

United States Department of the Interior  
National Park Service

# National Register of Historic Places Registration Form

## 1. Name of Property

historic name Springfield Grocer Company Warehouse  
other names/site number Holland-O'Neal Milling Company

## 2. Location

street & number 323 N. Patton Avenue [N/A] not for publication  
city or town Springfield [N/A] vicinity  
state Missouri code MO county Greene code 077 zip code 65806-1227

## 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 [ ] nationally [ ] statewide [ x ] locally.  
( See continuation sheet for additional comments [ ]. )

Mark A Miles May 25, 2010  
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:

[ ] 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:)

Signature of the Keeper Date of Action

\_\_\_\_\_

\_\_\_\_\_

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\_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Springfield Grocer Company Warehouse  
Greene County, Missouri**

**5. Classification**

<b>Ownership of Property</b>	<b>Category of Property</b>
<input checked="" type="checkbox"/> private	<input checked="" type="checkbox"/> building(s)
<input type="checkbox"/> public-local	<input type="checkbox"/> district
<input type="checkbox"/> public-State	<input type="checkbox"/> site
<input type="checkbox"/> public-Federal	<input type="checkbox"/> structure
	<input type="checkbox"/> object

<b>Number of Resources Within Property</b>	
<b>Contributing</b>	<b>Non-contributing</b>
1	0 buildings
0	0 sites
0	2 structures
0	0 objects
1	2 Total

**Name of related multiple property listing.**

**Number of contributing resources previously listed in the National Register.**

Historic and Architectural Resources of Springfield, Missouri

N/A

**6. Function or Use**

**Historic Functions**

**Current Functions**

Commerce/Trade: warehouse

Vacant/not in use

**7. Description**

**Architectural classification**

Other: commercial warehouse

**Materials**

foundation concrete  
walls metal  
brick

roof metal

other \_\_\_\_\_

See continuation sheet [ ]

**Narrative Description** See continuation sheet [x].

**Springfield Grocer Company Warehouse  
Greene County, Missouri**

**8. Statement of Significance  
Applicable National Register Criteria**

**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**

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**

See continuation sheet [x].

**9. Major Bibliographic References**

**Bibliography** See continuation sheet [x].

**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**

\_\_\_\_\_

Commerce

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Period of Significance**

\_\_\_\_\_

ca. 1941-1960

\_\_\_\_\_

**Significant Dates**

\_\_\_\_\_

N/A

\_\_\_\_\_

**Significant Person(s)**

\_\_\_\_\_

N/A

\_\_\_\_\_

**Cultural Affiliation**

\_\_\_\_\_

N/A

\_\_\_\_\_

\_\_\_\_\_

**Architect/Builder**

\_\_\_\_\_

unknown

\_\_\_\_\_

**Primary location of additional data:**

- State Historic Preservation Office
- Other State Agency
- Federal Agency
- Local Government
- University
- Other:

Name of repository:

\_\_\_\_\_

**Springfield Grocer Company Warehouse  
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**10. Geographical Data**

**Acreage of Property:** less than one acre

**UTM References**

A. Zone	Easting	Northing	B. Zone	Easting	Northing
15	473967	4118296			
C. Zone	Easting	Northing	D. Zone	Easting	Northing

[ ] 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 Debbie Sheals  
 organization Historic Preservation Consultant date Feb 1, 2010  
 street & number 29 S. 9<sup>th</sup> St. Suite 204 telephone 573-874-3779  
 city or town Columbia state Missouri zip code 65201

**Additional Documentation**

Submit the following items with the completed 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 FOP for any additional items)

**Property Owner**

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

name Yellow Bonnet, LLC Attn: Craig Wagoner  
 street & number 1010 E. Elm St.  
 telephone 417-865-8698  
 city or town Springfield state MO zip code 65806

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**Springfield Grocer Company Warehouse**  
**Greene County, Missouri**  
**Historic and Architectural Resources of Springfield, MO**

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**Summary:** The Springfield Grocer Company Warehouse at 323 N. Patton in Springfield, MO, is a wide two story building with a four-story central tower. It was built as a mill ca. 1925 and converted into warehouse space less than a decade later. The building is located two blocks north of the Springfield Public Square, near the intersection of Water Street and North Patton Ave. It measures approximately 185 by 40 feet, and is set with its long side parallel to Water Street. The building is tucked into a hillside; the main part of the building is two stories tall with a raised loading dock on the north-facing front wall and there is just one story above-grade to the rear. The loading dock is sheltered by an oversized hood that runs along the entire north elevation of the building. The walls are all of brick except for the fourth floor of the square tower, which is metal-clad. Most of the exterior walls have been painted gray. The walls at the top of the tower are covered with painted signs that advertise Yellow Bonnet brand food products. The signs were added after the property was purchased by the Springfield Grocer Company in the 1940s, and repainted in the 1990s. Window openings throughout are widely spaced and relatively small; most contain early or original metal-framed sashes. The interior of the building is largely open and unfinished, with concrete and brick walls and exposed timber framing. The lot also contains two small open canopies to the south of the building. The modern canopies have sloped metal roofs, plain square posts, and no walls. The warehouse is a contributing building, and the two canopies are non-contributing structures. The building has seen no changes of note in nearly a century; it is highly intact and in fair to good condition. It is an example of the Warehouse/Industrial property type, as described Multiple Property Submission Cover Document *Historic and Architectural Resources of Springfield*.

**Elaboration:** The warehouse is located approximately 75 feet south of Water Street, between Patton Avenue and Campbell Street.<sup>1</sup> It is located in an early industrial area commonly referred to as the Jordan Valley. The area is named for the Jordan Creek, which runs roughly east to west along the north edge of the downtown commercial center. The Jordan Valley contains many of the city's most intact historic industrial buildings, including a significant concentration located just south and east of this site that is listed in the National Register as the

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<sup>1</sup> Patton Avenue is also sometimes called Patton Alley; the differing names were used historically as well.

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Greene County, Missouri  
Historic and Architectural Resources of Springfield, MO**

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Springfield Warehouse and Industrial Historic District. (Listed 06/25/99.)

Even though the building has a Patton Avenue address, it was built to face north to what is now Water Street. That area contained a set of railroad tracks when the building was constructed. A separate spur from that railroad originally served the loading dock on the warehouse. (See Figure One. 1950 Sanborn Map.) Patton Avenue runs along the east edge of the property, and there is a small open lot between the warehouse and Campbell. There is also a parking lot on the property to the south.

The building occupies almost all of its lot. It sits directly on the east and west property lines, and the edge of the loading dock is close to the north boundary. The back property line is approximately 60 feet from the south wall of the main part of the building. The back part of the lot is paved, and most of it is surrounded by modern fencing. The southeast corner of the lot is open to Patton Avenue, and the southwest corner recently served as a patio for a nightclub and restaurant. (See Figure Two. Boundary Map.) The patio has two freestanding canopies that are less than 20 years old. They both have sloped metal roofs and simple support posts. One shelters an outdoor bandstand and the other covers an outdoor bar and seating area. Neither is attached to the building and they have minimal public visibility, especially from the north. The canopies are counted as non-contributing structures, and they are the only resources on the property besides the main building.

The main building has a long rectangular form, with a stepped square tower and a small one-story rear ell. The tower has a smaller top section that has metal-clad walls; all other walls are of brick. (Photo 1.) The tower and the main part of the building each have gently sloped roofs that are topped with modern metal roofing, and the rear addition has a flat roof. The brick walls on the north, east and west elevations have all been painted gray.

The walls of the tower feature several historic wall signs. A black and white sign painted high on the south wall of the third floor reads "SPRINGFIELD GROCER CO WAREHOUSE." (See Photo 6.) A large sign that hangs next to that one reads "Jordan Creek." The grocer sign appears to have been added early; the Jordan Creek sign is probably modern. The most prominent signs on the building are above those two, around the top floor of the tower. The entire fourth floor of the tower is covered with wall signs that advertise "Yellow Bonnet Food Products." Yellow Bonnet was a private label of the Springfield Grocer

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Company. Each sign contains the Yellow Bonnet logo of a dark haired woman in a yellow bonnet on a white background with lettering on blue bands. The Yellow Bonnet signs appear to have been installed during the period of significance. They were restored in the 1990s.<sup>2</sup>

As noted, the building is tucked into a hillside, and the lowest floor is below-grade at the back. (See Photo 9.) That grade change allows for vehicle and pedestrian access to the second floor from the south and leaves the lowest floor open to a raised concrete loading dock that runs along the entire north wall. The dock is sheltered by an oversized hood that also spans the north elevation. (Photo 10.) The hood extends out past the edge of the loading dock, to cover the path of the original railroad spur as well. The hood has an open metal truss system and corrugated metal roofing.

There are three large doorways that open to the dock on the north wall, and several pedestrian doorways on the south wall. The doorways all appear to be early or original, with modern doors. The first and second floors each have even rows of small rectangular windows that are placed high in the walls, and the upper floors of the tower have larger windows. Most of the window openings have early or original metal-framed window sashes. The southeast corner of the second floor, which is close to Patton Avenue, has some newer window sashes and a modern entrance stair and ramp.

The interior of the building is simple, in plan and finishes. The lowest floor has three main rooms, one below the tower and one in each end of the building. They have concrete floors, concrete and brick walls, and exposed wood posts and ceiling joists. The second floor has a similar layout, although it also has some frame partitions that have been added in modern times. It has brick walls, wood floors and exposed ceiling joists. The third floor of the tower is open to the fourth floor above. It too has wood floors and brick walls, and part of the

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<sup>2</sup> "Jordan Creek bar makes new use of old building," *Springfield News-Leader*, May 5, 1994, Friends and Neighbor's North p 2. The article mentioned that plans were underway at that time to have the Yellow Bonnet signs redone, possibly by Joe Black, the man who had painted them "at least 40 years ago." That plan apparently fell through, as a company history posted on the Springfield Grocer Company website noted that the signs were restored through a cooperative project with the Springfield Arts Council and the Springfield Grocer Company. "In the Beginning," Accessed January 28, 2010 <<http://www.sgclink.com/history.html>>.

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ceiling is open to the top of the tower. The interior of the upper tower has one balcony. The balcony and the upper tower walls are sheathed with modern metal panels.

The building is in fair to good condition and little-changed. It has seen no additions or changes to the patterns of fenestration, and it looks much as it did when it was filled with Yellow Bonnet products.



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**Springfield Grocer Company Warehouse**  
**Greene County, Missouri**

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**Summary:** The Springfield Grocer Company Warehouse, at 323 N. Patton Avenue in Springfield, Missouri is locally significant under Criterion A, in association with the historic context “Industrial Development in Springfield, 1838-1945.” It is a representative example of the Warehouse/Industrial Property Type discussed in the Multiple Property Submission cover document *Historic and Architectural Resources of Springfield Missouri*. It was built ca. 1925 in the Jordan Creek Valley north of the Springfield Public Square. The warehouse is significant in the area of Commerce for its association with the Springfield Grocer Company, one of the city’s most prominent early wholesale grocery companies. The Springfield Grocer Company, which is still in operation, has its roots in a business that was established ca. 1865. It is believed to be the oldest continuously operating business in Springfield.<sup>3</sup> From 1885 to 1977, the company operated from a complex of buildings located in the Jordan Valley. The warehouse on N. Patton became part of that complex ca. 1941, and it is the only surviving historic resource associated with the company. The building still bears wall signs added by the Springfield Grocer Company, including a distinctive set of signs advertising their private “Yellow Bonnet” brand of products. The period of significance runs from the time the grocery company acquired the property until the arbitrary fifty year cut-off date, ca. 1941-1960. The building meets the registration requirements set forth in the cover document, and it provides a highly intact link to the historic wholesale grocery business in Springfield.

**Elaboration:** The valley of the Jordan Creek developed into an industrial area early in the city’s history, and it served as one of the primary industrial and wholesale centers in the city into the middle of the 20<sup>th</sup> century.<sup>4</sup> As Springfield grew into a regional trading center in the 1860s and 1870s, businesses that needed room to operate and access to major roads moved from the densely

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<sup>3</sup> It is referred to as the oldest surviving business in the city in Shanna Boyle and Julie March, eds. *Crossroads at the Spring*, (Virginia Beach, VA: Donning Co. Publishers, 1997) p. 30. as well as on the company website.

<sup>4</sup> The industrial history of the area has been well-documented in the National Register nomination for the Springfield Warehouse and Industrial Historic District, as well as the multiple property submission historic context: “Industrial Development in Springfield, 1835-1945.”

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developed commercial center near the square into more spacious quarters in the nearby Jordan Valley.<sup>5</sup> In 1879, the establishment of rail service in North Springfield facilitated the growth of wholesale and manufacturing activities in the region. The railroad provided access to supplies as well as a means of distributing finished products.

The construction of additional rail lines that ran right through the Jordan Valley in the early 1880s provided an invaluable boost to development in that area. The union of Springfield and North Springfield in 1886 helped solidify the valley's role as the premier industrial location in the city. A history of commercial development in Springfield written in 1915 noted that the area between the formerly separate towns "has been filling up steadily ever since 1886 when the two towns became one."<sup>6</sup> The 1884 Sanborn map of Springfield shows that the valley had by then become home to most of the manufacturing concerns in the community, including four mills, a gasworks, and a foundry, all located close to the new railroad line.<sup>7</sup>

Rail access and room for ample warehouse space also made the valley attractive to the growing number of wholesale merchants in the community. A city directory published in 1889 remarked upon the rosy prospects for wholesale businesses in Springfield: "The present trade in Springfield is the result of growth of a very short period. The territory that should be supplied by the city is over 200 miles in diameter and covers Southern Missouri, Northern Arkansas, the Indian Territory, and southeastern Kansas, so that there is every reason to believe the growth in this business will be as rapid in the future as it has in the past."<sup>8</sup> Four of the eighteen wholesale companies listed there dealt in groceries, and of those, three were located in the Jordan Valley industrial area. That was a pattern that continued into the mid-1900s.

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<sup>5</sup> Jordan Creek was originally called Wilson's Creek; Sanborn maps began referring to it as Jordan Creek between 1910 and 1933, about that same time it was covered over between Boonville and Campbell. (See the 1950 Sanborn map in Figure One.)

<sup>6</sup> Jonathan Fairbanks and Clyde Edwin Tuck, Past and Present of Greene County, Missouri, (Indianapolis: A. W. Bowen and Company, 1915) p. 672.

<sup>7</sup> Sanborn Fire Insurance Company, Index Map of Springfield, 1884.

<sup>8</sup> Hoye's Directory Company, Hoye's Directory of Springfield, (Kansas City, MO: Hoye Directory Co., 1888-1889) p. 4.

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The Springfield Grocer Company was one of the wholesale grocers listed in that early directory. They were running their recently-incorporated company out of a new building at the northwest corner of Phelps and Boonville Streets, directly adjacent to the new tracks of the Kansas City, Springfield and Memphis Railroad. (See Figure Three for the location.) Although the company was newly incorporated, its owners were far from new to the business. The Springfield Grocer Company started out as a dry goods company that operated as Dyer, Massey and McCann.<sup>9</sup> That company was founded ca. 1865, and the partners operated a store on South Street near the Square for two decades before making the move north to the growing industrial center. Incorporation papers filed in 1885 show that Massey and McCann were major shareholders in the new corporation, which also included prominent local merchants Josiah Keet and Newton Rountree.<sup>10</sup> They were well-capitalized as well as experienced; the company started out with some \$100,000 worth of stock.

Springfield Grocer Company experienced solid growth over the next several decades. A list of Springfield wholesale establishments that was included in a profile of the city published in 1904 had Springfield Grocer Company as the first entry.<sup>11</sup> Although that list of 25 companies did not appear to be in any particular order, the dollar amounts included with the names shows that Springfield Grocer was one of the four largest wholesale companies in the city at the time.

That prosperity continued into the new century, as illustrated by a 1915 biographical profile of one of the early officers. That account described the Springfield Grocer Company as a "large and widely known concern" and claimed that "no grocery house in the great southwest is better or more favorably known... Prompt and honest service is the motto of the firm...thousands of customers have remained with it for more than a quarter of a century...The firm's modern, mammoth and substantial place of business is conveniently

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9 Springfield Grocer Company Website, "In the Beginning," Accessed January 28, 2010 at <<http://www.sgclink.com/history.html>>.

10 "Articles of Incorporation, Springfield Grocer Company", June 27, 1885. (On file with the Missouri Secretary of State), Accessed Jan.15, 2010, <<https://www.sos.mo.gov/BusinessEntity/>>

11 Walter Williams, *The State of Missouri: An Autobiography*, (Columbia, MO: E. W. Stephens, 1904) p. 300.

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located in the heart of the wholesale district of Springfield.”<sup>12</sup>

“Mammoth” as that place of business was the company found cause to add to their holdings over the next decade. By 1926, they had purchased two additional buildings south of their original warehouse on Boonville Street, and set up a substantial coffee roasting department in one of them. They roasted and packaged coffee for wholesale and retail distribution under the brand names of Yellow Bonnet, Sunshine, Blue Bonnet, and Good Morning.<sup>13</sup> (See Figure Three.) That may have been the genesis of their Yellow Bonnet line, which at its height included everything from dry goods to juice. As the company website notes: “Over two generations ago, Springfield Grocer company’s private label, the Yellow Bonnet Girl was everywhere – on match boxes, containers of syrup, bottles of grape juice, jars of salad dressing, on coffee and cocoa labels, and on about any staple grocery item.”<sup>14</sup> The Yellow Bonnet Girl became the company logo, gracing the sides of the company delivery trucks as well as the walls of the buildings on Boonville Street.

The first decades of the 20<sup>th</sup> century brought solid growth for Springfield and its industries. Between 1910 and 1920, the population of the city increased just over 50%, and the number of factories in operation more than doubled. By 1920, there were 88 wholesale houses and 48 different factories in operation in the city.<sup>15</sup>

It was during that period of growth that the Holland O’Neal Milling Company erected the building at Patton Avenue and Water Street, presumably to serve as a mill. The building first shows up in city directories between 1922 and 1926, as the home of the Holland-O’Neal Milling Company. Frank T. O’Neal was the president of the company, and the only member listed. Missouri Secretary of State business records show that the milling company was based in Mt. Vernon, a small community that was part of the regional trade routes for Springfield, less than 30 miles away.<sup>16</sup>

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<sup>12</sup> Fairbanks and Tuck, p. 73.

<sup>13</sup> “In the Beginning,” Accessed January 28, 2010 at <<http://www.sgclink.com/history.html>>.

<sup>14</sup> Ibid.

<sup>15</sup> Springfield Chamber of Commerce Publicity Committee, Springfield Greet You, (Springfield: Springfield Chamber of Commerce, ca. 1920) np.

<sup>16</sup> “Holland O’Neal Milling Company,” (Business name on file with the Missouri Secretary of State, no date given) Accessed Jan. 18, 2010, <<https://www.sos.mo.gov/BusinessEntity/>> The

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The milling company was not destined for success. Within three years, their new building was vacant, and former president Frank T. O'Neal was working elsewhere in the city. That rapid turnover on the eve of the Great Depression was the first of several to take place over the next decade. Three different companies were to occupy the building during the troubled economic times of the 1930s, and none of them stayed more than a few years.

The building appears to have been converted to warehouse space almost immediately. By the time it was mapped by the Sanborn Company in 1933, it was labeled as a warehouse and was being used for a variety of storage purposes. The main tenant was the Certified Flour and Seed Co, who was operating a "Flour-Feed and Salt W. Ho." Other parts of the building were being used for furniture storage and refrigerated storage.

By 1937 the warehouse had changed hands again, and was the home of the United Grocer Company. Three years later, United Grocer had been replaced by Associated Grocers. That may not have been a major change, as those two companies shared an officer. Former treasurer of United Grocer W. Frank Self, was listed as "br mgr," of Associated Grocer. His was the only position included in white pages listing for the company in 1940.

Mr. Self remained in the grocery company for several more years, but not at this location. By the early 1940s, he had moved Associated Grocers to a smaller warehouse a few blocks away, and the large former mill on Patton Avenue had become the property of the Springfield Grocer Company. That change halted the revolving door of occupants; the warehouse at Patton and Water Street was owned and operated by the Springfield Grocer Company for more than a quarter of a century.

A profile of the Springfield Grocer Company that was published ca. 1942 featured drawings of the company's buildings, including one of the warehouse on Patton, which was labeled "Springfield Grocer Warehouse No. 3."<sup>17</sup> (See Figure Four.) That profile included information about the company and its history, and noted that "they are rated today as the oldest and largest wholesale Grocer Company in South Missouri." It went on to say that "their fleet of

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entry includes only the name of the company and city in which they were based.

<sup>17</sup> Springfield Chamber of Commerce, *Growth of a City*, (Springfield: Springfield Chamber of Commerce, ca. 1942) p. 63.

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modern trucks distribute the company's famous products, including 'Yellow Bonnet,' 'Sunshine' and 'Ozark Trail.' A large portion of the plant is devoted to manufacturing and the coffee roasting department."<sup>18</sup>

The newly acquired warehouse on Patton Street was no doubt a welcome addition to such a busy company. Their use of their other buildings for manufacturing and coffee roasting would have put warehouse space at a premium. The new building was nearby, large enough to provide storage for their extensive line of products, and it offered ready access to the railroad. (See Figure Five for relative building locations and sizes.) It also provided a new spot for advertising, and the top of the former mill tower soon sported a set of "Yellow Bonnet" billboards.

The Springfield Grocer Company continued to operate in the Jordan Valley area for the next three decades. They retained the original buildings on Boonville Street and the warehouse on Patton, and utilized a variety of additional warehouse space in the area over the years.<sup>19</sup> The Patton Avenue warehouse was sold in the early to mid-1970s, and in 1977, the entire Springfield Grocer operation was moved to a new facility at 2415 Battlefield Road, in Springfield. The company still occupies that Battlefield location, and the Yellow Bonnet product line is still in existence, albeit in a more limited manner.

The Springfield Grocer Company has been in business more than a century. It is held to be the oldest continuously operating business of any kind in the city today and is by far the oldest grocer. It is also worth noting that for a good deal of that long history, the company has been under the ownership of a single family. At the time the Patton Avenue warehouse was purchased, the Grocer Company was owned and operated by Ben McDonald. McDonald was a native of Big Piney, MO who started working at the company in the early 1910s and by 1925 had worked his way up to general manager. He became the major stockholder in 1929, and the company remains in his family. His grandson Bill Tynes, and great-grandson Jefferson Tynes run the business today.<sup>20</sup>

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<sup>18</sup> Ibid.

<sup>19</sup> Telephone interview with Bill Tynes CEO, Springfield Grocer Company, Feb. 1, 2010.

<sup>20</sup> Springfield Grocer Company Website. "In the Beginning," Accessed January 28, 2010 at <<http://www.sgclink.com/history.html>>.

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The Patton Avenue warehouse is the last of the historic resources that were closely associated with the early days of the Springfield Grocer Company. The company's original buildings on Boonville Street were demolished in 1980, and no important early warehouses have survived.<sup>21</sup> The company identity lives on in the Jordan Valley via the Patton Avenue warehouse. As noted on the Springfield Grocer company website, the "last of the original Springfield Grocer warehouses still stands today in downtown Springfield with a proud Yellow Bonnet® girl atop it."<sup>22</sup>

The Springfield Grocer Company Warehouse provides a significant link to the early wholesale grocery industry in Springfield. It is a good example of the Warehouse/Industrial property type described in the Multiple Property Submission Cover Document. As the sole surviving historic resource associated with the Springfield Grocer Company, its association with a business of particular importance to the community is clear.

### **Selected Chronology**

1865, ca. Dyer, Massey, and McCann open a dry goods store on South Avenue, later to become the Springfield Grocer Co.

1885, June 27. Springfield Grocer Company was incorporated by: Edwin T. Robberson (300 shares), Josiah T. Keet (113 shares), Newton M. Rountree (63 shares), James E. Keet (62 shares), Chas. T. Keet (62 shares), Frank R. Massey (250 shares), and Chas A. McCann (150 shares). The company had \$100,000 in stock, and all except James and Charles Keet were the first directors. The papers state that it was formed for "the purpose of carrying on the business of wholesale grocers "jobbers" of articles usually bot [sic] & sold in the wholesale grocery business and generally buying and selling at wholesale goods, wares, and merchandise..." A company history on their website says they built a new building on Boonville that same year—it is shown on the 1886 Sanborn.

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<sup>21</sup> "Old structure coming down," Springfield Leader & Press, June 19, 1980, p. B1, and phone conversation with Bill Tynes, Springfield Grocer Company.

<sup>22</sup> "In the Beginning." Accessed January 28, 2010 at <<http://www.sgclink.com/history.html>>.

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1886-1902 Sanborn maps. The warehouse lot at Patton was empty except for a small frame house. Water Street was literally a water street, with a small creek running over it. A stone bridge at Campbell provided a crossing. Railroad tracks ran along Mill Street, one block to the north.

1904 Profile of Springfield notes that the town's "prosperity rests largely upon the manufacturing and wholesale business, and lists 25 wholesale dealers with dollar amounts that were probably their annual output. SGC was first on the list and tied for the third largest.

1910 Sanborn shows no building on the warehouse site, but tracks for the "SLJM &SRR" had been run along Water Street. (That was probably the St. Louis, Joplin, Memphis and Springfield Railroad.) Patton was "Alley" then.

1915 Biography for Walter Bennett Robberson says he got a job as a receiving clerk at Springfield Grocer Company shortly after college graduation in 1885, and "has remained with this large and widely known concern to the present time". Described the business facility as "modern, mammoth and substantial..." [W. B. Robberson was the son of founder Edwin T. Robberson.]

1922 No indication of a building on the site of the Patton Avenue building in city directories.

**The building at Patton and Water St. was constructed between 1922 and 1926, probably to serve as a mill for the Holland O'Neal Milling Co.** (SOS website of business listings includes an inactive one for Holland O'Neal Milling Co. of Mt. Vernon, with no additional info. Mt. Vernon is less than 30 miles west of Springfield.)

1926 first directory listing at 325 N. Patton Avenue, for Holland O'Neal Milling Company, Frank T. O'Neal was the president of the company, and the only member listed.

1928 Ben McDonald becomes President, General Manager & Treasurer of the Springfield Grocer Company. (His grandson and great-grandson manage it today.)

1929 Patton Avenue address listed as vacant; Frank O'Neal was working as a manger



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for O'Neal Sales Co.

1933 Directory and Sanborn shows Certified Flour and Feed Co. in the Patton Avenue building, with addresses of 224 W. Water Street and 325 N. Patton Avenue. It is labeled as a warehouse only, with no mention of a mill. There are also directory listings for Springfield Truck Terminal and Robb Bros. Fast Freight at 323 N. Patton Avenue, which may have been this building as well, but are not on the Sanborn.

1937 Directory lists United Grocers Co., Inc. in the warehouse. (224-228 W. Water St.) 323 N. Patton was listed as vacant. United Grocers Officers: Mack G. Pamplin, president, J. L. Baker, vice president, Charles D. Digman secretary/manager, William F. Self, treasurer.

1940 Associated Grocers was in the warehouse, with W. Frank Self listed as "br mgr," the only position included in white pages listing for the company.

**1942, ca. Full-page profile in Springfield Growth of a City shows this to be part of the Springfield Grocer Complex, as Warehouse No. 3. (of 3). It is by far the largest of the three warehouses shown. (See Figure Four.)**

1946 Directory listing for Associated Grocers shows it to be at Jefferson and Water Streets, still managed by Frank Self.

1950 update of 1933 Sanborn. The Warehouse was labeled as Springfield Grocery (sic) Company, 325 N. Patton Avenue, and 300-310-312 Water Street.

1977 SGC moves to new location on Battlefield.

1980 Former SGC buildings on Boonville demolished.

1994 The warehouse becomes a nightclub and plans are made to restore the signs, but it must not have happened. The SGC website says restoration was done as a joint venture with the Springfield Arts Council and SGC, but does not give a date.

2010 The Springfield Grocer Company is still in operation, under the management of the same family since the 1920s.

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**Sources**

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**Verbal Boundary Description**

The boundary of the property is shown as a heavy dashed line in Figure One. It is otherwise described below.

BEGINNING AT A POINT 108 FEET NORTH OF THE SOUTHEAST CORNER OF LOT FIVE (5), BLOCK THREE (3) ORIGINAL TOWN (NOW CITY) OF SPRINGFIELD MISSOURI; THENCE SOUTH TO THE SOUTHEAST CORNER OF LOT FIVE (5); THENCE WEST 185 FEET TO THE SOUTHWEST CORNER OF SAID LOT FIVE (5); THENCE NORTH 114.46 FEET; THENCE EASTERLY TO THE PLACE OF BEGINNING, ALL IN THE CITY OF SPRINGFIELD, GREENE COUNTY, MISSOURI, EXCEPT ANY PART DEEDED, TAKEN OR USED FOR ROADS.

**Boundary Justification**

The current boundaries encompass all of the land currently and historically associated with the warehouse that retains integrity.

**Photographs**

The following information is the same for all photographs:

Springfield Grocer Company Warehouse  
323 N. Patton Ave, Springfield  
Greene County, MO  
Debbie Sheals  
All taken Oct 13, 2009

**List of Photographs**

See photo key for description of camera angle.

1. North east corner, from Water Street.
2. North elevation of tower.
3. Northwest corner, from Water Street.
4. West elevation, from Campbell Street.
5. Southwest corner, from Olive Street.
6. South tower elevation, with Springfield Grocer Co, Warehouse sign.
7. Southeast corner, from Patton Avenue.
8. Streetscape from the east.
9. Looking south on Patton Avenue, with east elevation and grade change.
10. Detail of hood over loading dock.
11. Interior, second floor west end.
12. Interior, third floor.
13. Newer structures on south side of building.
14. South elevation with dock cover.

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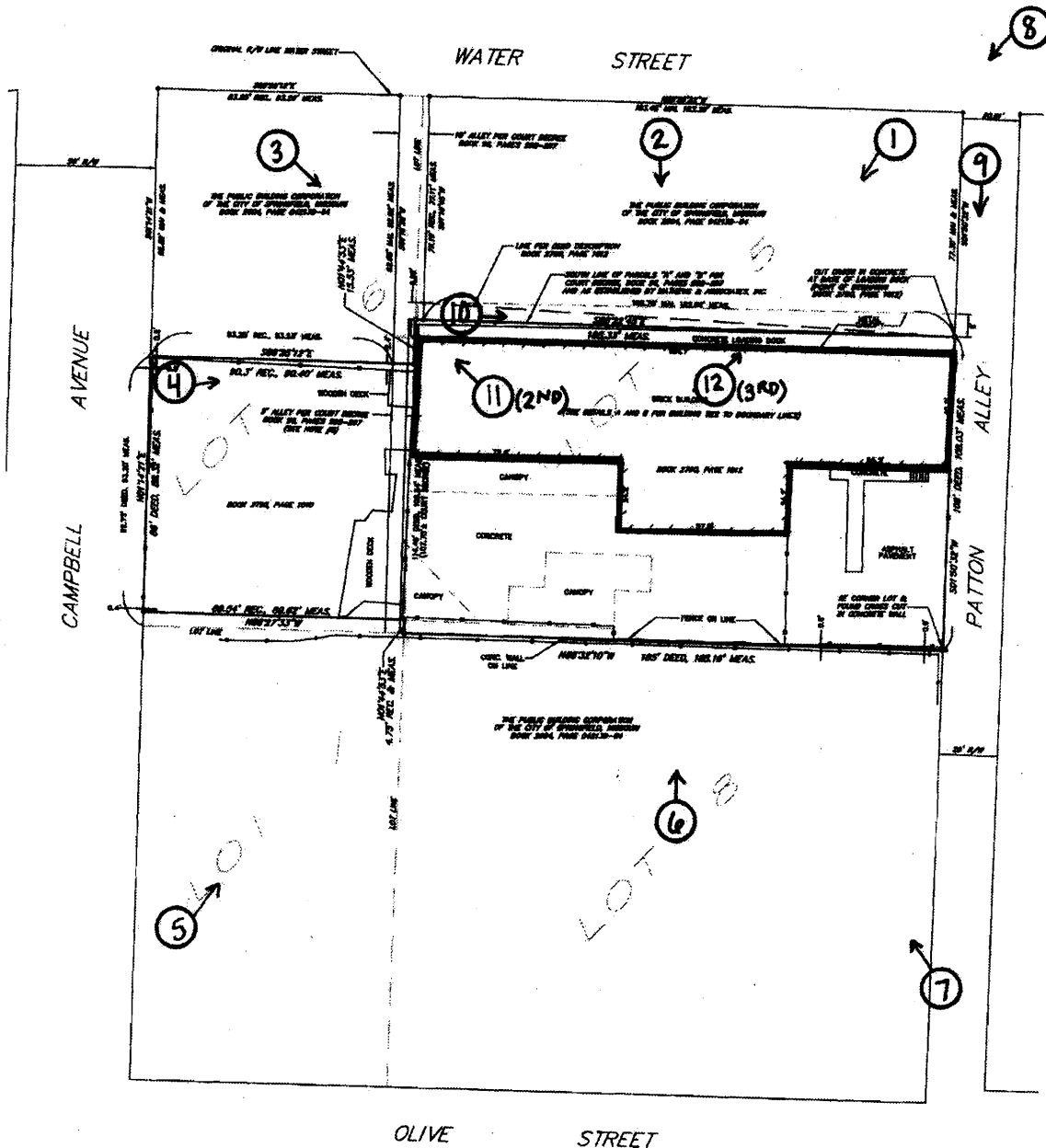
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Photo Key. Base survey by Landmark Surveying and Consulting, Springfield, MO.

North is up.



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Figure Two. Boundary and Site Map.

Figure Three. Historic Images of Springfield Grocer Company.

Figure Four. Springfield Grocer Company Profile, published ca. 1942.

Figure Five. 1950 Sanborn Map, showing Warehouse and the Main Complex of Springfield Grocer Company.

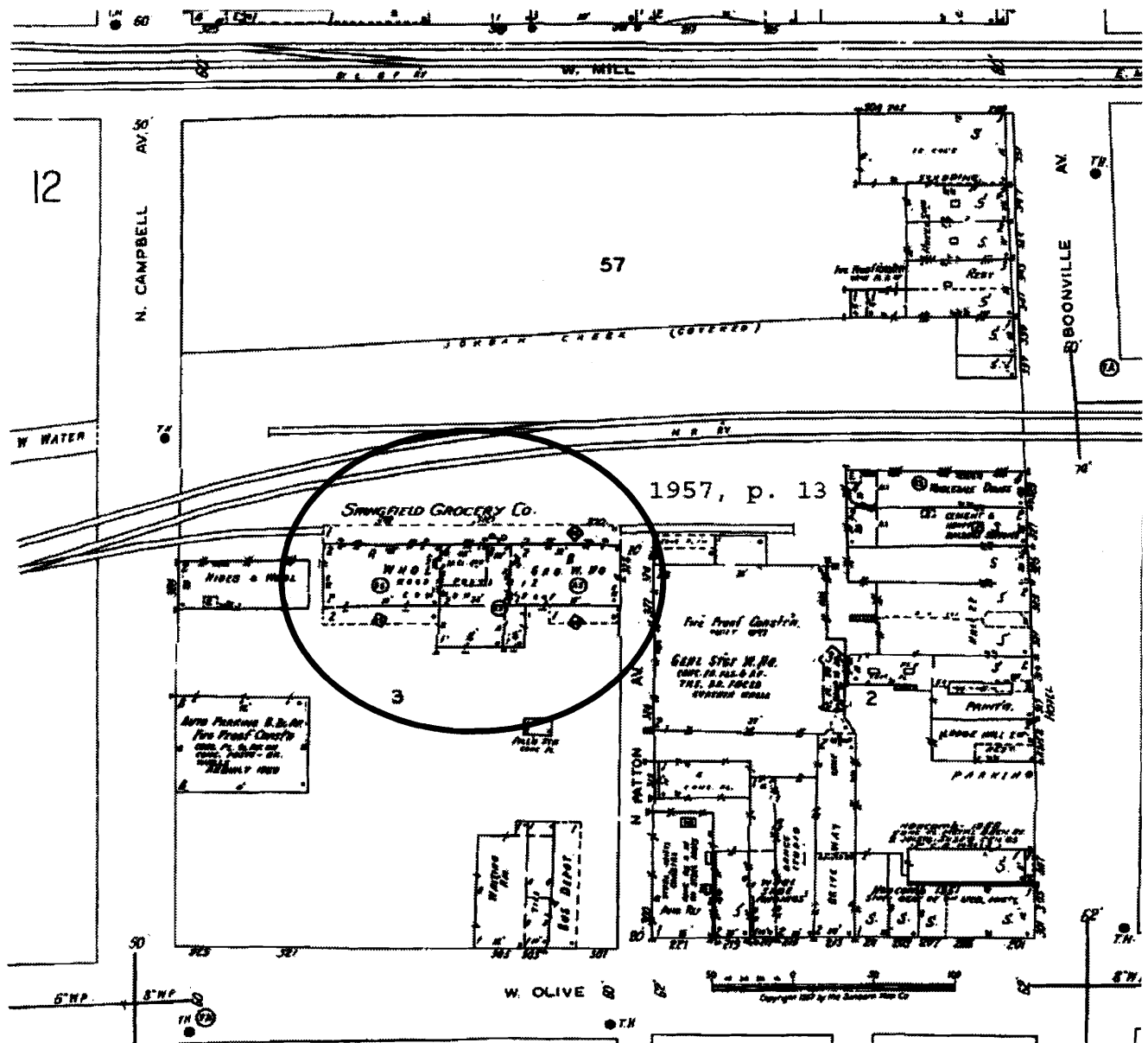
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Figure One. 1957 Sanborn Map. North is up.



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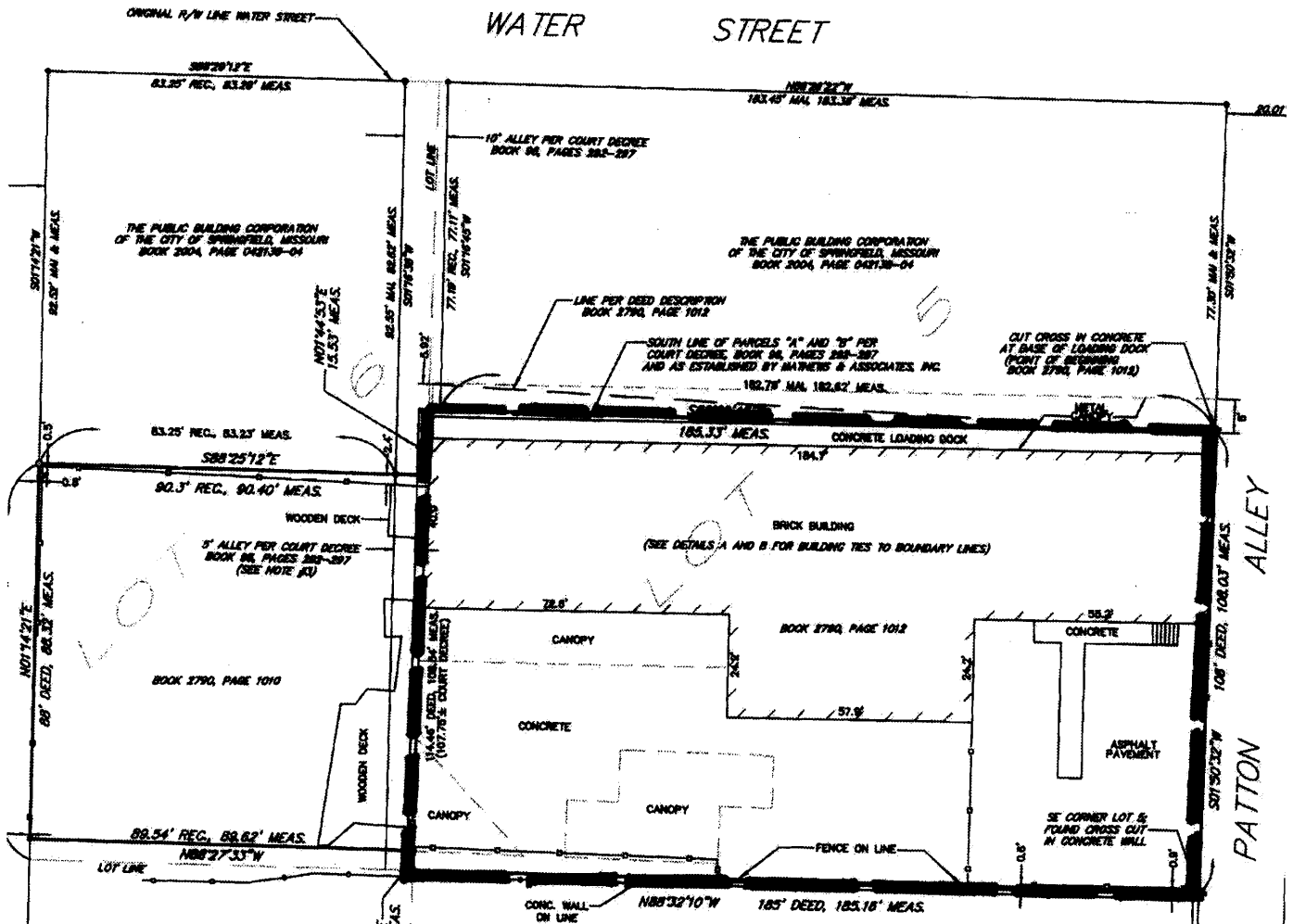
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Figure Two. Boundary and Site Map.

Survey prepared by Landmark Surveying and Consulting, Springfield, MO.  
North is up.





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**Figure Three. Historic Images of the Springfield Grocer Company.**

Reproduced with permission from Springfield Grocer Company Website. "In the Beginning."  
Accessed January 28, 2010 at <<http://www.sgclink.com/history.html>>.

Top: Coffee Roasting Building. (Demolished 1980.)

Middle: Early Yellow Bonnet Delivery Truck.

Bottom: Original Company Headquarters at Mill and Boonville Streets. (Demolished 1980.)



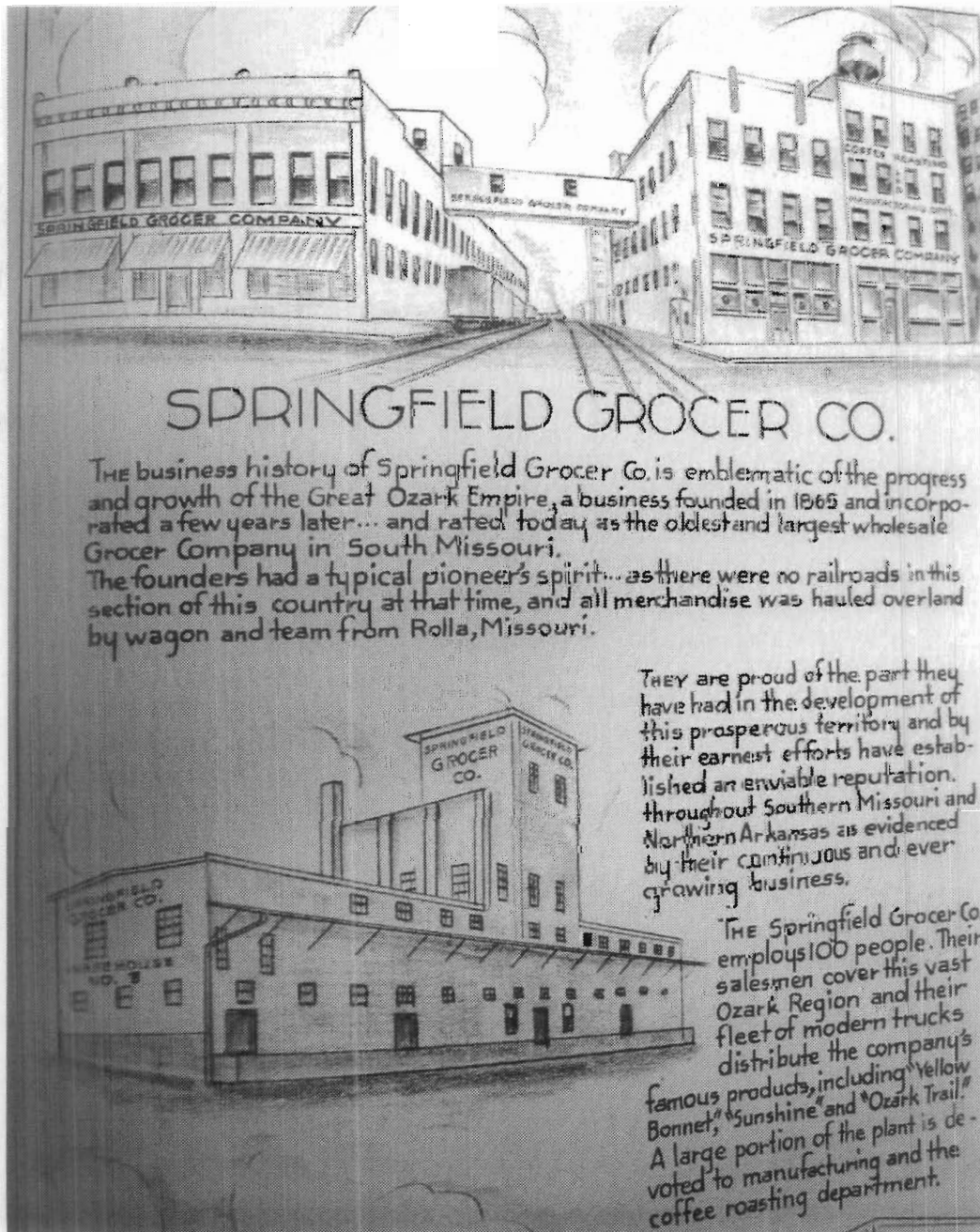
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Figure Four. Springfield Grocer Company Profile, from Growth of a City.  
(Springfield: Springfield Chamber of Commerce, ca. 1942, p. 63.)



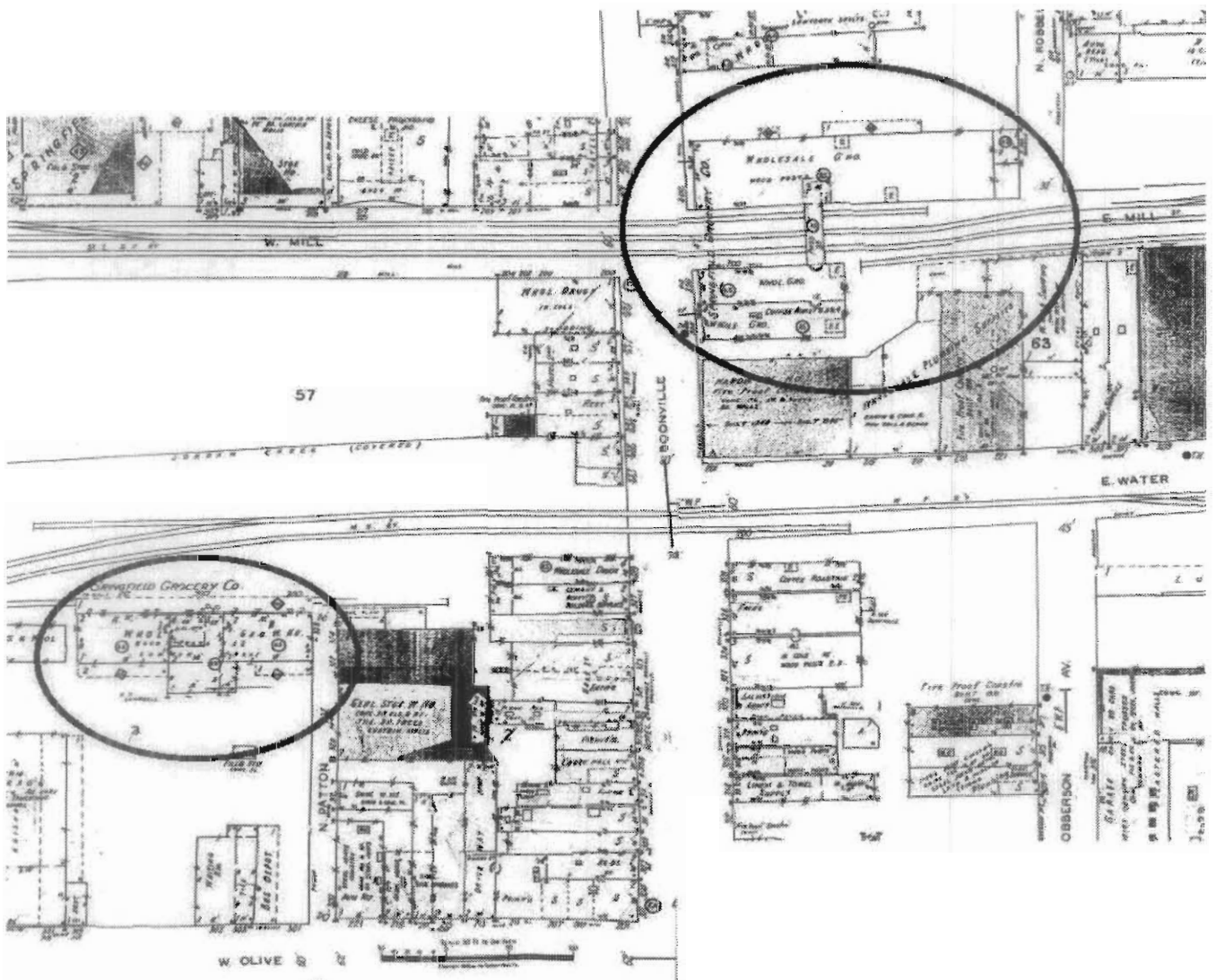
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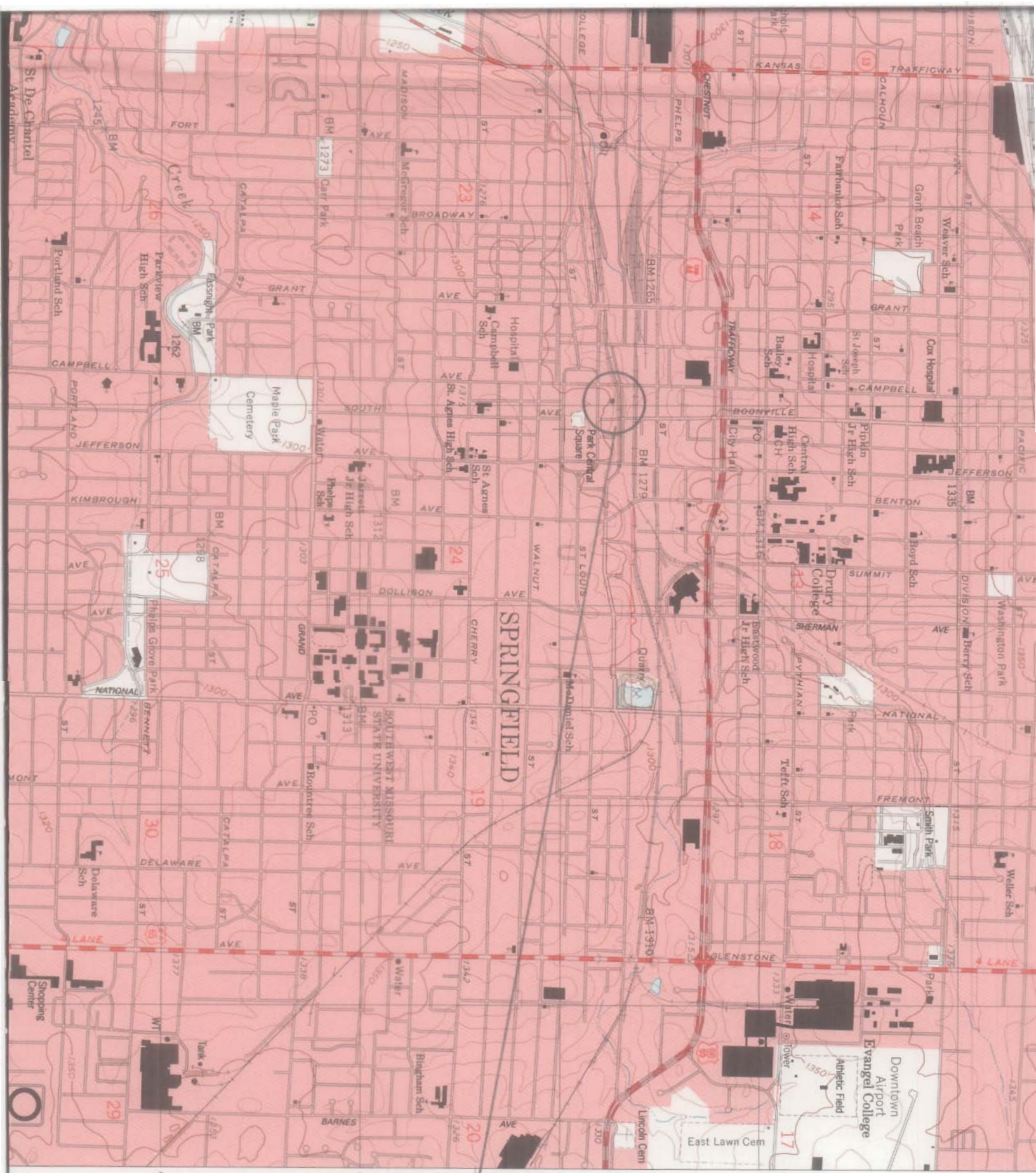
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Figure Five. 1950 Sanborn Map, with original complex and warehouse locations.  
Pages 13-14, north is up.







SPRINGFIELD  
GROCER  
COMPANY  
WAREHOUSE  
325 N. ARTOU AV  
SPRINGFIELD  
"17 GEORGE CO. INC  
UTM:  
15473967/41182

12 30"

"19

"20

"18





YELLOW BONNET  
YELLOW BONNET  
PRODUCTS  
FOOD PRODUCTS





YELLOW BONNET



FOOD PRODUCTS





YELLOW BONNET



FOOD PRODUCTS

FOOD PRODUCTS

SPEED  
LIMIT  
20









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Club

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PAVILION



YELLOW BONNET



Jordan  
Creek

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GROCER  
CO.

Club  
rain







YELLOW BONNET



Springfield Grocer

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FOR LEASE

Club

Club





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No Parking  
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FOOD PRODUCTS

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Grocer  
Co.

SPRINGFIELD  
GROCER  
CO.

