

# Supplementary Listing Record

NRIS Reference Number: SG100005679

Date Listed: 10-19-20

Property Name: Southwestern Bell Administration Building

County: Jackson

State: MO

---

This Property is listed in the National Register of Historic Places in accordance with the attached nomination documentation subject to the following exceptions, exclusions, or amendments, notwithstanding the National Park Service certification included in the nomination documentation

Barbara Wyatt

10-19-20

---

Signature of the Keeper

---

Date of Action

---

Amended Items in Nomination:

This nomination could have mentioned the Southwestern Bell Headquarters building in St. Louis, which is potentially eligible, and served all of Missouri until 1969 and again beginning in 1982. The St. Louis building may have architectural significance.

---

The MISSOURI SHPO was notified of this amendment.

---

**DISTRIBUTION:**

**National Register property file**

**Nominating Authority** (without nomination attachment)



Southwestern Bell Administration Building  
Name of Property

Jackson County, Missouri  
County and State

**5. Classification**

**Ownership of Property**  
(Check as many boxes as apply.)

**Category of Property**  
(Check only **one** box.)

**Number of Resources within Property**  
(Do not include previously listed resources in the count.)

<input checked="" type="checkbox"/>	private
<input type="checkbox"/>	public - Local
<input type="checkbox"/>	public - State
<input type="checkbox"/>	public - Federal

<input checked="" type="checkbox"/>	building(s)
<input type="checkbox"/>	district
<input type="checkbox"/>	site
<input type="checkbox"/>	structure
<input type="checkbox"/>	object

<u>Contributing</u>	<u>Noncontributing</u>	
<u>1</u>	<u>0</u>	buildings
		sites
		structures
		objects
<u>1</u>	<u>0</u>	<b>Total</b>

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

0

**6. Function or Use**

**Historic Functions**

(Enter categories from instructions.)

COMMERCE/TRADE: Business

**Current Functions**

(Enter categories from instructions.)

COMMERCE/TRADE: Business

**7. Description**

**Architectural Classification**

(Enter categories from instructions.)

MODERN MOVEMENT: Brutalist

**Materials**

(Enter categories from instructions.)

foundation: CONCRETE

walls: CONCRETE

roof: RUBBER

other: \_\_\_\_\_

**NARRATIVE DESCRIPTION ON CONTINUATION PAGES**

Southwestern Bell Administration Building  
Name of Property

Jackson County, Missouri  
County and State

**8. Statement of Significance**

**Applicable National Register Criteria**

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

- 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**

(Mark "x" in all the boxes that apply.)

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 old or achieving significance within the past 50 years.

**STATEMENT OF SIGNIFICANCE ON CONTINUATION PAGES**

**Areas of Significance**

COMMUNICATIONS

**Period of Significance**

1973-1982

**Significant Dates**

1973

1974

**Significant Person**

(Complete only if Criterion B is marked above.)

N/A

**Cultural Affiliation**

N/A

**Architect/Builder**

Kivett & Myers (Architect)

**9. Major Bibliographical References**

**Bibliography** (Cite the books, articles, and other sources used in preparing this form.)

**Previous documentation on file (NPS):**

- preliminary determination of individual listing (36 CFR 67 has been requested) **Part 1 approved 9/19/2019**
- 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 # \_\_\_\_\_
- recorded by Historic American Landscape Survey # \_\_\_\_\_

**Primary location of additional data:**

- State Historic Preservation Office
- Other State agency
- Federal agency
- Local government
- University
- Other

Name of repository: Missouri Valley Special Collections (KCPL)  
State Historical Society of Missouri (UMKC)

Historic Resources Survey Number (if assigned): N/A

Southwestern Bell Administration Building  
Name of Property

Jackson County, Missouri  
County and State

**10. Geographical Data**

**Acreeage of Property** 1.3 acres

**Latitude/Longitude Coordinates**

Datum if other than WGS84: \_\_\_\_\_  
(enter coordinates to 6 decimal places)

1 39.104770 -94.576570 3 \_\_\_\_\_  
Latitude: Longitude: Latitude: Longitude:

2 \_\_\_\_\_ 4 \_\_\_\_\_  
Latitude: Longitude: Latitude: Longitude:

**UTM References**

(Place additional UTM references on a continuation sheet.)

\_\_\_\_\_ NAD 1927 or \_\_\_\_\_ NAD 1983

1 \_\_\_\_\_ 3 \_\_\_\_\_  
Zone Easting Northing Zone Easting Northing

2 \_\_\_\_\_ 4 \_\_\_\_\_  
Zone Easting Northing Zone Easting Northing

**Verbal Boundary Description** (On continuation sheet)

**Boundary Justification** (On continuation sheet)

**11. Form Prepared By**

name/title Rachel Nugent, Associate  
organization Rosin Preservation, LLC date July 28, 2020  
street & number 1712 Holmes St. telephone 816-472-4950  
city or town Kansas City state MO zip code 64108  
e-mail rachel@rosinpreservation.com

**Additional Documentation**

Submit the following items with the completed form:

- **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. Key all photographs to this map.
- **Continuation Sheets**
- **Photographs**
- **Owner Name and Contact Information**
- **Additional items:** (Check with the SHPO or FPO for any additional items.)

**Paperwork Reduction Act Statement:** This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.).

**Estimated Burden Statement:** Public reporting burden for this form is estimated to average 18 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

Southwestern Bell Administration Building  
Name of Property

Jackson County, Missouri  
County and State

## Photographs

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels (minimum), 3000x2000 preferred, at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map. Each photograph must be numbered and that number must correspond to the photograph number on the photo log. For simplicity, the name of the photographer, photo date, etc. may be listed once on the photograph log and doesn't need to be labeled on every photograph.

## Photo Log:

Name of Property: Southwestern Bell Administration Building

City or Vicinity: Kansas City

County: Jackson County State: Missouri

Photographer: Brad Finch, f-stop Photography

Date

Photographed: March 17, 2020

Description of Photograph(s) and number, include description of view indicating direction of camera:

- 1 of 16: South (primary) and east elevations, view NW.
- 2 of 16: South (primary) and west elevations, view NE.
- 3 of 16: West elevation, view E.
- 4 of 16: North elevation, view SW.
- 5 of 16: Parking garage, first level, view NW.
- 6 of 16: Main Lobby, view NW.
- 7 of 16: Elevator Lobby, 1<sup>st</sup> Floor, view NE.
- 8 of 16: Cafeteria, 1<sup>st</sup> Floor, view NE.
- 9 of 16: Auditorium Lobby, 2<sup>nd</sup> Floor, view SW.
- 10 of 16: Auditorium, 2<sup>nd</sup> Floor, view SW.
- 11 of 16: Elevator Lobby, 13<sup>th</sup> Floor (typical), view SE.
- 12 of 16: Corridor around Elevator/Mechanical Core (typical on all floors), view SW.
- 13 of 16: Open Office (typical with various configurations on all floors), view E.
- 14 of 16: Demountable Partitions to create offices (typical with various configurations on all floors), view S.
- 15 of 16: Northwest office, 13<sup>th</sup> Floor, view SE.
- 16 of 16: Northwest office, 13<sup>th</sup> Floor, view NW.

## Figure Log:

Include figures on continuation pages at the end of the nomination.

**Figure 1.** Context Map. *Source: Google Earth, 2019.*

**Figure 2.** Context Map, within the downtown loop. *Source: Google Earth, 2019.*

**Figure 3.** Site Map, *Source: Google Earth, 2019.*

**Figure 4.** Site Plan, Kivett & Myers, "Kansas City Office Building for Southwestern Bell Telephone," 1969, "As Built" Architectural Drawings, Aperture Cards. State Historical Society of Missouri.

**Figure 5.** Building Section, Kivett & Myers, "Kansas City Office Building for Southwestern Bell Telephone," 1969, "As Built" Architectural Drawings, Aperture Cards. State Historical Society of Missouri.

**Figure 6.** South Elevation, Kivett & Myers, "Kansas City Office Building for Southwestern Bell Telephone," 1969, "As Built" Architectural Drawings, Aperture Cards. State Historical Society of Missouri.

**Figure 7.** West Elevation, Kivett & Myers, "Kansas City Office Building for Southwestern Bell Telephone," 1969, "As Built" Architectural Drawings, Aperture Cards. State Historical Society of Missouri.

**Figure 8.** North Elevation, Kivett & Myers, "Kansas City Office Building for Southwestern Bell Telephone," 1969, "As Built" Architectural Drawings, Aperture Cards. State Historical Society of Missouri.

Southwestern Bell Administration Building

Jackson County, Missouri

Name of Property

County and State

- Figure 9.** East Elevation, Kivett & Myers, "Kansas City Office Building for Southwestern Bell Telephone," 1969, "As Built" Architectural Drawings, Aperture Cards. State Historical Society of Missouri.
- Figure 10.** First Floor Plan, Kivett & Myers, "Kansas City Office Building for Southwestern Bell Telephone," 1969, "As Built" Architectural Drawings, Aperture Cards. State Historical Society of Missouri.
- Figures 11 and 12.** Second Floor Plan, Main building and projecting auditorium wing, Kivett & Myers, "Kansas City Office Building for Southwestern Bell Telephone," 1969, "As Built" Architectural Drawings, Aperture Cards. State Historical Society of Missouri.
- Figure 13.** Third Floor Plan, Kivett & Myers, "Kansas City Office Building for Southwestern Bell Telephone," 1969, "As Built" Architectural Drawings, Aperture Cards. State Historical Society of Missouri.
- Figure 14.** Typical Upper Floor Plan (4-13), Kivett & Myers, "Kansas City Office Building for Southwestern Bell Telephone," 1969, "As Built" Architectural Drawings, Aperture Cards. State Historical Society of Missouri.
- Figure 15.** Southwestern Bell Telephone Company, "Family Tree," *Source:* David G. Park, Jr. *Good Connections: A Century of Service by the Men & Women of Southwestern Bell.* (St. Louis, MO: Southwestern Bell Telephone Company, 1984), 263.
- Figure 16.** Map of the Activities of the Land Clearance for Redevelopment Authority. The red star is the location of the nominated property. *Source:* Land Clearance for Redevelopment Authority, "Urban Renewal Kansas City, Missouri 16-Year Progress Report 1953-1969." Kansas City, MO: Land Clearance for Redevelopment Authority, 1969. Missouri Valley Special Collections, Kansas City Public Library.
- Figure 17.** Detail of block upon which the nominated building was constructed. Sanborn Fire Insurance Map, Kansas City, Missouri, 1909, corrected to 1951, Volume 1, Sheet 65.
- Figure 18.** Exterior and 1<sup>st</sup> Floor Photo Map. Not to scale. Kivett & Myers, 1969.
- Figure 19.** 2<sup>nd</sup> Floor Photo Map. Not to scale. Kivett & Myers, 1969.
- Figure 20.** Typical Floor Photo Map. Not to scale. Kivett & Myers, 1969.
- Figure 21.** 13<sup>th</sup> Floor Photo Map. Not to scale. Kivett & Myers, 1969.
- Figure 22.** Parking Garage Photo Map. Not to scale. Kivett & Myers, 1969.
- Figure 23.** Advertisement for long distance service. *Source:* *Kansas City Star*, April 7, 1974, page 30A.

National Register of Historic Places  
Continuation Sheet

Section number 7 Page 1

Southwestern Bell Administration Building
Name of Property
Jackson County, Missouri
County and State
N/A
Name of multiple listing (if applicable)

## SUMMARY

The Southwestern Bell Administration Building at 500 East 8<sup>th</sup> Street in Kansas City, Jackson County, Missouri is a thirteen-story commercial building in the downtown commercial district (*Figure 1*). Constructed in 1969-1973,<sup>1</sup> Kivett & Meyers designed the Brutalist style building with a square plan and a flat roof. Pre-cast concrete panels clad the reinforced concrete frame. The concrete has large coarse aggregate. The building has a base (a six-level underground parking garage) clad in pre-cast concrete panels with an irregular arrangement of openings for vehicular and pedestrian entrances and vents. Pre-cast panels clad the full-height vertical columns that rise from the base on all elevations. The columns and spandrel panels that angle into the building create a regular grid of deeply recessed fenestration. There is a tall band of solid panels at the top of the building. The first and second stories are recessed between the columns and primarily have solid panels. The Southwestern Bell Administration Building is otherwise unornamented, in keeping with the Brutalist style. A historic two-story wing extends from the primary (south) elevation and is connected to the main building only at the second story. The first story is open, containing only the support columns for the auditorium that fills the second story above (*Figure 4*). The building exterior retains its historic form, simple massing, and concrete cladding which characterize the Brutalist style.

## NARRATIVE

### SETTING

The Southwestern Bell Administration building is located at the northeastern edge of downtown Kansas City, Missouri (*Figure 1*). Sunken highways encircle the area known as the downtown loop (*Figure 2*). The north side of the highway loop is located two blocks north of the nominated resource, down. A mixture of public and private resources of various construction dates, sizes, and architectural styles characterizes the surrounding built environment. Surface parking lots and greenspace are interspersed throughout (*Figure 2*). The streets follow an orthogonal grid oriented along the cardinal directions. The Southwestern Bell Administration Building occupies a block bound by East 8<sup>th</sup> Street to the south; Locust Street to the west; Admiral Boulevard to the north; and Cherry Street to the east (*Figure 3*). The approximately 1.3-acre lot slopes down to the north and features a narrow set back at all elevations. A small plaza occupies the south third of the lot. Concrete retaining walls abut the plaza at the east and west elevations and join the foundation. Wide concrete public sidewalks encircle the lot and are not included within the boundary. The original plans called for small deciduous trees lining perimeter of the south driveway (*Figure 4, Photo 2*). There are currently small deciduous trees and a narrow grass lawn that flank the driveway, but it is unclear if these are the original trees.

<sup>1</sup> Labor strikes caused several work stoppages and construction delays.

National Register of Historic Places  
Continuation Sheet

Section number 7 Page 2

Southwestern Bell Administration Building
Name of Property
Jackson County, Missouri
County and State
N/A
Name of multiple listing (if applicable)

**EXTERIOR** (*Figure 18*)

The Southwestern Bell Administration Building, constructed between 1969 and 1973, is a thirteen-story corporate office building in the Brutalist style with a square plan. The building has a concrete foundation, reinforced concrete construction, pre-cast concrete panel cladding, and a flat roof. A brick parapet clad with pre-cast concrete panel lines the roof. Pre-cast concrete columns define the bays. The north and south elevations have seven bays. The two outer bays have single windows while the inner five bays have pairs of windows. The east and west elevations have five bays, all with pairs of windows. The windows consist of bands of four fixed aluminum windows. Narrow, pre-cast concrete piers separate the paired windows. Concrete spandrels span each bay and angle inward up to the windows to divide the floors. The first floor is deeply recessed between the concrete columns and is clad in solid concrete panels except for the wall of windows along the north elevation. The second story partially recessed and is clad entirely in solid concrete panels except for a few random windows. The third floor is clad in concrete panels that are flush with the columns. A six-story parking garage is located beneath the building (*Figure 5*).

*South (Primary) Elevation (Photos 1 and 2)*

The primary elevation is seven bays wide at the first story (*Figure 6*). A clear anodized storefront system with fixed glazing fills the center bay. Pre-cast concrete panels fill the remaining bays. A non-historic vestibule enclosed with a glazed aluminum storefront system extends from the center bay and contains the primary entrance. The non-historic vestibule extends below the historic connection between the main portion of the building and the historic wing that extends from the center bay of the second story. A non-historic multiple-part fixed window system fills the east and west elevation of the vestibule. A two-story projection that extends into the plaza is three bays wide and has pre-cast concrete panel cladding. The first story is open on the north and south elevations while the east and west elevations are enclosed to provide a base for the projection above. The trapezoidal east and west ends of the projection base contain a stairwell and storage closets. Four square concrete columns support the second story. The second story is enclosed at all elevations. The connection from the main portion of the building to the projection has bands of fixed windows on the east and west elevations. A non-historic AT&T sign is centered on the primary elevation at the second story of the projection.

The third through thirteenth stories are seven bays wide. Single three-part fixed windows fill the first and seventh bays while paired four-part fixed aluminum windows fill the center five bays. The windows are original to the building. Narrow pre-cast concrete piers divide the windows in the second through sixth bays while pre-cast concrete columns separate the individual bays. The windows are recessed and angled concrete spandrels shelter each bay.

National Register of Historic Places  
Continuation Sheet

Section number 7 Page 3

Southwestern Bell Administration Building
Name of Property
Jackson County, Missouri
County and State
N/A
Name of multiple listing (if applicable)

*West Elevation (Photos 2 and 3)*

The grade drops significantly from south to north (*Figure 7*). While the concrete base and the south plaza are at grade at the south end of the lot, the ground begins sloping downward in line with the south elevation, exposing two stories of the parking garage base. The garage base contains a single metal slab door at the south end. Above the garage base, the west elevation resembles the primary elevation. It is five bays wide. Pre-cast concrete columns define the bays and the first two stories are recessed, forming a narrow open verandah which spans the first story and continues onto the north elevation. Simple metal railings span the width between columns. A secondary entrance is offset at the north end of the center bay at the first story. The entrance contains a single historic door with a metal frame and glazing. A historic three-over-three fixed aluminum window is centered in the center bay of the second story. A wide muntin truncates the lower three panes. Pre-cast concrete panels fill the remaining second-story bays. Paired historic four-part fixed aluminum windows fill all upper-story bays. A non-historic AT&T sign is centered on the tall parapet.

*North Elevation (Photo 4)*

Three levels of the parking garage are exposed on the north elevation, although the entire base is clad in concrete panels (*Figure 8*). Entrances to the parking garage are located at street level on the east and west ends. Non-historic metal overhead doors fill the vehicular bays. Three recessed openings for vents are stacked at either end of the elevation adjacent to the garage bays. The recesses contain angled concrete spandrels and mimic the window bays above. Above the garage base, the north elevation closely mimics the primary elevation. The first two stories are recessed, forming a narrow open verandah which spans the first story and continues onto the east elevation. A continuous bank of historic fixed aluminum windows spans the first story. There are two historic aluminum glazed doors in the center bay that access the verandah. A historic four-part fixed window is centered in the center bay of the second story. A wide muntin truncates the lower panes. Pre-cast concrete panels fill the remaining bays on the second story. The third story is clad entirely in concrete panels. The fourth through thirteenth stories are seven bays wide. Single three-part fixed aluminum windows fill the first and seventh bays while paired four-part fixed aluminum windows fill the center five bays.

*East Elevation (Photo 2)*

The grade slopes downward from south to north, exposing more levels of the parking garage base as it descends (*Figure 9*). There are two vehicular entrances to the garage, at the north and south ends, and each is at a different level. Non-historic metal overhead doors fill the vehicular bays. Above the garage base, the east elevation strongly mimics the west elevation. It is five bays wide. Pre-cast concrete columns define the bays and the first two stories are recessed, forming a narrow open verandah which spans the first story and terminates at the primary elevation. A two-part storefront system subdivides the verandah between the second and third bays. Simple metal railings span the width between columns. A secondary entrance is

National Register of Historic Places  
Continuation Sheet

Section number 7 Page 4

Southwestern Bell Administration Building
Name of Property
Jackson County, Missouri
County and State
N/A
Name of multiple listing (if applicable)

offset north-of-center in the center bay at the first story. The entrance contains a single historic door with a metal frame and glazing. A historic three-part fixed window is centered in the center second-story bay. A wide muntin truncates the lower half. Pre-cast concrete panels fill the remaining second-story bays. Paired historic four-part fixed windows fill all upper-story bays. A non-historic AT&T sign is centered on the parapet.

*Parking Garage (Figure 22)*

A six-story parking garage is located directly below the building and accessed at the north and east elevations (*Figure 5*). The parking garage is paved with a concrete ceiling and concrete block walls (*Photo 5*). An elevator bank and staircase are positioned east-of-center in the north end and access all parking garage floors and the building. Additional staircases are located along the east and west elevations. Loading docks and mechanical rooms are located on the first parking level in the north end.

**INTERIOR**

*First Floor (Figure 18)*

The entrance vestibule opens to the main lobby at the first floor (*Photo 6*). The vestibule, lobby, and portions of the first floor were altered c. 2000. The vestibule was widened in its historic location, but it retains a similar aluminum storefront system with two sets of four glazed doors, interior and exterior (*Figure 10*). Lobby finishes that date to this alteration include drywall partitions with wood veneer and the granite tile floor. The non-historic tile lobby floor features a curvilinear geometric motif. The ceiling is partially dropped directly above to mimic the floor motif and is a non-historic alteration. The main lobby opens to an elevator lobby immediately to the north (*Photo 7*). The double-loaded elevator lobby is roughly centered on the first floor. The travertine walls that line the back of the main lobby and the elevator lobby are historic; the granite tile floors are not historic. Historic round lighted signs recessed into the walls identify each elevator by letter. Non-historic rounded pilasters ornamented with bands of wood veneer are located between most elevators; these were added during the c. 2000 renovation. Historic concrete and steel staircases are positioned to the east and west of the elevator lobby. Corridors surround the elevators and staircases. The corridors lead to open office space, mechanical rooms, restrooms, and utilitarian space. Non-historic curved wall panels with anodized steel frames and multi-light glazing separate offices and a cafeteria from the lobby and elevator lobby.

A non-historic c. 2000 cafeteria is located on the first floor at the north end of the elevator lobby (*Photo 8*). Finishes include drywall partitions, acoustical tile ceilings, and a ceramic tile floor with curvilinear motif. While most ceiling tiles are non-historic, historic acoustical tile with narrow strips of historic lights remain in some locations. Circular portions of the ceiling are dropped in some locations and are a non-historic alteration. Non-historic food service counters are positioned along the partitions and in the center of the space.

National Register of Historic Places  
Continuation Sheet

Section number 7 Page 5

Southwestern Bell Administration Building
Name of Property
Jackson County, Missouri
County and State
N/A
Name of multiple listing (if applicable)

*Second through Thirteenth Floors (Figures 19-21)*

The second through thirteenth floors feature similar plans with offices and utilitarian space surrounding the central circulation core with the elevator banks and staircases (*Figures 11, 13, and 14*). Typical office finishes include drywall and metal-frame mountable partitions, non-historic carpet, and historic lay-in acoustical tile ceilings with narrow strips of historic lights metal lights integrated with the grid (*Photos 13 and 14*). Similar finishes characterize the elevator lobby, including the historic ceiling, lighting, elevator doors, and round lighted signs and non-historic carpet (*Photo 8*). A corridor encircles the elevator and mechanical core on all upper floors (*Photo 12*). Restrooms retain historic finishes including one-inch square tile floors, ceramic sinks, and drywall ceilings. One-inch square tile clads the walls and matches the floor. The lobby or foyer for the auditorium fills the enclosed area that spans the distance between the main building and the projecting wing (*Figure 12*). The foyer extends from the center of the south wall on the second floor (*Photo 9*). Stairs and shallow ramps flank a center half wall. Knee walls with historic wood paneling and metal bar railings line the ramps. Large historic fixed aluminum windows fill the east and west walls of the foyer. Auditorium foyer finishes include historic wood paneling, non-historic carpet, and a historic textured ceiling. Three doorways each containing a pair of wood slab doors open to the auditorium in the south wall. The auditorium retains its historic rectangular plan and most historic finishes including the historic ceiling and drywall partitions (*Photo 10*). A catering kitchen and storage rooms line the east and west perimeters of the auditorium. Original accordion partitions on tracks are designed to separate the space into thirds as needed. The ceiling center is dropped and clad with historic narrow wood paneling. Executive offices are located at the northeast and northwest corners on the thirteenth floor. This small suite of rooms retains historic features including built-in cabinetry, lighting, and an executive bathroom (*Photos 15 and 16*).

**INTEGRITY**

The Southwestern Bell Administration Building retains excellent integrity to communicate its significance as the last grand expression of dominance of the world's largest company during the period of significance. The building remains in its historic setting and location perched at the top of the bluff at the northeast corner of downtown Kansas City. It retains its character-defining features including its monumental massing and form, regular fenestration, and pre-cast concrete exterior with angled spandrels that communicate elements of the Brutalist style. Significant spaces include the elevator lobbies on each floor and the auditorium on the second floor. The adaptability of the open office plan to meet department needs is also a character-defining feature.<sup>2</sup> Historic fixed windows remain extant in all window bays. Historic doors fill most entrance bays with few exceptions. When present, replacement doors fill historic openings

<sup>2</sup> Historic plans do not indicate which departments occupied which floors.

National Register of Historic Places  
Continuation Sheet

Section number 7 Page 6

Southwestern Bell Administration Building
Name of Property
Jackson County, Missouri
County and State
N/A
Name of multiple listing (if applicable)

and are complementary in style. Although the main lobby and first floor exhibit alterations in material and a non-historic cafeteria space, the main lobby retains its historic function, the elevator lobby retains its historic travertine walls, and the remaining twelve floors do not appear significantly altered. The small wing that extends from the front contains the historic auditorium designed for special corporate events. The upper floors retain their historic plans with open office space, open corridors, and utilitarian space arranged around a central elevator lobby. Demountable partitions enabled the company to reconfigure spaces as needed. Historic finishes, including the travertine walls, acoustical tile ceilings with narrow strips of lights, and drywall partitions remain intact. Executive offices retain historic ceilings, lighting, partitions, and cabinetry. The Southwestern Bell Administration Building retains the design, configuration, and features that communicate its significance as the administration building constructed for the newly created western division of Southwestern Bell Telephone Company in Missouri, the primary telephone company in the city and state, and part of the network that dominated the nation until the company's momentous fall in 1982.

National Register of Historic Places  
Continuation Sheet

Section number 8 Page 7

Southwestern Bell Administration Building
Name of Property
Jackson County, Missouri
County and State
N/A
Name of multiple listing (if applicable)

### SUMMARY

The Southwestern Bell Administration Building at 500 E. 8<sup>th</sup> Street in downtown Kansas City, Jackson County, Missouri is locally significant under Criterion A in the area of COMMUNICATIONS. Construction of the executive and administrative headquarters for the newly created western division of the Southwestern Bell Telephone Company (Southwestern Bell) in Missouri began in 1969 and ended in 1973. The Southwestern Bell Telephone Company was part of the Bell System that, along with AT&T, monopolized local and long-distance telephone service across the country. Until 1969, Southwestern Bell, the largest provider of local telephone service in a five-state region, served all of Missouri from the headquarters building in downtown St. Louis. However, the substantial increase in the number of telephones in use in Missouri in the decades following World War II necessitated the division of the state in two. The nominated building was constructed to house the administrative and executive offices of the newly established Kansas City division headquarters of the Southwestern Bell Telephone Company. This division served most of Missouri, except for St. Louis. The increased demand for telephone service necessitated this split and the departments within each division were able to better focus on their own areas of service. The volume of telecommunications services illustrates the status and influence of Southwestern Bell, which was, by far the largest company providing such services. The building was designed and built as the headquarters for the Kansas City region's largest telephone company and one of the area's primary employers. The nominated building represents the last expansion of Southwestern Bell as part of the largest company in the world. The building housed over three hundred employees through the period of significance, roughly one-tenth of the Kansas City division's workforce. These employees planned, directed, managed the projects that expanded telephone service in the Kansas City area. The marketing, sales, accounting, and project management departments occupied the open offices on each floor while division executives occupied the offices on the thirteenth floor.<sup>3</sup> With between 3,000 and 5,000 total employees, Southwestern Bell consistently ranked as one of the top ten employers in the seven-county Kansas City metropolitan area. The nominated building represents the last assertion of dominance of the Southwestern Bell Telephone Company and its operation as part of AT&T, prior to and during the federal government's 1974 antitrust lawsuit that ended in the landmark break-up of the enormous AT&T Corporation monopoly in 1982. The nominated building retains the monumental massing and corporate character originally designed for this division headquarters, specifically its open offices, auditorium, and integrated parking garage.

The period of significance begins in 1973 when services began in this building and ends in 1982 when AT&T settled an eight-year antitrust lawsuit and the federal government began dismantling the communications monopoly by separating AT&T from the twenty-two Bell System companies, including Southwestern Bell. The year 1974 is an additional significant date

<sup>3</sup> The historic plans do not indicate which departments occupied which floors.

National Register of Historic Places  
Continuation Sheet

Section number 8 Page 8

Southwestern Bell Administration Building
Name of Property
Jackson County, Missouri
County and State
N/A
Name of multiple listing (if applicable)

because that is when the government filed the antitrust lawsuit. The settlement of *United States v. AT&T* was a significant event in the history of telecommunications and the regulation of corporations in this country. This lawsuit marks the end of the era of dominance for the telephone company. The Southwestern Bell Administration Building represents the significant growth of the company that paralleled the population growth and physical expansion of the greater Kansas City area in the post-war years. It represents the final demonstration of dominance of Southwestern Bell Telephone Company and the administration of this traditional system of communication in the final years before it transitioned to new systems and major reorganization of the corporate entities involved. The nominated building meets Criteria Consideration G and is exceptionally significant for its associations with an important era in the history of telecommunications that occurred within the last fifty years.

## NARRATIVE

### HISTORY OF SOUTHWEST BELL TELEPHONE COMPANY

#### *Early Telephone History*

The invention of the telephone was one of the most important technological advancements in the late nineteenth and early twentieth centuries. This invention made possible instant communication across great distances, and the infrastructure developed to support the use of the telephone paved the way for the television and wireless systems in place today. The telephone is still an important part of everyday life in this country. The telegraph, invented by Samuel Morse in 1844, used electrical signals to send messages. It was not until Alexander Graham Bell patented his electric telephone, which debuted at the Centennial Exhibition in Philadelphia on June 25, 1876, that the world was introduced to a machine capable of reproducing sound. Bell successfully introduced what then was the most efficient form of instant communication. Between March 1876 and January 1877, Bell filed four patents for the telephone.<sup>4</sup> Bell's business-savvy father-in-law, Gardiner Hubbard, developed the concept of franchises whereby businessmen in cities across the country would obtain a license from American Bell, the primary company, that permitted them to establish an "exchange" and sell local telephone service on Bell telephones.<sup>5</sup> The customers would lease the equipment but purchase the service. While many signed up for licenses, it still took time for the licensees to acquire enough customers to establish an adequate network within the exchange. New Haven, Connecticut opened the first telephone exchange in the country in January 1878 with twenty-one subscribers.<sup>6</sup> As Bell and Hubbard issued more licenses, more exchanges popped up. Those with successful franchises purchased smaller exchanges to consolidate customers.

<sup>4</sup> Leslie Cauley, *End of the Line: The Rise and Fall of AT&T* (New York: Free Press, 2005), 19.

<sup>5</sup> Cauley, *End of the line*, 20-21. An "exchange" is the geographic area that provides local phone service. David G. Park, Jr., *Good Connections: A Century of Service by the Men & Women of Southwestern Bell* (St. Louis, MO: Southwestern Bell Telephone Company, 1984), 278.

<sup>6</sup> Cauley, *End of the Line*, 20.

National Register of Historic Places  
Continuation Sheet

Section number 8 Page 9

Southwestern Bell Administration Building
Name of Property
Jackson County, Missouri
County and State
N/A
Name of multiple listing (if applicable)

When Bell's original patents expired in 1894, so did the company's exclusive access to the Bell telephone. More than six thousand independent telephone companies sprang up in the few years following the expiration of the patents. This brought competition and sparked a significant rise in telephone usage. Nationwide, the American Bell company and its franchises served three hundred thousand customers in 1890. Within a decade, its customer base jumped to one million. However, independent telephone companies as a group were formidable competitors that served roughly seven hundred thousand customers.<sup>7</sup> The cutthroat nature of competition created an environment where companies were constantly starting, reorganizing, merging, or failing. Due to the physical connection of telephone lines, initially customers of one company could contact only those who used the same provider. This drove the consolidation of telephone companies and customer bases.

*Telephone History in Missouri and Kansas City*

The convoluted history of the telephone industry in Missouri (*Figure 15*) begins with a telegraph company. American District Telegraph (ADT) Company, began operating in St. Louis in 1874.<sup>8</sup> ADT manager, George F. Durant, obtained the first license for Bell telephones in Missouri in November 1877 and established the St. Louis Telephonic Exchange with twelve subscribers in April 1878.<sup>9</sup> Durant's company was eventually renamed the Bell Telephone Company of Missouri.<sup>10</sup> Kansas City's telephone history was not far behind St. Louis. J.D. Cruise, apparently after a failed attempt to establish an exchange using the Edison telephone, took a stranger's recommendation to use Bell telephones instead.<sup>11</sup> The City of Kansas City passed an authorization ordinance on May 1, 1879 to establish the Kansas City Telephonic Exchange, the first Bell telephone exchange in Kansas City.<sup>12</sup> After a quick succession of buyouts and mergers, including with Durant's Bell Telephone Company which consolidated the St. Louis and Kansas City exchanges, what had been the Kansas City Telephonic Exchange came under control of the newly established Missouri & Kansas Telephone Company.<sup>13</sup> On August 24, 1882, the Missouri & Kansas Telephone Company (M&K) filed a corporation charter with the Missouri Secretary of State to organize the company and to establish its headquarters in Kansas City. The original board of directors included prominent Kansas City businessmen E.T. Gilliland, John R. Mulvaine, M.H. Insley, George R. Peck, C.D. Crandall, E.L. Smith, and George R. Beetle.<sup>14</sup> Upon creation, M&K gained control of eleven exchanges from across Missouri and Kansas, including the state's largest markets in Kansas City and St. Louis.<sup>15</sup>

<sup>7</sup> Cauley, *End of the Line*, 26.

<sup>8</sup> Park, *Good Connections*, 4.

<sup>9</sup> Park, *Good Connections*, 4-6, 283.

<sup>10</sup> Park, *Good Connections*, 6.

<sup>11</sup> Park, *Good Connections*, 6.

<sup>12</sup> Park, *Good Connections*, 6.

<sup>13</sup> Park, *Good Connections*, 9.

<sup>14</sup> Missouri and Kansas Telephone Company, "Creation of Corporation," Missouri Secretary of State, August 24, 1882. Available online through the Missouri Secretary of State website:

National Register of Historic Places  
Continuation Sheet

Section number 8 Page 10

Southwestern Bell Administration Building
Name of Property
Jackson County, Missouri
County and State
N/A
Name of multiple listing (if applicable)

Well into the twentieth century, the telephone company business across the country was continuously in flux with starts, mergers, acquisitions, and failures; some of these were Bell licensees, others were independent competitors.<sup>16</sup> Companies established exchanges with Bell licenses in Texas and Arkansas in 1881 (Southwestern Telegraph & Telephone Company) while Oklahoma established an exchange in 1904 (Pioneer Telephone & Telegraph Company), just prior to statehood.<sup>17</sup> Through the turn of the twentieth century, the M&K operated from the Telephone Exchange Building at 6<sup>th</sup> and Wyandotte streets in Kansas City, Missouri. At a meeting of stockholders, on December 29, 1916, the M&K changed the name to Southwestern Bell Telephone Company when it acquired Southwestern Telegraph & Telephone Company and Pioneer Telephone & Telegraph Company.<sup>18</sup> The document filed to rename the company also served to relocate the company to St. Louis from Kansas City, and the headquarters for the Southwestern Bell Telephone Company (Southwestern Bell) moved to St. Louis.<sup>19</sup> Kansas City retained regional offices and all buildings scattered throughout the city that held the equipment necessary to operate the large exchange that served the greater Kansas City area on both sides of the state line shared with Kansas. In April 1920, Southwestern Bell Telephone Company united with the other two Bell companies (Southwestern Telegraph & Telephone Company and Pioneer Telephone & Telegraph Company) to create a five-state territory. As of 1920, Southwestern Bell Telephone Company served Missouri, Kansas, Arkansas, Oklahoma, and Texas with their headquarters remaining in St. Louis.<sup>20</sup>

Southwestern Bell Telephone Company (Southwestern Bell) continued to buy and sell property and to acquire and release exchanges and smaller companies. However, the Kansas City exchange consistently remained within the company's portfolio and only grew with the physical expansion of the city. In 1924, the greater Kansas City area, which included counties on both sides of the state line, had 110,361 telephones in service.<sup>21</sup> Although this number did not indicate which company these owners used, Southwestern Bell was by far the largest local telephone service provider in the region. Within five years, the number of telephones in use grew to 141,180.<sup>22</sup> In 1929, Southwestern Bell began to construct its own long-distance lines to connect major cities within its five-state territory. With roughly 2,500 miles of cable to run, the

<https://bsd.sos.mo.gov/Common/CorrespondenceItemViewHandler.ashx?IsTIFF=true&filedDocumentid=3241217&version=1> (accessed April 1, 2019).

<sup>15</sup> Park, *Good Connections*, 262-264.

<sup>16</sup> Park, *Good Connections*, 262.

<sup>17</sup> Park, *Good Connections*, 262. These companies were not competitors of M&K because they served a different area.

<sup>18</sup> Missouri and Kansas Telephone Company, "Affidavit of Change of Name," Missouri Secretary of State, January 2, 1917. Available online through the Missouri Secretary of State website:

<https://bsd.sos.mo.gov/Common/CorrespondenceItemViewHandler.ashx?IsTIFF=true&filedDocumentid=3241218&version=1> (accessed April 1, 2019).

<sup>19</sup> Missouri and Kansas Telephone Company, "Affidavit of Change of Name."

<sup>20</sup> Park, *Good Connections*, 264.

<sup>21</sup> R.L. Polk City Directory for Kansas City, Missouri, 1925.

National Register of Historic Places  
Continuation Sheet

Section number 8 Page 11

Southwestern Bell Administration Building
Name of Property
Jackson County, Missouri
County and State
N/A
Name of multiple listing (if applicable)

project was expected to take five years and cost \$45 million.<sup>23</sup> The Great Depression slowed the demand for telephone equipment; Southwestern Bell reported a loss of 133,287 telephones throughout the five-state region in 1932.<sup>24</sup> Correspondingly, the number of telephones in use in the greater Kansas City area dropped by about 12,000 to 129,080 telephones by 1933.<sup>25</sup> However, the U.S. involvement in World War II and the need for instant communication to check on loved ones or discuss significant world events drove the demand for instant communication more than ever before. Southwestern Bell reported that between 1940 and 1949, the number of local calls each day jumped 41 percent from about 1.2 million to 1.7 million; long distance calls nearly tripled from 6,400 to 17,000 per day; and the number of employees nearly doubled to 3,739.<sup>26</sup> Correspondingly, the percentage of households with a telephone increased from 54 percent in 1940 to 80 percent at the end of the decade.<sup>27</sup>

In the Kansas City area, the number of telephones in use nearly doubled, from 155,775 in 1940 to 294,654 in 1949.<sup>28</sup> In just the four years since the end of the war, the number of telephones in service increased within the greater Kansas City area. The greater Kansas City area added more telephones in the four years following the war than the total number of telephones in Wichita.<sup>29</sup> The location of new facilities, exchange buildings that housed the switchboards required for all the new telephone lines, indicated that the company was structuring its system to parallel suburban development. The earliest new exchange buildings were constructed south and east of downtown Kansas City while later exchange buildings and district offices, designed to manage small sections of broader service area, were constructed farther and farther south. The company constructed exchange buildings and district offices in smaller surrounding communities, such as Independence, Hickman Mills, Gladstone, and North Kansas City in Missouri, and Kansas City, Mission, and Merriam in Kansas.<sup>30</sup> The company attempted to reorganize its internal structure along state lines in April 1950, which resulted in the designation of a headquarters in each state.<sup>31</sup> St. Louis remained the primary Southwestern Bell headquarters, as well as the state headquarters. Kansas City remained the second largest service area in the state, but it had not been a headquarters since 1917 when Missouri & Kansas Telephone Company changed its name to Southwestern Bell Telephone Company and moved the headquarters to St. Louis.

<sup>22</sup> R.L. Polk City Directory for Kansas City, Missouri, 1930.

<sup>23</sup> Park, *Good Connections*, 284.

<sup>24</sup> "Forty Years Ago," *The Kansas City Times*, March 13, 1973.

<sup>25</sup> R.L. Polk City Directory for Kansas City, Missouri, 1935.

<sup>26</sup> "How Telephone Service is Keeping Pace with Greater Kansas City," Southwestern Bell Telephone Company advertisement, *The Kansas City Times*, May 5, 1949.

<sup>27</sup> "How Telephone Service is Keeping Pace with Greater Kansas City."

<sup>28</sup> R.L. Polk City Directory for Kansas City, Missouri, 1940, 1950.

<sup>29</sup> "How Telephone Service is Keeping Pace with Greater Kansas City."

<sup>30</sup> "How Telephone Service is Keeping Pace with Greater Kansas City."

<sup>31</sup> Park, *Good Connections*, 287. The Kansas headquarters operated from Wichita, with significant infrastructure in Kansas City, Kansas and throughout Johnson County across the state line from Missouri.

National Register of Historic Places  
Continuation Sheet

Section number 8 Page 12

Southwestern Bell Administration Building
Name of Property
Jackson County, Missouri
County and State
N/A
Name of multiple listing (if applicable)

*Growth Leads to a Split*

Southwestern Bell reported that the demand for phone service continued to grow through the 1950s and early 1960s. The company added 16,508 new telephones in 1964 alone, for a total of more than 443,000 telephones in use.<sup>32</sup> The same *Kansas City Times* newspaper article that reported the increase, quoted Southwestern Bell Telephone Company manager, W.C. Trinkle, as saying “As Kansas City grows, its communications needs grow with it... We’re doing our best to keep pace with this increasing demand for telephone service.”<sup>33</sup> Southwestern Bell continued to invest in and expand its facilities in the Kansas City area. In late-1966, company executives vowed to spend nearly a quarter of its annual budget for 1967 on Kansas City and the latest technology: touch-tone or push button telephones.<sup>34</sup> This money would be spent on upgrading the equipment in the exchange buildings and maintenance facilities to accommodate this new technology. This type of infrastructure investment often attracted more private investment. By 1969, the substantial growth of the Missouri division of Southwestern Bell necessitated a split in the operational structure of the company. In the two decades following the end of World War II, Missouri added more than 1.3 million new phones, primarily in the suburban areas surrounding the metropolitan centers.

Southwestern Bell Telephone Company announced in April of 1969 that the state would be divided into two areas, each with its own headquarters.<sup>35</sup> With the geographic areas divided, the departments were able to better focus and target services, rather than managing all projects statewide from one location. Executives and employees who worked at the headquarters were able to observe and respond better to local development trends and new projects. The deliberate location of the division headquarters recognized the importance of Kansas City as a telecommunications hub. While these two areas quantitatively represented an even split in service contracts, geographically they were significantly different. The St. Louis metropolitan area contained roughly half of the state’s 2,284,900 telephones.<sup>36</sup> St. Louis would remain the headquarters of its area as well as the company headquarters overall. Kansas City would cover most of the rest of the state, including Springfield to the south and as far as Cape Girardeau and Hannibal to the east. This restructuring of divisions within Missouri created 360 jobs in Kansas City, primarily administrative, when the newly-defined division received its own marketing, sales, and accounting departments.<sup>37</sup> The sales department employed Communications Consultants to work with potential customers, particularly businesses, to identify appropriate services (*Figure 23*). Throughout the mid-twentieth century, Southwestern

<sup>32</sup> “Kansas City Telephone Use Sets New Record Last Year,” *Kansas City Times*, March 12, 1965.

<sup>33</sup> “Kansas City Telephone Use Sets New Record Last Year.”

<sup>34</sup> “Bell Plans as Boon to Area,” *The Kansas City Star*, November 18, 1966.

<sup>35</sup> “Bigger Role in Phone System,” *The Kansas City Times*, April 26, 1969.

<sup>36</sup> “Bigger Role in Phone System.”

<sup>37</sup> “Bigger Role in Phone System.” The limited amount of local advertising, anecdotally, provides some evidence of the nature of the monopoly that was present at the time. Southwestern Bell Telephone Company did not need to put out extensive advertising because they were the only realistic option because they controlled the telecommunications infrastructure as well as the service.

National Register of Historic Places  
Continuation Sheet

Section number 8 Page 13

Southwestern Bell Administration Building
Name of Property
Jackson County, Missouri
County and State
N/A
Name of multiple listing (if applicable)

Bell Telephone Company ranked as one of the top ten employers in the Kansas City metropolitan area, with between 3,000 and 5,000 employees who worked in the administration of the company, in the exchange buildings, maintaining the telephone lines and equipment. While city directories throughout the twentieth century listed one or two other small competing telephone companies, no other company compared to the size of the service area of Southwestern Bell and none lasted long enough to provide any substantial competition. With the reorganization of the company into two divisions, Kansas City would once again be a headquarters city.<sup>38</sup> The announcement of the division split included the announcement that a new administrative building was under construction at 500 East 8<sup>th</sup> Street (the nominated building).<sup>39</sup>

*A Brief History of AT&T and the Building of a Regulated Monopoly*

The American Telephone & Telegraph Company (AT&T) was the brainchild of Theodore Vail, the general manager Gardiner Hubbard hired in 1878 to assist the fledgling Bell Telephone Company. Vail foresaw the chaos that would ensue when Bell's original patents expired in 1894, which would include fierce competition and price wars associated with the production of the telephone.<sup>40</sup> In 1881, American Bell purchased Western Electric to manufacture its telephones, which allowed the company to maintain control over the production of its patented equipment.<sup>41</sup> Prior to the patents expiring in 1894, Vail established the American Telephone & Telegraph Company (AT&T) as a subsidiary of American Bell to provide long-distance service, to connect all Bell franchises in a national network.<sup>42</sup> On December 31, 1899, American Bell and AT&T reorganized for financial reasons. The reorganization flipped American Bell's assets to AT&T, making AT&T the parent company to oversee the growing network of Bell franchises (local service), Bell Labs (scientific research), Western Electric (product manufacturing), and long-distance service (AT&T).<sup>43</sup>

In 1887, the federal government established the Interstate Commerce Commission to regulate companies that sold goods and provided services across state lines.<sup>44</sup> The purview of the Commission was to ensure fair rates for consumers and to watch out for companies that were building monopolies to eliminate competition and establish unilateral control over prices. When

<sup>38</sup> Park, *Good Connections*, 289.

<sup>39</sup> "Bigger Role in Phone System."

<sup>40</sup> Cauley, *End of the Line*, 25-26.

<sup>41</sup> Peter Temin, *The Fall of the Bell System: A Study in 1987*. (New York: Cambridge University Press, 1987), 12. Western Electric was founded in 1869 as an electrical engineering and manufacturing company. It supplied equipment to the Western Union telegraph company prior to 1881.

<sup>42</sup> Cauley, *End of the Line*, 24-25.

<sup>43</sup> Cauley, *End of the Line*, 26-28. Bell Labs, short for Bell Telephone Laboratories, was formally established in 1925, although the entity existed since the late 1800s to oversee the research and development of telephone and communications technologies.

<sup>44</sup> "Interstate Commerce Commission," Federal Register: The Daily Journal of the United States Government, available from the National Archives website:

<https://www.federalregister.gov/agencies/interstate-commerce-commission> (accessed April 1, 2019).

National Register of Historic Places  
Continuation Sheet

Section number 8 Page 14

Southwestern Bell Administration Building
Name of Property
Jackson County, Missouri
County and State
N/A
Name of multiple listing (if applicable)

Congress passed the Sherman Antitrust Act of 1890, it asserted that the executive branch had the authority to either regulate or prosecute monopolies, although the legislation lacked the specificity of how to choose between those two actions and which federal and state agencies had the authority to act.<sup>45</sup> AT&T regularly purchased competitors to grow its customer base. At a time when subscribers to one service could not connect to those who subscribed to a different service, a large customer base attracted even more customers. When the U.S. Attorney General stepped in to ensure that this practice did not violate antitrust regulations, AT&T and the Department of Justice settled out of court in 1913 with the signing of a consent decree, the Kingsbury Commitment. In this settlement, AT&T agreed to stop buying competitors, divest its primary holdings in Western Electric, and allow competitors to connect to the Bell network.<sup>46</sup> By 1921, regulators exempted AT&T from the provision of the Kingsbury Commitment that disallowed the acquisition of competitors; AT&T proceeded to purchase 223 independent telephone companies.<sup>47</sup> AT&T entered agreements with competitors it did not acquire to create geographic monopolies by exiting those markets and allowing the competitor sole access to that geographic area.<sup>48</sup> In most cases, AT&T eventually purchased the competitor anyway. By the 1950s, the nation had largely met Theodore Vail's initial goal for AT&T, the connection of every telephone to every other telephone through a universal system that provided universal service.<sup>49</sup> AT&T also maintained partial ownership of Western Electric and Bell Labs. The expenses the Bell companies incurred laying and maintaining the network of telephone lines was significantly greater than the costs AT&T incurred to provide long-distance service. However, because the companies were related, AT&T could charge high rates for long-distance, a premium service, and use the profits to subsidize local service and keep Bell companies' rates artificially low.<sup>50</sup> AT&T continued to operate in the gray area as a regulated monopoly until once again the government determined that the extensive interconnected system constituted a monopoly that violated the law.

In 1970, AT&T was the largest corporation in the country. With assets of \$53.3 billion, it was nearly as large as (or nearly larger than) the next five corporations combined: Standard Oil, General Motors, Ford, IBM, and General Electric.<sup>51</sup> The U.S. Justice Department filed the antitrust lawsuit, *United States v. AT&T*, in 1974. A dozen states filed similar antitrust charges in the subsequent years.<sup>52</sup> However, after eight years of fighting the government, AT&T agreed to the divestiture in 1982, which required that AT&T somehow divide up the massive corporation.<sup>53</sup>

<sup>45</sup> Temin, *The Fall of the Bell System*, 9.

<sup>46</sup> Temin, *The Fall of the Bell System*, 10; Cauley, *End of the Line*, 29.

<sup>47</sup> Temin, *The Fall of the Bell System*, 11

<sup>48</sup> Gerald W. Brock, *The Telecommunications Industry: The Dynamics of Market Structure* (Cambridge, MA: Harvard University Press, 1981), 156.

<sup>49</sup> Temin, *The Fall of the Bell System*, 16.

<sup>50</sup> Keith White and Roger Snell, "Factors combine to hike phone rates," *Springfield Leader and Press*, August 7, 1983.

<sup>51</sup> Temin, *The Fall of the Bell System*, 10. These five corporations has combined total assets of \$58.1 billion.

<sup>52</sup> Temin, *The Fall of the Bell System*, 19.

<sup>53</sup> Cauley, *End of the Line*, 34-35.

National Register of Historic Places  
Continuation Sheet

Section number 8 Page 15

Southwestern Bell Administration Building
Name of Property
Jackson County, Missouri
County and State
N/A
Name of multiple listing (if applicable)

The settlement split the corporation into two entities or groups: 1.) AT&T, with its long-distance service, Bell Labs, and Western Electric; and 2.) the Bell System, which had been twenty-two operating companies consolidated into seven roughly equally-sized Regional Bell Operating Companies or “Baby Bells” that provided local service throughout the country.<sup>54</sup> Southwestern Bell Telephone Company, still in command of its five-state region, was one of the seven Baby Bells.

At the time, this divestiture was significant as the dismantling of the world’s largest corporation and the introduction of competition to what had been a mostly unilateral operation. This unilateral operation was a product of what technology analyst Bret Swanson argued as “government regulation that forbade and discouraged competition and innovation in numerous ways.”<sup>55</sup> The break-up opened the market to not only competing companies, but competing technologies, such as wireless and internet, which were still in the embryonic stages at the time of the split.<sup>56</sup> These new technologies introduced new ways to make local and long-distance calls. In subsequent decades, the Baby Bells continued to offer local service, but began acquiring smaller, competing companies again to establish regional dominance. In 1996, Southwestern Bell, renamed SBC Communications, purchased the company that served California and parts of Nevada at the same time that Bell Atlantic purchased the company that served New York. These two “Baby Bells” controlled the most heavily populated parts of the country.<sup>57</sup> Within ten years, SBC purchased AT&T and adopted the well-known brand and logo.<sup>58</sup> While it has been rebuilt again as a large corporation, the company diversified its operations to provide internet and wireless communications via fiberoptic cables as well as hardwired local and long-distance service.

*The Local Implications of Divestiture*

The Bell companies maintained their stronghold on local telephone service, particularly in urban areas, throughout the antitrust lawsuit until the settlement of the case in 1982. Southwestern Bell, headquartered in the nominated building, remained the dominant local telephone service provider in Kansas City. Through 1972, two years before the government filed the lawsuit, city directories for Kansas City listed two telephone companies, Southwestern Bell and AT&T, although they were components of the same company.<sup>59</sup> Beginning in 1973, United Telephone Company is listed in the city directory, but the company served only the new Kansas City

<sup>54</sup> Cauley, *End of the Line*, 35.

<sup>55</sup> Bret Swanson, “Lessons from the AT&T Break Up, 30 Years Later,” *Tech Policy Daily*, January 3, 2014, originally published on TechPolicyDaily.com, online at: <https://web.archive.org/web/20170422035122/http://www.techpolicydaily.com/communications/lessons-att-break-30-years-later/> (accessed April 1, 2019).

<sup>56</sup> Bret Swanson, “Lessons from the AT&T Break Up, 30 Years Later.”

<sup>57</sup> Cauley, *End of the Line*, 39-40.

<sup>58</sup> B&C Consulting Services, “The Market After the Mergers: The Telecom Economy Today – 2005,” report for IGI Consulting, Inc., August 2005, 54.

<sup>59</sup> *Polk’s City Directories for Kansas City, Missouri*, 1965, 1970, 1971, and 1972. Missouri Valley Special Collections, Kansas City Public Library.

National Register of Historic Places  
Continuation Sheet

Section number 8 Page 16

Southwestern Bell Administration Building
Name of Property
Jackson County, Missouri
County and State
N/A
Name of multiple listing (if applicable)

International Airport.<sup>60</sup> New telephone companies tried to compete with Southwestern Bell, but were not able to gain a foothold in the urban Kansas City market. These other companies lasted only one or two years and served small markets in suburban areas north and east of Kansas City.<sup>61</sup> United Telecommunications appeared in city directories beginning in 1977-1978, but it was headquartered in suburban Shawnee Mission on the Kansas side of the state line, although it maintained a post office box on the Missouri side.<sup>62</sup> Throughout the duration of the lawsuit, Southwestern Bell remained the dominant local service provider for Kansas City. The company even expanded operations directly into the manufacturing of telephone equipment between 1976 and 1980.<sup>63</sup> Following the settlement of the lawsuit in 1982, however, Southwestern Bell Telephone Company could no longer rely on subsidies from long-distance service and thus doubled its rates. This opened the local telephone market to competition. By 1983, there were seven telephone companies, including Southwestern Bell, although most were headquartered in Kansas or north of the city. By 1986, there were eleven telephone companies, including Southwestern Bell and AT&T. By 1996, there were thirty telephone companies, including Southwestern Bell and AT&T. By 2003, the list of telephone companies had shrunk, but it no longer included Southwestern Bell.

At the time of divestiture, Southwestern Bell consolidated the Missouri divisions and moved the headquarters back to St. Louis. Kansas City retained its network of exchange buildings and maintenance facilities, but no longer operated its administrative and executive offices from the nominated building. The Southwestern Bell Administration Building retained some offices, but began leasing space to other telecommunications contractors. Southwestern Bell adapted to the new structure by consolidating and embracing new technologies.

There are no comparable properties in the field of communications as there were no other companies that operated on the same scale as Southwestern Bell, thus the nominated building best represents the historic context, illustrating the exceptional significance of this building related to Criteria Consideration G. From the Administration Building, the company planned, directed, and managed the laying of thousands of miles of telephone lines and at least twelve exchange buildings and maintenance facilities, including the earlier monumental office and exchange building at 324 East 11<sup>th</sup> Street.<sup>64</sup> Other telephone companies did not build anywhere near the amount of infrastructure Southwestern Bell constructed to support its operation.

<sup>60</sup> *Polk's City Directories for Kansas City, Missouri*, 1973, 1974, and 1975. Missouri Valley Special Collections, Kansas City Public Library.

<sup>61</sup> *Polk's City Directories for Kansas City, Missouri*, 1975-1982. Missouri Valley Special Collections, Kansas City Public Library.

<sup>62</sup> *Polk's City Directories for Kansas City, Missouri*, 1977-1978. Missouri Valley Special Collections, Kansas City Public Library.

<sup>63</sup> *Polk's City Directories for Kansas City, Missouri*, 1976, 1977-1978, 1979, and 1980. Missouri Valley Special Collections, Kansas City Public Library.

<sup>64</sup> The Southwestern Bell Telephone Building at 324 E. 11<sup>th</sup> Street, built in 1919 and expanded in 1929, has non-historic stucco cladding that covers a large portion of the building. This building contained the offices for Southwestern Bell Telephone Company when the state's headquarters was in St. Louis.

National Register of Historic Places  
Continuation Sheet

Section number 8 Page 17

Southwestern Bell Administration Building
Name of Property
Jackson County, Missouri
County and State
N/A
Name of multiple listing (if applicable)

Southwestern Bell laid the telephone lines and operated the exchange buildings that physically connected those thousands of telephones in service throughout the region. The Southwestern Bell Administration Building housed the departments that developed the implementation plans and managed the administrative functions (sales, marketing, accounting, execution of broader company-wide directives) for the entire operation within the Kansas City Division until 1982. The building is exceptionally significant for its direct associations with the final expansion of Southwestern Bell that immediately preceded antitrust lawsuit. Although the lawsuit and divestiture occurred within the last fifty years, they were significant events that altered the course of the communications industry.

### **SOUTHWESTERN BELL ADMINISTRATION BUILDING – PROPERTY HISTORY**

The Southwestern Bell Administration Building was constructed within the Eastside Urban Renewal Project Area, defined in the Eastside Urban Renewal Plan dated April 28, 1958.<sup>65</sup> The City Council of Kansas City passed Ordinance No. 22763 on June 13, 1958 to adopt the associated Urban Renewal Plan.<sup>66</sup> Passage of the ordinance enabled the Land Clearance for Redevelopment Authority (LCRA) to purchase or take through eminent domain property identified as blighted, clear the land of existing buildings and structures, and assemble parcels for redevelopment. The north and east sides of the loop highways that encircle downtown Kansas City form the north and east boundaries of the 58.3-acre Eastside Urban Renewal Project Area, while Locust Street and E. 11<sup>th</sup> Street from the west and south boundaries, respectively (*Figure 16*). The project area included public and private development, specifically new high-rise apartment buildings, motels, government office buildings, YMCA facilities, service stations, and commercial office buildings. The project also incorporated the rehabilitation of several unidentified existing buildings.<sup>67</sup> The Southwestern Bell Telephone Company constructed a one-story building at E. 10<sup>th</sup> and Charlotte streets, three blocks southeast of the nominated building, as a work center that operated as a headquarters for work crews doing the physical installation and repair of telephone lines. Kivett & Myers, architects for the nominated building, also designed the work center, in 1964.<sup>68</sup>

The Land Clearance for Redevelopment Authority (LCRA) acquired the site through a combination of purchase and eminent domain; it cleared the block in the late 1950s and early

<sup>65</sup> "Contract to Sell and Purchase," between Land Clearance for Redevelopment Authority of Kansas City, Missouri and Southwestern Bell Telephone Company, Jackson County Recorder of Deeds, Book 37, Page 1949, April 25, 1968.

<sup>66</sup> "Contract to Sell and Purchase."

<sup>67</sup> Land Clearance for Redevelopment Authority, "Urban Renewal Kansas City, Missouri 16-Year Progress Report 1953-1969," (Kansas City, MO: Land Clearance for Redevelopment Authority, 1969), no page. Missouri Valley Special Collections, Kansas City Public Library.

<sup>68</sup> "Dedication is Set for a 'Phone Unit," *Kansas City Star*, July 4, 1964.

National Register of Historic Places  
Continuation Sheet

Section number 8 Page 18

Southwestern Bell Administration Building
Name of Property
Jackson County, Missouri
County and State
N/A
Name of multiple listing (if applicable)

1960s.<sup>69</sup> In the 1950s, the block contained three former hotels and apartment buildings, a small former Catholic school, and two small commercial buildings (*Figure 17*).<sup>70</sup> B&G Wrecking & Supply Co. demolished the two-story brick school building owned by the Catholic Diocese of Kansas City in 1957 and C.S. Ehinger demolished the four-story hotel in 1962.<sup>71</sup> Once the entire parcel was assembled and cleared, LCRA Southwestern Bell Telephone Company began planning for the construction of the nominated building in 1968. Excavation of the site began in October 1968.<sup>72</sup> AT&T commissioned prominent local architects Kivett & Myers to design the thirteen-story administration building. Construction began on the \$13.5 million building in early 1969 and was expected to be complete in 1971. However, multiple labor and materials strikes stymied the construction schedule. In September 1973, Southwestern Bell employees moved into the newly completed building from their temporary rented offices in the Professional Building (1103 Grand Boulevard, NR Listed 7/17/1979).<sup>73</sup>

Kivett & Myers designed the Southwestern Bell Administration Building to have the executive and administrative offices of the new Kansas City division. Each floor had a central core of services (elevator, stairs, bathrooms, mechanical closets, and storage), around which was open office space to fill with cubicles (*Photo 14*). The building housed executive offices, marketing, and planning departments. The departments in this building were responsible for planning and implementing the on-going major expansion projects throughout Kansas City into the 1970s, specifically laying cables to increase the connectivity to new residential neighborhoods, new shopping centers, and new large-scale developments such as Crown Center, Kansas City International Airport, and the Truman Sports Complex.<sup>74</sup> The executives who directed these projects officed in the northeast and northwest corners of the building (*Photos 15 and 16*). A likely benefit to locating the division headquarters in Kansas City was that the decision-makers lived and worked in the area they managed, making them more aware of development trends and new projects. The other departments required extensive open space for cubicles and desks for clerical workers. The open office space, presumably, enabled flexibility in adapting workspace requirements to various projects or departments, depending on the size of the team or number of individuals working on a particular project. Local marketing targeted businesses in the area, offering consultation to identify the most appropriate long-distance services (*Figure 23*).

<sup>69</sup> "Report of Commissioners," Land Clearance for Redevelopment Authority of Kansas City Missouri vs. Cirese Investment Company, Jackson County Recorder of Deeds, Book 5557, Page 388, February 26, 1962.

<sup>70</sup> Sanborn Fire Insurance Map, Kansas City, Volume 1, 1909 corrected to 1951, Sheet 65.  
<http://sanborn.umi.com/mcpl.idm.oclc.org/image/download/pdf/mo/reel09/4720/00231/KansasCity+1909-Mar.1951vol.1%2C1939-Dec.1950%2C+Sheet+65.pdf?CCSI=> (accessed April 1, 2019).

<sup>71</sup> Wrecking permit for 506-510 E. 8<sup>th</sup> Street, Permit #68264, April 3, 1962, Kansas City Historic Preservation Office. Wrecking permit for 512-514 E. 8<sup>th</sup> Street, Permit #49262, March 14, 1957, Kansas City Historic Preservation Office.

<sup>72</sup> Building Permit #42698, October 29, 1968, Kansas City Historic Preservation Office.

<sup>73</sup> Mark Schlinkmann, "Downtown Buildings Sold," *The Kansas City Times*, September 18, 1973.

<sup>74</sup> "Major 'Phone Firms Gird for Future," *The Kansas City Star*, January 10, 1971.

National Register of Historic Places  
Continuation Sheet

Section number 8 Page 19

Southwestern Bell Administration Building
Name of Property
Jackson County, Missouri
County and State
N/A
Name of multiple listing (if applicable)

Following the divestiture in 1982, the nominated building housed the Kansas City offices of the much smaller Southwestern Bell, and eventually, SBC Communications. When AT&T merged with SBC Communications, the company continued to use the Administration building for corporate offices and data services. The open office floors allowed for maximum flexibility in arranging the space to accommodate departments of various sizes, while the auditorium provided a distinct space for corporate meetings and events (*Photos 11 and 12*). The extensive underground parking garage, containing 575 parking spaces, provided ample sheltered on-site parking for hundreds of employees and corporate guests.

**ARCHITECT: KIVETT & MYERS**

The architectural firm of Kivett & Myers was prolific in Kansas City during the second half of the twentieth century. Established in 1940 by Clarence Kivett and Ralph Myers, the firm thrived for thirty years. Kansas City's leading architectural design firm after World War II, Kivett & Myers produced a broad spectrum of projects, including some of Kansas City's most notable structures. Growing from less than ten employees to almost one hundred employees at its peak, the firm's popularity grew with the acceptance of Modern Movement architecture. Throughout the firm's history Kivett & Myers maintained a philosophy based on purity of form, structural expression and technological innovation that resulted in a high degree of stylistic consistency. After Clarence Kivett graduated from the University of Kansas in 1928, he took a position with the Kansas City firm Madorie & Bihr and later joined Hoit, Price & Barnes, then one of the city's top architecture offices.<sup>75</sup> As the economy crashed during the Great Depression, Kivett was laid off from his job. He immediately started his own firm, taking small jobs remodeling residential and commercial buildings and managing construction projects. Ralph Myers joined Kivett's practice after graduating from the University of Illinois in 1940. Separated during World War II, the two reunited in 1945 to continue their abundant and progressive career.<sup>76</sup> Through the 1950s, Kivett & Myers' projects included small commissions, such as office renovations and home additions, as well as larger commissions, such as designs for residential and commercial buildings and hotels. During the 1960s and 1970s, Kivett & Myers received larger, more prominent commissions. These included schools, airports, stadiums, banks, and hospitals. The firm worked mostly in the Kansas City area, but their portfolio expanded to include projects built across the United States. In 1975, Kivett & Myers merged with the engineering firm HNTB.

**CONCLUSION**

<sup>75</sup> Donald Hoffman, "A Foundation of Midwest Architecture: Clarence Kivett is the mentor of more than 50 design firms," *Kansas City Star*, October 18, 1982.

<sup>76</sup> Joe Gose, "Incredible Inspiration is Gone: Clarence Kivett, a leading force in Kansas City architecture dies at 91," *Kansas City Star*, December 5, 1996.

National Register of Historic Places  
Continuation Sheet

Section number 8 Page 20

Southwestern Bell Administration Building
Name of Property
Jackson County, Missouri
County and State
N/A
Name of multiple listing (if applicable)

The Southwestern Bell Administration Building is exceptionally significant locally under Criterion A in the area of COMMUNICATIONS. This building served as the corporate headquarters for the Kansas City division of Southwestern Bell Telephone Company and a declaration of the dominance of company as part of the world's largest corporation. This was the time when Southwestern Bell expanded its operations (sales and service) to meet the ever-rising demand for telephone service in the decades following World War II. The expansion required more geographic divisions to serve all the new customers, which in turn required a regional headquarters to manage and lead the new division. In those decades, Southwestern Bell was the city and the metropolitan region's largest telephone company and consistently ranked in the top ten employers in the greater Kansas City region, employing between 3,000 and 5,000 employees. The use of the nominated building as the Kansas City division headquarters occurred between the completion of the building in 1973 and 1982, when AT&T settled the antitrust lawsuit, *United States v. AT&T*, which led directly to the break-up of the large corporation. Throughout the tumultuous decades that followed the filing of the lawsuit in 1974, the nominated building stood at the northeast corner of the downtown loop. It continued to communicate the importance of Southwestern Bell Telephone Company as the predominant local service provider for the residents and businesses of Kansas City. Following divestiture in 1982, Southwestern Bell began a slow decline as competition rose. New technology and further reorganization of the company, this time as AT&T, saved it from complete elimination. Within the building, executive offices, sales, marketing, and financial departments filled the open office space on each floor. From the nominated building as the division headquarters, executives and employees planned and managed the installation and service of the telecommunications network and equipment within this division. The auditorium that occupied the projecting center wing is a unique design feature that communicates the corporate function of the building.

National Register of Historic Places  
Continuation Sheet

Section number 9 Page 21

Southwestern Bell Administration Building
Name of Property
Jackson County, Missouri
County and State
N/A
Name of multiple listing (if applicable)

---

### BIBLIOGRAPHY

- Advertisement. *Kansas City Star*, April 7, 1974, page 30A.  
<https://www.newspapers.com/image/55849484/?terms=southwestern%2Bbell>. Accessed July 20, 2020.
- B&C Consulting Services, "The Market After the Mergers: The Telecom Economy Today – 2005," report for IGI Consulting, Inc., August 2005, 54.
- "Bell Plans as Boon to Area," *The Kansas City Star*, November 18, 1966.
- "Bigger Role in Phone System," *The Kansas City Times*, April 26, 1969.
- Brock, Gerald W. *The Telecommunications Industry: The Dynamics of Market Structure*  
Cambridge, MA: Harvard University Press, 1981.
- Building Permit #42698, October 29, 1968. Kansas City Historic Preservation Office.
- Cauley, Leslie. *End of the Line: The Rise and Fall of AT&T*. New York: Free Press, 2005.
- "Contract to Sell and Purchase," between Land Clearance for Redevelopment Authority of Kansas City, Missouri and Southwestern Bell Telephone Company. Jackson County Recorder of Deeds, Book 37, Page 1949, April 25, 1968.
- "Dedication is Set for a 'Phone Unit," *Kansas City Star*, July 4, 1964.
- "Forty Years Ago," *The Kansas City Times*, March 13, 1973.
- Gose, Joe. "Incredible Inspiration is Gone: Clarence Kivett, a leading force in Kansas City architecture dies at 91," *Kansas City Star*, December 5, 1996.
- Hoffman, Donald. "A Foundation of Midwest Architecture: Clarence Kivett is the mentor of more than 50 design firms," *Kansas City Star*, October 18, 1982.
- "How Telephone Service is Keeping Pace with Greater Kansas City," Southwestern Bell Telephone Company advertisement, *The Kansas City Times*, May 5, 1949.
- "Interstate Commerce Commission," Federal Register: The Daily Journal of the United States Government. Available from the National Archives website:  
<https://www.federalregister.gov/agencies/interstate-commerce-commission>. Accessed April 1, 2019.
- "Kansas City Telephone Use Sets New Record Last Year," *Kansas City Times*, March 12, 1965.

National Register of Historic Places  
Continuation Sheet

Section number 9 Page 22

Southwestern Bell Administration Building
Name of Property
Jackson County, Missouri
County and State
N/A
Name of multiple listing (if applicable)

Kivett & Myers. "Kansas City Office Building for Southwestern Bell Telephone." 1969, "As Built" Architectural Drawings, Aperture Cards. State Historical Society of Missouri.

Land Clearance for Redevelopment Authority, "Urban Renewal Kansas City, Missouri 16-Year Progress Report 1953-1969." Kansas City, MO: Land Clearance for Redevelopment Authority, 1969. Missouri Valley Special Collections, Kansas City Public Library.

"Major 'Phone Firms Gird for Future," *The Kansas City Star*, January 10, 1971.

Missouri and Kansas Telephone Company, "Creation of Corporation," Missouri Secretary of State, August 24, 1882. Available online through the Missouri Secretary of State website:  
<https://bsd.sos.mo.gov/Common/CorrespondenceItemViewHandler.ashx?IsTIFF=true&fileDocumentid=3241217&version=1>. Accessed April 1, 2019.

Missouri and Kansas Telephone Company, "Affidavit of Change of Name," Missouri Secretary of State, January 2, 1917. Available online through the Missouri Secretary of State website:  
<https://bsd.sos.mo.gov/Common/CorrespondenceItemViewHandler.ashx?IsTIFF=true&fileDocumentid=3241218&version=1>. Accessed April 1, 2019.

National Park Service, *National Register Bulletin: How to Apply the National Register Criteria for Evaluation*. Washington, DC: Department of the Interior, National Park Service, 1997.

Park, David G. Jr. *Good Connections: A Century of Service by the Men & Women of Southwestern Bell*. St. Louis, MO: Southwestern Bell Telephone Company, 1984.

"Report of Commissioners," Land Clearance for Redevelopment Authority of Kansas City Missouri vs. Cirese Investment Company, Jackson County Recorder of Deeds, Book 5557, Page 388, February 26, 1962.

R.L. Polk City Directory for Kansas City, Missouri. 1925-2011. Missouri Valley Special Collections, Kansas City Public Library.

Sanborn Fire Insurance Map, Kansas City, Volume 1, 1909 corrected to 1951, Sheet 65.  
<http://sanborn.umi.com/mcpl.idm.oclc.org/image/download/pdf/mo/reel09/4720/00231/KansasCity+1909-Mar.1951vol.1%2C1939-Dec.1950%2C+Sheet+65.pdf?CCSI=>. Accessed April 1, 2019.

Schlinkmann, Mark. "Downtown Buildings Sold," *The Kansas City Times*, September 18, 1973.

National Register of Historic Places  
Continuation Sheet

Section number 9 Page 23

Southwestern Bell Administration Building
Name of Property
Jackson County, Missouri
County and State
N/A
Name of multiple listing (if applicable)

---

Swanson, Bret. "Lessons from the AT&T Break Up, 30 Years Later," *Tech Policy Daily*, January 3, 2014, originally published on TechPolicyDaily.com. Available online at: <https://web.archive.org/web/20170422035122/http://www.techpolicydaily.com/communications/lessons-att-break-30-years-later/>. Accessed April 1, 2019.

Temin, Peter. *The Fall of the Bell System: A Study in 1987*. New York: Cambridge University Press, 1987.

White, Keith and Roger Snell. "Factors combine to hike phone rates," *Springfield Leader and Press*, August 7, 1983.

Wrecking permit for 506-510 E. 8<sup>th</sup> Street, Permit #68264, April 3, 1962. Kansas City Historic Preservation Office.

Wrecking permit for 512-514 E. 8<sup>th</sup> Street, Permit #49262, March 14, 1957. Kansas City Historic Preservation Office.

National Register of Historic Places  
Continuation Sheet

Section number 10 Page 24

Southwestern Bell Administration Building
Name of Property
Jackson County, Missouri
County and State
N/A
Name of multiple listing (if applicable)

**Verbal Boundary Description** (On continuation sheet)

The boundaries of the nominated property are Admiral Boulevard on the north, Cherry Street on the east, East 8<sup>th</sup> Street on the south, and Locust Street on the west. The property at 500 East 8<sup>th</sup> Street includes all of Lots 1-6 and 20-24 on Block 7 in Rice's Addition, Kansas City, Jackson County, Missouri.

**Boundary Justification** (On continuation sheet)

The boundary of the nominated resource includes the parcel of land historically associated with the property.

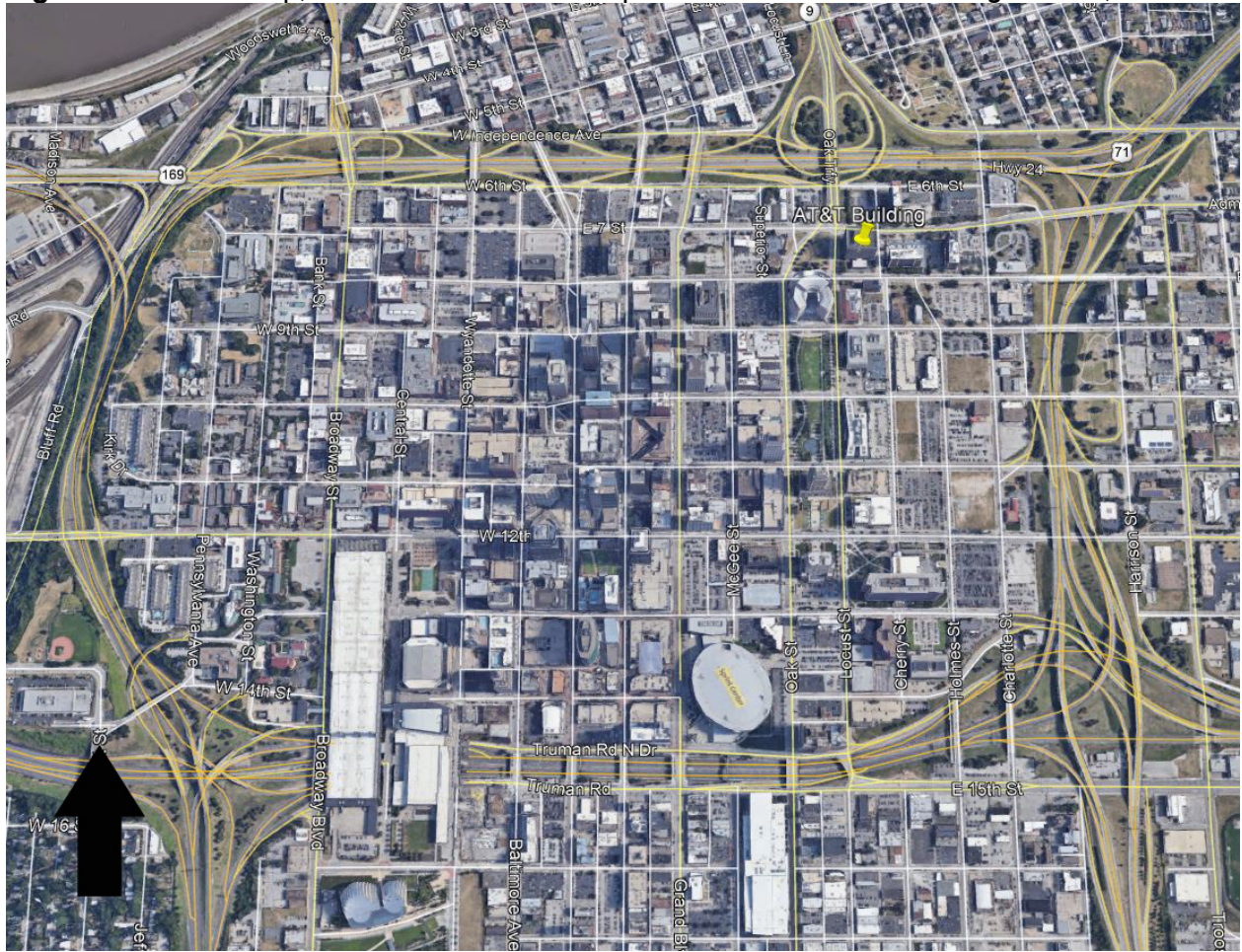


National Register of Historic Places  
Continuation Sheet

Section number Figures Page 26

Southwestern Bell Administration Building
Name of Property
Jackson County, Missouri
County and State
N/A
Name of multiple listing (if applicable)

Figure 2. Context Map, within the downtown loop. Not to scale. Source: Google Earth, 2019.



National Register of Historic Places  
Continuation Sheet

Section number Figures Page 27

Southwestern Bell Administration Building

Name of Property

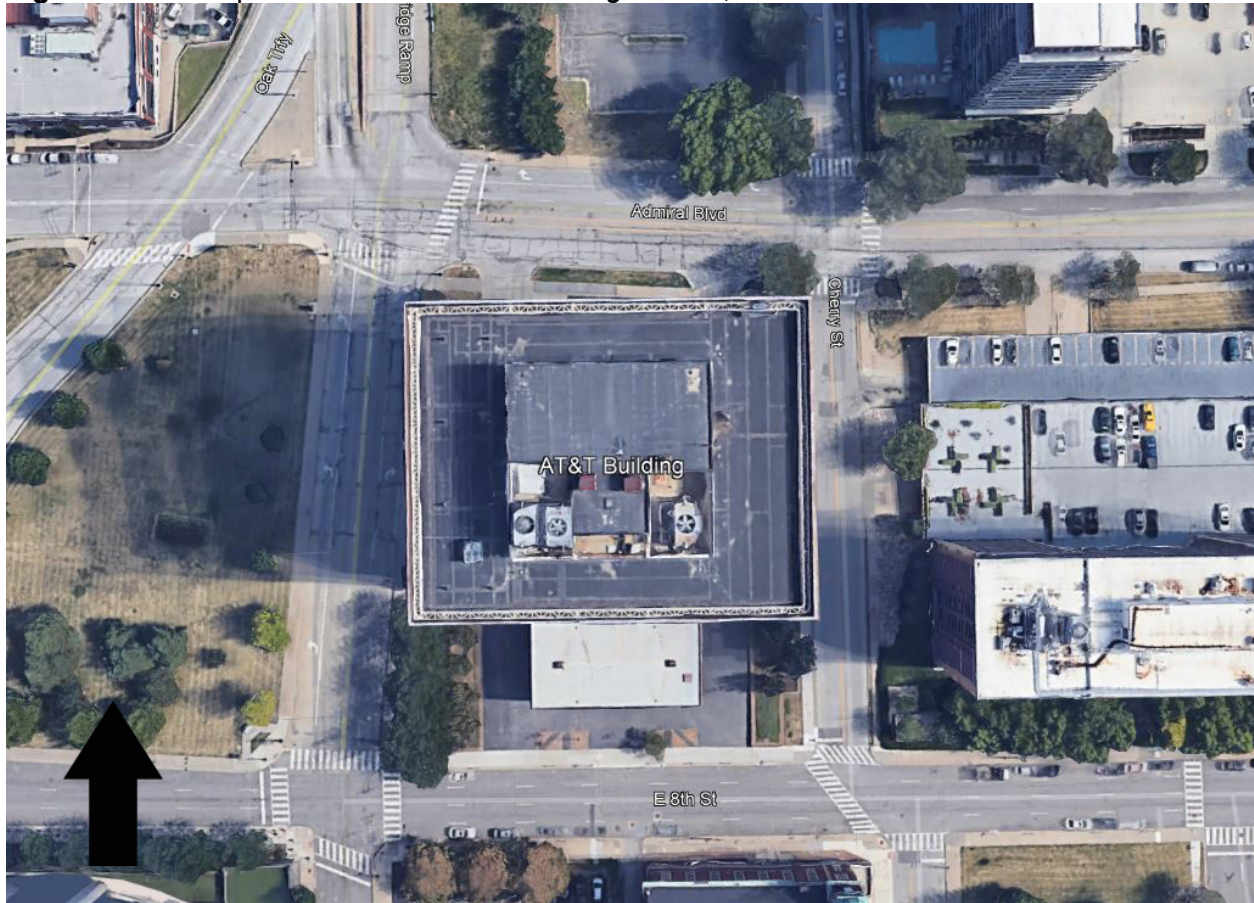
Jackson County, Missouri

County and State

N/A

Name of multiple listing (if applicable)

Figure 3. Site Map. Not to scale. Source: Google Earth, 2019.



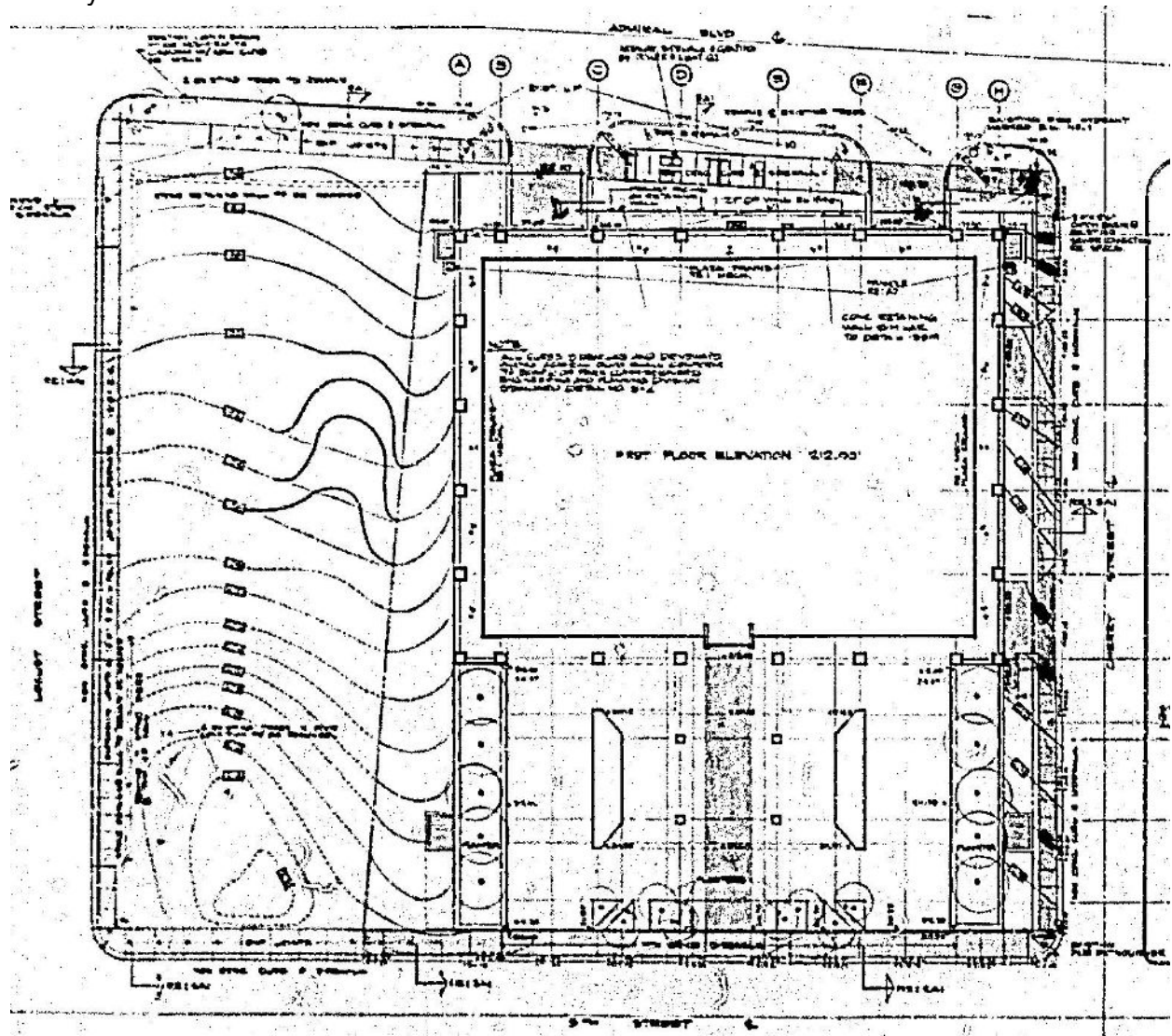
Southwestern Bell Administration Building  
500 E. 8<sup>th</sup> Street, Kansas City, Missouri  
39.104770  
-94.576570

National Register of Historic Places  
Continuation Sheet

Section number Figures Page 28

Southwestern Bell Administration Building
Name of Property
Jackson County, Missouri
County and State
N/A
Name of multiple listing (if applicable)

**Figure 4.** Site Plan. Not to scale. Kivett & Myers, "Kansas City Office Building for Southwestern Bell Telephone," 1969, "As Built" Architectural Drawings, Aperture Cards. State Historical Society of Missouri.

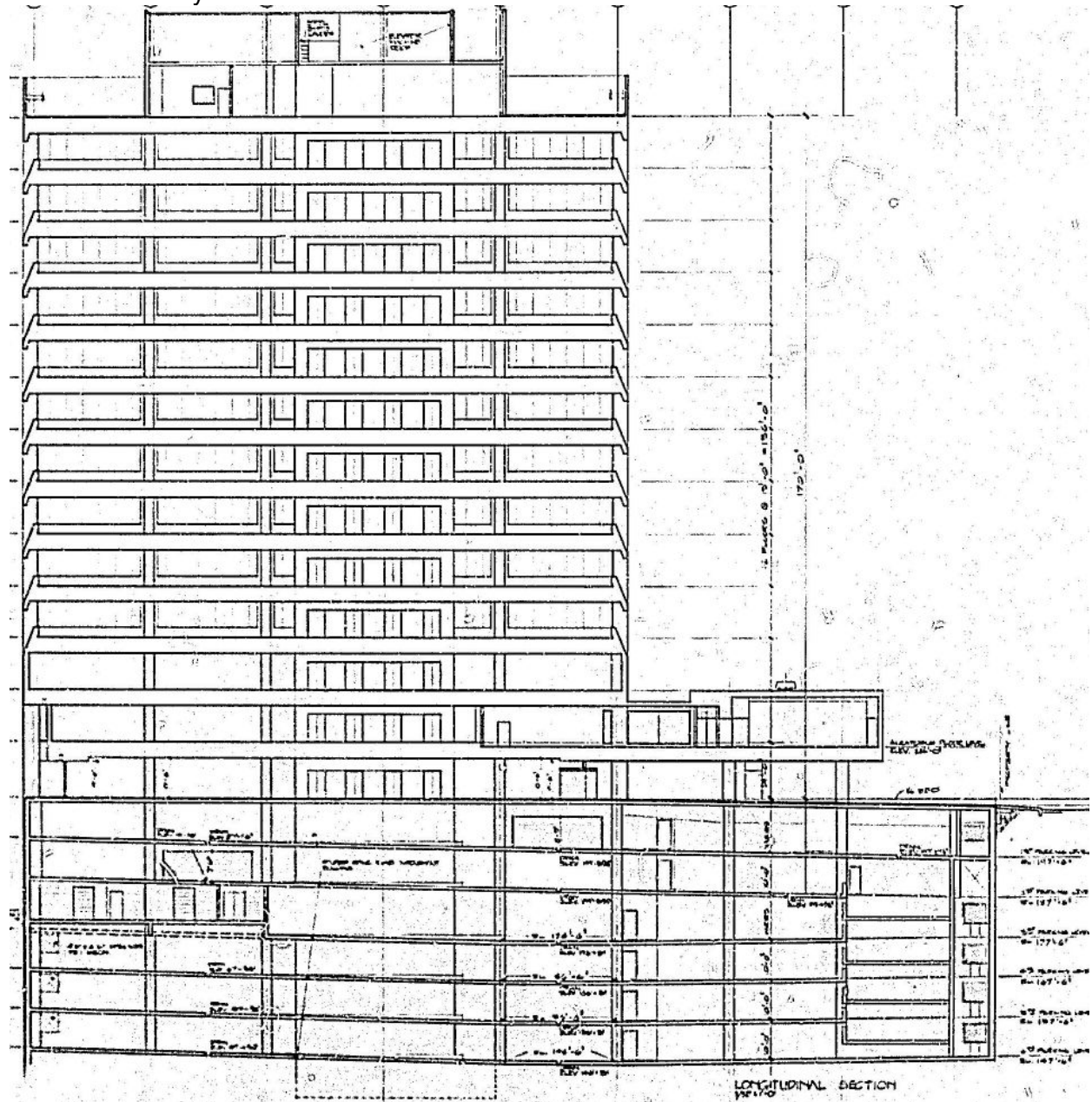


National Register of Historic Places  
Continuation Sheet

Section number Figures Page 29

Southwestern Bell Administration Building
Name of Property
Jackson County, Missouri
County and State
N/A
Name of multiple listing (if applicable)

**Figure 5.** Building Section. Not to scale. Kivett & Myers, "Kansas City Office Building for Southwestern Bell Telephone," 1969, "As Built" Architectural Drawings, Aperture Cards. State Historical Society of Missouri.

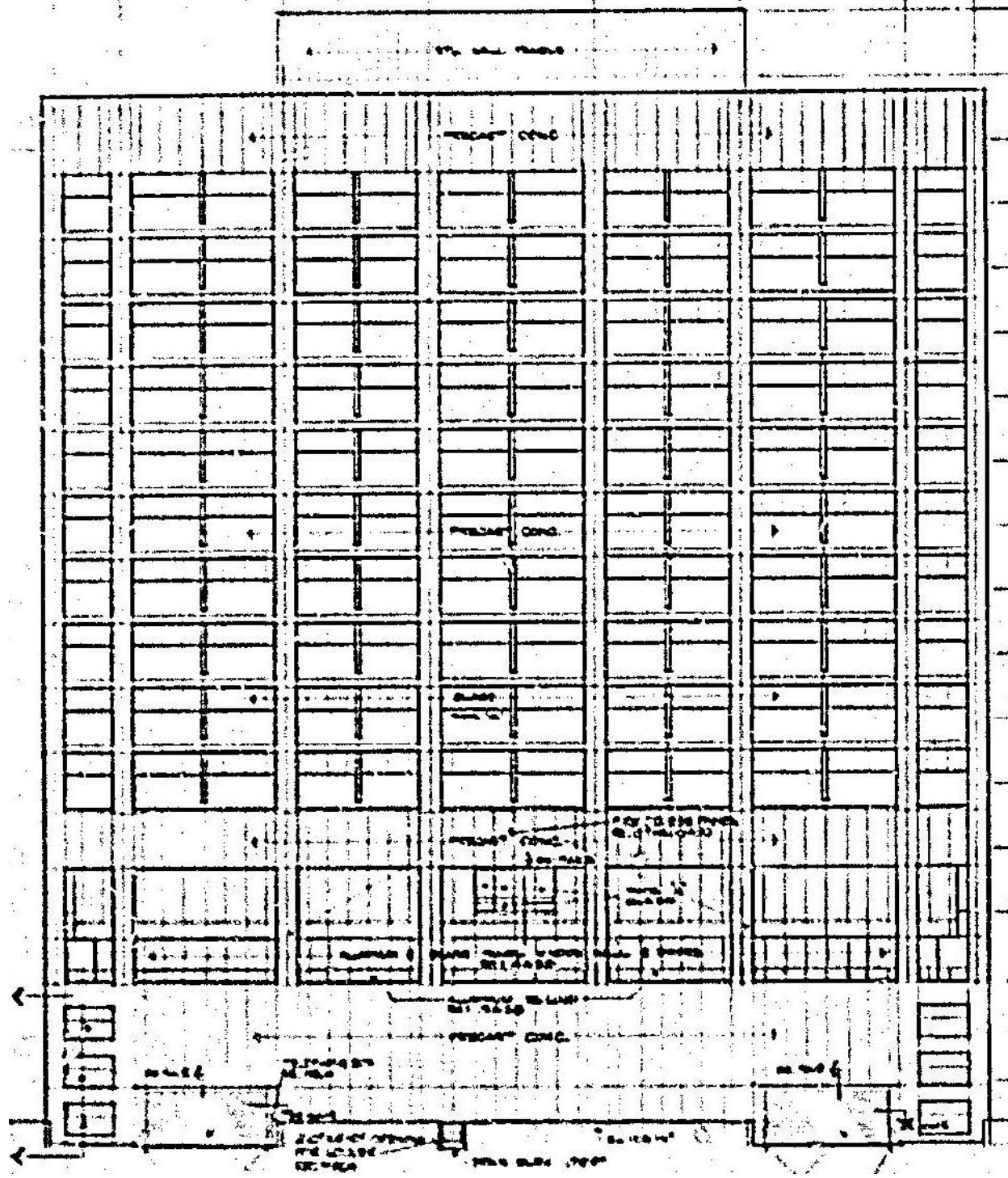


National Register of Historic Places  
Continuation Sheet

Section number Figures Page 30

Southwestern Bell Administration Building
Name of Property
Jackson County, Missouri
County and State
N/A
Name of multiple listing (if applicable)

**Figure 6.** South Elevation. Not to scale. Kivett & Myers, "Kansas City Office Building for Southwestern Bell Telephone," 1969, "As Built" Architectural Drawings, Aperture Cards. State Historical Society of Missouri.



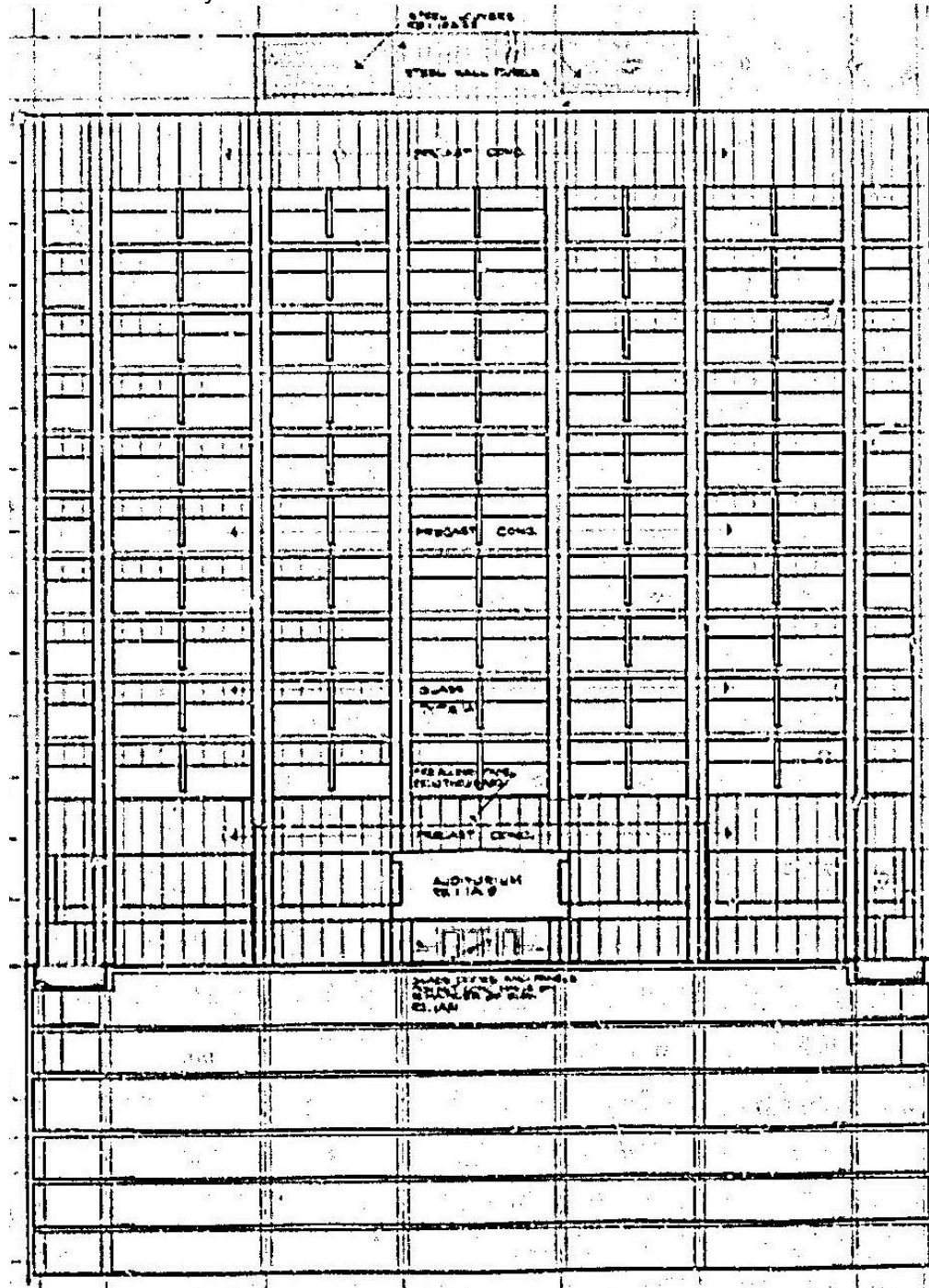


National Register of Historic Places  
Continuation Sheet

Section number Figures Page 32

Southwestern Bell Administration Building
Name of Property
Jackson County, Missouri
County and State
N/A
Name of multiple listing (if applicable)

**Figure 8.** North Elevation. Not to scale. Kivett & Myers, "Kansas City Office Building for Southwestern Bell Telephone," 1969, "As Built" Architectural Drawings, Aperture Cards. State Historical Society of Missouri.

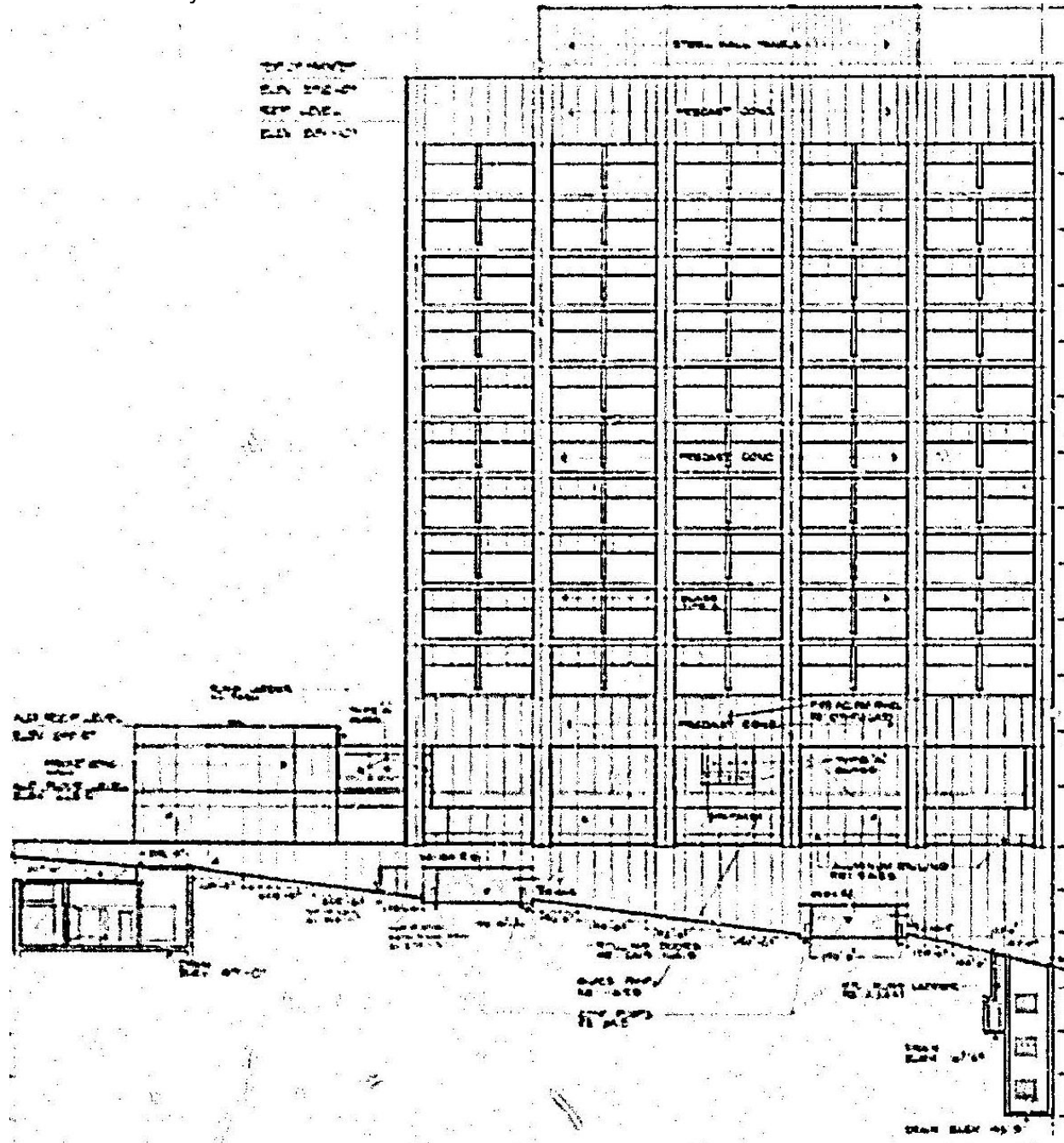


National Register of Historic Places  
Continuation Sheet

Section number Figures Page 33

Southwestern Bell Administration Building
Name of Property
Jackson County, Missouri
County and State
N/A
Name of multiple listing (if applicable)

**Figure 9.** East Elevation. Not to scale. Kivett & Myers, "Kansas City Office Building for Southwestern Bell Telephone," 1969, "As Built" Architectural Drawings, Aperture Cards. State Historical Society of Missouri.

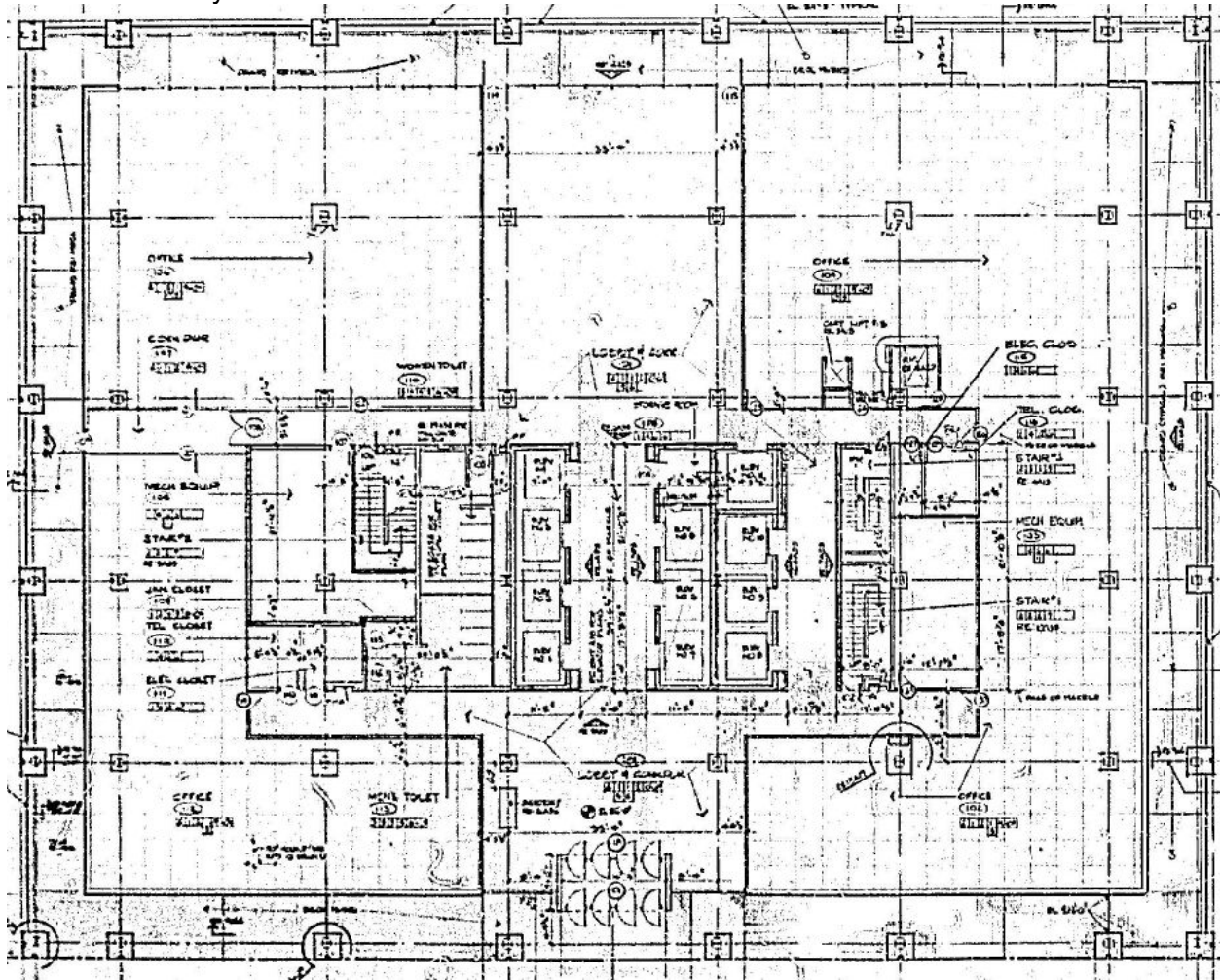


National Register of Historic Places  
Continuation Sheet

Section number Figures Page 34

Southwestern Bell Administration Building
Name of Property
Jackson County, Missouri
County and State
N/A
Name of multiple listing (if applicable)

**Figure 10.** First Floor Plan. Not to scale. Kivett & Myers, "Kansas City Office Building for Southwestern Bell Telephone," 1969, "As Built" Architectural Drawings, Aperture Cards. State Historical Society of Missouri.

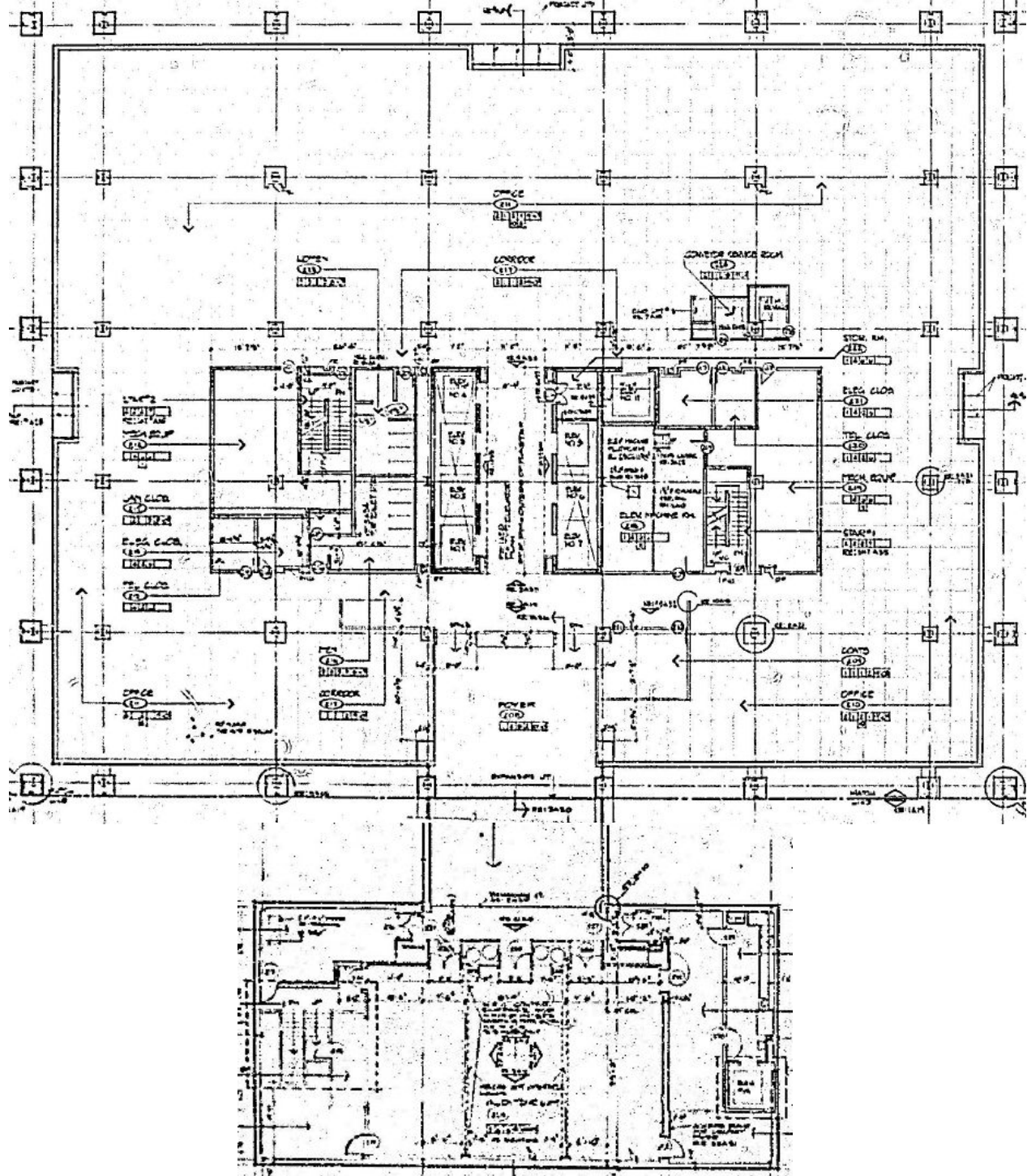


National Register of Historic Places  
Continuation Sheet

Section number Figures Page 35

Southwestern Bell Administration Building
Name of Property
Jackson County, Missouri
County and State
N/A
Name of multiple listing (if applicable)

**Figures 11 and 12.** Second Floor Plan, Main building and projecting auditorium wing. Not to scale. Kivett & Myers, "Kansas City Office Building for Southwestern Bell Telephone," 1969, "As Built" Architectural Drawings, Aperture Cards. State Historical Society of Missouri.

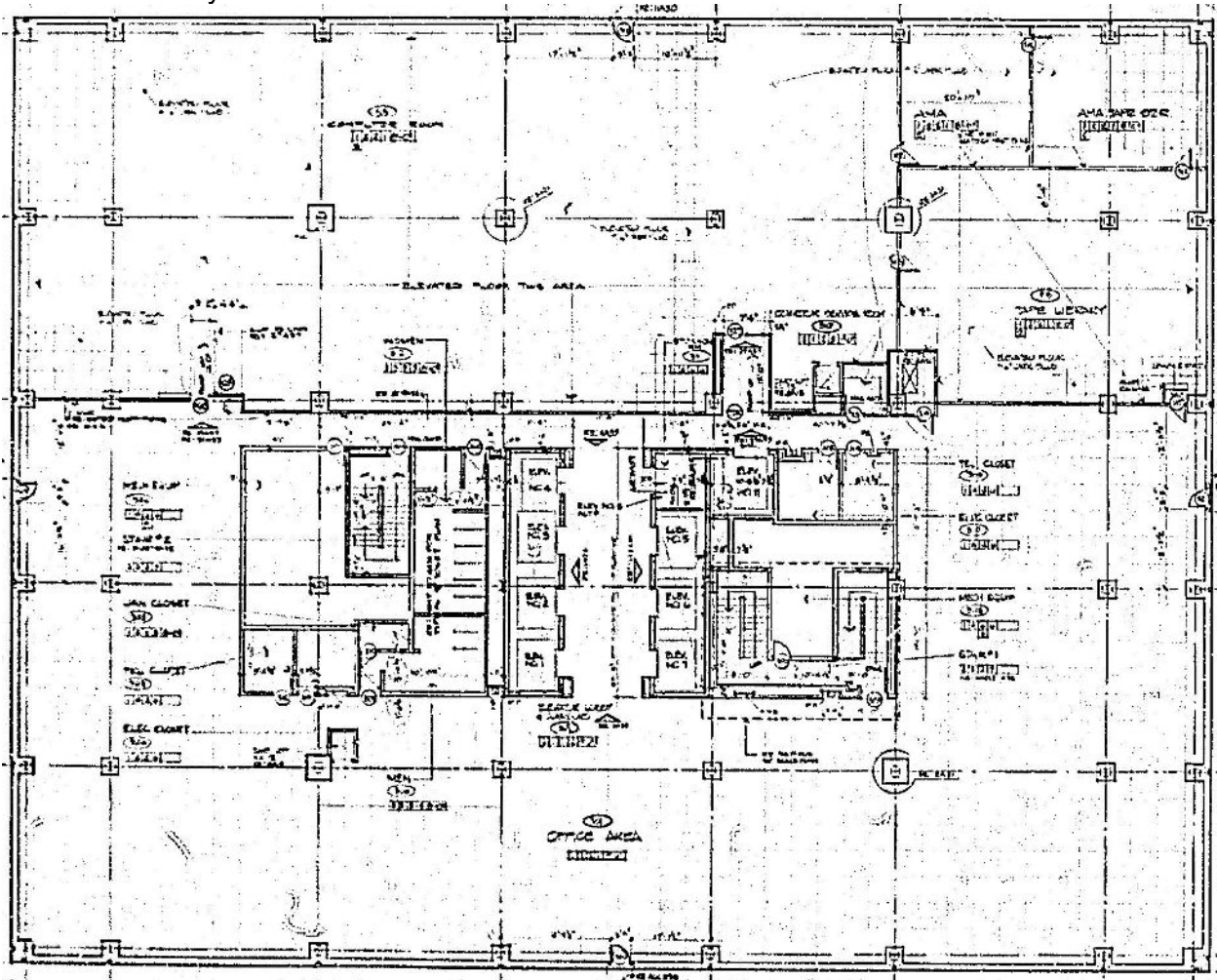


National Register of Historic Places  
Continuation Sheet

Section number Figures Page 36

Southwestern Bell Administration Building
Name of Property
Jackson County, Missouri
County and State
N/A
Name of multiple listing (if applicable)

**Figure 13.** Third Floor Plan. Not to scale. Kivett & Myers, "Kansas City Office Building for Southwestern Bell Telephone," 1969, "As Built" Architectural Drawings, Aperture Cards. State Historical Society of Missouri.



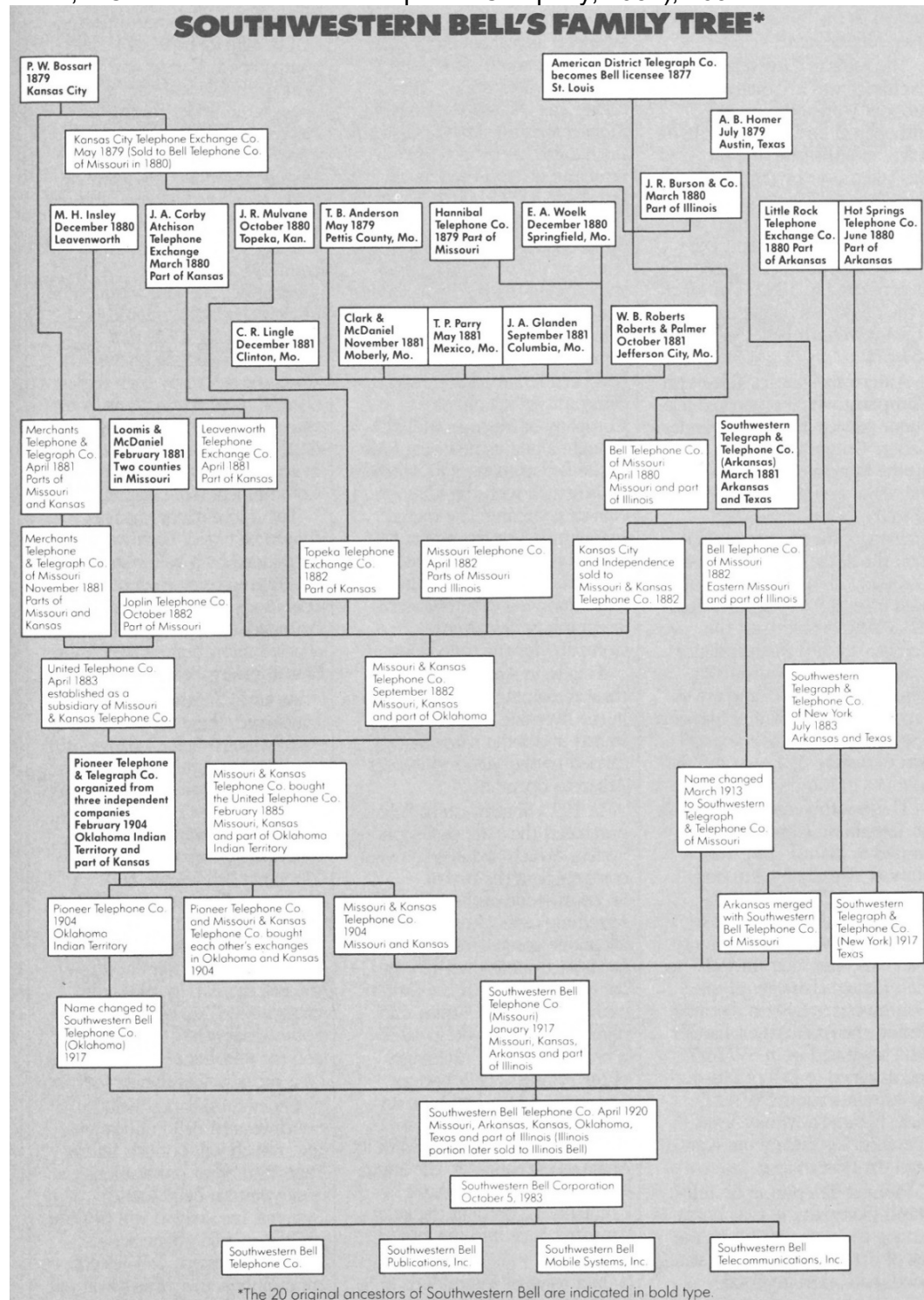


National Register of Historic Places  
 Continuation Sheet

Section number Figures Page 38

Southwestern Bell Administration Building
Name of Property
Jackson County, Missouri
County and State
N/A
Name of multiple listing (if applicable)

**Figure 15.** Southwestern Bell Telephone Company, "Family Tree," Source: David G. Park, Jr. *Good Connections: A Century of Service by the Men & Women of Southwestern Bell.* (St. Louis, MO: Southwestern Bell Telephone Company, 1984), 263.

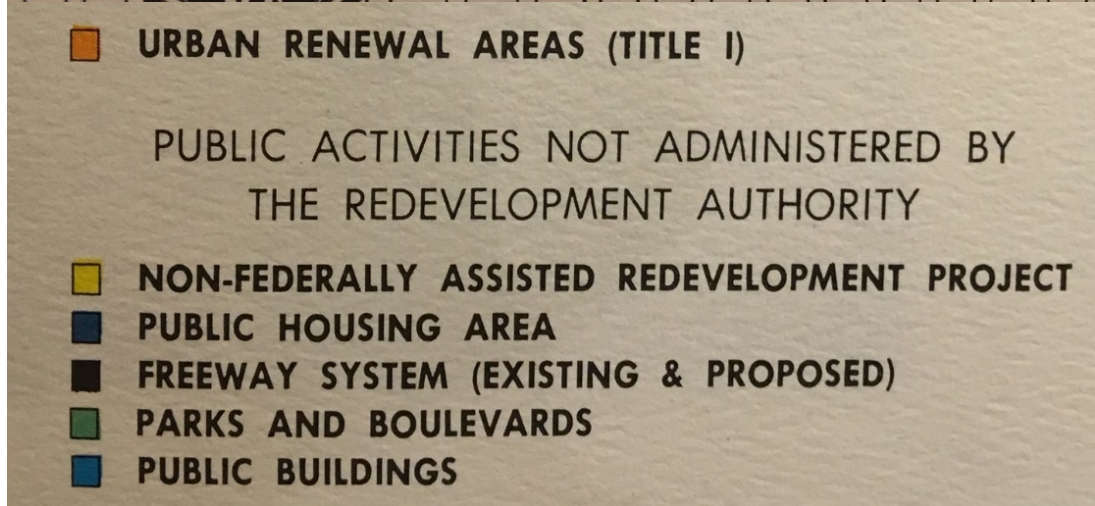
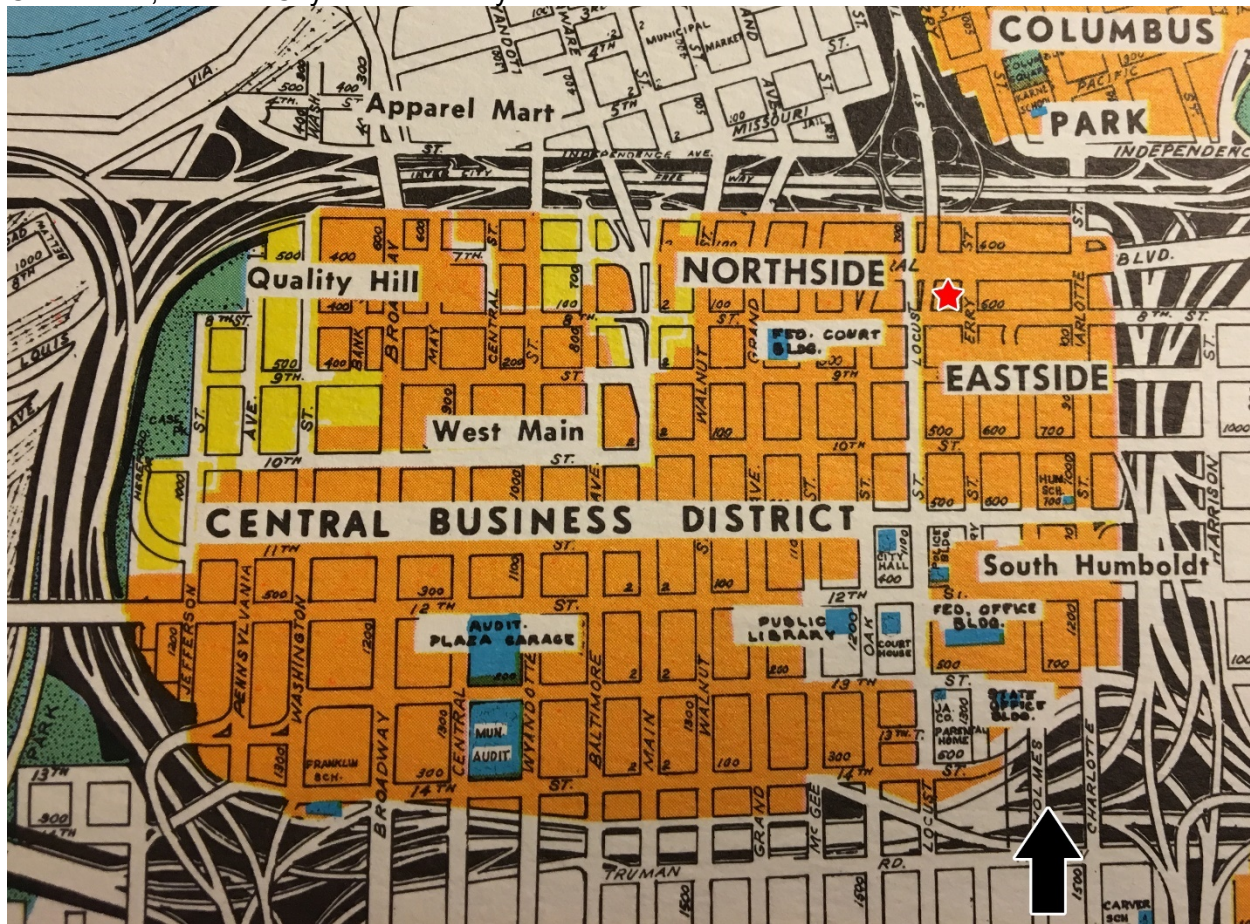


National Register of Historic Places  
Continuation Sheet

Section number Figures Page 39

Southwestern Bell Administration Building
Name of Property
Jackson County, Missouri
County and State
N/A
Name of multiple listing (if applicable)

**Figure 16.** Map of the Activities of the Land Clearance for Redevelopment Authority. The red star is the location of the nominated property. *Source:* Land Clearance for Redevelopment Authority, "Urban Renewal Kansas City, Missouri 16-Year Progress Report 1953-1969." Kansas City, MO: Land Clearance for Redevelopment Authority, 1969. Missouri Valley Special Collections, Kansas City Public Library.

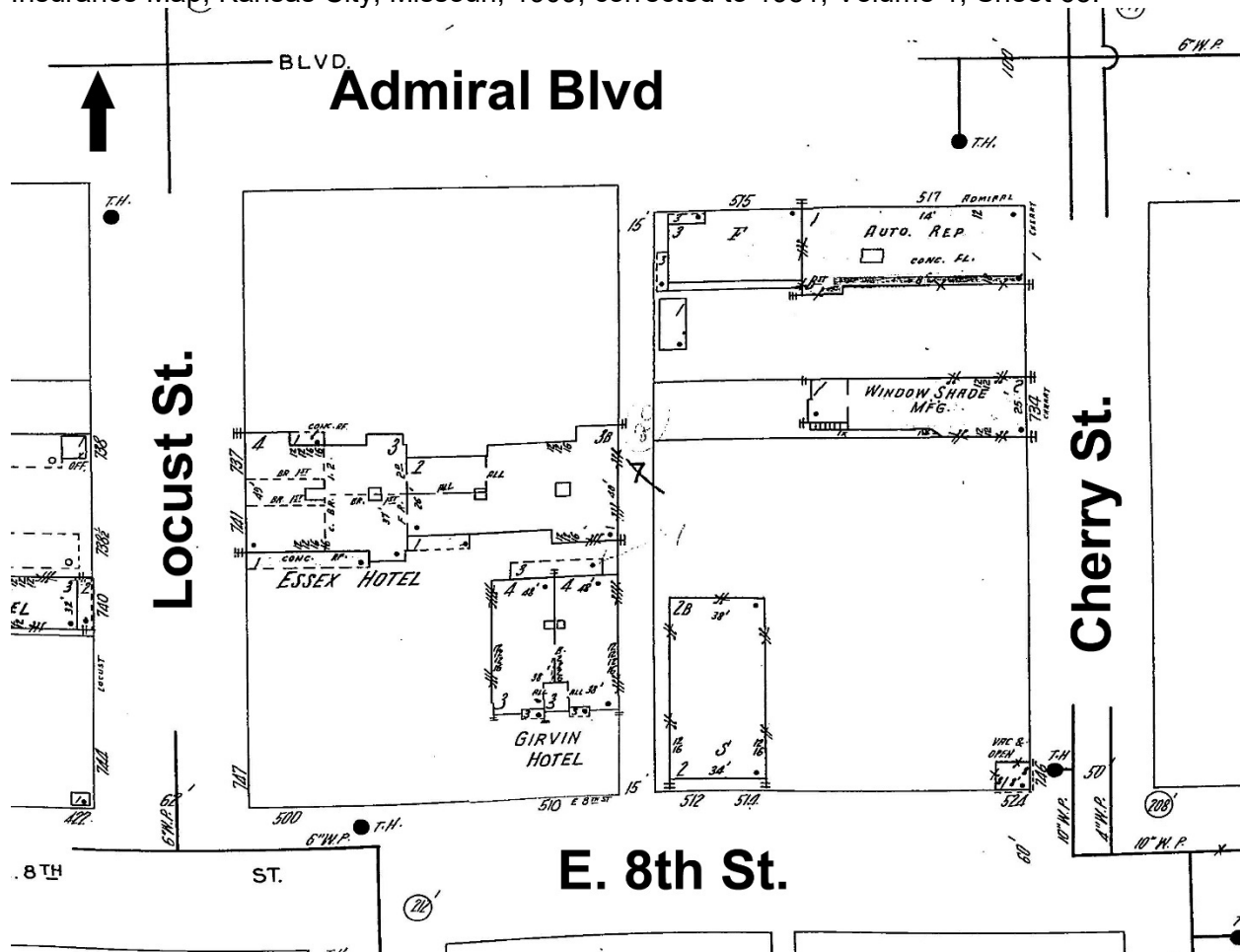


National Register of Historic Places  
Continuation Sheet

Section number Figures Page 40

Southwestern Bell Administration Building
Name of Property
Jackson County, Missouri
County and State
N/A
Name of multiple listing (if applicable)

**Figure 17.** Detail of block upon which the nominated building was constructed. Sanborn Fire Insurance Map, Kansas City, Missouri, 1909, corrected to 1951, Volume 1, Sheet 65.

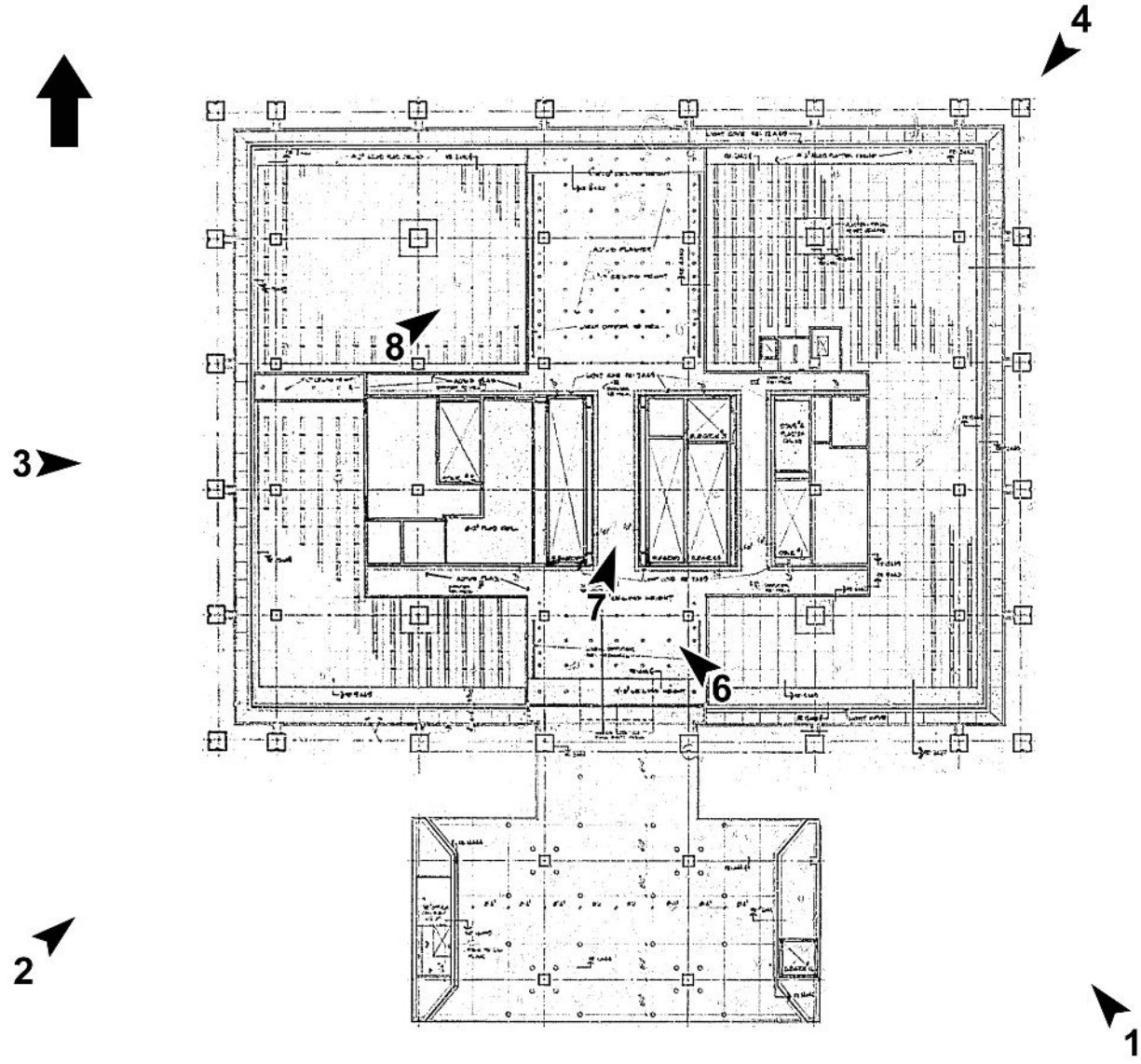


National Register of Historic Places  
Continuation Sheet

Section number Figures Page 41

Southwestern Bell Administration Building
Name of Property
Jackson County, Missouri
County and State
N/A
Name of multiple listing (if applicable)

Figure 18. Exterior and 1<sup>st</sup> Floor Photo Map. Not to scale. Kivett & Myers, 1969.

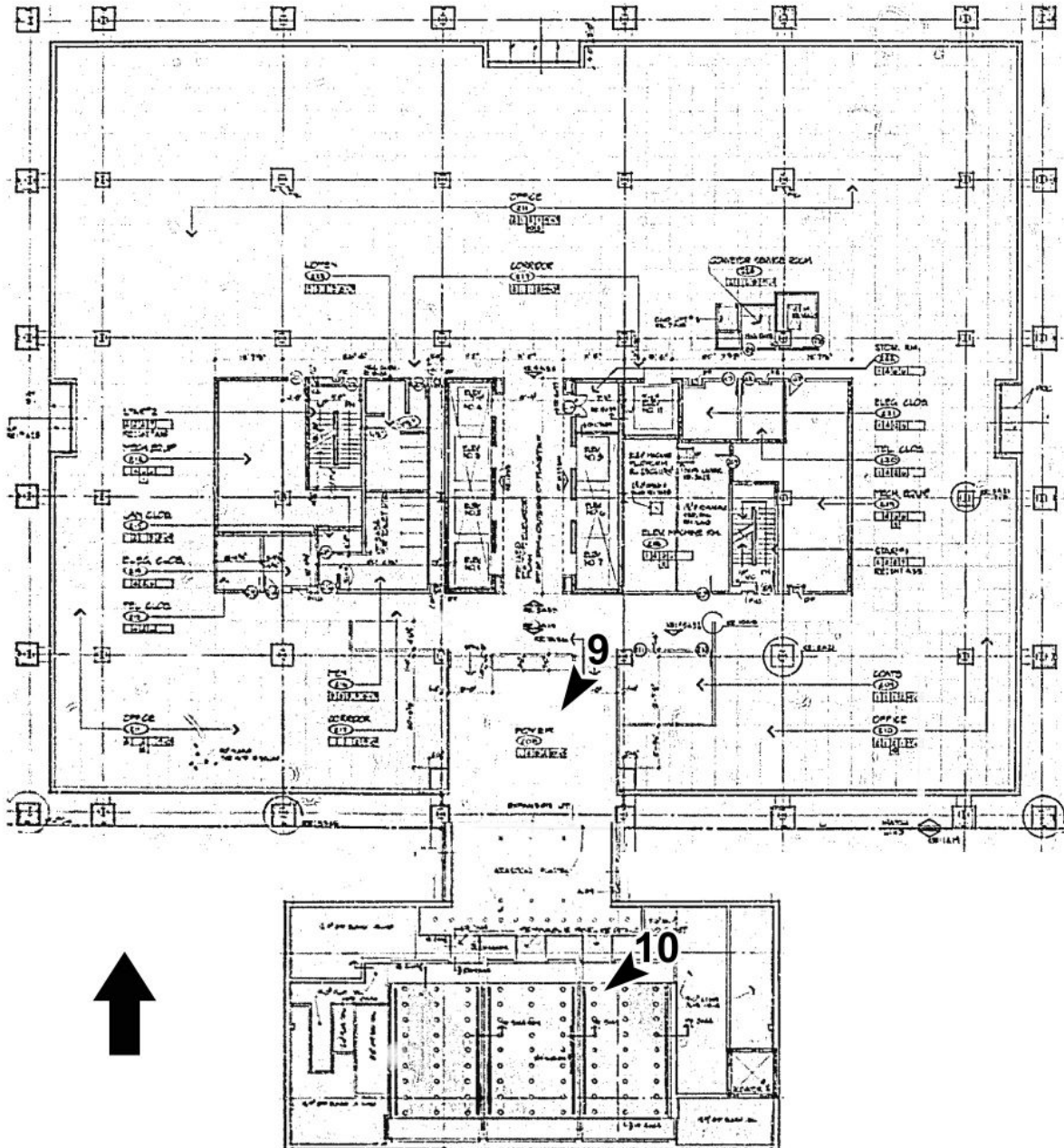


National Register of Historic Places  
Continuation Sheet

Section number Figures Page 42

Southwestern Bell Administration Building
Name of Property
Jackson County, Missouri
County and State
N/A
Name of multiple listing (if applicable)

Figure 19. 2<sup>nd</sup> Floor Photo Map. Not to scale. Kivett & Myers, 1969.

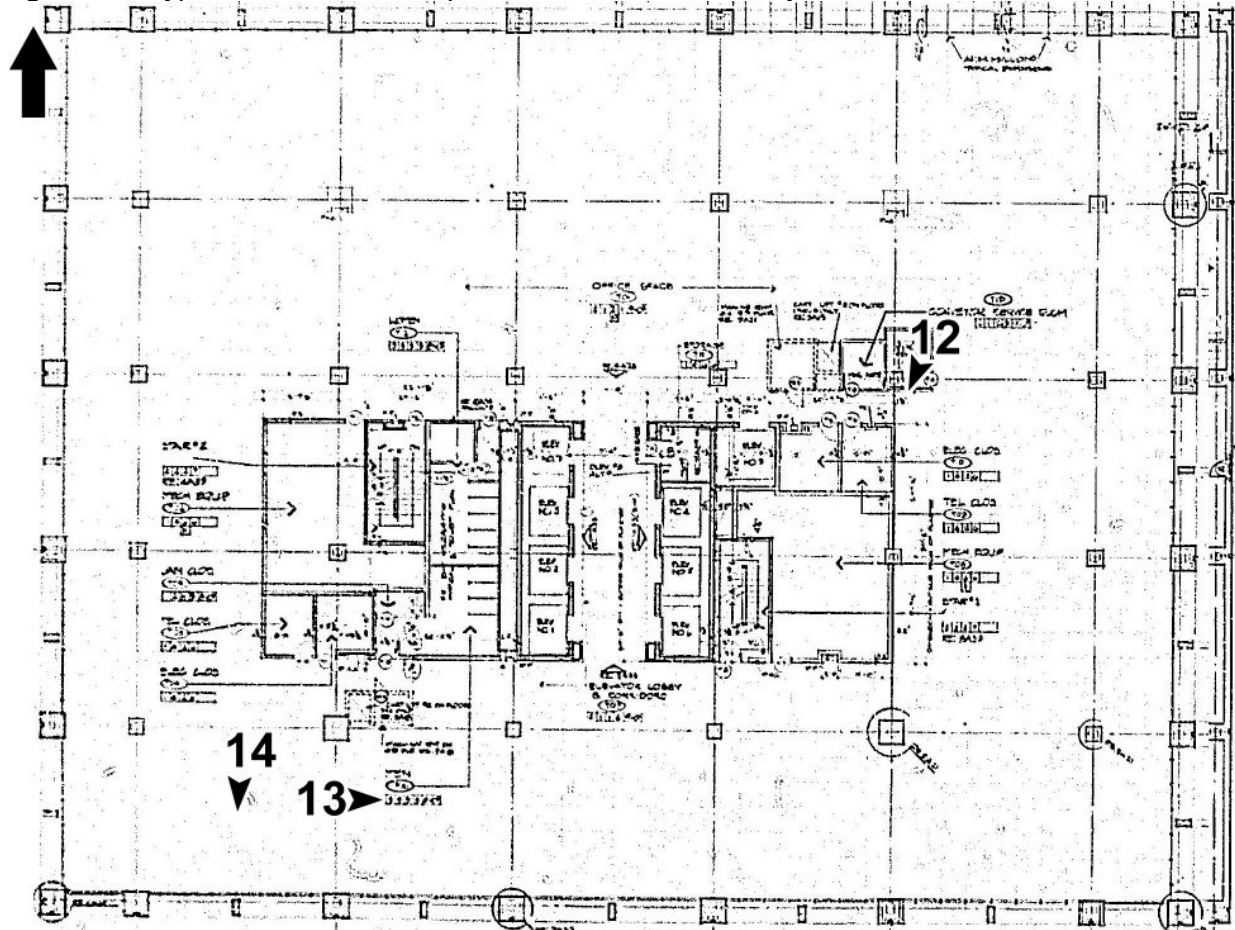


National Register of Historic Places  
Continuation Sheet

Section number Figures Page 43

Southwestern Bell Administration Building
Name of Property
Jackson County, Missouri
County and State
N/A
Name of multiple listing (if applicable)

Figure 20. Typical Floor Photo Map. Not to scale. Kivett & Myers, 1969.

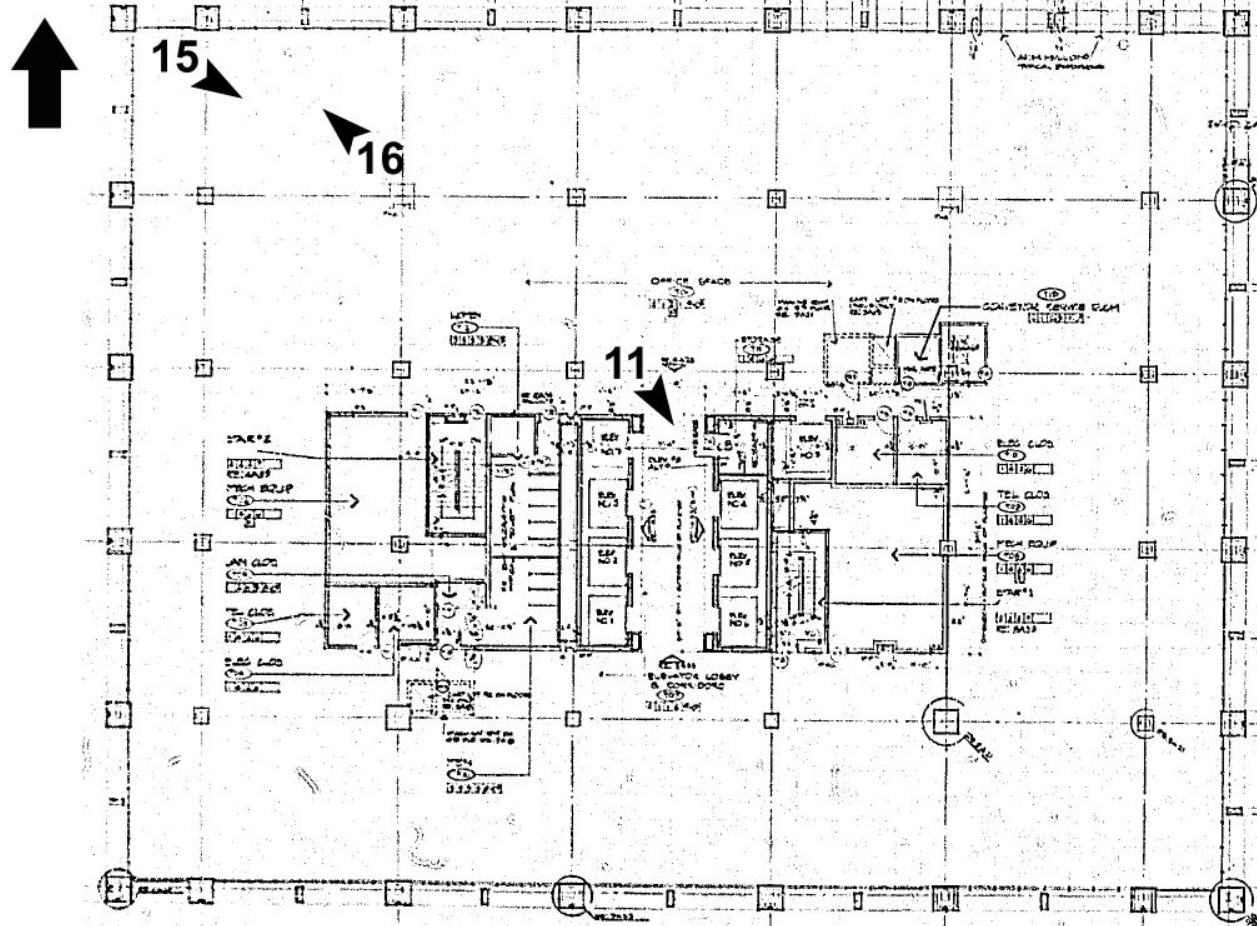


National Register of Historic Places  
Continuation Sheet

Section number Figures Page 44

Southwestern Bell Administration Building
Name of Property
Jackson County, Missouri
County and State
N/A
Name of multiple listing (if applicable)

Figure 21. 13<sup>th</sup> Floor Photo Map. Not to scale. Kivett & Myers, 1969.





National Register of Historic Places  
Continuation Sheet

Section number      Figures      Page 46

Southwestern Bell Administration Building
Name of Property
Jackson County, Missouri
County and State
N/A
Name of multiple listing (if applicable)

**Figure 23.** Typical advertisement for long distance service. *Source: Kansas City Star, April 7, 1974, page 30A, <https://www.newspapers.com/image/55849484/?terms=southwestern%2Bbell> (accessed July 20, 2020).*

**How would you like to visit all your out-of-state prospects this week without going broke?**

**How would you like to save on collect calls your customers make to you?**

**How would you like a special arrangement on Long Distance calls?**

**No matter how small your business is, if you make a lot of Long Distance calls, we can probably save you money.**

If your most frequent Long Distance calls are to one or two or three or more neighboring states, we'll give you a WATS package to match.

WATS is short for Wide Area Telecommunications Service.

The only way you can know for sure how much you can save with WATS is to talk with one of our Communications Consultants. He has rates, area maps, and everything you need to know about WATS and how it can be tailored to your needs.

If you'd rather not postpone the savings WATS can give you, use our WATS line and get the information right now. Call 800-654-4146. The call is free.

Southwestern Bell Telephone Company (IN-1)  
500 East 8th Street, Room 796  
Kansas City, Missouri 64106

I am interested in having a Communications Consultant contact me with more information on WATS. My company's average monthly Long Distance telephone bill is  
 \$100 to \$200,  \$200 to \$500,  Over \$500.

NAME \_\_\_\_\_

POSITION \_\_\_\_\_


COMPANY \_\_\_\_\_

TYPE OF BUSINESS \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

TELEPHONE NUMBER \_\_\_\_\_



**Southwestern Bell**



at&t

8th St

ONE WAY

ONE WAY



at&t









NO SMOKING  
SPEED 5 MPH



NO PARKING

NO SMOKING  
SPEED 5 MPH

BEHIND COUNTER

STOP CHECK

GRANGER























