

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.

1. Name of Property

Historic name: Fame Laundry

Other names/site number: _____

Name of related multiple property listing:

N/A

(Enter "N/A" if property is not part of a multiple property listing)

2. Location

Street & number: 1352 North Illinois Street

City or town: Indianapolis State: Indiana County: Marion

Not For Publication: Vicinity:

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended,

I hereby certify that this ___ nomination ___ request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60.

In my opinion, the property 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 X C ___ D

<p>Signature of certifying official/Title:</p> <p><u>Indiana DNR-Division of Historic Preservation and Archaeology</u></p> <p>State or Federal agency/bureau or Tribal Government</p>	<p>Date</p>
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<p>In my opinion, the property ___ meets ___ does not meet the National Register criteria.</p>	
<p>Signature of commenting official:</p>	<p>Date</p>
<p>Title :</p>	<p>State or Federal agency/bureau or Tribal Government</p>

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4. National Park Service Certification

I hereby certify that this property is:

- 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

Date of Action

5. Classification

Ownership of Property

(Check as many boxes as apply.)

- Private:
- Public – Local
- Public – State
- Public – Federal

Category of Property

(Check only **one** box.)

- Building(s)
- District
- Site
- Structure
- Object

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Number of Resources within Property

(Do not include previously listed resources in the count)

Contributing	Noncontributing	
<u>1</u>	<u>0</u>	buildings
<u>0</u>	<u>0</u>	sites
<u>0</u>	<u>0</u>	structures
<u>0</u>	<u>0</u>	objects
<u>1</u>	<u>0</u>	Total

Number of contributing resources previously listed in the National Register 0

6. Function or Use

Historic Functions

(Enter categories from instructions.)

INDUSTRY/PROCESSING/EXTRACTION/manufacturing facility

Current Functions

(Enter categories from instructions.)

DOMESTIC/multiple dwelling

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7. Description

Architectural Classification

(Enter categories from instructions.)

LATE 19TH AND 20TH CENTURY REVIVALS/Classical Revival

Materials: (enter categories from instructions.)

foundation: CONCRETE

walls: BRICK

TERRA COTTA

roof: SYNTHETICS/Rubber

other: _____

Narrative Description

(Describe the historic and current physical appearance and condition of the property. Describe contributing and noncontributing resources if applicable. Begin with a **summary paragraph** that briefly describes the general characteristics of the property, such as its location, type, style, method of construction, setting, size, and significant features. Indicate whether the property has historic integrity.)

Summary Paragraph

Built with a frame of reinforced concrete in 1929 as the new home of Fame Laundry, the main façade of the building at 1352 North Illinois Street is of buff-colored terra-cotta. The two-story, eight-bay façade presents a Neoclassical design with polychromatic details. The remainder of the building is of light brown, dark orange, and yellow brick. Although the other elevations are utilitarian in design, the pilasters and cornice of the primary façade are suggested by the brick and stone treatment of the building's north elevation on 14th Street. The west and south façades of the building have been changed over the years, including the infill construction of two bays on the west elevation where a loading dock once existed and the covering of windows with masonry infill on the south elevation. Despite these changes, all elevations retain their original character, as do most of the building's interior spaces. The building's vaulted concrete construction, glazed brick partitions, and industrial interior spaces make Fame Laundry a good example of the design

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and construction of industrial buildings in the late 1920s, in addition to providing an outstanding representation of the application of the Neoclassical style in polychromatic terra cotta to a commercial building's primary façade.

Narrative Description

Exterior:

The eight-bays of the east Illinois Street façade are defined by fluted pilasters rising to a simple entablature and cornice above the second-story windows. The pilasters rest on rectangular bases and end in stylized capitals consisting of a square with a green rosette surrounded by a charcoal-colored circle. The capitals have an inconspicuous green leaf-and-dart cornice, a motif repeated elsewhere on the façade. The entablature is plain, the only decoration being a green wreath framed by a charcoal-colored border above each pillar. Above the entablature, the frieze presents a band of anthemion, a horizontal ornament composed of palmetto leaves and honeysuckle flowers in green against a buff background. The leaf-and-dart cornice is repeated once more, capping the façade.

At ground level, the central six bays of the Illinois Street façade have spandrel panels of buff-colored terra cotta resting on a base of charcoal-colored terra cotta. The leaf-and-dart design used in the cornice is repeated on the terra cotta lintels. The spandrel panels above, also of terra cotta, have a simple relief of a circle superimposed on a rectangle, a common Neoclassical motif, with the leaf-and-dart trim from the capitals and cornice outlining the recessed sections of the panels. The historic windows had been removed prior to the rehabilitation project, and many window openings had been infilled with wood panels. New industrial metal sash windows that resemble the historic windows were installed in 2016. The bays at either end of the Illinois Street façade each originally housed an entrance in the first floor. Non-historic metal commercial entry doors were replaced with contemporary storefront glass doors. Terra cotta pediments top each entrance. The second floor of each bay features a square window opening with a terra cotta sill and lintel. Just underneath the lintel is a wave motif, and the leaf-and-dart trim is repeated under the wave motif and to the sides of the window openings. Replacement windows have been installed in the openings. (Photos 1-3 and 10-12)

The north elevation presents eleven bays that stretch the length of the block. The treatment of the main façade wraps around the building's corner at 14th Street on the two easternmost bays, repeating the terra cotta treatment of the main façade. The rest of the north elevation is faced with glazed brick in multiple shades of light brown. The bays in this section of the building are twice as wide as those of the primary façade and are defined by brick pilasters which rise to the same height as their terra cotta counterparts. Three bays near the center (bays 7, 8, and 9 from the east) rise to three stories, and the pilasters rise to the height of the third story windows in that portion of the building. Each pilaster ends in a stepped concrete cap. A string course of cast stone connects these caps and serves as lintels for the top floor windows. Other window openings in the three-story bays have a soldier course of brick forming the lintels above. All window openings in this elevation have concrete sills. (Photos 4 & 5)

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The west façade of the building, facing what is now an alley, consists of two sections. A three bay two-story section nearest to 14th Street (north) projects out to the alley and was original to the building; the bays become increasingly narrow as you move south. This two-story section of the building includes brick pilasters, but without the concrete string course connecting the caps as on the 14th Street façade. This façade's original appearance had been altered by a vehicular entry filled with concrete masonry units, a loading dock door cut into the second floor, and window openings filled with yellow brick. During the 2016 tax credit rehabilitation project, windows were re-installed in the window openings and vehicular access to the internal parking garage on the first floor was added to the central bay. The second section of the west elevation was originally set back the depth of two bays, with evidence that the original rectangular footprint of the building was altered to accommodate a later addition of loading docks. A small two-story addition was constructed in this location during the rehabilitation project that now brings that section out to the alley as well. Similar colored brick and windows are used in the addition so it is compatible with the historic bays, however the introduction of composite wall panels differentiate it. (Photo 6)

From the south, the small addition over the former truck dock area is visible. The next four bays of the original structure repeat the design elements used on the north and west elevations, with pilasters delineating the window bays. Again, all windows have been replaced with historically appropriate new industrial metal sash windows. The remaining portion of this elevation, equal to five bays, is of common brick and shows evidence of a neighboring building, which was two stories tall nearest Illinois Street and one story in height towards the center of the lot. The neighboring building was not initially associated with Fame but was acquired in the late-1940s and used as a garage. It was demolished in two phases – the back half in 1957 and the front half in 2005 at the same time that the larger Fame building was vacated completely. The lot to the south that extends to the alley was acquired in 1956 and a newer garage facility was constructed in 1957. (Photos 7-9)

During the rehabilitation project, a new four-story addition was constructed immediately to the south of the original Fame Laundry building along Illinois Street. A two-story “hyphen” connector attaches to the historic Fame building which covers a portion of the original structure. The connector is one bay wide and two bays deep and is recessed from the facades of the original building and addition.

The addition is compatible in design, scale, and materials to the historic building, while clearly differentiating itself as a contemporary structure. The addition is six bays wide along Illinois Street and five bays deep along the alley (Cora St.). The Illinois Street façade is composed of oversized concrete masonry bricks creating pilasters from floors one through three. The pilasters are adorned with simple capitals at the third floor and then topped with a cornice-like feature. Each bay along the Illinois Street façade has paired metal window units with an operable awing in the lower one-fourth of the opening. The southern-most bay on the first floor has a “faux” door with a slightly projecting canopy. The fourth story is composed of concrete composite panels with some vertical accents along the pilaster lines extending from the lower stories. The flat roof line is accentuated with a black metal cornice.

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These features wrap around to the first bay of the south façade with the exception that all the bays on the south have three window units per bay instead of two. The remaining four bays repeat the pilaster pattern but in red brick from floors one through three capped with tapered concrete unit capitals. The windows along this façade maintain the lower operable awning feature and have internal grids. The fourth story exterior cladding on this façade is simpler with horizontal concrete composite siding and panels with a simple black metal coping along the flat roof line. The brick pilaster treatment of the south façade wraps around to the west façade for two bays then the remainder of the façade is clad in concrete composite materials and houses the secondary fire stairwell. The north façade of the addition is three bays and repeats the features of the south façade. (Photos 1-3, 8, 33 and 34)

Interior:

The first floor of the building is divided into two sections by a partition of glazed brick. This partition has been retained and continues to divide the first floor today between parking and housing uses. New partitions have been constructed in the eastern half of the first floor to create six apartment units, however, the original glazed brick walls, concrete columns and vaulted ceilings remain visible in all. The construction method, which involved building wooden forms, is still evident by the impression of the wood grain and joints between the boards left in the vaulted ceilings and octagonal columns. New metal windows have been installed that match the original configurations of the historic windows as depicted in historic photographs. The garage space at the west end of the first floor remains mostly undisturbed and the original stair and elevator towers intact. New overhead garage doors have been installed with access to the alley. (Photos 13-22)

Most of the second floor was originally open, with the exception of a cluster of rooms in the southeast corner. The most striking interior feature is found on this floor: an area two bays wide and three bays deep near the center of the building lit by a six-foot high clerestory with a gabled roof supported by exposed steel trusses. This feature was retained through the 2016 tax credit rehabilitation process and is still visible from the common corridors and within twenty-one apartment units on this floor. All glazed brick walls have been retained and left exposed on this floor as well as ceilings and trusses. (Photos 23-27)

The third floor penthouse takes up only three bays and was historically divided into two sections: one a full story high, the other divided horizontally by a cast concrete mezzanine with pipe railings. The mezzanine was removed in order to accommodate six apartment units on this floor. As on the other floors, glazed brick walls, concrete columns and ceilings remain exposed. The stairwell continues up to the fourth floor penthouse, which originally housed two large water tanks and various mechanical equipment. The tanks were removed prior to the rehabilitation project and seven apartment units occupy the space. (Photos 28-32)

The interior of the new construction building/addition is typical of new construction apartment units. Walls and ceilings are covered in drywall board painted white; doors and trim are composite material painted white; floors are a vinyl products that looks like wood planks; cabinets are a laminate finish and counters are a composite solid surface. Corridors within the

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new portion of the building maintain these finishes as does the entrance vestibule on the first floor. (Photos 35-39)

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.)

- 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

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Areas of Significance

(Enter categories from instructions.)

ARCHITECTURE

INDUSTRY

Period of Significance

1929-1961

Significant Dates

1929

Significant Person (last name, first name)

(Complete only if Criterion B is marked above.)

Cultural Affiliation

N/A

Architect/Builder (last name, first name)

Mogle, George D.

Foster Engineering Company

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Period of Significance (justification)

The building was constructed in 1929 and continued to operate as Fame Laundry from this facility until 1961, when the laundry business and equipment was sold to Crown Laundry and Dry Cleaning Company, Inc. Crown Laundry removed many pieces of equipment and consolidated Crown and Fame's cleaning operations at their main plant at 2901 E. Washington Street. Later in 1961, the building was deeded to Indiana University for the sum of \$1.

Criteria Considerations (explanation, if necessary)

Statement of Significance Summary Paragraph (Provide a summary paragraph that includes level of significance, applicable criteria, justification for the period of significance, and any applicable criteria considerations.)

Fame Laundry is significant under Criterion A due to its illustration of important themes in the national economy and trends in the laundry industry. The history of the company embodies the evolution of the power laundry industry in the United States, from rapid expansion in the early 1900s, through the economic challenges of the Great Depression, to the ultimate decline of the industry. Fame Laundry is also significant under Criterion C, as it embodies the exercise of the Neoclassical style executed in terra cotta, a popular building material in the 1920s, and its materials and construction techniques mark it as an excellent example of industrial construction materials and techniques of the period. The extension of primary design elements—pilasters, capitals and cornice—to the secondary façades underscores the quality of the building's original design, as does the care with which architect George D. Mogle treated façades that normally were granted little or no aesthetic appeal.

Narrative Statement of Significance (Provide at least **one** paragraph for each area of significance.)

Company/Industry Significance

The first Fame Laundry facility of what was ultimately to be a chain of 10 locations was established by Grafton Johnson, Jr. in Toledo, Ohio, in 1913.¹ The Indianapolis location of Fame Laundry Company was first listed in the Indianapolis City Directory in 1917, with offices located at 27-33 North Capitol Avenue.² Other Fame Laundry locations included Detroit and Saginaw, MI; Harrisburg and Beaver Falls, PA; Canton, Massillon, and Cincinnati, OH; and Covington, KY. The company's founder, Grafton Johnson, Jr., was a prominent businessman from Greenwood, Indiana, and one of the founders of the Greenwood Banking Company.³

¹ *Domestic Engineering & The Journal of Mechanical Contracting*: Chicago: Volume 89, October 18, 1919 pg. 148.

² Polk, R.L. *Indianapolis City Directory*. Indianapolis: R.L. Polk Co. Various Years.

³ Dunn, Jacob Piatt. *Indiana and Indianans*. Chicago: American Historical Society, 1919.

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Johnson's business interests were varied. In 1891, he founded the Greenwood Suburban Railway Company and paved the way for the establishment of Indianapolis's electric interurban rail network. After selling his interest in the rail company, he began to build up what was considered to be one of the most extensive vegetable canning companies in the country, the Fame Canning Company, making him perhaps the largest individual vegetable canner in the nation. He sold his canning interests in 1918 and turned to real estate, organizing an installment selling company which developed more than one hundred additions in eight states. In addition to these business interests, he also invested in veneer plants and sawmills, at one time having control of fifteen of the one hundred veneer saws in the country, before selling these interests as well.⁴⁵

Investing in the "power laundry" industry would likely have been an attractive business proposition for Johnson. By the late 1800s, laundry machinery had been developed that began to shift the work of washing fabrics from the home to the factory, aided by the development of manufactured cloth and washable fabrics.⁶ The power laundry industry began to grow rapidly in the early 1900s, typically receiving the bulk of their business from commercial establishments such as hotels. In order to attract more business from families, power laundries introduced new services such as "wet wash," where a family could drop off a bundle of clothes to be laundered but not dried or ironed.⁷ Although some other Indianapolis power laundries chose not to offer this service, Fame Laundry told the *National Laundry Journal* in 1921, that there was a distinct field for wet wash and it helped generate additional demand for their other services.⁸

Ads for Fame Laundry throughout the 1920s are focused on gaining more business from households and families.⁹ One Fame ad from 1922, entitled "Don't Be a Laundress!" asserts that "Your husband never meant to marry a washerwoman...As a duty to your family, if for no other reason, you should let the laundry lift this load from your shoulders."¹⁰

Fame Laundry's Indianapolis business was prospering throughout the 1920s under the helm of Johnson's nephew, James B. Nelson. In 1928, ground was broken for the new home of Fame Laundry, some fourteen blocks north and one block west of the original location.¹¹ The new building was described in *The Indianapolis Star* as "a modern, fireproof laundry building which will give Fame Laundry Company one of the most up-to-date homes of any similar plant in the city."¹² Construction of a new facility was presumably necessitated both by the company's growth and by the advancement of technology in the laundry industry, including the space

⁴ Dunn, Jacob Piatt. *Indiana and Indianans*. Chicago: American Historical Society, 1919.

⁵ "Grafton Johnson Dies in Greenwood; Noted as Financier, Philanthropist", *The Indianapolis Star*, August 17, 1934.

⁶ *National Laundry & Drycleaner*: Chicago: Volume 86, December 1, 1921.

⁷ *National Laundry Journal*: Chicago: December 15, 1921.

⁸ "Washless Wash Days", *New York Times*, November 27, 1921.

⁹ *National Laundry Journal*: Chicago: December 15, 1921.

¹⁰ "Don't Be a Laundress!", *The Indianapolis Star*, May 7, 1922.

¹¹ "Laundry Plant is O.K.'d by City", *The Indianapolis Star*, June 23, 1928.

¹² "Permits Sought for 2 Apartments, Laundry", *The Indianapolis Star*, June 22, 1928.

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necessary to accommodate large machinery, adequate ventilation for workers, and considerable amounts of natural light.

That the company was prospering is also obvious by the size of the new facility and its apparent expense. Rather than selecting the more common brick façade typical of many commercial buildings in the area, the owners went to the expense of underwriting architect George D. Mogle's vision of a Neoclassical façade in polychromatic terra cotta, reflecting the current trends in architectural style and building materials.

The early twentieth century saw an increased interest in architectural styles rooted in the past. This resulted in the use of historical styles, such as the Neoclassical, on both commercial and residential buildings. At the same time, terra cotta, a lightweight masonry product, became increasingly popular for facing buildings with masonry or steel frames. A number of commercial buildings of the period in this area of Indianapolis use terra cotta for applied ornament on a brick façade. Few extant buildings of the period in this area of the city have full terra cotta façades.

The success of the company is further evidenced by its sale to Baxter Laundries, Inc., in April 1929, not long after the completion of the new Fame Laundry building at 14th and Illinois. Baxter's purchase of the ten Fame Laundry locations made it the largest laundry chain in the country outside of New York, with 30 properties in 18 cities handling approximately \$7 million in annual business.¹³ After the purchase, Fame continued to operate as a subsidiary known as Fame Laundries, Inc. (the new legal name although it maintained just "Fame Laundry" as its local and common name), and continued to be managed by James B. Nelson.¹⁴

Grafton Johnson was fortunate to have sold Fame Laundry when he did, just six months before the stock market crash of October 1929, and the start of the Great Depression. Fame Laundry and the laundry industry generally suffered economic challenges as the Depression wore on. A 1932 ad for Fame Laundry is headlined "Fame Smashes Prices" and advertises the lowest minimum in Indianapolis.¹⁵ In 1933, Fame and other Indianapolis laundries adopted the National Recovery Act, resulting in a shorter work week, higher minimum wages, and immediate employment for "hundreds more Indianapolis men and women." The ad explains that "nearly all laundries have been operating at a loss or 'just breaking even' (rates were reduced during the depression), it is necessary to restore laundry service rates to approximately the 1931 level."¹⁶

Following Grafton Johnson's death in 1934, a group of his heirs arranged to re-purchase the Fame Laundry chain from Baxter Laundries, a transaction which was finally completed in 1941.¹⁷ James Nelson, Johnson's nephew, remained in a leadership role after the purchase.

¹³ "Baxter Buys Fame", *The Indianapolis News*, April 26, 1929.

¹⁴ "Fame Laundry to be Bought by Eastern Men Acquiring Chain of 10 Plants in Deal", *The Indianapolis Star*, April 17, 1929.

¹⁵ "Fame Smashes Prices", *The Indianapolis Star*, August 21, 1932.

¹⁶ "The Undersigned Indianapolis Laundries Unanimously Agree to Adopt National Recovery Code Immediately", *The Indianapolis Star*, July 30, 1933

¹⁷ "Admire May Direct Laundry Chain", *Franklin Evening Star*, February 28, 1941.

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Fame's Indianapolis location continued to operate out of the facility at 14th and Illinois until 1961. After James Nelson's death in early 1961, the Fame Laundry business and much of the equipment at the 14th and Illinois location were sold to Crown Laundry and Dry Cleaning Company, Inc., which consolidated the company's operations in Crown's main plant at 2901 E. Washington Street.¹⁸ Later in 1961, the Fame Laundry building was deeded to Indiana University's (IU) trustees for \$1. Herman B. Wells, President and Chancellor of Indiana University, was on Fame Laundry's Board of Directors, and James Nelson had made substantial philanthropic contributions to IU, including the endowment of a chair of philosophy.¹⁹

In the 1960s, the rapid proliferation of coin laundry facilities, the advent of more affordable home washing machines, and the popularity of new fabrics that required little or no ironing caused the power laundry industry to decline.²⁰ Crown Laundry closed in 1975. IU continued to own the Fame Laundry building, leasing it to Herff Jones, a jewelry manufacturer with plants just north of the site, from 1963 to 1970.²¹ The building was then vacant until 1973, when it was purchased by J & J Distributors, which occupied the site until it was purchased in 2003 by Michaelis Development, LLP, and subsequently transferred to the current owners, 1352 North Illinois Street, LLP. The site's many environmental issues slowed the redevelopment project and the building was vacant until the rehabilitation was completed in 2016.²²

Architectural Significance

Fame Laundry's prominent Neoclassical façade executed in polychromatic terra cotta and its interior materials, finishes, and spaces make it a striking example of a popular architectural style and a fine instance of commercial and industrial construction of the 1920s.

Terra cotta was a useful product for rendering the Neoclassical façade. The material could be easily shaped, and in the case of Fame Laundry, hand-painted glazing allowed the addition of multiple colors to enhance the simple Neoclassical motifs present on the main façade. Anthemion, the leaf-and-dart pattern which decorates the cornice, capitals and spandrel panels, and the wreaths and rosettes which provide ornament for the capitals are all common motifs of the style. By using terra cotta, architect George D. Mogle was able to specify the addition of color to enliven the design, using green for all ornament related to foliage and a charcoal grey for simple geometric forms, such as the squares enclosing the wreaths on the entablature, the circles on the capitals and the bases of the ground-level spandrel panels beneath the windows. The main façade evokes the quiet dignity that the Neoclassical style was typically called on to project, providing customers the assurance that the building housed an enterprise of lasting merit. The owners of Fame Laundry obviously wanted their customers to feel confident in the services they provided.

¹⁸ "Crown Firm Buys Fame Laundries", *The Indianapolis Star*, February 26, 1961.

¹⁹ "Resolution to acquire Fame Laundry from J. B. Nelson.", *Indiana University Board of Trustees Minutes*. September 16, 1960; March 17, 1961.

²⁰ "Crown Firm Buys Fame Laundries", *The Indianapolis Star*, February 26, 1961.

²¹ Polk, R.L. *Indianapolis City Directory*. Indianapolis: R.L. Polk Co. Various Years.

²² Crown Laundry – Region 5 Cleanup Sites. US EPA. <https://www3.epa.gov/region5/cleanup/crownlaundry/> (Accessed January 8, 2017)

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The interior of the building let the customer know that Fame Laundry cared about the quality of their work. The use of glazed brick, perceived as a sanitary interior finish, is one indicator of the company's commitment to cleanliness. This brick is used to face most of the interior walls of the building. Although simple rectangular joists and piers of concrete were commonly used for industrial construction during this period, the majority of the interior of Fame Laundry uses vaulted reinforced concrete ceilings supported by octagonal pillars. Although this construction technique appears to use less material than its more common counterpart, the construction of the forms was more complex, providing significantly greater aesthetic results. This is particularly true on the second floor, where the six-foot clerestory provided both enhanced light and ventilation for the laundry workers. The interruption of the vaulted ceiling where the clerestory section of the building begins creates an effect similar in appearance to Tudor arches: broad, flat arches that nonetheless maintain a distinct point in the center. Although the clerestory with its steel trussed gable roof was undoubtedly selected for practicality, today the unique nature of these building elements and the space they define make the building's interior worthy of notice.

In addition to the primary façade and the building's striking interior, the secondary façades indicate Mogle's attention to detail. Contemporary buildings in the area make clear the fact that little attention was usually paid to secondary façades, but for Fame Laundry, the primary forms from the main façade—namely the pilasters, entablature, and cornice—are carried through on the secondary façades to various degrees. This is most evident on the north façade, where all three elements are clearly in evidence: the brick pilasters with their stepped caps and the use of a string course of limestone to connect them beneath a plain parapet repeat the arrangement of pilasters, capitals, entablature and cornice from the primary façade. Likewise, the capped pilasters are repeated on the west and south elevations, once more underscoring the integrity of the design of the building as a whole.

While not much is known about architect George D. Mogle's commissions prior to Fame Laundry, he went on to have a distinguished 22-year career as an architectural engineer with the F. A. Wilhelm Construction Company, a preeminent firm that constructed hundreds of buildings in the Indianapolis area including the Indiana Convention-Exposition Center; educational facilities at Cathedral High School and Brebeuf Preparatory School; and the Musical Arts Center and Assembly Hall at Indiana University.²³

Foster Engineering served as the contractor for the Fame Laundry building. The firm was founded in the early 1900s and constructed many of the multiple-story apartment buildings in the near north downtown area during the late 1920s, not far from Fame Laundry, including the Marleigh, Rotherwood, and Wyndham Apartments. Foster Engineering's founder, Charles B. Foster, patented a "unit slab system," a cantilever slab supported by interior columns, allowing for lighter foundation walls, quicker construction, and flexibility of materials and design for exterior walls, although this system does not appear to have been used in the construction of

²³ "G. D. Mogle, Architect, Succumbs in Hospital", *The Indianapolis Star*, April 21, 1964.

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Fame Laundry. The company also constructed many Indianapolis churches and branched out into industrial and manufacturing plant construction in the 1960s.²⁴

Developmental History/Additional historic context information

9. Major Bibliographical References

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

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²⁴ “Charles B. Foster Dead”, *The Indianapolis News*, May 5, 1932.

Fame Laundry

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Fame Laundry
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Fame Laundry
Name of Property

Marion County, IN
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Previous documentation on file (NPS):

- preliminary determination of individual listing (36 CFR 67) has been requested **30340**
- 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 # _____

Primary location of additional data:

- State Historic Preservation Office
 - Other State agency
 - Federal agency
 - Local government
 - University
 - Other
- Name of repository: National Park Service

Historic Resources Survey Number (if assigned): 098-296-01421

10. Geographical Data

Acreeage of Property Less than one acre

Use the UTM system

UTM References

Datum (indicated on USGS map):

NAD 1927 or NAD 1983

- 1. Zone: 16 Easting: 571934 Northing: 4404292
- 2. Zone: Easting: Northing:

Fame Laundry
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3. Zone: Easting: Northing:

4. Zone: Easting : Northing:

Verbal Boundary Description (Describe the boundaries of the property.)

The property is bounded by West 14th Street on the north, an alley (Muskingum) on the west, an Alley (Cora) to the south; and North Illinois Street on the east. Legal Description is: J.P. Drakes Addition, Lots 1, 2 and 3, Marion County Recorder, Book19. (Parcel #1038019)

Boundary Justification (Explain why the boundaries were selected.)

These are the boundaries of the historic parcel plus an adjacent parcel that was acquired later in the life of the property. And this corresponds with what SHPO staff has instructed the nomination preparer to proceed with.

11. Form Prepared By

name/title: Jennifer Sandy Polk & Amy S. Kotzbauer
organization: ASK Consulting Services LLC
street & number: 3755 E. 71st Street
city or town: Indianapolis state: IN zip code: 46220
e-mail ASKconsultingservices@gmail.com
telephone: 317-652-8456
date: September 16, 2019

Additional Documentation

Submit the following items with the completed form:

- **Maps:** A **USGS map** or equivalent (7.5 or 15 minute series) indicating the property's location.
- **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.
- **Additional items:** (Check with the SHPO, TPO, or FPO for any additional items.)

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Photographs

Submit clear and descriptive photographs. The size of each image must be 3000x2000 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: Fame Laundry

City or Vicinity: Indianapolis

County: Marion

State: IN

Photographer: Amy S. Kotzbauer

Date Photographed: November 3, 2016

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

1 of _39_.

Fame Laundry

Marion County, Indiana

Amy S. Kotzbauer

November 3, 2016

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View of the Fame Laundry building looking southwest from the corner of Illinois and 14th streets at the east facades with new construction visible to the south on a separate parcel.

IN_MarionCounty_FameLaundry0001

Fame Laundry

Marion County, Indiana

Amy S. Kotzbauer

November 3, 2016

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View of the Fame Laundry building looking northwest from the corner of Illinois and the alley at south of 14th street.

IN_MarionCounty_FameLaundry0002

Fame Laundry

Name of Property

Fame Laundry

Marion County, Indiana

Amy S. Kotzbauer

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View farther north of 14th street along Illinois with partial view of the north façade.

IN_MarionCounty_FameLaundry0003

Fame Laundry

Marion County, Indiana

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November 3, 2016

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Partial view of the north façade with the two bays or terra cotta façade along 14th Street.

IN_MarionCounty_FameLaundry0004

Fame Laundry

Marion County, Indiana

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November 3, 2016

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View of the north façade along 14th Street with the pop up third story in bays seven through nine.

IN_MarionCounty_FameLaundry0005

Fame Laundry

Marion County, Indiana

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View of the west façade from an adjacent parking lot to the west.

IN_MarionCounty_FameLaundry0006

Fame Laundry

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View of the small addition above the historic truck dock at the rear of the building that was approved during the tax credit process.

IN_MarionCounty_FameLaundry0007

Fame Laundry

Marion County, Indiana

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November 3, 2016

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View of the south façade with a walkway between it and the addition to the south; leaving almost the entirety of south façade visible.

IN_MarionCounty_FameLaundry0008

Fame Laundry

Marion County, Indiana

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View of the south façade from the western alley.

IN_MarionCounty_FameLaundry0009

Fame Laundry

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View of the interior courtyard from the fourth floor.

Detail view of the east façade along Illinois with terra cotta repaired and restored; new windows that replicate the pattern of the historic windows on this façade.

IN_MarionCounty_FameLaundry0010

Fame Laundry

Marion County, Indiana

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Detail of repaired terra cotta where major damage had been present; pediment pieces have been sheared off previously.

IN_MarionCounty_FameLaundry0011

Fame Laundry

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Detail of repaired terra cotta where major damage had been present; pediment pieces have been sheared off previously.

IN_MarionCounty_FameLaundry0012

Fame Laundry

Marion County, Indiana

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Fame Laundry
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View off the south entrance door off Illinois Street; exposed glazed brick and concrete structure remain exposed as originally.

IN_MarionCounty_FameLaundry0013

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View of the community space off the south entrance off of Illinois with exposed concrete columns and capitals and full height concrete ceilings.

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Detail of exposed concrete capital with original exposed industrial characteristics.

IN_MarionCounty_FameLaundry0015

Fame Laundry

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View of the north entrance doors off of Illinois Street.

IN_MarionCounty_FameLaundry0016

Fame Laundry

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View of the kitchen in the unit facing the north entrance doors showing that full height ceilings and columns are still exposed after the historic tax credit rehabilitation.

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Fame Laundry

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View of interior unit on the south side of the first floor.

IN_MarionCounty_FameLaundry0018

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View of a unit on the north side of the first floor of the building.

IN_MarionCounty_FameLaundry0019

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Half of the first floor is still in its original state with exposed floors, walls and mechanicals and serves as a garage now.

IN_MarionCounty_FameLaundry0020

Fame Laundry

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Half of the first floor is still in its original state with exposed floors, walls and mechanicals and serves as a garage now.

IN_MarionCounty_FameLaundry0021

Fame Laundry

Marion County, Indiana

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Original stair balustrades with simple added railings that meet current code.

IN_MarionCounty_FameLaundry0022

Fame Laundry

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Second floor corridor area with many industrial features intact including concrete ceilings and glazed brick walls with concrete floors.

IN_MarionCounty_FameLaundry0023

Fame Laundry
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November 3, 2016
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Second floor unit with full height exposed ceilings; glazed brick walls and concrete floors.
IN_MarionCounty_FameLaundry0024

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Second floor corridor showing the raised clerestory roof incorporated now into a corridor.
IN_MarionCounty_FameLaundry0025

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Original industrial steel sash clerestory windows incorporated into a second floor unit with glazed brick walls and concrete floors left exposed.
IN_MarionCounty_FameLaundry0026

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View of second floor bathroom conversion with exposed glazed brick retained.
IN_MarionCounty_FameLaundry0027

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View of a typical apartment unit with exposed column capitals and ceilings on the third floor.
IN_MarionCounty_FameLaundry0028

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View of a third floor corridor space with exposed brick and concrete structure around the original fire stair area.

IN_MarionCounty_FameLaundry0029

Fame Laundry

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View of typical third floor unit with expose ceilings, structure and glazed brick walls.

IN_MarionCounty_FameLaundry0030

Fame Laundry

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View of typical third floor unit with expose ceilings, structure and glazed brick walls.

IN_MarionCounty_FameLaundry0031

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View of typical third floor unit with expose ceilings, structure and glazed brick walls.

IN_MarionCounty_FameLaundry0032

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View of east and south elevations of the new construction building to the south of the historic building that sits on a separate parcel.

IN_MarionCounty_FameLaundry0033

Fame Laundry

Marion County, Indiana

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View of west elevation of the new construction building to the south of the historic building that sits on a separate parcel.

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IN_MarionCounty_FameLaundry0034

Fame Laundry
Marion County, Indiana
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November 3, 2016

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View of interior of entrance vestibule off Illinois Street in the new “hyphen” connector abutting the party-wall of the historic Fame building.

IN_MarionCounty_FameLaundry0035

Fame Laundry
Marion County, Indiana
Amy S. Kotzbauer
November 3, 2016

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View of the interior corridor within the connector of the new construction portion of the site.

IN_MarionCounty_FameLaundry0036

Fame Laundry
Marion County, Indiana
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November 3, 2016

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View of a typical unit within the new construction building on the adjacent parcel.

IN_MarionCounty_FameLaundry0037

Fame Laundry
Marion County, Indiana
Amy S. Kotzbauer
November 3, 2016

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View of a typical unit within the new construction building on the adjacent parcel.

IN_MarionCounty_FameLaundry0038

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View of a typical unit within the new construction building on the adjacent parcel.

IN_MarionCounty_FameLaundry0039

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Figure 1 – 1948 Sanborn map shows Fame Laundry in the upper right corner.

Fame Laundry
Name of Property

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Figure 2 – Shows Fame Laundry shortly after completion.

Fame Laundry
Name of Property

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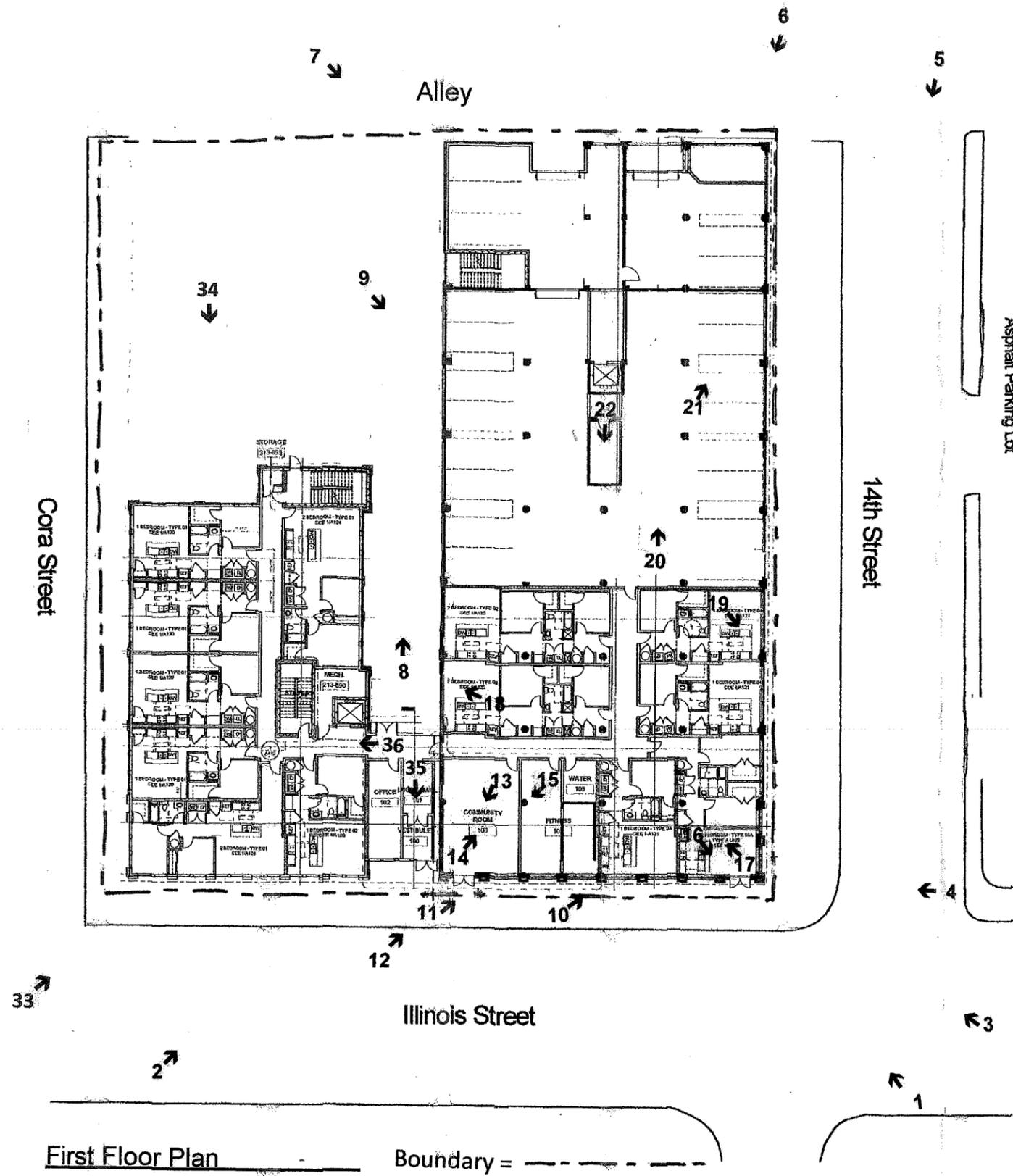


PS569_A_4X5_10401_601

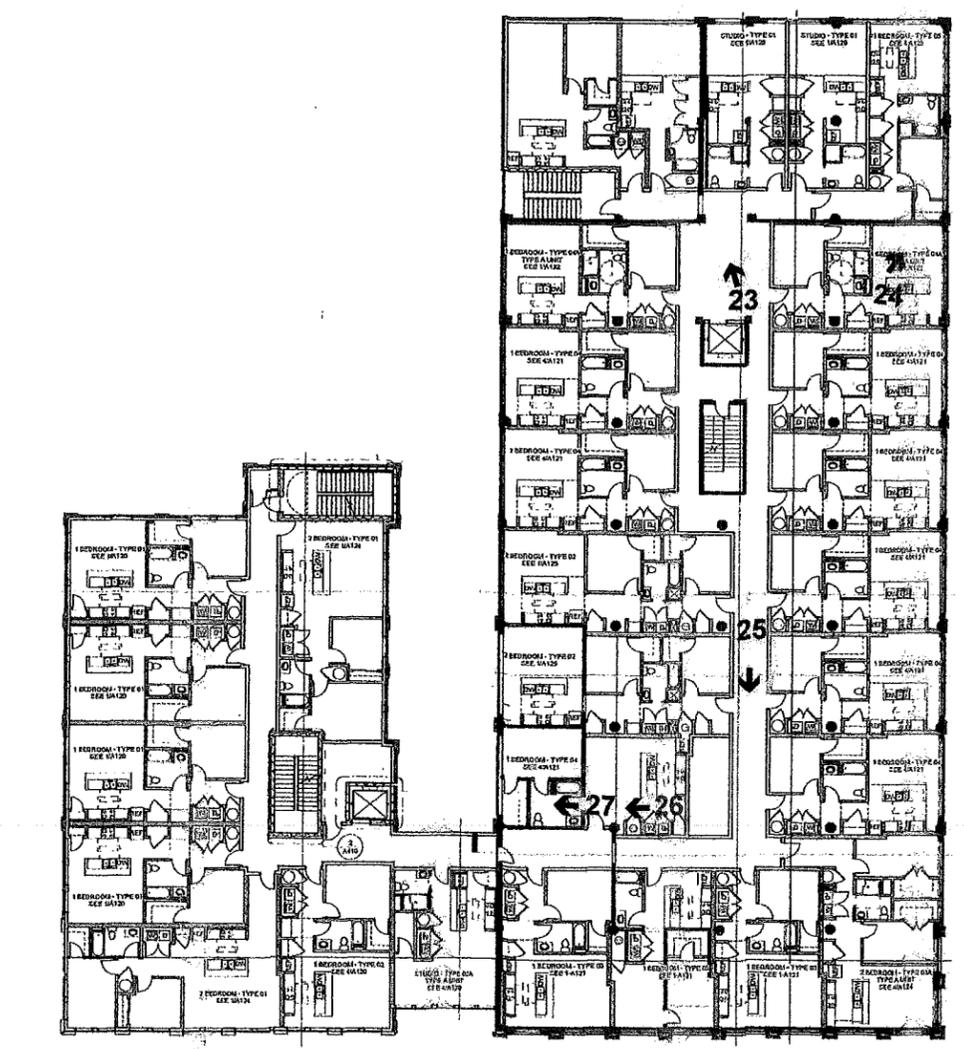
Figure 3 – Shows Fame during a strike.

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.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 100 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.



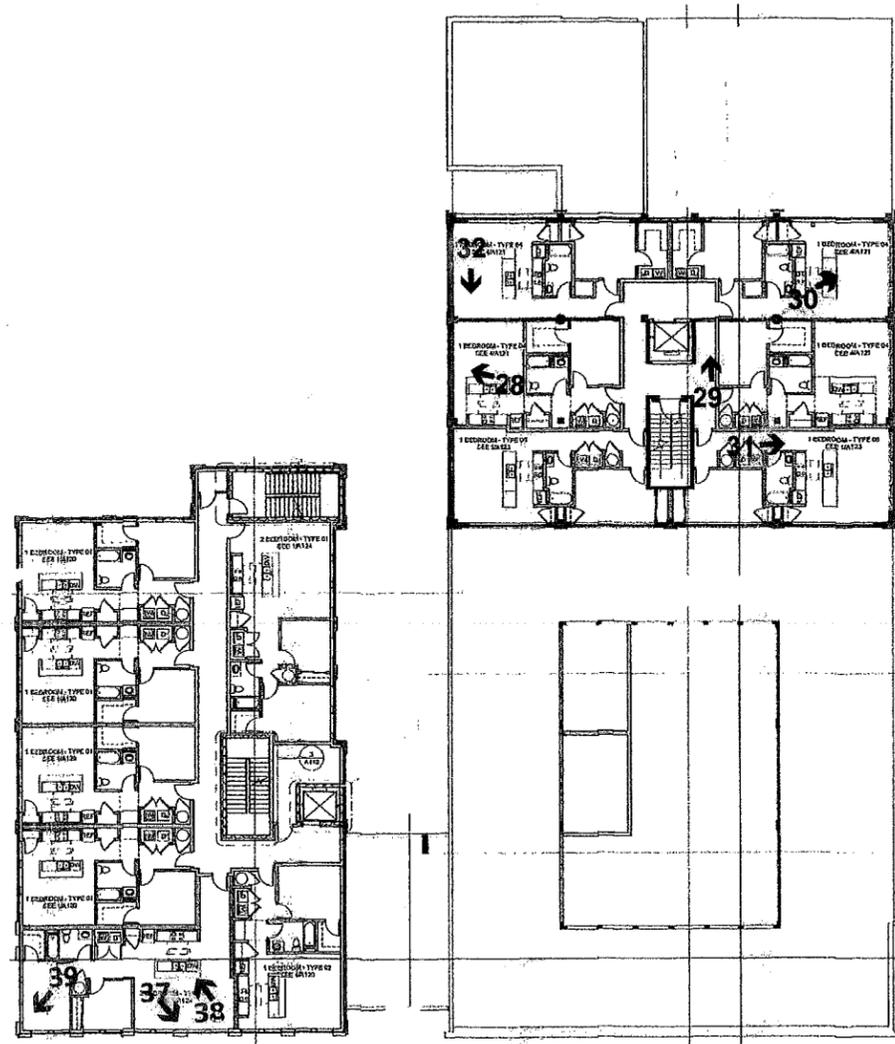
First Floor Plan



Second Floor Plan

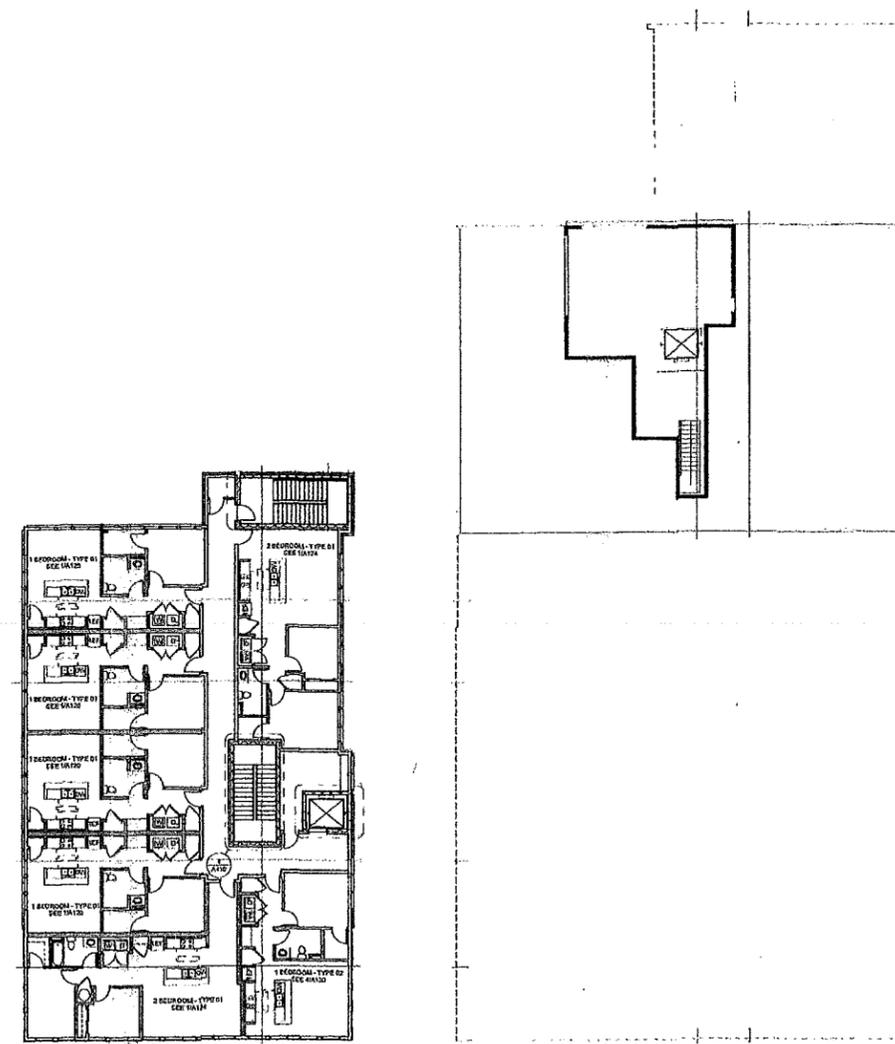
Fame Laundry
 1352 N. Illinois Street
 Indianapolis, Marion
 County, Indiana

North ↗



Third Floor Plan

Fame Laundry
 1352 N. Illinois Street
 Indianapolis, Marion
 County, Indiana



Fourth Floor Plan

North ➔



Fame Laundry, Marion County, IN photo #0001



Fame Laundry, Marion County, IN photo #0003



Fame Laundry, Marion County, IN photo #0005



Fame Laundry, Marion County, IN photo #0008



Fame Laundry, Marion County, IN photo #0013



Fame Laundry, Marion County, IN photo #0019



Fame Laundry, Marion County, IN photo #0020



Fame Laundry, Marion County, IN photo #0025



Fame Laundry, Marion County, IN photo #0028