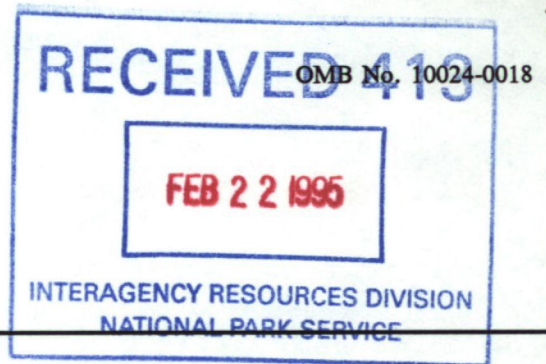


United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
REGISTRATION FORM



1. NAME OF PROPERTY

HISTORIC NAME: Mrs. Baird's Bread Company Building
OTHER NAME/SITE NUMBER: Phase IV-East Dallas DAL/DA 111

2. LOCATION

STREET & NUMBER: 1401 N. Carroll
CITY OR TOWN: Dallas
STATE: Texas CODE: TX COUNTY: Dallas
NOT FOR PUBLICATION: N/A
VICINITY: N/A
CODE: 113 ZIP CODE: 75204

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.)

Arthur J. Russell
Signature of certifying official

14 Feb. 1995
Date

State Historic Preservation Officer, Texas Historical Commission

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 commenting or other official

Date

State or Federal agency and bureau

4. NATIONAL PARK SERVICE CERTIFICATION

I hereby certify that this 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):

Edson H. Beall
Signature of the Keeper

Date of Action
Entered in the
National Register

3/23/95

5. CLASSIFICATION

OWNERSHIP OF PROPERTY: Private

CATEGORY OF PROPERTY: Building

NUMBER OF RESOURCES WITHIN PROPERTY:	CONTRIBUTING	NONCONTRIBUTING
	1	0 BUILDINGS
	0	0 SITES
	0	0 STRUCTURES
	0	0 OBJECTS
	1	0 TOTAL

NUMBER OF CONTRIBUTING RESOURCES PREVIOUSLY LISTED IN THE NATIONAL REGISTER: 0

NAME OF RELATED MULTIPLE PROPERTY LISTING: Historic and Architectural Resources of East and South Dallas, Dallas County, Texas

6. FUNCTION OR USE

HISTORIC FUNCTIONS: INDUSTRY/PROCESSING/EXTRACTION: Manufacturing Facility

CURRENT FUNCTIONS: COMMERCE/TRADE: Warehouse

7. DESCRIPTION

ARCHITECTURAL CLASSIFICATION: LATE 19TH AND EARLY 20TH CENTURY AMERICAN MOVEMENTS: Prairie School

MATERIALS:

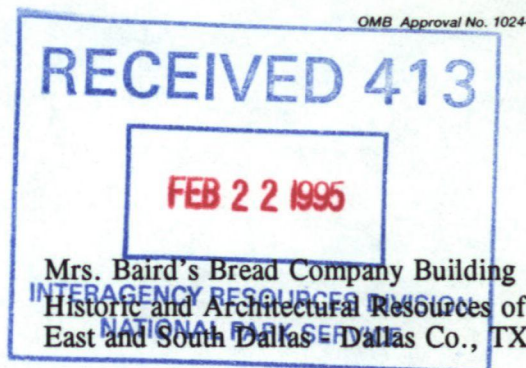
FOUNDATION	Concrete
WALLS	Brick
ROOF	Concrete
OTHER	Concrete; Glass

NARRATIVE DESCRIPTION (see continuation sheet 7-5).

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National Register of Historic Places Continuation Sheet

Section number 7 Page 5



Description

The Mrs. Baird's Bread Company Building at 1401 N. Carroll Avenue is a 2-part commercial block building with minimal Prairie School stylistic influences. It has a rectangular plan and a flat or slightly inclined roof that is obscured from street view by a parapet wall. Exterior walls are finished with brick and have cast-stone detailing. The building is located in a predominantly commercial area of East Dallas. The Mrs. Baird's Bread Company Bakery Building is in good condition and virtually unaltered. It currently is used as a fabric warehouse.

The Mrs. Baird's Bread Company Building faces Carroll on a rectangular lot at the northwest corner of N. Carroll and Bryan streets. The level lot contains almost no landscaping features. A small buffer of grass separates the building from the public right-of-ways to the northeast and southeast, and behind the building is a paved parking lot. According to Sanborn maps, the building is rectangular with a small extension on the rear. It is constructed of reinforced-concrete with brick curtain walls resting on a concrete foundation. The roof is flat with tar and gravel.

The 5-part facade faces northeast in a symmetrical order typical of 2-part commercial block buildings. The end and center bays extend slightly from the wall plane with brick pilasters that extend to the parapet. At the second floor, Prairie School-like motifs are incorporated into the design of these brick pilasters. Similar pilasters are used to define other vertical divisions on the facade. The primary entrance is on the northeast elevation, just southeast of the middle bay, and is so modestly detailed that it is somewhat hard to distinguish from the street. The only noteworthy feature of the entrance is the metal canopy that extends over the single door. All of the windows are casements or double hung with metal sashes; they are grouped singly, in pairs, or in fours. The remaining elevations display little significant detailing.

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 VALUE, 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: N/A

AREAS OF SIGNIFICANCE: Industry; Architecture

PERIOD OF SIGNIFICANCE: 1928-1945

SIGNIFICANT DATES: 1928

SIGNIFICANT PERSON: N/A

CULTURAL AFFILIATION: N/A

ARCHITECT/BUILDER: unknown

NARRATIVE STATEMENT OF SIGNIFICANCE (see continuation sheets 8-6 through 8-8).

9. MAJOR BIBLIOGRAPHIC REFERENCES

BIBLIOGRAPHY (see Section I).

PREVIOUS DOCUMENTATION ON FILE (NPS): N/A

- ☐ 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 (*Texas Historical Commission*)
- ☐ Other state agency
- ☐ Federal agency
- ☐ Local government
- ☐ University
- ☐ Other -- Specify Repository:

United States Department of the Interior
National Park ServiceNational Register of Historic Places
Continuation SheetSection number 8 Page 6Mrs. Baird's Bread Company Building
Historic and Architectural Resources of
East and South Dallas - Dallas Co., TX**Significance**

The establishment of a bakery in East Dallas for the Mrs. Baird's Bread Company, in 1928, marked the first expansion of this major Texas-based company beyond the city of Fort Worth, where it originated. The East Dallas operation represented the first branch of what became a statewide bakery operation and eventually the largest independent baking company in the country (Dallas Morning News (DMN), June 4, 1961). Today, the building is the oldest tangible link to the early operations of the company. The East Dallas site was well-chosen for its proximity to expanding suburban markets to the north and east, as well as for its streetcar accessibility to an established workforce. The bakery was among the first major, non-retail enterprises in this East Dallas area, and its establishment precipitated the transformation of the predominantly residential suburb to a more urban commercial and manufacturing center. At the height of its operation, the bakery had more than 300 people on its payroll, making it a major employer in the area. Although the company sold the building in the 1950s and moved to a new facility, the success of the Dallas bakery led to branch bakeries in cities throughout Texas. The Mrs. Baird's Bread Company Bakery Building is nominated to the National Register under Criterion A in the area of Industry as the earliest extant building of Mrs. Baird's in Dallas. The building is also nominated under Criterion C in the area of Architecture as a rare and noteworthy example of early 20th-century, light-industrial, commercial architecture. It is associated with the historic context, The Development of East and South Dallas: 1872-1945.

Mrs. Baird's Bread Company is a Texas success story of a widowed mother's efforts to support her family by baking and selling bread out of her own kitchen and eventually expanding the operation into a wholesale bakery business with statewide clientele. Ninnie L. Baird began selling bread from her Fort Worth home in 1908. Government contracts during World War I sparked the firm's construction of its first bakery and encouraged Mrs. Baird to expand into the wholesale grocery supply business. In 1928, the family decided to expand into the Dallas market and they built their first bakery outside of Fort Worth at 1401 N. Carroll, in East Dallas.

Dallas was a natural site for a branch bakery, as it had a growing cosmopolitan population during the 1920s and was within traveling distance of company headquarters in neighboring Fort Worth. The East Dallas site took advantage of an existing market and workforce and was near speculative markets in the expanding suburban additions farther north and east. Those areas were the fastest growing sections of Dallas in the 1920s, with annexed territory to the northeast nearly doubling the size of the city in that decade. Since

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Continuation SheetSection number 8 Page 7Mrs. Baird's Bread Company Building
Historic and Architectural Resources of
East and South Dallas - Dallas Co., TX

the growth of the Baird's business relied on increased delivery sites, the establishment of the bakery at Carroll and Bryan avenues, at the northeastern edge of the old city at the periphery of the new suburban tracts, maximized the range of their territory. The location of the bakery was also determined, somewhat, by the lack of zoning regulations and construction restrictions in the newer suburban tracts which prohibited manufacturing and commercial buildings. The bakery was established near the northeastern edge of the unrestricted zone with maximum access to the restricted additions.

The site was purchased from Central Congregational Church in 1928, and the Bairds had the new bakery constructed and in operation by 1929. The East Dallas site was also on the interurban line that entered Dallas on Bryan Avenue and provided transportation to the plant for the many route salesmen who canvassed the city. With the Dallas move, the Baird family made the decision to remain a family-owned and operated business, as it continues to this day, and one of the sons, Roland W. Baird, the treasurer of the company, moved to Dallas to take personal charge of the new addition. By 1940, Roland W. Baird was president of the company. The Dallas operation proved as successful as the Fort Worth bakery and during its years of operation, from 1929 until a new, larger Dallas bakery was needed in the mid-1950s, employment rose from about 50 to over 300, most of whom were route salesmen (Baird, 1991).

The establishment of the bakery also represented a change in character for the East Dallas neighborhood in which it was located. The predominantly residential area had gradually become more commercial, particularly along the streetcar routes, by the mid-1920. Only one block west of the bakery site, at the intersection of Bryan and Peak avenues, a major commercial center provided shopping, entertainment and services to the local residents (Bryan-Peak Commercial Historic District). When the bakery was built, it was one of the few non-retail, manufacturing businesses in East Dallas and, along with the Bell Telephone Company, it became a major employer in the area. The establishment of the bakery presaged East Dallas' future re-development as an increasingly urban, non-residential sector of the city. The Depression years of the 1930s hampered the retail trade the nearby commercial node at Bryan and Peak streets, and many of the stores went out of business. Mrs. Baird's, however, continued to operate through the 1930s and prospered in the 1940s to the extent that the building at 1401 N. Carroll was inadequate for the demand in Dallas. The Baird's sold the plant in the early 1950s and opened a larger bakery in North Dallas. Today, the old bakery is a warehouse for Dallas Bias Fabric Company.

**United States Department of the Interior
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Continuation Sheet**

Section number 8 Page 8

Mrs. Baird's Bread Company Building
Historic and Architectural Resources of
East and South Dallas - Dallas Co., TX

The Mrs. Baird's Bread Company Building has some Prairie School elements in its ornamentation, and it retains virtually all its original historic architectural fabric. It is a good and significant example of early 20th-century commercial architecture in East Dallas, though few buildings of this scale and massing were erected in this part of the city prior to World War II. Nonetheless, the building is a prominent landmark in a mixed-use area that is dominated by commercial buildings.

Equally important, however, are the building's contributions to the changing patterns of industry in East Dallas and to the success of the Texas-based Mrs. Baird's Bread Company, which may represent its most enduring significance. The property is nominated under Criteria A and C in the areas of Industry and Architecture at the local level.

10. GEOGRAPHICAL DATA

ACREAGE OF PROPERTY: less than one acre

DA III See Map 1

UTM REFERENCES	Zone	Easting	Northing	Zone	Easting	Northing
1	14	708180	3631140	3	##	#####
2	##	#####	#####	4	##	#####

VERBAL BOUNDARY DESCRIPTION A.J. Porter's Addition, Block 716, Lots 1,2,& 3

BOUNDARY JUSTIFICATION Property includes area historically associated with the building.

11. FORM PREPARED BY (with assistance from Dwayne Jones, THC)

NAME/TITLE: Daniel Hardy/Terri Myers

ORGANIZATION: Hardy-Heck-Moore **DATE:** 7/91; 9/94

STREET & NUMBER: 2112 Rio Grande **TELEPHONE:** (512) 478-8014

CITY OR TOWN: Austin **STATE:** TX **ZIP CODE:** 78705

ADDITIONAL DOCUMENTATION

CONTINUATION SHEETS

MAPS

PHOTOGRAPHS

ADDITIONAL ITEMS

PROPERTY OWNER

NAME J & J Company

STREET & NUMBER 1401 N. Carroll Avenue

TELEPHONE N/A

CITY OR TOWN Dallas

STATE TX

ZIP CODE 75204

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION

PROPERTY NAME: Mrs. Baird's Bread Company Building

MULTIPLE NAME: East and South Dallas MPS

STATE & COUNTY: TEXAS, Dallas

DATE RECEIVED: 2/22/95 DATE OF PENDING LIST: 3/07/95
DATE OF 16TH DAY: 3/23/95 DATE OF 45TH DAY: 4/08/95
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 95000309

NOMINATOR: STATE

REASONS FOR REVIEW:

APPEAL: N DATA PROBLEM: N LANDSCAPE: N LESS THAN 50 YEARS: N
OTHER: N PDIL: N PERIOD: N PROGRAM UNAPPROVED: N
REQUEST: N SAMPLE: N SLR DRAFT: N NATIONAL: N

COMMENT WAIVER: N

☒ ACCEPT ☐ RETURN ☐ REJECT 3/23/95 DATE Entered in the
National Register

ABSTRACT/SUMMARY COMMENTS:

RECOM./CRITERIA _____

REVIEWER _____ DISCIPLINE _____

TELEPHONE _____ DATE _____

DOCUMENTATION see attached comments Y/N see attached SLR Y/N



MRS. BAIRD'S BREAD COMPANY BUILDING
1401 N. CARROLL
DALLAS, DALLAS CO., TEXAS

PHOTOGRAPH 1 of 69

Please refer to the map in the
Multiple Property Cover Sheet
for this property

Multiple Property Cover Sheet Reference Number: 64500635