

Application for Landmark/Landmark Site

**Buffalo Preservation Board
901 City Hall
Buffalo, New York 14202
Telephone: (716) 851-5029
Fax: (716) 851-4388**

Instructions to Applicant:

The following information is required, at a minimum, prior to the Buffalo Preservation Board considering an application complete:

- a) Three (3) copies of this application;
- b) One complete set of quality photographs, (Preferably 8" x 10"), of all exterior elevations of the building. Interior photographs may also be submitted;
- c) A site plan, map or survey that indicates in sufficient details what building/properties are being proposed for designation;
- d) Any additional information you can furnish that substantiates that the property is deemed to be of architectural, historical, geographical, cultural or aesthetic significance.

Failure to submit the required information may result in an incomplete application and delay the review process:

****** check in the amount of \$500.00 made out to the City of Buffalo Preservation Board must be submitted at time of application for non-owner occupied structures/sites.**

Please provide the following on the property for which landmark consideration is requested.

1. Address of Site **1740 Bailey Avenue, Buffalo, NY 14211**
2. Name of Property (if any) **Wildroot Building**
3. Name of Present Owner **John Uban (deceased 2011-07-27)**
Last Known Address 132 Maple Drive
Bowmansville, NY 14026
No phone number
No known contact or next of kin

Note: If property is in multiple ownership, list the names/addresses of other persons having legal or equitable interest in property:

4. Has the owner, if other than applicant, been contacted?
Attempted contact, owner deceased, no next of kin available.

If yes, is owner in favor of landmark designation?
Current owner is deceased. Descendents of the Wildroot Company owner contributed material to this application.

If yes, submit a signed statement/affidavit by owner supporting Designation.
5. Present use of property
Unused warehouse and office space
6. Year of Construction
Warehouse structure built 1929, office addition 1946
Courtesy of Buffalo City Hall Permit and Inspection Dept.
7. Architect: Hudson & Hudson, built by Metzger Construction Corporation (1946 addition)
8. Is property endangered? Yes
If yes, explain:
The building's owner passed away six years ago, leaving it open and unmaintained. It was temporarily listed on City Hall's list of large scale commercial demolitions before being removed. Instead, they performed some façade brick removal in one corner.

In 2014, another demolition notice was posted on the property and the EPA came in to do some clean-up. In 2015, the building was listed as one of New York State's Seven to Save buildings by the Preservation League of NYS. In October 2016, a \$20,000 opening bid was accepted on the building at InRem property auction, tying preservation efforts up for months before the purchase was abandoned prior to completion. In October of 2017, a \$1,000 opening bid led to another possible purchase, this time to a local man who wants to use a portion of the building as storage and demolish the rest.

9. On separate pages, please describe the architectural, historical, geographical and cultural significance of this landmark and/or landmark site. Please indicate the sources of information.
10. Please attach any additional material which might be useful in considering the site for landmark designation, i.e.; newspaper clippings, magazine articles, photographs, etc. Please list below, which of these materials you would like returned. If you would like to present additional materials at a meeting of the Preservation Board, please indicate nature of such materials.
11. Name of Applicant Paul McDonnell
Organization, (if any) City of Buffalo Preservation Board
Address
City, Zip Buffalo, NY 14202
Phone
Prepared by Mark Paradowski

I hereby certify that the information contained herein is true and correct to the best of my knowledge.

Signature of Applicant

Date

Appendix A – Architectural, Historical, Geographical and Cultural Significance 1740 Bailey Avenue, Wildroot Building

I. Introduction.

Between the 1900s and 1960s, Buffalo was at its height of economic power and population growth. Factories and neighborhoods arose as Buffalo capitalized on its geographic position in the nation's transportation network.

The Wildroot Building, located at 1740 Bailey Avenue, embodies that economic might. Adjacent to a major rail line, this 100,000 square-foot building is the most prominent commercial structure in that section of the city. Grennan Bakeries, Inc, one of the nation's largest bakeries, chose Western New York for the site of its largest manufacturing facility. The building was the largest cake kitchen in the world when completed in 1929.

The location was chosen by Grennan vice-president J.W. Hines, who knew the advantages Buffalo offered first-hand. Twenty five years earlier, Hines had served in the National Guard at the Broadway Arsenal with Colonel Francis G. Ward, and had fond memories of Buffalo as the beginning of his successful career.

Shortly after Hines began his career in Buffalo, another pair of Buffalonians were forming their own business in the barbershop of Buffalo's most significant hotel, the Iroquois Hotel. The enterprise, started by Morrel Howe and Robert Kideney in 1911, eventually became one of the largest hair care product manufacturers in the world. The Wildroot Company began decades of growth in 1915 with investment from businessman Harry Lehman.

To accommodate the company's explosive growth during World War II, Wildroot purchased and expanded the former Grennan location to create its own headquarters. Robert Gundlach, who would later go on to invent the Xerox photocopy process, worked in the factory mixing batches of its most famous product, Cream Oil.

Through an expansive marketing campaign, Wildroot became a household name nationwide. Nat King Cole sang its jingle on the radio, and actor Ronald Reagan modeled for its print ads. The advertising firm in charge of the massive campaign was BBDO, the inspiration for the show *Mad Men*.

In 1951, profits from the products manufactured at Wildroot were used to establish the Wildroot Foundation. Through astute investment by Wildroot attorney Welles V. Moot and his son, the Foundation has provided thousands of grants for projects that benefit the entire WNY non-profit community. Later renamed the Western New York Foundation, it has been in operation for over 60 years and continues to provide vital support, with grants totaling nearly \$11 million. *(courtesy The WNY Foundation)*

This application outlines the history of the building and the companies that turned it into a neighborhood anchor on the East Side. It was home to the type of innovation and industry that built Buffalo. It is hoped that this property can be preserved, and in turn, became an anchor point to the revitalization of a strong but underappreciated portion of the City.

II. Geographical and Site Significance

1740 Bailey Avenue is located on the west side of the street, north of West Shore Avenue. The building is less than a quarter mile south of Walden Avenue and north of Broadway.

West Shore Avenue is named for the West Shore Railroad, which constructed the rail lines along the future Wildroot location back in the 1870s. As Grennan's bakery was being constructed in 1929, the New York Central Terminal was nearing completion one mile down the tracks.

Just across the street, the West Shore and NY Central tracks were joined to form a rail yard still in use today (CSX Frontier Yard). The rail lines, and the industries they attracted, spurred a large residential neighborhood to develop. As the Bailey/Walden neighborhood was approaching its commercial and residential peak, the Wildroot expansion enabled the company to be prominently situated on Bailey Avenue.

III. Architectural Assessment / Importance

(Courtesy of Mike Puma, Project Manager, Preservation Studios)

The Wildroot Building at 1740 Bailey Avenue was built in two distinct phases. The three story 81,384 square-foot warehouse, built in 1929, is an example of reinforced concrete construction. The three story, 17,655 square-foot administration building was constructed in 1946 with steel post and beam construction.

Wildroot's administration building is an example of early modern architecture, employing bands of horizontal windows, which were popular in 1930s and 1940s. It is faced in red brick laid in English bond. Windows have cast stone sills. The Bailey Avenue façade is well balanced and virtually symmetrical. A small service floor on the roof, flanked on either side by a small abutment, creates a "stepped" profile made popular in the Art Deco style.

The Bailey Avenue entrance has paired doors set within a tall surround of black marble. The same marble continues to the interior entrance hall located behind the paired doors. Streamlined, metal letters once topped the entrance with the company name, but some have been stolen. However, the Wildroot name can still be seen in full from the south elevation, as its iconic WILDROOT lettering is visible from both West Shore and Bailey. A long, horizontal band of metal windows is located above the entrance and shorter, horizontal bands flank it on either side. The remainder of this façade is not visible due to the Bailey Avenue bridge.

The south and north elevations are almost identical and defined by a horizontal band of metal windows at each floor. These horizontal bands stretch almost the full length of each elevation, each separated only by a section of black marble. The band terminates just before the building meets the warehouse section (to the west). The only difference is on the north elevation where window fenestration changes to a vertical band of windows due to the location of the stairwell. All windows on the administration building have a separate band of transoms above, separated by three courses of brick. The transoms are composed of glass block, an often-used building material at the time for this style.

Most floors of the administration building feature a double loaded corridor with large

office rooms on either side. Several original staircases remain intact in the building and feature gracefully curving, streamlined metal railings and terrazzo treads.

The warehouse portion of the complex is built of reinforced concrete and floor plates are largely open space punctuated only by the structural columns. It is faced in red brick with five courses of stretchers for every one course of Flemish bond. The concrete structure of the building is expressed on the less visible north and south elevations.

Although it is not as detailed as the administration building there are some subtle architectural flourishes. Along the Fay Street elevation (west), several rows of simulated paneling were created by turning the brick ninety degrees and raising it slightly from the plane of the elevation. White, square stones define the corners of the panels, which visually separate the floors of the building.

The warehouse also has a prominent rooftop billboard structure visible from Bailey Avenue. It was installed by Claude-Neone Display and has remained in place for 83 years.

IV. Historical and Cultural Significance

- A. World's Largest Cake Bakery
- B. World's Largest Hair Tonic Supplier
- C. Longstanding Contribution

A. World's Largest Cake Bakery

(Courtesy of *The Dansville Express* and Combination in the American Bread-Baking Industry by Carl Alsberg)

Grennan Bakeries, Inc. was reported to be the largest exclusive cake manufacturer in the world. It began in Detroit before consolidating with bakeries in Chicago and Minneapolis. In the mid 1920's, they provided baked goods to almost 500 cities and towns. In 1929, Grennan built their newest, and largest, bakery on the East Side of Buffalo, NY.

J.W. Hines, vice-president of Grennan, knew Buffalo well from his time serving in Company K of "Buffalo's own" 202nd National Guard regiment during the Spanish American War. That regiment was headquartered in the historic 65th Arsenal, later known as the Broadway Auditorium and today, the Public Works Garage. Officers that served J.W. Hines' regiment included J. Hamilton Ward, a future attorney-general of New York State, and Col. Francis G. Ward, the future Commissioner of Public Works in Buffalo and namesake of its still-operational water pumping station.

Completion of the world's largest and most modern cake kitchen cost more than \$1 million in 1929, just prior to the stock market crash.

B. World's Largest Hair Tonic Supplier

(Courtesy of The Buffalo History Museum, *The Courier Express* and *The Buffalo News* clippings provided by CEO Harry Lehman's family, The National Inventors Hall of Fame, and the 1953 Wildroot Family Album)

Wildroot began in 1911 with the concoction of two barbers, Morrel Howe and Robert Kideny, operating out of the Iroquois Hotel in downtown Buffalo. Their business grew slowly as they mixed batches of dandruff shampoo from a College Street home until

businessman Harry Lehman invested in the enterprise in 1915. Wildroot quickly expanded to the Caxton Building (formerly 158 Ellicott Street), followed by the Sidway Building. Wildroot then migrated to warehouses on Jefferson and Fay Streets (both are in use today by other businesses). A Canadian subsidiary in Ft. Erie was also operating by 1927.

Wildroot's most famous product, Cream Oil, formulated by chemist Emanuel Gundlach in 1932, contained lanolin instead of alcohol. When alcohol was rationed during WWII, this gave Wildroot a great competitive advantage. Gundlach's son, Robert Gundlach, also worked at the Wildroot factory, mixing batches of his father's creation. Robert went on to greater renown as the inventor of the modern photocopy process for a small Rochester company now known as Xerox, and he was inducted to the National Inventors Hall of Fame in 2005.

The success of Cream Oil led to the purchase and expansion of the Grennan Bakery warehouse. This expansion allowed Wildroot to produce 200,000 bottles of hair product each day. By 1959, \$60 million was being spent by consumers on Wildroot products each year (the same buying power as \$479 million in 2013). (Courtesy Buffalo Evening News Feb 23, 1959)

The company's rapid war-time growth also necessitated the addition of a new corporate headquarters. From these offices, the decision was made to turn record profits into a national advertising campaign. By 1946, Wildroot had a \$2 million yearly advertising budget (\$23.8 million in 2013 dollars) (Courtesy Roy Rutherford article, Life magazine).

The Wildroot name became famous across print, radio, and the newest media format, television. The company enlisted Nat King Cole to sing the popular Wildroot radio jingle. "Cream Oil Charlie" became one of the first features on Buffalo's own WBEN-TV when it went live in 1948. The company sponsored national television programs such as the Robin Hood TV show and Major League Baseball on CBS. Hall of Fame sports personalities such as 7-time NFL champion Otto Graham, 2-time World Series champ Duke Snider, and PGA Player of the Year Jack Burke Jr. did Wildroot ads in 1956. Wildroot even commissioned a re-occurring cartoon series relationship with famous cartoonist Al Capp. Capp was enlisted to produce the Fearless Fosdick cartoons by Wildroot's advertising agency, BBDO.

The most famous representative of the Wildroot brand was Ronald Reagan, an actor from 1937 to 1965. A young Reagan with slicked back Wildroot hair can be seen in a prominent print ad from that time. He still wore a similar hair style when elected President in 1980.

C. Longstanding Contribution

(Courtesy of The WNY Foundation, *The Sun Sentinel*, *The Kingston Daily Freeman*, and the *Lockport Union-Sun & Journal*)

Harry Lehman, president of Wildroot since 1915, died in 1959. Just prior to his death, he had begun the process of selling Wildroot to the much larger Colgate Palmolive company. The understanding was that Wildroot would continue its operation in Buffalo, but following Lehman's death, Colgate closed the Buffalo plant within two years. The Wildroot brand, later sold by Colgate in 1996, is now produced by a company out of Florida. The Wildroot Building passed through several owners after Wildroot left. But

thanks to its generous Wildroot ownership, the impact of Wildroot carries on in Buffalo more than 60 years after its corporate departure.

The Wildroot Company provided 50 years of wealth and opportunity to the people of Buffalo as a manufacturer, yet its greatest contribution is an ongoing endeavor. In 1951, Hoyt Sheehan, a part owner of Wildroot, had Welles V. Moot, Sr. set up the Wildroot Foundation with \$200,000 of his Wildroot Company stock.

Sound investment, combined with the value of the shares when the company was sold in 1959, raised the assets of the Wildroot Foundation to over \$2.2 million in less than a decade. Now a half century later, the renamed WNY Foundation still provides support for the entire WNY non-profit community. The locally controlled foundation has made thousands of grants totaling \$11 million and counting. The work started at 1740 Bailey Avenue has spawned both a historic legacy, and a continuing contribution to our region.

V. Conclusion

Criteria for Designation:

The Wildroot Building is worthy of designation as a City of Buffalo Landmark because it has value as an anchor structure to a large Buffalo neighborhood, as well as being the location of a national icon from Buffalo's manufacturing and entrepreneurial peak.

The building is a good example of an agglomerative structure, built up over a period of years as industry and community grew around it. An expensive structure to build even in the 1920s, it has survived so long after its peak usage due to steel reinforced concrete construction and a brick façade. It is a wonderful example of the industrial construction of its day, while also providing the open floor plates and dense urban scale sought by today's adaptive reuse projects.

Wildroot was deemed eligible for listing in the National Register of Historic Places by the New York State Historic Preservation Office in 2015 and was listed as a Seven to Save building by the Preservation League of New York State in 2016.

Wildroot meets four of the criteria for landmark designation:

(3) It exemplifies the historic, aesthetic, architectural, archaeological, educational, economic or cultural heritage of the City, state or nation.

Wildroot's economic contribution to the City is evident by its 50 years of local employment, providing hundreds of jobs and tens of millions in net sales to the area each year, along with 60+ years of donations to local non-profits totaling \$11 million and counting.

Its cultural heritage is best expressed in a story from satirist and Buffalo native Mark Russell:

'I'll give you a concrete example of the Soul of Buffalo... I ran into an old guy from Buffalo. I hadn't seen him in years... Upon recognizing each other after 40 years, we immediately launched into a rendition of a radio commercial about one of Buffalo's chief products at the time -- Wildroot Cream Oil. It was thick, gooey stuff, hair tonic of the '40s. It was made in Buffalo, a national product made here. Buffalo made Wildroot Cream Oil

in addition to steel and cars... The point is that there was this recognition between us... That's the Soul of Buffalo.'
(courtesy "All About Soul" - The Buffalo News - Sunday, March 2, 1997)

(4) It is identified with a person or persons who significantly contributed to the development of the City, state or nation.

The Wildroot Building has direct ties to many significant contributors. J.W. Hines chose Buffalo for the site of the largest cake kitchen in the world. Harry Lehman spent 44 years building the largest hair tonic supplier in the world. Nat King Cole and Ronald Reagan were among many famous representatives of the nationally-known, Buffalo-based company. National Inventors Hall of Fame member Robert Gundlach worked in the building to produce Cream Oil, which his father had invented. Hoyt Sheehan devoted a portion of his ownership to create the Wildroot Foundation. And Wildroot attorney Welles V. Moot, Sr. and his son Welles V. Moot, Jr. invested 60 years into the management and donation of funds to local non-profit community organizations.

(5) It embodies distinguishing characteristics of an architectural style valuable for the study of a period, type, method of construction or use of indigenous materials.

Wildroot's administration building displays many popular features of early modern architecture. Bands of windows and its steel beam framing allowed for air and light to easily cross its open floor plates.

The warehouse portion of the Wildroot complex benefited from advances in reinforced concrete construction. This provided an industrial use that was durable, strong, fire-resistant, and better able to withstand the ravages of time and the weather, all while requiring minimal maintenance.

(9) It is a unique location or contains singular physical characteristics that make it an established or familiar visual feature within the City.

Wildroot is located prominently along an active rail hub, and its iconic signage is highly recognizable along one of Buffalo's primary north/south corridors. It is also one of the largest industrial complexes in that portion of the city, and clearly the defining structure of its neighborhood.



**Parks, Recreation
and Historic Preservation**

ANDREW M. CUOMO
Governor

ROSE HARVEY
Commissioner

October 16, 2015

Ms. Christina Lincoln
Preservation Consultant
250 Blaine Avenue
Buffalo, NY 14208

Re: Request for Evaluation of State and National Registers Eligibility
Wildroot Building
1740 Bailey Avenue
Buffalo, NY 14211

Dear Ms. Lincoln:

We have received your "Request for Evaluation of State and National Registers Eligibility" for the Wildroot Building in Buffalo. Based on the documentation provided and our preliminary analysis, the building appears to be eligible for the State/National Registers of Historic Places in the areas of industry and commerce. The attached Resource Evaluation by Jennifer Walkowski provides a statement of significance for the building. It is my understanding that you have made your best effort to try to find the current owner of the property as the owner indicated on the tax records, John Urban, passed away in 2011. For now, we are sending a copy of our letter and Resource Evaluation to the Estate of John Urban.

This is an evaluation of eligibility only. Properties cannot be listed without the consent of the owner. Eligibility or listing on the Registers offers a measure of protection under federal and New York State historic preservation laws. It does not prohibit a property owner from making changes, selling, or even demolishing a property with private funds. The New York State Division for Historic Preservation provides consultation when public money or permitting is associated with a historic property. The purposes of the Register program are to document and recognize sites of cultural significance in communities; and to qualify properties for potential grant programming and tax credit incentives for rehabilitation.

If there are any questions about this determination of State and National Registers of Historic Places eligibility, please contact me at 518-268-2168 or kathy.howe@parks.ny.gov.

Sincerely,

Kathleen A. Howe
Survey Coordinator

cc: Estate of John Uban
Mark Paradowski

enc.

Division for Historic Preservation

P.O Box 189, Waterford, New York 12188-0189 • (518) 237-8643 • www.nysparks.com



Date: 10/16/2015

Staff: Kathy Howe

USN Number: 02940.017621

Name: Wildroot

Location: 1740 Bailey Ave, Buffalo NY 14211

Resource Status:

1. **Determination:** Eligible
2. **Contributing:**

Criteria for Inclusion in the National Register:

- A. Associated with events that have made a significant contribution to the broad patterns in our history.
- B. Associated with the lives of persons significant in our past.
- C. Embodies the distinctive characteristics of a type, period or method of construction; or represents the work of a master; or posses high artistic values; or represents a significant and distinguishable entity whose components may lack individual distinction.
- D. Have yielded, or may be likely to yield information important in prehistory or history.

Summary Statement:

Based on the information provided, the Wildroot Building located at 21 Fay Street/1740 Bailey Avenue in Buffalo, Erie County, New York appears eligible for the State and National Registers of Historic Places. The building appears eligible under criterion A in the areas of Industry and Commerce for its associations with two prominent companies in Buffalo; the Grennan Bakery and later the Wildroot Company. While the building has suffered some loss of original historic fabric due to its vacancy for several decades, there is sufficient interpretable material left to convey the building's historic function during the period of significance. The building helps tell the story of the industrial and manufacturing history of the East Side neighborhood in Buffalo during the early and mid-twentieth century, when this area was at the height of its economic and cultural prominence. The period of significance for the building appears to begin with its original construction by Grennan Bakery in 1929 to the closing of the subsequent owner, the Wildroot Company, in 1961. This era appears to correspond to all significant additions and major architectural changes to the building.

The Wildroot Building is a roughly L-plan reinforced concrete factory building located on the west side of Bailey Avenue between Fay Street in Buffalo's East Side neighborhood. The largest portion of the building fronts along Fay Street and consists of a three-story brick clad reinforced concrete building. A large open shipping bay is located at the south end of the building. This portion of the building, originally the Grennan Bakery, has multiple one-over-one double hung wood sash windows, although many are broken and deteriorated. The building is clad in brick with panels articulated in the brickwork along its north, south and western elevations. The eastern elevation, which faces Bailey Avenue, reveals the reinforced concrete framework, with inset non-structural brick between the piers. A steel framed T-shaped three-story wing projects from the bakery building to create an entry at Bailey Avenue. This portion of the building, added ca. 1952, served as administrative, office space and as a cafeteria for the Wildroot Company. Designed in an International Style manner, this wing is characterized by its long continues bands of ribbon windows, divided by black stone (perhaps marble or slate) panels. Bands of what appears to be original 1950s glass block act as a continuous transom band above. While the window units are deteriorated, the configuration of these window bands is still evident. Fronting Bailey Avenue, the building has its primary entrance, which is highlighted by a simple stone surround (now deteriorated, although a few pieces of stone exist) around a large transom feature with metal grate above the entry doors. Simple midcentury metal letters once spelled out "WILDROOT" above the entrance (now only partially extant), similar to the lettering located on the south side of the administrative wing. Interior photos of the building reveal a typical industrial



Parks, Recreation, and Historic Preservation

Resource Evaluation

interior, with concrete mushroom columns, glazed tile surfaces, and large open spaces common in mid-twentieth century factory buildings. Other extant interior features include terrazzo floors and curved metal railings in the administration wing.

The building was initially constructed along Fay Street in 1929, serving as the Grennan Bakery factory building. At the time of its opening in 1930, the facility was touted as the “world’s largest exclusive cake kitchen,” costing \$1 million to construct. At this time, the building consisted of a two- and three-story reinforced concrete building with The Grennan Bakery well situated on Fay Street, with the rail lines conveniently located just south of the building and a rail spur providing easy access to the raw ingredients necessary for the cake production. While the spur is gone, the rail lines are still present nearby, reinforcing the connection to transportation even today.

In 1946, the factory was purchased by the growing Wildroot Company. Founded in 1909 by two barbers who worked in the Iroquois Hotel in Buffalo, the Wildroot Company manufactured the Wildroot Cream Oil, a type of hair tonic. The hair product had become wildly popular nation-wide during World War II, necessitating the expansion from its original location at 1490 Jefferson Ave in Buffalo (either demolished or significantly altered) into the new larger facility on Fay Street. At the Fay Street plant, the Wildroot Company operated a \$2 million annual budget for its advertising department, housed on the upper floor. Wildroot advertising in the 1940s and ‘50s was known for its print ads featuring actor and future president Ronald Reagan, a jingle sung by Nat King Cole, cartoons by Al Capp, and numerous radio and television sponsorships. These associations are all clearly aimed at a national audience for the Wildroot Company, and stemmed from its Buffalo factory.

Spurred by prosperity and growth during the post-war era, a significant 27,000 square foot addition was constructed ca. 1952. Influenced by International Style architecture from the era, this long rectangular addition was designed to serve as the administrative and office space for the growing company, the addition faced onto Bailey Avenue, a prominent north-south thoroughfare in Buffalo’s East Side. The wing was said to have been designed with an “eye to the future.” In 1957 the company constructed a third floor addition to the original bakery building along Fay Street to house its expanded research and manufacturing spaces. It is during this era of the 1940s and 1950s that Wildroot was at the height of its national popularity and significance.

Following the death of its owner in 1959, the Wildroot Company and its building was sold to Colgate-Palmolive for more than \$14 million. In 1961, Colgate-Palmolive sold the building and relocated its operations out of Buffalo, effectively ending the presence of the Wildroot Company in the city. While the “Wildroot” name was purchased from the Colgate company in 1995 by the Stephan Company and production of a hair tonic continues, it is not associated with the historic brand manufactured in Buffalo.

PREPARED BY JENNIFER WALKOWSKI.



CRYSTAL D. PEOPLES-STOKES
141st Assembly District

THE ASSEMBLY
STATE OF NEW YORK
ALBANY

CHAIR
Governmental Operations

COMMITTEES
Alcoholism and Drug Abuse
Environmental Conservation
Health
Higher Education
Insurance

October 8, 2015

Ms. Erin Tobin
Preservation League of New York State
44 Central Avenue
Albany, New York 12206

Re: Seven to Save Nomination: Wildroot Plant | Buffalo, NY

Dear Ms. Tobin,

On behalf of the residents of the 141st Assembly District I would like to offer my full support to Christina Lincoln's nomination of the Wildroot building to the Preservation League's Seven to Save list.

Reuse of industrial buildings has played a vital role in Buffalo's resurgence and it is because of the reuse of our historic infrastructure. The Wildroot building was built in stages between 1929 and 1946 and started out as the home of Grennan Bakery. At one time, it contained the largest cake oven in the world. Wildroot bought the property in the 1930's and expanded the building in 1946 constructing the early Art Moderne Bailey Avenue frontage. During this time, Wildroot was the largest hair tonic manufacturer in the world and this building served as its world headquarters and manufacturing facility. It was so large that they commissioned Nat King Cole to sing their jingle, Ronald Reagan for their print ads, sponsored numerous radio serials and had their own media production department. The company also founded what is known today as the Western New York Foundation.

In the fall of 2014, a demolition notice was placed on the fence at the old headquarters. Although strategically located and structurally sound, it appears that Wildroot's days are numbered. A Seven to Save nomination would bring much needed attention to this resource. Thank you for your consideration.

Sincerely,

Honorable Crystal D. Peoples-Stokes
Member, New York State Assembly
141st District

ALBANY OFFICE:

Legislative Office Bldg Rm 625, Albany, NY 12248 * 518-455-5005 * 518-455-5471 FAX

DISTRICT OFFICE:

792 E. Delavan Avenue, Buffalo, NY 14215 * 716-897-9714 * 716-897-1154 FAX



Preservation
League
of
New York
State

44 CENTRAL AVENUE
ALBANY, NY 12206-3002
518-462-5658
FAX 518-462-5684
WWW.PRESERVENYS.ORG

2015-2016 OFFICERS

Anne H. Van Ingen
Chair
Jan C. K. Anderson
Vice Chair
Karen Arrison
Vice Chair
Gerald A. Holbrook
Vice Chair
Dede B. Nash
Vice Chair
Carol Bentel
Secretary
Scott Duenow
Treasurer
Anne G. Older
Chair Emerita, Ex-Officio

BOARD OF TRUSTEES

Duncan Barrett
Ildiko Butler
Suzanne Clary
David Christensen
Chiu Yin Hempel
Dudley D. Johnson
Robert J. Kafin
Gregory R. Long
Lee Miller
Dianne S. O'Neal
Rev. Dr. Thomas F. Pike
John Sare
David Schnakenberg
Miriam Trementozi
Arete Swartz Warren
Charlotte Worthy
Caroline Rob Zaleski

Jay DiLorenzo
President

February 9, 2016

Christina Lincoln
250 Blaine Avenue
Buffalo, NY 14208

Dear Ms. Lincoln, *Christina,*

Thank you for your nomination to the Preservation League of New York State's *Seven to Save* program. We are pleased to announce that we have designated Wildroot Building *Seven to Save* Nomination on our 2016-17 *Seven to Save* list.

We will announce our 2016-17 *Seven to Save* list with a press conference on **Wednesday, March 2nd**, at 11:00am in the **LCA Press Room in the Legislative Office Building of the NYS Capitol in Albany**. We hope that you can attend this event and say a few words about the Wildroot Building and what this *Seven to Save* designation will mean to your advocacy efforts. In the meantime, please keep this designation internal and do not make any public announcement regarding the *Seven to Save* listing.

The Preservation League looks forward to working with you and other local colleagues on preserving this important site. If you can attend on March 2nd, please RSVP to Frances Gubler at 518-462-5658 x10. Please do not hesitate to contact me with any additional questions.

Sincerely,

Jay

Jay A. DiLorenzo, President
Preservation League of New York State

I look forward to working with you on the Wildroot Building.