ A milk-borne typhoid fever epidemic in 1913 prompted many cities to require that all drinking milk be pasteurized. The grade system was adopted by most large cities by 1920. Flash pasteurization was nearly perfected around that time, when new equipment and controls ensured milk could be evenly heated for an exact, short duration.

After pasteurization and other technologies transformed the dairy industry, the Pevely Dairy Company found it necessary to move its expanding business into a much larger facility to accommodate machinery and allow for growth.⁷ The company's four-story building at the corner of Grand and Chouteau Avenues was completed in 1915, but a labor dispute—a strike by milk delivery men seeking higher wages—delayed the move into the new building until 1917. When it opened, the facility proved to be a much

⁴ Ibid, 157.

⁵ Ibid, 158-9.

⁶ Ibid, 160-1.

⁷ Meier.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 11

Pevely Dairy Company Plant
St. Louis [Independent City], MO

improved fit for the company.

Infused with company and industry tradition, the Pevely Dairy Company repeated several of the exterior design elements found at the Park Avenue plant in the new facility. Both brick buildings feature three-bay façades with raised stone foundations, stone cornices with comparable decorative designs, similar window and transom patterns, and publicity panels flanking their main entrances. Another feature shared by both buildings is the geometric brick pattern found on the first level of the Park Avenue building, which made its way into red tiles on the floor of the South Grand Boulevard facility.

The interior of the South Grand Boulevard plant also shares some details with the Park Avenue factory. One of the most notable is the white glazed brick and tile walls which fill the first level of the Park Avenue factory and nearly all of the Grand Boulevard facility. This type of wall, floor, and ceiling material was popular in dairies because it could be easily washed and sanitized. In addition to cleaning these surfaces daily, most of the processing equipment had to be taken apart and cleaned every 24 hours as well. Around 1920, keeping the tile processing rooms and glass equipment sanitary became a less time-consuming chore thanks to the development of new detergents.⁸

The new factory had more space for work specialization.⁹ The first level originally housed a store where milk could be purchased and glass bottles returned for refilling. Later, this space was used as a soda shop which featured a counter with bar stools and a few tables (See Figures 12 & 13). The upper floors were used as offices and a cafeteria. In the rear, space was designated for pasteurizing, churning, and chilling, as well as a bottling and packaging department. There was a separate room for bottle washing (See Figures 14 & 15).

While sanitation of the processing rooms and equipment was required, advances in bottle washing necessitated special sanitation rooms for that job as well. Originally, milk bottles (made of glass) were washed by hand. In the 1920s, streamlined machinery was introduced which enabled them to be washed automatically. The new system cut overhead for bottle cleaning employees, but dirty, broken and chipped bottles created

⁸ Selitzer, 167-8.

⁹ *Sanborn Fire Insurance Maps* Volume 5, Sheet 120, 1918 & 1951 (The Sanborn Map Company, Sanborn Library, LLC. 2001).

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 12

Pevely Dairy Company Plant
St. Louis [Independent City], MO

new obstacles and expenses as plants had to include space for the broken glass as well as inspectors to ensure that the imperfect product was not passed on to the consumers.¹⁰

In addition to the production building, a two-story stable was constructed to house the horses that pulled the “milk men” in their dairy carts around town for home deliveries (See Figures 16-18). The milk men, also known as dairymen, delivered milk to homes until the 1960s, and were the only “dairymen” advertising in the city directories in the 1930s.¹¹ Consumers contracted with the individual dairy producers, receiving wholesale prices that made home delivery attractive. For this reason Pevely’s dairymen delivered milk all over the city, regardless of proximity to the headquarters. The dairymen also collected used bottles for return to the factory (though there was also a designated consumer drop-off area at the plant).¹²

A wave of mergers swept the country after World War I, with many small dairies forming large conglomerates. While more than 140 dairies were listed in 1917, only 37 remained by 1930. Of these, the most notable competition for Pevely included Dairies, Inc., Highland Dairy Farms Company, and the St. Louis Dairy Company.¹³ The mergers appeared to be good for business in the city, as the total investment in dairy products in St. Louis and the surrounding area topped out above \$8,638,161 in 1927, a 40 percent increase from 1923.¹⁴ Without merger, Pevely was able to quadruple its capital stock in its first decade in the new building. In 1928, Pevely increased its capital stock from \$50,000 to \$2 million, with assets of more than \$3,621,000. Two additions were

¹⁰ Selitzer, 216.

¹¹ *Gould's St. Louis, Missouri City Directory* (St. Louis, MO.: Polk-Gould Directory Co., 1930-1975). The St. Louis Post Dispatch ran an article in 1961 stating that at least five other dairies offered home deliveries.

¹² *Sanborn Fire Insurance Maps* Volume 5, Sheet 120, 1951.

¹³ *Gould's*. Dairies, Inc. closed or merged prior to 1938, and the plant has been demolished. The Highland Dairy Farms Company closed or merged by 1941 (before the Lend-Lease Act changed the importance of the dairy industry), but the plant remains on Chouteau Avenue. The St. Louis Dairy Company merged with Sealtest Foods in 1952, and the 1896-1952 factory was demolished in 1992.

¹⁴ “Dairy Industry in Vicinity of St. Louis Shows Investment of \$8,000,000” (article in St. Louis History – Dairy Clippings file at St. Louis Public Library: 1301 Olive Street, St. Louis, MO 63103).

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 13

**Pevely Dairy Company Plant
St. Louis [Independent City], MO**

constructed at the rear of the factory at this time, though the larger of the two would be reconstructed in 1945. These were used for the expanded product lines of condensed milk and other products.

Although the company owed part of its success to its home delivery system, it was also a milk depot. Consumers could come straight to the factory and buy milk at wholesale prices instead of using local retailers. By 1940 the only other milk depot in the city was the St. Louis Dairy Company on Chestnut.¹⁵ Technology and high demand for dairy products made it necessary for Pevely to incorporate refrigerated trucks into its fleet of delivery carts. The cold storage trucks and cold tank railcars developed in the early 1920s allowed dairy products to be safely shipped from factories to more outlying regions. Construction of a new garage to house the Pevely trucks began in 1928.¹⁶

Another 1920s innovation, paper cups and cans, caused further expansion and the opening of a new department and building. Paper cups and cans developed as a new way to ship the ice cream loved by St. Louisans for over two decades. Constructing a second building in 1927, the Pevely Company introduced a new line of ice cream which was served in individual "cans" created at the plant. The ice cream building (non-extant) was constructed with freezers so cold that employees were only allowed to work in them for 15 minutes at a time. The building was also equipped with automated machines that could fill the cups to the exact serving amount (See Figure 19).¹⁷ The paper cartons were also applied to milk distribution, nearly eliminating the glass bottle and the glass bottle cleaning department.

In the 1940s the company expanded again in order to increase the product line. The largest addition was constructed at this time, and a separate boiler house and powerhouse (non-extant) was built to supply the needed extra energy. Larger tanks were brought in for churning and separating, and more of the processes were automated.¹⁸ Probably one cause for the expansion was the Lend-Lease Act, signed into law by President Roosevelt in 1941. The law allowed the United States to send war

¹⁵ *Gould's*.

¹⁶ *Sanborn Fire Insurance maps & Gould's St. Louis, Missouri City Directory*

¹⁷ Selitzer, 343; *Sanborn Fire Insurance maps*.

¹⁸ Building permits on file with St. Louis Comptroller's Office. City Hall, 1200 Market Street, Room 1, St. Louis, MO 63103; and Duan Olmes, interviewed by Julie Ann LaMouria, St. Louis, Missouri, 13 January 2009.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 14

Pevely Dairy Company Plant
St. Louis [Independent City], MO

materials and provisions to the Allies fighting in Europe during World War II. Dairy industry production jumped as cheese, butter, canned and dried milk were sent overseas. Exports of whole milk rose from 140 million pounds before the war to nearly 650 million pounds after the Lend-Lease Act. In the last three years of the war more than 500 million pounds of canned milk was exported, up from 26 million pounds in 1939.¹⁹ Pevely found itself in a good position at this time, with assets of more than \$4.6 million.²⁰ Overall, the St. Louis dairy industry generated \$7.5 million in revenue in 1940 (prior to Lend-Lease).²¹

Growth continued through the 1960s, but in the mid-1970s the dairy industry began a slow recession. Although most items were produced by machines and the processes were highly efficient, production dropped in almost every area from cheese to whole milk, and even ice cream.²² By the late 1980s, Pevely was struggling financially. Though the facilities were still operational by industry standards, Pevely could no longer function independently. Prairie Farms bought out Pevely in 1987, and retained the headquarters factory at Grand and Chouteau, adding a loading dock and additional cooler in 1997.²³ Pevely Dairy's long-running farms in Pevely, Missouri and other Missouri towns

¹⁹ Selitzer, 335.

²⁰ Pevely Dairy Company filed documents. Available online at Missouri Secretary of State website: <http://www.sos.mo.gov/BusinessEntity/soskb/csearch.asp>

²¹ *United States Census Bureau, Sixteenth Census of the United States – 1940 Census of Business Volume I: Retail Trade Part III Kinds of Business by Areas, States, Counties, and Cities.* Available online at:

<http://www2.census.gov/prod2/decennial/documents/04050430v1p3ch2.pdf>

²² Selitzer, 474.

²³ Building permits.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 15

Pevely Dairy Company Plant
St. Louis [Independent City], MO

continued supplying the company even after its merger with Prairie Farms. Pevely's branch operations on Margareta Avenue, Forsyth Boulevard and Big Bend Boulevard were eventually closed, however, and the main plant itself closed in November 2008.

The Pevely Dairy Company Plant, an excellent example of a facility that required specialized work conditions for the production of dairy products, retains most of its architectural elements from the period of significance. It is in excellent condition, and continues to represent one of the oldest dairies in St. Louis.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 9 Page 16

Pevely Dairy Company Plant
St. Louis [Independent City], MO

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- "Arbitrate the Milk Question," 12.
- "Milk Truce is Likely with Conference Today," 13.
- "Milk Strikers Reject Offer of Employers," 14.
- "Milk Drivers and Farms Plan Combine," 16.
- "Dairy Men to try Delivery of Milk Today," 16.
- "Final Effort Made to End Milk Strike," 17.
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United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 9 Page 17

Pevely Dairy Company Plant
St. Louis [Independent City], MO

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United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 10 Page 18

Pevely Dairy Company Plant
St. Louis [Independent City], MO

Boundary Description:

The Pevely Dairy Company Plant is located on City Blocks 2181, 2182 and 2183 including parcels 218105010, 218200020, and 218300020 (See Figure 1 Site Plan).

Boundary Justification:

The boundaries were chosen to include the largest contributing area historically associated with the Pevely Dairy Company, including the office building, milk plant, coolers, garage and associated parking lots. The current LaSalle Academy at 1008 South Spring was historically used as the Kroger Bakery, and never used by the Pevely Company. The Mid-Continent Office Distributors building at 1021 South Grand was originally the Missouri Belting Company building, which was constructed before the Pevely complex's 1915 office building. Pevely Dairy never owned or utilized this building.

Photo Key:

The following is true for all photographs:
Pevely Dairy Company Plant
St. Louis (Independent City), MO
Photographer: Julie Ann LaMouria
Date: 13 January 2009
Photo type: Digital

Photo Log: (See Photo Key map for exterior angles of view)

Photo 1	Façade (east elevation) of office building
Photo 2	Main entrance
Photo 3	North elevation of office building from Chouteau Avenue
Photo 4	South elevation of office building from lot
Photo 5	Store/entry first floor office building
Photo 6	Typical office door
Photo 7	Packaging room of office building
Photo 8	Elevator shaft of office building
Photo 9	Kitchen of office building

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number 10 Page 19

Pevely Dairy Company Plant
St. Louis [Independent City], MO

- Photo 10 North elevation of milk plant from corner of Grand & Chouteau Avenues
- Photo 10A North elevation of milk plant from corner of Chouteau & S. Spring Street
- Photo 11 1975 loading dock
- Photo 12 South elevation of milk plant from LaSalle Avenue
- Photo 13 South elevation of milk plant from corner of LaSalle Avenue and S. Spring Street
- Photo 14 Interior: 1997 cooler
- Photo 15 Interior: Bottling room of milk plant
- Photo 16 Interior: Separation room of milk plant
- Photo 17 Interior: Loading dock of milk plant
- Photo 18 Interior: Warehouse of milk plant
- Photo 19 East elevation of garage
- Photo 20 North elevation of garage from LaSalle and Motard Avenues
- Photo 21 West (rear) elevation of garage
- Photo 22 South elevation of garage from alley
- Photo 23 Interior: garage main room
- Photo 24 Interior: garage addition
- Photo 25 Smokestack from parking lot
- Photo 26 East elevation of 1916 milk plant from parking lot

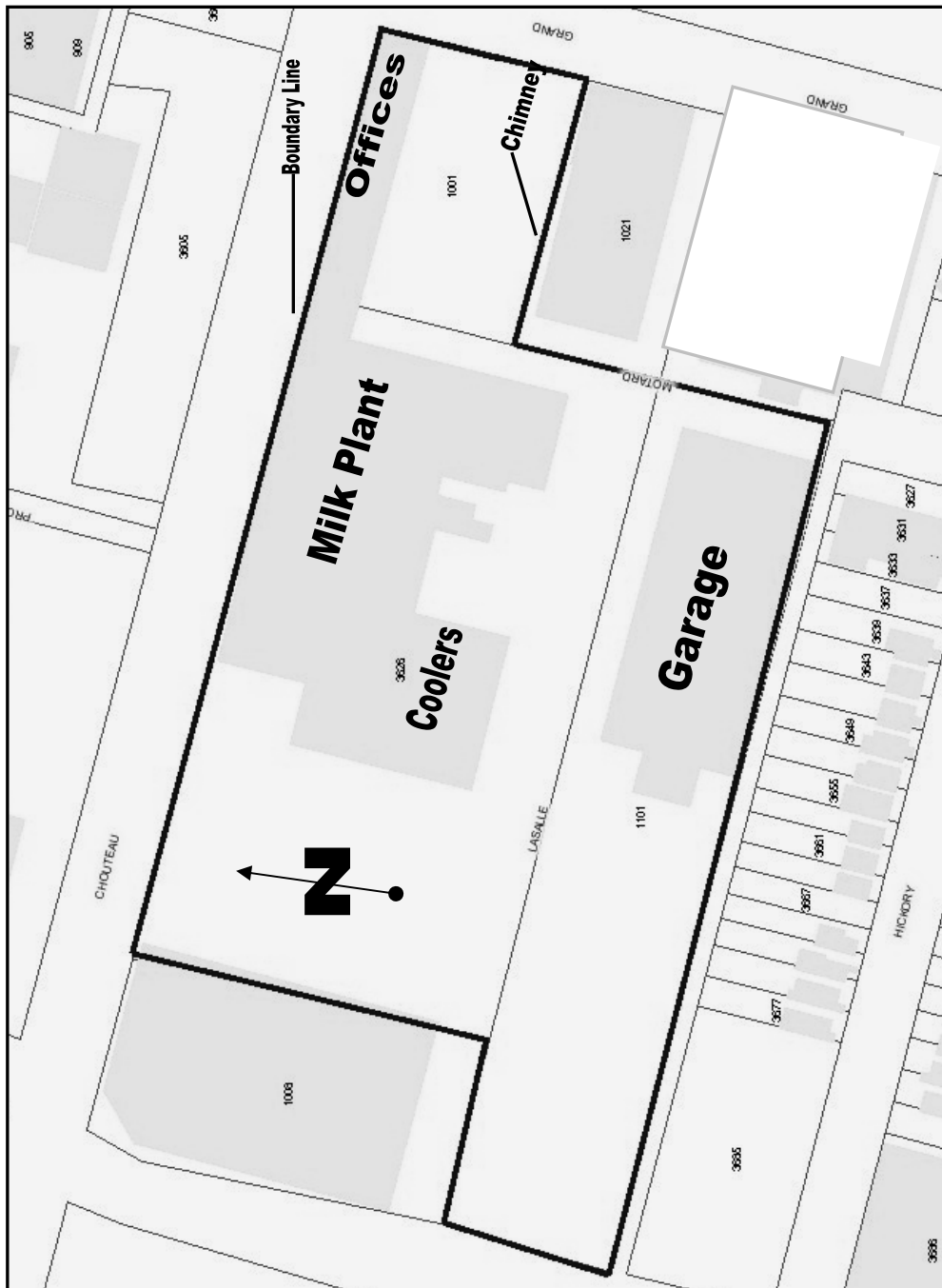
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National Park Service

National Register of Historic Places Continuation Sheet

Section number Figures Page 20

Pevely Dairy Company Plant
St. Louis [Independent City], MO

Figure 1: Pevely Dairy Company Site Plan



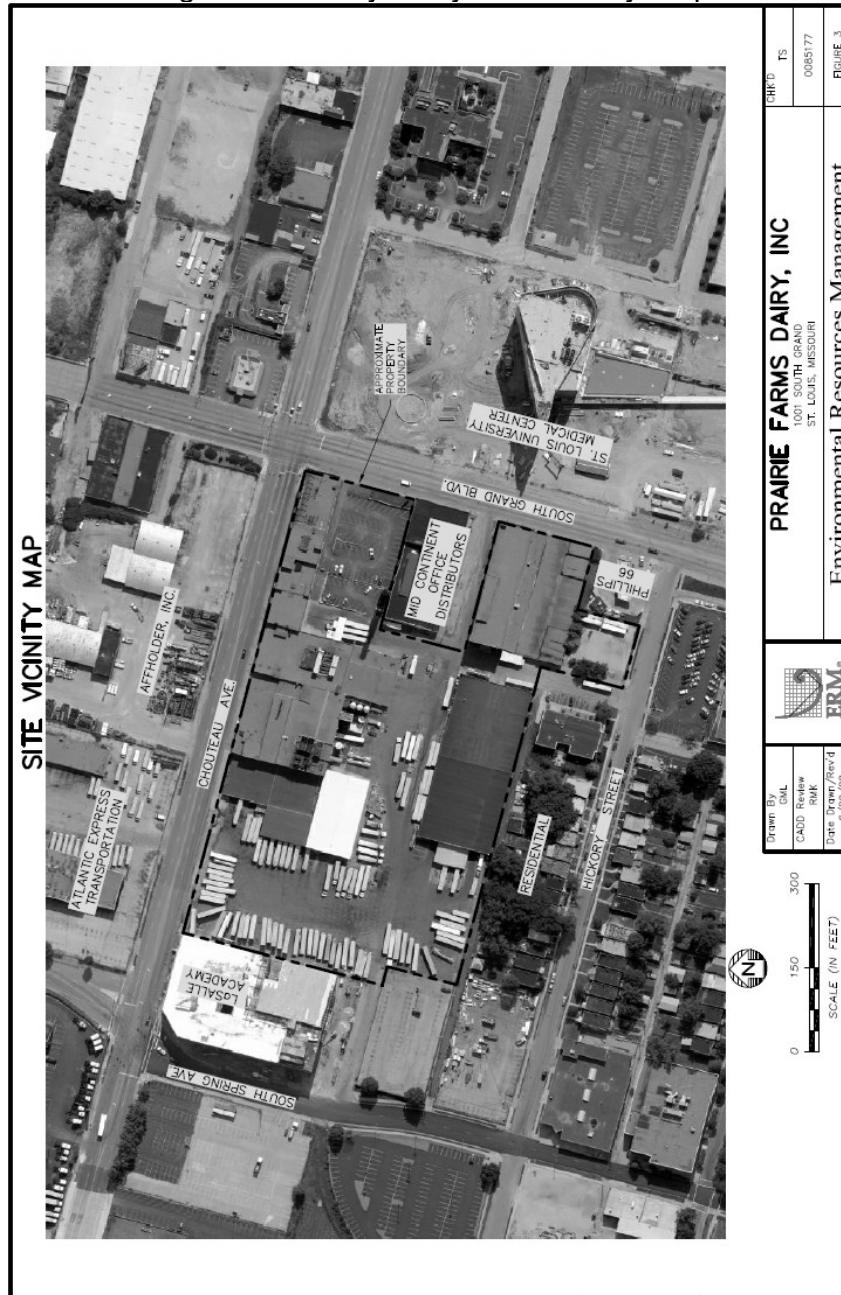
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National Park Service

National Register of Historic Places Continuation Sheet

Section number Figures Page 21

Pevely Dairy Company Plant
St. Louis [Independent City], MO

Figure 2: Pevely Dairy Site Vicinity Map



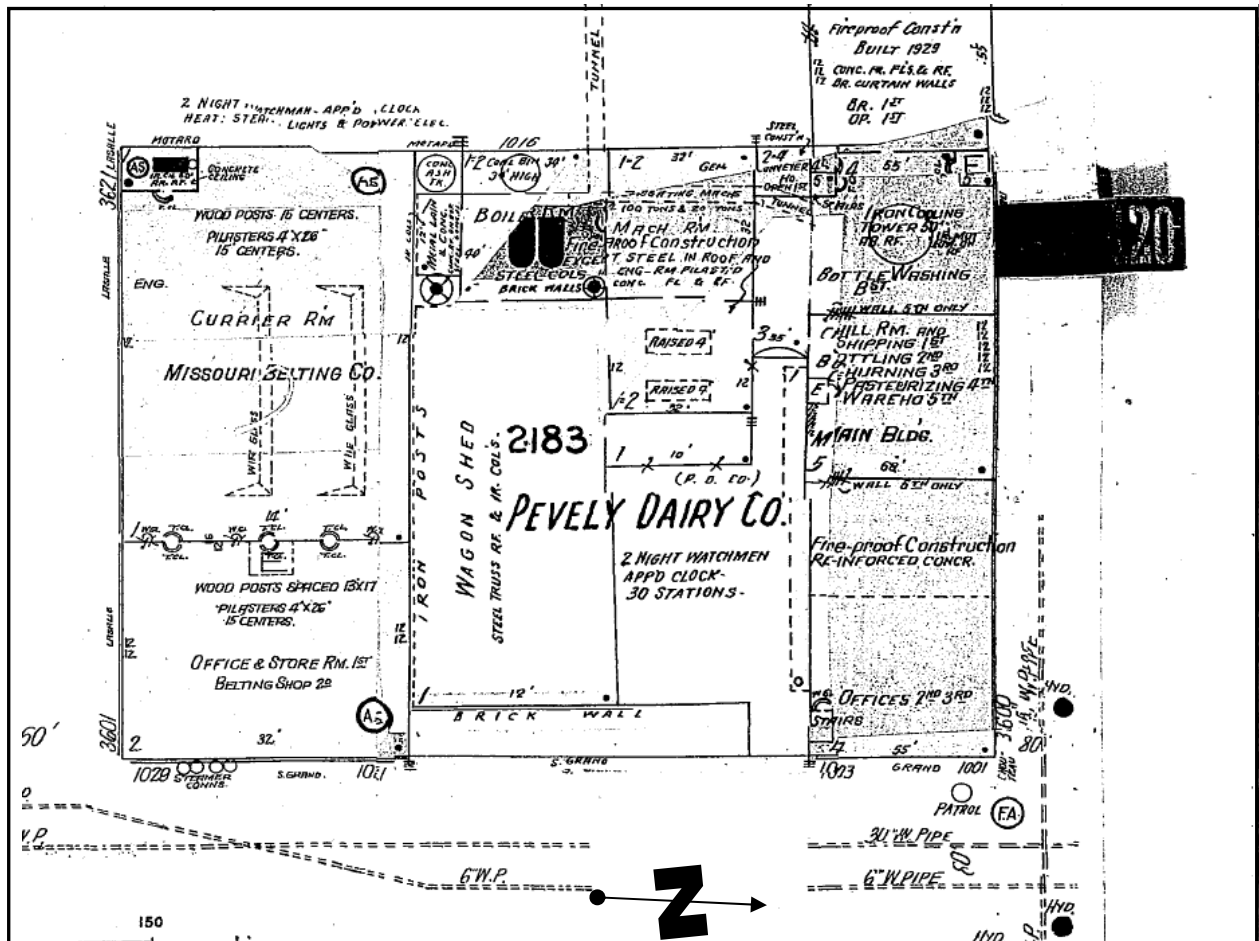
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National Park Service

National Register of Historic Places Continuation Sheet

Section number Figures Page 22

Pevely Dairy Company Plant
St. Louis [Independent City], MO

Figure 3: 1950 Sanborn Map



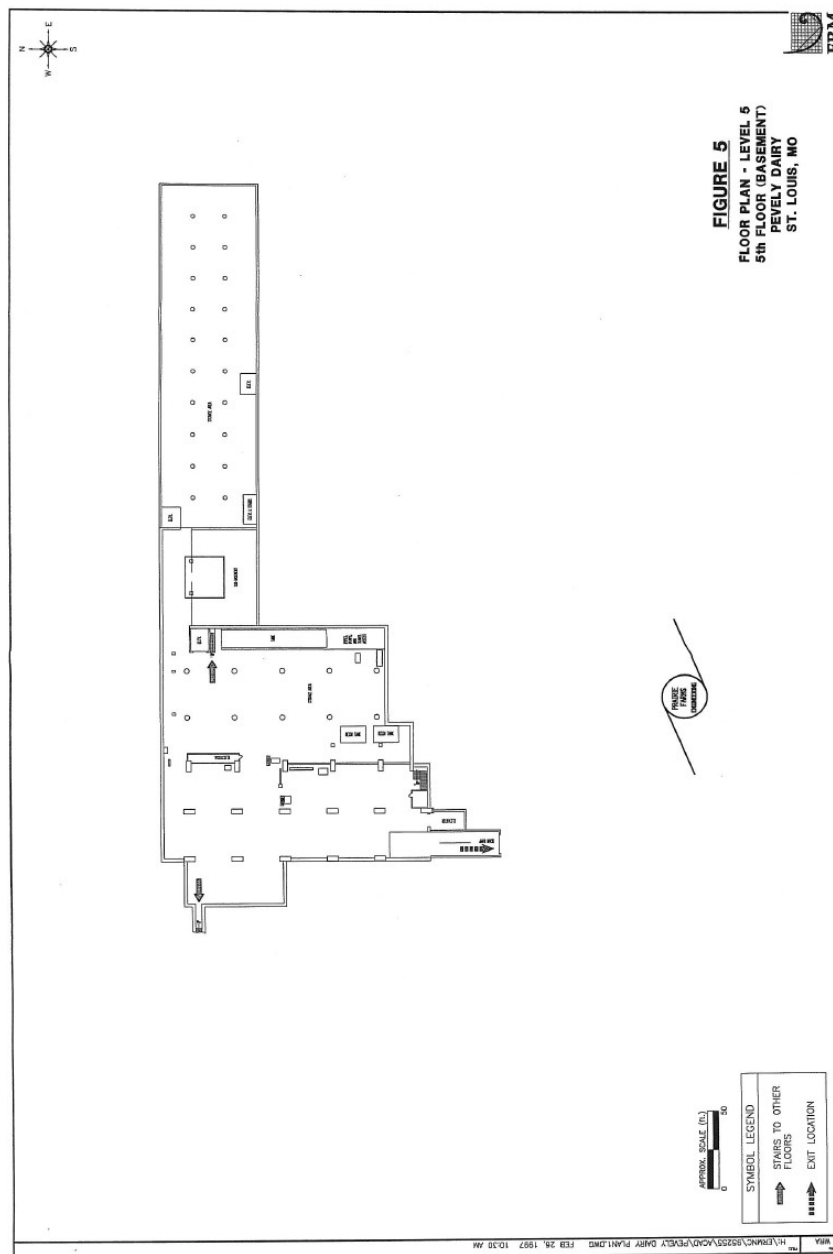
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National Park Service

National Register of Historic Places Continuation Sheet

Section number Figures Page 23

Pevely Dairy Company Plant
St. Louis [Independent City], MO

Figure 4: Basement Floor Plan



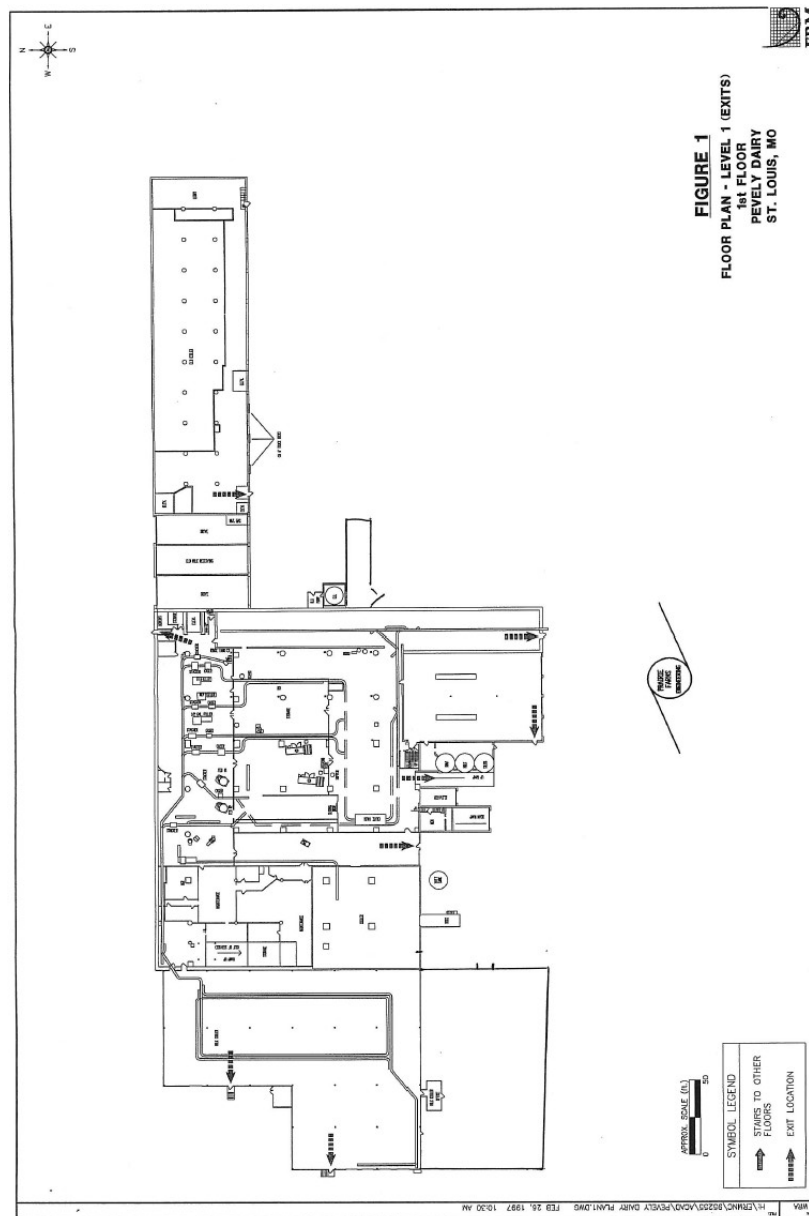
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National Park Service

National Register of Historic Places Continuation Sheet

Section number Figures Page 24

Pevely Dairy Company Plant
St. Louis [Independent City], MO

Figure 5: First Floor Plan



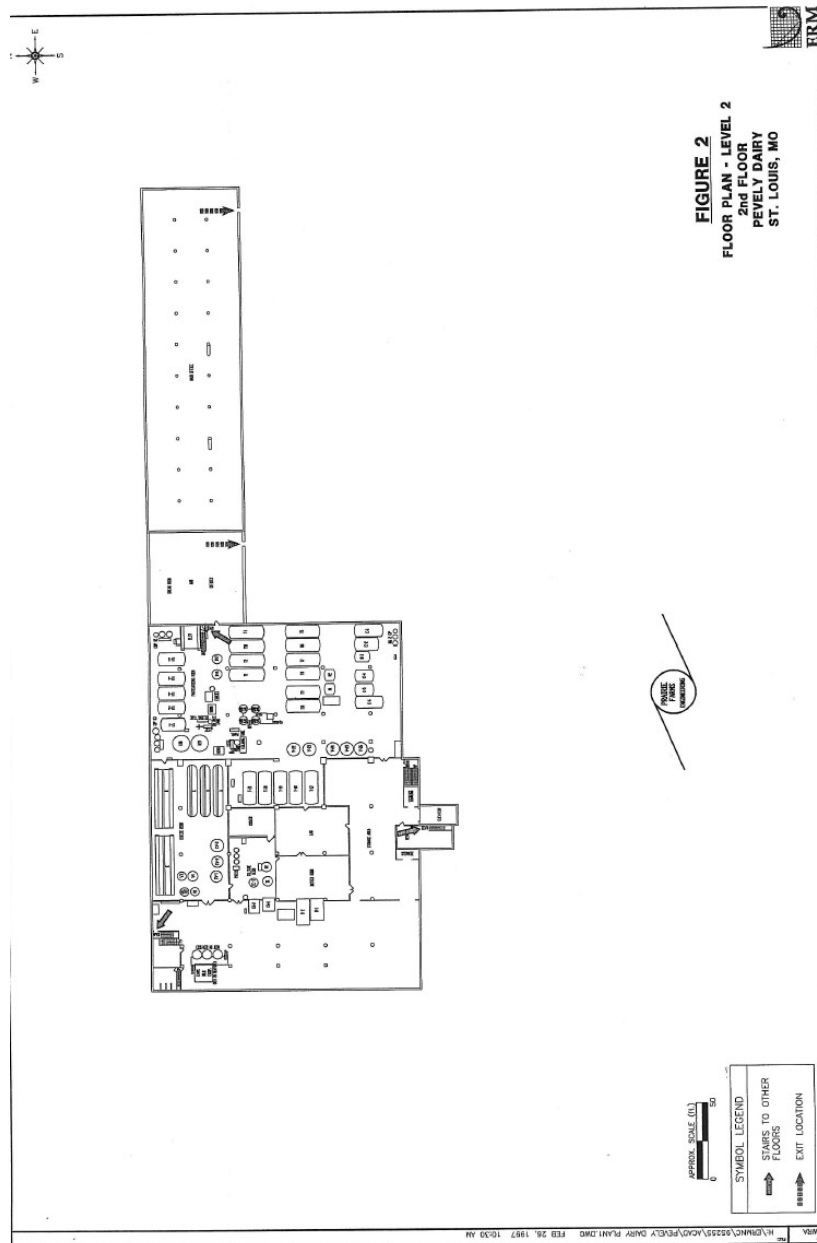
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National Park Service

National Register of Historic Places Continuation Sheet

Section number Figures Page 25

Pevely Dairy Company Plant
St. Louis [Independent City], MO

Figure 6: Second Floor Plan



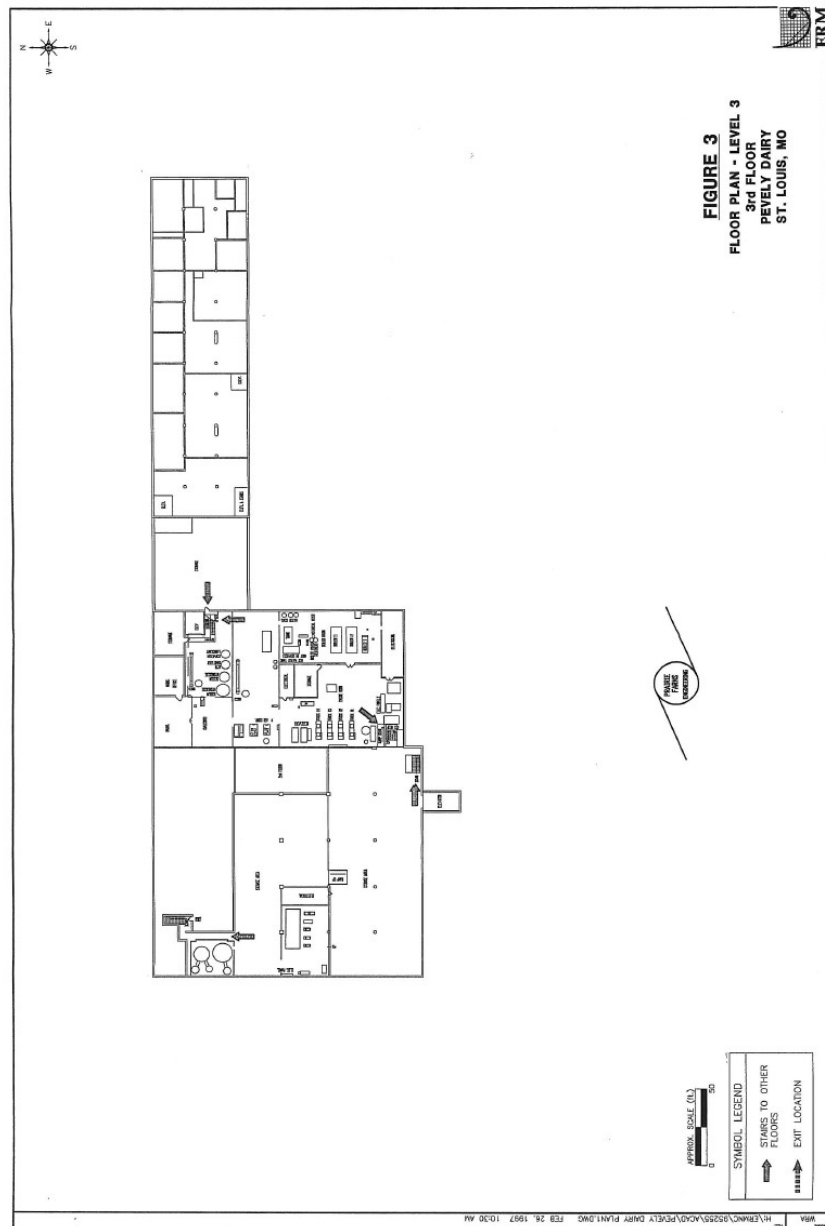
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National Register of Historic Places Continuation Sheet

Section number Figures Page 26

Pevely Dairy Company Plant
St. Louis [Independent City], MO

Figure 7: Third Floor Plan



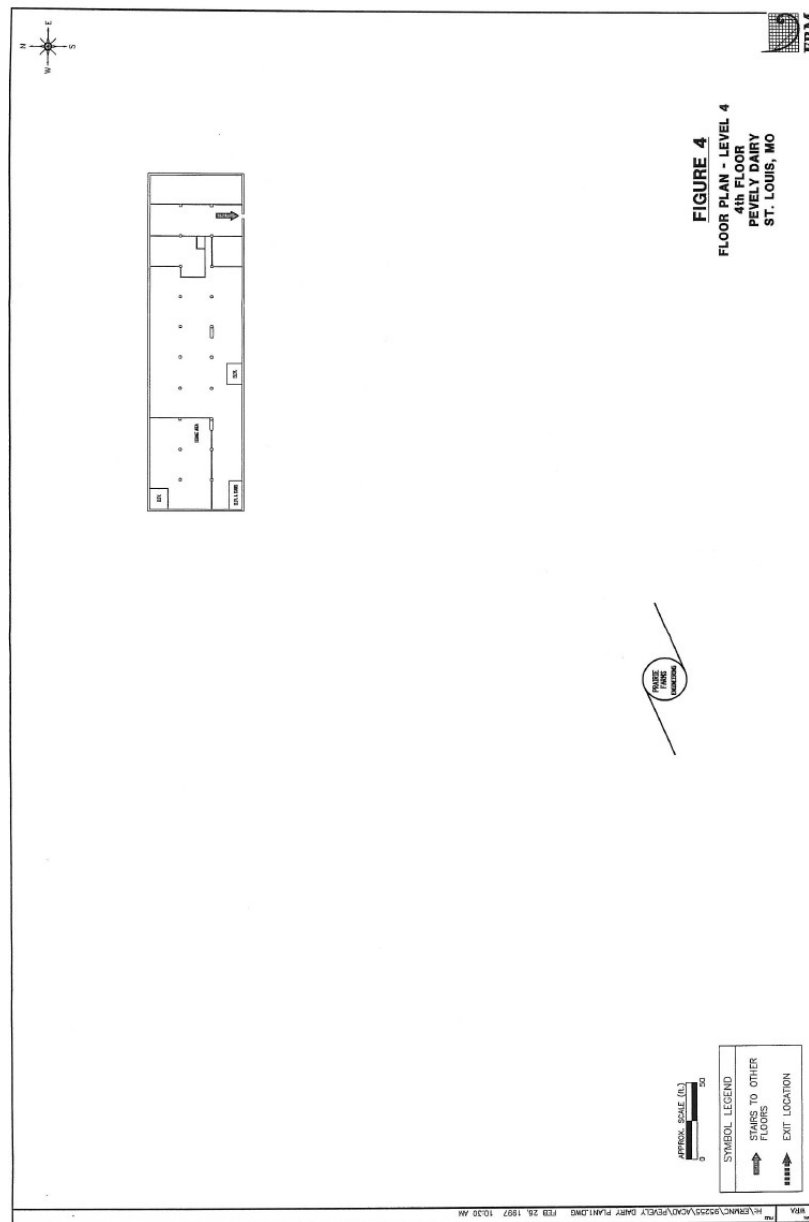
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National Park Service

National Register of Historic Places Continuation Sheet

Section number Figures Page 27

Pevely Dairy Company Plant
St. Louis [Independent City], MO

Figure 8: Fourth Floor Plan



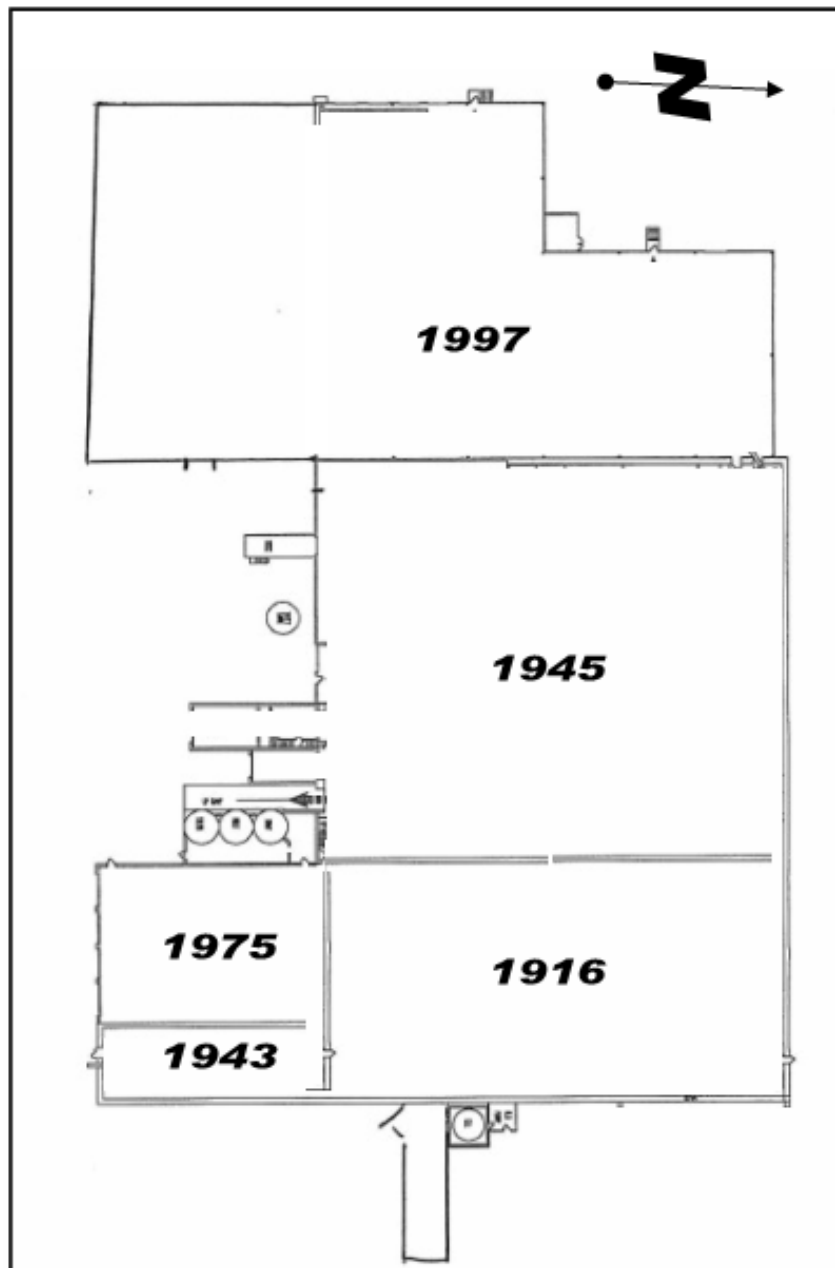
United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number Figures Page 28

Pevely Dairy Company Plant
St. Louis [Independent City], MO

Figure 9: 3626 Chouteau Date Map



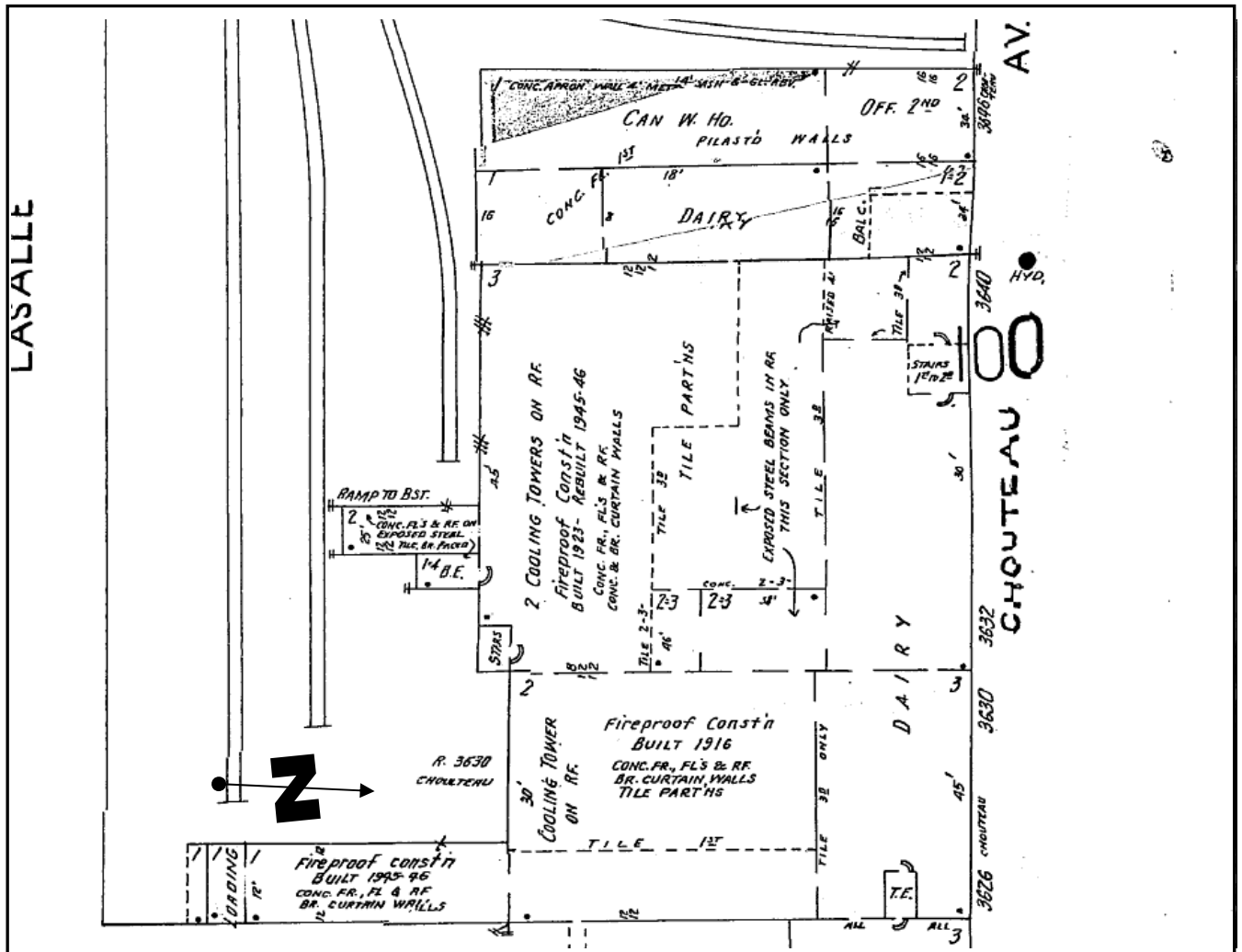
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National Park Service

National Register of Historic Places Continuation Sheet

Section number Figures Page 29

Pevely Dairy Company Plant
St. Louis [Independent City], MO

Figure 10: 1950 Sanborn Map



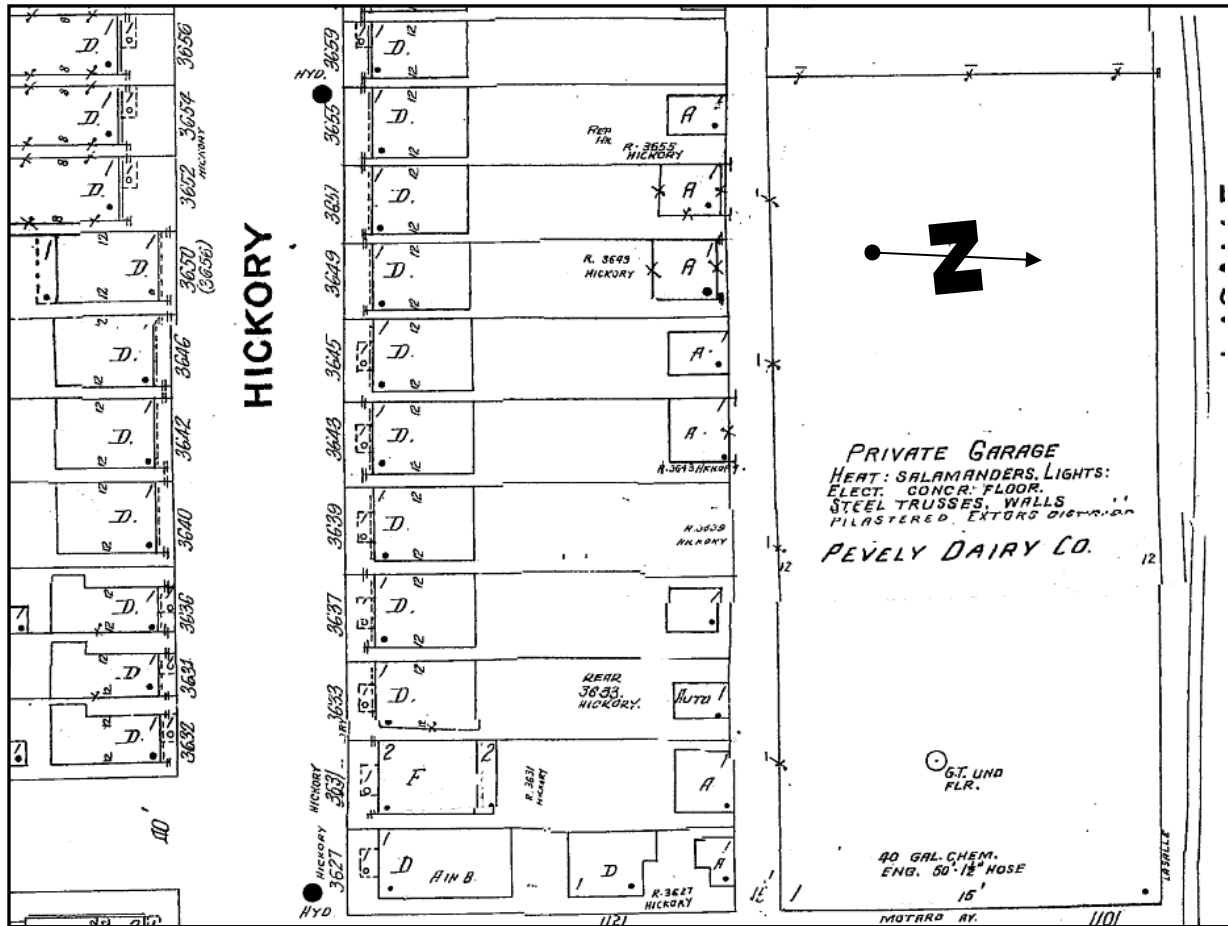
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National Park Service

National Register of Historic Places Continuation Sheet

Section number Figures Page 30

Pevely Dairy Company Plant
St. Louis [Independent City], MO

Figure 11: 1950 Sanborn Map



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National Park Service

National Register of Historic Places Continuation Sheet

Section number Figures Page 31

Pevely Dairy Company Plant
St. Louis [Independent City], MO

Figure 12: 1001 South Grand Store, c.1920



United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number Figures Page 32

Pevely Dairy Company Plant
St. Louis [Independent City], MO

Figure 13: 1001 South Grand Store, c. 1940



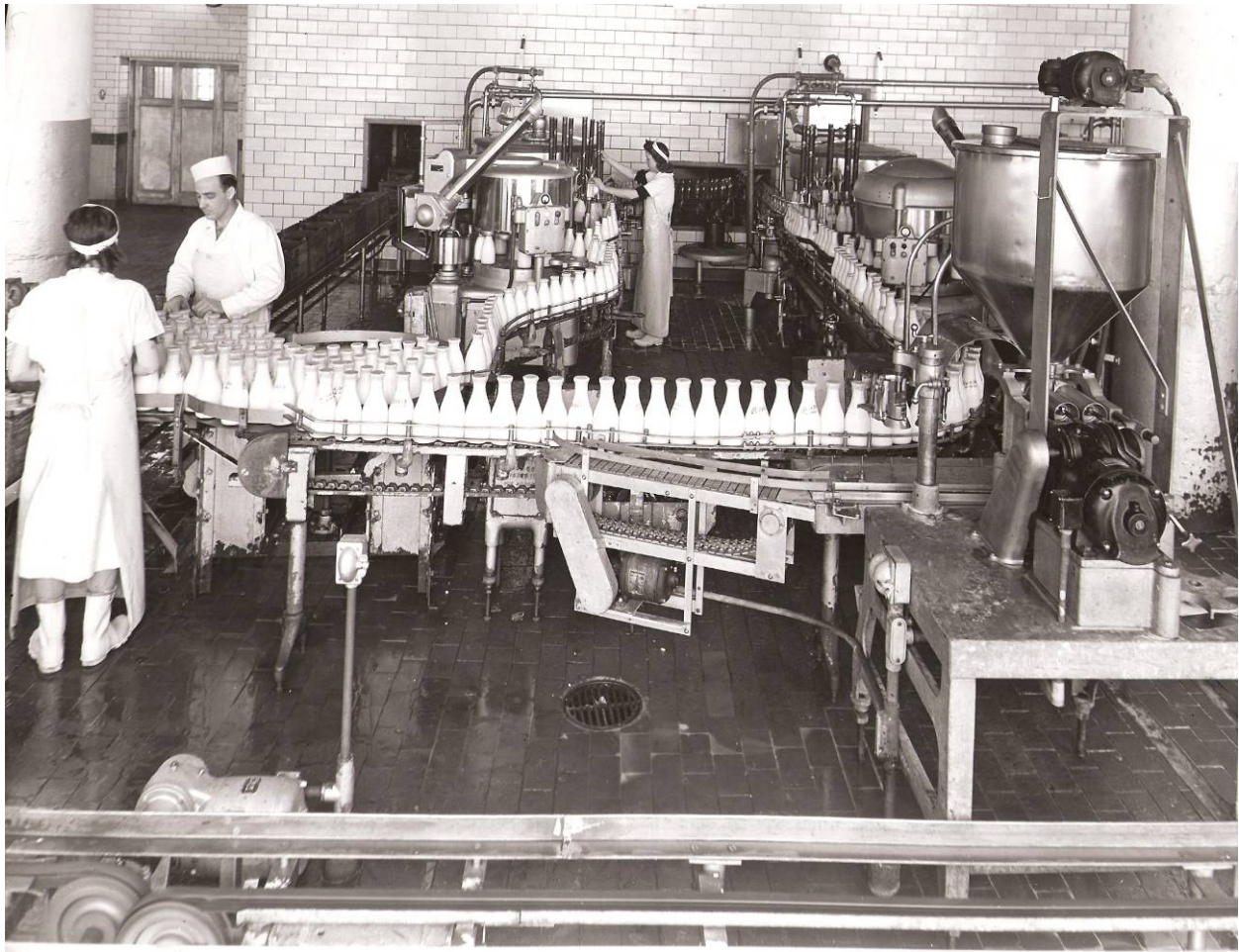
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National Park Service

National Register of Historic Places Continuation Sheet

Section number Figures Page 33

Pevely Dairy Company Plant
St. Louis [Independent City], MO

Figure 14: Bottling Department c. 1945



United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number Figures Page 34

Pevely Dairy Company Plant
St. Louis [Independent City], MO

Figure 15: Packaging Department c. 1945



United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number Figures Page 35

Pevely Dairy Company Plant
St. Louis [Independent City], MO

Figure 16: Second Floor Stables



United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number Figures Page 36

Pevely Dairy Company Plant
St. Louis [Independent City], MO

Figure 17: Milk Cart c. 1927



United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number Figures Page 37

Pevely Dairy Company Plant
St. Louis [Independent City], MO

Figure 18: Milk Delivery c. 1935



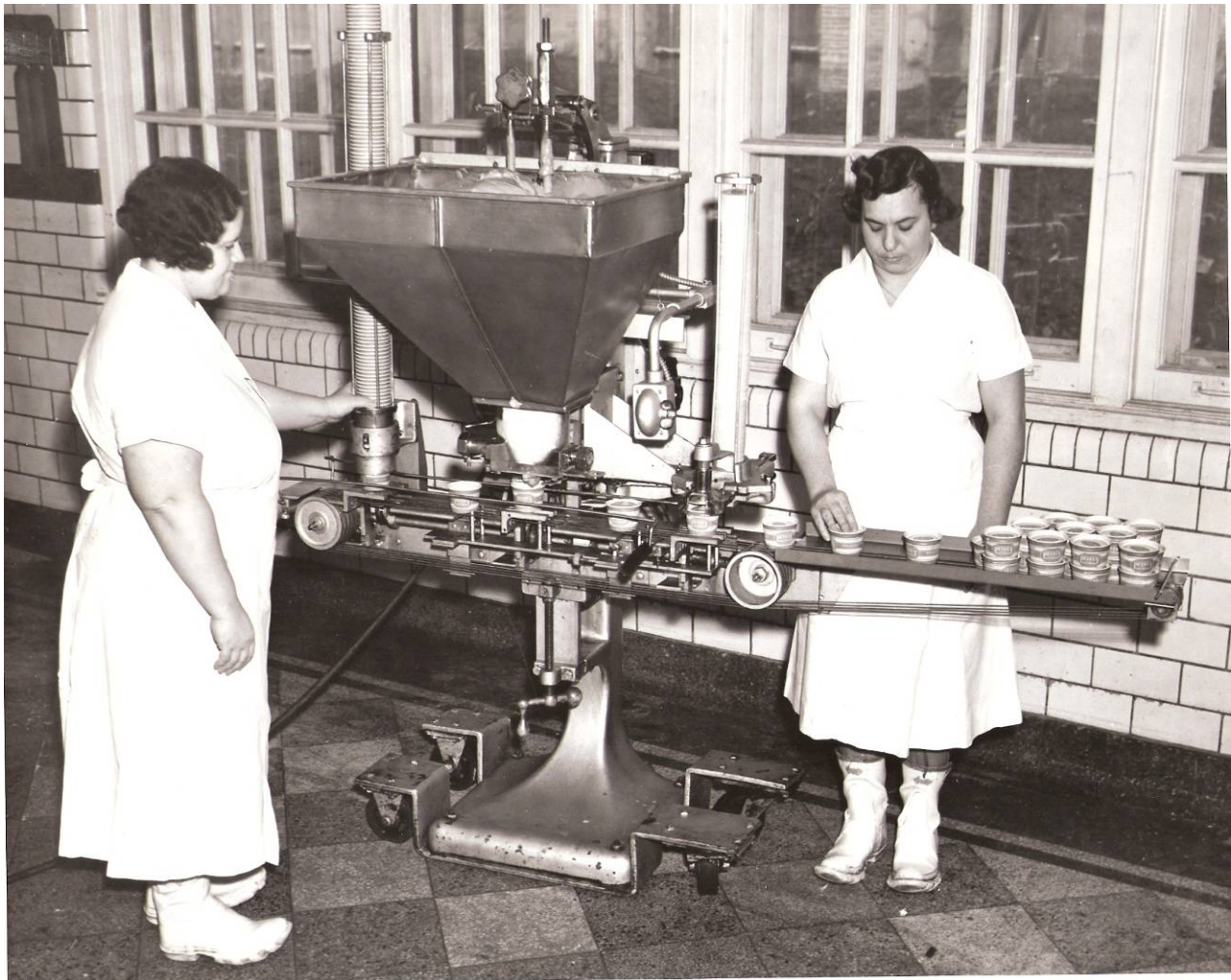
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National Park Service

National Register of Historic Places Continuation Sheet

Section number Figures Page 38

Pevely Dairy Company Plant
St. Louis [Independent City], MO

Figure 19: Automatic Cup Filling Machine



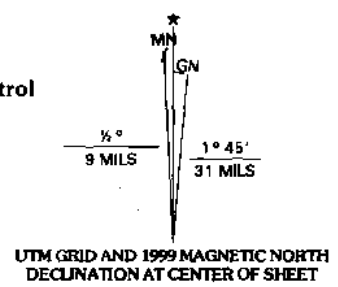


*Pevely Dairy Company Plat
St. Louis
independent (old) MPO
UTM REFS:
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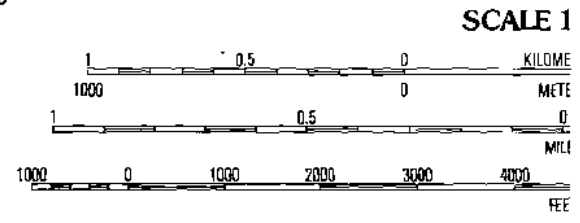
Produced by the United States Geological Survey
 Topography compiled 1952. Planimetry derived from imagery taken 1993 and other sources. Photoinspected using imagery dated 1998; no major culture or drainage changes observed. PLSS and survey control current as of 1954. Boundaries, other than corporate, 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



UTM GRID AND 1999 MAGNETIC NORTH DECLINATION AT CENTER OF SHEET



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PEVELLY

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ARE
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FACILITY



ENTRANCE
AROUND
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PEVELLY



LEFT
TURN
SIGNAL

CHOUTEAU AVE

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Main Line



YEA







EXIT



Keep
Floor
Clean









WEST
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HDPE
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Prairie Farms MILK



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INTERNATIONAL

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PEPPER

