

UNITED STATES DEPARTMENT OF THE INTERIOR  
NATIONAL PARK SERVICE

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

FOR NPS USE ONLY

RECEIVED

DATE ENTERED

12-8-78

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 &amp; NUMBER

120 East Mill Street

\_\_NOT FOR PUBLICATION

CITY, TOWN

Akron

\_\_ VICINITY OF

CONGRESSIONAL DISTRICT

14 - John Seiberling

STATE

Ohio

CODE

44308

COUNTY

Summit

CODE

**3 CLASSIFICATION**

| CATEGORY                                        | OWNERSHIP                                   | STATUS                                               | PRESENT USE                                                                          |
|-------------------------------------------------|---------------------------------------------|------------------------------------------------------|--------------------------------------------------------------------------------------|
| <input type="checkbox"/> DISTRICT               | <input type="checkbox"/> PUBLIC             | <input checked="" type="checkbox"/> OCCUPIED         | <input type="checkbox"/> AGRICULTURE <input checked="" type="checkbox"/> MUSEUM      |
| <input checked="" type="checkbox"/> BUILDING(S) | <input checked="" type="checkbox"/> PRIVATE | <input checked="" type="checkbox"/> UNOCCUPIED       | <input checked="" type="checkbox"/> COMMERCIAL <input type="checkbox"/> PARK         |
| <input checked="" type="checkbox"/> STRUCTURE   | <input type="checkbox"/> BOTH               | <input checked="" type="checkbox"/> WORK IN PROGRESS | <input type="checkbox"/> EDUCATIONAL <input type="checkbox"/> PRIVATE RESIDENCE      |
| <input type="checkbox"/> SITE                   | <b>PUBLIC ACQUISITION</b>                   | <b>ACCESSIBLE</b>                                    | <input checked="" type="checkbox"/> ENTERTAINMENT <input type="checkbox"/> RELIGIOUS |
| <input type="checkbox"/> OBJECT                 | <input type="checkbox"/> IN PROCESS         | <input type="checkbox"/> YES: RESTRICTED             | <input checked="" type="checkbox"/> GOVERNMENT <input type="checkbox"/> SCIENTIFIC   |
|                                                 | <input type="checkbox"/> BEING CONSIDERED   | <input type="checkbox"/> YES: UNRESTRICTED           | <input type="checkbox"/> INDUSTRIAL <input type="checkbox"/> TRANSPORTATION          |
|                                                 |                                             | <input type="checkbox"/> NO                          | <input type="checkbox"/> MILITARY <input type="checkbox"/> OTHER:                    |

**4 OWNER OF PROPERTY**

NAME Quaker Square Associates, Inc.

STREET &amp; NUMBER

120 East Mill Street

CITY, TOWN

Akron

\_\_ VICINITY OF

STATE

Ohio

44308

**5 LOCATION OF LEGAL DESCRIPTION**COURTHOUSE,  
REGISTRY OF DEEDS, ETC.

Summit County

STREET &amp; 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

# 7 DESCRIPTION

| CONDITION                                |                                       | CHECK ONE                                   | CHECK ONE                                         |
|------------------------------------------|---------------------------------------|---------------------------------------------|---------------------------------------------------|
| <input type="checkbox"/> EXCELLENT       | <input type="checkbox"/> DETERIORATED | <input type="checkbox"/> UNALTERED          | <input checked="" type="checkbox"/> ORIGINAL SITE |
| <input checked="" type="checkbox"/> GOOD | <input type="checkbox"/> RUINS        | <input checked="" type="checkbox"/> ALTERED | <input type="checkbox"/> MOVED    DATE _____      |
| <input type="checkbox"/> FAIR            | <input type="checkbox"/> UNEXPOSED    |                                             |                                                   |

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

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.

| 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 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 checked="" 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

BUILDER/ARCHITECT

STATEMENT OF SIGNIFICANCE

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.

# 9 MAJOR BIBLIOGRAPHICAL REFERENCES

- "Salvage a Factory" Professional Builder, May 1977, pps. 128-129
- "Architects Renovate Many Old Structures" Wall Street Journal, 12 Aug 1977, pg. 22
- "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

QUADRANGLE SCALE 1:24000

UTM REFERENCES

A 17 456740 4547680

B         

ZONE EASTING NORTHING

ZONE EASTING NORTHING

C         

D         

E         

F         

G         

H         

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    | 1/10/78      |
| ORGANIZATION    | Foran & Greer, Inc. | DATE         |
| STREET & NUMBER | 420 Quaker Square   | 216-253-3900 |
| CITY OR TOWN    | Akron               | TELEPHONE    |
|                 |                     | 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 [Signature] 8/2/78

TITLE \_\_\_\_\_ DATE \_\_\_\_\_

|                                                                          |            |
|--------------------------------------------------------------------------|------------|
| FOR NPS USE ONLY                                                         |            |
| I HEREBY CERTIFY THAT THIS PROPERTY IS INCLUDED IN THE NATIONAL REGISTER |            |
|                                                                          | DATE _____ |
| ATTEST: KEEPER OF THE NATIONAL REGISTER                                  | DATE _____ |
| CHIEF OF REGISTRATION                                                    |            |

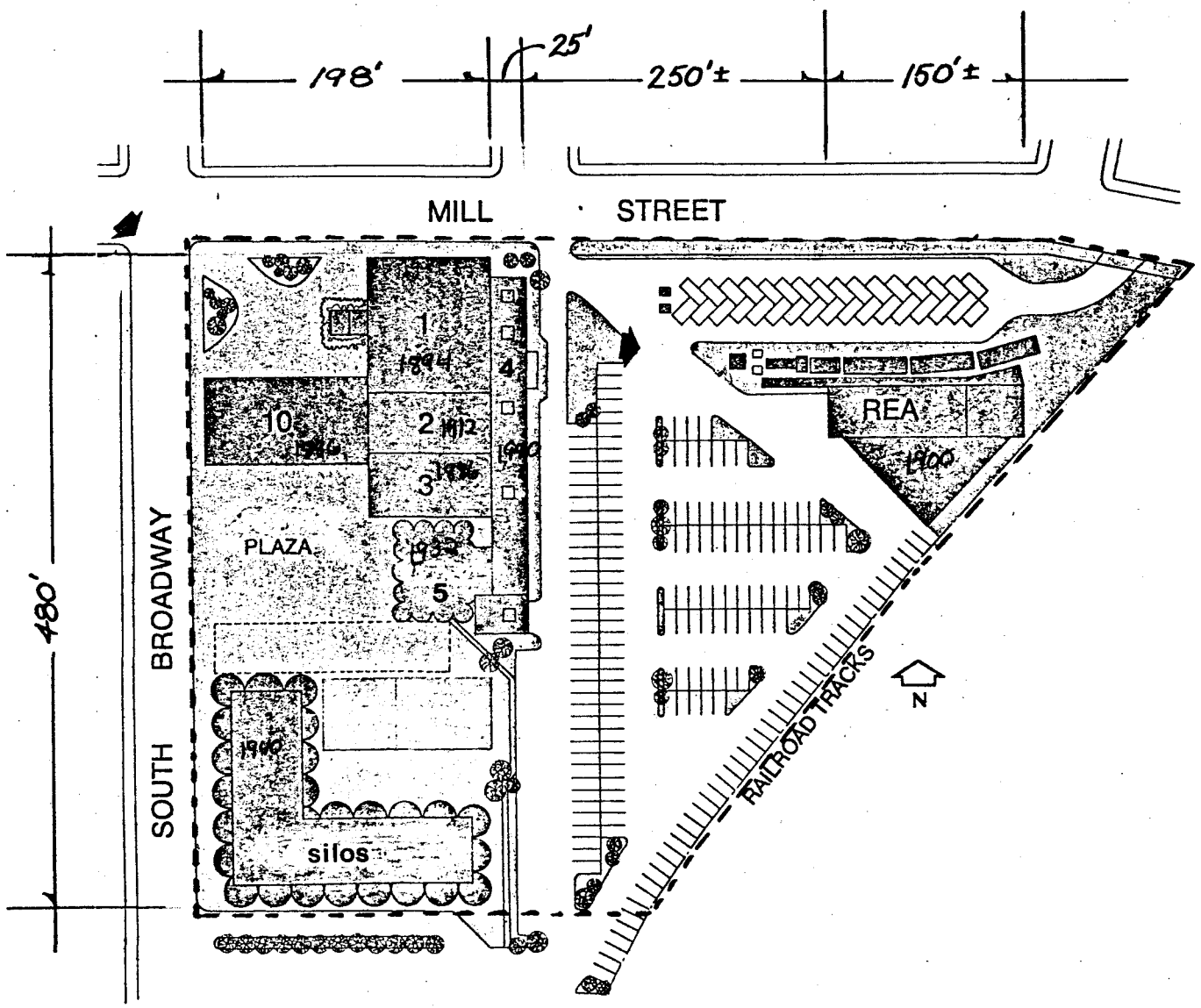
FOR NPS USE ONLY  
RECEIVED  
DATE ENTERED

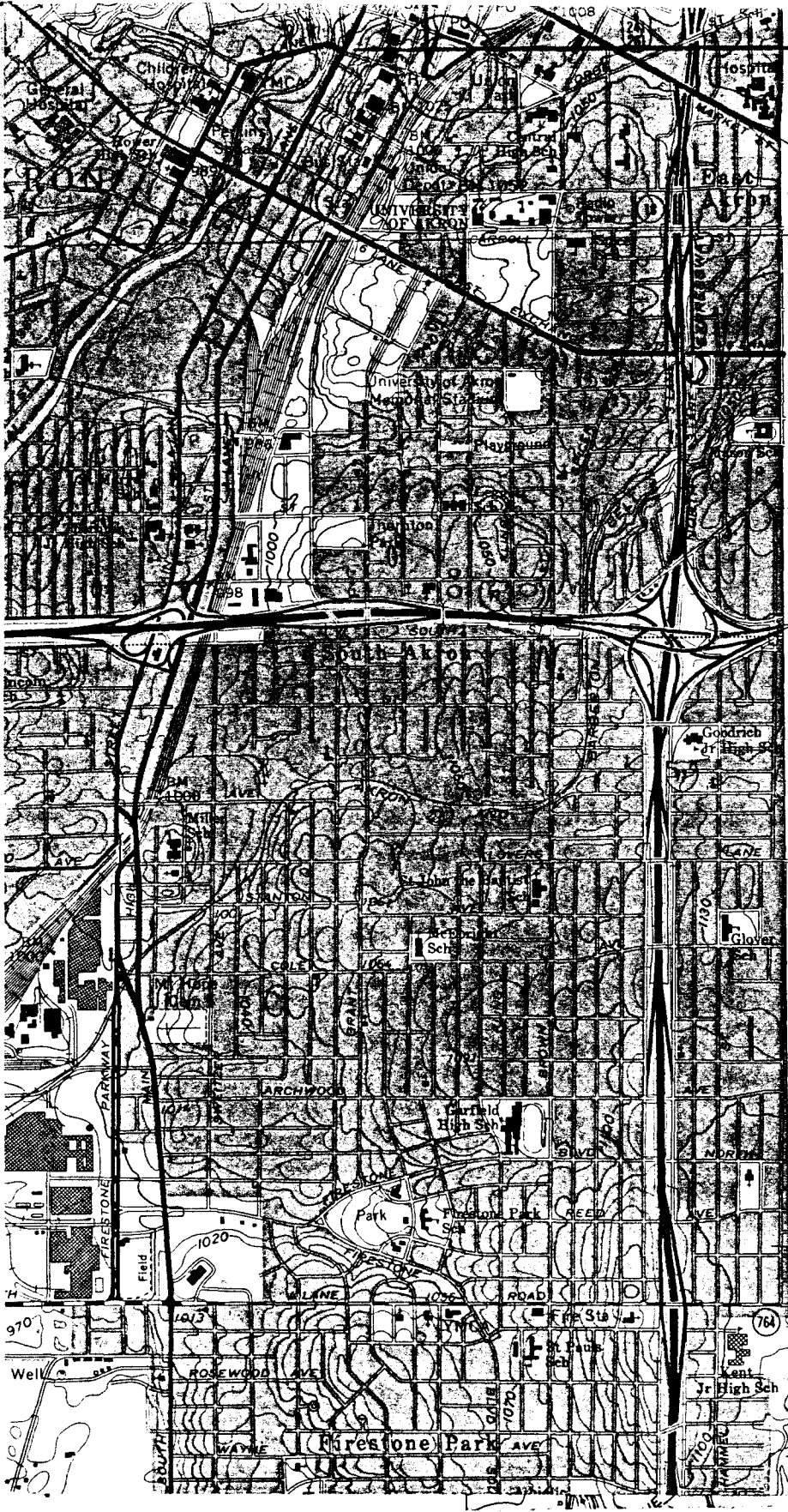
NATIONAL REGISTER OF HISTORIC PLACES  
INVENTORY -- NOMINATION FORM

Quaker Oats Cereal Factory, Summit County, Ohio

CONTINUATION SHEET #1

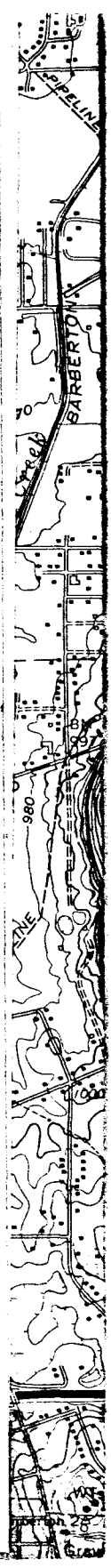
ITEM NUMBER #7 PAGE 1





41°  
Quaker Oats Cereal  
Factory  
UTM:  
17/456740/4547680

NORTH CANTON 16 MI. ↗  
47  
4546  
T. 2 N.  
(AKRON EAST) 4766 III SW  
YOUNGSTOWN 40 MI. ↘  
80s 18  
T. 1 N.  
4545  
4544  
2'30"  
2 MI. TO OHIO 241 ↘



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,



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

THS:cw

X. c: Office of the Mayor  
NEFCO  
Eric Johannesen, Regional Preservationist

# Ohio Historic Preservation Office

## 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

Original National Register of Historic Places nomination form

Multiple Property Nomination form

Photograph(s)

Photograph(s) (copies)

USGS map(s)

USGS map(s) (copies)

Sketch map(s)/figure(s)/exhibit(s)

Correspondence

Other brochures, newspaper clips, large maps/  
plans