

United States Department of the Interior  
National Park Service  
**National Register of Historic Places  
Registration Form**

**1. Name of Property**

historic name Ballenger Building  
other names/site number G. F. Troxell Furniture Store, Taylor Music and Furniture Company, Safeway

**2. Location**

street & number 27-29 South Ninth Street. [N/A] not for publication  
city or town Columbia [N/A] vicinity  
state Missouri code MO county Boone code 019 zip code 65203

**3. State/Federal Agency Certification**

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this [ x ] 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 [ x ] meets [ ] does not meet the National Register criteria. I recommend that this property be considered significant [ ] nationally [ ] statewide [ x ] locally. ( See continuation sheet for additional comments [ ].)

Mark A Miles 12/05/03  
Signature of certifying official/Title Mark A. Miles/Deputy SHPO Date

Missouri Department of Natural Resources  
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 certifying official/Title Date  
\_\_\_\_\_  
State or Federal agency and bureau

**4. National Park Service Certification**

I hereby certify that the property is:

<input type="checkbox"/> entered in the National Register. See continuation sheet [ ].	Signature of the Keeper	Date of Action
<input type="checkbox"/> determined eligible for the National Register. See continuation sheet [ ].	_____	_____
<input type="checkbox"/> determined not eligible for the National Register.	_____	_____
<input type="checkbox"/> removed from the National Register.	_____	_____
<input type="checkbox"/> other, (explain:)	_____	_____

**Ballenger Building**  
**Boone County, Missouri**

**5. Classification**

Ownership of Property	Category of Property	Number of Resources Within Property		
		Contributing	Non-contributing	
<input checked="" type="checkbox"/> private	<input checked="" type="checkbox"/> building(s)	1	0	buildings
<input type="checkbox"/> public-local	<input type="checkbox"/> district	0	0	sites
<input type="checkbox"/> public-State	<input type="checkbox"/> site	0	0	structures
<input type="checkbox"/> public-Federal	<input type="checkbox"/> structure	0	0	objects
	<input type="checkbox"/> object	1	0	Total

**Name of related multiple property listing.**

Historic Resources of Downtown Columbia, Missouri

**Number of contributing resources previously listed in the National Register.**

N/A

**6. Function or Use**

**Historic Functions**

Commerce/Trade: specialty store  
Commerce/Trade: office building  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Current Functions**

Commerce/Trade: office building  
Work in Progress  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**7. Description**

**Architectural Classification**

Other: Two-Part Commercial Block  
\_\_\_\_\_  
\_\_\_\_\_

foundation Limestone  
walls brick  
Terra cotta  
roof Asphalt  
other \_\_\_\_\_

See continuation sheet [ ]

**Narrative Description** See continuation sheet [x].

**Ballenger Building  
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**8. Statement of Significance**

**Applicable National Register Criteria**

**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 is likely to yield, information important in prehistory or history.

**Criteria Considerations**

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**

See continuation sheet [x].

**9. Major Bibliographic References**

**Bibliography** See continuation sheet [x].

**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

# \_\_\_\_\_

**Areas of Significance**

\_\_\_\_\_  
Commerce  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Period of Significance**

\_\_\_\_\_  
1928 - 1954  
\_\_\_\_\_  
\_\_\_\_\_

**Significant Dates**

\_\_\_\_\_  
1928  
\_\_\_\_\_  
\_\_\_\_\_

**Significant Person(s)**

\_\_\_\_\_  
N/A  
\_\_\_\_\_

**Cultural Affiliation**

\_\_\_\_\_  
N/A  
\_\_\_\_\_  
\_\_\_\_\_

**Architect/Builder**

\_\_\_\_\_  
Unknown  
\_\_\_\_\_  
\_\_\_\_\_

**Primary location of additional data:**

State Historic Preservation Office

Other State Agency

Federal Agency

Local Government

University

Other:

Name of repository:

\_\_\_\_\_  
State Historical Society of Missouri  
\_\_\_\_\_

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**10. Geographical Data**

**Acreeage of Property** Less than one acre

**UTM References**

A. Zone	Easting	Northing	B. Zone	Easting	Northing
15	558263	4311302			
C. Zone	Easting	Northing	D. 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 Debbie Sheals  
 organization Private Contractor date October, 2003  
 street & number 406 West Broadway telephone 573-874-3779  
 city or town Columbia state Missouri zip code 65203

**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 the SHPO or FOP for any additional items)

**Property Owner**

(Complete this item at the request of SHPO or FPO.)

name SodaWerx LLC, c/o John and Vicki Ott  
 street & number 212 Bingham Road telephone 573-815-9495  
 city or town Columbia state MO zip code 65203

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**Ballenger Building**  
**Boone County, Missouri**

**Summary:** The Ballenger Building, at 27-29 South Ninth Street in downtown Columbia, Missouri, is a two-part commercial block with brick walls, a flat roof, and a stone foundation. It features extensive Classical Revival style terra cotta ornamentation on its facade and on the front bay of its south wall. The building was constructed ca. 1892, to house the furniture company of G. F. Troxell, and expanded rearward ca. 1904; a major remodeling project around 1928 brought it to its current form. The building is distinguished by the ornamental terra cotta which was added as part of the 1928 remodeling project; all or most of that terra cotta remains intact and in fair to good condition. The ground floor storefront space is flanked by terra cotta pilasters, and a dentiled cornice separates the first and second floors. A second set of pilasters and a full entablature ornament the second floor of the facade, which also has Chicago style windows and prism glass transoms. The same system of ornamentation wraps around one bay of the south side wall, which faces Cherry Street. In form and function, the Ballenger Building can be classified as a two-part commercial block. It is therefore representative of Property Type A. Commercial Buildings, Subtype: Two-Part Commercial Block, as discussed in the Multiple Property Submission cover document "Historic Resources of Downtown Columbia, Missouri." It meets the registration requirements set forth in that document, under Criterion A, in the area of Commerce, and is immediately recognizable to its period of significance.

**Elaboration:** The Ballenger Building occupies the northwest corner of the intersection of South Ninth and Cherry Streets. The facade, which is approximately 46 feet wide, faces east to South Ninth Street. The south side wall faces Cherry Street; that elevation has a total length of approximately 130 feet. The back (west) part of the building was added ca. 1904; the original section of the south wall is about 85 feet long, and the rear addition extends back another 46 feet. The rear addition has a separate entrance which has the address of 811 Cherry Street. A large modern parking garage is located on the adjacent property to the west, and a one-story business building adjoins the front part of the north side wall. The property slopes gently to the west along Cherry Street, which provides for a street level entrance to the lowest section of the rear ell.

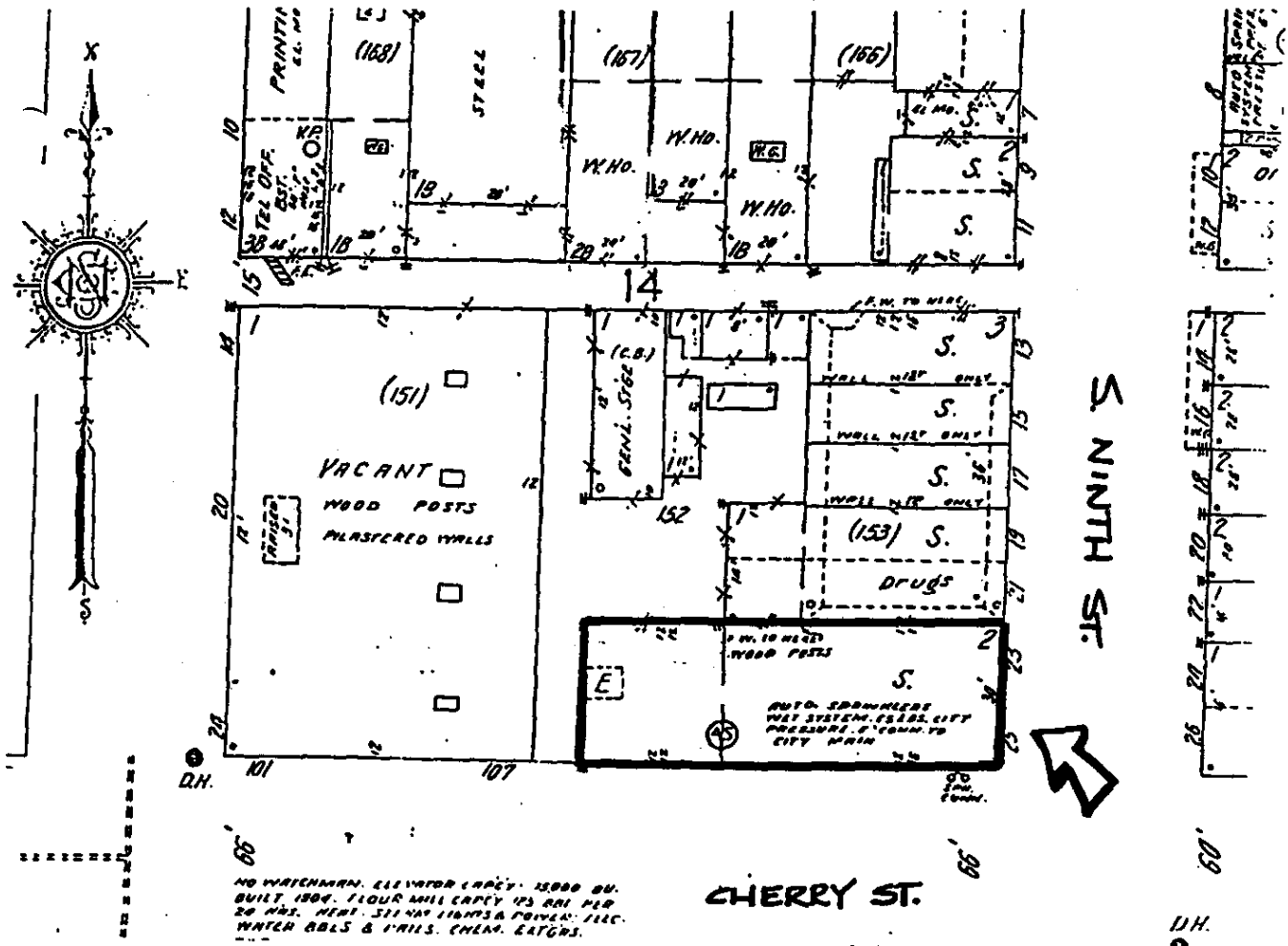
The building occupies a relatively prominent lot, with busy streets along both the east-facing facade and the south side wall. (See Figure One.) Most of the surrounding buildings on the same block are narrow one- and two-story commercial buildings of varying ages. Across the street to the south is the Virginia Building, a large commercial building which is listed individually in the National Register. Diagonally across the street is the Hall Theatre, one of the larger historic theaters in the downtown area. The Ballenger Building is the only resource on the property, and it occupies all of its lot.

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Figure One. 1931 Sanborn Map of the property.



The Ballenger Building was built ca. 1892, and received a completely new facade and new side windows in 1928. The wide facade has red brick walls which are accented with a prominent grid of Classical Revival style terra cotta ornament. The front bay of the south side wall was given the same type of ornamental system when the new front wall was added, and it too remains intact today. The facade has three bays, and the new section of the side wall has a single bay of approximately the same size as those on the front.

The new walls are topped with a red brick parapet wall which is slightly higher than the original top wall of the building. The parapet is topped with molded terra cotta coping which matches that used on the rest of the facade. The entire second floor of the facade and the first

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side bay are faced with large grids of tan terra cotta ornament which begin three feet down from the top of the parapet wall. A deep entablature spans the facade, above the line of the second floor windows. (See photo 3.) The entablature consists of a dentiled cornice, a wide flat frieze band, and a simple molded architrave.

Beneath the cornice are evenly spaced pilasters; there are four on the front wall and two on the side bay. The pilasters have simple molded capitals and bases which are formed from nearly identical pieces of terra cotta. Their shafts are ornamented with rectangular recessed panels which have molded edges. (See photos 3, 7, and 9.)

Each of the spaces between the pilasters contains a wide window unit with a low red brick panel below. All of the window openings have rectangular transoms filled with prism glass tiles. Most of the tiles are of clear prism glass; each transom also has a border of light blue-green prism glass. The windows of the facade are Chicago windows, with large plate glass panels flanked by smaller double-hung windows. The wood frames of the windows are early or original; the double-hung windows are newer.<sup>1</sup> The side bay of the second floor has the same type of transom but differs in that it contains plate glass windows instead of a Chicago window combination.

A similar grid of ornament defines the ground floor of the building. The ground floor also has paneled pilasters and a horizontal band of trim. The pilasters on that level are larger, and have shield-shaped tabs which serve as stylized capitals. (See photo 9.) Those pilasters differ in that they sit upon tall plain bases. (See photo 11.) The ground floor ornament differs from that above in that the pilasters are located only at the corners, and the horizontal trim consists only of a dentiled cornice, with no entablature.

Although the edges of the modern storefront unit now come all the way to the bottom of the cornice, it does not appear that any terra cotta was removed to make room for the new materials. The tops of the side pilasters run up to the bottom of the cornice, and the lower edge of the cornice blocks are smooth, conditions which indicate that this is the original configuration. (See photos 9, 10.) The side bay of the ground floor is just like the front, except that it also has a high bulkhead of matching terra cotta blocks. (See photos 6 and 11.)

The current storefront dates to the 1980s, when the building was remodeled to house a restaurant. It consists of stuccoed wall with large groups of casement windows. That storefront is slated for demolition, and will be replaced with a new unit which has a more historically appropriate configuration. (See Figure Two.) Selected demolition to date has uncovered large steel pipe columns which support the wide opening of the storefront. The columns, which appear to have been installed when the terra cotta front was added, will be retained. Interestingly enough, the pipe columns do not line up with the pilasters of the second floor, a condition which seems to indicate that the 1930s storefront did not have such wide trim pieces between its bays. If so, then the only historic terra cotta which appears to have been lost over the years would be

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<sup>1</sup> The vinyl covering on the windows which appears in the photos has since been removed to expose the wood frames.

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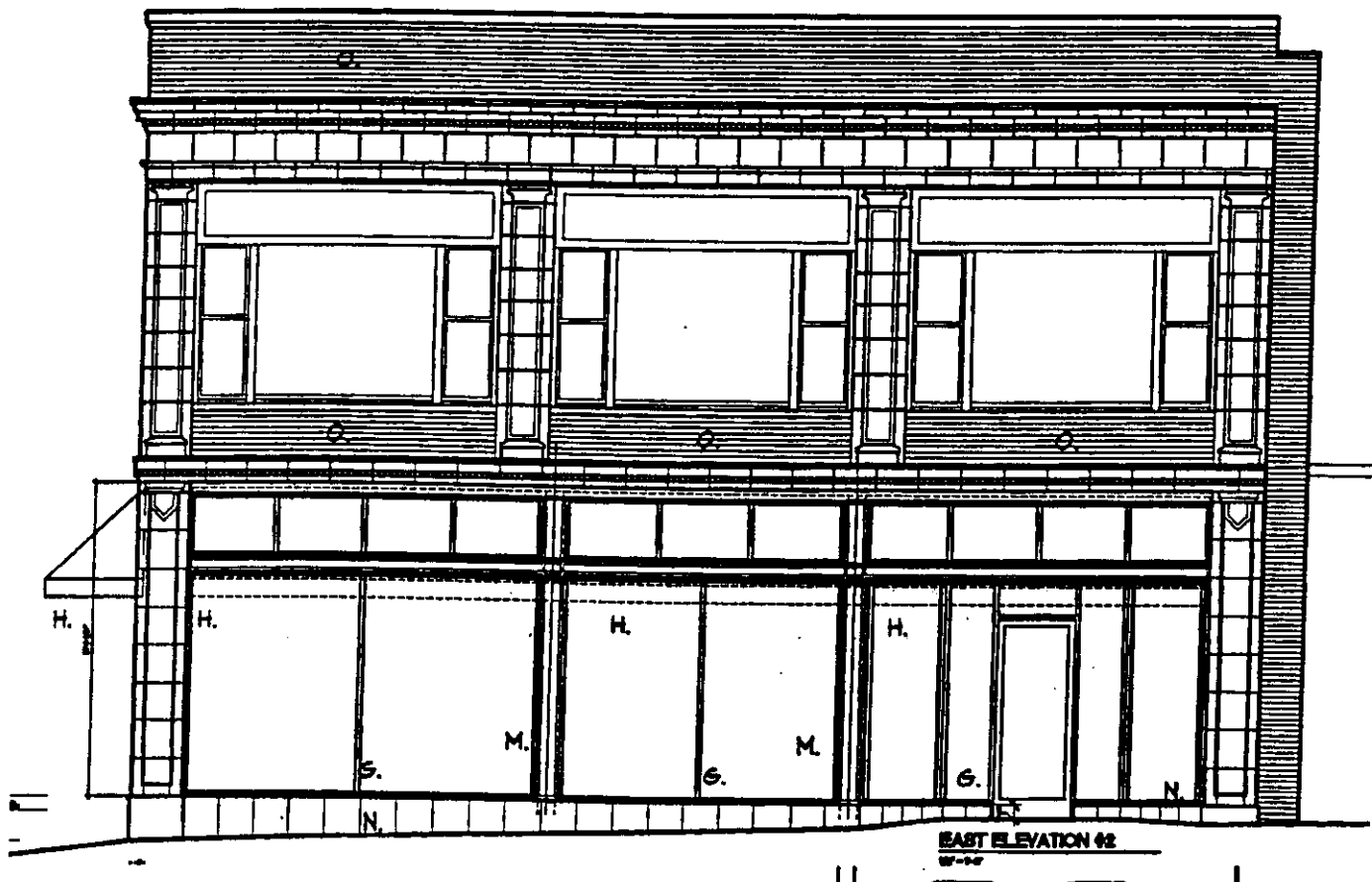
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bulkhead tiles which probably matched those still in place on the side wall.<sup>2</sup> The replacement storefront will include new bulkheads, modeled after the existing side pieces.

Figure Two. Facade, with proposed new storefront. Drawn by William Howell, Renner-Howell Architects, Columbia, MO.



<sup>2</sup> No historic photos of the exterior of the building from the period of significance have been found.



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The long south wall of the building runs along Cherry Street. The wall is of brick construction, with a high limestone foundation. The wall has three main sections: the front bay which was added when the facade was redone, the long side wall of the original building, and the shorter south wall of the ca. 1904 addition. The bricks are painted white; the presence of lead in that paint indicates that they have been painted for many decades.

The top edge of the original wall has brick corbeling and short flat piers near the roofline, and the top of the addition has a simple straight edge which is several feet lower than the other section of the roof. A row of large, evenly spaced rectangular window openings runs along the top level of the side wall. The openings appear to date to the 1928 remodeling; the metal sash were probably added later in the century. The rear addition, which is three stories tall at the back of the building, contains a second-floor row of windows which are similar to those above.

The street level of the rear section corresponds to the basement level of the front part of the building. That section serves as the main entrance for the upper floors of both parts of the building. It has an arched central entranceway which is flanked by open storefronts. The entrance and storefront openings appear to date to around 1928 as well. The door itself is modern. A flat wooden canopy which covers that end of the building is also newer; it will be removed in the very near future.

The interior of the addition has shops at the ground floor level, and offices on the two floors above. An elevator located along the west wall appears to date to the 1928 remodeling; it first shows up on the 1931 Sanborn. The third floor of the addition lines up with the second floor of the original building. A long central hallway which runs along the upper floor of both sections is flanked by offices. Most of the finishes on the top floor appear to be post 1950. The rooms on that floor are all still used as offices.

The ground floor and basement of the original building are accessed by the entranceway on Ninth Street. A large stairway just inside the front door leads down to the basement. The basement is mostly open, with a concrete floor and exposed limestone foundation walls. (See photo 12.) A second set of stairs near the west end of the basement leads to a door on Cherry Street. The basement is currently vacant, and undergoing rehabilitation.

The main floor of the building, which housed retail businesses for most of its history, is currently vacant, and also undergoing rehabilitation. Many decades' worth of modern partitions have recently been removed, and the original support posts and ornamental metal ceiling panels have been exposed. (See photo 13.) Rehab plans call for restoration of most of the ceiling, along with general retention of the original open floorplan.

The Ballenger Building meets the registration requirements set forth in the MPS cover document "Historic Resources of Downtown Columbia, MO." Although the current ground floor storefront is of modern construction, the original storefront opening is fully apparent, and the existence of other important historic architectural features on the facade outweigh that integrity issue. The highly intact terra cotta detailing of the facade is of special note, as are the prism glass transoms above the second floor window openings. It should also be noted that although the

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building does meet the registration requirements in its present state, the current rehab project will include the installation of a replacement storefront which will bring it more fully into compliance.<sup>3</sup> The replacement storefront will include a traditional combination of large display windows with bulkheads and transoms. (See Figure Two.) The design of the restored storefront is based upon existing materials and conditions, including the iron support poles in the front, and the configuration of the ground floor unit of the south bay.

The Ballenger Building today looks and functions much as it did in the early decades of the 20<sup>th</sup> century. The ornate terra cotta that defines the facade is highly intact and in very good condition, as are the rare prism glass transoms of the second floor. The building strongly reflects its long, continual use as a commercial building in Downtown Columbia. △

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<sup>3</sup> See "Historic Resources of Downtown Columbia," Section F., for registration requirements.

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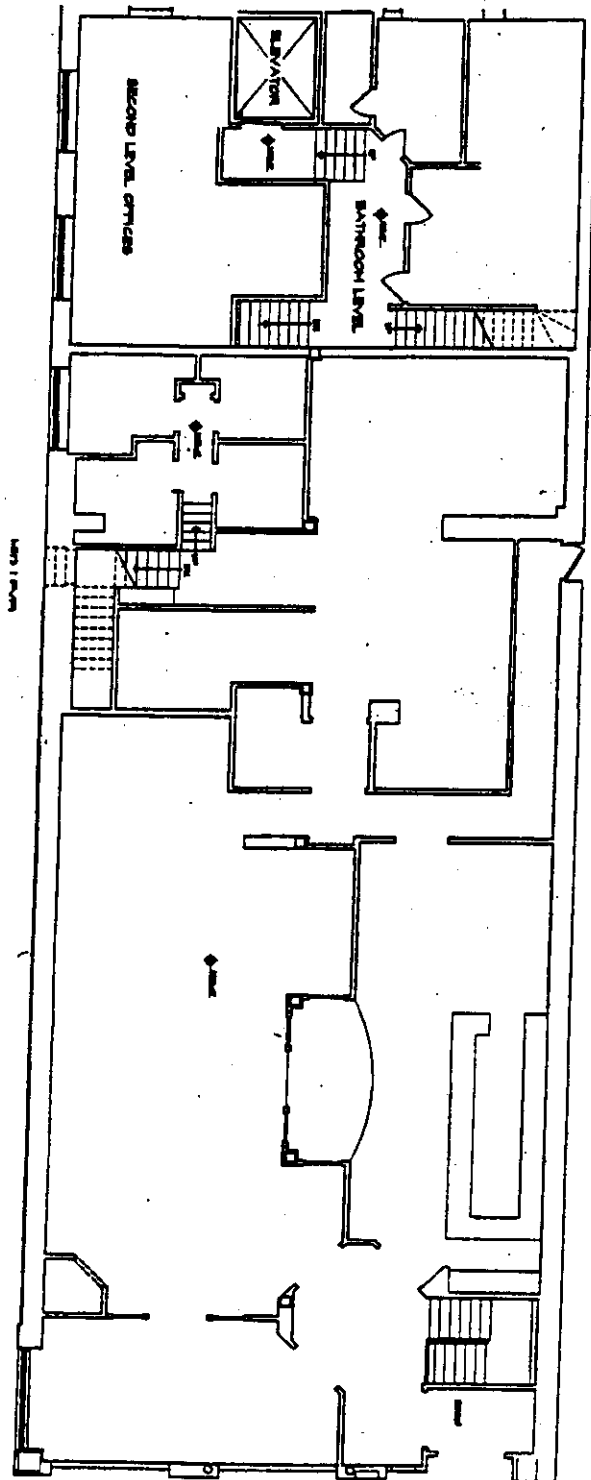
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Figure Three. First Floor Plan. Drawn  
by William Howell, Renner-Howell  
Architects, Columbia, MO.

NORTH →



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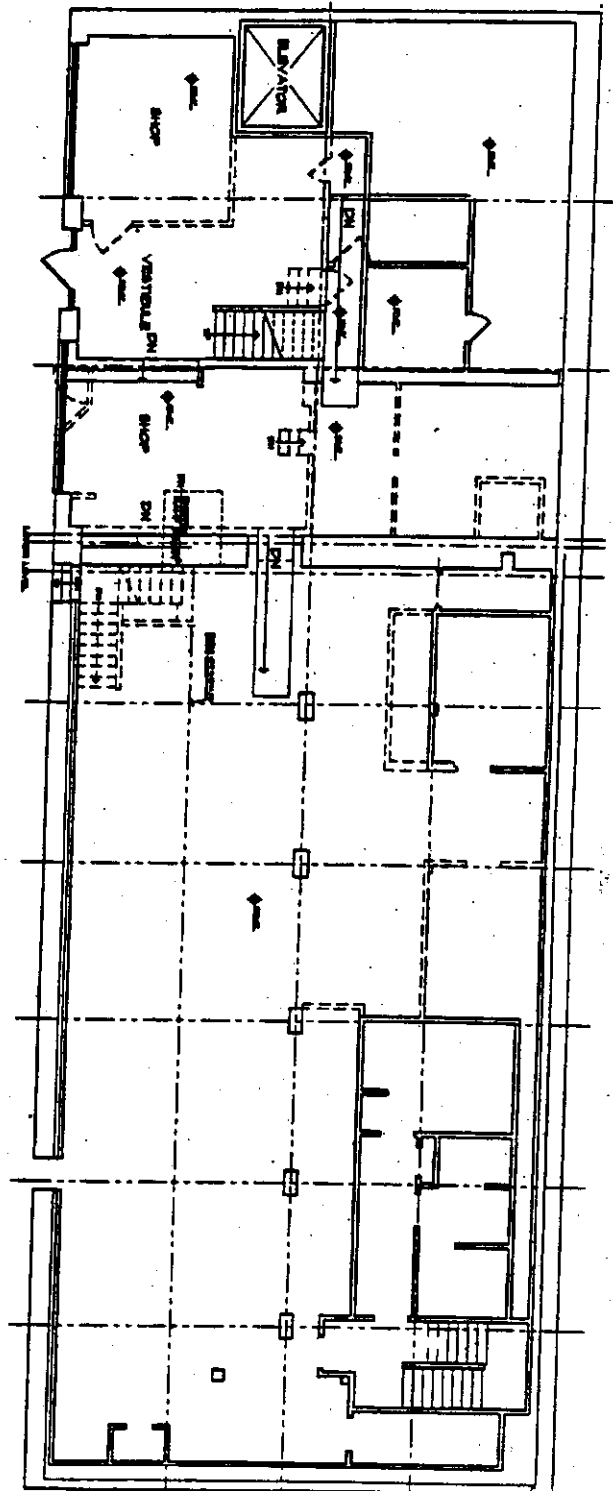
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Figure Four. Basement Floor Plan. Drawn by Bill Howell, Renner-Howell Architects, Columbia, MO.

NORTH →



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**Summary:** The Ballenger Building, at 27-29 South Ninth Street, in Columbia, Missouri, is significant as one of the oldest continually operating commercial buildings in downtown Columbia today. The building was built for commercial purposes in ca. 1892, and remodeled to its current form in 1928, also for commercial use. Shortly after that remodeling, it became home to a Safeway grocery store, and it continued as the only Safeway store in Columbia into the early 1950s. It is an intact representative example of Property Type A. Commercial Buildings, Subtype: Two-Part Commercial Block. It meets the registration requirements for that property type set forth in the MPS cover document "Historic Resources of Downtown Columbia, Missouri," and falls under the historic contexts I. "A Place of Considerable Importance": Downtown Columbia, 1821-1899 II. "In Every Way Far More Metropolitan Than Her Sister Cities": Downtown Columbia, 1900-1955, and III. Log Stores to "Capitoline Hill": Architectural Development in Downtown Columbia, 1821-1955. The building stands as a representative example of a two-part commercial block, which is the most common type of historic commercial building in downtown Columbia. It also provides a notable example of the use of architectural terra cotta, which was locally popular for commercial buildings from around 1910 into the 1930s. The building has served continually in a commercial capacity for over a century, and is currently undergoing a comprehensive rehabilitation which will ensure similar patterns of use for many years to come. It is significant under Criterion A, in the area of Commerce, with a local level of significance. The period of significance runs from 1928 (when the building was remodeled to its present appearance) to 1954, the arbitrary fifty year cutoff point. The building today looks very much as it did when shoppers came downtown for groceries, and it reflects downtown Columbia's long history as the dominant commercial center in Mid-Missouri.

**Elaboration:**

The Ballenger Building has been a part of Columbia's central business district for more than a century. It was built ca. 1892, reportedly to suit its first tenant, the G. F. Troxell Furniture Store.<sup>4</sup> The original owner of the building was the "Ballenger Stove and Impl. Company"; they were also listed as "Stone and Ballenger" and "Ballenger Stone" in early real estate tax records.<sup>5</sup> The Ballenger company owned the property from ca. 1891 into the early 1920s. It is not clear if that company operated any retail business in the community; there are no businesses with that name in any of the local State Gazetteer entries of the time, so it seems likely that this property was simply an investment property for them. Also, tax records from the 1920s list the company as "Ballenger and Stone Realty Company"--further evidence that this was an investment property for them. Ballenger Stone also owned the property directly north of this building during the

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<sup>4</sup> Mary Matthews, Inventory Form for 27-29 South Ninth Street, Columbia MO, (copies are on file with the Missouri State Historic Preservation Office, Jefferson City, MO) 1979.

<sup>5</sup> Real Estate Tax Assessment Books, 1890-1930, Boone County Assessor's Office, Columbia, MO.

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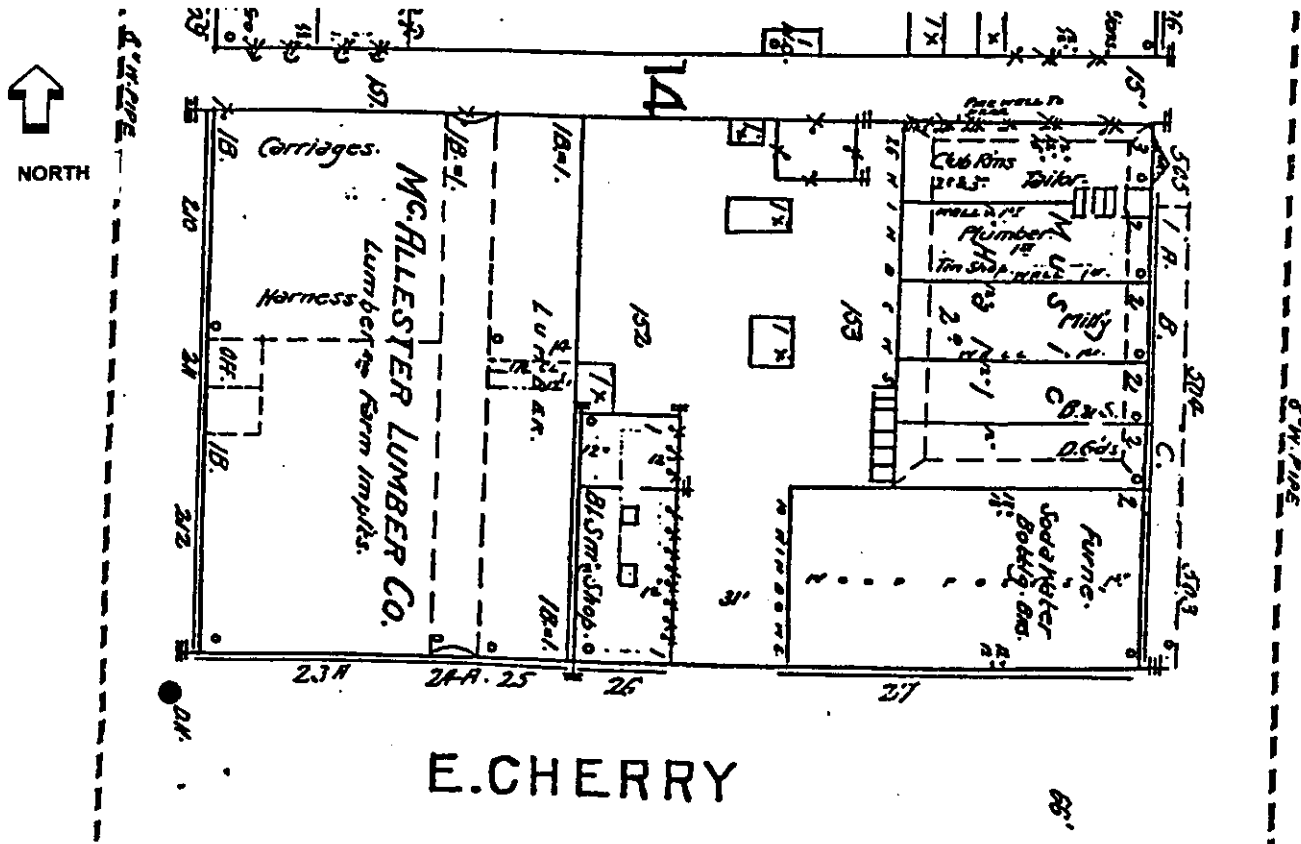
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same period. That property contained a 2-1/2 story commercial building which housed Fredendall's Department Store for many years.

Sanborn maps and city directories show that the Ballenger Building housed furniture stores for close to half a century. G. F. Troxell's furniture store was at that location for most of that time. The 1895 Sanborn lists it as a furniture store, and a photo of the building which was included in a local promotional publication was labeled "G. F. Troxell's Furniture Store."<sup>6</sup> (See Appendix: Building chronology.)

Figure Five. 1895 Sanborn Map. The Ballenger Building is in the lower right corner, north of Cherry Street.



<sup>6</sup> A photocopy of that photograph was included with survey information gathered in 1979. It is cited there only as having appeared in Picturesque Columbia, in 1900.



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Troxell appears to have moved around a bit in the early years of the new century; the 1909 City Directory has him listed as having a shop at 704-706 Broadway, while this building was occupied by the furniture store of S. M. Meyers. By 1917, however, Troxell was back at this location, and there were no listings for a furniture store operated by Meyers anywhere in Columbia. Troxell stayed put after that, and operated his store at the Ninth Street location until June of 1927, when he sold his business to the Taylor Music and Furniture Company, which was operating a store just across the street to the south.<sup>8</sup>

The Taylor Company bought the building as well as the business around the same time. Tax records for 1927 list the owner as local theater developer T. C. Hall; by the time of the 1928 assessment, the Taylor Company owned the building. Local newspaper accounts show that Taylor began a major remodeling project soon after purchasing the business from Troxell. An ad run by the company in June of 1928 noted that the basement was almost finished at that time and that they would soon be moving their entire operation into their new quarters.<sup>9</sup>

The remodeling was completed in early September, and the company held an elaborate grand opening on September 29, 1928. The local paper ran a special multi-page supplement on the opening the day before to celebrate the event. The supplement included ads of congratulations from many of the firms that had worked on the project or sold products to the company, and included an article on the remodeling project. That article described the work done on the building in glowing terms and claimed that it had become "a modern up-to-date structure...handsome as can be found anywhere in this section of the state."<sup>10</sup> It also noted that the company was utilizing all three floor of the building for display space. An earlier article had also noted that the large new second floor windows of the facade were designed to be used to display merchandise for the company.<sup>11</sup>

That remodeling was done at a time when many older buildings in the downtown area were being updated.<sup>12</sup> Although most of those remodeling jobs focused primarily on storefront replacement, at least three buildings in the downtown area, including this one, were given all new facades. One of the oldest buildings on Broadway, a dry goods company at the time, received wide new second floor windows and all new stone facing on its facade in 1927, and a

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<sup>8</sup> "Store to Hold Formal Opening," Columbia Missourian, Sept. 25, 1928, p. 1.

<sup>9</sup> Columbia Missourian, June 21, 1928, p. 4. Advertisement for the Taylor Company.

<sup>10</sup> "Taylor's Formal Opening Saturday," Columbia Daily Tribune, September 28, 1928, p. 1B.

<sup>11</sup> "Second Story Display Windows Being Installed," Columbia Daily Tribune, August 11, 1928, p. 1.

<sup>12</sup> "Much Building is Being Done in Columbia," The Columbia Missourian, July 14 1927, p. 4., see also MPS Cover Document Context III. *Log Stores to "Capitoline Hill": Architectural Development in Downtown Columbia, 1821-1955.*



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turn-of-the century grocery store on Eighth Street was remodeled to match the new Tiger Hotel next door a year later. The Ballenger Building has the most elaborate architectural detailing of the three.

In all three of those remodeling projects, 19<sup>th</sup> century commercial buildings traded their original late Victorian styling for the type of simplified classicism which had become almost a standard for commercial buildings in downtown Columbia by the 1920s. As has been noted in the MPS cover document, Victorian era styles fell from favor in the early years of the 20<sup>th</sup> century, and buildings built after 1900 tend to have simpler lines and more geometrical compositions. Several of the larger new buildings erected in the downtown area in the 1910s and 1920s utilized varying degrees of Beaux Arts and Classical Revival styling.<sup>13</sup>

The new windows which were installed during the remodeling of the Ballenger Building were also typical of the time. After the turn of the century, few new buildings included the type of narrow arched windows which were popular in the 19<sup>th</sup> century. Almost all windows used on early 20<sup>th</sup> century commercial buildings in the area were rectangular, and many window openings, like those in the Ballenger Building, contained paired double-hung windows.

The prism glass transoms used on the second floor of the Ballenger facade represent an unusual application of a popular building material. Prism glass became popular for ground floor storefront transoms of the time, but this is the only known use of them at the second floor level in Columbia, and this is one of only two buildings in the downtown area to retain historic prism glass in any location. The other is the Hays Hardware Store, on Broadway, which still has a 1920s era prism glass transom over its storefront.

The terra cotta used for the new facade of the Ballenger Building is of special note. Although terra cotta was commonly used for selected ornamentation on new and remodeled buildings in Columbia at that time, such extensive use is relatively rare.<sup>14</sup> In most cases, terra cotta was used for such things as cornices and window trim. Only three intact historic buildings in the area today have terra cotta over all or most of their facades. Two of those, the Haden Building of 1921, and the ca. 1927 Central Dairy Building, were new construction projects. The Ballenger Building, which is the smallest of those three, is the only building in the area to have such elaborate terra cotta added as part of a remodeling project.

In spite of that major undertaking, the Taylor Company occupied all of the building for just a few years, after which they appear to have consolidated their operations into the back section of the building. After 1934, they are listed only at the Cherry Street address; they stayed there into the 1940s. The modern new front no doubt played a role in securing the next major tenant, however. The Safeway Company opened a store in the front part of the building around

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<sup>13</sup> See Context III. *Log Stores to "Capitoline Hill": Architectural Development in Downtown Columbia, 1821-1955.*

<sup>14</sup> See Context III. *Log Stores to "Capitoline Hill": Architectural Development in Downtown Columbia, 1821-1955,* for more discussion of architectural terra cotta in Columbia during this period.

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1933, and stayed until just after 1950.

Safeway was at the time one of three major grocery store chains in the United States, with more than 2,300 stores nationwide, and combined sales of \$203 million in 1929.<sup>15</sup> The chain had been operating in Columbia for a short time before moving to this location; the 1932-33 Directory shows that they were located a block away at that time, at 12 North 8<sup>th</sup> Street.

Safeway was founded in 1914 by the Sam Seelig company in Los Angeles, and became a major chain in 1926, after a merger with Skagg's Cash Stores. The Safeway corporation was first listed on the New York Stock Exchange in 1928.<sup>16</sup> The company saw great growth in the 1920s and 30s, mostly via the acquisition of other chains. One of the more notable acquisitions was the 1928 purchase of the Piggly Wiggly chain. Piggly Wiggly's had been operating in Columbia since before 1927, and continued in business under that name for a few years after the merger.

The founder of Piggly Wiggly, Charles Saunders, can be seen as the father of the modern grocery store. He was one of the first retailers to come up with the concept of a self-service grocery shopping, which was at the time such a revolutionary idea that he patented a layout for a self service grocery store in 1917.<sup>17</sup> Saunders' concept revolutionized the grocery store business. Before WWI, most grocery stores were specialized operations in which the clerks did most of the selection, working from the patron's shopping list. The new concept was much more labor efficient, and quickly became the industry standard.

It was also about that time that grocery stores were evolving into what were called "combination stores". As food retailing became more competitive, chains like Piggly Wiggly and Safeway began expanding the variety of their offerings, to include such things as meat and produce, which had previously only been available at specialty shops. That one-stop shopping was a hit with consumers, and by the late 1920s had become the standard for locally owned shops as well as chain grocery outlets.<sup>18</sup>

Although that trend would eventually lead to large freestanding "supermarkets," for many years combination shops could be found in standard storefronts along main streets and in streetcar suburbs across the country. (See Figure Seven.) Such was the case in Columbia; in 1927, for example, the majority of the grocery stores in the community were located in relatively small shops in the downtown area. Chain stores in Columbia favored the commercial center,

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<sup>15</sup> David Gwynn, "Desperately Seeking Safeway," (Personal website on supermarket history and architecture, 1999-2003) <<http://www.groceteria.net/safeway/1920.html>, October 1, 2003.>

<sup>16</sup> "Safeway: Our Company." Official website of the Safeway Corporation. <<http://www.safeway.com/OurCompany.asp> 2003, September 25, 2003>

<sup>17</sup> Chester H. Liebs, Main Street to Miracle Mile: American Roadside Architecture, (Baltimore: The Johns Hopkins University Press, 1995) pp. 118-120.

<sup>18</sup> Ibid.

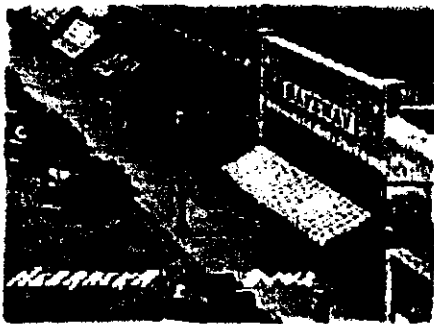
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while local shops were much more likely to be located in outlying residential neighborhoods. City directories from 1927 and 1951 both show that all of the major chain grocery stores in town were located near the central business district, while locally owned shops tended to be more widely scattered.

**Figure Seven. 1930s post cards of Safeway Stores in Nebraska show that the size of the Safeway store on South Ninth was typical for the time. (From website <http://www.groceteria.net/safeway/1930-pix.html> October 4, 2003 Safeway Stores)**



Safeway occupied the ground floor space of the Ballenger Building for almost two full decades. City directories show that it was there until about 1950, after which it moved to a large freestanding building just west of the commercial district. Throughout that period, the Ninth Street location was also the only Safeway store in Columbia.

The back section of the building and the upper floor had various business tenants during those years. The Taylor company appears to have been the main tenant of the rear into the mid-1930s, when some of the space began being used for offices. Other tenants of the time include a refrigerator repair service, Paramount Entertainment, and the Flouralite Company. (See Appendix: Chronology.)

After Safeway moved out of the main retail space, the building experienced another major remodeling. In 1951, the H. R. Mueller Florist shop hired local architect Dave Clark to design a new storefront and ground floor commercial space for the former Safeway location.<sup>19</sup> His design involved the installation of an all-new storefront, plus extensive interior renovations. The Mueller company moved into the space in 1952, and remained in business there for several decades. The building was remodeled again around 1985 for restaurant use, and continued to serve that function until after the turn of the 21<sup>st</sup> century. The second floor spaces appear to have been remodeled in the 1960s, when the building became known as the J. Louis Crum Building.

<sup>19</sup> Western Historical Manuscripts Collection #5560, Dave Clarke Collection, Oversize Folder 13.

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Today, the upper office spaces remain occupied, and the main retail space is being remodeled once again. The current work on the building being done in association with historic preservation tax credits, and is therefore in full compliance with the Secretary of the Interior's Standards for Rehabilitation. The goal of the current project is to restore the exterior terra cotta, and to return the storefront to an appearance which would have been typical of a 1930s store in the downtown area. The ground floor interior is also being returned to its original open configuration, and the ornamental metal ceiling in that space is slated for restoration as well.

The Ballenger Building today looks very much as it did when it was home to the city's only Safeway store, and it stands as a representative example of the type of modest commercial building which helped define the streetscapes of downtown Columbia in the first half of the 20<sup>th</sup> century. It shares many characteristics with other historic commercial buildings in the area, and provides an intact example of Property Type A. Commercial Buildings, Subtype: Two-Part Commercial Block, as discussed in "Historic Resources of Downtown Columbia, Missouri."<sup>20</sup> The patterns of use for the building have seen no changes of note since the 1890s, and it is a rare, significant survivor of Columbia's earliest periods of development. △

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<sup>20</sup> See MPS Cover document "Historic Resources of Downtown Columbia, Missouri," Section F, Associated Property Types," for a full discussion of the Commercial Buildings property type.

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**Appendix: Selected Chronology**

ca. 1877-1890s This lot (South Part of Lot 153 Original Town of Columbia) housed a soda bottling works.

1890 Tax records show owner of se ½ Lot 152--(\$150) and SE pt of Lot 153 (\$800) to be Rene Butel.

ca. 1892 The front part of the building is erected, for use by the G. F. Troxell Furniture Company.

1893 Tax records show Ballenger Stove and Implement Company as owning part of this lot; no other owners listed. Their valuation: \$5,000.

1895 Sanborn: 503 S. 9th St./27 Cherry. Furniture Store, with Soda Water Bottling in basement.

1896 Ballenger Stove and Impl, listed as only owners of lot, valuation \$7,600

1900 Photo of this building in Picturesque Columbia calls it G. F. Troxell's Furniture Store.

1902 Sanborn: 25 and 27 S. 9<sup>th</sup>, no Cherry Street #  
Soda works still there, upper sections not labeled.

ca. 1904 The back section, off of Cherry Street, was added. Freight elevator also added to original building, by the time the 1908 Sanborn map was made.

1905 Tax Records: Stone and Ballenger listed as owners of Lot 153 \$8,000, and 64 feet of Lot 152 (back of this building) \$2,400.

1908 Sanborn: 23 and 25 S. 9<sup>th</sup> Street. Carpets and a repair shop in back, furn in front.

1909 Directory: 23-25 S. M. Meyers Furniture Store (G. F. Troxell had a shop at 704-706 Broadway.)

Owners: Ballenger and Stone

1914 Sanborn: no changes

Safeway company founded in Los Angeles by the Sam Seelig company.

Owners: Ballenger and Stone Realty Company

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1917 Directory 23-25 Troxell back at this location, no listing for any Meyers or any other Troxell shops.

Piggly Wiggly Grocery store chain founder Charles Saunders patents the concept of the self service grocery store.

1919 Owners: Ballenger and Stone, big jump in valuation, but seems to have been across the board.

1923 Directory: G. F. Troxell.

1925 Sanborn: 23 and 25 South 9<sup>th</sup> St., labeled only as a store, both sections apparently functioning as a single unit.

1926 Skagg's Cash Stores merge with Seelig's Safeway company to form the Safeway corporation, which went was first listed on the New York Stock Exchange in 1928.

1927 Directory: G. F. Troxell.

Owner: T. C. Hall This is the first time this building is split off from the entire lot, which included a large building north of this one.

1928 Summer-- facade remodeled for Taylor Company. (They had been just across Cherry Street in the Virginia Building.)

Owner: Taylor Music Company

Talyor Music and Furniture Company starts running ads that the remodeling is almost finished, and on September 29, 1928 they held their formal grand opening. (They actually started operating out of the building at the end of August.) The Taylor company occupied all three floors at the time of the grand opening. Remodeling inlcuded all new front, and interior updates which included new flooring and ceilings, as well as all new mechanical systems.

Safeway buys out the Piggly Wiggly chain. Piggly Wiggly stores operated under their former name into the 1930s, however, and in some locations, including Columbia, even operated in competition with Safeway stores.

1929 Owner: Taylor Music Company, valuation rose from \$10,000 to \$12,000 in one year.

1930-31 Directory: 23-25 S. 9<sup>th</sup> Taylor Music and Furniture Co.

1931 Sanborn: Listed simply as a "store."

Owner: Taylor Music Co.

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1932 Owner: Ninth Street Realty Co.

1932-33 Directory: 23-25 S. 9<sup>th</sup> Taylor Music and Furniture  
Safeway was at 12 North 8<sup>th</sup> Street, Piggly Wiggly's were at 116 S. Ninth and 700 E. Broadway

1933-34 Phone book: 25 S. Ninth St. Safeway,  
811 Cherry. Taylor Furniture Co,

1936 Directory: 23-25 S. 9<sup>th</sup>. Safeway Stores, Inc.  
811 Cherry Street: Phillips and Co, Taylor Furniture Co., Gen Electric Ref. Svc., Motorola Radio Shop.  
Owner: Ninth Street Realty Co.

1938 Directory: This was still the only Safeway in town.

1940 Directory: 23-25 S. 9<sup>th</sup>. Safeway Stores, Inc.  
811 Cherry Street: Columbia Finance Co, Flouralite Co. Taylor Furn. Co.

1949 Directory: 23-25 S. 9<sup>th</sup>. Safeway Stores, Inc.  
No 811 Cherry Street listing. 815 Cherry is Paramount Recreation.

1951 Directory: Safeway relocated to a much larger building at 15 West Broadway. City directory shows that there were at the time three major chain grocery stores in operation in town, out of 48 total. All three chains were near the central business district, and all except for a dozen of the smaller shops were located in outlying neighborhoods.

1951 H. R. Mueller Florist shop hires local architect Dave Clark to design a new storefront and ground floor commercial space for the former Safeway location. His design calls for an all new storefront plus extensive interior renovations.

1952 Mueller moves into the building, from another Ninth Street location.

1964 Directory: Mueller Florist on ground floor. Cherry St. address is listed as the Crum Building, with various office tenants.

1983 Storefront and ground floor again remodeled, this time for restaurant use. (Joan's on Ninth, and later, Glenn's Restaurant.) △

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**SOURCES**

(See MPS Cover document "Historic Resources of Downtown Columbia, Missouri," for further discussion and a complete biography of general sources.)

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**Verbal Boundary Description**

The south 42.5 feet of Lot 153 and the south 42.5 feet of the east 50 feet, 9 inches of Lot 152 of the Original Town, now City of Columbia, Missouri.

**Boundary Justification**

The current boundaries encompass all of the land historically associated with the building which retains integrity from the period of significance.

**Photographs**

The following information is the same for all photographs:

Ballenger Building

27-29 North Ninth Street, Columbia

Boone County, Missouri

Debbie Sheals

September, 2003

Negatives on file with Debbie Sheals, 406 West Broadway, Columbia, MO 65205

**List of Photographs**

1. Southeast corner, at the intersection of Ninth and Cherry
2. Facade, from Ninth Street
3. Detail, second floor of facade
4. Facade (east elevation)
5. Southeast corner of facade.
6. South bay of newer storefront and terra cotta.
7. Detail, south elevation, second floor.
8. Streetscape, looking east on Cherry Street.
9. Detail of terra cotta on corner of facade.
10. Detail of terra cotta on corner of facade.
11. Base of corner pier.
12. Interior of basement, looking west.
13. Main floor interior, center posts and metal ceiling panels.



BOONEVILLE  
49 MI TO L.S.

NORTH NINTH STREET  
 HISTORIC DISTRICT  
 S-36 N. NINTH ST.  
 COLUMBIA, MO, BOONE CO., MO  
 (CENTER POINT)  
 15/ 58 283 /  
 4311460

57'30"  
 4312  
 TROXELL-TAYLOR  
 BUILDING  
 S. 9th St,  
 COLUMBIA, MO, BOONE CO., MO  
 15/ 58 263 /  
 4311302

7561 IV NW  
(HUNTSDALE)

