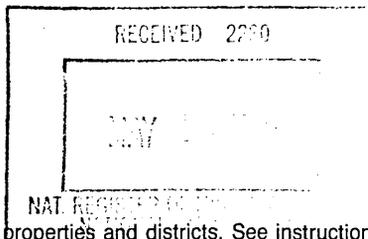


United States Department of the Interior
National Park Service

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 *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If an 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 entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name Moquin's Bakery

other names/site number National Biscuit Company; Biscuit Factory

2. Location

street & number 78 Rose Street N/A not for publication

city or town Burlington N/A vicinity

state Vermont code VT county Chittenden code 007 zip code 05401

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 nationally statewide locally. (See continuation sheet for additional comments.)

Eloa Mulbertson, National Register Specialist May 22, 1997
Signature of certifying official/Title Date

Vermont State Historic Preservation Office
State of Federal agency and bureau

In my opinion, the property meets does not meet the National Register criteria. (See continuation sheet for additional comments.)

Signature of commenting official/Title Date

State or Federal agency and bureau

4. National Park Service Certification

I hereby certify that the property is:

- entered in the National Register.
 See continuation sheet.
- determined eligible for the National Register
 See continuation sheet.
- determined not eligible for the National Register.
- removed from the National Register.
- other, (explain:)

10/ Signature of the Keeper Barbara Little Date of Action 6/27/97

Moquin's Bakery
Name of Property

Chittenden County, VT
County and State

5. Classification

Ownership of Property
(Check as many boxes as apply)

- private
- public-local
- public-State
- public-Federal

Category of Property
(Check only one box)

- building(s)
- district
- site
- structure
- object

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

Contributing	Noncontributing	
<u>1</u>		buildings
		sites
		structures
		objects
<u>1</u>		Total

Name of related multiple property listing
(Enter "N/A" if property is not part of a multiple property listing.)

N/A

Number of contributing resources previously listed in the National Register

0

6. Function or Use

Historic Functions
(Enter categories from instructions)

INDUSTRY: manufacturing facility
COMMERCE: business

Current Functions
(Enter categories from instructions)

VACANT

7. Description

Architectural Classification
(Enter categories from instructions)

Commercial Style

Materials
(Enter categories from instructions)

foundation CONCRETE

walls BRICK

roof OTHER

other TERRA COTTA

STEEL

Narrative Description

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

**United States Department of the Interior
National Park Service****National Register of Historic Places
Continuation Sheet**Section number 7 Page 1Moquin's Bakery
Burlington, Chittenden County, Vermont**Introduction**

Moquin's Bakery-National Biscuit Company, locally known as the Biscuit Factory, was built in 1915. It was owned and operated for many years by the Moquin family as a neighborhood bakery. Additions constructed after 1940 date to the subsequent ownership by the National Biscuit Company (NABISCO). The bakery is a 2-story, flat roofed, brick industrial structure that nearly completely fills its wide, west facing lot near the north end of Rose Street, in the historic neighborhood of the Old North End in Burlington, Vermont. The structure embodies the entrepreneurial spirit of the Moquin family, who developed the bakery from a small family concern to a regional supplier of baked goods in Vermont. The building retains many of its distinctive features that characterize its simple, industrial facade and functional interior, such as the brick pilastered, seven-bay front facade with multiple window openings, a corbeled belt course and parapet roof cornice, terra cotta parapet coping tiles, and assorted wood frame and metal industrial windows. The interior is flooded with natural daylight through a large metal and glass skylight, and hardwood flooring and beadboard paneling remain in several rooms. Historically built on one large lot on the east side of Rose Street, a house was removed on an adjacent lot in the 1940s to make room for construction of the north side appendage. The Biscuit Factory retains its integrity of location, setting, construction, materials, workmanship, feeling, and association.

General Massing and Features

The history of the building may be read in its form and massing which were defined in their present arrangement by the mid-1940s. The structure stands as a nearly square, seven (front) by thirteen (side) bay building, measuring approximately 128 feet across the front (west) by approximately 121 feet along each side. The two-story main block is flanked on the north and south by one-story appendages that extend the length of the building. Across the distinctive front facade, decorative brick wall pilasters define and separate seven bays, within which are thirteen window and door openings. The building rests on a raised stone and concrete foundation with basement windows irregularly spaced on the front, north and east facades. Brick parapet walls, topped with metal and terra cotta tile coping, extend above the level of the flat roofs of the main block and appendages. A distinctive, historic, glass and metal skylight lights the interior of the main block of the bakery toward the rear of the building. Six more skylights, now boarded over, and in varying degrees of deterioration, are located on the roof of the shipping/ garage addition. Many of the windows have been boarded over, but most are wooden double hung sash, either one-over-one on the second floor main block, or, on the north side addition, paired four-over-four

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Moquin's Bakery

Burlington, Chittenden County, Vermont

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and single six-over-six sash. A number of multi-light metal industrial windows are located on the main block rear (east) facade and second story south facade.

The Original Bakery

Originally constructed as a narrow one-story rectangular building, the structure first extended nearly to the rear (east) of the lot, where a wagon shed, attached to a small two-story barn, stood perpendicular to the bakery, and parallel to the eastern property line. A small date panel, on the front facade proclaims the construction date of 1915. This panel appears appropriately placed on the pilaster between the second and third bays, the two bays which appear to approximately define the width of the original building.

C. 1925 Alterations and Additions

By 1925 the building was raised to two stories, and an addition was built as the main entrance bay, along the length of the south side of the bakery. An elevator was installed in this addition. The addition wrapped around the rear of the building and joined with the former wagon shed. The wagon shed was converted for automobile use and a large garage addition was added at the southeast corner of the lot. The two-story, three-bay, main block, as it exists today, appears to be the massing of the bakery in 1925.

C. 1940 Additions

By 1940 the one-story, two bay south end addition was built to house a shipping area and to expand the automobile garage. At about the same time, a one-story addition was constructed at the northeast corner of the building to house a heater room. By the mid-1940s, the last addition, the long one-story north side appendage, was constructed, connecting with the heater room at the rear of the building.

Structural Brickwork and Decorative Features

Structural brickwork varies and helps define the various appendages of the building. The main

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Continuation Sheet**Section number 7 Page 3Moquin's Bakery
Burlington, Chittenden County, Vermont

block appears to be constructed of 6-course common bond with the stretcher course consisting of alternating headers and stretchers, and the mortar is tinted red. The north and south appendages have five-course common bond construction. The four brick pilasters of the three-bay main block define three slightly recessed arcaded panels between the pilasters. The arches topping each panel echo the segmental arches of the windows and doors on the first floor (and two front basement windows), created by three courses of brick ends vertically laid as soldier courses. The pilasters have necking and capitals that are articulated by corbeled brickwork, which extends across the front facade creating a beltcourse between the first and second story. A two-course corbeled cornice defines the top of the roof parapet of the main block. Above the first story beltcourse, remains of a former name panel in blue and white paint is so worn that only the word "National" is barely, if at all, visible in the parapet of the first bay.

Front (west) Facade

Reading the window and door openings from north to south across the front of building, all have brick segmental arched openings on the first floor (the arches over the main entrance door in the center bay, and the garage bay to the far south in the seventh bay are obscured by later elements). The first bay at the c. 1945 north end appendage contains two regularly spaced window openings of equal size; the first is boarded over; the second has a paired window with four-over-four double hung sash. The second bay contains a broad, boarded over opening, covering a three-part double hung one-over-one window; a triple one-over-one double hung window is centered above on the second floor. The third bay has a boarded over, paired one-over-one window, and a similar single boarded over window to the right; above is a three-part window similar to the adjacent second floor window in bay two. The center, fourth bay has a single width boarded over window to the left of the main entrance. The main entrance has a replacement aluminum frame glass double door, with a large glass transom above and a single glass full length sidelight on the right. A segmentally arched lintel, several courses above the top of the door opening remains from an earlier window or door opening. The fifth bay contains a boarded over pedestrian door on the left and a boarded over single window on the right; a single one-over-one double hung window is located above within the stepped portion of the roof parapet. The sixth bay contains a wide boarded over opening, the size of a triple window, and a modern aluminum frame and glass pedestrian door has been added at the bottom left of this opening. The last bay (seventh) contains a broad, non-historic overhead garage door.

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Continuation Sheet**

Moquin's Bakery
Burlington, Chittenden County, Vermont

Section number 7 Page 4

North Facade

The north facade has nine double hung, six-over-six windows with concrete sills in the c. 1945 addition. The rear portion of the north facade, dating from c. 1940, has two small square window openings with metal hoods on the right; and on the left a pedestrian door is flanked by a square, boarded over window (far left), and a wide boarded over loading door (right).

East Facade

The east (rear) facade of the building has two regularly spaced, narrow boarded over windows in the c. 1940 north end portion, and similar boarded over openings, some with two-over-two double hung steel industrial windows, along the remainder of the facade.

South Facade

The south facade has no window or door openings along its elevation on the first floor. On the second floor of the main block, a number of boarded over openings missing windows exist on the toward the front portion of the building, while multi-light steel industrial windows exist on the rear portion of this elevation.

Interior Features

The historic interior walls and floor plan of the Biscuit Factory, in varying degrees of condition, are generally intact. The building is virtually empty except for a few non-historic plumbing fixtures, and two chalk boards - one used for tabulating total numbers of baked goods, and the other (painted directly on the wall) as a recipe board. Flooring is primarily narrow board hardwood and the basement is concrete. Historic beadboard paneling remains in the main block stairwell, off the northwest corner of the garage, and in the mixing room on the second floor. Original window openings along the former exterior side walls of the early bakery, were bricked in when the north and south appendages were built, although the segmental arched openings of the original windows are still visible. A shower room, on the second floor at the southeast corner of the main block, retains portions of three tiled shower stalls.

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Moquin's Bakery
Burlington, Chittenden County, Vermont

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Landscape

The Moquin's Bakery nearly completely fills its wide, west facing lot near the north end of Rose Street, in the historic neighborhood of the Old North End in Burlington, Vermont. Set close to the street, a wide, cracked concrete sidewalk fills the space between the front facade and Rose Street. A small green strip remains around the utility pole at the curb near the north end of the front facade. A concrete drive, marked by cracks and potholes, parallels the north side of the building and wraps around a portion of the east (rear) facade. The building extends nearly to the property lines at the rear and south facades; narrow grassy strips parallel these facades along the boundaries of the property. The south facade is only several feet from the building in the adjacent lot.

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 of age or achieved significance within the past 50 years.

Areas of Significance

(Enter categories from instructions)

- ARCHITECTURE
- INDUSTRY
- COMMERCE

Period of Significance

1915-c.1946

Significant Dates

c. 1930
1915

Significant Person

(Complete if Criterion B is marked above)

N/A

Cultural Affiliation

N/A

Architect/Builder

Unknown

Narrative Statement of Significance

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

9. Major Bibliographical References

Bibliography

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

Previous documentation on file (NPS):

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

Primary location of additional data:

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

Name of repository: _____

10. Geographical Data

Acreage of Property less than one

UTM References

(Place additional UTM references on a continuation sheet.)

1	18	641800	4927300
	Zone	Easting	Northing
2			

3			
	Zone	Easting	Northing
4			

See continuation sheet

Verbal Boundary Description

(Describe the boundaries of the property on a continuation sheet.)

Boundary Justification

(Explain why the boundaries were selected on a continuation sheet.)

11. Form Prepared By

name/title Liz Pritchett, Historic Preservation Consultant

organization Liz Pritchett Associates date April 1, 1996

street & number 58 East State Street telephone 802-229-1035

city or town Montpelier state Vermont zip code 05602

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

Maps

A USGS map (7.5 or 15 minute series) indicating the property's location.

A Sketch map for historic districts and properties having large acreage or numerous resources.

Photographs

Representative black and white photographs of the property.

Additional items

(Check with the SHPO or FPO for any additional items)

Property Owner

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

name Andrew Broderick, V.P. for Development, Housing Vermont, Inc.

street & number 131 Main Street, Eighth Floor telephone 802-863-8424

city or town Burlington state Vermont zip code 05401

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. 470 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 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 Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Projects (1024-0018), Washington, DC 20503.

**United States Department of the Interior
National Park Service****National Register of Historic Places
Continuation Sheet**Section number 8 Page 1Moquin's Bakery
Burlington, Chittenden County, Vermont**Introduction**

Moquin's Bakery, built in 1915 by the Moquin family, is eligible for listing on the National Register under Criterion A for its local significance and contribution to the broad patterns of Vermont industrial and commercial history. The brick building was constructed in the densely settled Old North End, a unique local and regional representation of a 19th century working class neighborhood (approximately 50 acres in size) which evolved in response to expanding commercial activity along Burlington's waterfront on Lake Champlain, the coming of the railroad, and the thriving lumber industry during the late 19th century. By the late 1920s, Moquin's Bakery, continuously owned and operated by members of the Moquin family (some of whom lived nearby on Rose Street), had become one of the largest employers in the North End, trucking bread products statewide. Today several former employees of the bakery still live in the Old North End. Finding it difficult to compete with larger, national bakery concerns, the Moquins sold their business to the National Bread Company in the early 1930s, which in turn merged with the National Biscuit Company (NABISCO) by 1940. In 1969 the bakery operation on Rose Street closed, although NABISCO continued to operate at two other locations in Burlington. Used sporadically as a warehouse in recent years, the building is now vacant, but retains its historic significance as the longest operating bakery and commercial enterprise on Rose Street, and perhaps is among the most successful enterprises in the Old North End. The building is also eligible for listing under Criterion C as it embodies the distinctive characteristics of an early 20th century industrial building, with its simple brick facade, modestly ornamented with corbeled pilasters and cornice details. Other significant features include historic windows, terra cotta parapet roofing tiles, a large steel frame skylight, an intact historic floor plan, and two unique slate recipe boards. The intact, vernacular commercial style, historic brick bakery, the only bakery of its type to remain in this part of town, is a practical and unpretentious building that is contemporaneous with and stylistically similar to the primarily vernacular wood frame houses that surround it along both sides of Rose Street. The building, which almost completely fills its nearly square lot, retains its integrity of workmanship, materials, setting, location, feeling and association.

Local Significance

The Moquin Bakery- National Biscuit Company, known as the Biscuit Factory, is locally significant for its long association with the development of the bakery industry in Burlington. Located on Rose Street, a short, two-block long street (north of North Street and bisected by

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Continuation Sheet

Moquin's Bakery

Burlington, Chittenden County, Vermont

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Cedar Street) in the primarily residential community of the Old North End in Burlington, the Biscuit Factory has long been associated with the lives of many residents on Rose Street, many of whom worked in the bakery and lived nearby.

The Biscuit Factory has historic associations with the bakery industry that date to the 1860s in Burlington. The 1865 *Burlington City Directory* tells us that Socrates Beach, a "plain and fancy baker" operated a bakery at 200 College Street. S. Beach ran this business until around 1895 when the New York Biscuit Company took over. By 1900 the National Biscuit Company was owner of this bakery on College Street. At this time (the turn-of-the century), approximately twelve bakeries were in operation in Burlington.

The Moquin family started their bakery business in the Old North End neighborhood around 1915, according to the *Burlington City Directories*. As early as 1916 John O. and Julius Moquin are listed as bakers in the *Burlington Directory*, with John Moquin living near the bakery at 89 Rose Street. By 1917 the *Directory* states that J.V. Moquin ran the bakery at 82 Rose Street. (The addresses have changed slightly on Rose Street since the bakery was first listed as 82 Rose Street; in recent years the bakery address has been listed as 78 Rose Street.)

Since it was laid out around the middle of the 19th century, Rose Street has been primarily a residential street. Houses were first built at the southern end of the street, and the bakery at 82 Rose Street filled a large, previously vacant lot near the north end of the street. During the early years of the bakery, only one other businesses was located on Rose Street, a shoe repair shop operated for several years by G. A. Beaupre at 1 Rose Street.

Moquin's Bakery has local significance under Criterion C as a commercial style brick industrial building in Burlington. *Sanborn Insurance* maps tell us that the original 1915 structure was long and narrow with a separate wagon shed and barn to the rear of the lot. The wagon shed and barn were either torn down or incorporated into later additions, but the original bakery appears to remain defined on the exterior front facade by the second and third bays (reading from the left). The 1915 date panel is located on the front pilaster between these two bays. The original exterior north and south side walls remain visible in the interior, and the original segmental arched window openings in these side walls have been infilled with brick.

In the 1920s Moquin's Bakery enlarged its factory and expanded its distribution of baked goods. A second story was constructed, a large addition with an elevator was built on the south side of the structure, and an automobile garage was built in the southeast corner of the lot, connecting

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Moquin's Bakery
Burlington, Chittenden County, Vermont

with the earlier wagon shed which now was converted for automobile/ truck use. An advertisement in the 1920 *Burlington Directory* --

Moquin's Butter-Krust Bread, Buy Today! We Solicit Out-of-Town Trade

-- highlights the bakery's new ability for expanded regional distribution by truck, rather than horse drawn wagon. Perhaps the height of the Moquin family business was around 1926 when the *Burlington Directory* lists John O. Moquin as president of the Moquin Bakery Company; and his financial success may be inferred though his residential listing of Long Beach, California (a popular winter residence of the wealthy from the east and mid-west). The success of the bakery at this time is also evident by the large, and probably costly, advertisement on the back cover of the 1926 *Directory* stating :

The Housewife Who Wants the
Best Bread Always Tells Her Grocer
Butter-Krust
Bread
Vermont's Proudest Products
Moquin's Bakery
Incorporated
82 Rose Street Burlington

Throughout the 1920s the Moquin family remained involved in both management and production at the bakery. Near the end of the 1920s, Fred J. Moquin managed the bakery, and Joseph, Wesley B. and John B. Moquin were employed there. Wesley lived nearby at 78 Rose, and John B. at 89 Rose.

The character of Rose Street did not change much during the 1920s. It remained primarily a residential street, although several new businesses were established in residential buildings on the street during this decade. By 1925 Bessette Brothers Trucking Business operated out the duplex at 48-50 Rose Street, with the trucking business at #48, and Paul Bessette living in the other unit at #50 Rose Street. Next to Moquin's Bakery, Bessette's Trucking had the most longevity on the street, remaining in operation until the early 1940s. For several years in the late 1920s, Charles M. Cameron ran a small grocery out of his house at 37 Rose Street, at the corner of Ceder Street.

In the 1920s the bakery business in Burlington was stable. About ten bakeries were in operation.

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Moquin's Bakery
Burlington, Chittenden County, Vermont

One competitor was Fassett's Bakery, at 28 School Street, which remains in operation as a regional business today. The National Biscuit Company continued in its historic location at 198-200 College Street, but had added a new branch at 266 South Champlain Street for the distribution of cookies and crackers.

Despite the Depression years, the bakery industry continued to grow in Burlington during the 1930s, with seventeen bakers listed in the *Burlington Directory* in 1930. During this decade, Rose Street saw the addition of several small owner-operated businesses. Belles Beauty Shoppe opened its doors at 1/2 Rose Street, Paper Wave Parlor was just up the street at 19 Rose, and at the north end of the street, Mildred Gabree, also had a beauty parlor in her home. Alfred L. Dorey had a grocery at 35 Rose. Raymond Bessette was living at 50 Rose, with the Bessette's Trucking still next door at 48 Rose.

The end of the 1920s marked a time of change in the history of the Moquin Bakery Company. By the 1930s the Moquin family no longer appears affiliated with the business at 82 Rose Street, and the bakery name changed to the National Bread Company. Mrs. Justine Moquin, the widow of John B., was living at 95 Rose Street, but appears to have been the only member of her family remaining in the neighborhood.

The Moquin family did not give up baking however. By 1940 George E. Moquin worked locally as a baker, and in 1949 a new Moquin's Bakery was established at 90 South Champlain Street.

By 1940 the former Moquin's Bakery, then owned as stated above by National Bread Company, merged with the National Biscuit Company. The bakery at 82 Rose Street was the location of bread baking operations, and the branch at 266 South Champlain continued to serve as the distribution branch.

Significant architectural changes to the Rose Street bakery building during the 1940s are evidence of the continued growth and expansion that occurred soon after the business was taken over by the National Biscuit Company. A new heating room, and shipping/ garage appendage both date from around 1940, and the north side appendage dates from several years later. Today the building remains virtually unchanged from this c. 1945 appearance, with most historic features intact, but in varying degrees of deteriorating condition, due to recent lack of maintenance.

Although there were fewer bakeries in the 1940s in Burlington than in previous decades, the bakeries in existence were most likely larger operations than the earlier family operated

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Moquin's Bakery
Burlington, Chittenden County, Vermont

businesses. Like the Moquin family business, many of the local bakeries probably sold out to national or regional concerns, thus explaining the existence of the chain bakery operations in Burlington during the 1940s, such as Fassett's at 294 N. Winooski, Sunshine Biscuits, Inc. at 277 Pine Street, as well as the National Biscuit Company.

Other family owned, small business declined on Rose Street during the 1940s, with the National Biscuit Company being the only commercial establishment on the street by the end of the decade. Mildred Bessette operated a beauty parlor for a few years in the early 40s before closing, and Bessette's trucking apparently closed as well by the end of the decade. In addition, many of the residents of the street moved during this time, as at least eight vacant addresses are listed in the *Directory* in 1944.

Despite apparent hard times for many along Rose Street, and most likely throughout the Old North End, technological advances after World War II began to change and often enhance people's lives. One of the most significant changes was the availability of the telephone, and most residents of Rose Street had a phone in their homes by the end of the 1940s.

Since the 1950s, Rose Street has declined both in numbers of residents and in small business activity. Gene's Lawnmower Service at 106 Rose Street has been the only other commercial enterprise on the street, besides the bakery, since the 1960s.

The National Biscuit Company continued to operate its bakery at 82 Rose Street until 1969. For a few years in the mid-60s Millbrook Bakery also had a thrift store in the building. Throughout the 1970s the building was vacant. From 1980 to 1986 Acme Paint and Glass used the building primarily as a warehouse for their stores on North Avenue and in Essex Junction. In 1982 Interstate Baking Company used a portion of the building for their business, with the distinction of being the last enterprise at this address to be associated with the bakery industry in Burlington. For the past ten years the building has been vacant once again.

The Biscuit Factory was recently donated by a local developer to the Burlington Community Land Trust (BCLT). Today (1996), the BCLT in partnership with Housing Vermont, is planning the renovation of the building, using the historic preservation tax credit, for its new use as affordable housing/ studio cooperatives for area artists. In celebration of this project, local Burlington artists and dancers recently presented The Rose Street Bakery Project, a site specific dance/theater piece about bread, the history of the building and the people who worked there.

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Moquin's Bakery

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State Significance

Moquin's Bakery is eligible for listing on the National Register for its state significance as an example of a locally owned bakery in Vermont that prospered and developed a degree of commercial success that included baked goods' distribution to regional markets within the state.

Census figures available from the United States Department of Commerce for wholesale distribution and manufacture of bread and bakery products from 1919 to 1947 reveal patterns of commercial activity in the baking industry in Vermont that roughly parallel changes in the baking industry in Burlington and Moquin's Bakery in particular. It is difficult to make accurate comparisons, however with the Moquin's Bakery and other bakeries statewide, because census figures recorded only the industries that employed more than 200 wage earners, and Moquin's Bakery, employing only about 50 people at its peak of production, thus as not part of the census study.

In 1919 seventy-one baking establishments in Vermont with an average of two hundred eighty-nine wage earners (approximately 78% were male, 22% female), and manufactured baked products were valued at approximately \$2,533,000. Bakery work was steady throughout the year, not affected by seasonal changes, and most employees worked an average of fifty-four hours a week. Nearly 90% of the bakeries were owned by individuals, and 5% by corporations in 1919.

In 1929 numbers of bakery establishments dropped to forty-two, but each employed more wage earners, with an average of three hundred forty-two. Production remained about the same as in 1919, despite fewer companies, with a value of products listed at \$2,541,593.

By 1939 the number of companies rose, and the average number of employees also rose, indicating a continuing expansion of operations to meet larger markets. Totals for 1939 are listed at forty-nine baking establishments, and an average of five hundred one employees. Overall value of products, \$2,188,513, declined slightly, however, possibly due to declining prices for baked goods during the Depression years.

As more small bakeries merged with larger corporations in the 1940s, only twenty-two establishments were listed in Vermont in the 1947 *Census of Manufactures*. Numbers of employees per business remained stable with an average of four hundred forty-five. Total production figures for the 1940s were not listed.

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In general it appears that the baking industry in Vermont has remained relatively stable throughout this century. Being a necessity for our livelihood, many bakeries such as Moquin's were able to survive the Depression, despite declining revenues during the 1930s. What many neighborhood bakeries couldn't survive however, was competition from larger regional and national bakery corporations. Many such as Moquin's sold out to the larger concerns, and perhaps other local bakeries in Burlington, besides Moquin's, merged with the National Biscuit Company.

Moquin's Bakery is significant also as an example of one of many small incorporated bakeries that merged with the National Biscuit Company, which today is known as Nabisco. For nearly a century, Nabisco has been one of the most widely recognized names in the American food industry. The National Biscuit Company resulted from the 1898 merger of the Midwestern American Biscuit Company, itself the result of the merger of 40 Midwestern bakeries, and the eastern New York Biscuit Company, formed from eight bakeries and a smaller firm, the United States Baking Company. In 1941 the company adopted Nabisco, already a popular nickname, as the preferred abbreviation, but it was not until 1971 that Nabisco became the official corporate name.

Early mergers of small owner-operated bakeries in Burlington with national concerns took place as early as the late 19th century when the New York Biscuit Company took over the Socrates Beach bakery on College Street. By 1900 the National Biscuit Company owned this bakery, as a result of the merger of the two biscuit companies.

Like the National Biscuit Company, Moquin's entered a period of prosperity in the 1920s. The large southern addition, the second story, and the automobile garage on the southeast portion of the bakery property date from the mid 1920s, during this period of apparent growth and expansion. Although the Depression slowed Nabisco's growth, and most likely Moquin's as well, the two companies managed to maintain adequate economic activity to survive. During the Depression, however, Nabisco, suffered labor unrest and a series of strikes due to wage reductions. It is unknown if employee unrest was a problem at Moquin's during these years.

During the Depression Nabisco had neglected many of its bakeries which had become outdated and in need of renovation. To meet this need, a modernization program resulted in the renovation

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of old plants and the building of new ones. At the Rose Street bakery, the new rear heating room and the shipping and garage appendage both date from around 1940, and the north side appendage dates from several years later, all of which appear to have been the result of the modernization and renovation program instigated by Nabisco about the time that the national company took over the Moquin Bakery.

By the end of the 1960s Nabisco was the leading manufacturer of crackers and cookies in the United States, Canada, France and the Scandinavian countries, and was a major supplier to many other European and South American countries. It was at this time that the Rose Street Nabisco bakery closed. Perhaps the building had become outdated, or maintenance was too costly, or the national corporation felt it was more economical to move the business to different facility. Whatever the reasons, NABISCO ceased its bakery operation on Rose Street, and constructed a new brick building on Sears Avenue just west of Pine Street, south of Lakeside Avenue, in the heavily developed industrial area along Pine Street, that was the center of Burlington's industry and manufacturing during the first part of this century.

Today many products of Nabisco Brands continue to be household words - Ritz, Oreo, Triscuit, but despite its continued potential for growth, most of the bakeries are 30 to 35 years old and in need of modernization since the last major reconstruction phase in the 1940s and 50s. Perhaps other bakeries, apparently outdated and difficult to maintain, like the Rose Street factory, may be converted to new uses. When rehabilitation is complete, Moquin's Bakery will stand as a good example of adapting a significant commercial bakery to a new use, and the historic structure will continue to serve its community, as housing, rather than for the production of baked goods.

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Interviews

Daum, Wesley. Retired manager, National Biscuit Company, distribution office, South Champlain Street. Phone interview, Burlington, Vermont, February 19, 1996.

Tessier, Joe. Retired baker and senior man at the National Biscuit Company, Rose Street. Phone interview, Burlington, Vermont, February 19, 1996.

Woodward, Jim. Current foreman for Nabisco office, Sears Lane, Burlington; former driver for Nabisco distribution office on South Champlain Street. Phone interview, Burlington, Vermont, February 19, 1996.

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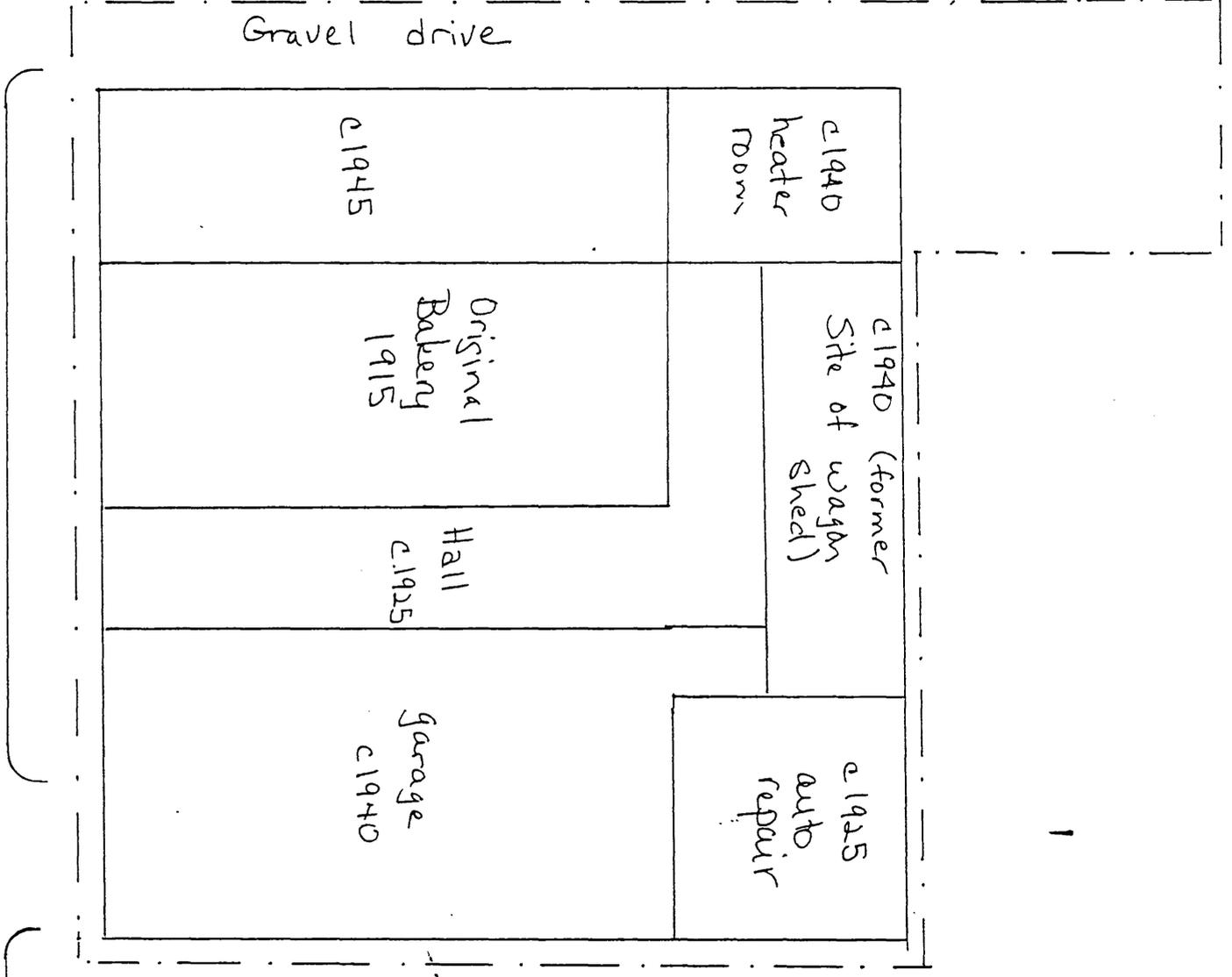
VERBAL BOUNDARY DESCRIPTION

The boundary of Moquin's Bakery is recorded in the City Assessor's Office, Burlington, Vermont, as Map and Lot No: R044-1-169-000.

BOUNDARY JUSTIFICATION

The boundary of this generally square-shaped parcel of land includes the bakery building and a very narrow surrounding piece of land historically associated with Moquin's Bakery- National Biscuit Company, and that maintain the historic integrity of the property.

North



Moguin's Bakery
 78 Rose St.
 Chittenden Co.
 Burlington, VT

(First floor plan)

Key:
 Boundary line - - - -
 Approx. Scale 1" = 25'

← Rose St. →

Researcher: Liz Fitchett