UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

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 Quaker Oats Cereal Factory

AND/OR COMMON
Quaker Square

2 LOCATION
STREET & NUMBER
120 East Mill Street

CITY, TOWN Akron

STATE Ohio

3 CLASSIFICATION
CATEGORY DISTRICT
BUILDING(S) X
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
COMMERCIAL
EDUCATIONAL
ENTERTAINMENT
GOVERNMENT
INDUSTRIAL
MILITARY
OTHER:

4 OWNER OF PROPERTY
NAME Quaker Square Associates, Inc.

STREET & NUMBER
120 East Mill Street

CITY, TOWN Akron

STATE Ohio

5 LOCATION OF LEGAL DESCRIPTION
COURTHOUSE, REGISTRY OF DEEDS, ETC. Summit County

STREET & NUMBER S. High Street

CITY, TOWN Akron

STATE Ohio

6 REPRESENTATION IN EXISTING SURVEYS
TITLE

DATE

FEDERAL STATE COUNTY LOCAL

DEPOSITORY FOR SURVEY RECORDS

CITY, TOWN

STATE

423-16
Covering the equivalent of an entire city block, the Quaker complex is at the intersection of Broadway and Mill Streets in downtown Akron. Those significant portions of the complex which are being nominated include:

Building #1, the "Cereal Mill": 90x100 feet, 4 stories plus an 18 foot deep basement. Heavy timber and beam interior structure, with some of the posts 2' square. Masonry exterior is 12" thick, posts generally on 14' centers throughout. Some of the floors are 2x6's, arranged vertically and spiked together side-to-side, covered with hardwood flooring.

Building #2, "Corn Puffs": 42x90 feet, contiguous to #1 with matching foot-thick masonry exterior. Interior structure, however, is steel frame and poured-in-place concrete flooring system.

Building #3, "Cleaning House": 49x90 feet, five story timber post and beam construction with masonry walls matching #1 and #2. (#2 is actually a later structure, linking #1 and #3.)

Building #4, The "Loading Shed": a steel frame structure with corrugated sheet metal facing which served as a protected siding area. The open first floor has been glazed to function as a gallery/entrance to the shopping complex.

The brick warehouse buildings and former rail-siding shed retain their overall visual impression as a mill complex, due to the sensitive design of needed contemporary additions such as a brick supported exterior elevator shaft and some glazing treatments (1975). Interior alterations are somewhat more extensive as Quaker Square had developed into a specialty shopping complex, but wherever possible, the developers have retained the integrity of the original structure and highlighted its historical importance.

The 1900 Railway Express Agency depot building (REA), a part of Quaker Square, is a heavy-timber and brick structure whose gable roof, loading dock sheds and general overall configuration, have been preserved in its retail and restaurant adaptation.

Building #5, The "Elevator Building": twenty 14' diameter concrete grain silos, 90' tall with a square 170 foot tower on top and a 53 foot train car dumper at its base. (not rehabilitated at this time)

Building #10, the "Dry House": 65x95 feet concrete super structure with masonry walls, five stories high. (no interior floors)

The thirty-six, 90' tall, poured-in-place grain storage silos were constructed of 12" reinforced concrete, in one, continuous pouring operation that lasted three weeks. The contrast of these smooth cylindrical shapes with the textured brick of the warehouse structures provides a strong - and relatively unchanged - visual identity to the complex.
The Quaker Oats Company traces its history back to 1854 when Ferdinand Schumacher built his first hand-operated mill in Akron. He perfected two revolutionary milling processes - steel cut oats and rolled oats - and popularized the new breakfast product "oatmeal". During the Civil War Quaker Oats' popularity mushroomed because of its ease of preparation on the battlefield.

Schumacher's company flourished, and in 1872, he built his greatly expanded "German Mills" complex on the present site of the brick factory buildings. Though destroyed by fire in 1886, these structures were quickly replaced by similar buildings on the same stone foundations.

Through various mergers and acquisitions, Schumacher's company became the "Quaker Oats" Company and the Akron headquarters continued to grow through the 1930's. For a number of years before the turn-of-the-century, Quaker Oats was the biggest industry and the largest single employer of the city.

Today, the complex is the only remaining visual element in Akron associated with the Quaker Oats Company; the city where Quaker began and served a vital economic role in the community for decades.

While quartered in Akron, Quaker developed some innovative marketing concepts which have had world-wide impact. In addition, Quaker was a pioneer in the concept of national brand advertising by renaming its generic product (oatmeal) "Quaker Oats" and promoting it by distinguishing it from competitive products. The company also merchandised its products by developing the cross-country "whistle-stop" campaigns to increase public demand.

Quaker, for example, was one of the first companies to actively promote a "slogan" for its product - "Shot from guns". The company was also one of the pioneers in consumer packaging - taking what had been a bulk item and putting it into smaller, easier to handle containers.

The success of the Quaker Oats Company was born in the mill buildings and silos on the Akron site. The complex continues to be an important part of the city's history since it has been "recycled" into a successful regional specialty retailing center by maximizing the quality and character of these handsome industrial structures.
MAJOR BIBLIOGRAPHICAL REFERENCES

"Salvage a Factory" Professional Builder, May 1977, pps. 128-129
"Quaker Square" Western Reserve Magazine, Jan-Feb 1978, pps. 22-25
"Working Places" National Trust Movie, 1976
Urban Land Institute, Project Ref. File, Vol. 8, No. 8, Apr.-Jun 1978 (misc. pictures)
"Now It's Old Buildings That are Recycled", U.S. News & World Report, 25 Oct '76, pp.60-

10 GEOGRAPHICAL DATA
ACREAGE OF NOMINATED PROPERTY Approximately 4

QUADRANGLE NAME Akron West
UTH REFERENCES
A 17 456748495
ZONE EASTING 642680
NORTHING
C D E F G
ZONE EASTING NORTHING

QUADRANGLE SCALE 1:26000

VERBAL BOUNDARY DESCRIPTION
Beginning at the southeast corner of Broadway and Mill Street, proceed south along the eastern curb line of Broadway Street approximately 480' to an alley then turn east and proceed approximately 250' to the railroad tracks, then proceed along the western edge of the tracks to the intersection with Mill Street, then proceed west along the southern curb line of Mill Street to the place of beginning.

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

STATE CODE COUNTY CODE

11 FORM PREPARED BY
NAME / TITLE
Richard C. Foran

ORGANIZATION
Foran & Greer, Inc.

STREET & NUMBER
420 Quaker Square

CITY OR TOWN
Akron

STATE
Ohio

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

DATE

FOR NPS USE ONLY
I HEREBY CERTIFY THAT THIS PROPERTY IS INCLUDED IN THE NATIONAL REGISTER

DATE

KEEPER OF THE NATIONAL REGISTER

DATE

CHEF OF REGISTRATION

GPO 921-803
Quaker Oats Cereal Factory, Summit County, Ohio
January 10, 1979

President
Quaker Square Associates, Inc.
120 East Mill Street
Akron, Ohio 44308

Dear Sir:

I am pleased to inform you that the Quaker Oats Cereal Factory, Quaker Square, Akron, has been entered in the National Register of Historic Places by the Heritage Conservation and Recreation Service, United States Department of the Interior.

The nomination was made in connection with a state plan to identify and document prehistoric and historic places in Ohio which qualify for National Register status under provisions of the National Historic Preservation Act of 1966. All nominations are approved by the Ohio Historic Site Preservation Advisory Board.

Enclosed is information explaining the purposes and goals of the National Register of Historic Places.

Sincerely,

[Signature]

Thomas H. Smith
State Historic Preservation Officer
Director, Ohio Historical Society

THS: cw

X. c: Office of the Mayor
NEFCO
Eric Johannesen, Regional Preservationist
National Register of Historic Places File Checklist

The following materials are contained in this file of the National Register form for:

Name: **Quaker Oats Cereal Factory**
County: **Summit**

- [x] Original National Register of Historic Places nomination form
- [ ] Multiple Property Nomination form
- [ ] Photograph(s)
- [x] Photograph(s) (copies)
- [ ] USGS map(s)
- [x] USGS map(s) (copies)
- [ ] Sketch map(s)/figure(s)/exhibit(s)
- [x] Correspondence
- [x] Other **brochures, newspaper clips, large maps, plans**

CES: 9/01