

United States Department of the Interior  
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES  
REGISTRATION FORM

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1. Name of Property

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Historic Name: Mrs. Baird's Bread Company

Other Name/Site Number:      THC Survey File: Phase IV-East Dallas DAL/DA 111

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2. Location

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Street & Number: 1401 N Carroll

City/Town: Dallas

Not for Publication: N/A

State: TX      County: Dallas      Code: 113      Zip Code: 75204

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3. Classification

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Ownership of Property: Private

Category of Property: Building

Number of Resources within Property:

Contributing	Noncontributing
1	buildings sites structures objects
1	Total

Number of contributing resources previously listed in the National Register: 0

Name of related multiple property listing:

Historic & Architectural Resources of East and South Dallas

4. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1986, 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. See continuation sheet.

Signature of Certifying Official

Date

State of Federal Agency or Bureau

In my opinion, the property meets does not meet the National Register Criteria. See continuation sheet.

Signature of Commenting or Other Official

Date

State or Federal Agency and Bureau

5. National Park Service Certification

I, hereby certify that this property is

entered in the National Register

see continuation sheet.

determined eligible for the

National Register

see continuation sheet.

determined not eligible for the

National Register

removed from the National Register

other (explain):

Signature of Keeper

Date of Action

6. Function or Use

Historic: Agriculture/Subsistence

Sub: Processing

Current: Commerce/Trade

Sub: Warehouse

7. Description

Architectural Classification

Late 19th & 20th Century Revivals

Late 19th & Early 20th Century American Movements

Other Description

Classical Revival

Prairie School

Materials: foundation concrete

walls brick

roof concrete

other cast stone

Describe present and historic physical appearance.

\_x\_ See continuation sheet.

8. Statement of Significance

Certifying official has considered the significance of this property in relation to other properties:

[ ] nationally [ ] statewide [X] locally

Applicable National Register Criteria: [X]A [ ]B [X]C [ ]D

Criteria Considerations (Exceptions): [ ]A [ ]B [ ]C [ ]D [ ]E [ ]F [ ]G

Areas of Significance: Industry

Period(s) of Significance: 1928-1941

Significant Dates: 1928

Significance Person: N/A

Cultural Affiliation: N/A

Architect/Builder: unknown

State significance of property, and justify criteria, criteria considerations, and areas and periods of significance noted above.

\_x\_ See continuation sheet.

9. Major Bibliographical References

See Historic Context List of References

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 -- Specify Repository:

10. Geographical Data

Acreage of Property:

UTM References: Zone/Easting/Northing Zone/Easting/Northing

A	B
C	D

Verbal Boundary Description

Addition: A.J. Porter's Addn. Block: 716 Lot: All Lots 1,2 & 3

Boundary Justification

Property includes area historically associated with structure.

11. Form Prepared By

Name/Title: Daniel Hardy/Project Director  
Terri Myers/Historian

Organization: Daniel Hardy,  
Preservation Consultant

Street & Number: 2112 Rio Grande St.  
City or Town: Austin

Date: July 1991  
Telephone: 512-478-8014  
State: TX Zip: 78705

United States Department of the Interior  
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET

Section number 7

Mrs. Baird's Bread Company

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The Mrs. Baird's Bread Company Building at 1401 N. Carroll Avenue is a 2-story commercial building with Prairie School and minimal Classical Revival stylistic influences. It has a rectangular plan and a flat or slightly inclined roof that is obscured from street view by a parapet wall. Exterior walls are finished with brick and have cast stone detailing. The structure is located in a predominantly commercial area of East Dallas. The Mrs. Baird's Bread Company Building is in good physical condition and is virtually unaltered. It currently is used as a fabric warehouse.

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The Mrs. Baird's Bread Company Building faces Bryan and occupies a rectangular lot at the northwest corner of N. Carroll and Bryan streets. The lot is level and contains virtually no landscaping features. A small buffer of grass separates the building from the public right-of-ways to the northeast and southeast, and behind the building is a paved parking lot. According to Sanborn maps, the structure has a rectangular building footprint and has reinforced-concrete construction with brick curtain walls. The foundation appears to be a slab of concrete. Roofing materials are unknown, but the roof is most likely flat with tar and gravel used as a covering material.

The 5-part facade fronts northeast and has a symmetrical order that is suggestive of the Classical Revival style. The end and middle bays extend slightly from the wall plane and have brick piers that extend to the parapet. At the second-floor level, Prairie school-like motifs are incorporated into the design of these brick piers. Similar piers are used to define other vertical divisions on the facade. The primary entrance is relatively modest, and includes a metal canopy over a single door. All of the windows are casements with metal sashes. The remaining elevations display detailing similar to that seen on the facade.

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NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET

Section number 8

Mrs. Baird's Bread Company

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The establishment of the Mrs. Baird's Bread Company bakery in East Dallas, in 1928, marked the first expansion of this major Texas-based company beyond the city of Fort Worth, where it originated. The East Dallas operation represented the first branch of what became a statewide bakery operation and eventually the largest independent baking company in the country (Dallas Morning News (DMN), June 4, 1961). Today, it is the oldest tangible link to the early operations of the company. The East Dallas site of the facility was well-chosen for its proximity to expanding suburban markets to the north and east, as well as for its streetcar accessibility to an established workforce. The Mrs. Baird's Bread facility was among the first major, non-retail enterprises in this East Dallas area, and its establishment precipitated the transformation of the predominantly residential suburb to an urban commercial and manufacturing center. At the height of its operation, the East Dallas bakery had more than 300 people on its payroll which made it a major employer in the area. Although the company sold the building in the 1950s and moved to a new facility, the success of the Dallas bakery led to branch bakeries in cities throughout Texas. The Mrs. Baird's Bread Company manufacturing building is nominated to the National Register under Criterion A for its significance as the earliest extant building associated with the major Texas company and for its local contributions to commerce and trade in East Dallas. The building is also nominated under Criterion C as a noteworthy example of early 20th-century commercial architecture.

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Mrs. Baird's Bread Company is a Texas success story of a widowed mother's efforts to support her family by baking and selling bread out of her own kitchen and eventually expanding the operation into a wholesale bakery business with statewide clientele. Ninnie L. Baird began selling bread from her Fort Worth home in 1908. Government contracts during World War I sparked the firm's construction of its first bakery and encouraged Mrs. Baird to expand into the wholesale grocery supply business. In 1928, the family decided to expand into the Dallas market and they built their first bakery outside of Fort Worth at 1401 N. Carroll, in East Dallas.

Dallas was a natural site for a branch bakery, as it had a growing cosmopolitan population during the 1920s and was within traveling distance of

company headquarters in neighboring Fort Worth. The East Dallas site for the new facility took advantage of an existing market and workforce and was near speculative markets in the expanding suburban additions further north and east. Those areas were the fastest growing sections of Dallas in the 1920s, with annexed territory to the northeast nearly doubling the size of the city in that decade. Since the growth of the Baird's business relied on increased delivery sites, the establishment of the bakery at Carroll and Bryan avenues, at the northeastern edge of the old city at the periphery of the new suburban tracts, maximized the range of their territory. The location of the bakery was also determined, somewhat, by the lack of zoning regulations in East Dallas and construction restrictions in the newer suburban tracts which prohibited manufacturing and commercial buildings. The bakery was established near the northeastern edge of the unrestricted zone with maximum access to the restricted additions.

The site was purchased from Central Congregational Church in 1928, and the Bairds had the new bakery constructed and in operation by 1929. The East Dallas site was also on the interurban line that entered Dallas on Bryan Avenue and provided transportation to the plant for the many route salesmen who canvassed the city. It was with the Dallas move that the Baird family made the decision to remain a family-owned and operated business, as it continues to this day, and one of the sons, Roland W. Baird, the treasurer of the company, moved to Dallas to take personal charge of the new addition. By 1940, Roland W. Baird was president of the company. The Dallas operation proved as successful as the Fort Worth bakery and during its years of operation, from 1929 until a new, larger Dallas bakery was needed in the mid-1950s, employment rose from about 50 to over 300, most of whom were route salesmen (Baird, 1991).

The establishment of the bakery also represented a change in character for the East Dallas neighborhood in which it was located. The predominantly residential area had gradually become more commercial, particularly along the streetcar routes, by the mid-1920. Only one block west of the bakery site, at the intersection of Bryan and Peak avenues, a major commercial center provided shopping, entertainment and services to the local residents (Bryan-Peak Commercial Historic District). When the bakery was built, it was one of the few non-retail, manufacturing businesses in East Dallas and, along with the Bell Telephone Company, it became a major employer in the area. The establishment of the bakery presaged East Dallas' future re-development as an increasingly urban, non-residential sector of the city. The Depression years of the 1930s hampered the retail trade the nearby commercial node at Bryan and Peak streets, and many of the stores went out of business. Mrs. Baird's, however, continued to operate through the 1930s and prospered in the 1940s to the extent that the building at 1401 N. Carroll was inadequate for the demand

in Dallas. The Baird's sold the plant in the early 1950s and opened a larger bakery in North Dallas. Today, the old bakery is a warehouse for Dallas Bias Fabric Company.

The Mrs. Baird's Bread Company Building has Classical Revival features with some Prairie-School elements and retains virtually all its original historic architectural fabric. It is a good and significant example of an early 20th-century commercial plant. Equally important, however, are the building's contributions to the changing patterns of trade and commerce in East Dallas and to the success of Texas-based, Mrs. Baird's Bread Company which may represent its most enduring significance. It is for these combined attributes that the building is nominated to the National Register.



