

UNITED STATES DEPARTMENT OF THE INTERIOR  
NATIONAL PARK SERVICE

FOR NPS USE ONLY  
RECEIVED MAR 12 1979  
DATE ENTERED APR 24 1979

## NATIONAL REGISTER OF HISTORIC PLACES INVENTORY -- NOMINATION FORM

SEE INSTRUCTIONS IN HOW TO COMPLETE NATIONAL REGISTER FORMS  
TYPE ALL ENTRIES -- COMPLETE APPLICABLE SECTIONS

### 1 NAME

HISTORIC

Whiteside Bakery

AND/OR COMMON

Dixie Baking Company

### 2 LOCATION

STREET & NUMBER

1400 West Broadway St.

— NOT FOR PUBLICATION

CITY, TOWN

Louisville,

CONGRESSIONAL DISTRICT

3 and 4

STATE

Kentucky

— VICINITY OF

CODE

021

COUNTY

Jefferson

CODE

111

### 3 CLASSIFICATION

**CATEGORY**

- DISTRICT
- BUILDING(S)
- STRUCTURE
- SITE
- OBJECT

**OWNERSHIP**

- PUBLIC
- PRIVATE
- BOTH
- PUBLIC ACQUISITION**
- IN PROCESS
- BEING CONSIDERED

**STATUS**

- OCCUPIED
- UNOCCUPIED
- WORK IN PROGRESS
- ACCESSIBLE**
- YES: RESTRICTED
- YES: UNRESTRICTED
- NO

**PRESENT USE**

- AGRICULTURE
- COMMERICAL
- EDUCATIONAL
- ENTERTAINMENT
- GOVERNMENT
- INDUSTRIAL
- MILITARY
- MUSEUM
- PARK
- PRIVATE RESIDENCE
- RELIGIOUS
- SCIENTIFIC
- TRANSPORTATION
- OTHER:

### 4 OWNER OF PROPERTY

NAME

Glendal Embry

STREET & NUMBER

2600 Garland

CITY, TOWN

Louisville

— VICINITY OF

STATE

Kentucky 40211

### 5 LOCATION OF LEGAL DESCRIPTION

COURTHOUSE,  
REGISTRY OF DEEDS, ETC.

Jefferson County Courthouse

STREET & NUMBER

Jefferson Street

CITY, TOWN

Louisville,

STATE

Kentucky 40202

### 6 REPRESENTATION IN EXISTING SURVEYS

TITLE

DATE

— FEDERAL — STATE — COUNTY — LOCAL

DEPOSITORY FOR  
SURVEY RECORDS

CITY, TOWN

STATE

# 7 DESCRIPTION

## CONDITION

EXCELLENT       DETERIORATED  
 GOOD             RUINS  
 FAIR              UNEXPOSED

## CHECK ONE

UNALTERED  
 ALTERED

## CHECK ONE

ORIGINAL SITE  
 MOVED      DATE \_\_\_\_\_

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### DESCRIBE THE PRESENT AND ORIGINAL (IF KNOWN) PHYSICAL APPEARANCE

Whiteside Bakery is located on the southwest corner of the intersection between Broadway and 14th Streets. It occupies a transitional zone between Louisville's central business district to the east, and a residential neighborhood to the west. Elevated railroad tracks along the bakery's east side have obscured the view of the structure from this direction. Directly behind the bakery lies a warehouse for the Sears, Roebuck Company, while offices of the Veterans Administration are located across Broadway to the north. Modest dwellings line 15th Street north and south of Broadway; they also begin fronting on Broadway west of 15th Street. Further to the east lie Union Station (National Register, August 1975), the L & N Railroad Station, and Sears, Roebuck & Co. Department Store. To the west, the mixed zone of light industry and residences continues. The American Tobacco Company plant lies two blocks west of the bakery. Modest dwellings continue in greater abundance to the west along Broadway.

Whiteside Bakery was built in 1908 by Louisville architect Arthur Loomis. His choice of the Mission Style for the project is a curious one, since the style was not well represented in the Louisville area. Loomis's use of this contemporary California mode, however, provided a particularly happy solution for the structure's location within a transitional zone. The bold, low massing of the Mission Style catered to the height of the bakery's residential neighbors, while the strength and solidity of the style justified its use as a commercial structure.

Asymmetrical square towers dominate each corner of the building, anchoring it to its site. The left tower is slightly taller than the one to the right for stylistic purposes. This tower commands the southwest corner of Broadway and 14th Streets, and was originally highly visible from the downtown direction. The crowning glory of this tower, no longer extant, was a large electric clock which tolled upon the hour. At dusk, we are told, "the characters describing the circle and declaring the hours stand forth in letters of fire and read 'Mother's Bread'." Unfortunately, this magnificent timepiece has met an ignominious end. Today, plywood roundrels declaring, "1st" and "For Rent", supplant its original splendor. A tile roof supported by piers caps the tower. Deep, bracketed wooden eaves protect recessed arched windows on each side to the tower, creating the visual effect of an open loggia from the street. Limestone rolled trim edges the base of the loggia, while gargoyles commanding each corner peer menacingly down upon passersby.

The lower tower to the right of the building has been designed in deliberate contrast to its taller counterpart on the left. In the first instance, the emphasis has been upon height and lightness; here, the stress is upon weight and mass. The tile roof sits firmly upon shorter piers, which appear more massive because of their reduced height. Squat columns recessed into the depths of the heavily-bracketed eaves support a low arch which enframes the windows on each tower face. Corbelled brick balconies break forward from each side, enclosing the bottom of the loggia. Their post and lintel limestone ballustrades further increase the feeling of weight; the feeling is additionally enhanced by the horizontal limestone trim capping the corner piers at two levels. Limestone shields crowd into the space remaining at the piers' base. A row of five slotted windows lies directly beneath the balconies on both exterior sides of this lower tower, further crowding its available wall space, and further enhancing its appearance of great mass.

# 8 SIGNIFICANCE

PERIOD	AREAS OF SIGNIFICANCE -- CHECK AND JUSTIFY BELOW			
<input type="checkbox"/> PREHISTORIC	<input type="checkbox"/> ARCHEOLOGY-PREHISTORIC	<input type="checkbox"/> COMMUNITY PLANNING	<input type="checkbox"/> LANDSCAPE ARCHITECTURE	<input type="checkbox"/> RELIGION
<input type="checkbox"/> 1400-1499	<input type="checkbox"/> ARCHEOLOGY-HISTORIC	<input type="checkbox"/> CONSERVATION	<input type="checkbox"/> LAW	<input type="checkbox"/> SCIENCE
<input type="checkbox"/> 1500-1599	<input type="checkbox"/> AGRICULTURE	<input type="checkbox"/> ECONOMICS	<input type="checkbox"/> LITERATURE	<input type="checkbox"/> SCULPTURE
<input type="checkbox"/> 1600-1699	<input checked="" type="checkbox"/> ARCHITECTURE	<input type="checkbox"/> EDUCATION	<input type="checkbox"/> MILITARY	<input type="checkbox"/> SOCIAL/HUMANITARIAN
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> ART	<input type="checkbox"/> ENGINEERING	<input type="checkbox"/> MUSIC	<input type="checkbox"/> THEATER
<input type="checkbox"/> 1800-1899	<input checked="" type="checkbox"/> COMMERCE	<input type="checkbox"/> EXPLORATION/SETTLEMENT	<input type="checkbox"/> PHILOSOPHY	<input type="checkbox"/> TRANSPORTATION
<input checked="" type="checkbox"/> 1900-	<input type="checkbox"/> COMMUNICATIONS	<input checked="" type="checkbox"/> INDUSTRY	<input type="checkbox"/> POLITICS/GOVERNMENT	<input type="checkbox"/> OTHER (SPECIFY)
		<input type="checkbox"/> INVENTION		

SPECIFIC DATES                      1908                      BUILDER/ARCHITECT      Arthur Loomis

STATEMENT OF SIGNIFICANCE

Whiteside Bakery was built in 1908 at the request of bakery magnate I. F. Whiteside. At the time of its dedication, it was hailed as the largest, most sophisticated bakery in the United States. Designed in the Mission Style by prominent Louisville architect Arthur Loomis, the bakery inspired admiration from its inception for its aesthetic, as well as its technological, merits. It is one of a very few structures representing the Mission Style in the Louisville area.

The bakery was built upon land originally annexed to the City of Louisville in 1836 as part of Bullit's Addition. This relatively early annexation belies the fact that the plot would remain vacant at the southwestern limits of the city for another 72 years, while development proceeded to its north and west. By 1908, however, the site had become particularly desirable for commercial use; its location alongside the tracks of the Pennsylvania Railroad facilitated delivery of bulk raw materials. This convenience, which eliminated rehandling of materials, was incorporated into the industrial design of the bakery. An enthusiastic description of the modern facilities, as recorded by Captain Lewis C. Baird in his History of Clark County, Indiana, follows:

"The flour in barrels is taken from the railroad cars, placed directly into the large iron chutes leading to different parts of the basement storage room. The sifting and cleaning are done mechanically in the basement. A 'worm' elevator runs the flour to the second floor where great mixing machines mix the dough, going from the sifters and blenders on to the dough mixers, and into the sanitary dough troughs. These are portable and can be wheeled with their contents into the cooling room.

From this room the dough descends through iron chutes into dough dividers, thence into the 'merry-go-round.' The next step in the preliminary process takes place in the moulding machine, where the dough is formed into loaves for the baking pan. These loaves are placed on large portable cars and wheeled into the steam rooms, where they remain about half an hour to raise. This is quite different from the home method, where the bread has to be 'set' over night for the "raising" process.

Now that it is time to begin baking the loaves are wheeled to the ovens. The oven room in the Whiteside Bakery would be a joy to any baker, and is perhaps the finest one extant. It is long and well lighted with nine ovens down each side. These have a combined capacity of one hundred forty thousand loaves daily. The ovens, which are faced with white enameled tile, are fired from the rear with coke, which is brought in by an overhead trolley. After a proper time the bread is wheeled out of the opposite side of the steam box which opens into one hundred and twenty corridors between two rows of ovens.

# 9 MAJOR BIBLIOGRAPHICAL REFERENCES

"An Interview with C. Leslie Lowe, President of General Baking Company,"  
The (Louisville) Courier-Journal, May 30, 1930, sec. 1., p. 5.

Baird, Captain Lewis C., Baird's History of Clark County, Indiana, Indianapolis, 1909.  
 Reproduced by UNIGRAPHIC, 1972, pp. 653-654; 784-787; 911-913.

# 10 GEOGRAPHICAL DATA

ACREAGE OF NOMINATED PROPERTY approx. 1/3 acre

QUADRANGLE NAME Louisville West Quadrangle

QUADRANGLE SCALE 1:24000

UTM REFERENCES

A 16 6107150 4233805

B               

C               

D               

E               

F               

G               

H               

## VERBAL BOUNDARY DESCRIPTION

Block 36D  
 Lot 153, exclusive of the parking lot to the west of the building.  
 City of Louisville

## LIST ALL STATES AND COUNTIES FOR PROPERTIES OVERLAPPING STATE OR COUNTY BOUNDARIES

STATE	CODE	COUNTY	CODE
STATE	CODE	COUNTY	CODE

STATE	CODE	COUNTY	CODE
STATE	CODE	COUNTY	CODE

# 11 FORM PREPARED BY

NAME / TITLE

Diane Kane - Researcher

ORGANIZATION

Louisville Landmarks Commission

DATE

11/9/78

STREET & NUMBER

727 West Main Street

TELEPHONE

587-3501

CITY OR TOWN

Louisville,

STATE

Kentucky 40202

# 12 STATE HISTORIC PRESERVATION OFFICER CERTIFICATION

THE EVALUATED SIGNIFICANCE OF THIS PROPERTY WITHIN THE STATE IS:

NATIONAL

STATE

LOCAL

As the designated State Historic Preservation Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the National Park Service.

STATE HISTORIC PRESERVATION OFFICER SIGNATURE

*Donna C. Hopkins*

TITLE State Historic Preservation Officer

DATE

3-5-79

FOR NPS USE ONLY

I HEREBY CERTIFY THAT THIS PROPERTY IS INCLUDED IN THE NATIONAL REGISTER

KEEPER OF THE NATIONAL REGISTER

DATE

4-24-79

ATTEST:

CHIEF OF REGISTRATION

DATE

4/23/79

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CONTINUATION SHEET Whiteside Bakery ITEM NUMBER 7 PAGE 2

On the two ground floors, the towers are treated as part of the front facade, which is symmetrical about the arched double door in the center. The door is plainly treated. A semi-circular window fills the transom area above the door, and completes the arched form at the core of the facade. This form is echoed twice about the door in varying materials. Limestone voussiors enframe the door, while a larger painted concrete area entirely surrounds the central feature of this rather simple facade. A corbelled limestone balcony occupies the second floor directly above the door. Its wrought iron ballustrade protects an elaborately-carved recessed tripartite arch, which is supported upon squat columns with carved cushion capitals. Limestone rolled trim, flush with the facade, enframes this magnificent balcony. Quatrefoilesque windows flank the balcony to either side. They are also positioned directly over short piers which break forth from the building on either side of the door. It is perhaps this central part of the building, more than any other, which led critics to state that it was constructed in the "Moorish" design. Corbelled balconies with wrought iron railings grace each tower at the same level as the balcony over the door. Their tall, and arched windows are also enframed with limestone rolled trim.

The emphasis upon horizontality along the facade is stressed in many ways. The structure rests upon a rusticated stone base. The base is of a lighter color than the remaining aggregate stucco exterior, which visually reduces its height and increases its mass. The first floor fenestration groups the functional double-hung windows into units of three, which are regularly spaced across the facade. A horizontal course of decorative bracketing embellished with lions heads reaches across the entire facade from tower base to tower base. It lies directly below the crenellated roofline, which in earlier days, supported a battalion of ornamental plants inhabiting the rooftop employee garden.

With the exception of the tower clock and the rooftop garden, the exterior of the bakery has changed little since 1908. The low, open pavillion to the far right of the structure, featured in an earliest photograph, is presently enclosed.

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CONTINUATION SHEET Whiteside Bakery ITEM NUMBER 8 PAGE 2

During the whole time of baking, pilot lights show the condition of the bread. When it is finished it is delivered to the shipping room. Twenty doors leading to as many wagons lead from this room. These wagons are lined up in a covered paved court. Delivery of the bread begins at 12:30 in the morning and the last wagons leave the court at 1:45 a.m., to serve the community with breakfast rolls and bread.

Praise is due the architect for the splendid arrangement of lights, ventilation and extreme cleanliness, for the sanitary condition of the bakery is as near perfect as is possible. Just above the front of the ovens is a wall, slightly protruding over and between it and the oven tops is a space which permits the heat to pass out, to prevent overheating the workers, as is often the case in bakeries. Much care had to be taken in the arrangement of the sky-lights, etc., in order to produce the proper amount of light—light enough to prevent seeing into the darker ovens and yet enough in which to work comfortably and to show every spot of dirt that might accumulate; but the proper results were obtained by the minute arrangement of upright sky-lights over the middle of the corridor from end to end.

Bath-rooms of the most improved design occupy one part of the building. Every employee is compelled to bathe before commencing work, and is furnished by the company a freshly laundered linen suit each day before beginning work, and all workers are required to wash their hands when returning from any place about the building where there might be a chance to collect the least particle of dirt.

The mechanical appliances throughout the plant are of the very latest design. But little of the work is done by hand, the machinery even dividing and weighing each loaf automatically, and the least possible waste of energy is avoided in the plant, and to fully appreciate the genius of the architect one must go through the plant and observe how perfectly the various departments coincide, making one splendid system.

The entire building is lighted with electric lights, each light being enclosed in a glass globe for sanitary purposes, the fixtures being absolutely dust-proof. The flour sifters and blenders, as well as the machines in the moulding room, are driven by motors attached to the ceiling. A tiny motor is also used in the testing laboratory, the Whiteside Bakery being a model both among bakeries and as to electrical installations."

Baird's enthusiasm was perhaps slightly biased, since both owner Whiteside and architect Loomis were natives of Clark County, Indiana, who achieved fame and fortune in the larger City of Louisville across the Ohio River. Issac F. Whiteside was born in Jeffersonville, Indiana in 1858, where he later became one of the town's most distinguished citizens. He died in 1909, at the age of 51, only a year after the opening of his bakery. His brief, yet full life included successful careers in three disparate areas--the theater, business and politics. Whiteside cut his secondary education short by a year to study acting and elocution under Benjamine Cassesay of Louisville, after which he was offered a position in the stock company at the old Macauley Theater. He made his debut at the Academy of Music

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CONTINUATION SHEET Whiteside Bakery ITEM NUMBER 8 PAGE 3

in Indianapolis in 1875, and remained on the stage until 1877 in supporting roles to many of the greatest actors and actresses of his day

After leaving the stage, Whiteside returned to Jeffersonville and joined his father in the grocery business, of which he became sole proprietor in 1880. Two years later, he expanded the enterprise through the purchase of a produce business, as well as the addition of a bakery. At that time, the firm of I. F. Whiteside and Brother was established, with the junior member, Harry R. Whiteside, as presiding officer. Issac Whiteside dissolved the partnership in 1893 in order to more fully concentrate upon the bakery. In 1895, with his penetration of the Louisville market assured, he moved the business from Jeffersonville to a new location at 14th Street and Maple in Louisville. He remained there until the summer of 1908, when he opened what was probably the most extensive and best equipped bakery in the South.

Whiteside's success in commerce brought him such public acclaim in his home town that in 1894 he was elected mayor of Jeffersonville. We are told "he filled his four years of office with credit to himself and to the satisfaction of his constituents."

Architect Arthur Loomis (1859-1934) became a full partner with Charles Julian Clark (1836-1908) in 1891, after joining the firm as a draftsman in 1876. Clark is alleged to have served an apprenticeship with the architect Henry Whitestone (1819-1893). Louisville's first architect of note, before working with the firm of Bradshaw and Brothers in the late 1860s. He started his own firm in 1870. The noted firm of Clarke and Loomis was responsible for numerous buildings in the Louisville area, including: Stuart Robinson Memorial Church (1891); St. Paul's Eposcopal Church, Jeffersonville, Indiana (1892); Theophilus Conrad Residence (1892-93); St. Peter's German Evangelical Church (1893-95); Todd Building (1900); the Shelby Park Library (1910); Carnegie Library, Jeffersonville, Indiana (1903); and Carnegie Library, New Albany, Indiana (1902-4). After Clarke's death in 1908, Loomis moved to Louisville from Jeffersonville, and worked with Julius Hartman (1870-1922). Loomis and Hartman were responsible for the Speed Building on Fourth Street (1916) and the Zion's Reformed Church in Louisville. They also acted as the local architects for the James Ross Todd residence, known as Rostrevor, which was designed by the New York firm of Carrere and Hastings. Loomis later designed the J. B. Speed Art Museum (1925-27), and worked with James Gamble Rogers (1867-1947) on the Southern Baptist Theological Seminary in the 1920s.

General Baking Company of New York acquired Whiteside Bakery, along with six other Midwest bakeries, in December of 1928. During 1929 the bakery was thoroughly remodeled and re-equipped. The \$300,000 allocated for the bakery's modernization included the addition of 20 new trucks to replace the old horse-drawn vehicles. In June of 1930, General Baking Company announced production of its Bond Bread in a "modern, up-to-date bakery," assuring its customers that "even the air is constantly washed and purified to insure perfect baking."

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The bakery changed hands again in 1966, when it was purchased by Dixie Baking Company. Its current owner, Margaret Adams, acquired the structure in 1973. It has been vacant since that time.

Whiteside Bakery is a superb example of early twentieth century industrialization in the food processing industry. When built, the structure utilized the most advanced technology available to ensure quick, efficient, and sanitary methods of handling its products. The bakery was a dominant enterprise in its field, supplying up to 170,000 loaves of bread per day to Louisville and its environs. Shipments extended as far afield as the Cumberland Gap and Decatur, Alabama. Its exterior, designed by prominent Louisville architect Arthur Loomis in the California Mission Style, is a fine example of this genre, which is extremely rare in the Louisville area.



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CONTINUATION SHEET Whiteside Bakery ITEM NUMBER 9 PAGE 2

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"Bakery Sold to General Baking Company," The (Louisville) Courier-Journal, December 6, 1928; sec. 1., p. 24.

"Bond Bread Home-Like Loaf," The (Louisville) Courier-Journal, June 1, 1930, sec. 1, p. 9.

"Death Claims Louisville Businessman and Former Mayor of Jeffersonville," The (Louisville) Courier-Journal, May 5, 1909, p. 3.

"First to Deliver Bread by Airplane," The (Louisville) Courier-Journal, July 7, 1928, sec. 1, p. 8.

Jefferson County (Ky.) Deed Book 4626, p. 391 (1973); Book 4025, p. 570 (1966); Book 1363, p. 504 (1928); Book 822, p. 502 (1909); Book 812, p. 395 (1911); Book 781, p. 610 (1913); Book 785, p. 42 (1913); Book 207, p. 75 (1877).

"Thousands Inspect Whiteside Bakery," The Louisville Herald, July 17, 1908, p. 7.

"Whiteside Bakery Holds Art Contest," The (Louisville) Courier-Journal, October 27, 1924, sec. 2, p. 11.

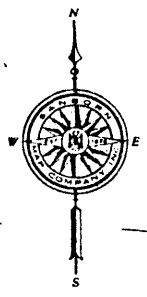
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"Whiteside Plant to Be Remodelled," The (Louisville) Courier-Journal, July 9, 1929, sec. 1., p. 9.

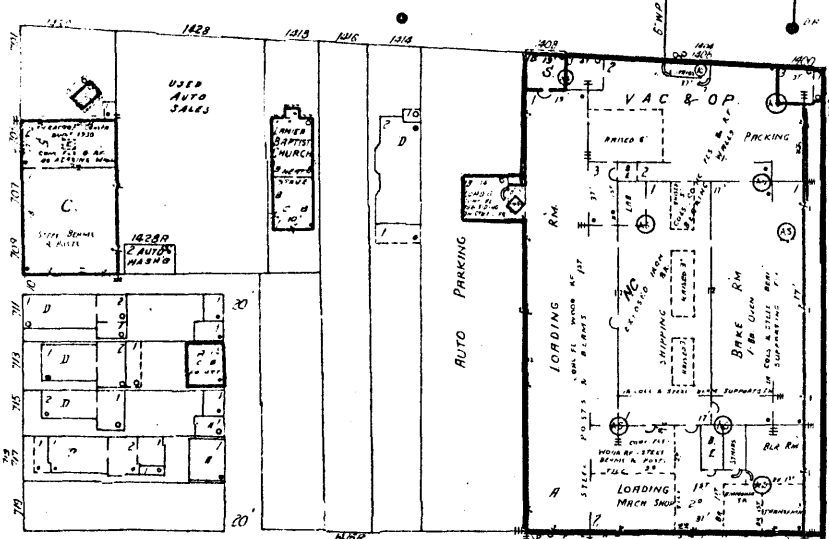
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MAR 12 1979  
SEE VOLUM



32W

W. BROADWAY



ANDERSON 373

SEARS ROEBUCK & CO.  
GENL MDSE. W. HO.  
WATCHMAN WITH CLOCK

WOOD POSTS  
CONC. FL.

2

COTTAGE

SEARS ROEBUCK & CO.  
GENL MDSE W. HO

WATCHMAN WITH CLOCK POWER ELEC  
HEAT STEAM FULL CIVIL UNEM ENTORS

WOOD POSTS

MAPLE

S. 14TH ST. C.E.P.

WIRE FENCE

ALLEY

LOUIS

FINISHED PR.  
PLASTER  
WOOD POSTS

43W

Whiteside Bakery  
1400 West Broadway  
Louisville, Jefferson, Kentucky  
Sanborn Map Co., Map 1.

1 1/2"=100'

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