United States Departmen National Park Service National Register of Hist		ation Form	RE	SE-979 GEIVED
1. Name of Property				MAR 2 4 2017
Historic name <u>Ker</u> Other names/site number Name of related multip property listing	N/A	f property is not part o	Pidl	eg. of Historic Places
2. Location				
Street & Number: City or town: <u>Knov</u> Not For Publication:	2110 Chapman H xville N/A Vicinit	State: TN	County: Zip: _37920	Knox
As the designated authority I hereby certify that this standards for registering	X nomination properties in the N	request for determ	ination of eligibility r	neets the documentation eets the procedural and
professional requirements In my opinion, the propert property be considered sig	v X meets	does not meet the Na wing level(s) of signif	tional Register Criteria icance:	a. I recommend that this
Applicable National Regis			B X C D	
the second se	dette pro-		3/24/1	2
Signature of certif			Date	
Deputy State Histo State or Federal ag		icer, Tennessee Histor	ical Commission	
State of redefining	ency/bureau or 11	iour Government		
In my opinion, the prope	erty meets o	does not meet the Natio	onal Register criteria.	
Signature of Com	menting Official:		Date	
Title:		State or Fede Government	eral agency/bureau	or Tribal

Kern's Bakery

Name of Property

Knox County, Tennessee County and State

National Park Service Certification	
hereby certify that this property is:	
rentered in the National Register	
determined eligible for the National	Register
determined not eligible for the Natio	onal Register
removed from the National Register	
other (explain:)	
Jong John	5-8-2017
Signature of the Keeper	Date of Action
. Classification	
Ownership of Property	Category of Property
(Check as many boxes as apply.)	(Check only one box.)
Private	Building(s)
Public – Local	District
Public – State	Site
Public – Federal	Structure
	Object
Number of Resources within Property	
(Do not include previously listed resour	ces in the count)
Contributing	Noncontributing
1	buildings
	sites
	structures
	objects
1	Total

2

Kern's Bakery

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6. Function or Use

Historic Functions (Enter categories from instructions) INDUSTRY/ PROCESSING/EXTRACTION/ manufacturing facility **Current Functions** (Enter categories from instructions)

VACANT/NOT IN USE

COMMERCE/TRADE/business

WORK IN PROGRESS

7. Description

Architectural Classification

(Enter categories from instructions.) MODERN MOVEMENT/Art Deco

Materials: (enter categories from instructions.)_Principal exterior materials of the property:

 Other: METAL/Steel

 Foundation: CONCRETE

 Walls: BRICK

 Roof: WOOD

 Other: STONE/Limestone

 Other: GLASS

Narrative Description Summary

The Kern's Bakery was built in 1931 just over the Henley Street Bridge from downtown Knoxville. The brick building is Art Deco in style and contains offices, factory space and a loading garage. The prominent facade of the building is comprised of a two-story central bay flanked on each side by one-story wings. The office area is within the central bay and is two stories . On the interior, the office area has clerestory windows along the back (east) side of the building and a flat roof. The area is flanked by a one-story garage with wooden bowstring trusses and a barrel roof to the south and a factory space with a flat wooden roof structure and a partially below-grade basement to the north. The windows are multi-light steel factory windows of varying sizes. The floors are concrete throughout the ground level and wood in the upper levels of the office. The building retains its historic integrity, retaining most of the original architectural elements but is in need of repair. The area around the building is commercial in nature and represents the suburban expansion in Knoxville surrounding the automobile which occurred from the 1930s through the 1960s.

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Narrative Description

The Art Deco influenced Kern's Bakery building is a wire-cut brick building with load-bearing masonry walls. The façade demonstrates a muted version of the Art Deco style with bold and symmetrical massing and polychromatic geometric designs in the central projecting bay. On the façade the flanking bays contain prominent multi-light steel windows that offer a classical symmetry while reflecting the modern industrial use of the building. The building has a flat roof with a short parapet wall topped with limestone coping now partially covered by metal coping.¹ The side and rear elevations reflect the functional aspect of the building as a factory and contain no ornament.

The factory has a flat roof which is comprised of heavy timber framing with exposed wood decking. The roof framing is supported by a steel beam and column structure. In the late 1930s, a large addition to the factory was made behind the main factory to the east. The addition has a flat wood roof with a steel structure of open web joists and steel columns with a concrete floor. After WWII a metal Quonset hut was added on the east side of the factory. Quonset Huts were developed in the U.S. during World War II as temporary military structures and were relocated for non-military use after the war. The Kern's Quonset hut is located at the southeast corner of the building. It is a metal structure, semicircular in section, with metal corrugated roofing, multi-light steel windows and a concrete floor. The Quonset hut was originally a separate structure but a later addition connected it to the main part of the factory through an addition built around 1960 as Kern's Bakery business expanded.

At the prominent, façade (west elevation), a large concrete stair with oversized buttresses marks the main entry of the offices. There are three central entry doors recessed and set into smooth cut limestone surrounds separated by brick pilasters. Each of the three doors has a wood frame with full light glass topped by an arched transom of leaded glass. On each side of the doors and transoms are small leaded glass transoms and sidelights. Each entry has a cut stone detail between the doors containing three recessed panels. These stone panels follow the arched segmented transoms below. Above each stone panel is a sixteen-light steel window. The office extends on each side of the central entry and each floor has three twelve-light steel windows with an operable vent. These windows have a stone sill and a soldier course of brick at the top of the window as well as below the sill. Between the windows on the first and second story the soldier courses are connected by a vertical header course.

On each side of the central bay on the facade are wings with similar façade design and materials. The southern wing is the original loading area and garage for the bakery and contains a series of three twenty light steel windows, the garage and two more of the twenty light windows. The northern wing contains seven of the twenty light metal windows with an operable center vent. The northern wing has a basement area partially below grade. This bay contains part of the original factory. The basement level to the north has windows in line with the main level windows, but they are twelve-light metal with an operable vent. All of the windows have stone sills and are topped by a soldier course of brick.

On the north elevation the original factory section contains four multi-light windows small short shed extension with a taller small flat roofed extension with wood door. The late 1930sand post-1950 factory expansions are concrete block with a there are a series of eight matching sixteen-light metal windows. Attached to this section is a two-story storage area with a metal door and two small metal windows on the north elevation and two garage bays with metal doors on the east elevation.

The east or rear elevation contains the two garage bays on the north leading to the loading dock with six bays and a protective shed covering and the partially attached 1940s Quonset hut with a corrugated metal covered shed

¹ Metropolitan Planning Commission. Application for Designation: Historic Overlay (H-1 or HZ) Neighborhood Conservation (NC-1). Knoxville, September 2013.

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extension to the south. The Quonset hut has eight six light metal windows and a central metal projection to the north and four six-light windows with a metal vent near the roofline on the east.

The south elevation contains the side elevation of the garage, small loading dock, c.1960 factory addition, and shed extension of the of the Quonset hut. The shed extension has two ca. 1960s large metal garage doors and a single wood door and a double wood door. To the east, the post 1960 factory addition is covered with plywood sheets under a shed roof and a small recessed loading dock with a metal shed covering. The garage section of the original factory is the westernmost section of the building and it contains two series of three six-light windows on the eastern side. The eastern corner of the garage on the south is board formed concrete which transitions to brick, as it was originally built as a retaining wall. The windows reduce in size on the south elevation from west to east to follow the original grade change. Around 1950, Kern's added a prominent metal and neon sign in the shape of a loaf of Kern's bread with three slices falling from it. The sign was repainted to be a loaf of Sara Lee Bread when that company stopped producing Kern's Bread in the late 1990s. The neon has not been operational for many years.

It is possible there were smaller service buildings on the site, but currently the large factory building is the only building within the proposed National Register boundary. Within the proposed boundary, the building retains its orginal greenspace, with the external setting to the west and south containing a mixture of commercial and industrial properties with the Henley Street Bridge to the north of the property.

Interior

Inside of the main entry, a wood stair leads up to second level of the office. The office area has concrete floors on the main level with a wood joist structure above. This portion of the building has hardwood floors and a flat roof. The offices contain paneled doors with nine-symmetrical insets that seem to mimic the modernity of the exterior windows.

The factory has a flat roof which is comprised of heavy timber framing with exposed wood decking. The roof framing is supported by a steel beam and column structure. The factory has a concrete floor. The front portion of the factory is open to later addition factory space. The interior of the garage contains a concrete floor and loading dock with large, wooden bow-string trusses and a wooden barrel vaulted roof. The primary late 1930s addition has a flat wood roof with a steel structure of open web joists and steel columns with a concrete floor.

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Name of Property

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.)

- X 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.
- \underline{X} 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 N/A

(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.
- less than 50 years old or achieving G significance within the past 50 years.

Areas of Significance

(Enter categories from instructions.)

ARCHITECTURE

COMMERCE

INDUSTRY

Period of Significance

1931-1966

Significant Dates

N/A

SignificantPerson(Complete only if Criterion B is marked
above.)

N/A

Cultural Affiliation

N/A

Architect/Builder

W.E. Long and Co.

Knox County, Tennessee County and State

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Statement of Significance Summary

Built in 1913, Kern's Bakery is locally significant under Criterion A and C for its historic significance in industry and commerce and its architectural significance as an industrial example of the Art Deco style. Its period of significance is from 1931 when the building was completed until 1967 during the height of Kern's popularity. The facade retains a high degree of integrity retaining original materials and design. The rear and side elevations contain rear additions that date from the period of significance illustrating the success of the Kern's brand as the factory expanded to increase production. The building overall exhibits a high level of integrity. Kern's Bakery became a Knoxville landmark and successful regional bakery business that expanded from Knoxville with other three other factory locations in Virginia and Kentucky and delivery routes spread through the southeast to Nashville, Atlanta and Greenville, SC. It was well known to Knoxville residents from its prominent location that also served as a retail store, and through its unique family-focused outreach to the Knoxville community. Bread was produced at the factory until 2012. The building is a muted version of the Art Deco style. It contains references to classical architecture with its symmetrical central bay and the modern with modest geometric detailing in the doors, transom, sidelights, and cut stone detailing.

Narrative Statement of Significance

Most people in Tennessee are familiar with the name "Kern's" due to the long lived tradition of Kern's bread and rolls. Kern's Bakery was founded by Peter Kern, a former confederate soldier turned entrepreneur, successful business man and mayor of Knoxville, in the late 1860s in downtown Knoxville. In 1931 under new ownership, Kern's Bakery moved across the river to the Chapman Highway location. At the new location, Kern's bread became a household name and a staple in the region (see Figures 1-6).

Peter Kern was born in 1836 in Germany and moved to America in 1852. Kern first settled in New York, but he disliked the cold winters in the North. Kern first moved south to Charleston, S.C. but then settled in Georgia in 1857. A few years later the Civil War began and Kern joined the Confederate Army. He was wounded in battle and was sent home to recover. Kern left Georgia in late 1863 to rejoin the frontlines in Virginia. While catching his train in Knoxville, the city was taken by the Union Army and Kern was captured as a prisoner. He was released but was not allowed to leave the city until the war was over.²

After the Civil War ended, Kern willingly stayed in Knoxville and opened a bakery with William Heidel who was also from Germany. Kern became the sole owner by the late 1860s. Kern built a new three-story building to house the bakery on the southwest corner of Market Square in 1875. The building was designed by architect Joseph F. Baumann. Kern's confectionary was located on the first floor, his well-known ice cream parlor was on the second floor, and a meeting hall occupied the third floor.³ An 1892 *Handbook of Knoxville* describes the love for Kern's confections: "his delicious wedding cakes, his ice cream and sherbets, his caramels, creams and French candies have always been eagerly sought for by young and old alike."⁴

In 1890, Peter Kern ran for mayor of the City of Knoxville. He was elected and served from January 1890 until January 1892. Kern had other positions as a public servant including serving as a City Alderman. Kern owned multiple businesses and had a great impact on the Knoxville community. After Peter Kern's death in 1907, the confectionary aspects of the business were stopped and only the bakery continued operating. The bakery was run

² Metropolitan Planning Commission. *Application for Designation: Historic Overlay (H-1 or HZ) Neighborhood Conservation (NC-1).* Knoxville, September 2013.

³ Ibid.

⁴ H.M Branson, "Peter Kern" in *Handbook of Knoxville*. Knoxville: Tribune, 1892.

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by the Kern family until they sold the business to John L. Greer, Nathan B. Kuhlman and Roy H. Brown, Sr. in 1925.⁵

John L. Greer had a unique connection to the bakery as he paid his way through law school at the University of Tennessee selling bread at the Kern's Bakery on Market Square. (NR 12/20/1984). After Greer graduated from law school he worked as a city judge. In 1923, he left his position as a judge to partner with Nathan B. Kuhlman to run the St. James Hotel. Kuhlman's family owned the Mono Ice Cream Company, where he and Greer met and worked together as teenagers. In 1925, Greer, Kuhlman, and Brown purchased the Kern's Bakery business and ran the bakery at the Market Square location until 1930. In 1928, Kuhlman sold his share of the company to Greer and Brown and the name was changed to Brown-Greer & Company, Inc. but continued to produce products under the Kern's label.⁶

Swan Brothers Bakery, Kern's local competition, was founded in 1885 and had a nearby downtown retail location within the Market House and a second, small production facility near the intersection of Central Avenue and Broadway. In 1927, the company built a much larger production facility on Magnolia Avenue east of downtown.⁷ Magnolia was a major corridor of East Tennessee and the main connection to downtown Knoxville from the east. This era saw a large increase in the industrialization of food production throughout the world, and local companies followed suit with expansions into factory production (see Figure 7).

During the early twentieth century, sanitation requirements in baking and packaging were enforced. This came after a great deal of propaganda convinced the public and officials that bread must be properly handled and packaged or consumers ran the risk of contamination from germs and diseases such as tuberculosis.⁸ The public became convinced that foods produced in the sanitary conditions of regulated factories were better options than those found locally in less regulated, small businesses. These regulations, coupled with the hugely successful invention of sliced bread in 1928, lead local companies such as Swan's and Kern's to expand or fail.⁹

In 1930, Brown-Greer & Company, Inc. followed this trend of business and shifted focus from the small, locally known brand to a larger production based bakery with goals of regional distribution. The company purchased a large, picturesque tract of land on the south side of the river, across the Henley Street Bridge. The bridge was then under construction and was completed in 1931. The Henley Street Bridge created a stronger connection to South Knoxville and was the main way to access Great Smoky Mountain National Park; thus the area was later coined "the Gateway to the Smokies." The location of factories along main thoroughfares during the early twentieth century was a calculated move. The increased use of the automobile warranted easy access for loading and deliveries. Kern's location along a rail line also allowed easy delivery of flour and grain for production. The location and style of building also served an important purpose for the company's image as most business owners understood that "an exemplary building could be an excellent advertisement."¹⁰

⁵ Metropolitan Planning Commission.

⁶ Metropolitan Planning Commission.

⁷ Simmons, L. "150 to be jobless as bakery closes: Kern's acquires Swan's labels." *Knoxville News Sentinel*, October, 1991.

⁸ Bobrow-Strain, Aaron. *White Bread: A Social History of the Store-Bought Loaf.* (Boston: Beacon, 2012) page 44.

⁹ Bobrow-Strain, *White Bread*, page 55.

¹⁰ Darley, Gillian. *Factory*, (London: Reaktion, 2003), page 168.

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The building at 2110 Chapman Highway was completed in 1931 as the new home for Kern's Bakery and the company's administrative headquarters. The building is a unique Knoxville example of the development of industrial architecture and the shift from dense urban settings to more expansive suburban sites. During this time period, factories were designed to be public images for companies and oftentimes displayed qualities that were less industrial and more civic in nature. A front page article in the May 19, 1931 *Knoxville News-Sentinel*, announced that construction would begin in three weeks on a \$200,000 Kern's Bakery plant that will appear "as pictured here by the architect's pen (see Figure 8). Specifications were to be mailed today by W.E. Long & Co, Chicago architect." The Long architectural firm specialized in developing state of the art plants for industrial bakeries and providing advertised its consulting services in all areas of the industry including: chemistry, accounting, advertising, shop efficiency" (see Figure 9).

During the early years of the Depression, Roy Brown, President of Brown-Greer & Co., proudly announced that, the construction would provide "employment to some 100 workman for about five months" and we "are pleased in being able to make this contribution toward employment." He also noted that local materials would be used whenever possible. The article provided very specific details about the siting of the plant on Maryville Pike "within 300 feet of new Henley Street Bridge. The building will front 310 feet and extend back 107 feet. It will set well back from the street within the front lawn beautified with the front lawn beautified with shrubs and flowers."¹¹

The plant was designed to have a "bread capacity of 60,000 to 75,000 loaves daily" doubling their capacity. Roy Brown said that baking operations "will be confined to the first floor in a smooth flow of operations ending with delivery of wrapped bread in the outgoing garage. A railroad siding will serve the unloading basement in the right wing." Kern's planned to operate a retail store in the building and retain existing stores on Union Avenue and in the Market House.¹²

The bakery is a unique example of factory development of the early twentieth century with the muted Art Deco facade as the public face of the company. In both Europe and the United States, "the architectural choice was generally the Moderne style," for factory design, "ornamented with Art-Deco-derived trim." ¹³ This was due to the idea that "cleanliness [was] the image of modern industry, as grime was of its predecessor."¹⁴ This type of design marks a period of time where factories were built with a public image in mind before mass industrialization turned factory buildings into ancillary structures that were hidden from the public eye or, in many cases, moved to other countries.

The façade of Kern's Bakery demonstrates a muted version of the Art Deco style with bold and symmetrical massing and polychromatic geometric designs in the central projecting bay. On the façade the flanking bays

¹¹ "Bake Shop to Rise Soon," *The Knoxville News-Sentinel*, May 19, 1931.

¹² Ibid.

¹³ Darley, page 175.

¹² Darley, page 198.

¹³ Walters, D. "Kern's Keeps on Truckin'." *Tri-County News*, September, 1976.

¹⁴ Sims, Allen. Inside Knoxville. "A Tour of and Conversation about the Kern's Bakery Building." Accessed October 12, 2016.

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contain prominent multi-light steel windows that offer a classical symmetry while reflecting the modern industrial use of the building. The prominent design of the building masks the industrial use and portrays a sense of importance that would typically be associated with a civic building or school. The Kern's Bakery building served as a billboard for the company to the many passers-by on their way to and from Knoxville. Perhaps, the aroma of freshly baked bread, wafting across Chapman Highway, may have served as even better free advertising for the company.

Two other Art Deco buildings are individually listed in National Register in Knoxville and both were built with a civic rather than corporate function. The Tyson Junior High School (NR Listed 06/05/98) was constructed in 1936 and 1938 and like the Kern's Bakery, the Tyson school has elements of both classical and Art Deco in its more elaborate design. It has a central portico, Corinthian capitals, ornamental detailing, and multi-light windows. The Knoxville Post Office (NR Listed 05/04/84) is much more high-style with highly decorative Art Deco styled lobby described as one of the most notable interior spaces in the city. Kern's Bakery, although muted, represents a commercial use of Art Deco and classical elements.

Kern's Bakery became a Knoxville landmark and very successful regional bakery business with other locations in Bristol, Tennessee, Lynchburg, Virginia, and London, Kentucky.¹⁵ Kern's delivery routes spread through the Southeast to Nashville, Atlanta and Greenville, SC.¹⁶ The Kern's Bakery was well known to Knoxville residents from its prominent location, as the site of a retail store, and through its unique outreach to the Knoxville community focused on families with included field trips, annual holiday events on the factory grounds, and a traveling merry-go-ground.

Kern's became a family tradition in the Southeast and was largely connected with the local community. The company's continued success at the new location brought about civic engagement focused on families that helped developed brand loyalty and fond associations with the Kern's Bakery building. The building itself was made available to the public through the retail store and school field trips.

In 1954, the company introduced the Kern's carousel, a mobile carousel available for parties and community events at no cost (see Figure 10). The carousel was wildly popular and had a full schedule of four birthday parties a day, Tuesday through Thursday, and one or more community events on Saturdays. Booked months in advance, the carousel had its own Kern's staff person who delivered and operated it as a public service. For 33 years, Collum Collins was known as the "merry-go-round man" and served the children of Knoxville. According to Wayne Wood, who grew up attending birthday parties with the carousel, during the 1960s, Collins would pull the "merry-go-round onto a flat place in the honoree's back yard and set it up and arranged the kids on it so that the sides were balanced and it wouldn't perilously spin out of control. It probably had about a 10-kid capacity, so if the party had a lot of kids you'd have to wait your turn." Wood says that when the party was over Mr. Collins would go back to the truck and "hand every child a little plastic bag with a miniature load of bread, baked especially for birthday parties." He said that this bread "tasted way better than the regular, large loaves of bread that mom bought at the store, despite the fact that it was baked using the same ingredients in the same ovens in the same bakery. Those big loaves weren't birthday party bread."¹⁷ The Kern's Merry-Go-Round is evidence of

¹⁵ Escar Thompson, "Just a Sideline," *The Courier-Journal*, April 25, 1975.

¹⁶Walters, D. "Kern's Keeps on Truckin'

¹⁷ Wayne Wood, "Riding the Birthday Merry-Go-Round," *Vanderbilt University Medical Center House Organ*, June 2004. Available from: http://www.mc.vanderbilt.edu/vumcpub/index.html?articleID=309

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the success of the Kern's brand. The pervasiveness of Kern's Bread throughout Knoxville and the surrounding region allowed them to fund the successful marketing strategy until 1993.¹⁸

Kern's Bakery also held an annual Christmas event on the factory grounds that is also remembered fondly by Knoxville residents. Laura Heinz who grew up in South Knoxville during the 1960s recalls that during the Christmas event as a child that she

would ride the little merry-go-round, and get a small loaf of bread. The bakery also had a phone out front where we could call and talk to Santa Claus. "Santa" seemed believable because he would comment on what we were wearing or say something about our sibling, or a doll we were carrying. Of course we didn't realize that we were talking with what was likely a Kern's Bakery employee sitting in one of the front windows looking out at the child standing on the front lawn on the phone. I also remember the amazing smell of baking bread every time we drove by, as well. My mother and aunt have memories of going to Kern's Bakery every week to buy day old bread with their mother.¹⁹

Kern's advertising shows that the company evolved its production to continue its success. A 1953 advertisement touts that Kern's hamburger buns and wiener buns easier to use and keep fresh due to their new "show window" package that could be placed directly in the oven for heating (see Figure 11). In 1955, Kern's painted buses to look like its popular sandwich Pullman loaf (see Figure 12). By the 1960s, Kern's teamed with local industry giant Eastman Kodak and advertised its new Eastman polypropylene packaging made in Kingsport, Tennessee that provided "lasting flavor, aroma, and freshness" (see Figure 13).

By the 1960s and 1970s at the height of its sales, Kern's was producing television advertising to reach its broad consumer base. In 1966, Kern's advertising firm contracted with Jim Henson to produce eight advertising spots featuring two Muppets named Tommy and Fred (see Figure 14).²⁰ In 1976 during the nation's bicentennial, Kern's produced a nostalgic ad that featured a small 1925 Kern's bread truck in contrast with the 1976 semi-truck.²¹

By 1976, Kern's factories were producing an estimated 400,000 pounds of bread a week and the Knoxville plant had over 150 routes to deliver the fresh bread to retailers. In the 1970-80s, brothers T.G. Brown and Roy Brown Jr. had taken over their father's role as running the company and served as Chairman and President of the board respectively. Roy Brown, Jr. stated in a 1976 newspaper article that "in 1925 total sales reached \$50,000 and this year will hit the \$75,000,000 mark."²²

In the 1980s, grandson of the founder Roy Hogan Brown III took over as president. As profits declined for the regional baker, Brown III's sold Kern's Bakery to Sara Lee in 1989. Sara Lee continued to operate out of the Kern's Bakery but discontinued the Kern's brand in the late 1990s, repainting the prominent neon sign to read Sara Lee instead of Kern's (see Figure 15). In 2008, due to popular demand, Sara Lee brought back the Kern's

 ¹⁸ Amy McRary, "Dave Moore seeks to make carousel merry again," *The Knoxville News-Sentinel*, July 18, 1995.
 ¹⁹ Interview with the author, March 20, 2017.

²⁰ The Jim Henson Company Archives. *Jim Henson's Red Book*. "1/10-12/1966 – 'Filmed 8 commercials for Kern's Bread,'" Available from: https://www.henson.com/jimsredbook/wp-

content/uploads/2015/01/COM_KernsBread_Promo_01.jpg Accessed 14 February 2017.

²¹ Walters, D. "Kern's Keeps on Truckin'." *Tri-County News*, September, 1976.

²² Ibid.

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brand, and it was exclusively made at the original Knoxville location and sold regionally at Food City stores. Sara Lee bread was produced at the factory until 2012.

The Kern's Bakery remain a prominent building in South Knoxville. Kern's Bakery's industrial and commercial success throughout much of the twentieth century, and its distinctive industrial version of the Art Deco style make it a significant and recognizable feature of Knoxville's cultural history. The building is locally significant under Criterion A for its historic significance in industry and commerce and Criterion C for its architectural significance as an industrial example of the Art Deco style. Its period of significance is from 1931 when the building was completed until 1967 during the height of Kern's popularity.

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9. Major Bibliographic References

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preliminary determination of individual listing (36 CFR 67 has been requested)		State Historic Preservation Office
previously listed in the National Register		Other State agency
previously determined eligible by the National Register		Federal agency
designated a National Historic Landmark		Local government
recorded by Historic American Buildings Survey #		University
recorded by Historic American Engineering Record #		Other
recorded by Historic American Landscape Survey #	Nan	ne of repository:

Kern's Bakery		Knox County, Tennessee
Name of Property		County and State
10. Geographical Data		
Acreage of Property 2.7	USGS Quadrangle	Knoxville USGS Quad147 NW
Latitude/Longitude Coordinates (enter coordinates to 6 decimal places)		
1. Latitude: 35°57'12.1"N	Longitude: 83°54'56.1"	W
2. Latitude: 35°57'10.0"N	Longitude: 83°54'54.5"	W
3. Latitude: 35°57'14.7"N	Longitude: 83°54'50.2"	W
4. Latitude: 35°57'12.3"N	Longitude: 83°54'48.6"	W

Verbal Boundary Description

The property is bounded by Chapman Highway to the West, Knoxville & Holston Railroad line to the North, and adjacent parcel property lines to the East and South.

Boundary Justification

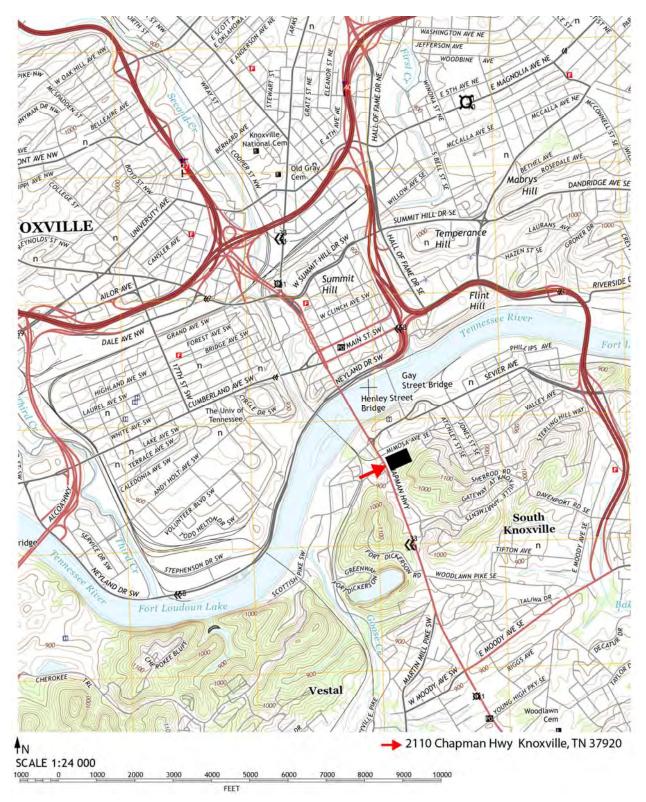
The boundaries of this nomination are consistent with the tax parcel on which the building is located.

Kern's Bakery

Name of Property

Knox County, Tennessee County and State

Location Map, Knoxville USGS Quad147 NW

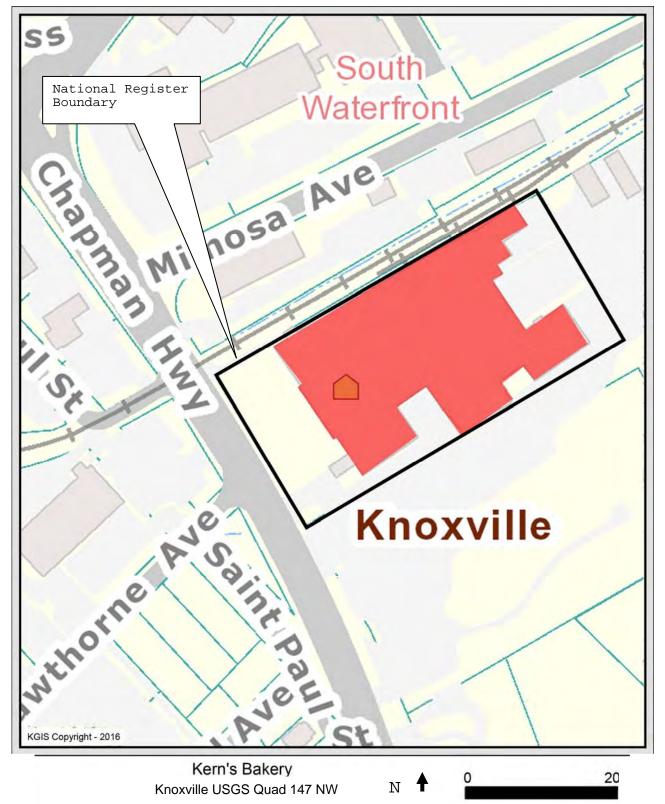


Kern's Bakery

Name of Property

Knox County, Tennessee County and State

Boundary Map with building outline



Kern's Bakery

Name of Property

Knox County, Tennessee County and State

11. Form Prepared By

Name	Mark Heinz, Owner/Architect	Mark Heinz, Owner/Architect		
Organization	Dewhirst Properties			
Street & Numbe	r 123 S Gay Street	Date <u>March 20, 2017</u>		
City or Town	Knoxville	Telephone 865-971-3137		
E-mail m	ark@dewhirstproperties.com	State TN Zip Code 37	7902	

Additional Documentation

Submit the following items with the completed form:

- Maps: A USGS map or equivalent (7.5 or 15 minute series) indicating the property's location.
- **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to map.
- **Photographs** (refer to Tennessee Historical Commission National Register *Photo Policy* for submittal of digital images and prints)
- Additional items: (additional supporting documentation including historic photographs, historic maps, etc. should be included on a Continuation Sheet following the photographic log and sketch maps)

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 100 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.

> Knox County, Tennessee County and State

Name of Property

Photo Log

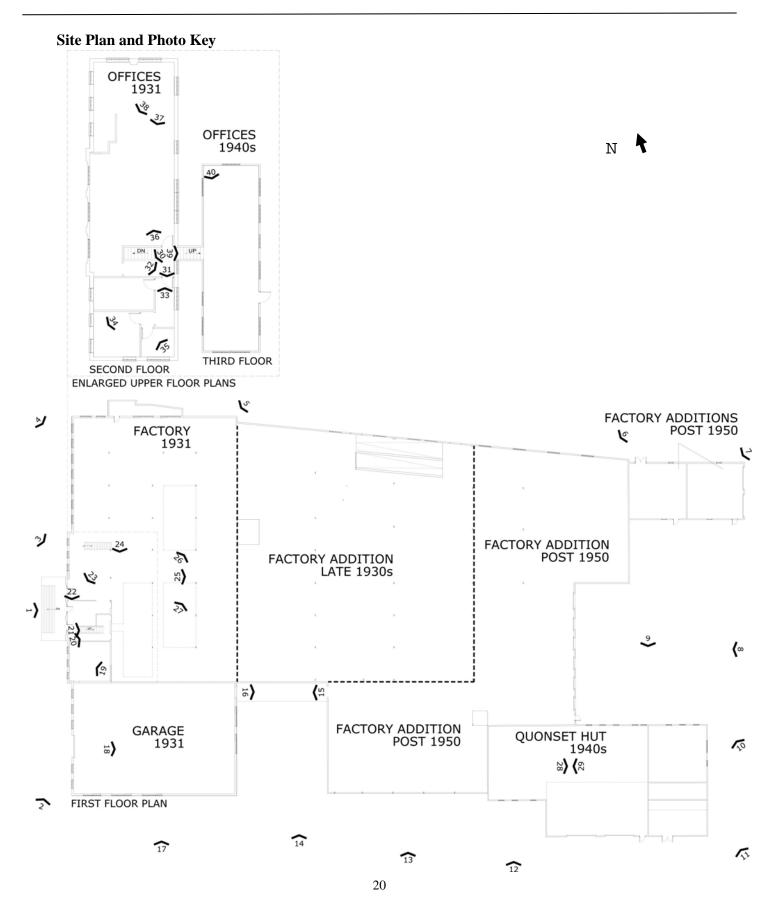
Kern's Bakery

Name of Property: Kern's Bakery City or Vicinity: Knoxville State: Tennessee County: Knox Date Photographed: 6-25-16 Photographer: Mark Heinz Description of Photograph(s) and number, include description of view indicating direction of camera: 1 of 40 - Exterior - West elevation. Photographer facing east. 2 of 40 - Exterior - West elevation. Photographer facing northeast. 3 of 40 - Exterior - West elevation. Photographer facing southeast. 4 of 40 - Exterior - West elevation. Photographer facing southeast. 5 of 40 - Exterior - North elevation. Photographer facing southwest. 6 of 40 - Exterior - North elevation. Photographer facing southwest. 7 of 40 - Exterior - North elevation. Photographer facing southwest. 8 of 40 - Exterior - East elevation. Photographer facing west. 9 of 40 - Exterior - East elevation. Photographer facing northwest. 10 of 40 - Exterior - North elevation of Quonset hut. Photographer facing southwest. 11 of 40 - Exterior - East and South elevations of Ouonset hut. Photographer facing northwest. 12 of 40 - Exterior - South elevation. Photographer facing north. 13 of 40 - Exterior - South elevation. Photographer facing north. 14 of 40 - Exterior - South elevation. Photographer facing north. 15 of 40 - Exterior - Loading dock at South elevation. Photographer facing west. 16 of 40 - Exterior - Loading dock at South elevation. Photographer facing east. 17 of 40 - Exterior - South elevation. Photographer facing north. 18 of 40 - Interior - Garage interior. Photographer facing east. 19 of 40 - Interior - First floor office interior. Photographer facing west. 20 of 40 - Interior - First floor office interior at stair. Photographer facing east. 21 of 40 - Interior - First floor office interior at stair. Photographer facing east. 22 of 40 - Interior - First floor office interior. Photographer facing south. 23 of 40 - Interior - First floor office interior. Photographer facing southwest. 24 of 40 - Interior - Factory interior. Photographer facing south. 25 of 40 - Interior - Factory interior. Photographer facing east. 26 of 40 - Interior - Factory interior. Photographer facing northeast. 27 of 40 - Interior - Factory interior looking at clerestory pop ups. Photographer facing northeast. 28 of 40 - Interior - Quonset hut interior. Photographer facing east. 29 of 40 - Interior - Quonset hut interior. Photographer facing west. 30 of 40 - Interior - Second floor office interior at stair. Photographer facing west. 31 of 40 - Interior - Second floor office interior at stair. Photographer facing south. 32 of 40 - Interior - Second floor office interior. Photographer facing southeast. 33 of 40 - Interior - Second floor office interior. Photographer facing north. 34 of 40 - Interior - Second floor office interior. Photographer facing southwest. 35 of 40 - Interior - Second floor office interior. Photographer facing northwest. 36 of 40 - Interior - Second floor office interior. Photographer facing northwest. 37 of 40 - Interior - Second floor office interior. Photographer facing southwest. 38 of 40 - Interior - Second floor office interior. Photographer facing southwest. 39 of 40 - Interior - Second floor office interior up to third floor. Photographer facing east. 40 of 40 - Interior - Third floor office interior. Photographer facing south.

Kern's Bakery

Name of Property

Knox County, Tennessee County and State



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Kern's Bakery
Name of Property
Knox Co Tennessee
County and State
N/A
Name of multiple listing (if applicable)

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Photo c.1931 of Kern's from Northwest



Photo c.1931 of Kern's from Southwest

Figure 1: c. 1931 views of Kern's Bakery, collection of

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Knox Co Tennessee
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N/A
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Figure 2. Photo c.1931 of Kern's from Southwest at night, collection of the author



Figure 3. Undated photo of garage interior showing bowstring trusses and delivery trucks, collection of the author

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N/A
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Figure 4. Photo c.1936 of Kern's from West, collection of the author



Figure 5. Photo c.1936 of Kern's from South looking up Chapman Highway across Henley St. Bridge

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Kern's Bakery
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N/A
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Figure 6. Colored post card of Kern's West elevation, c. 1936, collection of the author

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N/A
Name of multiple listing (if applicable)

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Figure 7. Photo c. 1928 of Swan's Brothers Bakery on Magnolia

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 Kern's Bakery

 Name of Property

 Knox County, Tennessee

 County and State

 N/A

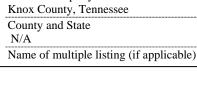
 Name of multiple listing (if applicable)



Figure 8. 1931 *The Knoxville News-Sentinel* article announcing bids for Kern's Bakery plant

National Register of Historic Places Continuation Sheet

Section number <u>8</u> Page <u>27</u>



(III)

Kern's Bakery

Name of Property

STERN MILLER 1 de l 田前市 開網配時期四月時日 相關所證明目標例則 Have your business analyzed J UST as an individual, overcubident and hordina, finds himself auddenly in a serious physical condition, as many a balar, neglecting proper foresight, antispectedly finds himself confirmited by a strain in his production. "He prepared" is as good for your himisess as for your leady. You aloudd heavy your imises theroughly. Yet you wanned be expect in all its branches—chemistry, ar-counting, advertising, shop efficiency and all the other complexities of the basimet You should heavy your forwars compare with the state of a there belore. But how? These year inciness analyzed. And by expects who specialize in the bakery index-try show. Thill W. E. LONG COM-FANY were us resolvered by peculiate sta-money problems. They give you as insight and a set on the start of the bakery many problems. They give you as insight on the firsth, earning view point of resided di-meters a This great, communities help in-courses but a modem (ex. Our complete and rounds d-out service is offered to any luker who eperates a first-stars plant or is alloud to build rea-To unit other lakers, large or small, at The store attact tailers, large or anall, as with only some associated part of our strength, and the start at the start tail the departments of Laboratory, Shop Efficiency, Accounting, Advertaing and Porthageng If you are internated on will be used to avoid factility internations THE W. F. LONG CO. SCIENTIFIC SERVICE FOR BARENA Adverticing Account Laboratory Purchastra Hurth Clark Street CHILAGO, BLUNDS

Have your business analyzed

J UST as an individual, overconfident and heedless, finds himself suddenly in a serious physical condition, so many a baker, neglecting proper foresight, unexpectedly finds himself confronted by a crisis in his business.

"Be prepared" is as good for your business as for your body. You should know your business thoroughly. Yet you cannot be expert in all its branches—chemistry, accounting, advertising, shop efficiency and all the other complexities of the business. You should know your costs accurately; you should know how your figures compare with the costs of other bakers. But how?

Have your business analyzed. And by experts who specialize in the bakery industry alone. THE W. E. LONG COM-PANY service is rendered by specialists who understand practical baking, and the baker's many problems. They give you an insight such as no one else can, for they bring you the fresh, outside viewpoint of trained observers. This great, constructive help involves but a modest fee.

Our complete and rounded-out service is offered to any baker who operates a firstclass plant or is about to build one.

To such other bakers, large or small, as wish only some special part of our service, THE W. E. LONG COMPANY has at its call the departments of Laboratory, Shop Efficiency, Accounting, Advertising and Purchasing.

> If you are interested we will be glad to send further information.

THE W. E. LONG CO.

SCIENTIFIC SERVICE FOR BAKERS Advertising-Accounting-Laboratory-Purchasing

155 North Clark Street. CHICAGO, ILLINOIS

Figure 9. 1922 advertisement for the W.E. Long Co., an architectural firm and consultant that specialized in bakeries, from the *Northwestern Miller*

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Kern's Bakery
Name of Property
Knox County, Tennessee
County and State
N/A
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Figure 10. 1950s view of the Kern's Merry Go Round

Source: Pinterest, Saved by sptiii@bellsouth.net, "The Kern's Bread Merry Go Round...A MUST for every birthday party for kids in the 50's!! (R.I.P. Mr. Collins)" Available from <u>https://www.pinterest.com/pin/369858188123414604/</u>

Accessed 02/14/17

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Figure 11. 1953 Kern's newspaper ad advertising the "revolutionary package" that can be heated in the oven from the Kingsport Times, June 29, 1953

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 Kern's Bakery

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 Knox County, Tennessee

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 N/A

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Figure 12. Kern's Bakery Special bus advertisement in the *Kingsport Times*, February 8, 1953

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Kern's Bakery
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N/A
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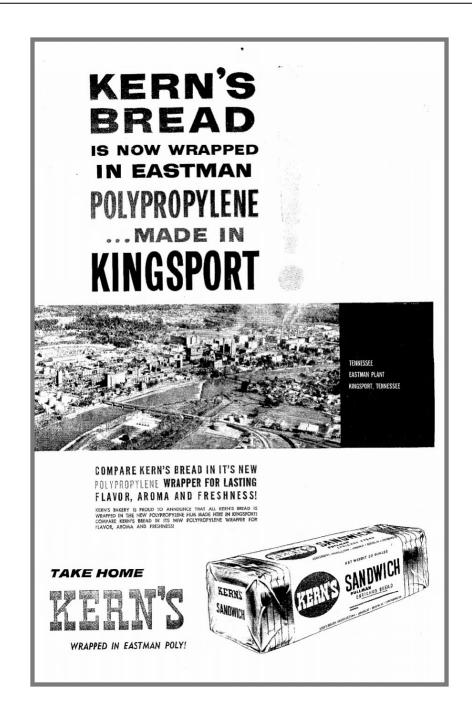


Figure 13. Kern's Bread wrapped in Eastman Polypropylene, *Kingsport Times*, June 20, 1963

National Register of Historic Places Continuation Sheet

OMB No. 1024-0018

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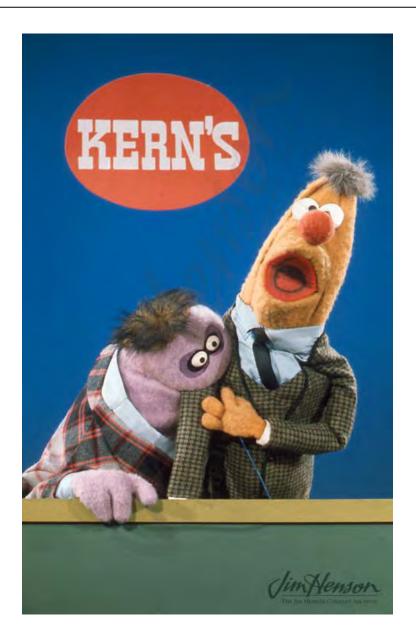


Figure 14.Photo from Kern's television commercial featuring two of Jim Henson's Muppets named Tom and Fred

Available from: https://www.henson.com/jimsredbook/wpcontent/uploads/2015/01/COM_KernsBread_Promo_01.jpg Accessed 02/17/17

National Register of Historic Places Continuation Sheet

OMB No. 1024-0018

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Figure 15: Before and after views of the Kern's Bread sign on the roof of the south elevation. Above c. 1993, Below 2013.

Sources: above: https://www.flickr.com/photos/7718206@N06/2326762847/ Accessed 02/14/17

Below: http://archive.knoxnews.com/news/local/a-slice-of-history-kerns-bakery-makes-fragile-15-list-ep-358271745-355849751.html Accessed 02/14/17

















































































UNITED STATES DEPARTMENT OF THE INTERIOR NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES EVALUATION/RETURN SHEET

Requested Action:	Nomination		
Property Name:	Kern's Bakery		
Multiple Name:	[
State & County:	TENNESSEE, Knox		
Date Rece 3/24/20		ding List: Date of 16th Day: I	Date of 45th Day: Date of Weekly List: 5/8/2017
Reference number:	SG10000979		must be us to
Nominator:	State		
Reason For Review	:		
Appea	t	X PDIL	Text/Data Issue
SHPO	Request	Landscape	Photo
Waive	r	National	Map/Boundary
Resub	mission	Mobile Resource	Period
Other		TCP	Less than 50 years
		CLG	
X_ Accept	Return	Reject5/8/2	017 Date
Abstract/Summary Comments:	Important regional ba	kery; interesting use of Art Mode	erne in industrial plant
Recommendation/ Criteria	Accept / A & C		
Reviewer Jim Ga	bbert	Discipline	Historian
Telephone (202)3	54-2275	Date	
DOCUMENTATION	: see attached com	ments : No see attached SL	R : No

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

CERTIFIED LOCAL GOVERNMENT NATIONAL REGISTER REVIEW

 CLG:
 Knoxville

 PROPERTY:
 Kern's Bakery

 ADDRESS:
 2110 Chapman Hwy, Knoxville

HISTORIC PRESERVATION COMMISSION EVALUATION

NAME OF COMMISSION: KNOXVILLE HISTORIC ZONING COMMISSION DATE OF MEETING: 12.15.16 HOW WAS THE PUBLIC NOTIFIED OF THE MEETING? KNOXVILLE NEWS SEMMNEL, MPC ELIGIBLE FOR THE NATIONAL REGISTER ON OT ELIGIBLE FOR THE NATIONAL REGISTER

REASONS FOR ELIGIBILITY OR NON-ELIGIBILITY:

THE BUILDING IS SIGNIFICANT IN THE MUGHS OF

- · Ayeun recrute
- ·COMMERCE
- NOUSTRY

SIGNATURE: Keye Mayberl TITLE: Historic Preservation Plenner

DATE: 12 15 16

THC STAFF EVALUATION

ELIGIBLE FOR THE NATIONAL REGISTER
NOT ELIGIBLE FOR THE NATIONAL REGISTER

REASONS FOR ELIGIBILITY OR NON-ELIGIBILITY:

Most people in Tennessee are familiar with the name "Kern's" due to the long lived tradition of Kern's bread and rolls. Kern's Bakery was founded by Peter Kern, a former confederate soldier turned entrepreneur, successful business man and mayor of Knoxville, in the late 1860s in downtown Knoxville. In 1931 under new ownership, Kern's Bakery moved across the river to the Chapman Highway location. At the new location, Kern's bread became a household name and a staple in the region. Art Deco in style, the building is a unique example of the development of industrial architecture and the shift from dense urban settings to more expansive suburban sites. During this time period, factories were designed to be public images for companies and oftentimes displayed qualities that were less industrial and more civic in nature. The Kern's Bakery building demonstrates these unique qualities and is a recognizable landmark for the City of Knoxville. The building is locally significant under Criterion A and C for its historic significance in industry and commerce and its architectural significance as an industrial example of the Art Deco style. Its period of significance is from 1931 when the building was completed until 1966 during the height of Kern's popularity. Bread was produced at the factory until 2012.

SIGNATURE: TITLE: Historic Preservation Supervisor

DATE: 11/28116

PLEASE COMPLETE THIS FORM AND RETURN BEFORE: January 17, 2011

RETURN FORM TO:

HOLLY BARNETT TENNESSEE HISTORICAL COMMISSION 2941 LEBANON PIKE NASHVILLE, TENNESSEE 37243-0442 HOLLY.M.BARNETT@TN.GOV

CERTIFIED LOCAL GOVERNMENT NATIONAL REGISTER REVIEW

CLG: PROPERTY: ADDRESS:

Knoxville Kern's Bakery 2110 Chapman Hwy, Knoxville

CHIEF ELECTED OFFICIAL EVALUATION

NAME OF OFFICIAL: Mayor Madeline Rogero TITLE: MAYOR OF KNOXVILLE ELIGIBLE FOR THE NATIONAL REGISTER

REASONS FOR ELIGIBILITY OR NON-ELIGIBILITY:

SIGNATURE TITLE:

THC STAFF EVALUATION

ELIGIBLE FOR THE NATIONAL REGISTER

REASONS FOR ELIGIBILITY OR NON-ELIGIBILITY:

Most people in Tennessee are familiar with the name "Kern's" due to the long lived tradition of Kern's bread and rolls. Kern's Bakery was founded by Peter Kern, a former confederate soldier turned entrepreneur, successful business man and mayor of Knoxville, in the late 1860s in downtown Knoxville. In 1931 under new ownership, Kern's Bakery moved across the river to the Chapman Highway location. At the new location, Kern's bread became a household name and a staple in the region. Art Deco in style, the building is a unique example of the development of industrial architecture and the shift from dense urban settings to more expansive suburban sites. During this time period, factories were designed to be public images for companies and oftentimes displayed qualities that were less industrial and more civic in nature. The Kern's Bakery building demonstrates these unique qualities and is a recognizable landmark for the City of Knoxville. The building is locally significant under Criterion A and C for its historic significance in industry and commerce and its architectural significance as an industrial example of the Art Deco style. Its period of significance is from 1931 when the building was completed until 1966 during the height of Kern's popularity. Bread was produced at the factory until 2012.

SIGNATURE: T

TITLE: Historic Preservation Specialist

DATE: 11/25/10

PLEASE COMPLETE THIS FORM AND RETURN BEFORE: January 17, 2011

RETURN FORM TO:

HOLLY BARNETT TENNESSEE HISTORICAL COMMISSION 2941 LEBANON PIKE NASHVILLE, TENNESSEE 37243-0442 HOLLY.M.BARNETT@TN.GOV

APPROVED AS TO FORM:

CHARLES W. SWANSON LAW DIRECTOR

DATE: 12/14/16



u u	MAR 2 4 2017	1
1	MAN 24 2011	1

FE GR DO HOUTER

TENNESSEE HISTORICAL COMMISSION STATE HISTORIC PRESERVATION OFFICE 2941 LEBANON PIKE NASHVILLE, TENNESSEE 37243-0442 OFFICE: (615) 532-1550 E-mail: <u>Claudette.Stager@tn.gov</u> (615) 770-1089

March 23, 2017

J. Paul Loether Deputy Keeper and Chief, National Register and National Historic Landmarks Programs National Register of Historic Places 1201 Eye Street NW, 8th Floor Washington, DC 20005

National Register Nominations

- Kern's Bakery, Knox County, Tennessee
- Charles Davis House, Shelby County, Tennessee

The enclosed disks contain the true and correct nomination for listing of the *Kern's Bakery and the Charles Davis House* to the National Register of Historic Places. We received only CLG comments in support of the *Kern's Bakery* nomination.

If you have any questions or if more information is needed, please contact Holly Barnett at (615) 770-1098 or Holly.M.Barnett@tn.gov.

Sincerely,

autester

Claudette Stager Deputy State Historic Preservation Officer

CS:hb

Enclosures(4)