LANDMARK DESIGNATION REPORT

Mars Candy Factory
2019 North Oak Park Avenue

Final Landmark Recommendation adopted by the Commission on Chicago Landmarks, July 11, 2024

CITY OF CHICAGO
Brandon Johnson, Mayor

Department of Planning and Development
Ciere Boatright, Commissioner

Cover photo by Patrick Pyszka.

CONTENTS

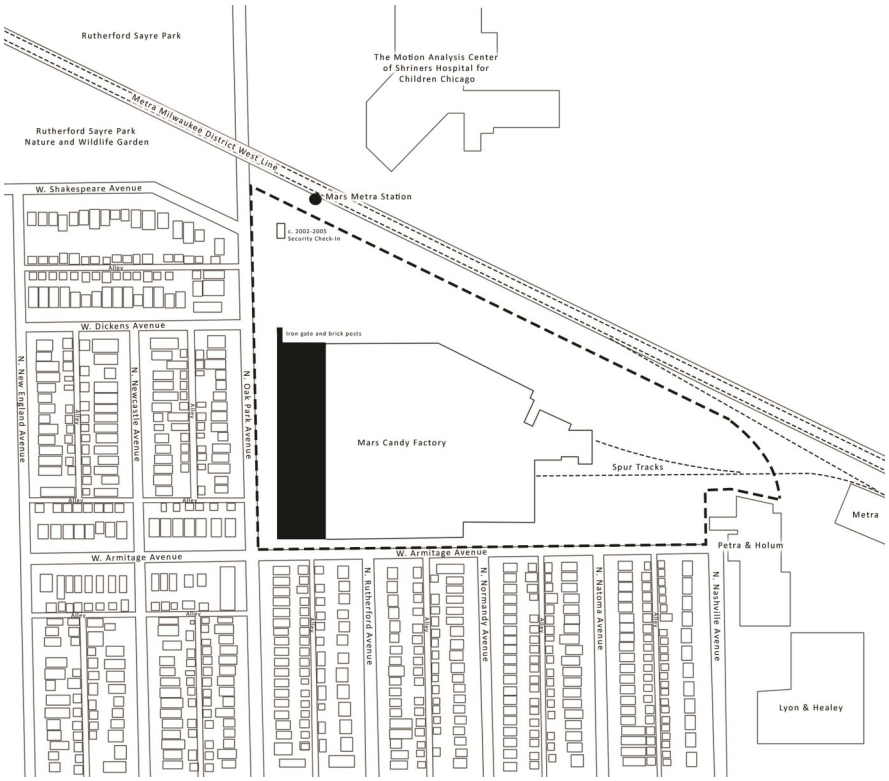
Mars Candy Factory
2019 North Oak Park Avenue

Date of Construction: 1928-1929; Contributing Addition: 1960
Architect: The Austin Company (1928-1929); Charles Francis Murphy of C.F. Murphy Associates (1960)
Builder: The Austin Company (1928-1929); Walter J. Olson (1960)
Architectural Style: Spanish Revival
Period of Significance: 1928-1929 and 1960

Opened in 1929, the Mars Candy Factory was the first manufacturing plant constructed for Mars, Inc. outside of Minneapolis, Minnesota. The original factory building was designed and constructed by The Austin Company engineering and construction firm, with a 1960 office addition completed by C.F. Murphy. To integrate with anticipated residential development, the factory was modest in height and set back from the street with a wide front lawn along Oak Park Avenue. Its design was attractive and somewhat exotic, featuring red-clay-tile roofs and ornamentation from the popular Spanish Revival style. The result is a building that looks more like a picturesque country club than a manufacturing facility.

Inside the factory, Mars created several of its most well-known confections, including the Milky Way, Snickers, and Three Musketeers bars, which would have a lasting impact and contribution to the nation's candy industry. The facility also included corporate offices and served as the company's headquarters for several decades. It is therefore associated with the life and work of significant, global figures in the confectionary industry, Frank C. Mars and his son Forrest E. Mars, Sr., and their philosophies are reflected in the design of and updates to the building. The building continues to operate as a manufacturing plant for Mars, Inc., and is one of the last surviving large-scale candy manufacturing facilities in Chicago. After ninety-five years, Mars, Inc. plans to close the plant in 2024.

West elevation and front lawn of the Mars Candy Factory at 2019 North Oak Park Avenue. The 1928-1929 structure consisted of the central two-story section with a one-story wing to the north. The 1960 addition (in the distance) serves as a south wing.



Plan of the Mars Candy Factory Site (bounded by dashed line) located on the far west side of Chicago. The front of the plant (shown in the photograph above) is shown in black.

ARCHITECTURE OF THE MARS CANDY FACTORY

Building Design and Construction

The initial design and construction of the Mars Candy Factory began in 1928 under the direction of The Austin Company. Prior to Mars's acquisition of the site, the land was owned by the John Rutherford family who farmed it in the nineteenth century. From 1899 to 1923 the site was occupied by the Westward Ho Golf Club.

The Mars, Inc. company's relocation from Minneapolis to Chicago was announced in the *Chicago Tribune* on August 12, 1928:

> *Chicago's position as one of the sweet tooth centers of the nation will be considerably strengthened when the new plant of Mars, Inc., now under construction at 2019-59 North Oak Park Avenue, is completed. Mars, Inc. is a candy company, and it is being moved here from Minneapolis. Frank C. Mars, president of the organization, was impelled to make the change from the Flour City to Chicago by reason of facilities here for the shipment of his products and the reception of raw materials – important in the cause of candies, which require a quick turnover.*

Groundbreaking for the factory occurred in the late summer of 1928. The one-story factory with a two-story central entrance and office tower had a one-story wing to the north and was prominently sited along North Oak Park Avenue. When the factory opened in 1929, the surrounding neighborhood was largely undeveloped.

To establish a visually pleasing presence, the factory was designed in the popular Spanish Revival style, a slightly exotic style more commonly used in warm climates of the southwestern United States and Florida. Built with the low profile typical of the style, the predominantly one-story manufacturing facility would not overwhelm anticipated residential development. Significant setbacks of 50 feet from North Oak Park Avenue and 180 feet from West Armitage Avenue further reduced its impact. The site was landscaped with plantings from flowers to small trees, providing an attractive and residential-like front lawn.

At the time of construction, the Spanish Revival style was still at the height of its popularity following its 1915 debut at the Panama-California Exposition held in San Diego. The style was inspired by the architectural themes of Spain's American colonial settlements, but included architectural details derived from later periods of Spanish architecture including Moorish, Byzantine, Gothic, or Renaissance designs. Character-defining features of the style expressed in the design of the Mars Candy Factory include low-pitched, clay-tile roofs with minimal overhang; arched window and door openings; and the original design's asymmetry with only a northern wing. Other Spanish Revival details include the multi-level roofs; square towers (at

Top: Mars Candy Factory after completion, 1929. Source: Mars, Inc. **Bottom: Mars Candy Factory, 2023.**

center and in north wing); balconets with decorative iron railings or tapering bases; iron window grilles; vents decorated with geometric patterns; and the concentration of decoration at the central entry.

Architectural Description

The site is bounded by Oak Park Avenue on the west, Armitage Avenue on the south, and by the diagonal tracks of the Metra Milwaukee District West Line on the north and east. The factory is rectangular in plan and oriented on an east-west axis to accommodate the standardized straight-line production manufacturing method common at the time of construction. The building is capped by several flat roofs except for the two-story, central tower which features a low-pitched, pyramid hip roof. A metal finial crowned the pyramidal roof, though it was later retrofitted to support the existing flagpole installed during the mid-twentieth century.

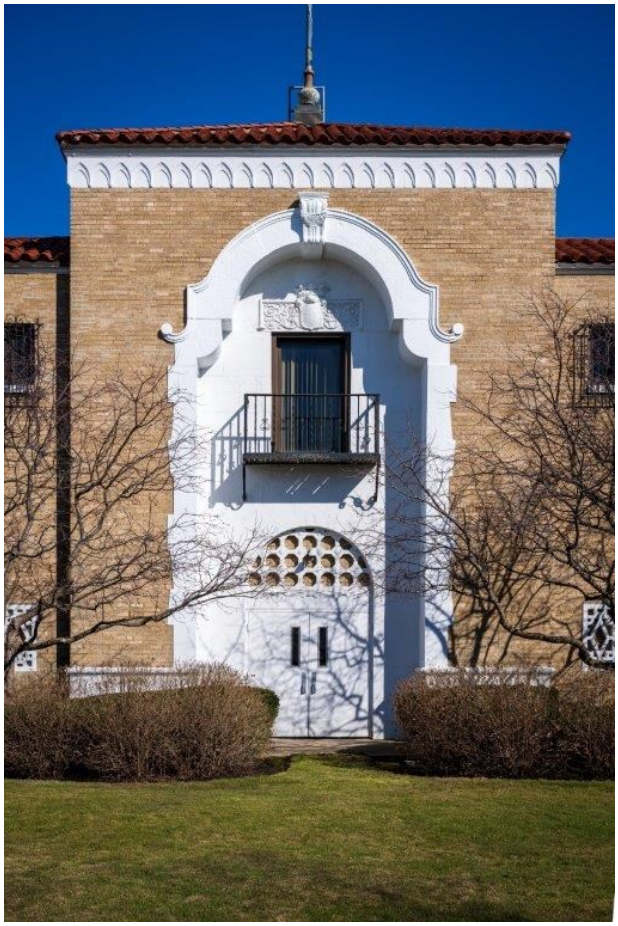
The structure is clad in a warm tan brick accented by light-colored cast-stone detailing known as "art stone." At the original structure's west and north façades, walls are topped by partial hipped or gabled roofs with flat roofs behind. High parapets help to minimize the visual impact of extensive rooftop mechanical equipment. The roofs are clad in either red-clay or synthetic barrel tiles.

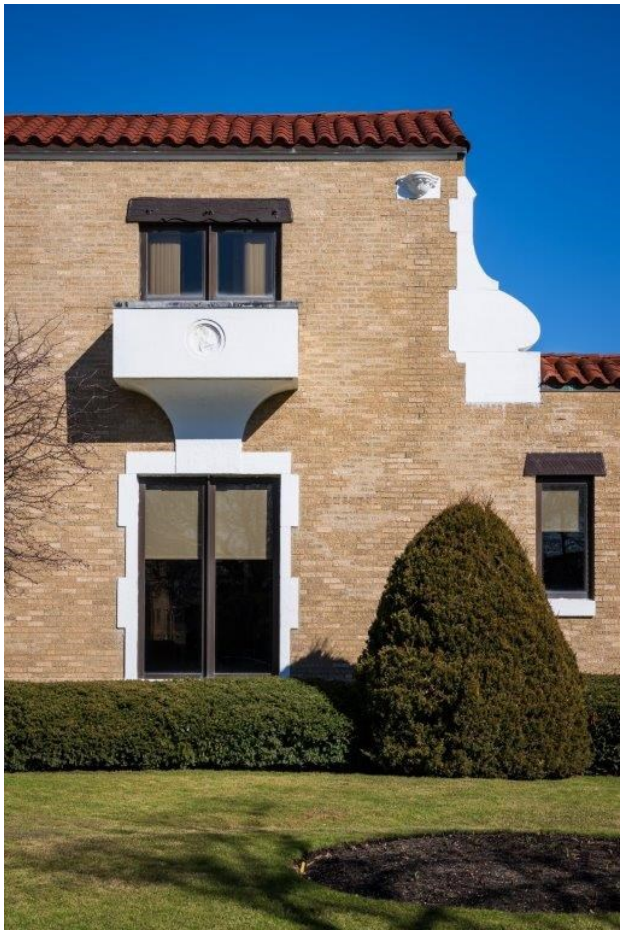
In the north wing, a small, partial-hipped-roof "tower" is centered between two front-facing gables. The face of the tower is articulated by a blind arch accentuated by an elongated keystone, a cartouche inset below the eave, and a lion's head in the blind arch. The sides of the tower are delineated with corbels. The gabled bay south of the tower has an entrance with three arched openings. Originally, entries were recessed, but currently the central opening contains a pair of flush, non-historic entrance doors.

With the eventual addition of a southern wing, the historic main entrance is now located at the center of the façade fronting Oak Park Avenue. The two-story central entrance and office tower projects slightly forward of the two-story bays at either side. Each side bay has a second-story curving gable shoulder and a balconet atop a tapered corbel. Cast-stone surrounds frame the first-floor windows.

A two-story hybrid of a round and draped arch opening frames the main tower's slightly recessed entrance. The arch is crowned by a classically detailed, projecting keystone embellished with a decorative swag across its front. The voussoirs of the arch are topped by simple hood molds and the sides of the opening are framed by a Gibbs surround. A pair of non-historic doors are set within a round-arched opening. The tympanum of the arch is infilled with brick and embellished with a cast-stone grille perforated with rows of octagonal openings. Directly above the entrance is a single, full-length window on the second floor accentuated by a balconet with an ornamental iron railing. A cast-stone cornice with a Gothic arcade wraps around the central tower.

The north wing of the Mars Candy factory.





At left: The main entrance to the Mars Candy Factory. At right, the balconet and cast-stone details of the central block's side bays.

The 1939 Iron gate with brick posts at the NW corner of the building.

Left: Detail of he 1939 Iron gate. Right: Wrought-iron detailing in the Spanish Revival style.

The 1960 addition.

Windows are generally centered in the bays of the earliest sections of the building and evenly spaced throughout the later portions of the façades. The original windows were multi-pane steel sash, but all have been replaced with fixed, aluminum, single-pane sash. Many of the windows on the west façade have wood headers detailed with a simple incised carving.

In 1939, an iron gate and brick posts were installed at the west end of the north façade following the company's acquisition of six-and-three-quarters' acres of land to the north of their site from the Chicago, Milwaukee, and St. Paul Railroad in 1934, and subsequent expansion of the factory that same year. The gated entrance later served as the primary entrance to the parking lot, which was constructed sometime between 1938 and 1951.

Design Influence of the Mars Candy Factory

The *Chicago Tribune* ran a "Factory of the Month" series in 1953 about Chicago manufacturing plants with outstanding design and landscaping. In the November 15th installment entitled "Standard Set by Mars Plant Built in 1928," reporter Al Chase described the factory on the occasion of Mars, Inc.'s twenty-fifth anniversary in Chicago:

> *The Spanish type structure is an outstanding bit of architecture, and it stands in a beautiful setting of brilliant green bent grass, beds of flowers, shrubs, and towering trees…A casual passer-by who didn't know what it was probably would think it a fashionable club or some important institution—never a factory. The tinted walls, rich red tile roofs, two-story high curved top windows, and a long canopy extending 100 feet or more from the main entrance to the sidewalk, give no hint of manufacturing activities.*
>
> *Even after one steps through wide, inviting doors into the big, high-ceilinged lobby, the illusion of ease instead of labor persists. Fine oil paintings are hanging on walls throughout the general offices. Oriental rugs are scattered about. Except for the sound of assembly line production sifting through from the manufacturing area one still never would guess it was part of a manufacturing plant.*

The article discussed the design's wider effect on the industry and beyond. The high standards set by Mars for the architecture and landscaping "have affected every new confectionary plant built since then in Chicago and, in several instances, in other cities." A rival candymaker interviewed for the article applauded Mars, Inc. for the "beautiful surroundings" and "good architecture" of its plant and noted that "The beauty put into the Mars plant and its unusually attractive grounds not only has been stimulating to the confectionary industry, but I know it has helped improve conditions in other lines."

The article also points to the design of the factory as a catalyst for residential development in the area and an increase in property values. Realtor Thomas B. Roberts, who was a member of

the realty firm G. Whittier Gale & Co. which developed parts of the residential area surrounding the factory, said:

> *Instead of hurting the area for residential purposes, as the establishment of a factory often does, the big candy factory has been a wonderful help to the entire neighborhood…There was nothing but vacant land around the plant grounds, but as soon as the factory was built and we could see what the company was doing to give it an attractive setting, home building began and now every vacant lot within a mile of the plant has been improved, and with good homes.*

Another stimulus to neighborhood development was the construction of a "Mars" station at the existing rail line on the northwest boundary of the Mars site. Although prompted by construction of the factory to provide a more convenient means for workers to reach the site, it also served the larger area.

Major Alterations and Additions

Later additions to the original factory are located primarily on the rear of the original building and thus are more utilitarian in design with little architectural ornamentation. The bulk of these additions occurred in multiple campaigns during the 1930s through 1960s and are generally not regarded as significant features. On the interior, very little historic fabric remains, as spaces have been remodeled over time to meet changing health and safety standards, improvements in the manufacturing process, and contemporary design trends.

However, one later addition to the Mars plant is significant. In 1960, a two-story office addition, designed by C.F. Murphy Associates (formerly Naess & Murphy), was constructed at the southwest corner of the complex. Its design takes cues from the original factory by using a matching brick at the exterior, maintaining a consistent height, and incorporating a similar faux hipped roof. The addition differs from the original building at its main entrance, which is recessed below a square flat roof supported by a pair of columns clad in bright red and tan brick in a stack bond. The entrance is composed of the original pair of full-light, wood stile and rail doors flanked by matching sidelights. Each sidelight is flanked by a pair of pilasters which match the columns supporting the roof.

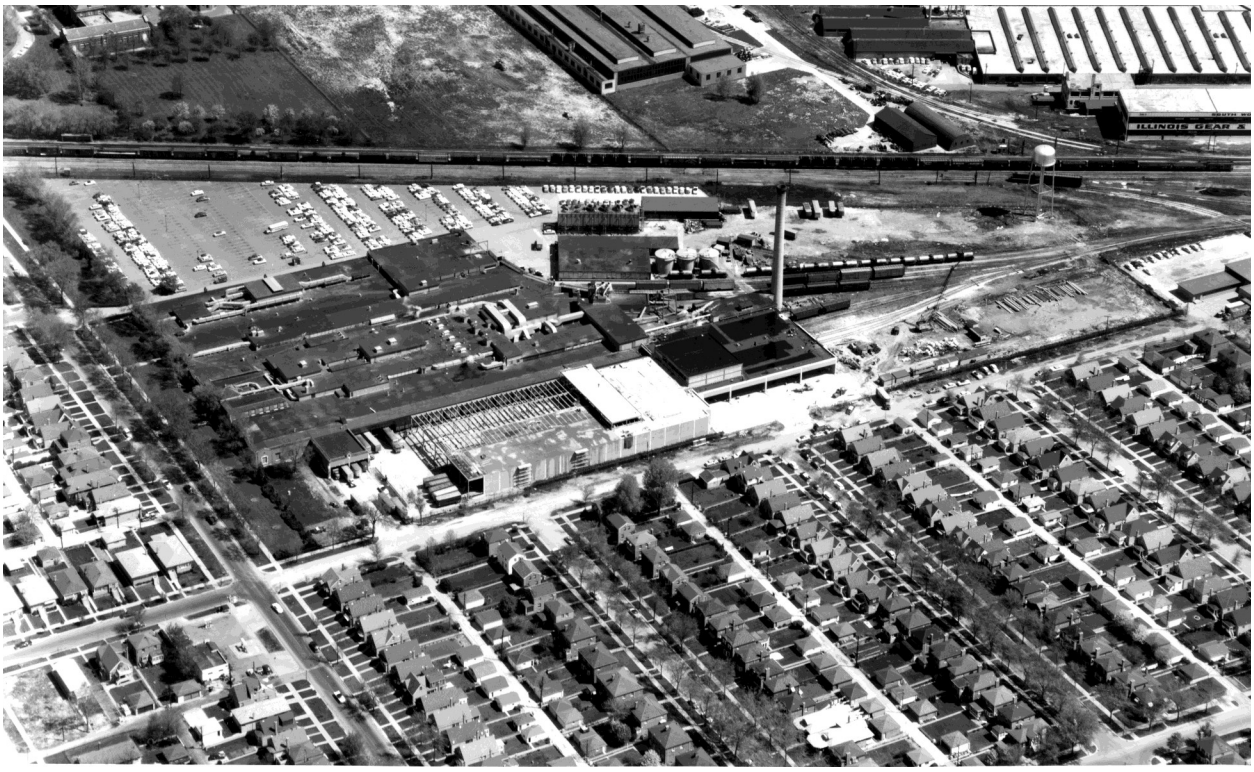
THE DESIGNERS

The Austin Company

The 1929 portion of the Mars Candy Factory was designed by The Austin Company, one of the most important innovators in the construction industry. The firm was founded in Cleveland, Ohio, in 1878 by Samuel Austin, a carpenter who immigrated to America from England in 1872. Austin settled in Cleveland where he began working with a residential contractor. By

The Mars Candy Factory, sometime between 1929-1947. The south wing incorporated a large arched opening for truck access from Oak Park Avenue, later infilled. (Source: Calumet 412)

The 1960 two-story office addition designed by C.F. Murphy Associates.



This aerial photo, taken May 7, 1958, includes the Mars Candy Factory and surrounding area. The 1960 addition has not yet been built. (Photo provided by Tom Drebenstedt. Source: The Milwaukee Road Collection, John W. Barriger III National Railway Library, posted on flickr.com.)

This drone shot of roughly the same area was taken in 2023. The 1960 addition is visible in this photograph. (Photo courtesy Mars, Inc. and JLL Capital Markets.)

1878, he founded his own firm as an estimator and builder, and two years later established his first shop in Cleveland. The firm moved beyond residential work into commercial and industrial projects.

In 1904, Samuel's son, Wilbert J. Austin, received an engineering degree from the Case School of Applied Sciences (now part of Case Western Reserve University). Wilbert joined his father's company and developed the idea of combining design, engineering, and construction to provide clients with a full range of services from the design phase through close-out. This concept would become known as The Austin Method and, by the end of the year, father and son incorporated as the Samuel Austin & Son Company.

Following incorporation, the company constructed the first reinforced concrete structure in Cleveland for the H. Black Company in 1907. Four years later, the National Electric Lamp Association (NELA) awarded the company a contract to engineer and construct a large research complex at what is known today as General Electric's NELA Park in East Cleveland. This was one of the earliest planned, campus-type, industrial research centers in the nation and their approach to its construction became the foundation for standardization of construction methods in industrial building.

As father and son continued to refine The Austin Method, they developed a deeper and more comprehensive understanding of the economic problems inherent in the planning of new facilities. As a leader in this field and with contracts across North America, the company established regional offices across the United States. In 1916, Samuel Austin & Son Company officially became The Austin Company.

When the United States entered World War I in April 1917, several plants designed and constructed by The Austin Company were supplying arms to the Allied Powers. Other manufacturers with United States government contracts to produce war materiel needed plants immediately and turned to The Austin Company to construct their facilities. Following the end of World War I in 1918, The Austin Company established its first fully-staffed overseas office in Paris to oversee projects across Europe. By this time, the company had initiated the concept of standardized industrial buildings and had shipped a dozen prefabricated factories to France – one of which was the first such modularized structure in history.

The Austin Company's focus on efficiency led to new innovations. Prompted by the large amounts of riveted steel required for heavy industrial plants, The Austin Company launched experiments in steel fabricating techniques using the new technology of electric welding. As part of the research, the company designed and constructed the Upper Carnegie Building in Cleveland, the world's first commercial building with an all-welded structural steel framework. Designers and builders used arc-welding technology developed by its client, Lincoln Electric Company, paving the way for the widespread application of welding in construction.

As business slowed during the Great Depression (1929-1939), The Austin Company turned its focus to research activities and established a division devoted to the design, production, and construction of insulated-steel buildings. Austin's design for the first-ever prefabricated porcelain-enamel gas station soon became ubiquitous when adopted by major oil companies like Standard, Gulf, Texaco, Pennzoil, and Goodyear. Also during this period, the company developed the first windowless, completely "controlled conditions" factory (Simonds Saw & Steel Co., Fitchburg, MA, 1938), controlling light, temperature, humidity, noise, and operating conditions for maximum efficiency. The Austin Company adopted its key features as their new standard for factory and warehouse structures and its windowless design with clear spans was ideal for World War II production, particularly aircraft.

Samuel Austin (father) died in 1936. By this time, the company had completed more than 5,000 industrial plants, representing an aggregate value of $252 million, eighty percent of which had been completed under The Austin Method. Just four years after his father's death, Wilbert J. Austin was killed in an airplane crash in Chicago. George A. Bryant succeeded Wilbert as president and led the company's response to World War II including the design and construction of critical government-sponsored defense facilities.

Following World War II, The Austin Company continued to diversify and began to build retail stores and shopping centers. In 2005, The Austin Company was purchased by Kajima USA group companies. Under its parent company, The Austin Company continues its work across multiple industries ranging from aerospace and automotive to food processing and hospitality.

Charles Francis Murphy (1890-1985)

The 1960 addition to the factory was designed by Charles Francis Murphy (1890-1985). He was born in Jersey City, New Jersey in 1890. His family moved to Chicago, where he graduated from the De La Salle Institute in 1906. After attending Northwestern University, Murphy, eager to find his footing in the architectural field, joined the firm of D.H. Burnham & Company in 1911 as a stenographer and became the personal secretary and assistant to the architect Ernest Graham (of Graham, Burnham & Company and Graham, Anderson, Probst and White). Working under Graham he learned about running a large architectural practice and eventually was able to meet the requirements to become a licensed architect. The focus of his career, however, would be the business side of the practice where he grew the network of clients, secured new projects, and oversaw the successful completion of projects.

Following Ernest Graham's death in 1936, Murphy co-founded the firm of Shaw, Naess & Murphy with Alfred P. Shaw (1895-1970) and Sigurd E. Naess (1886 - 1970). The firm later evolved into Naess & Murphy in 1947, then C.F. Murphy Associates by 1959 (though the official name change was not effective until January 1962), and, finally, Murphy/Jahn in 1981, to acknowledge Helmut Jahn, who had joined the practice in 1967. Outside of his architectural work, Murphy also served as president of the Graham Foundation for Advanced Studies in the

—PAGE— 15

AUSTIN No. 2 ALTERNATIVES

Austin No. 2-A built for National Metal Stamping and Manufacturing Company, Newark, N. J.

Austin No. 2-A—Industrial Foundry and Machine Co., Pottstown, Pa.

Front End of Austin No. 2 Standard with special front—Dominion Steel Products Co., Brantford, Ont.

Austin No. 2-A Standard

The brick-pilaster construction shown here by side and end elevations is an example of the type most suitable when the building is to be located on the street or when part of building is to be used for office purposes. This type is known as No. 2-A Standard and can be built in 30 working-days.

Austin No. 2 Special for Crane Service

The use of a traveling crane in the center aisle of this building makes it adaptable to many lines of manufacturing. The side aisles are used for machine work and the center aisle, especially well lighted through the monitor, is ideal for assembly work. Whenever crane-service is desired in the center aisle, crane runways carried on auxiliary columns are provided. Foundations, anchor bolts and column punchings are provided in the standard building so that crane service may be added after the building is built if desired.

A 2,000-pound monorail can be carried at any point in the side aisles; if one is required in the center aisle, it should be specified so that cross-beams in the center aisle may be included. Both center-aisle and side-aisle clearance can be increased to any desired height, and the width of the building is readily varied from the standard dimension of 90 feet.

Interior of Dominion Steel Products Co. building, showing well-lighted machine room.

End Elevation for Office end of Building, Austin No. 2-A Standard.

Side Elevation Austin No. 2-A.

THE AUSTIN METHOD

Standard Oil emphasized transparency (Cleveland, 1936), while the distinctive gold and blue Gulf stations suggested reverence (Little Rock, 1939). Texaco also reached for a distinctive style (Cleveland, 1937), while the stations for Pennzoil, White Rose, and Sohio were off-the-shelf Austin prefabrication. Greif, *Industrial Landscape*, Austin Company archives

Above: Similar to the design executed at the Mars Candy Factory, pictured above is The Austin Company's "Austin No.2-A Standard" from its catalog of standardized industrial building designs under The Austin Method. (Source: Hagley Digital Archives)

At left: The Austin Company was also widely known for the first prefabricated porcelain-enamel gas station prototype which soon became a staple of the nation's roadways when adopted by major oil companies like Standard, Gulf, Texaco, Pennzoil, and Goodyear. (Source: *East of Cleveland}*

One of Chicago's most prominent mid-twentieth-century architects, C.F. Murphy, and his firms, are known for some of the city's most noteworthy and high-profile buildings, including O`Hare International Airport (bottom), the Prudential Building (top left), and the Daley Center (top right). (Top left: Source: HB-18500-S, Chicago History Museum, Hedrich-Blessing Collection. Top right: HB-25252-D8, Chicago History Museum, Hedrich-Blessing Collection. Bottom: Digital Research Library of the Illinois History Journal)

Fine Arts, as a director of the Chicago Association of Commerce and Industry, and as an original board member of the Chicago Central Area Committee civic organization.

Though Murphy was never formally trained as an architect, he was awarded an honorary degree from St. Xavier College in 1961 under a "grandfather clause." He was elected to the College of Fellows of the American Institute of Architects in 1964. Under C.F. Murphy, his firms completed countless high-profile commissions in the city, including the Prudential Building (1955), McCormick Place (1960), O`Hare International Airport (1963), Daley Center (1965, managing architect), McCormick Place East (1971), Chicago Federal Center (1974), the Board of Trade addition (1983), and the Ogilvie Transportation Center (1984-1987). Simultaneously, Murphy's firms completed modest and low profile work for prominent clients such as Mars, including a warehouse and shipping dock in 1957 and a front office addition located at the southwest corner of the building in 1960. Murphy's designs are indicative of the Second Chicago School, the origins of which can be traced to Le Corbusier and Ludwig Mies van der Rohe's search for a "modern" style of architecture that rejected historical designs and styles and was highly functional.

HISTORY OF MARS, INC.

Frank C. Mars - The Early Years: 1911-1920

Mars, Inc. was established in 1911 by Franklin Clarence Mars. Born in Hancock, Minnesota, in 1884, Frank was stricken with a mild case of polio at a young age. While at home, Frank learned how to make candy and hand-dip chocolates from his mother. As Frank got older, he loved experimenting with candy recipes, and by the age of 19, he had perfected making molasses chips. He would make the candies at home and then sell them to local stores. In 1902 he brought his ambitions to the next level when he acquired a wholesale candy firm in Minneapolis that sold to small store owners in and around the Twin Cities. That same year he married his first wife, Ethel Kissack, and in 1904 the couple had a son, Forrest E. Mars, Sr.

Competition in the candy industry around this time was fierce, and Frank's small business failed. He began working as a chip salesman but struggled to support his family. His first marriage ended in divorce by 1910, but later that same year he married Ethel Healy.

Frank and his new wife relocated to Seattle in 1911 where he pursued his love of candymaking. With Ethel helping to operate the business, Frank began manufacturing butter cream candies and selling them wholesale. As with many small businesses, it failed multiple times over the course of ten years as the couple struggled to get past their primary competitor Brown & Haley, a well-established candymaker out of Tacoma. In 1920, Frank lost his business to creditors, and the couple returned to Minneapolis. Once at home, Frank learned of a new whipped-marshmallow-like filling, known as "Minneapolis Nougat," that had been created by Raymond

Pendergast of the Pendergast Candy Company in 1916. With just a few hundred dollars, Frank founded "The Nougat House" and launched a line of chocolate confections named "Patricia Chocolates" after his daughter.

The Mar-O-Bar Co. to Mars, Inc.: 1920-1934

Following the success of "Patricia Chocolates," Frank incorporated the Mar-O-Bar Co. in 1920 and launched the Mar-O-Bar candy bar in 1922. This confection featured a creamy center of "Minneapolis Nougat" in a shell of milk chocolate. That same year, Frank and his son Forrest reconnected, and Frank invited him to Minneapolis. Frank shared stories of the trials and tribulations of the family business, specifically the shelf life and instability of the Mar-O-Bar with his son. Inspired by malted milkshakes, popularized during the 1920s, Forrest asked, "Why don't you put chocolate malted milk in a candy bar?"

With this inspiration, father and son collaborated with Mar-O-Bar's master candymaker Tom Dattalo and invented the Milky Way in 1923, a bar of nougat mixed with malt-flavored chocolate, layered with caramel, and encased in a chocolate shell. Milky Way quickly became the turning point for the Mar-O-Bar Co. The company, which had a loss of $6,000 in 1922, brought in a profit of $800,000 by 1924. On August 9, 1926, the last reference to the Mar-O-Bar Co. name appears in the *Minneapolis Star Tribune*, and, without any formal announcement, Mars, Inc. appeared in the same newspaper on September 11, 1926.

With the success of the Milky Way bar and the increased manufacturing capacity needed to produce more of the product, Frank looked to expand outside of Minneapolis and found a new home in Chicago. The company's relocation was announced on August 12, 1928, in the *Chicago Tribune*:

> *Chicago's position as one of the sweet tooth centers of the nation will be considerably strengthened when the new plant of Mars, Inc., now under construction at 2019-59 North Oak Park Avenue, is completed…Frank C. Mars, president of the organization, was impelled to make the change from the Flour City to Chicago by reason of the facilities here for the shipment of his products and the reception of raw materials—important in the case of candies, which require a quick turnover.*

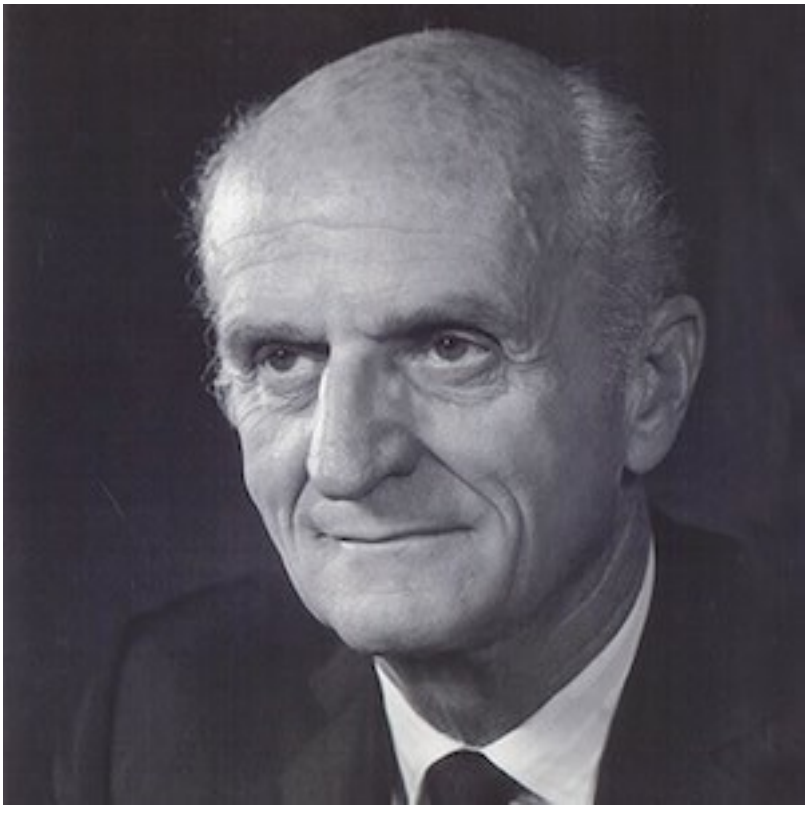
With this opportunity to build from scratch, Frank C. Mars endeavored to build "the most beautiful candy factory in America." Having chosen a former golf course in a relatively undeveloped area on the west side of Chicago, Mars, Inc. was starting with a scenic location where their structure would have the largest presence and therefore would likely have a positive influence on future development. Frank aligned with others in manufacturing and industry who believed that if living conditions around a plant were better than those around a typical plant, a better caliber of employee would want to work there.

Construction on Mars, Inc.'s new plant began in 1928. It opened the following year with 300 employees, eighty percent of whom relocated from the Minneapolis factory. Frank and Ethel

As seen on the circa 1940 Milky Way box and the 1958 Snickers box, images of the 2019 North Oak Park Avenue factory adorned packaging and the building became a visual symbol for Mars products across the nation. (Source for photo at left: History Colorado Online Collection. Source for photo at right: Made in Chicago Museum.)

A vintage Milky Way wrapper (above left) and 1930s photos from inside the Mars Chicago Factory. Above right, workers inspect eggs. Bottom right: Workers breaking eggs. Bottom left: lines of beaters ready to whip egg whites and syrup together to create the nougat used in Milky Way and later Mars candy bars. (Source: Made in Chicago Museum)

Frank C. Mars. (Source: Oak Park River Forest Museum)



Forrest Mars, Sr. (Source: Made in Chicago Museum)

settled in their new home at 930 Ashland Avenue in River Forest (now demolished). Frank became engrained in the local community, at one point even serving as honorary captain of the Oak Park, Illinois, police department. Simultaneously, Frank invited his son Forrest to join the business following his graduation from Yale University in 1928, where he had earned a degree in industrial engineering.

As had happened with Milky Way, father and son collaborated and developed the Snickers bar in 1930 and the Three Musketeers bar in 1932. Named after one of Frank's favorite horses at his Milky Way Farm in Tennessee, the Snickers bar featured a nougat center topped with caramel and peanuts, all encased in milk chocolate. Staying true to the use of the "Minneapolis Nougat" which initially propelled the company to success in 1923, the Three Musketeers bar originally featured three pieces of whipped mousse in one package. They were flavored chocolate, strawberry, and vanilla, and were coated in milk chocolate. The vanilla and strawberry pieces eventually would be phased out for the more popular chocolate due to rising costs and World War II-era restrictions on sugar.

While the national economy struggled during the Great Depression (1929-1939), Mars, Inc. saw sales quadruple. As Mars, Inc. grew within the candy industry, Forrest wanted to expand the company's markets. Frank did not agree with his son's business plan and, in 1932, he gave Forrest $50,000 plus the foreign rights to Milky Way and sent him to Europe.

Forrest settled in the United Kingdom and founded Mars Limited in Slough, Berkshire, England. Under the company, he launched the Mars bar, a sweeter version of the Milky Way, and Maltesers, which consisted of a malted milk center encased in milk chocolate. Looking for ways to grow his business empire quickly, Forrest saw an opportunity in the relatively new market of canned pet food and purchased the Chappel Bros. canned pet food company in 1934. The same year, Frank C. Mars died after collapsing on the floor of the Chicago factory due to heart and kidney issues.

Frank C. Mars's Legacy Continues and Forrest Mars, Sr. Heads Out on his Own: 1934-1964

Frank left the majority of the company to his second wife, Ethel, and their daughter Patricia. Ethel ran the company from that point on until her death in 1945. During that time, Mars, Inc. remained focused on its existing staples. Forrest returned to the United States in 1940 and founded M&M Limited in Newark, New Jersey, with Bruce Murrie to manufacture chocolate candies in a sugar shell. Forrest was inspired to create the candy after seeing British troops enjoying "Smarties" and wanted to develop a similar type of snack for American soldiers. By 1945, M&Ms became available to the general public.

While Mars, Inc. continued to focus solely on confectionary, Forrest continued to look for opportunities with other products. In 1943, Forrest entered the main meal business by partnering with inventors of a rice "conversion" process (partially pre-cooking rice to increase nutritional value, reduce preparation time, and make it resistant to weevils). Within months of

their first production facility being completed in Texas, they began selling products to the United States government to supply the army throughout World War II. After the war, the company introduced its products to the American public, and by 1952 it was the country's number-one brand of rice and remains a leading brand of rice worldwide marketed under the "Original Ben's" name. By investing in these opportunities, Forrest was building a global company, eventually known as Food Manufacturers, Inc., that would outperform his family's enterprise.

Following Ethel's death in 1945, the leadership of Mars, Inc. went to Frank and Ethel's daughter Patricia, who in turn appointed her uncle William Kruppenbacher as CEO. Kruppenbacher had worked under Ethel to guide Mars, Inc. through much of the Depression and World War II. During that time, it became apparent to Kruppenbacher that Forrest was determined to acquire his father's company despite the fact that profits of Food Manufacturers, Inc. had surpassed those of Mars, Inc. by the early 1950s.

Under Kruppenbacher, employment at the Chicago plant exceeded 2,000 workers by 1950. Mars, Inc. also began cross-promotion and new modes of advertising, including Mars's sponsorship of one of the most popular radio and TV quiz shows, *Dr. IQ*. In 1953, the Chicago factory celebrated its twenty-fifth anniversary and at the time was regarded as the largest candy factory in the world.

Kruppenbacher retired in 1959, leaving the CEO position to Patricia Mars's third husband, James Fleming. Fleming knew very little about how to run a massive enterprise like Mars, Inc. and the company began to falter. With no other options for leadership, and Patricia diagnosed with cancer, Forrest E. Mars, Sr. bought out the remaining stock and became the new president and CEO of Mars, Inc. in 1964. With Forrest's acquisition of Mars, Inc., he simultaneously merged Food Manufacturers, Inc. and its subsidiaries under the Mars name.

Mars, Inc. under the Leadership of Forrest E. Mars, Sr.: 1964-1973

In his first year as President and CEO, Forrest ran the company from the 2019 North Oak Park Avenue factory location and used it to reflect the values by which he intended to run the company. He removed exclusive spaces and high-end decorations from the executive offices including stained glass windows, wall paintings, and the executive dining room. Offices were eliminated and desks were arranged in a wagon-wheel fashion, with the higher-ranking executives in the center.

These changes reflected the new culture he was installing into the company--a radically egalitarian system in which workers were called associates and everyone, including the president, ate lunch together and punched a time clock. He believed that rewarding all workers financially when the company was doing well would lead to higher satisfaction, happier employees, and less turnover. By re-structuring pay he was able to provide salary increases for all workers at all levels and improvements in benefits and bonuses. Through these changes,

Forrest kept the Chicago factory free of labor unrest. This new approach was based on Forrest's belief that these changes made financial sense and would benefit the company.

The through-line from his father that he insisted on, however, was quality. His father had built an exemplary factory and re-invested profits into the business, allowing not only for maintenance of the site but also for additions needed to expand the business. Forrest focused on quality in the interior, installing new technology so the plant was cleaner and more efficient.

During this time, many of Mars, Inc.'s local contemporaries were disappearing or merging into larger companies. With fading competition and the dominance of the candy industry by M&Ms, Snickers, Milky Way, and Three Musketeers, Mars, Inc. became the undisputed behemoth of confections globally. With Mars, Inc.'s place at the top of the candy industry secured, Forrest turned his attention to expanding factory development in Europe beginning with the establishment of a candy factory at Veghel in the Netherlands during the 1960s. In 1969, Mars, Inc. entered the electronics industry with the establishment of Mars Electronics International (MEI) in Britain, and in the United States in 1972. MEI was responsible for the introduction of electronics to and continual advancements in the vending-machine industry.

Forrest retired from Mars, Inc. in 1973, and left the company to his sons Forrest E. Mars, Jr., and John Mars, who ran the company as co-presidents. In 1983, they were joined by their sister Jackie. In his retirement, Forrest, Sr., founded Ethel M. Chocolates (named for his late mother) to produce premium boxed chocolates. Ethel M. Chocolates would be purchased by Mars, Inc. in 1988.

Mars, Inc. into the Twenty-First Century: 1973-2023

Over the last five decades, Mars, Inc. has continued to grow and diversify under third- and fourth-generation leadership as well as non-family members beginning in 2004. In 2008, the company bought the William Wrigley, Jr. Company, the chewing gum concern, and it became Mars Wrigley Confectionery. In 2014, Mars, Inc. opened a new chocolate plant in Topeka, Kansas, the first new Mars plant in the United States in thirty-five years. In 2020, the company continued its expansion through acquisition and assumed full ownership of the snack food company Kind North America. Mars, Inc. continues to rest comfortably at or near the top of the confectionery, dog and cat food, and rice-milling industries.

In the Chicagoland area and Illinois, Mars continues to maintain a presence with an ice cream plant in Burr Ridge, a candy factory in Yorkville, and a pet food plant in Mattoon. The company also maintains its global headquarters for its chocolate and chewing gum subsidiary, the Mars Wrigley Confectionery, inside Chicago's "Global Innovation Center, " located on Goose Island. The 2019 North Oak Park Avenue Chicago factory is still in use but will permanently close in 2024. Mars, Inc. is working to relocate the employees of the factory who desire to stay with the company, much as it did with Minnesota employees when it first opened the Chicago candy factory in 1929.

CHICAGO, THE "CANDY CAPITAL OF THE WORLD"

Mars, Inc.'s history in Chicago is only one story of the city's candy manufacturing legacy. By the turn of the twentieth century, Chicago was known as the "Candy Capital of the World." At one time, Chicago was home to over one thousand candy purveyors, in addition to associations and publications related to the candy industry. Chicago can trace its candy roots back to 1837 when the newly incorporated city had its first candy business when candymaker John Muhr opened a shop on South Water Street near Wells Street. Within two years, the city had three candymakers, and, by 1870, there with seventeen.

At the center of the nation's railroad network and the heart of America's agricultural heartland, Chicago was the perfect location for a candy manufacturer. Chicago's extensive rail system provided manufacturers with a means to distribute their products nationally while procuring the freshest ingredients, including milk from Wisconsin, corn starch and corn syrup from Illinois and Iowa, and sugar beets from Michigan. The Midwest's temperate weather also played a significant role in luring candy manufacturers to Chicago, as the cool, crisp air was critical for the shipment of perishable candies, while also allowing candymakers to operate longer during the year.

The Great Chicago Fire of 1871 destroyed many fledgling confectionary companies, but it also brought opportunity. Businesses that chose to rebuild could do so with the new machinery developed during the Industrial Revolution that could mix, mold, shape, coat, and package candies on a scale never before possible. To support the growing candy industry, the National Confectionery Association (NCA) was established in Chicago in 1884. The NCA was founded to support the sixty-nine national candy companies at the time by helping advance candymaking standards and promoting each company's products. The organization continues to today and is one of the oldest and most respected trade associations in the world. It continues to hold its annual Sweets and Snacks Expo in Chicago.

Some of today's biggest brands were introduced during the World's Columbian Exposition of 1893 in Chicago. In the Agricultural Building, Ruckheim and Eckstein, one of Chicago's first candy wholesalers, had a display featuring its popular confection, a combination of popcorn, peanuts, and molasses, known today as Cracker Jack. Samples of Juicy Fruit gum were handed out by the William Wrigley, Jr. Company, alongside chocolates from Walter Baker & Company and Stollwerck. The fair is also said to have inspired thirty-six-year-old Milton Hershey who, after viewing the chocolate-making equipment of J.M. Lehmann, bought a factory on the spot.

In 1904, Emil J. Brach opened "Brach's Palace of Sweets" on North Avenue near Halsted Street where he sold mainly chocolate bars and an almond-nougat confection. Within two decades, he had four candy factories operating at capacity. After World War II, Brach's turned its attention to bulk and bagged candies, including well-known seasonal staples such as candy corn and jelly beans, and at one time the company had more than 1,700 product lines. Americans' annual

candy consumption soared at the turn of the twentieth century, from just 2.2 pounds per person in 1880 to 5.6 pounds by 1914, and 13.1 pounds in 1919.

Other companies founded prior to World War I include Ferrara Pan and the Curtiss Candy Company. Ferrara was founded in 1908 in Chicago's Little Italy neighborhood and today is known for its wide range of candies, including Lemonheads, Jujyfruits, Chuckles, Atomic Fireballs, Red Hots, and Boston Baked Beans, as well as being the largest producer of candy canes and the largest seller of conversation hearts ("Kiss Me," "Miss You," etc.). Today the company's headquarters are still located in the Chicagoland area in Oak Brook Terrace. Known for the company's two most famous products, Baby Ruth (1920) and Butterfinger (1936), the Curtiss Candy Company was founded in Chicago in 1916. The company still manufactures these candy bars just outside of Chicago in Franklin Park.

As Prohibition swept the country during the 1920s, Chicago was one of many cities where saloons were converted into confection parlors or ice cream shops to survive, and brewers turned to making chocolate and candy. Traditional candymakers also continued to open new businesses including H. Teller Archibald, who in 1920 opened the first Fannie May store on North LaSalle Street. By 1935, Fannie May had nearly four dozen shops across Illinois and in neighboring states and they can still be found throughout the Midwest.

Other Chicago-based brands of the early 1920s include Leaf Brands and the Schutter-Johnson Company. Leaf Brands was founded in 1920 by Sol Leaf and went on to at one time be the fourth-largest candy company in North America, producing well-known products such as Whoppers, Jolly Rancher, Milk Duds, Payday, and Heath Bar. The Schutter-Johnson Company was founded in 1924 in Chicago and was known for its Bit O' Honey, a honey-flavored taffy product with bits of almond swirled throughout.

By the end of the 1920s, even department stores caught on to Chicago's candy craze. In 1918, Marshall Field & Company acquired the Seattle-based department store chain of Frederick & Nelson's, and with the company acquired the recipe for Frango Mints. In 1929, Field's moved production of Frango Mints to the thirteenth floor of its State Street location where the confection was produced in huge melting pots for nearly seventy years. Frango Mints are now manufactured in Ohio, but a small batch is still made at Macy's on State Street, the former location of Marshall Field's, to commemorate the store's history.

As the candy industry continued to bloom, auxiliary industries did as well. In 1921, *The Manufacturing Confectioner* magazine (formerly *The Candy Manufacturer*) began publication in Chicago as a resource for confectioners. The publication covered everything from production and manufacturing to human resources, and is still in production today. Producers of corn syrup, corn starch, and flavor extract, processors of corn and milk, sugar refineries, and paper box factories appeared across Chicago's industrial landscape to serve the flourishing candy industry. In turn, these industries drew more candy manufacturers to Chicago.

One such supplier was Henry Blommer, Sr. and his brothers Aloysius and Bernard. Established in Chicago's West Loop, the Blommer Chocolate Company was a wholesaler which began processing cocoa beans in 1939. The brothers chose Chicago as the headquarters for their new company because, as one family member later explained, "This is where our customers, the candymakers, were." The company is one of the largest chocolate suppliers in North America, accounting for nearly forty-five percent of cocoa beans processed in the U.S.

Into the second half of the twentieth century, outside companies were attracted to the advantages of Chicago where urban manufacturing, transportation, advertising, and innovative new marketing approaches came together. By 1963, Chicago's candy output was about double that of New York City, the country's second-largest candymaking center. In 1966, Sweet Corporation, originally founded in New York in 1898, changed its name to Tootsie Roll Industries, and, two years later, in 1968, relocated its headquarters and primary manufacturing facilities to Chicago.

At the peak of Chicago's candy industry, during the mid-twentieth century, the city produced about a third of all candy manufactured in the country and employed close to 25,000 Chicagoans. As the twentieth century wore on, Chicago's candy industry was not immune from the wave of corporate mergers and closings, as the advantages that Chicago offered earlier in the century held less importance. Rail transportation and weather no longer dictated what type of candy could be manufactured or when it could be shipped. American candymakers also had to contend with sugar subsidies that kept the price of domestic sugar higher than on the world market, coupled with tight import quotas that made it difficult to purchase less-expensive foreign sugar.

By the end of the twentieth century, many if not most of Chicago's long-standing candymakers, including Frango, Fannie May, and Brach's had been acquired by other national or global corporations based outside the city. This led to the closure of local facilities like Brach's massive 1923 plant at 4656 West Kinzie Street in 20024 which was once the largest candy manufacturing plant on earth (now demolished). With that closure, one thousand jobs were eliminated. In 2004, the *Chicago Tribune* reported that only 7,000 people were employed in the candy industry in Chicago, down nearly fifty percent from just a decade earlier.

Chicago Tribune **photo of the Mars Candy Factory, 1953**.

Post-1960 ***Chicago Sun-Times*** **photo of the Mars Candy Factory.**

Criteria for Designation

According to the Municipal Code of Chicago (Section 2-120-690), the Commission on Chicago Landmarks has the authority to make a recommendation of landmark designation for an area, district, place, building, structure, work of art, or other object within the City of Chicago if the Commission determines it meets two or more of the stated "Criteria for Designation," and possesses sufficient historic design integrity to convey its significance. The following should be considered by the Commission on Chicago Landmarks in determining whether to recommend that the Mars Candy Factory be designated as a Chicago Landmark.

Criterion 1: Value as an Example of City, State or National Heritage

Its value as an example of the architectural, cultural, economic, historic, social, or other aspect of the heritage of the City of Chicago, State of Illinois, or the United States.

- Construction of the Mars Candy Factory from 1928 to 1929 marked candy company Mars, Inc.'s move from Minneapolis, Minnesota, to Chicago to establish the company's new headquarters and production facilities. Chicago's more centralized location made it a transportation hub for the United States with a railroad network that facilitated the receipt of raw materials and shipment of products, important factors in the production and sale of candy which requires quick turnover. The factory was built next to the Chicago, Milwaukee, and St. Paul Railroad tracks, from which two private spur tracks entered the Mars Candy Factory site.

- After its construction in 1929, the Mars Candy Factory spurred residential development in what was then the sparsely populated far west side of Chicago. The attractive, low-scale design of the factory with its vast front lawn made it look more like a country club than a factory and it became an asset to the neighborhood where many of the company's workers chose to live. For those commuting to the factory, a "Mars" station was built at the existing rail line on the northeast diagonal boundary of the Mars site, and this transportation option became another feature that made the area more desirable.

- In 1929, The Mars Candy Factory began as the headquarters and main production facility for Mars, Inc., a multinational leader in the confectionary industry. The Chicago factory produced the nation's most popular chocolate bars for almost a century starting with the Milky Way, while the Snickers and Three Musketeer bars were invented and first produced at the Chicago factory. Images of the factory adorned packaging and the building became a visual symbol for Mars products across the nation. At its busiest, the facility housed ten production lines where 2,500 employees worked.

- Mars, Inc. has been one of the most successful confectionary businesses located in Chicago and a major contributor to the city's candy manufacturing legacy. By the turn of the twentieth century, Chicago was known as the "Candy Capital of the World." At one time, Chicago was home to over one thousand candy purveyors, in addition to associations and publications related to the candy industry. At the peak of Chicago's candy industry, during

the mid-twentieth century, the city produced about a third of all candy manufactured in the country, and employed close to 25,000 people.

Criterion 3: Significant Person

Its identification with a person or persons who significantly contributed to the architectural, cultural, economic, historic, social, or other aspect of the development of the City of Chicago, State of Illinois, or the United States.

- The Mars Candy Factory is associated with the life and work of Mars, Inc. founder Frank C. Mars and his son, later CEO and President of the company, Forrest E. Mars, Sr. Both men were significant national and international figures in the confectionary industry. Both men shaped the building's design during their time at the helm of the company, using the factory to reflect the corporation's values.

- The Mars Candy Factory is the result of Frank C. Mars's desire to build "the most beautiful candy factory in America." Having chosen a former golf course in a relatively undeveloped area on the far west side of Chicago, Frank C. Mars strategically started with a scenic location where the factory would have the largest presence and likely have a positive influence on future development. He believed that if living conditions around a plant were better than those around a typical plant, a better caliber of employee would want to work there.

- When Forrest Mars, Sr., took over the company, he re-shaped the factory's spaces to reflect the values by which he intended to run the company. He eliminated offices and removed exclusive executive spaces and their high-end décor. These changes were physical but reflected the new culture he was instilling into the company--a radically egalitarian system in which workers were called associates and received a larger share of the company's financial success, and everyone, including the president, punched a time clock and ate lunch together in a new shared company lunchroom. At the same time, new machines and technology were installed to keep the factory cleaner and more efficient.

Criterion 4: Exemplary Architecture

Its exemplification of an architectural type or style distinguished by innovation, rarity, uniqueness, or overall quality of design, detail, materials, or craftsmanship.

- The Mars Candy Factory is an exceptional example of an early twentieth-century factory designed in the popular Spanish Revival style. The style is reflected in the building's low-pitched, clay-tile roofs, arched window and door openings, and exotic decoration concentrated at the doorways, windows, and cornice. To integrate with anticipated residential development, the factory was modest in height, one-story with a central two-story office tower. The building was set back from the street and featured a fifty-foot-wide manicured front lawn which stretched along its entire Oak Park Avenue facade. The product is a building that looks more like a picturesque country club than a manufacturing

facility. The high standards it set for architecture and landscaping became the benchmark for every confectionary plant built in cities across the U.S. after 1929, and influenced facility design in other industries.

Criterion 5: Work of Significant Architect or Designer

Its identification as the work of an architect, designer, engineer, or builder whose individual work is significant in the history or development of the City of Chicago, the State of Illinois, or the United States.

- Founded in 1878, The Austin Company served as the designer and contractor for the Mars Candy Factory building from 1928 to 1929. The company is recognized internationally as an innovator in industrial facility design and construction. It was one of the earliest to combine architectural design and engineering with construction services to meet the full range of client needs from the design phase through close-out, an approach known as The Austin Method. The Austin Company also became known for its focus on reducing construction time and costs through industrial building design standardization and offering in-house delivery and construction of all components. The company's expertise in delivering cutting-edge factory design in record time led to international demand for their services in defense, automotive, aviation, and communications industries, for which they constructed some of the world's largest and most advanced facilities.

- C.F. Murphy is one of Chicago's most prominent mid-twentieth-century architects. A prolific architect, his work is indicative of the Second Chicago School, the origins of which can be traced to Le Corbusier and Ludwig Mies van der Rohe's search for a "modern" style of architecture that rejected historical designs and styles, and was highly functional. Murphy is well-known for some of the city's most noteworthy and high-profile buildings, including O`Hare International Airport (1963), the Prudential Building (1955), McCormick Place (1960), McCormick Place East (1971), the Board of Trade addition (1983), and the Ogilvie Transportation Center (1984-1987). His 1960 office addition for the Mars Candy Factory seamlessly blended with the existing structure.

Integrity Criterion

The integrity of the proposed Landmark must be preserved in light of its location, design, setting, materials, workmanship, and ability to express such historic, community, architectural, or aesthetic interest or value.

The 1928-1929 Mars Candy Factory with its 1960 addition retains its historic location, setting, exterior design, materials, and workmanship. Although the factory has had dozens of additions over the years, for the most part they have been constructed on the rear of the building and therefore have not significantly impacted its significant historical and architectural features. Alterations to the original building include the replacement of original windows and doors, the replacement of clay roof tiles with matching synthetic tiles, and the removal of small decorative portions of the parapet which originally rose above each end of the central two-story office

tower. Window and door replacement are typical with buildings of this age and are considered reversible. As the roofing tiles were replaced in-kind, this does not negatively impact the character of the roofline. And lastly, the loss of the decorative portions of the parapet on the central section of the building has a minimal impact, given the extensive roofline of the west elevation.

Significant Historical and Architectural Features

Whenever a building, structure, object, or district is under consideration for landmark designation, the Commission on Chicago Landmarks is required to identify the "significant historical and architectural features" of the property. This is done to enable the owners and the public to understand which elements are considered most important to preserve the historical and architectural character of the proposed landmark.

Based upon its evaluation of the Mars Candy Factory, the Commission staff recommends that the significant historical and architectural features of the site be identified as follows:

- All exterior elevations, including rooflines, of the Mars Candy Factory building (the "Building") from the west (Oak Park Avenue) elevation to a depth of the first seven bays along the north elevation (approximately 133 feet) for the entire length of the Building from the north elevation to the south (Armitage Avenue) elevation; and

- The iron gate and brick posts at the northwest corner of the Building.

For purposes of permit review for demolition of non-significant portions of the Building, the Commission will require that a new masonry east wall with finished corners be constructed to enclose and make weather-tight the significant portion of the Building. The loading dock at the south elevation is not considered significant and may be modified.

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- City of Chicago Historic Resources Survey
- Chicago Public Library: *Chicago Tribune* Archives
- Sanborn Fire Insurance Maps, Chicago, 1905-1951, vol. B, 1919 and vol. 30, 1929 and 1929-Mar. 1951.
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The Commission on Chicago Landmarks, whose nine members are appointed by the Mayor and City Council, was established in 1968 by city ordinance. The Commission is responsible for recommending to the City Council which individual buildings, sites, objects, or districts should be designated as Chicago Landmarks, which protects them by law. The Commission is staffed by the Chicago Department of Planning and Development, Bureau of Citywide Systems, Historic Preservation Division, City Hall, 121 North LaSalle Street, Room 1000, Chicago, IL 60602; (312-744-3200) phone; web site: https://www.chicago.gov/city/en/depts/dcd/provdrs/hist.html.

This Landmark Designation Report is subject to possible revision and amendment during the designation process. Only language contained within a designation ordinance adopted by the City Council should be regarded as final.

COMMISSION ON CHICAGO LANDMARKS

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