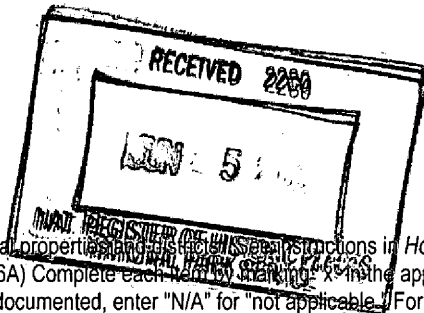


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United States Department of the Interior
National Park Service

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 10-9000a). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

Historic name The Mentholatum Company Building
Other name/site number 173-5880-8299

2. Location

Street & number 1300 East Douglas not for publication
City or town Wichita vicinity
State Kansas Code KS County Sedgwick Code 173 Zip code 67214

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.)

Patrick Golmer
Signature of certifying official/Title
Kansas State Historical Society

DSHPO

5/30/06
Date

State or Federal agency and bureau

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

Signature of commenting official /Title

Date

State or Federal agency and bureau

4. National Park Service Certification

I hereby certify that the property is

Signature of the Keeper

Date of Action

- 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:)

Lindsay C. Clelland

7/11/06

The Mentholatum Company Building

Name of Property

Sedgwick County, Kansas

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.)

Table with columns for Contributing and Noncontributing resources, listing counts for buildings, sites, structures, and objects.

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

N/A

6. Function or Use

Historic Functions (Enter Categories from instructions)

Commerce/Trade: Business

Industry/Processing/Extraction: Manufacturing Facility

Current Functions (Enter categories from instructions)

Commerce/Trade: Business

7. Description

Architectural Classification (Enter categories from instructions)

Spanish Mission Revival

Materials (Enter categories from instructions)

Foundation: Reinforced concrete
Walls: Stucco

Roof: Asphalt

Other: Ceramic Tile

Narrative Description

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

8. Statement of Significance

Applicable National Register Criteria

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

- 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 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

Narrative Statement of Significance

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

Areas of Significance

(Enter categories from instructions)

Industry & Commerce

Architecture

Period of Significance

1908-1937

Significant Dates

1908, 1935

Significant Person

(Complete if Criterion B is marked above)

Albert Alexander Hyde (1848-1935)

Cultural Affiliation

N/A

Architect/Builder

Ulysses Grant Charles (1865-1947), George Herman Siedhoff

(1878-1966), Contractor

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:

Sanborn Maps; Eagle & Beacon Newspapers

The Mentholatum Company Building
Name of Property

Sedgwick County, Kansas
County and State

10. Geographical Data

Acreage of Property 8,250 square feet

UTM References

(Place additional UTM references on a continuation sheet.)

1

1	4	6	4	8	0	4	0	4	1	7	2	1	5	0
Zone		Easting						Northing						

2

Zone		Easting						Northing						

3

Zone		Easting						Northing						

4

Zone		Easting						Northing						

See continuation sheet

Verbal Boundary Description

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

Boundary Justification

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

11. Form Prepared By

Name/title Dr. Pamela D. Kingsbury

Organization Historic Preservation Consulting Date November 2, 2005

Street & number 224 North Crestway Telephone 316-686-1731

City or town Wichita State Kansas Zip code 67208-3840

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 SHPO or FPO for any additional items)

Property Owner

Name Robert A. Boewe, President & Owner of the Spice Merchant & Company

Street & number 1308 East Douglas Telephone 316-263-4121

City or town Wichita State Kansas Zip code 67214

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
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Mentholatum Company Building
Sedgwick Co., Kansas

The Mentholatum Company Building, located at 1300 East Douglas on the northeast corner of Douglas and Cleveland, is a one-story reinforced concrete building, measuring 75 x 110 feet, with reinforced concrete floors, two partial basements, a balcony and a concrete roof held aloft by concrete piers.¹ The building's exterior is rendered in stucco and originally was painted white, with mint green trim, the colors of the Mentholatum products (Plate 1). By March 19, 1907, A. A. Hyde (1848-1935), the owner of the Yucca Company, purchased the two northeast corner lots at East Douglas and Cleveland where he intended to erect a building in which to manufacture Mentholatum, an antiseptic salve he had invented.² Hyde hired Wichita architect Ulysses Grant Charles (1835-1947) to design the building,³ and engaged as contractor the Wurster Construction Company of Wichita.⁴ The Mentholatum Company was completed in late 1908 for an estimated cost of \$15,000.00⁵ and opened for business in 1909.

The defining characteristic of the Mentholatum building is its Mission parapets on the south, front and west, side elevations of the building. These parapets give what would otherwise be an ordinary commercial building a stature, and their height gives the impression of a taller building, whereas in reality, they mask a one-story building. Whether the Mission parapet is composed of two or three bays, it has a slightly projecting section flanked by giant pilasters and punctuated by an entrance or a window. Above is a sunken panel with a dentil course at its upper edge. The pilasters have crenelated tops and between them is a curved pediment with a raised

¹ The Mentholatum Company Building is located on Lots 14, 16 & 18 in Ray's Subdivision.

² *Wichita Eagle*, 19 March 1907, p.5.

³ *Wichita Beacon*, 8 January 1908, p. 5.

⁴ *Ibid.*, 30 June 1908, p. 5.

⁵ *Ibid.*, 30 November 1908, p. 10. The Wurster Construction Company went on to have offices in St. Louis as well as Wichita. The company constructed many prominent buildings in Wichita, foremost among them the Morton-Simmons Hardware offices and storage building, known fondly as the "Keen Kutter" building, now located in the National Register of Historic Places Warehouse and Jobbers District.

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Mentholatum Company Building
Sedgwick Co., Kansas

circle at its center. On either side or to one side of the pediment are two-tiered, pierced screens.

The five-bay south, front elevation faces East Douglas, a major thoroughfare leading east from downtown Wichita. A Mission parapet and its pilaster wrap around the southwest corner of the building. Giant pilasters flank the corner entrance consisting of double, aluminum glass doors replacing the original wooden framed doors. Above the entrance is a transom that originally bore the inscription Mentholatum/Wichita/Factory. Behind the pediment and partially masked by it, is a four-sided pantile roof with four ogee ribs and surmounted by a ball finial and on top of it was a tall pole. This four-sided roof is purely ornamental and was intended to accent the entrance as well as draw attention to the corner location. Pediments are also located on the north and east side of the roof and are barely visible from the street. To the east of the entrance at ground level are five basement windows, and above them are a series of four windows that are modern aluminum replacements of the original wood framed windows. The four windows are flanked by pilasters. Immediately to the east of the entrance is a one-over-one window followed by a very wide window, large window that is essentially composed of three, three-over-three windows. This window originally had a permanent awning with a pantile roof providing protection for the company's offices from the fierce southern sun. Above the awning and situated between pilasters was a sign that read: "The Home of Mentholatum" with lamps to illuminate the sign at night. The last two bays are defined by a Mission parapet and have two, one-over-one windows flanked by pilasters (Plates 1 & 2).

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Mentholatum Company Building
Sedgwick Co., Kansas

The disastrous 1921 flood, which extended as far east as East Douglas and Hillside Avenues, inundated the interior of the Mentholatum building through the entrance and the basement windows on the front and rear elevations (Plate 2). Because of the flood damage and to avoid the possibility of more Mentholatum building damage in the future, the basement windows on the front elevation were sealed to the level above where the 1921 flood reached. In the interior, the reinforced concrete floor received another layer of reinforced concrete to raise it above the 1921 floor level (Plates 3 & 4). Probably after the building was sold in 1943, the basement windows on the south, front elevation were closed, but their outlines still can be seen today in the lime plaster (Plate 1).

The nine-bay, west, side elevation facing Cleveland Street is composed of three Mission parapets. Originally this elevation had twelve bays, but the three window bays of the Mission parapet at the northwest corner probably were filled in after the building was sold in 1943. All the elevation's fenestration is modern aluminum replacements for the original wooden framed windows. Hyde realized that he needed more work space in the Manufacturing Floor at the rear of the building, where the Mentholatum was made. At some point between 1911, when a 1911 photograph of the building does not show an addition at the rear of the building and 1914,⁶ when the addition appears as part of the building's ground plan in the 1914 Sanborn Map,⁷ he had a 1,700 square feet addition built at the rear of the building, doubling the area of the Manufacturing Floor. In all probability, the addition was not designed by U. S. Charles because it is not a reinforced concrete addition. Rather, it is brick covered with a three-fourth inch layer of concrete rendered with a thin layer of plaster. This addition meant that two bays with fenestration were added to the

⁶ A. G. Soots, "Wichita, U. S. A." *The Kansas Magazine*, March & April 1911. p. 84.

⁷ Sanborn Map Company, New York, *Insurance Maps of Wichita, Kansas*, 1914, Volume One, Sheet 12.

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Continuation Sheet**

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Mentholatum Company Building
Sedgwick Co., Kansas

northwest corner of the building. Today, the windows have been sealed, but their outlines are still visible through the plaster coating. In addition, a second entrance probably was placed in the north flanking bay of the middle Mission parapet at some point after 1943 (Plate 5).

The north, rear elevation, which is an addition constructed between 1911 and 1914, faces an alley and stands in stark contrast to the south and west elevations because it is not masked by Mission parapets. This elevation retains five of its wood-framed windows now covered with aluminum storm windows. These windows are arrayed from the northwest corner of the building to the loading door opening at the center of the elevation. Like the windows on the front elevation, these five windows are raised from ground level to illuminate the Manufacturing Floor at the rear of the building. The loading door opening and the transom opening above it are original to the building and are raised above ground level to serve the Manufacturing Floor a half floor above the ground floor. To the east on the same level as the windows is an original opening with a ventilator in it to draw fumes from the building created by the manufacture of Mentholatum. Below the ventilator window is a coal chute now closed. Originally there were six full basement windows similar in height to those on the front elevation. To avoid flooding, like the 1921 floor that inundated the Mentholatum building, the basement windows were greatly diminished in height. Until the Power House was erected to the north of the Mentholatum building in 1920, all the heating equipment was housed in the basement of the Mentholatum building. In the northeast corner of the basement the coal was stored beside the furnace and judging by number of holes in the concrete floor, there were a number of wells drilled in the basement floor. Visible from the north elevation is an original tall chimney and a shorter one over the manufacturing area (Plate 6). The east elevation shares a party wall with the building next to it located at 1308 East Douglas.

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Mentholatum Company Building
Sedgwick Co., Kansas

The interior makes maximum use of space, being constructed entirely of reinforced concrete, and is designated by the Sanford Fire Map Company to be a fire-proof structure.⁸ In the middle of the ground floor is the Packing Floor, occupying more than half of the square footage of the floor. The Packing Floor, illuminated by a skylight, was where the Mentholatum products were packaged for shipping. Ringing the Packing Floor are raised floors on the south and north that sit on top of partial basements. In the middle of the room and proceeding down the length of the Packing Floor are a series of four pairs of concrete piers with a ninth pier located at the midpoint of the pair of piers at the east end. These massive piers support the concrete roof (Plate 7).

At the north end of the interior is the Manufacturing Floor, setting on top of a raised basement and goes from the east wall west, stopping at the Executive Offices. The Manufacturing Floor is reached by stairs on the Packing Floor. Two sets of stairs, one on the Packing Floor and the other at the rear wall of the Manufacturing Floor, led to the basement. Supporting the concrete ceiling are three concrete piers at the south edge of the Manufacturing Floor and two along with steel columns located at the juncture where the new addition meets the original Manufacturing Floor (Plate 7). Here, a mixture of menthol distilled from peppermint oil was combined with white jelly petrolatum to create a salve.⁹ After the salve was made, it was poured into jars, put on trays and cooled by electric fans. When cooled the jars were capped and run through a mechanized label machine. From there they were transported to the packing floor and placed in cartons for shipping. The cartons were then placed at the Douglas Street entrance for transportation to the train depot.¹⁰

⁸ Sanborn Insurance Maps of Kansas, Sheet 12.

⁹ Alex Taylor, *Amazing Mentholatum and the Commerce of Curing the Common Cold 1895-1955*. (Privately Published, 2004), pp. 12-13.

¹⁰ Ibid., p. 109.

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Mentholatum Company Building
Sedgwick Co., Kansas

The Executive offices, located in the northwest corner of the building and raised above the Packing Floor, were aligned with the front entrance in the southwest corner of the building. The offices were reached by stairs from the Parking Floor. Before the addition on the north rear of the building, the Executive Offices consisted of an outer and enter office, with windows on the west side elevation. With the addition on the north, the office space doubled, with one office behind the other (Plate 7).

The Business Office was located at the front of the building above a raised basement and stopped at the front entrance located in the southwest corner. The Business Office was reached by stairs at the west end of the Business Office next to the entrance. Upon entering the building those wishing to do business with the company could go up the stairs to the business office, without going through the Packing Floor. The Sales Manager's Office was located in the southeast corner of the Business Office (Plate 7). The four large windows on the front elevation filled the office with light as well as providing views of East Douglas. Three concrete piers are aligned down the middle of the office. The wall overlooking the Packing Floor is punctuated with a series of four windows without glass (Plate 8).

Originally, on the east wall there was an open upper level that served as a stock room and below it an open area, probably for storage. This upper level was reached by a flight of stairs at its north and south end. Today, it is closed and the open space below it is occupied by restrooms. In 1994, the present owner of the Mentholatum building, who also owns the building directly to the east at 1308 East Douglas, had two openings made in the east wall to create an access between the two buildings.

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Mentholatum Company Building
Sedgwick Co., Kansas

Summary

The **Mentholatum Company Building** is being nominated to the National Register of Historic Places under **Criterion B** with national significance for its association with A. A. Hyde, who founded the internationally known company. Under **Criterion C**, the Mentholatum Company Building is being nominated for the importance of its architect, U. G. Charles. Foremost among his accomplishments is his pioneering use of reinforced concrete in a Wichita commercial/industrial building. Another of his major accomplishments is the introduction of the Spanish Mission Revival style to Wichita.

A. A. Hyde (1848-1935)

Albert Alexander Hyde, known as "Bert" to his friends, was born in Lee, Massachusetts, in 1848. In December, 1865, at the age of seventeen, Hyde dropped out of school and moved to Leavenworth, Kansas, then considered to be the "Wild West." In Leavenworth, he was hired as a second bookkeeper for Clark & Company, a private bank. Hyde prospered in his bookkeeping position. After seven years, the bank sent him to Wichita in 1872 to open the Wichita Savings Bank in conjunction with the brothers Sol and Morris Kohn, longtime clients of Clark & Company and leading businessmen in fast growing Wichita. Hyde was the cashier of the bank.¹¹ After about six years working with the Kohn brothers, Hyde resigned and took a position as cashier at the Farmers and Merchants Bank, which after many permutations became the First National Bank of Wichita, and most recently Intrust Bank.

¹¹ *Wichita Eagle*, 19 July 1872, p. 2.

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Mentholatum Company Building
Sedgwick Co., Kansas

By this time Hyde had decided to settle in Wichita. A frontier town, Wichita was a place of great economic opportunity. There was no social or economic elite, no rigid class system and no Tammany Hall. The road to financial prosperity lay in banking and real estate speculation. The decade of the 1870s was a period of great economic growth and prosperity. Wichita was the Kansas headquarters for the Texas cattle trade. In 1872, the first railroad, the Atchison, Topeka & Santa Fe entered the city to be followed by other major railroads. Hyde prospered along with Wichita. He joined the Presbyterian church and there met Ida E. Todd, whom he married in 1875. The couple had six sons and three daughters.

Anxious to better himself financially, Hyde resigned his position as cashier at the Farmers and Merchants Bank after a few years. In 1888, he formed a partnership with T. L. Humble to open a stationery store.¹² Although the stationery business and its store were the leading book, toy, and game store in Wichita,¹³ the business did not hold much allure for Hyde. He let his partner Humble run the business while he spent his time making loans on local mortgages, which he sold to friends in the East.¹⁴ In essence, Hyde had become a private banker. Like so many eager young businessmen, he also was caught up in the real estate speculation of the 1880s that by 1887 had catapulted Wichita into third place behind New York City and Kansas City, Missouri, in the number of real estate transactions in the country for the year.¹⁵

¹² *Wichita Eagle*, 7 February 1888, p. 5.

¹³ George Irving, *Master of Money: A. A. Hyde of Wichita*. (Charles E. Tuttle Company, 1960), p. 32.

¹⁴ *Ibid.*, p.31.

¹⁵ Craig Miner, *Wichita: The Magic City*. (Wichita, Kansas: Wichita-Sedgwick County Historical Association, 1988), p. 56.

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Continuation SheetSection number 8 Page 9Mentholatum Company Building
Sedgwick Co., Kansas

One of Hyde's largest real estate acquisitions was the Hyde Addition, acquired in 1872 and located in the eastern most part of Wichita. The area consisted of a fourteen blocks bounded by Washington Street on the west, Division Street, later renamed Waterman Street on the south, Douglas Avenue on the north and Hydraulic Street on the east. The seven north-south streets in the Hyde Addition between Washington Street and Hydraulic Street were named for Hyde family members, in-laws or friends. Of these "Ida" was named for A. A. Hyde's wife, Ida; "Laura" was named for Mrs. Frank Todd of Chicago, a sister-in-law of Mrs. Hyde; "Pattie" was named for Mrs. George C. Strong, Mrs. Hyde's a half-sister; "Lulu" was named for a cousin, Lulu McCabe, and Fannie, now renamed Greenwood Street, was named for Miss Fanny Lewis, the daughter of Hiram Lewis, who gave Hyde a job as cashier in Wichita's Farmers and Merchants Bank. Attributions to Ellis and Victoria streets have not yet been made.¹⁶ In 1884, Hyde gave 2.41 acres in the heart of the Hyde Addition to the City of Wichita for its first public park. Although a generous gift, it was not entirely an altruistic one. Hyde's real intention was to use the park to attract buyers to his neighborhood development.¹⁷

Hyde amassed a fortune that he spent in no small measure on his family and gave even larger amounts to charity. In 1886 he commissioned the "Boom and Bust" architects Willis T. Proudfoot (1860-1928) and his partner, George W. Bird (1854-1953); to design a rambling Queen Anne style residence on the northwest corner of Roosevelt and Second Street, and completed in the following year (Plate 9).¹⁸ Also in 1886, Hyde was one of the major financial

¹⁶ *Wichita Beacon*, 2 January 1927, Magazine, p. 6.

¹⁷ At the time of the gift the entire area was planted with forest trees.

¹⁸ Across Second Street on the southwest corner Hyde's very close friend, Governor Henry J. Allen and his wife Else commissioned Frank Lloyd Wright to design what was to be his last Prairie School house that was occupied no later than February of 1918. Two years after Hyde's

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Mentholatum Company Building
Sedgwick Co., Kansas

backers of YMCA, pledging five thousand dollars toward the construction of a new building to be located on the northwest corner of First Street and Topeka Avenue in downtown Wichita. The architects for the YMCA were Proudfoot and Bird. Before the YMCA could be built, Hyde, along with most of Wichita's entrepreneurs, went bankrupt.¹⁹ The stationery store was closed and two of the three banks in which Hyde owned stock were closed.

One small investment that Hyde made in 1889, just prior to his financial ruin, was a \$600.00 loan to his brother-in-law, Clayton K. Smith, who was a pharmacist, and his partner, Walter R. Brinkley. These two enterprising men were in the business of making soap from the yucca plant, a member of the lily family. They purchased the three-story brick building at 1213, now listed as 1211, East Douglas, in the Hyde Addition. The building was erected in 1887 by Wichita lawyer Joseph Koenig and was called the Koenig Block and is still standing (Plate 10).

Hyde was forty-one years old, the father of seven children, and his sister and an aunt were living with him and his wife. He stepped into the Yucca Company business, keeping the firm's books and running the front office. His four oldest sons worked at the firm after school. In addition to yucca soap, the company manufactured sandalwood-scented soap, eczema soap, shaving soap as well as a tooth soap. Other items included sticky fly paper, Quick Corn Cure and silver polish! Clayton Smith's pharmaceutical knowledge led him to a formula that his family doctor in Aiken, South Carolina, had prescribed; a crystalline peppermint extract from Japan called menthol. Hyde gave a bottle of the menthol tonic to his minister, who was so impressed with its powers to

death in 1937, his residence was demolished on September 9, 1937. *Wichita Eagle*, 9 September 1937, p. 6.

¹⁹ The YWCA was ultimately built, and Hyde eventually honored his pledge of \$5,000.00 to the YMCA. Reeling from a bad economy, the Scottish Rite Masons purchased the YMCA in 1897, and they still occupy the building today.

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Mentholatum Company Building
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cure a sore throat and coughing that he shared it with members of his congregation. This test case convinced Hyde that in this menthol-based tonic he had a very marketable product. A potent menthol syrup, containing 35% alcohol, was packaged in a small bottle flat enough to fit a man's vest pocket, and thus the commercial name "Vest Pocket Cough Specific" was created.²⁰

In 1890, Hyde realized that the small soap company could not support three families, and in May he bought out his two partners. Two years later in 1892, he incorporated the company. The modest success of the Vest Pocket Cough Specific convinced Hyde that a menthol-based product had great economic potential.

Hyde then experimented with various blends of menthol, camphor, sweet birch oil, pine oil, eucalyptus, and wintergreen before mixing menthol with petrolatum, a derivative of crude oil. From the combination of the two ingredients, menthol and petrolatum, Hyde created the brand name for his salve, Mentholatum, which would make him famous and wealthy. He introduced his new salve at the 1896 Kansas State Fair.²¹

For the first three years (1896-1898) Mentholatum sales did not make an appreciable difference in the Yucca Company sales. By 1899, however, sales of the company had almost doubled from the previous year to \$21,222 due to the increased sales of Mentholatum. In 1900, company sales had almost doubled again. By 1903, because of the Mentholatum, the year's sales were \$91,996.²²

²⁰ Taylor, *Amazing Mentholatum*, pp. 9-10.

²¹ Taylor, *Amazing Mentholatum*, pp. 11-14.

²² *Ibid.* p. 43.

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Mentholatum Company Building
Sedgwick Co., Kansas

By 1901 Hyde was looking for an eastern outlet to produce Mentholatum. After visiting Buffalo, New York, he chose the city because of its proximity to Canada, Buffalo's east-west transportation system, and the city's health industry.²³ In 1903, he sent his second oldest son, Edward K. Hyde (1878-1974), to Buffalo to establish offices and a factory. Three years later Mentholatum was being distributed throughout the United States and Canada. In 1906, Hyde opened a Canadian subsidiary called Mentholatum Inter-American Inc. operated by his fifth son, Charles H. Hyde (1884-1970). Initially the Canadian subsidiary distributed Mentholatum products only made by the Buffalo factory.²⁴

In November 1906, Hyde dissolved the Yucca Company, ceased producing yucca-based soaps and other products, including the predecessor to Mentholatum, the Vest Pocket Cough Specific. The Yucca company was replaced by the Mentholatum Company, with all its stock owned by Hyde and family members.²⁵ A new factory and offices were erected at 1300 East Douglas a block to the east of the Yucca Company building and in 1914 the Yucca Company building at 1213 East Douglas sold for \$14,000.00 to James Grady.²⁶

By 1914, a new plant was constructed in Bridgeburg, Ontario, to sell Mentholatum and related products in Canada.²⁷ In 1923, the fourth Mentholatum office and factory were established in Slough, England, outside London in the county of Buckinghamshire.²⁸

²³ Buffalo was the eastern terminus for Midwestern wheat, and it was where the grain elevator was invented.

²⁴ Taylor, *Amazing Mentholatum*, pp. 48-53.

²⁵ *Ibid.*, p. 43.

²⁶ *Wichita Eagle*, 19 July 1914, p. 5.

²⁷ Taylor, *Amazing Mentholatum.*, p. 70.

²⁸ *Ibid.*, p. 105.

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Mentholatum Company Building
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The Wichita Mentholatum Company was the flagship of the family-held business with A. A. Hyde at the helm. By any standards either of the nineteenth or twentieth centuries, Hyde was a munificent employer and an exception in an age when most industrial concerns ran sweatshops, employed child labor and cared little at all for the welfare of their employees (Plate 11).

According to the Mentholatum Company's Employees Hand Book the Manufacturing Department's hours were Monday through Friday from 7:55 am to 5:00 pm, with an hour for lunch. The Business Office hours were 8:25 am to 5:00 pm, with an hour for lunch. Both departments worked until noon on Saturday. For the Business Office, Hyde hired only single or widowed women, a typical hiring procedure for the time. The women were well paid and Hyde knew them all. After a year's employment all employees were given a two-week paid vacation or they had the option of choosing a ten-day paid holiday in Estes Park, Colorado. Hyde was enamored with the Rocky Mountains, had a summer home there, and was an avid outdoorsman. The company paid for the train trip and met the employees in Denver, took them to Estes Park, where they stayed at the Western Conference grounds as guests of the company. In addition, Hyde gave each employee twenty-five dollars incidental traveling money. All employees were eligible to join the Mentholatum Club, a recreational club situated in its own brick building to the north across the alley from the company headquarters. The costs of the club and its functions were paid for by the company. A hot lunch was served in the Club Room each weekday for the employees. The only expense to the employees was the cost of the food.

The company carried workmen's compensation insurance for factory employees and provided group insurance for those who wanted it. The insurance covered total disability at a very low rate to the employee, as the

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company paid part of the premium. Hyde believed that each employee should save a portion of his or her salary for a "rainy day." To encourage this a quarterly bonus was paid to employees, starting with 4% of the first year's wages, the second year at 8%, and increasing 4% each year up to 20% for the fifth year of service. The bonus then increased 3% each year for the next five years and 2% the following five years, making 45% of wages for the fifteen years of company service, with a maximum bonus of \$250.00 per quarter to any employee.²⁹

In January, 1920, Hyde commissioned Wichita architect Edward Forsblom (1875-1961) to design a two-story brick building located to the north of the Mentholatum Company building. Designated the Power House on blue prints, the building is still standing and measures 36 x 48 feet and cost between \$20,000.00 to \$25,000.00 to erect.³⁰ The building has a basement and a ground floor that originally housed the boiler and coal rooms, a pump pit as well as a toilet, dressing room and shower for men. The second floor was devoted to the Mentholatum Club activities where hot noon lunches were served to the employees on weekdays and members met. The floor was divided into three large rooms containing a dressing room and toilets for women, a kitchen, fireplace and a solarium.³¹ The interiors of the building have been drastically altered, but the exteriors are as they were designed. Like the Mentholatum Company, the Power House was done in the Spanish Mission Revival style. Mission parapets defined the corners of the front, west elevation. There was and still is a permanent awning with a pantile roof shading the entrance located at the southwest corner (Plate 12).

²⁹ Employee's Hand Book, a copy of which is in the possession of Eleanor Cracraft of Wichita, Kansas. Eleanor's mother, Ethel Willard worked for the Mentholatum Company from 1921 to 1929.

³⁰ *Wichita Beacon*, 6 January 1920, p. 2.

³¹ Forsblom's Power House blue prints are in the Parks and Parks Architectural Drawings Collection, Special Collections, Ablah Library, Wichita State University, Roll 58 Set 19.

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A. A. Hyde Philanthropist

Hyde's Mentholatum business had brought him immense wealth, more than he ever imagined. He was troubled by the responsibility such wealth entailed. In a 1927 interview he stated that "I had no special talent that deserved such financial reward...I was glad to think that in a small way I was serving mankind in relieving physical pain-but that was not enough."³² After loosing everything in the real estate and financial collapse of 1889, Hyde was forced to reconsider the place of wealth in his life:

After worrying over these material enterprises for years and having health impaired through care of investments I saw that laying up wealth in this world did not bring satisfaction but brought instead, anxiety and a distrust of fellow men. I realized that accumulated wealth was a source of worry, shortened life, and was deleterious to character, that the time spent worrying over these investments, attending meetings and brooding over reports, might be put to much better advantage for my own satisfaction, good of family, and for the benefit of the community.³³

In a sketch of his life Hyde wrote that he found an answer to what he should do with his accumulated wealth in the *Sermon on the Mount*. "Lay not for yourselves treasures upon earth, where moth and rust doth corrupt, and where thieves break through and steal: But lay up for yourselves treasures in heaven, where neither moth nor rust doth corrupt, and where thieves do not break through nor steal." Hyde now understood that "...accumulated wealth simply whetted selfish appetite, hardened character, shortened life, and was altogether contrary to Christ's teachings". He had "found great joy and

³² John M. Hyde, "A Balm in Gilead." *The Kansas Magazine*. 7 (Winter 1986-1987): 160.

³³ Ibid.

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continuous satisfaction from hundreds of investments for human betterment and to advance righteousness on earth.”³⁴

His giving was largely, but not exclusively, focused on Christian organizations: educational, the disadvantaged, especially children and minorities, and his giving was international in scope. Typical of his education giving were gifts in Kansas to Fairmount College, now Wichita State University, Friends University, Sterling College, College of Emporia, and outside the state to Park College in Missouri; Westminster College, Salt Lake City, Utah; Yankton College in South Dakota; Oberlin College in Ohio; Berea College in Kentucky; Blackburn College, Carlinville, Illinois; the Piney Woods Country Life School for black children in Mississippi; the American University, Cairo, Egypt; Canton Christian College, Canton, China. He gave to missions in China, Japan, India and Africa and to any number of churches in Wichita, Kansas, and around the world. To the YMCA and the YWCA he gave huge amounts of money. Hyde paid for a playground in Athens, Greece, for refugees from the war with Turkey, to the National Anti-Cigarette League, and to the American Friends Service Committee. Many of the donations were huge amounts of money: \$100,000 to the Christian Service League of Wichita and \$9,000 to the Federal Council of Churches of Christ in America. On March 2, 1925, the City of Wichita honored Hyde with an enormous banquet held at the Wichita Forum and attended by more than 1,150 people from around the world. Ben Hammond's cartoon in *Wichita Eagle* captures the event and Hyde's phenomenal philanthropic giving (Plate 13). Hyde lived on ten percent of his accumulated wealth and gave away ninety percent of it to charity. At his death in January 1935 and after his estate was settled, Hyde died without accumulated wealth.

³⁴ Hyde, "A Balm in Gilead," pp. 46-47.

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The Mentholatum Company with all of its far flung operations remained as a family company until 1988, when it was sold to ROHTP, a global manufacturer of consumer healthcare products. With this acquisition the Mentholatum Company had come full circle. The Japanese had revered and used menthol for centuries. Prior to Hyde's distillation of menthol as a base ingredient for Mentholatum, most menthol products were imported from Japan. Now the Japanese own the largest American producer of a menthol-based product.

Ulysses Grant Charles (1865-1947) Architect

U. S. Charles, the architect A. A. Hyde commissioned to design the Mentholatum building, was a "Boom and Bust" architect. Born in Salem, Indiana in 1865, Charles was not formally trained as an architect. Rather he was a cabinet maker and general mechanic. Drawn to Wichita in 1886 at the height of the city's soaring building boom fed by its real estate boom, he worked as a carpenter, carver and cabinet maker. When the inevitable bust occurred in 1889, he left the city in 1891 for a job in Wisconsin. Working for the Morgan Company, a large manufacturer of sashes, doors, blinds and woodwork, Charles began his architectural career. Unlike many of Wichita's "Boom and Bust" era architects, Charles returned to Wichita in 1901 and set up practice as an architect.³⁵

³⁵ Beverly Henline, "Master Architect U. G. Charles Set His Sights on Wichita," in *In the Whirligig of Time* (Wichita: Wichita-Sedgwick County Historical Museum, 1996), p. 25.

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Charles had a long and varied career designing commercial, industrial and residential buildings in Wichita, the state of Kansas and in Oklahoma. Some of his most important commercial and industrial buildings are the Lawrence Block at the corner of Emporia and Douglas (demolished), the Albert Pike Lodge Room, an addition to Proudfoot and Bird's Scottish Rite Temple in downtown Wichita, the Odd Fellows Building at the corner of 18th and North Broadway and the Western Biscuit Company factory at the corner of Wichita and Williams Streets (demolished). He designed residences for Wichita business leaders. Among them were the J. H. Butts residence at 1215 North Lawrence that had a second life as the Hypatia House, the C. Q. Chandler residence at 206 South Chifton in the newly developing College Hill neighborhood (demolished) and the R. P. Murdock residence at 1602 Park Place. One of his most intriguing of his designs was the Spanish Mission Revival style Park Villa in North Riverside Park. On this project he worked with the eccentric public gadfly, Laura F. Buckwalter (1859-1941), who raised the money for the park building, convinced Charles to donate his time, and presided over its construction, with an axe and shot gun to insure that the convict labor did not escape!

In addition to his architectural practice, Charles was an acknowledged architectural authority, who gave testimony concerning mechanical engineering and structural problems. He also wrote articles for professional periodicals and for a two year period he served as the publisher of a Wichita monthly architectural magazine. In 1923, Charles became a patent attorney, maintaining an office in Topeka for six years and returning to Wichita in 1929.³⁶

³⁶ Henline, "Master Architect U. G. Charles Set His Sights on Wichita," p.26.

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Charles's Mentholatum building a state-of-the-art commercial/ industrial complex of reinforced concrete. But the Mentholatum building was not Wichita's first reinforced concrete building or the first reinforced structure to be erected in the city. Wichita historians and others following their lead have erroneously stated that the Mentholatum building was Wichita's first reinforced concrete building.

The Romans were the inventors of concrete, but reinforced concrete, initially using iron lattice work, was not invented until the mid-nineteenth century in France and England. By 1895 in France, François Hennebique used a framework of reinforced concrete in a factory. In this country the German emigre architect, Albert Kahn (1869-1942), who settled in Detroit, pioneered the use of reinforced concrete in his General Motors and Ford Company factories.

In Wichita, the first use of reinforced concrete was in the construction of bridges. In 1907 the first steel reinforced concrete bridge was erected across the drainage canal at 17th Street.³⁷ Joining the 17th street bridge was a second reinforced concrete bridge under construction across the drainage canal at 13th Street in July of 1907.³⁸ These bridges were followed in 1907-1908 by the Douglas Avenue reinforced concrete bridge over the Arkansas River. Several commercial buildings in downtown Wichita vied to be the city's first reinforced concrete building: the Boston Store, the Beacon newspaper and office building, the Schweiter building and Hyde's Mentholatum building. The honor went to the six-story commercial building erected by the brothers C. H. and Fred Smyth for the Innes Department Store. Located on the northeast corner of

³⁷ *Wichita Beacon*, 19 March 1907, p. 10.

³⁸ *Wichita Eagle*, 20 June 1907, p. 5. In the article the 13th Street bridge is erroneously identified as being the 14th Street bridge.

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Douglas and Lawrence Avenue, now Broadway, in the heart of downtown Wichita, the Innes Department Store building was begun in the summer of 1907, and completed in January 1908. A report in the *Wichita Eagle* of October 3, 1907, states that "the reinforced concrete construction is the pioneer building of its type in Kansas and has aroused much interest."³⁹ The first reinforced concrete building without any cladding, like the stucco surfaces of the Mentholatum building or the brick surfaces of the Boston Store, was the George Innes Dry Goods warehouse at 701 East First Street in Wichita's National Historic Warehouse and Jobbers District, constructed by George H. Siedhoff (1879-1966) in 1919-1920.

Of the five earliest and major reinforced concrete commercial buildings in Wichita, only the Mentholatum building is in excellent condition. The other four buildings have not fared so well. The Innes Department Store building is gone. The Boston Store, located on the southeast of Main and Douglas Avenue, and the Beacon building, located in the first hundred block of south Main, have had their exteriors stripped and replaced with composite slabs, destroying the entire character of the buildings. The Schweiter building on the northeast corner of Main and Douglas Avenues is standing, with its street level facade stripped and restored, but not in its original form.

The Spanish Mission Revival style Charles selected for the Mentholatum building was a creative departure from the usual commercial building in downtown Wichita. Typical were the Innes, Boston, Beacon and Schweiter buildings defined by fenestration, with brick pilasters and topped with bold cornices. The "Boom and Bust" architects Proudfoot and Bird introduced the

³⁹ *Wichita Eagle*, 3 October 1907, p.6. The building permit for the Innes Department Store building was issued on April 17, 1907, *Wichita Eagle*, 18 April 1907, p. 5. After Innes left, the building it was occupied by Rorabaugh Dry Goods and lastly by Bucks Department Store. In the 1960s Urban Renewal razed the building to make way for the Fourth National Bank Building.

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Richardsonian Romanesque style to Wichita's commercial, educational and institutional buildings, and like them, Charles was responsible for introducing the Spanish Mission Revival style to Wichita's commercial buildings. The Mentholatum building is one of the earliest, if not the earliest, use of the Spanish Mission Revival style for a Wichita commercial/industrial building. Charles defined the building with a series of Spanish Mission parapets, giant pilasters, and covered the exteriors with stucco in the manner of the Franciscan Mission churches that line the California coast. Charles used the Spanish Mission Revival style and its stucco surfaces as an advertising statement. The stucco surfaces of the building were painted white and accented in mint green trim, the colors of Hyde's Mentholatum products. Within the context of East Douglas, lined with the conventional brick and wooden buildings, the Mentholatum building made a bold statement.

Charles and his Spanish Mission Mentholatum building were in the forefront of Wichita's associating itself with the Southwest. Whereas the northeastern part of the state looked to Kansas City, Missouri, and Chicago, Wichita considered itself part of the great Southwest. The initial fascination with the Southwest probably began with the coming of the Atchison, Topeka & Santa Fe Railway to Wichita in 1872. The railroad adopted the Spanish Mission and Spanish Colonial Revival styles for its depots in Topeka, Dodge City, in small Kansas towns and throughout the Southwest. Not only did the Santa Fe Railroad adopt the Spanish revival styles for its architecture, but it also based its entire advertising campaign on Native American art of the southwest, and the company collected and sold Southwestern art and Native American artifacts at its depots and in its hotels.

After the Mentholatum building the Spanish Mission Revival style began its popular ascent in Wichita. Edward Forsblom designed the Power House,

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which housed the Mentholatum Club on its second floor, in the Spanish Mission Revival style to complement the Mentholatum building. The Kansas Masonic Home, after its devastating fire of 1916, rebuilt in 1916-1917 in the Spanish Mission Revival style, and to this day it remains the largest Spanish Mission Revival style building in the city. Other examples of the style were the Southwestern Osteopathic Sanitarium and Hospital, built in 1926, and located at the northwest corner of Douglas Avenue and Rutan at the western edge of the College Hill neighborhood,⁴⁰ and the Nomar movie theater built in 1929. After World War One, the Spanish Mission and Spanish Colonial Revival styles became very popular residential styles, especially in Wichita's College Hill neighborhood.

The Mentholatum Company stands today as a monument to A. A. Hyde's business acumen, his phenomenal business success not just nationally, but internationally, and to his philanthropy to those in need in this country and throughout the world. U. G. Charles's Mentholatum building is a pioneering effort in its use of reinforced concrete and in the introduction of the Spanish Mission Revival style to Wichita, Kansas, where it has had a long and very successful life.

⁴⁰ In 1947 the Osteopathic Sanitarium and Hospital was sold to a group of Wichita physicians, who formed the Wichita Clinic. In a series of additions the sanitarium and hospital were enclosed within the Wichita Clinic. In the summer of 2005 the entire complex was raised.

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Verbal Boundary Description

The Mentholatum Company Building is located on Lots 14, 16 & 18 in Ray's Subdivision in Wichita, Kansas.

Boundary Justification

The boundary contains all the property historically associated with the Mentholatum Company Building in Wichita, Kansas.

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Photographs

Plate 1.

Photographer: Pamela D. Kingsbury

Date of Photograph: July 15, 2005

Location of Original Negative: Pamela D. Kingsbury

View and Its Direction: The South Front Elevation of the Mentholatum Company Building

Plate 2.

Photographer: Unknown

Date of the Photograph: 1911

Location of the Original Negative: Unknown

View and Direction: The South Front and West Side Elevations of the Mentholatum Company Building

Plate 3.

Photographer: Ethel Willard

Date of Photograph: 1921

Location of the Original Negative: There Is No Original Negative

View and Direction: The South Front Elevation of the Mentholatum Company Building Showing the 1921 Flood

Plate 4.

Photographer: Unknown

Date of Photograph: After 1921

Location of Original: Unknown

View and Direction: The South Front Elevation of the Mentholatum Company Building after the 1921 Flood

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Plate 5.

Photographer: Pamela D. Kingsbury
Date of Photograph; July 15, 2005
Location of Original Negative: Pamela D. Kingsbury
View and Direction: The West Side Elevation of the Mentholatum Company Building

Plate 6.

Photographer: Pamela D. Kingsbury
Date of Photograph: July 15, 2005
Location of the Original Negative: Pamela D. Kingsbury
View and Direction: The North Rear Elevation of the Mentholatum Company Building

Plate 7.

Photographer: Unknown
Date of Photograph: N/A
Location of Original Negative: N/A
View and Direction: Drawing of the Ground Floor Plan of the Mentholatum Company Building

Plate 8.

Photographer: Unknown
Date of Photograph: March, 1928
Location of Original Negative: Unknown
View and Direction: Looking East into the Business Office in the Mentholatum Company Building

Plate 9.

Photographer: Unknown
Date of Photograph: ca. 1888
Location of Original Negative: Wichita-Sedgwick County Historical Museum, Wichita, Kansas
View and Direction: Looking West at the East Front Elevation of the A. A. Hyde Residence

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Plate 10.

Photographer: Unknown
Date of Photograph: ca. 1904
Location of the Original Negative: Wichita-Sedgwick County Historical Museum,
Wichita, Kansas
View and Direction: Looking South at the North Front Elevation of the Yucca
Company Building

Plate 11.

Photographer: Unknown
Date of Photograph: Unknown
Location of Original Negative: Wichita-Sedgwick County Historical Museum, Wichita,
Kansas
View and Direction: Portrait Photograph of A. A. Hyde

Plate 12.

Photographer: Pamela D. Kingsbury
Date of Photograph: August 7, 2005
Location of Original Negative: Pamela D. Kingsbury
View and Direction: Looking East at the West Front Elevation of the Power House

Plate 13.

Photographer: Unknown
Date of Photograph: N/A
Location of Original Negative: N/A
Ben Hammond Collection, *Wichita Eagle*, March 2, 1925
View and Direction: N/A

The Wichita Plant Floorplan

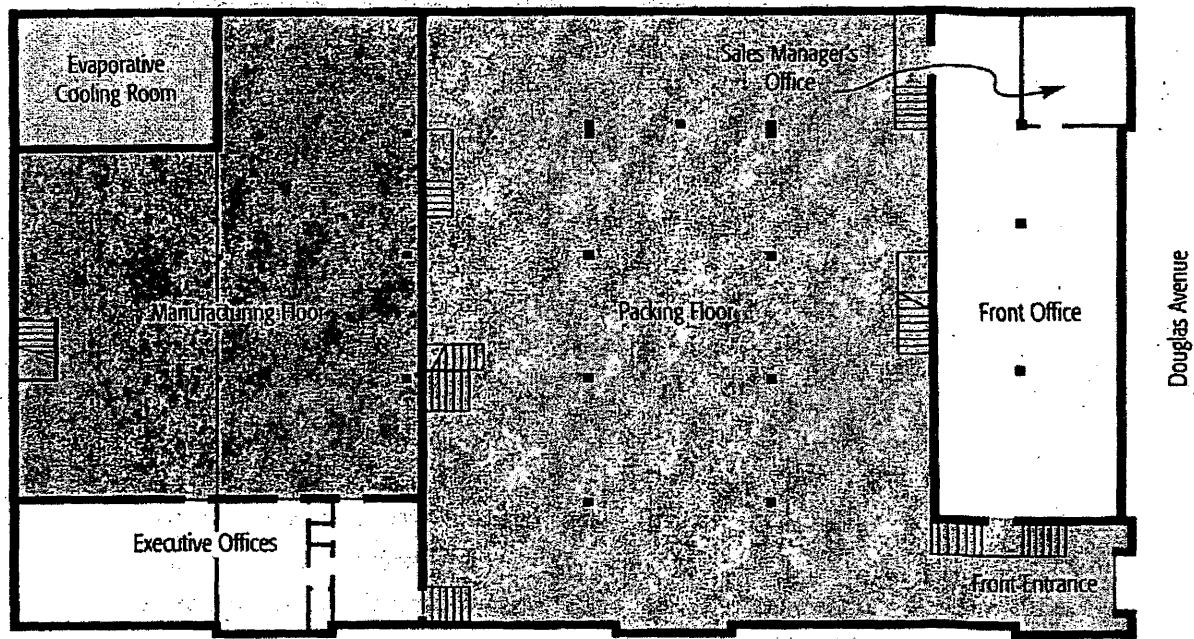


Plate 7.

Cleveland



Plate 13.