

United States Department of the Interior  
National Park Service

For NPS use only

National Register of Historic Places  
Inventory—Nomination Form

received MAY 18 1987

date entered

See instructions in *How to Complete National Register Forms*  
Type all entries—complete applicable sections

1. Name

historic The Home Laundry

RECEIVED

and/or common The Home Laundry

NOV 18 1986

2. Location

OHP

street & number 432 South Arroyo Parkway

N/A not for publication

city, town Pasadena

N/A vicinity of Congressional District 022

state California 91105

code 06

county Los Angeles

code 037

3. Classification

Category	Ownership	Status	Present Use
<input type="checkbox"/> district	<input type="checkbox"/> public	<input type="checkbox"/> occupied	<input type="checkbox"/> agriculture
<input checked="" type="checkbox"/> building(s)	<input checked="" type="checkbox"/> private	<input checked="" type="checkbox"/> unoccupied	<input type="checkbox"/> commercial
<input type="checkbox"/> structure	<input type="checkbox"/> both	<input type="checkbox"/> work in progress	<input type="checkbox"/> educational
<input type="checkbox"/> site	<b>Public Acquisition</b>	<b>Accessible</b>	<input type="checkbox"/> entertainment
<input type="checkbox"/> object	<input type="checkbox"/> in process	<input type="checkbox"/> yes: restricted	<input type="checkbox"/> government
	<input type="checkbox"/> being considered	<input checked="" type="checkbox"/> yes: unrestricted	<input type="checkbox"/> industrial
	<input checked="" type="checkbox"/> N/A	<input type="checkbox"/> no	<input type="checkbox"/> military
			<input checked="" type="checkbox"/> other: Vacant

4. Owner of Property

name Arroyo Partners, a California General Partnership

street & number 510 South Marengo Avenue

city, town Pasadena

N/A vicinity of

state California 91101

5. Location of Legal Description

courthouse, registry of deeds, etc. Office of the County Recorder of Los Angeles

street & number 227 North Broadway, Room 25

city, town Los Angeles

state California 90012

6. Representation in Existing Surveys

title Pasadena's Architectural and Historical Inventory. "Survey Area 15." See continuation sheet has this property been determined eligible?  yes  no\*\*

date 1982  federal  state  county  local

depository for survey records Urban Conservation Department, City of Pasadena  
100 North Garfield Avenue

city, town Pasadena

state California 91109

# 7. Description

<b>Condition</b>		<b>Check one</b>	<b>Check one</b>
<input type="checkbox"/> excellent	<input type="checkbox"/> deteriorated	<input type="checkbox"/> unaltered	<input checked="" type="checkbox"/> original site
<input type="checkbox"/> good	<input type="checkbox"/> ruins	<input checked="" type="checkbox"/> altered	<input type="checkbox"/> moved date _____
<input checked="" type="checkbox"/> fair	<input type="checkbox"/> unexposed		

**Describe the present and original (if known) physical appearance**

The Home Laundry is a one and one-half story, "T"-plan, brick and concrete industrial building containing one large room with supporting steel columns<sup>1</sup> and an exposed wood rafter ceiling fronted on the west (main) elevation by an asymmetrical, two-story brick-and-concrete commercial section containing offices. The building measures 127 feet wide by 173 feet deep. Built in the early 20th century Tudor Revival style, the laundry building is distinguished by brick coursing arranged in a repeating pattern of six rows of stretchers and one row of alternating headers and stretchers. Decorative half timbering, cast stone quoins, parapeted end gables, gabled wall dormers, brick buttresses, decorative chimneys, a cast stone water table and a projecting entrance pavillion containing an entry door and reveals in the shape of a Tudor arch mark the Tudor Revival styling. A steeply pitched, gray-composition-shingle roof covers the office portion of the building; a more shallowly pitched composition roof with a hidden saw tooth top covers the laundry portion of the building. A 10-foot-high concrete wall encloses the northwest and north sides of the property. Inside the wall on the north property line is a one-story wood garage/carport area. At the northeast corner is a two-story brick-and-frame boiler room/dressing room/locker room.

## EXTERIOR

The west elevation is the main facade. It is arranged in an asymmetrical fashion with three window bays distinguished by gabled wall dormers and embellished with simple decorative half timbering. A projecting, gabled pavillion containing a Tudor-arch-shaped, 10-lite entry door is placed off center in the facade. Decorative half timbering enhances the second floor of the pavillion. A sheathing of cast stone designed to resemble smooth coursed ashlar blocks is found around the front door.

Three banks of regularly spaced, metal frame, double transom windows are arranged on the first floor in a one-two-one pattern. The second floor fenestration is the same type as that found on

---

<sup>1</sup> Southwest Builder and Contractor, p. 40, and City of Pasadena Building Permits.

# 8. Significance

Period	Areas of Significance—Check and justify below			
<input type="checkbox"/> prehistoric	<input type="checkbox"/> archeology-prehistoric	<input type="checkbox"/> community planning	<input type="checkbox"/> landscape architecture	<input type="checkbox"/> religion
<input type="checkbox"/> 1400-1499	<input type="checkbox"/> archeology-historic	<input type="checkbox"/> conservation	<input type="checkbox"/> law	<input type="checkbox"/> science
<input type="checkbox"/> 1500-1599	<input type="checkbox"/> agriculture	<input type="checkbox"/> economics	<input type="checkbox"/> literature	<input type="checkbox"/> sculpture
<input type="checkbox"/> 1600-1699	<input checked="" type="checkbox"/> architecture	<input type="checkbox"/> education	<input type="checkbox"/> military	<input type="checkbox"/> social/
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> art	<input type="checkbox"/> engineering	<input type="checkbox"/> music	<input type="checkbox"/> humanitarian
<input type="checkbox"/> 1800-1899	<input checked="" type="checkbox"/> commerce	<input type="checkbox"/> exploration/settlement	<input type="checkbox"/> philosophy	<input type="checkbox"/> theater
<input checked="" type="checkbox"/> 1900-	<input type="checkbox"/> communications	<input type="checkbox"/> industry	<input type="checkbox"/> politics/government	<input type="checkbox"/> transportation
		<input type="checkbox"/> invention		<input type="checkbox"/> other (specify)

**Specific dates** 1922 **Builder/Architect** Marston, Van Pelt & Maybury, Architects; John A Simpson, Contractor

**Statement of Significance (in one paragraph)**

The Home Laundry is significant on a local level for several reasons. It is a distinctive industrial example of Tudor Revival style architecture built in 1922 by one of Pasadena's most influential architectural firms during the decade of their greatest achievements. It is the first industrial building in the city to contain commercial office space arranged in an articulated, visually separate, but physically attached unit at the front of the building.<sup>1</sup> As a "new building type,"<sup>2</sup> it is significant because it took its design references from the residential architecture of the city. Also, it is significant for its quality design and craftsmanship, which was unusual in industrial buildings of the time. It is an important part of the revival style architectural themes of 1920s Pasadena and those used by Marston, Van Pelt and Maybury. It is significant as the only remaining commercial design from that era in the Tudor Revival style and the only known industrial design in that style in Pasadena. It is significant for its association with three prominent Pasadena businessmen who made important contributions to the city and to southern California: Daniel M. Linnard, Arnold J. Bertonneau and Edward K. Hoak. Finally, The Home Laundry is significant as the provider of service to several Pasadena commercial institutions between 1923 and 1934<sup>3</sup> and to the upper income community at large.<sup>4</sup>

Because of its architectural style, pioneering plan, quality design by a prominent southern California architectural firm, position within the stylistic and historic themes of 1920s Pasadena and its association with prominent Pasadena businessmen, The Home Laundry appears to be eligible for the National Register of Historic Places under criteria "B" and "C".

The architects of The Home Laundry were noted for their work in Italian revival style architecture<sup>5</sup> and English, French and

1 Pasadena Star-News, 1-6-23.  
 2 Ibid.  
 3 Interview, Derek Bedell, present owner of The Home Laundry, 10-3-86.  
 4 Interview, Louise Bertonneau Thorn, 10-8-86.  
 5 Pasadena Star-News, 4-9-24.

## 9. Major Bibliographical References

See continuation sheet.

## 10. Geographical Data

Acreeage of nominated property approximately 0.57 acres

Quadrangle name Pasadena, California

Quadrangle scale 1:24,000

### UTM References

A 11 394800 3777320  
Zone Easting Northing

B           
Zone Easting Northing

C         

D         

E         

F         

G         

H         

### Verbal boundary description and justification

See continuation sheet.

### List all states and counties for properties overlapping state or county boundaries

state N/A code N/A county N/A code N/A

state N/A code N/A county N/A code N/A

## 11. Form Prepared By

name/title Diane Williams Hlava, Architectural Historian

organization N/A

date October 15, 1986

street & number 990 Cynthia Avenue

telephone (818) 351-9168

city or town Pasadena

state California 91107

## 12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:

national  state  local

As the designated State Historic Preservation Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the National Park Service.

State Historic Preservation Officer signature

*Kathryn Guattari*

title

date

5/13/87

For NPS use only

I hereby certify that this property is included in the National Register

Entered in the  
National Register

date

6-18-87

*for* *Shelomey Byers*  
Keeper of the National Register

Attest:

date

Chief of Registration

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

**National Register of Historic Places  
Inventory—Nomination Form**

For NPS use only  
received  
date entered

Continuation sheet

Item number 6

Page 1

---

\*\* The Home Laundry received a significance rating of (1) one from the Survey Review Committee, Urban Conservation, City of Pasadena, in January 1984. The committee felt the Home Laundry to be potentially eligible for the National Register on the local level.

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

**National Register of Historic Places  
Inventory—Nomination Form**

For NPS use only
received
date entered

Continuation sheet

Item number 7

Page 1

the first floor, but it is arranged in pairs in each dormer. The center pavillion contains four windows.

A brick belt course, located above the first floor windows, extends around the west elevation to the north and south sides of the office portion of the building.

The end gables of the west elevation rise in parapet fashion above the roofline. The parapets are capped with cast stone and are topped with small wooden finials. Cast stone quoins grace the corners of the office section of the building. The quoins terminate in gabled cast stone caps.

A cast stone water table grounds the entire west elevation, and concrete steps lead to the entry.

The south elevation is distinguished by a 1 1/2 story height, which is broken into eight window bays separated by brick buttresses. Each buttress projects above the roofline, is topped by a gabled cast stone cap and has a cast stone skirt located slightly above mid-point. Fenestration is regular and is arranged within each bay into sets of three vertical, double transom windows of 15 lites each set in metal frames. Brick lintels appear above each window bank, extending the horizontality of the long, rear, single-room portion of the building; they act as a counterpoint to the vertical elements of windows and buttresses.

Two double utility doors pierce the south facade. Both are wood.

The east, or rear, elevation is the plainest of the four facades. It is pierced by four sets of metal frame, 20-lite transom windows in groupings of three. The exterior of the half story located above the windows has been stuccoed. Five small planters edged with cast stone are found at the junction of the brick wall and the ground.

The north elevation is distinguished by the remnant of an original Home Laundry sign painted on the bricks of the two-story office portion of the building. The one and one-half story laundry section of the building is divided into seven bays by six false chimneys, which are capped by cast stone. The metal frame transom fenestration is irregular in shape, size and placement on this facade but is marked by brick lintels above all the windows. Three original double wood doors pierce the facade. The metal super-structure of an original canopy remains attached to this facade.

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

**National Register of Historic Places  
Inventory—Nomination Form**

For NPS use only  
received  
date entered

Continuation sheet

Item number 7

Page 2

AUXILLIARY BUILDINGS

A one-story garage/carport area is located along the north side of the property line. The rear third of it has been enclosed with plywood and aluminum to serve as secure garage space. This part of the laundry site was originally used to park the pick up and delivery trucks used by the laundry. Now it is occupied by an auto repair business.

The two-story brick boiler room at the northeast corner of the lot was altered in 1960 when a restroom, locker room and service room were added between it and the laundry building. This addition is small, mostly on the second floor, and is sheathed in corrugated fiberglass.

GROUNDS

The landscaped area of the nominated property is minimal because the buildings take up most of the site. However, a 10-foot-high concrete wall wraps around the property from the northwest corner of the lot to the northeast corner, sheltering from view the delivery truck entrance. Wooden gates pierce the wall on the north and west sides. A climbing ficus covers a portion of the wall. In addition, small but mature shrubbery is located under the first floor windows of the west elevation. Mature (although not original) street trees grace the parkway on the north side of the property, and a mature tree is located at the southeast corner of the building. A concrete courtyard is found between the laundry building and the garage and boiler room. At the east edge of the property, a three-foot-high concrete-over-boulder retaining wall is found.

INTERIOR

The interior of the single room laundry portion of the building contains its original concrete flooring, steel columns and exposed wood rafter ceiling. The office portion of the building contains two offices on the ground floor and two restrooms and five offices on the second. The original wainscoting in the stair landing of the second floor and along the half-wall of the second floor corridor that overlooks the laundry plant is intact. The office in the northwest corner of the second floor retains its original wood and plaster wall surfaces. Most of the original four-panel wood doors remain in the office area of the building.

United States Department of the Interior  
National Park Service

National Register of Historic Places  
Inventory—Nomination Form

For NPS use only  
received  
date entered

Continuation sheet

Item number 7

Page 3

ALTERATIONS

The Home Laundry has suffered a few alterations over the years. Virtually all of those that have occurred are of a temporary nature and can be removed without seriously harming the historic fabric of the building.

The laundry building has suffered a few broken windows which have been repaired with temporary materials or boarded up. Jalousie windows have been installed inside the original metal frames of some transom windows. These can be removed without damaging the integrity of the original window framing; new window glass will be required to make the old windows functional.

The garage area has been partially altered as previously noted, as has the boiler room.

An internally illuminated electric sign was added some years ago to the west facade. The projecting pavillion entry has been painted white.

Interior alterations have been confined to the office portion of the building as noted. In addition, an automatic sprinkler system was installed in 1956.

In summary, the Home Laundry is an excellent example of Tudor Revival architecture applied to a commercial/industrial building. High quality materials and fine craftsmanship and detailing distinguish it. The alterations that have occurred do not significantly impair the historic fabric of the building. They have minimal visual impact on the building and as a result, The Home Laundry retains a very high degree of design integrity.

Resource Count:

Two contributing buildings

One noncontributing structure



United States Department of the Interior  
National Park Service

National Register of Historic Places  
Inventory—Nomination Form

For NPS use only  
received  
date entered

Continuation sheet

Item number 8

Page 1

Spanish Colonial Revival styles.<sup>6</sup> The Home Laundry is a part of the context of revival styles widely used by all the major architects working in Pasadena in the 1920s for residences and commercial and civic buildings. The Home Laundry is unique in that it is the only revival style industrial building known to have been built in the city. Its style is reflective of the tastes of the upper income segment of Pasadena society in the era in which it was built.

Justification of Areas of Significance

Architecture

Marston, Van Pelt and Maybury were responsible for the commercial and cultural setting of the new Pasadena Civic Center in the 1920s.<sup>7</sup> Their work in the area near the civic center was carried out in several revival styles and includes the Y.M.C.A., the American Legion Building and the Turner-Stevens Mortuary. The firm was also responsible for numerous residences, churches and commercial buildings throughout Pasadena and southern California.

Of the buildings they designed around the Civic Center, the most closely related to The Home Laundry is the 1922 English Gothic style Turner-Stevens Mortuary. Other important English revival style buildings by the firm include a 1922 commercial/retail building on South Los Robles near Colorado Boulevard (demolished) and the 1923 Westridge School for Girls on Madeline Drive near South Orange Grove Boulevard. Stylistically both of these buildings are very closely related to the south (main) facade of the Home Laundry.

A visual harmony was created between these three Tudor Revival style commercial/institutional buildings and the Tudor Revival residences of Pasadena. In creating the Westridge School, the architects were specifically credited with designing it to conform with the style, massing and scale of nearby homes.<sup>8</sup> The fenestration and architectural details of the Westridge School are especially reminiscent of residential architecture.

6 Anonymous manuscript. Biographical sketch of Sylvanus B. Marston, Pasadena Heritage, p. 2.

7 Anonymous manuscript. Garrett Van Pelt, Pasadena, Heritage, p.1.

8 Pasadena Star-News, 6-1-23.

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

**National Register of Historic Places  
Inventory—Nomination Form**

For NPS use only
received
date entered

Continuation sheet

Item number 8

Page 2

In The Home Laundry design, the architects utilized the same architectural detailing and scale common to residential design, and although the fenestration is larger than that found in homes, it is based on residential design. The dormer windows and entry door of the main elevation are especially reminiscent of residential architecture.

Of these three Tudor Revival buildings, only The Home Laundry and Westridge School remain; the laundry is set apart by its industrial use and pioneering plan inside the residential-looking facade.

Industrial buildings in Pasadena from the period of incorporation of the city (1886) to the mid-1920s were plain, utilitarian structures, void of most decorative elements and without stylistic relationship to any domestic architectural style.<sup>9</sup> Some local industrial buildings constructed after 1925 reveal a similar use of a "front office" section at the street elevation and a large warehouse space to the rear of the offices. The Royal Laundry in Pasadena (built in 1927 in the Spanish Colonial Revival style and added onto in 1935 in the Streamline Moderne style)<sup>10</sup> replicates the concept of applying a residential/commercial architectural style to an industrial building, but it possesses much less detail and direct relationship with the scale, massing or design of residential architecture. The overall effect is a utilitarian building that uses some of the then-stylish design vocabulary.

The Home Laundry, therefore, represents a unique design in that it utilized a scheme in harmony with the residential context of the city. The industrial buildings of earlier and later eras more closely express their utilitarian function.

The partnership of Marston, Van Pelt and Maybury, which lasted from 1921-27, was an important architectural firm in southern California. It is closely associated, as discussed above, with the architectural history of Pasadena in the 1920s.

---

9 Review of "Pasadena's Historical and Architectural Survey" documents and field review of remaining industrial buildings.

10 Gebhard and Winter. Architecture in Los Angeles, p. 366.

**United States Department of the Interior**  
**National Park Service**  
**National Register of Historic Places**  
**Inventory—Nomination Form**

For NPS use only  
received  
date entered

Continuation sheet

Item number 8

Page 3

Sylvanus Marston (1883-1946) was descended from five or six generations of architects. His grandfather designed lighthouses along the Pacific Coast from Eureka to Big Sur and built the first Federal buildings at the San Francisco Presidio.

A native of Oakland, California, Sylvanus came to Pasadena with his family in 1883. He took his architectural training at Cornell University and began practicing in Pasadena in 1908. In 1914, he took Garrett Van Pelt as a junior partner, and in 1921 Edgar Maybury joined the firm.

During his career, while in practice alone and in partnerships, he was involved in more than 1000 architectural designs, the majority of which are located in Pasadena and the greater Los Angeles area. Marston served twice as president of the American Institute of Architects and was president of the State Association of California Architecture in 1932. Active in local civic affairs, he was a member of the Pasadena Planning Commission and was Chairman of the Zoning Committee. In 1924, his firm's work was honored by the Southern California Chapter of the American Institute of architects.

Examples of Marston's best known Pasadena work include many of the cottages at the Vista del Arroyo Hotel, the Grace Nicholson Building, the Pasadena Y.M.C.A., the American Legion Building and many fine residences.<sup>11</sup>

Garrett Van Pelt (1879-1972) has been described as the artist of the firm of Marston, Van Pelt and Maybury. He participated in commissions for several Pasadena buildings when his firm was creating the cultural and commercial setting for Pasadena's new Civic Center.<sup>12</sup> Among his best known Pasadena buildings are the Security Pacific Building, Turner-Stevens Mortuary and Peter's Building (now demolished).

His residential designs were numerous and include many in the Pasadena area. He was made a member of the American Institute of Architects in 1943 and a fellow in 1964. Proficient

<sup>11</sup> Anonymous manuscripts available at Pasadena Heritage, City of Pasadena, Urban Conservation and the Pasadena Public Library, n. d.

<sup>12</sup> Ibid.

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

**National Register of Historic Places  
Inventory—Nomination Form**

For NPS use only  
received  
date entered

Continuation sheet

Item number 8

Page 4

in the popular period revival styles of the 1920s and 1930s, Van Pelt has been described as an architect of talent and versatility. It is probable that The Home Laundry's fine detailing and unique plan are a result of Van Pelt's talent.

In 1928, he left the firm and began Van Pelt and Lind, which continued in practice until 1941. After travel abroad, he settled in Santa Barbara, California, and practiced alone from sometime in the 1940s until he retired in 1970.

Edgar Maybury (1889-1955?) was a native of Minnesota who took his architectural training at the University of California. He was a draftsman with Myron Hunt, joining the firm of Marston, Van Pelt and Maybury in 1921, where he was involved in the design of many Pasadena-area buildings.<sup>13</sup>

Maybury was honored for his work by the Southern California Chapter of the American Institute of Architects and was Vice President of that Chapter.

Together these men had a major impact on architecture in Pasadena during its most rapid period of growth. The Home Laundry building is a fine example of Tudor Revival domestic architecture applied to an industrial/commercial building. It has distinct features that make it a part of the broader architectural tradition of the 1920s, and gives support to the reputation of the firm.

Commerce

In a city well known for its fine homes,<sup>14</sup> and in an era when most middle- and upper-income women did not work outside the home, it is significant that a home-like appearance was selected for the south facade and the name "The Home Laundry" was chosen for this new business venture.

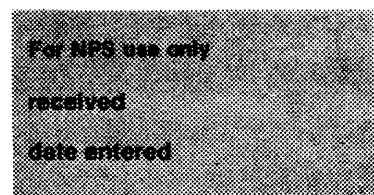
Although very much a business that handled commercial and retail accounts, and not an "in-home" laundry service, The Home Laundry's appearance and its name suggests that the services provided by the company would be carried out with the same care and attention that household chores usually receive only when

<sup>13</sup> Ibid.

<sup>14</sup> Gebhard and Winter. Architecture in Los Angeles, pp. 338-339.

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

**National Register of Historic Places  
Inventory—Nomination Form**



Continuation sheet

Item number 8

Page 5

done in the home by a loving maternal figure. In this way, the astute businessmen Linnard, Bertonneau and Hoak capitalized upon the sentiment and sensibilities of the cultured and would-be-cultured segments of 1920s Pasadena society.

Located in an industrial area approximately halfway between the two wealthiest residential neighborhoods in the city (Oak Knoll to the east and South Orange Grove to the west), The Home Laundry was strategically placed to be convenient to customers from both areas. Its central location also served to decrease the driving distances its delivery autos needed to cover when servicing those neighborhoods, and the major resort hotels in Pasadena, which were very likely an important source of income for the laundry.<sup>15</sup>

The Home Laundry was the concept of nationally respected hotelier Daniel M. Linnard,<sup>16</sup> whose business interests in the laundry were represented by prominent Pasadena business and civic leader Arnold J. Bertonneau and locally prominent publisher and advertising man Edward K. Hoak.<sup>17</sup> The laundry is significant also because of its association with these three men. Each made unique contributions to the business and civic life of Pasadena and the San Gabriel Valley.

These men, together with several Los Angeles businessmen experienced in the laundry business,<sup>18</sup> formed the Home Laundry Company in 1922. In 1934, Fred Bedell purchased the laundry. It has remained in the Bedell family until the present time, operating in the original plant until 1983. In that year, the business moved across the street to new quarters due to the obsolescence of the plumbing and other mechanical systems.

---

15 Interview with Derek Bedell, 10-3-86. Mr. Bedell reports that when his grandfather, Fred Bedell, purchased the laundry in 1934, a major source of income was commercial accounts. Because Daniel Linnard was a financial partner in the laundry, it is likely that a large portion of commercial accounts were with the hotels in Pasadena. (Linnard owned or managed the Huntington, Maryland, Green and Vista del Arroyo hotels in the 1920s and 1930s.)

16 New York Times, 9-3-49. Obituary.

17 Pasadena Star-News, 1-6-23.

18 Ibid.

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

**National Register of Historic Places  
Inventory—Nomination Form**

For NPS use only  
received  
date entered

Continuation sheet

Item number 8

Page 6

Daniel Linnard (1867-1949) was a native of New Jersey. He came to Pasadena in 1901 and became active in local hotel business circles. In 1903, at the close of the Maryland Hotel's first season, Linnard gained controlling interest in that hotel. In the years to follow, he secured ownership of most of Pasadena's major resort hotels. He raised the Maryland to prominence among the area's hotels, achieving a national reputation.

An innovative and sensitive manager, Linnard opened the Maryland for year-round visitors, something no other Pasadena hotel was then doing. This allowed the hotel to become a focal point for civic and social affairs.<sup>19</sup>

Linnard was owner and manager of most of the large California resort hotels at one time or another. After 1917, his company was known as the California Hotel Company and had capital of \$2,000,000.<sup>20</sup> Among the many hotels he managed during his long career are the Hotel Green, the Maryland Hotel, the Huntington Hotel and the Vista del Arroyo Hotel, all in Pasadena, the Samarkand Hotel and the El Encanto in Santa Barbara, the Virginia Hotel in Long Beach, The Leighton in Los Angeles, the Casa Loma in Redlands, The Arrowhead Springs Hotel near Redlands and the Fairmont in San Francisco.<sup>21</sup> "He was an early day president of the Tournament of Roses and established the tradition that the parade must go on," despite torrential rains in some years that turned the streets into quagmires.<sup>22</sup>

Linnard's contributions to Pasadena were great. His promotion and support of the Tournament of Roses insured that event's survival, which in turn has brought the city national attention. His success in the hotel business helped make Pasadena a major California winter resort of the 1920s and reinforced the city's national reputation for culture, climate and recreation. Linnard's association with The Home Laundry suggests his wide ranging interest in Pasadena's business and service industries.

Arnold J. Bertonneau (1869-1924) came to Pasadena from his native New Orleans about 1901. In New Orleans, the Bertonneau

---

19 Pasadena: Resort Hotels and Paradise, pp. 66-71.

20 "Myron Hunt" Notebook of clippings at Pasadena Public Library. n.p.

21 Ibid.

22 Pasadena Star-News, 9-2-49. Obituary.

United States Department of the Interior  
National Park Service

National Register of Historic Places  
Inventory—Nomination Form

For NPS use only
received
date entered

Continuation sheet

Item number 8

Page 7

family had been in the men's retail clothing business.<sup>23</sup> Upon arriving in Pasadena, A. J. Beronneau and his father A. Bertonneau began a grocery business at 24 E. Colorado Boulevard.<sup>24</sup> In 1905, the Bertonneaus gave up the grocery business and became involved in real estate in Pasadena.<sup>25</sup>

In the 24 years that Arnold J. Bertonneau lived and worked in Pasadena, he was involved in many of the city's business and civic affairs. He served as an officer and director of the companies in which Daniel Linnard had a financial interest and was a close advisor to Linnard.<sup>26</sup> He was one of the organizers of the Pasadena-based American Bank and Trust Company,<sup>27</sup> and he became a part owner, in 1920-21, of the Vista del Arroyo Hotel.

In addition to his business ventures, Bertonneau was active in civic matters. About 1904, he became Secretary of the Board of Trade, served as President in 1906 and again as Secretary from 1908-12.<sup>28</sup> He served as a member of the El Camino Real Society, which was part of a state-wide network of community groups involved in the preservation and restoration of the El Camino Real. He also met with Los Angeles County Highway Commission members on the El Camino Real matter and was one of two Board of Trade officers responsible for the success of the bond campaign held to obtain financing for the construction of the Colorado Street Bridge in Pasadena. As a promoter of "good roads," Bertonneau recognized the positive impact that good highways could have upon tourism and the development of Pasadena and southern California. His involvement in these issues places him at the forefront of support for a state highway system, which has become one of the nation's finest.<sup>29</sup>

Bertonneau also served as an officer and general manager of the Tournament of Roses Association. The Pasadena Rose Parade, as the event sponsored by the Tournament of Roses Association came

---

23 Interview, Olga Bertonneau Whipple, 10-8-86.

24 Pasadena City Directory, 1903/04, p. 60.

25 Pasadena Star, 10-12-12, Part 1, p. 16. Obituary, Arnold Bertonneau, Sr.

26 Pasadena Star-News, 12-23-24, Part 1, pp. 1, 6. Obituary, Arnold J. Bertonneau.

27 Pasadena, Historical and Personal p. 389.

28 Ibid., p. 388.

29 Ibid., p. 281.

United States Department of the Interior  
National Park Service

National Register of Historic Places  
Inventory—Nomination Form

For NPS use only  
received  
date entered

Continuation sheet

Item number 8

Page 8

to be known, began January 1, 1890, under the direction of the local Valley Hunt Club. In 1895, the Tournament of Roses Association was formed to manage and promote this annual event. The Rose parade has since become a Pasadena institution and is seen across the United States and in many foreign countries every New Year's Day. It has served to promote Pasadena.

From at least 1914 to 1920, Bertonneau served as manager in charge of technical details for the parade. In 1918, the role of Secretary to the Tournament of Roses Association was added to his responsibilities.<sup>30</sup> During his tenure with the Tournament of Roses Association, he initiated the concept of New Year's Day football. The football game was conceived as an idea that would have more general appeal than the chariot races which had previously been held after the Rose parade. Bertonneau's idea was that a football game would be played after the parade every year between a college team from the east and a college team from the west.<sup>31</sup> This event has become another Pasadena institution and is known nationally today as the Rose Bowl Game.

In summary, Arnold J. Bertonneau contributed enormous energy and commitment to the city of Pasadena's business and civic life. His involvement in the development of The Home Laundry was one of his last business ventures. The architecture of and the service provided by The Home Laundry have endured to the present and are a legacy of Bertonneau's business and civic awareness.

Edward K. Hoak, a native of Pennsylvania, came to Los Angeles in December 1910. He held several positions with major regional and national publications including Sunset Magazine and Doubleday Books. Hoak is described as an aggressive businessman and organizer and a firm believer in advertising.<sup>32</sup> He eventually purchased the Financial News Publishing Service, publishing Financial-Insurance News and several financial directories and year books in Los Angeles.<sup>33</sup>

In 1917, he became president, treasurer and general manager of John S. McGroarty's famed Mission Play. In 1921, he became

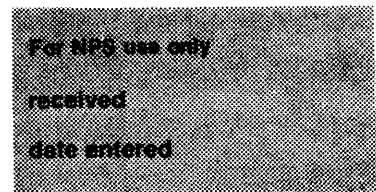
---

30 Tournament Roses Programs 1914-20. Available at Pasadena Public Library, unpaginated.  
31 Pasadena Star-News, 12-23-24.  
32 McGroarty, J. S. From the Mountains to the Sea, p. 399.  
33 Ibid.



United States Department of the Interior  
National Park Service

National Register of Historic Places  
Inventory—Nomination Form



Continuation sheet

Item number 8

Page 9

principal owner, with McGroarty, of the play itself. Hoak served as an officer of the corporation that financed and supervised the building of the Mission Playhouse (near Pasadena) in San Gabriel, California. The Mission Play was performed for many years and was an immensely popular idealized version of California life during the Spanish and Mexican colonial periods.

Hoak was also involved in philanthropic organizations and during World War I served as Pacific Coast manager of Red Cross magazine. He was a member of the Jonathan Club and the Los Angeles Athletic Club,<sup>34</sup> and made his home in South Pasadena from 1913 to 1941.<sup>35</sup>

His advertising expertise must have been of significant importance in the organization and management of The Home Laundry in the 1920s. Large advertisements appeared in the Pasadena Star-News depicting the laundry building and extolling the virtues of the service offered by the company.<sup>36</sup> It is likely that these were a product of his advertising experience.

All three men were community and service oriented. The business of the laundry fits into the context of their business ventures in that it was a for-profit concern that provided a service to the community.

Summary

Designed by the locally and regionally prominent architectural firm of Marston, Van Pelt and Maybury, The Home Laundry is significant as a unique example of Tudor Revival style domestic architecture applied to an industrial building, for its place within the architectural context and social organization of 1920s Pasadena, for its pioneering plan and for its association with three prominent business and civic leaders active in Pasadena and southern California during the first 30 years of this century. For these reasons, The Home Laundry is worthy of listing in the National Register of Historic Places.

---

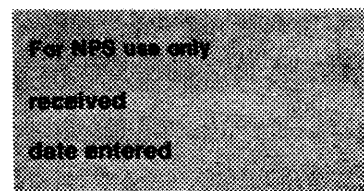
34 Ibid.

35 South Pasadena City Directories, 1913-41.

36 Pasadena Star-News, 6-1-23.

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

**National Register of Historic Places  
Inventory—Nomination Form**



Continuation sheet

Item number 9

Page 1

Books

Chapin, Lon F. Thirty Years in Pasadena, volume II. The Southwest Publishing Co., 1929. pp. 281-282.

Carpenter, Thomas D. Pasadena: Resort Hotels and Paradise. Pasadena: Castle Press, 1984. pp. 105, 108.

Gebhard, David, and Robert Winter. Architecture in Los Angeles: A Complete Guide. Salt Lake City, Gibbs M. Smith, 1985, pp.338-339.

No author. Howard and Thurston's Pasadena City Directory, 1903-04. Pasadena, California: Leonard & Thurston, 1903. pp. 41, 60.

No author. Los Angeles City Directory, 1924. Los Angeles: Los Angeles Directory Company, pp. 1204, 1189, 601, 1653, 2145.

McGroarty, J. S. Los Angeles: From the Mountains to the Sea, Vol. II. Chicago and New York: The American Historical Society, 1921. p. 339.

Sillo, Terry, and John Manion. Around Pasadena. Pasadena, California: Gallery Productions, 1976, p. 48.

No author. South Pasadena City Directory, 1913-41. Available at the South Pasadena Public Library.

No author. Thurston's Directory of Pasadena, 1919-20. Los Angeles: Los Angeles Directory Co., 1919, pp. 13-14.

No author. Who's Who in California 1928-29. San Francisco: Who's Who Publishing Co., 1929, p. 195.

Withey, Henry F. and Elsie R. Biographical Dictionary of American Architects, (Deceased). Los Angeles: Hennessey & Ingalls, 1970, pp. 393-94.

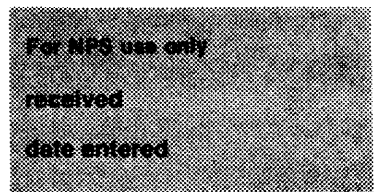
Wood, J. W. Pasadena, California: Historical and Personal, A Complete History of the Organization of the Indiana Colony, 1917, pp. 252, 388, 389, 442.

Government Records

Building Permit Records, City of Pasadena.

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

**National Register of Historic Places  
Inventory—Nomination Form**



Continuation sheet

Item number 9

Page 2

City of Pasadena Field Assessor's Books. 1902-03, Book #3, p. 35. 1898, Book #4, p. 45. 1905-06, Book #3, p. 29. 1907-08, Book 2, p. 182. 1908-09, Book #2, p. 182. Available from Urban Conservation, City of Pasadena.

City of Pasadena Sewer Maps, Public Works Department.

Los Angeles County Assessor's Documents, 1986.

Los Angeles County Recorder's Archives (deed), 1986.

Redi-Real Estate Data, Inc., 1985.

Sanborn Maps, Pasadena, California, 1903-07 p. 42, and 1910-28 volume 2, p. 160.

Survey Area 15 records, Urban Conservation, City of Pasadena.

Interviews

Interview, October 3, 1986, with Derek Bedell, proprietor of the Home-Van Vechten Laundry and Cleaners.

Interview, October 8, 1986, with Louise Bertonneau Thorn, niece of Arnold J. Bertonneau.

Interview, October 8, 1986, with Olga Bertonneau Whipple, niece of Arnold J. Bertonneau.

Miscellaneous

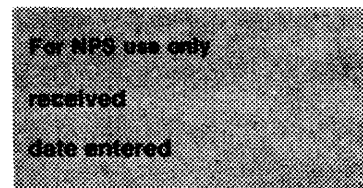
Anonymous manuscript. Biographical sketch of Garrett B. Van Pelt, n.d., available at Urban Conservation, City of Pasadena, Van Pelt file.

Anonymous manuscript. Biographical sketch of Sylvanus B. Marston, n.d., available at Pasadena Heritage, 80 W. Dayton Street, Pasadena, California 91105.

Anonymous manuscript. Biographical sketch of Sylvanus B. Marston, n.d., available at Urban Conservation, City of Pasadena, Marston file.

"Biography-Architects Notebook," Edgar Maybury and Sylvanus B. Marston, available at Pasadena Public Library.

**United States Department of the Interior**  
**National Park Service**  
**National Register of Historic Places**  
**Inventory—Nomination Form**



Continuation sheet

Item number 9

Page 3

"Myron Hunt" Notebook of clippings at Pasadena Public Library.  
n.d., unpaginated.

Records of the architectural practice of Sylvanus B. Marston.  
Compiled by Keith P. Marston, the architect's son, 1982.  
Available at Urban Conservation, City of Pasadena, S. B. Marston  
file.

Periodicals

Architect and Engineer, July 1927, "With the Architects," p. 111.

Architect and Engineer, June 1923, p. 111.

New York Times, September 3, 1949 p. 13, Col. 3. Obituary,  
Daniel M. Linnard.

Pasadena Daily News, October 7, 1912. Arnold Bertonneau  
obituary.

Pasadena Star, October 12, 1912. Arnold Bertonneau obituary.

Pasadena Star, October 12, 1912. Arnold Bertonneau, Sr.,  
obituary, Part 1, p. 16.

Pasadena Star-News, June 1, 1923. Advertisement, Home Laundry.

Pasadena Star-News. "Beautiful New Plant in Old English  
Architecture for Home Laundry Company...." January 6, 1923.

Pasadena Star-News. June 17, 1922. "South Los Robles Business  
Structure...."

Pasadena Star-News. June 1, 1923, "Cornerstone of New Westridge  
School to be Laid...."

Pasadena Star-News, December 23, 1924, Part 1, p. 1, Arnold J.  
Bertonneau obituary.

Pasadena Star-News, "Honors Fall Profusely on City: Local  
Architects Share in Awards Made for Fine Structures."

Southwest Builder and Contractor, September 1, 1922, p. 40.

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

**National Register of Historic Places  
Inventory—Nomination Form**

For NPS use only  
received  
date entered

Continuation sheet

Item number 9

Page 4

Star-News, September 2, 1949, p. 8. Editorial, "D. M. Linnard Mourned as Man of Vision."

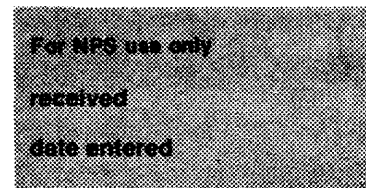
Star-News, September 2, 1949. Obituary, Daniel M. Linnard.

The Pasadena Star, May 7, 1915. "Pen Pictures of Pasadenans, Arnold J. Bertonneau...."

No author. Tournament of Roses, official programs, 1914-20. Available at Pasadena Public Library.

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

**National Register of Historic Places  
Inventory—Nomination Form**



Continuation sheet

Item number 10

Page 1

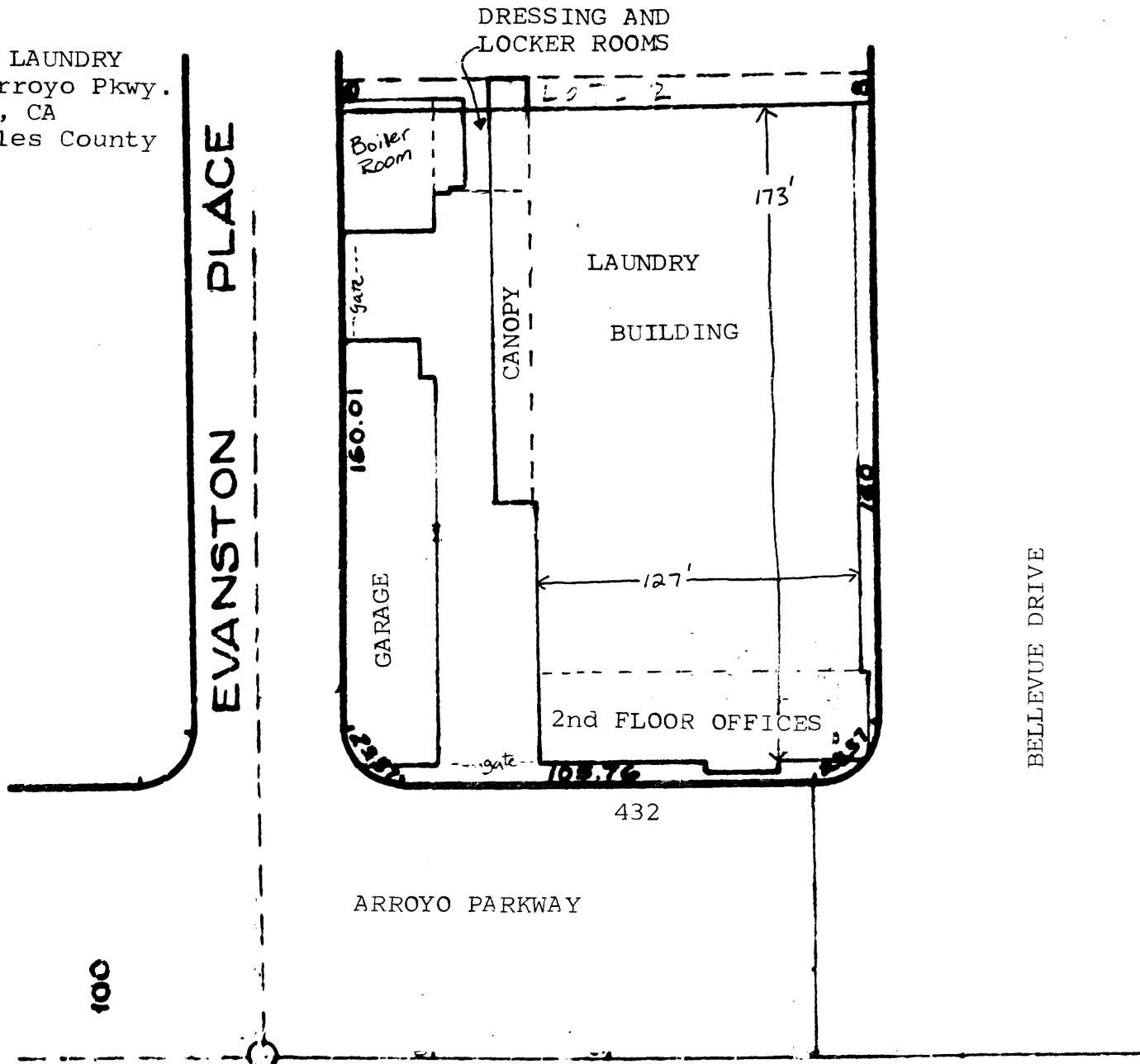
Verbal Boundary Description and Justification

All of that part of Lots 2 and 22 of Webster and Stratton's Subdivision, in the City of Pasadena, County of Los Angeles, State of California, as per map recorded in Book 11, page 83, of miscellaneous records, in the office of the County recorder of said county that is bounded as follows:

Commencing for a point of beginning; at the southwest corner of said Lot 22; running thence east 183.50 feet along the south line of said lots; thence north 135.75 feet more or less to the south line of Evanston Place; thence west 183.50 feet to the west line of said Lot 22; thence south 135.75 feet to the point of beginning. This property is also known as Los Angeles County Assessor's Parcel Number 5722-015-004.

The boundary includes the entire city lot that has historically been associated with the property.

THE HOME LAUNDRY  
432 S. Arroyo Pkwy.  
Pasadena, CA  
Los Angeles County



1" = Approximately 40'

MAY 18 1981