

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

**National Register of Historic Places
Registration Form**

1. Name of Property

historic name Motor Mart Garage Building

other names/site number Wise Feed Company Building [preferred], Wise Feed & Seed Co. Building

2. Location

street & number 438-440 South Campbell Avenue [n/a] not for publication

city or town Springfield [n/a] vicinity

state Missouri code MO county Greene code 077 zip code 65806

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 [].)

Sara Parker 11/25/02
Signature of certifying official/Title Sara Parker/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

State or Federal agency and bureau

4. National Park Service Certification

I hereby certify that the property is:	Signature of the Keeper	Date
[] 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 See continuation sheet [].	_____	_____

USDI/NPS NRHP Registration Form

Wise Feed Company Building [preferred]
Greene County, Missouri
Historic and Architectural Resources of Springfield, MO

5. Classification

Ownership of Property	Category of Property	Number of Resources within Property	
		Contributing	Noncontributing
<input checked="" type="checkbox"/> private	<input checked="" type="checkbox"/> building(s)	1	0
<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		
			buildings
			sites
			structures
			objects
		1	0
			Total

Name of related multiple property listing.

Historic and Architectural Resources of Springfield, MO

Number of contributing resources previously listed in the National Register.

0

6. Function or Use

Historic Function

COMMERCE: Specialty Store

Current Functions

COMMERCE: Specialty Store
DOMESTIC: Multiple Dwelling

7. Description

Architectural Classification

OTHER: Commercial Block ("Brick Front")

Materials

foundation concrete
walls brick
roof flat
other limestone
wood
metal
glass

Narrative Description

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

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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.

Areas of Significance

COMMERCE

Periods of Significance

1930 - 1950

Significant Dates

1930

Significant Person(s)

n/a

Cultural Affiliation

n/a

Architect/Builder

Unknown

Narrative Statement of Significance

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

9. Major Bibliographic 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

Primary location of additional data:

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

Name of repository: City of Springfield

USD/NPS NRHP Registration Form

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Historic and Architectural Resources of Springfield, MO

10. Geographical Data

Acreeage of Property Less than 1 acre

UTM References

A. Zone	Easting	Northing	B. Zone	Easting	Northing
15	474020	4117520			

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 Richard Lee Burton, President and Chief Preservation Officer

organization Historic Springfield, Inc date November 1, 2002

street & number P.O. Box 50305 telephone 417-831-2627

city or town Springfield state MO zip code 65805-0305

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 FPO for any additional items)

Property Owner

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

name Jericho Development Company, LLC Attn: Daniel E. Scott, AIA

street & number 3564 East Cherry Street telephone 417-865-0200

city or town Springfield state MO zip code 65809

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**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section 7 Page 1

**Wise Feed Company Building [preferred]
Greene County, Missouri
Historic and Architectural Resources of Springfield, MO**

Summary:

The Wise Feed Company Building [preferred] is a two-story brick commercial building with a rectangular plan. It is located at 438-440 South Campbell southwest of Springfield's public square and south of the corner of South Campbell Avenue and East Pershing Street. All the buildings in the surrounding area are commercial properties. The building is a representative example of the modest "brick front" two-part commercial block style prominent in Springfield in the Late 19th and Early 20th Centuries. The building has a flat roof with a slight pitch sloping west to east. It rests on a concrete foundation. There is no basement. The primary west elevation is constructed of tan brick in a stretcher course bond. It is topped with a parapet with limestone coping and punctuated at its center with a slight pediment. Beneath the parapet is a corbelled brick belt course. A historic rehabilitation of the property was completed in July 2002. Overall, the building retained substantial integrity prior to rehabilitation and had been adequately maintained. The original second story façade, fully intact prior to rehabilitation, has two bays, each consisting of a tripled window surrounded by a bull header bond border outside a soldier bond frame with limestone quoins at the upper corners and a limestone sill. The original double-hung windows on the primary west and rear east have been restored. The only diminishing exterior alterations were at the first story storefront and have been corrected. The storefront retained much of its original configuration and materials. The north side secondary entrance and beaded board soffit above were fully intact. The transoms across the storefront previously had been removed and the openings covered with plywood. However, seven of the original thirteen 3-over-3 transoms were located and reinstalled, with the remaining transoms replicated. The recessed main entrance and display windows were recreated based on stylistic precedence within the area. The original first and second story floor plans had experienced few alterations and much of the interior historic fabric and commercial aesthetic remained. The building retains its historic character and fulfills the registration requirements established for "Downtown Commercial Buildings, ca. 1870-1948" in the Multiple Property Submission cover document, "Historic and Architectural Resources of Springfield, Missouri."

Elaboration:

The subject property is a two-story brick commercial building with a rectangular plan. It is located at 438-440 South Campbell southwest of Springfield's public square and south of the corner of South Campbell Avenue and East Pershing Street (*See attached Sketch Map*). It is adjacent to two empty lots at the north between it and East Pershing Street. A one-story brick commercial building is attached to it at the south. All the buildings in the surrounding area are commercial properties, with the West Walnut Street Commercial Historic District (*National Register listed 3/20/02*) and the Campbell Avenue Historic District (*National Register listed 6/25/99*) located directly north one block. The building almost fully covers its lot and is the only resource on the property. It is placed at a zero setback from the sidewalk (*See Photo 1*).

The building is a representative example of the modest "brick front" two-part commercial block style prominent in Springfield in the Late 19th and Early 20th Centuries. It is twenty-six (26) feet wide, fifty-four (54) feet deep and thirty-four (34) feet high at the parapet peak. The building has a flat roof with a slight pitch sloping west to east. It rests on a concrete foundation. There is no basement. Although the property was first occupied by an automotive-related business tenant, it was originally constructed for general commercial lease purposes and, based on available

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**Wise Feed Company Building [preferred]
Greene County, Missouri
Historic and Architectural Resources of Springfield, MO**

documentation, not for a specific automotive operation. Therefore, it is appropriately classified within the property type "Downtown Commercial Buildings, ca. 1870-1948" rather than "Automobile Related Buildings, ca. 1920-1948" in the Multiple Property Submission cover document, "Historic and Architectural Resources of Springfield, Missouri."

The primary west elevation is constructed of tan brick in a stretcher course bond. It is topped with a parapet with limestone coping and punctuated at its center with a slight pediment. Beneath the parapet is a corbelled brick beltcourse (*See Photos 2, 3 and 3.1*). The second story has two bays, each consisting of a tripled window (6' high X 4' wide each) surrounded by a bull header bond border outside a soldier bond frame with limestone quoins at the upper corners and a limestone sill. Prior to rehabilitation, the original single-pane double-hung windows were intact, although in a condition of moderate deterioration (*See Photo 4 and 4.1*). A second beltcourse of early Art Deco-influenced design crosses the façade above the second story bays and below the top corbelled beltcourse. A portion of the second story brick surface below the windows and above the storefront has been painted. Otherwise, the original second story façade is fully intact.

The storefront has experienced later period alterations, primarily by the removal of the recessed main entrance and replacement of the display windows with modern glass. The original secondary entrance and beaded board soffit at the north side of the elevation remains. A total of 13 transoms (3.5' high X 3' wide each) originally spanned the storefront opening, but were removed (7 of the original transoms have been found and reinstalled, with the remaining 6 replicated). Despite these alterations, the dimensions of the original storefront opening are unchanged (13' high X 39' wide). Projecting brick cross forms with limestone quoins, similar in design to the second story Art Deco-influenced beltcourse above, are found at each upper corner of the storefront opening (*See Photo 5*). The storefront brick surround has a modern layer of paint. However, architectural evidence indicates that this was previously painted early during the building's period of significance. The brick columns that define the storefront rest on limestone plinths (*See Photo 7*), which are still intact. (*See Integrity Statement below for a further discussion of storefront alterations*).

The side south elevation is constructed of red brick in a common course bond. A low stepped parapet wall with tile coping descends with the roof slope. The second story has no windows and the brick surface is painted. A small brick chimney is located at the west side of the south elevation. The first story is fully covered by the adjacent one-story building (*See Photo 8*).

The rear east elevation is constructed of red brick in a common course bond and has five bays (*See Photos 9-13*). It rises to a height of approximately twenty-six (26) feet from ground line. The second story has a double-hinged overhead freight door (8' high X 4' wide) on the far south side and four symmetrically placed single windows (5' high X 3' wide each) with soldier-bonded arched headers with wood transoms and wood sills in the center and north side (*See Photo 13*).

The original 2-over-2 double-hung wood sash windows remain. The first story has another freight door (8' high X 5' wide) directly below that of the second story at the south end. Three single windows (5' high X 3' wide each) are directly below the three central bays of the second story. These have single-pane double-hung wood sashes. A fourth first story window at the north has been in-filled with brick to accommodate a freight elevator at the northeast corner of the building. This is judged to have been done within the period of significance. A modern two-story, one-sided wood frame shed covering the freight doors on the south and connecting to the north wall of the

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Wise Feed Company Building [preferred]
Greene County, Missouri
Historic and Architectural Resources of Springfield, MO

adjacent building was present at the time of acquisition of the property by the current owner (*See Photos 9-11*). It subsequently has been removed.

The side north elevation is of the same construction and design as that of the side south elevation (*See Photo 14*). It is fully exposed and has not been painted. The brick exterior has minor deterioration and some insensitive repairs with modern mortar have been made. Tile coping at the side roofline parapet has been removed over time. A sign painted on the east side of the first story is still evident.

The original open floor plan of the building remains substantially unchanged and still reflects its initial use as an automotive garage and subsequent most prominent use as a feed store (*See Photos 15-32*). On the first floor, five exposed posts run down the center of the building west to east supporting a load-bearing ceiling beam (*See Photos 15 and 21*). Originally the beam had six support posts, but the first on the west was removed. The south half of the first floor is fully open and the original pressed tin ceiling is intact and in good condition (*See Photos 16 and 19*). The first floor has its original 3-coat plaster surface over the brick walls. The south wall surface is in good condition (*See Photo 20*), but the east and north walls are severely deteriorated. The building has a poured concrete floor, which is judged to have been a later period alteration. A narrow wooden service staircase to the second floor is in the southeast corner (*See Photo 22*). A deteriorated bathroom was found beneath this secondary staircase and was the only one in the building. At the rear east wall, a concrete incline ramp leads to the first floor freight door (*See Photo 23*). The north half of the first floor was partially enclosed into modern offices constructed of wood frame interior walls on a raised wood frame floor pad. A suspended acoustical tile ceiling covered the original tin ceiling above. Evidence of the original primary west elevation transoms is present in the northwest corner of the building above the office in-fill (*See Photo 17*). Since the main store front entrance had been removed, the first floor offices were accessed through a door inside the secondary entrance (*See Photo 18*). These modern alterations were fully reversible with minimal impact to the historic building. The remaining rear portion of the north half of the first floor is open and connects to the south. Its original tin ceiling is exposed. An old freight elevator is in the northwest corner of the building.

The second floor is accessed through the original enclosed secondary entrance on the north side of the building (*See Photo 24*). The second floor is fully open (*See Photos 25-26*). Bare ceiling joists and brick wall surfaces are fully exposed. Six exposed bare wood posts support the load-bearing ceiling beam. The two window bays on the front west wall have wood beam lintel plates (*See Photos 26 and 27*). The front west and side south brick wall surfaces are painted. The three original chimney flues at the side south wall are still evident (*See Photo 28*). The rear east and side north brick walls are unpainted (*See Photos 29-31*). The side north wall also has two chimney flues evident. Two skylights are found in the ceiling, approximately one-third back from the west wall (*See Photo 32*). The second floor has its original wooden floor, which is in good condition.

Integrity Statement:

Overall, the building retains substantial integrity and has been adequately maintained. The building retains its historic character and is judged to fulfill the registration requirements established for "Downtown Commercial Buildings, ca.

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**Wise Feed Company Building [preferred]
Greene County, Missouri
Historic and Architectural Resources of Springfield, MO**

1870-1948" in the Multiple Property Submission cover document, "Historic and Architectural Resources of Springfield, Missouri." The second story west façade and rear east elevation are fully intact, including their original wood sash windows. The original floor plan has had few alterations and much of the interior historic fabric and commercial aesthetic remains. The first story west storefront has been altered over time. However, these alterations have been corrected. The building was acquired by the current property owner in July 2001. Rehabilitation of the property for mixed commercial and multiple-dwelling residential use was completed in July 2002 according to the Secretary of the Interior's Standards for Historic Rehabilitation under the Historic Rehabilitation Tax Credit Program. A key priority of this rehabilitation effort was to reverse the previous storefront alterations and, therefore, address their diminishing impact on integrity.

Despite its several alterations, the storefront still retains much of its original configuration and materials. The original north side secondary entrance and beaded board soffit above are fully intact. The transoms across the storefront previously had been removed and the openings covered with plywood. However, seven (7) of the original 3-over-3 transoms were located and reinstalled during the current rehabilitation of the building. The six (6) missing transoms were replicated with like material and design.

The display windows are modern, but the current dimensions are consistent with the original design. A more sensitive treatment consistent with the original period of construction was implemented during the recent rehabilitation. The concrete bulkheads were not original to the date of construction.. Photographic evidence documents that the bulkheads were painted with "Wise Feed Co." signage. These were covered with metal siding at the time of acquisition by the current property owner, but were subsequently uncovered. Unfortunately, the bulkheads were in deteriorated condition and not structurally sound. Therefore, sustainability of the building required that they be replaced. The rehabilitation of the storefront provided for replication of wood lower window panels, consistent with the original date of construction and stylistic precedence. Architectural evidence indicated that the lower window panels were originally shorter than the current concrete bulkheads, which resulted in a larger display window space. *(See attached Architectural Drawing)*

The most intrusive storefront alteration was a central garage door that replaced the original recessed main entrance. However, the garage door was removed and the rehabilitation reversed this alteration with an appropriate interpreted design, supported by architectural evidence that directed the dimensions and angle of the recessed opening and stylistic precedence established in the area.

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**Wise Feed Company Building [preferred]
Greene County, Missouri**

Historic and Architectural Resources of Springfield, MO

Summary:

The Wise Feed Company Building [preferred] at 438-440 South Campbell Avenue in Springfield, Missouri, is locally significant under Criterion A in the area of COMMERCE. It is located southwest of the Public Square, two blocks south of the Campbell Avenue Historic District (*National Register listed 6/25/99*). The property is one block from the southwest downtown gateway, which includes the West Walnut Street Commercial Historic District at the intersection of West Walnut Street and South Campbell Avenue (*National Register listed 3/20/02*). Constructed in 1920, the building has been maintained for commercial leasing purposes. It is representative of the property type "Downtown Commercial Buildings, ca. 1870-1948." It meets the registration requirements established in the Multiple Property Submission cover document, "Historic and Architectural Resources of Springfield, Missouri," and is within the historic context of "19th and Early 20th Century Commercial Buildings." In the area of COMMERCE, it is significant for its role in the commercial history of Springfield through its association with the commercial feed store businesses that operated in Springfield in the early 20th Century. These retail and wholesale feed businesses were critical to the success of Southwest Missouri's important farming and agricultural-related economy, for which Springfield served as its regional market and distribution center. The Wise Feed Company Building is one of the few remaining historic resources reflecting this aspect of Springfield's commercial history and is the only extant small retail/wholesale feed supplier to remain in operations from 1930 to 1950, a period spanning the Great Depression, World War II and the Post-War era. None have been documented to-date through a National Register listing; and, the current Multiple Property Submission does not address this historic context within its documentation of Springfield history. Separately, the Wise Feed Company Building is also a good example of early 20th Century commercial architecture and the modest two-part Commercial Block ("Brick Front") building prominent in Springfield's downtown. The period of significance is determined as 1930 - 1950, beginning at the time that the Wise Feed Company began operations at the site and ending at the time of its closure. The subject property is appropriately named the Wise Feed Company Building [preferred] because its significance is associated with its most prominent and sustained period of use as a feed store. It retains substantial integrity of location, design, materials, craftsmanship and association.

Background:

Springfield, located in Greene County in the southwest region of Missouri, was settled in the late 1820's and early 1830's, primarily by Anglo-American families from Tennessee. In 1829, John Polk Campbell, of Maury County, Tennessee, designated the future site of Springfield in an area just southwest of the Jordan Creek Valley (initially referenced as a branch of Wilson's Creek). A natural spring here and the area's location between the watersheds of the Missouri and White Rivers made it ideal for settlement and a focal point for growth in the region. Three Fulbright brothers (William, John, and Levi) arrived with their families early in 1830 and were quickly followed by other settlers.

Greene County was organized in 1833 and was originally composed of the entire southwest corner of the state. It was named to honor Nathanael Greene, a Revolutionary War hero. In 1835, the U.S. Government opened a land office in Springfield, the only one in the region. That same year, John Polk Campbell donated a land tract of 50 acres to Greene County, cementing Springfield's position as the county seat. The subject property, along with the West Walnut Street Commercial District (*National Register listed 3/20/02*), is situated in the southwest corner of the

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**Wise Feed Company Building [preferred]
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Original Plat of the Town of Springfield along South Campbell Avenue, its western boundary. The land west of the Original Plat contained the Fulbright farm tract.

The Town of Springfield was incorporated in 1838 and grew moderately during the period prior to the Civil War. Springfield struggled to rebuild during the early post-war years, but received a major boost with the arrival of the railroad. The first train of the Atlantic-Pacific Railway (which became the St. Louis-San Francisco Railway or "Frisco") came in April 1870 and ushered in the same transportation revolution that created a boom throughout the country. The Town of North Springfield was established by the Ozark Land Company to support development of the railroad north of Springfield's Public Square and to capitalize on the business and real estate opportunities it created. The commercial area of North Springfield that developed along the railroad is reflected in the Commercial Street Historic District (*National Register listed 5/24/83*). The neighborhood south of Commercial Street that arose to meet the housing needs of North Springfield residents is reflected in the Mid-town Historic District (*National Register listed 7/13/89*). The Town of Springfield and Town of North Springfield merged on April 4, 1887.

In the decade between 1880 and 1890, the population of Springfield more than tripled to 21,850, driven in part by the merger with North Springfield, but more significantly by intense settlement. Springfield's central geographic location, thriving industries and railroad connections made it a major trade and distribution hub and created significant economic opportunities for new residents. It was at this time that Springfield became known as "Queen City of the Ozarks." In response to this burgeoning economy, Springfield's commercial interests began to expand in all directions from the Public Square. Increasingly, two- and three-story brick commercial buildings in the Late Victorian style replaced earlier wood frame domestic and commercial buildings around the Public Square perimeter. The commercial expansion south and east of Springfield's Public Square is reflected in the Campbell Avenue, South Avenue and Walnut Street Commercial Historic Districts (*all National Register listed 6/25/99*).

The pressure of commercial development from the Public Square also led to outward residential expansion. With their increasing prosperity, the upper-middle and upper classes of Springfield built large and high-style Queen Anne, Italianate and, later, Colonial Revival homes along St. Louis Street and East Walnut Street to the east and South Avenue to the South. The residential development of Springfield's wealthier population is reflected in the Walnut Street Historic District (*National Register listed 3/21/85*). The residential expansion for Springfield's lower and modest income population occurred to the west of the Public Square in the area that originated as the Fulbright farm and other earlier agricultural tracts and is known today as the West Central neighborhood. The architectural resources of Springfield's low to middle class residential expansion are not currently reflected in a National Register listing and, therefore, constitute an undocumented gap in its significant social and architectural history. These areas of commercial and residential expansion were connected and fostered by the establishment of Springfield's trolley line.

(For a further discussion on the history and development of Springfield, reference the Multiple Property Submission, "Historic and Architectural Resources of Springfield, Missouri.")

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**Wise Feed Company Building [preferred]
Greene County, Missouri**

Historic and Architectural Resources of Springfield, MO

Wise Feed Company Building:

The Wise Feed Company Building [preferred] was constructed c. 1920 by Issac P. Cook on a lot acquired for \$5000 from Elizabeth J. Robberson in 1905.³ Mr. Cook was a foreman with the James C. Dysart Mule Co., a livestock brokerage located at 323 West Olive Street. He resided with his wife, Jennie M. Cook, at 620 St. Louis Street.⁴ At the time, the Schaeffer & Maschino Implement Co. was located at the adjacent south property of 442 South Campbell Avenue.⁵ The Southern Feed Co., a branch of Interstate Milling Co. (a flour mill), was in operation one block south at 450 South Campbell Avenue.⁶ The construction on the subject property appears to have been financed by a \$6,000 note secured by a Deed of Trust to W.R. Self and L.C. Sheppard dated April 24, 1919.⁷ Mr. Cook died on September 9, 1919, and the property was bequeathed to his wife.⁸ The building was first leased in 1920 for commercial use as the Motor Mart Garage, operated by Fred J. White and Elvis M. Hall.⁹ It continued in its automobile-related use by several tenants through 1927 (*See Chronology below*). In 1925, Mrs. Cook secured with the property an additional \$2,500 note from State Savings Trust Company (A.S. Cowden, Trustee), which was subordinated to the earlier \$6,000 note.¹⁰

Following a year's vacancy in 1928 and a brief occupancy by Rogers Motor Co. in 1929, the Wise Feed Company opened its operations at the property not later than 1930.^{11,12} This new business was started by Alonzo N. Wise and was initially operated as a wholesale feed store. Mr. Wise and his wife, Cora, were most likely new to Springfield based on the absence of any previous residential listing for them.¹³ The selection of this location for his feed business was an astute decision. The Southern Feed Co., a retailer previously at 450 South Campbell Avenue, moved further south to 463 South Campbell Avenue. The Springfield Sales Co. had located its wholesale business at 450 South Campbell. Another feed retailer, E.B. Evans Feed & Seed Co., operated its business a few blocks northwest at 227 South Market Avenue. The area one block north of the subject property was a vital commercial district and housed numerous agricultural-related businesses, most notably the Springfield Seed Co. located at 318-320 West Walnut Street and the Queen City Stables at 307-311 West Walnut Street.¹⁴ The Farmers & Merchants Bank, which served customers residing on the farmlands to the west, was located at the corner of West Walnut and South Campbell at 330 South Campbell Avenue.¹⁵ A portion of this area is within the boundaries of the West Walnut Street Commercial Historic District (*National Register listed 3/20/02*). The concentration of feed and agricultural-related businesses at this gateway southwest of the Public Square highlights the opportunity for high customer demand and access to market in this particular geography.

In 1935, Mrs. Cook defaulted on her outstanding notes and the property was sold through public auction. This foreclosure was executed by Sheriff Scott Curtis, acting in the absence of Trustee A.S. Cowden, deceased, in accordance with the terms of the second note. The sale was advertised in Daily Events, a local daily newspaper, with a notice posted on the South front door of the Greene County Courthouse. J.S. and Lois J. West, the highest bidders in the sale, acquired the property for \$900.¹⁶ They sold the property 10 years later to Marshall R. and Helen Lusk Robberson.¹⁷ However, despite the changes of ownership, the Wise Feed Company continued to operate successfully at this location until 1950.

Throughout its 20 years of operation, the Wise Feed Company (later named the Wise Feed & Seed Company) was listed in local directories variously as a retail or wholesale feed business. In 1950, Wise Feed & Seed Company was identified as a feed retailer and was the only one still in operation from among those listed at the time of its opening in 1930. By that time, Mr. Wise perhaps had retired from the daily operations of the business, as Edith Markley had assumed

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**Wise Feed Company Building [preferred]
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managerial responsibilities.¹⁸ (Mr. Wise died on November 9, 1957, at the age of 80. His wife, Cora, died on August 21, 1958, at the age of 79. They are buried at Maple Park Cemetery in Springfield.) Following the closure of the Wise Feed Company, the subject property was held by several owners and served various commercial uses. It was acquired in July 2001 by Jericho Development Co., LLC, (Daniel E. Scott, AIA) for historic rehabilitation and adaptive reuse as mixed commercial and residential apartment space.

Criterion A: COMMERCE

The subject property meets the registration requirements for individual site listing established in the Multiple Property Submission Historic and Architectural Resources of Springfield, MO." Specifically:

"Downtown Commercial Buildings in Springfield are significant primarily because of their architectural design and/or their association with the commercial growth and development of the community. In order to be historically significant under National Register Criterion A, a building must be the site of a business of particular importance to the community, exemplify a particular building type or use, or be associated with an important event or occurrence." (Page F.3)

Commercial Association –

The Wise Feed Company Building [preferred] is significant because of its association with the commercial feed store businesses critical to Springfield's and Southwest Missouri's important farming and agricultural-industries in the early 20th Century. As reflected in the Wise Feed Company building, this economy became increasingly market oriented. The Wise Feed Company was the only small retail/wholesale feed supplier to remain in operations from 1930 to 1950, a period spanning the Great Depression, World War II and the Post-War era.

The history of Springfield's commercial development is rooted in its agricultural-related businesses; and its growing prosperity was driven by this vertically-integrated economy. Many early successful businesses were secondary industries derived from or providing support to Springfield's primary livestock- and agricultural-based industries. Two early businesses that emerged on Boonville were a horse-powered wool-carding machine operated by A.M. Julian on the east side near the Jordan Creek and a tanning yard nearby on the west. Out of these, industries grew saddle- and harness-making, boot and shoemaking and numerous wool and cotton mills. Farming provided supplies of poultry, livestock and produce to feed the growing population.

Following the arrival of the railroad in 1870, farming in the region expanded to exploit the access to new markets. Production of fruits, livestock, poultry, dairy products, grain and produce all rose dramatically for export. Supplies of cotton, wool and tobacco were also increased both for export and local manufacturing. Farming-related industries, such as the Springfield Wagon Works and H.O. Dow & Co. (a manufacturer of agricultural implements) became significant producers and employers. The Springfield Ice & Refrigerating Company, established by Adolphous Busch in 1885, was built on the southern tier of Phelps Street and soon expanded south on to Mill. It provided ice and cold storage in support of Springfield's vital brewing business, as well as other produce and meat-packing industries.

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In 1910, the Springfield Jobbers' and Manufacturer's Association was organized to promote cooperation among commercial and industrial interests. A key focus of this organization of leading companies was to advocate improved freight rates and railroad services. The results of their efforts benefited both heavy industry and agricultural-related businesses seeking cheaper and quicker access to market. Examples of successful commercial businesses in agricultural-related industries at this time include Swift and Armour, Welsh Meat Packing Company, Rebori & Company, Stewart Produce Company and Swift Produce Company.

The Agricultural Economy

While documentation on the size and importance of Springfield's individual agricultural-based businesses in general, and feed stores specifically, is limited, an overview of the overall agricultural economy and demands for feed in the Late 19th and Early 20th Century provides a compelling perspective on their significance to its commercial history. The natural factors contributing to the development of Springfield's agricultural economy were the soil, richly conducive to abundant crops and expansive grazing, and the natural sources of water for irrigation and livestock.

Across the state of Missouri, Indian corn, used both in milling and livestock feed, was the principal crop during the post-Civil War era. In 1878, a total of 93,062,000 bushels of Indian corn were harvested, four times the harvest of tobacco and four and one-half times wheat. Oats (19,584,00 bushels) and hay (1,620,000 tons), principally livestock feed crops, were also significant contributors of the economy, harvested from 640,000 acres and 850,000 acres of cultivated fields, respectively. In terms of cash value, hay at \$10,416,000 ranked third among Missouri crops, only surpassed by corn at \$24,196,224 and wheat at \$13,531,320.¹⁹

As elsewhere in the state, corn was the king crop of Springfield. A period source stated, "A corn climate and corn soils carry the crop all the way from thirty to ninety bushels per acre, according to soils culture and season, and the corn crop tributary to the central City of Springfield is greater than that of New England, Delaware, Florida, California, Oregon, Nevada, Colorado, Arizona, Idaho, Montana, Utah, New Mexico and Washington combined."²⁰ Whether as a feed source directly or as a cash crop cultivated by livestock, the importance of corn is a good indicator of the importance of wholesale and retail feed stores to Springfield's overall early agricultural economy and commercial development.

Next in importance to Missouri's and to Springfield's agricultural economy in terms of cash value was its livestock industry, specifically horses, mules and milch cows. Among all states, Missouri ranked in the 1880's fifth in the number of horses it raised (627,200) and fifth in the number of milch cows (516,200). Importantly, it was the leading state in the number of mules, which at close to 200,000 was 6.5% more than that raised by the entire state of Texas. Missouri was also the second largest producer of oxen and other cattle (behind Texas) and the second largest producer of hogs (behind Iowa), accounting for 1,632,000 and 2,817,600 head, respectively.²¹

The opportunity for substantial commercial success in livestock was no less significant in Springfield and Greene County than in other areas of the state. Projections in the late 1880's noted, "the astonishing cheapness of grazing lands together with the admirable railway facilities make it one of the most attractive stock-growing regions available to stock men. . . All kinds of stock do well here, and with the establishment of pork and beef packing houses in Springfield, and a first-

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class home market thereby secured, I believe this will early become the most popular stock growing country in the west."²² Of course, the commercial outlets for livestock feed enjoyed the same demand and projections for success.

The livestock mix produced in Springfield and Greene County became increasingly diverse into the Early 20th Century. This diversity was perhaps a function of rising land values, improvement costs and prices for corn and fodder, resulting in a shift to the increasing production of small animal stock. In 1912, the production of hogs (35,732 head) for surplus shipment (i.e., not consumed locally) was more than three times that of cattle (11,346 head). Other livestock included horses and mules (4,384 head), sheep (12,471 head) and goats (320 head). Horses were shipped to northern cities, while mules were sent to work in the cotton fields of the South. These livestock export numbers emphasize the importance of the railway to the agricultural economy and of Springfield as the Southwest Missouri hub.²³

In addition to being an important exporter of livestock, Springfield, as the center of Greene County, legitimately claimed its position as the largest initial market of poultry and poultry products in the United States. In 1912, poultry shipments totaled 5,552,214 pounds live and 3,620,295 pounds dressed. Other poultry products included eggs (8,102,460 dozen) and feathers (100,130 pounds).²⁴

Springfield's agricultural economy was also fueled by production of other livestock by-products, including hides and pelts, dairy products and wool and mohair. A summary of surplus product shipments is provided below. These commercial interests were all dependent on feed sources through wholesale and retail outlets.²⁵

Greene County Surplus Shipments - 1912

Hides and Pelts	2,691,580 pounds
Dressed Meats	13,585 pounds
Tallow	32,585 pounds
Butter	113,418 pounds
Milk and Cream	57,536 gallons
Cheese	80,000 pounds
Wool	277,930 pounds
Mohair	12,642 pounds

The availability of feed sources through commercial outlets as a replacement for earlier grazing methods of cattle raising became increasingly important in the Early 20th Century. This was driven by the need to keep cattle herds fenced, which changed the whole system of raising and fattening livestock. Fairbanks and Tuck stated in 1915, "The changed conditions in the plains country of the far West and Southwest [Greene County], which have put an end to the free grazing of huge herds of cattle, have made stockraising here, as elsewhere through the Central West, a growing and profitable industry. Our farmers, even those with comparatively small holding of land, are finding that there is money in fattening a few stall-fed steers, and the sales of such stock are steadily increasing."²⁶

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By the 1920's, Springfield had become a significant factor regionally and nationally for the export of agricultural-related products, particularly in the poultry and dairy businesses. In 1924, the value of dairy products was \$1,204,072, eggs and chickens \$942,518 and harvested grains and seeds \$4,285,028.²⁷ The following provides a profile of Springfield's agricultural-related industrial base in 1927:²⁸

- 9 creameries
- 7 produce houses for poultry, eggs and wool
- 2 modern packing houses for poultry, eggs and wool
- 8 milling concerns (wheat, corn and oats)

At this time, Springfield was the leading shipper nationally of poultry eggs, with 953 car lot shipments of eggs and 426 car lot shipments of live and dressed poultry. It was ranked #4 in the country in the churning of butter, with total production of 15 million pounds valued at \$7.5 million. Only Omaha, Sioux City and Kansas City exceeded Springfield's butter production. Springfield stockyards had outbound stockyard shipments of 1,430 cars, valued at \$2,324,074. The 9 creameries combined represented the third largest employer in Springfield with a payroll of \$450,000, exceeded only by the "Frisco" Railway and the D.M. Oberman Manufacturing Co. The total acreage in Greene County under cultivation was 167,093 acres. Livestock (presumably cattle) raised was estimated at 22,800, sheep 7,660 and hogs 29,350.²⁹

Still critical to the commercial development of Springfield and the success of its farming and agricultural-related industries were the feed businesses found at the base of this vertically-integrated economy. The following provides a profile of the commercial feed businesses at the time the Wise Feed Company opened in 1930:³⁰

- 12 retail feed dealers
- 3 wholesale feed dealers (including Wise Feed Company)
- 1 feed manufacturer
- 2 feed mills

A summary of feed businesses in 1950 shows that market demand remained high. However, significant turn-over of businesses occurred during this twenty-year period, with only Wise Feed Company (then Wise Feed & Seed Co.) and Queen City Flour and Feed Co. sustaining stable operations (*See Figure 1*). It should be noted that Queen City also was a significant flour milling concern. Wise Feed was the only small operation to survive, with the market dominated by three significant large operations: MFA (the successor of Queen City Mills), Tindle and to a lesser degree Hawkins. While these operators developed over time as providers of feed to Springfield's agricultural base, they all three originated as manufacturers of milled products. (Of these, only Tindle Mills continues to operate in Springfield. The original buildings of these operators, while extant, have undergone significant alterations). Furthermore, Wise Feed and a branch store of Greene County Farmers Sales Association at 301 South Market were the only feed businesses to continue to operate in the southwest area of Springfield. All other feed operations (retailers, wholesales, manufacturers and mills) had concentrated to the north and northwest.³¹ This perhaps reflects the loss of farmlands in the southwest, and therefore market access, to residential expansion. In 1950, the end of its period of significance, Wise Feed & Seed Company was identified solely as a feed retailer and was the only one still in operation from among its 1930 competitors.

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Representative Architectural Style –

The Wise Feed Company Building is significant as a representative example of the modest two-story Commercial Block (“Brickfront”) buildings constructed in Springfield, particularly during the post WWI period.³² The Commercial Block vernacular consists of brick construction in a generally unvarying configuration of standard architectural elements. The two-story Commercial Block configuration includes a low parapet at the primary elevation roofline (presented in various stylistic designs), a second story façade of multiple rectangular building bays and a traditional first story storefront. The upper façade is generally embellished with a corbelled brick cornice or other projecting brick treatment. Additional embellishments include the introduction of other building materials, most notably limestone and cast iron, around window and door openings. The storefront has a standard “formula” of a recessed or flush main entrance, a side secondary entrance, transom lights, large glass display windows, and lower window panels or bulkheads. The storefronts of the extant Commercial Block buildings in Springfield have generally been altered over time. However, despite these alterations, the original dimensions of the storefront opening are intact and the “formula” of elements is predominately evident.

Another defining characteristic of the Commercial Block vernacular present in Springfield is the modesty of its scale and decorative presentation relative to commercial buildings constructed during earlier periods. These buildings are generally no more than two stories and lack the high style embellishments found in the Late Victorian buildings from the previous period of construction. The availability of larger occupancy space is accommodated within the Commercial Block vernacular across a vertical plane, resulting in long multiple storefront bay buildings. This characteristic can be attributed to two factors. First, the Commercial Block buildings, particularly those of the later period, were general constructed for commercial lease purposes to small businesses. Earlier buildings, generally of more grand scale and embellishment, were constructed by large developers (e.g., John Landers and John T. Woodruff) for leased professional offices or by large businesses for their own use (e.g., The Greater Heer Store, c. 1915). Second, the high demand for commercial space following the post-World War I period required the expediency and economy of construction provided by the modest approach of the Commercial Block style.

The Wise Feed Company Building [preferred] is representative of the Commercial Block vernacular style. Other examples of this property type are found just north in the proposed West Walnut Street Commercial Historic District. Properties at 404, 406 and 408 West Walnut, also constructed in 1920, are similar in material, scale and modest design (See Figures 2-4). The upper façade of the subject property is fully intact and contains the defining parapet, fenestration and embellishment characteristics. The original dimensions of the first story storefront are evident and its standard components are extant (transoms, secondary entrance) or evident. The most intrusive alteration is the modern front garage door; however, this is being reversed within the current rehabilitation of the building. As noted above, other less diminishing alterations have already been addressed. The interior open floor plan is almost fully intact. The current rehabilitation of the building is being planned and implemented with greatest sensitivity to retaining and enhancing its architectural integrity. All original materials (transoms, windows, tin ceiling, wall surfaces, doors) are being retained and repaired consistent with best preservation practices. It is in very good condition structurally and retains much of its historic material and association of time and place.

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CHRONOLOGY

The following chronology provides a summary of significant events associated with the Wise Feed Company Building [preferred].

- 1905** Issac P Cook acquires property at 438-440 South Campbell Avenue from Elizabeth J. Robberson, widow (Book 231, Page 80)
- 1920** Building constructed at 438-440 South Campbell Avenue. Leased to Fred J. White and Elvis M. Hall to house the Motor Mart Garage
- 1922** Star Garage opens at 438-440 South Campbell Avenue
- 1924** Grant E. Elsey Auto Tops opens at 438-440 South Campbell Avenue
- 1928** Building at 438-440 South Campbell is vacant
- 1929** Rogers Motor Co. occupies the building 438-440 South Campbell Avenue
- 1930** Alonzo Wise opens Wise Feed Company at 438-440 South Campbell Avenue
- 1935** December 17. J.S. and Lois J. West acquire property at 438-440 South Campbell Avenue for \$900.00 through a foreclosure sale by Greene County Sheriff Scott Curtis (Book 614, Page 213)
- 1945** March 28. Lois J. West, widow, sells property at 438-440 South Campbell Avenue to Marshall R. and Helen Lusk Robberson (Book 774, Page 394)
- 1950** Wise Feed Company discontinues operations at 438-440 South Campbell Avenue

End Notes:

1. Milton Rafferty. "From Horsecars to Electric Street Cars, The Golden Age of Mass Transit in Springfield." Springfield! Magazine. (Springfield, MO: March, 1982), p. 13.
2. Milton Rafferty. "From Horsecars to Electric Street Cars, The Golden Age of Mass Transit in Springfield - Part II." Springfield! Magazine. (Springfield, MO: April, 1982), p. 39.
3. Lincoln Abstract Co. Abstract of Title. Greene County Records. (Springfield, MO), Book 231, Page 80.
4. R.L. Polk and Co., Polk's Springfield, Directory. (Kansas City: R.L. Polk and Co., 1917), pp. 132, 173.

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5. The Cooks by this time had relocated their residence to 657 Monroe Street. R.L. Polk and Co., Polk's Springfield Directory. (Kansas City: R.L. Polk and Co., 1919), pp. 89, 503.
6. R.L. Polk and Co., Polk's Springfield Directory. (Kansas City: R.L. Polk and Co., 1920), p. 499.
7. Lincoln Abstract Co. Abstract of Title. Greene County Records. (Springfield, MO), Book 377, Page 242.
8. Lincoln Abstract Co. Abstract of Title. Greene County Records. (Springfield, MO), Book 468, Page 63.
9. R.L. Polk and Co., Polk's Springfield Directory. (Kansas City: R.L. Polk and Co., 1920), p. 532.
10. Lincoln Abstract Co. Abstract of Title. Greene County Records. (Springfield, MO), Book 457, Page 183.
11. R.L. Polk and Co., Polk's Springfield Directory. (Kansas City: R.L. Polk and Co., 1929), p. 372.
12. R.L. Polk and Co., Polk's Springfield Directory. (Kansas City: R.L. Polk and Co., 1930), pp. 365, 469.
13. Mr. and Mrs. Wise first resided at 1101 Cherry Street, a few blocks southeast of the subject property. R.L. Polk and Co., Polk's Springfield Directory. (Kansas City: R.L. Polk and Co., 1930), p. 3343.
14. Shanna Boyle and Julie March, eds. Crossroads at the Spring: A Pictorial History of Springfield, Missouri. (Virginia Beach, VA: The Donning Company Publishers, 1997), p. 24.
15. Jonathan Fairbanks and Clyde Edwin Tuck. Past and Present of Greene County, Missouri, Vol. I. (Indianapolis: A.W. Bowen, 1915), p. 514.
16. Lincoln Abstract Co. Abstract of Title. Greene County Records. (Springfield, MO), Book 614, Page 213.
17. Lincoln Abstract Co. Abstract of Title. Greene County Records. (Springfield, MO), Book 774, Page 394.
18. By 1950, Mr. and Mrs. Wise had moved their residence to 821 East Catalpa Street. R.L. Polk and Co., Polk's Springfield Directory. (Kansas City: R.L. Polk and Co., 1950), p. 767.
19. Return I. Holcombe, History of Greene County, Missouri. (St. Louis: Western Historical Company, 1883), p. 60.
20. Springfield, Missouri, and Surroundings, 1889. Springfield-Greene County Library. <http://thelibrary.springfield.missouri.org/lochist/spfd1889/page06.htm>.
21. Return I. Holcombe, p. 61.
22. Springfield, Missouri, and Surroundings, 1889. Springfield-Greene County Library. <http://thelibrary.springfield.missouri.org/lochist/spfd1889/page07.htm>.
23. Jonathan Fairbanks and Clyde Edwin Tuck, p. 202.
24. *Ibid.*, p. 201.
25. *Ibid.*, pp. 202 and 203.
26. *Ibid.*, p. 201.
27. Springfield Republican. (Springfield, MO, April 14, 1924), npa.

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28. Springfield Chamber of Commerce. "What Springfield Makes Makes Springfield." (Springfield, MO: Inland Printing Co., 1929), npa.
 29. Springfield Chamber of Commerce. "In the Heart of the Ozarks." (Springfield, MO: 1928), npa.
 30. R.L. Polk and Co., Polk's Springfield, Directory. (Kansas City: R.L. Polk and Co., 1930), pp. 468, 469.
 31. R.L. Polk and Co., Polk's Springfield, Directory. (Kansas City: R.L. Polk and Co., 1950), pp. 20, 21.
 32. Richard Longstreth. The Buildings of Main Street: A Guide to American Commercial Architecture. (Washington, DC: The Preservation Press, 1987), p. 24.

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Figure 1: Table. List of feed retailers, wholesalers, manufacturers and mills in Springfield, Greene County, Missouri, in 1930 and 1950. (Source: R.L. Polk City Directory, 1930, pp. 468-469; 1950, pp. 20-21)

1930	1950
Feed Dealers – Retail	Feed Dealers – Retail
Brock & Hawkins 300 North Glenstone Avenue	Bingham Feed & Produce Co. 2353 North National
Crescent Flour & Feed Co. 332 North Campbell	Capitol Feed Store 2345 North Grant
Evans, E.B. Feed & Seed Co. 227 South Market Avenue	Central Feed Co. 725 West Olive
Evans, Lee O. 1230 East Commercial	City Lot Feed Company 406 West Pacific
Kansas Feed & Fuel Co. 331 North Campbell	Greene County Farmers Sales Assn. (MFA) 301 South Market 435 West Commercial 1915 North National
Lipscomb Grain & Seed Co. 512-520 West Phelps	Hawkins Milling Co. 1500 College
Nichols, J.C. & Sons 514-516 East Commercial	Northern Feed Co. 615 East Commercial
Northern Feed Co. 1865 North National Avenue	Ozark Feed Co. 1500 North National
Queen City Flour & Feed Co. 608 West Phelps	Willard, Geo. W. 1421 West Kearney
Southern Feed Co. 463 South Campbell Avenue	Wilson Feed Store 309 West Elm
Springfield Commission Co. 603 North Franklin Avenue	Wise Feed & Seed Co. 440 South Campbell
Williams, E.T. Estate 219 South National Avenue	
Feed Dealers – Wholesale	Feed Dealers – Wholesale
Rothermel Bros. 504 West Chase	Queen City Flour and Feed Co. 301 North 8th
Springfield Sales Co. 448-450 South Campbell	Tindle Milling Co. 701 East Chestnut
Wise Feed Co. 440 South Campbell	Western Feed Co. 1300 West Locust
Feed Manufacturers	Feed Manufacturers
Tindle Milling Co., Inc. 701 East Chestnut	Rothermel Bros. 606 West Chase
Feed Mills	Springfield Sales Co. 1601 West Walnut
Greene County Roller Mills End North National Avenue	
MFA Milling Co. 602 Boonville Avenue	Feed Mills Hawkins Milling Co. 1500 College
	MFA Mill 506 Boonville

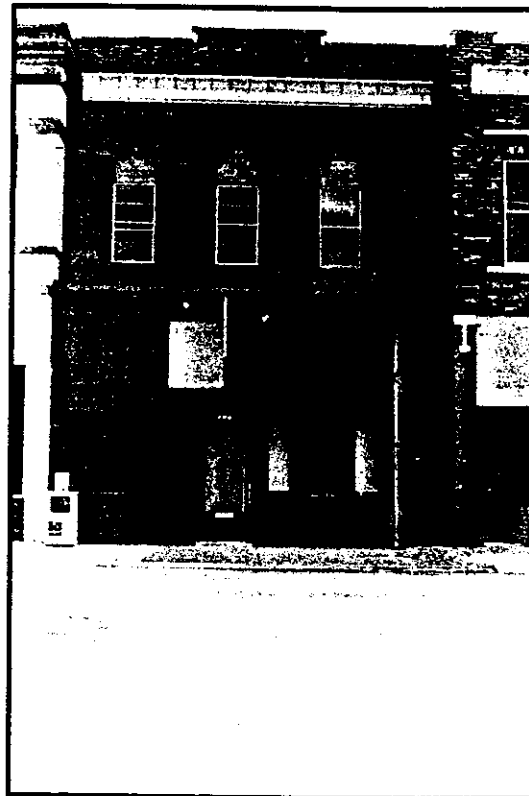
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Figure 2: Photograph. 404 West Walnut Street. West Walnut Street Commercial Historic District (National Register listed 3/20/02, Building No. 10, Photo 17); Springfield, Greene County, Missouri. (Photo: 2001. Historic Springfield, Inc. Used with permission)



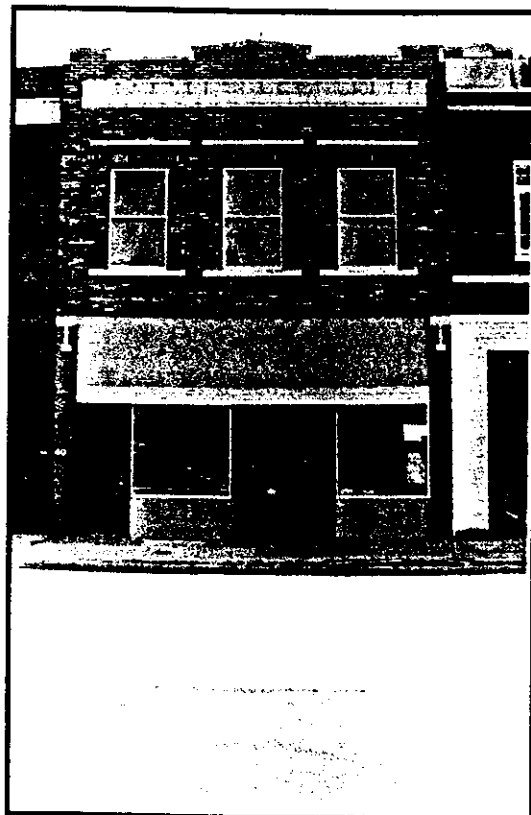
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Figure 3: Photograph. 406 West Walnut Street. West Walnut Street Commercial Historic District (National Register listed 3/20/02, Building No. 11, Photo 18); Springfield, Greene County, Missouri. (Photo: 2001. Historic Springfield, Inc. Used with permission)



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Figure 4: Photograph. 408 West Walnut Street. West Walnut Street Commercial Historic District (National Register listed 3/20/02, Building No. 12, Photo 19); Springfield, Greene County, Missouri. (Photo: 2001. Historic Springfield, Inc. Used with permission)



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Sources:

Boyle, Shanna and Julie March, eds. Crossroads at the Spring: A Pictorial History of Springfield, Missouri. Virginia Beach, VA: The Donning Company Publishers, 1997.

Fairbanks, Jonathan and Clyde Edwin Tuck. Past and Present of Greene County, Missouri. Indianapolis: A.W. Bowen, 1915.

Holcombe, Return I. History of Greene County, Missouri. St. Louis: Western Historical Company, 1883.

Longstreth, Richard. The Buildings of Main Street: A Guide to American Commercial Architecture. Washington, DC: The Preservation Press, 1987.

National Register of Historic Places. Commercial Street Historic District. Greene County, MO. Listed May 24, 1983.

National Register of Historic Places. Campbell Avenue Historic District. Greene County, MO. Listed June 25, 1999.

National Register of Historic Places. Mid-town Historic District. Greene County, MO. Listed July 13, 1989.

National Register of Historic Places. South Avenue Historic District. Greene County, MO. Listed June 25, 1999.

National Register of Historic Places. Walnut Street Historic District. Greene County, MO. Listed March 21, 1985.

National Register of Historic Places. Walnut Street Commercial Historic District. Greene County, MO. Listed June 25, 1999.

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R.L. Polk and Co., Polk's Springfield, Directory. Kansas City: R.L. Polk and Co., 1917 - 1950.

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Springfield Chamber of Commerce. "What Springfield Makes Makes Springfield." Springfield, MO: Inland Printing Co., 1929.

Springfield, Missouri, and Surroundings, 1889. Springfield-Greene County Library. <http://thelibrary.springfield.missouri.org/lochist/spfd1889>

Springfield Republican. Springfield, MO: April 14, 1924.

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Verbal Boundary Description:

The boundary for the Wise Feed Company Building [preferred] is defined as consisting of the single Parcel No 13-24-215-008 on Greene County Tax Map 88-13-07-02 (*See attached tax map*) and described as:

Beginning THIRTY (30) feet south of the southeast corner of Campbell and Pershing Streets south SEVENTY (70) feet, then east ONE HUNDRED TEN (110) feet, then north SEVENTY (70) feet M/L, then west to beginning.

Boundary Justification:

The selected boundary includes the land historically associated with the building's date of significance. The legal description above is maintained by the Greene County Recorder's Office, according to the recorded plat.

*Parcel No 13-24-215-008
Book 2022, Page 0347*

Source: Greene County Tax Assessor's Office
940 Boonville Avenue
Springfield, MO 65802

417-868-4101

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Architectural Drawing:

1. **Primary West Elevation.** Wise Feed Company Building [preferred]. 438-440 South Campbell Avenue. Design Agency; Daniel E. Scott, AIA. December 28, 2001.

Maps:

1. **Sketch Map.** West Walnut Street Commercial Historic District. City of Springfield, Department of Planning and Development. November 29, 2001.
2. **Tax Map.** 438-440 South Campbell Avenue. Parcel No. 13-24-215-008. Greene County Assessor's Office. September 21, 2001.
3. **USGS Map.** Springfield, MO.

Photographs:

The same is true for all photographs:

Wise Feed Company Building [preferred]
438-440 South Campbell Avenue
Springfield, Greene County, Missouri
Richard Lee Burton
Negatives on file with Historic Springfield, Inc.; P.O. Box 50305; Springfield, MO 65805-0305

Exterior Photographs

- Photo 1:** July 29, 2001. Street scene. Subject property second from right. View north up eastern tier of South Campbell. Campbell Avenue Historic District is one-block north (Roll 1, Frame 12)
- Photo 2:** July 29, 2001. Primary west elevation, prior to removal of aluminum siding from concrete bulkhead and limestone column plinths (Roll 1, Frame 10)
- Photo 3:** September 19, 2001. Primary west elevation, following removal of aluminum siding from concrete bulkhead and limestone column plinths. Modern garage door is open showing original dimensions of recessed main entrance (Roll 6, Frame 1)

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- Photo 3.1:** September 25, 2002. Primary west elevation, following completion of historic rehabilitation (Roll 18, Frame 1)
- Photo 4:** July 29, 2001. Detail. Second story south bay window at primary west elevation. Second story window bays are fully intact (Roll 1, Frame 14)
- Photo 4.1:** September 25, 2002. Detail. Second story of primary west elevation, following completion of historic rehabilitation (Roll 18, Frame 2)
- Photo 5:** September 19, 2001. Detail. Projecting brick cross-form at south upper corner of west first story storefront. Vertical rectangular block at center is limestone (Roll 6, Frame 2)
- Photo 6:** September 19, 2001. Detail. Concrete bulkhead below display window on north side of west first story storefront, following removal of modern aluminum siding. Shows painted surface with "Wise Feed Co.," indicating bulkhead existed during building's period of significance (Roll 7, Frame 17)
- Photo 7:** September 19, 2001. Detail. Limestone plinth supporting brick column at south side of west first story storefront, following removal of modern aluminum siding (Roll 6, Frame 3)
- Photo 8:** July 29, 2001. Southwest view of primary west and side south elevations (Roll 1, Frame 11)
- Photo 9:** July 29, 2001. Rear east elevation from southeast view (Roll 1, Frame 21)
- Photo 10:** July 29, 2001. Detail. Wood shed covering freight delivery doors at south side of rear east elevation (Roll 1, Frame 20)
- Photo 11:** September 19, 2001. Detail. Freight doors at rear east elevation, following removal of modern wood shed (Roll 7, Frame 10)
- Photo 12:** July 29, 2001. Northeast view of rear east and side north elevations (Roll 1, Frame 19)
- Photo 13:** September 19, 2001. Detail. Four bays of second story windows at rear east elevation following removal of wood shed and vegetation clean-up. Original windows are fully intact (Roll 7, Frame 12)
- Photo 14:** July 29, 2001. Northwest view of primary west and side north elevations (Roll 1, Frame 17)

United States Department of the Interior
National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section ____ Page 25

**Wise Feed Company Building [preferred]
Greene County, Missouri
Historic and Architectural Resources of Springfield, MO**

Interior Photographs: First Floor.

- Photo 15:** September 19, 2001. First floor facing toward northeast corner from southwest. Shows interior in-fill wall with original transom panel relocated from original west first story storefront (Roll 6, Frame 4)
- Photo 16:** September 19, 2001. Detail. Pressed tin tile ceiling at front west of wall and center beam. Marks on ceiling show dimensions and angle of original storefront main entrance (Roll 7, Frame 7)
- Photo 17:** September 19, 2001. Detail. Transom area above west storefront secondary entrance on north side. Shows original dimensions and configuration of transoms (Roll 7, Frame 9)
- Photo 18:** September 19, 2001. Detail. Interior entrance at side north wall of first floor to secondary entrance at north. Note original door hardware (Roll 7, Frame 3)
- Photo 19:** September 19, 2001. Detail. First floor pressed tin tile ceiling at center beam and support post (Roll 6, Frame 8)
- Photo 20:** September 19, 2001. Detail. Original plaster wall surface on side south wall of first floor (Roll 6, Frame 10)
- Photo 21:** September 19, 2001. First floor facing toward northwest corner from southeast (Roll 6, Frame 20)
- Photo 22:** September 19, 2001. Detail. Staircase to second floor at rear southeast corner of first floor (Roll 11, Frame 16)
- Photo 23:** September 19, 2001. Detail. Side view of staircase at rear southeast corner of first floor. Shows concrete incline at rear east freight door (Roll 6, Frame 18)

Interior Photographs: Second Floor.

- Photo 24:** August 15, 2001. Stairway at north wall of second floor looking down west to secondary entrance (Roll 3, Frame 13)
- Photo 25:** August 15, 2001. Northwest corner of second floor from south diagonal view (Roll 3, Frame 8)
- Photo 26:** August 15, 2001. Second story front west wall from north view (Roll 3, Frame 24)

United States Department of the Interior
National Park Service

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**Wise Feed Company Building [preferred]
Greene County, Missouri
Historic and Architectural Resources of Springfield, MO**

Photo 27: August 15, 2001. Wood header above first (north) bay tripled window at second floor front west wall (Roll 3, Frame 23)

Photo 28: August 15, 2001. Painted brick wall at second story side south wall showing original stove pipe opening (Roll 3, Frame 10)

Photo 29: August 15, 2001. Sliding double freight door at south side of rear east wall of second floor (Roll 3, Frame 16)

Photo 30: August 15, 2001. Original double-hung wood sash window at central bay of rear east wall of second floor (Roll 3, Frame 15)

Photo 31: August 15, 2001. Exposed brick wall at side north wall of second floor showing original stove pipe opening and exposed joist ceiling above (Roll 3, Frame 22)

Photo 32: August 15, 2001. Sky light at center of second floor ceiling on side south side (Roll 3, Frame 11)

Wise Feed Store Building
438-440 South Campbell Avenue
Springfield, Greene County, MO
UTM Reference: 124K
15/47020 / 4117520



STATE OF MISSOURI Bob Holden, Governor • Stephen M. Mahfood, Director
DEPARTMENT OF NATURAL RESOURCES

www.dnr.state.mo.us

November 21, 2002

Ms. Carol Shull
National Register of Historic Places
National Park Service
1201 Eye Street, NW (2280)
Washington, DC 20005

Dear Ms. Shull:

Enclosed please find the following submission from Missouri for nomination to the National Register of Historic Places.

Wise Feed Company Building [preferred]
Greene County

This nomination was approved by our state review board, the Missouri Advisory Council on Historic Preservation on February 8, 2002. All owners and appropriate elected public officials were notified and provided at least thirty (30) days to comment on the above proposed nomination in accordance with 36CFR60.6, interim regulations, using the exact notification format recommended by the National Register. No objections, notarized or otherwise, were received for the above referenced nomination.

The City of Springfield, as part of its responsibilities as a Certified Local Government, reviewed the proposed nomination prior to its presentation to the state review board. Enclosed you will find letters of support from both the Mayor of Springfield, the chief elected official, and the City of Springfield Landmarks Board.

Rehabilitation of this significant building is underway, utilizing both federal and state tax credits. Because of deadlines associated with the state credits, we respectfully request that the commenting and review periods be shortened or waived (36CFR60.13[a]).

If you have any questions concerning this submission, please contact our office at P.O. Box 176, Jefferson City, Missouri 65102, or call Steven Mitchell of my staff at 573/751-4692.

Sincerely,

STATE HISTORIC PRESERVATION OFFICE



Sara Parker
Deputy State Historic Preservation Officer

SP:sem

Enclosure: Wise Feed Company Building [preferred] nomination
Certified Local Government Letters (2)

c: Richard Lee Burton, President, ~~Historic Springfield~~
Integrity and excellence in all we do



Wise Feed Co. Building Springfield, Greene Co., MO

Photo 1



Wise Feed Co. Building Springfield, Greene Co., MO

Photo 2



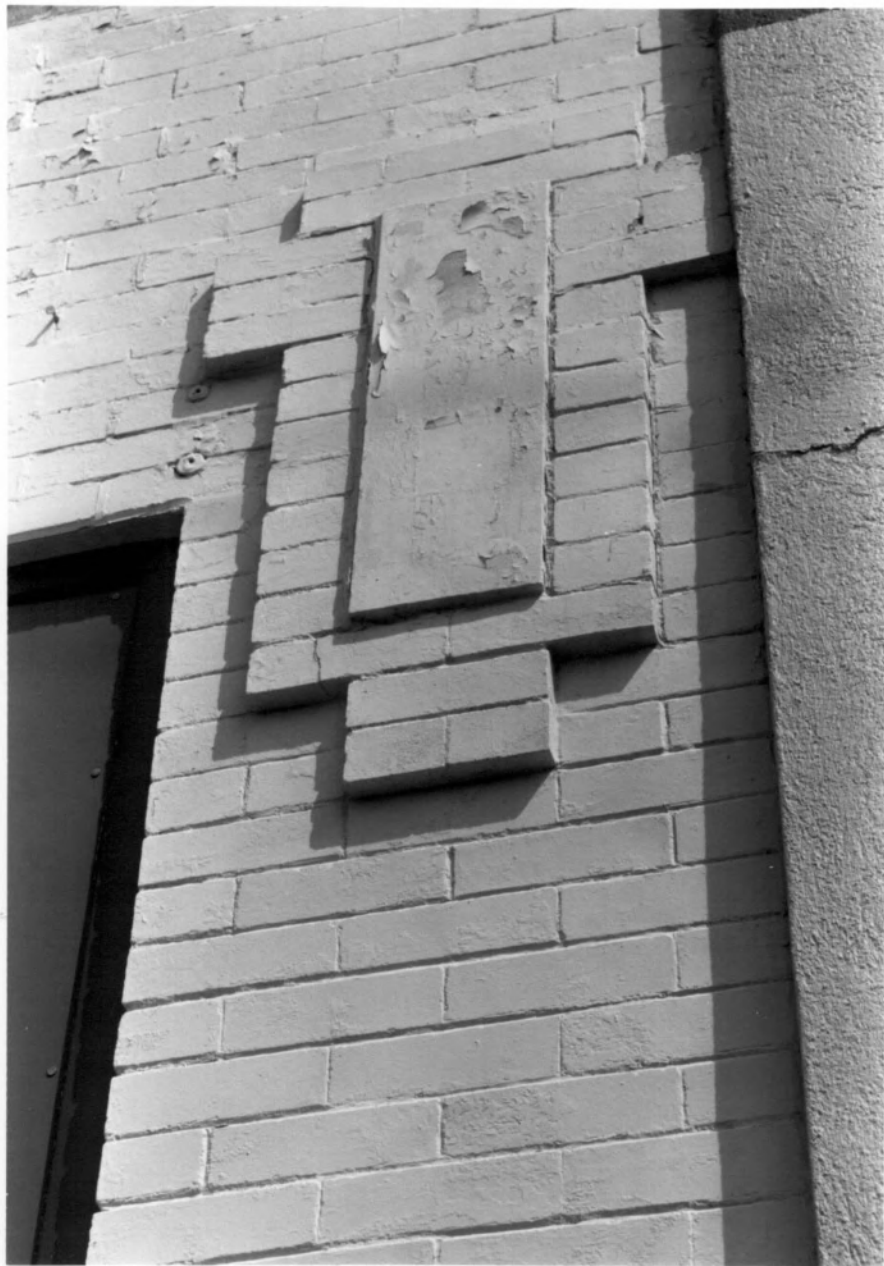
Wise Feed Co. Building Springfield, Greene Co., MO

Photo 3



Wise Feed Co. Building Springfield, Greene Co., MO

Photo 4



Wise Feed Co. Building Springfield, Greene Co., MO Photo 5



Wise Feed Co Building Springfield, Greene Co., MD

Photo 6



Wise Feed Co. Building Springfield, Greene Co., MO Photo 7



Wise Feed Co. Building Springfield, Greene Co., MO

Photo 8



Wise Feed Co. Building Springfield, Greene Co., MO

Photo 9



Wise Feed Co. Building Springfield, Greene Co., MO Photo 10



Wise Feed Co. Buildings Springfield, Greene Co., MD

Photo 11



Wise Feed Co. Building Springfield, Greene Co., MO

Photo 12



Wise Feed Co. Building Springfield, Greene Co., MO

Photo 13



Wise Reed Co. Building

Springfield, Greene Co., MO

Photo 14



Wise Reed Co., Building

Springfield, Greene Co., MO

Photo 15



Wise Feed Co. Building

Springfield, Greene Co., MD

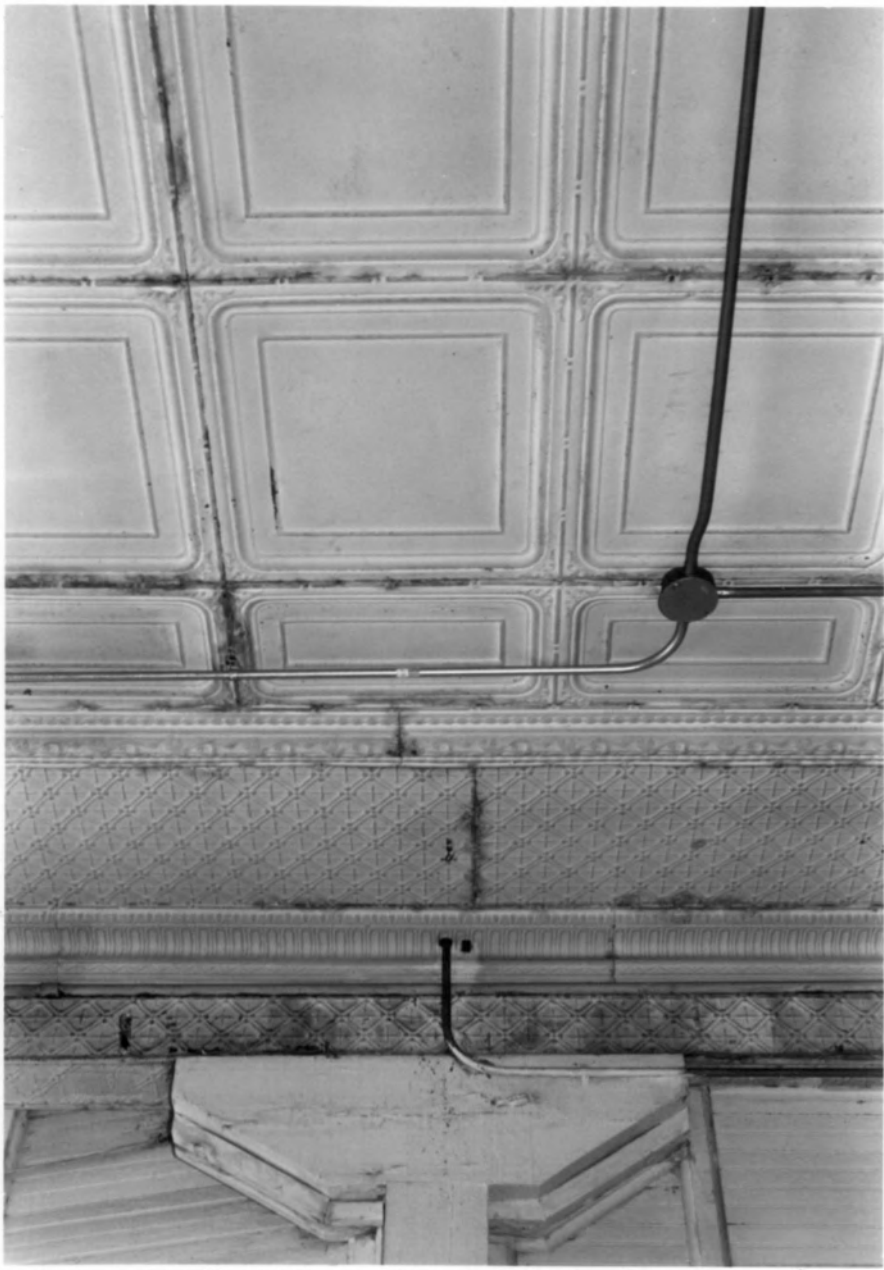
Photo 16



Wise Red Co. Building Springfield, Greene Co., ME Photo 17



Wre Reed Co. building Springfield, Greene Co., MD Photo 18



Wise Reed Co. Buildings Springfield, Greene Co., MD Photo 19



W. R. Reed Co. Building Springfield, Greene Co., MO

Photo 20



W. R. Reed Co. Building Springfield, Greene Co., MO

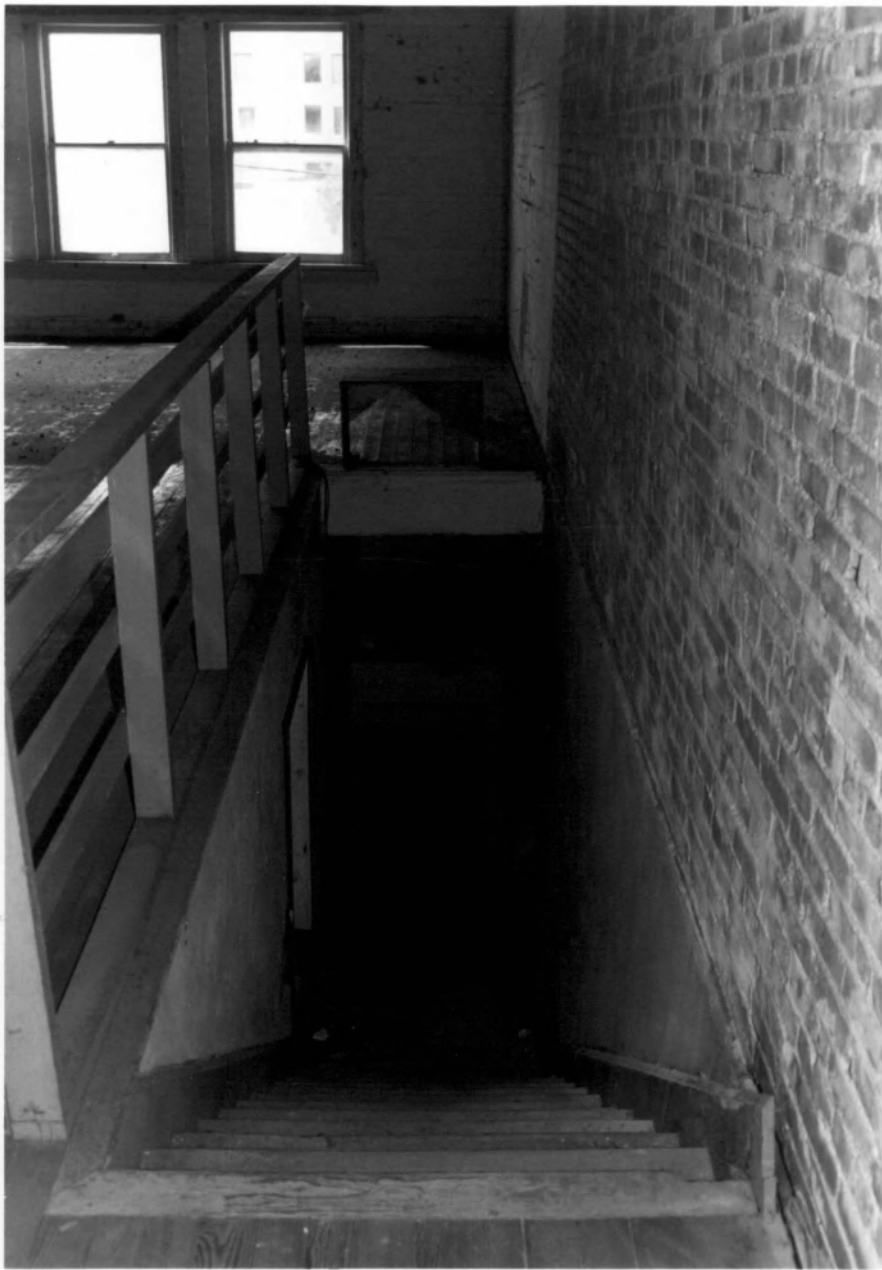
Photo 21



Wise Reed Co. Building Springfield, Greene Co., MO Photo 22



Wire Reel Co. Building Springfield, Greene Co., MO Photo 23



W. R. Red Co. Building Springfield, Greene Co., MO Photo 24



Wise Road Co. Building

Springfield, Greene Co., MO

Photo 25



W. H. Reed Co. Bldg. near Springfield, Greene Co., MO Photo 26



W. H. Reed Co. Building Springfield, Greene Co., MD

Photo 27



W. H. Reed Co. Building Springfield, Greene Co., MD

Photo 28



Whe Peck Co. Building Springfield, Greene Co., MO

Photo 29



W. & R. Co. Building Springfield, Greene Co., MO Photo 30



Wise Road Co. Building Springfield, Greene Co., MO Photo 31



Wire Red Co. Building Springfield, Greene Co., MO Photo 32

EXTRA
PHOTOS



Wise Feed Store Building 438-440 So. Campbell Ave. Springfield, Greene Co., MD Photo 1



Wise Feed Store Building 438-440 So. Campbell Ave. Springfield, Greene Co., MD Photo 2



Wise Feed Store Building 438-440 So. Campbell Avenue Springfield, Greene Co., MO Photo 3



Wise Feed Store Building 438-440 So. Campbell Ave. Springfield, Greene Co., MO Photo 4



Wise Feed Store Building 438-440 So. Campbell Ave. Springfield, Greene Co., MO Photo 5



Wire Feed Store Building 438-440 So. Campbell Ave. Springfield, Greene Co., MO Photo 6



Wise Feed Store 438-440 So. Campbell Ave. Springfield, Greene Co., MO Photo 7



Wise Feed Store Building 438-440 So. Campbell Springfield, Greene Co., MO Photo 8



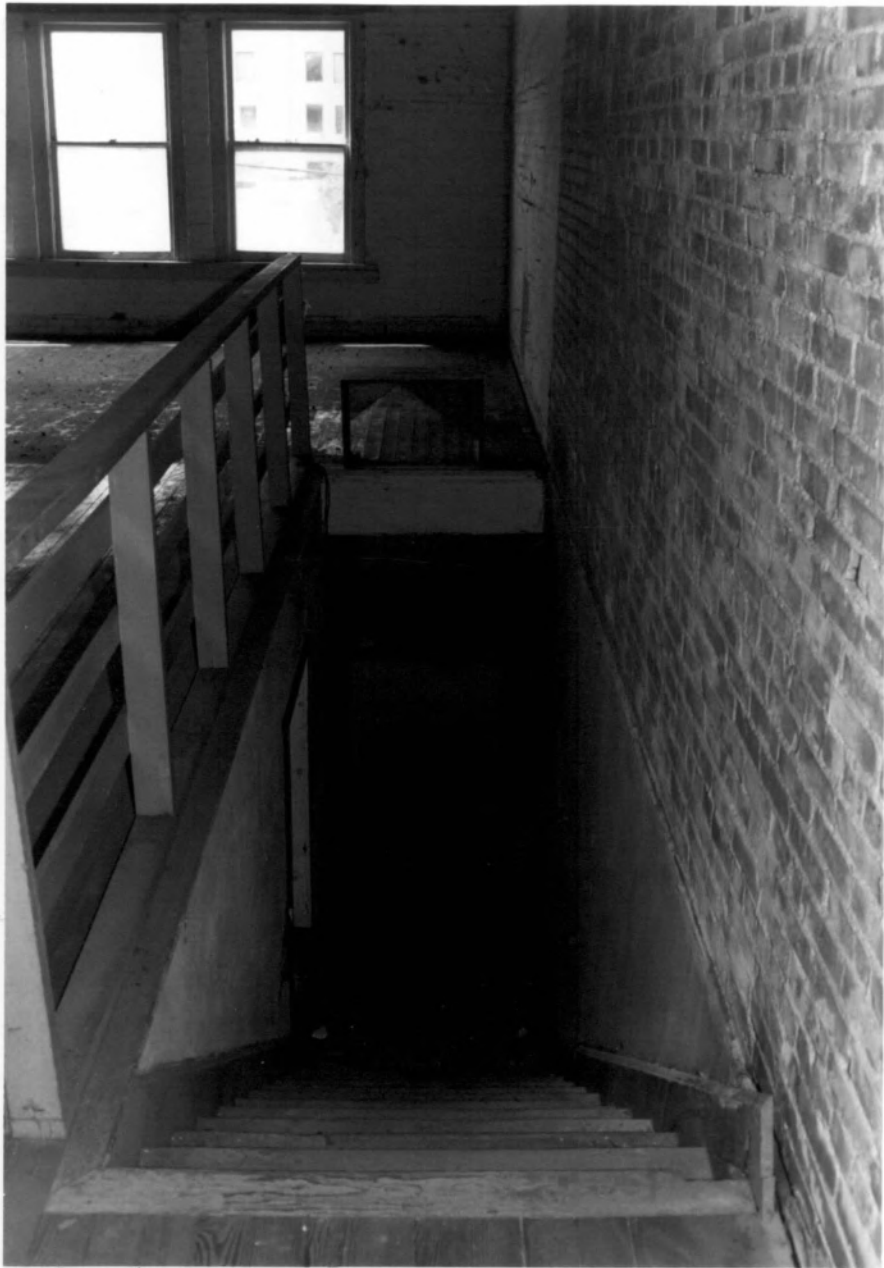
Wise Feed Store Building 438-440 So. Campbell Avenue Springfield, Greene Co., MO Photo 9



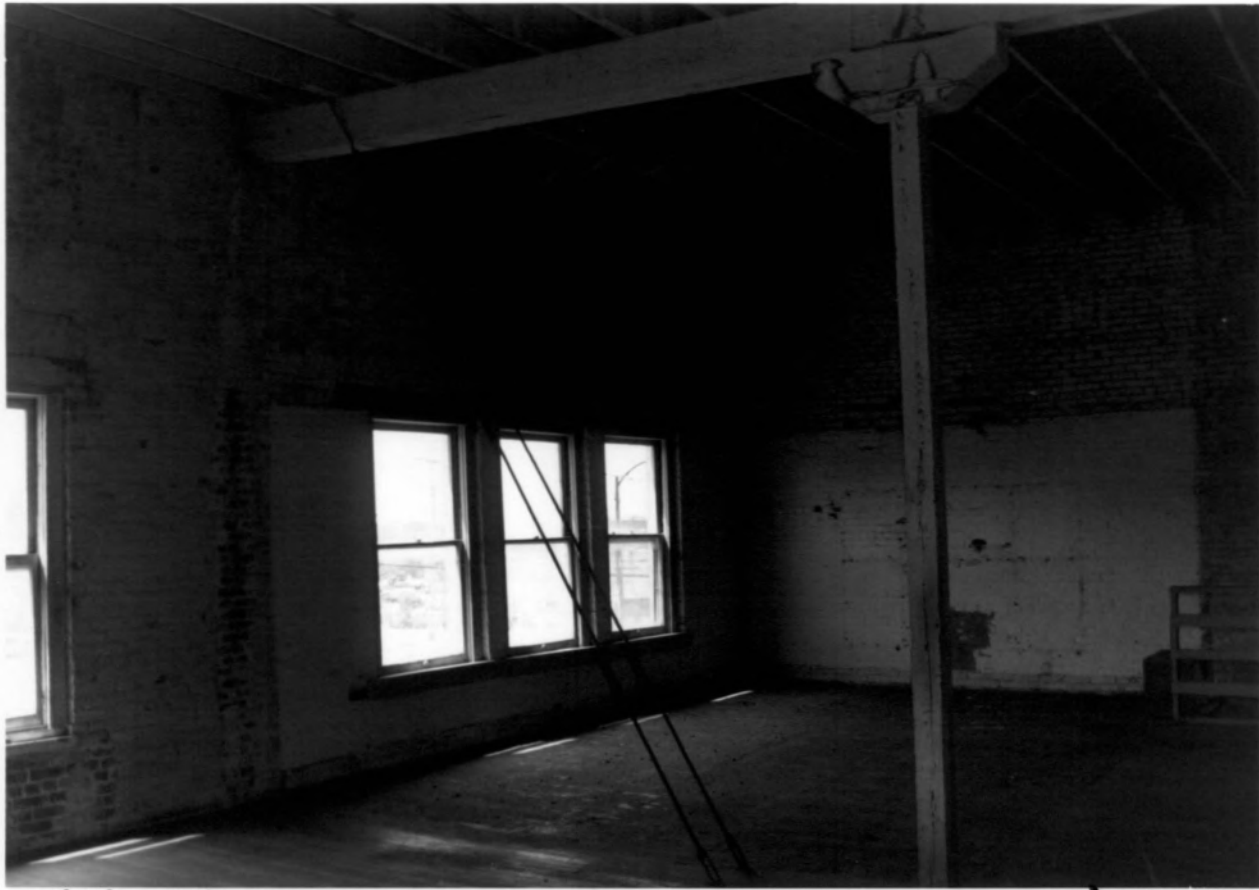
Wise Feed Store Building 438-440 So. Campbell Ave. Springfield, Greene Co., MO Photo 10



W. side Red Store Building 438-440 So. Campbell Ave. Springfield, Greene Co., MO Photo 11



W. 3rd Feed Store Building 439-440 So. Campbell Ave. Springfield, Greene Co., MO Photo 12



Coke Red Store Building 438-440 So. Campbell Avenue Springfield, Greene Co., MO Photo 13



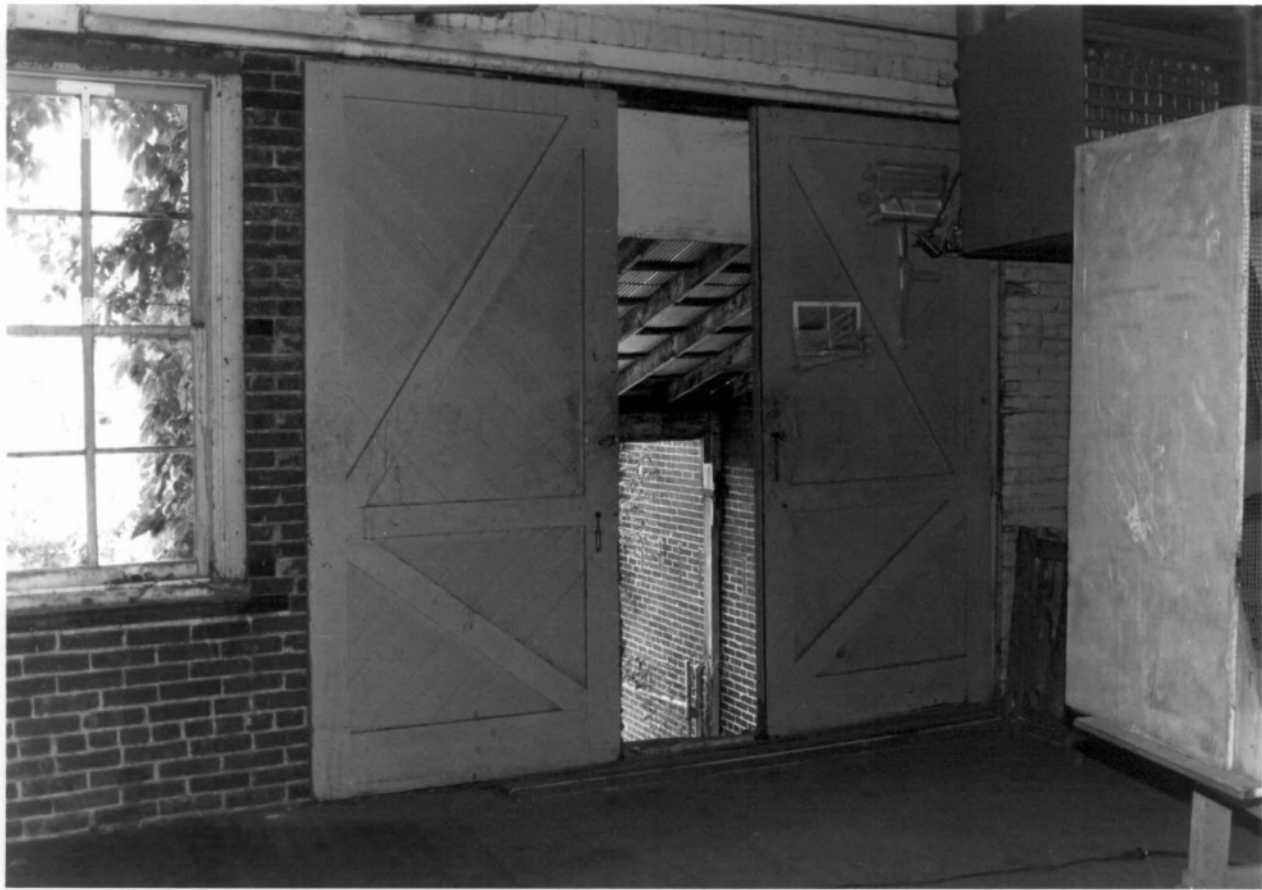
Wire Reed Store Building 438-440 So. Campbell Ave. Springfield, Greene Co., MO Photo 14



W. se Red Store Building 438-460 So. Campbell Ave. Springfield, Greene Co., MO Photo 15



W. se Red Store Building 438-460 So. Campbell Avenue Springfield, Greene Co., MO Photo 16



W. & E. Red Stone Bldg 438-440 So. Campbell Ave. Springfield, Greene Co., Mo Photo 17



Wise Red Stone Building 438-460 So. Campbell Ave. Springfield, Greene Co., MD Photo B



Photo 19

Wisc Red Stone Building 438-440 So. Campbell Ave. Springfield, Greene Co., MD



W. se feed store Building 438-440 So Campbell Ave. Springfield, Greene Co. MO Photo 20



