

**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 *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If an 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 entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name National Candy Company Factory

other names/site number Chase Candy Company, Brown Shoe Company

2. Location

street & number 4230 Gravois Avenue [N/A] not for publication

city or town St. Louis [N/A] vicinity

state Missouri code MO county St. Louis [Independent City] code 510 zip code 63116

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property meets does not meet the National Register criteria. I recommend that this property be considered significant nationally statewide locally. (see continuation sheet for additional comments).

Mark A. Miles

Sept. 21, 2009

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

Date

Missouri Department of Natural Resources
State or Federal agency and bureau

In my opinion, the property meets does not meet the National Register criteria. (See continuation sheet for additional comments.)

Signature of certifying official/Title

Date

State or Federal agency and bureau

4. National Park Service Certification

I hereby certify that the property is:

Signature of the Keeper

Date of Action

entered in the National Register.

See continuation sheet.

determined eligible for the National Register.

See continuation sheet.

determined not eligible for the National Register.

removed from the National Register.

other, (explain):

5. Classification

Ownership of Property

(Check as many boxes as apply)

- private
- public-local
- public-State
- public-Federal

Category of Property

(Check only one box)

- building(s)
- district
- site
- structure
- object

Number of Resources within Property

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

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

Name of related multiple property listing

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

n/a

Number of contributing resources previously listed in the National Register

0

6. Function or Use

Historic Functions

(Enter categories from instructions)

Industry: manufacturing facility

Current Functions

(Enter categories from instructions)

Vacant

7. Description

Architectural Classification

(Enter categories from instructions)

Modern Movement: Art Deco

Materials

(Enter categories from instructions)

foundation Concrete
walls Brick
Stone
roof Asphalt
other

Narrative Description

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

National Candy Company Factory
Name of Property

St. Louis (Independent City), MO
County and State

8. Statement of Significance

Applicable National Register Criteria

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

- A** Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B** Property is associated with the lives of persons significant in our past.
- C** Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D** Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations

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

Property is:

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

Narrative Statement of Significance

(Explain the significance of the property on one or more continuation sheets.)

9. Major Bibliographical References

Bibliography

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

Previous documentation on file (NPS):

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

Areas of Significance

(Enter categories from instructions)

Industry _____

Period of Significance

1928-1953 _____

Significant Dates

1928 _____

1948 _____

Significant Person

(Complete if Criterion B is marked above)

N/A _____

Cultural Affiliation

N/A _____

Architect/Builder

Klipstein and Rothman (Architects) _____

Gamble Construction Company (Contractor) _____

Primary location of additional data:

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

Name of repository: _____

10. Geographical Data

Acreage of Property approximately 3.5 acres

UTM References

(Place additional UTM references on a continuation sheet.)

1	[1][5]	[7][3][8][8][2][0]	[4][2][7][4][5][4][0]	2	[][]	[][][][][]	[][][][][][]
	Zone	Easting	Northing		Zone	Easting	Northing
3	[][]	[][][][][]	[][][][][]	4	[][]	[][][][][]	[][][][][][]
						<input type="checkbox"/> See continuation sheet	

Verbal Boundary Description

(Describe the boundaries of the property on a continuation sheet.)

Boundary Justification

(Explain why the boundaries were selected on a continuation sheet.)

11. Form Prepared By

name/title Julie Ann LaMouria

organization Lafser & Associates date 23 January 2009

street & number 1028 N Kingshighway Suite 1 telephone (573) 339-4625

city or town Cape Girardeau state MO zip code 63701

Additional Documentation

Submit the following items with the complete form:

Continuation Sheets

Maps

- A **USGS map** (7.5 or 15 minute series) indicating the property's location.
- A **Sketch map** for historic districts and properties having large acreage or numerous resources.

Photographs

Representative **black and white photographs** of the property.

Additional items

(Check with the SHPO or FPO for any additional items)

Property Owner

(Complete this item at the request of SHPO or FPO.)

name RNY, LLC

street & number 706 DeMun Unit B telephone 314-725-6566

city or town Clayton state MO zip code 63105

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. 470 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 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 Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Projects (1024-0018), Washington, DC 20503.

United States Department of the Interior
National Park Service

National Register of Historic Places

Continuation Sheet

Section number 7 Page 1

National Candy Company Factory
St. Louis (Independent City), MO

Summary:

The National Candy Company Factory, located at 4230 Gravois Avenue in St. Louis, Missouri, is a multi-colored brick industrial building constructed in 1927. The factory faces Gravois Avenue at its intersection with Bingham Avenue, with railroad tracks beyond Gravois to the west and an industrial neighborhood to the north and east. The building is a good representation of industrial Art Deco design. Measuring approximately 180' X 210', the building has a concrete foundation with a full basement. The west elevation displays rounded arch openings on the first level, with a colorful mosaic and etched stone above the entrance displaying the name "*National Candy Co.*" The building is adorned with intricate brickwork and terra cotta courses, emphasizing verticality with its long pilasters and narrow windows. The open floor plan of the factory retains the mushroom columns, freight elevators, and wide metal stairwells typically found in St. Louis's early twentieth century industrial buildings. A one-story addition to the rear of the building was constructed in 1975, but is unseen from the main roadway. Though the lower openings have been boarded over to protect against vandalism, and a few of the windows are missing or broken, the National Candy Company Factory is in excellent condition and retains integrity of workmanship, setting, association, materials, and design from its 1928-1953 period of significance (the time the building was operated as a candy factory).

Elaboration:

Façade (West Elevation)

The National Candy Company building was constructed in 1927. The west facing façade is divided into three sections, with a five-story central core, a five story projection on the north end and a seven story projection on the south end, all coped with terra cotta. The central core is nine bays wide, with brick pilasters rising from the second through the fifth levels. The openings of the second through fifth levels feature forty light hopper windows. The first level is adorned with cascading rounded brick arches over each bay, terra cotta courses below and above the boarded over windows, and a projecting brick course just below the second level. The main entrance is centered on the first level, composed of boarded-over double metal doors and rounded stained glass transom. Decorative brickwork surrounds a concrete slab above the front door. The words "*National Candy Co.*" are stamped into the concrete slab below a multi-colored mosaic featuring peppermint sticks, colored circles, and an elephant. A granite nameplate is located to the south of the entrance doors. (Photo 1 – 2A)

United States Department of the Interior
National Park Service

National Register of Historic Places

Continuation Sheet

Section number 7 Page 2

National Candy Company Factory
St. Louis (Independent City), MO

The north projection includes four, five-story, brick pilasters capped by terra cotta. Two fifteen-pane hopper windows are found between the first, second, and third levels. The windows of the fourth level are eighteen-paned, with a six-pane transom stretching into the fifth-story. A one-story entrance is found to the north of the north projection. This entrance features a metal door with boarded transom, and shares the decorative brickwork, arches, and terra cotta found on the main entrance. A single sash window is located just to the north of this entrance.

The south projection includes forty-pane hopper windows in each of the three bays on the second through seventh levels, separated by brick pilasters. A terra cotta course is located just above the seventh story windows. The first level features six boarded openings with soldier lintels and a terra cotta belt course below the windows.

South Elevation:

The south elevation is seven stories, with a nine-story projecting central tower, all featuring terra cotta coping. The fourteen outer bays mirror the design of the façade, featuring hopper windows separated by brick pilasters and topped by a terra cotta belt course above the seventh story. Paired hopper windows also rise from the second to the eighth stories in the central bay of the tower, with multiple levels of brick pilasters separating the tower's three bays. Pointed transoms top the tower's eighth story windows, and pointed windows are also found on the recessed ninth story. Three terra cotta piers top brick pilasters on both the projecting and recessed portions of the central tower, and terra cotta modillions adorn the upper levels as well. A five bay covered loading dock is located to the west of the tower, and a six bay brick addition projects from the first level of east side of the tower. Ten garage doors comprise the south elevation of the 1975 addition, found centered on the metal clad wall. (Photo 3)

East Elevation:

The east elevation (rear) elevation is comprised of the original building and the 1975 addition. It steps down from south to north, with a three-bay, seven story section at the south end; a five-story, three-bay section with a central projection; a two-bay three-story section; and a one-bay, one-story section on the north. The one-story 1975 addition includes metal walls with a concrete foundation and six boarded openings. The main building features the forty-pane industrial windows found on the other elevations. The third bay is covered by an eight story chimney (Figure 1).

United States Department of the Interior
National Park Service

National Register of Historic Places

Continuation Sheet

Section number 7 Page 3

National Candy Company Factory
St. Louis (Independent City), MO

North Elevation:

The north elevation features the same industrial windows as found on the west elevation. The one-story 1975 addition is found to the east with boarded openings at the east and west ends. The first level of the 1927 building features seven boarded openings. The second level is comprised of seven bays with industrial windows. The eastern five bays of the remaining levels of the building are recessed, with the third level recessed one bay, the fourth and fifth recessed three bays, and the sixth and seventh levels recessed five bays. The western most bay of the north elevation is five stories tall, and features the narrow windows and brick pilasters found on the main façade. The remaining bays are five stories tall and share the industrial windows and pilasters as found on the core of the main façade. (Photo 4)

Interior:

The interior of the main building features an open floor plan with poured concrete floors and ceilings and exposed concrete framing with mushroom top round columns separating each bay (Figures 2- 9). The board forms used to pour the concrete slabs are clearly delineated on the ceilings, creating an interesting pattern. The exterior perimeter walls and interior walls surrounding the freight elevators are exposed brick. An enclosed stairway is located on the north, south and east elevations. Each stairway has poured concrete steps with a metal pipe rail and the door opening at each floor has a paneled metal clad, fire door. The interior walls of the stairway and elevator are exposed brick. The freight elevator doors are generally the original, paneled metal doors that meet horizontally. A small restroom is located by each elevator. The upper rooftop section that is setback from roof edge contains the buildings steam system tanks. A set of steep metal grate stairs lead to the upper floors that are poured concrete with brick exposed walls. There is a full basement under the primary building that has concrete floors and walls. (Photo 5-9)

The entrance to the two-story section located at the north elevation has some remnants of red terrazzo tile in the vestibule with concrete steps leading to a divided hall. Access into the two-story section is to the left and entrance to the primary portion of the building is to the right. A metal pipe rail divides the steps and remnants of plaster can be seen on the wall in the vestibule and hallway. The two-story section has poured concrete floors and ceilings with square posts that divide each bay. The perimeter walls are exposed brick. The ceiling height is two-story with square metal industrial windows framing the upper story in each bay to allow for light into this section. The one-story metal addition attached to the rear is completely open with metal rafters and sealed concrete floors. It was used for additional storage. (Photo 10)

United States Department of the Interior
National Park Service

National Register of Historic Places

Continuation Sheet

Section number 7 Page 4

National Candy Company Factory
St. Louis (Independent City), MO

Integrity: The building is still in good condition and little has changed to the exterior on the west, south, and north elevations. The one-story addition to the east (rear) façade does not dramatically impact the main building. It is connected to the original structure by a one-story, ten foot wide concrete vestibule with metal fire doors. The addition is unseen from the main façade, and does not compromise the early twentieth century industrial nature of the building.

United States Department of the Interior
National Park Service

National Register of Historic Places

Continuation Sheet

Section number 8 Page 5

National Candy Company Factory
St. Louis (Independent City), MO

Summary:

The National Candy Company Factory, 4230 Gravois Ave., St. Louis (Independent City), MO, is locally significant under National Register Criterion A in the area of Industry. Organized in 1903, the St. Louis-based National Candy Company grew to be the largest candy company in the country, with 22 factories by 1904 and plants in Kansas, Missouri, Ohio, Illinois, Michigan, Kentucky, and Mississippi by 1921. Though wide-spread, the company headquartered in St. Louis and oversaw the operation of several distinct candy manufacturers in the city. In 1927, National Candy constructed the nominated building to consolidate its nine St. Louis factories under one roof. Additionally, the new building incorporated air conditioning and other new technologies that allowed the company to produce candy throughout the year rather than seasonally. The new building's design and technology gave the company a competitive advantage over other local confectioners, and it became the largest and longest running candy maker in the city. In 1948, the Chase Candy Company purchased the National Candy Company, but continued to operate the factory on Gravois Avenue until it sold the building to Brown Shoe Company in 1953. The National Candy Company played a major part in St. Louis's candy industry, and the factory building remains virtually unchanged from the 1928-1953 period of significance, when the building was used as a confectionary.

Elaboration:

The art of making candy has been around for thousands of years, but the sugary items considered "candy" in the United States today are much different than the early chewy tree sap and beeswax concoctions used by the Egyptians. What we know as candy today is basically sugar dissolved in water and cooked at a very high temperature. The hotter the temperature, the harder the candy. Chewy candies are cooked at cool temperatures, soft candies are cooked at medium heats. By mixing the basic ingredients with fruits, spices, nuts, or cocoa, candy has unlimited flavors.¹

The simplicity of candy making was attractive to United States immigrants. Often whole families would work in their homes to produce any number of confections from the "Old World" by hand. When business increased, the operations moved out of the home kitchen and into small shops, eventually incorporating equipment and machines to meet higher demand. By the mid 1800s, penny candy was being produced in more than 380 American factories. These hard candies were sold from boxes and jars in general stores and pharmacies. The 1850s brought the first mass-produced and distributed hard and

¹ Beth Kimberle. Candy: the Sweet History. (Portland, OR: Collectors Press, 1969), 21-26.

United States Department of the Interior
National Park Service

National Register of Historic Places

Continuation Sheet

Section number 8 Page 6

National Candy Company Factory
St. Louis (Independent City), MO

soft candies, advertised for the health benefits of easing headaches and soothing throats using additives like cocaine and heroin.²

Advances in technology using the steam engine introduced the first candy-making machines. Steam offered a consistent way to cook unstable sugar and is still used in many confectionaries today. Because candy manufacturers could use these machines to make several different products in larger quantities, the companies began to package their items in decorative boxes and wrappers for mass distribution. Brand names and product distinctions were advertised on the item, with the manufacturers' label included. Competition between companies began to increase as manufacturers sold similar products in the same areas.³

The 1904 World's Fair brought over 1000 candy producers to St. Louis, displaying both their products and new apparatuses, including chocolate enrobers, refrigeration equipment, and chocolate bar machines.⁴ One of the larger companies that attended was the National Candy Company. National Candy was the compilation of several individual producers under one name, which got its start in St. Louis when Vincent L. Price⁵ joined manufacturers Osgood H. Peckham, August J. Walter, and Francis W. Seward to form the National Candy Company.⁶ Though it was incorporated in New Jersey in 1902, the National Candy Company's headquarters was located in the Granite Building at 406 Market Street, in St. Louis.

Osgood H. Peckman was born in New York in 1844. He made a living as a traveling salesman for a Chicago grocery line for seven years. In 1873, he moved to St. Louis and established the O. H. Peckham Company, later called the O. H. Peckham Candy Manufacturing Company at 7th and Spruce Streets. He was elected president of National Candy in 1903, and retained the plant at 7th and Spruce Streets until 1928. August J. Walter was born in New York in 1859. After studying in Europe, he joined his uncle in candy manufacturing in St. Louis in 1876. In 1886, August went to work for O. H. Peckham, and took a job as secretary of Flohr, Hymers & Company (another candy manufacturer) in 1888. He eventually took over the company, changing the name to A. J. Walters Candy Company. He became secretary of National Candy in 1902, but continued to produce candy, syrups, sugar of lemon, rock candy, gum work and fine homemade candies from his plant at 114 Walnut until 1928. Francis Dwight Seward was born in Rosamond, IL in 1859 and studied at Illinois Wesleyan University in

² Kimmerle, 21-26.

³ Kimmerle, 21-26.

⁴ Kimmerle, 21-26.

⁵ Vincent L. Price is the father of well known actor Vincent Price.

⁶ Gould's St. Louis, Missouri City Directory. (St. Louis: Polk-Gould Directory Co., 1930), Incorporated Companies Section.

United States Department of the Interior
National Park Service

National Register of Historic Places

Continuation Sheet

Section number 8 Page 7

National Candy Company Factory
St. Louis (Independent City), MO

Bloomington, IL. After working for his father's corporation, the Bloomington Stove Factory, Seward moved to St. Louis in 1882 and became partner in a confectionary called Dodge & Seward. He took over as president of the company in 1889 and changed the name to F. D. Seward Confectionary Company in 1892, becoming the "largest line of fine candies" at 523-25 N. Main Street and 112 Washington Avenue. He continued to maintain this plant until 1928, even after consolidating with National Candy in 1902.⁷

By the time it attended the World's Fair, National Candy had 22 factories across the county, specializing in jelly beans and jaw breakers, and selling many other kinds of candy. The company had factories from Missouri to the East Coast and expanding to the Gulf of Mexico, with manufacturing plants in Kansas City, St. Louis, Chicago, Cincinnati, Buffalo, Detroit, Indianapolis, Minnesota, Michigan, and Kentucky.

In St. Louis, National Candy was in competition with eight other large manufacturing companies when it was incorporated. By 1914, St. Louis's confectionary business was producing \$4,605,000 in revenue, and that number jumped to \$13,433,000 by 1919.⁸ The candy business boomed in St. Louis in the 1920s. The decade started with 2,096 employees working in at least 89 establishments to produce the sugary treats. The city was producing nearly 40% of Missouri's confectionary output at that time. Between 1920 and 1929, manufacturing output per worker increased 32% and the nation's total realized income rose from \$74.3 billion to \$89 billion.⁹

Candy hit its high point not only in St. Louis, but nationally in the 1920s, when thousands of new and different candy bars appeared on the scene. Though candy bars were typical on the east coast, sugar, milk, and corn syrup were readily available in the Midwest and, combined with the booming economy, made St. Louis an excellent place for candy companies to thrive.¹⁰ National Candy's biggest seller was the Bobcat Bar, (See Figure 10) though it was also known for the Hippo Bar, a block of peanuts. Shipped 24 to a box, the Bobcat sold for 5 cents a piece.¹¹ As a marketing ploy,

⁷ The Book of St. Louisans; a Biographical Dictionary of Leading Living Men of the City of St. Louis and Vicinity. (St. Louis: The St. Louis Republic, 1912). And Gould's St. Louis, Missouri City Directory.

⁸ U. S. Department of Commerce and Bureau of the Census. Fourteenth Census of the United States taken in the Year 1920: Volume X: Manufacturers. (Washington, D. C., Government Printing Office, 1923).

⁹ Melinda Winchester. "Jack Rabbit Candy Company," National Register of Historic Places Nomination, (Washington, D. C.: National Parks Service, 2007).

¹⁰ John C. Hover, Willard J. Wright, Joseph D. Barnes, Clayton A. Leiter, Walter D. Jones, John Ewing Bradford, Charlotte Reeve, W. C. Culkins (Editors). Memoirs of the Miami Valley. (Chicago: Robert O. Law Company, 1919), 501-502.

¹¹ Nuvo Repors- Bobcat. Accessed 22 December 2008. Available Online at www.nuvoreprose.com/bobcat.htm

United States Department of the Interior
National Park Service

National Register of Historic Places

Continuation Sheet

Section number 8 Page 8

National Candy Company Factory
St. Louis (Independent City), MO

National Candy put its name on small trinkets, playing cards, and other items to ensure that even if the consumer wasn't buying their products, they would still recognize the company's name. (See Figures 11, 12, & 13)

Candy making was a labor intensive operation, and the high temperatures needed for cooking the sugar made the factories extremely hot. For this reason, large scale candy production was primarily seasonal, with factories closing down in the warm summer months.¹² But as competition increased during the 1920s, manufacturers found it necessary to work more months of the year. The National Candy Company realized the inefficiency of several different St. Louis plants that shut down during the summer, and thus constructed a large plant that could hold the production of the individual factories, as well as retain its employees all year long.

The company turned to then popular architects Klipstein and Tathman. E. C. Klipstein joined the University of Illinois in 1896 to teach design in the department of architecture after studying abroad and at the Massachusetts Institute of Technology. Klipstein owned several architectural firms, including Deitering and Klipstein from 1897-1900 then working under his own name until he joined Walter L. Rathman in 1908. Rathman studied at the University of Pennsylvania before joining Klipstein's independent practice as a draftsman. The two produced several well recognized St. Louis buildings until the 1940s, working primarily in Neoclassical and revival styles in the early years and turning to Art Deco and modern designs by the end of the 1920s. Their projects included the 1928 Tudor Revival style additions to St. Michael and St. George Episcopal Church (Figure 14), which required the rotation of the original assembly hall on rollers before additions could be constructed) as well as the Bevo Mill (1917), the Bouerbhoff at Grant's Farm (1914), and a 1937 post office constructed with little ornamentation and geometrical classicism. Their most recognized work is the Neoclassical Civil Courts Building (also known as the St. Louis Pyramid, Figure 15), which was constructed as part of a 1923 bond issue.

Located in the newly developing industrial part of southwest St. Louis, the new National Candy Factory at 4230 Gravois Avenue was nine stories tall, and included space for all aspects of production, though the headquarters was retained downtown (Figure 16). A special area for cooking was designed in the southwest corner of the building, equipped with its own air conditioning system. Another air conditioning system cooled the first through fourth floors of the building. A printing shop was arranged in the southeast portion of the building, and a paper box facility was found on the north. In addition, a two-story loading and shipping department was designed along the north side of the

¹² Kimmerle, 21-26.

United States Department of the Interior
National Park Service

National Register of Historic Places

Continuation Sheet

Section number 8 Page 9

National Candy Company Factory
St. Louis (Independent City), MO

building. The company was also able to take advantage of the nearby railroad track, utilizing a rail on the east side of the building.¹³

The specialized building was large enough to house the production of all the individual factories under the National Candy umbrella in St. Louis, and each advertised its location in the new building on Gravois. The advertisement of each factory remained until 1933, when the National Candy Company officially incorporated. After this time, the individual factories were no longer mentioned as part of the Gravois facility, and their products were only labeled with the National Candy name.¹⁴

National Candy continued to prosper in its new location despite the economic downturn during the Great Depression. By 1935, the number of confectionary establishments in St. Louis dropped to 43, and by 1946 that number was cut nearly in half. This large drop in candy makers in the early 1940s most likely resulted from the ration system developed during World War II, which limited the amount of sugar available for production (lowering the manufacturer's output). In addition, consumers had limited expendable income with which to buy such luxury items.¹⁵

The National Candy Company survived the depression and war years, outselling its largest local competition, the Jack Rabbit Candy Company. As the longest running wholesale manufacturer of candy in St. Louis, the company became attractive to those looking to expand their own operations. The St. Joseph, MO based Chase Candy Company was one of the corporations that saw the advantages of the nationally recognized National Candy company. In 1948, Chase purchased the company and moved its headquarters into the Gravois building. Chase continued to sell the well known National Candy brands, while adding its own items, including the popular Cherry Mash. For the next seven years Chase utilized the nine story facility, until Chase was

¹³ Sanborn Fire Insurance Maps Volume 8, Sheet 21, 1909, 1938, 1954, The Sanborn Map Company, Sanborn Library, LLC. 2001.

¹⁴ Gould's St. Louis, Missouri City Directory.

¹⁵ Winchester.

United States Department of the Interior
National Park Service

National Register of Historic Places

Continuation Sheet

Section number 8 Page 10

National Candy Company Factory
St. Louis (Independent City), MO

bought out in 1953 and the headquarters moved to Chicago. At that time the building was sold to the Brown Shoe Company.¹⁶

The National Candy Company Factory is in excellent condition, with few changes since its construction. A one-story rear addition was added in the 1970s, but it does not intrude on the original building and it is only seen from the secondary facades. The factory continues to reflect the design of a 1920s factory, with Art Deco detailing and popular materials including multi-colored brick and concrete. The building continues to represent the industrial nature from the period in which the city's largest and longest running wholesale candy manufacturer used the facility. The National Candy Company played an important role in the city's candy manufacturing history, and the building continues to reflect the company's establishment as a single entity, created from the consolidation of many factories.

¹⁶ Barry Yantis, C.E.O., Chase Candy Company. Electronic Interview conducted by Julie Ann LaMouria, 16 January 2009.

United States Department of the Interior
National Park Service

National Register of Historic Places

Continuation Sheet

Section number 9 Page 11

National Candy Company Factory
St. Louis (Independent City), MO

Bibliography:

Building Permits on file with the St. Louis Comptroller's Office. City Hall, 1200 Market Street, Room 1, St. Louis, MO 63103.

Hover, John C., Willard J. Wright, Joseph D. Barnes, Clayton A. Leiter, Walter D. Jones, John Ewing Bradford, Charlotte Reeve, W. C. Culkins (Editors). Memoirs of the Miami Valley. Chicago: Robert O. Law Company, 1919.

Gould's St. Louis, Missouri City Directory. St. Louis: Polk-Gould Directory Co., 1930-1975.

Kimmerle, Beth. Candy: The Sweet History. Portland, OR: Collectors Press, 1969.

National Candy Company- V. L. Price as President. Accessed 22 December 2008. Available online at www.goantiques.com/detail,national-candy-company,34121.html.

Nuvo Repors- Bobcat. Accessed 22 December 2008. Available online at www.nuvoreprose.com/bobcat.htm.

Sanborn Fire Insurance Maps Volume 8, Sheet 21, 1909, 1938, 1954. The Sanborn Map Company, Sanborn Library, LLC., 2001.

The Book of St. Louisans; a Biographical Dictionary of Leading Living Men of the City of St. Louis and Vicinity. St. Louis: The St. Louis Republic, 1912.

U. S. Department of Commerce and Bureau of the Census. Fourteenth Census of the Untied States taken in the Year 1920: Volume X: Manufacturers. Washington, D. C., Government Printing Office, 1923.

U. S. Department of Commerce and Bureau of the Census. United State Census of Manufacturers 1954: Industry Statistics. Washington, D. C.: Untied States Printing Office, 1954.

Winchester, Melina. "Jack Rabbit Candy Company." National Register of Historic Places nomination. Washington, D. C.: National Park Service, 2007.

Yantis, Barry, C.E.O., Chase Candy Company. Electronic interview conducted by Julie Ann LaMouria 16 January 2009.

United States Department of the Interior
National Park Service

National Register of Historic Places

Continuation Sheet

Section number 10 Page 12

National Candy Company Factory
St. Louis (Independent City), MO

Boundary Description:

Beginning at the intersection of Gravois Avenue Bingham Avenue, proceed east on Bingham to the intersection with Newport Avenue; turn north and proceed approximately 180 feet on Newport Avenue; turn west and proceed approximately 280 feet to Gravois Avenue; turn south and proceed to Bingham Avenue, the point of origin.

Boundary Justification:

The selected boundaries include the property historically associated with the National Candy Company, including the building itself and the adjoining lots.

Photo Key:

The following is true for all photographs:

National Candy Company Factory
St. Louis (Independent City), MO
Photographer: Melinda Winchester
Date: 8 January 2009
Negative on file with Lafser & Associates
1028 N. Kingshighway Suite 1
Cape Girardeau, MO 63701

Photo 1	West (Main) Façade from Gravois Avenue
Photo 2	Main Entrance Detail
Photo 2A	Main Entrance
Photo 3	South Elevation from Bingham Street
Photo 4	East and North Elevations from Newport
Photo 5	Interior: Second Floor
Photo 6	Example of Elevator Shaft
Photo 7	Window Detail
Photo 8	South Stairwell
Photo 9	Steam Tanks
Photo 10	Two-Story North Section

United States Department of the Interior
National Park Service

National Register of Historic Places

Continuation Sheet

Section number Figures Page 13

National Candy Company Factory
St. Louis (Independent City), MO

Index to Figures:

- Figure 1 Birds Eye View 4230 Gravois Avenue
- Figure 2 First Floor Plan
- Figure 3 Second Floor Plan
- Figure 4 Third Floor Plan
- Figure 5 Fourth Floor Plan
- Figure 6 Fifth Floor Plan
- Figure 7 Sixth Floor Plan
- Figure 8 Seventh Floor Plan
- Figure 9 Eighth Floor Plan
- Figure 10 Bobcat bar
- Figure 11 Boy & Girl Playing Cards
- Figure 12 Canoe Girl Playing Cards
- Figure 13 National Chocolate Playing Cards
- Figure 14 St. Michael and St. George Episcopal Church
- Figure 15 St. Louis Civil Courts Building
- Figure 16 National Candy Company Sketch

United States Department of the Interior
National Park Service

National Register of Historic Places

Continuation Sheet

Section number Figures Page 14

National Candy Company Factory
St. Louis (Independent City), MO

Figure 1: Bird's Eye View 4230 Gravois Avenue
Photo taken from www.livesearch.com



United States Department of the Interior
National Park Service

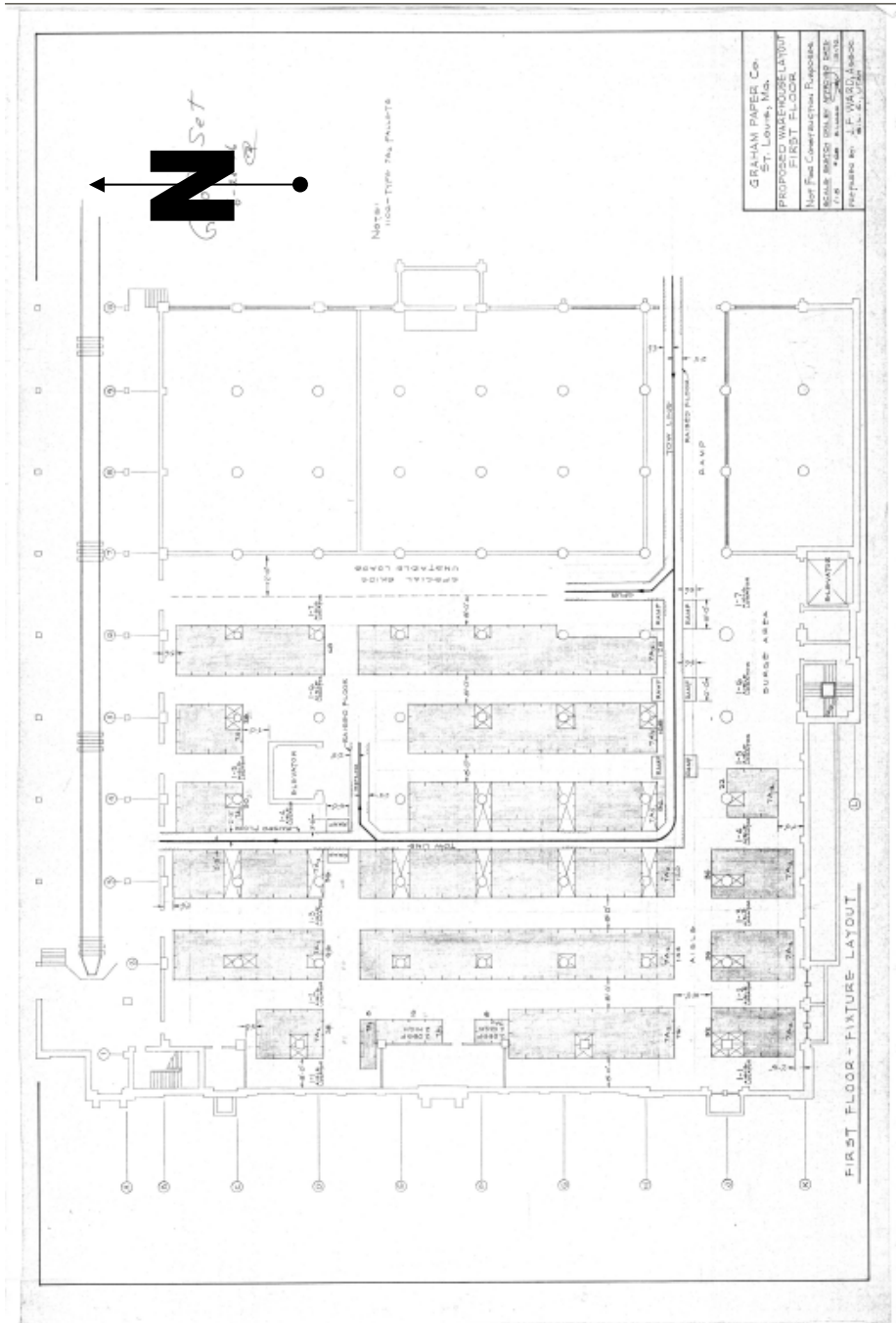
National Register of Historic Places

Continuation Sheet

Section number Figures Page 15

National Candy Company Factory
St. Louis (Independent City), MO

Figure 2: First Floor Plan



United States Department of the Interior
National Park Service

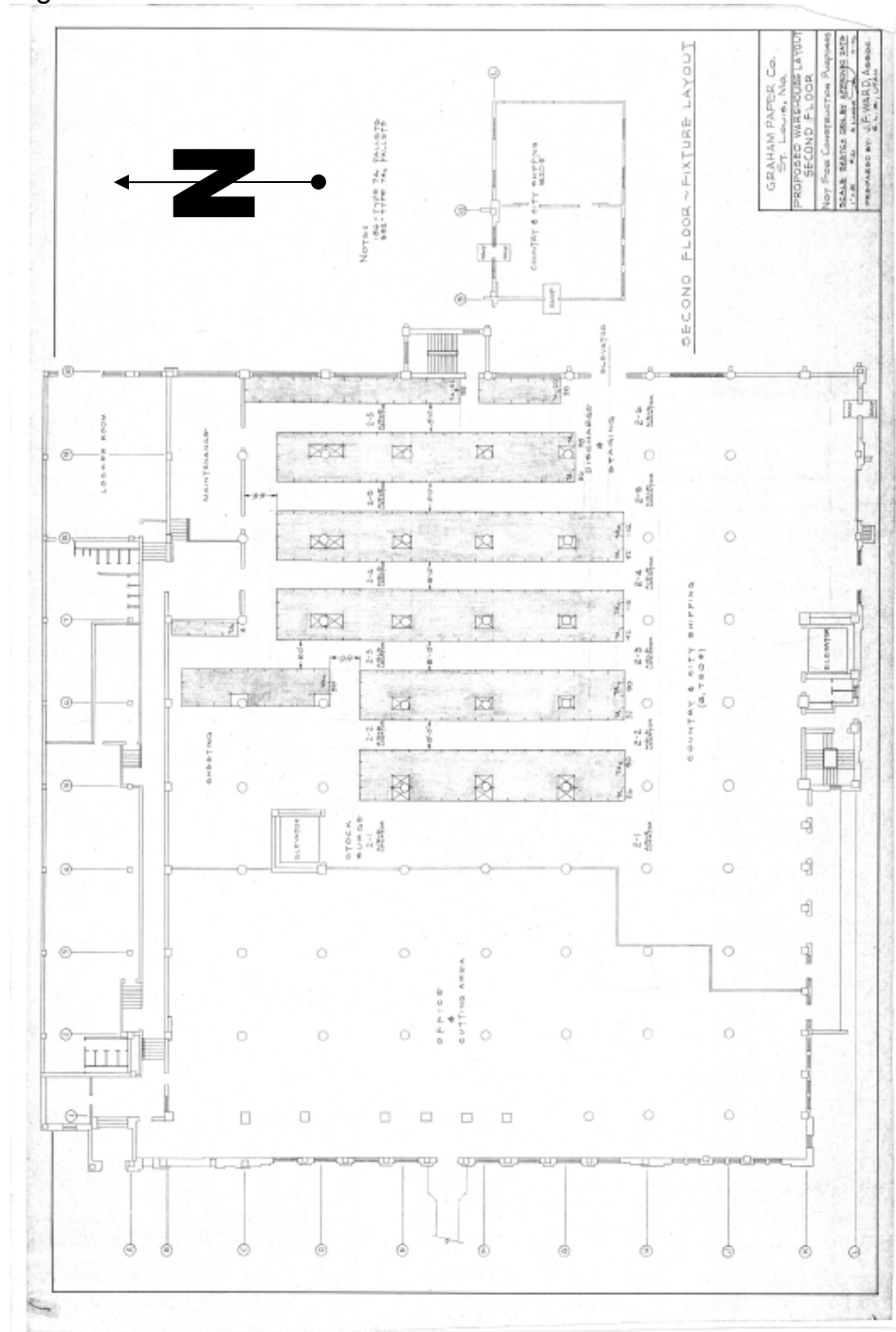
National Register of Historic Places

Continuation Sheet

Section number Figures Page 16

National Candy Company Factory
St. Louis (Independent City), MO

Figure 3: Second Floor Plan



United States Department of the Interior
National Park Service

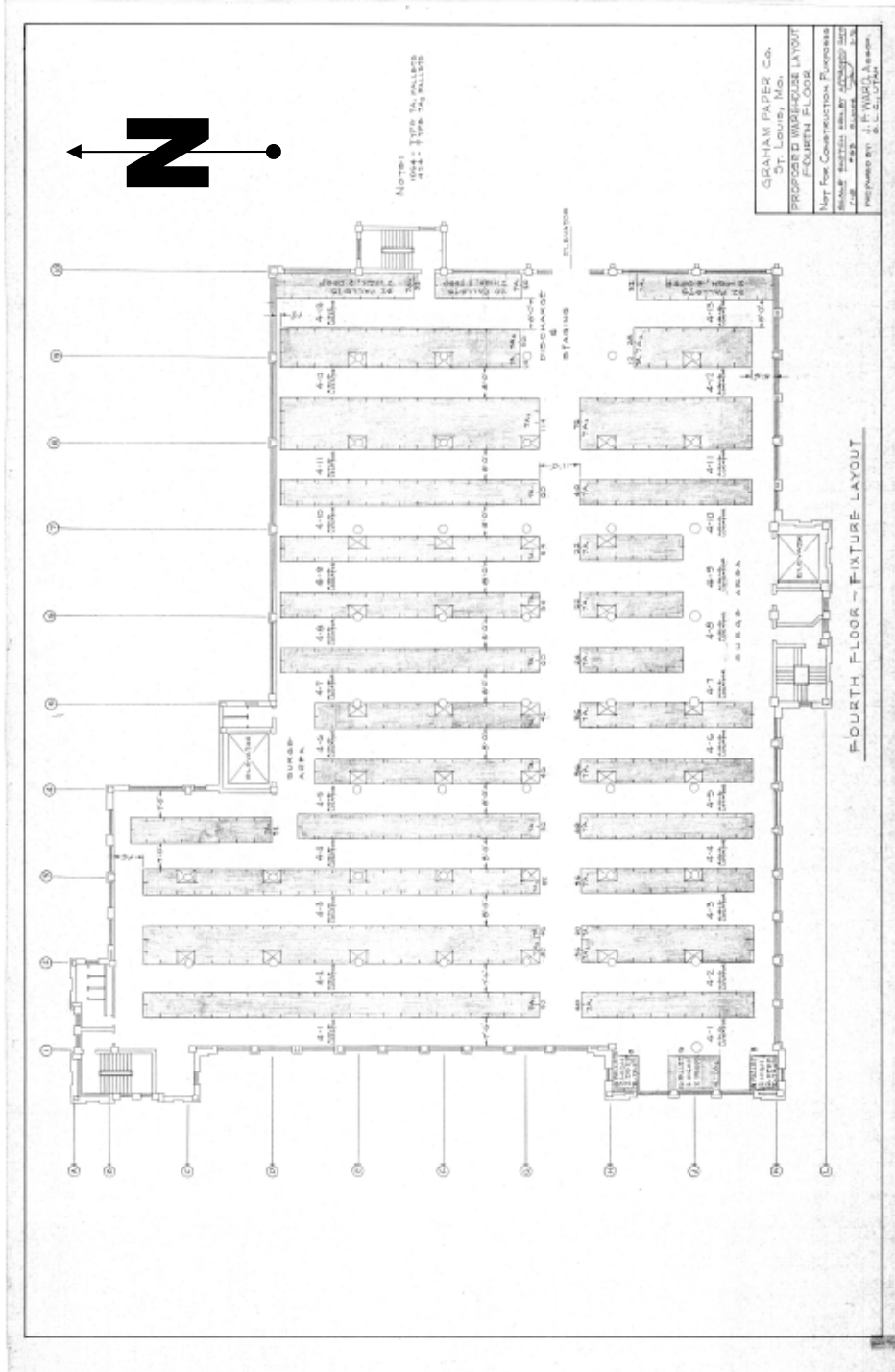
National Register of Historic Places

Continuation Sheet

Section number Figures Page 18

National Candy Company Factory
St. Louis (Independent City), MO

Figure 5: Fourth Floor Plan



United States Department of the Interior
National Park Service

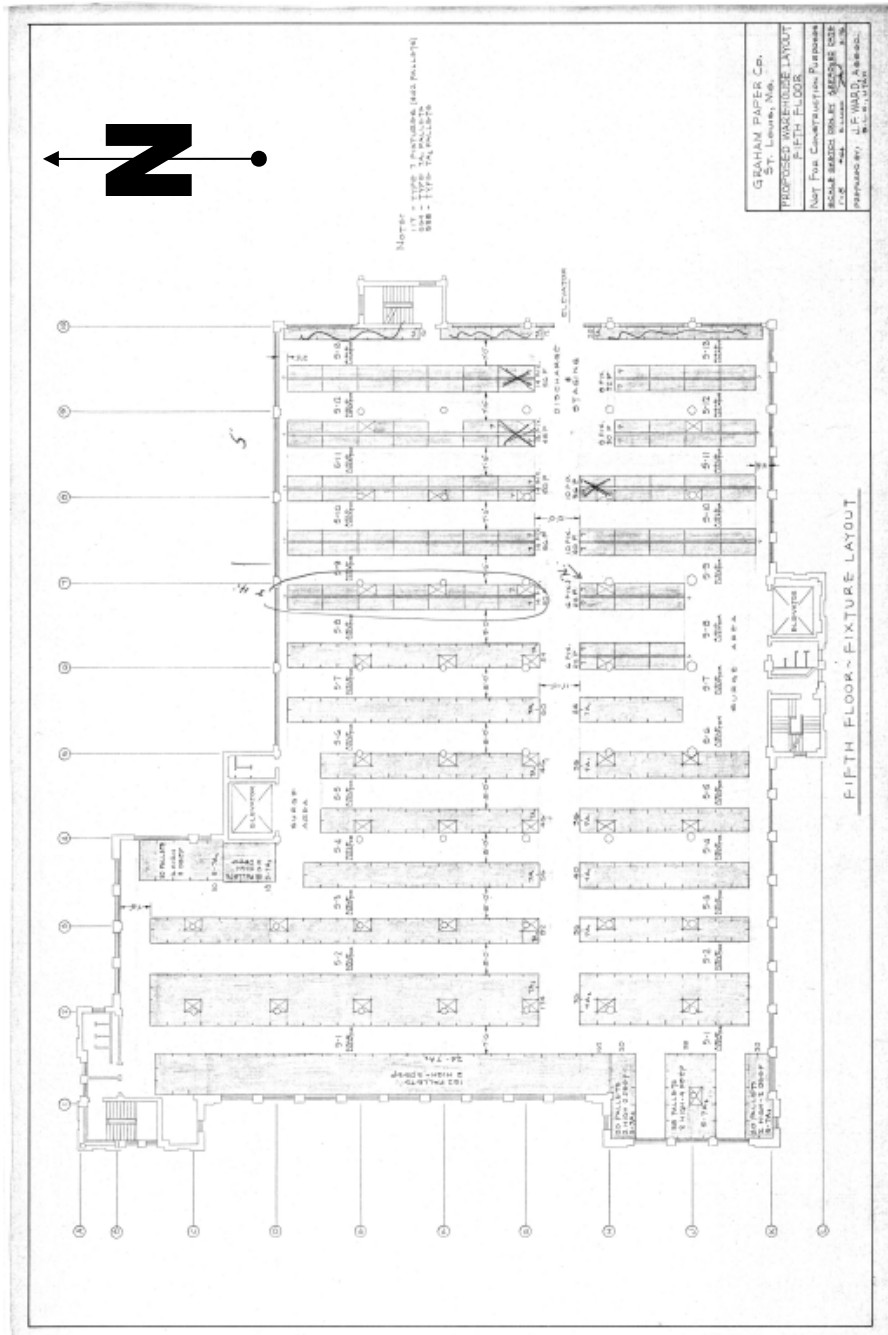
National Register of Historic Places

Continuation Sheet

Section number Figures Page 19

National Candy Company Factory
St. Louis (Independent City), MO

Figure 6: Fifth Floor Plan



United States Department of the Interior
National Park Service

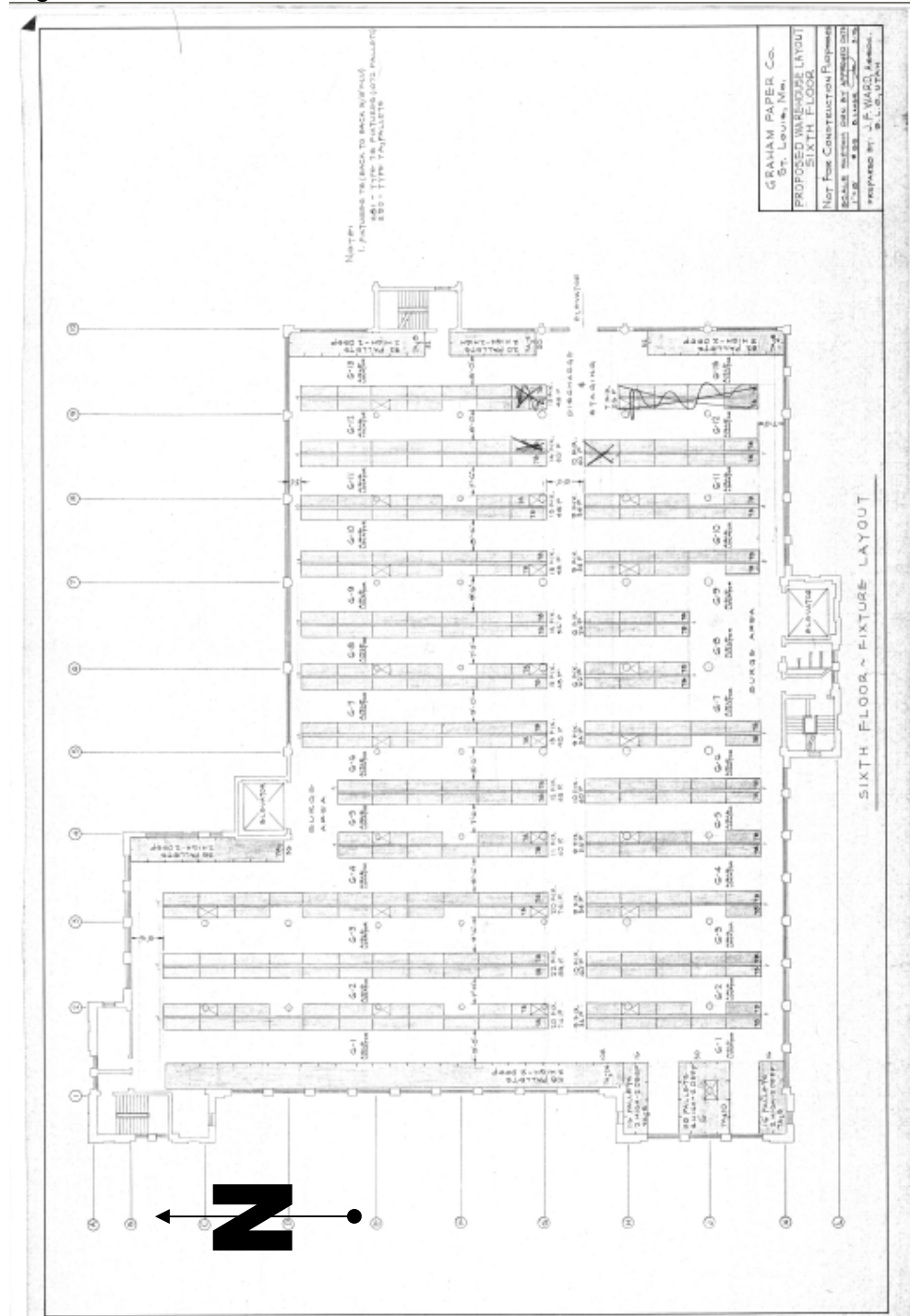
National Register of Historic Places

Continuation Sheet

Section number Figures Page 20

National Candy Company Factory
St. Louis (Independent City), MO

Figure 7: Sixth Floor Plan



United States Department of the Interior
National Park Service

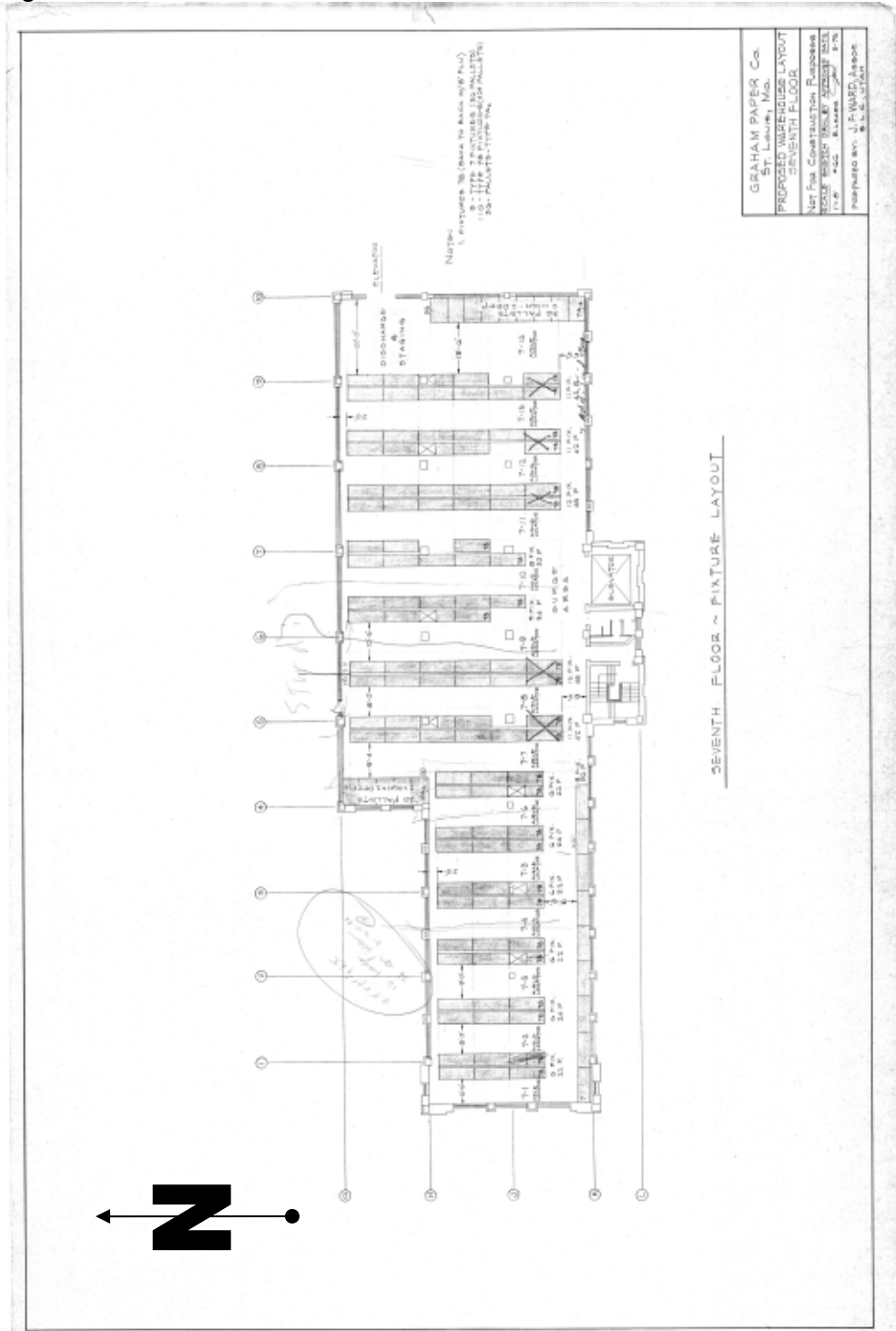
National Register of Historic Places

Continuation Sheet

Section number Figures Page 21

National Candy Company Factory
St. Louis (Independent City), MO

Figure 8: Seventh Floor Plan



United States Department of the Interior
National Park Service

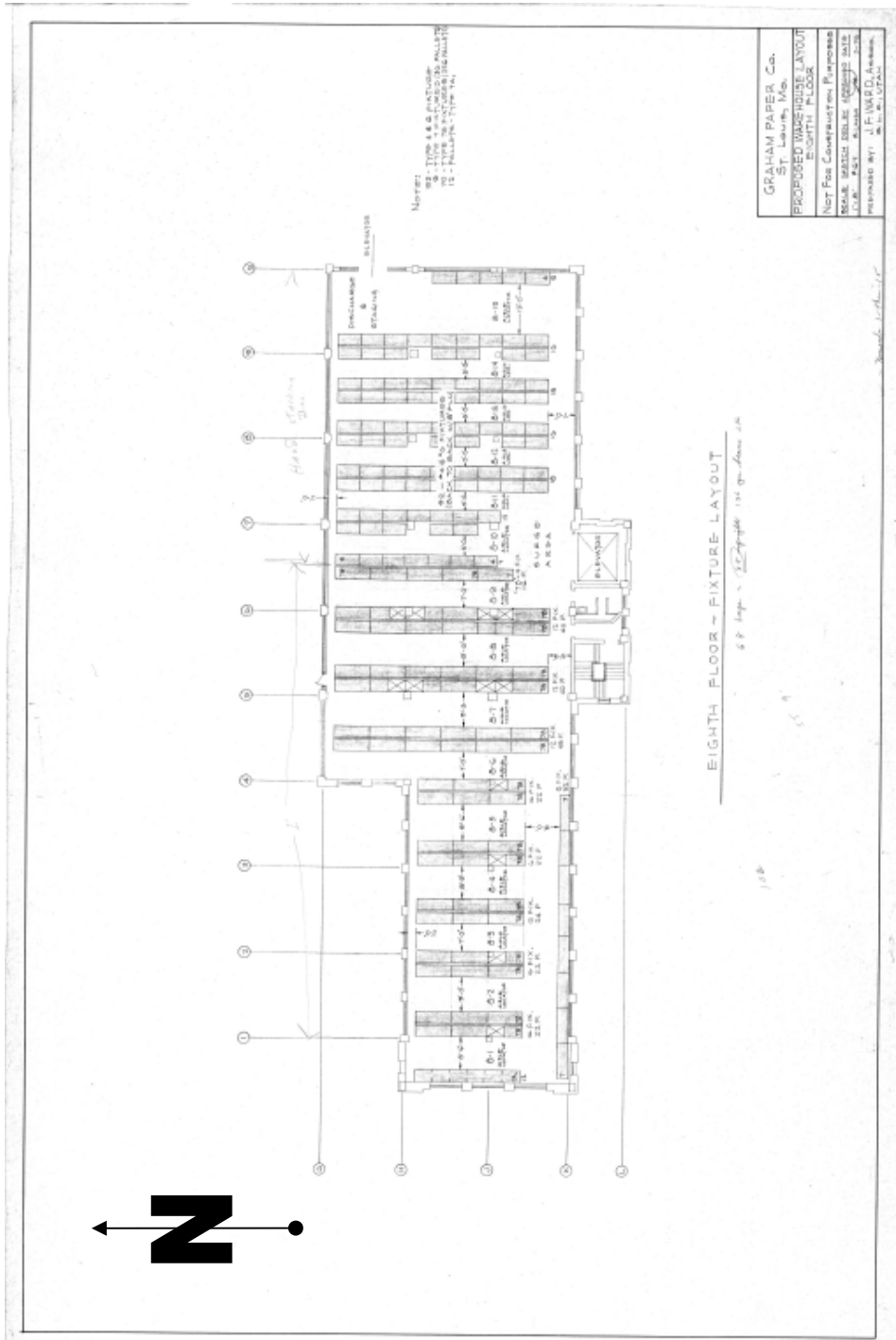
National Register of Historic Places

Continuation Sheet

Section number Figures Page 22

National Candy Company Factory
St. Louis (Independent City), MO

Figure 9: Eighth Floor Plan



United States Department of the Interior
National Park Service

National Register of Historic Places

Continuation Sheet

Section number Figures Page 23

National Candy Company Factory
St. Louis (Independent City), MO

Figure 10: Bobcat Bar. Photo on File with Barry Yantis, C.E.O., Chase Candy Company.

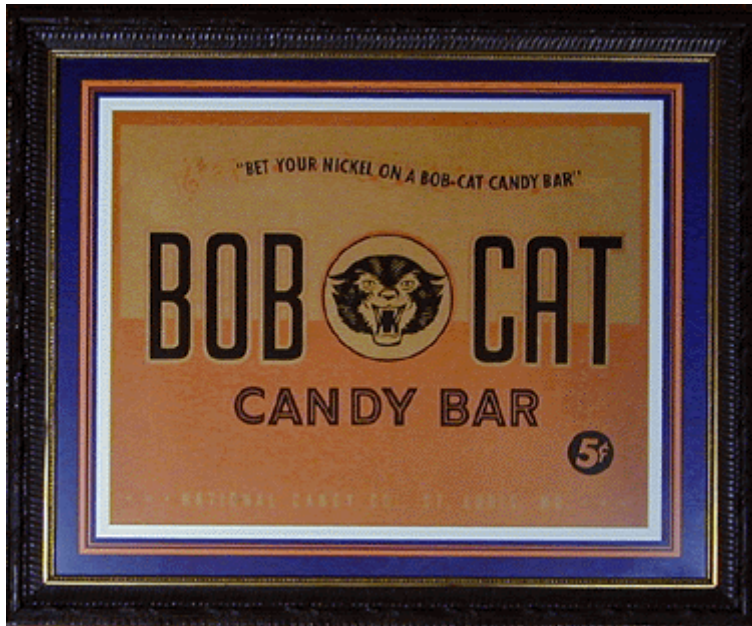


Figure 11: Boy & Girl Playing Cards. Photo on File with Barry Yantis, C.E.O., Chase Candy Company.



United States Department of the Interior
National Park Service

National Register of Historic Places

Continuation Sheet

Section number Figures Page 24

National Candy Company Factory
St. Louis (Independent City), MO

Figure 12: Canoe Girl Playing Cards. Photo on File with Barry Yantis, C.E.O., Chase Candy Company.



United States Department of the Interior
National Park Service

National Register of Historic Places

Continuation Sheet

Section number Figures Page 25

National Candy Company Factory
St. Louis (Independent City), MO

Figure 13: National Chocolates Playing Card. Photo on File with Barry Yantis, C.E.O., Chase Candy Company.



Figure 14: St. Michael and St. George Episcopal Church



United States Department of the Interior
National Park Service

National Register of Historic Places

Continuation Sheet

Section number Figures Page 26

National Candy Company Factory
St. Louis (Independent City), MO

Figure 15: St. Louis Civil Courts Building



United States Department of the Interior
National Park Service

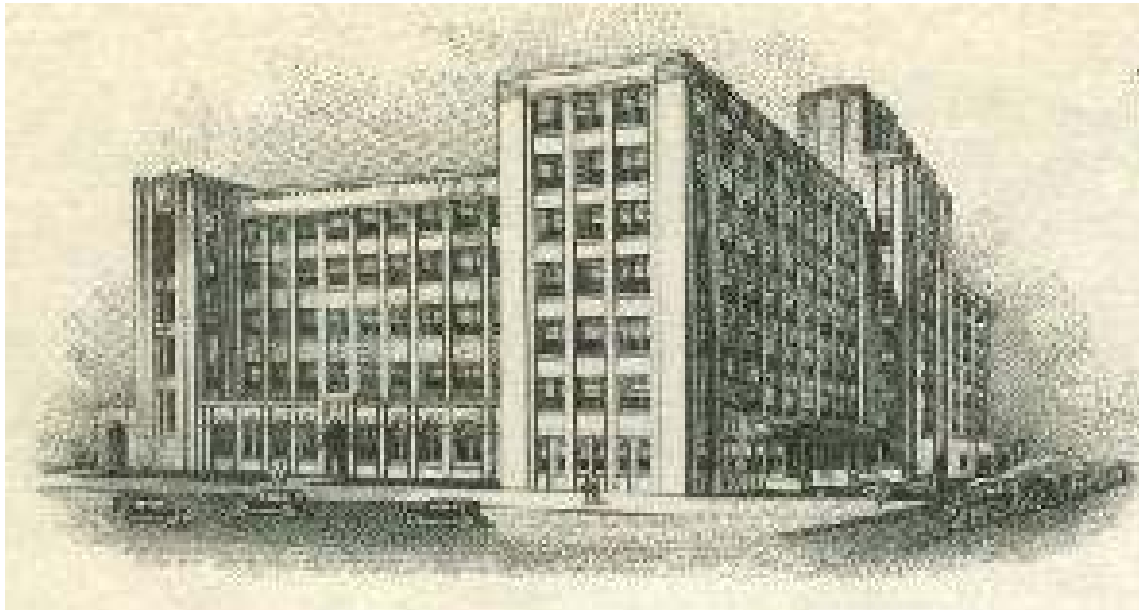
National Register of Historic Places

Continuation Sheet

Section number Figures Page 27

National Candy Company Factory
St. Louis (Independent City), MO

Figure 16: National Candy Company Sketch.





11241510

Factor



09 1 8







Imagine Schools
(314) 241-3850
www.imagine-schools.com





09 1 8



09 1 8





09 : 13



