NPS Form 10-900

OMB No. 1024-0018

United States Department of the Interior
National Park Service

National Register of Historic Places Registration Form

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

1. Name of Property

Historic name Campbell-Continental Baking Company Building

Other names/site number Continental Baking Company Building

Name of related Multiple Property Listing N/A

2. Location

Street & number 1108 East 30th Street | N/A | not for publication

City or town Kansas City | N/A | vicinity

State Missouri Code MO County Jackson Code 095 Zip code 64109

3. State/Federal Agency Certification

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

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

In my opinion, the property X meets __ does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance:

__ national __ statewide X local

Applicable National Register Criteria: __ A __ B X C __ D

Toni M. Prawl 03/15/16

Signature of certifying official/Title Toni M. Prawl, Ph.D., Deputy SHPO Date

Missouri Department of Natural Resources

State or Federal agency/bureau or Tribal Government

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

Signature of commenting official Date

Title State or Federal agency/bureau or Tribal Government

4. National Park Service Certification

I hereby certify that this property is:

_____ 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.)

X	private
	public - Local
	public - State
	public - Federal

Category of Property
(Check only **one** box.)

X	building(s)
	district
	site
	structure
	object

Number of Resources within Property
(Do not include previously listed resources in the count.)

Contributing	Noncontributing	
1	0	buildings
		sites
		structures
		objects
1	0	**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.)

VACANT

7. Description

Architectural Classification
(Enter categories from instructions.)

LATE VICTORIAN: Italian Renaissance Revival

Materials
(Enter categories from instructions.)

foundation: CONCRETE
walls: BRICK
roof: OTHER
other: TERRA COTTA

X **NARRATIVE DESCRIPTION ON CONTINUATION PAGES**

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.
- [x] C Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- [ ] D Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations

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

Property is:

- [ ] A Owned by a religious institution or used for religious purposes.
- [ ] B removed from its original location.
- [ ] C a birthplace or grave.
- [ ] D a cemetery.
- [ ] E a reconstructed building, object, or structure.
- [ ] F a commemorative property.
- [ ] G less than 50 years old or achieving significance within the past 50 years.

Areas of Significance

ARCHITECTURE

Period of Significance

1915

1924-1925

Significant Dates

1915, 1924, 1925

Significant Person

(Complete only if Criterion B is marked above.)

N/A

Cultural Affiliation

N/A

Architect/Builder

Vorse, Norman T., Architect (1915)

Mills, Rhines, Bellman and Nordhoff, Architects (1925)

[x] **STATEMENT OF SIGNIFICANCE ON CONTINUATION PAGES**

9. Major Bibliographical References

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

Previous documentation on file (NPS):

- X preliminary determination of individual listing (36 CFR 67 has been requested)
- ___ previously listed in the National Register
- ___ previously determined eligible by the National Register
- ___ designated a National Historic Landmark
- ___ recorded by Historic American Buildings Survey #_____
- ___ recorded by Historic American Engineering Record # _____
- ___ recorded by Historic American Landscape Survey # _____

Primary location of additional data:

- X State Historic Preservation Office
- ___ Other State agency
- ___ Federal agency
- ___ Local government
- ___ University
- X Other

Name of repository: **Missouri Valley Special Collections, KC (Missouri) Public Library; Missouri State Archives, University of Missouri, KC**

Historic Resources Survey Number (if assigned): N/A

10. Geographical Data

Acreage of Property 1.8 acres

Latitude/Longitude Coordinates
Datum if other than WGS84:_____
(enter coordinates to 6 decimal places)

	Latitude:	Longitude:		Latitude:	Longitude:
1	39.072711	-94.570517	3		
2			4		

UTM References
(Place additional UTM references on a continuation sheet.)
_____ NAD 1927 or _____ NAD 1983

	Zone	Easting	Northing		Zone	Easting	Northing
1				3			
2				4			

Verbal Boundary Description (On continuation sheet)

Boundary Justification (On continuation sheet)

11. Form Prepared By

name/title Rachel Nugent, National Register Coordinator; Lauren Rieke, Historic Preservation Specialist

organization Rosin Preservation date March 2016

street & number 1712 Holmes Street telephone 816-472-4950

city or town Kansas City state MO zip code 64108

e-mail lauren@rosinpreservation.com

Additional Documentation

Submit the following items with the completed form:

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

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.).
Estimated Burden Statement: Public reporting burden for this form is estimated to average 18 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management. U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

Photographs

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

Photo Log:

Name of Property: **Campbell-Continental Baking Company**

City or Vicinity: **1108 East 30th Street**

County: **Jackson** State: **Missouri**

Photographer: **Brad Finch, f-Stop Photography (unless otherwise noted)**

Date Photographed: **June 2015; December 2015**

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

1 of 17: Southwest corner, Block A-D visible. View northeast.
2 of 17: Northwest corner, Blocks A-C visible. View southeast.
3 of 17: South elevation, Blocks A, B, and D visible. View north.
4 of 17: Southeast corner, Blocks A, B, and D visible. View northwest.
5 of 17: North and east elevations, Blocks C- E visible. View southwest.
6 of 17: Block B, south elevation, entrance. View north.
7 of 17: Troost Avenue from 31st Street, one block south of the nominated building. View northeast.
8 of 17: Block A, first floor, extant curved walls of the 1915 turret. View northeast.
9 of 17: Block A, mezzanine, historic African American locker rooms. View northeast.
10 of 17: Block A, second floor, curved oven niches on north wall. View north. *Photographer: Lauren Rieke, December 2015.*
11 of 17: Block A, second floor, bathroom in men's locker room. View east.
12 of 17: Block B, first floor, historic auto repair shop at southwest corner of building. View northwest.
13 of 17: Block C, first floor, looking into Block A. View southwest.
14 of 17: Block C, second floor, oven room. Note raised platforms for ovens. View northeast.
15 of 17: Block C, first floor, production space. Note depression in floor for proofing box. View southwest.
16 of 17: Block C, third floor, mixing room. Note elevated platform and concrete barriers in floor. View northeast.
17 of 17: Block D, second floor, production space. View southeast.

Figure Log:

Include figures on continuation pages at the end of the nomination.

Figure 1: Contextual Map, Campbell-Continental Baking Company Building. *Source: Google Maps, 2015.*
Figure 2: Site Map, Campbell-Continental Baking Company Building. *Source: Google Earth, 2015.*
Figure 3: Photo Map, Exterior, first floor, existing conditions. *Source: Caleb Buland, Kansas City, Missouri, 2015.*
Figure 4: Photo Map, Second floor, existing conditions. *Source: Caleb Buland, Kansas City, Missouri, 2015.*
Figure 5: Photo Map, Third floor, existing conditions. *Source: Caleb Buland, Kansas City, Missouri, 2015.*
Figure 6 (page 3): Building phases map. *Source: Caleb Buland, Kansas City, Missouri, 2015.*
Figure 7 (page 4): West Elevation, Block C and part of Block A. View east. *Source: Brad Finch, f-stop Photography, 2015.*
Figure 8 (page 4): West Elevation, Part of Block C and all of Block A and Block B. View southeast. *Source: Brad Finch, f-stop Photography, 2015.*
Figure 9 (page 5): South Elevation, Block B, Block A, Block D. View north. *Source: Brad Finch, f-stop Photography, 2015.*

Figure 10 (page 6): East Elevation, Block D. View northwest. *Source: Brad Finch, f-stop Photography, 2015.*
Figure 11 (page 6): East Elevation, Block E (first story) and Block C (2nd story). View west. *Source: Brad Finch, f-stop Photography, 2015.*
Figure 12: First Floor, Block A, historic oven room. *Source: Lauren Rieke, 2015.*
Figure 13: Second Floor, Block A, historic men's locker room. *Source: Brad Finch, f-stop Photography, 2015.*
Figure 14: Third Floor, Block C, historic mixing room. *Source: Lauren Rieke, 2015.*
Figure 15: Historic photograph, Campbell-Continental Baking Company Building, 1918, south and west elevations, view northeast. *Source: Missouri Valley Special Collections, Kansas City Public Library, Kansas City, Missouri.*
Figure 16: Historic photograph, Campbell-Continental Baking Company Building and delivery truck, 1923, south and west elevations, view north. *Source: Missouri Valley Special Collections, Kansas City (Missouri) Public Library, Kansas City, Missouri.*
Figure 17: Historic 1940 tax assessor photograph, west elevation. *Source: Missouri Valley Special Collections, Kansas City (Missouri) Public Library, Kansas City, Missouri.*
Figure 18: Historic 1940 tax assessor photograph, south elevation. *Source: Missouri Valley Special Collections, Kansas City (Missouri) Public Library, Kansas City, Missouri.*
Figure 19: Historic photograph, interior of typical, unknown bakery in Kansas City, 1900. *Source: Missouri Valley Special Collections, Kansas City (Missouri) Public Library, Kansas City, Missouri.*
Figure 20: Historic photograph, A and P Bakery, New York City, 1959. *Source: Library of Congress, Gottscho-Schleisner Collection.*
Figure 21: Flow Chart of Bread Production, c.1956. *Source: Charles C. Slater,* Baking America, *Volume II, Evanston, IL: Northwestern University Press, 1956, 15.*
Figure 22: Illustration of Basic Oven Designs. *Source: Charles C. Slater,* Baking America, *Volume II, Evanston, IL: Northwestern University Press, 1956, 20.*
Figure 23: Nafziger Baking Company, Sanborn Fire Insurance Map, Volume 2, Sheet 199, 1937. *Source: Missouri Valley Special Collections, Kansas City Public Library.*
Figure 24: General Baking Company (Warneke Baking Company), Sanborn Fire Insurance Map, Volume 2, Sheet 251, 1937. *Source: Missouri Valley Special Collections, Kansas City Public Library.*
Figure 25: Grennan Bakeries, Inc., Sanborn Fire Insurance Map, Volume 2, Sheet 233, 1937. *Source: Missouri Valley Special Collections, Kansas City Public Library.*
Figure 26: National Biscuit Company, Sanborn Fire Insurance Map, Volume 1, Sheet 75, 1938. *Source: Missouri Valley Special Collections, Kansas City Public Library.*
Figure 27: Historic plans, Addition to Campbell-Continental Baking Company Building, 1925, basement. *Source: Missouri Historical Society, University of Missouri Kansas City, Kansas City, Missouri.*
Figure 28: Historic plans, Addition to Campbell-Continental Baking Company Building, 1925, first floor. *Source: Missouri Historical Society, University of Missouri Kansas City, Kansas City, Missouri.*
Figure 29: Historic plans, Addition to Campbell-Continental Baking Company Building, 1925, second floor. *Source: Missouri Historical Society, University of Missouri Kansas City, Kansas City, Missouri.*
Figure 30: Historic plans, Addition to Campbell-Continental Baking Company Building, 1925, third floor. *Source: Missouri Historical Society, University of Missouri Kansas City, Kansas City, Missouri.*
Figure 31: Historic plans, Addition to Campbell-Continental Baking Company Building, 1925, east and west elevations. *Source: Missouri Historical Society, University of Missouri Kansas City, Kansas City, Missouri.*
Figure 32: Campbell-Continental Building, Sanborn Fire and Insurance Map, 1951. *Source: Sanborn Fire and Insurance Map, Kansas City, Missouri, 1951.*
Figure 33: Nafziger Baking Company Building, 717 Virginia Avenue, Kansas City, Missouri, photograph, 2015. *Source: Google Street View, accessed December 14, 2015.*
Figure 34: Warneke Baking Company Building, 1400 Chestnut Avenue, Kansas City, Missouri, photograph, 2015. *Source: Google Street View, accessed December 14, 2015.*
Figure 35: Grennan Bakeries, Inc., 1107 Virginia Avenue, Kansas City, Missouri, 2015. *Source: Google Street View, accessed December 14, 2015.*
Figure 36: Wonder Bread Advertisement, c.1950. *Source:* "The Bleat," Lileks Blog, 2012. http://www.lileks.com/bleats/archive/12/0312/032812.html

Table Log

Table 1: Historic Functions in the Campbell-Continental Building by floor.

SUMMARY

The Campbell-Continental Baking Company Building (Campbell-Continental Building), 1108 East 30th Street, Kansas City, Jackson County, Missouri, occupies nearly half a city block at the northeast corner of Troost Avenue and East 30th Street. The building was constructed in 1915 with additions in 1922, 1924, 1925, 1975, and c.1993. The original two-story L-shaped building forms the core of the current footprint. The two-story 1924 addition fills the center of the "L". The two- and three-story 1925 addition spans the north elevation; the one-story 1922 and two-story 1975 additions project from the east elevation (the 1922 addition is extant on the interior of the 1975 addition); the one-story 1993 addition is located at the northeast corner of the building. A dense assortment of commercial and residential buildings of various styles and dates surround the building. The two-story restrained Italian Renaissance Revival style building has a concrete foundation, buff brick cladding, and a flat roof. The northwest corner rises to three stories. Classically-inspired glazed blonde brick and terra cotta ornament, including exaggerated quoins, a regular rhythm of arched windows with decorative keystones, carved sills, a plain beltcourse, and a corbel table at the cornice, together form a simplified expression of the Italian Rennaissance Revival as applied to a manufacturing building. Historic masonry window openings, including the large round-arched openings in the first story and smaller rectangular openings in the second story, remain visible, despite glass block or brick infill. The two-story 1975 addition has a concrete foundation, brown brick cladding, and a flat roof; it covers the narrow one-story 1922 addition and projects eastward from the rear elevation of the historic blocks. The one-story 1993 addition has a concrete foundation, a metal shed roof, and CMU and metal panel walls with multiple freight loading entrances. Extant character-defining features on the interior illustrate this building's historic function as a wholesale bread-baking facility. Slightly-raised concrete platforms and curved niches in the large, open manufacturing spaces were designed to hold ovens; vehicular openings in the historic and non-historic spaces provided access to sheltered loading areas for the many delivery vehicles essential for the timely distribution of commercially baked bread; locker rooms with historic tiled walls and floors demonstrate the influence of the sanitary movement on industrial design; the extant historic freight elevators were centrally located to facilitate bread production by providing access to each floor. Manufacturing spaces have simple utilitarian finishes, such as painted brick or concrete block walls, an exposed ceiling structure, and wood, concrete, or quarry tile floors. The Campbell-Continental Building has experienced few alterations since the periods of significance (1915 and 1924-1925) and retains all aspects of integrity. The two non-historic additions do not negatively impact overall integrity because they are located at the rear of the historic façade, are of similar massing, and were necessary to the continued functioning of the building as a bread-baking facility.

ELABORATION

Setting

The Campbell-Continental Building is located in a light commercial area approximately two-and-one-half miles southeast of downtown Kansas City *(Figure 1)*. Missouri Highway 71 runs north-south roughly one-half mile east of the building. The commercial corridor of Troost Avenue runs north-south along the west elevation of the building (*Figure 2*); the commercial corridors of 31st Street and Linwood Boulevard run east-west one and two blocks south of the building, respectively. These thoroughfares were historically and continue to be important commercial thoroughfares in Kansas City, as evidenced by the relatively dense streetwalls of early-twentieth century one- to three-story commercial buildings and mid- to late-

twentieth century free-standing commercial buildings of various styles that line each block. Single-family and multi-family residential buildings fill the Longfellow, Hyde Park, and Beacon Hill neighborhoods to the north, east and west.

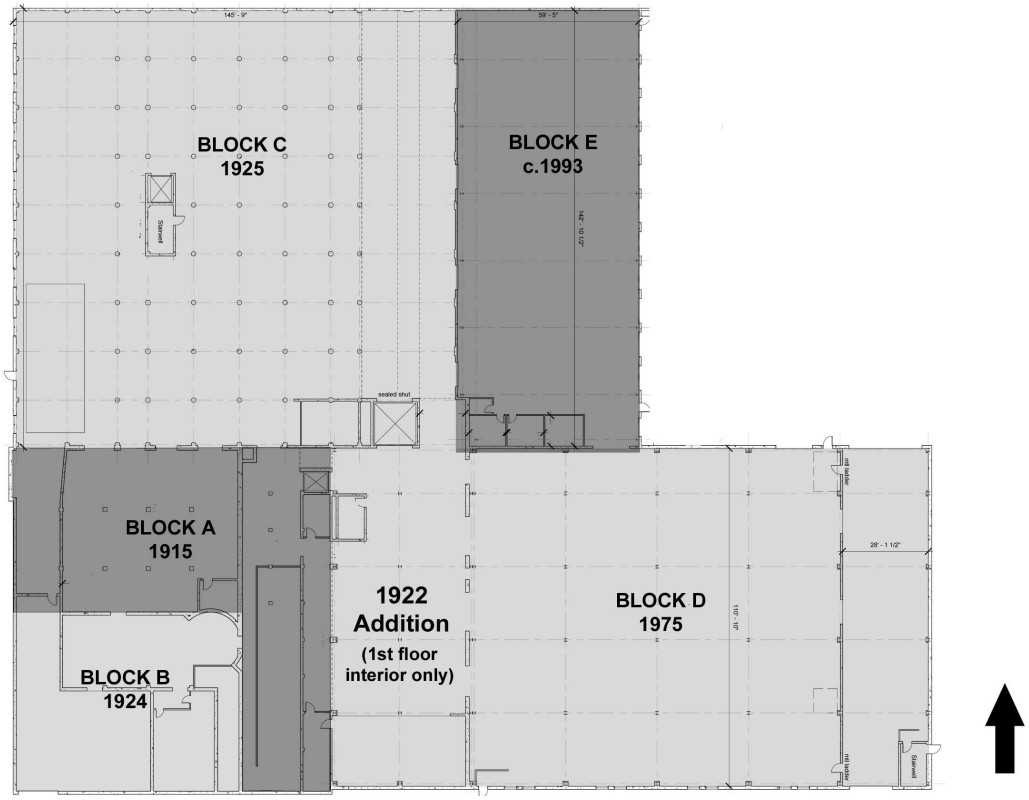
The Campbell-Continental Building occupies the southwest corner of the block bounded by East 29th Street on the north, Forest Avenue on the east, East 30th Street on the south and Troost Avenue on the west *(Figure 2)*. The L-shaped building fills the southwest corner of the legal parcel. Public sidewalks abut the building on the east, south and west elevations. A narrow alley separates an adjacent commercial production facility, historically and currently unassociated with Campbell-Continental Building, from the north elevation of the nominated building.

A concrete paved surface parking lot fills the northeast corner of the property. The Campbell-Continental Building abuts the parking lot on the south and west sides. A CMU retaining wall abuts the north side. Two sloped entrances on the east side of the lot accesses Forest Avenue. The lot measures roughly 86 feet by 140 feet.

Campbell-Continental Baking Company Building **Contributing**
Norman T. Vorse, Architect (1915 Building) **1915, 1922, 1924, 1925, 1975, c.1993**
Mills, Rhines, Bellman and Nordhoff, Architects (1924 and 1925 Additions)

Five blocks, constructed in five phases between 1915 and c.1993, create a unified building (*Figure 6*). The primary elevation faces west; it contains the historic vehicular entrance. The L-shaped building occupies nearly half of one city block and has a concrete foundation, brick cladding, and a flat roof. Most of the building is two stories with a small third story at the northwest corner. The smaller L-shaped Block A (1915) forms the core of the building. Visible on the south and west elevations, the two-story Block A originally had a round tower at the corner of the “L.” The removal of the tower is a historic alteration that occurred in 1924 when Block B was constructed to fill the “L” of Block A. The two-story Block B is visible on the south and west elevations. Block C (1925) sits north of Block A. The west and north elevations of the two- and three-story Block C are exposed. Blocks A, B and C all have buff-brick cladding and cream-colored glazed brick and terra cotta ornament. The two-story Block D (1975) extends east from Block A. It is more utilitarian with brown brick cladding and no ornament. The one-story 1922 addition is primarily intact behind the brown brick exterior wall at the west end of the 1975 addition *(Figure 18)*. Block E (c.1993) is a one-story loading dock with a flat roof that spans the east elevation of Block C; the north and east elevations of the one-story Block E are visible. Historic third-story penthouses rise above Blocks A and C. Together, the blocks are internally connected and form a unified complex on the interior and exterior. The entire west elevation and nearly half of the south elevation are historic and reflect the early growth of the Campbell-Continental Baking Company.

Figure 6: Building phases map. *Source: Caleb Buland, Kansas City, Missouri, 2015.*



Exterior

West Elevation *Blocks A (1915), B (1924), C (1925)*

Blocks A, B and C form a seventeen-bay unified facade on the west elevation *(Photos 1 and 2, Figures 7 and 8)*. Block C is three stories from Bays 1 to 5, and two stories from Bays 6 to 9 at the north end of the building. At the center of the façade, Bay 10 is a slightly projecting pavilion with a stepped parapet that together with Bays 11-13 forms Block A. Block B at the south end of the façade is comprised of Bays 14-17. Vertical cream-colored glazed brick clads the water table. The first story has round arched openings with glazed terra cotta frames and decorative keystones. Sills are square cream-colored terra cotta blocks with inset panels. A cream-colored glazed brick stringcourse spans the façade at this story. The second story has simple rectangular openings and terra cotta sills with a decorative scroll design. Glazed brick quoins articulate the corners of each Block *(Figures 7 and 8)*. An elaborate cornice spans the roofline. It has decorative terra cotta brackets with a scrolled design and curved terra cotta blocks supporting glazed brick blocks alternating with decorative terra cotta bands. Glazed terra cotta coping caps the flat glazed brick parapet. A separate terra cotta stringcourse defines the bottom of the cornice. “Campbell Baking Co.” is inscribed in terra cotta on the cornice of Block B. The terrain slopes down slightly to the north to partially expose the basement level in Blocks A and C. The coal chute at the north end of Block A is extant. Thirteen regularly-spaced square openings with metal louvered vents pierce this level.

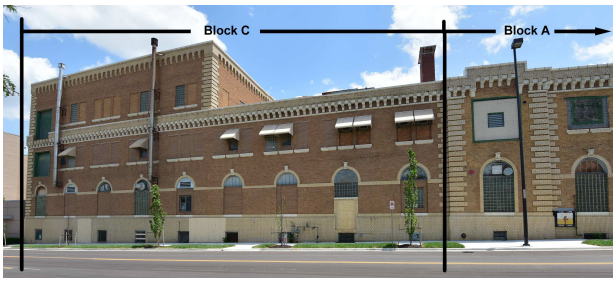


Figure 7: West Elevation, Block C and part of Block A. View east.

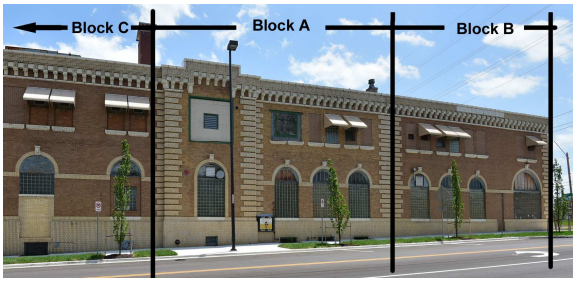


Figure 8: West Elevation, Part of Block C and all of Block A and Block B. View southeast.

Historic fenestration patterns are visible on each story, although an inconsistent mix of slightly recessed buff brick infill, glass block, mechanical equipment and non-historic windows fills the historic openings. Glazed brick quoins frame each end of Blocks B and C as well as the two sections of Block A *(Figure 8)*. On the first story, from north to south, glass block and a particle board transom fills Bay 1; brick infill with a particle board transom and metal louvered vent fill Bays 2 and 3; glass block and a particle board transom with mechanical equipment fill Bays 4, 10 and 14; brick infill with a pair of one-over-one double-hung aluminum windows and a particle board transom and metal louvered vent fills Bay 5; brick infill with a historic multi-light wood transom fill Bays 6 and 7. The opening in Bay 8 extends further down into the glazed brick. Buff brick fills the bottom portion of the opening; glazed brick and a particle board transom fill the upper portion. Brick infill with glass block and a particle board transom fill Bay 9. Glass block and historic multi-light wood transoms fill Bays 11-13 and 15-17. Brick fills a former pedestrian door opening between Bays 16 and 17. Bay 17 is wider than the other bays and historically served as one of the primary vehicular entrances.

On the second story, groups of three windows are clustered in Bays 2-8; pairs of windows fill Bays 9 and Bays 12-17. Large square openings fill Bays 1 and 10. A pair of openings in Bay 11 has been combined into a single opening with glass block and aluminum window infill. Various combinations of brick infill, glass block, non-historic one-over-one double-hung aluminum windows, louvered metal vents and particle board fill each opening.

Five bays organize the third story of Block C at the north end of the façade. A large square opening with particle board infill fills Bay 1; groups of three windows are clustered in Bays 2-4; a pair of windows fills Bay 5. A combination of solid brick and glass block fill the historic masonry openings in Bays 2-5.

South Elevation *Blocks A (1915), B (1924), D (1975)*

Block A, B, and D form a unified facade on the south elevation *(Photos 1, 3, and 4, Figure 9)*. The west side of this elevation (Blocks A and B) has the same glazed brick and terra cotta ornament as the west elevation. The same exaggerated quoins frame Blocks A and B. Block D is utilitarian with no ornament. It has darker brown brick cladding. The concrete foundation rises above grade on the east end of this elevation. Spandrels between the first and second stories are slightly recessed from the façade. Fenestration is concentrated on the east side of this block.

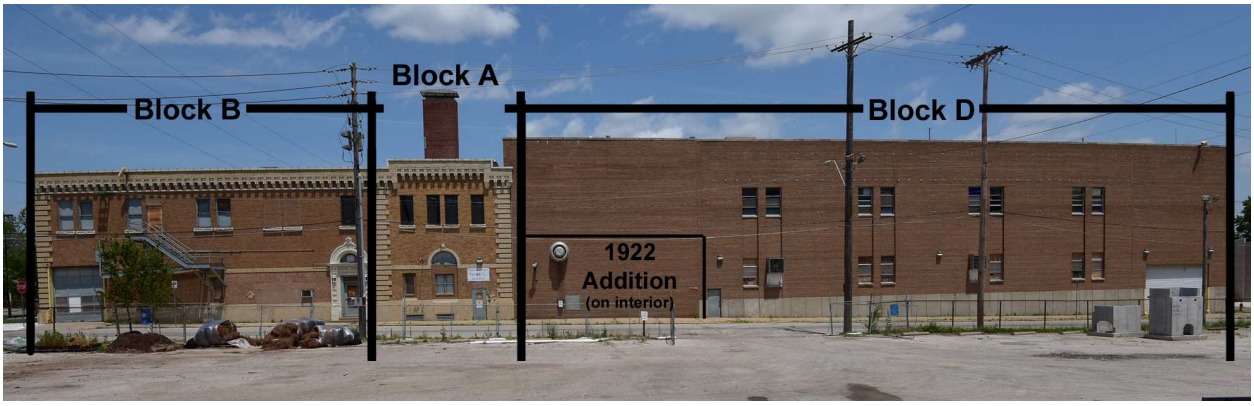


Figure 9: South Elevation, Block B, Block A, Block D. View north.

Fourteen bays organize this elevation. On the first story, from west to east, a vehicular opening with a historic wood-panel overhead door fills Bay 1. A historic opening with brick infill with a louvered metal vent fills Bay 2; a historic opening with brick infill and a non-historic one-over-one double-hung window fills Bay 3; Bay 4 is devoid of fenestration. An arched entrance with an elaborate terra cotta frame fills Bay 5 *(Photo 6)*. Pilasters with alternating bands of fluted blocks and floral swags flank each side of the door. Historic mental sconces and decorative capitals inscribed with "CBC" top the pilasters. A cornice with a Greek key pattern, rectangular panels with rinceau and cartouches, and egg-and-dart molding spans the entrance above the door. An arched transom above the entrance has simple rectangular panels, elaborate festoons, and an ornate piece above the keystone with festoons and fluted torches.[1] A historic glazed wood door with a transom accesses the building. Plywood infill and a louvered metal vent fill an arched opening above the door. A non-historic fixed aluminum window fills Bay 6. A round arched opening fills Bay 7; it has brick infill with two non-historic one-over-one double-hung aluminum windows and a historic wood transom. A historic metal door with glazing fills Bay 8. A metal pedestrian door fills Bay 9; pairs of non-historic aluminum windows with concrete sills fill Bays 10-13. A vehicular opening with a metal overhead door fills Bay 14.

On the second story, pairs of openings are clustered in bays that correspond to Bays 1-4, Bay 7, and Bays 10-13 on the first story. Historic one-over-one double-hung wood windows fill each opening in Bays 1 and 3. A historic one-over-one double-hung wood window and a metal door fill the openings in Bay 2. A metal fire escape rises to the door; buff brick fills each opening in Bay 4; non-historic fixed aluminum windows fill each opening in Bays 5-8; Bays 9 and 14 are devoid of fenestration; non-historic three-part metal windows with concrete sills fill Bays 10-13.

The south elevation of the third story of Block C is barely visible from ground level. It has six bays. Solid brick fills the historic rectangular openings in Bays 1 and 3; particle board panels fill the rectangular openings in Bays 2 and 4; mechanical equipment fills Bay 5; a metal door fills Bay 6.

[1] This terra cotta surround looks like the entrance to the 1915 tower and could have been salvaged for reuse as the primary pedestrian entrance when the 1924 addition was constructed, although there is no documentation to prove this *(Figure 16)*.

East Elevation *Blocks C (1925), D (1975), E (c.1993)*

Block C, D and E are visible on the rear (east) elevation *(Photos 4 and 5, Figures 10 and 11)*. Brown brick clads the two-story Block D; corrugated metal clads the recessed one-story Block E. The second story of Block C rises above the Block E. The concrete foundation rises above grade on both blocks.

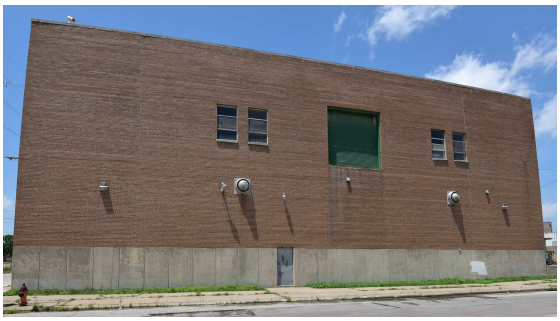


Figure 10: East Elevation, Block D. View northwest.

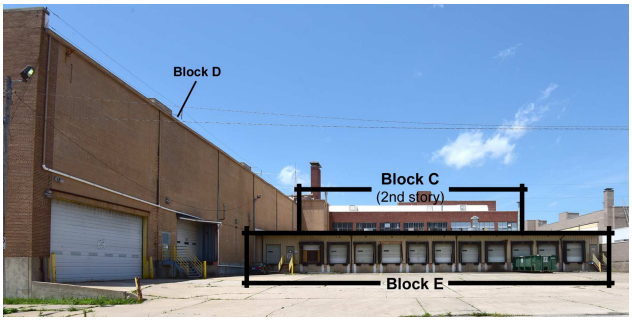


Figure 11: East Elevation, Block E (first story) and Block C (2nd story). View west.

A single metal door pierces the center of Block D on the first story; three bays organize the second story of this block. Pairs of windows with concrete sills fill Bays 1 and 3; a vehicular opening with a metal overhead door fills Bay 2.

Fourteen bays organize Block E above the concrete loading dock. Metal overhead doors fill vehicular openings for containers carried via semi-trucks in Bays 1 and 3-13; metal pedestrian doors fill Bays 2 and 14. Eight bays with bands of four historic six-light metal windows organize the second story of Block C. Particle board and metal panels replace some of the sashes. Four single openings pierce the partial third story. Particle board panels with louvered metal vents fill Bays 1, 2 and 4; a particle board panel fills Bay 3.

North Elevation *Blocks C (1925), D (1975), E (c.1993)*

The Blocks C, D and E blocks are visible on the north elevation (*Photo 5)*. This elevation is nearly devoid of fenestration. The 1975 block has CMU cladding and is recessed from the façade. It has three bays. A metal overhead door fills a wide vehicular opening at ground level in Bay 1; a metal pedestrian door fills the raised opening in Bay 2; a metal overhead door fills the raised vehicular opening for containers carried via semi-trucks in Bay 3. Block E has corrugated metal cladding. Block C has red brick cladding and a concrete structural grid at the center. These blocks are devoid of fenestration.

Interior

Large open manufacturing, warehouse and distribution spaces arranged according to function and production flow organize most of the interior. They retain their historic open volume of space that accommodated large machinery and facilitated production. These spaces have utilitarian finishes including wood and quarry tile floors, CMU and brick walls, and concrete ceilings. Non-historic offices are located in Blocks A and B. Historic men's and women's locker rooms, as well as a separate locker room for African Americans, are extant on the second floor and a mezzanine level in Block A. Two historic stairs, one non-historic stair and two freight elevators provide vertical circulation, connecting the production, shipping and warehouse spaces throughout the building. A historic 1915 stair is located along

the south wall of Block A; and a historic stair and freight elevator are located at the center of Block C; a non-historic stair and elevator are located east of Block A.

Block A (1915)
Block A retains its historic layout with a mix of production space, offices, and locker rooms. A U-shaped stair rises from the basement to the third story at the northeast corner of this block. It has concrete treads and risers and a metal pipe rail. Historic metal doors access the CMU stairwell at each floor.

An open manufacturing space fills the west end of the first story (*Figure 3)*; concrete machinery platforms in the floor and some extant ovens, mixing machines and other machinery illustrate the function of this space (*Figure 12*). The curved walls of the historic turret are extant, and open into Block B (*Photo 8)*. Non-historic partitions divide former shipping space into offices at the east end. Manufacturing and warehouse spaces have historic quarry tile or wood floors, painted CMU walls and concrete ceilings with steel I-beams. Offices have drywall partitions and ceilings, and VCT tile or carpet floors with rubber base molding. Wood doors with wood frames access each room.

Between the first and second floors of Block A is a historic mezzanine level. It has locker rooms that were historically segregated for African American employees in the northeast portion of the space (*Photo 9)*. A historic stair with decorative tile floor and a small office fill the south and west sides of the space, respectively.

On the second floor, the west side of Block A is an open manufacturing space that continues into to Block B *(Figure 4)*. A row of square concrete columns divides the blocks. This area of Block A has historic wood floor, brick walls and concrete ceilings. Curved niches on the north wall define the historic location of ovens (*Photo 10)*. Historic men's and women's locker rooms are extant on the northeast corner of this block *(Photo 11, Figure 13)*. They have historic tile floors in various patterns with tile base trim. Wood paneling, glazed ceramic tile, and plaster cover the walls; plaster covers the ceilings. Historic sinks are extant; other fixtures and partitions are non-historic. Historic office space with non-historic finishes is extant at the southeast end of this block.

Historic offices with quarry tile floors and drywall partitions fill the third-floor penthouse.

Block B (1924)
Block B retains most of its historic layout and function as a mix of production space and vehicle service areas. A U-shaped stair at the southeast corner rises from the first to the second floor. It has concrete treads and risers. The historic railing appears to be encased in a non-historic drywall cheekwall. The stairwell has drywall walls and a dropped ceiling grid with acoustic tile panels.

On the first floor, a historic vehicle repair area with concrete floors and brick walls, and ceilings is extant at the southwest corner *(Photo 12, Figure 3)*. Non-historic partitions sub-divide the space for offices with carpeted floors, and dropped ceiling grids sub-divide a portion of the east side of this space. A driveway along the west wall leads to Block A. A narrow open room fills the north side of this floor; its historic function is unknown. The curved wall of the turret from Block A is extant at the northeast corner *(Photo 8)*.

It has historic wood and quarry tile floors, historic painted brick and plaster walls, and historic exposed concrete and plaster ceilings.

The second floor is open production space that continues into Block A *(Figure 4)*. The specific historic function of this space is unknown. Square concrete columns divide the blocks. It has historic wood floors, painted brick walls, and painted concrete ceilings. Two small non-historic offices with drywall partitions line the west wall.

Block C (1925)
When originally constructed, Block C functioned as vehicular storage space on the first floor and production space on the second floor *(Figure 28).* The first floor was historically converted to production space and the large open manufacturing rooms are extant on each floor (*Figure 3)*. A U-shaped stair rises from the basement to the third story at the center of the block. It has metal treads and risers, a metal rail and CMU partitions. A historic freight elevator rises from the basement to the third floor immediately north of the stair. A non-historic freight elevator shaft rises from the basement to the second story at the southeast corner of the Block *(Photo 13)*.

Round concrete columns with inverted conical capitals punctuate the open oven rooms on the first and second floors *(Photo 14)*. Slightly raised concrete machinery platforms designed to support free-standing ovens are extant on the south side of the first floor and the east side of the second floor. A large rectangular concrete area that historically held proofing machines is sunken in the floor along the west wall of the first story *(Photo 15)*. The production areas have historic quarry tile and wood floors, painted brick walls, and concrete ceilings.

A room historically designated for mixing batter fills the third story of Block C *(Photo 16, Figure 5)*. It has historic quarry tile floor, brick walls, and painted concrete ceilings. Historic concrete barriers in the floor define the historic location of machinery; an elevated mixing platform with wheeled carts is extant along the east wall. The historic freight elevator opens onto the elevated platform, to facilitate transfer of flour from the basement storage area to the mixing room, the first step in the bread-making process *(Figure 14)*.

Block D (1975)
Block D served the same production and manufacturing function as the historic blocks. It has large open production areas to house specialized free-standing machinery on the first and second floors and a garage area on the first floor. This block has finishes similar to the historic blocks, including CMU and brick walls and concrete and quarry tile floors.

Open manufacturing space fills the majority of each floor *(Photo 17, Figures 3 and 4)*. The west end of the first story of Bolck D was constructed as the 1922 addition, which was designed to house a loading dock or garage space. Historic flooring remains visible. Historic openings in the south wall, infilled and covered on the exterior with non-historic brick, remain visible behind the large metal flour storage tanks in the 1922 addition. A garage with concrete finishes spans the east side of the first story. On the second floor, concrete depressions and platforms define machinery locations, and a large enclosed room with CMU walls fills the southeast corner. Two mezzanine levels are located on the second floor. One along the

south wall has drywall partitions, glazed openings and a staircase with a metal rail. The mezzanine near the center has CMU walls, glazed openings and a metal stair. The manufacturing spaces have quarry tile floors, painted brick walls and painted concrete ceilings with exposed steel I-Beams.

Block E (c.1993)
Block E is attached to the east elevation of Block C. It is a single room with an exposed steel frame (*Figure 3)*. Large steel I-beams span the width of the loading dock area without a row of supporting columns, creating a long open space. The brick west wall, which is the east wall of Block C, has regularly spaced vehicular openings for accessing semi-trucks with rolling metal overhead doors. Twelve vehicular openings with metal overhead garage doors and two pedestrian entrances with metal slab doors pierce the east wall. Insulation fills the space between the framing members at the roof and east wall. The floors are polished concrete. The north and south walls are CMU.

Integrity
The Campbell-Continental Baking Company Building has experienced few changes since the period of significance and retains aspects of integrity, specifically integrity of setting, location, design, materials, and workmanship, which convey its significance as an example of the commercial bread-baking facility property type. It stands in its original location and setting along the boundary (Troost Avenue) between several early suburban residential neighborhoods. These residential neighborhoods initially provided a substantial customer base for the bread-baking company, a crucial factor in a company's success. Commercial and industrial development along Troost Avenue was contemporary with the expansion of the Campbell-Continental Building. The design, materials, and workmanship of the building are intact. Blocks A-C (1915, 1924, 1925) form the historic core of the building and the exterior character-defining features and interior elements that illustrate their function are intact. Blocks B and C were designed to blend with Block A to create a unified appearance on the west and south elevations, and this appearance is maintained today. On the exterior, arched window openings, glazed brick quoins, ornate terra cotta sills and entrances and an elaborate glazed brick and terra cotta cornice are character-defining features that communicate restrained Italian Renaissance Revival style. On the interior the wide open manufacturing spaces with utilitarian finishes are intact. Historic support spaces, such as locker rooms, are intact and sufficiently illustrate the influence of the sanitary bakery movement on the design of baking facilities. The locker rooms provided space for employees to wash and change clothing in order to meet the standards of cleanliness required for working in the baking industry. Concrete platforms, floor depressions, wall niches and concrete barriers indicate the historic location of specialized free-standing machinery in the production spaces. Extant historic finishes include quarry tile and wood flooring in the manufacturing spaces, ceramic tile walls and floors in the locker rooms, and metal stairs. Historic alterations include the removal of the tower in Block A to accommodate construction of Block B in 1924, although portions of the curved tower walls are extant on the interior of the building. Recent alterations to the building include construction of a two-story addition on the rear (east) elevation *(Block D, c.1975)*, which covered the south façade of and added a second story to the one-story 1922 addition and incorporated the narrow loading dock area into the west end of the 1975 addition. A one-story addition was constructed at the northeast corner *(Block E, c.1993)*. Non-historic additions were constructed by subsequent baking companies to ensure the functional viability of the building. The 1975 addition utilized the space for the same driveway function, adding a second story and a two-story façade to the south elevation. The 1975 and 1993 additions are located at the rear of the building, away from the primary façade and are secondary in scale,

massing, and visual impact to the historic blocks. Although Block D is a large addition, it does not overwhelm the historic building which dominates the primary street frontage. The 1975 addition is not visible from a distance of one block away on Troost Avenue *(Photo 13)*. The 1993 loading dock addition is not visible from anywhere except the rear (east) property line. The utilitarian additions are clearly discernable from the historic portions of the building and have simple brick cladding and no ornament; if they were removed, the historic blocks would be intact and the appearance from the front elevation would not be affected. The historic fenestration patterns and masonry openings were retained when windows were replaced with glass block or brick. These changes were necessary to the continued function of the building as a commercial bread-baking facility. Glazed brick and terra cotta quoins, door and window frames, stringcourses, and the prominent cornice are the key features that communicate the prominence of the company and the company's adherence to bakery design trends which emphasized cleanliness and sanitation. Alterations on the interior are likewise minimal and include subdivision of a portion of the garage and shipping areas in Blocks A and B to create offices, and construction of a freight elevator. The large open volume of space that defines the productions areas, oven rooms, and shipping rooms remains intact. The building clearly communicates feelings about and associations with its property type as a commercial bread-baking facility and showcases the growth and prominence of the leading baking company that occupied the building.

SUMMARY

The Campbell-Continental Baking Company Building (Campbell-Continental Building) at 1130 East 30th Street, Kansas City, Jackson County, Missouri, is eligible for listing in the National Register of Historic Places under Criterion C. It is locally significant in the area of ARCHITECTURE as an excellent example of a bread manufacturing facility constructed in the early-twentieth century when the commercial baking industry experienced tremendous growth as well as direct social and legislative pressure to drastically improve the sanitary conditions of such facilities. The Campbell-Continental Building retains the primary functional spaces that exemplify a commercial bread-baking facility, specifically curved wall niches and concrete platforms to house ovens, a mixing room with direct concrete dividers and a raised platform, a freight elevator to transport raw materials and finished products between floors, employee locker rooms to promote cleanliness and sanitation, and multiple loading docks and vehicular repair and storage spaces, a vital component of the early success of the commercial bread-baking industry. In response to this early-twentieth century growth, commercial baking companies expanded existing baking facilities or constructed new plants to meet rising demand as the population grew and more people chose to purchase commercially-made bread rather than bake it at home. Despite the increase in commercial production and its inherent efficiencies, the use of yeast and the absence of adequate preservatives required even the largest bread baking companies to provide timely delivery to retailers and consumers. Under such constraints, bread-baking companies developed large fleets of delivery vehicles. The Campbell-Continental Baking Company Building incorporates all of the functional elements required for a commercial bread baking company to succeed, including open rooms for specialized mixing and baking equipment as well as large expanses of open space designated for the storage and repair of delivery vehicles. The building's large massing and the restrained Italian Renaissance Revival architectural ornament conveyed the prominence of the company and the scale of its production output. The building also reflects larger trends in the baking industry whereby the appearance of the building conveyed the cleanliness of the interior and the quality of products. The periods of significance are 1915, the date of construction of Block A, and 1924-1925, the years of construction for Blocks B and C. Additions constructed outside the period of significance (Blocks D and E) support the historic production and shipping/delivery function of the commercial bread-baking company. With the exception of infilled windows, the primary (west) façade retains the appearance achieved in 1925. The building operated as a bread manufacturing facility up until 1997, when it closed. It is currently vacant.

ELABORATION

Bread Manufacturing Facilities in Kansas City, 1900-1930

In the early 1900s, Kansas City was one of the nation's top flour milling centers.[2] The raw wheat products from surrounding agricultural areas were either processed in the city or transported to the city for distribution throughout the country. The high production of wheat fueled the milling and baking industries in the city and by 1919 Kansas City boasted the second largest flour output in the nation.[3] This abundance of flour mills generated commercial baking companies that supplied a variety of baked goods to consumers in the region. Although wholesale bakeries had operated in Kansas City since the turn of the century, city directories categorized wholesale bakeries and retail bakeries under the same "Bakeries"

[2] Rosemary Haward, "And so to bread!," *Swing,* 3:8, (August 1947), 11.
[3] Sherry Lamb, Schirmer, *At the River's Bend: An Illustrated History of Kansas City, Independence and Jackson County,* (Marceline, Missouri: Walsworth Publishing Company, 1982), 48.

heading until 1910. In 1911, the city directories began to differentiate between "Bakers-Wholesale" and Bakers-Retail" indicating that there were more wholesale bakeries in Kansas City and that the industry was growing in importance, consistent with national trends.[4]

While, in general, the commercial baking industry included biscuits, crackers, bread, cakes and pastries, it was divided into two distinct components: biscuits/crackers and bread/pastries.[5] The primary difference between these two types of products was the characteristic that made each desirable in its own right. Bread and pastries were fresh and soft due to the use of yeast and thus highly perishable, while crackers and biscuits, by nature of their ingredients and production process, were non-perishable. A company's decision to focus on the production of one of these types of baked goods determined which type of physical plant was constructed and where. Biscuit companies typically located near rail lines because their products were non-perishable and could be shipped to more distant retail locations; bread companies located closer to residential neighborhoods to facilitate fast delivery of perishable products directly to retailers and customers' homes via horse-drawn wagon or automobile. Although the physical buildings were similar, with brick cladding, open production space, and large windows, biscuit manufacturing facilities in Kansas City were typically three stories or taller, while bread manufacturing facilities were only one to three stories.[6] Biscuit manufacturers required larger facilities due to the high rate of production required to serve their large and wide-ranging customer base.

Biscuit-baking companies operated on a large scale with regional production facilities and warehouses with direct access to rail lines to distribute goods to retailers without compromising the quality of their products. Unlike bread, biscuits and crackers were rarely made in the home (even prior to industrialization) and more often were made commercially; due to the long shelf-life of these products, they were often marketed to individuals who traveled, to sailors, and to soldiers during times of war.[7] The largest manufacturers, National Biscuit Company (Nabisco) and Loose-Wiles Biscuit Company, operated multi-story facilities in most major cities, including Kansas City due to its access to raw materials and a system of interstate rail lines, and produced more than half of the nation's biscuits and crackers by 1925.[8]

The scale of the early commercial success of biscuit-baking companies did not translate to the bread-baking industry. In contrast with biscuit-baking companies, prior to the late 1800s, bread-baking companies were much smaller in scale of operations; many were family-owned businesses that operated from residential houses or retail facilities in narrow commercial buildings.[9] Although both sides of the industry utilized technological advances in ovens and the machines used to mix, shape, and package baked goods, bread-baking facilities remained smaller than biscuit-baking facilities because the demand for commercially baked bread remained low and the constraints of distribution limited operations. Because their products were perishable, wholesale bakers produced only what could be distributed and consumed in a relatively short amount of time. Companies delivered bread directly to consumers without going through a distributor, requiring proximity to retailers and residential customers rather than to freight

[4] William G. Panschar, *Baking in America,* Volume I, (Evanston, Illinois: Northwestern University Press, 1956), 128.
[5] Carl Alsberg, *Combination in the American Bread-Baking Industry,* (Stanford University Press, 1926), 4.
[6] An analysis of Sanborn Fire Insurance Maps in Kansas City yielded information about the characteristics of biscuit manufacturing facilities.
[7] Panschar, 53.
[8] Ibid.
[9] Panschar, 45.

centers and rail lines.[10] The relatively limited market area did not provide an impetus to expand production. City directories show that although Kansas City's wholesale bread-bakers constructed facilities on or near major roads, they did not build in traditionally industrial areas of the city.[11]

In the first decades of the twentieth century, local and national commercial bread-baking companies grew in number and in size. Several factors created the conditions necessary for the bread-baking industry to grow. The number of retail bakeries and small baking companies increased in the late 1800s due to urbanization and industrialization of cities and the influx of residents.[12] As the population grew, so did the percentage of people purchasing commercially made bread. While the late 1800s saw the mechanization of nearly every industry, including food production, the baking of bread was the last such activity removed from the home.[13] At the turn of the twentieth century, two-thirds of the population made their own bread in the home. Within three decades, the proportion had flipped and commercial baking companies produced two-thirds of the bread consumed in the country.[14] People living in urban areas often had jobs that required long hours worked outside the home and could not devote sufficient time to baking bread; urban dwellings typically did not have kitchens adequate for baking bread properly; they had greater access to bread bakers in the form of retail outlets; and they had relatively higher incomes to cover the cost of convenience associated with commercially baked bread.[15] These factors, combined with targeted advertising promoting the convenience and superiority of commercially-baked bread over home-baked, spurred the trend towards buying bread. Technological advances allowed the relatively small companies to increase supply to meet rising demand. High-speed mechanical mixers, new machinery for rolling and molding dough, revolving ovens, and methods for automatically controlling temperature and humidity enabled mass production on a scale previously inconceivable to bread-baking companies. Improved city roads and streets coupled with cheaper and better options for vehicles facilitated deliveries from wholesale bakers to retailers and individual customers.[16]

As commercial bread-baking developed into a formal industry, fundamental changes occurred in facility conditions. As in other nineteenth century manufacturing industries, particularly the food industry, working conditions in early commercial bakeries were unregulated and owners had little regard for the cleanliness of their facility or their workers, often resulting in spaces that were dirty or riddled with pests, such as mice.[17] Many early commercial bakeries, such as Nafziger Bakery in Kansas City, operated from basement rooms where dirt and grime were common and light and ventilation were limited.[18] Beginning around 1901, the National Association of Master Bakers, later the American Bakers Association, focused on bakery reform to improve hygienic conditions of facilities and employees, establishing the sanitary bakery movement that had a significant impact on plant design.[19] By 1912, the organization formed a standard sanitary code and worked with local officials to enforce the code.[20] To ease customers' concerns

[10] Alsberg, 4.
[11] Polk's Kansas City City Directories, 1900, 1910, 1920, Microfilm, Missouri Valley Special Collections, Kansas City Public Library.
[12] Alsberg, 6.
[13] Panschar, 46
[14] Thomas M. Foristall, "The Changed Status of the Baking Industry," *Barron's National Business and Financial Weekly,* 11:5. February 2, 1931, 4. Miller-Nichols Library, University of Missouri Kansas City.
[15] Panschar, 48-49, 94.
[16] Alsberg, 6-7.
[17] Panschar, 96.
[18] Ralph Leroy Nafgizer founded his bakery in a basement facility in 1910. Nafziger went on to construct other facilities, discussed below. "Leaders in Our Town," *Kansas City Star*, 7 January 1951.
[19] Panschar, 96-97.
[20] Ibid.

about the cleanliness of mass-produced baked goods, industrial bakeries focused advertising campaigns on hygienic facilities and sanitary production methods, emphasizing the fact that human hands had not touched the food product.[21]

As the sanitary bakery movement developed, architects and baking companies began to design commercial bread-baking facilities to reflect these new hygienic standards. The exterior appearance of the building became a way to reflect the cleanliness of the interior and the company's adherence to these new standards.[22] Buildings had lighter-colored beige or buff brick cladding; more applied ornament to evoke an image of prestige, and large open windows to allow natural light and ventilation. Some bakeries, such as the Schulze Bakery in Chicago, Illinois and the Ward Bakery in New York City, clad bakery plants in white enameled brick to suggest the hygienic conditions on the interior. On the interior, the various machines and conveyor belts used in the baking process eliminated human contact with the product, while enclosed machines protected the bread from dust and debris in the air.[23] Companies provided locker rooms equipped with showers for employees to prepare themselves prior to starting their shifts and afterwards.

The sanitary bakery movement also impacted the delivery process. Early commercial bakeries relied on horse-drawn delivery wagons. This delivery method required spaces within the facility for stabling horses and storing feed, neither of which were hygienic.[24] With the introduction of the automobile in the early 1900s, electric cars became the delivery vehicle of choice for companies that invested heavily in modern production equipment and plant design to ensure cleanliness. More than just an advancement in technology, the use of the automobile eliminated the need for horse stables within close proximity to the bakery and improved the overall impression of sanitation.

The exterior of the Campbell-Continental Building embodies some of these characteristics of the sanitary bakery movement *(Figures 15-18)*. Rather than the typical red brick used on most industrial manufacturing buildings in Kansas City, and commercial bread facilities in particular, buff brick clads the exterior of the historic blocks. Elaborate terra cotta ornament and white glazed brick elements adorn the building and suggest adherence to sanitary standards. The large number of window openings on each elevation allowed for abundant natural light and ventilation into the building. When the plant first opened, a fleet of electric delivery trucks, rather than horse-drawn wagons, transported the baked goods from the plant to customers. An article describing the opening of the original building in 1915 promoted the interior sanitary features of the building, such as white tile (no longer extant), filtering the air prior to recirculation, and separating the coal-powered steam heating and power plant from the baking operations, providing only minimal contact for powering the ovens.[25] The employee locker rooms containing showers and changing areas are original to the 1915 building and were retained through the later alterations of the building.

The focus of the commercial bread baking industry shifted in the 1930s and 1940s as hygiene standards became accepted norms and they no longer influenced plant design.[26] At the same time, consumers accepted the mass production of food and had grown comfortable with packaged, factory-produced bread.

[21] Ibid, 98.
[22] Daniel M. Bluestone, National Register nomination for Schulze Baking Company Plant, Chicago, IL. NR 82000393, listed November 12, 1982. 8-4.
[23] Panschar, 116.
[24] *Bread Facts*, 2nd ed. (New York: Research Products Department, Ward Baking Company, 1920), 110.
[25] "A Handsome and Modern New Bakery," *The Kansas Citian,* 4:39 (November 1915), 584.
[26] Panschar.

Sanitation was no longer as great a concern because industry standards and regulations ensured that sanitary conditions and processes were the norm rather than the exception. Baking companies shifted their advertising campaigns from the sanitary nature of packaged bread toward the nutritional value of factory-produced breads. General Baking Company, a wholesale competitor based in Washington, DC, released the first fortified bread containing Vitamin D, based on research performed at Johns Hopkins University in the 1920s.[27] In 1941, the federal government issued its standards for enriching white flour to improve the nutritional value of the foods most consumed throughout the country. Backed by scientific evidence, the government facilitated what became known as the "quiet miracle," the elimination of the vitamin deficiency diseases such as Beriberi and Pellagra, achieved through the enrichment of flour with iron and three different B vitamins (thiamine, riboflavin, and niacin). Bakers could use flour enriched at the mill or add the vitamins and minerals themselves during the mixing process.[28] Continental followed this mandate, incorporating it into their later aggressive Wonder Bread campaign with the slogan "Builds Strong Bodies 12 Ways" *(Figure 36).*[29] In Kansas City, city directories through 1965 indicate that no new commercial baking facilities were constructed after 1931. As commercial baking companies grew, they constructed additions to their buildings, rather than erect new buildings. The Depression and the moratorium on non-military building projects resulted in a general construction hiatus. New building materials and construction methods, as well as more linear production processes adopted during and after World War II directly impacted how post-war warehouses and manufacturing facilities were designed.

As the baking industry developed in the early 1900s, the success of the commercial baking industry depended heavily upon the actual process of baking large numbers of quality baked goods in an efficient and economical manner. The ability to completely automate this process was crucial to the growth of the commercial bread baking facilities and to the conformance to sanitation standards.

Commercial Bread Manufacturing Process[30]

Essential to the transition from small, family-owned bakeries to larger commercial bakeries was streamlining production. New machinery and equipment, such as rotary ovens, industrial-sized mixers, proofing boxes, conveyor belts, and delivery teams facilitated the baking and distribution processes. Ward Bakery Company, one of the largest commercial bakeries in the country during the late 1800s and early 1900s, and later part of the ownership entity that operated the Campbell-Continental Building had developed an entirely automated process by 1910 that eliminated contact with human hands, reinforcing the concept of sanitary factory-produced bread products.[31] By the 1910s when the Campbell-Continental Building, was constructed, the commercial bread-baking process had been refined and many of the steps had been automated, although engineers and inventors continued to develop more efficient machines and systems to improve the product and the process *(Figures 19 and 20)*.

[27] Peter Sefton and John DeFarrari, National Register of Historic Places nomination for the General Baking Company/Bond Bread Factory, Washington DC, 2013. NR 13000961, listed December 24, 2013. 12.
[28] "Enrichment Miracle Started 20 Years Ago," *The Milwaukee Journal*, May 25, 1961, Part 4, page 24. Online: https://news.google.com/newspapers?nid=1499&dat=19610525&id=ZAcqAAAAIBAJ&sjid=5yYEAAAAIBAJ&pg=7370,3231466&hl=en (accessed December 18, 2015).
[29] Sefton and DeFarrari, 12.
[30] Unless otherwise noted, information about the commercial baking process is summarized from the detailed description laid out in Charles C. Slater, *Baking in America*, Volume II, (Evanston, Illinois: Northwestern University Press, 1956), 14-22.
[31] "Sudden Death of Robert B. Ward, Head of Ward Baking Company," *Bakers Review*, November 1915 (New York: Wm. R. Gregory Co., 1915), 76. Google Books: https://books.google.com/books?id=wKYTAAAAYAAJ&printsec=frontcover&source=gbs_ge_summary_r&cad=0#v=onepage&q&f=false (accessed December 18, 2015).

The automated bread manufacturing process began with the raw ingredients: flour, water, yeast, sugar, salt, shortening, and condensed milk. The large quantities of these ingredients, particularly flour, required manufacturing plants to designate vast amounts of square footage for storage. These storage spaces occupied either the basement or the top floor. Flour could not be used as soon as it was delivered. It had to "age" in a temperature controlled environment for at least one week, ideally four weeks, before it obtained the qualities essential for baking. Companies had to keep enough flour on hand to maintain production while the rest of the flour aged. This required upwards of 750 tons of flour in order to produce 50,000 loaves of bread each day, the estimated output at the Campbell-Continental Building.[32] Although the basement was far from the start of the manufacturing process, it was easier to control the temperature in a basement space and the building did not have to be designed to support the constant, enormous weight of the flour necessary for commercial production. As is typical of multi-story manufacturing facilities, the production process in a bread manufacturing facility often moved vertically through the building, to utilize gravity in the process.[33] Elevators were essential to transporting the raw materials vertically through the building, while conveyor belts and rolling carts moved materials horizontally across each floor. While the equipment occupied much of the open production floor, the process included many free-standing apparatuses that could be replaced should more efficient machinery become available. In buildings that did not have adequate temperature and humidity controls, additional cabinets and machinery were required to create ideal conditions.

After flour storage, the first step in the baking process is flour preparation *(Figure 21)*. Flours from different batches were blended to maintain uniform baking qualities. Large sifting machines removed impurities such as dirt and lint from the flour. Once this was complete, pipes carried the sifted flour to tanks or hoppers, often on the floor below, where the flour was measured by weight to ensure the proper proportions. Next, separate machines added the correct amount of water, sugar, and yeast to the mixing apparatus. In addition to blending all of the necessary ingredients, the mixing process also generated gluten, the protein mixture that helped bread retain the ideal qualities of hydration, pliability, and elasticity. The mixture was placed in wheeled troughs and moved to a specific area where uniform temperature and humidity controls provided an ideal environment for the fermentation process.

Once the yeast was activated and ready for kneading, the dough went through a divider to separate large batches into individual loaf-sized portions. Rounding machines gently kneaded the dough into round balls to form the skin that held in the gases generated during fermentation. From the rounding machines, the balls of dough were transferred to large pans where the dough could rise and proof. Proofing typically refers to the stage of rising where dough sits at a slightly heated temperature, allowing the yeast to consume the sugars and the dough to ferment and ultimately rise. After this first proofing, the balls of dough were molded into cylindrical shapes, coated with more flour, and dropped into pans. In the pans, the dough was set in a cabinet for final proofing. Conveyor belts then carried the pans to the continuously fired ovens designed to bake multiple pans at a time. There were several different oven designs utilized in commercial baking operations *(Figure 22)*. The traditional set-up consisted of a row of peel ovens with individual chambers heated with a firebox. The most efficient for large-scale production was the tunnel oven where a conveyor belt carried the pan horizontally through the long, narrow chamber. This was the

[32] This estimate is based on keeping 30-days-worth of flour on hand (Slater, 16) 100 pounds of flour yielding 150 pounds of bread (Panschar, 105), one loaf of Wonder bread weighing 24 ounces (foodfacts.com), and a conservative estimate of production capacity at 50,000 loaves per day ("A Handsome New Modern Bakery").
[33] Bluestone, 7-2.

easiest way to maintain consistent temperature and keep a large number of pans moving through the baking process. Windows on the sides of some ovens allowed attendants to monitor the baking process.[34] Depanning machines removed the baked loaves of bread from their metal pans and placed them on racks to cool. Once cooled, machines sliced, wrapped, and sealed each loaf, and the loaves of bread were ready for delivery. A fleet of delivery drivers and trucks then transported the freshly-baked bread to homes, markets, and grocery stores within the distribution area.

This completely automated bread-baking process became the standard for commercial bakeries beginning in the 1910s, although new technologies continually improved the process. Because of the specific order of production, the necessary machinery, and the importance of quick delivery, a specific design, layout, and appearance came to characterize commercial bread baking plants. The two primary character-defining features of a commercial bread-baking facility are large open spaces designated for specific production processes, such as storage of raw materials, mixing, baking, and packaging, and a significant amount of space reserved for vehicular loading, storage, and service. More than any other mass-produced and delivered item other than ice, commercially baked bread required a very specific and dedicated system of distribution.

Commercial Bread Manufacturing Facilities Property Type

As the baking industry developed in the early-twentieth century, the factors that contributed to the growth of the industry and the bread manufacturing process in general had a direct impact on the physical plant. The building itself became a way to advertise the bakery, to promote the modernity and necessity of manufactured bread, and to showcase the company's adherence to rigorous sanitary standards. A review of other commercial bakery buildings, National Register nominations for commercial bakeries, trade journals, scholarly works, historic photos and Sanborn Maps has illustrated a distinct set of features that define the commercial bread manufacturing facility property type.

Several components are essential to commercial bread manufacturing facilities constructed during the early- to mid-twentieth century. Most commercial baking plants in Kansas City are one- to three-story buildings to allow for a greater amount of production space in a smaller footprint. The ceilings of each story were typically higher than required for the equipment to create better air circulation and again gave the impression of an airy and clean facility, while also making the building appear grander and more imposing from the exterior *(Figures 17 and 18)*.[35] Freight elevators were essential for transporting materials vertically through the building during different phases of production *(Figure 14)*. Each floor was open to provide space for specialized equipment, such as mixers, proofing machines, and ovens, arranged to facilitate the most efficient process.

Sanborn Maps of Kansas City show that most bakeries had interior spaces that served a designated function *(Figures 23-25)*. They all had space for ovens. Most had both long, narrow rotary ovens and rows of smaller, individual oven niches, as is evident at the Campbell-Continental Building *(Photos 10 and 14, and Figure 32).* Most commercial bakeries had a designated mixing room and material storage areas. Many had various other rooms associated with the baking process, such as the "make-up" room and the "cake room." For perishable items such as bread, fast and efficient product delivery was of the utmost

[34] John C. Abell, "July 1, 1910: Give Us This Day Our Automated Bread." http://www.wired.com/2010/06/0701automated-bread-factory/, (accessed December 14, 2015).
[35] Bluestone, 8-6.

importance. Therefore, commercial baking facilities dedicated large sections of the building to vehicular storage and repair, shipping rooms, and loading docks. In some facilities, this comprised almost fifty-percent of the building. These necessitated wide vehicular and loading bay openings on the exterior of the building.

The Campbell-Continental Baking Company Building exemplifies the bread-baking facility property type and expresses the evolution of the company as it grew from the headquarters of a regional company to an important regional component of a national baking corporation. Campbell Baking Company (Campbell) started as a small, family-owned business in the early 1910s in Kansas and grew as a successful regional entity by building new plants in new markets. Campbell established its headquarters in Kansas City in 1915 with the construction of the oldest portion of the nominated building *(Figures 15, 16)*. The strategic location at the corner of 30th Street and Troost Avenue facilitated direct distribution to customers in the surrounding commercial and residential area which included the then suburban neighborhoods of Hyde Park, Beacon Hill, and Longfellow. The area was in transition as commercial buildings gradually replaced large late-nineteenth century mansions along Troost Avenue, a major north-south transportation corridor, while dense upper-middle-class residential neighborhoods remained intact in the surrounding blocks. The mix of commercial and residential areas provided a stable and proximal customer base for Campbell. The oldest portion of the building (Block A), with its distinct tower, arched windows, prominent quoins, and elaborate cornice had more high-style architectural features than contemporary utilitarian commercial baking buildings in an attempt to fit within the character of the neighborhood and assert the prominence of the company. The architectural ornament and choice of building materials also reflected the influence of the sanitary bakery concept on bakery design. Fireproof construction techniques, modern temperature and humidity controls, and state-of-the-art machinery enabled the company to produce high-quality baked goods on a commercial scale. On the first floor of the L-shaped building (Block A), the north wing contained the ovens while the east wing contained the shipping department. While the previously open shipping department was later subdivided into offices, the open space of the historic oven rooms is retained *(Figure 12)*. The second floor held company offices and areas designated for mixing, shaping, and packaging baked goods. The second floor also contained the employee locker rooms so critical to adherence to sanitary standards. Campbell Baking Company parked its fleet of thirty delivery vehicles along Troost Avenue for promotional and logistical reasons, as the 1915 building did not include internal garage space *(Figures 15 and 16, 27-29)*. The basement had storage space and the coal room, both of which are extant, along with the foundation for the ovens historically housed on the first floor.

Campbell experienced a significant period of expansion in the 1920s. By 1920, the Kansas City fleet of electric and gasoline-powered distribution vehicles had increased to forty.[36] In 1922, Campbell merged with two successful baking companies based in New York owned by the Ward family, with whom Campbell had long-standing business relationships, to form United Bakeries Corporation, although the company continued to operate under its original name. Campbell constructed a $22,000 one-story stucco addition along the east side of the building in 1922.[37] This first addition provided a sheltered loading area adjacent to the original shipping room. United Bakeries Corporation merged voluntarily with other Ward-owned entities in 1924 to form Continental Baking Corporation. Company officials subsequently expanded the building through a series of two additions. The construction of two additions, one in 1924 and another

[36] "Delivering Flour and Bread," National Electric Light Association Bulletin, 7:1, (1920).
[37] This addition is extant on the interior; the façade was covered with brown brick and a second story was added when Block D was constructed in 1975.

in 1925, more than doubled the size of the original building *(Figure 6)*. A $30,000 brick addition in 1924 filled in the open southwest corner of the lot and covered the tower. This addition contained a repair shop on the first floor *(Photo 12)* and open production space on the second floor adjacent to the 1915 oven room *(Figures 28 and 29)*.[38] In 1925, Campbell announced the construction of a $300,000 addition to the building. Historic plans from 1925 illustrate how Continental used space in the expanded Campbell-Continental Building *(Figures 27-31, Table 1)*.

Table 1: Historic Functions the Campbell-Continental Building by floor, as designed in 1925.

Basement	**First Floor**	**Second Floor**	**Third Floor**
Flour Storage	Shipping Room	Oven Room	Flour Elevator
Cold Storage	Vehicle Garage	Proofing Box	Mixing Room
Coal Bin	Vehicle Repair Shop	Locker Rooms	
Stock Room	Oven Room	Offices	
Compressors		Delivery Room	

As a commercial baking facility, the entire multi-story building was dedicated to baking and distributing breads and cakes. The basement of the addition contained flour storage and a small cold storage room while the basement of the 1915 building housed compressors and a stock room *(Figure 27)*. A freight elevator in the center of the building transported products vertically through the building during the various stages of production. Nearly half of the first floor was dedicated to vehicular repair and storage, essential for distribution of the company's product *(Figure 28)*. Garages and loading areas flanking the central shipping room were designated for electric and gasoline-powered vehicles, respectively. The west wing of Block A served as an oven room, with ovens positioned on slightly raised concrete platforms. The east wing of Block A was used as a shipping room. Smaller offices and conference rooms currently fill this space. The curved northeast wall of the turret remained intact in an open room on the north side of Block B. The south side of Block B served as a vehicular repair shop and provided access to the vehicle storage that occupied the west wall of Block C *(Figure 28, Photo 12).* This open space of the repair shop, driveway access to Block C and exterior overhead door on the south wall are all extant. The east side of Block C was primarily used as a shipping room. The vehicular storage space on the west side was remodeled into production space at an unknown date, indicated by a large depression in the floor that held a proofing machine.

On the second floor, extant administrative spaces, including locker rooms, offices, and a delivery room filled the east wing of Block A *(Figure 29)*. A small, separate locker room historically designated for African American employees is extant on a mezzanine level between floors 1 and 2 of Block A. These locker rooms, designed in direct response to the sanitary movement, provided facilities for employees to shower and change clothing to meet the company's standards. On the west wing of Block A, recessed niches in the brick wall historically held ovens *(Photo 10)*. A large open space filled Block B. Two long, slightly raised concrete platforms, designed for ovens filled an open room with tall ceilings in the east side of Block C and a large proofing box filled the northeast corner. An open production area filled the west side of Block C. A raised floor area from the oven and the open volume of space are extant *(Photo 14)*.

[38] Mills, Rhines, Bellman, and Nordhoff Architects, "Addition to Campbell Baking Company Building," historic plans, 1925, Missouri Historical Society, University of Missouri Kansas City, Kansas City, Missouri.

The third floor occupied only a small portion of the northwest corner of Block C and contained the mixing room *(Figures 14 and 30)*. The freight elevator at the southeast corner opened directly onto a raised platform that lined the east wall. The elevator carried flour from the basement storage area to the mixing room. Portable carts transported the flour from the elevator to the hoppers of the free-standing blending and sifting machines that historically abutted the platform. An extant concrete barrier on the floor defined the west side of the space as a location for mixing machinery.

The Campbell-Continental Baking Company Building is significant as an excellent example of a facility designed to produce and deliver bread on a large scale. Every space in the building was utilized for bread manufacturing. The character-defining features of this property type are extant throughout the building, including the freight elevator, designated spaces for ovens, mixers and other machinery in the open manufacturing spaces, locker rooms to meet the sanitation standards of the company, and large areas specifically designated for loading, storing, and repairing delivery vehicles.

Comparative Analysis

The Campbell-Continental Baking Company Building clearly represents its property type as a commercial bread-baking facility. Constructed in the early twentieth century, its interior elements, exterior ornament, and building materials reflect the influence of the implementation of sanitation standards on bakery design. To complete the comparative analysis, preparers reviewed city directories to generate a list of comparable bakeries from 1900 to 1931. After 1931, the major commercial bread-baking facilities in Kansas City remain in the same location. No new large-scale bakeries were constructed in the Kansas City area in the post-war era. Historic photos and Sanborn Maps were used to identify contemporary bakeries comparable in size and scale to the nominated building, to illustrate exterior appearance, and to analyze function and layout of interior spaces. Finally, a review of existing conditions established which bakery buildings operating between 1900 and 1931 are extant. This analysis revealed that as utilitarian production spaces, most bakeries in Kansas City during this period were brick structures with little architectural ornament. Many listed in the City Directories were local businesses or retail shops, and thus the buildings were smaller than the Campbell-Continental Baking Company Building in footprint and massing. Only three comparable facilities are extant in Kansas City.

City directories prior to 1911 listed all baking establishments under the heading “Bakeries,” regardless of size. Of the ninety-five bakeries listed in 1900, ninety-three were listed as the name of the proprietor, implying that they were small retail bakeries. Only two entries were larger companies: Smith Steam Baking Company and the Warneke Bakery Company. Neither of the buildings associated with these companies in 1900 is extant. The city directory began distinguishing between wholesale and retail bakeries in 1911. Of the ten companies listed as wholesale bakers, two were biscuit and cracker companies and one was a pie manufacturer. Warneke was listed at its old address while Smith was listed at a different address, although neither building is extant. Nafziger Baking Company, listed in 1911 at 717 Virginia Avenue roughly two-and-one-half miles north of the nominated property, is the earliest extant bread baking facility comparable in scale to the Campbell-Continental Building. Nafziger Baking Company occupied a slightly smaller two-story utilitarian brick building with a one-story loading dock at 711 (now 717) Virginia Avenue. The building is extant, although the façade appears to be non-historic and there is little ornament on the street elevation *(Figure 33)*. The Sanborn Fire Insurance Map from 1937 showed that the two-story part of the building had a relatively small production area with only two ovens. A large L-shaped one-story portion

contained the shipping and loading areas *(Figure 23)*. Within two decades, Purity Bakeries Corporation purchased the Nafziger facility.

Campbell-Continental was listed as a retail bakery in city directories until 1918. In 1919 it appeared under the heading "Bakers-Wholesale and Retail." At this time seven bakeries (including Campbell Baking) were listed under "Bakers-Wholesale and Retail" or "Bakers-Wholesale." The listing did not distinguish between biscuits/crackers and bread/pastries. The other bakeries were located north of the nominated building in commercial and residential areas. Of these six other bakeries listed in 1919, only two extant buildings were comparable to the Campbell-Continental Building in appearance and scale. In addition to the Nafziger Baking Company Building discussed above, the Warneke Bakery, later part of the General Baking Corporation, occupied a large plant at 1400 Chestnut Street, north and east of the nominated resource and closer to rail lines. The building is comprised of a four-story block, a two-story block and a one-story block *(Figure 34)*.[39] These are utilitarian brick structures with large expanses of windows, flat roofs, and little ornamentation. The 1937 Sanborn Fire Insurance Map showed the interior division of spaces in the Warneke Bakery. The 1913 portion of the building housed production spaces for storage, mixing, and ovens while the 1925 addition contained additional production space and a large interior space designated for truck loading (*Figure 24)*. Offices and production space occupied the upper floors.[40] This building is extant but has not been used as a baking facility since 1937. In 1942 the baking ovens were removed and the plant was renovated to produce airplane communications equipment.[41]

By 1931, city directories listed twenty-eight other businesses under the heading "Bakers- Wholesale." Seven are no longer extant. Two listed only the distribution offices for the company, rather than the manufacturing plant. Many of the listed businesses were small operations located in one- to two-story two-part commercial block buildings. Only three are comparable to the Campbell-Continental Building due to the scale of their operations that necessitated large facilities. In addition to the Warneke and Nafziger facilities discussed above, the third is Grennan Bakeries, Inc. at 1107-23 Virginia Avenue *(Figure 35)*. The two-story red brick building had a smaller rectangular footprint than Campbell-Continental and Warneke. The south two-thirds of the building contained open production area, including a row of four ovens along the east wall. The north third of the building contained the one-story loading room with vehicular entrances in the west wall *(Figure 25)*. While the Grennan Bakeries building is comparable to the Campbell-Continental Building in size, Grennan produced cakes rather than bread, although the perishable nature of each required similar delivery methods. By 1958, the ovens had been removed and the Millbank Manufacturing Company operated from the building, manufacturing meter boxes.[42]

In addition to the bread-baking companies listed in the 1911, 1919, and 1931 directories, two buildings historically associated with biscuit-baking companies are extant, highlighting the difference between these two property types based on the goods produced. National Biscuit Company constructed a large building in 1910 in the Crossroads Freight District, roughly one-and-one-half miles northwest of the Campbell-

[39] This building is extant.
[40] Sanborn Fire Insurance Map, Kansas City, 1937, Volume 2, Sheet 251. Missouri Valley Special Collections, Kansas City Public Library.
[41] Michael Bushnell, "Warneke's TipTop: A Kansas City icon," *Northeast News,* November 27, 2013. Online database, (accessed 14 December, 2015).
[42] Sanborn Fire Insurance Map, Kansas City, 1958, Volume 1, Sheet 78. Missouri Valley Special Collections, Kansas City Public Library.

Continental Building.[43] The National Biscuit Company (Nabisco), the leading biscuit-baking company throughout the twentieth century, operated from a large seven-story brick building at 2121 Central Street in an industrial area adjacent to the railroad tracks. Constructed on the north side of the Kansas City Belt Line, a major rail line through the city, the building had a loading dock with an internal rail spur that ran the length of the east elevation *(Figure 26)*. The Chicago School building has brick pilasters, limestone lintels, sills, and stringcourses, a prominent cornice, and multiple one- and two-story additions on secondary elevations. The high style architecture and large scale of the building reflect the prominence of this business during the early twentieth-century. Bright Biscuit Company operated from a three-story brick building at 1402 West 13th Street in the West Bottoms Industrial District, approximately three miles northwest of the Campbell-Continental Building and directly west of downtown Kansas City.[44] It has arched windows and decorative brickwork at the first story and parapet and an arched entrance. A rail spur runs directly adjacent to the building, highlighting the company's primary method of delivery and distribution.

The Campbell-Continental Baking Company Building is the largest and most ornate of the extant bread-baking facilities in Kansas City. The building retains the character-defining features of the property type, specifically the mixing room, oven rooms, proofing area, locker rooms, freight elevator, and space designed to load, house, and service delivery vehicles. It is unique among the other extant commercial baking companies of the period because of its exterior design and the retention of historic materials, specifically the light buff brick cladding and elaborate glazed terra cotta and glazed brick architectural ornament as an expression of the company's commitment to maintaining a sanitary facility in accordance with the high standards of cleanliness expected for a bread-baking facility. Additionally, the building operated the longest in its intended function, both of which convey the prominence of the company. It is one of the few large-scale bread production facilities remaining in the city and exhibits architectural ornament befitting a company that continually ranked among the leading baking companies during the early- to mid-twentieth century.

Campbell and Continental Baking Companies

The earliest part of the Campbell-Continental Building was constructed for the Campbell Baking Company (Campbell) in 1915. Brothers Brayton and Win Campbell, Kansas City natives, founded the company in the early 1910s.[45] In 1912 they operated a plant in Des Moines, Iowa, and by 1914 they opened a bakery in Wichita, Kansas. The company thrived in the early years and in 1915 they expanded their operations and erected a new production facility in Kansas City, Missouri, their hometown.[46] They chose a strategic location in a formerly upscale residential neighborhood that was transitioning into mixed commercial, industrial, and residential use. It put them in close proximity to customers to facilitate delivery and distribution.

Campbell hired architect Norman T. Vorse of Des Moines, Iowa to design Block A of the nominated building. The new building served as the headquarters for the company and included production facilities, laboratories, and offices to direct general operations.[47] While the production facilities and offices are intact

[43] The National Biscuit Company Building is a contributing resource to the Crossroads Historic Freight District, listed in the National Register of Historic Places on December 20, 2000.
[44] Kansas City City Directory, 1914. Ancestry.com. Online database, http://search.ancestry.com/search/db.aspx?dbid=2469 (accessed 7 July 2015).
[45] Alsberg, 129.
[46] "A Handsome and Modern New Bakery," *The Kansas Citian,* 4:39 (November 1915), 584.
[47] Ibid.

in Block A, it is unknown where the laboratories had been located. Temperature and humidity control systems, at the time an emerging technology for commercial baking facilities, ensured quality products, while a brick wall separated coal bins and stream plants from the main facilities to ensure fire safety. The company shared the building with local citizens, who could patronize a tea room on the second floor for lunches and for events supporting different local organizations. The incorporation of a tea room was a short-lived amenity that large companies used to show their commitment to being a good neighbor in residential areas and is no longer extant.[48] Campbell used thirty electric trucks to deliver bread and cakes directly from the bakery to consumers and retailers *(Figures 15, 16)*. The plant had the capacity to produce 50,000 loaves of bread daily and sixty salesmen managed the sale of the products.[49] An article from the period highlighted the architectural splendor of the building, stating that it "sets an example which should be followed by every new enterprise which comes before the city."[50] Operating from its new headquarters in Kansas City, Missouri, the company grew to nine plants in seven states by 1922.[51]

Campbell had several leading brands of products during the 1920s. They advertised their signature "Campbell's Merit Bread" on delivery trucks. They also produced a special "Maid O the Wheat Bread" that supported the growing popularity of health foods. The bread was made from whole wheat flour as opposed to the typical white bread of the period. It especially appealed to Kansas City consumers because the flour came from the Dallas Water Mill in Kansas City, known for producing quality whole wheat flour.[52] The analytical and research laboratories located in the building were responsible for standardizing the products and exploring the science of the baking industry.[53] One newly developed item was Paniplus, a trademarked dough with higher nutritional value.[54]

Campbell Baking Company, acquired first by United Bakeries Corporation in 1922 and then by Continental Baking Corporation in 1924, retained its name for more than a decade after its first affiliation with Continental, highlighting the trend United Bakeries Corporation started to maintain local customer loyalty. Campbell and Continental companies were listed separately in the 1931 city directory, although their offices were located in the same suite in the BMA Building at 215 Pershing Road. This was typical of companies to have administrative offices and manufacturing facilities located in different spaces. It was not until 1935 that the city directory listed just Continental Baking Company at the 30th and Troost location and the Campbell Baking Company is no longer listed.[55]

Continental Baking Corporation acquired numerous smaller bakeries through similar voluntary mergers in 1924 and 1925. Through these acquisitions, Continental adopted successful products developed by other bakeries. In the late 1920s a strong advertising campaign, focused on Continental's signature Hostess and Wonder Bread brands, obtained through the 1925 acquisition of the Indianapolis-based Taggert Baking Company, increased sales and profits for the company.[56] In 1929 Continental built two new

[48] Ibid.
[49] Ibid.
[50] Ibid.
[51] Panschar, 152.
[52] "Specialty Breads with Health Appeal," *The Bakers Helper* 37:451, (May 15, 1922), 1005.
[53] "Campbell System Meeting," *The Northwestern Miller*, Volume 126, 897. The location of these laboratories historically or currently is unknown.
[54] *Bakers Helper*, 38:462 (November 1, 1922), 980.
[55] Polk's Kansas City City Directory, 1931, 1935. Ancestry.com, (accessed 7 July 2015).
[56] "Financial Queries and Investment Suggestions: Profits in Wonder Bread," *Barron's National Business and Financial Weekly*, (July 22, 1929), 17. Miller-Nichols Library, University of Missouri Kansas City.

bakeries, purchased two more, and constructed major additions to twenty-nine major bakeries in cities across the country, including San Francisco, California; Waterloo, Iowa; and Hartford, Connecticut. They had $9 million in assets with a net profit of $5.7 million.[57] While the Campbell Baking Company retained its original name and continued to produce some of its locally recognized baked goods, the Campbell-Continental Building primarily produced Continental products. In 1931 Continental operated 105 plants, including the nominated resource.[58] By 1933 it was the largest commercial baking holding corporation in the country and remained as such throughout the mid-twentieth century.[59]

Kansas City was one of the leading cities in the milling and baking industries following World War II. In 1947 it ranked second in the nation in flour production.[60] In 1948 Continental had 13,000 employees nationwide and annual sales of $161.2 million.[61] Continental constructed new plants in Tulsa and Indianapolis in 1956. By 1957, the company had $307.9 million in sales and operated bakeries and distribution centers in thirty-nine states and Washington D. C.[62] As a means of increasing sales, the company worked to diversify its products, increased its advertising campaign, and installed the most modern automatic baking equipment in their plants.

Continental continued to rank as the leading commercial bakery in the country into the 1950s and 1960s. In 1950 the company operated seventy-five plants in twenty-eight states across the country, including the Campbell-Continental Building which produced Wonder Bread, among other baked goods.[63] Continental continued to diversify its product line with new brands such as Morton's Frozen Foods Division in 1955 and Daffodil Farm by 1958.[64] In 1958 the company's sales grew seventeen percent from $328 million to $385 million.[65] It constructed a two-story addition to the Campbell-Continental Building c. 1975 to increase production capabilities (Block D*, Photos 3-5*).

In 1984, Ralston Purina acquired Continental Baking Company but continued to operate the building as a baking facility, manufacturing the same products as before the acquisition. Ralston Purina authorized construction of the loading dock addition (Block E) in 1993. In 1995 Interstate Bakeries Corporation, another leading national baking company founded and headquartered in Kansas City, acquired Continental and took over its facilities, including the Campbell-Continental Building. Continental's signature lines of Wonder Bread and Hostess products were manufactured in the building until 1997. The building has been utilized as storage space after it was vacated in 1997.

[57] "Continental Baking's Sales National," *Barron's National Business and Financial Weekly* 10:9 (March 10, 1930), 9. Miller-Nichols Library, University of Missouri Kansas City.
[58] Thomas M. Foristall, "The Changed Status of the Baking Industry," *Barron's National Business and Financial Weekly* 11:5, (February 2, 1931), 3. . Miller-Nichols Library, University of Missouri Kansas City.
[59] Dana L. Thomas, "Profitable Loaf," *Barron's National Business and Financial Weekly*, April 14, 1958 (38: 15) 3. Miller-Nichols Library, University of Missouri Kansas City. Miller-Nichols Library, University of Missouri Kansas City.
[60] Rosemary Haward, "And so to Bread!" *Swing,* 3:8 (August 1947), 9.
[61] Mori Greiner, "… presenting M. Lee Marshall Swing nominee for Man of the Month," *Swing, 4:2 (February 1948),* 37. "Continental Baking Sets Fresh Rise in Earnings," *Barron's National Business and Financial Weekly* 38:11 (March 17, 1958), 31. Miller-Nichols Library, University of Missouri Kansas City.
[62] "Continental Baking Sets Fresh Rise in Earnings."
[63] David O. Whitten and Bessie Emrick Whitten, *Handbook of American Business History: Manufacturing,* (Westport, CT: Greenwood Publishing Group, 1990), 51.
[64] "Continental Baking Sets Fresh Rise in Earnings."
[65] "Continental Baking," *New York Times,* February 20, 1960. Miller-Nichols Library, University of Missouri Kansas City.

Norman T. Vorse[66]

Born in Des Moines in the late 1800s, Norman T. Vorse developed an interest in architecture in high school. After studying at Columbian University (now George Washington University) and the Atelier Pietsch in Washington, DC, Vorse attended L'Ecole des Beaux Arts. Vorse took a position with the prestigious Des Moines architecture firm of Proudfoot & Bird. In 1912, Vorse started his own successful firm. He designed residences for many prominent citizens of Des Moines. Municipal commissions included the Boone County Courthouse and the Des Moines Municipal Courthouse. Vorse partnered with the Kraetsch Brothers in 1919. His commercial works include movie theaters, churches hotels, apartments, and office buildings. Vorse designed the Campbell Baking Company Building in Des Moines.[67]

Conclusion

The Campbell-Continental Baking Company Building is eligible for inclusion in the National Register under Criterion C for ARCHITECTURE. The building is an excellent example of a commercial bread-baking facility designed in the second decade of the twentieth century and reflects the influence of the sanitary baking movement intended to improve commercial baking facilities. Character-defining features of a commercial bread-baking facility include distinct interior spaces designed for specific production processes, including mixing, proofing, and baking. Centrally located freight elevators facilitated the movement of ingredients and products through the baking process. Commercial bread baking facilities that incorporate employee locker rooms to promote cleanliness and sanitation reflect the influence of the sanitary bakery movement. Commercial bread baking companies distributed their products by truck rather than by rail, requiring spaces designated for the storage and repair of delivery vehicles. The Campbell-Continental Baking Company Building retains all of the features that communicate its historic function as a commercial bread baking facility. The light buff brick cladding, glazed terra cotta and glazed brick ornament, and large window openings communicate the company's commitment to adhering to the highest standards of cleanliness. The interior also reflects the influence of this movement with the incorporation of locker rooms for employees and internal loading docks, vehicular repair space, and storage space designed for trucks and delivery vehicles. This design was a striking move away from the traditional horse and wagon delivery method. The Campbell Baking Company constructed a bread-baking facility in 1915 and expanded it significantly in 1924 and 1925 under the direction of the Continental Baking Company, a national baking corporation, to meet increased demand and provide space for important functions. The primary (west) elevation reflects these initial construction campaigns and the interior retains many of the historic production areas and the historic fabric that communicates the historic locations of specialized machinery. As Continental Baking Company the facility produced some of the company's signature items, including Wonder Bread and Hostess and distributed the baked goods regionally. The building clearly communicates its historic manufacturing function and the era in which it was constructed.

[66] Unless otherwise noted, information about Norman T. Vorse comes from Kent Carlson, "Discovering Buried Treasure: The Life and Work of Norman T. Vorse,"n.d. http://www.mccorkindale.com/vorse/Vorse.html, (accessed March 1, 2016).
[67] Little information is known about the Campbell Baking Company Building in Des Moines. It is unclear when it was constructed and what it looked like, so it is difficult to compare with the nominated building.

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SECTION 10

VERBAL BOUNDARY DESCRIPTION:
Beacon Hill Annex, South 22 feet of Lot 3 and all of Lots 4 through 11 and the south 40 feet of Lot 12, Block 13.

BOUNDARY JUSTIFICATION:
The boundary includes the parcel historically and currently associated with the nominated resource.

Figure 1: Contextual Map, Campbell-Continental Baking Company Building. *Source: Google Maps, 2015.* 39.072711, -94.570517

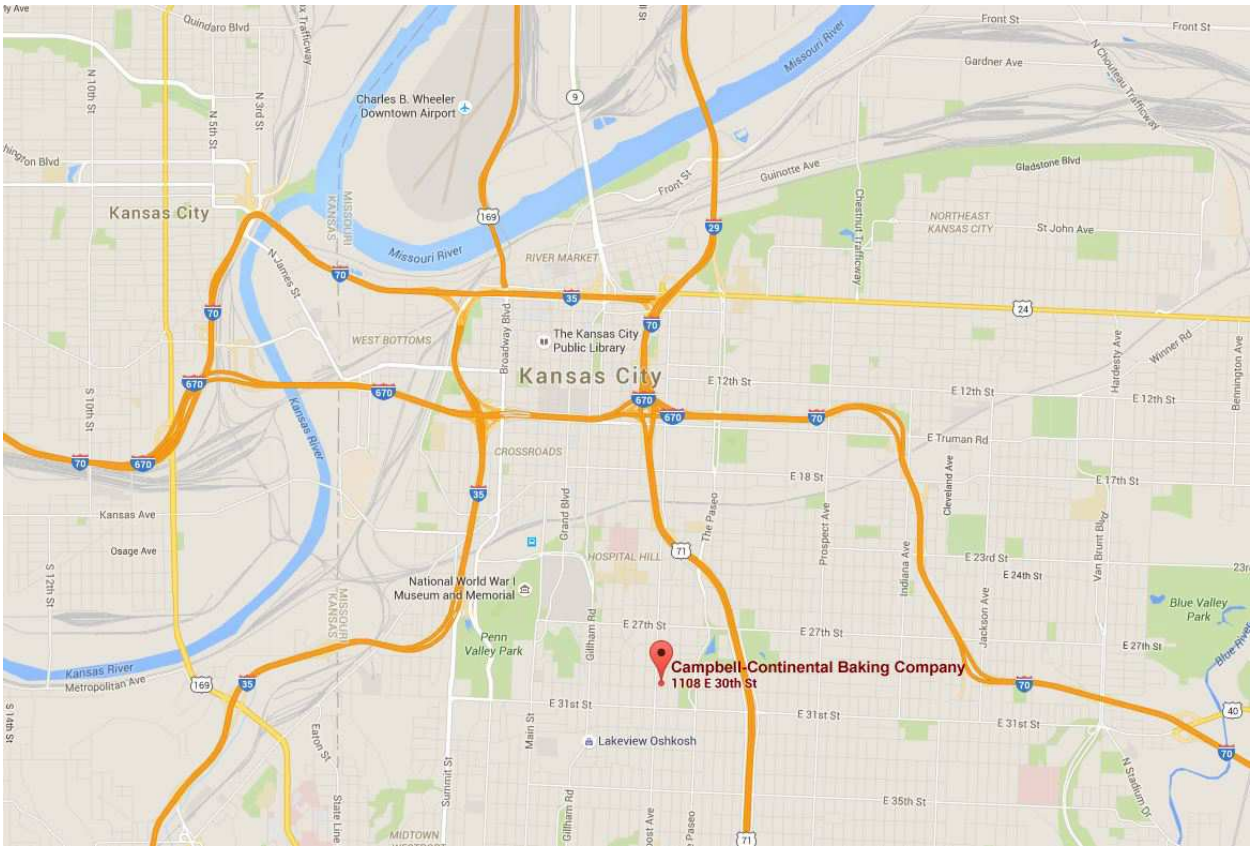

Figure 2: Site Map, Campbell-Continental Baking Company Building. *Source: Google Earth, 2015.* 39.072711, -94.570517

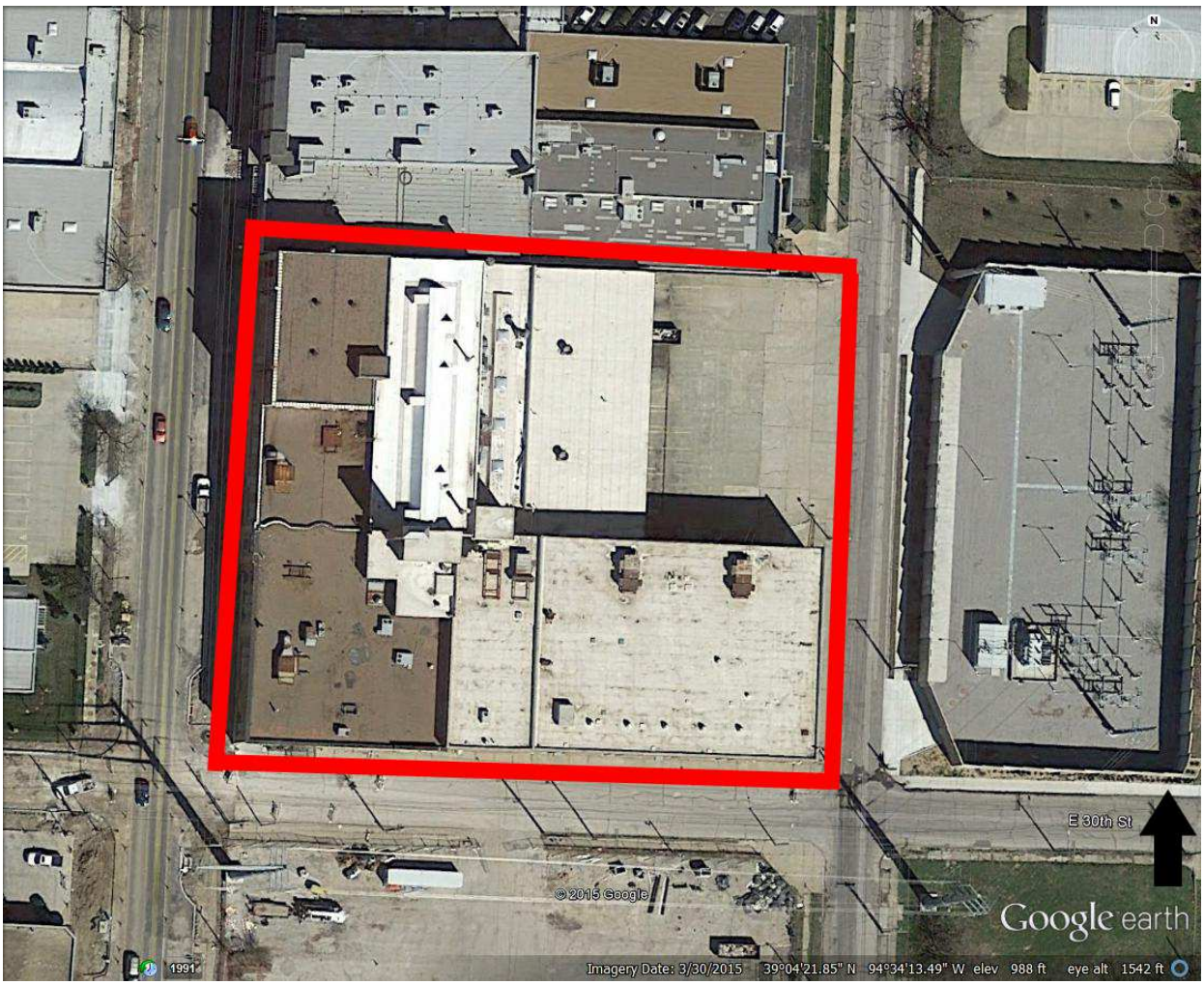

Figure 3: Photo Map, Exterior, first floor, existing conditions. *Source: Caleb Buland, Kansas City, Missouri, 2015.*

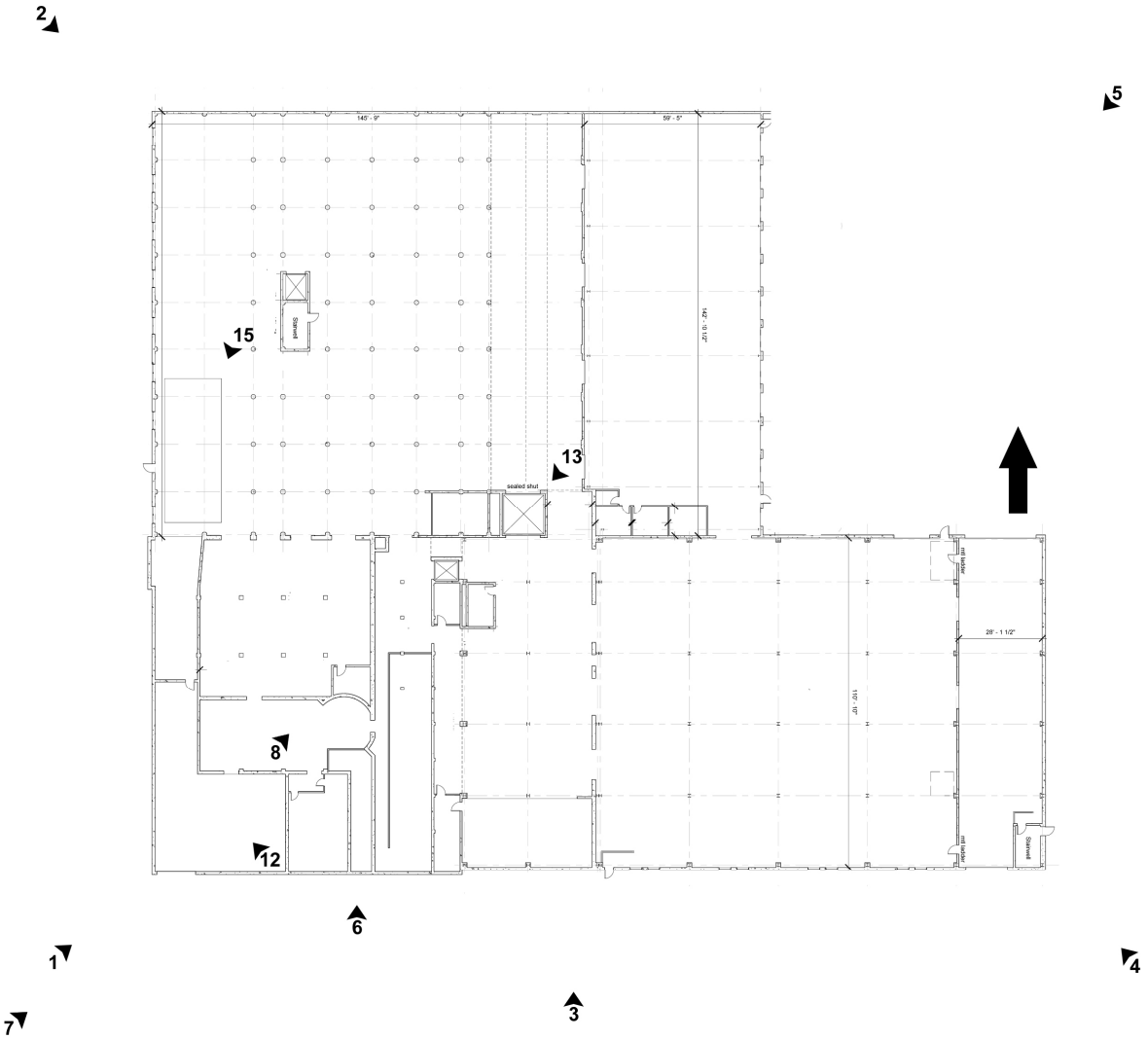

Figure 4: Photo Map, Second floor, existing conditions. *Source: Caleb Buland, Kansas City, Missouri, 2015.*

Figure 5: Photo Map, Third floor, existing conditions. *Source: Caleb Buland, Kansas City, Missouri, 2015.*

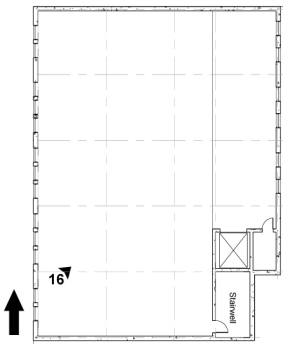

Figure 6: Building phases map. *Source: Caleb Buland, Kansas City, Missouri, 2015.*

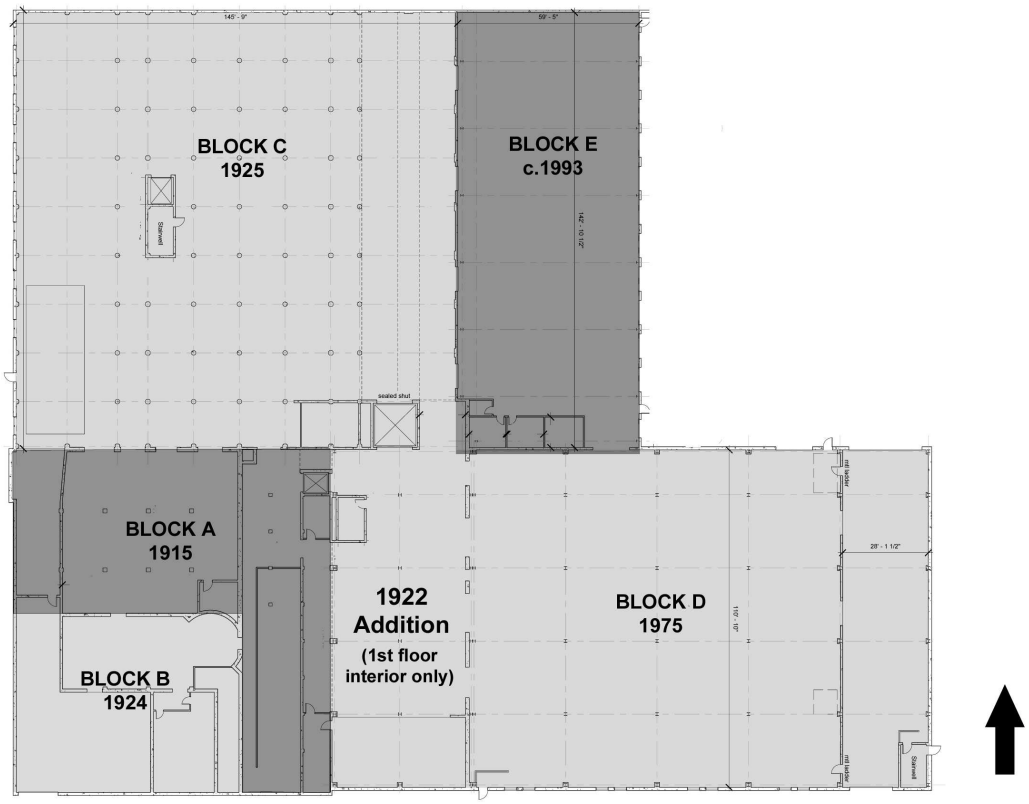

Figure 12: First Floor, Block A, historic oven room; note slightly raised concrete platforms and extant machinery. *Source: Lauren Rieke, 2015.*

Figure 13: Second Floor, Block A, historic men's locker room; note raised areas from locker rooms.
Source: Brad Finch, f-stop Photography, 2015.

Figure 14: Third Floor, Block C, historic mixing room; note freight elevator and raised platform with flour bins. *Source: Lauren Rieke, 2015.*

Figure 15: Historic photograph, Campbell-Continental Baking Company Building, 1918, south and west elevations, view northeast. *Source: Missouri Valley Special Collections, Kansas City (Missouri) Public Library, Kansas City, Missouri.*

MVSC, Kansas City Public Library, Kansas City, Missouri

Figure 16: Historic photograph, Campbell-Continental Baking Company Building and delivery truck, 1923, south and west elevations, view north. *Source: Missouri Valley Special Collections, Kansas City (Missouri) Public Library, Kansas City, Missouri.*

MVSC, Kansas City Public Library, Kansas City, Missouri

Figure 17: Historic 1940 tax assessor photograph, west elevation. *Source: Missouri Valley Special Collections, Kansas City (Missouri) Public Library, Kansas City, Missouri.*

Figure 18: Historic 1940 tax assessor photograph, south elevation. *Source: Missouri Valley Special Collections, Kansas City (Missouri) Public Library, Kansas City, Missouri.*

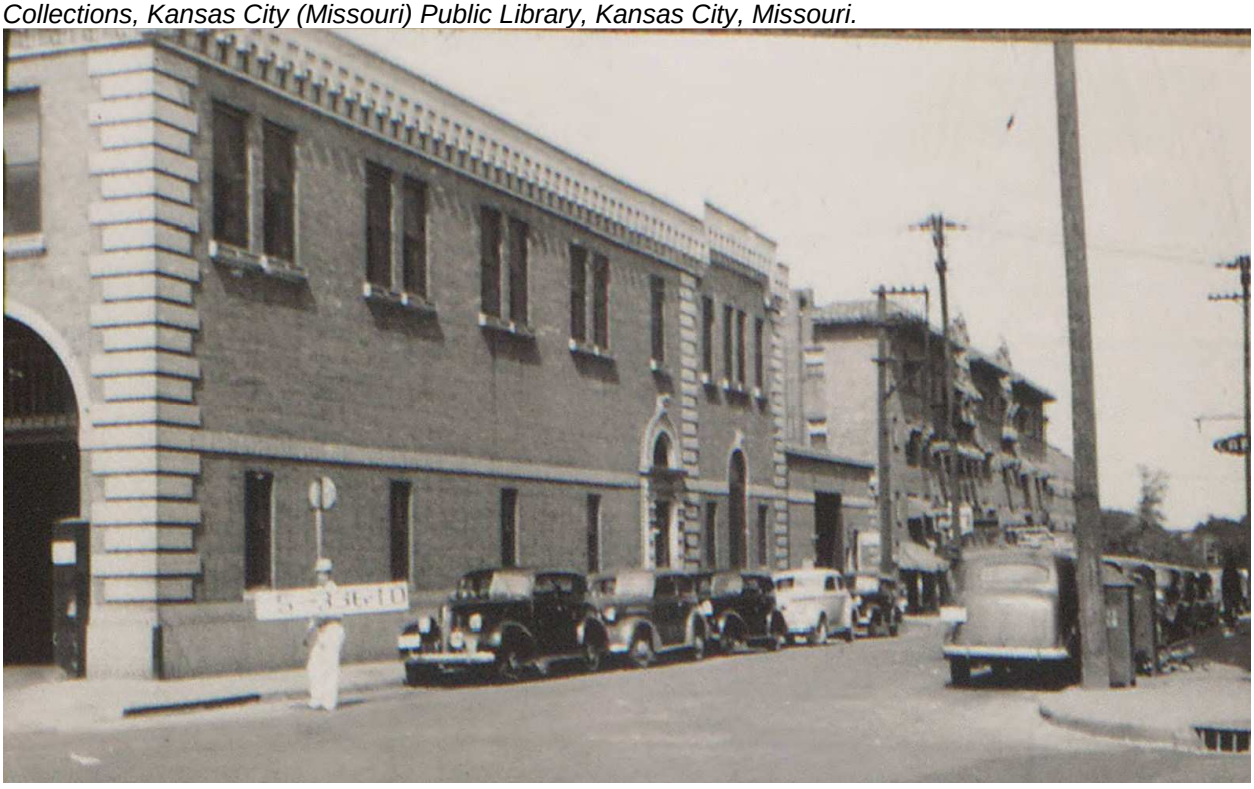

Figure 19: Historic photograph, interior of typical, unknown bakery in Kansas City, 1900. *Source: Missouri Valley Special Collections, Kansas City (Missouri) Public Library, Kansas City, Missouri.*

Figure 20: Historic photograph, A and P Bakery, New York City, 1959. *Source: Library of Congress, Gottscho-Schleisner Collection.*

Figure 21: Flow Chart of Bread Production, c.1956. *Source: Charles C. Slater,* Baking America, *Volume II, Evanston, IL: Northwestern University Press, 1956, 15.*

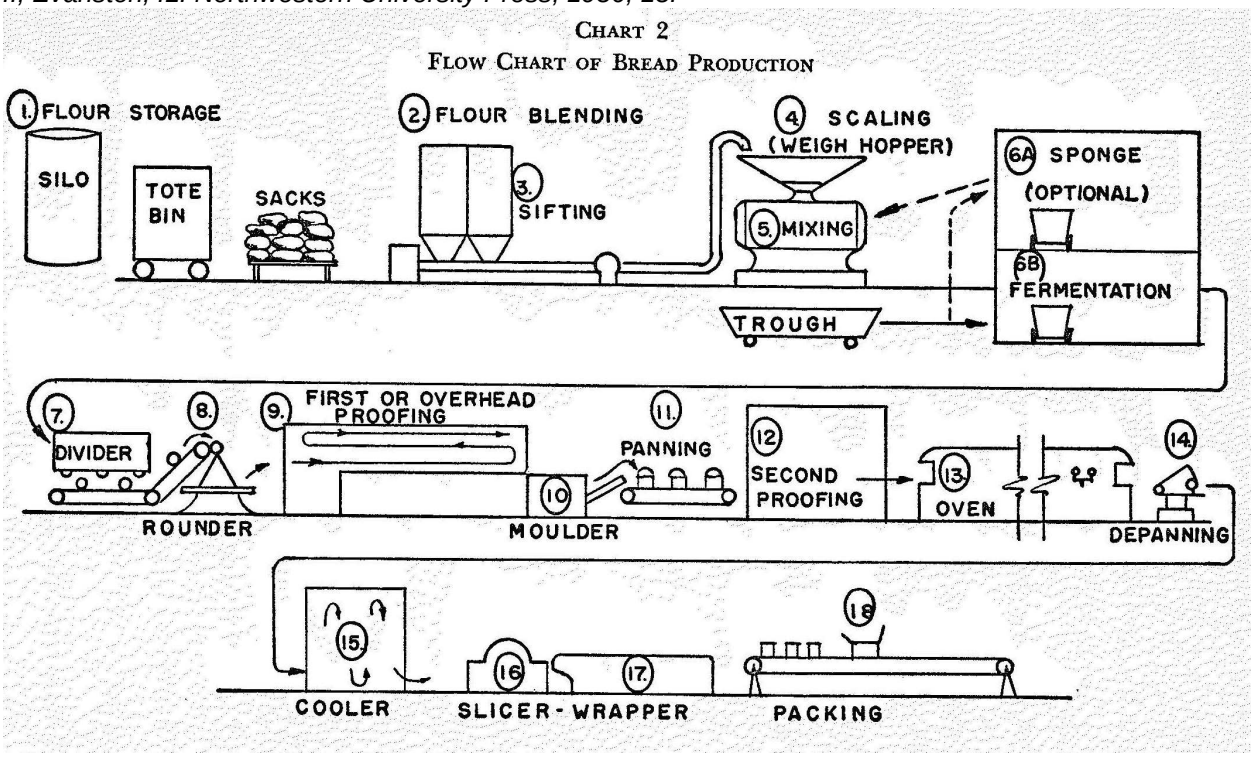

Figure 22: Illustration of Basic Oven Designs. *Source: Charles C. Slater,* Baking America, *Volume II, Evanston, IL: Northwestern University Press, 1956, 20.*

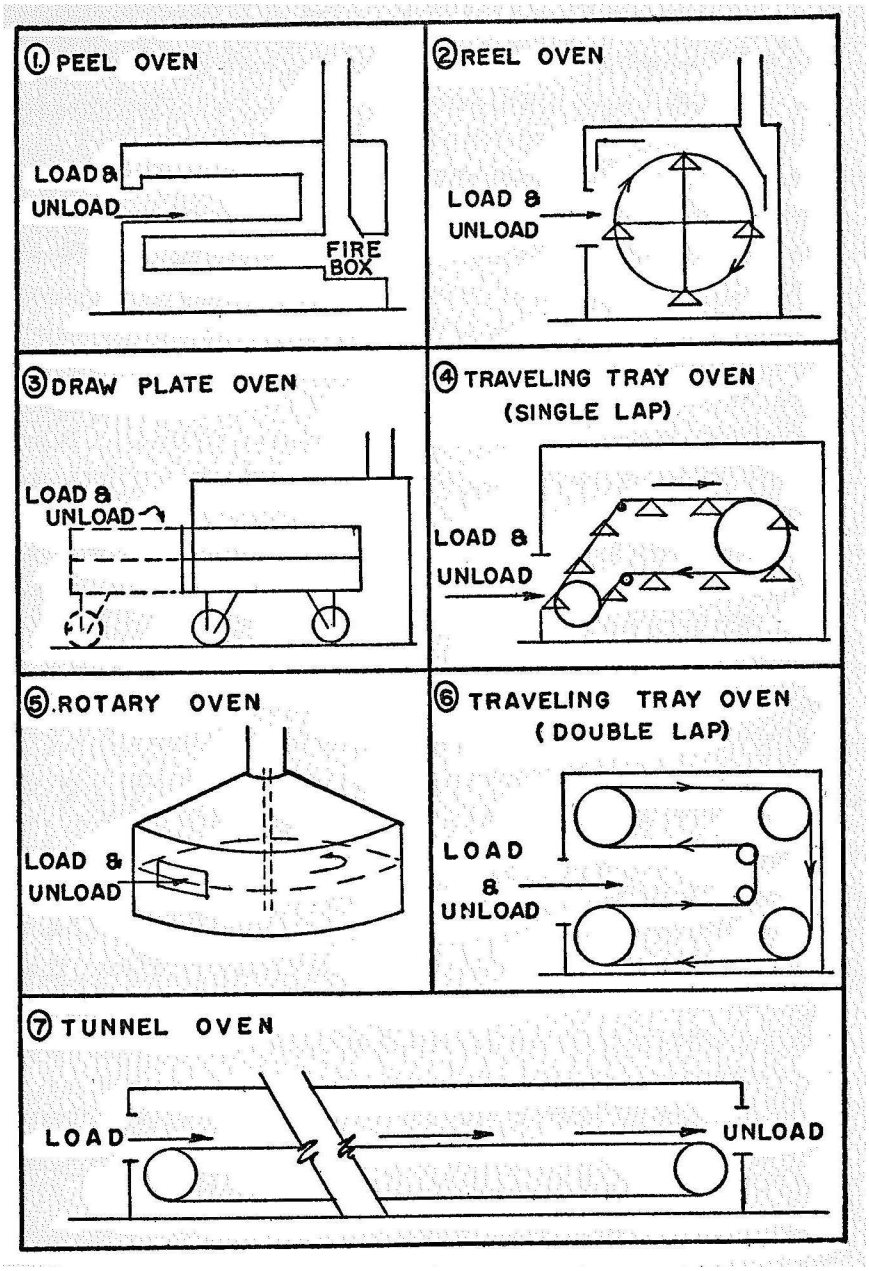

Figure 23: Nafziger Baking Company, Sanborn Fire Insurance Map, Volume 2, Sheet 199, 1937. *Source: Missouri Valley Special Collections, Kansas City Public Library.*

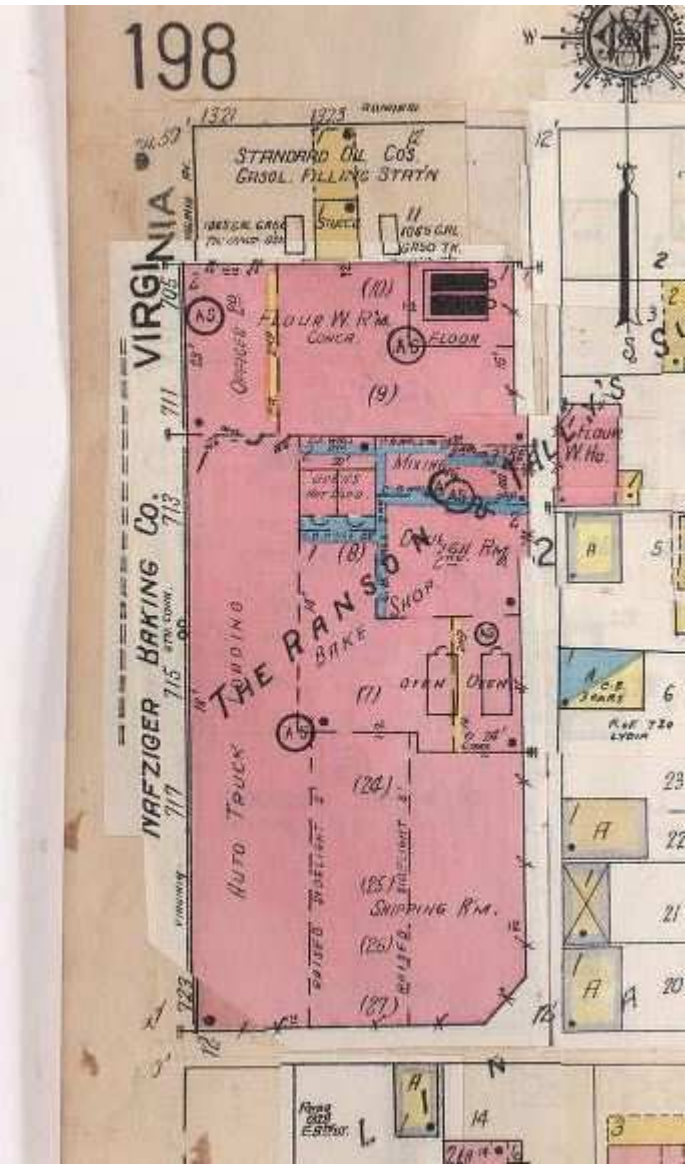

Figure 24: General Baking Company, Warneke Baking Company, Sanborn Fire Insurance Map, Volume 2, Sheet 251, 1937. *Source: Missouri Valley Special Collections, Kansas City Public Library.*

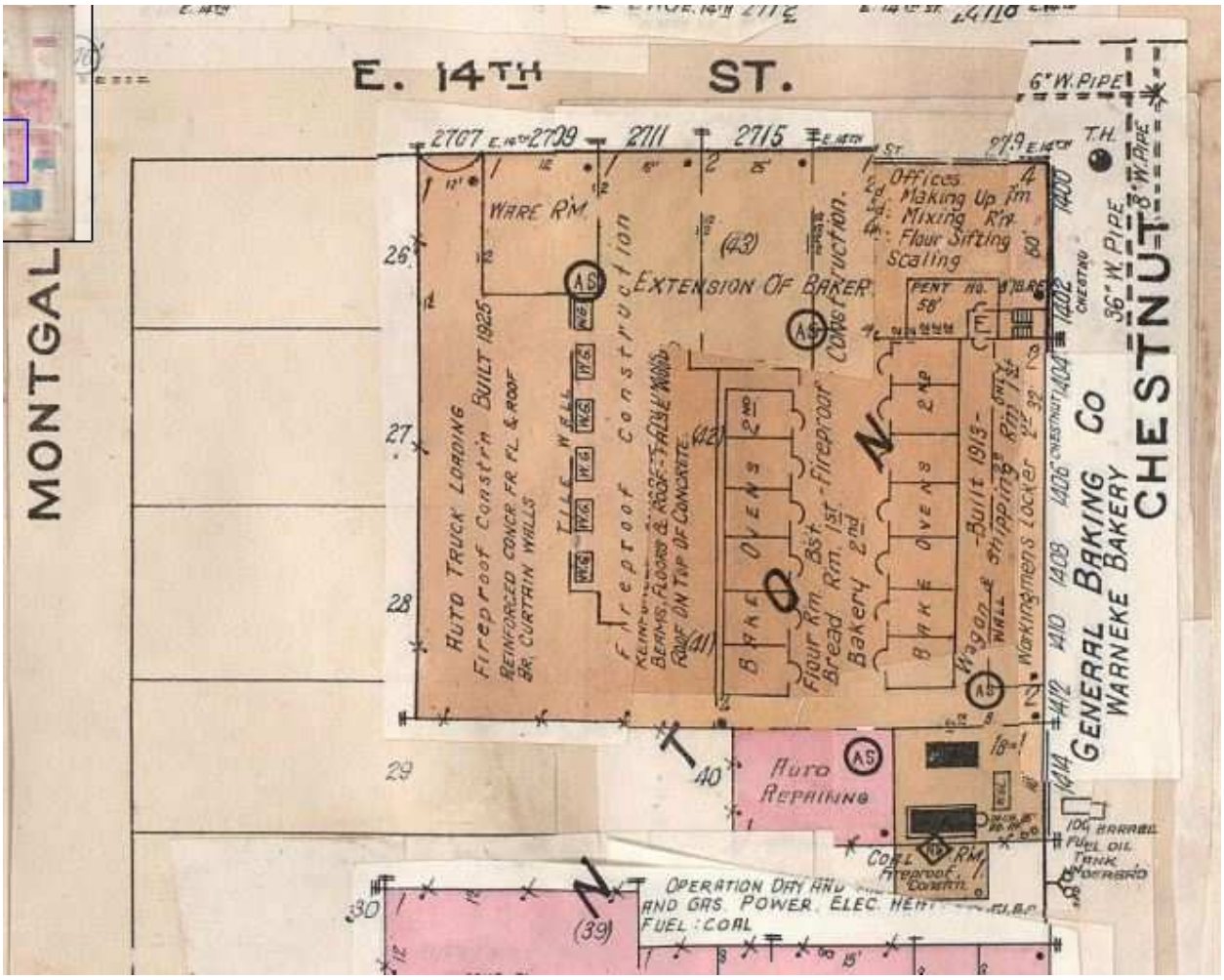

Figure 25: Grennan Bakeries, Inc., Sanborn Fire Insurance Map, Volume 2, Sheet 233, 1937. *Source: Missouri Valley Special Collections, Kansas City Public Library.*

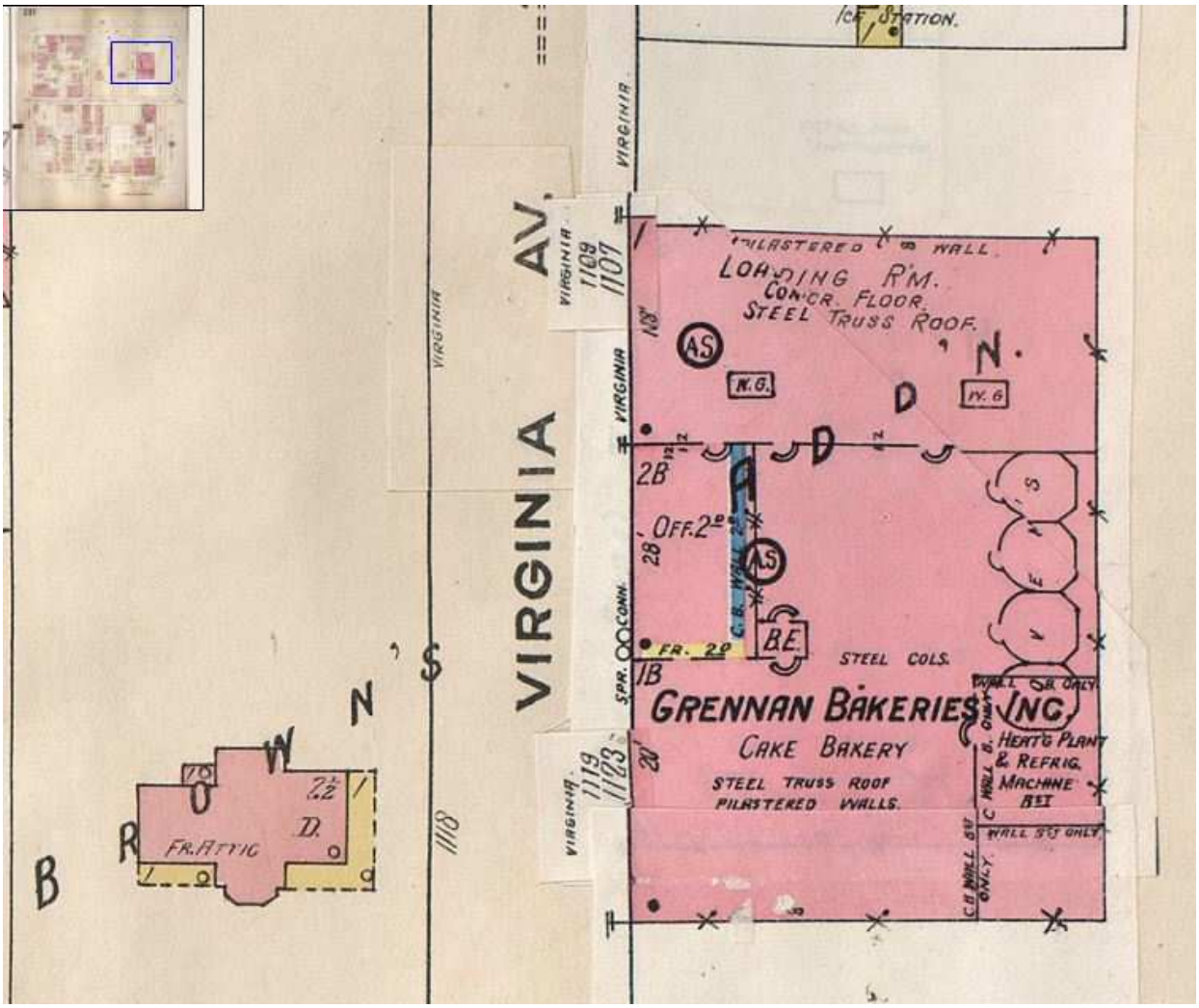

Figure 26: National Biscuit Company, Sanborn Fire Insurance Map, Volume 1, Sheet 75, 1938. *Source: Missouri Valley Special Collections, Kansas City Public Library.*

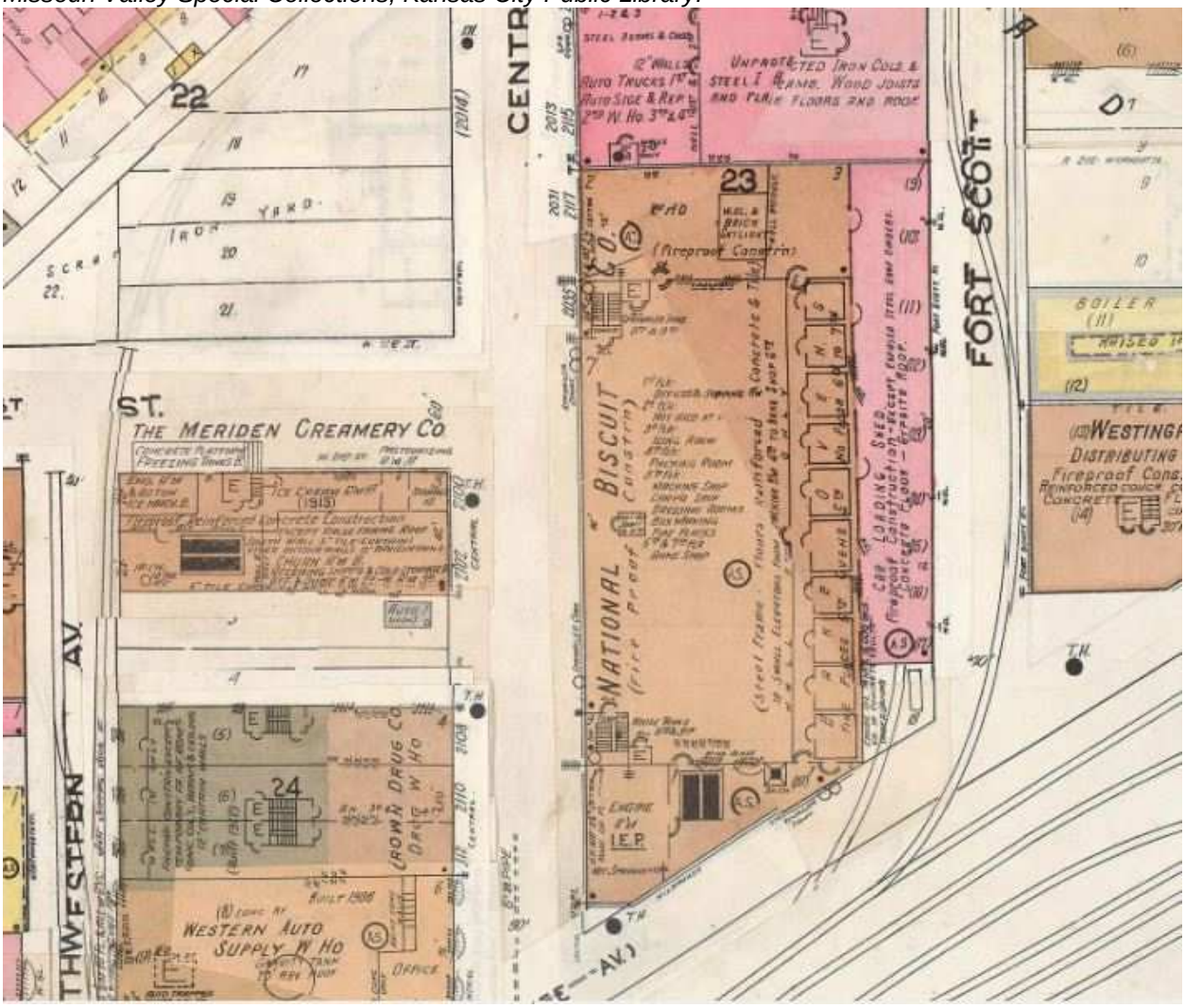

Figure 27: Historic plans, Addition to Campbell-Continental Baking Company Building, 1925, basement.
Source: Missouri Historical Society, University of Missouri Kansas City, Kansas City, Missouri.

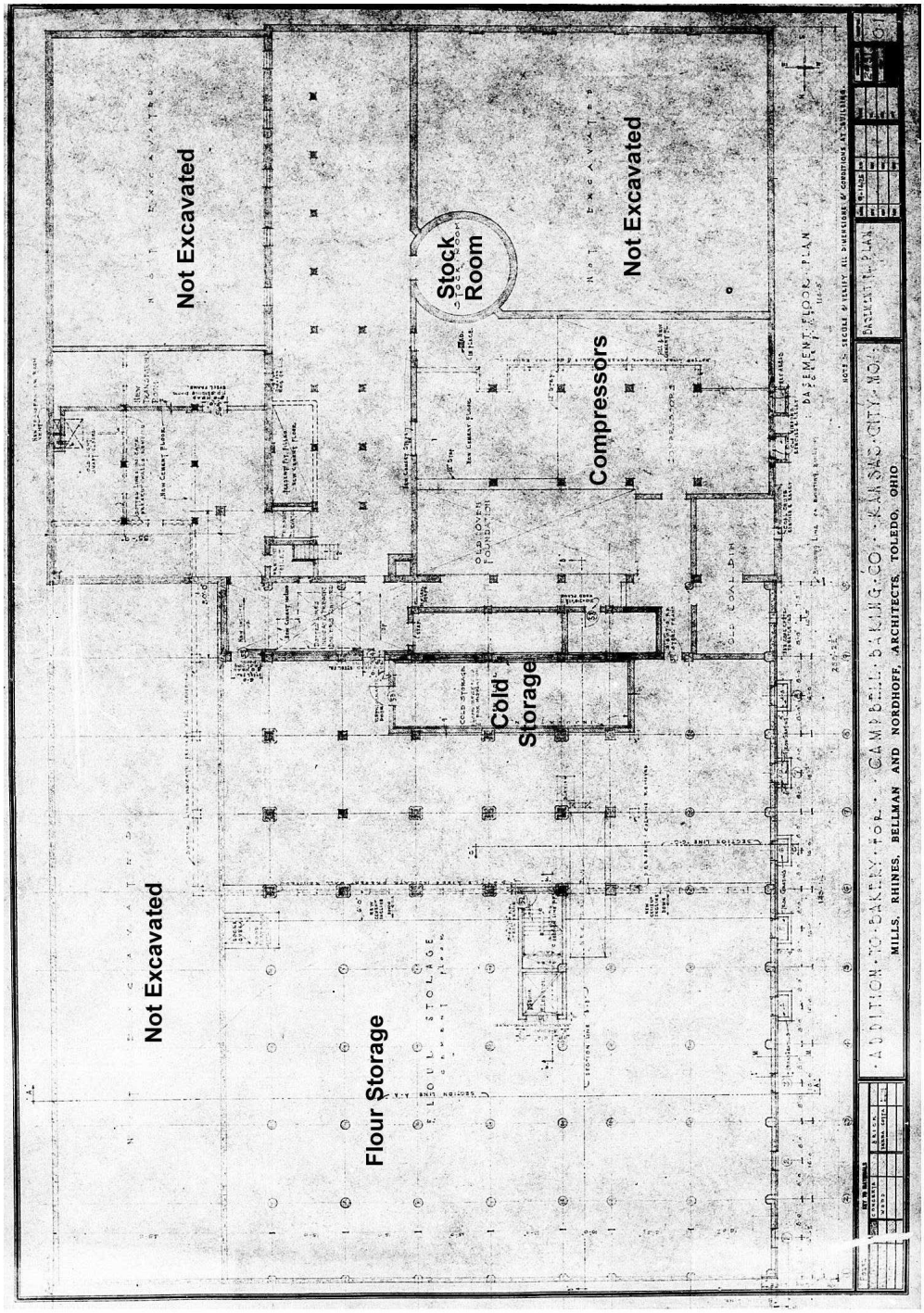

Figure 28: Historic plans, Addition to Campbell-Continental Baking Company Building, 1925, first floor.
Source: Missouri Historical Society, University of Missouri Kansas City, Kansas City, Missouri.

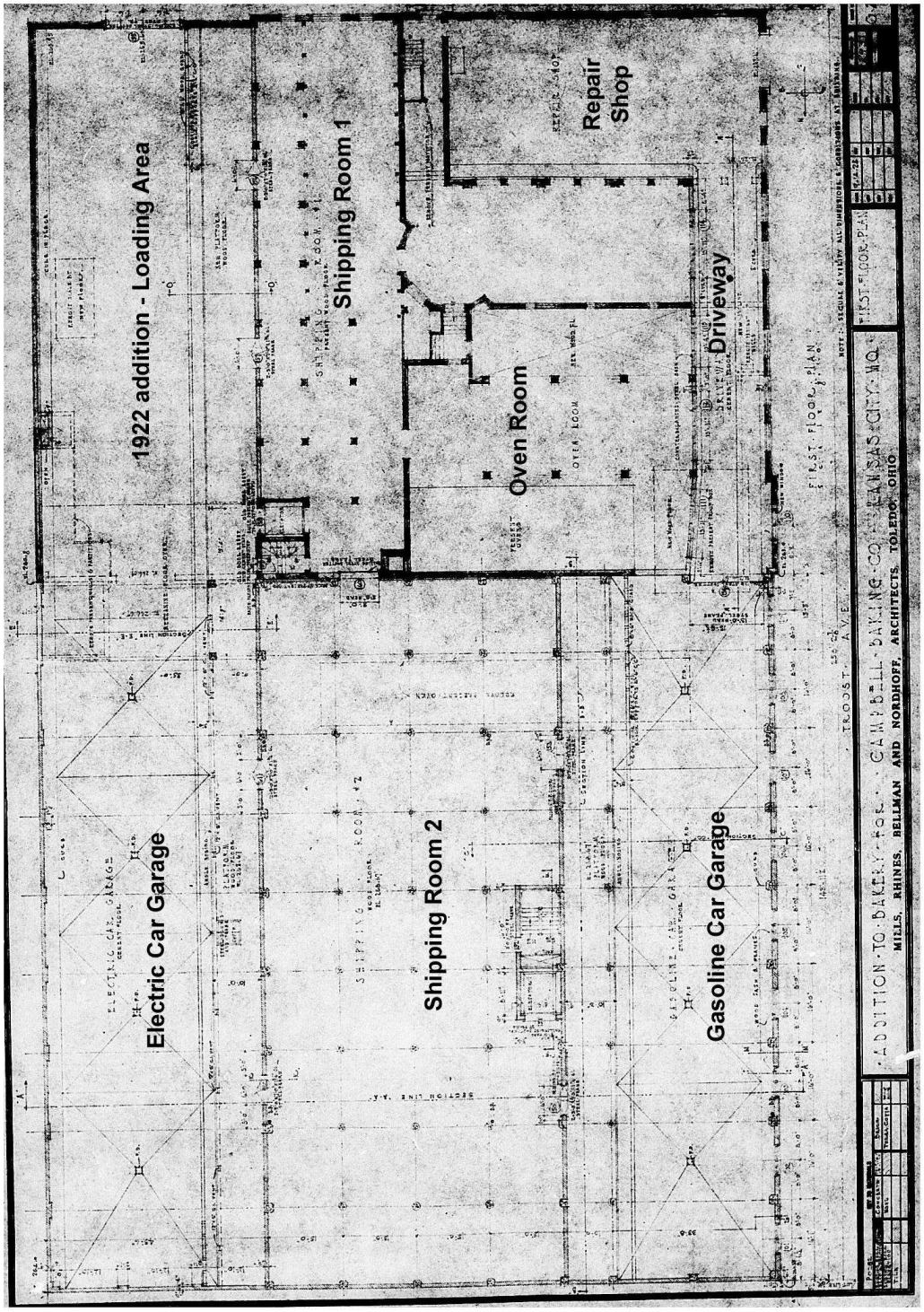

Figure 29: Historic plans, Addition to Campbell-Continental Baking Company Building, 1925, second floor.
Source: Missouri Historical Society, University of Missouri Kansas City, Kansas City, Missouri.

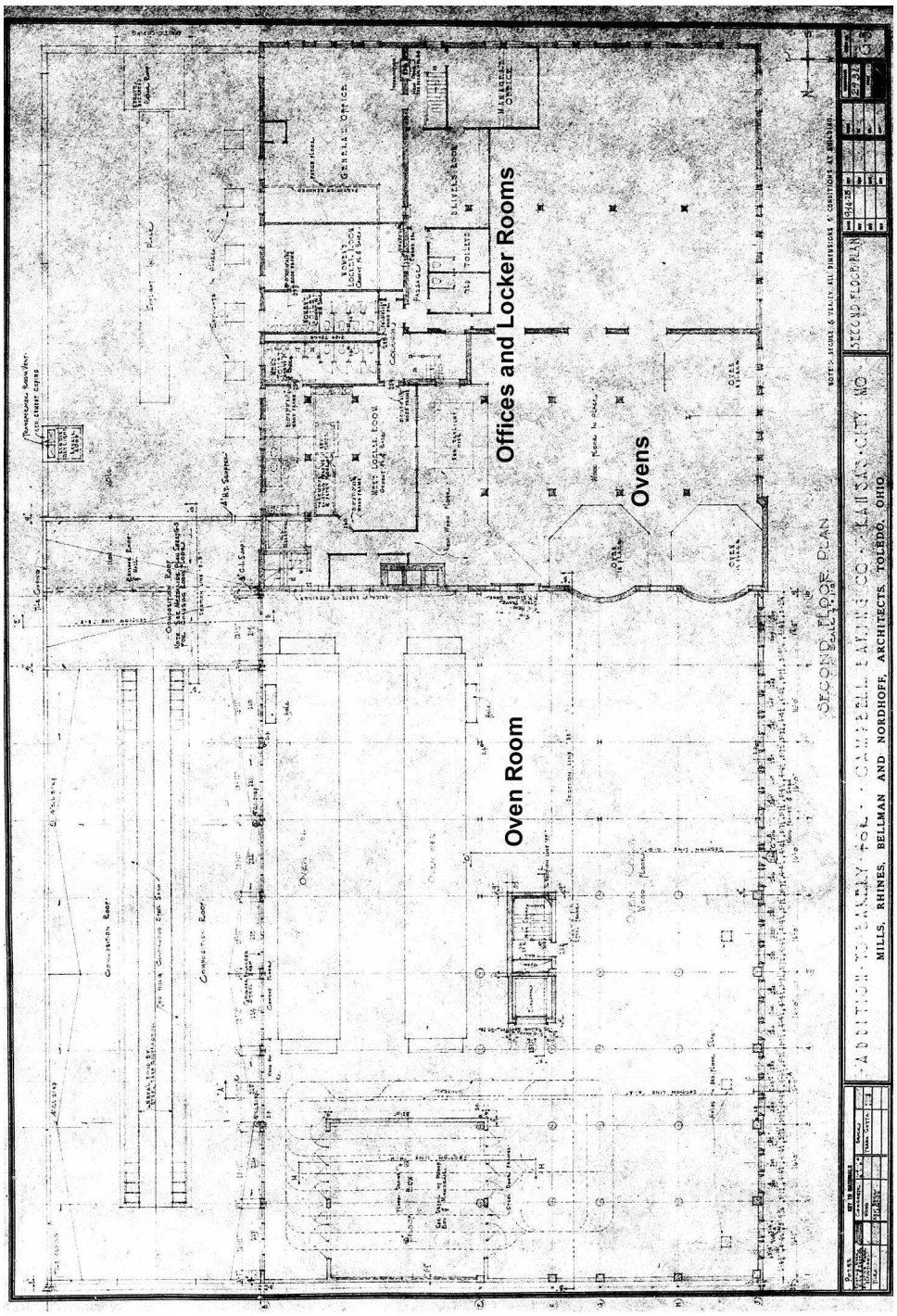

Figure 30: Historic plans, Addition to Campbell-Continental Baking Company Building, 1925, third floor.
Source: Missouri Historical Society, University of Missouri Kansas City, Kansas City, Missouri.

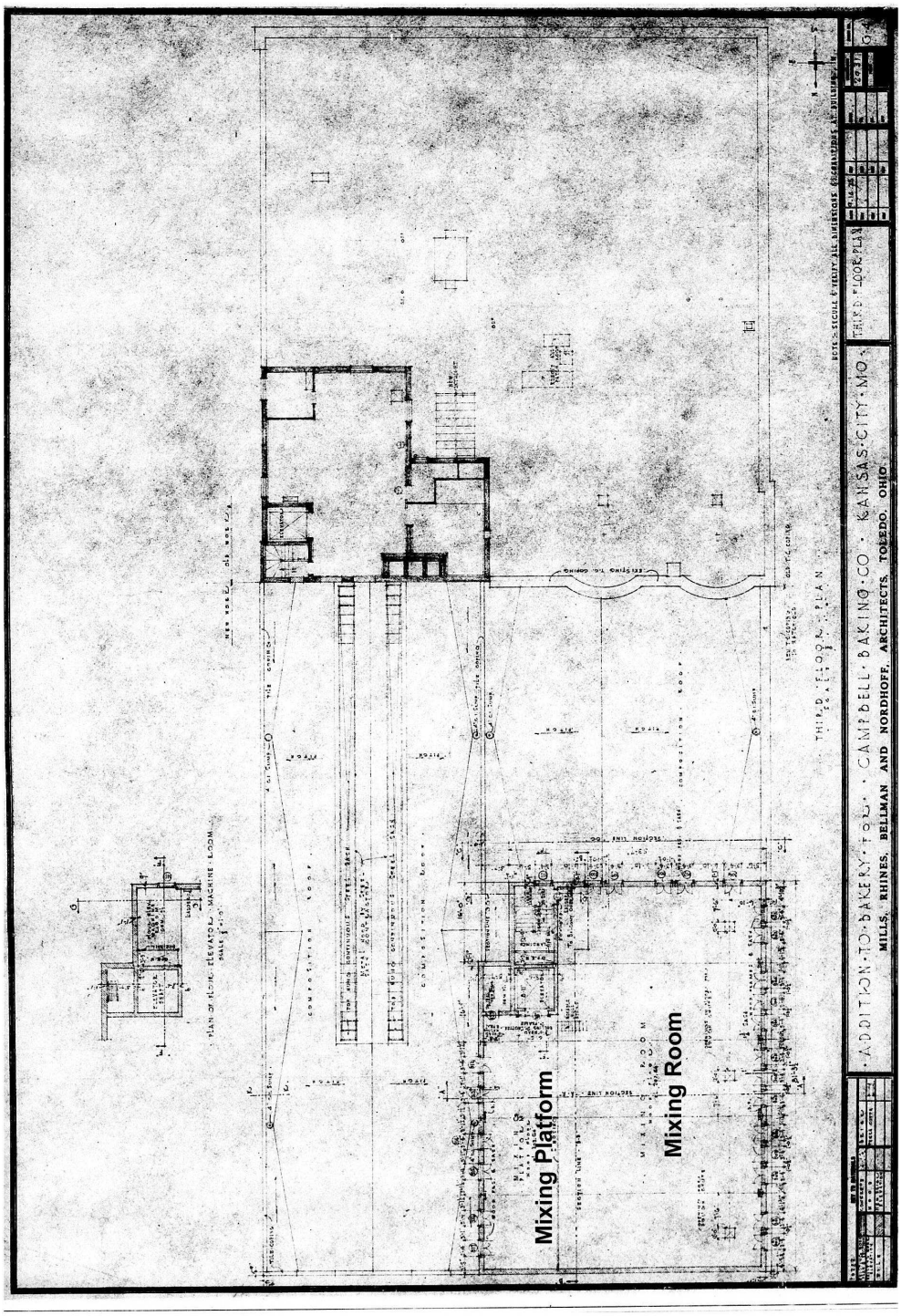

Figure 31: Historic plans, Addition to Campbell-Continental Baking Company Building, 1925, east and west elevations. *Source: Missouri Historical Society, University of Missouri Kansas City, Kansas City, Missouri.*

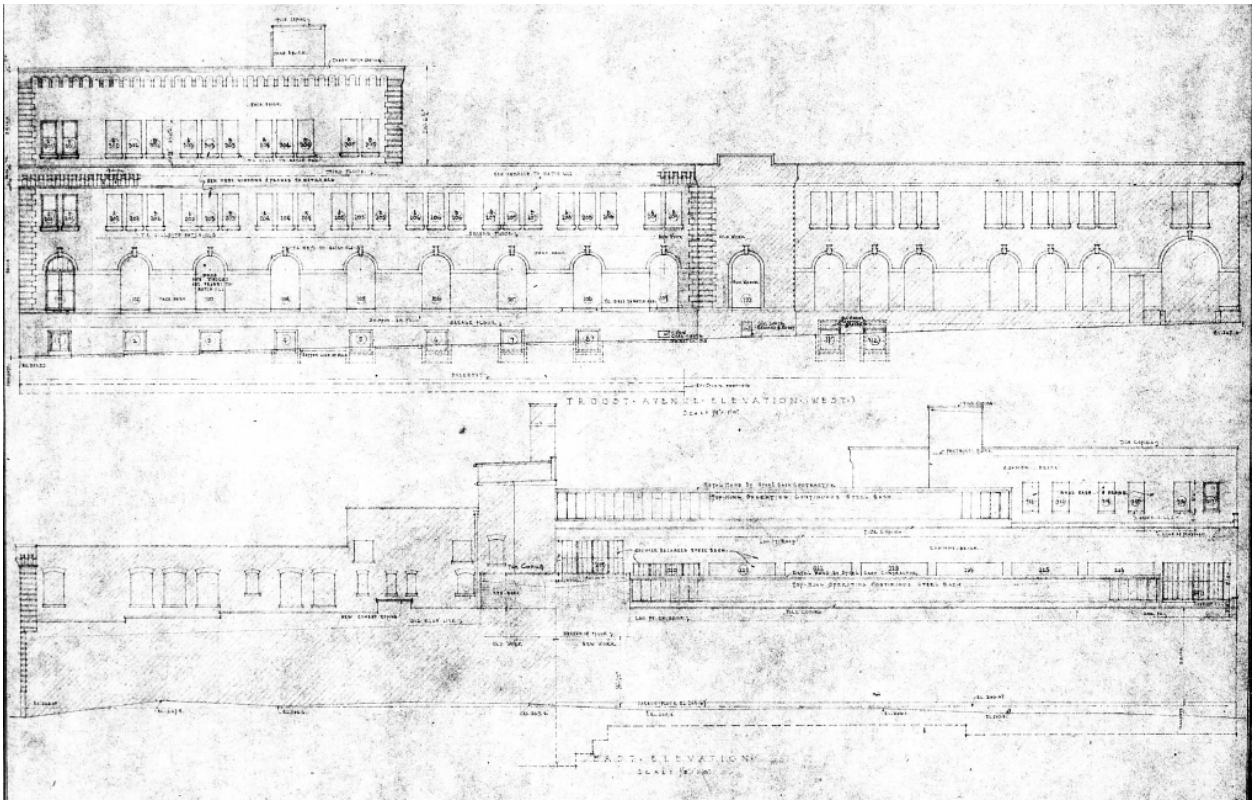

Figure 32: Campbell-Continental Building, Sanborn Fire and Insurance Map, 1951. Note fireproof construction methods on each phase of the building. *Source: Sanborn Fire and Insurance Map, Kansas City, Missouri, 1951.*

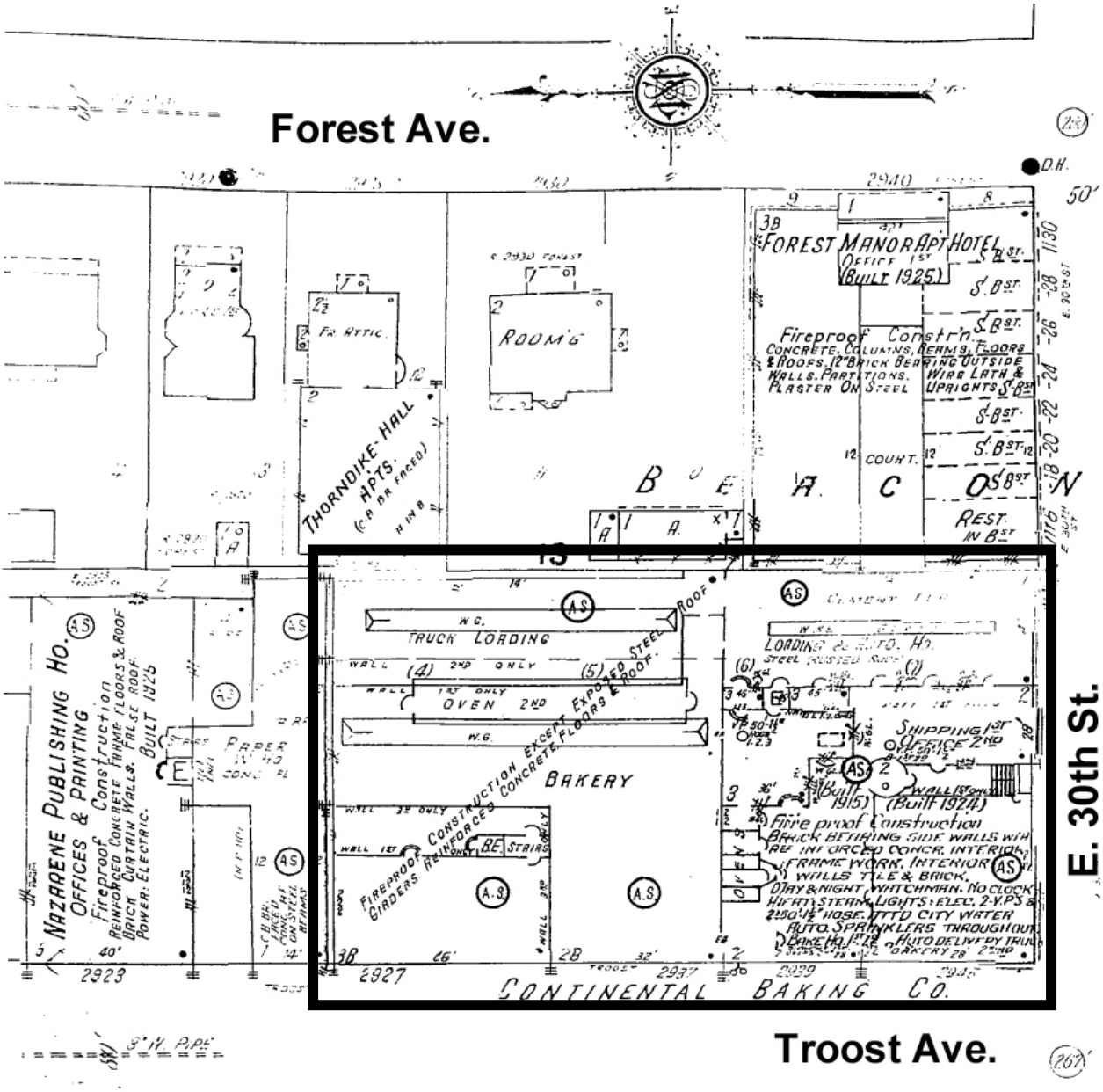

Figure 33: Nafziger Baking Company Building, 717 Virginia Avenue, Kansas City, Missouri, photograph, 2015. *Source: Google Street View, accessed December 14, 2015.*

Figure 34 Warneke Baking Company Building, 1400 Chestnut Avenue, Kansas City, Missouri, photograph, 2015. *Source: Google Street View, accessed December 14, 2015.*

Figure 35: Grennan Bakeries, Inc., 1107 Virginia Avenue, Kansas City, Missouri, 2015. *Source: Google Street View, accessed December 14, 2015.*

Figure 36: Wonder Bread Advertisement, c.1950. *Source:* "The Bleat," Lileks Blog, 2012. http://www.lileks.com/bleats/archive/12/0312/032812.html

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