Property: 612 West E Street, Joplin, Missouri
Historic Name: Lloyd Ruff Grocery Store (later Richard's Food Market)

Purpose of Submission:
These supporting documents accompany the Local Historic Landmark Nomination for 612 West E Street. The materials document the building's construction date, historic commercial use, association with the Ruff family, and its long-standing role as a neighborhood-serving grocery and community space.

The attached materials demonstrate that the property meets the criteria for designation as a Local Historic Landmark due to:

- Its role in Joplin's early-20th-century neighborhood commercial development,
- Its long association with Lloyd Ruff and the Ruff family,
- Its status as a representative example of a utilitarian neighborhood grocery structure, and
- Its continued suitability for preservation through adaptive reuse consistent with its historic community-serving function.

Attachments Included:
Bibliography, Cross-Reference Index, Historic Summary Spreadsheet, Newspaper articles and advertisements, City directory excerpts, Obituaries and genealogical documentation, Historic postcard (Missouri Digital Heritage), Later-use documentation.

HOME BUILDING BOOM IS ON IN CITY OF JOPLIN

LUMBER DEALERS SAY THERE ARE MORE THAN 20 RESIDENCES BEING BUILT.

Expect High Tide of Activity in Fall Due to General Prosperity.

With twenty or more houses and a few store buildings now under course of construction, lumber dealers believe Joplin soon will see the biggest building boom in its history. Not in months has there been as great activity along this line as at present, and it is the belief of dealers that fall will see the boom at high tide.

The dealers attribute the revival of home building to the general prosperity brought on by higher ore prices. It is on the theory that times will continue to be good that they see in store for the city a building boom.

One of the largest houses being built at this time is at Sixteenth street and Missouri avenue. It is being erected by A. Barr, a contractor, and will contain ten or twelve rooms.

A brick veneer bungalow is being built by Dr. S. H. Miller on Sergeant Leont avenue near First street. It is nearly finished.

Other Buildings Going Up.

Other buildings are being constructed in this part of the city. Near E and Sergeant Loyd Ruff, a grocer is building a house and store building. A two-story house is being built between D and E on Moffet by Leon Boucher. The foundation for a six-room cottage, to be built by Dr. M. B. Harutun, has been laid in Roanoke addition.

Near Twenty fifth street S. B.

NewspaperArchive by Storied

Joplin News Herald, July 25, 1915 Pg. 3, Joplin, Missouri, US
https://newspaperarchive.com/joplin-news-herald-jul-25-1915-p-3/

For 50c—Next Week Only

Plus Five Trademarks from Quaker Oats Packages, 10c Size
or Plus Two Trademarks from Quaker Oats Packages, 25c Size

This Quaker Cooker

We have supplied perfect double-Cookers to over 700,000 homes, to make Quaker Oats more delightful. They are made to our order to bring out the fullness of the flavor and aroma.

Such a Cooker as this, if sold at retail, would cost more than most homes would pay. But our purpose requires it in every home where Quaker Oats are used, so we ourselves supply it.

Our purpose is this: To create more Quaker Oats users, by making this the best-loved morning dish.

To this end, we use queen grains only in this brand—just the big, plump grains. We get but ten pounds per bushel. That means that two-thirds of the oats as they come to us are discarded in Quaker Oats.

The result is large, luscious flakes. They make this dish doubly-delicious. Yet they cost you no extra price.



Pure Aluminum
Made to Our Order
Extra Large and Heavy
Cereal Capacity, 2½ Qts.
Retail Value, $2.50

These flavory flakes have won the world to Quaker. In a hundred nations this is the favorite brand. Millions of oat lovers send thousands of miles to get it.

Our next object is right cooking, and we offer this Cooker to every home to attain it. But we supply only one to a home.

Get this Cooker next week under this special offer. You want children to delight in this vim-food. You want them to eat an abundance. The way to attain that is to serve Quaker Oats cooked in this Quaker Cooker.

Next Week 50c—But Never Again

Our regular offer made in each Quaker Oats package is this:

Send us five trademarks cut from the front of the Quaker Oats packages. That is to prove you a Quaker Oats user. Send $1 with the trademarks and this Quaker Cooker will be sent by parcel post.

Next week's offer is this: Send us five trademarks—the picture of the Quaker—cut from the fronts of five Quaker Oats packages, 10c size, or two from the 25c size. Send with them **only 50 cents**, and we will send the Cooker by parcel post.

For one week—for next week—we cut the payment in two. For 50c you get this big Aluminum Cooker. But this offer will never be repeated. No requests will be honored unless mailed next week. **And the offer is confined to this county.**

Note the grocers who have the Cooker on show. You will find Quaker Oats displayed with it. See the Cooker and, if you approve it, arrange next week to get it. It will mean a 50-cent saving under the lowest price we have ever offered. Please don't forget.

Address—The Quaker Oats Company, 1755 Railway Exchange, Chicago

These Grocers Next Week

Display the Quaker Cooker

BEN F. SCOTT	611 West Ninth St.
BERT ASKINS	617 West Nineteenth St.
C. L. WELCH	Twenty-second and Bird Sts.
LOCKWOOD & CO.	3103 Empire St.
C. P. BEAVERS	2028 Byers Ave.
T. S. BUFORD	211 East Twentieth St.
CHURCH & BLAIR	1702 Main St.
DAVISON BROS.	814 Main St.
J. W. TAYLOR	1222 Main St.
G. W. MARTIN	2039 Empire St.
ORIN HARVEY	511 West B St.
CHAS. O. HAUCK	200 Main St.
PITNEY & GLAZEBROOK	112 Main St.
C. E. JONES	137 West First St.
THE FAIR GROCERY	520 Broadway
GRAHAM BROTHERS' GROCERY	218 West Third St.
JAS. THOMPSON	511 West Second St.
LLOYD H. RUFF	912 West E St.
J. R. BEARDN	417 West A St.
C. H. HAVENS	214 East Fifth St.
N. MARR	302 Main St.
N. MARR	314-316 Main St.
N. MARR	1604 Main St.
KLOTZ & JOHNS	Corner Sixth and Moffet
R. M. WELCH GRO. CO.	Fifteenth and Indiana
A. L. MILLS	1408 Main St.
FERRIER GROCER CO.	222 West Fourth St.
WAYSIDE GROCERY (Geo. W. Burton)	1501 Missouri
CLAYTON & SONS	Twelfth and Main Sts.
G. W. KOEHLER	116 West Sixth St.
A. L. BASTAIN	830 Main St.
MIDLAND GROCERY CO.	800 Main St.
THE PEARL	309 Main St.
T. C. EBERLY	414 West Fourth St.
GEO. L. MORRISON'S	1310 Main St.
S. G. NUGENT	704 Broadway
C. R. DAVIS	914 Main St.
H. A. BROWN	715 Broadway
W. T. ZIMMERMAN	621 West Fourteenth St.
WM. H. DAVIES	1612 Byers Ave.
MOORE & CO.	317 Murphy St.
SCHWARZE GROCERY CO.	802 West Seventh St.
L. A. PITNEY	1007 West Sixth St.
WALTER PORTER	1417 Perkins Ave.
HARRY OCHSENBEIN	1460 Perkins Ave.
T. B. OSBORN	Chitwood, Mo.
NORTH HEIGHTS GROCERY	D and Pearl Sts.
F. L. COX	Chitwood, Mo.
L. R. FRYER	1442 Perkins Ave.

This advertisement was originally intended for appearance yesterday

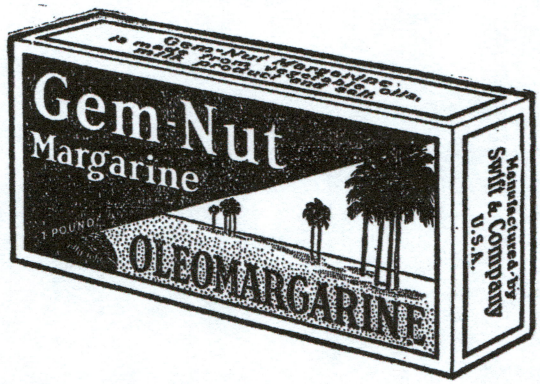
Quaker Oats 10c and 25c

In Round Packages With Top

and Mesdames McGuire, Watkins and E. N. Williams. Mesdames

NewspaperArchive by Storied

Joplin Globe, October 22, 1915 Pg. 4, Joplin, Missouri, US
https://newspaperarchive.com/joplin-globe-oct-22-1915-p-4/



Gem-Nut Margarine

You can get it fresh from these dealers:

JOPLIN.

J. L. Connelly Merc. Co..1202 Broadway
Inman & King.....1101 Broadway
J. D. West.....815 Broadway
C. E. Jones.....110 W. First St.
L. C. Herb.....229 N. Connor
Dan Flannery.....1428 Perkins St.
H. Ochsenbein.....1462 Perkins St.
Frank Cox & Co.....412 Connor
Ben Scott.....610 W. Ninth
J. H. Young & Co.....110 E. Ninth
Midland Gro. Co.....914 Main
Ozark Mercantile Co.....920 Main
J. W. Warmack.....1332 Main
H. E. Peters.....1402 Main
J. F. Kugler.....1720 Main
Overall & Doss.....2002 Main
Foster's Cash Gro.....2012 Main
A. J. Alexander.....2102 Main
L. Grinstead.....3128 Main
C. L. Welch.....2201 Bird
H. T. Roberts.....1930 Annie Baxter
Youngblood & Breazeale.....122 Main
N. Griffin.....417 W. A St.
Oberlechner Bros.....1408 Perkins
T. C. Taylor.....1217 W. Seventh
Royal Heights Gro.....Royal Heights
Joe Bailey.....Chitwood
Lloyd Ruff.....612 W. E St.
Chas Bell.....105 W. Seventh
Klug's Market.....630 Main
Lambert & Son...Seventh and Virginia
Matthews Grocery.....806 Main St.
T. S. Buford.....211 E. Twentieth St.
Grace Brackette.....412 E. Twelfth St.
Bert Chaney.....612 W. Fourteenth
Geo. Carter.....407 E. Twentieth St.
Fair Grocery.....520 Broadway
Griffin Grocery.....417 W. A
L. Grinstead..Thirty-second and Main
Wm. Ingram.....1702 Main
Lawmaster Grocery.....1312 Main
Nugent & Son.....213 E. Eighth
C. L. Welch.....2201 Bird
W. T. Zimmerman...621 W. Fourteenth

CARTHAGE, MO.

J. R. Dempsey — G. E. Slates
W. H. Davison — J. N. Vaughn
Mrs. L. Farmer — Jno. Wormington

WEBB CITY, MO.

W. E. Stone.....916 W. Daugherty
W. F. Gill.....307 W. Daugherty
Geo. Staples.....516 N. Cedar
S. R. Tuder.....1302 W. Nelson
Jno. Herrod.....36 S. Allen
Al Herrod.....106 S. Allen
R. Thrall.....124 S. Allen

GALENA.

Tryon & Son — O. W. Masters
Best Yet Grocery — Ed Hudgins
Economy Grocery — J. S. Jarrett
Clark's Grocery — J. E. Shaddy
Scott Blick — Craig Bros.
Corner Grocery — Joseph & Jacob
Archer & Son — D. S. Reed
Blick's Market — L. A. Sater
R. Hardwick

BAXTER SPRINGS, KAN.

L. W. Betts, Grocer

LOWELL, KAN.

Jess McClure

RIVERTON, KAN.

F. A. Osborne — Leo Williams
McClure & Ware

CARL JUNCTION, MO.

A. E. Bryant — Star Grocery
W. A. Ireland

ORONOGO, MO.

A. T. Woodward — B. J. Daugherty
W. M. Hamby

PURCELL, MO.

W. H. Worth — New System Gro.

WACO, MO.

Pitcock Merc. Co.

ASBURY, MO.

Kerr's Grocery

ALBA, MO.

Jno. Barnett

CARTERVILLE.

J. R. Cardwell Grocery Store

NewspaperArchive by Storied
Joplin News Herald, January 30, 1925 Pg. 7, Joplin, Missouri, US
https://newspaperarchive.com/joplin-news-herald-jan-30-1925-p-7/

CAKE SALE

Benefit of M. E. Church

Held Under Auspices of Ladies of Church

Regular 35c Sunshine Cakes— Special Today for 29c

Three delicious varieties—Loganberry, Toasted Coconut and Chocolate Sprinkle

These cakes can be purchased at this special bargain price at any of the following stores.

Lloyd Ruff Grocery
612 West E
North Heights Grocery
405 West D
Monte Taylor
414 West 4th
Marr-Bridger
804 Main
Marr-Bridger
302 Main
Marr-Bridger
1802 Main
Marr-Bridger
621 Broadway
Marr-Bridger
1442 Perkins
Marr-Bridger
1930 Empire
Central Market and Grocery
1726 Main
N. G. Patterson
1702 Main

N. G. Patterson
116 Main St.
Table Supply
304 West 6th
H. C. King Merc. Co.
1101 Broadway
Griffith Grocery Co.
417 West A
James Thompson
811 West 2nd
Ben F. Scott
611 West 9th
Rush Grocery Co.
302 East 7th
Wallace Brothers
1602 Main
S. P. Havens
2331 Annie Baxter
Youngblood & Breazeale
124 Main

NewspaperArchive by Storied

Joplin Globe, June 30, 1928 Pg. 6, Joplin, Missouri, US
https://newspaperarchive.com/joplin-globe-jun-30-1928-p-6/

Closing of neighborhood store sparks memories



Loyal customers gather outside Richard's Food Market for a picture. In front are Richard and Raymond Morris with their mother, Mabel.



Elizabeth Ricketts, April Long and Jodie Russell have been visiting Raymond Morris and his candy case since they were in grade school.

By Marti Attoun
Globe Staff Writer

It's not the quick loaf of bread the customers will miss, so much as the friendly advice that came with it, free of charge, at Richard's Food Market, 612 West E St.

"It's not a convenience store leaving. It's an institution," says Camille Ricketts, one of dozens of customers of Raymond and Richard Morris who flocked to the neighborhood grocery Friday for a farewell party. "Someone said we should thank them for 40 years of recipes."

After 40 years of working 10-hour days six days a week, the Morris brothers decided it was time to retire. When they hang up their aprons in a week or so, the store will be boarded up after 73 years of serving north Joplin.

Four generations of customers have fished in the candy case at the little grocery, says Raymond. His parents, Mabel Morris and the late Richard Morris, bought the store from the original builder and owner, Lloyd Ruff, who soon will be 100. Customers like Hilda Satterlee remember browsing for a nickel's worth of candy every week. Now, her grandchildren visit Richard's.

"They've been a great baby-sitting service," says Kathy DeTar. "You'd give the kids a quarter and tell them to go down to Richard's. I don't know what we're going to do without them. We'll no longer have menus, recipes or a grapevine."

"When I was first married they'd plan my menus for me," says Susan Satterlee. "We can't fix dinner without them."

Mrs. DeTar, too, received cooking lessons from the Morris brothers. She remembers when she bought a canned ham to take back to college with her. The Morrises wouldn't let her take it until she had instructions on how to cook it.

Carolyn Keeter, peering into the meat case, tells Richard, "I need something to make sandwiches with tomorrow. The men are going hunting."

He thinks a minute, then says, "He's always happy with hot dogs."

"See, it's wonderful," Mrs. Keeter says. "You don't have to think. They do all the work."

"There are certain things they won't stock here, because they know what the neighborhood won't eat," Mrs. DeTar says.

"You'd just be surprised what these boys know," adds their mother, Mabel.

The brides who put together their first meals, and in some cases their most recent, with the Morris brothers' help aren't the only ones who will miss the grocery store.

"Why couldn't you wait at least another week to close?" asks Josh DeTar, 9.

"I've been coming here since first grade," adds Spencer Satterlee, 8. "They're nice."

"This is a hangout for the grade school kids," Elizabeth Ricketts, 14, points out. "I used to sit on the front steps with my dog and eat candy."

Raymond is modest about the praise, but obviously pleased.

"We're just old-fashioned. We didn't change the store much since we bought it. We're just one big happy family out here."

Purchases were rung up on a 1908 brass cash register and the brothers delivered to many of the elderly residents.

"We've just run our own business and didn't try to keep up with the big stores," Raymond says.

The Morrises allowed customers to charge and even borrow cash in a pinch, says Mrs. Satterlee. When her children were home sick, one of the men delivered groceries, she recalled.

For a surprise farewell party Friday afternoon, loyal customers waited on the Morris brothers for a change. They had cake and coffee and gave the grocers a sock full of silver dollars.

"You can't say enough good about this place," says Mrs. DeTar. "We're all heart-broken. My husband came home and saw the closing sign and said, 'I can't go in there and see all those empty shelves.'"



Globe Photos/VINCE ROSATI

Mable Morris gets a hug from longtime customer and friend, Mrs. John Scott.

NewspaperArchive by Storied

Joplin Globe, December 02, 1984 Pg. 28, Joplin, Missouri, US
https://newspaperarchive.com/joplin-globe-dec-02-1984-p-28/

Joplin Deaths

Mrs. Lola Mae Ruff

Mrs. Lola Mae Ruff, 87, 2619 E. 14th St., died at 4:50 p.m. Wednesday at a Joplin nursing home following a two - month illness.

Mrs. Ruff was born on May 2, 1886, at Jerico Springs, Mo., and had lived here since 1904. She and her husband, Lloyd H. Ruff, who survives, operated Ruff's Grocery at 612 W. E. St. from 1912 until 1943. She and her husband were married here on June 17, 1906. Mrs. Ruff was a member of the First Methodist Church.

In addition to her husband, she is survived by a son, Neal Ruff, West Yellowstone, Mont.; a sister, Mrs. Berta Bowers, Tulsa, Okla.; three grandchildren and four great grandchildren.

Funeral services will be at 2 p.m. Friday at the Thornhill - Dillon Chapel, with Dr. William Henderson officiating. Burial will be in Ozark Memorial Park Cemetery.

Pallbearers will be Ross Roberts, Melvin Hoare, Tom Brookshire, D. T. Knight, Raymond Morris and Victor Trease.

The family will receive friends from 7 until 8:30 p.m. today at the funeral home chapel.

NewspaperArchive by Storied

Joplin Globe, May 02, 1974 Pg. 26, Joplin, Missouri, US
https://newspaperarchive.com/joplin-globe-may-02-1974-p-26/

Lloyd Ruff

Graveside services for Lloyd H. Ruff, 99, 2618 E. 14th St., who died at 8:45 p.m. Sunday in a Joplin nursing home where he had been a patient two days, are scheduled for 4 p.m. today at Ozark Memorial Park Cemetery.

Dr. William Henderson will officiate. Graveside services will be conducted by members of the Fellowship Masonic Lodge, No. 345, AF&AM. Arrangements are under the direction of Parker Mortuary.

The casket will be closed at all times.

Mr. Ruff was born on June 17, 1886 at McDowell. He moved to Joplin in 1904 from Galena, Kan.

He operated Ruff's Grocery Store, 612 W. E St., from 1909 to 1954. He retired in 1960 when he sold the Broadway Hardware Co.

He was a member of the First United Methodist Church.

He was a member of the Fellowship Lodge and the Scottish Rite Bodies, Valley of Joplin, since 1919. He was a member of the Abou Ben Adhem Shrine Temple since 1920.

His wife, Lola, died May 1, 1974.

Survivors include a son, Neal Ruff, 2619 E. 14th St., three grandchildren and six great-grandchildren.

Contributions may be made to the Shriner's Crippled Children's Fund in

NewspaperArchive by Storied

Joplin Globe, September 24, 1985 Pg. 18, Joplin, Missouri, US
https://newspaperarchive.com/joplin-globe-sep-24-1985-p-18/

Source: Find-A-Grave, captured December 23, 2025

BOONE NEAL RUFF OBITUARY

Boone Neal Ruff, age 103, Joplin, passed away at 2:58 a.m. Sunday, August 9, 2020, at his home after an illness.

Neal was born August 31, 1916, in Joplin, Missouri to the late Lloyd Ruff and Lola Neal Ruff and had lived in the Joplin area most of his life.

He graduated from Joplin High School and attended the University of Arkansas-Fayetteville, where he studied engineering and played the trumpet. Neal worked at Eagle Picher Industries and Rocketdyne as an engineer for several years before moving to West Yellowstone, Montana, where he owned and operated the Hitching Post Motel. He retired in 1977 and moved back to Joplin.

Neal was a proud veteran of the United States Army Air Corps, serving during World War II as a fighter pilot. He flew in 74 combat missions in the Central Pacific and witnessed the atomic bomb explosion as he flew out on one of his missions. Neal did his own navigating and radio work in his small, single engine plane. He flew by instruments only. Neal was awarded several medals and citations, including the Silver Star, Distinguished Flying Cross with Seven Oak Leaf Clusters and the Asiatic Pacific Service Medal.

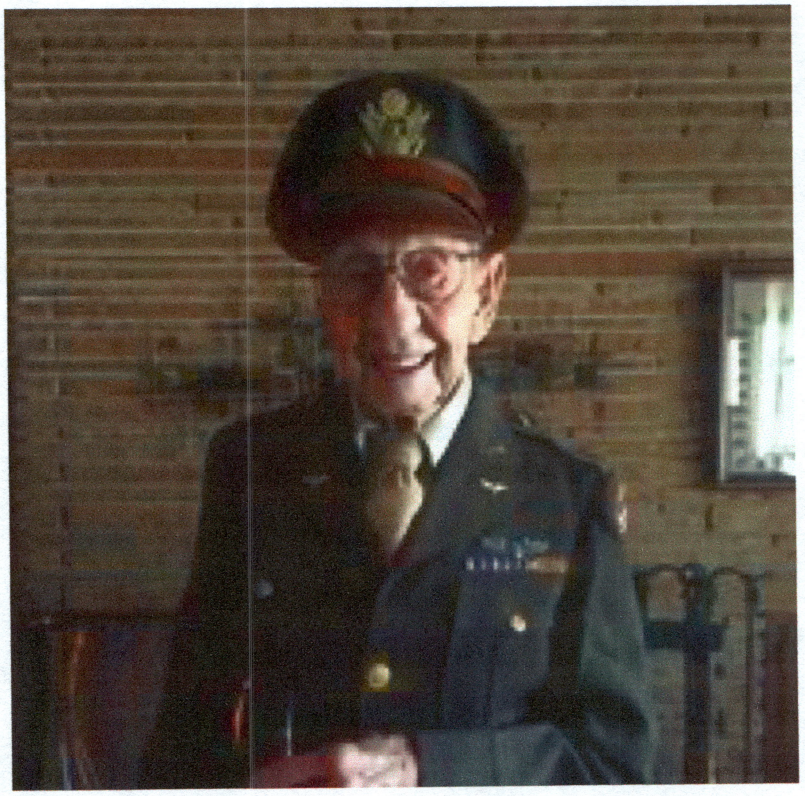
Neal was a member of the Boy Scouts of America and attained the rank of Eagle Scout. It was during the time he spent at the Joplin Regional Airport that he developed a love for flying. He also loved the outdoors. Neal enjoyed fly fishing and hunting. He shot guns his whole life-all the way to the age of 103! He took his last hunting and fishing trip with his son at the age of 100. He lived life to the fullest and will be missed by everyone that knew and loved him.

Neal married Crystal Hawes on October 10, 1963, in Miami, Oklahoma. She survives.

Additional survivors include his children, Dr. Sandra Jennings, Joplin, Sally Martin, New Braunfels, Texas, David Ruff and wife, Gaye, Springdale, Arkansas; seven grandchildren; nineteen great grandchildren and five great-great grandchildren.

Memorial services are planned for Wednesday at 11am at Ozark Memorial Park Cemetery with full Military honors. Honorary pallbearers will be Henry Robertson, Jimmy Ross, Bob Reid and Brandon Spaugy.

In lieu of flowers, donations may be made to the Joplin Humane Society or St. Jude Children's Research Hospital, in care of the mortuary. Cremation arrangements are under the direction of Parker Mortuary.




MACARONI
MACARONI