

56-2034

United States Department of the Interior
National Park Service

National Register of Historic Places Registration Form

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

1. Name of Property

Historic name National Cloak & Suit Company
Other names/site number National Bellas Hess Company, Incorporated; U. S. Quarter Master General Depot; Hardesty Self- Storage
Name of related Multiple Property Listing N/A

2. Location

Street & number 5401 Independence Avenue (607 Hardesty Avenue) N/A not for publication
City or town Kansas City N/A vicinity
State Missouri Code MO County Jackson County Code 095 Zip code 64124

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended,
I hereby certify that this nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60.

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

national statewide local
Applicable National Register Criteria: A B C D

[Signature], Deputy SHPO
Signature of certifying official/Title
Date DEC 07 2017
JP 12/06/17
Missouri Department of Natural Resources
State or Federal agency/bureau or Tribal Government

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

Signature of commenting official _____ Date _____
Title _____ State or Federal agency/bureau or Tribal Government _____

4. National Park Service Certification

I hereby certify that this property is:
 entered in the National Register determined eligible for the National Register
 determined not eligible for the National Register removed from the National Register
 other (explain:)

[Signature]
Signature of the Keeper
Date of Action 1-29-18

National Cloak & Suit Company Building

Jackson County, Missouri

Name of Property

County and State

5. Classification

Ownership of Property
(Check as many boxes as apply.)

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

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

<input checked="" type="checkbox"/>	private
<input type="checkbox"/>	public – Local
<input type="checkbox"/>	public – State
<input type="checkbox"/>	public – Federal

<input checked="" type="checkbox"/>	building(s)
<input type="checkbox"/>	district
<input type="checkbox"/>	site
<input type="checkbox"/>	structure
<input type="checkbox"/>	object

<u>Contributing</u>	<u>Noncontributing</u>	
2	0	buildings
0	0	sites
0	2	structures
0	0	objects
2	2	Total

Number of contributing resources previously listed in the National Register:

N/A

6. Function or Use

Historic Functions

(Enter categories from instructions.)

COMMERCE/TRADE: specialty store

Current Functions

(Enter categories from instructions.)

COMMERCE/TRADE: warehouse

7. Description

Architectural Classification

(Enter categories from instructions.)

LATE 19TH AND EARLY 20TH CENTURY
AMERICAN MOVEMENT

Materials

(Enter categories from instructions.)

foundation: concrete

walls: brick

concrete

roof: synthetic

other: glass

NARRATIVE DESCRIPTION ON CONTINUATION PAGES

8. Statement of Significance

Applicable National Register Criteria

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

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

Criteria Considerations

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

Property is:

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

STATEMENT OF SIGNIFICANCE ON CONTINUATION PAGES

9. Major Bibliographical References

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

Previous documentation on file (NPS):

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

Primary location of additional data:

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

University of Chicago; Ryerson & Burnham Archives, Art Institute of Chicago; Cornell University; CUNY; Univ. of Mississippi, et al

Name of repository: _____

Historic Resources Survey Number (if assigned): _____

Areas of Significance

COMMERCE

Period of Significance

1920-1927

Significant Dates

N/A

Significant Person

N/A

Cultural Affiliation

N/A

Architect/Builder

Dunning, N. Max (Chicago), architect

Wells Brothers (Chicago), builder

National Cloak & Suit Company
Name of Property

Jackson County, Missouri
County and State

10. Geographical Data

Acreage of Property 3.5 acres

Latitude/Longitude Coordinates

Datum if other than WGS84:
(enter coordinates to 6 decimal places)

1 39.104405 -94.517849 3
Latitude: Longitude: Latitude: Longitude:

2 4
Latitude: Longitude: Latitude: Longitude:

UTM References

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

1 Zone Easting Northing

3 Zone Easting Northing

2 Zone Easting Northing

4 Zone Easting Northing

Verbal Boundary Description (On continuation sheet)
Boundary Justification (On continuation sheet)

11. Form Prepared By

name/title Cydney Millstein, Principal, and Mary Ann Warfield
organization Architectural & Historical Research, LLC date July 31, 2017
street & number 1537 Belleview Avenue telephone 816-472-4154
city or town Kansas City state MO zip code 64108
e-mail cydney@ahr-kc.com

Additional Documentation

Submit the following items with the completed form:

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

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management. U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

National Cloak & Suit Company

Name of Property

Jackson County, Missouri

County and State

Photographs

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

Photo Log:

Name of Property: **National Cloak & Suit Company**

City or Vicinity: **Kansas City**

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

Photographer: **Richard Welnowski and Cydney Millstein**

Date

Photographed: **July 2017**

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

- Photo 1: West façade; view facing east, southeast.
- Photo 2: Detail of west façade; view facing east.
- Photo 3: North façade; view facing south.
- Photo 4: North and west façades; view facing southeast.
- Photo 5: East and south façades and the east façade of the powerhouse; view facing west.
- Photo 6: South façade; view facing north.
- Photo 7: South and west façades, view facing northeast.
- Photo 8: West façade of power plant; view facing east.
- Photo 9: Interior, Building A, first floor; view facing west.
- Photo 10: Interior, Building A, first floor; view facing south.
- Photo 11: Interior, Building A, first floor; view facing south.
- Photo 12: Interior, Building B, fifth floor, view facing east
- Photo 13: Interior, Building B, fifth floor, view facing southeast
- Photo 14: Interior, Building A, twelfth floor, view facing east
- Photo 15: Interior, Power House first floor view looking northwest
- Photo 16: Interior, Power House, Basement floor, view looking southeast

Figure Log:

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

- Figure 1: Contextual map
- Figure 2: Location map
- Figure 3: National Cloak & Suit, *Sanborn Insurance Map*, 1922
- Figure 4: National Cloak & Suit, *Atlas of Kansas City and Its Environs*, 1925.
- Figure 5: Current floor plan with photo key: exterior and first floor
- Figure 6: Current floor plan with photo key: fifth and twelfth floor
- Figure 7: Typical floor plan illustrating column, elevator, and stair placement
- Figure 8: Diagram of C. A. P. Turner's reinforced mushroom column
- Figure 9: Typical floor sections
- Figure 10: Advertisement, William Bayley Company
- Figure 11: Architectural rendering of the National Cloak & Suit Company Building

National Cloak & Suit Company

Jackson County, Missouri

Name of Property

County and State

Figure Log (cont.):

- Figure 12: Plot plan and photograph of the National Cloak & Suit Company Building, featured in *The American Architect*
- Figure 13: Main and south façades; view facing northeast, c. 1920
- Figure 14: Main (west) and north façades; view facing southeast, c. 1920
- Figure 15: East and north façades and the Power House; view facing southwest, c. 1920
- Figure 16: East façade and Power House, view facing southwest, c. 1920
- Figure 17: Aerial view of Power House and portion of south façade of Building 'B,' view facing east, c. 1920
- Figure 18: Cafeteria fifth floor, Wing 'B', view facing northeast, c. 1920
- Figure 19: New York Fashions, National Cloak & Suit Company Catalog, New York, 1908
- Figure 20: *'THE NATIONAL' Money-Saving Style Book*, National Cloak & Suit Company, 1920
- Figure 21: Excerpt from National Cloak & Suit Company, Spring/Summer Catalog 1920
- Figure 22: Excerpt, *'THE NATIONAL' Money-Saving Style Book*, National Cloak & Suit Company, 1926
- Figure 23: Excerpt from National Cloak & Suit Company, Spring/Summer Catalog 1920.
- Figure 24: Excerpt from National Cloak & Suit Company, Catalog Fall Winter 1926
- Figure 25: 'The National Perfect Fit Chart' Excerpt from National Cloak & Suit Company, Spring/Summer Catalog 1920
- Figure 26: Coats that were tailored to fit according to customer measurements from the 'Perfect Fit Chart' from National Cloak & Suit Company, Spring/Summer Catalog 1920
- Figure 27: Illustrated back cover, Tailored Styles offered in the National Cloak & Suit Company, Spring/Summer Catalog 1920
- Figure 28: *The "National" Money Saving Style book National Cloak & Suit Company*, New York and Kansas City. Full Catalog, Fall & Winter, 1925/1926.
- Figure 29: The last catalog published as *The NATIONAL Money Saving Catalog & Style Book*. Spring/Summer 1927
- Figure 30: First catalog issued after the merger between National Cloak & Suit with the Bellas Hess & Company to form the National Bellas Hess Co, Inc. Catalogue, Fall/Winter 1926-1927
- Figure 31: The American Book Company Building, Chicago, Illinois. N. Max Dunning, architect, 1912
- Figure 32: The Robert Simpson Company Building, Toronto, Canada
- Figure 33: The American Furniture Mart, Chicago, Illinois
- Figure 34: Montgomery Ward Company Building, Kansas City, Missouri
- Figure 35: Aerial photo, "National Cloak & Suit Company," 2017

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National Cloak & Suit Company Building

Name of Property

Jackson County, Missouri

County and State

N/A

Name of multiple listing (if applicable)

SUMMARY

The National Cloak & Suit Company Building is located at 5401 Independence Avenue, Kansas City, Jackson County, Missouri (Photo 1: Figures 3, 4, 35). Max Dunning, Fellow of the American Institute of Architects (FAIA), Chicago, was the architect and Wells Brothers, Chicago, was the general contractor for this monolithic, reinforced concrete flat slab Modern Industrial plant. Designed in 1919 and completed in 1920, the National Cloak & Suit Company Building is an "L"-shaped industrial facility totaling 600,000 square feet, comprised of Wing 'A', a 12-story unit and Wing 'B', a 5-story unit. The 12" brick exterior exhibits curtain walls and industrial fenestration with steel frames and panels, allowing for maximum light and air throughout the interior for manufacturing purposes. Dunning's plan is further characterized by reinforced concrete interior mushroom columns, placed 20-feet apart center to center, in each direction carrying the entire load of the floors. The National Cloak & Suit Company Building nomination includes two contributing resources (the main building and separate power house) and two non-contributing resources (surface parking lots). Directly to the north and west of the National Cloak & Suit Company Building are one-story commercial buildings (mostly 20th century). Directly to the south and east is the historic Kansas City Quartermaster Depot, a complex of six buildings designed by Horner and Wyatt, engineers, (Kansas City, MO), in 1942. The Kansas City Terminal Railroad tracks, serving Class I and Class III railroads, are sited further to the southeast. The National Cloak & Suit Company Building has retained the majority of its historic features to convey its historic significance. In good condition, it retains integrity of location, design, setting, materials, workmanship, feeling and association.

ELABORATION

Setting

The National Cloak & Suit Company Building is bounded by Independence Avenue on the north, Hardesty Avenue on the west, and the Kansas City Terminal Railway tracks on the south and east. It was decided to choose this particular site for the location of National Cloak & Suit Company's facility due to the close proximity to the existing transportation system (electric traction) along Independence Avenue (adjacent to the northern boundary of the building) and more important, to the rail lines in this vast acreage purchased by the National Investment Company (also referred to as the National Improvement Company) in the early months of 1919. This real estate holding company was formed by the Rosenbaum brothers when the decision was made to construct a building in Kansas City (Photos 1-8: Figures 3, 4, 11, 35). Thus, it is vital to note that the site was industrial in nature prior to the construction of the National Cloak & Suit Company building and the subsequent construction of the United States Quartermaster's Depot complex in 1942 (located to the south and east). Further to the west and north are residential neighborhoods with commercial business stretching along Independence Avenue. The surrounding neighborhood consists of early 20th century brick apartment buildings, modest frame residences, and late 20th century commercial properties. Concrete sidewalks, curbs and modern cobra streetlights are predominate in the surrounding area. The parking areas to the east and south sides of the National Cloak & Suit Company Building (constructed after the period of significance) are covered with asphalt. While the streetscape along Independence Avenue has changed over the years, it remains commercial in nature, as it was historically.

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National Cloak & Suit Company Building
Name of Property
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N/A
Name of multiple listing (if applicable)

Additionally, a chain link fence surrounds the perimeter of the L-shaped National Cloak & Suit Company Building for reasons of security, which currently serves as the National Register boundary.

Main Building (Contributing)

As noted above, the National Cloak & Suit Company Building, as designed by N. Max Dunning, is an "L"-shaped industrial distribution center, consisting of two wings 'A' and 'B'. The 12-story unit (Wing A) with its main façade facing west measures 300' x 124' and totals 14-acres of floor space. A concrete loading dock is placed at the south façade. The 5-story unit (Wing B) set at the rear or east of the 12-story building measures 200' x 124' with a loading dock at the east façade. This reinforced concrete industrial plant combines a monumental display of formality and symmetry with practicality of design.¹ The structural system—that of flat-slab construction with mushroom-capped reinforced concrete columns (Figures 8 and 9)²—is expressed throughout the rectilinear grid of the exterior facades. Bays are defined by the structural members, including curtain walls comprised of various sizes of industrial steel multilight windows (manufactured by The William Bayley Company, Springfield, OH)(Figure 10),³ contrasting brick and concrete spandrel bands (some patterned), and wide concrete piers. Watertables, stringcoursing and a wide cornice with contrasting brick and concrete, further define the building. Overall, the National Cloak and Suit Company building remains unaltered from its original design and construction. (Photos 1-8: Figures 11-17, 35)

Wing 'A' Exterior

The main or west façade, measuring 15 bays wide, features projecting corner bays, three bays in width and one bay deep. At these end bays, industrial fenestration, as described above, is set in groups of three set apart by concrete piers; bays are further delineated by wide concrete piers (with Doric capitals), stretching full height and terminate in pronounced chevron-patterned detailing. Their design is echoed in the large concrete ornamental tablet placed at the center of the molded cornice, which partially extends over the roofline. The wide entry bays at the first story are further defined by concrete canopies, ornamental piers flanking the formal entrance

¹ To date the original drawings for the National Cloak and Suit Company building have not been located, if indeed they exist. The following repositories were contacted: State Historic Society of Missouri-Kansas City; Ryerson Archives, The Art Institute of Chicago; the New York Public Library; The Landmarks Commission, New York; Cornell University, New York; Historical Society of Kenosha, Wisconsin; State Historic Preservation Office, Wisconsin (Madison); Chicago History Museum; State Historic Preservation Office, Illinois. This is a partial list.

² Column and slab framing, developed by engineer C. A. P. Turner in 1905-1906, "combined concentric, radial and continuous multiple-way reinforcement with the flared column capital." This type of girderless construction with a flared capital "was to reduce the shearing stress at the perimeter of the column by spreading the concentrated load over a larger supporting area." This type of system, widely used throughout the Midwest, uses four-way slab reinforcement economical for larger spans and loads. Carl W. Condit, *American Building Art: The Twentieth Century* (New York: Oxford University Press, 1961), 167-168 and William Sidney Wolfe and Harry Anthony Wiersema, "Comparison of Various Floor Systems in Reinforced Concrete," Thesis for Degree of Bachelor of Science in Architectural Engineering, University of Illinois, 1913, 10-12.

³ *Mid-West Contractor*, September 24, 1919, p. 24. The William Bayley Company specialized in steel windows for industrial buildings and carried 33 kinds and sizes of stock windows, including pivoted vent units.

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Name of Property

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N/A

Name of multiple listing (if applicable)

(the four single-leaf wood frame and glass doors, and transoms are currently boarded up), and fixed clerestory openings (the window units are no longer extant) divided by short, ornamental piers. A reinforced concrete bridge leads to what was originally the main entrance to the building, at the northwest corner. The similarly designed entry bay at the south end does not feature clerestory openings; instead they are placed above entry at the center bay (Photos 1, 2).

Located between the projecting corner bays of the west facade are nine bays that display reinforced concrete piers at the end bays (north and south) and at the first four stories (Photos 1, 2). The upper stories of the middle bays, beginning with the fifth story level, display large curtain walls, where the interior mushroom capped; reinforced concrete columns are visible, thereby continuing the overall vertical components of the exterior design. A non-original corrugated metal roll door is located at an original opening at the 1st bay (moving north to south), first story, and is reached by a concrete ramp off Hardesty Avenue.

Generally speaking, the articulation of the west or main façade wraps to the north and south facades of the National Cloak & Suit Company (Photos 3-7). At both facades, the 2nd and 7th bays (moving west to east), with shaped parapet walls and reinforced concrete piers slightly project beyond the exterior. Like the lower floors of the west façade, the base of the north and south facades display multilight industrial sash fenestration placed between concrete piers. Curtain wall construction is placed at remainder of the upper floors, where interior mushroom-capped reinforced concrete columns are visible from the interior.

Placed at the second bay of the south façade is a single-leaf apron door, set below a fixed transom, and reached by concrete stairs (Photos 5-7: Figures 13, 17). Further to the east is a continuous concrete loading dock with a metal shed roof. To the east of the entrance is a corrugated metal roll door; further to the east are four wood panel overhead doors set below transoms. A metal roll door is located at the 6th bay. Double metal doors are placed at the 7th bay, first story. Fenestration at the first and second floors of the east end bays and the column of windows at the elevator shaft (at the 7th bay) are covered with corrugated metal panels.

The exterior of the east façade is fully exposed for nine bays (moving south to north) (Photo 5: Figures 15-16). Fenestration at the elevator shaft placed at the far south bay and at the 4th bay is covered with corrugated metal panels. Industrial metal fenestration divided by brick piers, as described above, is featured at the upper stories of the 2nd, 3rd, and 9th bays. Metal single-leaf apron doors and multipaned transoms placed at each floor of the 4th bay adjacent to the elevator shaft, originally functioned as fire exits to a non-extant fire escape. The remaining bays (5th through 8th) are characterized by curtain walls of multipaned industrial fenestration.

At the exposed first floor of the east façade are a number of metal double-leaf doors with multipaned windows placed at alternating bays in between banks of industrial metal sash fenestration (Photo 5: Figures 15, 16).

The remaining bays of the east façade, exposed above the 5-story unit at the 10th through 15th bays, are designed and constructed without curtain walls. This section of the east façade displays the concrete grid construction and brick exterior, as described above; fenestration is

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N/A

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industrial metal sash with concrete sills. Concrete columns with mushroom caps, partially exposed, saddle the brick façade.

Wing 'B' Exterior

Measuring 6 bays wide and 10 bays in length, the 5-story unit duplicates the design and materials of the 12-story unit to the west. Bays are defined by the structural members, including curtain walls comprised of various sizes of industrial steel multilight windows, brick and concrete spandrel bands (some patterned), and wide concrete piers (Photo 3).

The original fenestration of the central bays of the first floor of the north façade are extant; however, they have been covered with painted plywood. The stairwell shaft at the far east end of the west façade (painted yellow) projects one bay and features an entrance articulated with prominent concrete piers and canopy; windows at the west face of this shaft have been boarded up.

At each floor of the east façade, the structural grid system is demonstrative, where reinforced concrete columns saddle the exterior brick walls. Curtain walls composed of industrial metal multilight fenestration fill each bay of floors 3 through 5, with multilight steel window units at floors 1 through 3. At the first floor loading dock area, there is a rolling overhead door at the 4th bay, moving south to north.

Curtain walls as described above dominate the south façade of Wing 'B'. The elevator shaft, placed at the 8th bay, moving west to east, is characterized by brick and industrial fenestration at the 2nd through 5th floors. The first story features a tunnel at the first bay where a railroad spur entered the building. Other features of the first floor include multilight industrial fenestration, single and double-leaf metal doors. The original iron mail chutes, as shown in an historic photograph, were placed at the third story and reached to the loading dock (Photo 5: Figures 15, 16). These mail chutes are no longer extant.

Roof: Wings 'A' and 'B'

Both buildings feature flat roofs with synthetic covering (originally wooden roofs over top ceiling of concrete) and brick and concrete parapet walls. Brick elevator penthouses with shaped parapets and flat roofs, contrasting concrete quoining and industrial metal windows, are located at the four corners of Wing 'A' and at the southeast portion of Wing 'B'. A 50,000-gallon sprinkler tank supported by a steel tower rising 40 feet above the roof⁴ is placed at the northeast portion of Wing 'A' (Figure 35).

Interior: Wing 'A'⁵

⁴ The water tank is described in the *Sanborn Insurance Map*, (Philadelphia: Sanborn Insurance Map Company), Special Edition, 1922, Vol. 5, plate 640.

⁵ The current use of the building as a private storage facility prohibited photography in Wing "A".

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N/A

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Remarkably intact, the interior of Wing 'A' displays the original main entry vestibule at the first story with revolving wood door, walnut trim, molded wainscoting, glass pendant light fixtures, elevator doors, cabs and bronze elevator indicators and hardware at the first floor lobby (northwest corner). The ceiling of the elevator lobby also features denticulated molding in good condition (Photo 9, 10). Wide concrete stairwells with original iron railings are placed near each bank of passenger elevators at the western end of the building. Three sets of freight elevators are located at the southwest, southeast and northeast corners of the building. Two single freight elevators are placed at the east end (Figures 3, 5, 6 and 7).

Reached by the secondary entrance located at the south end of the west facade is the executive office which features decorative Acanthus leaf modillions at the coved ceiling, multipaned casement windows with original wood trim and transoms, single-leaf doors, and wood chair rail (Photo 11).

The remaining interior floors at each level feature unobstructed space where reinforced concrete columns with splayed mushroom caps are spaced 20' apart, center-to-center as originally designed by Dunning. The diameters of the columns decrease from floor to floor. Walls, ceilings and floors are smoothly finished concrete; ceilings retain marks of wooden formwork of the reinforced concrete flat slab construction. The original sprinkler system for fire protection is intact at all floors (Photos 12-14).

Discussed in more detail in Section 8, below, the activities that took place in Wing A were as follows: executive and administrative offices (first floor), warehouse space, fabric inventory and alterations (upper floors), and receiving.

Interior: Wing 'B'

The interior of Wing 'B' displays the original structural reinforced components as Wing 'A', including unobstructed space where reinforced concrete columns with splayed mushroom caps are spaced 20' apart, center-to-center as originally designed by Dunning. The diameters of the columns decrease from floor to floor. Walls, ceilings and floors are smoothly finished concrete; ceilings retain marks of wooden formwork of the reinforced concrete flat slab construction. The original sprinkler system for fire protection is intact at all floors (Photo 12).

Activities that took place in Wing B (discussed in detail in Section 8) include: order processing, mailing and shipping. Historically an open floor space for the cafeteria was part of the fifth floor (Photo 13: Figure 18). Additionally, a kitchen was located along the perimeters of the cafeteria in the southeast corner while a small hospital was placed in the northwest corner of the fifth floor (Figures 3, and 18).⁶

The Power Plant (Contributing)

Placed to the southeast of the National Cloak & Suit Company building is a one-story (with basement and sub-basement) brick powerhouse, built in 1920 per Dunning's design. This plant

⁶ *Ibid.* A few of the interior spaces are indicated on the *Sanborn Insurance Map*.

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National Cloak & Suit Company Building

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N/A

Name of multiple listing (if applicable)

supplied steam heat for the National Cloak & Suit Company facility. A one-story brick addition was constructed to the south of the original building in 1942 (Photo 5, 8: Figure 2, 17). The original rectangular shaped powerhouse (measuring 200,544 cubic feet) is a reinforced concrete frame structure with concrete floors and walls, and brick curtain walls. A one-bay entrance with a single-leaf metal door and shaped parapet projects from the north façade and features original window openings, now covered with corrugated metal panels. An additional entrance, placed at the west end of the north façade, opened to an underground tunnel that led to the south façade of Wing 'B'. Fenestration, like that of the main building, is industrial metal multi-light pivot, placed between brick piers. Several of the windows have been secured with metal panels. A double-leaf metal door is placed at the second bay of the west façade. The original brick chimney placed at the north façade, is no longer extant, however the circular brick base for this structure remains. Modifications include concrete block placed at various bays for reasons of security.

The powerhouse featured an engine room, a power room and office (all extant). The powerhouse was part of Dunning's original design as can be seen in Figure 12. A steam engine and generator were placed at the east end of the building (Photo 15, 16). Three large coal chutes were placed at the eastern half. It is not known if these coal chutes are extant.⁷

Connected to the brick powerhouse is a metal and concrete block structure with a gabled metal roof as seen in Photo 5. This was used as an unloading house and coal room, per Dunning's original design and constructed in 1920 after the completion of the main building and the brick powerhouse section (Photo 5: Figure 3,12). An overhead paneled door flanked by industrial fenestration with concrete sills is located at the north façade. Measuring approximately 20' x 13', the structure received coal via a railroad spur that stretched through its center.

Surface Parking Lots (2 Non-Contributing)

The surface parking areas to the east and south sides of the National Cloak & Suit Company Building (constructed after the period of significance) are covered with asphalt. (Photo 5, 6).

Integrity

The National Cloak & Suit Company Building retains historic integrity throughout the exterior and interior and remains remarkably intact from its original design, with minor changes to the exterior, as noted in Section 7, to include overhead doors at dock levels. Original fenestration, entrances, curtain wall, exposed columns, and character defining features as described above, are, for the most part, intact and in good condition. The interior of the building also retains the majority of the original features, including vast open spaces supported by reinforced columns with prominent mushroom columns, first floor lobby and executive offices. While historic plans could not be located, we know from Sanborn maps that the interior once held a hospital and a cafeteria/kitchen on the fifth floor (Figure 3). While a functioning hospital and cafeteria no longer exist, a historic photo of the cafeteria illustrates the space was mostly the same as it appears today (Photo 12, 13: Figure 18). Given the industrial nature of the distribution center, it is a safe

⁷ *ibid.*

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assumption that the rest of these spaces were also likely open in nature. The National Cloak & Suit Company Building occupies the same location at Hardesty & Independence avenues as was originally planned. The setting of the property is in a neighborhood of early 20th century residential (to the west) and later commercial properties sited along Independence Avenue, one of Kansas City's early commercial thoroughfares; as such the character of the immediate neighborhood has remained mostly stable over time. Building on the industrial character of the site⁸, the Quartermaster's Depot was constructed to the south and east of the National Cloak & Suit Company building in 1942, and reflects the architectural and functional character of the nominated building. The design, materials and workmanship of the National Cloak & Suit Company Building reflect Dunning's original scheme. The original concrete and brick exterior, structural system, industrial multilight pivot windows, overhead doors, curtain walls, executive offices, and mushroom columns throughout are extant and in good condition. Interior concrete floors and ceilings, original open workspaces are intact and in good condition. As such, the feeling and association with the period of significance, 1920-1927, has been retained.

⁸ The Quartermaster Corps "probably selected the site for a number of reasons, many of them the same as when the National Cloak & Suit Company selected it in the 1910s-for Kansas City's prominence as a major rail hub, a sizable population with reliable work force and the site's proximity to rail lines." This industrial facility reflects the architectural and functional character of the earlier building. Classified, in part, as a "regional distribution center" the depot buildings provided office and storage space. Nearly all these brick and reinforced concrete buildings have loading docks and are easily accessed by the rail spurs and roadways, like the National Cloak & Suit Company's Building. See: Three Gables Preservation, "Hardesty Federal Company Kansas City, MO." Prepared for the General Services Administration (GSA), March 2000, 10.

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STATEMENT OF SIGNIFICANCE

Summary

The National Cloak & Suit Company Building, located at 5401 Independence Avenue, Kansas City, Jackson County, Missouri, is locally eligible for listing in the National Register of Historic Places under Criteria A in the area of COMMERCE. In June 1919, National Cloak & Suit Company, originally established in New York City in 1888 as a mail-order house, announced the construction of a new western branch in Kansas City, the site of which was chosen over Chicago, St. Louis and Omaha. The new branch facility for National Cloak, which employed over 2,000 people, was the largest single investment made by any company to locate in Kansas City at the time. The site was ideally located on a major rail line with corresponding postal facilities, both of great benefit to the success of the new mail-order house. When the new mail-order center opened in 1920 in Kansas City, it immediately began filing orders from a territory of eight mid-western and southwestern states, which included Missouri and Kansas. By 1925, the territory served by National Cloak in Kansas City expanded to include all of the twenty-two (22) states west of the Mississippi River (Figure 24). Initially, National Cloak & Suit Company offered high fashion at low prices through their 446-page catalogue focusing primarily on women's and children's tailored coats and suits. While families in the urban areas were part of the client base, the target customer was the housewife living in rural areas of the United States. The National Cloak & Suit Company building was designed by architect Nelson Max Dunning, FAIA, Chicago, in 1919, in the Modern Industrial style. Wells Brothers, Chicago, was the general contractor for this monolithic, reinforced concrete flat slab modern industrial plant (Figure 13). Completed in 1920 (in just six months), the National Cloak & Suit Company Building is an "L"-shaped manufacturing plant totaling 600,000 square feet (Figure 12). Shortly after Solomon G. Rosenbaum retired from the presidency of National Cloak in 1926, the company reorganized and eventually restructured, changing merchandise offerings. The period of significance for the National Cloak & Suit Company Building begins in 1920 with the completion of construction and ends in 1927, the year that the National Cloak & Suit Company merged with Bellas Hess & Company, New York.

ELABORATION

National Cloak & Suit Company

In 1918, Solomon G. Rosenbaum, with his brothers Herman and William, planned to expand National Cloak & Suit Company located in New York City. Prior to the construction of the nominated building, early in 1919, the Rosenbaums commissioned Schoenberg Realty, Kansas City, to locate property in which to build a new distribution center for National Cloak & Suit Company. National Investment Company (also known as the National Improvement Company), was a holding company established by the Rosenbaums, expressly for the expansion of their catalog business in Kansas City. Subsequently nearly twenty-two (22) acres of uncultivated land was purchased to build a new distribution center in Kansas City. The land was ideally situated adjacent to the Kansas City Terminal Railway line, which cut diagonally through the center of the acreage (Figure 4).

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The nominated building was built on a 3.5 acre plot (of the initial 22-acre purchase) situated at the southeast corner of Hardesty and Independence avenues in Kansas City, Missouri (Figures 3, 4).⁹ National Cloak & Suit Company had spent the previous fifteen months exploring the Midwest, including Chicago, Omaha and St. Louis, for the ideal location for the expansion of their firm.

Once the nominated building was constructed, the Rosenbaums maintained and controlled the building through a ninety-nine year lease under the National Investment Corporation for the use of the building and premises.¹⁰ Charles W. German, a prominent lawyer with the Kansas City firm of Haff, Meservey and German, was the legal representative for the Rosenbaum brothers. German handled the articles of incorporation in the State of Missouri, as well as the purchase of the land under the National Investment Corporation, which was set up specifically as a Missouri corporation.

With the nominated building under construction, National Cloak began employee recruitment. On November 16, 1919, a half-page advertisement that announced employment opportunities for young women to fill clerical positions appeared in local Kansas City newspapers. Requirements for the job entailed at least two years of high school training and some business experience while some positions required knowledge of typewriting. National Cloak opened a school at 818 Delaware, Kansas City, for the sole purpose of training new employees for the various clerical departments.¹¹ The company planned to employ as many as 2,000 people once all of the departments were under operation. The school was moved to the nominated building at Hardesty and Independence avenues in February 1920.¹²

Although the interior of their building was not quite ready for full operation, the National Cloak & Suit Company held a "housewarming" event on January 26, 1920, for approximately 1,500 new individuals who were part of the management team were introduced.¹³

National Cloak under Sol Rosenbaum was a source of high-style fashions with a full line of clothing, undergarments and accessories, primarily focused on women's attire. Women's suits and coats were made-to-measure and tailored according to the individual measurements of the customer (Figure 25). Through National Cloak's extensive catalogue, the styles of New York and Paris were available to women in rural areas. People relocating west of the Mississippi often relied on mail order as the primary source for clothing, thus the affordability and up-to-date

⁹ The original acreage has been reduced to 3.5 acres since its modification in 1941 when the US Government purchased the property for use by the Quartermaster General Depot during World War II.

¹⁰ "National Cloak & Suit Company Annual Report," ending December 31, 1919, 2-3. National Investment Company was formed as a subsidiary corporation primarily for the construction and ownership of the building.

¹¹ "Young Women Wanted for Clerical Positions by National Cloak & Suit Company." *The Weekly Kansas City Star*, 40 (16 November 1919), 15.

¹² "Big Firms Force, All New: Except for 3 "Company Men, National Cloak Got Employees Here." *The Kansas City Times* 26 January 1920. (See also: "A Big Firm Coming," *The Kansas City Star*, 7 June 1919.)

¹³ Charles W. German, speech to employees of National Cloak & Suit on January 26, 1920, Special Collections, Missouri Valley Room, Kansas City Public Library, Kansas City, Missouri.

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high styled fashions offered through the catalogs of National Cloak & Suit Company appealed to both rural and urban families alike.

National Cloak's large line of tailored women's coats (Figure 26), suits and skirts were featured in their catalog. In addition, they carried an extensive array of fashionable blouses, shirts, day-dresses, evening wear, shoes, scarves, hats, and other accessories that were styled and sized according to the customer's order form for the best fit (Figure 25). A full set of instructions illustrating how to take one's body measurements accompanied each customer order sheet (Figure 25, 26). Later men's tailored suits were added to the catalogs (Figure 27).¹⁴ The fit was guaranteed with a full refund policy if the customer was not 100% satisfied their National Cloak order.

When National Cloak opened in Kansas City, 'made-to-measure' clothing remained a feature of the catalog. In defining the made -to-measure line, carried by National Suit & Cloak through their catalogs, was a line of women's clothing, and later for men, were constructed with ample seams that were easily tailored to the individual's measurements. The process of 'tailoring' the garment to the orders occurred in the sewing / tailoring department in the distribution center. By the time the firm opened the new distribution center in 1920 their catalogs included a small offering of men's wear and extended children's line of clothing. In addition, the firm carried a substantial line of ready-to-wear apparel, such as blouses and day dresses for women. The ready-made lines were subjected to the same rigorous quality tests made on the made to measure goods. Quality was the key element of National Cloak's business.¹⁵

The expansion of National Cloak with the construction of the new distribution center in Kansas City, allowed the Rosenbaums to provide faster and more efficient delivery service to their clientele in the mid-western and southwestern states, primarily Missouri, Arkansas, Nebraska, Kansas, Oklahoma, Texas, New Mexico and Arizona (Figure 21-24).¹⁶ In addition to having ideal distributing facilities for rail transport to the west and southwest areas of the United States, Kansas City had the labor force for the new distribution center.

A prominent part of National Cloak's commitment to their customers was their promise to deliver the merchandise within five to eight days once the order was received. Their strategic marketing focused on this promise, as well as customer satisfaction. If not fully satisfied the customer could return their purchase for a full refund and free return postage.¹⁷

¹⁴ The exact year that men's apparel became part of the merchandise sold through National Cloak's catalogs is unknown. Estimating by snapshots taken of the various catalogs found on the internet point to c. 1915. While the line started out small, the line of men's clothing had grown by the time the company built the nominated building in Kansas City but represented less than one-fourth of the merchandise which continued to focus on women's fashions..

¹⁵ Murphy, Interview with Herbert C. Freeman, 33.

¹⁶ National Cloak & Suit Company, *"The National Money Saving Style Book: A Guide to Correct Styles,"* Spring/Summer 1920. Front Cover, 1-5. Special Collections, Missouri Valley Room, Kansas City Public Library, Kansas City, Missouri.

¹⁷ *Ibid.*

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Your order mailed from Arizona or Texas...now travels only to Kansas City instead of going all the way to New York. That saves 1,350 miles...Your order will be filled within one day after it reaches Kansas City, and so will be received by you 5 to 8 days quicker than when you ordered from us in New York. Send your orders to Kansas City.¹⁸

All of the policies and procedures instituted by National Cloak and presented in this narrative were retained throughout the period of significance and only changed after 1927, when National Cloak & Suit was merged with the Bellas Hess & Company. Standards and quality of product were seen as important to the success of National Cloak. The Rosenbaums placed a high value on integrity. As such, they were staunch believers in making 'truth in advertising' a priority in serving their clientele. Their commitment to the women of rural America was as important as if they were shopping at the best New York fashion houses; National Cloak carefully vetted the quality of the fabrics that were used in the lines of clothing sold; if it was 100% wool, it was tested to be sure that the fabric was just that:

So accurately is this matter gone into that the concern has a chemical laboratory for the testing of garments, and no statement as to the quality of a garment is allowed to appear in a catalogue or letter of the concern unless it has been substantiated by a test in the laboratory . . .¹⁹

Quality of clothing, purity of material, exact sizing all became part of the sales mantra that appeared in every catalog. Advertising, as a function of a successful mail-order business, was something that National Cloak did very well. National Cloak held the position as the third largest catalog company in the nation by the 1890s when it sold nothing more than women's, and children's apparel until 1926, the year after Sol Rosenbaum retired and Herbert C. Freeman became president of National Cloak (Freeman made minor changes just six months prior to merging with the Bellas Hess & Company in 1927).²⁰

The policy of truth in advertising was the motto of National Cloak & Suit Company long before the slogan was adopted by the Associated Advertising Clubs of the World, or before any advertising club existed . . . If a garment is being described, that garment must be before the writer and before the artist who pictures it. There must be no exaggeration; never the slightest percentage of deviation from the exact truth.²¹

The 'National Style Book', the brainchild of Sol Rosenbaum, had a national circulation of over 2.5 million copies and had expanded to 450 pages in 1920 (Figure 20) when the Kansas City

¹⁸ *Ibid*, 1-5.

¹⁹ *Printer's Ink* 90/1, January 1915, 83-84.

²⁰ John Allen Murphy, "An interview with Herbert C. Freeman Pres. of National Cloak & Suit Company; When Should a Business Go into Other Lines?" *Printers' Ink*, 135 (22 April 1926), 33. To date, no biographical information on Freeman has been located.

²¹ *Printer's Ink* 90/1, 83.

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distribution center opened. Two major editions were published annually as a Spring/Summer and Fall/Winter catalog. Interspersed throughout the year, smaller sale catalogs were mailed to their customers. The Rosenbaums made it clear in their catalog that all products advertised and services offered were identical in content and quality whether ordered from New York or Kansas City. Both of the buildings were operated under the same policies and procedures (Figures 21-26).

Although National Cloak & Suit was not the first catalog company in the United States; during the period of significance it was the "largest concern of its kind in the country doing a strictly mail order business, principally in women's made-to-order and ready-to-wear. . . ."²²

Montgomery Ward Company and Sears Roebuck & Company with locations in Kansas City and the surrounding area were drastically different from National Cloak in the type of merchandise that was offered through their respective catalogs. While the line of clothing was limited to essentials and offered a selection of working clothes, both Montgomery Ward and Sears focused their inventory on a large variety of items from tools and farm implements, to household furnishings appliance and house plans. For a time, Sears even offered house kits where everything needed to build a house was delivered to the customer's site.

In 1922, *Printers' Ink* (1888-1972), the first national advertising trade magazine, invited Sol Rosenbaum to address the ups and downs of the catalog business during the previous year.²³ The magazine opened the article with an editorial commenting on National Cloak under Rosenbaum's leadership:

Editorial Note: There has been so much misinformation printed in recent months about the mail-order business that *Printers' Ink* welcomes this opportunity of presenting the views of a man who is generally conceded to be one of the foremost authorities on mail-order selling in this country. S. G. Rosenbaum is president of the National Cloak & Suit Company, which is commonly accepted as the second oldest mail-order house in the United States. It was established nearly thirty-four years ago. It is now our third largest mail-order company. Its net sales for 1921 were \$37,481,210. The company has about three million customers on its books in the United States and about 50,000 in foreign countries. The head of a concern of this size is certainly in a position to give the real facts as to the present status and future of the mail-order industry.²⁴

²² "The National Cloak & Suit Company Two Million Dollar Plant to Be Erected In Kansas City, MO." *The Kansas Citian* 10 June 1919. (Kansas City: Chamber of Commerce, 1919), 423-424. National Cloak held the position throughout the period of significance and when Bella Hess merged, the new firm was able to maintain the position into the 1930s.

²³ *Printers' Ink* was an American trade magazine launched in 1888 as the first national trade magazine for advertising. It ceased publication in 1972.

²⁴ *Ibid.*

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Although National Cloak did not manufacture all of the clothing it sold, a large portion of their business was selling tailor-made or made-to-measure suits and skirts for women that dated back to the beginning with the establishment of National Cloak & Suit Company in New York City.²⁵

When the National Cloak & Suit Company was started in 1888, its business consisted exclusively of selling made-to-measure coats and suits for women by mail. The first step to increasing the scope of the business came when ready-made wearing apparel was added to the line.²⁶

Through-out the period of significance, the made-to measure line remained a key feature of "The National" catalog. However, the line was slowly reduced as ready-made clothing became more popular with the firms clientele. The made-to-measure line was completely discontinued when the firm merged with Bellas Hess & Company in 1927.

Criterion A: Commerce

The National Cloak & Suit Company building served as the Midwest distribution center for women's, children's, and men's apparel sold through National Cloak's mail-order catalog. By 1925, this facility filled orders for all twenty-two (22) states west of the Mississippi (Figures 23, 24). As stated in Section 7 above, the nominated building consists of two wings: 'A' is twelve (12) stories and 'B' is five (5) stories. Historically, the two wings were referred to as Building 'A' and 'B', most likely for the benefit of the employees.

Per Dunning's original design, Wing 'A' featured the receiving department on the first floor with six (6) freight elevators, four of which extended to the 12th floor of Wing 'A', while two elevators extended to the fifth floor of Wing 'B' (Figure 7). A spur line, from the Kansas City Terminal Railway, paralleled a concrete receiving dock located on the east façade of Wing 'A'. Additional receiving docks for trucks are placed at the south end of Wing 'A'.

The upper floors of wing 'A' served as warehouse space for the storage of catalog merchandise (Figure 3). Wing 'A' offered enough open floor space to handle the large inventory of clothing, accessories, and fabrics sold through the catalog. For the first four to five years of operations in Kansas City, floor space would have been set aside for fabric cutting; steaming and tailoring of National Cloak's made-to-order line of suits for both women and men. This practice was abandoned in favor of a complete line of ready to wear clothing by 1926, the year after Sol Rosenbaum retired.

In Wing 'B', the fifth floor contained the cafeteria (Figure 18), kitchen, and in-house hospital. Outgoing shipments took place from the rear or east façade of Wing 'B' at the ground level with

²⁵ Bennett Chapple, "Let's Talk It Over," *National Magazine* 28 (September 1908), np. Men's tailored suits along with ready-made shirts, ties and underwear, socks and more were introduced later.

²⁶ John Allen Murphy, "An interview with Herbert C. Freeman Pres. of National Cloak & Suit Company; When Should a Business Go into Other Lines?" *Printers' Ink*, 135 (22 April 1926), 33. To date, no biographical information on Freeman has been located.

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large cast iron mail chutes (Figure 15, 16); no longer extant) placed at the third floor where the mail room was located (Figure 3). It appears shipping the processed orders took place at the east façade of Wing 'B' where the mail chutes ended at the location of the shipping docks (Figure 3, 15 and 16).

Mail-order companies utilized large pools of typists who processed paperwork necessary to fill customer orders. As such, National Cloak most likely utilized the open floors of Wing 'B' for its excellent light and ventilation allotted by the large industrial windows located on the east, south and north facades presented an ideal work environment for large bodies of employees (Figures 14-16). As a benefit to the employees, an in-house hospital, kitchen and cafeteria were located on the fifth floor.

The new building was designed for a maximum level of efficiency. While the exact locations of certain departments are not known, a logical description can be made by the placement of the Receiving, Mail and Shipping Departments as follows:

The large shipments of new merchandise were received through docks placed on the east side of Wing 'A' where a spur for the Kansas City Terminal Railway was located (Figure 4). Here merchandise was unloaded, inventoried, processed by style, size and type, then stored within the twelve story Wing 'A' according to its inventory category. In Wing 'B' mail orders from customers were received and processed for order filling; a staff of typists in charge of merchandise controlled inventory on hand. Completed orders were then sent to mail clerks on the third floor of Wing 'B' for pulling the merchandise from inventory located in Wing 'A.' Once the order was pulled, the customer's merchandise was taken back to the mailroom of Wing 'B' where it was boxed and sent to the shipping docks on the first level of Wing 'B' (Figure 15). Here the packaged orders left either by truck or rail (Figure 3, 4, and 12).

At the height of business, especially during Christmas, the number of employees would range from 1,500 and 2,000, between 1920 and 1926.²⁷ Administrative and executive office space was allocated to the first floor of Wing 'A'. Although they are mentioned repeatedly within the documents researched, the location of the library and classrooms remains unknown.

The Operation of a Mail Order Catalog Business Under Rosenbaum

The following information regarding National Cloak's business procedure is included in a deposition given by Rosenbaum in a lawsuit of copyright infringement between National Cloak & Suit Company, plaintiff, vs. Joseph Sonken, defendant. The testimony given by Mr. Rosenbaum sheds significant light on promoting National Cloak and retaining the position of third largest catalog business in the nation under his leadership. Rosenbaum presented an insightful overview of the catalog business and how its' use of advertisement aided the company's growth from 1888 to 1925.²⁸

²⁷ "The Third Largest Mail Order House." *The Magazine of Wall Street* 29/4 (1921).

²⁸ Solomon G. Rosenbaum, Deposition given before the United States District for the Western Division of the Western District of Missouri, Case No. 527 National Archives at Kansas City. Record Group 21. US District Court for

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In his deposition Rosenbaum described in detail how a catalog was prepared, issued, and distributed using the 1925 business year as his example:

The preparation of a catalogue or stylebook begins about six months ahead of time at which it is to be issued. The "Fall of 1925", is a book approximately 444 pages and cover. This book is issued in July/August and September of [1925] and was begun in about April 1925. The edition of the book was over 3,856,000 copies. The paper for it was ordered in February or March of the current year. We employ forty or fifty buyers who are constantly searching the market for new styles. As these styles are selected, they are turned over to the Art Manager, who has drawings made of them, and these drawings are made into photo engravings to be used for printing purposes.

Another staff of people are engaged in writing descriptions of the merchandise. We employ several printing houses in New York and Chicago in order to print this large edition within the time which we have at our disposal for issuing it.

As soon as these books begin to come from the presses, we begin sending them out to our customers in all parts of the United States and in foreign countries. We reserve about half a million books each season or a million a year for the people who are not our customers but who, either from reading the magazine advertisements or from knowing the company by reputation, write for a copy of the catalog or style book.²⁹

In 1922, National Cloak sent out a total of 12,984,550 catalogs. By 1925, the number increased to 16,277,267 catalogs, or an increase of over four million catalogs annually. While catalogs were the prime source of business for National Cloak, advertising in the magazines and journals of the period was important in finding a continuous stream of new customers. Magazines which featured ads from National Cloak included; *The Delineator* (published by the Butterick Publishing Company), *Ladies Home Journal*, *Saturday Evening Post*, *Needlecraft*, and *Good Housekeeping*, to name a few.³⁰

Rosenbaum was asked about the volume of business done in Missouri in 1924, as well as previous years:

the Western District of Missouri-Western Division (Kansas City). Equity and Law Case Files. 1913-1938. Case 527. National Cloak and Suit v. Joseph Sonken and Mose Silverman. Sonken owned the National Army Surplus Company in Chicago. 'NATIONAL' was the logo placed under copyright laws by Rosenbaum's firm as early as August 17, 1909. The lawsuit was dismissed with both sides agreeing to end the conflict

²⁹ Ibid, 14-15.

³⁰ Ibid, 15-17.

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[In 1924] about \$2,400,000 in Missouri and about \$2,900,000 in Kansas; . . . in 1922 about \$2,200,000 in in Missouri and about \$2,900,000 in Kansas; and in the six months of 1919, about \$800,000 in Missouri and \$1,000,000 in Kansas.³¹

All orders for the western portion of the United States (west of the Mississippi River) were processed by the Kansas City distribution center. Regardless of where the orders originated, if the destination was west of the Mississippi, the order was processed in Kansas City, which handled over half the company's business by 1925.³²

While many of the sources, cited within this study, contend that National Cloak did not manufacture, Solomon Rosenbaum stated throughout the 1925 testimony that the firm manufactured made-to-order apparel or tailor-made as a more correct way to describe the clothing that was distributed by National Cloak & Suit Company.³³ Standards of business set under Sol Rosenbaum changed drastically when he retired on December 31, 1925.³⁴ The last catalog published during the period of Rosenbaum's retirement was the Fall/winter 1925/1926 (Figure 28).

Changes in National Cloak Post Rosenbaum's Departure

With Rosenbaum's retirement, Harold C. Freeman, formerly a vice-president, was promoted by the board of directors as the new president of National Cloak. Freeman had a very different vision for the company. He changed many of the standard key operational procedures developed under Rosenbaum's leadership.³⁵

Subsequently, under Freeman's presidency, National Cloak began departing from their made-to-order line in favor of quality ready-made clothing. Additionally, Freeman decided to begin adding general merchandise beginning with the gramophone that appeared in the 1926 spring catalog. Freeman explained the change in merchandise as necessary because of the changing fashions in women's wear after World War I, to wit:

It is true that that these maneuvers by 'Lady Fashion' have brought unwonted prosperity to other lines such as dresses and silk hosiery. The increase in these departments, however, does not begin to make up for the losses in other directions. *The bold fact is that women are not wearing one-third the amount of clothes they did formerly...putting general merchandise in our catalogue is to make up for the loss sustained by these fashion changes.* This switch in merchandise demand offers us another opportunity, such as we accepted in 1916, and years before that, when we offered ready-to-wear to the made-to-

³¹ Ibid, 18.

³² Ibid, 18-19.

³³ Ibid.

³⁴ Murphy, Interview with Herbert C. Freeman, 33.

³⁵ Murphy, 33.

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measure line. It has been the company's willingness to adapt its line to changes in mercantile conditions that has contributed the most to its expansion.³⁶

Freeman also stated that the National Cloak would begin offering an installment plan for large items, a departure from a 38-year history of doing business on a cash only basis. In doing so, National Cloak would be able to compete in the large item markets against Montgomery Ward and Sears, Roebuck & Company (Sears), both of whom had been selling similar large items through their catalogs on credit.³⁷ Although the catalog included the usual line of quality women's, children's, and men's apparel, the last National Cloak & Suit Company catalog, Spring/Summer 1927 (Figure 29), was a major departure in the line of illustrated merchandise as it featured several pages of household furnishings including bedroom suites and appliances such as the combination kitchen counter/refrigerator.³⁸

Competitors in the Catalog Sales Market

As contemporaries of Rosenbaum's National Cloak & Suit Company, Montgomery Ward and Sears, and to a much lesser degree, Bellas Hess & Company (primarily in competition with National Cloak's New York branch)³⁹ were similar in scope and sphere of influence, all having a national presence in the catalog markets.

Chicago native Aaron Montgomery Ward incorporated his business in 1889. Early catalog offerings were primarily agricultural in nature to support his rural clientele and included farming implements, limited clothing, and dry goods. By 1916, the catalogs reflected a growing customer base and included more varied items such as furniture, housewares, medicines, and saddlery.

Similar to Montgomery Ward, Sears was founded to supply farmers with direct mail order goods at the lowest possible prices. R. W. Sears and Alvah C. Roebuck established the company in 1893. Despite offering a more limited catalog of predominately clothing items as compared to Sears and Montgomery Ward's wide selection of general merchandise, National Cloak & Suit still managed to garner the position of the third largest mail order house between 1900 and 1927.⁴⁰

³⁶ *Ibid.* "Lady Fashion" was a term that National Cloak advertising used in reference to the changing look of women's wearing apparel from the previous year's catalogs.

³⁷ *Ibid.*, 42. It is unclear as to how catalog sales on the installment plan

³⁸ eBay Online. "National Suit & Cloak Catalog 1927" Accessed online, September 5, 2017.

<http://www.ebay.com/itm/NATIONAL-CLOAK-amp-SUIT-CO-1927-SPRING-amp-SUMMER-CATALOG-amp-STYLE-BOOK-364-pages-/391592680702>

³⁹ Charles W. Hurd, interview with H. Bellas Hess, "How Bellas Hess Won Style-Prestige in Mail Oder Field," *Printers' Ink: A Journal for Advertisers*, 20 May 1915 XCI/8, 3. A safe assumption can be made that the firm continued to operate as stated and was very similar to that of National Cloak. By the time the Bellas Hess and National Cloak merged in 1927, it was pretty much business as usual.

⁴⁰ "The Third Largest Mail Order House," *The Magazine of Wall Street* 29, no. 4 (1921); 252.

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Similarities with Montgomery Ward and Sears include: establishment in the late 1880s to early 1890s, they all undercut traditional brick and mortar store's; pricing through direct shipment by mail and cutting out intermediaries; and they sold their goods to the public through catalogs. As evidenced in their catalogs, all three companies offered a cut in price for goods ordered in multiples and satisfaction guarantees.⁴¹

Bellas Hess & Company, located in New York City, was unique in that the firm focused their sales on large urban locations; such as Chicago, St. Louis and Los Angeles, by offering high end fashions that represented the latest in clothing offered in the Paris fashion houses. Typically upscale in style, Bellas Hess appealed to middle to upper income families yet remained affordable. The firm was not established until after the turn of the twentieth century with their growth occurring slowly in momentum. Prior to the merger with National Cloak, Bellas Hess & Company had begun opening small retail houses along the east coast and in the southern states as well. This trend would continue even after the merger with the National Cloak & Suit in 1927, at which time, National Bellas Hess took over the rank of second in apparel sales

While National Cloak conducted business at only two warehouse locations, New York and Kansas City; Montgomery Ward and Sears had numerous warehouse locations along with a number of retail outlets throughout the country that opened during the era of economic uncertainty and deflation following WWI to help supplement catalog sales.⁴² Despite the lack of additional retail outlets and limiting their line of merchandise to clothing, National Cloak retained their position, just behind Montgomery Ward and Sears respectively, in the category of mail order businesses.

Solomon G. Rosenbaum (1868-1937)

Solomon Guedalia Rosenbaum was born in Raleigh, North Carolina, to Morris and Frances Brasch Rosenbaum, in 1868. His father, Morris Rosenbaum, had previously operated a successful dry-goods store when the family moved to North Carolina from California, where they were early settlers. Sol moved to New York with his family at the age of sixteen, in 1884. A family venture, National Cloak & Suit Company was formed in 1888 with the help of his father and brothers when Solomon was just twenty years of age. The company's headquarters was located on 24th Street and 7th Avenue. In 1904, Solomon became president of the National Cloak & Suit Company, which grew and prospered under his lead as one of the leading mail order companies in the US. He retired in December 1925.

⁴¹ For more information on the histories of Montgomery Ward and Sears, Roebuck & Company, see: Jay P. Pederson, *International Directory of Company Histories Volume 20* (Detroit, St. James Press, 1998), Sears Brands, LLC, "Sears History- Early 1900s," Sears Archives. <http://www.searsarchives.com/history/history1900s.htm>. Accessed July 18, 2017.

⁴² Sears opened their first retail store in 1925, with Ward to follow in 1927. National Cloak never had a retail location until the firm merged with the Bellas Hess and Co. The newly formed corporation, the National Bellas Hess, Co., then followed the retail trend by opening a store on the first floor of the nominated building in 1928.

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Rosenbaum was a charitable individual. He was on the board of many philanthropic organizations including the Baron de Hirsch Fund. He also helped to establish the Federation for the Support of Jewish Philanthropic Societies and was an avid supporter and trustee of several hospitals. At the time of his retirement, Rosenbaum was highly active on the boards of several charitable foundations. Additionally, he was a lifelong Republican, often writing critical editorial comments regarding political matters. He died on December 26, 1937, at the age of 69 from heart disease.⁴³

National Suit & Cloak Merger with Bellas Hess & Company, New York in 1927

As noted above, by December 31, 1925, Sol Rosenbaum retired. Operation of the firm was placed in the hands of Harold C. Freeman who replaced Rosenbaum as president. Under Freeman, drastic changes were in the planning stage that would eventually take the company's business in a direction that was in line with the similar operations of Montgomery Ward and Sears. However, in 1927 National Cloak & Suit Company began negotiating a merger with the Bellas Hess & Company, New York, which ranked second in apparel sales behind National Cloak. The merger resulted in the formation of the National Bellas Hess & Company. Bellas Hess acquired the name "National," which became instrumental in Bellas Hess acquiring the reputation for which National Cloak & Suit had become known.

When the merger was completed by fall 1927, Freeman was still president but was soon replaced by Joseph E. Berk of the Bellas Hess & Company by January 1928. E. L. Olrich, general manager for National Cloak in Kansas City, was promoted to the position of vice president and general manager of the Kansas City location of National Bellas Hess & Company, Inc. in 1928.⁴⁴ Changes did not end with management as it also affected customer focus, warehouse use and the layout and illustrations of the catalog. The business model established by the Rosenbaum's in 1888, which allowed National Cloak to remain at the top of the apparel industry for some many years was then filled by the National Bellas Hess Company.

In 1928, National Bellas Hess & Company turned a 28,000 square foot area on the first floor of the nominated building into a retail store, which was then opened to the public. Although the space remained an open floor system, it was divided into various departments. The rest of the building continued to serve as a catalog warehouse and distribution center.⁴⁵ In addition to clothing, items that were warehoused in Kansas City include but were not limited to tires, awnings, furniture including bedroom suites, appliances, lawnmowers, and tools, thereby, becoming more of the one-stop catalog entity like Montgomery Ward and Sears.

⁴³ "S. G. Rosenbaum Dies; Clothing Manufacturer," *New York Herald Tribune*, 27 December 1937 and "S. G. Rosenbaum, 69, Merchant, Is Dead," *New York Times*, 27 December 1937.

⁴⁴ "Store Prepares for a Bow: Setting the Stage for the Opening of the New National Bellas Hess Retail store." *The Kansas City Star* 2 March 1928, 14. Many sources stated erroneously that National Cloak and Bellas Hess merged as early as 1910. Upon further research, and dating the catalogs from both companies that were found across numerous sources, the merger took place in the Fall of 1927 resulting in the new company: National Bellas Hess & Company.

⁴⁵ *Ibid.*

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The first catalog following the merger was mailed to customers of both companies and titled the *Huge Merger Style Book of New York Fashions: Fall/Winter 1927-1928* (Figure 30).⁴⁶ Pulling from the reputation of the "NATIONAL" brand, the estimated number of copies was over 30 million catalogs in circulation by the end of 1928. The front cover included illustrations of three buildings; National Cloak building in Kansas City, the National Cloak building in New York and the Bellas Hess Company building in New York.⁴⁷

The best description of how Bellas Hess & Company operated was given in an interview with Harry Bellas Hess, founder and president of the company. In 1907, his company had been the second largest 'apparel' catalog selling women's and children's clothing, which was second only to the National Cloak & Suit Company. The difference according to Hess was that while National Cloak focused on sales in more rural locations across the United States, Hess felt that the cities were being neglected. Hess focused the design of his catalogs and sales techniques on the urban families of America's large cities.⁴⁸

National Bellas Hess continued operating at the nominated building located at Hardesty and Independence avenues until 1941. That year the nominated building was sold to the government for use during World War II as the Quartermaster General Depot. In 1948, the building was turned over to the adjunct general's department under the Army to establish the Kansas City Records Center as the consolidation point for five record centers located in various US cities. By 1977 the building was taken over by the General Services Administration for eventual disposal.⁴⁹ The building has since been used as general storage rental space.

N. Max Dunning (1873-1945), Architect for the National Cloak & Suit Company Building, Kansas City, MO

Nelson Max Dunning, FAIA, the architect for the National Cloak & Suit Company, is primarily known for his designs of industrial buildings throughout the United States as well as Canada. Dunning was born in Kenosha, Wisconsin, in 1873. He attended the University of Wisconsin from 1891-1894 and then joined the architectural firm of Joseph C. Llewellyn Company in Chicago. After winning a scholarship from the Chicago Architectural Club in 1900, Dunning studied architecture in Europe for a year. By 1910 he had established his own architectural firm with his brother, Hugh Dunning, as partner.⁵⁰

⁴⁶ National Bellas Hess Company, *Catalogs, Fall/Winter 1927-1928 and Spring/Summer 1928*, (New York: National Bellas Hess Company, 1927-1928), front covers. The images of the catalogs were located in numerous internet sources across the country and abroad, including Germany.

⁴⁷ *Ibid*, Fall/Winter 1927-1928. See image.

⁴⁸ Charles W. Hurd, interview with H. Bellas Hess, "How Bellas Hess Won Style-Prestige in Mail Oder Field," *Printers' Ink: A Journal for Advertisers*, 20 May 1915 XCI/8.

⁴⁹ "National Cloak & Suit Company Building," *The Kansas City Star* 15 October 1977, 18.

⁵⁰ The Commission on Chicago Landmarks, "American Book Company Building," Landmark Designation Report (Chicago: City of Chicago, 2008), 18. See also: Susan O'Connor Davis, *Chicago's Historic Hyde Park* (Chicago: University of Chicago Press, 2013), 381.

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Dunning served during World War I as a member of the requirements division for the United States Housing Service. This job would lead to a lifetime of involvement with government concerning public housing issues as he became a member of the Emergency Committee on Unemployment under president Hoover and later was appointed by President Roosevelt to the position of Architectural Advisor of the Reconstruction Finance Corporation in 1933. Dunning held other governmental public housing positions throughout his career until his death in 1945, including various housing and architectural related positions with the Public Works Administration.⁵¹

Until his 1933 appointment by Roosevelt (and subsequent relocation to Washington D. C.), Dunning continued to practice architecture in Chicago despite his positions as a housing authority in governmental agencies. Although he was the sole designer of many buildings, he also collaborated with others. Notable architects Dunning collaborated with include George C. Nimmons, and John McKecknie.⁵²

Besides the National Cloak & Suit Company Building, Dunning is responsible for the design of many buildings throughout the United States and Canada. According to the National Register database, more than eight buildings designed by Dunning are either listed in the National Register as a single site or a contributing to a district. It appears that one building, the Park and Hills Furniture Company Warehouse, Chicago, is pending listing to the National Register.

Constructed in 1912, as a warehouse in proximity to railroad lines is the American Book Company distribution center, a five-story rough-faced brick, limestone and terra cotta building designed by Dunning for the nationally prominent New York textbook publisher. Sited on Cermak Road on Chicago's Near South Side, the American Book Company building, which originally housed a publishing center and distribution warehouse, stands as one of the city's premiere textbook publishing companies.⁵³

Dunning's design for American Book Company included a distinctive 3-story tower above the entry bay; the tower was originally designed to hide a water tank. Constructed of reinforced concrete, the building displays projecting corner bays flanking repetitive bays of recessed fenestration set in groups of three. Compared to the National Cloak & Suit Company building, the American Book Company building adheres to an academic, architectural style, employing Renaissance Revival elements in the exterior design, with Arts and Crafts detailing in the interior. Yet with this building, heavy load-bearing walls used in previous industrial schemes of the turn of the 19th century were eschewed for reinforced concrete construction (with concrete columns and girders), which allowed for the use of maximum window openings, improving the quality and amount of light in the interior.

⁵¹ Henry F. Withey and Elsie Rathburn Withey, *Biographical Dictionary of American Architects (Deceased)* (Los Angeles: New Age Publishing Co., 1956), 184-185.

⁵² "American Book Company Building", 14.

⁵³ Landmark Designation Report, "American Book Company Building", May 1, 2008, 6. The property was determined eligible, but due to owner objection, the building was not listed in the National Register.

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Buildings like the American Book Company led Dunning to further explore the use of reinforced concrete construction. During the same period in industrial architectural design, colleagues George C. Nimmons, Alfred Alschuler and Richard Schmidt, other “progressive Chicago architects of the time,” were also exploring the use of reinforced concrete, either with flat slab designs or ones with beams and girders.⁵⁴

Dunning’s design for The Robert Simpson Company Warehouse, Toronto, appears as a forerunner to the National Cloak & Suit Company Building, Kansas City.⁵⁵ While smaller in scale, the 11-story Toronto facility (measuring 280’ x 115’) displays a similar exterior treatment to the National Cloak & Suit Company building with its three bay pavilion, prominent industrial fenestration and distinct vertical elements. It was one of the largest reinforced concrete fireproof buildings in Canada when it was completed in 1916. Like the expansive exterior of the National Cloak & Suit Company building, the Robert Simpson Company Warehouse displays vast stretches of glass, with the central area “relieved by the more pronounced end pavilions.”⁵⁶

Undoubtedly his best-known commission is that of the American Furniture Mart, Chicago. Dunning, along with architects Henry Raeder and George C. Nimmons, developed the design for the 1924 east end, “the largest reinforced concrete building in Chicago.” One year later, Dunning, with Nimmons designed the steel-framed west end. As originally designed, the American Furniture Mart contained 1,500,000 square feet. In the 1970s and 1980s, the building was converted into condominiums.

In Kansas City, while the National Cloak and Suit Company Building is the only known work by Dunning, the Montgomery Ward Company Building, designed by Frank E. Trask of McKecknie and Trask, architects, and constructed in 1913-1914 (with an additions in 1925, 1966), was also constructed by the Wells Brothers construction company and displays many of the same exterior features as National Cloak. Standing 8 stories in height and measuring 336’ x 434’, the Montgomery Ward Building displays flat slab construction with reinforced concrete columns at 18’ centers and 18” brick firewalls.⁵⁷ A separate power plant for the company was also included in the Trask’s design. Located at 6220 St. John Avenue, the Montgomery Ward Company Building is sited northeast (less than a mile) from the National Cloak & Suit Company Building.

Wells Brothers Construction Company

W. A. and A. E. Wells, a father and son team, first established the firm in Chicago in 1880. The company was prosperous in the 1890s and was chosen as the contractor for many of the steel frame buildings being erected in the city at the time. After the passing of W. A. Wells in 1899, A. E. Wells began a partnership with his two brothers, Fred Amasa Wells and Judd E. Wells. The firm adopted the name Wells Brothers Construction Company soon after.

⁵⁴ George C. Nimmons, “Modern Industrial Plants,” *The Architectural Record* 45 (January 1919), 39.

⁵⁵ Robert G. Hill, “Dunning, Nelson Max,” Biographical Directory of Architects in Canada 1800-1950. <http://dictionaryofarchitectsincanada.org/node/2275>. Accessed 24 July 2017.

⁵⁶ “The Work of N. Max Dunning,” *The American Architect*, 114 (2 February 1921), 111.

⁵⁷ “Montgomery Ward & Company’s Building,” *Construction News* (October 18, 1913), 15.

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The company was responsible for buildings in Chicago as well as in other major cities such as New York and Baltimore. Buildings of note completed by the firm include the Mississippi State Capitol Building (Jackson, MI, NR listed 1969), The Chicago Savings Bank Building (Chicago, IL; NR listed 1975) and The Belvidere Hotel (Baltimore, MD; NR listed 1977).⁵⁸

CONCLUSION

The National Cloak & Suit Company Building, located at 5401 Independence Avenue, Kansas City, Jackson County, Missouri, is eligible for listing in the National Register of Historic Places under Criteria A in the area of COMMERCE. In June 1919, National Cloak & Suit Company, originally established in New York City in 1888 by the Rosenbaum family as a mail-order house, announced the construction of a new western branch in Kansas City, the site of which was chosen over Chicago, St. Louis and Omaha. The Kansas City site was ideally located on a major rail line with corresponding postal facilities, both of great benefit to the success of the new mail-order house, which employed over 2,000 people. When the new mail-order center, designed by N. Max Dunning, opened in 1920 in Kansas City, orders were immediately filled, covering a territory of eight mid-western and southwestern states, including Missouri and Kansas. By 1925, the territory served by National Cloak in Kansas City expanded to include all of the twenty-two (22) states west of the Mississippi River (Figure 24). The construction of the new distribution center in Kansas City allowed the company to provide faster and more efficient delivery service to their clientele in these mid-western and southwestern states (Figure 21-24).⁵⁹ National Cloak began as a source of tailored, made-to-measure women's coats and cloaks but as markets changed, the Rosenbaums recognized the need to stay current by expanding their line of goods with the addition of ready-made clothing to their line of made-to-measure wear. Throughout the firm's history, their catalog merchandise focused on the needs and desires of rural women who did not have access to the fine fashion houses of New York and the east coast, by offering finely made, quality garments at affordable prices through their 450-page catalogue. While families in the urban areas certainly were part of the client base, the target customer was the housewife living in rural areas of the United States. Shortly after Solomon G. Rosenbaum retired from the presidency of National Cloak in 1926, the company began to change merchandise offerings while keeping current with the fashion trends of the period. After the merger in 1927 as the newly formed National Bellas Hess Company, the new corporation operated in a similar manner as Montgomery Ward and The Sears & Roebuck companies. The period of significance for the National Cloak & Suit Company Building begins in 1920, with the completion of construction and ends in 1927, the year that the National Cloak & Suit Company merged with Bellas Hess & Company, New York.

⁵⁸ Richard J. Cawthon, "Mississippi State Capitol," National Register of Historic Places Registration Form. Jackson, MI, 2015.

⁵⁹ National Cloak & Suit Company, "The National Money Saving Style Book: A Guide to Correct Styles," Spring/Summer 1920. Front Cover, 1-5. Special Collections, Missouri Valley Room, Kansas City Public Library, Kansas City, Missouri.

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Verbal Boundary Description:

See Figure 2 for Boundary Map

Boundary Justification:

The nominated property includes 3.5 acres of the original parcel historically associated with the National Cloak & Suit Company Building. The 3.5 acres follows the current perimeter fence line at the north, east south and west boundary of the nominated buildings.

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N/A
Name of multiple listing (if applicable)

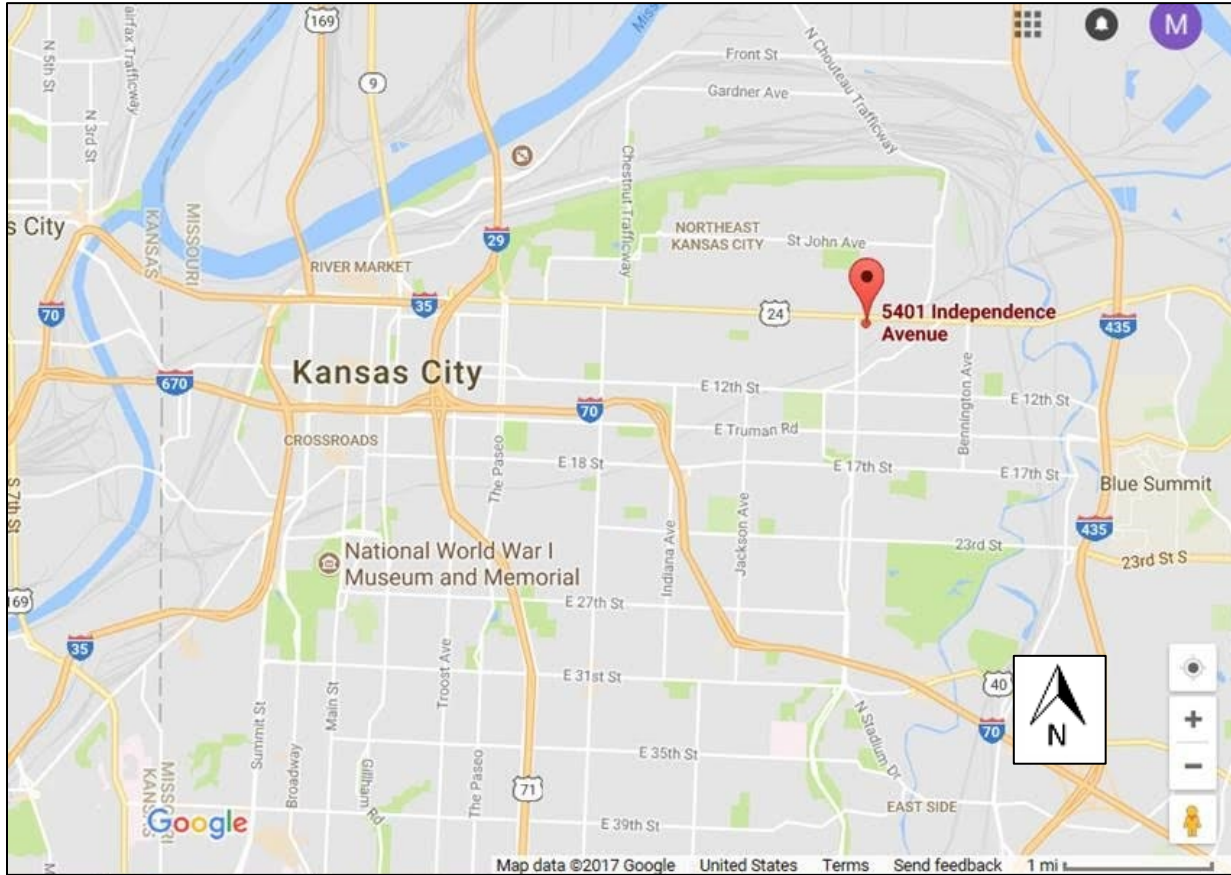


Figure 1 : Contextual Map for 5401 Independence Avenue, location for the National Cloak & Suit Company Building.

Source: "5401 Independence Avenue", Accessed August 2017, Google Maps.

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National Cloak & Suit Company Building
Name of Property
Jackson County, Missouri
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N/A
Name of multiple listing (if applicable)

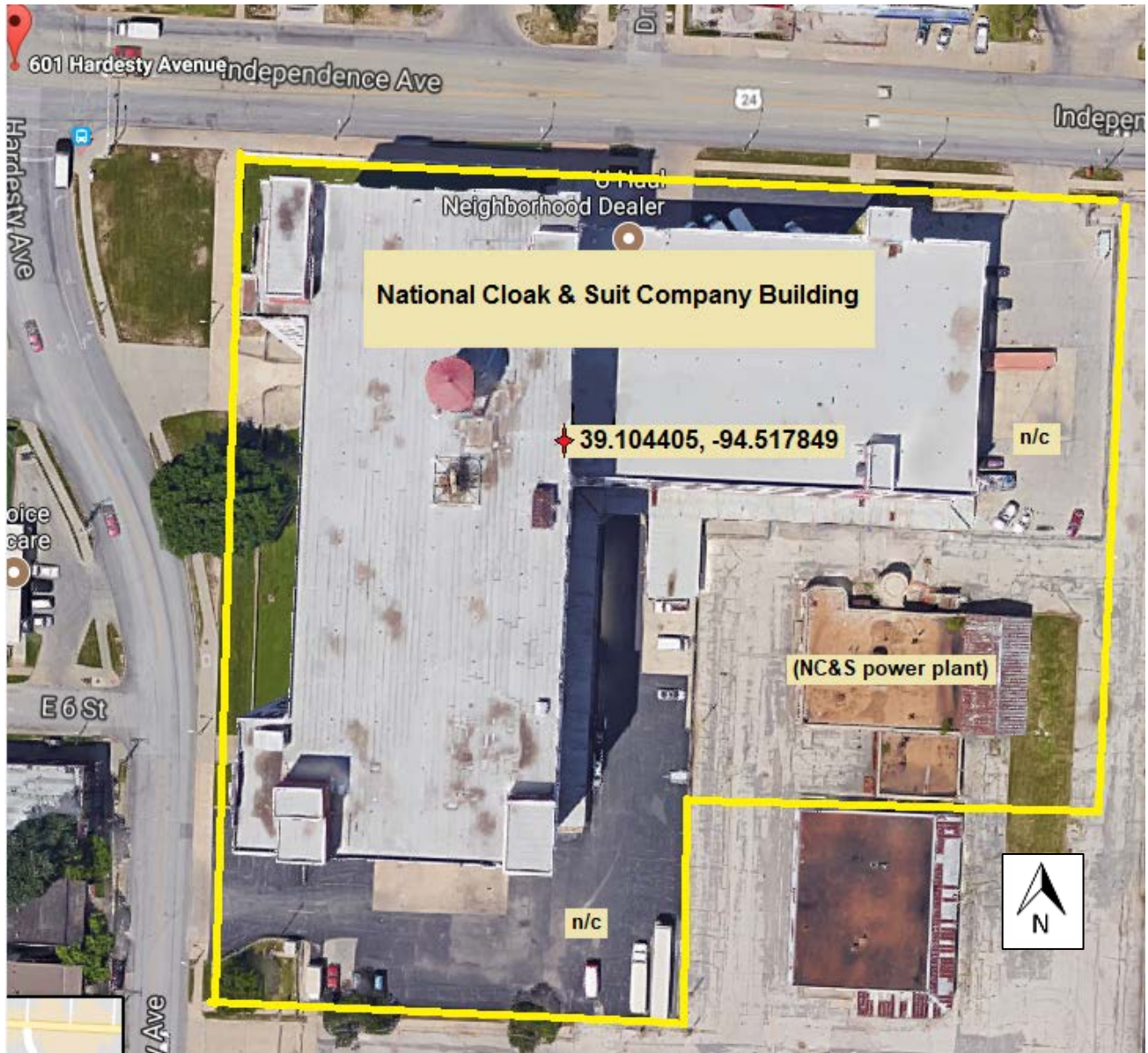


Figure 2: Location Map, satellite view showing main building and separate powerhouse and setting, Accessed July 2017.

Source: City of Kansas City, Missouri, Parcel Viewer for 601 Hardesty at Independence Avenues. Accessed July 2017. <http://maps.kcmo.org/apps/parcelviewer/> (Address: 601 Hardesty for viewing).

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Section number Figures Page 32

National Cloak & Suit Company Building
Name of Property
Jackson County, Missouri
County and State
N/A
Name of multiple listing (if applicable)

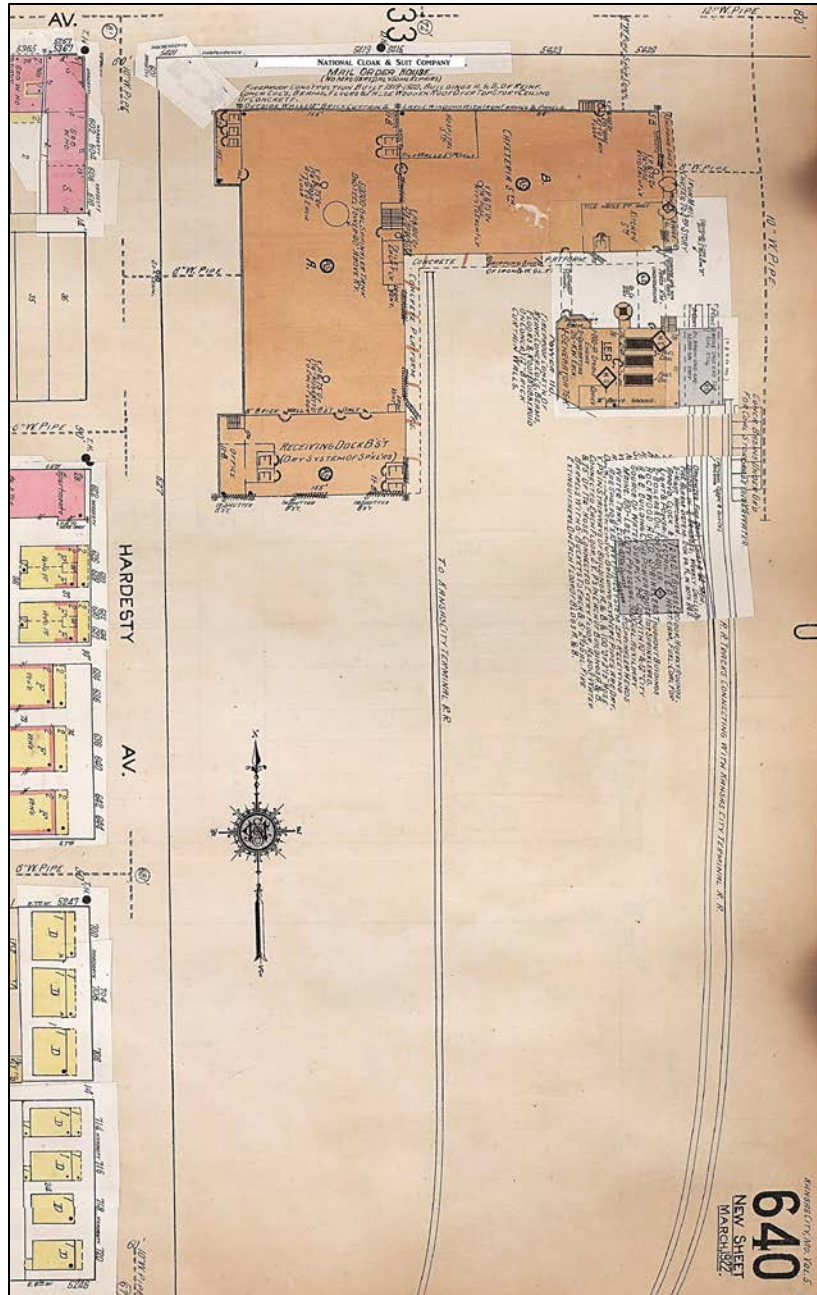


Figure 3: Sanborn Insurance Map Company, "National Cloak & Suit Company," March 1922. Kansas City Missouri, Sanborn Insurance Company, Volume 5, Sheet 640 March 1922.

Source: Special Collections Kansas City Public Library Digital Collection, <http://www.kchistory.org/content/sanborn-map-kansas-city-vol-5-1909-1938-page-p640>

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Continuation Sheet

Section number Figures Page 33

National Cloak & Suit Company Building

Name of Property

Jackson County, Missouri

County and State

N/A

Name of multiple listing (if applicable)

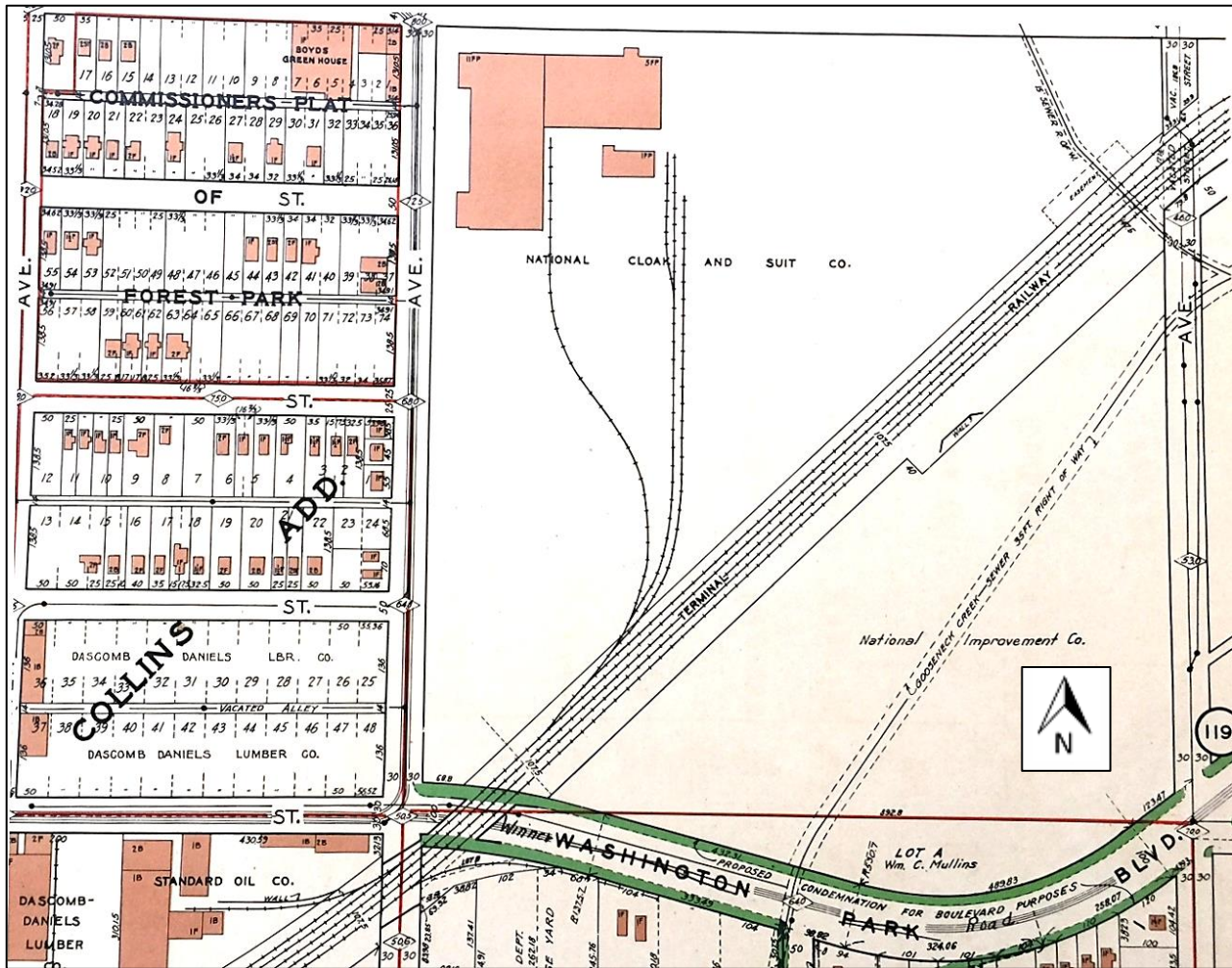


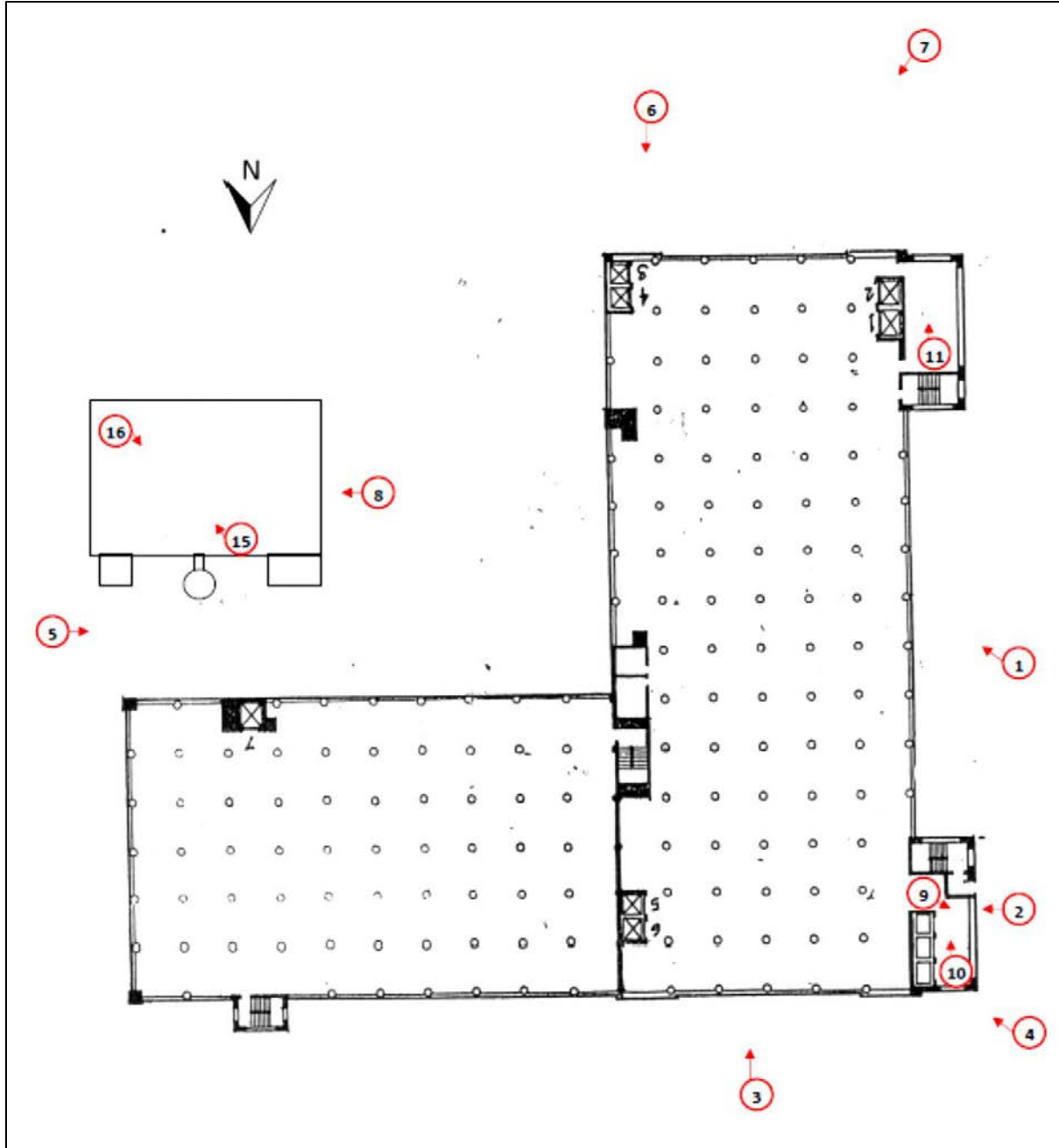
Figure 4: Original site of the 22-acre plot purchased and owned by the National Investment Company, real estate holdings, including the site and building for National Cloak and Suit Company.

Source: *Atlas of Kansas City and Its Environs*, 1925 (Tuttle-Ayers-Woodward, Company, 1925), Plate 10.

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Name of Property
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Not to Scale

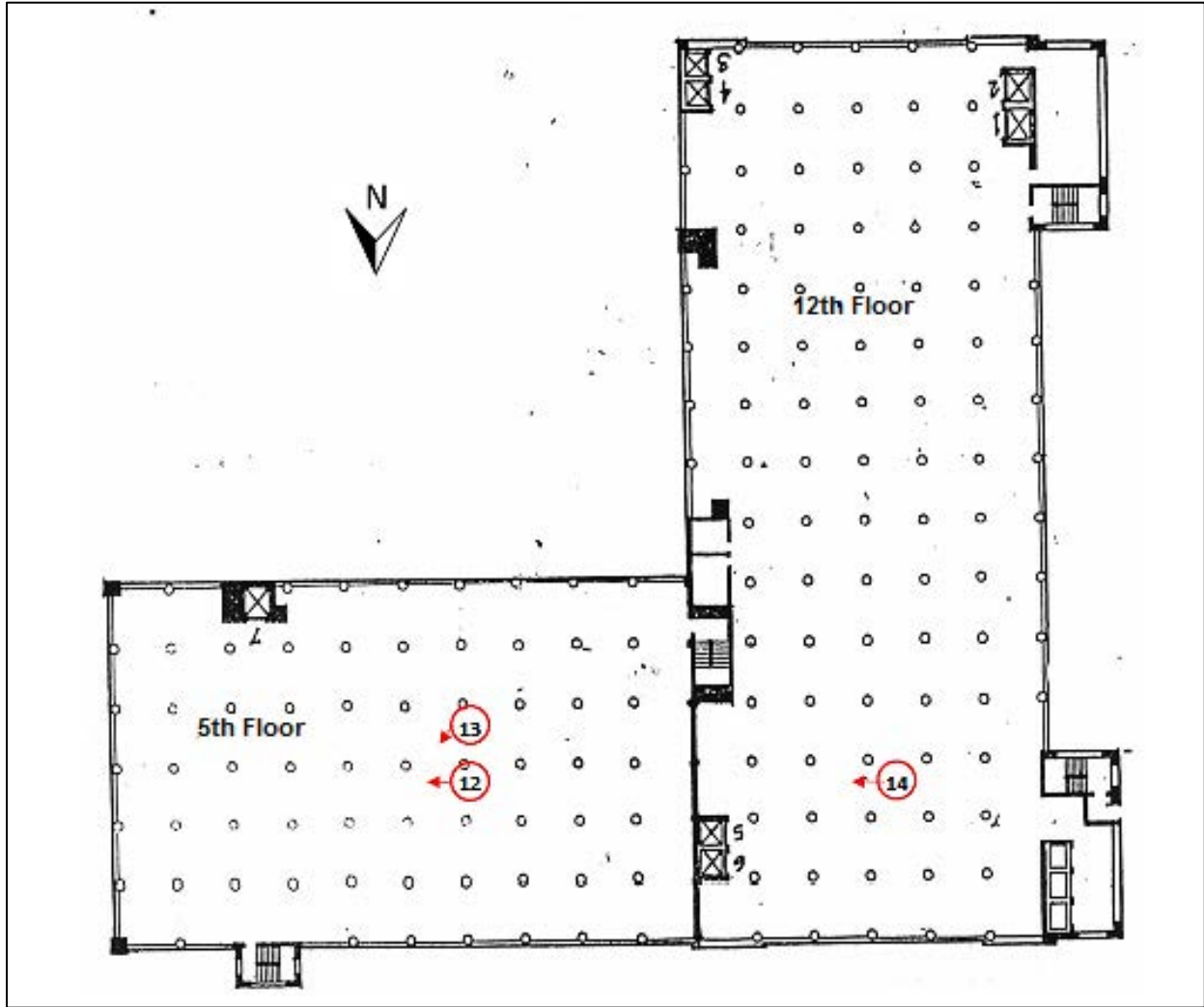
Figure 5: National Cloak & Suit Company Key to Photographs Exterior, Power House, First Floor Plans

Source: One Hardesty, LLC., 5401 Independence Avenue. Corporate records.

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Continuation Sheet

Section number Figures Page 35

National Cloak & Suit Company Building
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N/A
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Not to Scale

Figure 6: National Cloak & Suit Company Key To Photographs at Fifth and Twelfth Floor Levels

Source: One Hardesty, LLC, 5401 Independence Avenue. Corporate records.

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Section number Figures Page 36

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N/A
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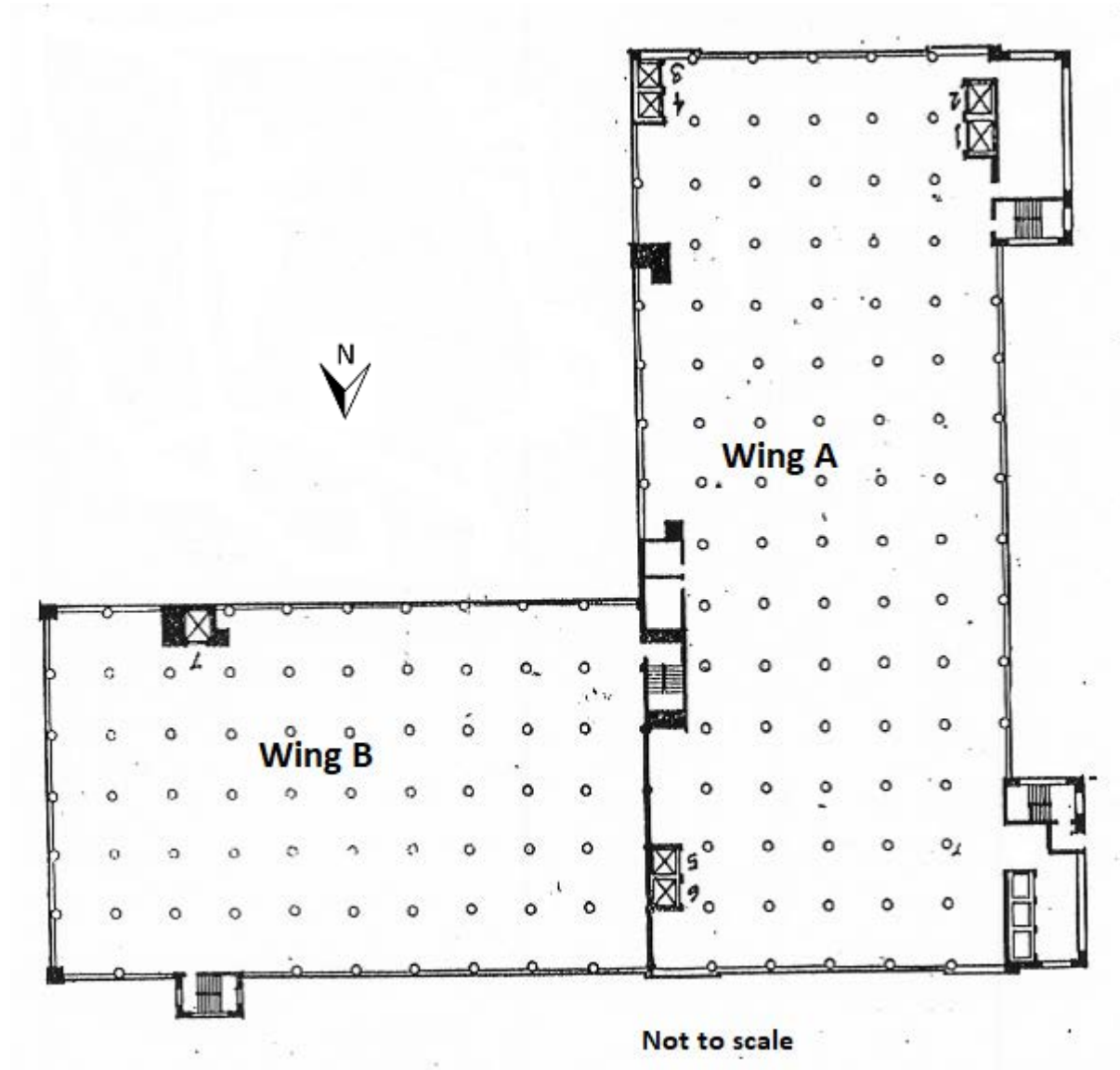


Figure 7: Typical floor plan illustrating column, elevator, and stair placement throughout.

Source: One Hardesty, LLC, 5401 Independence Avenue. Corporate records.

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National Cloak & Suit Company Building

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N/A

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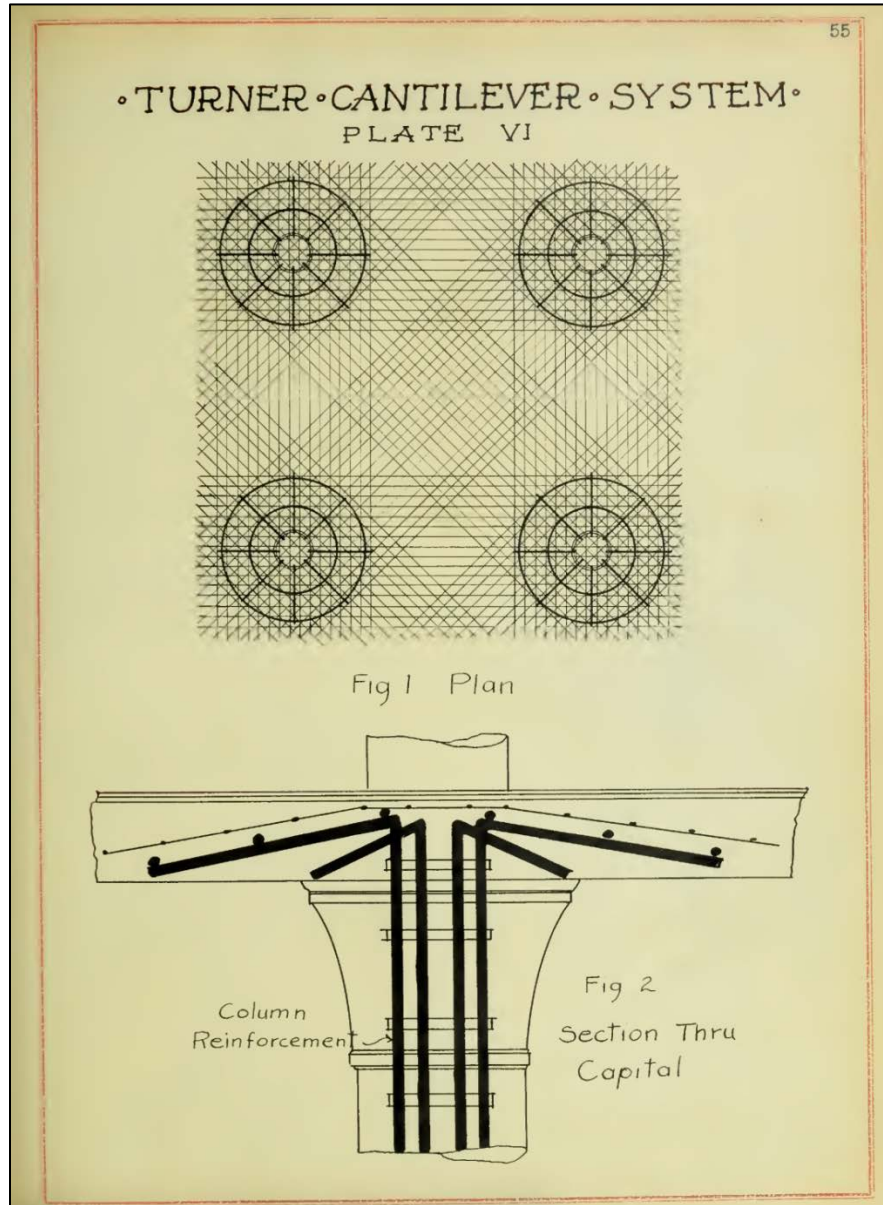


Figure 8: Diagram of C. A. P. Turner's Reinforced Mushroom Column.

Source: William Sidney Wolfe and Harry Anthony Wiersema, "Comparison of Various Floor Systems in Reinforced Concrete," Thesis, College of Engineering, University of Illinois, 1913.

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Name of Property
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N/A
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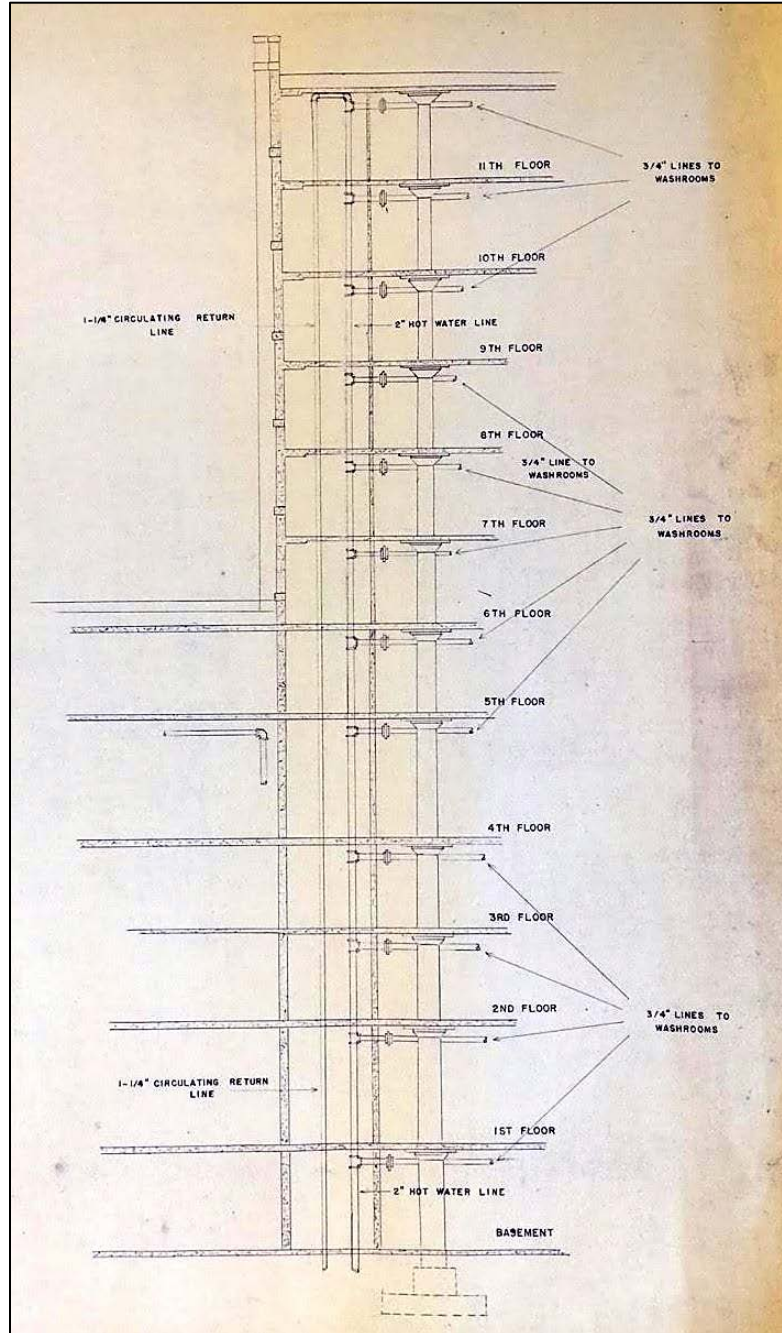


Figure 9: Typical floor sections.

Source: Plan dated 1941 for Building 1. Collection of One Hardesty, LLC.

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National Cloak & Suit Company Building
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189

THE WILLIAM BAYLEY CO.

Steel Windows for Industrial Buildings

SPRINGFIELD, OHIO

BRANCH SALES OFFICES

NEW YORK, N. Y., 110 West 40th Street Telephone, Bryant 1311 BOSTON 9, MASS., 73 Tremont Street Telephone, Haymarket 3285 CHICAGO, ILL., 6 North Michigan Boulevard Telephone, State 7517

Products
 PIVOTED VENT WINDOWS.
 Also manufacturers of Continuous and other forms of Monitor Windows; Steel and Glass Side Walls and Partitions; Window Operators; Steel Doors.

Experience and Service
 Bayley-Springfield steel windows are being extensively used in most American, and in many foreign, cities. Our success depends upon the service we render. Write for illustrated descriptive booklets and for lists of installations.

Bayley-Springfield Warehouse Stock Windows
 Thirty-three kinds and sizes, a variety sufficient in single and combination units to fill almost any desired masonry opening, and provide almost any required ventilation.
 Horizontals and verticals are 1½ in. deep. Vents have double weathered contact, 1¼ in. deep at sides, and 1¾ in. deep top and bottom; are exceptionally strong and tight.
 Glass sizes are 12x18 in. and 14x20 in. The latter is the more economical and, consequently, the more frequently used. Consult our engineers about window problems.

UNIT LAYOUTS WITH VENTS INDICATED BY X MARKS ARE SHOWN HERE AT LEFT AND RIGHT
 Warehouse stock also includes like units without vents

Bayley - Springfield merits are backed by a continuous manufacturing experience dating from 1881, and a steel window manufacturing experience dating from 1910.

SWEET'S CATALOGUE

Figure 10: Advertisement, William Bayley Company. The Bayley Company supplied the steel windows for the National Cloak & Suit Company Building.

Source: *Sweet's Engineering Catalogue* (New York: Sweets Catalogue Service Inc., 1922), 189.

National Register of Historic Places
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Figure 11: Early Architectural rendering for proposed building for National Cloak & Suit Company c. May 1919. Illustration by Ann Dunning for N. Max Dunning, Architect.

Source: Hugh and N. Max Dunning Collection, 1901-1994. Ryerson and Burnham Archives, Ryerson and Burnham Libraries, The Art Institute of Chicago.

Finding Aid Published: 1995

Accession Number: 1994.3

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National Cloak & Suit Company Building

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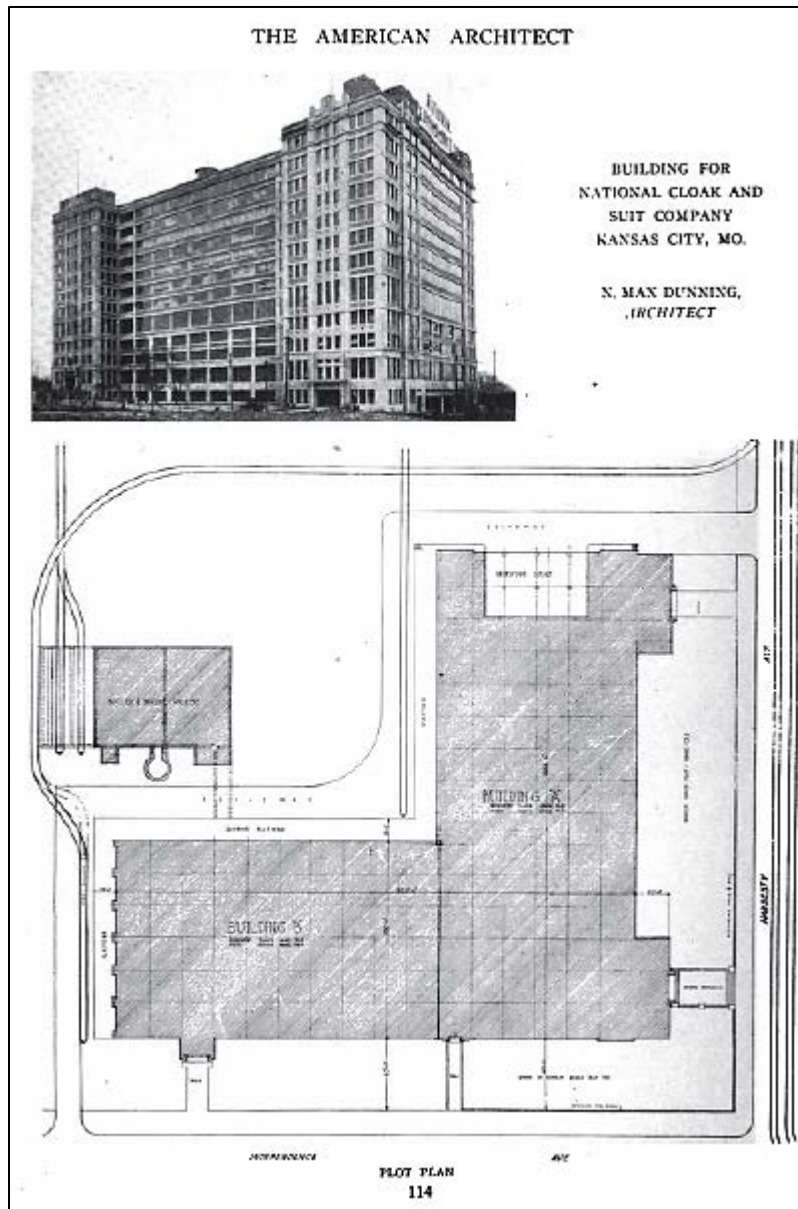


Figure 12: Plot plan and photograph of the National Cloak & Suit Company Building, featured in *The American Architect* 1921

Source: N. Max Dunning, "National Cloak & Suit Company," *The American Architect: Special Index Issue*, Vol. CXIX, 2 February 1921, 114.

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Figure 13: National Cloak & Suit Company
Hardesty and Independence Avenues
Main and south facades; view facing northeast. c. 1920.

Source: Hugh and N. Max Dunning Collection, 1901-1994. Ryerson and Burnham Archives,
Ryerson and Burnham Libraries, The Art Institute of Chicago.

Finding Aid Published: 1995

Accession Number: 1994.3

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Figure 14: National Cloak & Suit Company
Hardesty and Independence Avenues
Main (west) and north façades; view facing southeast, c. 1920

Source: Hugh and N. Max Dunning Collection, 1901-1994. Ryerson and Burnham Archives,
Ryerson and Burnham Libraries, The Art Institute of Chicago.

Finding Aid Published: 1995

Accession Number: 1994.3

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Figure 15: National Cloak & Suit Company
Hardesty and Independence Avenues
East and north façades and the Power House; view facing southwest, c. 1920

Source: Hugh and N. Max Dunning Collection, 1901-1994. Ryerson and Burnham Archives,
Ryerson and Burnham Libraries, The Art Institute of Chicago.

Finding Aid Published: 1995

Accession Number: 1994.3

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Figure 16: National Cloak & Suit Company
Hardesty and Independence Avenues
East façade and Power House, view facing southwest c. 1920.

Source: Hugh and N. Max Dunning Collection, 1901-1994. Ryerson and Burnham Archives,
Ryerson and Burnham Libraries, The Art Institute of Chicago.

Finding Aid Published: 1995

Accession Number: 1994.3

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Figure 17: National Cloak & Suit Company
Hardesty and Independence Avenues
Aerial view of Power House and portion of south façade of Building 'B,' view facing east, c. 1920.

Source: Hugh and N. Max Dunning Collection, 1901-1994. Ryerson and Burnham Archives,
Ryerson and Burnham Libraries, The Art Institute of Chicago.

Finding Aid Published: 1995

Accession Number: 1994.3

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Figure 18: National Cloak & Suit Company
Hardesty and Independence Avenues
Cafeteria fifth floor, Wing "B," view facing northeast, c. 1920.

Source: Hugh and N. Max Dunning Collection, 1901-1994. Ryerson and Burnham Archives,
Ryerson and Burnham Libraries, The Art Institute of Chicago.

Finding Aid Published: 1995

Accession Number: 1994.3

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Figure 19: New York Fashions, National Cloak & Suit Company Catalog, New York, 1908

Source: Internet Archive, Accessed online, June 2017: (Catalog is downloadable as a PDF).
<https://archive.org/details/newyorkfashions100nati>

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Figure 20: 'THE NATIONAL' Money-Saving Style Book, National Cloak & Suit Company, 1920. Source: Full Catalog, Special Collections, Missouri Valley Room, Kansas City Public Library and National Archives and Records Administration, Kansas City Branch Office. Record Group 21. US District Court for the Western District of Missouri-Western Division (Kansas City). Equity and Law Case Files.1913-1938. Case 527. National Cloak & Suit v. Joseph Sonken and Mose Silverman.

National Register of Historic Places
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National Cloak & Suit Company Building

Name of Property

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N/A

Name of multiple listing (if applicable)

Our New Kansas City House
Where You Living Nearer Kansas City Can Now Get Your Orders Filled Quickly

THIS new building, just completed, has twelve stories, with a six-story annex. It contains over 13 acres of floor space and cost over \$2,200,000.

It was built to give you quicker service, so that we could have right near you a complete stock of every kind of "NATIONAL" goods.

*Everything is the same in this building as in New York.
The same goods—the same New York styles—exactly the same. The same prices—exactly the same.*

The only difference is, it is 1,350 miles nearer you. Your letter has to travel 1,350 miles less, your order 1,350 miles less than it did when you sent it to New York. That saves you from five to eight days in getting your goods.

Kansas City now offers you the same courteous treatment—and our Kansas City Manager says he is going to give you quicker service than you have ever received before. Send your order to Kansas City and when in Kansas City come visit us in our new home.

National Cloak & Suit Company
Now At Both
New York and Kansas City, Missouri

NEW YORK
HOME OF THE NATIONAL CLOAK AND SUIT CO.

*Where You Have Traded
In the Past*

THE same goods at the same prices are to be had at both New York and Kansas City. This big sixteen-story New York building is filled with New York styles, selected in New York, made in New York.

The same goods—the same New York styles—exactly the same—are now carried in our big new Kansas City building and are sold at the same prices—exactly the same prices.

Our New York House serves part of our customers. Our Kansas City House will serve the other part—you who live nearest Kansas City.

The only difference will be that you who live near Kansas City will be served quicker—very much quicker than heretofore.

Both buildings will contain the same merchandise, sold at the same prices, it is the same old NATIONAL CLOAK & SUIT COMPANY, at both places. The policy will be the same, your treatment the same, and everything will be sold under the same 31-year old "NATIONAL" Guarantee—Satisfaction or Your Money Back.

National Cloak & Suit Company
Now At Both
New York and Kansas City, Missouri

KANSAS CITY
HOME OF THE NATIONAL CLOAK AND SUIT CO.

Figure 21: Excerpt from National Cloak & Suit Company, Spring/Summer Catalog 1920.

Source: Kansas City Public Library, Special Collections, Missouri Valley Room, Kansas City Public Library.

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National Cloak & Suit Company Building

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N/A

Name of multiple listing (if applicable)

BRINGING
New York and Paris Styles
Almost to Your Front Door

Our Kansas City House Gives You
This Service—And Saves You
5 to 8 Days On Your Order

These Two
Big "NATIONAL" Stores
Sell Exactly the Same Styles
Of Exactly the Same Quality
at Exactly the Same Low
MONEY-SAVING PRICES

YOU enjoy smart New York Styles. You like to dress stylishly and still save money.

But you hate the delay of waiting while your letter travels to New York and your order travels back. And there is the reason why "NATIONAL" opened this big magnificent store in Kansas City, to serve more promptly you who live west of the Mississippi River.

Our Kansas City Store has done away with this annoying delay. Here in Kansas City you now find the same beautiful Paris and New York styles as at "NATIONAL" in New York. Exactly the same. The same good quality, of exactly the same fine value, at exactly the same low price.

But with this big difference—you receive your goods 5 to 8 days quicker when you order from "NATIONAL" at Kansas City.

Truly, Paris and New York styles are right at your own front door at prices that are extraordinarily low—so low that you have the opportunity of saving many, many dollars by shopping at the "NATIONAL."

You Save
5 to 8
Days
on
Your Order

Figure 22: Excerpt, 'THE NATIONAL' Money-Saving Style Book, National Cloak & Suit Company, 1926.

Source: Full Catalog, Special Collections, Missouri Valley Room, Kansas City Public Library and National Archives and Records Administration, Kansas City Branch Office. Record Group 21. US District Court for the Western District of Missouri-Western Division (Kansas City). Equity and Law Case Files.1913-1938. Case 527. National Cloak & Suit v. Joseph Sonken and Mose Silverman.

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N/A
Name of multiple listing (if applicable)

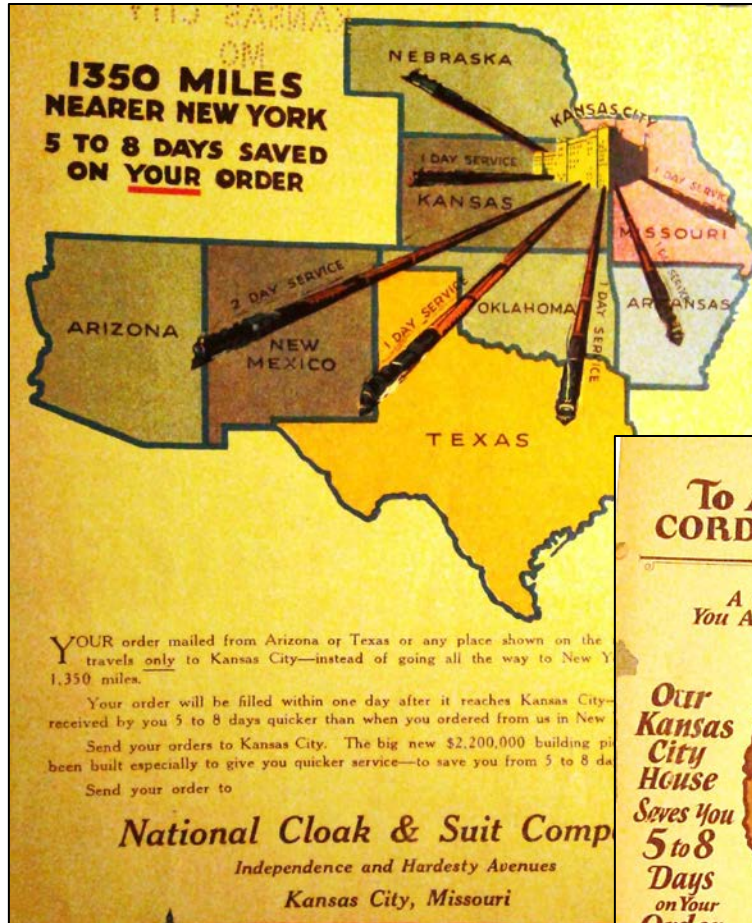


Figure 23: Excerpt from National Cloak & Suit Company, Spring/Summer Catalog 1920.

Source: Kansas City Public Library, Special Collections, Missouri Valley Room, Kansas City Public Library.



Figure 24: Excerpt from National Cloak & Suit Company, Catalog Fall Winter 1926

Source: National Archives and Records Administration, Kansas City Branch Office. Record Group 21. US District Court for the Western District of Missouri-Western Division (Kansas City). Equity and Law Case Files.1913-1938. Case 527. National Cloak & Suit v. Joseph Sonken and Mose Silverman.

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Figure 25: 'The National Perfect Fit Chart' Excerpt from National Cloak & Suit Company, Spring/Summer Catalog 1920.

Source: Kansas City Public Library, Special Collections, Missouri Valley Room, Kansas City Public Library.

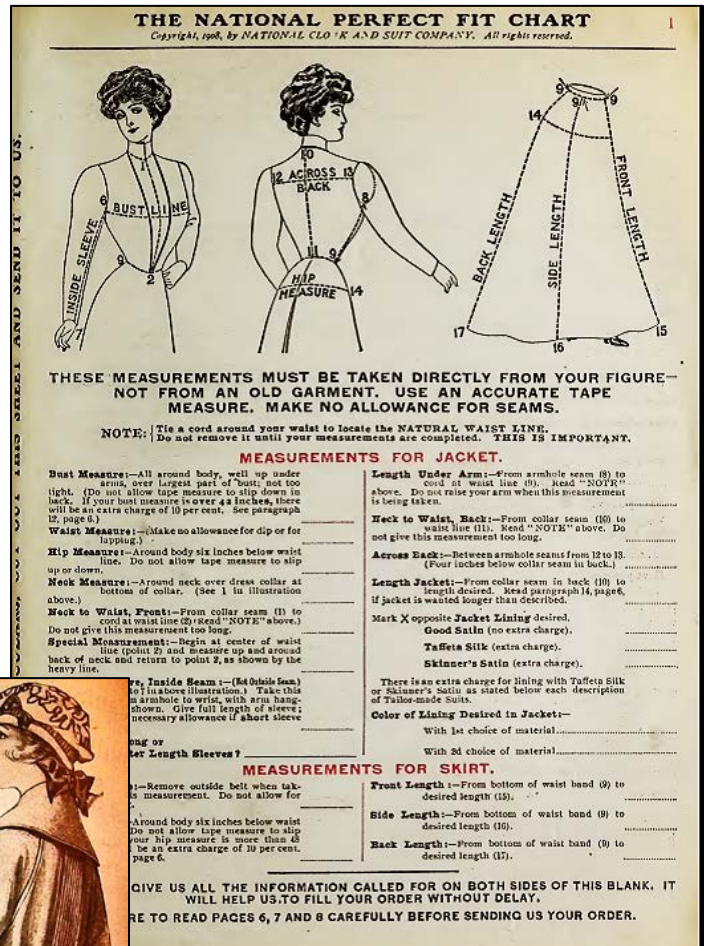


Figure 26: Coats that were tailored to fit according to customer measurements from the 'Perfect Fit Chart' from National Cloak & Suit Company, Spring/Summer Catalog 1920.

Source: Kansas City Public Library, Special Collections, Missouri Valley Room, Kansas City Public Library.

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National Cloak & Suit Company Building
Name of Property
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N/A
Name of multiple listing (if applicable)

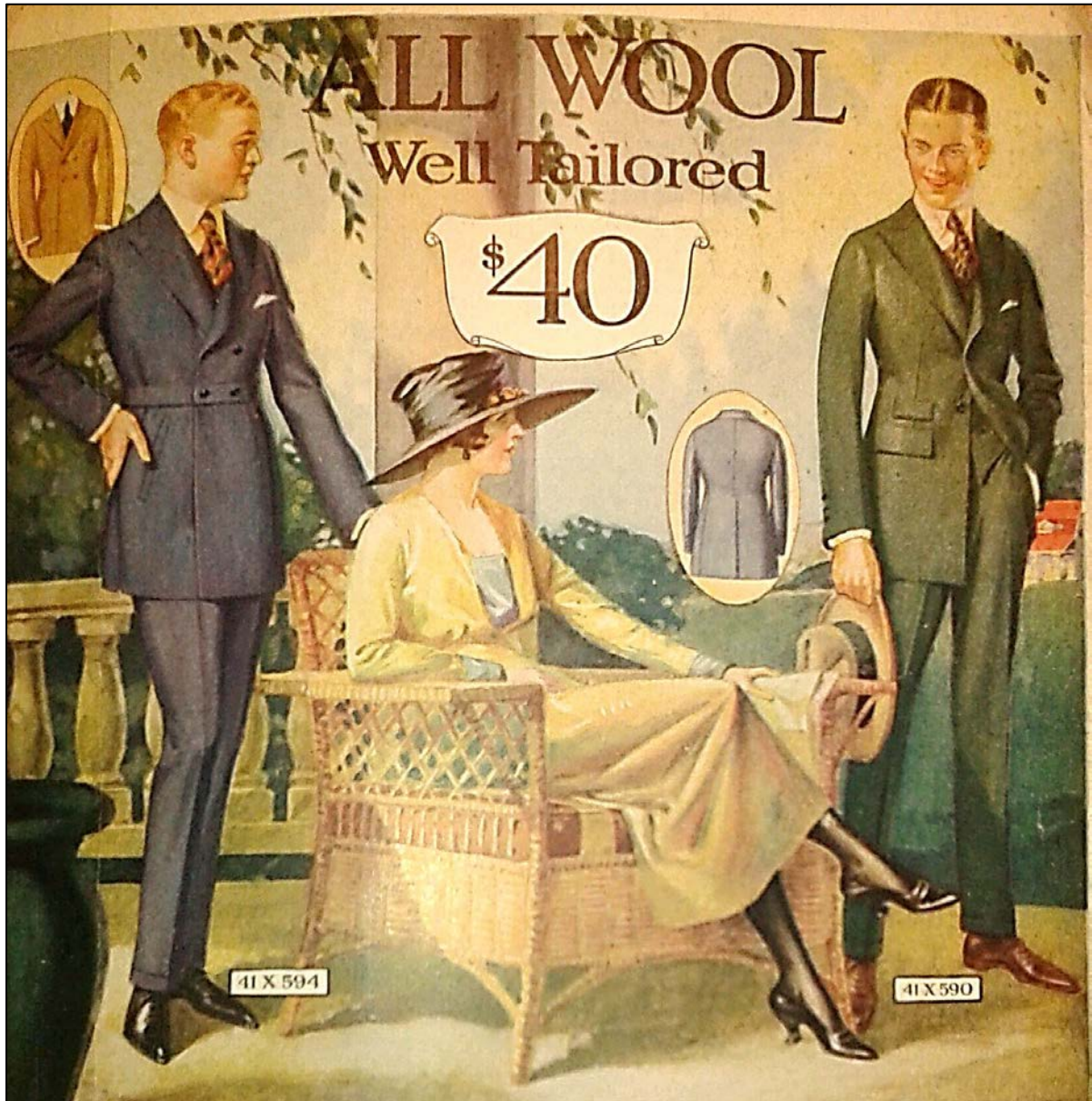


Figure 27: Illustrated back cover, Tailored Styles offered in the National Cloak & Suit Company, Spring/Summer Catalog 1920.

Source: Source: Kansas City Public Library, Special Collections, Missouri Valley Room, Kansas City Public Library

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Figure 28: *The "National" Money Saving Style book National Cloak & Suit Company, New York and Kansas City. Full Catalog, Fall & Winter 1925/1926.*

Source: National Archives and Records Administration, Kansas City Branch Office. Record Group 21. US District Court for the Western District of Missouri-Western Division (Kansas City). Equity and Law Case Files. 1913-1938. Case 527. National Cloak & Suit v. Joseph Sonken and Mose Silverman.

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Figure 29: Cover and excerpt showing changes under Freeman for the last catalog published as *The NATIONAL Money Saving Catalog & Style Book*. Spring/Summer 1927.

Source: "National Suit & Cloak Catalog 1927" Accessed online, September 5, 2017.

<http://www.ebay.com/itm/NATIONAL-CLOAK-amp-SUIT-CO-1927-SPRING-amp-SUMMER-CATALOG-amp-STYLE-BOOK-364-pages-/391592680702>



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Figure 30: First catalog issued after the merger between National Cloak & Suit with the Bellas Hess & Company to form the National Bellas Hess Co, Inc. Catalogue, Fall/Winter 1926-1927.

Source: Art Deco Boulevard Online:

<http://www.artdeco-boulevard.de/de/kataloge/national-bellas-hess-inc/herbst-winter-1927?page=1>

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Figure 31: The American Book Company Building, Chicago, Illinois. N. Max Dunning, architect, 1912.

Source: City of Chicago, Chicago Landmarks. Accessed online, August 2017.
<https://webapps.cityofchicago.org/landmarksweb/web/landmarkdetails.htm?lanId=13149>

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N/A

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Figure 32: The Robert Simpson Company Building, Toronto, Canada. N. Max Dunning, Architect, 1916.

Source: Hugh and N. Max Dunning Collection, 1901-1994.

Ryerson and Burnham Archives, Ryerson and Burnham Libraries, The Art Institute of Chicago.

Finding Aid Published: 1995

Accession Number: 1994.3

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N/A

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Figure 33: N. Max Dunning with George Nimmons, The American Furniture Mart, Chicago, Illinois, 1922.

Source: V. L. Aylward "The American Furniture Mart, World Headquarters For Home Furnishings: Style Shows Which Attract Thousands of Buyers," Accessed Online July 2017:
<https://chicagology.com/skyscrapers/skyscrapers001/>

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Figure 34: Montgomery Ward Company Building, 6220 St. John Avenue, Kansas City, MO. Frank E. Trask of McKecknie & Trask, architect, 1913-1914 with additions.

Source: Robert Askren Photography Collection, CD91. P35, Box 3 Folder 58; Photo, c.1952.
Kansas City Public Library, Special Collections, Missouri Valley Room, Kansas City, Missouri.

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Name of Property
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N/A
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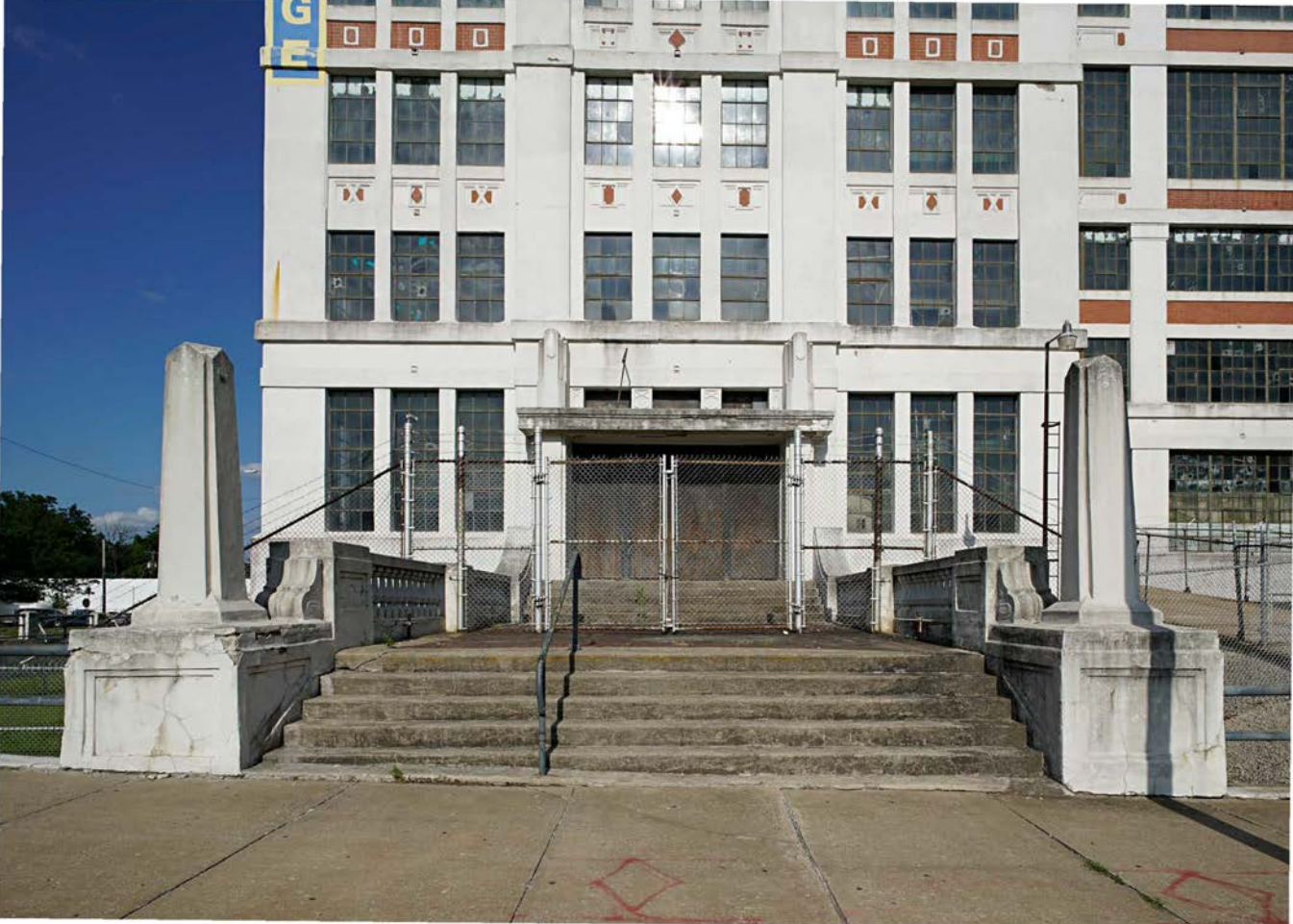
Figure 35: Aerial photo, "National Cloak & Suit Company," 2017. Main and south façade, view facing northeast.

Source: Hopper, Charlie. Photographer. Hardesty Renaissance July 2017



SELF STORAGE

SELF STORAGE































КОНАРЕС ДУАК С.П.О.
САНДИГОДИНА

КОНАРЕС ДУАК С.П.О.
САНДИГОДИНА

КОНАРЕС ДУАК С.П.О.
САНДИГОДИНА

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

Requested Action:

Property Name:

Multiple Name:

State & County:

Date Received: 12/14/2017 Date of Pending List: 1/29/2018 Date of 16th Day: 2/13/2018 Date of 45th Day: 1/29/2018 Date of Weekly List: 2/2/2018

Reference number:

Nominator:

Reason For Review:

- | | | |
|---------------------------------------|--|---|
| <input type="checkbox"/> Appeal | <input type="checkbox"/> PDIL | <input type="checkbox"/> Text/Data Issue |
| <input type="checkbox"/> SHPO Request | <input type="checkbox"/> Landscape | <input type="checkbox"/> Photo |
| <input type="checkbox"/> Waiver | <input type="checkbox"/> National | <input type="checkbox"/> Map/Boundary |
| <input type="checkbox"/> Resubmission | <input type="checkbox"/> Mobile Resource | <input type="checkbox"/> Period |
| <input type="checkbox"/> Other | <input type="checkbox"/> TCP | <input type="checkbox"/> Less than 50 years |
| | <input checked="" type="checkbox"/> CLG | |

Accept Return Reject 1/29/2018 Date

Abstract/Summary
Comments:

Recommendation/
Criteria

Reviewer Barbara Wyatt Discipline Historian

Telephone (202)354-2252 Date _____

DOCUMENTATION: see attached comments : No see attached SLR : No

If a nomination is returned to the nomination authority, the nomination is no longer under consideration by the National Park Service.



City Planning and Development Department
Citywide Planning Division
Historic Preservation Office

16th Floor, City Hall
414 East 12th Street
Kansas City, Missouri 64106-2795
kchp@kcmo.org

(816) 513-2902
Fax (816) 513-2899

October 30, 2017

Toni M. Prawl
Missouri State Historic Preservation Officer and
Director, Department of Natural Resources
P.O. Box 176
Jefferson City, MO 65102-0176

Re: **National Register Nomination** for the *National Cloak and Suit Company Building*

Dear Dr. Prawl:

As a Historic Preservation Planner for the Historic Preservation Commission of the City of Kansas City, Missouri, a Certified Local Government, I am pleased to inform you that the Commission has reviewed the nomination to the **National Register of Historic Places** for the *National Cloak and Suit Company Building* located at 5401 Independence Avenue (607 Hardesty Avenue), Kansas City, Missouri. At the October 27, 2017 hearing of the nomination, the Historic Preservation Commission made a motion to recommend **approval** of the nomination of the *National Cloak and Suit Company Building*.

Commission also recommended that the *National Cloak and Suit Company Building* would be eligible under Criterion C for ARCHITECTURE.

A public notice was printed in the *Daily Record* on October 12, 2017. The City Historic Preservation Office received no letters or calls in opposition to the nomination. Preservation staff recommended approval of the nomination. If you have any questions, please call me at 816-513-2901.

Sincerely,

Bradley Wolf
City Historic Preservation Officer

cc: Mayor Sly James
Troy Schulte, City Manager

Jeffery Williams, AICP Director of the City Development Department
Cydney Millstein and Mary Ann Warfield, Architectural & Historical Research,
Nomination Preparers



Missouri Department of dnr.mo.gov

NATURAL RESOURCES

Eric R. Greitens, Governor

Carol S. Comer, Director

Memorandum

Date: December 5, 2017

To: J. Paul Loether, National Register of Historic Places

From: Mike Sutherland, Deputy SHPO

Subject: National Cloak and Suit Company Building, Kansas City, Jackson County, MO, National Register Nomination

Our state review board, the Missouri Advisory Council on Historic Preservation, approved the above nomination on **November 3, 2017**. 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 Section 36CFR60.6, interim regulations, using the exact notification format recommended by the National Register. **The enclosed disc contains the true and correct copy of the nomination to the National Register of Historic Places.**

Please find enclosed the following documentation:

- 1 CD with original National Register of Historic Places registration form and CLG letter
- _____ Multiple Property Documentation Form
- _____ Photographs
- 1 CD with electronic images
- _____ Original USGS map(s)
- 2 Piece(s) of correspondence (cover letter and signature page)
- _____ Other: _____

Comments:

- _____ Please ensure that this nomination is reviewed
- _____ The enclosed owner objection(s) do _____ do not _____ constitute a majority of property owners.
- _____ Other: _____