

United States Department of the Interior
National Park Service



National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. **Place additional certification comments, entries, and narrative items on continuation sheets if needed (NPS Form 10-900a).**

1. Name of Property

Historic name National Cash Register Company Sales and Repair Building

Other names/site number 1011 Olive Street, NCR Building

Name of related Multiple Property Listing n/a

2. Location

Street & number 1011 Olive Street

n/a

not for publication

City or town Saint Louis [Independent City]

n/a

vicinity

State Missouri Code MO County St. Louis Independent City Code 510 Zip code 63101

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 at the following level(s) of significance:

 national statewide x local

Applicable National Register Criteria: x A B C D

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

Date August 28, 2013

Missouri Department of Natural Resources
State or Federal agency/bureau or Tribal Government

In my opinion, the property x meets does not meet the National Register criteria.

Signature of commenting official

Date

Title

State or Federal agency/bureau or Tribal Government

4. National Park Service Certification

I hereby certify that this property is:

 x entered in the National Register

 determined eligible for the National Register

 determined not eligible for the National Register

 removed from the National Register

 other (explain:)

Signature of the Keeper For Edson H. Beall

Date of Action



United States Department of the Interior

NATIONAL PARK SERVICE
1849 C Street, N.W.
Washington, DC 20240

October 24, 2013

Notice to file:

This property has been automatically entered in the National Register of Historic Places
on October 16, 2013

This is due to the fact that there was a lapse in appropriations by Congress and our offices were closed from October 1-16, 2013. "Nominations will be included in the National Register within 45 days of receipt by the Keeper or designee unless the Keeper disapproves a nomination" (30CFR60.(r). If the 45th day falls on a weekend or Federal holiday, the property will be automatically listed the next business day.

The documentation is technically sufficient, professionally correct and meets the National Register criteria for evaluation. Thus, this property is automatically listed in the National Register of Historic Places.

National Cash Register Company Sales and
Repair Building

Name of Property

St. Louis Independent City, MO

County and State

5. Classification

Ownership of Property

(Check as many boxes as apply.)

<input checked="" type="checkbox"/>	private
<input type="checkbox"/>	public - Local
<input type="checkbox"/>	public - State
<input type="checkbox"/>	public - Federal

Category of Property

(Check only one box.)

<input checked="" type="checkbox"/>	building(s)
<input type="checkbox"/>	district
<input type="checkbox"/>	site
<input type="checkbox"/>	structure
<input type="checkbox"/>	object

Number of Resources within Property

(Do not include previously listed resources in the count.)

Contributing	Noncontributing	
1	0	buildings
0	0	sites
0	0	structures
0	0	objects
1	0	Total

Number of contributing resources previously listed in the National Register

n/a

6. Function or Use

Historic Functions

(Enter categories from instructions.)

COMMERCE/Specialty store

Current Functions

(Enter categories from instructions.)

Vacant

7. Description

Architectural Classification

(Enter categories from instructions.)

LATE 19th AND EARLY 20th CENTURY

AMERICAN MOVEMENTS

Materials

(Enter categories from instructions.)

foundation: Concrete

walls: Brick

roof: Asphalt

other: Terra Cotta

Stone/ Marble

☒

NARRATIVE DESCRIPTION ON CONTINUATION PAGES

National Cash Register Company Sales and
Repair Building

Name of Property

St. Louis Independent City, MO

County and State

8. Statement of Significance

Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

- ☒ 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

(Mark "x" in all the boxes that apply.)

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 old or achieving significance within the past 50 years.

☒

STATEMENT OF SIGNIFICANCE ON CONTINUATION PAGES

9. Major Bibliographical References

Bibliography (Cite the books, articles, and other sources used in preparing this form.)

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 # _____
- ☐ recorded by Historic American Landscape Survey # _____

Historic Resources Survey Number (if assigned): _____

Areas of Significance

Commerce

Period of Significance

1913-1933

Significant Dates

1913

Significant Person

(Complete only if Criterion B is marked above.)

n/a

Cultural Affiliation

n/a

Architect/Builder

Lee, Thomas Curtis (T.C.)/Architect

Harvey & Burden/Builder

National Cash Register Company Sales and
Repair Building

St. Louis Independent City, MO

Name of Property

County and State

10. Geographical Data

Acreage of Property Less than one acre

Latitude/Longitude Coordinates

Datum if other than WGS84: _____
(enter coordinates to 6 decimal places)

1 38.629405 -90.195104
Latitude: Longitude:

3 _____
Latitude: Longitude:

2 _____
Latitude: Longitude:

4 _____
Latitude: Longitude:

UTM References

(Place additional UTM references on a continuation sheet.)

_____ NAD 1927 or _____ NAD 1983

1 _____
Zone Easting Northing

3 _____
Zone Easting Northing

2 _____
Zone Easting Northing

4 _____
Zone Easting Northing

Verbal Boundary Description (On continuation sheet)

Boundary Justification (On continuation sheet)

11. Form Prepared By

name/title Andrew Weil & Ruth Keenoy

organization Landmarks Association of St. Louis

date June 10, 2013

street & number 911 Washington Avenue, Suite 170

telephone 314-421-6474

city or town St. Louis

state MO

zip code 63101

e-mail aweil@landmarks-stl.org

Additional Documentation

Submit the following items with the completed form:

- **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. Key all photographs to this map.
- **Continuation Sheets**
- **Photographs**
- **Owner Name and Contact Information**
- **Additional items:** (Check with the SHPO or FPO for any additional items.)

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.).

**National Cash Register Company Sales and
Repair Building**

St. Louis Independent City, MO

Name of Property

County and State

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

Photographs

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels (minimum), 3000x2000 preferred, at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map. Each photograph must be numbered and that number must correspond to the photograph number on the photo log. For simplicity, the name of the photographer, photo date, etc. may be listed once on the photograph log and doesn't need to be labeled on every photograph.

Photo Log:

Name of Property: National Cash Register Company Sales and Repair Building

City or Vicinity: St. Louis

County: St. Louis Independent City State: MO

Photographer: Andrew Weil, Ruth Keenoy

Date

Photographed: March 19, 2013

Description of Photograph(s) and number, include description of view indicating direction of camera:

- 1 of 19: Façade, view is north.
- 2 of 19: Streetscape, Olive, view is northwest.
- 3 of 19: Storefront, first floor façade, view is north.
- 4 of 19: Entry detail, south elevation (façade).
- 5 of 19: Second story façade detail, view is north.
- 6 of 19: Rear elevation exterior, view is south.
- 7 of 19: Staircase, interior, northwest corner, first floor.
- 8 of 19: Basement interior, view is north.
- 9 of 19: Floor detail showing terrazzo, first floor.
- 10 of 19: Entry detail, interior, view is west.
- 11 of 19: Dining area, first floor, view is south.
- 12 of 19: National Cash Register machine, first floor.
- 13 of 19: Bar area, first floor, view is southeast.
- 14 of 19: Food prep area, first floor, view is north.
- 15 of 19: Elevator first floor, view is west.
- 16 of 19: Second floor interior, view is southeast.
- 17 of 19: Second floor interior, view is north.
- 18 of 19: Elevator room, interior, view is southwest.
- 19 of 19: Elevator room, exterior, view is northwest.

Figure Log:

Figure 1: National Cash Register Company Building, St. Louis Repair Shop.

National Register of Historic Places
Continuation Sheet

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National Cash Register Company Sales and Repair
Building

Name of Property

St. Louis Independent City

County and State

n/a

Name of multiple listing (if applicable)

Summary

The National Cash Register Machine Building at 1011 Olive Street is located in St. Louis (Independent City) on the north side of Olive between 11th Street (west) and 10th Street (east). Constructed in 1913-14, the building has a flat roof covered with rolled asphalt, exterior brick walls and a concrete foundation (Photo 1). The building faces south toward Olive Street. The property's west and east walls are obscured by multi-storied commercial buildings that abut the elevations (Photo 2). The primary (south) elevation is bordered by a concrete pedestrian sidewalk. The adjacent street (Olive) is paved with asphalt. The rear (north) elevation of 1011 Olive is bounded by an asphalt paved alley. The building consists of a below-ground basement level, a first-story commercial-use floor, second-story office space and a small northwest roof brick wing that houses elevator machinery. The property's associated setting is urban and is situated within the city's Downtown Central Business District: East.

Exterior Description: South (Primary) Elevation:

1011 Olive Street is a two-story brick front commercial building with decorative terra cotta detailing. The first-story level provides commercial access from the sidewalk flanking the property on the south elevation. This area is comprised of a slightly recessed, off-center single-light commercial style door (original) offset to the east by four consecutive two-panel commercial style windows. The lower window openings are filled as is the extreme east upper window light. The filled windows are used to display painted signage. The three upper (west end) commercial lights are transparent. At the west end of the lower elevation is the primary entrance. The bay holds a single original glass panel door framed with wood. The door has a lower brass panel below the light, which is covered (interior) with metal bars. The door light bears painted signage consisting of the building's address and business hours. Below the first floor windows, the wall is clad with dark marble. An original metal decorative vent is noted within the marbled storefront base near the sidewalk, as is a larger less decorative vent near the east end of the lower elevation. The marbled base extends along the base of the entry recess. The entry recess walls are covered by a large painted sign (east) and a corrugated panel (west). The west corrugated paneled wall has a central wood frame, glass display case. The remaining entry area above the door and the ceiling is clad with horizontal wood. A c. 1960 light fixture hangs from the ceiling above the recessed entry. The floor leading to the door (from the south sidewalk) is covered with hexagonal tile (Photo 4).

The building's second-story façade is framed by buff common bond brick. Terra cotta panels embellished with raised circle patterning surrounds the outer first-story wall vertically and extends horizontally above the first-story storefront. The area dividing the first-story windows/entry from the horizontal terra cotta band is filled with corrugated panels and a contemporary (c. 1980) awning that bears the sign of the building's former tenant, a restaurant

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National Cash Register Company Sales and Repair
Building

Name of Property
St. Louis Independent City

County and State
n/a

Name of multiple listing (if applicable)

and liquor store, Bussone's. A contemporary beer sign is set in the corrugated area above the awning (west end). The terra cotta band above the awning is flanked on either end (east/west) by scrolled decorative terra cotta brackets. The brackets support a terra cotta cornice (below second story windows and above the first-floor storefront). The cornice has a decorative pattern of circles that overlap along their outer edges. Above this cornice, the upper story is filled with four continuous double-hung, one-over-one original windows. Below the windows is a band of terra cotta panels that compose a continuous sill. Header buff bricks above the windows create a jack arch. Four diamond pattern terra cotta inlays are spaced symmetrically above the windows. A projecting decorative terra cotta cornice similar to that above the first-floor door/windows is supported by scrolled terra cotta brackets flanking the ribbon of windows. Three engaged supports project slightly below the cornice to provide additional support. The upper façade wall rises above the roofline. This area (above the second-story cornice) is filled with brick and four evenly spaced terra cotta rectangular bands. The upper wall is capped by a terra cotta cornice (Photo 5).

Exterior Description: North (Rear) Elevation:

The rear elevation is clad with common bond red brick. The lower first-floor level consists of four bays. The central bay holds paired narrow wood doors set within a slight recess. The doors have an upper enclosed transom (with wood). The lower halves of the doors are clad with metal panels. Abutting the doors are two bays to the west and a single bay to the east. All of these areas are filled with multi-colored common bond brick. The bay immediately east of the entry bay holds a large louvered vent in the upper half and a small hooded vent within the lower section. The foundation is concrete and rises above the alley. Concrete "curbs" extend along the base to probably prevent delivery vehicles from hitting the building. Above the doors and bays immediately flanking the entry, the elevation has three filled (with wood) openings. These filled areas also hold louvered, conical and circular vents. The rear second-story level holds a ribbon of four windows. These lights are original, three-over-three design with chipped glass. A projecting metal gutter hangs from the roof above the windows. The windows have individual concrete sills and a shared jack header arch. The northwest upper portion of the elevation comprises the previously noted elevator machinery room wing. This small wing has a flat roof capped by terra cotta coping. A small window opening filled with plywood is centered on the north wall of the projecting half-story wing. The window has a jack header arch and concrete sill (Photo 6).

Interior Description— Basement

The basement floor plan of 1011 Olive consists of three areas: the overall open floor plan, a partitioned area in the central/west section of the floor and the rear (southwest) elevator/staircase area that is also partitioned. The basement was used for storage and for loading/unloading goods via the rear (north) end of the building that faces the alley. The floor, walls and ceiling are all concrete. Dropped fluorescent lights hang from the ceiling (Photo 7). As noted, partition walls

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National Cash Register Company Sales and Repair
Building

Name of Property

St. Louis Independent City

County and State

n/a

Name of multiple listing (if applicable)

are situated near the south and west sides of the floor. Partitions walls are comprised of corrugated metal and extend from the floor to the ceiling. The west area that is partitioned appears to have been utilized as an office. This area has doors near the south and north ends of the east wall. Another metal corrugated partition wall separates the southern end of the floor that holds mechanical equipment (elevator, gas meter, etc.) The remaining floor is open in plan and was likely used for storage. Paired sliding doors to the elevator are situated at the northwest corner of the floor. A small partitioned area near the northeast corner holds a restroom area. South of the elevator is an enclosed stairwell that leads to all floors. The stairs are concrete, flanked by the wall enclosing the staircase and a metal balustrade (Photo 8). Solid wood doors lead from the staircase landing on all levels of the building.

Interior Description – First Floor

The first-floor is accessed via the building's primary entry near the southwest corner of the building, facing Olive Street. This area of the building was used commercially – most recently to house a restaurant, bar and a liquor sales counter. The floor plan is primarily open and despite altered uses over the years, retains its overall original layout, plan and original finishes. The ceiling illustrates original wood (west side/dining area) and c. 1970 acoustic tile (east side/kitchen and bar area) finishes. The ceiling supports circular heating/air conditioning vents. Floors are terrazzo, covered in areas with linoleum and carpet (Photo 9). The walls are painted and paneled. The north end of the first floor supports the former liquor sales counter/storefront. The central west section holds the former dining room. The central west area holds a bar and food preparation area. The rear/south end of the floor is partitioned from the remaining floor and holds a kitchen, restrooms, elevator and staircase access.

The north section of the first floor holds the primary entry (southwest corner), which is offset to the east by the liquor sales area (Photo 10). Though the floor plan is open in this area, shelving provides separation of the sales area from the bar and dining areas that comprise most of the floor plan. As noted, the dining area is situated in the west/central first floor area. Individual tables and chairs line the west wall, which is covered with paneling (upper) and synthetic (lower) materials. The floor in this area is carpeted (Photo 11). A dropped section supported by columns separates the dining area from the bar/food preparation area along the east wall of the central first floor. Fans and hoods line the east wall above the fry/food prep sector along the east/south wall. The east/north wall supports a bar. Of note, this area also retains an original cash register manufactured by the building's original tenant (Photo 12). Counters align the bar and food preparation areas in a parallel manner. The floor is covered with linoleum (over terrazzo) and ceilings are clad with acoustic tile (Photos 13-14).

The south area of the first floor is partitioned by walls that separate a kitchen just south of the food preparation area, restrooms (northeast corner) and the elevator (northwest corner). A staircase that leads to all levels of the building is situated immediately south of the elevator along

National Register of Historic Places
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National Cash Register Company Sales and Repair
Building

Name of Property
St. Louis Independent City
County and State
n/a

Name of multiple listing (if applicable)

the west wall. This section of the first floor has uncovered ceilings with drop fluorescent lighting and exposed metal ducts/vents. The elevator is enclosed by paired doors similar to those in the basement (Photo 15). A swinging door with an upper single light provides access to/from other areas of the first floor and a small hall is open to allow access to the staircase from the kitchen/restroom space at the west end of the partitioned area. There are two restrooms (mens/ladies) in the partitioned area. Both restrooms have ceramic tiled walls, ceilings and floors. Restroom doors are original two-panel wood design.

Interior Description – Second Floor

The second floor space is similar to the other levels in that primarily, it is open in plan with partitions dividing the north, central and south areas. The space was used for offices – both historically and most recently. The second floor ceiling is concrete and much of the paint covering the ceiling is peeling. Lighting is dropped, consisting of both bulb and fluorescent varieties. Floors are wood and walls are painted (Photo 16). The south section of the floor faces Olive and as such, the south wall is comprised of four double-hung windows (described previously). The south section of the floor is divided from the central area by a partition wall that does not quite reach the ceiling. An open “door” provides access at the west end of the wall. The central section bears no windows but is similar to the remaining floor with concrete floors, painted walls and dropped lighting fixtures. Another partition wall (floor-to-ceiling) divides the central from the north end of the third floor near the north end of the floor.

The north partitioned area holds a storage closet along the east wall, the elevator (northwest corner) and enclosed stairwell (west wall). The north wall is comprised of the four double-hung chipped glass windows noted earlier. This area appears to have been used as an office and has “floating” dropped fluorescent lighting set within wood panels designed to imitate clouds (Photo 17). The elevator (northwest) corner has paired doors with upper original chipped glass lights.

Roof Level Machinery Room

The stairwell near the building’s northwest /elevator corner leads to the roof level into an enclosed half-story concrete and brick wing (Photo 18). This small rooftop wing encloses machinery that operates the elevator and is part of the original building plan. A door on the east walls lead to the roof (Photo 19).

Integrity Discussion

The National Cash Register Machine Building has changed little since original construction in the 1910s. Modifications to the property are limited to some contemporary finishes and division of space through impermanent partitions. Exterior alterations include modern signage, an awning above the first-floor storefront and infill of the façade space between the storefront and lower

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National Cash Register Company Sales and Repair
Building

Name of Property

St. Louis Independent City

County and State

n/a

Name of multiple listing (if applicable)

story terra cotta cornice with corrugated prefabricated panels. Commercial windows have been somewhat altered with lower panel infill and contemporary framing but this modification retains original configuration of the façade's commercial storefront windows as well as the original primary entry door and configuration (Photo 3).

Interior modifications include prefabricated partition walls that remain unattached to the ceilings and floor-to-ceiling shelves that divide the building into smaller areas (typically used as offices and storage areas). On the first floor, some of the original terrazzo floor has been covered with linoleum and carpet. A bar/kitchen area was added to first-floor space to accommodate a previous tenant, who used this space as a liquor store, bar and restaurant. Despite such changes, the floor plan is intact and original walls, ceiling and floor materials are intact. All floors have the addition of modern lighting fixtures, heat/air conditioning vents and other alterations that were required to modernize the building to present day building standards and codes. The division of second-floor space with partition walls (as noted above) is additionally minimal and clearly not a permanent change to the building's open floor plan as originally designed. The property retains integrity in terms of location, design, setting, materials, workmanship, feeling and association.

Both the first and second floors of the building were originally used as continuous open spaces without permanent partitions. The first floor accommodated sales and showroom functions and the second floor was used as a repair shop. It is unknown what the basement was used for although storage of finished stock and parts is likely.

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National Cash Register Company Sales and Repair
Building

Name of Property
St. Louis Independent City, MO.

County and State
n/a

Name of multiple listing (if applicable)

Introduction

The National Cash Register Sales and Repair Building at 1011 Olive Street in the Independent City of St. Louis is eligible for listing in the National Register of Historic Places at a local level of significance under Criterion A for commerce. The building is the only remaining address that possesses a strong association with the National Cash Register Company (NCR) in St. Louis. NCR created the first mass-produced cash register and introduced it to the world as a necessity of modern business in the decades surrounding the turn of the 19th century. During the period of significance (and beyond) NCR was the globally dominant manufacturer, innovator, distributor and vendor of cash registers. In addition, its business practices proved to be highly influential among major American companies in the 20th century. In the early 20th century, St. Louis was arguably the most important American hub of NCR's operations outside of its home in Dayton, Ohio. The city was the headquarters of NCR's Southern Sales District, the home of its only branch freight depot and distribution center in the United States, and also the home of a sales and repair center for the local market (the fourth largest metropolitan market in the country at the time). Unfortunately, the building that housed the depot and distribution center has been torn down, and the Southern District Manager simply rented space in large office buildings with, in some cases, hundreds of other tenants (thus preventing strong association of the buildings with NCR). The nominated building, NCR's St. Louis sales and repair office, however does have a strong association with the company. It is locally significant because it served as NCR's show room, the hub of its St. Louis sales force and as the repair center where all of the NCR machines in the area were brought for service. At the time of construction and throughout the period of significance (1913-1933), NCR was by far the dominant cash register company in St. Louis and worldwide. The nominated building recalls the important relationship that once existed between St. Louis and NCR. The building also possesses a strong association with the widespread adoption of the cash register as a necessity of modern business in the early 20th century.

Elaboration

The story of the National Cash Register Company effectively began when a businessman named John H. Patterson bought three primitive cash register machines from inventor James Ritty for his business in Coalton, Ohio around 1880.¹ Ritty had been working on the idea of a transaction register machine for years as a way of keeping track of money in his saloon. Apparently he felt that he was losing money through human error and fraud and that the dominant ledger-based systems of the age were unacceptably susceptible to these problems. Ritty patented the first cash register in 1879 ("Ritty's Incorruptible Cashier"), but the machine underwent several refinements and further patents were secured before he marketed his first product, "James Ritty's New Cash Register and Indicator" c. 1880.²

¹ Isaac F. Marcossou. Wherever Men Trade, the Romance of the Cash Register (New York: Dodd, Mead & Company, 1945), 15.

² Ibid., 13

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National Cash Register Company Sales and Repair
Building

Name of Property
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County and State
n/a

Name of multiple listing (if applicable)

Ritty quickly realized that the effort and capital required to develop the machine into an industry was beyond his means so he sold his patents and fledgling company to Jacob Eckert of Cincinnati in 1881.³ Requiring capital, Eckert organized the National Manufacturing Company, in which John H. Patterson, one of Ritty's early and enthusiastic customers, invested in 1883.⁴

Patterson is described by his biographers as a man of great vision and drive and within a year of his initial investment he had purchased the company and all of Ritty's former patents outright. He swiftly changed the company's name to the National Cash Register Company (NCR) and began focusing efforts on perfecting what at the time was still a rudimentary machine. Patterson envisioned the cash register becoming a universal aspect of business operations not just in Dayton, Ohio (where the company was based), but across the world. Before that could happen however, NCR needed to create a national market for a machine that was virtually unknown.⁵ Patterson dispatched salesmen to the country's major metropolitan areas in an effort to, at least initially, sell the *idea* of the machine. St. Louis was among the first markets where NCR opened an office arriving in the city in 1886.

Under Patterson, further innovations improved the functionality of the cash register. A paper receipt roll was added and increasing numbers of additional patents were sought. Within four years of Patterson's assumption of power, the manufacturing operation grew from a rented space with 13 employees to a purpose-built factory with five times the space previously occupied and 115 employees.⁶ The growth in production capacity is demonstrative of Patterson's aggressive business tendencies, but the company was still struggling to convince business owners of the machine's advantages.

When one considers how pioneering and utterly alien the cash register itself was for business owners of the day, it is not surprising that there were initial obstacles to its widespread adoption. Not only did NCR salesmen have to convince potential customers to buy an expensive and confusing piece of equipment without which they and every other businessman had been functioning for time immemorial, they had to overcome the resistance of employees whose predilection for stealing and/or negligence was advertised as one of the primary reasons to buy the machine in the first place. Clerks referred to the machine as a "thief catcher" and resented the implications of its installation by their employers. Conversely, many shop owners feared the implicit accusation of employee dishonesty that seemed to be associated with the purchase of a machine. NCR salesmen were frequently barred from stores as soon as their catalogues were spotted and NCR mailings found their way into the trash before the intended recipients ever saw that they had arrived.⁷

³ Ibid., 18

⁴ Ibid.

⁵ Gould's St. Louis City Directory, 1886.

⁶ Marcossan, 1945, p.31 and 46.

⁷ Ibid., 33.

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National Cash Register Company Sales and Repair
Building

Name of Property
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County and State
n/a

Name of multiple listing (if applicable)

In response to this resistance, NCR began an aggressive program of national advertising in conjunction with increasingly standardized and rigorous training for its salesmen. Both of these efforts focused on framing the cash register as an absolute necessity for modern business and accounting efficiency. As the company began to achieve success in convincing the public of the machine's utility, competitors both large and small began to emerge with hopes of capitalizing on the emerging market that NCR had worked so hard to create. This dynamic environment drove the innovation of business practices at NCR and also gave birth to a period of aggressive anti-competitive behavior that would eventually land the company's leadership in front of the United States' Supreme Court.

Influential Business Practices

In an effort to identify and overcome common reasons potential customers were resistant to the purchase of a cash register, John H. Patterson began holding meetings of his sales force in the late 1880s. Through discussing their experiences Patterson hoped to learn more about perceptions of the cash register among the public as well to provide opportunities for salesmen to share successful strategies with each other. This practice would eventually grow into the enormous national NCR conventions that later became a defining feature of the company. Patterson also commissioned a sales manual based on the pitch of his most successful salesman John H. Crane. Crane's field experience and Patterson's business principles were combined into a manual and business curriculum known as the *NCR Primer*, which standardized the selling points of the company's products and the methods by which they were to be sold.

With *The Primer*, NCR literally was attempting to reduce salesmanship to a science.⁸ Patterson's conviction that salesmen could be "made" if trained properly and given the proper materials was contrary to popular thinking of the age, which asserted that being a salesman was an inherent personality trait. In 1894, NCR began operation of what has been characterized as the first corporate sales school in American history.⁹ Located near the factory in Dayton, graduation from the school was mandatory for sales employees no matter where they were from or where they were to be working. As components of the curriculum, salesmen were required to memorize *The Primer* and all aspects of the cash register's operation. All conceivable benefits of the machine were covered as were counterpoints to every possible argument against its purchase. The school even went to the trouble of fabricating mock drug stores, butcher shops, and other businesses where experienced salesmen would play the part of the incredulous or antagonistic shopkeeper and trainees could put their education into practice.¹⁰

⁸Samuel Crowther. *John H. Patterson, Pioneer in Industrial Welfare* (New York: Doubleday, Page & Company, 1923), 110-112.

⁹James W. Cortada. *Before the Computer. IBM, NCR, Burroughs and Remington Rand and the Industry They Created* (Princeton, New Jersey: Princeton University Press, 1993), 68.

¹⁰Marcosson, 1945. p. 36.

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NCR's system of rigorous standardized training, its recognition of the importance of advertising, and its program of incentives for salesmen came to be highly influential in corporate America and was widely imitated in the 20th century.¹¹ This was in part due to its efficacy and in part due to the number of business executives that got their start in the NCR system. By 1922, it was estimated that one sixth of the heads of major American corporations had come through NCR and its training programs.¹² Among these influential business leaders were magnates like Hugh Chalmers (Chalmers Motor Co.), Henry Theobald (Toledo Scale Co.), Charles F. Kettering (General Motors) and Thomas J. Watson (IBM) who is quoted as having said that "[n]early everything I know about building a business comes from Mr. Patterson."¹³ NCR was not only changing the world of business with its products, it was changing the world of business with its methods.

The fact that the company's rigorous methods paid off is illustrated by the rapid growth that occurred as its system fell into place. In 1884 the company sold a total 359 cash registers; by 1890 it had sold just over 9,000. By 1896 (after the advent of the training school and *The Primer*) the number of registers the company had sold exceeded 100,000 and ten years later it was more than half a million.¹⁴ In the period between 1892 and 1902, the company's market share increased from an estimated 80% to 95% and by 1903 the company was actively selling products in 27 countries.¹⁵ In 1910, the company employed 750 salesmen, the factory employed 5,367 workers (47 times the size of the manufacturing force employed just 12 years before) and in 1911 NCR celebrated the sale of its one millionth register.¹⁶

This expansion was not only due to the aforementioned innovative practices and advertising. A major factor in the company's success was its commitment to research and development. NCR engineers were tasked with constant improvement, much of which stemmed from suggestions received through the company's efforts to keep track of comments from both customers and employees. From the early innovations of the paper receipt roll in the late 1880s to the first machine with an electrical motor in 1906, NCR products were always moving forward.

In order to maintain this progress, NCR sought out bright new minds to look at its products with fresh eyes. Indeed, the engineer who developed the first electrical NCR machine was a young Charles F. Kettering, who was brought into company fresh out of college for this express purpose.¹⁷ The fact that NCR envisioned the potential for a cash register with an electrical motor,

¹¹ Cortada, 1993. pp. 66-69.

¹² Kenneth Brevoort and Howard P. Marvel. "Successful Monopolization Through predation: The National Cash Register Company." In Antitrust Law and Economics, ed. J.B. Kirkwood (New York: Elsevier, 2004), 2.

¹³ Ibid.

¹⁴ Cortada, 1993. p. 71.

¹⁵ Ibid., 574-579.

¹⁶ See Marcossion, 1945, 41; Walter A. Friedman, "John H. Patterson and the Sales Strategy of the National Cash Register Company, 1884-1922." Business History Review 72 (Winter, 1998):573.

¹⁷ Marcossion, 1945. p. 66.

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ignored the experts who said it couldn't be done, and then began searching university electrical engineering programs for students to solve the supposedly insurmountable problems demonstrates the company's progressive nature and ability to find and nurture brilliance.¹⁸ Kettering would later go on to found the Dayton Engineering Laboratories Company (DELCO) and develop 186 patents earning him a ranking among the greatest of American inventors. Employing innovators like Kettering, NCR itself applied for 2,400 patents in its first sixty years of operation.¹⁹

Anti-Competitive Practices

Another key to NCR's success was its relentless effort to destroy the competition that emerged as the market for cash registers (that NCR had created) matured. While no competitor ever came close to NCR in size or market share, all were regarded as enemies and interlopers with no right to create and sell cash register machines. Company tactics ranged from the business-savvy to the criminal. While a few competitors with national or regional reach such as the Lamson, Osborn and Union cash register companies sprung up, they were the exception to the rule (and were quickly neutralized by NCR).²⁰ It is difficult to estimate the number of smaller competitors that arose nationwide in the late 19th and early 20th century due to the fact that most of them were very small, localized operations. While no company was capable of seriously competing with NCR, Patterson felt strongly that because he owned the original patents for the cash register as a concept, because he had greatly improved that original concept, and because NCR had created a market for the machine where none had previously existed, competition in any form was intolerable.

NCR's dominant size meant that it was able to capitalize on unique economies of scale and its commitment to monopolizing the industry was such that it was not above hiring goons to club competitor's salesmen over the head with blackjacks.²¹ Testimony offered in multiple anti-trust suits against the company indicated that NCR "Knockout Squads" used tactics such as assaulting or otherwise frightening the salesmen of competitors, bribing freight agents to hold up competitors' shipments, dropping sand in competitors' machines, and opening offices next to those of competitors and vigorously demeaning (and in some cases smashing and displaying) their products as junk.²² These practices were refined and implemented by a special division of employees known as "the Knockout Department" which operated with the backing of an explicit "Knockout Expense Fund" that was financed by a designated portion of profit from the sale of every NCR machine.²³

¹⁸ Ibid.

¹⁹ Cortada, 1993. p. 70.

²⁰ Brevoort and Marvel, 2004. P. 40.

²¹ Cortada, 1993.p. 580.

²² Ibid.

²³ See Brevoort and Marvel, 2004. p. 10.; Cortada. p. 74.

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Another predatory practice the company employed to eliminate competition was to make imitations of other companies' machines (known as "knockers") and sell them (or threaten to sell them) at a price that drastically undercut the competitor. Ironically, this was done in part to protect the high profit margins NCR enjoyed on its regular machines. Because NCR's profit per machine was so high, the company was susceptible to competitors who were willing to price their machines lower and earn less per sale.²⁴ Rather than drop the price of a standard NCR machine to compete, the company used its immense manufacturing capacity to build machines that imitated the specific brands and models of competitors and, if necessary, sell *them* at a loss.²⁵ In this way NCR protected the value of its main brand while depriving the competition of business.

In addition, the company had a policy of aggressively filing patent infringement suits when it found competitors using devices it considered proprietary and even included training on how to "roast" competitor's machines in its sales schools.²⁶ Indeed, from the 1890s through the 1910s, the company existed in an almost constant state of litigation over everything from patent infringement suits to criminal violations of the Sherman Anti Trust Act.²⁷

It is difficult to determine how many competitors NCR "knocked" out of the cash register business because these objectives were frequently achieved behind the scenes through intimidation. An exhaustive analysis of legal proceedings brought by NCR for patent infringements and other technical complaints would add depth to our understanding of the company's impact on other cash register companies, but is beyond the scope of this work. While the company explicitly cultivated a belligerent reputation as is illustrated by its stated policy toward acquisitions ("we do not buy out; we knock out"), in some cases NCR did quietly acquire and close or absorb some competitors.²⁸ In all, NCR acquired fourteen cash register manufacturers or resale companies between 1893 and 1906.²⁹ It should be noted that in many of these cases, the companies were acquired because of pending lawsuits that NCR feared it might lose.³⁰ In those instances, it bought out the competition and then dropped the case. For the most part, NCR consolidated its stranglehold on the market prior to 1910 and competition didn't start to tentatively reemerge until after 1918 when its anti-competitive practices began to be curtailed by a binding judicial decree arising from previous litigation.³¹

The combination of NCR's anti-competitive tactics, innovative business practices, and superior products resulted in near total dominance of the cash register trade in the United States and

²⁴ Brevoort and Marvel. 2004. pp. 12-14.

²⁵ Ibid.

²⁶ "29 Cash Register Men Sentenced To Jail." St. Louis Post-Dispatch, 17 February, 1913.

²⁷ "New Trial for 27 National Cash Register Company Men." St. Louis Post-Dispatch, 14 March, 1915.

²⁸ Brevoort and Marvel. 2004. P. 17.

²⁹ Ibid.,41.

³⁰ Ibid.,41.

³¹ Ibid.,17.

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abroad by the first decade of the 20th century. Aside from its factory in Dayton Ohio, by 1911 it was operating factories in Berlin and Toronto and boasted 28,000 employees with operations in 50 countries.³² In 1913, John H. Patterson and 28 other company officials were convicted of violating criminal provisions of the Sherman Anti-Trust Act for anti-competitive practices and sentenced to jail terms (which they never served).³³ At the time, the court found that NCR controlled 95 percent of all cash register sales in the United States.³⁴

Without question, the National Cash Register Company was responsible for introducing the cash register to the world and forever changing the way business was conducted. Throughout the century NCR continued its tradition of innovation making substantial technological contributions including the perfection of the liquid crystal display in 1968 and the first commercialized application of the bar code in 1974.³⁵ NCR's contributions to both business methods and technology have earned it a prominent place in American corporate history and the emerging history of technology and data processing worldwide.

National Cash Register in St. Louis

Two years after John Patterson founded NCR, the company opened its first sales office in St. Louis. NCR was listed in the city directory for the first time in 1886 at 1110 Pine Street under the direction of Sales Agent William C. Kennedy.³⁶ St. Louis at the time was a booming commercial center, whose downtown business district was expanding rapidly westward away from the riverfront where it had traditionally been located. The location of this first office was situated squarely in the midst of the new and growing western commercial area indicating that NCR was aware of contemporary trends in St. Louis' commercial geography and knowledgeable about the location of its potential customer base (known as "Probable Purchasers" or "PP's" in NCR parlance). Moving every few years for undetermined reasons, the company maintained a rented sales office in various locations around St. Louis before committing to a long term lease in a building that had not yet been constructed at 1011 Olive.

NCR's national presence expanded rapidly in the 1890s and the company had at least a salesman in most major American cities by 1900. When the company arrived in St. Louis in 1886 however, most of its attention was focused on major markets further to the east. St. Louis represented the western boundary of the country's population center and its status as the largest city west of the Mississippi (and the fourth largest in the country) for most of the period of significance, made it a market that was highly attractive to NCR.

³² Cortada, p. 73-75.

³³ 29 Cash Register Men Sentenced to Terms in Jail." St. Louis Post-Dispatch, 17 February, 1913.

³⁴ Ibid.

³⁵ "NCR Corporate History," <http://www.ncr.com/about-ncr/company-overview/history-timeline> Accessed on April 10, (accessed April 10, 2013).

³⁶ Gould's St. Louis City Directory, 1886.

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In its effort to position the cash register as a cutting edge technology and to gain the widest possible exposure for its products, NCR began to take advantage of the opportunities offered by participation in the various "World's Fair" exhibitions, beginning with the International Exhibition in Liverpool, England in 1886. In 1893, the company had a major installation at the World's Columbian Exposition in Chicago and negotiated a deal with Exposition management that required every concession on the midway to use an NCR machine.³⁷ In addition, the company set up a major exhibit where all aspects of the register could be demonstrated to massive audiences. The company repeated the process with the World's Fair in St. Louis in 1904, to which it also sent hundreds of factory employees as a morale-boosting perk.³⁸ The Fair and its millions of visitors allowed for unparalleled domestic exposure, and its foreign delegations provided excellent opportunities for international sales pitches. In fact, NCR arranged for a special train to bring delegates of twenty five countries from St. Louis to Dayton to tour the NCR facilities and learn about its products and paternal largesse.³⁹

When it arrived in St. Louis in 1886, NCR was the only cash register company in the city, but as the market developed, a few competitors arose. In 1890, NCR was listed in the city directory alongside the George B. Smith Register Company and the St. Louis Autographic Register Company. By 1900, George Smith had disappeared and the directory listed NCR, the Hallwood Cash Register Company, St. Louis Autographic Register Company, and St. Louis Cash Register Company. In 1910, Hallwood, St. Louis Autographic Register and St. Louis Cash Register had all disappeared and NCR was listed alongside the Peninsular Cash Register Company, United Autographic Register Company, the Security Register and Manufacturing Company, and the American Fair Register Company. While NCR remained constant, the other companies (a mix of small local businesses and larger would-be national competitors) came and went.

By the time NCR moved into its new offices at 1011 Olive in 1914, the city directory listed only the Globe Register Company (a subsidiary of NCR), the defunct St. Louis Cash Register Company (which had been officially dissolved in 1911)⁴⁰ and a business machine dealer called the "Automatic Ticket-Selling and Cash Register Co." Competition in the city, while never significant, was essentially non-existent when the new sales and repair office opened. NCR's monopolization of the cash register trade in the country's fourth largest city was in place and 1011 Olive was the center of that trade. The sale of every NCR machine in St. Louis during the period of significance would have originated on the ground-level sales floor, or with a salesman based in the office. Likewise, every NCR machine in the St. Louis area that received repair from NCR-trained technicians in that period would have passed through the second floor repair shop.

³⁷ Crowther, 1923. p. 145.

³⁸ Jeff Opt, NCR Archivist at Dayton History, phone interview by author, 12 April 2013.

³⁹ "Praises National Cash Register Co.: Foreign World's Fair Commissioners Endorse President Patterson's Welfare Work and Unique Methods." St. Louis Post-Dispatch. 16 November, 1904.

⁴⁰ "Missouri Secretary of State's Office, Business Services." <http://www.sos.mo.gov/business/> (Accessed on April 11, 2013).

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Perhaps more important than the city's enormous value as a market for cash register sales, St. Louis' extensive rail networks made it the logical trade hub for the western and southwestern portions of the county. This connectivity had been recognized as crucial by scores of major manufacturers by the early 20th century and it was common for out-of-state companies to set up substantial offices and distribution capacity in the city. National and international companies ranging from Browning Arms to Endicott-Johnson Shoes occupied substantial outposts in the city to capitalize on its advantages as a distribution point. NCR followed suit and designated the city as the headquarters of its "Southern Sales Division" (in contrast with its Southeastern Division), one of its six North American territories.⁴¹ Despite the name "Southern", the division and the St. Louis operation was responsible for a territory that ranged across the American West and Southwest from Missouri to California.⁴² Throughout the first half of the 20th century, the Division Manager's office (to which the far flung salesmen reported) was located in various prestigious office buildings around downtown St. Louis rather than housed at the sales and repair building (nominated), or freight facilities (demolished).

Because St. Louis was the hub of such a vast sales territory, it was chosen as the site of NCR's only branch depot in the United States, where stocks of machines, parts, and other necessities like receipt paper were kept at the ready for shipment.⁴³ In 1911 the *St. Louis Post-Dispatch* announced that company management was in town from Dayton looking for 50,000 square feet of warehouse space located on a rail line to house its "only branch depot."⁴⁴ The article explained that "the many advantages of [St. Louis] as a distributing center caused the company to decide to maintain a supply house here to serve the entire West and Southwest trade territory from the Mississippi to the Pacific."⁴⁵ It seems that the company's substantial requirements were not easy to come by as it wasn't until 1914 that the *Post-Dispatch* announced that NCR had decided to lease "all the remaining space" in a seven story building (demolished) at 206-10 S. 7th Street in the Cupples Station Warehouse District (NR 6/26/98) for its "Southwestern Forwarding Department."⁴⁶ This was the same year that the local sales and repair functions moved into the nominated building at 1011 Olive. It may be that the major commitment to St. Louis that the freight depot represented influenced the company to commit to a more permanent location for its local sales and repair office, which in previous years had led a peripatetic existence.⁴⁷

NCR founder John H. Patterson had strong convictions about the disposition of a sales office and the nominated building at 1011 Olive is in keeping with his views. Patterson insisted that the best place for an NCR office was "on the most prominent street of a town, and on the most prominent

⁴¹ Marcossan, 1945.p. 150.

⁴² "Cash Register Men Here to Open Branch Depot." *St. Louis Post-Dispatch*. 9 May, 1911.

⁴³ "NCR Distributing Station at St. Louis Carries Stock of Standard Registers." *N.C.R. News*, 20 May 1920, 35.

⁴⁴ "Cash Register Men Here to Open Branch Depot." *St. Louis Post-Dispatch*. 9 May, 1911.

⁴⁵ Ibid.

⁴⁶ "Cash Register Co. To Go To Cupples Block" *St. Louis Post Dispatch*. 10 May, 1914.

⁴⁷ Gould's St. Louis City Directories, 1886-1913.

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side of that street.”⁴⁸ Many of St. Louis’ most prestigious business addresses were (and still are) situated along the three adjacent east-west thoroughfares of Washington, Locust, and Olive in the vicinity of the nominated building.

At the time of construction 1011 Olive was virtually surrounded by new buildings designed by some of the most prominent architects in the city. Among those that survive are the Laclede Gas and Light Company building at 1017 Olive (NR 11/26/80), half of the enormous Syndicate Trust and Century Building department store complex which occupied the entire 900 block of Olive (NR 10/16/02), the city’s enormous post office and U.S. customs house occupying the 800 block of Olive (NHL 12/30/1970), the city’s downtown telephone exchange at 920 Olive (NR 8/5/99), in addition to a host of other major businesses and important offices.

Patterson also stated that having a sales office on the first floor of a building was crucial to success. This was because of the convenience a first floor office provided to customers and because it greatly increased the visibility of the company’s expensive advertising products such as illuminated pictures and window displays.⁴⁹ Furthermore, he insisted that “light and cleanliness are two great essentials to selling.”⁵⁰ With a first floor sales room (repair operations were confined to the second floor), display windows spanning the entire facade, and a southern exposure allowing for excellent natural light, the building at 1011 Olive was certainly in line with Patterson’s specifications. In addition, the buff-colored, impermeable brick and white glazed terra cotta chosen for the primary façade was popular at the time because it was easily cleaned of the pervasive coal soot that plagued the city. The building could easily and quickly be cleaned so that its façade would stand out in contrast with older, dirtier buildings nearby. Patterson’s recommendations on cleanliness also carried over to the building’s interior in that being brand new, its rooms were unsullied by previous occupants.

The building itself was designed by prominent St. Louis Architect Thomas Curtis Lee, who is best known for his residential designs in upscale neighborhoods in St. Louis’ Central West End and the streetcar suburb of University City.⁵¹ The contractor for the building was Harvey & Burden Construction.⁵² In April of 1913 (prior to NCR’s involvement in the building), plans for a four-story edifice were advertised for the site though construction was never started.⁵³ Circumstantial evidence suggests that NCR may have influenced the design of the nominated building as the plans were changed to construct a two-story building after the company signed up

⁴⁸ Crowther, 1923. p. 140.

⁴⁹ Ibid., 141.

⁵⁰ Ibid.

⁵¹ T.C. Lee Folder. Architects Files. Landmarks Association of St. Louis. St. Louis, MO.; Esley Hamilton. Ames Place: A Brief History of Its Planning and Development. (University City, Missouri: Historical Society of University City, 1991), np.

⁵² The American Contractor. 5 July 1913, 96.

⁵³ “Four Story Building to Go Up at 1011 Olive.” *St. Louis Post Dispatch*. 27 April 1913.

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to be the long-term tenant.⁵⁴ In July of 1913, the *American Contractor* published a revised notice which recorded that plans had been changed to just two stories and that it was to be occupied by NCR.⁵⁵ Construction began shortly thereafter.

Adding weight to the circumstantial evidence that NCR influenced the building's design is the fact that the only other extant NCR sales and repair building identified by present research matches the St. Louis' building's form exactly. The NCR sales and repair office in Houston, Texas at 515 Caroline Avenue was constructed for NCR as a long-term tenant in 1929 and designed by noted Houston architect Joseph Finger. Like 1011 Olive in St. Louis, it is two stories tall with a spacious storefront on a prominent street; the first floor was used as a sales showroom and the second floor used for repair.⁵⁶ While both buildings are modest in scale, they have stately designs that reflect contemporary tastes in architectural styles and were created by respected local architects.

Additional circumstantial evidence that NCR may have influenced the design specifications of the nominated building can be found in the presence of a heavy-duty industrial freight elevator. If the building had not been constructed to suit the needs of NCR, which required the ability to easily transport cash registers (that each weighed hundreds of pounds) between basement storage, first floor retail, and second floor repair areas, it is likely that such a specialized feature would have been omitted from the simple two-story building.

NCR was associated with 1011 Olive for twenty years from the design phase of the building in 1913 until 1933 when it departed in the midst of the Great Depression. At that time, for unknown reasons, the company resumed its previous practice of moving from office to office for several more years. In 1941, it followed the westward movement of the city's "desirable" addresses leaving downtown St. Louis for 3744 Lindell Boulevard (demolished) in the city's Central West End.

The National Cash Register Company, later NCR Corporation, maintained an office in St. Louis until at least 1974 when it disappeared from the city directory. A complicated series of mergers and acquisitions followed in the 1990s and 2000's, and today NCR is a diversified corporation with interests in the financial, hospitality, retail, telecom and technology, and travel sectors based in Duluth, Georgia.

The National Cash Register Sales and Repair Office at 1011 Olive represents an important physical connection to a company whose products changed the way commerce was conducted in

⁵⁴ In an interview with Jeff Opt, NCR Archivist at Dayton History, Mr. Opt stated that while he was unaware of any explicit company directives regarding leasing space rather than constructing and owning buildings across the country, NCR did primarily if not entirely lease space in the cities where it operated.

⁵⁵ The American Contractor, 5 July 1913, 96.

⁵⁶ Archaeological and Historical Commission, Landmark Designation Report, National Cash Register Company. (Houston: City of Houston, Planning and Development Department, 2006).

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St. Louis and worldwide. From this building, NCR dominated the cash register trade in St. Louis during the period of significance. The nominated building is the point from which all NCR machines in the city were sold during this period, and the location where all the machines from the local market were taken for repair by company-trained technicians. NCR is important to the commercial history of St. Louis because of the role its products played in the daily lives of untold numbers of local businesses and because the story of its presence in the city illustrates of the prominence of St. Louis as a domestic market and distribution center in the early 20th century. The National Cash Register Sales and Repair Office at 1011 Olive Street is the only extant building that retains a significant association with NCR in St. Louis.

Despite its important place in the history of technology and American business, NCR's pattern of leasing space in cities where it operated has resulted in a dearth of buildings that have been identified as having a strong association with the company. Even in its home city of Dayton, Ohio, demolition has destroyed much of NCR's historical physical presence. To date, 1011 Olive would be the first building listed in the National Register for its association with NCR operations in the United States and an important first step in recognizing the company's contributions to the history of American business.

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n/a

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Archaeological and Historical Commission, Landmark Designation Report, National Cash Register Company. Houston: City of Houston, Planning and Development Department, 2006.

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Missouri Secretary of State's Office, Business Services. <http://www.sos.mo.gov/business/>
Accessed on 11 April, 2013.

"NCR Corporate History." <http://www.ncr.com/about-ncr/company-overview/history-timeline> Accessed on April 10, (accessed April 10, 2013).

"NCR Distributing Station at St. Louis Carries Stock of Standard Registers." N.C.R. News. 20 May 1920, 35.

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"New Trial for 27 National Cash Register Company Men." St. Louis Post-Dispatch, 14 March 1915.

Opt, Jeff, NCR Archivist at Dayton History. Phone interview by author, 9 April 2013.

Opt, Jeff, NCR Archivist at Dayton History. Phone interview by author, 12 April 2013.

"Praises National Cash Register Co.: Foreign World's Fair Commissioners Endorse President Patterson's Welfare Work and Unique Methods." St. Louis Post-Dispatch, 16 November 1904.

The American Contractor, 5 July 1913, 96.

"29 Cash Register Men Sentenced To Jail." St. Louis Post-Dispatch, 17 February 1913.

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n/a

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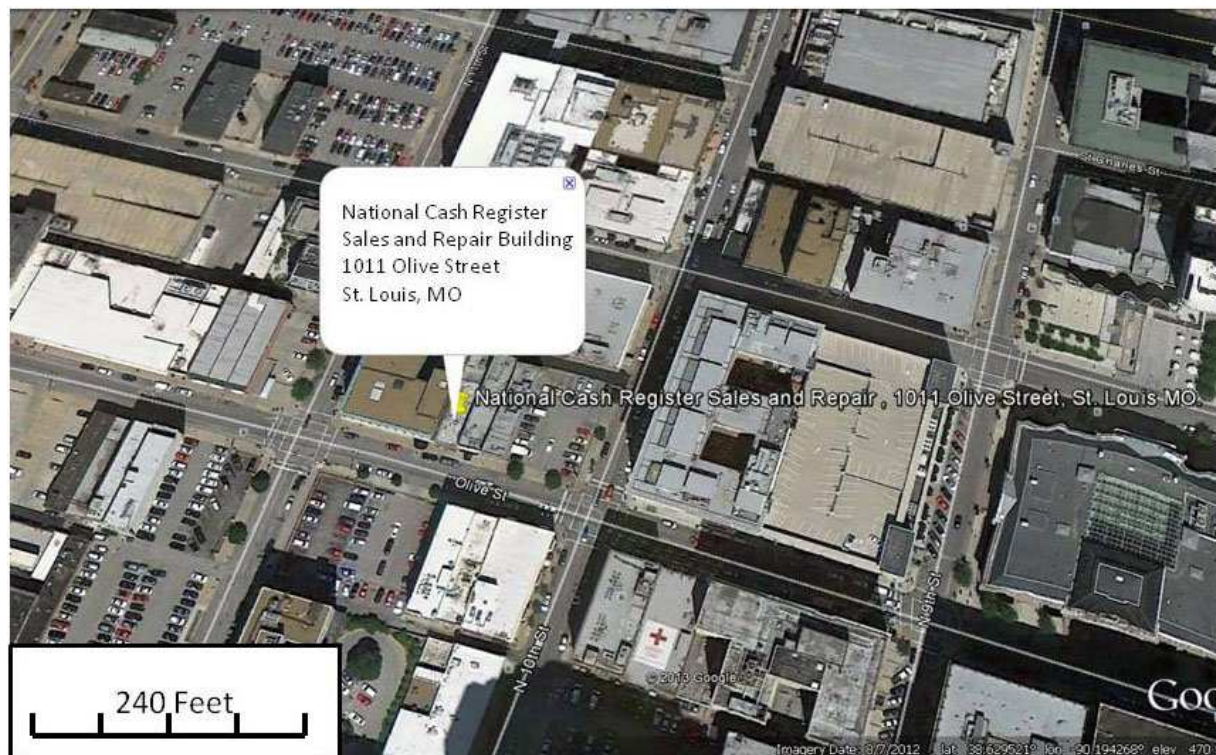
Verbal Boundary Description

The parcel, bounded by Olive Street (south), the property line of the building at 1017 Olive Street (west) the alley between Olive Street and Locust Street (north), and the property line of the building at 1009 Olive Street (east). The lot is located within City Block 280 and measures 24 feet, 6 inches x 109 feet, 7 inches. The parcel is located in the Lucas Addition subdivision, St. Louis Independent City.

Verbal Boundary Justification

The nominated property includes the entire parcel historically associated with the National Cash Register Company between the years 1913 and 1933.

Location of the National Cash Register Company Sales and Repair Building, 1011 Olive Street, St. Louis, MO.



North ↑

Latitude: 38.629405 Longitude: -90.195104

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Continuation Sheet

Section number Figures Page 21

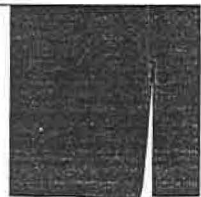
National Cash Register Company Sales and Repair
Building

Name of Property
St. Louis Independent City, MO
County and State

Name of multiple listing (if applicable)

Figure 1: Repair Shop, National Cash Register Building, St. Louis. From the NCR Archives, Dayton History, Dayton, Ohio.





SPACE
4168 MANCHESTER
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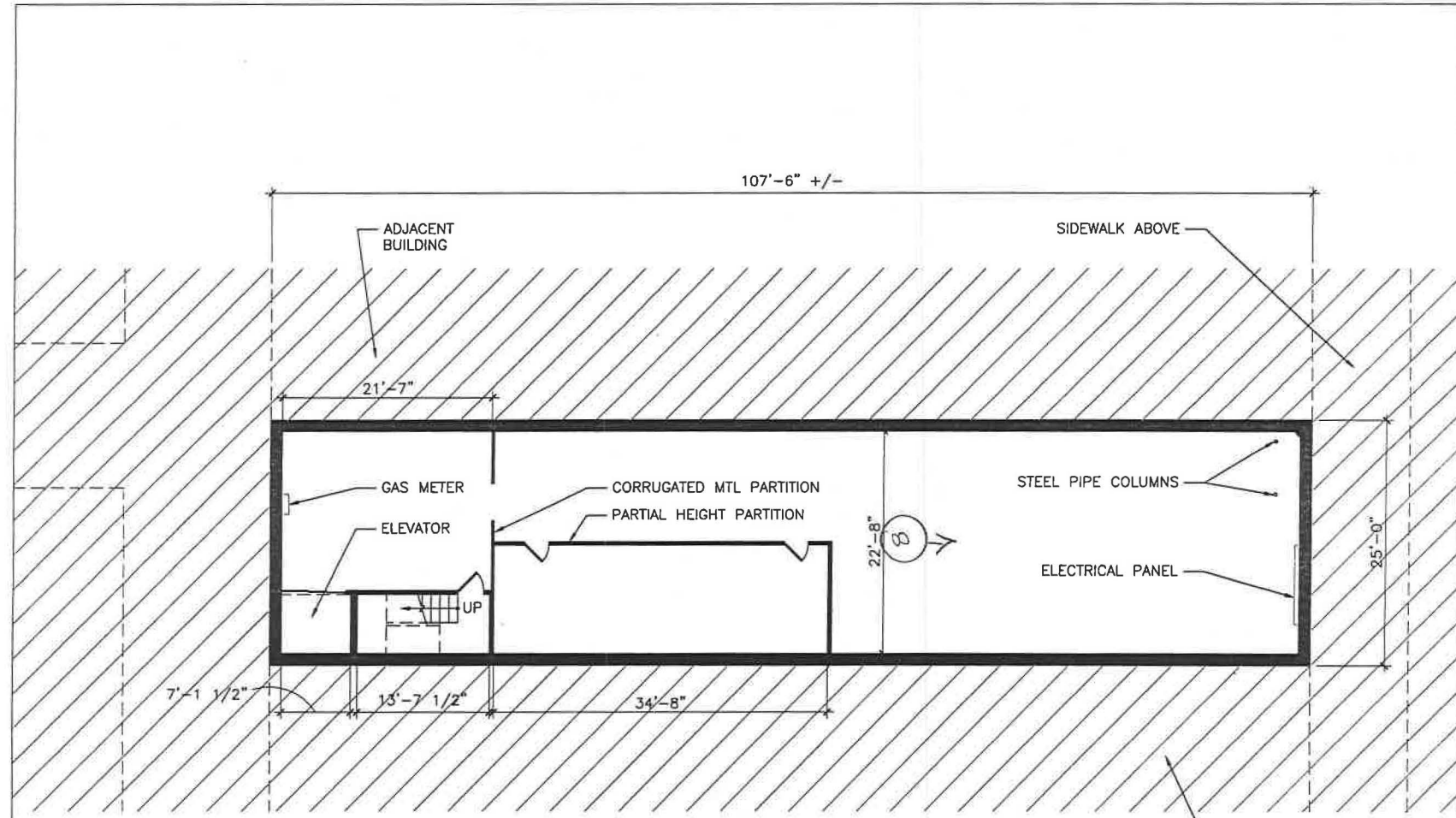
**NOT FOR
CONSTRUCTION**

EXISTING CONDITIONS:
BAILEY
1011 Olive Street
St. Louis, MO, 63101

REVISIONS		
NO.	ITEM	DATE

SHEET NO.
A1.00
BASEMENT FLOOR PLAN

ISSUE DATE 04.05.13
PROJECT NO. 13-022



1 BASEMENT FLOOR PLAN
A1.00 3/32" = 1'-0"



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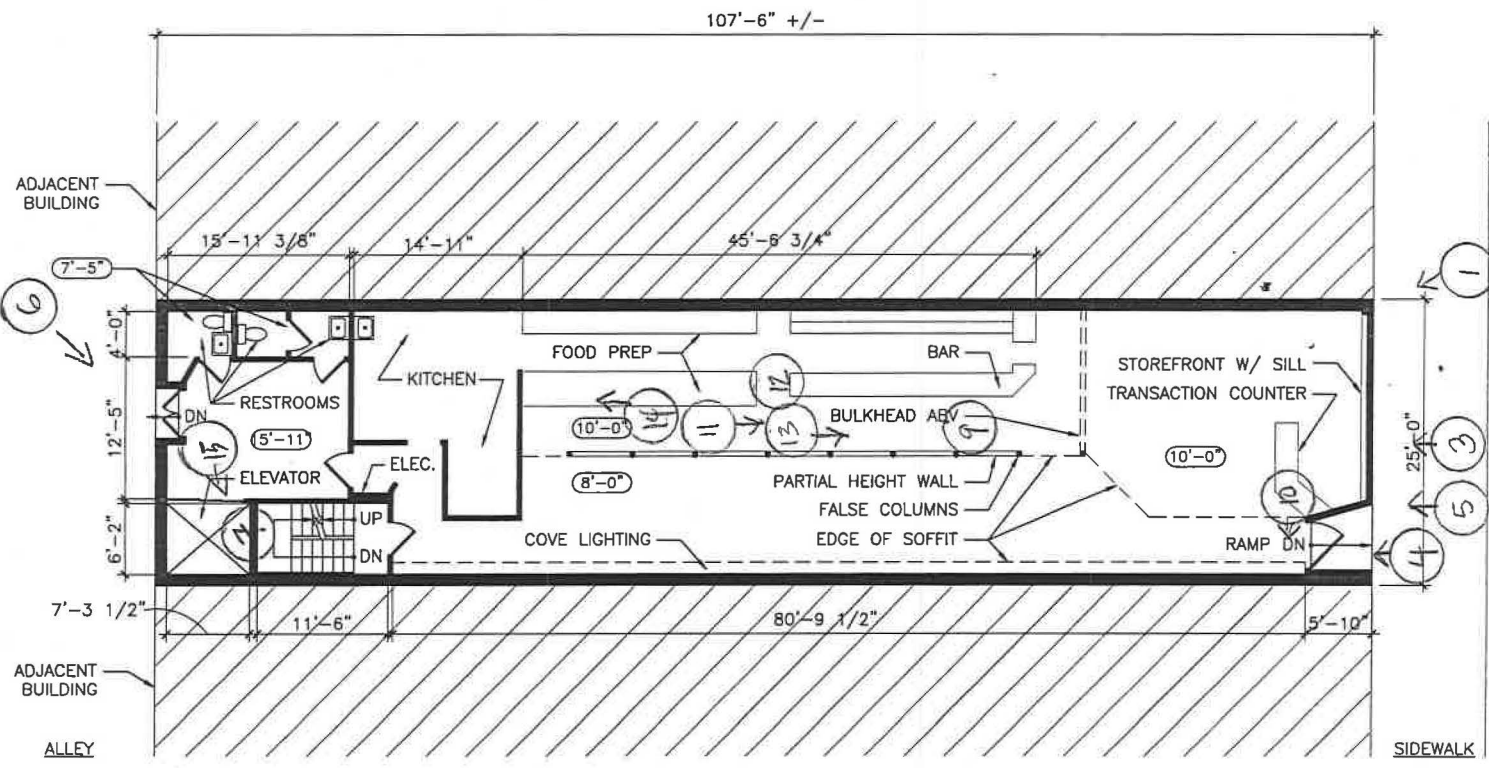
NOT FOR
CONSTRUCTION

EXISTING CONDITIONS:
BAILEY
1011 Olive Street
St. Louis, MO, 63101

REVISIONS		
NO.	ITEM	DATE

SHEET NO.
A1.01
FIRST FLOOR PLAN

ISSUE DATE 04.05.13
PROJECT NO. 13-022



1 FIRST FLOOR PLAN
A1.01 3/32" = 1'-0"



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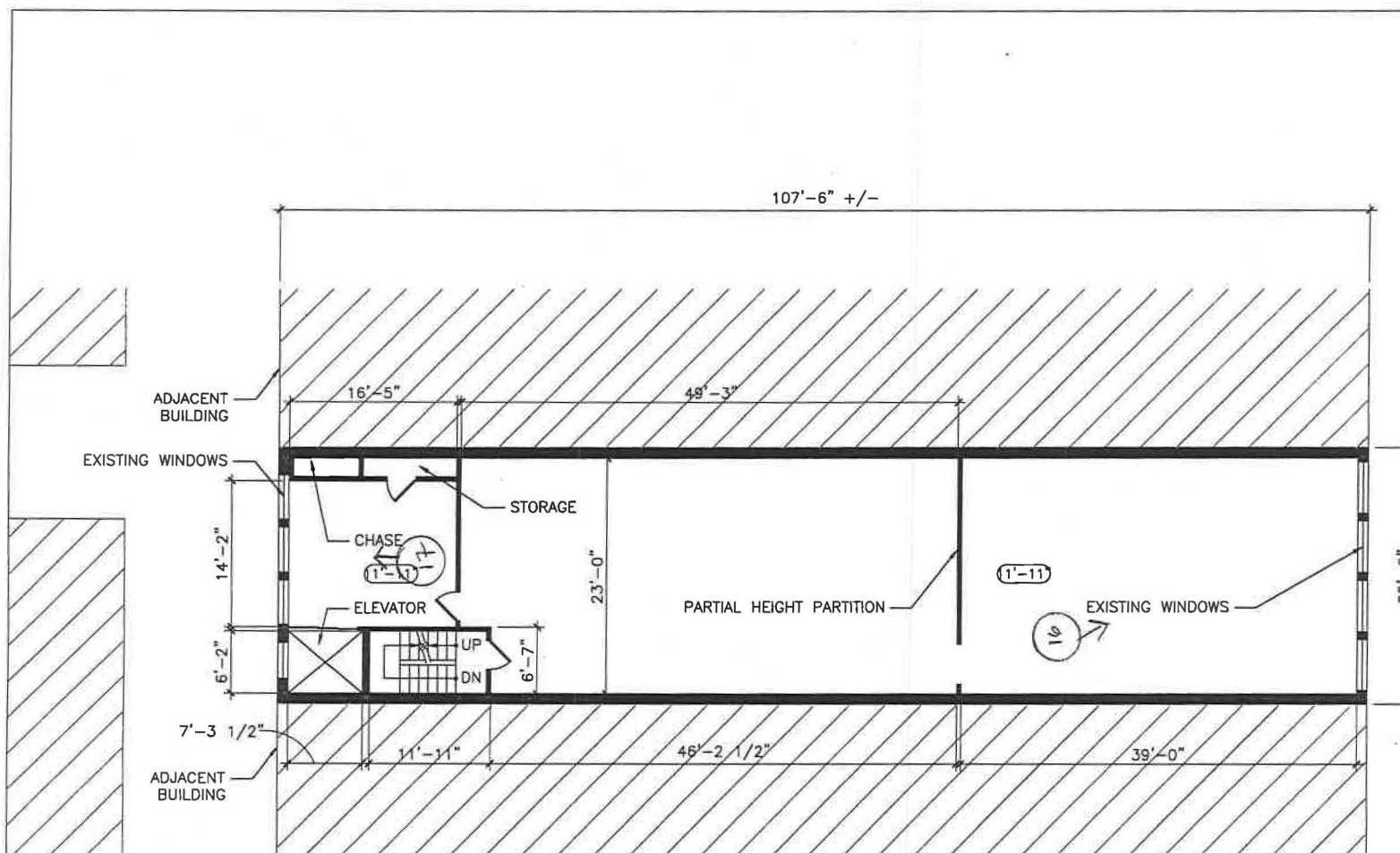
**NOT FOR
CONSTRUCTION**

EXISTING CONDITIONS:
BAILEY
1011 Olive Street
St. Louis, MO, 63101

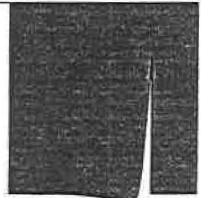
REVISIONS		
NO.	ITEM	DATE

SHEET NO.
A1.02
SECOND FLOOR PLAN

ISSUE DATE 04.05.13
PROJECT NO. 13-022



1 SECOND FLOOR PLAN
A1.02 3/32" = 1'-0"



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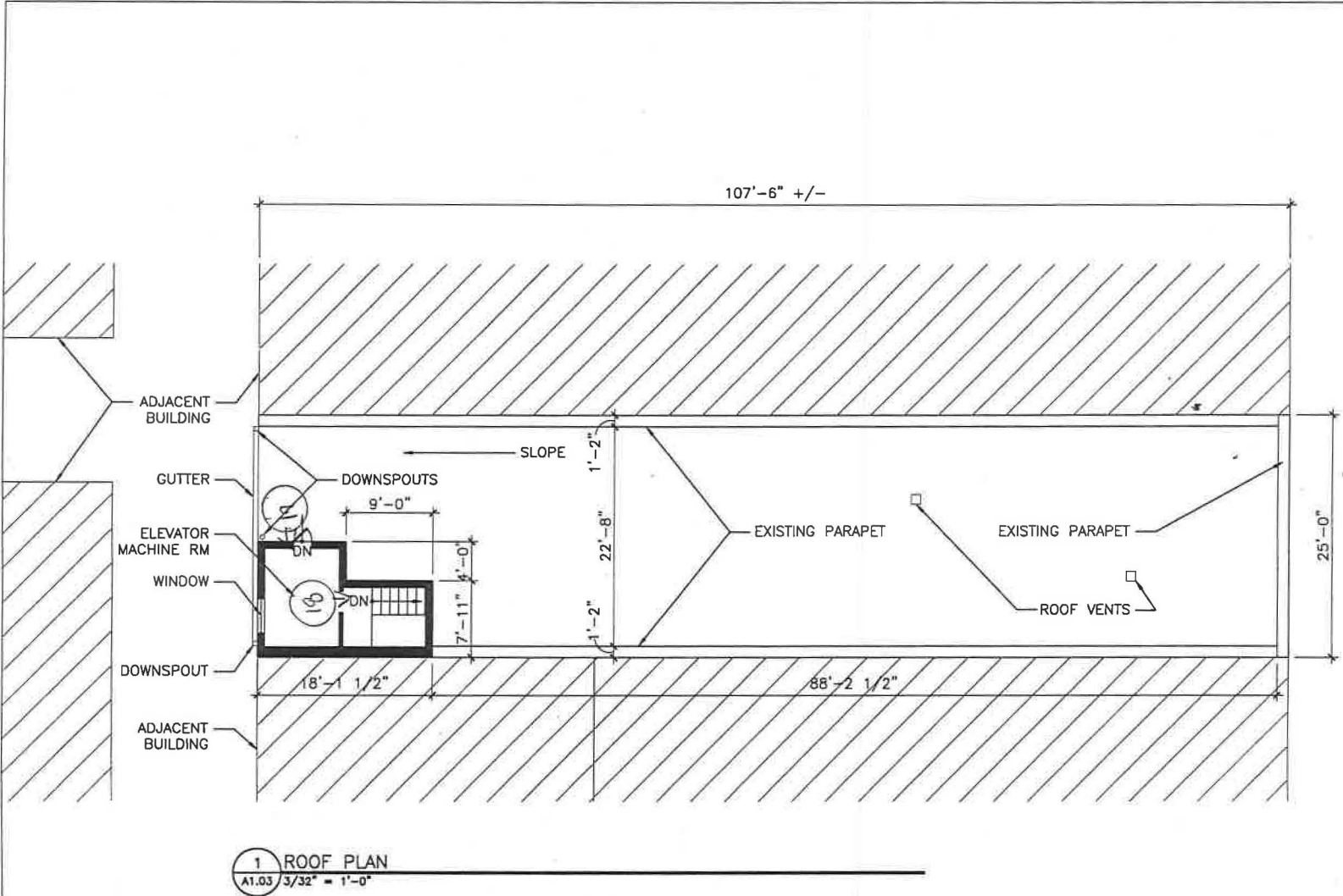
NOT FOR
CONSTRUCTION

EXISTING CONDITIONS:
BAILEY
1011 Olive Street
St. Louis, MO, 63101

REVISIONS		
NO.	ITEM	DATE

SHEET NO.
A1.03
ROOF PLAN

ISSUE DATE 04.05.13
PROJECT NO. 13-022





BUSSONE'S
WINE AND LIQUOR
LA CONEY ISLAND RESTAURANT

Bussone's
RESTAURANT

GOOD
FOOD
LUNCH-CARRYOUT
241-1083





BUSSONE'S
WINE AND LIQUOR
LA CONEY ISLAND RESTAURANT

HOURS
MON-FRI 11am-2pm
SAT 12pm-1pm

Bussone's
RESTAURANT

GOOD
FOOD
LUNCH/CARRYOUT
241-1083

1011

HOURS

MON-FRI 8am-7pm

SAT 10am-5pm

A

PULL

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No Smoking

Under 18
No Tobacco
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Please Don't Be
Drunk

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UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION

PROPERTY National Cash Register Company Sales and Repair Building
NAME:

MULTIPLE
NAME:

STATE & COUNTY: MISSOURI, St. Louis

DATE RECEIVED: 8/30/13 DATE OF PENDING LIST: 9/23/13
DATE OF 16TH DAY: 10/08/13 DATE OF 45TH DAY: 10/16/13
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 13000840

REASONS FOR REVIEW:

APPEAL: N DATA PROBLEM: N LANDSCAPE: N LESS THAN 50 YEARS: N
OTHER: N PDIL: N PERIOD: N PROGRAM UNAPPROVED: N
REQUEST: N SAMPLE: N SLR DRAFT: N NATIONAL: N

COMMENT WAIVER: N

☒ ACCEPT ☐ RETURN ☐ REJECT 10.16.13 DATE

ABSTRACT/SUMMARY COMMENTS:

Entered in
The National Register
of
Historic Places

RECOM./CRITERIA _____

REVIEWER _____ DISCIPLINE _____

TELEPHONE _____ DATE _____

DOCUMENTATION see attached comments Y/N see attached SLR Y/N

If a nomination is returned to the nominating authority, the nomination is no longer under consideration by the NPS.



**OFFICE OF THE MAYOR
CITY OF ST. LOUIS
MISSOURI**

**FRANCIS G. SLAY
MAYOR**

**CITY HALL - ROOM 200
1200 MARKET STREET
SAINT LOUIS, MISSOURI 63103-2877
(314) 622-3201
FAX: (314) 622-4061**

July 31, 2013

Mr. Mark Miles
Director and Deputy State Historic Preservation Officer
State Historic Preservation Office
Department Of Natural Resources
Post Office Box 176
Jefferson City, MO. 65102

Received

AUG 05 2013

**State Historic
Preservation Office**

RE: Nominations to the National Register of Historic Places:

- National Cash Register Company Sales and Repair Building, 1011 Olive Street
- Downtown YMCA Building, 1528 Locust Street
- Dorris Row, 1105-09 Olive Street

Dear Mr. Miles:

In accordance with the Certified Local Government requirements, I am writing to advise you that the Preservation Board of the City of St. Louis has reviewed the above-referenced single site nominations. The Board determined that they meet the eligibility requirements for the National Register of Historic Places in terms of historic significance and integrity. Further, the Preservation Board recommends that they be placed on the National Register.

As the Chief Executive Officer of the City of St. Louis, I support the Preservation Board's decisions. A copy of the Preservation Board's report for each nomination is attached.

The placement of these properties on the National Register will aid in the redevelopment of the city and, in particular, the neighborhoods in which they are located.

Please feel free to contact Patrick Brown of my staff if you have any questions.

Sincerely,

FRANCIS G. SLAY
Mayor, City of St. Louis

Cc: JoAnn Radetic, Certified Local Government Coordinator
Betsy Bradley, Director—Cultural Resources Office

To: The Missouri Advisory Council on Historic Preservation
Subject: National Cash Register Company Sales and Repair Building
From: Cultural Resources Office at City of St. Louis Planning & Urban Design Agency
Date: July 24, 2013

As a Certified Local Government, the City of St. Louis, based on the action of the City Preservation Board, has reviewed this proposed nomination to the National Register of Historic Places. At its meeting of July 22, 2013, the City of St. Louis Preservation Board considered the nomination of National Cash Register Company Sales and Repair Building, 1011 Olive Street though written comments on the property prepared by the staff of the Cultural Resources Office and testimony of the nomination preparer, Andrew Weil.

Decision

The Board Members agreed that the two-story brick commercial building at 1011 Olive is eligible for listing in the National Register under Criterion A: Commerce for its association with the National Cash Register Company. The National Cash Register Company was the dominant manufacturer of cash registers through the 20th Century and this building is the only remaining physical representation of the company's link to St. Louis, which served as its Southern Sales District Headquarters. St. Louis was also the location of its only U.S. freight depot and distribution center outside of the company's home in Dayton, Ohio.

Received

AUG 05 2013

**State Historic
Preservation Office**



Jeremiah W. (Jay) Nixon, Governor • Sara Parker Pauley, Director

DEPARTMENT OF NATURAL RESOURCES



www.dnr.mo.gov

Memorandum

Date: August 28, 2013
To: Keeper, National Register of Historic Places
From: Mark A. Miles, Deputy SHPO and Director, Missouri State Historic Preservation Office *MAM*
Subject: National Cash Register Company Sales and Repair Building, St. Louis, MO

Our state review board, the Missouri Advisory Council on Historic Preservation, approved the above nomination on August 9, 2013. All owners and appropriate elected public officials were notified and provided at least thirty (30) days to comment on the above proposed nomination in accordance with Section 36CFR60.6, interim regulations, using the exact notification format recommended by the National Register.

Please find enclosed the following documentation:

- 1 Original National Register of Historic Places nomination form
- Multiple Property Documentation Form
- 19 Photographs
- 1 CD with electronic images
- 1 CD with National Register of Historic Places nomination form PDF
- Original USGS map(s)
- 4 Sketch map(s)/figures(s)/exhibits not on continuation sheets
- 2 Piece(s) of correspondence (support letter from mayor and report from local preservation commission)
- Other: _____

Comments:

- Please insure that this nomination is reviewed
- The enclosed owner objection(s) do do not constitute a majority of property owners.