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*A Guide to the Building Records of  
S. H. Kress & Co. 5-10-25 Cent Stores  
at the National Building Museum*



# S. H. KRESS & Co

CAST IRON PLATES

PRISM GLASS  
DIVIDED

DIVIDED

FIXED

FIXED PRISM

DIVIDED GLASS IN

1/2" BARK  
4" ROUND ROD  
CENTER

COPPER  
OPEN

OPEN

OPEN

SECTION

COPPER BAR SAME AS OTHER  
OF CANOPY

GLASS WINDOW  
DETAIL

OPEN TO DETAIL

COPPER CLIPPING  
STEEL COLUMN

SYSTEM

MARBLE BASE

SEE SECTION -

DO

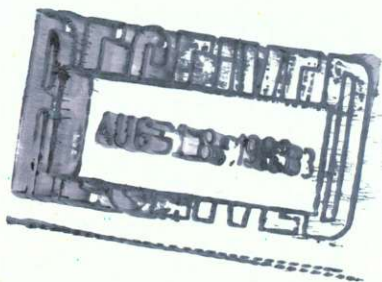
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*A Guide to the Building Records  
of S.H. Kress & Co. 5-10-25 Cent Stores  
at the National Building Museum*

*Prepared by*

*Susan Wilkerson, Project Director*

*Hank Griffith, Project Archivist*





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Washington, DC 20001

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Samuel H. Kress Foundation.*

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*Anderson, South Carolina*

*Photo Lewis D. Moorhead*

In uncommon ways, Samuel H. Kress (1863-1955) was an American visionary. The mighty chain of Kress 5- and 10-cent stores that brightened Main Street from Savannah to Seattle flourished by bringing to remote, hometown America the many small commodities and conveniences that ease and gladden life. From shelf paper and lipsticks to padlocks and teapots and rhinestone earrings, the Kress name stood for abundant, cheerful, distinctive, quality merchandise at the lowest possible price. For these simple, lasting improvements in people's daily lives, Kress's reward was a vast fortune.

Then, as one of the greatest American collectors of old master paintings, Samuel Kress again found a means of enhancing American lives. Through his own generosity and that of the Samuel H. Kress Foundation, established in 1929, more than three thousand works of European art were donated to the people of the United States between 1930 and 1961—not in a single Kress Museum, but distributed throughout the land. Masterpieces from the Kress Collection fill the halls of the National Gallery of Art in Washington and form the core old master collections in eighteen regional galleries from Miami to Honolulu. Study collections of European

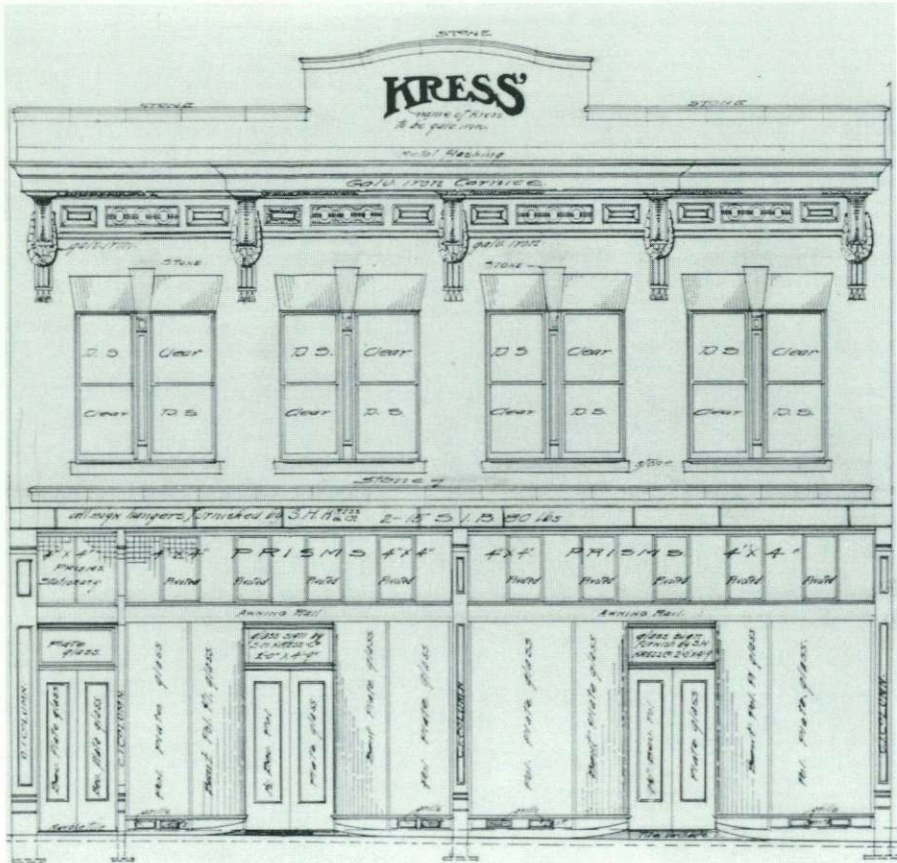
paintings and sculpture beckon to students in twenty-three American colleges and universities. From the profits on their nickels and dimes, Kress endowed the American people with a priceless artistic patrimony that includes works by Giotto, Raphael, Durer, Giorgione, Titian, El Greco, Rubens, Van Dyck, Watteau, and David, to mention the barest few.

In a related manner, the impressive architectural quality and variety of the Kress stores reflect another serious concern of Samuel Kress, who recognized the importance of fine buildings in promoting human welfare. This, too, guided his philanthropy. At a time when few Americans even traveled to Europe, Kress contributed grandly to the preservation of important historic buildings and other cultural monuments in Italy, Greece, and Turkey. These gifts were followed by later grants from the Kress Foundation for rebuilding the cultural fabric of postwar Europe.

In the decades since the death of Samuel Kress in 1955, the Kress Foundation has dedicated its resources to continuing and encouraging his interests and his vision by focusing on programs for the history and preservation of art and architecture. To prepare the art historians and conservators of tomorrow, the Foundation sponsors programs of predoctoral fellowships for young art historians and advanced training for art conservators. Working with universities and museums, it facilitates the exchange of professional expertise and the creation of scholarly resources, such as the present archive relating to the Kress stores. Other programs focus on archaeology, on the conservation and restoration of works of art and architecture, and on the scientific research that advances these fields.

It is especially gratifying for the Kress Foundation to be associated with the National Building Museum in preserving and organizing these documentary materials about the Kress stores. Not only will this archive offer access to a fascinating and nostalgic chapter in the social and architectural evolution of America, it may also serve to recall the achievements of an extraordinary American, whose accomplishments continue to enrich the lives of us all.

*Marilyn Perry*  
*President*  
*Samuel H. Kress Foundation*



Lawrence, Kansas

The archival record for commercial architecture is frustratingly meager. Most people in business are concerned with keeping only those records necessary for current and future operations. The rest is considered a nuisance. Moving offices often becomes the right excuse for disposal of all “unneded” material if it has not been tossed already. Changes in ownership yield the same results as do closures. Seldom does it occur to anyone in a position of authority that the stuff cluttering file cabinets and storage boxes might be of interest to future generations. As a result, it may be difficult, even impossible, for the historian to develop a detailed picture of processes that have been a major force in shaping the landscape of the nation since the days of the early Republic. Some information can be gleaned from other sources—newspapers and trade journals are among the most useful for later periods—but a significant part of the record remains forever lost.

Notable exceptions can be found, such as the archives maintained by Sears, Roebuck & Company. Yet others may exist by default, enjoying at least a temporary reprieve because they have been forgotten. That is precisely what happened to the remarkable array of documents of the S.H. Kress and Company stores. Supposedly this material had been discarded years ago, just like most things of its kind. Only through the persistent probings of Bernice Thomas during the course of her research on these buildings was the collection discovered, retrieved, and given a permanent home at the National Building Museum.

The collection presents a richness of scope no less than detail that is rare, especially for work in the commercial sphere. Over half a century of projects is covered that includes stores in large cities and modest-sized towns, work in neighborhood shopping districts created by streetcar lines and in shopping centers catering exclusively to the motorist, programs to modify existing facilities in minor ways or to transform them completely as well as to build anew. Many Kress stores were unusually decorous for the Main Streets they fronted. Few retailers—national, regional, or local—matched the investment made in appearances that became a hallmark of these emporia during the interwar decades. Kress stores afford a first-rate example of how architecture can be developed as a costly symbol of the business it houses—a monument, as it were, both to the individual who created the endeavor and to that sphere of enterprise more generally. But not all Kress stores had fancy facades. Early-twentieth-century units were

much like other basic commercial stock of the period, and some occupied space in speculative buildings. Many post-World War II examples were designed as parts of fully integrated retail complexes, with minimal differentiation between the area occupied by one tenant and another. This normative work tends to receive the least attention, in its own day and later; who today thinks about shopping centers of the 1950s or 1960s? However, it is precisely the record of such commonplace buildings that will enable scholars to make an accurate reading of places once ubiquitous and central to the collective experience of the generations that created them, yet now fast disappearing if not entirely gone.

An equally important aspect of the collection is the nature of documents it contains. Most often the records of architects' offices comprise the bulk of archives devoted to the built environment. Here, on the other hand, is the client's record. Material pertaining to the design and erection of buildings is matched by that on fixtures and equipment. Then there is the stuff of operating a business: leases, deeds, insurance policies, cost and location analyses, bonds, guarantees, contracts, payments, requisitions, even assessments of earthquake and riot damage. Thousands of photographs reveal details of precinct, site, construction, maintenance, remodeling, and every visible part of the store from window displays to storage rooms. Collectively, this record is a full chronicle that begins before work on the building itself and ends when the store closes.

The significance of this record transcends the superb legacy it represents. One need not focus on Kress stores per se to find a wealth of insights on commercial development and operation, on urban form and the retail culture that has figured so prominently in shaping it. We have few opportunities to probe in such depth through the fast-changing business world of the twentieth century.

*Richard Longstreth*  
*George Washington University*



Five and dime, dime store, 5-10-25 cent store—the names sound increasingly archaic as the stores dwindle in number. For many years, such stores were part of American daily life and S.H. Kress and Company was one of the most successful variety-store chains. Its Buildings Division files, now at the National Building Museum in Washington, D.C., have an immense cumulative value. The documents, plans, and photographs in this collection contain information relevant to several branches of history—business, social, and architectural are the more obvious. Land use, race relations, and commercial building are among the topics that can be approached through the records. This publication has been produced to familiarize potential users with an uncommonly rich resource.

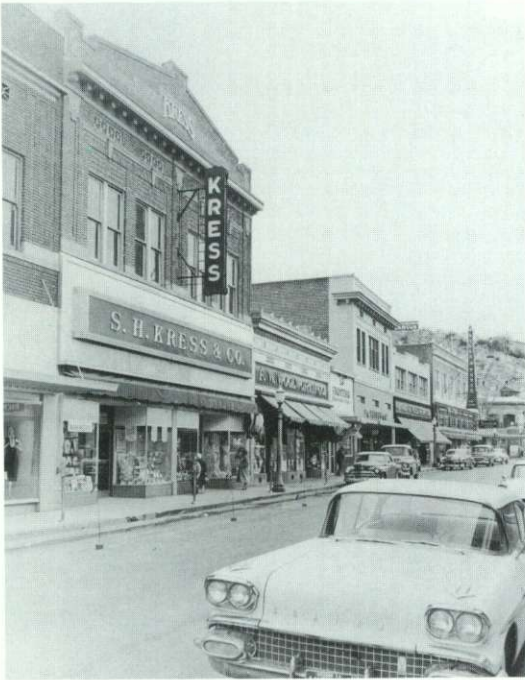
### *The Founder*

Samuel H. Kress was one of seven children of a Pennsylvania coal-mining overseer. His earliest retail venture was a stationery store, which opened in 1887, and soon after he became a wholesale stationery distributor. His first variety store opened in Memphis, Tennessee, in 1896. The chain grew rapidly, first within the southern states and then nationwide. The exact number of Kress stores is difficult to determine, but there were approximately 400 in all.

By the 1920s, Kress had become wealthy enough to become a collector of European painting, sculpture, and decorative art. In 1929 he set up the Kress Foundation, established to care for his collection and as a vehicle for philanthropy. The next year he began giving his works of art to public museums. While he seriously considered establishing a Kress museum, he eventually dispersed the collection to museums coast to coast, with the largest portion going to the National Gallery of Art. In 1945, the year that he was elected president of the National Gallery, Samuel Kress suffered a stroke which left him almost totally paralyzed for the remaining ten years of his life.

### *The Stores*

The earliest Kress stores were in rented spaces in the commercial districts of southern cities. The chain prospered immediately, expanding in the number of stores and geographic areas covered and moving into small cities. Its major competitors, the Woolworth and Kresge variety stores, also flourished. A “5-and 10-cent store,” easily identified by the horizontal red stripe across its storefront, offered greater selection, a wider variety of



*Nogales, Arizona*



*Albuquerque, New Mexico*

goods, and more accessible displays than a general store, with more household items and lower prices than a department store. The founders reaped substantial profits.

Many Kress stores started out in rented spaces, but by 1909 the company began to use new structures, either built and owned by the company or built for it and held under multiyear leases. Local architects were used occasionally, but the company's own architects designed the majority of the buildings, resulting in the stylistic consistency of most early stores (1905-1930).

A typical early building was brick, two-story, located on a corner, and had a facade with restrained Classical Revival trim, including a cornice at the level of the second-story ceiling. The facade served largely as a backdrop for company signs, which appeared on a raised central portion of the parapet, on a vertical sign projecting from the center of the second floor, on a horizontal red strip at the base of the second floor, on

the transom over the doors, and sometimes inlaid in the vestibule floor. The first story was predominantly glass, with two pairs of glass double doors flanked by plate-glass show-windows. The windows on either side of the entrances curved in toward the doors, creating vestibules that drew window-shoppers into the store. Window-shoppers were further courted with awnings protecting the sidewalk in front. At the mezzanine level, above the awnings but beneath the horizontal red sign, was a strip of prismatic-glass windows that let natural light into the sales area.

The first-floor sales area had high ceilings, clusters of low, easily accessible open counters arranged around cash registers, and good incandescent lighting supplemented by daylight. An open mezzanine around the sides and back of the store was sometimes used for sales, but more frequently for offices. The basement and second floor offered additional office and storage space.

In 1929 the company began to design and build a remarkable series of Art Deco stores. These structures varied more from one to another than did earlier buildings and generally displayed a greater integration of parts into the whole. Signs were incorporated into the overall decoration, which was often expressed in both color and plastic form through the use of polychrome terracotta.

The interior finish was generally very fine. The stores had always been pleasant—spacious, airy, and well-lit; they now became opulent. Fine woods like mahogany and marblewood were used for cabinets and paneling, while custom-made light fixtures and trim carried out Art Deco motifs



and displayed the company logo. Like movie theaters, the Kress stores flourished throughout the Depression by offering inexpensive products in luxurious surroundings.

After the Second World War, the International Style began to be reflected in

*San Antonio, Texas, Houston Street*



*Santa Ana, California, Metcalfe Plaza*

buildings with more massive forms, carefully placed groups of windows, and less colorful surfaces. To reduce personnel costs, store operation shifted toward self-service, with a few registers at the entrances rather than many scattered throughout the sales areas. Fluorescent lighting and linoleum floors became standard.

Free-standing commercial buildings in downtown districts lost patronage as shopping centers and malls became the preferred retail locations, and new Kress stores were placed within large, multistore structures. These spaces were adapted but not extensively customized, and the stylish refinements of the earlier locations were entirely forsaken. Even show-windows were abandoned in favor of glass walls offering a view of the interior rather than a prepared display.

In 1964 when S.H. Kress and Company was purchased by Genesco, Inc., to use the stores as outlets for its manufactured clothing, a gradual decline was already underway. This decline seemed reversible but was not. Unprofitable stores were closed, first a few at a time, then in increasing numbers. In 1974 alone, over 50 of the 221 Kress stores represented in these records went out of business. While a few stores purchased independently, including some of the 36 sold by Genesco to McCrory Stores in 1980, still operate as Kress stores for name recognition and continuity, S.H. Kress and Company was liquidated in 1980 and 1981.

Some buildings have been destroyed, but others have continued as retail locations or been adapted for other uses. Adaptive use and landmark status are mentioned in individual site descriptions and summarized in the appendices.

***The Records***

The records are largely those kept by the Buildings Division at S.H. Kress and Company headquarters. When the company was liquidated, the files were transferred to Genesco, Inc.'s Nashville offices. Dr. Bernice Thomas, whose architectural history of the stores is scheduled for publication in 1993, discovered the documents and in 1989 proposed to the National Building Museum that the collection be deposited here. With the support of the Kress Foundation, the material was surveyed in Nashville, and Genesco donated the inactive records to the museum.

In archival terminology, a series is a group of files or documents arranged as a unit. These records were divided into three series: documents, photographs, and plans. The plans, which were stored rolled, were grouped by store, which was also the subseries order for general documents and photographs. No other order or system was discernable.

The documents, which included correspondence, financial and legal documents, and printed material, usually recorded both building activities

*Birmingham, Alabama, Third Avenue*



(construction and renovation) and day-to-day maintenance and operation. Records were arranged by store, with uniform folder titles, and then alphabetized by city.

Photographs were also grouped by store and then alphabetized by site. There was no apparent order within a subseries, but the motivations for creating the pictures were obvious. Sources of corporate pride (construction, opening activities, freshly renovated facilities) were captured for the company by professional photographers. Most of the photographs are high quality black and white prints showing stores under construction or newly opened. Damage to a structure was more frequently documented for insurance purposes with amateur snapshots, although a professional photographer was occasionally on hand when disaster struck.

### ***Project Methodology***

The records, as received at the museum, were relatively young, had had only two owners, and remained in original working order. This greatly simplified our task by allowing us to concentrate more on description and

*Aberdeen, Washington*

*Photo Jones Photo Co.*



rehousing the original gift and locating additional material and less on arrangement.

Arrangement preserved the three original series (documents, photographs, and plans), and within the series, grouping by store was retained. One major change was made: rather than alphabetizing solely by city, which was the system used for documents and photographs, all series were alphabetized first by state, then by city. This was done to facilitate analysis by geographic region.

With the aid of interns and volunteers, a high level of description was reached in a two-year time span. Photographs and plans were inventoried at the item level, documents at the folder level.

As the description process advanced, photographs and documents were rehoused in acid-free boxes, with nonbuffered folders and interleaving for photographs and buffered folders for documents. All but the largest plans (which are stored rolled) have been flattened, interleaved, and stored flat.

Throughout the processing period, new material was solicited for buildings not represented in the Buildings Division cache. Each store had kept plans and documents similar to those maintained by the central division, and a number of current owners of former Kress buildings donated early records. In the absence of other images, contemporary photographs were acquired for a few stores. Despite these additions, the collected records represent only a little over half of the total sites.

For this finding aid, we have worked across the series to present information by store location. The same method was followed in assembling a database that summarizes the cataloging information. In both instances, this was done to offer users easy access while conveying the scope of the collection. In addition, an entry has been submitted to the National Union Catalog of Manuscript Collections.

### ***Access to the Records***

Advance notice and a confirmed appointment are necessary to use the records. The museum reserves the right to schedule research visits according to staff availability. To arrange for access to the museum's processed archival holdings, please write to Collections Department, National

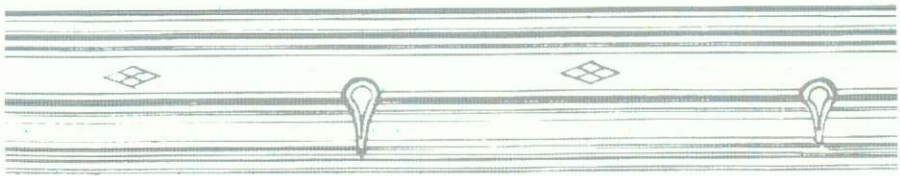
Building Museum, 401 F Street NW, Washington, DC 20001, or call 202-272-2448.

***Acknowledgments***

We are very grateful to the following people and organizations, listed in order of their associations with this project. Our thanks to: Dr. Bernice L. Thomas, who traced the records and recognized their worth; National Building Museum trustees Cynthia R. Field, Richard Longstreth, and Henry A. Millon; the Kress Foundation, which very generously supported the work from its inception and offered intelligent guidance, in particular that of Lisa M. Ackerman; Genesco, Inc., a gracious and helpful donor, and especially Jim Hale and Jane Dunn; Maygene Daniels, Director, National Gallery Archives, for insightful comments at the planning stages; Pat Goldstein, tracker and checker of elusive facts; Camille Larson, reader and image searcher; and the cataloging crew: Joseph Geitner, Radhakrishnan Cumaraswamy, Susan Wertheim, Alan Bogan, and Kathryn Gettings. We offer the above their fair shares of any credit, but mistakes are ours alone.

*Susan Wilkerson*  
*Project Director*

*Hank Griffith*  
*Project Archivist*







Augusta, Georgia

The descriptions that follow are arranged by store location, with the basic order alphabetical by state, and within the state, alphabetical by city or town.

Each store has two types of information presented—a brief history of the building and a summary of the scope and contents of the surviving records. The historical notes on a store include, when known, architect, year built, major renovations and additions, architectural style, building materials, years of operation, and present use, which is, of course, subject to change. Quotes are from the documents. For a language authority, we have used the Getty Art History Information Program's *Art and Architecture Thesaurus*.

### **Terminology**

**Artifacts** are three-dimensional items.

**Documents** refer to letters; memoranda; contracts; other written, printed, or typed documents; and collected small published pieces such as newspaper clippings and pamphlets. Record amounts are given in linear inches rather than the more common linear feet because, while the total documents occupy approximately fifty linear feet, holdings on individual stores are often quite small. The linear inch measure refers to the width of the shelf space occupied by the documents when housed in standard size boxes (10.5"H x 5"W x 15.25"D).

**Kress** refers to S.H. Kress and Company, rather than to its founder.

**Photographs** refer to photographic views of the buildings, their contents, sites, and surrounding areas, not to drawings or documents reproduced by photographic processes. There are nearly 7,000 in all, with store totals given for the number of images.

**Plans** are architectural prints and drawings. While some are quite beautiful, the original goal was utility rather than artistic expression. The over 6,000 prints in this category were created using photographic processes such as blueprint and xerography to duplicate drawings. The counts given are per sheet.

*The core collection was donated to the National Building Museum by Genesco, Inc.; when material has been received from other sources, this is noted.*



Anniston, Alabama

Photo Russell Bros.

***Anniston, 1106 Noble Street***

The Anniston store was built ca. 1917 to replace an earlier property on this site in the business district. Prior to 1935, the building was given an Art Deco facade as part of an extensive remodeling by company architect Edward F. Sibbert. Exterior polychrome terracotta decorations include stylized floral motifs capping pilasters and a frieze of geometric shapes above the second-floor windows. The building remained a Kress store until 1980 and has since housed several retail businesses. It is listed on the National Register of Historic Places.

***Bessemer, 1912 Second Avenue North***

Built in 1915, this rather plain store was enlarged and renovated in 1924 under Kress architect E.J.T. Hoffman, whose addition matched the existing cast-iron and brick-

**Artifacts:** 3. Custom-made wall sconces for electric lights, with company logo. Made prior to or ca. 1935. Donated by Variety Wholesalers.

**Photographs:** 29. Views of exterior, interior, merchandise counters, sales area, and coffee shop. 1935-1974.

**Photographs:** 61. Views of exterior, sales area, merchandise displays, and interior and exterior damage from a 1976 fire. 1925-1979.

work facade. Like almost all Kress stores of its era, this one featured a band of mezzanine windows under a sign running the width of the facade, a denticulated cornice, a parapet with the company logo in its center, and two sets of double doors, each set flanked by show-windows. The sales area, also typical of early stores, featured a high, pressed-metal ceiling supported by cast-iron columns. The building was renovated again in 1976, when the parapet and galvanized-iron cornice were removed and new show-windows installed. The building was acquired by McCrory Stores in 1980.

***Birmingham, 1910-1914 Second Avenue***

A store that opened here in 1899 was replaced by this structure in 1915. The three-story building has a white terracotta facade elaborately embellished with a cornice, acroteria, console brackets, foliate details, and bas-relief panels. In 1937 the store moved to Third Avenue (see next entry). Since then, this building has been occupied by a variety of retail businesses.

***Birmingham, 1900 Third Avenue***

This streamlined Art Deco store, designed by Kress architect Edward F. Sibbert, is on a corner lot in the main retail district. The sleek five-story building, clad with white terracotta, has rounded corners, and fenestration that creates strong horizontal lines. The main sales area features wood-paneled walls, a travertine floor, and a ceiling twenty-five feet high with geometric motifs. Like other locations in the South, Birmingham's 3rd Avenue store had racially segregated drinking fountains and

**Plans:** 20. Includes 1924 renovation and addition, counter layout, and insurance maps. 1924-1977.

**Documents:** 6.5 inches. Records of site selection, leases, deeds, design, construction, renovation, maintenance, and day-to-day operations. Insurance claims on damage to structure and ruined merchandise, reports to headquarters, and contracts for repair work for 1976 fire. 1911-1980.

**Photographs:** 1. View of the facade. Ca. 1920.

**Photographs:** 67. Views of sales areas, merchandise displays, restaurant, offices, and facades and show-windows by day and night. 1937-1974.

**Plans:** 154. Contains 1936 construction and 1951 renovation; details of signs and ornamentation; and finishing, equipment, and mechanical. 1936-1955.



*Birmingham, Alabama, Third Avenue (also see page xiv)*

*Photo A.C. Keily*

restrooms. Now on the National Register of Historic Places, this building housed a Kress operation from its completion in 1937 until the store was liquidated in 1981.

***Birmingham, 3008 27th Street North***

Built in 1928, this North Birmingham store was designed by architect E.J.T. Hoffman. The facade, clad in light colored brick and terracotta cornice and trim, is typical of many stores he designed with double entrances flanked by curved plate-glass show-windows, a strip of mezzanine windows, and a sign almost as wide as the facade. Renovations in 1964 included new show-windows, entrances, and porcelain enamel panels over the mezzanine windows. The location was purchased by McCrory Stores in 1980.

**Photographs:** 6. Views of facade and sales area. 1949-1964.

**Plans:** 33. Sales area, mechanical, store furniture, equipment, and shelving. 1927-1964.

**Documents:** 4 inches. Records of site reports, 1928 specifications, charts and requisitions for equipment, and other papers used in routine store operation. 1927-1980.

***Birmingham, 106 Distribution Drive  
Southern Terminal***

In 1978 Genesco, by then the parent company, leased space in a modern commercial park as a regional office and distribution center for the Kress and Elmore chains. This location closed in January 1980.

***Dothan, 101 West Main Street***

The Dothan store, opened in 1924, is like most early corner shops in that it has only one facade, thus failing to take full advantage of its location. The reserved brick and terracotta front, with the typical double entrances, mezzanine windows, and stepped parapet, was modified during construction of an addition in 1950, when the original show-windows, grills, and portions of the parapet were removed. Although the brick of the addition matches the original structure, the store now has a more modern appearance. Since the variety store closed in 1980, the building has housed retail shops.

***Enterprise, Rucker Road***

In 1972 Kress opened a discount variety store in the new Morgan Square Shopping Center, designed by architect M.G. Humphreys of Chattanooga, Tennessee. As was typical of many Kress stores of this period, much of the sales area was devoted to clothing, toys, household goods and furnishings, and fabric.

**Plans:** 3. Floor plan and office layout. 1973-1978.

**Documents:** 1 inch. Records of invoices, orders for equipment and services, leases, and equipment transfers from stores being closed. 1978-1980.

**Photographs:** 64. Views of the 1950 renovation and addition, exterior, sales area, and merchandise displays. 1950-1960.

**Photographs:** 12. Views of sales area, merchandise displays, and lunch counter. 1972.

**Plans:** 47. Includes Humphreys' design for the shopping center, site plans, and merchandise area by Kress architectural department. 1970-1977.

**Gadsden, 318 Broad Street**

Designed by Seymour Burrell in 1913, this building, with a brick and cut-stone facade, had only a few decorative elements, such as metal vent grills, a denticulated cornice, and the company logo centered on the stepped parapet. In 1951 the building was substantially altered during construction of an addition. The store closed in 1961.

**Plans:** 22. Construction, with details of interior and exterior trim and show-windows, 1951 renovation and addition, other renovations, surveys, and merchandise plans. 1913-1956.

**Mobile, 115 Dauphin Street**

Kress first opened a Mobile store on Dauphin Street in 1900. In 1913 a white terracotta-clad building, designed by Seymour Burrell, was constructed with facades on Dauphin and Royal streets, both with Classical Revival decorative elements. In 1941 Edward F. Sibbert designed the Art Deco addition facing St. Emanuel Street. Another addition was built in 1952 with an entrance on Conti Street, making the store cruciform. The store underwent numerous other renovations over the years, including a major modernization in 1964 under the supervision of architect James B. Bell and Associates. The building, which has been vacant since the store closed in 1981, is to be renovated as part of a downtown marketplace project. The Royal Street facade will be restored during the renovation, scheduled for completion in 1993.

**Plans:** 260. Includes construction, 1941 and 1952 additions, 1964 and other minor renovations, display equipment, surveys, and merchandising plans. 1913-1966. Donated by the Mobile Historic Development Commission.

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5-10-25 CENT

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Montgomery, Alabama

### Montgomery, 39 Dexter Avenue

The third store opened in Montgomery in 1897. By 1920 it was located here, in a building that suffered extensive damage in a 1928 fire. The replacement Greek Revival store, designed by company architect George E. MacKay, is unlike most earlier stores in that the exterior has a unified stylistic appearance. The main facade is granite and gray terracotta, with a less refined but still attractive brick and terracotta elevation on Monroe Street. The main sales area had a terrazzo floor, mahogany counters and cabinets, marble wainscoting, and fluted pilasters with acanthus capitals. The Kress coat of arms and plaster wall sconces with shell motifs adorned the walls. As in most southern stores, lunch counters, drinking fountains, restrooms, and employee facilities were racially segregated until the 1960s. McCrory Stores purchased this operation in 1980 and still operates it as a Kress store.

**Photographs:** 63. Views of construction, sales area, counters, and facades by day and night. 1929-1962.

**Plans:** 37. Plats, surveys, and mechanical. 1920-1978.

**Documents:** 10.5 inches. Records of 1929 specifications, leases, deeds, equipment, construction contracts, and insurance claims. 1916-1980



***Prichard, 305 South Wilson Avenue***

Designed by Edward F. Sibbert in 1949, the Prichard store was a one-story brick structure with an unadorned metal and plate-glass front door and a small entry from the rear parking lot. The sales area had exposed steel columns, a linoleum floor, and very little trim, but retained some features typical of the more opulent prewar stores, such as an office mezzanine, cash registers throughout the store, and on-site warehousing. The store closed in 1980.

***Selma, 121 Broad Street***

Edward F. Sibbert was the architect of this two-story Art Deco building, constructed in 1931 to replace an earlier Kress store located on this same site since at least 1916. The facade features floral motifs in polychromed terracotta and geometric-patterned brickwork. Vertical emphasis results from using the windows and spandrels to form bays above each of the four show-windows. The variety store closed in 1980, and the building currently houses a furniture retailer.

**Photographs:** 46. Views of facade, entrances, sales area, offices, and storage areas. 1949-1972.

**Plans:** 18. Store layout, site, surveys, maps, marquee, merchandise, and mechanical areas. 1946-1975.

**Documents:** 9.5 inches. Records of specifications, computations, deed, site analysis, equipment, maintenance contracts, and requisitions. 1946-1981.

**Photographs:** 32. Views of construction, exterior, and main and basement sales areas. 1931-1969.

**Documents:** 0.10 inches. Lease. 1928.



Douglas, Arizona

Photo Marty-Dess

### *Douglas, 901 G Street*

This store's original 1916 facade consisted of cast-iron and plate-glass at street level, with Classical Revival details ornamenting the stuccoed second floor and parapet. Architect Seymour Burrell also produced an alternate plan for the same design in brick and stone instead of the less expensive stucco. In the early 1960s, new show-windows, entrances, and signs were installed, and the facade was covered with porcelain enamel panels, blocking all windows above the first floor. The building now holds two retail businesses.

### *Nogales, 119 Morley Avenue*

With its stepped parapet, denticulated cornice, and double entrances, this brick and limestone building is a typical Kress

**Photographs:** 33. Views of exterior deterioration, facade, show-windows by both day and night, sales area, and merchandise displays. 1938-ca.1965.

**Plans:** 35. Construction, renovation, mechanical, electrical, and store layout. 1915-1975.

**Photographs:** 136. Views of neighborhood; facade; show-windows; and sales, office, and storage areas. Ca. 1953-1979.

store. Designed by E.J.T. Hoffman in 1922, it is on the National Register of Historic Places. The company opened in Nogales, which, being one of the chief gateways into Mexico, was "regarded very highly." The store was enlarged in 1927 and again in 1954. As with many Kress stores near the Mexican border, the store used bilingual merchandise and directory signs. Purchased by McCrory Stores in 1980, it still operates under the Kress name. (see photo page xi)

**Phoenix, 22 West Washington Street**

In 1933 Kress built this Art Deco store in downtown Phoenix. Edward F. Sibbert designed it, with a bronze marquee sheltering the sidewalk in front of the store and a beige terracotta facade with abstract ornamentation. Above the first story, the windows and spandrels formed verticals capped with polychromed terracotta decorations. The attractive coping is also polychrome terracotta. Inside, the sales area had marble wainscoting, plaster panels with floral motifs, and decorative grills. The store closed in 1974, and the building was demolished in the 1980s.

**Plans:** 40. Plat, survey, and renovations. 1920-1972.

**Documents:** 12 inches. Records of specifications, engineer's report, equipment, contracts, and requisitions. 1920-1980.

**Photographs:** 25. Views of construction, sales area, offices, equipment, and facade by day and night. 1933-1951.

**Plans:** 141. Construction, structural, furniture, fixture, and 1954 renovation. 1933-1954.



**Fort Smith, 810 Garrison Avenue**

Seymour Burrell designed this two-story building, built in 1911 to replace an earlier store which was also on Garrison Avenue. The brick facade, with cast-iron and plate-glass show-windows and entrances at street level and pressed metal above, included a cornice, balustrade, sign, and parapet decoration. In 1939, as part of a renovation and expansion project, Edward F. Sibbert designed an Art Deco brick and terracotta facade with multiple pilasters that made the building appear both taller and more recent. The store closed in 1974.

**Fort Smith, 5111 Rogers Avenue**

From 1971 to 1974, Kress operated a large (32,000 square feet) discount variety store in Central Mall, designed by the architectural firm Harper and Kemp of Dallas, Texas.

**Helena, 409 Cherry Street**

Seymour Burrell was the architect for this 1913 brick, cast-iron, stone, and pressed-metal structure built in the commercial area of Helena. The facade was one of the classic early designs with double doors, flanking show-windows, mezzanine strip windows, cornice, and stepped parapet. Minor changes made by Edward F. Sibbert in 1939 included a new parapet. The parapet center was leveled, the facade partially covered with porcelain enamel panels, and new show-windows installed in 1964, ten years before the store closed.

**Photographs:** 68. Views of neighborhood, show-windows, fire damage, structural problems, 1939 renovation, facades, and interior. 1936-ca. 1970.

**Plans:** 85. Construction, renovation and addition, electrical, mechanical, and store layout. 1911-1964.

**Documents:** 0.25 inch. Contains heating and plumbing catalogs. 1939.

**Photographs:** 1. View of mall entrance. 1971.

**Plans:** 6. Site, framing, electrical, and store layout. 1968-1970.

**Documents:** 3 inches. Records of leases, cost analysis, mall merchants' association, and store closing. 1968-1974.

**Photographs:** 11. Views of facades and interiors before and after 1939 and 1964 renovations. 1938-1964.

**Plans:** 42. Construction, renovation, electrical, mechanical, store layout, equipment, and fixture layout. 1912-1964.

**Documents:** 3 inches. Records of specifications, surveys, requisitions, structural computations, and equipment. 1912-1975.



Hot Springs, Arkansas

Photo De Luxe Studios

### **Hot Springs, 620 Central Avenue**

A store opened in Hot Springs in 1906; in 1910 it was located in leased space in an eclectic, existing brick and stone building. For the portion occupied by Kress, Seymour Burrell supervised alterations including adding characteristic arrangements of show-windows curving in toward double doors and capping the second floor with a Classical Revival cornice and balustraded parapet. In 1937 Edward F. Sibbert designed extensive renovations, including a new and much plainer brick and terracotta facade. The location was updated again in 1966, with new display windows, entrances, and porcelain enamel panels installed over the exterior mezzanine level. The store closed in 1980.

**Photographs:** 39. Views of 1937 renovation, exterior, show-windows at night, and interior, including sales area. 1936-1966.

**Plans:** 79. Construction, renovations, surveys, equipment, and fixtures. 1910-1965.

**Documents:** 0.25 inch. Records of roof repair. 1978.

***Little Rock, 612 Main Street***

The Kress company, on Main Street since 1901 and at this address from at least 1917, constructed a new store in 1944 to replace one destroyed by fire two years earlier. The one-story brick building had a plain plate-glass and metal storefront. In 1950 a second story, clad in matching brick and with a band of windows, was added to the building. The store went out of business in 1966.

***Pine Bluff, 326 Main Street***

A Kress store operated on Second Avenue by 1910, but in 1912 it was on this corner, in an eclectic two-story brick building with a denticulated cornice. In 1940 Kress architect Edward F. Sibbert modified the exterior with a new logo for the facade and a lower parapet. The store suffered extensive fire damage in 1943 and was rebuilt by Sibbert with a simpler, more modern brick and glass-block exterior and an interior with acoustical tile ceiling and simple trim. The store closed in 1980.

***Rogers, U.S. Highway 71  
Southgate Shopping Center***

Kress operated a discount variety store here from 1966 to 1974. The shopping center was designed by architect William B. Bekemeyer of Memphis, Tennessee.

**Photographs:** 26. Views of fire damage, construction, expansion, interior, and exterior. 1942-1951.

**Photographs:** 38. Views of 1920 and 1942 facades, air conditioner, interior, and exterior. 1940-1952.

**Plans:** 42. Surveys, plats, and plans for 1943 renovation; equipment; machinery; electrical; mechanical; and merchandise layout. 1912-1969.

**Documents:** 7 inches. Records of specifications, equipment, catalogs, contracts, requisitions, and communications with corporate headquarters. 1943-1981.

**Plans:** 21. Shopping center, store, and merchandise counter layout. 1966-1971.

***Alhambra, 11 East Main Street***

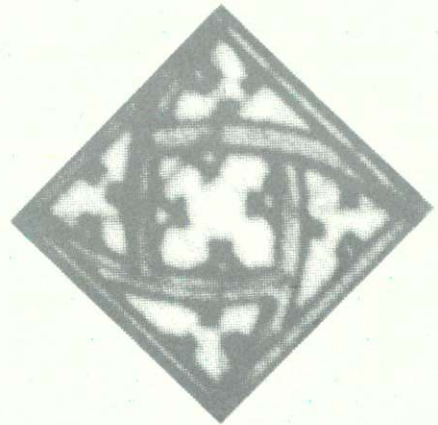
The company leased space from 1923 to 1960 in Alhambra's Van Amberg Building, located on a streetcar line in the commercial section. The two double entrances, each between inward-curving show-windows, and mezzanine strip windows beneath a horizontal sign were typical Kress facade elements. In 1937 the entrances, show-windows, and the interior were renovated by Edward F. Sibbert. The store closed in 1960, as did several other Kress stores in the Los Angeles area.

**Photographs:** 56. Views of pre-1937 condition, renovation progress, and interior and exterior of store and warehouse. 1936-1959.

***Bakersfield, 1401 19th Street***

Located on a downtown corner, this 1931 brick Art Deco building, designed by Edward F. Sibbert, has polychrome terracotta trim in geometric and floral patterns. Using a window treatment typical of the 1930s stores, the second- and third-story windows are linked by dark spandrels and frames creating strong vertical shapes suggesting pilasters. Although renovated to house shops and offices, the building retains most of its exterior Kress signs.

**Photographs:** 4. Views of the facades. 1990. Gift of Mr. Melvin D. Atkinson.





*Berkeley, California*

***Berkeley, 2036 Shattuck Avenue***

In 1932 Edward F. Sibbert began this store's design, drafting several different facades and floor plans. The Art Deco exterior decoration includes floral motifs forming capitals above vertical columns of windows and zigzag patterns across the building's cap. The building, owned by McCrory Stores, currently operates as a J.J. Newberry variety store.

**Photographs:** 80. Views of site and neighborhood, demolition, construction, exterior, and interior including sales and office areas. 1932-1990. Six of these are a gift of Mr. Don Bergman for the Sterik Company.

**Plans:** 28. Plats, maps, survey, and floor plans for 1932 construction; parapet repair; mechanical; and electrical. 1931-1975.

**Documents:** 8 inches. Records of deed, contracts, equipment, expenditures, requisitions, and modifications and repairs to comply with local seismic codes. 1932-1980.



***Calexico, 244 East Second Street***

The Kress chain came to Calexico in 1928; in 1940 the store occupied part of a Mission-influenced building approached through stuccoed arcades with pressed-tin ceilings. Architect John A. Nordbeck supervised the store's 1952 renovation and expansion. It was renovated and enlarged again in 1978, two years before its sale to McCrory Stores.

***Calexico, 219 East First Street***

In 1964 Kress constructed a second Calexico store, less than one block from the first. The concrete block and steel-truss building was designed by Newman, Riddle and Fowble, Architects and Engineers. As the chain was very successful in Calexico, the added sales and warehouse space was needed in spite of expansions to the other store. As in Nogales and El Paso, bilingual Spanish and English merchandising signs were used.

***Concord, Sun Valley Mall***

From 1967 to 1977, Kress operated a discount variety store in the Sun Valley Mall. The two-level enclosed mall was designed by architect John S. Bolles of San Francisco.

**Photographs:** 199. Views of neighborhood, site, renovation progress, 1979 earthquake damage, and interior and exterior of the store and warehouse. 1951-1979.

**Plans:** 84. Surveys, floor plans, wall and sign elevations, 1952 renovation, structural work, equipment, and machinery. 1920-1978.

**Documents:** 11 inches. Records of 1952 specifications, insurance, leases and deeds, equipment, contracts, earthquake damage, requisitions, and correspondence with corporate offices. 1944-1980.

**Photographs:** 35. Views of construction, interior, exterior, and earthquake damage. 1964-1979.

**Plans:** 14. Renovation, surveys, sign, mechanical, and electrical. 1964.

**Documents:** 2 inches. Records of specifications, soil analysis, contracts, and store opening. 1951-1966.

**Photographs:** 15. Views of entrance, interior, merchandise displays, and lunch counter. 1967.

**Plans:** 27. Mall site and store, with details including the lunch counter. 1965-1967.

**Documents:** 0.5 inch. Catalogs, records of estimates for heating and kitchen equipment. 1967.

**Daly City, 127 Serramonte Center**

Kress leased space for a large discount store in this suburban shopping mall in 1968.

This store, its plain interior lit by overhead fluorescent fixtures, was typical of other Kress stores opened in suburban malls and shopping centers in the 1960s and 1970s. The location closed in March of 1981.

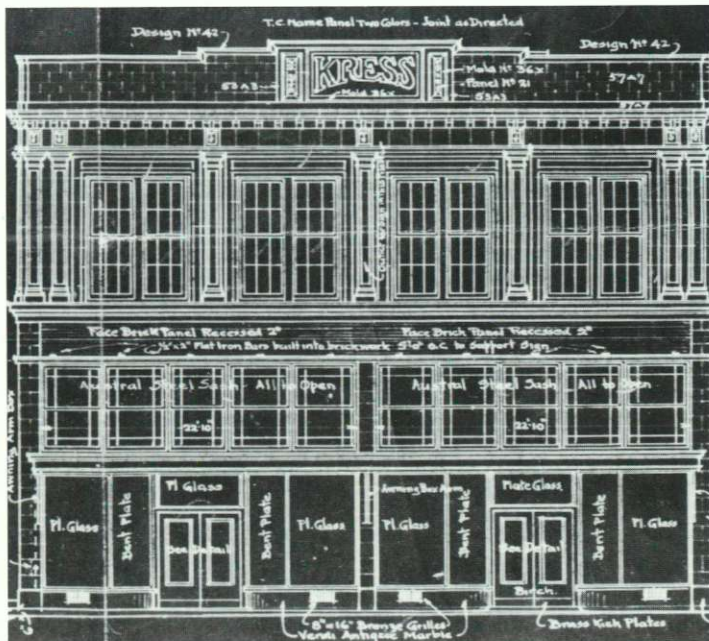
**Photographs:** 64. Views of facade at night and interior, including merchandise counters. 1968-1978.

**Eureka, 410 F Street**

Designed in 1929 by staff architect John G. Fleming, this building was completed the following year. Foliate motifs are dominant on the exterior, with fleurs-de-lis ornamenting console brackets and capping second-floor pilasters. Most of the facade is terracotta-clad, with show-window bases of verd antique, a highly figured green marble, and metal decorative vent grills. While the store closed in 1973, the building is still in commercial use.

**Plans:** 15. Construction, including elevations, sections, and details. 1929. Gift of the city of Eureka.

*Eureka, California, F Street*



***Eureka, 800 West Harris Street, The Mall***

The Mall in Eureka is a partially enclosed suburban shopping center designed by Neale B. Penfold and Associates. Kress occupied 15,000 square feet of leased space there from 1967 to 1980, when the location was purchased by McCrory Stores.

***Glendale, 225 North Brand Boulevard***

The first Glendale store opened in 1923, probably at 145 N. Brand Boulevard. In 1951 a new store designed by the Kress staff was built at this address, one block away. Geometric patterns along the raised central portion of the parapet and horizontal triglyphs above and below the second-floor windows enlivened the reinforced concrete facade, as did the central pylon-mounted vertical sign. Three sets of double doors, each between a pair of show-windows and all sheltered by a marquee, gave entry to the store.

***Hollywood, 6608 Hollywood Boulevard***

Edward F. Sibbert was the architect of this Art Deco store, built in 1934. An impression of upward motion is given by the roofline, taller in the center and formed by a series of rising arcs. Its vertical massing is accentuated by dark windows, spandrels, and frames creating the appearance of pilasters, an impression reinforced by the foliate panels capping these forms. The interior was lavish, with terrazzo floors, marble and travertine wainscoting, mahogany counters and shelves, and floral-motif panels and grills. The store

**Photographs:** 17. Views of interior and exterior of shopping center and Kress store. 1967-1968.

**Plans:** 4. Sales and storage areas and perspective view of shopping center. 1966-1967.

**Documents:** 5 inches. Records of leases, store specifications, equipment, requisitions, contracts, store inspections, and cost analysis. 1966-1980.

**Photographs:** 82. Views of the neighborhood, construction, exterior, and interior. 1950-1967.

**Plans:** 16. Mechanical and equipment, insurance map, and a survey. 1947-1967.

**Documents:** 12.5 inches. Records of opening inspection, specifications, leases, contracts, equipment, location survey, and correspondence with corporate offices. 1946-1980.

**Photographs:** 35. Views of construction, facade, main and basement sales areas, merchandise counters, travertine trim, staircases, and the adjoining J.J. Newberry store prior to construction of the Kress store. 1934-1948.



Hollywood, California

Photo W.P. Woodcock

closed in 1960, and the building is now the main store, corporate office, and lingerie museum of Frederick's of Hollywood. A replica store, built by Universal Studios in Orlando, Florida, is part of the movie set "Hollywood Boulevard."

***Huntington Park, 6901 Pacific Boulevard***

A Kress store opened in Huntington Park in 1924. By 1933 it was at 6363 Pacific Boulevard, where the store remained until it moved in 1951 to this corner lot in the commercial district. The steel-framed structure, designed by the company's architectural staff, had a reinforced concrete exterior with vertical corner accents, square panels above each of the second-story facade windows, which formed a band, and a Kress sign on a pylon that projected from the middle of the band of windows and rose above the roofline. The sales area had the same high ceiling and floor configuration as prewar stores but was stark by comparison, with simple finishes and moldings. McCrory Stores acquired the store in 1980.

***Los Angeles, 5211 West Adams Boulevard***

From 1928 to 1961, a store operated on Adams Boulevard in a two-story building with terracotta or cast-stone trim. The brick facade, like most stores of the 1920s, had two double entrances, each set between show-windows, mezzanine strip windows below a horizontal sign, a parapet raised at the center (where the logo appeared), and a vertical projecting sign at the center of the second story.

**Photographs:** 77. Views of site, neighborhood, construction, exterior, lunch counter, and main and base-level sales areas. 1946-1964.

**Plans:** 15. Includes insurance map, surveys, and plans for electrical, mechanical; and equipment. 1944-1954.

**Documents:** 11.75 inches. Records of construction, renovation (specifications, contracts, cost, and new location analysis), insurance, equipment, requisitions, orders, and correspondence with corporate offices. 1944-1980.

**Photographs:** 4. Views of the facade and sales area. Ca. 1935-1953.

**Documents:** 0.25 inch. Records of equipment and fixture inventory and disposal when the store closed. 1960-1961.

***Los Angeles, 621 South Broadway***

Opened in 1920, this five-story building was the first of fourteen Kress stores in Los Angeles. The facade, faced with terracotta above the mezzanine, had terracotta foliate details down the center and along each side. It was covered with porcelain enamel panels during a 1956 remodeling by L.W. Davidson and Associates, a Los Angeles architectural firm. The store closed in 1981.

***Los Angeles, 4605 South Broadway***

There was a store on this leased corner lot from 1923 until 1974. Architect John E. Kunst of Los Angeles supervised construction of the two-story brick and terracotta building, designed by the Kress architectural department. John G. Fleming was responsible for the pale Art Deco exterior that unified the original structure and 1931 addition, which extended the building on Broadway and 46th Street. The terracotta panels, spandrels, and trim bore stylized floral motifs and geometric patterns.

***Los Angeles, 4415 South Central Avenue***

Built in 1927, the two-story building was designed by E.J.T. Hoffman. The facade, brick with cast-stone cornice, parapet, and trim, is almost identical to that of another Los Angeles Kress structure, the Adams Street store of 1928. The building suffered some fire and water damage during the 1965 Watts riots. McCrory Stores purchased the location in 1980.

**Plans:** 40. Renovations, floor plans, fixture layout, and kitchen. 1954-1980.

**Photographs:** 5. Views of the exterior. Ca. 1931-ca. 1972.

**Plans:** 24. Surveys, insurance map, and plans for 1931 construction, electrical, equipment, and basement sales area. 1922-1958.

**Documents:** 6.25 inches. Records of 1922, 1931, and 1933 specifications, leases, computations, contracts, cost analysis, equipment, rental space, requisitions, and correspondence with corporate offices. 1922-1974.

**Photographs:** 21. Views of the neighborhood, facade, show-windows, interior, and damages from burglary and rioting. 1946-1965.

**Plans:** 11. Plat, insurance map, and plans for electrical, mechanical, and fixtures. 1927-1967.

**Documents:** 5 inches. Records of computations, cost analysis, riot damage, specifications, building condition, contracts, equipment, and correspondence with headquarters. 1927-1980.

**Los Angeles, 3951 Crenshaw Boulevard**

Kress operated a store at this location from August 1948 until March 1956.

**Documents:** 0.25 inch. Records of inventories and disposition of equipment and fixtures. 1957-1961.

**Los Angeles, 5715 North Figueroa Street**

In 1928 a building on Figueroa was either built or renovated—the records are not clear. The store was closed in 1974.

**Documents:** 0.25 inch. Partial record of a new site analysis. 1928.

**Los Angeles, 5831 South Vermont Avenue**

From 1927 to 1960, Kress had a store here in a building constructed or renovated under project architect E.J.T. Hoffman.

**Plans:** 1. Basement and second-floor fixtures. 1927.

**Documents:** 0.25 inch. Records of store closing and equipment and fixture inventory and disposal. 1960-1961.

**Los Angeles, 8334 South Vermont Avenue**

Edward F. Sibbert designed this two-story structure in 1946. The building has a simple finished cement facade with a horizontal Kress sign of large, red pin letters and a vertical neon sign projecting at the corner. There were two front entrances and an additional entry from the rear parking lot. The store closed in 1960.

**Plans:** 41. Construction, structural, electrical, mechanical, counter layout, show-window, shelving, signs, and fixtures. 1946-1956.

**Los Angeles, 5352 Wilshire Boulevard**

Opened in 1938, this streamlined Art Deco building by Edward F. Sibbert had reinforced concrete walls. The exterior was a study in perpendicular elements, with surface enlivened by alternating vertical and horizontal patterns cast in concrete and by the contrast of a vertical illuminated Kress sign that soared above the facade and a horizontal sign that spanned it. Inside, mahogany counters and cabinets and marblewood trim were used in the main sales area. A rear entrance allowed access from the parking lot.

**Photographs:** 75. Views of neighborhood and site, construction, exterior, sales area, offices, training room, and storage areas. 1937-1955. →

**Plans:** 1. First floor. 1955.

**Documents:** 0.25 inch. Records of fixture and equipment inventory and disposal from the store closing. 1960-1961.

**Los Angeles, 4519 Everett Avenue  
warehouse**

From 1960 to 1965, Kress leased space for offices and regional warehousing in a building designed by Facility Engineering, Limited, of Los Angeles.

**Photographs:** 3. Shelving units. 1963.

**Plans:** 5. Insurance map, plat, and site and floor plans. 1957-1960.

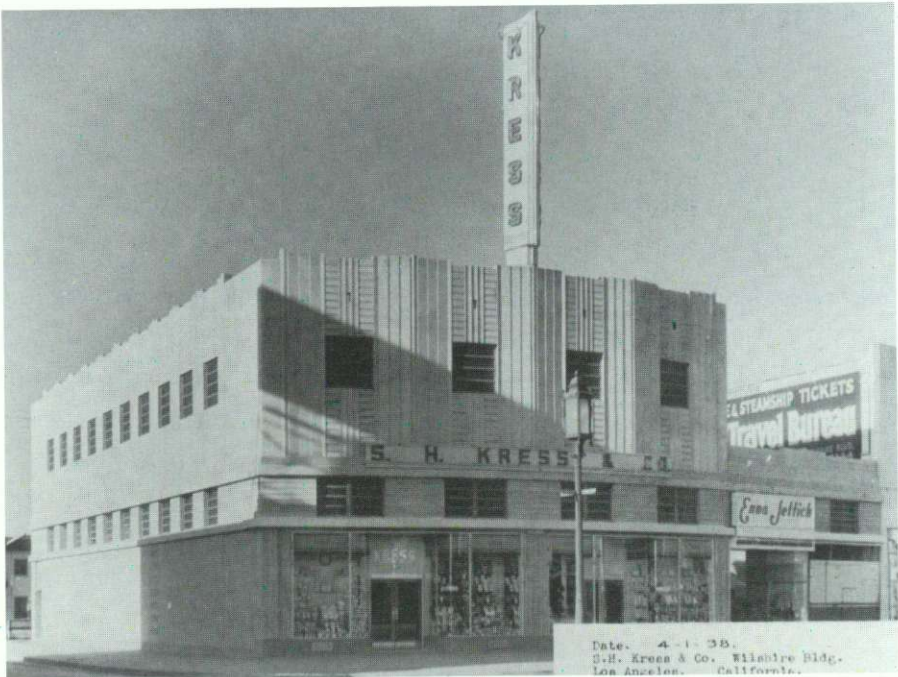
**Documents:** 2.5 inches. Records of leases, site and cost analysis, water damage, requisitions, catalogs, and correspondence with headquarters. 1958-1965.

**Riverside, 3824 Main Street**

Designed by John G. Fleming, this 1930 Art Deco building has a terracotta-clad facade with geometric ornamentation in the spandrels and on the parapet; foliate capitals top its pilasters. The store closed in 1980. In 1989 architect Stanley Saitowitz, renovating the building for the California Museum of Photography, designed a new interior and extensive facade modifications.

**Photographs:** 24. Views of construction, facade, entrance, exterior conditions and repair, and sales area. 1929-1957.

*Los Angeles, California,  
Wilshire Boulevard  
Photo W.P. Woodcock*







Riverside, California

Photo Avery Edwin Field

**Sacramento, 5905 Florin Road**

Opening in the Florin Center in 1968, this became the fourth Kress store operating in Sacramento at that time. The store, which closed by 1980, had linoleum floors and suspended tile ceilings. There were no show-windows for the mall entrance, only plate-glass walls.

**Photographs:** 7. Views of the entrances, sales area, and lunch counter. 1968.

***San Fernando, 1004 San Fernando Road***

The original building, designed by the Kress architectural staff in 1929, had a little-ornamented brick and terracotta facade with all of the typical early elements: two double entrances flanked by show-windows, a horizontal sign above the mezzanine windows, a vertical sign projecting from the second story, a cornice at the roofline, and the logo centered on the parapet. The building suffered extensive damage during an earthquake in 1971 and was demolished. Its replacement, which remained in operation only until 1975, was a one-story building with faintly Pueblo Revival details including a stucco finish, false vigas, tile parapet coping, and glazed tiles around the plate-glass windows.

***San Pedro, 630 South Pacific Avenue***

The first Kress store in San Pedro opened at 600 Pacific Avenue in 1924, beginning a period of rapid expansion of the chain in California. In 1938 a new streamlined Art Deco structure designed by Edward F. Sibbert was built on this corner site in the commercial district. Horizontal grooves in the concrete wrapped around the curved corners, while the central portion had windows and colored ornamental panels creating vertical accents, as did the projections rising above the parapet. The sales area had hardwood floors, flame mahogany counters, marblewood trim, and geometric patterns in the plaster walls. The store went out of business in 1980.

**Photographs:** 26. Views of 1929 construction, exterior, sales area, and merchandise counters. 1929-1971.

**Plans:** 7. Insurance map, plat, and plans for store and merchandise layout. 1928-1978.

**Documents:** 7.5 inches. Records of 1929 specifications, earthquake damage, insurance, contracts, leases, site survey and evaluation, equipment, and computations. 1928-1977.

**Photographs:** 55. Views of construction, exterior, sales area, merchandise counters, and displays. 1938-1963.



***Santa Ana, 2726 North Main Street***

Kress has been in Santa Ana since 1926, and from 1935 until 1960 operated in this brick building with its elaborate Spanish Colonial Revival facade. Ornate metal grillwork covered the strip of mezzanine windows, while a horizontal band of intricate tracery tops the alternating second-floor windows and piers. The interior of the building was renovated in 1937 by Edward F. Sibbert.

***Santa Ana, Metcalfe Plaza***

In 1959 Kress opened a discount variety store in a large one-story building in the Metcalfe Plaza shopping center. The storefront consisted of large plate-glass windows surrounded by stone and a stuccoed parapet. Rising above the roofline at one corner of the parapet were porcelain enamel panels with large *Ks*. (see photo page xiii)

***Santa Clara, 2790 El Camino Real***

A Kress variety store opened in a new reinforced concrete and steel building in the Moonlite Plaza shopping center in 1961; ten years later Kress added a Dart Fabric shop in an adjoining building. The store operated until 1981.

*San Pedro, California*  
*Photo Inman Co. Photo*

**Photographs:** 15. Views of 1937 renovations, exterior, garden shop, and sales area before and after conversion to self-service in 1957. 1935-1957.

**Photographs:** 54. Views of construction, exterior, and interior, including merchandise displays, lunch counter, and kitchen. 1959.

**Photographs:** 63. Views of shopping center, construction, facade, entrances, neighborhood, sales area, offices, lunch counter, and mechanical areas. 1960-1972.

***Santa Monica, 1231 Third Street***

Kress opened a store on Third Street in Santa Monica in 1924. This new building, constructed one block away in 1950, had a steel skeleton and reinforced concrete walls. It was very similar to the Huntington Park building, with identical sign pylon and decorations over the windows. The store, which converted to self-service in 1957, closed in 1965.

***Santa Rosa, 360 Coddington Center***

Kress operated a large discount variety store in a suburban shopping center in Santa Rosa from 1963 to 1981.

***Stockton, 409 East Main Street***

Built in the commercial district of Stockton in 1930, this three-story Art Deco building was probably designed by architect John G. Fleming, who was active in Kress West Coast design work between 1929 and 1931. The store had almost identical brick and terracotta facades on Main and Sutter streets. The logo, typical of early 1930s decoration, was in gilded letters just below the terracotta-clad parapet. McCrory Stores took over the location in 1980.

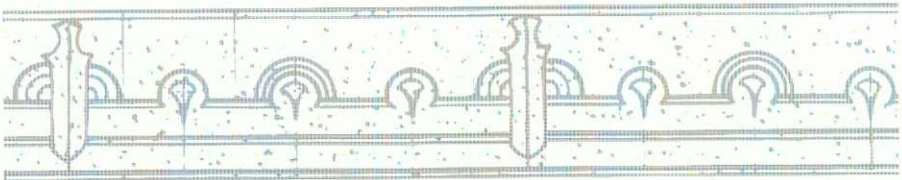
**Photographs:** 53. Views of construction, facade by day and night, exterior, and interior. 1950-1957.

**Photographs:** 23. Views of the exterior, sales area; lunch counter, and merchandise displays. 1963.

**Photographs:** 110. Views of construction, rendering, facades, roof, 1980 earthquake damage, main and basement sales areas, restaurant, storage areas, and air conditioner installation. 1930-1980.

**Plans:** 9. Surveys, insurance map, and plans for lunch counter, merchandise layout, and marquee details. 1930-1971.

**Documents:** 7.5 inches. Records of computations, contracts, leases, cost estimates, 1929 specifications, requisitions, store inspections, and equipment. 1929-1980.



## *Colorado*

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### ***Boulder, 1222 Pearl Street***

A store opened in Boulder in 1925; by 1936 it was located in this eclectic building at 1222 Pearl Street. In 1938 the building was slightly enlarged and renovated under staff architect Edward F. Sibbert. Kress converted this location to a Dart Bargain Store in 1965 and closed it three years later.

**Photographs:** 12. Views of facade, rear elevation, and interior. 1938-1964.

### ***Colorado Springs, 23 North Tejon Street***

Opened in 1932, this store was in an Art Deco two-story building with a matching one-story addition. The polished granite base supported plate-glass and steel show-windows, and the facade above the mezzanine was clad in pale terracotta. Polychrome terracotta ornamentation included friezes with geometric and foliate motifs above and below the mezzanine windows and low-relief foliate panels capping the pilasters. The store closed in 1970.

**Photographs:** 51. Views of facade, show-windows, rear entrance, roof, sales area, lunch counter, offices, storage, and machinery. 1958-1961.

### ***Denver, 923 16th Street***

**Photographs:** 31. Views



Denver, Colorado

**Greeley, 811 Eighth Avenue**

Kress constructed this L-shaped building in 1929. The facades, with double entrances on one street and a single entrance on another, are brick with terracotta cornice and trim. The interior had pilasters with acanthus-leaf capitals and an ornate dentil crown molding with floral and chevron patterns. The store closed in 1966.

**Photographs:** 49. Views of construction, neighborhood, exterior, and interior. 1929-1964.



*Pueblo, Colorado*

***Pueblo, 301 North Main Street***

Kress opened a store in Pueblo in 1914 in the Masonic building on North Main Street. In 1930 an Art Deco building by George E. MacKay was constructed at 301 North Main Street. This store has a fortresslike brick and terracotta facade with polychrome terracotta frieze, spandrels, foliate capitals, and other trim in primarily geometric patterns. A vertical sign projects at the corner and a horizontal sign spans the front. Kress coats of arms flank the corporate logo just below the parapet. The store closed in 1979; the renovated building, renamed the Pueblo Business and Technology Center, now houses the Pueblo Economic Development Corporation, which helps small businesses get started.

**Photographs:** 61. Views of site, construction, facade, signs, entrances, main and basement sales areas, restaurant, kitchen, and mechanical area. 1929-1962.

***Trinidad, 136 East Main Street***

This store was in a three-story Renaissance Revival building, also home to a Masonic lodge. Kress installed its standard show-windows, double entrances, and sales area furnishings and fixtures. The store was in business from 1911 until 1980.

**Photographs:** 14. Views of facade, rear entrance and parking lot, sales area, merchandise, jewelry and candy counters, and mechanical area. 1935-1951.

***Bradenton, 6108 West 14th Street***

A Kress discount variety store opened in the Bayshore Garden Shopping Center in 1959. Genesco sold the store in 1980 to McCrory Stores, which still operates it under the Kress name.

***Jacksonville, 120 North Main Street***

In 1900 Kress opened a Jacksonville store. That operation, on Forsyth, was moved ca. 1912 to this large building, situated on a corner. Designed by Seymour Burrell, the building has a Classical Revival-influenced exterior in brick and limestone. The store closed in 1977, and the building, renovated in 1980, is used as an office.

***Jacksonville, 2002 San Marco Boulevard***

Kress built an additional Jacksonville store in 1942. For this store, with its streamlined Art Deco facade of white stucco, the traditional inward-curving show-windows were abandoned for flat sheets of glass in frames that angled toward the entrances. Part of the building was sublet to another retailer until 1957 when Kress took over the entire structure. The store closed in 1961.

***Miami, 54 East Flagler Street***

In 1916 a Miami Kress store opened. By 1924 it was on Flagler Street, in a five-story building with an elaborate white terracotta facade featuring rosettes, festoons, and cartouches bearing the letter *K*. In 1937 Kress acquired the Venetian Building at 54 Flagler Street, and Edward F. Sibbert designed a new structure utilizing its steel skeleton. This streamlined Art Deco building had a sleek granite facade with rounded

**Photograph:** 1. View of facade. 1990. Gift of Ms. Nan K. Gibson.

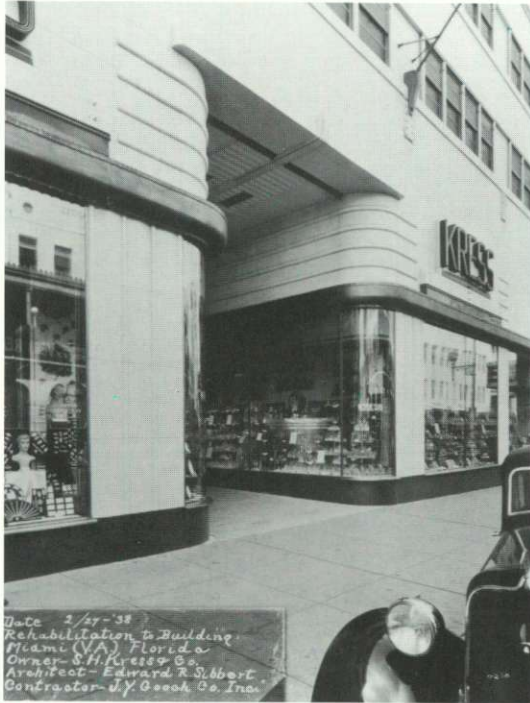
**Plans:** 1. Isometric drawing of elevation and plan of lunch counter. 1948.

**Photographs:** 59. Views of neighborhood, exterior, repair, sales area, entrances, displays, offices, mechanical areas, and 1957 renovations. 1942-1958.

**Photographs:** 146. Views of first store, 1924 facade, 1937 demolition, construction, site, facades, roof, renderings, signs, sales area, cafeteria, kitchen, soda counter, solar water-heating system, repairs, and renovations. Ca. 1916-1975.

**Plans:** 140. Construction and renovation, electrical, structural, mechanical,





Miami, Florida  
Photo Verne O. Williams

corners on Flagler and a plainer granite and stucco facade on First Street. The store was one of the company's Class A stores, with especially fine decor and a spacious main sales area, enhanced with marblewood and satinwood trim under a ceiling nineteen feet tall. A large cafeteria on the mezzanine was decorated with photomurals of famous beaches. The store closed in 1981.

### ***Miami Beach, 1201 Washington Avenue***

Constructed in 1941, this store was in an addition to the Cinema Casino, a large building originally constructed as a casino and then converted to a movie theater. Edward F. Sibbert designed the interior. The exterior, by architect L. Murray Dixon for the Panama Corporation (the property owner), is a streamlined Art Deco design

cafeteria, kitchen, and merchandise counter layout and fixtures. 1936-1978.

**Photographs:** 60. Views of construction, exteriors, sales area, lunch counter, show-windows, hurricane shutters, and damage to the entry by a car. 1941-1966.

**Plans:** 94. Construction; signs; show-windows; walls; lighting; electrical; mechanical; plats; and details of shelving, fixtures, offices, and

that flows smoothly from the Casino Cinema and around the street corner. Its facade is faced with keystone and stucco to match the existing building. The store closed in 1980, and the space has been leased for a variety of commercial uses since then.

**Orlando, 15-17 West Church Street**

An Orlando store was housed in a three-story L-shaped building that was constructed in 1935 in the commercial district. Edward F. Sibbert designed the Art Deco structure, faced with granite and terracotta on Orange Street and brick and terracotta on Church Street. Both facades have bronze marquees and polychromed terracotta ornamentation above the windows and along the parapets. The building, which was renovated following the 1979 store closing, has been designated an individual local preservation landmark by the city of Orlando.

**Sarasota, 1442 Main Street**

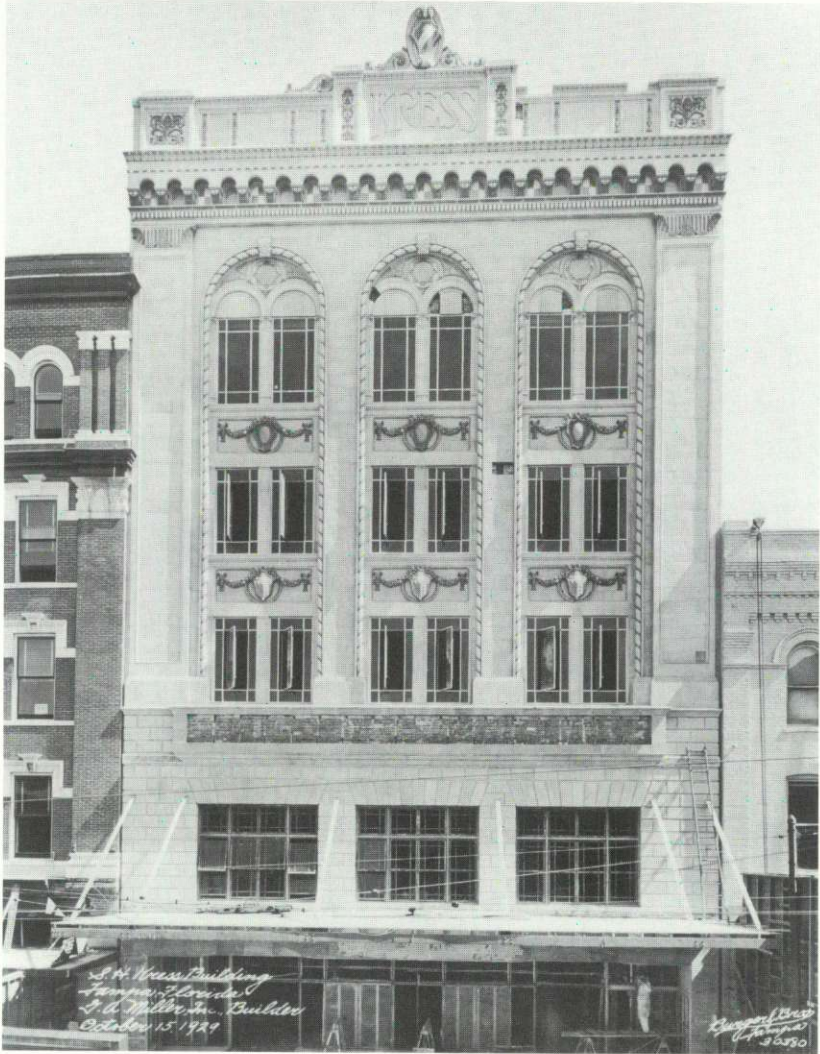
To judge by its style and date, this 1932 Art Deco building is probably by Kress architect Edward F. Sibbert. Its shaped parapet and window arches give a Spanish Mission character; the facade is buff-colored brick and light colored terracotta with polychromed terracotta in the tympana and along the parapet. Closed in 1974, the structure was renovated and is now Kress International Plaza, housing restaurants and antique shops. The building, on the National Register of Historic Places, retains most of its exterior signs, including Kress corporate logos inlaid in the vestibules' terrazzo floors.

equipment. 1936-1965.

**Plans:** 14. Construction and counter layout. 1935-1969. One plan is a gift of Genesco, Inc.; the rest are given by Messrs. W.D. Bishop, Sr., and J. Charles Gray.

**Photographs:** 6. Views of facade, show-windows, and interiors. 1990. Gift of Ms. Nan K. Gibson.

**Plans:** 1. Kitchen elevations and floor plan. 1959.



Tampa, Florida



West Palm Beach, Florida

**Tampa, 811 Franklin Street**

A store is listed in the 1900 Tampa city directory at 1001 Franklin on a streetcar line. In 1908 the store moved to 811 Franklin Street; it was demolished in 1929 to make way for this four-story building by staff architect George E. MacKay. The exuberant Renaissance Revival facades on Franklin Street and Florida Avenue are terracotta, rusticated at the first-floor and mezzanine levels, with ornate bronze marquees above the first floor. The second- and third-story window spandrels have cartouches surmounted by festoons, with the Kress coat of arms in the second-floor cartouches. The third-floor tympana are decorated with stars. Flood lights on top of the marquee and the cornice illuminated the elaborate facade by night. Like the Miami location, this was a Class A store, and the main sales area had fluted pilasters with acanthus leaf capitals, decorative grills, and a coffered ceiling with elaborate moldings. The building is listed on the National Register of Historic Places.

**West Palm Beach, 400 Clematis Street**

The store was constructed in 1949 on a corner lot. The Kress architectural staff designed the building, which has a steel skeleton faced with limestone veneer that alternates in height from course to course. The facades on Clematis and South Poinsettia include sets of strip windows that add to the horizontal appearance given the building by its stone work and massing. The main doors faced the diagonally clipped corner, where a Kress sign of large neon letters was mounted vertically above the entrances. The store closed in 1974.

**Photographs:** 60. Views of facades ca. 1905 and 1908, 1929 construction, facades by day and at night, main and basement sales areas, offices, lunch counter, soda bar, and repair work. Ca. 1905-1968.

**Plans:** 59. Construction, plumbing, electrical, counter layout, structural, mechanical, kitchen, and layout; valence schedules; and soda counter details. 1929-1961.

**Photographs:** 100. Views of site, construction, facades, roof, solar water heater installation, sales area, candy and lunch counters, offices, and training room. 1949-1970.

**Plans:** 26. Plats, electrical, mechanical, and counter layout plans. 1946-1969.

**Documents:** 6 inches. Records of computations, contracts, specifications, orders, equipment, leases, and maintenance. 1947-1974.

***Albany, 121 North Washington Street***

In 1916 a store opened here after an existing building was enlarged and adapted by Seymour Burrell who designed the show-windows, signs, and interior renovations. In 1931 that structure was replaced with an Art Deco building planned by Edward F. Sibbert. The brick facade had polychromed terracotta ornament including chevron motif friezes, floral motifs and triglyphs in the spandrels, and stylized lotus or palmette capitals topping the pilasters. After the store closed in 1980, the building was demolished.

***Americus, 118 Jackson Street***

In 1911 Kress leased space here in a brick and stone building. To adapt it for use as a variety store, Seymour Burrell designed modifications that included show-windows, signs, entrance vestibules, and mezzanine windows with prismatic glass in pivoting sashes. Edward F. Sibbert supervised a 1933 interior renovation. Kress, now owned by Genesco, Inc., closed the store in 1979.

***Athens, 153 East Clayton Street***

The Athens store opened here in 1915, in the Talmadge Building, with the standard Kress show-windows, entrances, and interior fixtures. An extensive remodeling under Kress architect Edward F. Sibbert in 1941 gave a more modern appearance to the exterior, where flush panels with the Kress

**Photographs:** 36. Views of facade, rear entrance, 1940 tornado damage, 1952 renovations, sales area, merchandise counters, offices, storage, exterior conditions, and repair. 1940-1952.

**Plans:** 125. Construction, counter layout, windows, heating and cooling, wall sections, fixtures and equipment, structural, mechanical, electrical, and plats. 1929-1977.

**Documents:** 7.5 inches. Records of leases, 1931 and 1951 specifications, catalogs, contracts, equipment, computations, requisitions, and correspondence with Kress headquarters. 1915-1981.

**Plans:** 45. Renovations, mechanical, electrical, counter and office layout, signs, fixtures, show-window, display equipment, and an insurance map. 1911-1969.

**Documents:** 5 inches. Records of computations, contracts, guarantees, leases, orders, payments, catalogs, and 1911 specifications. 1933-1980.

**Photographs:** 36. Views of facades, street views, roof repair, sales area, merchandise counters, storage, mechanical area, interior demolition, and renovation. 1940-1965.

**Documents:** 1.5 inches. Records of insurance, contracts, expenditures,

name in bright metal pin letters were installed over the facade. A 1965 renovation included interior work, porcelain enamel panels installed over the mezzanine level, and new entrances and show-windows. The store went out of business in 1980.

### *Atlanta, 50 Broad Street, South West*

This location was one of four Kress stores in Atlanta, where the chain established itself in 1902. The building on Broad, its architect and construction dates unknown, was a large Art Deco structure with terracotta-clad facades on Broad and Peachtree streets. The building has been demolished.

### *Atlanta, 1012 Peachtree Street North East*

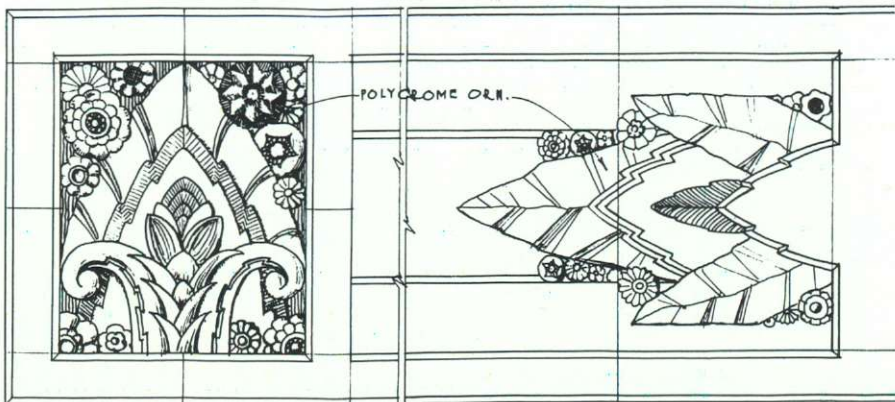
Edward F. Sibbert designed this one-story Art Deco building, built in 1932. The facade is terracotta, with its primary ornaments the Kress corporate logo in gilded letters in the parapet and four polychromed terracotta foliate panels. The building, used for a variety of purposes since the store closed in 1973, currently houses the Theater Outfit which stages theater in the round in the former sales area.

equipment orders, and repairs. 1960-1969.

**Plans:** 101. Existing conditions, proposed renovations, and a subway map. 1972-1977.

**Plans:** 35. Construction, penthouse addition, office, lighting, counter layout, mechanical, vents, chimney, signs, foundation, steel framing, heating, and cooling. 1931-1962.

*Atlanta, Georgia, Peachtree Street*



**Augusta, 832 Broad Street**

The Kress store opened in Augusta ca. 1898 in an existing brick building, but the site is not shown in the records. In 1940 a streamlined Art Deco building designed by Edward F. Sibbert was constructed here, with entrances on Broad and Ellis streets. The facade was terracotta and pale brick, with horizontal striations at the top and center and a vertical Kress sign projecting from between sets of strip windows. This was a Class A store, with interior decor that included fine wood wainscoting and trim, mirrored columns, and elaborate moldings. Renovated in 1965, the store closed fifteen years later. (see photo page xviii)

**Augusta, 1529 Marvin Griffin Road  
warehouse**

Kress operated a regional distribution center and warehouse at this address from approximately 1959 to 1974.

**Brunswick, 1505 New Castle Street**

Architect Julius H. Zeitner designed this brick and limestone Kress building, which opened in 1909 with a portion of the building subleased to another retailer. In 1930 Edward F. Sibbert enlarged and renovated the building. The store was renovated and enlarged again in 1958, with new entrances and show-windows installed and porcelain enamel panels placed over the facade. McCrory Stores purchased the location in 1980.

**Photographs:** 48. Views of store entrance ca. 1898, 1941 facades, show-windows, entrances, sales area, displays, offices, lunch counter, soda bar, mechanical areas, and renovations. Ca. 1900-1965.

**Plans:** 2. Storage racks and bins. 1959.

**Photographs:** 21. Views of street, facade, show-windows, sales area, lunch counter, and 1958 reopening ceremonies. 1958-1959.

**Plans:** 42. Insurance maps; surveys; plats; plans for lunch counter, mechanical, electrical, coping, door, fixtures, and equipment; and facade elevations and details. 1908-1959.

**Documents:** 7.5 inches. Records of insurance, computations, equipment, guarantees, specifications, contracts, cost analysis, catalogs, technical data, and outside stockroom. 1930-1980.



*La Grange, Georgia*  
*Photo Patrick's Studio*

***La Grange, 137 Main Street***

This store opened ca. 1913, in a two-story building with decorative vent grills, a heavy denticulated cornice, a parapet raised in the center, and mezzanine strip windows. During a 1962 renovation, its cornice was removed, the resulting void stuccoed, porcelain enamel panels placed over the mezzanine exterior, and a large illuminated Kress sign installed. The store closed in 1980.

***Macon, 612 Cherry Street***

The Macon store opened ca. 1899 and moved to this new two-story building in 1926. The facade is white terracotta with polychrome cartouches in three second-story false windows flanked by pilasters and with the Kress name surrounded by polychrome molding on the parapet. Additional facade ornamentation includes festoons and a frieze of cartouches underneath a shallow denticulated cornice. Deeply recessed twin entrances provided space for generous vestibules with long show-windows. The store closed in 1970.

**Photographs:** 60. Views of exterior condition, facades, main and basement sales areas, merchandise displays, and counters. 1931-1970.

**Photographs:** 14. Views of construction, facade, machinery, and the sales area. 1926-ca. 1950.



***Macon, 502 Cherry Street***

Two months after closing the store at 612 Cherry Street (previous page), Kress opened a new store at 502 Cherry in an existing four-story building, formerly home to a J.J. Newberry variety store. The store went out of business in 1974.

***Rome, 219 Broad Street***

In 1906 Kress opened its first Rome store. In 1928 the store at this address was demolished and a new Classical Revival building, designed by E.J.T. Hoffman, was begun. The new structure's nearly square brick-clad facade was ornamented with terracotta sills, coping, festoons, rosettes, and cornice. The bases of the show-windows were of verd antique, a highly figured dark green marble. In 1967 the mezzanine exterior was covered with porcelain enamel panels with a Kress sign of large illuminated letters. The location was sold to McCrory Stores in 1980.

***Savannah, 120 West Broughton Street***

In 1913 a store was set up in an existing building at the intersection of two streetcar lines. The store received typical Kress show-windows, entrances, and interior details. That building was demolished in 1922. Its large replacement, designed by staff architect E.J.T. Hoffman, was atypical in its dark brick cladding and flat-topped parapet. The 1938 incorporation of the adjoining Blumberg Building, its facade altered to match the Kress store, enlarged this already generous facility. Architect Edward F. Sibbert designed the project to give a raised center to the parapet and an Art Deco look to the sales area, with mirrored columns,

**Plans:** 17. Mechanical, electrical, and floor plans drawn by J.J. Newberry's architectural staff. 1956.

**Photographs:** 24. Views of construction, facades of temporary store and 1928 building, rear elevations, and main sales area. 1928-1976.

**Plans:** 40. Construction, proposed fabric store, heating, store fixtures, and signs and cast-iron columns. 1928-1975.

**Photographs:** 60. Views of exterior, interior, heating and cooling equipment, 1959 renovations, sales area, lunch counter, and kitchen. Post-1923-1969.

**Plans:** 44. Insurance maps, plats and surveys of Kress and Blumberg buildings, plans for party walls and parapet, Blumberg building, street light elevations, and equipment and machinery. 1922-1969.

**Documents:** 12.5 inches. Records of equipment, contracts, insurance, catalogs, requisitions, payments,

marblewood wainscoting, and the Kress corporate logo cast in plaster on the walls. New show-windows were installed in 1947, and in 1959 the windows, show-windows, and entrances were replaced. McCrory Stores purchased the location in 1980.

**Valdosta, 105 North Patterson Street**

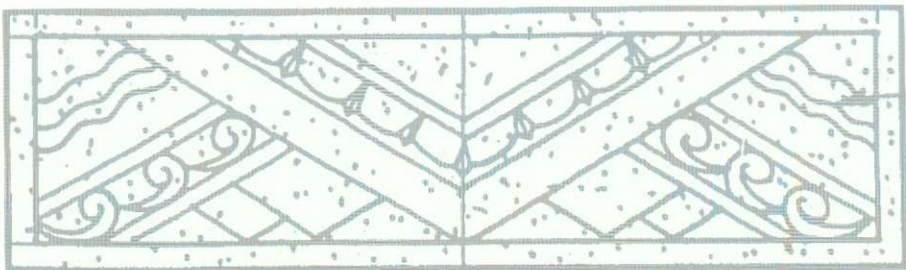
This store opened in 1913 in a new building designed for the property owner by staff architect Seymour Burrell. The building, like many Kress stores of that period, was brick with stone trim and galvanized iron cornice and parapet sign. The second- and third-story windows were framed by pilasters supporting semicircular arches. In 1938 demolition of an adjoining building made room for an addition, with brick and trim matching the original store but with wider proportions. As part of a second expansion in 1957, with J.N. Pease and Company as the architect, the parapet, cornice, and projecting masonry were removed. Following partial demolition and rebuilding of a neighboring structure, porcelain enamel panels covered the facade of the two buildings. The store closed in 1974.

computations, soil and water conditions, and specifications. 1913-1980.

**Photographs:** 73. Views of construction, photographs for additions and renovations, facade, adjoining properties, rear elevation, lunch counter, offices, and warehousing area. 1938-1958.

**Plans:** 103. Construction, renovations, addition, adjoining building, equipment, mechanical, counter layout, insurance maps, surveys, and plats. 1912-1958.

**Documents:** 10 inches. Records of leases, deeds, insurance, equipment, orders and requisitions for daily operation equipment and supplies, computations, site evaluations, correspondence with Kress headquarters, and 1938 specifications. 1936-1978.



**Waycross, 308 Mary Street**

Seymour Burrell designed this 1910 store, a small two-story building with mezzanine strip windows, a parapet raised in the center, a heavy cornice, and double entrances flanked by show-windows. A 1936 addition provided a single entrance on Alice Street. Edward F. Sibbert, the architect of the addition, also modified the Mary Street facade, removing the cornice, installing a lower parapet, and changing the signs. A 1964 renovation preceded the store's closing by ten years.

**Photographs:** 56. Views of neighborhood, facades, 1936 construction, show-windows at night, sales area, candy counter, soda bar, lunch counter, and mechanical areas. 1936-1964.

**Plans:** 73. Plats, surveys, and plans for 1911 and 1936 construction, structural and mechanical, equipment, office, heating and cooling, signs, and interior walls. 1910-ca. 1966.

**Documents:** 7 inches. Records of insurance policies, equipment, leases, deeds, cost analysis, warranties, requisitions, and contracts. 1910-1975.



**Hilo, 174 Kamehameha Avenue**

Designed by Edward F. Sibbert, this 1932 Art Deco building has a terracotta facade with polychrome trim. The building was renovated and an addition built in 1957. The store closed in 1980, and the building was renovated for commercial use in 1989. Residences were provided for store managers on at least three of the Hawaiian Islands. The Hilo store manager's house, its location not recorded, was a two-story, frame-and-stone single-family home with a porch and lanai.

**Hilo, 777 Kilauea Avenue**

Kress placed a large discount variety store in the Hilo Mall in 1970. As with many of the stores of this period, the store contained large fabric and clothing departments to give Genesco, the parent company, retail outlets for some of the products it manufactured.

**Honolulu, 1117 Fort Street Mall**

The first Kress store in Hawaii opened here in 1931. Staff architect John G. Fleming designed a Spanish Colonial Revival building complemented by a tile roof and terracotta facade with ornate iron balconies and other elaborate ornamentation. In 1935 a large addition, with a similar but plainer facade, was built on Union Street. The store had a lavishly decorated sales area with marble wainscoting, special light fixtures, and elaborate grills and moldings. A recreation room for male employees was located in a small penthouse. Kress provided a home for the Fort Street store manager. The first residence was replaced in 1948 with a property at 2438 Ferdinand Road because the manager's

**Photographs:** 1. View of manager's house exterior. 1943.

**Plans:** 20. Plats; surveys; soil tests; and plans for sales fixtures, equipment, offices, signs, and show-windows. 1931-1955.

**Documents:** 9 inches. Records of specifications, equipment, requisitions, contracts, leases, and computations. 1931-1981.

**Photographs:** 80. Views of merchandise counters and displays, checkout stands, restaurant, late stages of construction, and opening-day ceremonies. Ca. 1970

**Photographs:** 140. Views of facades, show-windows, entrances, main and basement sales areas, restaurant, displays, recreation area, machinery, renovation, demolition and construction for addition. 1935-1970.

**Plans:** 76. Insurance maps, surveys, and plans for interior, sign, site, foundation, mechanical, electrical, show-window, door, vestibule, office, fixtures, and equipment. 1926-1971.

**Documents:** 21.5 inches. Records of computations, renovations, food department, deeds and leases, repair and renovation estimates, site analysis, design



Honolulu, Hawaii, Fort Street

Photo Bert G. Covell

“wife’s health was poor” and “the present 3-story building is too much for her.” The new house included servants quarters, garage, pergola, fernery, and lanai. The store closed in 1981, and the building has been demolished.

### **Honolulu, Sonoma Street**

Apparently the company was interested in this large lot for a warehouse for the Fort Street store, but there is no indication the location was ever acquired or used. The company also held, but never used, two Quonset huts in Honolulu at South Street and Quinn Lane as warehouse space for the same store.

### **Honolulu, 2295 North King Street**

In 1967 Kress opened a store in the Kalihi Shopping Center in space previously occupied by a Dickinson variety store. It closed in 1977.

suggestions, catalogs, warehouse, manager’s house, and specifications. 1929-1980.

**Plans:** 1. Published map of downtown area with site indicated. 1945.

**Plans:** 8. Structural details; wall elevations; mechanical, electrical, and counter layout; and signs. 1954-1967.

***Honolulu, Moanalua Shopping Center***

Kress took over the leases to five Ben Franklin variety store sites, including this one in the Moanalua Shopping Center. Minor changes were made to convert the space to a Kress store, and a Dart Fabric store was added in 1971. This location, the next-to-last Kress store operated by Genesco, closed on March 21, 1981.

***Kaimuki, 3632 Waialae Avenue***

Only minor changes are recorded for this suburban-Honolulu location, opened in 1967 in a two-story building formerly occupied by a Ben Franklin variety store. The operation closed in 1980.

***Kaneohe, 45-480 Kaneohe Bay Drive***

This Oahu site in the Windward City Shopping Center, designed by Wimberly & Cook and built in 1959, was converted from a Ben Franklin store in 1967 and housed a Kress store until 1980.

***Lihue, 4291 Rice Street***

Designed by Edward F. Sibbert in 1937, this one-story building on Kauai had a steel frame with reinforced concrete walls. Simple designs of vertical grooves and stylized coats of arms enhanced the concrete facade. The interior was very plain with exposed steel columns and little ornamentation. This store closed in 1980.

The manager's home, designed by Edward F. Sibbert, was a small frame bungalow with a detached garage. It was completed shortly after the Lihue store opened.

**Photographs:** 8. Views of facade, entrances, and sales area. Ca. 1967.

**Plans:** 1. Exterior signs. Ca. 1967.

**Photographs:** 14. Views of Ben Franklin store facade, entrances, and sales area. Ca. 1967.

**Plans:** 15. Signs, counter layout, and Ben Franklin store. 1948-1975.

**Photographs:** 24. Views of facade, sales area, and exterior of Ben Franklin store. Ca. 1967.

**Photographs:** 78. Views of street; site; construction; facade; rear exterior; sales area; candy, jewelry, and lunch counters; and manager's house. 1937-1966.

***Wahiawa, 823 California Avenue***

Kress opened a variety store in Oahu's Wahiawa Shopping Center in 1967, taking space that a Ben Franklin store had occupied. Two years later a Kress fabric store was added. The last Kress store operated by Genesco, it closed on March 24, 1981.

**Photographs:** 12. Views of exterior and sales area of fabric store. 1969.

***Waianae, 86-120 Farrington Highway  
Waianae Mall***

In 1975 Kress, in the midst of closing numerous locations, leased space for a large discount variety store in a Honolulu suburb's new partially enclosed shopping mall. This store operated for only five years.

**Photographs:** 97. Views of opening activities, sales areas, merchandise counters, interior of mall, fixtures, and merchandise installation. Ca. 1975.

***Wailuku, 2065 Main Street***

Opening in 1935 in Wailuku, the main city on Maui, the store was in a one-story Art Deco building with a central entrance flanked by two pairs of show-windows, a streamlined bronze marquee, dark stripes along the parapet and above the mezzanine area, and triangular polychrome ornamentation on the white facade. The store closed in 1980.

**Photographs:** 17. Views of facade, lunch counter, and sales area. Ca. 1943-1969.





**Cairo, 913 Commercial Avenue**

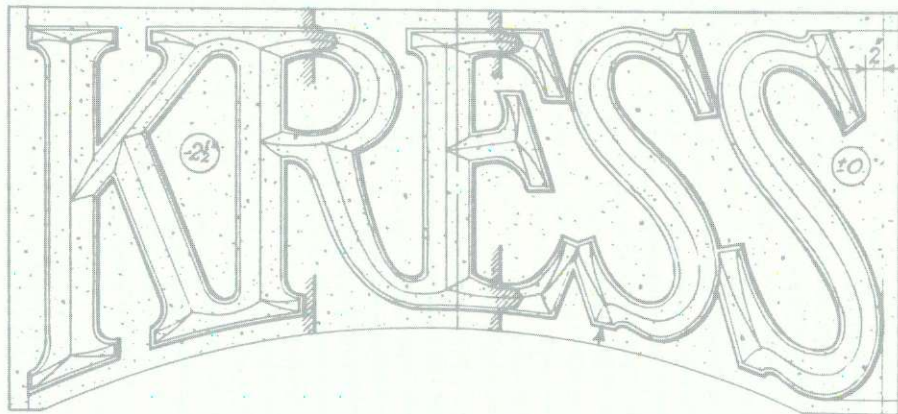
The Cairo store opened in 1905 in an existing two-story building that had been extensively renovated under Kress staff architect Julius H. Zeitner. The front entrance, a single pair of doors, was flanked by show-windows that curved inward, an early appearance of a pattern used for most Kress stores until the 1940s. Seymour Burrell designed a 1911 renovation and expansion into an adjoining building. The business closed in 1980.

**Rockford, 16 North Main Street**

Edward F. Sibbert was the architect of this 1938 Art Deco building, featuring a terracotta facade with simple abstract ornamentation across the top and above the windows which are linked by dark spandrels. After the store closed in 1974, the facade was stripped of some of its terracotta elements, and new entrances were added. The building now houses the New American Theater.

**Plans:** 28. Renovations and addition (1905 and 1911), floor, office, storage, lighting, and signs. Ca. 1905-1975.

**Photographs:** 70. Views of terracotta pieces at the Midland Terra Cotta Company, the site, construction, facade, entrances, show-windows, neon sign, sales area, display cases, merchandise counters, offices, and doorways. 1937-1963.



**Fort Scott, 15 South Main Street**

The first Kansas Kress store opened in Fort Scott in 1905. The store leased space in a building that was renovated after a 1929 fire; Kress then expanded to occupy more of the structure, installing new signs and mezzanine windows and replacing the door to the second-floor offices with a show-window. The interior was renovated again in 1963, when the basement was converted to sales space. The store closed in 1974.

**Photographs:** 27. Views of facade, main and basement sales area, and merchandise displays. 1929-1963

**Lawrence, 921 Massachusetts Street**

In 1909 a store opened in a new two-story brick building designed by Kress architect Julius H. Zeitner. With bracketed cornice, parapet logo, mezzanine strip windows, double entrances, and horizontal sign, it is very typical of pre-1930 stores. The structure was renovated and enlarged in 1916 by Seymour Burrell. Major 1939 renovations under Edward F. Sibbert included a new Art Deco brick and terracotta facade. The store closed in 1965; the building now houses a pharmacy. (*see plan page vii*)

**Plans:** 55. Construction, 1916 and 1939 renovations, structural, and elevator. Ca. 1909-1939. Gift of Mr. Richard Raney.

**Parsons, 1715 Main Street**

Kress opened a store in 1906 in part of an existing two-story brick building. Staff architect Julius H. Zeitner supervised adaptation of the leased space into a variety store with show-windows, double entrances, and the usual signs. George E. MacKay designed the 1929 renovations, when new entrances, show-windows, and travertine vestibules were installed. In 1943 the store expanded to occupy most of the building; additional renovations under Edward F. Sibbert included modernization of the store's appear-

**Photographs:** 2. Views of boiler replacement. Undated.

**Plans:** 54. Construction, 1929 and 1943 renovations, structural, mechanical, electrical, counter layout, equipment, and furniture. Ca. 1906-1966.

ance through a new brick and concrete facade with a strip of pivoted sash windows on the second floor. The store went out of business in 1978.

**Pittsburg, 619 North Broadway**

There was a store here from 1906 until 1974. The original building, which burned in 1910, was replaced by a three-story brick structure designed by Carl Boller, architect for the property owner, with Kress architect Seymour Burrell providing designs for the interior and entrances. Kress leased most of the first floor and part of the basement. The remainder of the building was occupied by offices, other shops, and a hotel. The store was renovated in 1937 and again in 1955,

**Photographs:** 92. Views of facades, show-windows, entrances, sales area, merchandise counters, lunch counter, and renovations. 1937-1964.

**Plans:** 122. Construction and 1936 renovations, mechanical, structural, fixture, and equipment layout. 1911-1963.

**Documents:** 9 inches. Records of contracts, cost analysis, equipment records, specifications, permits,

*Pittsburg, Kansas, Broadway*

*Photo Ferguson's Studio*



when Kress occupied additional areas of the building.

***Pittsburg, 102 East Centennial Drive***

Kress opened a second Pittsburg store in 1969 in The Mall, a suburban enclosed shopping center designed by Chris Ramos and Associates. The interior decor, fixtures, lighting, and color schemes were created by Howard Ketchum, Inc., with the stated goal of increasing sales by giving the store a friendlier, personalized, and more modern appearance. In 1974 this was one of over 120 Kress operations to close.

***Wichita, 224 East Douglas Avenue***

The Wichita store started in 1906. By 1913 it was located at this corner, where in 1929 a new five-story building with Gothic Revival details was erected. Architect George E. MacKay designed the structure, with horizontal signs spanning each side, and a first floor with numerous show-windows and the standard Kress entrances. The first-story piers and upper levels are clad with buff colored terracotta forming blind tracery. A battlemented appearance is created by piers extending above the parapet cap. This store closed in 1974 and the building, which is on the National Register of Historic Places, has been converted for office use.

orders, requisitions, insurance, catalogs, sales analysis, renovations, leases, and bids. 1911-1974.

**Photographs:** 1. View of sales area. 1969.

**Plans:** 54. Shopping center and store, signs, snack bar, entrance, store fixtures, and equipment. 1959-1977.

**Documents:** 8.5 inches. Records of computations, warranties, orders, requisitions, specifications, contracts, design documents, equipment, and catalogs. 1967-1974.

**Plans:** 10. Facades, electrical, sales area, and elevator. 1928-1929.

**Alexandria, 1102 Third Street**

In 1911 a Kress store opened on Third Street, in a one-story building clad with terracotta. A new building was constructed directly across the street from the old store in 1939, on the corner of Johnston and Third streets. The new four-story brick and terracotta replacement, designed by Edward F. Sibbert and Charles T. Roberts, was a severe Art Deco structure with abstract decoration around only the windows and roofline. The interior, which had a large, brightly lit sales area, was renovated in 1968; the store closed in 1974.

**Gretna, 197-73 Westbank Expressway**

Kress operated a variety store in the Oakwood Shopping Center, an enclosed mall, from 1966 until 1981.

**Photographs:** 53. Views of site, construction, exterior, sales area, merchandise displays, and machinery. 1937-1969.

**Plans:** 101. Construction, mechanical, electrical, structural, steel and concrete work. 1938.

**Documents:** 0.25 inch. Records of site survey, municipal codes, and soil and weather reports. 1937-1943.

**Photographs:** 12. Views of entrance, lunch counter, and merchandise displays. 1966.

*Gretna, Louisiana*



**Lake Charles, 835 Ryan Street**

The Lake Charles store was housed in a two-story building with a heavy denticulated cornice, a simple marquee, a parapet with the logo, and deeply recessed entrances providing space for long show-windows. A variety of brick patterns provided surface articulation. The sales area had hardwood floors and a pressed-metal ceiling. The building was enlarged and renovated in 1957, when new show-windows, entrances, sales area decor, and a marquee sign were installed and porcelain enamel panels placed over the mezzanine windows. The store went out of business in 1979.

**New Orleans, 923 Canal Street**

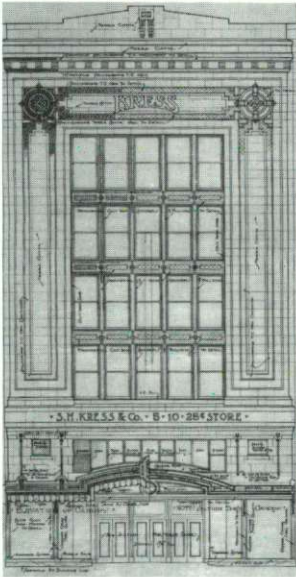
New Orleans architect Emile Weil designed this 1913 building, then one of the largest Kress stores. While its massing suggests Louis Sullivan, the finish and decoration are light, delicate, and very much in keeping with the city. The Canal Street facade has a five-story section, fifty feet deep, clad in white terracotta with a stylized sunburst and geometric decorations. Behind the five-story portion, the bulk of the store has only three stories, but is much wider. Elevations on Burgundy and Iberville streets are covered with geometric patterns in cement and polychrome brick, although Weil urged the use of terracotta and enameled brick as "permanently durable and best adapted to this city." Opaque glass ceiling panels allow sunlight to flood the sales area, consisting of a central court and additional mezzanine space. August Perez and Associates designed a major 1963 renovation that covered the Canal Street facade with interlocking porce-

**Photographs:** 42. Views of exterior, show-windows, entrances, sales area, kitchen, offices, employee lounge, and renovations. 1951-ca. 1971.

**Photographs:** 93. Views of construction, renovations, addition, facades, sales area, restaurant, kitchen, storage, offices, training room, employee lounge, displays, and entrances. 1912-ca. 1971.

**Plans:** 253. Plats, insurance maps, and plans for 1912 construction and several subsequent renovations, electrical, structural, mechanical, fixture layout, equipment, and furnishing. 1912-1973.

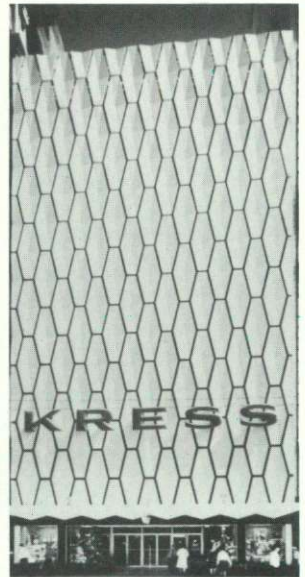
**Documents:** 18.5 inches. Records of insurance, computations, contracts, cost analysis, warranties, equipment, requisitions, expenditures, leases, specifications, site analysis, store inspections, and correspondence with headquarters. 1912-1981.



New Orleans, Louisiana 1912



1951



1963

lain enamel panels. After the store closed in 1981, the panels were removed and the terracotta repaired. The building is still in commercial use.

### *Shreveport, 316 Texas Street*

The first Louisiana Kress "racket store," (a colloquial term for variety store used in the Shreveport city directory) opened in 1904; by 1918 the store was at the Texas Street location. In 1936 renovations were made inside and out, with extensive facade changes that included a new parapet, rearranged windows, and textured stucco over most of the brickwork, giving the building a severe appearance influenced by the International Style. Edward F. Sibbert and J. Cheshire Peyton were the architects for this project. The building was renovated again in 1967, with new entrances and show-windows. In 1980 the store went out of business.

**Photographs:** 24. Views of entrances, exterior, roof, show-windows and facade at night, sales area, and merchandise displays. 1937-1967.

**Plans:** 72. Renovation and addition, electrical, mechanical, food service, and fixture layout. 1936-1975.

*Maryland*

**Riverdale, 5841 Riverdale Road**

This variety store in suburban Annapolis operated in the small Riverdale Shopping Center from 1966 until 1981.

**Photographs:** 10. Views of sales area and merchandise counters. 1966.

*Mississippi*

**Greenville, 509 Washington Avenue**

Kress first opened in Greenville in 1915. In 1948 the new one-story Cleveland Building, designed by the Kress architectural staff under Edward F. Sibbert, was constructed for the owner of this leased site. Pale polished marble above the show-windows matches the light colored brick of an adjoining Sears store. The interior was very plain, with suspended tile ceiling, exposed steel columns, unadorned walls, and maple floors. The store closed in 1974.

**Photographs:** 17. Views of site, construction, facade, show-windows, and sales area. 1947-1948.

**Plans:** 40. Construction, mechanical, fixture layout, electrical, structural, mechanical, repainting, sign, and adjoining Sears store. 1944-1958.

**Documents:** 4.5 inches. Records of insurance, computations, cost analysis, machinery, maintenance, repair, specifications, payments, invoices, and site reports. 1947-1974.

**Hattiesburg, 500 Main Street**

The Hattiesburg store opened in 1908, and from 1912 to 1929 was at 613 Main Street. The next year Edward F. Sibbert designed a new Art Deco building in pale brick and terracotta with polychrome terracotta trim for this corner lot. The store closed in 1975, and, following renovation, the building reopened in 1983 as the Deposit Guaranty National Bank regional office. It is in a historic district listed on the National Register of Historic Places.

**Photographs:** 1. View of facade. Ca. 1983. Gift of Deposit Guaranty National Bank.



**Meridian, 2214 Fifth Street**

Built in 1934, this three-story Art Deco building has facades on Fifth and Sixth streets. Designed by Edward F. Sibbert, it is typical of his work in the early 1930s. The facade is pale brick and terracotta with darker polychrome terracotta spandrels between second- and third-story windows and abstract ornament above the third story and on the parapet coping. Elaborate sales area decor includes stylized acanthus leaf capitals on columns and pilasters, decorative grills, travertine wainscoting, and custom-made light fixtures. In 1957 a two-story addition was built with an entrance placed diagonally, facing the corner on Sixth Street. The addition, although brick and terracotta like the existing building, is largely unornamented. The store closed in 1974, and the building is vacant. The city hopes to renovate it.

**Photographs:** 104. Views of construction, renovations, addition, street, store opening, facades, entrances, show-windows at night, sales area, counters, storage, machinery, kitchen, soda bar, and lunch counter. 1933-1958.

**Documents:** 0.10 inches. Elevator test results. 1959.

*Missouri*

**Trenton, 1100 Main Street**

Opened in 1910, this building was designed by Julius H. Zeitner and Seymour Burrell, both of the Kress staff, to house a store and offices. This structure is almost a pattern for the early stores: corner location, two floors, brick facade with cut-stone trim and galvanized-iron cornice, a horizontal sign over mezzanine strip windows, and two entrances each flanked by curved show-windows. From 1954 to 1974 part of the second floor was leased to the First Baptist Church of Trenton for a Sunday school. In 1973 the store became a Dart Dollar store, which closed less than a year later. Shortly afterward, the First Baptist Church of Trenton

**Photographs:** 1. View of display case. Ca. 1954.

**Plans:** 25. Survey, plans for construction, renovation, and fixture layout. 1909-1945.

**Documents:** 0.25 inch. Records of subleases, blueprint inventory and notes, fixture remodeling specifications, and show-window renovation. 1942-1974. All Trenton materials are a gift of the First Baptist Church of Trenton.

acquired the building for a sanctuary and activities center and installed a new facade up to the level of the second floor.

**Webb City, 4 South Main Street**

This two-story brick and limestone building, erected 1916-17, was designed by Seymour Burrell. In 1973 porcelain enamel panels were placed over the lower facade as part of a conversion to a Dart Dollar store, an enterprise that lasted only one year.

**Photographs:** 6. Views of sign and mezzanine exterior and Dart Dollar facade and interior. Pre-1973-1973.

**Plans:** 33. Construction, wall elevations, ceiling, fixture layout, mechanical, and sign. 1909-1971.

**Documents:** 3 inches. Records of computations, contracts, equipment, expenditures, payments, site, local ordinance survey, renovations, Dart Dollar store, building inspections, and store closing information. 1909-1975.

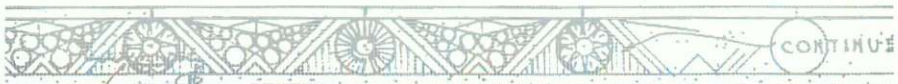
*Montana*

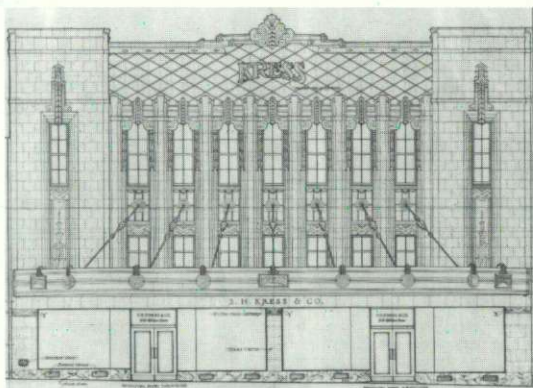
**Great Falls, 411 Central Avenue**

Edward F. Sibbert was the architect of this brick and terracotta store, built in the Great Falls commercial district in 1931. The mezzanine and second-floor sets of strip windows and decorative bands of polychrome terracotta foliate trim on the upper wall give horizontal emphasis to the Art Deco facade. Closed in 1974, the building was renovated and given a new facade the following year; since then it has housed a clothing store.

**Photographs:** 1. View of facade. Ca. 1950. Gift of Mr. Ira M. Kaufman, Jr.

**Plans:** 8. Construction. 1930. Gift of Mr. Ira M. Kaufman, Jr.





East Orange, New Jersey

***Bridgeton, Cornwell Drive***

In 1963 a store opened in the Bridgeton Shopping Center, designed by architect John A. Fletcher. As was typical of Kress locations of this period, the plain interior used economical materials, including linoleum floor tiles and acoustical ceiling tiles. The store went out of business in 1980.

**Plans:** 41. Plans, plans for shopping center, Kress store, soda and lunch counters, fixture layout, site, electrical, and mechanical. 1961-1977.

**Documents:** 6.5 inches. Records of mechanical computations, contracts, equipment, warranties, maintenance, expenditures, requisitions, specifications, fixture and equipment inventory, service contracts, and maintenance problems. 1961-1979.

***East Orange, 580 Central Avenue***

Edward F. Sibbert was the architect of this 1933 two-story Art Deco building, the first Kress store in New Jersey and one of the opulent Class A stores. The pale and richly ornamented terracotta-clad facade consists of nine bays, with the appearance of towers created by each corner section projecting forward and above the rest of the building. The parapet surface is diamond patterned. Pilasters of clustered shafts flank the windows, which have decorative spandrels, and the abstracted foliate capitals atop the pilasters reach out to touch one another, form-

**Photographs:** 18. Views of facade, rear exterior, neighborhood, sales area, merchandise counters, and entrance. 1931-1951.

**Plans:** 130. Construction, structural, electrical, mechanical, parking lot, fixture layout, equipment, signs, counters, and entrance. 1932-1980.

ing a band of ornament. The marquee, in contrast, was dark and streamlined. The main sales area had columns and pilasters with acanthus leaf capitals, decorative grills, and zigzag plaster moldings. The store closed in 1980, and the building now houses a Wonder Store, part of a local variety store chain.

***Elmwood Park, 100 Broadway***

In the Elmwood Shopping Center, designed by Kelly & Gruzen, Architects, and built in 1950, Kress took over a leased space from Lincoln Stores in 1962. James B. Bell and Associates was the architect for the 1975 renovations. The shop consisted of one story and a basement, both used as sales areas. The location was sold to McCrory Stores in 1980.

***Hoboken, 308 Washington Street***

This location housed one of six Fisher-Beer variety stores, acquired in 1961. The only facade alteration made on this very plain one-story structure was the installation of Kress signs. McCrory Stores bought the building in 1980.

**Photographs:** 19. Views of facade, sales area, merchandise displays, and lunch counter. 1963.

**Documents:** 7 inches. Records of contracts, equipment, expenditures, leases, payments, orders, and transfers. 1962-1980.

**Photographs:** 12. Views of facade and lunch counter of Fisher-Beer store, facade, entrances, merchandise counters, and facade deterioration. 1961-1979.

**Plans:** 7. Plat, insurance maps, and plans for facade, sign, electrical, mechanical, fixture layout, and kitchen. 1962-1979.

**Documents:** 4.5 inches. Records of equipment, expenditures, store condition, orders, water damage claims, inspections, and maintenance. 1961-1980.

***Midland Park, Godwin and Goffle Roads***

This store opened in 1966 in the Midland Park Shopping Center, designed by Carl K. Loven, and three years later a large sewing and fabric department was added. McCrory Stores acquired the property in 1980.

**Photographs:** 29. Views of site, facade, sales area, and merchandise displays. 1964-1967.

**Plans:** 35. Fixture layout, shopping center, and store. 1953-1975.

***Millville, 1215 North High Street***

Kress operated in the Wheaton Plaza Shopping Center from 1965 to 1981. The store had a brick facade with large plate-glass windows and an illuminated Kress sign on the parapet.

**Photographs:** 4. Views of facade and shopping center sign. 1965.

***Union City, 3701 Bergenline Avenue***

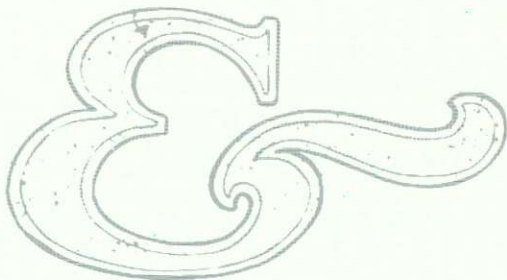
Kress operated in Union City from 1961 until 1980 in a building acquired from the Fisher-Ber variety store chain.

**Photographs:** 10. Views of facade, entrance, sales area, and lunch counter. 1977.

***Vineland, 36 West Landis Avenue***

In 1961 a Kress outlet opened as part of Vineland Plaza Shopping Center, in a one-story structure with concrete block walls, steel support columns and roof trusses, and a brick facade with plate-glass windows and doors set in metal frames. Kress, now owned by Genesco, closed the store in 1974.

**Photographs:** 20. Views of construction, facade by day and night, sales area, and lunch counter. 1960-1963.



**Albuquerque, 414 Central Avenue**

This 1925 two-story building by E.J.T. Hoffman is typical of his designs for Kress. The unobtrusive facade, its brick laid in a variety of patterns, has terracotta ornamentation of a narrow cornice, the parapet's sign and coping, and a frieze over the mezzanine. Although closed since 1980, the building was added to the National Register of Historic Places in 1984. (see photo page xi)

**Roswell, 206 North Main Street**

Designed by the Kress architectural staff in 1950, under the supervision of Edward F. Sibbert, the Roswell store is a two-story reinforced concrete structure, part of which was leased to Kinney Shoes. The influence of the International Style is visible in the simplified facade, with the first floor exterior largely plate-glass and polished granite, while the second floor is clad in limestone with translucent glass windows. The roof-line is varied by being lifted above each window, for a crenelated effect, and by a vertical neon sign extending above the roof. Kress closed the store in 1974.

**Photographs:** 44. Views of facade, rear elevation, sales area, candy counter, merchandise displays, show-windows, air conditioner, and condition of party wall. 1925-1977.

**Photographs:** 113. Views of site, construction, facade, rear exterior, opening day, entrances, sign, sales area, merchandise displays, employee lounge, kitchen, lunch counter, and candy room. 1951-1958.

**Plans:** 77. Insurance map, plats, and plans for Kinney Shoes and Kress stores, party wall, sprinkler, and fixture layout. 1949-1958.

**Documents:** 10.75 inches. Records of 1950 specifications, bonds, computations, contracts, orders, equipment, cost estimates, lease, and self-service conversion. 1947-1974.



Roswell, New Mexico

**Bronx, 1317 Castle Hill Avenue**

Kress had a store here from 1961 to 1980 in a building formerly occupied by a Fisher-Beer variety store.

**Photographs:** 3. Views of Fisher-Beer soda and lunch counter. 1961.

**Plans:** 5. Insurance map, plat, fixture layout, and sprinkler system. 1962-1966.

**Documents:** 8.75 inches. Records of contracts, equipment, expenditures, guarantees, maintenance, store inspections, leases, and orders for supplies and equipment. 1961-1980.

**Brooklyn, 2094 Rockaway Parkway**

The first new location opened after the 1964 acquisition of Kress by Genesco, this store was in the Shoreview Shopping Center, which was designed by M. Martin Elkind. Both the main floor and basement were used as sales areas. The store closed in 1968.

**Plans:** 28. Store, shopping center, lunch counter, sprinkler system, and electrical. 1961-1965.

**Brooklyn, 3849 Nostrand Avenue**

Opened in 1959 in the Kings Bay Shopping Center, this store was in a one-story building with a basement which was converted three years later from stock storage to additional sales space. The store closed in 1975.

**Plans:** 1. Plat of shopping center. Ca. 1959.

**Documents:** 0.5 inch. Records of lease, specifications, and basement sales area conversion. 1959-1962.

**Jamaica, 165-20 Baisley Boulevard**

Opened as a self-service "Kress Variety Fair" in leased space at an enclosed mall, this plain, single-level store was similar to other discount variety stores of the time, such as K-Mart. The store operated from 1965 until 1980.

**Photographs:** 5. Views of candy and gift wrap displays and entrance. 1965.



New York, New York, Third Avenue

Photo Mal Curian Associates

### ***New York, 1915 Third Avenue***

Built on a leased corner across the street from an elevated train station, this 1925 building was designed by E.J.T. Hoffman. The facade, with two entrances, is pale brick (as is a 1958 addition), ornamented with inset marble diamonds and rectangles, decorative metal vent grills, and terracotta trim, including the company logo. A 1957 photograph shows solar panels on the roof. Cast-iron columns rising to a high ceiling in the large sales area help support the second floor. McCrory Stores, which acquired the location in 1981, still operates it as a Kress store.

**Photographs:** 63. Views of construction, facades, adjoining buildings, sales area, building condition, soda bar, lunch counter, and merchandise counters. 1924-1962.

**Plans:** 8. Fixture layout and electrical, and land-use map of New York City. 1953-1969.

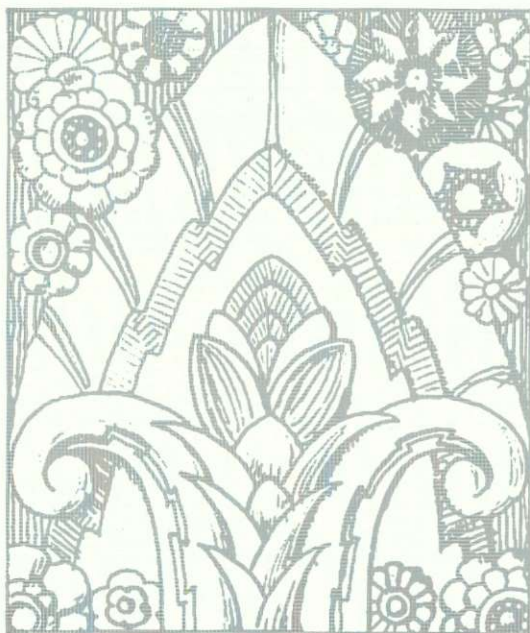
**Documents:** 14.5 inches. Records of bonds, insurance, tests, contracts, cost analysis, equipment and machinery, purchases, leases and deeds, maps and codes, and surveys. 1924-1981.



***New York, 444 Fifth Avenue***

Designed by Edward F. Sibbert, this was the flagship store when it opened in 1935. The eight-story Art Deco building, faced with granite, carried pseudo-Mayan hieroglyphs incorporating images of the store's merchandise. Additional Mayan Revival elements included interior ornaments by sculptor Rene Chambellan and bronze pilasters flanking the entries. The New York Landmarks Conservancy considered it the best Mayan Revival architecture in the city, but when Republic National Bank acquired the building after the 1977 store closing and the city of New York declined to grant it landmark status, the structure was stripped to its steel framework and rebuilt.

**Documents:** 0.25 inches.  
Records of structural computations. 1955.



***Asheville, 19 Patton Avenue***

The Asheville store opened in 1905; in 1926 a new five-story building designed by E.J.T. Hoffman was built on the corner of Lexington and Patton. The Patton Street facade and the first three bays on Lexington Street are cream colored terracotta with polychrome terracotta rosettes and trim. The rear five bays on Lexington Street are buff brick with terracotta cornice, parapet, and trim. Kress, a Genesco subsidiary since 1964, closed the store in 1974; the building is scheduled for renovation for commercial office use.

**Photographs:** 8. Views of facades and terracotta. 1990. Gift of Mr. Joseph Geitner.

***Charlotte, 101 Tryon Street***

A Kress store opened in Charlotte in 1903, and in 1941 construction began at the corner of Tryon and Trade streets. This three-story building, designed by Edward F. Sibbert, had a restrained facade divided vertically into a central, taller terracotta-clad section that extended upward to form the parapet and flanking brick sections. The outside corners are also clad with terracotta. There were Greek key motifs above and below the principal windows. The interior featured two levels of sales space and a large lunch counter. The building, renovated in 1964, closed ten years later and has been demolished.

**Photographs:** 81. Views of site, demolition, construction, facades, rendering, party wall, sales area, candy counter, soda bar, lunch counter, kitchen, main staircase, and laundry. 1939-1972.

***Charlotte, 4451 Central Avenue***

From 1973 to 1975 a Kress store operated in the Darby Acres Shopping Center, designed by Jack O. Boyte.

**Plans:** 39. Fixture layout, store, mechanical, and electrical. 1973.

**Documents:** 1 inch. Records of machinery, air conditioner computations, and correspondence. 1973.



*Fayetteville, North Carolina*

***Fayetteville, 113 Maxwell Street***

This store opened in 1914 in a two-story brick building on a corner lot. The Hay Street elevation had the usual double entrances, show-window vestibules, prismatic glass mezzanine windows, raised central parapet, and heavy cornice. Expansions on Maxwell Street were made in 1929, a matching three-story addition, and 1962, when the new construction and parts of the existing building were clad with porcelain enamel as part of a design by James B. Bell and Associates. The Fayetteville store closed in 1979.

**Photographs:** 56. Views of construction, facades, show-windows at night, signs, mechanical equipment, and damage to the building. 1929-1962.

***Goldsboro, 112 North Center Street***

The first Goldsboro store was built in 1910 on Walnut Street. That two-story brick and limestone building, designed by architects Julius H. Zeitner and Seymour Burrell, is very like their Trenton, Missouri, store, built the same year. In 1936 Edward F. Sibbert's design for an Art Deco building, streamlined to the point of starkness, was built on Center Street. The store closed in 1980.

***Greensboro, 208 South Elm Street***

A store opened on Elm Street in 1903. In 1929 this ornate and lively Art Deco structure, one of the first designed by Edward F. Sibbert, was built nearby. The store's terracotta-clad and -ornamented front breaks with tradition: there is only one entrance and no horizontal red sign. The upper stories are pierced by vertical rows of dark windows linked by bronze spandrels, some ornamented with abstract foliage and the Kress coat of arms. The facade is tripartite, divided by pilasters surmounted by rams' heads, and the upper corners are embellished with bold, colorful scrolled-leaf designs. The interior is also elaborately decorated. The building, one of the most distinctive built by Kress, still stands.

**Photographs:** 45. Views of adjoining properties, facade, demolition, construction, show-windows at night, and sales area. 1933-1948.

**Plans:** 105. Stores (1910 and 1936), structural, electrical, fixture, mechanical, and equipment. 1932-1973.

**Documents:** 5.5 inches. Records of bonds, computations, contracts, leases and deeds, cost analysis, equipment, guarantees, lot purchase, party wall agreements, specifications, site analysis, surveys, and catalogs. Ca. 1910-1976.

**Photographs:** 72. Views of construction, facade, main and basement sales areas, lunch counter, soda bar, kitchen, building condition, neighborhood, and air conditioner. 1929-1964.



Greensboro, North Carolina

Photo Wm. A. Roberts Film Co.

***High Point, 141 South Main Street***

Opened in 1916, this building differed from most Kress stores of the period in that it had one central entrance and only one story with a small office mezzanine.

Seymour Burrell designed the store, with its galvanized iron cornice and limestone trim and coping. During an extensive 1941 remodeling, the facade was covered with concrete panels, and the building gained a second story and new show-windows with black marble bases. Kress closed this operation in 1979.

**Plans:** 121. Addition, renovation, lunch counter equipment, foundation, electrical, mechanical, structural, fixtures, elevator, and structural steel. 1915-1963.

***High Point, Westchester Mall***

Kress operated a variety store in the Westchester Mall, an enclosed shopping center, from 1970 to 1974.

**Photographs:** 5. Views of sales area, checkout stands, and coffee shop. 1970.

***New Bern, 307 Middle Street***

In 1909 Kress architect Julius H. Zeitner adapted an existing building by renovating the interior, installing show-windows on either side of the entries, and adding prismatic glass mezzanine windows. The store doubled in size, expanding within the building in 1924 when matching show-windows and entrances were installed. It finally occupied the entire building in 1951. The store closed in 1980.

**Plans:** 156. Construction, renovation, signs, fixture, electrical, mechanical, structural, and kitchen. Ca. 1909-1965.

***Rocky Mount, 162 Southwest Main Street***

Kress acquired this corner lot in 1912 and the following year put up a two-story brick building designed by Seymour Burrell. The facade featured a raised central parapet section with the company logo, double entrances, stone bases to the show-windows, mezzanine strip windows, the traditional "5-10-25 cent" horizontal red sign, and a galvanized iron cornice with dentil molding. In 1934 Edward F. Sibbert had the building gutted and renovated, with a simple terracotta cornice and new show-windows and entrances. Additional renovations were carried out in 1962. The building has been occupied by retail businesses since the store closed in 1980.

***Wilmington, 11 North Front Street***

Wilmington was the site of the first North Carolina Kress store, which opened in 1901 in a portion of the Masonic Building. Julius H. Zeitner designed renovations and an addition in 1906; further additions and renovations were carried out in 1913 by architect Seymour Burrell. The store closed in 1974 and the building, while still standing, is now empty. Throughout the store's residency, this 1899 structure remained Masonic rather than commercial in its exterior decoration.

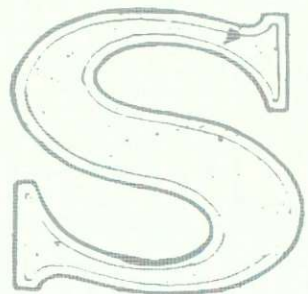
**Photographs:** 38. Views of renovations, exterior, main and basement sales areas, merchandise counters, displays, and show-windows. 1934-1990. Three photographs are the gift of Mr. Joseph Geitner.

**Plans:** 57. Plats, construction, renovation, mechanical, fixture layout, and show-window valances. 1909-1975.

**Documents:** 7 inches. Records of bonds, computations, contracts, leases and deeds, cost analysis, specifications, equipment, expenditures, warranties, maintenance, requisitions, payments, survey, and renovation. 1909-1981.

**Photographs:** 5. Views of facade and entrance. 1990. Gift of Mr. Joseph Geitner.

**Plans:** 37. Renovations, additions, fixture layout, electrical, mechanical, and lunch counter. Ca. 1906-1969.



***Bartlesville, 206 Third Street***

In 1909 Kress built this Julius H. Zeitner design with Classical Revival details. An adjoining building, constructed at the same time, was also by Zeitner, and the two were similar—two-story structures with brick and stone facades and ornate galvanized-iron trim. The store incorporated the smaller building in 1918. Edward F. Sibbert designed 1940 renovations that included replacing the three double doors with a central four-door entrance. The location, converted to a Dart Dollar store in 1973, closed in 1974.

***Blackwell, 108 North Main Street***

Kress leased space on the first floor of the Lowery Building from 1920 until 1973. The building was fitted with the company's standard curving show-windows, double entrances, mezzanine windows, and interior features.

***Chickasha, 325 Chickasha Avenue***

From 1911 to 1975 Kress operated a store in Chickasha, but the records do not show exactly how long the store was at this address.

***Muskogee, 109 North Second Street***

A Kress store first opened on Muskogee's Main Street in 1907. Seymour Burrell designed this store, built in 1912. The first story had show-windows with marble bases, two recessed entrances, and cast-iron piers. Above were alternating brick and stone bands, a bracketed galvanized-iron cornice, and cast-iron mullions and grills. In 1961 Charles C. Burton designed a one-story

**Photographs:** 44. Views of facade, rear exterior, neighborhood, sales area, office, storage, building condition, Dart Dollar interior and staff. 1939-1973.

**Plans:** 75. Construction, renovation, fixture layout, interior partitions, signs, store fixtures, and equipment. Ca. 1909-1971.

**Photographs:** 7. Views of facade and sales area. 1934-1949.

**Photographs:** 1. View of floor. 1937.

**Documents:** 1 page. Elevator test information. 1942.

**Plans:** 81. Plats, insurance map, and plans for construction, renovation, fixtures, mezzanine layout, signs, mechanical, structural, and elevator. 1912-1963.

**Documents:** 4 inches. Records of specifications, computations, bonds, cost analysis, equipment, maintenance, payments, contracts, invoices, and leases. 1920-1973.



addition with an entrance on West Broadway. He also made facade changes, which included removing the parapet, cornice, and projecting trim to install panels, and renovated the interior. The store was closed in 1974.

**Oklahoma City**  
**403 South West 25th Street**

Kress was in Oklahoma City by 1904, at a succession of Main Street addresses. In 1960 a second operation opened in a new two-story reinforced-concrete building at Capitol Hill Shopping Center at West 25th Street. This store gets its distinctive appearance from the roof, with concrete panels in a series of ridges that create a corrugated pattern. The store closed in 1974.

**Photographs:** 57. Views of construction, facade by day and night, rear exterior, roof, stairwell, sales areas, office, merchandise displays, lunch counter, escalators, and storage. 1960.

Oklahoma City, Oklahoma

Photo Meyers Photo Shop



***Sapulpa, 125 East Dewey Avenue***

This store opened in 1915, in a two-story building on the corner of Dewey Avenue and Park Street. The brick-clad exterior featured show-windows, a pair of double entrances, mezzanine windows to provide additional light to the sales area, and Classical Revival details, including a bracketed cornice. The building was renovated twice, in 1939 and 1964, and the store closed in 1973.

***Shawnee, 109 East Main Street***

A Shawnee store opened in 1907 in a two-story brick building on a streetcar line. The building is similar to the Trenton, Missouri, and Anderson, South Carolina, stores, both designed by Seymour Burrell, with an identical parapet and brick- and cut-stone pilasters. The rounded window tops are unusual. New show-windows, entrances, and vestibules were installed during 1940 renovations. The store was renovated again in 1965, when the basement was converted to sales space and part of the facade was covered with porcelain enamel panels. The location closed in 1980.

**Photographs:** 22. Views of the facade, rear exterior, roof, air conditioner installation, sales area, and stockroom. 1939-1964.

**Photographs:** 45. Views of neighborhood, store condition, facade, show-windows and entrances at night, roof, air conditioner, sales area, offices, candy counter, storage, and renovations. 1937-1965.



*Salem, Oregon*

*Photo McEwan's Photo Shop*

***Salem, 430 Capitol Street, North East***

In 1949 Kress built an unusual two-story

**Photographs:** 45. Views of construction, rendering, facades, show-windows at

***Harrisburg, 42 Colonial Park Plaza***

Kress operated a store from 1960 until 1974 in a suburban shopping center designed by architect Lathrop Douglas for Food Fair Properties Agency, Inc. The center was built around a central open-air court, enclosed in the 1970s to convert the development to an air-conditioned mall.

***Philadelphia, 2333 Cottman Avenue***

A large Kress store opened in the Roosevelt Mall in 1964. The masonry facade had a projecting flat roof to shelter the sidewalk and large plate-glass windows. A large sign of internally illuminated plastic letters was mounted on the roof above the entrance. The store closed in 1980.

***Philadelphia, 1108 Market Street***

In 1965 the firm of Thalheimer and Weitz remade a block of downtown buildings into Girard Square, an enclosed two-story shopping mall. Kress leased space on two floors of the building from 1966 to 1980, when the operation was sold to McCrory Stores.

**Photographs:** 2. Views of exterior and sales area. 1961.

**Plans:** 33. Bird's-eye perspective of shopping center, plans of store, facade, signs, shopping center, mechanical, and fixture layout. 1958-1970.

**Documents:** 5.5 inches. Records of equipment, expenditures, contracts, orders, lease analysis, payments, specifications, maintenance, and invoices. 1958-1976.

**Photographs:** 18. Views of construction, night view of facade, sales area, and merchandise displays. 1964.

**Photographs:** 17. Views of site, rendering, and facade. 1965-1966.

**Plans:** 8. Store, mall, fixtures, signs, and railing for restaurant. 1965-1971.

**Documents:** 8 inches. Records of computations, contracts, equipment, guarantees, lease, specifications, invoices, and payments. 1965-1980.

***Anderson, 300 South Main Street***

This two-story brick building, opened in 1914 on a corner, was similar to the Sapulpa, Oklahoma, location. The building was partially gutted and renovated by architect Edward F. Sibbert in 1935 when an addition was built on the rear of the store. In 1952 the cornice was removed and that area stuccoed. Additional facade changes included placing porcelain enamel panels over the mezzanine area in 1964. The store closed in 1980. (see photo page v)

***Bennetsville***

***U.S. Highway 15 By-Pass, 410 North***

From 1970 to 1980 Kress operated in leased space in a suburban shopping center designed by the architectural firm of Charles E. Tilton, Inc.

***Charleston, 281 King Street***

In 1913 two buildings at the corner of King and Beaufain Streets were leased, and, under Seymour Burrell, converted to one store. In 1930 construction began on this three-story Art Deco Class A store, designed by Edward F. Sibbert. A taller, narrower version of the East Orange, New Jersey, structure, this is a very elegant building. The exterior is clad in terracotta with lively ornament of festoons, geometric and abstract motifs playing across the white King Street facade. Elaborate plasterwork, bronze grills, travertine wainscoting, and fine wood trim and paneling ornament the main sales area. A 1941 two-story addition clad with brick and terracotta faces Wentworth Street. In 1980 McCrory

**Photographs:** 40. Views of condition, renovation, addition construction, main and side facades, rear exterior, roof, mezzanine, show-windows, and 1938 fire damage. 1935-1964.

**Plans:** 26. Site, shopping center, store, fixture layout, sprinkler, lunch counter, exterior lighting, and signs. 1969-1971.

**Photographs:** 64. Views of facade by day and night, main entrance, show-windows, roof, neighborhood, sales area, offices, lunch counter, kitchen, machinery, and masonry condition. 1931-post-1949.

**Plans:** 152. 1913 plat, footing, and party wall, 1942 renovation and addition, fixture and office layout, exterior details, air conditioner, candy room, stairs, and stockroom. 1913-1974.

**Documents:** 7 inches. Records of bonds, computations, contracts, cost analysis, equipment, expenditures, warranties, leases and deeds, maintenance and repair, payments, outside

Stores purchased the store and operated it under the Kress name until 1992. The building is a landmark of the city of Charleston.

stockroom, rentable area, parking lot, and correspondence with headquarters. 1913-1980.

*Charleston, South Carolina*



***Columbia, 1508 Main Street***

Built in 1935 to designs by Edward F. Sibbert, this charming Art Deco building has two stories, a basement, and a small office mezzanine. A deep marquee with flowing lines shelters large plate-glass show-windows on polished granite bases and two pairs of doors. Above the marquee the building is clad in white terracotta with polychrome accents. In 1953 the Kress architectural staff designed a two-story addition in the International Style. Similar to the Tyler, Texas, store, the addition's Hampton Street facade is brick with two sets of strip windows and simple trim and marquee. The location, placed on the National Register of Historic Places in 1979 and purchased the following year by McCrory Stores, continues to house a variety store.

***Florence, 117 West Evans Street***

The Florence store, opened in 1915, was designed by Kress architect Seymour Burrell. In 1929 a large three-story addition facing Dargan Street was built, and the existing structure extensively renovated. This project was probably planned by E.J.T. Hoffman since the brick and terracotta exterior is similar to his other store designs. In 1960 an adjoining building on Evans Street was acquired and used as a "Kress Toyland" until 1962, when it was incorporated into the store along with a smaller structure on Dargan Street. The exterior was covered with porcelain enamel panels and given matching show-windows, entrances, and signs, but the rooflines were left oddly mismatched. James B. Bell and Associates was the architect for

**Photographs:** 34. Views of facades, show-windows, entrances, adjoining properties, sales area, merchandise displays, machinery, and restaurant. 1941-1965.

**Plans:** 126. Construction (1934 and 1953), plats, elevator, fixture layout, mechanical, stairs, electrical, and kitchen. 1930-1963.

**Documents:** 13.25 inches. Records of bonds, computations, cost analysis, equipment, expenditures, warranties, lease, requisitions, machinery catalogs, specifications, survey and technical data, and insurance. 1930-1980.

**Photographs:** 94. Views of 1929 construction, facades, rear exterior, street scenes, show-windows, renovations, sales areas, soda counter, restaurant, and storm damage. 1929-1990. Three photographs are the gift of Mr. Joseph Geitner.

**Plans:** 20. Plats, zoning maps, plans for existing and adjoining buildings, party wall, fixture layout, sign, and elevator. 1927-1975.

**Documents:** 8.25 inches. Records of bonds, computations, contracts, cost analysis, renovations, equipment, maintenance, specifications, survey, store closing, store inspections, and requisitions. 1915-1980.

this project. McCrory Stores purchased the location in 1980.

**Greenville, 27 South Main Street**

Kress had a store in downtown Greenville from 1917, first at 115 North Main Street, then at this location.

**Greenwood, 311 Main Street**

In 1950 Kress built a two-story, steel-framed building in Greenwood. The facade, faced with concrete panels, had fluted terra-cotta across the top and between four pairs of second-story windows, and show-windows of flat plate glass angled to form vestibules. The interior, like the facade, had little ornamentation. Kress, now a subsidiary of Genesco, closed the store in 1980.

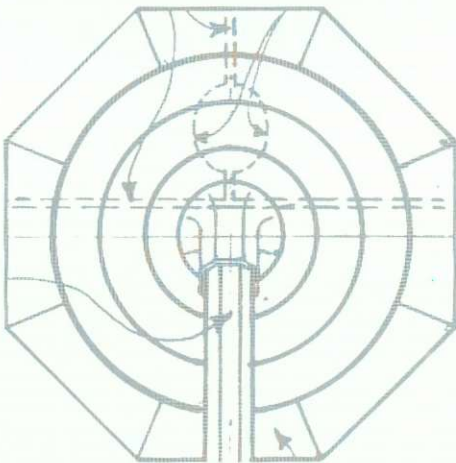
**Lancaster, 1001 Highway Nine, West**

A variety store opened in 1967 in a suburban shopping center designed by J.H. Benton and Associates. In 1969 a Kress Fabric Center opened next door. The two operations were combined in 1972, and the location closed two years later.

**Photographs:** 1. View of rear of adjoining properties. 1948.

**Photographs:** 36. Views of construction, facade, sales area, offices, employee lunchroom, stockroom, and machinery rooms. 1950-1967.

**Plans:** 26. Shopping center, store, fixture layout, and lunch counter. 1963-1970.





***Spartanburg, 115 East Main Street***

A Spartanburg store opened in 1905. By 1928, after trying other Main Street locations, the store was in this three-story building. The first-story facade consisted of terracotta piers and the usual Kress show-windows and entrances. The upper floors were brick, with polychrome terracotta for the window tympana, parapet trim, and the company logo on the parapet. Stained glass in the second-story rear windows was a pleasant but oddly placed feature. It was removed between 1929 and 1950. Renovations were made in 1950 and 1962, the latter possibly in response to a new F.W. Woolworth store nearby. The store closed in 1980.

***Sumter, Guignard Drive***

A store opened in 1964 in the Palmetto Plaza Shopping Center, designed by Demosthenes, McCreight, & Riley, Architects. McCrory Stores purchased the operation in 1980.

**Photographs:** 56. Views of facade, rear exterior, neighborhood, show-windows, entrances at night, sales area, interior condition, renovations, lunch counter, kitchen, basement sales area, and machinery area. 1928-1962.

**Photographs:** 15. Views of shopping center, rendering, facade and side of store, sales area, and staff. 1964.

**Plans:** 5. Store, proposed addition, and fixture layout. 1963-1970.

**Documents:** 8.5 inches. Records of computations, contracts, expenditures, guarantees, payments, requisitions, specifications, and correspondence with headquarters. 1960-1980.



Sumter, South Carolina, Main Street

### Sumter, 49 South Main Street

The records indicate Kress was interested in this corner lot as early as 1909, but construction did not begin until 1916. Seymour Burrell designed the two-story building, similar to stores in Sapulpa, Oklahoma, and Anderson, South Carolina. Two pairs of entrances flanked by show-windows on marble bases offered access. The second floor and parapet were brick with limestone trim and a galvanized-iron denticulated cornice. In 1938 a matching addition was built on Caldwell Street. The location closed in 1980.

**Photographs:** 35. Views of facades, rear exterior, soda and lunch counters, sales area, renovations, and construction of addition. 1938-1966.

**Plans:** 91. Plat, 1916 and 1938 construction, structural, mechanical, office, fixture layout, doors, signs, and structural. 1909-1975.

**Documents:** 1 page. Note concerning lot size. 1913.

**Chattanooga, 822 Market Street**

Kress opened the Chattanooga store in 1899, at the first of three Market Street addresses. This 1954 building was designed by Lacy, Atherton, and Davis, Architects. The two-story building, with an attractive streamlined horizontal sign reminiscent of automotive ornament of the period, is clad with terracotta panels. As with most Kress stores opened after World War II, the interior was very plain, with little trim and unornamented wall surfaces. McCrory Stores bought the building in 1980.

**Elizabethton, 423 Elk Avenue**

This two-story Beaux-Arts building designed by George E. MacKay was built in 1929. At street level are two recessed entrances flanked by show-windows on marble bases. The terracotta-clad second floor and parapet are enlivened by fluted pilasters with Corinthian capitals, a frieze with rosettes, and an ogee cornice. The gilded terracotta company logo on the parapet is surmounted by a polychrome cartouche. During 1963 renovations, the show-windows were replaced and a central entrance installed. The store closed in 1975, and the building now houses a furniture store.

**Photographs:** 48. Views of neighborhood, site, construction, facades, sales area and merchandise displays. 1951-1969.

**Plans:** 44. Plats; party walls; existing buildings; old and new facades; surveys; marquee; signs; and mechanical, electrical and sprinkler systems. 1947-1955.

**Documents:** 10 inches. Records of bonds, contracts, cost analysis, equipment, expenditures, guarantees, leases, maintenance, permits, specifications, technical information, catalogs, and correspondence with headquarters. 1949-1980.

**Photographs:** 35. Views of construction, sales area, restaurant, merchandise counters, and basement sales area. 1929-1963.

**Plans:** 1. Plat. 1929.

**Documents:** 0.10 inches. Records of survey, building conditions, and party wall information. 1928-1956.



*Elizabethton, Tennessee*

### ***Kingsport, 220 Broad Street***

This 1929 store shared a block with F.W. Woolworth, W.T. Grant, and Charles Stores. The austere facade was brick with terracotta cornice, window surrounds, parapet coping, and company logo. In 1958 projecting terracotta on the old store was removed, and the facades of the original structure and an addition were clad with porcelain enamel panels. The store went out of business in 1974, but the building still stands.

### ***McMinnville, Smith Highway***

Kress opened a store in 1966 in the McMinnville Plaza Shopping Center, designed by Yearwood and Johnson, Architects, and an addition was built in 1970. The store closed four years later.

**Photographs:** 57. Views of facade, neighborhood, sign, adjoining lot, addition construction, entrances, kitchen, lunch counter, main and basement sales areas, merchandise displays, office, and staff. Ca. 1929-1970.

**Plans:** 36. Plats, shopping center, store, fixture layout, sprinkler, electrical, and addition. 1959-1970.



Memphis, Tennessee, North Main Street

**Memphis, 321 South Main Street**

The first Kress variety store opened here in an existing two-story building in 1896. The site, typical of those chosen prior to World War II, was on a streetcar line in a retail district. By 1910 the store had moved to 82 South Main Street; it was relocated in 1927 to 9 North Main Street (see next entry).

**Photographs:** 2. Views of the facade. Ca. 1896.

**Memphis, 9 North Main Street**

A direct descendant of the first store, this 1927 building is one of the liveliest and most elaborately embellished early structures. The four-story building, designed by Kress architect E.J.T. Hoffman, has a tripartite facade divided by piers; at street level each bay contains show-windows and double doors, while the upper stories have large windows and elaborate terracotta detailing that includes cornucopia, cartouches, festoons, and floral ornament. The heads of bald eagles project at the parapet base, while lions' heads emerge from the piers just below the horizontal company sign. Interior renovations are recorded for 1963 under James B. Bell and Associates, and by 1968 photographs show only one entrance (the center one) remaining. McCrory Stores purchased the location in 1980.

**Nashville, 237 Fifth Avenue North**

The second store of the chain opened in 1897 at 420 Union Street, moved first to 317 Third Avenue North, then in 1936 to 237 Fifth Avenue North, an Art Deco building by Edward F. Sibbert. The store featured a lavish interior with fine wood veneers, stylish light fixtures, and travertine wainscoting. The store closed in 1980; the building remains in commercial use.

**Photographs:** 100. Views of construction, facade, terracotta damage, rear entrance, sales area, soda bar, lunch counter, merchandise counters, office, machinery, and building condition. 1926-1977.

**Plans:** 25. Facade, building, fixture layout, lunch counter, steam coils, elevator, dumbwaiter, and sub-basement. 1926-1970.

**Documents:** 12.5 inches. Records of computations, contracts, cost analysis, equipment, expenditures, leases, maintenance, requisitions, restoration estimates, specifications, technical, and general correspondence. 1927-1980.

**Photographs:** 1. View of main sales area. 1936.

***Amarillo, 700 South Polk Street***

This 1931 three-story Art Deco building, designed by Edward F. Sibbert, sits on a corner lot. The main facade has standard show-windows, double entrances, and mezzanine strip windows above a marquee. Upper stories are clad in brick and trimmed with polychrome terracotta. The parapet, with polychrome terracotta foliate panels, is capped with crenelated coping. The main sales area features elaborate moldings on encased beams and columns and pilasters with acanthus-leaf capitals. Most interior fixtures were removed during 1965 renovations. The store closed in 1974; currently, the building is a warehouse.

***Amarillo, 3615 West Fifteenth Avenue***

In 1960 a second Amarillo store joined a Woolworth store in the new enclosed Sun-set Center. The Kress facility had entrances both in the mall and from the parking lot. The plain interior was set up primarily for self-service with check-out counters at the exits, but some merchandise counters were staffed and equipped with cash registers like the pre-1945 stores. Kress closed the store in 1965.

**Photographs:** 19. Views of construction, facade, sales area, exterior sign, restaurant, and air conditioner. 1931-1965.

**Photographs:** 26. Views of construction, furnishing store, facade, shopping center, show-windows, entrances, merchandise displays, lunch counter, roof, receiving area, offices, and storage. 1960.



Austin, Texas

Photo Boone Photo Co.

### *Austin, 808 Congress Avenue*

In 1909 Kress opened a store in Austin, but that building was extensively damaged by a 1937 fire and subsequently demolished. Edward F. Sibbert designed the replacement, an attractive Art Deco building, to be constructed in two phases: first a three-story two-bay structure, finished in 1938, and then an additional bay, completed in 1940. The facade was clad with polished granite on the first story and limestone above, with fluted tympana to the second- and third-floor windows and incised sunbursts and geometric patterns above the third-floor windows. Varying the roofline were piers extended above the parapet. This store closed in 1980.

**Photographs:** 79. Views of neighborhood, fire damage, demolition, construction, facade, rear exterior, sales area, segregated water fountains, snack bar, storage, and machinery. 1937-1974.

**Plans:** 145. Construction (1938 and 1940); display cases; show-windows; vestibule; party wall; signs; and mechanical, electric, storage, and intercom systems. 1937-1943.



***Baytown, 306 West Texas Avenue***

This 1948 building, constructed in a retail area, was probably designed by the Kress architectural staff under Edward F. Sibbert. The facade was white stucco with a simple aluminum marquee, and the interior trim was of lesser quality than that used in pre-war stores. Part of the building, built for sublease, was originally occupied by a women's clothing shop. The store closed in 1974.

***Beaumont, 591 Pearl Street***

Kress operated a Beaumont store from 1908 to 1977 in leased space at this address in the Perlstein Building. Renovations in 1946 were by Stone, Pitts, and Livesay, Architects, with plans by Edward F. Sibbert.

***Brownsville, 1031 East Elizabeth Street***

The Brownsville Kress, designed by E.J.T. Hoffman, was built in 1928 next door to an F.W. Woolworth store. The facade's spare classical details and pale terracotta and brick are characteristic of Hoffman's work. The primary ornamentation consists of rosettes between the second- and third-floor windows and lions' heads below the denticulated cornice, all in terracotta. A 1959 addition designed by architect Gerald Anthony Paul was built on the lot previously occupied by Woolworth. Brick imitating vitrified shale covered the front of the addition and part of the existing building, and porcelain enamel panels were installed over the rest of the facade. McCrory Stores purchased the location in 1980.

**Photographs:** 15. Views of facade, rear exterior, roof, sales area, candy and merchandise counters, neighboring store entrance, and interior. 1948-1950.

**Plans:** 94. Show-windows, Perlstein Building renovations, transom sign, lunch counter, fixture layout, refrigerated room, and electrical and mechanical systems. 1945-1956.

**Photographs:** 112. Views of construction, facade, rear exterior, addition, street, roof, building condition, renovation, sales area, merchandise and lunch counters, mechanical areas, damage caused by Hurricane Beulah. 1928-1967.

**Plans:** 29. Plans (including Woolworth's), insurance maps; wartime radio mast installation; and plans for signs, column braces and steel framing, intercom system, sprinklers, and store fixture layout. 1928-1978.

**Documents:** 10 inches. Records of computations, contracts, cost analysis, equipment, guarantees, leases, maintenance, requisitions, specifications, technical information, and hurricane damage reports and claims. 1927-1980.

**Corpus Christi****619 North Chaparral Street**

Planning for a Corpus Christi store began as early as 1911; two years later Kress acquired a lease for this downtown location. The store, designed by Seymour Burrell, opened in 1916 in a new three-story building with a brick facade and stone cornice, trim, and coping. In 1927 under the direction of E.J.T. Hoffman, the store was renovated, and in 1955 it expanded into the adjoining building at the corner of Chaparral and Starr streets. At that time new show-windows, signs, marquee, and entrances were installed in both buildings, and interior renovations to the addition were carried out by architect William C. Wood. The location was sold to McCrory Stores in 1980.

**Del Rio, 720 South Main Street**

E.J.T. Hoffman was the architect for this 1928 structure which, except for having three floors instead of two, is a typical early store. The first-story facade is clad with terracotta and has marble show-window bases, while the upper stories, faced with brick, have terracotta rosettes, lintels, trim, and cornice. The corporate logo, at the raised center of the parapet, is also terracotta. Renovated in 1965, the store was acquired by McCrory Stores in 1980.

**Photographs:** 39. Views of facade, soda bar, lunch counter, sales area, merchandise displays, and renovation of adjoining building. 1940-1955.

**Plans:** 65. Renovations (1927 and 1955), walls and smokestack, heating, electrical, elevator, lunch counter, mechanical, plumbing, and fixture layout. 1922-1977.

**Documents:** 7.5 inches. Records of insurance, computations, contracts, cost analysis, leases, maintenance, survey, general correspondence, and hurricane damage. 1911-1980.

**Photographs:** 20. Views of construction, facade, rear exterior, boiler house, show-windows and entrances by day and night, sales area, and checkout counters. 1928-1965.

**Plans:** 8. Plat, survey of block, party walls, elevator, and store-fixture layout. 1926-1969.

**Documents:** 5.5 inches. Records of computations, contracts, cost analysis, equipment, insurance, guarantees, leases, maintenance, payments, specifications, survey, invoices, and correspondence with headquarters. 1926-1980.

***Eagle Pass, 230 Main Street***

This downtown store opened in 1917 in a new two-story building. Unlike most Kress exteriors, which are light in tone, this one is of dark brick with pale trim, including window sills, coping, keystones, and cornice, and (in a 1953 photograph) a horizontal sign mounted at the front of the marquee. In 1954 an addition was built facing Washington Street, and the existing building was renovated with new show-windows, marquee, and entrances. As with many Kress stores along the U.S.-Mexican border, by the 1960s most of the merchandising signs were in both English and Spanish. McCrory Stores purchased the location in 1980.

***El Paso, 211 North Mesa Avenue***

Kress opened here in 1907, on the site of the former courthouse, post office, and customs house. In 1937-1938 a stunning new store, designed by Edward F. Sibbert, was built on the original site and an adjoining corner lot. Sibbert adapted Hispano-Moresque designs and architectural elements for this Art Deco building. The exterior is clad with white and cream colored terracotta with polychrome decoration, much of it in the form of Moorish-style tiles in bold shades of blue, green, red, yellow, and orange. The Mesa Avenue elevation, resembling in its massing a Spanish mission, is further enhanced by trim based on Spanish motifs. Sold to McCrory Stores in 1980, the location continues to operate under the Kress name.

**Photographs:** 61. Views of facade, neighboring properties, rear exterior, addition construction, renovations, sales area, lunch and merchandise counters, and storage. 1942-1965.

**Plans:** 29. Surveys, insurance maps, addition framing, mechanical, fixture layout, elevator, and cooling platform. 1916-1974.

**Documents:** 8.5 inches. Records of bonds, computations, contracts, cost analysis, equipment, deeds, maintenance, surveys, payments, addition and renovation specifications, flood damage, equipment catalogs, and store closing. 1916-1974.

**Plans:** 17. Surveys; plats; insurance maps; soil sections; surveys; and plans for framing, warehouse, and escalator. 1907-1960.

**Documents:** 13 inches. Records of bonds, computations, contracts, cost analysis, deed, equipment, expenditures; maintenance, requisitions, technical, correspondence with headquarters, invoices, and warehouse on St. Vrain Street. 1924-1980.

***El Paso, 901 South Stanton Street***

Kress opened its second El Paso store in 1967 in this one-story brick building. The sales areas (including space in the basement) were very plain, with suspended acoustical tile ceiling, exposed fluorescent lights, and linoleum floors. As in other locations with a significant number of Spanish-speaking shoppers, merchandising signs were in both English and Spanish. The store closed in 1975.

***Fort Worth, 605 Houston Street***

The first Kress store in Fort Worth opened in 1905 on Houston Street. In 1936 a new Art Deco building, designed by Edward F. Sibbert, was built nearby at this address. The four-story structure, clad with stone and terracotta, had entrances on both Houston and Main streets. One of the luxurious Class A stores, its interior featured molded ceiling and wall decorations, special fixtures, and other decorative elements to create a pleasant shopping environment. In 1960, when a new store opened at the Fort Worth Shopping Center, this location closed.

***Gainesville, 201 West California Street***

Built in 1916 at the corner of California and Commerce streets, this two-story brick building was designed by Seymour Burrell. The ground-floor exterior had show-windows on both streets and an entrance angled to face the corner. A plain sheet-metal marquee wrapped around both facades. The building, renovated by the Kress architectural staff in 1934 and 1955, closed in 1974.

**Photographs:** 12. Views of facade, sales areas, and merchandise counters. 1967.

**Photographs:** 1. View of lunch counter. 1957.

**Documents:** 4 pages. Brochure from store opening. 1936. Gift of Ms. Alice Shannon Lewis.

**Plans:** 62. Construction; 1934 and 1955 renovations; kitchen, structural, mechanical, electrical, plumbing, heating, and sprinkler systems; and room, door, and window schedules. 1916-1956.

**Galveston, 2117 Post Office Street**

In 1904 a Galveston store opened, and in 1924 Kress had the existing building demolished and built this two-story structure, clad in pale terracotta or stone. The first-floor facade presented acid-etched mezzanine strip windows over a bronze marquee, which ran the width of the building, and two pairs of entrances flanked by show-windows. Piers vertically divided the second story in thirds, with each section containing large multi-paned windows and decorative vent grills. Other exterior ornamentation included a simple narrow cornice, the corporate logo in the raised center of the parapet, and a band of rosettes just below the parapet. The store closed in 1980.

**Greenville, 2506 Lee Street**

Designed by Edward F. Sibbert, the 1939 Greenville store was built on a site leased for fifty years. The L-shaped two-story building had the standard arrangement of two pairs of recessed entrance doors flanked by show-windows. The facade was primarily brick, with polished granite piers extending from the base of the mezzanine level up into the parapet and foliate and geometric patterns cut in the limestone above the second-floor windows, in the parapet, and in the pier caps. The raised central portion of the parapet had the Kress logo cut in the limestone. In 1974, with fifteen years remaining on the lease, the store closed.

**Hillsboro, 128 East Elm Street**

The twentieth location to be opened in Texas, this store was in operation from 1922 to 1979.

**Photographs:** 14. Views of facade, rear exterior, sales area, merchandise displays, and lunch counter. Ca. 1923-1961.

**Photographs:** 1. Aerial view of city. Date unknown.

**Plans:** 116. Plats, construction, party wall, mechanical, structural, electrical, fixture layout, store fixtures, equipment, elevator, marquee, doors, windows, and lunch counter. 1938-1977.

**Documents:** 6.25 inches. Records of bonds, computations, cost analysis, expenditures, lease, maintenance, payments, requisitions, repair, survey, catalogs, and correspondence with headquarters. 1938-1979.

**Plans:** 1. Electric panel box. 1940.



*Houston, Texas, Harrisonburg Boulevard*

*Photo Woodallen Industrial Photographers*

### ***Houston, 6704 Harrisburg Boulevard***

Edward F. Sibbert was the architect of this 1947 one-story building. A pair of double doors, each flanked by show-windows, the mezzanine strip windows, and the red horizontal sign recall stores built twenty years earlier. The sales area, which was essentially unadorned, lacked the crown moldings and other details typical of Kress building prior to World War II. The store was purchased by McCrory Stores in 1980.

**Photographs:** 36. Views of site, neighborhood, construction, facade by day and at night, show-windows, sales area, and merchandise displays. 1945-1953.

**Plans:** 12. Plats; insurance maps; surveys; plans for site, paving, door jamb, and sprinkler and electrical systems. 1944-1967.

**Documents:** 7.5 inches. Records of bonds, codes, computations, contracts, cost analysis, deed, equipment, maintenance, payments, requisitions, specifications, technical information, construction planning, catalogs, and correspondence with headquarters. 1944-1980.

**Houston, 701 North Main Street**

A Houston store opened in 1900. This 1913 building, designed by Seymour Burrell, shows the influence of Louis Sullivan in its terracotta cladding, heavy cornice, rusticated lower floors, and massed windows. Both facades of this corner structure are divided from ground level to cornice by piers, which are heavier on either side of the outer bays. Between piers at ground level are the usual show-windows, curving inward to form vestibules at the entries. Windows are set three across in each bay, starting at the mezzanine and continuing the full height of the piers. Cartouches and swags decorate a string-course below and the spandrels at the eighth floor. Kress occupied the basement, first, and second floors, with remaining space rented for offices. In 1952 a four-story International Style addition, clad in red granite and buff colored limestone, was built. The store closed in 1981, and the building was converted to an office building by Ray B. Bailey.

**Houston, 1715 Post Oak Road**

Kress operated a store in a suburban shopping center from 1965 to 1974. The unadorned interior had exposed steel columns, a suspended acoustical tile ceiling, and asphalt-tile floors.

**Houston, 8700 Stella Link Road**

Opened in 1967 in a shopping center, this Variety Fair location was converted two years later to a Kress Fabric Center, which closed after one year.

**Photographs:** 54. Views of facades, site of addition, show-windows, office entrance lobby, sales area, segregated lunch counters, main and employee cafeteria, soda bar, kitchen, credit office, rendering and model of addition, pharmacy installation. 1913-1980.

**Plans:** 100. Plans, rendering of lunch counter, plans for pharmacy, party walls, sign elevations, fixture layout, and mechanical and electrical systems. 1912-1959.

**Documents:** 33 inches. Records of bonds, computations, cost analysis, equipment, expenditures, guarantees, leases and deeds, maintenance, payments, requisitions, specifications, survey, technical, accounting, warehouses, loading dock, pharmacy, and store closing. 1912-1980.

**Photographs:** 12. Views of facade, sales area, and lunch counter. 1965.

**Photographs:** 15. Views of facade, sales area, checkout and merchandise counters, and Fabric Center sales area. 1967-1969.

**Houston, 2702 Holmes Road  
warehouse**

Warehouse space for Kress, Post Drugs (a division of Kress), and the executive offices of Post Drugs was leased at this location in 1979. A year later, these functions moved to 6315 Brookhill Drive.

**Houston, 1305 Rye Street  
warehouse**

Kress leased merchandise warehouse space here, subleasing it to a parcel service in 1974.

**McAllen, 304 South Second Street**

In 1961 this store leased space in a new shopping center. The facade consisted of two sets of metal-framed glass entry doors and large plate-glass windows on light colored brick bases. The parapet was in matching brick and held a Kress sign of large plastic letters. The store closed in 1976.

**Paris, 16 Lamar Street**

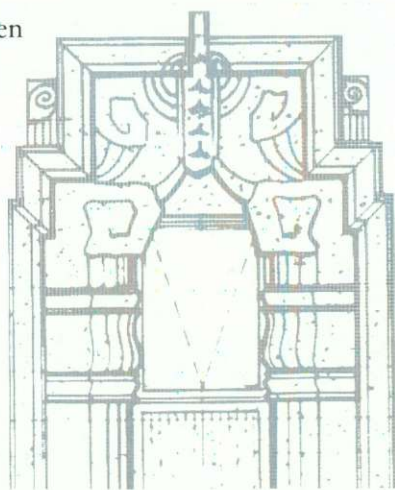
Kress operated a store in Paris from 1906 until 1978. A Salvation Army store now occupies the building, which has been given a new facade.

**Documents:** 0.5 inches. Records of estimates, lease, equipment, invoices, repairs, and equipment transfers. 1979-1980.

**Documents:** 0.25 inches. Records of insurance and sublease. 1974-1975.

**Photographs:** 28: Views of construction, facade, sales area, checkout counters, merchandise displays, credit office, and lunch counter. 1961.

**Plans:** 11. Electrical system. 1955-1959.





**Port Arthur, 625 Proctor Street**

This store opened in 1927 in a new two-story building designed by E.J.T. Hoffman. At street level the exterior included three entrances flanked by show-windows with curved plate glass and dark marble bases. A third entrance served a dress shop that subleased the space. The second floor and parapet were pale brick and limestone. After 1957 renovations, during which new show-windows, entrances, and signs were installed, the store expanded to occupy the entire first floor. McCrory Stores purchased the location in 1980.

**San Angelo, 109 South Chadbourne Street**

Constructed in 1949, this two-story brick building represents a transition from the plush interiors and carefully detailed exteriors of most pre-World War II stores to the simple, unadorned self-service stores of the postwar era. The building retains a high ceiling in the sales area, terrazzo floors, wooden trim and display cases, and the basic arrangement of sales counters and shelves, but the interior was plainer and lacked moldings and other details. Flat plate-glass show-windows, flush with the entrance doors were installed, instead of the once typical curved plate-glass show-windows on marble bases, set on either side of recessed entrances. This store closed in 1972.

**Photographs:** 40. Views of construction, facade, party walls, sales area, renovations, lunch counter, kitchen, office, machinery, and condition. 1927-1975.

**Plans:** 25. Surveys; map of Port Arthur; and plans of party wall, fixture layout, doors, elevator, and sprinkler and electrical systems. 1925-1957.

**Documents:** 9 inches. Records of bonds, computations, contracts, cost analysis, equipment, expenditures, guarantees, lease, maintenance, codes, payments, requisitions, specifications, and technical. 1912-1980.

**Photographs:** 46. Views of site, construction, facade, sales area, merchandise displays, lunch counter, structural problems of this and adjoining properties. 1948-1949.

**Plans:** 6. Map, plats, survey, party-wall section, floor plan. 1941-1954.

**Documents:** 0.5 inches. Record of condition survey. 1948.

***San Antonio, 519 Fair Avenue***

A store opened in 1970 in the Fair Park Mall, designed by T.F. Avner. The exterior was stucco with large plate-glass windows, while the interior, as was typical of variety stores of the period, was very plain. This location closed in 1974.

***San Antonio, 101 North Flores Street***

This store opened in 1940 in leased space in an existing building at North Flores and West Commerce streets. Edward F. Sibbert supervised the 1940 interior renovation and designed the 1949 addition, which used both street elevations as facades. The sales area, in sharp contrast to the store on Houston Street, was strictly functional with exposed beams, conduits, and ducts; plain wooden floors; and no moldings or wall ornamentation. McCrory Stores purchased the building in 1980.

***San Antonio, 3485 Fredericksburg Road***

Kress operated a store in the Fredericksburg Road Plaza, a suburban shopping center, from 1969 to 1974.

**Plans:** 23. Mall; store; fixture layout; kitchen equipment; and mechanical, electrical, and structural systems. 1969.

**Photographs:** 40. Views of facade, sales area, candy and lunch counters, merchandise displays, stockroom, employee lounge, office, training room, machinery rooms, addition, marquee, signs, and entrance. 1940-1962.

**Plans:** 47. Plats; surveys of block and lot; plans for interior, exterior elevations, walls, lunch counter, office, restaurant, fixture layout, and equipment. 1921-1974.

**Documents:** 13.5 inches. Records of bonds, computations, contracts, cost analysis, equipment, lease and deed, maintenance, requisitions, specifications, survey, and general correspondence. 1937-1980.

**Plans:** 1. Kitchen. 1969.



San Antonio, Texas, Houston Street

Photo Studer Photo

**San Antonio, 315 East Houston Street**

The first San Antonio store opened in 1905; in 1939 the store at this address and an adjoining structure were demolished to use the lots for this beautiful five-story building, designed by Edward F. Sibbert. A construction site sign proclaimed it the "most modern structure in the Southwest." The Art Deco facade resembles a Spanish mission in its massing and ornamentation. The opulent main sales area of this Class A store originally had elaborate plaster moldings on walls, ceiling, and pilasters, and shelves and paneling of fine woods such as satinwood, maple, marblewood, and oak. Vent grills along the walls were backed with mirrors and trimmed to give the impression of windows. A large cafeteria in the basement had photomurals of historic San Antonio scenes. The location was purchased by McCrory Stores in 1980. (*see photo page xii*)

**San Antonio****931 South W. W. White Road**

In 1967 Kress leased space in Lone Oak Mall, designed by Richard W. Rouse for the H.E.B. Grocery Company. The interior, finished to Kress specifications, had unadorned walls, suspended acoustical tile ceilings, asphalt-tile floors, and exposed fluorescent light fixtures. The store closed in 1974.

**Photographs:** 57. Views of street, exterior, main entrance, sales area, merchandise displays, lunch counter, restaurant, kitchen, storage, stockroom, show-windows, and boiler repair. 1937-1973.

**Plans:** 51. Surveys; plats; map of San Antonio; wall sections; and plans for elevator, foundation, office, fixture layout, rental space, warehouse; and sprinkler, mechanical, and electrical systems. 1929-1971.

**Documents:** 22 inches. Records of bonds, computations, contracts, cost analysis, equipment, expenditures, guarantees, leases, deeds, maintenance, payments, requisitions, specifications, technical data, codes, flood damage and repair, and correspondence with headquarters. 1929-1980.

**Photographs:** 8. Views of entrances, display windows, merchandise and checkout counters, and restaurant. 1967.

**Plans:** 30. Construction of shopping center and store, canopy, signs, site, structural, electrical, fixture layout, kitchen equipment, and changing room. 1966.

**Documents:** 5.5 inches. Records of computations, equipment, contracts, guarantees, invoices, specifications, and correspondence with headquarters. 1965-1974.

**Temple, 1308 West Adams Avenue**

Located in a suburban shopping center owned by the H.E.B. Grocery Company, this was one of ten shopping center locations opened in 1960. Earlier, the company had chosen sites primarily in downtown retail districts, with a few stores in urban fringe and suburban shopping centers. A wide variety of merchandise was sold here, including clothing, fabric, shoes, and toys, while a smaller adjoining building held a Kress garden shop. In 1980 the store went out of business.

**Tyler, 114 West Erwin Street**

Edward F. Sibbert designed this store, which faced Erwin Street and incorporated a smaller building on College Street. The Erwin Street elevation had three stories, with show-windows and two sets of entrances on the first floor. The upper stories were faced with brick and each had a band of strip windows. The interior had wooden trim and counters, but was more austere than pre-World War II locations. The store was in operation from 1948 to 1977.

**Photographs:** 56. Views of construction, facade, opening-day ceremonies, sales area, garden shop, merchandise displays, lunch counter, and 1977 fire damage. 1960-1977.

**Photographs:** 59. Views of construction, facade, show-windows, entrance, sales area. 1947-1963.

**Plans:** 68. Survey, construction, existing structure, entrances and show-windows, electrical and mechanical systems, walls and footings, signs, equipment and fixtures, and dumbwaiter. 1946-1975.



*Tyler, Texas*

**Waco, 613 Austin Avenue**

Kress began in downtown Waco in 1905, and by 1941 was in a two-story building that was slightly more ornate, but in its essentials like others designed at that time by the company's architectural staff. The first-floor facade included show-windows, cast-iron pilasters, and two pairs of doors. The second floor, faced with brick, had classical details in stone or terracotta, a galvanized iron cornice, and decorative metal vent grills. In 1941 new entrances, show-windows, and mezzanine windows were installed; in 1969 the facade below the second story was covered with porcelain enamel panels. Closed in 1979, the building is still standing.

**Wichita Falls, 808 Indiana Avenue**

The Wichita Falls store opened in 1914 in leased space renovated by Kress architect Seymour Burrell. In 1937 that building and an adjoining one were demolished, to be replaced by a two-story Art Deco structure designed by Edward F. Sibbert. This property was under long-term lease, with the building erected at Kress expense. The first-story facade consisted of the standard arrangement of recessed double entrances flanked by show-windows on dark marble bases. The building was clad in brick above the marquee, with vertical bands of brick dividing the facade in thirds. Terracotta was used to trim the second-floor and mezzanine strip windows, for the scalloped parapet coping, and on the corners from ground level to the parapet. A 1959 interior renovation converted the basement to sales space. The store closed in 1974.

**Photographs:** 26. Views of facade, entrances, show-windows, rear exterior, sales area, merchandise counters, and 1953 tornado damage. 1941-1969.

**Plans:** 1. Diagram of air-conditioning system. 1955.

**Photographs:** 92. Views of facade, structural problems of adjoining buildings, footing test, show-windows, main and basement sales areas, merchandise displays, lunch counter, and kitchen. 1936-1959.

**Plans:** 131. Insurance map; surveys; plat of block; and plans for interior, party wall, adjoining buildings, renovations, parapet, sign, furniture, fixture layout, plumbing, framing, equipment, and electrical and mechanical systems. 1922-1959.

**Documents:** 10 inches. Records of bonds; computations; cost analysis; contracts; equipment; guarantees; leases; orders; maintenance; specifications; technical reports; catalogs; correspondence; and store expansion, conditions, and closing. 1909-1977.

*Utah*

**Provo, 105 West Center Street**

Opened in 1938, this store occupied a three-story building in the retail district of Provo. Renovations in 1958 included facade alterations and an addition, with design work by the Kress architectural staff and Carpenter-Stringham and Associates, Architects. The store closed in 1974.

**Salt Lake City, 257 South Main Street**

Built in 1923, this three-story structure probably was designed by Kress architect E.J.T. Hoffman, who produced a similar building for Asheville, North Carolina. The facade, clad with white terracotta, featured a large cornice having dentil molding with the corporate logo just below. In 1962 the building received new show-windows and entrances, and an existing building on Third Street was incorporated with porcelain enamel panels covering the Third Street elevation. The store closed in 1974, and the building was renovated for use as a market. Now abandoned, the structure is to be demolished.

**Plans:** 33. Renovation, addition, and site. 1958-1962. Gift of Carpenter-Stringham and Associates, Architects.

**Plans:** 20. Addition, renovation, and kitchen. 1962. Gift of Carpenter-Stringham and Associates, Architects.

*Virginia*

**Alexandria, 4615 Duke Street**

Kress opened its first Virginia store in Roanoke in 1902. The second, in Alexandria, did not open until 1963 when space was leased in the Shirley Duke Shopping Center, designed by Vorbeck and Ward, AIA. The store, which closed in 1979, was a self-service operation.

**Photographs:** 3. Views of facade. 1966-1967.

**Plans:** 38. Plat, insurance map, shopping center and store, fixture layout, and electrical system. 1962-1963.

**Documents:** 3.5 inches. Records of mechanical computations and tests, contracts, guarantees, payments, requisitions, specifications, and store closing. 1962-1979.

**Aberdeen, 100 West Wishkah Street**

Opened in 1927 at the corner of Wishkah Street and Broadway, this building is probably by E.J.T. Hoffman, then very active on the Kress staff. The Wishkah Street facade, pale brick with terracotta trim, had corner and central entrances. Inside, the main sales area had a high ceiling clad with patterned sheet metal. Part of the building was leased to other businesses until 1953, when renovations converted all of the building to Kress use. A 1962 fire severely damaged the structure, and, during repair work, new show-windows and entrances were installed, the second-floor windows removed, porcelain enamel panels placed over the mezzanine exterior, the parapet and projecting trim removed, and the surface bricked. Kress closed the store in 1980. (*see photo page xv*)

**Everett, 2822 Colby Avenue**

In 1930 an Art Deco structure designed by Edward F. Sibbert was built in downtown Everett. While not one of the well-appointed Class A stores, its interior details, fixtures, and trim were of higher than usual quality. The exterior at street level offered a pair of recessed double entrances flanked by show-windows on marble bases. The first floor of the facade was clad in terracotta, the remainder in brick, laid to form large and small piers dividing the building in vertical sections. Pier caps, window surrounds, parapet coping, and other trim were terracotta. The store closed in 1974.

**Photographs:** 80. Views of facades, condition, main and mezzanine sales areas, lunch counter, kitchen, storage, fire and resulting damage to structure, and merchandise, repair, and renovation. 1927-1962.

**Photographs:** 37. Views of construction, neighborhood, facade, main and basement sales areas, merchandise displays, checkout and lunch counters. 1930-1964.

**Plans:** 26. Insurance maps; map of retail district; survey; venetian-blind schedule; and plans for foundation, fixtures, equipment, electrical system, and elevator. 1922-1964.

**Documents:** 6 inches. Records of bonds, codes, computations, contracts, cost analysis, equipment, expenditures, guarantees, leases, orders, maintenance, requisitions, specifications, survey, and store closing. 1928-1974



**Seattle, 2220 Northwest Market Street**

Built in 1929, this one-story structure has a small office mezzanine and basement stock-room. The facade featured the standard show-windows flanking recessed entrances, mezzanine windows, and a sign running the width of the building. Trim included a white terracotta shallow cornice and a parapet with the company logo and polychrome terracotta rosettes. Conversion to self-service in 1957 included additional shelves to hold more merchandise. In 1970 renovations were carried out again, with new sales equipment for customer self-service. Kress closed this store in 1980.

**Seattle, 215 Pike Street**

Designed by E.J.T. Hoffman, this 1924 three-story building near a streetcar line housed the first Washington Kress store. The corner structure, with beautiful Gothic Revival blind tracery on its parapet, was very similar to the Denver store. The first-story facade presented show-windows on marble bases, two recessed entrances, and polished granite piers rising to the mezzanine level. Above, it was clad with cream colored terracotta with polychrome trim. Because this was one of the Class A stores, precisely detailed and beautifully finished, its sales area was especially attractive. The interior was renovated in 1934 by architect Edward F. Sibbert, and a new entrance on the corner of Pike and Third streets was installed in 1941. During 1967 renovations, many interior details were removed; new show-windows, entrances, and marquees installed; and porcelain enamel panels placed over the mezzanine exterior. The store closed in 1974.

**Photographs:** 46. Views of construction, adjoining properties, facade, sales area, renovations, air conditioner, and merchandise counters. 1929-1976.

**Photographs:** 29. Views of facades, entrance area, main and basement sales areas, neon sign, merchandise displays, lunch counter, soda bar, kitchen, adjoining buildings, and renovations. 1934-1967.

**Plans:** 173. Plats, construction, 1934 and 1950 renovations, marquee, rental building, warehouse, electrical and mechanical systems, framing, office, fixture layout, sign, lunch counter, and finish schedules. 1923-1966.

**Documents:** 13 inches. Records of bonds, insurance, computations, contracts, cost analysis, equipment, guarantees, leases, maintenance, payments, requisitions, repair, specifications, survey, orders, and correspondence. 1923-1975.

**Seattle, 1064 Southcenter Mall**

The fifth and last-opened Seattle store occupied leased space in a shopping center at this address from 1968 to 1981.

**Photographs:** 1. View of sales area. 1968.

**Seattle, 4522 University Way, Northeast**

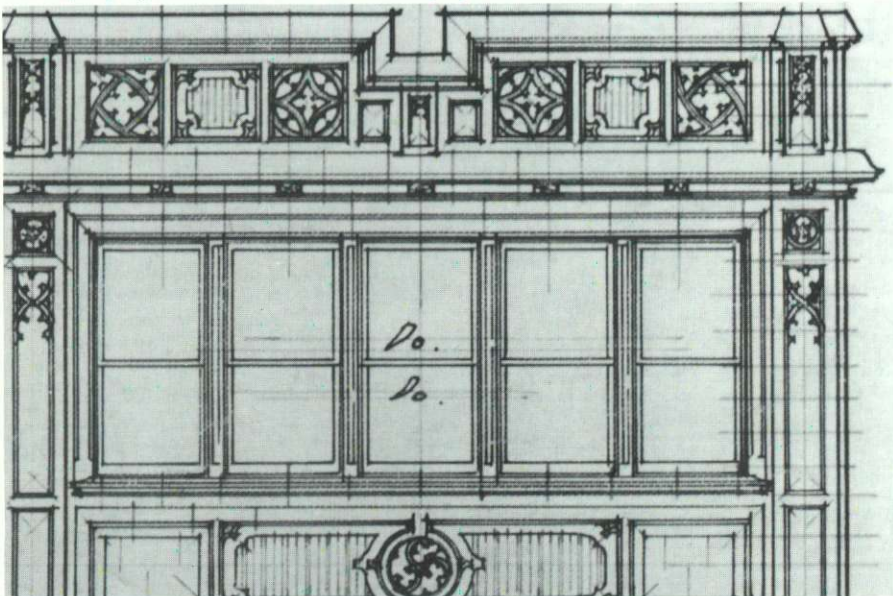
This three-story structure, designed by the Kress architectural staff under Edward F. Sibbert, was built in 1950 on a leased site. Influenced by the International Style, it closely resembles the store in Tyler, Texas, and, like the Tyler store, it is part of the transition from the elaborate pre-World War II buildings to the later "no frills" approach. In 1957 the store converted to self-service, with a reduced sales staff. After the store closed in 1974, the building was subleased to other businesses.

**Photographs:** 11. Views of facade, rear exterior, site, sales area, candy and merchandise counters, storage, and rear entrance. 1950-1957.

**Plans:** 72. Insurance maps; plats; survey; and plans for construction, existing buildings, party wall, electrical and mechanical systems, structural, plumbing, and fixture layout. 1946-1973.

**Documents:** 8 inches. Records of computations, contracts, cost analysis, equipment maintenance, catalogs, expenditures, guarantees, lease, specifications, technical data, and urban renewal. 1946-1976.

*Seattle, Washington, Pike Street*





Tacoma, Washington

Photo Richards

### **Tacoma, 934 Broadway**

E.J.T. Hoffman designed this handsome three-story structure, built in 1925. At street level, it had the typical show-windows on dark marble bases and entrances more deeply recessed than usual. The upper facade was terracotta-clad with elaborate geometric and floral motifs. During 1957-58, the store was renovated and enlarged. The original facade and addition were covered with metal panels, and a new marquee, signs, show-windows, and central entrance were installed. The store closed in 1972. The building's porcelain enamel panels have been removed, and it is to be renovated for commercial use.

**Photographs:** 61. Views of facade, main and basement sales areas, lunch counter, neon sign, and addition construction. 1939 to 1958.

***Wenatchee, 22 Wenatchee Avenue***

John G. Fleming designed this 1931 two-story building with strong vertical lines, created by dark windows, and tympana separated by light colored pilasters. The facade, clad in light brown brick, has terracotta trim, including coping and pilaster capitals. The store closed in 1974, and the building, which retains much of its original exterior, including show-windows and the parapet logo, now houses an office supply store.

**Photographs:** 4. Views of facade. 1990. Gift of Ms. Kris Young.

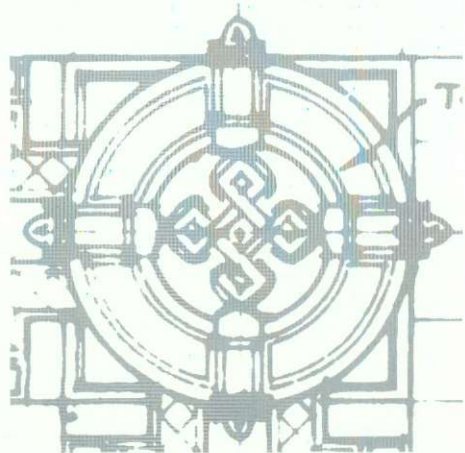
**Plans:** 6. Construction. 1930. Gift of Mr. Robert Kiesz.

**Documents:** 0.25 inch. Electrical specifications. Ca. 1930. Gift of Mr. Robert Kiesz.

***Yakima, 309-11 East Yakima Avenue***

This 1929 two-story building had standard exterior elements: curved show-windows creating entry vestibules, mezzanine windows letting natural light in the sales area, a sign spanning the building above the mezzanine, and a parapet rising at the center where the corporate logo was flanked by cartouches. Other ornamentation included a bracketed cornice, cartouches, and rosettes. The walls were brick, with the facade clad in pale terracotta. Interior renovations were carried out in 1957, but the store closed three years later.

**Photographs:** 11. Views of construction, facade, and sales area. 1929-1957.





*San Antonio, Texas, Houston Street*

***Alabama***

Anniston, National Register of Historic Places

Birmingham, 3rd Ave., National Register of Historic Places

***Arizona***

Nogales, National Register of Historic Places

***Florida***

Orlando, local preservation landmark of the city of Orlando

Sarasota, National Register of Historic Places

Tampa, National Register of Historic Places

***Kansas***

Wichita, National Register of Historic Places

***Mississippi***

Hattiesburg, in National Register of Historic Places Historic District

***New Mexico***

Albuquerque, National Register of Historic Places

***South Carolina***

Charleston, landmark of the city of Charleston

Columbia, National Register of Historic Places

Some buildings continue to house variety stores, with a few still operating under the Kress name. Others have found new niches in the retail world, as a drug store, furniture store, mini-mall, or stationery and printing business. The buildings listed below are those that have been adapted for nonretail purposes.

***California***

Hollywood, Frederick's of Hollywood corporate headquarters and lingerie museum

Riverside, California Museum of Photography

***Colorado***

Pueblo, Pueblo Business and Technology Center

***Georgia***

Atlanta, The Theater Outfit

***Illinois***

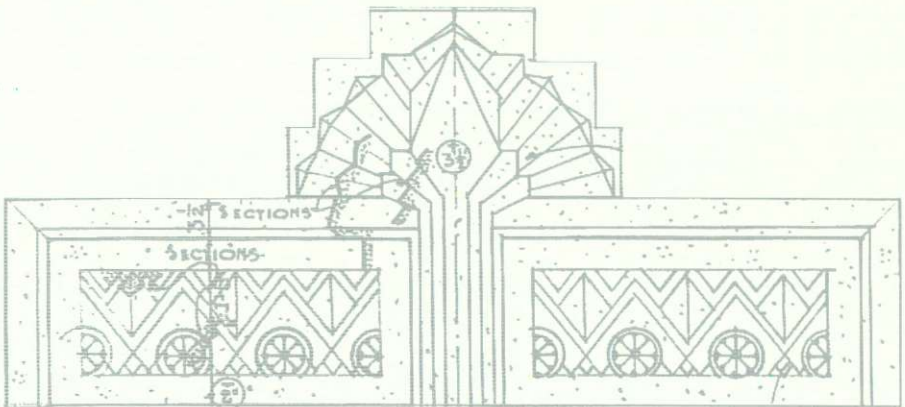
Rockford, The New American Theater

***Kansas***

Wichita, Kress Energy Center

***Missouri***

Trenton, First Baptist Church sanctuary and activities center



**Seymour Burrell** (active with Kress 1910-1916)

Burrell initially collaborated with or took over projects started by Julius Zeitner (see below). In addition to renovating existing structures, Burrell designed a number of new buildings. His stores tended to be small to medium in size and rather plain, but he also produced the Houston, Texas, Class A superstore.

**John G. Fleming** (active with Kress 1929-1931)

Fleming worked on designs for the West Coast and Hawaii during an association that lasted approximately two years. His attractive structures are influenced by the Art Deco style.

**E.J.T. Hoffman** (active with Kress 1922-1928)

Hoffman designed or extensively renovated at least twenty buildings during his association with Kress. His stores were generally rather plain yellow brick structures with Classical Revival motifs, but two of his buildings (Nogales, Arizona, and Albuquerque, New Mexico) are listed on the National Register of Historic Places, and his Memphis and Seattle stores are tour-de-force examples of, respectively, the Beaux-Arts and Gothic Revival idioms.

**George E. MacKay** (active with Kress 1929-1930)

MacKay's time with Kress was brief but productive. He was responsible for at least five new buildings and one major renovation, all completed in 1929 or 1930. His output was varied in style, including exteriors reflecting Greek Revival, Renaissance Revival, Art Deco, and Beaux-Arts, and he was assigned the design of larger-than-average stores.

**Edward F. Sibbert** (1899-1982, active with Kress 1929-1954)

Sibbert, who had degrees in structural engineering (Pratt Institute, 1920) and architecture (Cornell University, 1922), practiced in Florida and then New York before joining the Kress staff in 1929. He stayed with the company for twenty-five years, becoming head of the architectural department and eventually vice-president of the Buildings Division. His stylish Art Deco structures built during the Depression set a new standard for variety store elegance.

**Julius H. Zeitner** (active with Kress 1905-1910)

Zeitner is the earliest identified member of the Kress architectural staff. His first work recorded for the company was renovating existing buildings for use as stores, but by 1909 he was also designing new buildings. Zeitner appears to have developed the combination of elements typical of early Kress stores: two sets of double doors, show-windows with curving plate glass, mezzanine windows of prismatic glass, and well-lit sales areas with high ceilings.



*Locations are new construction unless otherwise indicated.*

*A location followed by a question mark has been assigned, with no positive proof, to an architect.*

**T.F. Avner**

Texas  
*San Antonio, Fair Ave.*

**William B. Bekemeyer**

Arkansas  
*Rogers*

**James B. Bell and Associates**

Alabama  
*Mobile renovation*

New Jersey  
*Elmwood Park renovation*

North Carolina  
*Fayetteville renovation*

South Carolina  
*Florence renovation*

Tennessee  
*Memphis, Main St.  
renovation*

**J.H. Benton and Associates**

South Carolina  
*Lancaster*

**Carl Boller**

Kansas  
*Pittsburg, Broadway*

**John S. Bowles**

California  
*Concord*

**Jack O. Boyte**

North Carolina  
*Charlotte, Central Ave.*

**Seymour Burrell (Kress staff)**

Alabama  
*Gadsden  
Mobile*

Arizona  
*Douglas*

Arkansas  
*Fort Smith, Garrison Ave.  
Helena  
Hot Springs renovation*

Florida  
*Jacksonville, Main St.*

Georgia  
*Albany renovation  
Americus renovation  
Valdosta  
Waycross*

Illinois  
*Cairo renovation*

Kansas  
*Lawrence renovation  
Pittsburg, Broadway  
interior, entrances*

Missouri  
*Trenton, Walnut St.  
renovation  
Webb City renovation*

North Carolina  
*Goldsboro  
High Point, Main St.  
renovation  
Rocky Mount renovation  
Wilmington renovation*

Oklahoma  
*Muskogee  
Shawnee (?)*

South Carolina  
*Charleston renovation  
Florence  
Sumter, Main St.*

Texas  
*Corpus Christi  
Gainesville  
Houston, Main St.*

*Wichita Falls renovation*

**Charles C. Burton**

Oklahoma  
*Muskogee renovation*

**Carpenter-Stringham and Associates, Architects**

Utah  
*Provo renovation  
Salt Lake City renovation*

**L.W. Davidson and Associates**

California  
*Los Angeles, 621  
S. Broadway*

**Demosthenes, McCreight, & Riley, Architects**

North Carolina  
*Sumter, Guignard Drive*

**L. Murray Dixon**

Florida  
*Miami Beach renovation*

**Lathrop Douglas**

Pennsylvania  
*Harrisburg*

**M. Martin Elkind**

New York  
*Brooklyn, Rockaway Pkwy.*

**John G. Fleming (Kress staff)**

California  
*Eureka, F Street  
Los Angeles, 4605  
S. Broadway  
Riverside  
Stockton (?)*

Hawaii  
*Honolulu, Fort St.*

Washington  
*Wenatchee*

**John A. Fletcher**  
New Jersey  
*Bridgeton*

**Harper and Kemp**  
Arkansas  
*Fort Smith, Rogers Ave.*

**E.J.T. Hoffman  
(Kress staff)**  
Alabama  
*Bessemer renovation*  
*Birmingham, 27th St.*

Arizona  
*Nogales*

California  
*Los Angeles, Central Ave.*  
*Los Angeles, 5831*  
*S. Vermont Ave.*

Colorado  
*Denver (?)*

Georgia  
*Rome*  
*Savannah*

Idaho  
*Boise*

New Mexico  
*Albuquerque*

New York  
*New York, Third Ave.*

North Carolina  
*Asheville*

Tennessee  
*Memphis, Main St.*

Texas  
*Brownsville*  
*Corpus Christi renovation*  
*Del Rio*  
*Port Arthur*

Washington  
*Aberdeen*  
*Seattle, Pike St.*  
*Tacoma*

**M.G. Humphreys**  
Alabama  
*Enterprise*

**Kelly and Gruzen,  
Architects**  
New Jersey  
*Elmwood Park*

**Howard Ketchum, Inc.**  
Kansas  
*Pittsburg, Centennial Dr.*  
*interior*

**Lacy, Atherton, and  
Davis, Architects**  
Tennessee  
*Chattanooga*

**Carl K. Loven**  
New Jersey  
*Midland Park*

**George E. MacKay  
(Kress staff)**  
Alabama  
*Montgomery*

Colorado  
*Pueblo*

Florida  
*Tampa*

Kansas  
*Parsons renovation*  
*Wichita*

Tennessee  
*Elizabethton*

**Newman, Riddle and  
Fowble**  
California  
*Calexio, E. First St.*

**John A. Nordbeck**  
California  
*Calexio, E. Second St.*

**Gerald Anthony Paul**  
Texas  
*Brownsville addition*

**J.N. Pease and  
Company**  
Georgia  
*Valdosta addition*

**Neale B. Penfold**  
California  
*Eureka, Harris St.*

**August Perez and  
Associates**  
Louisiana  
*New Orleans renovation*

**J. Cheshire Peyton**  
Louisiana  
*Shreveport renovation*

**Chris Ramos and  
Associates**  
Kansas  
*Pittsburg, Centennial Dr.*

**Charles T. Roberts**  
Louisiana  
*Alexandria*

**Richard W. Rouse**  
Texas  
*San Antonio, W.W.*  
*White Rd.*

**Stanley Saitowitz**  
California  
*Riverside renovation*

**Edward F. Sibbert  
(Kress staff)**  
Alabama  
*Anniston renovation*  
*Birmingham, 3rd Ave.*  
*Mobile addition*  
*Prichard*  
*Selma*

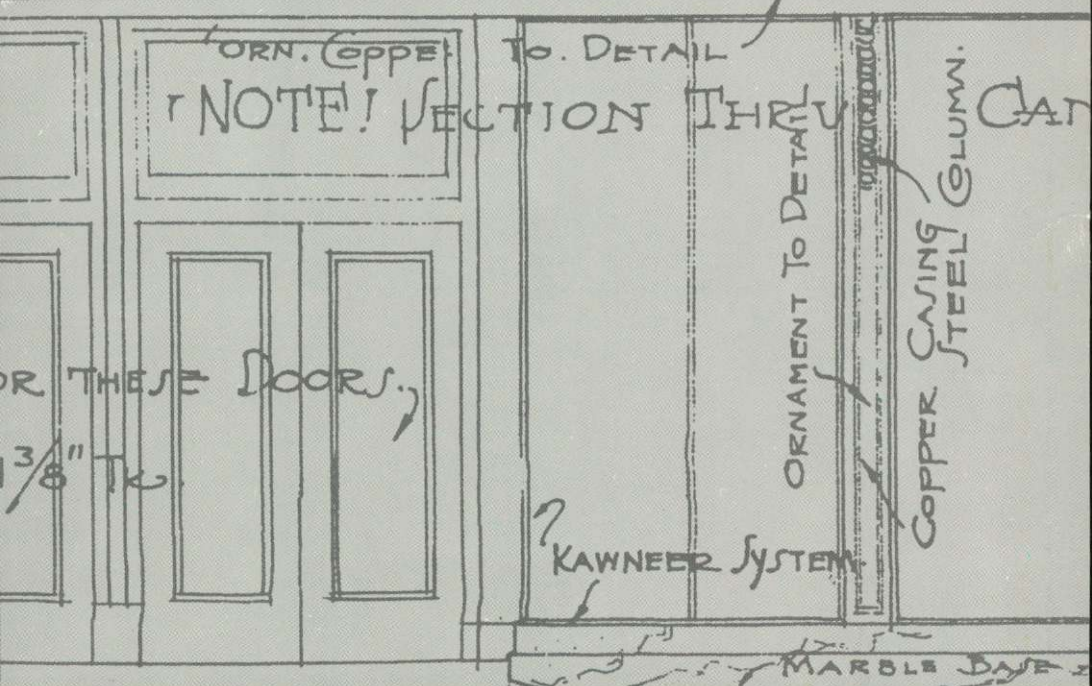
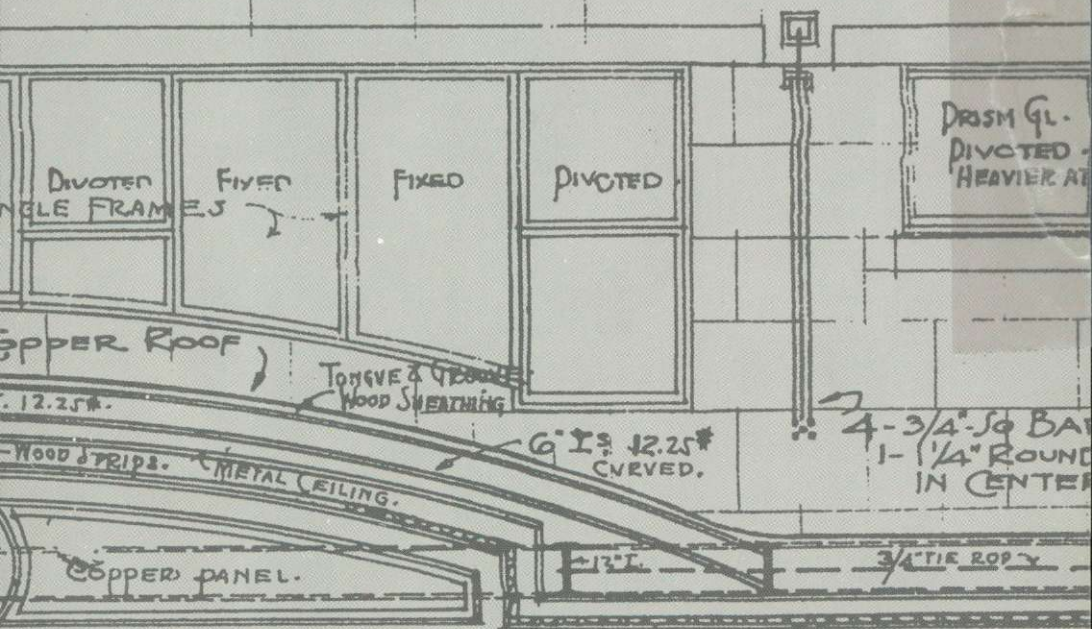
Arizona  
*Phoenix*

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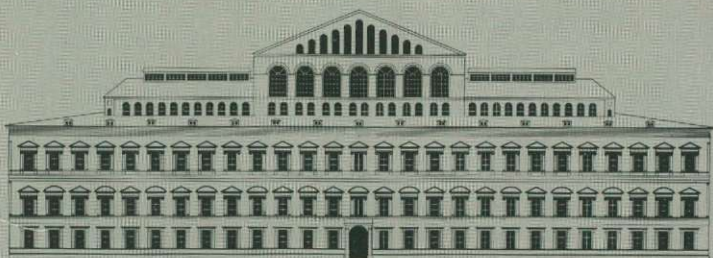
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- Arkansas  
*Fort Smith, Garrison Ave.  
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*Helena renovation*  
*Hot Springs renovation*  
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(Kress staff)**  
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- Illinois  
*Cairo renovation*
- Kansas  
*Lawrence*  
*Parsons renovation*
- Missouri  
*Trenton*
- North Carolina  
*Goldsboro, Walnut St.*  
*New Bern renovation*  
*Wilmington renovation*
- Oklahoma  
*Bartlesville*

# 5 - 10 - 25¢ STORE



*S. H. Kress & Co. 5-10-25 Cent Stores*



NATIONAL BUILDING MUSEUM



Stephen Consiglio

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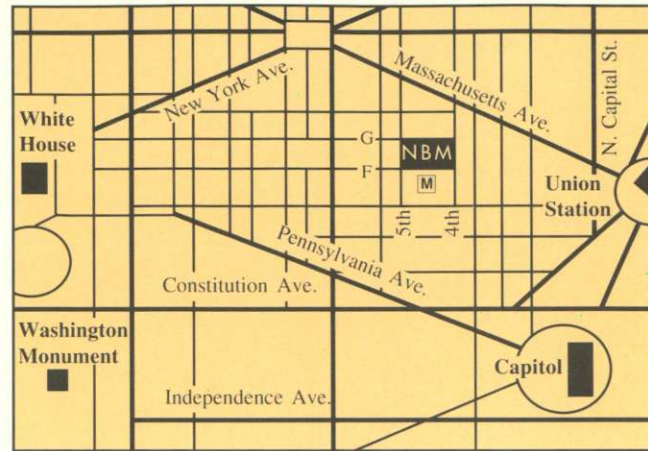
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Membership dues support exhibitions and education programs that celebrate America's building heritage. Thank you for your support.

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**Location:**

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**Pension Building Tours:**

Daily tours of the National Building Museum's historic home  
Monday - Friday 12:30 pm  
Saturday and Sunday 12:30 pm, 1:30 pm  
No reservations needed. Group tours by appointment.

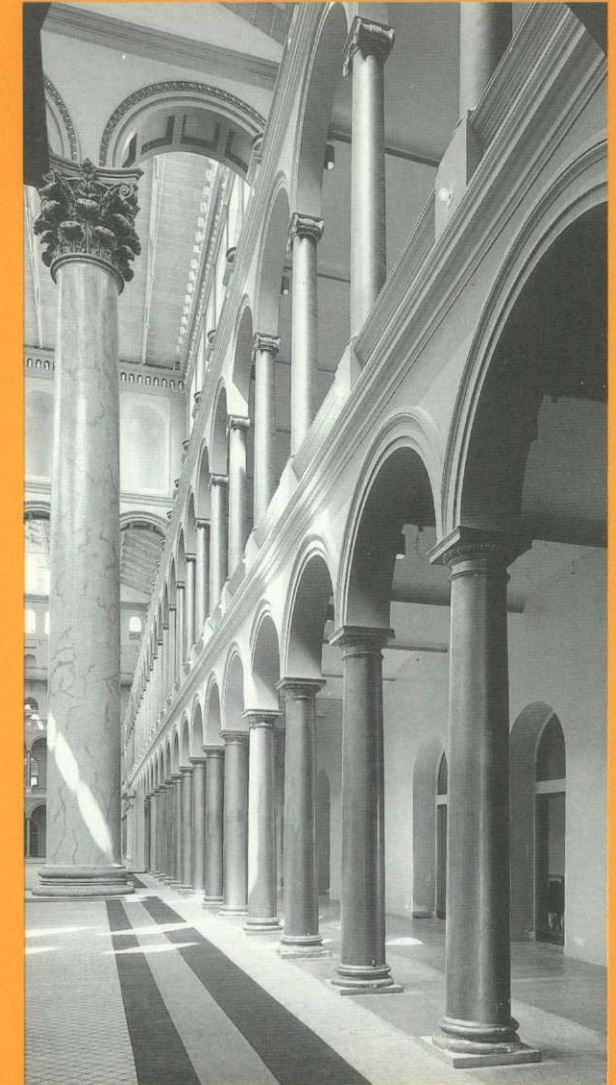
For more information on other tours and museum programs, see the quarterly calendar or call 202-272-2448.

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NATIONAL BUILDING MUSEUM

# NATIONAL BUILDING MUSEUM



Jack E. Boucher/ HABS

401 F Street NW  
Washington, DC 20001

202 - 272 - 2448



To celebrate American achievements in building, and to encourage excellence in the building arts and the built environment, the U. S. Congress mandated the National Building Museum in 1980. The museum's programs explore the act, process, art, and business of building: from houses to office blocks, bridges to dams, farmsteads to shopping malls. NBM not only chronicles building, it seeks to foster awareness and concern and encourage citizens to become involved in the shaping of our environment.

Permanent and temporary exhibitions interpret the world of construction, engineering and architectural design, environmental and urban planning, building crafts and materials, and historic preservation.

WASHINGTON: SYMBOL AND CITY, a permanent exhibition, examines the ideas and forces that molded the nation's capital, reflecting the ongoing struggle between an ordered, esthetic vision of monuments and grand public spaces, and the economic and social imperatives of a thriving metropolis. This hands-on, interactive exhibition is designed to be experienced by blind and visually impaired visitors.

Educational programs offer something for all ages. School children can attend classes and workshops on bridge construction, land use, and how buildings stand up. For adults, the museum presents lectures, films, and symposia on a wide range of topics.

A behind-the-scenes look at building in progress is made possible through "hard hat" tours to construction sites. Other popular tours explore NBM's home—the landmark Pension Building—and its historic neighborhood of Judiciary Square and Chinatown. An annual Festival of the Building Arts brings artisans to demonstrate a variety of building skills.

Free noontime concerts of classical, jazz, and folk music are held monthly.

The museum collects artifacts and records of the built environment: drawings, photographs, and documents. Major collections include drawings of terra-cotta ornament, nineteenth- and twentieth-century architectural photographs, detailed records of the S.H. Kress 5-10-25 Cent Stores, and postcard views of all aspects of building.

NBM issues a calendar of events and publishes a general-interest quarterly, BLUEPRINTS, with news and features about building throughout the United States.

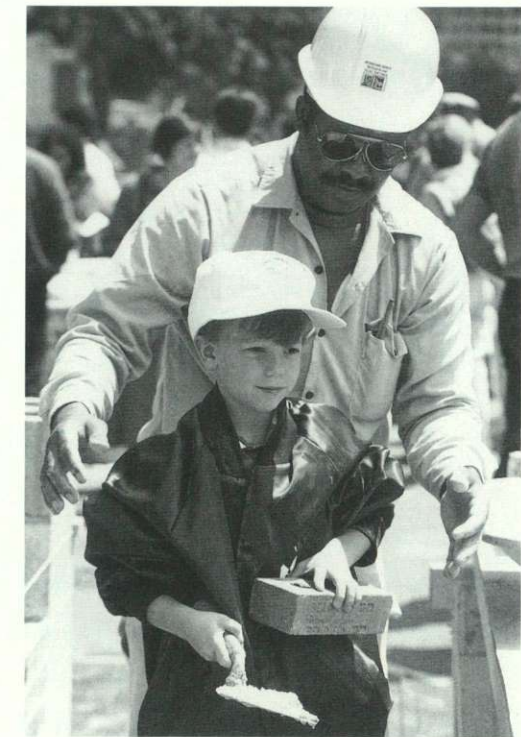
The museum shop offers books and objects that reflect NBM's mission, including artistic prints, posters, ceramics, tools, jewelry, and building blocks.

By act of Congress, the museum is housed in the federally owned and maintained Pension Building,



F. Harlan Hombricht

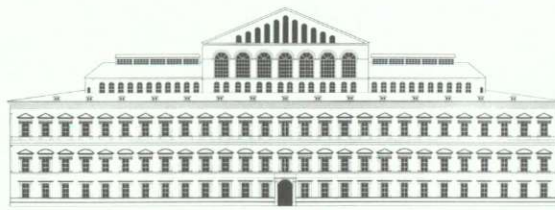
so-called because it was designed and built (between 1881 and 1887) by U. S. Army general and civil engineer Montgomery C. Meigs to house the bureau that dispensed pensions to disabled war veterans and their dependents. This Renaissance Revival style structure is built of 15.5 million bricks, with terra-cotta ornamental detail including the exterior frieze. Within, the Great Hall measures 316' by 116'; at its highest point, the roof is 159' above the floor. The eight giant Corinthian columns are of brick, plastered and marbleized. A permanent exhibition about the construction of the building and its subsequent history is located in a second-floor gallery.



Stephen Consiglio

The Great Hall, the site of presidential inaugural balls and other gala events since the 1880s, is available for use by organizations that are supporting members of the museum.

The National Building Museum is a private, nonprofit institution, and its programs are supported by memberships, grants, and contributions from the public and private sectors.



## NATIONAL BUILDING MUSEUM

This copy of *A Guide to the Building Records of the S.H. Kress & Co. 5-10-25 Cent Stores*, a publication of the National Building Museum, is being sent free of charge with the generous support of the Samuel H. Kress Foundation. This distribution is to selected state and local historical societies, libraries, museums, and state historic preservation offices. We hope to make copies available in every city mentioned in this book, as well as in major libraries with a strong interest in architecture. Additional copies are available through the museum's shop for \$5.00 plus \$2 shipping and handling.

In addition to the Kress records, the permanent collection of the museum includes 60,000 architectural working drawings, over 9,000 postcards, and 25,000 photographs. As collections are cataloged, they are opened for research use by appointment. If you have questions about our holdings or wish to arrange a visit, please call (202-272-2448) or write to Collections Manager, National Building Museum.

Also at the National Building Museum is Design Access, a national information and resource center focused on issues, research, and activities in a range of design fields including architecture, landscape architecture, urban design and planning, historic preservation, interior design, industrial and product design, and graphic design. The services of Design Access are available free of charge to the public as well as to design professionals, academics, and civic officials, Monday through Friday, 10-4, of each week.

Design Access provides information on nearly 4,000 grant projects funded through the Design Arts Program of the National Endowment for the Arts and houses a collection of related periodicals, reference works and media materials. A developing network provides information on design organizations and design events nationwide. Inquiries can be made by phone (202-272-5427), mail or in person.

If you have not already visited the National Building Museum, we hope you will do so soon.



**PROPERTY TYPE:** Commercial Development in Urban Areas

**HISTORIC OCCURRENCE/SURVIVAL:**

Commercial buildings: fire biggest threat to survival, historically, but generally rebuilt after a fire. Often in "fireproof" materials (e.g. brick)

Centers often moved to valley locations next to RR facilities after RR came through. - more likely for these second generation commercial centers to survive?

Banks: common beginning with building of RR

Markets: (add)

Early woodframe RR commercial structures: now very rare

Warehouse: (add)

Icehouse: (add)

Restaurant: (add)

Locations often dependent on transportation corridors, i.e. roads and RR. Where RRs intersected a town, the town tended to gravitate in that direction. Commercial development along the RRs and that encouraged other devel.

**SIGNIFICANCE:**

-Expressed aspirations of citizens for their town: public/economic face of a town. Physical expression (through scale, quality of materials, design, density, etc.) of economic history of a community, showing boom times/slow times (through new buildings, major renovations)

**IDEAL CHARACTERISTICS:**

-Combination of first floor retail space with upper story residential use, office use or fraternal use. Integral signage proclaiming name of owner, store, institution (e.g. carved stone panel)

-Party wall construction

-Uniform setback

-Multi-story

-Union blocks (often after fire destroyed individual wood-frame buildings on street)

-Fireproof construction, e.g. brick

-Banks- architecturally elaborate to inspire confidence in depositors

-Typical storefront- flush with multi-paned display windows, granite lintels, etc. in early 19th c. Single pane display windows with canted, recessed entrance in later 19th c.

-Older building recieved new storefronts over time

-Grid pattern focused on Main Street

Add: street clock, fire box, fire hydrant

Iron fire-escape

AY

- Some commercial activities become obsolete and new ones came along (auto showroom)
- From maker and seller (local craftsmen) to just distrib. of products made out of state
- Department Stores - increase in scale
- Centralization of commercial block as transport improved, then decentral. in past couple of decades
- Moved twds newest form of transport

power avail.

Econ. devel.

Big display windows auto-oriented for early "cash" markets like Montgomery Ward.

**VARIATIONS:**

Any open markets? Commerce at waterfront?

**CHANGES OVER TIME:**

Storefronts on commercial buildings most subject to change because they serve a marketing function too and owners want to have fashionable up-to-date appearance. Upstairs in commercial blocks often intact, often vacant.

Business or bank expanding into adjacent space as they grew- changes (e.g. closing of entrances, blocking of storefronts) Additions of drive-ins and ATMs, banks.

Remodeled cornices

Lowered ceilings inside to cover changes in mechanical systems, "modernize", save on heating costs.

Addition of elevator in common space

**NAMES/LOCATIONS OF SPECIFIC EXAMPLES FROM RESEARCH:**

Royalton, Winooski Block, Montpelier, Brattleboro, Bennington, Springfield, St. Albans, Rutland, Bellows Falls, White River: all urban downtowns on NR as districts

Little early GR bank in Danby NRHD

Newport downtowns pretty much gone although there's a great blue glass storefront there (or was)

**GEOGRAPHIC DISTRIBUTION:**

Transportation centers

**RESEARCH QUESTIONS:**

What kinds of "commerce" are not represented by commercial blocks and banks?

What about criminal "commerce" i.e. Smugglers Notch, "safe" houses, warehouses, etc.?

**BIBLIOGRAPHIC REFERENCES:**

see Rut. Co. Intro. on Commerce

**CONSTITUENCIES:**

- Marilyn Ash- Twin State Bank, White River- tax credit project
- " " - bank Pres. in Brandon
- Tom Ryan, sensitive banker in Rutland
- Louise Magram Werner, Burlington
- All bank execs
- Vt Retailers Assn
- Aubuchon Hardware, etc.
- Church street Mktplace Assoc. (exec. director is Ms. Penrose Jackson)

*-Chamber of Commerce*



New home office of National Life Insurance Company, Montpelier, Vt., one of the most beautiful office buildings in the United States. Founded in 1850, National Life now ranks in the top 1½ per cent in assets among the 1750 life insurance companies in the nation, of which it is the ninth oldest.

POST CARD

POSTAGE

RUTLAND HISTORICAL SOCIETY  
*Quarterly*

VOLUME XXVIII No. 4

1998

**A 20th Century Partnership:  
Rutland and Its Chamber  
of Commerce**



RUTLAND HISTORICAL SOCIETY

## Introduction

In compiling a history of the Rutland Chamber of Commerce and its predecessors, the Quarterly editors were faced with the daunting task of sorting through multiple pages of hand-written notes, yellowed news clippings and well-worn pamphlets. However, the material, which is in the care of Special Collections at the Bailey-Howe Library of the University of Vermont, had been meticulously arranged and filed by library staff members. Jeffrey Marshall, archivist and curator, generously allowed the Rutland Historical Society to borrow and copy the material which permitted more thorough research and a lot less travel. The society is most appreciative for this assistance received from the university. It will now be possible to make these records more easily available locally.

It comes as no surprise that the story of the development of the chamber closely paralleled the 20th Century history of the city.

No attempt has been made to record all the precise dates. Emphasis has instead been placed on the early business organizations and the progression of the chamber by decades. It is unfortunate that space did not permit mention of the many people who contributed so much to the betterment of the city through their involvement with the chamber. Almost every local business or professional person in Rutland during the past hundred years at some time supported civic betterment.

The records of the Rutland Chamber of Commerce include the records of the Merchants' Association which was formed in 1898.

## In Tribute



ROUTLAND HERALD

LULA M. TYE

*Miss Lula M. Tye became financial secretary of the Rutland Businessmen's Association on 14 March, 1912. In January 1930 she was named manager of the Chamber of Commerce. On 1 February 1951 she retired from the chamber after 39 years of service. She truly provided a thread that bound Rutland's business community together for nearly a half century.*



# A 20th Century Partnership: Rutland and Its Chamber of Commerce

As early as the 1880's a Rutland Business Men's Association existed. By 1889 this organization appears to have become the Rutland Board of Trade which existed until the end of the 19th Century.<sup>1</sup>

On 30 March 1898 a preliminary meeting to form the Merchant's Association of Rutland, Vermont, was called to order by Mr. T.F. Donahue at the Rochester Clothing Store. Mr. E.C. Tuttle was elected to preside at this meeting which seemed to be primarily driven by local merchant concerns with various trading stamp plans. A committee was elected to come up with a scheme to compete with the trading stamps. This same committee was also to be the committee on permanent organization.<sup>2</sup>

After a 1 April 1898 meeting in the carpet room of Mayor L.G. Kingsley's store in which Glens Falls merchants shared their experiences with trading stamp schemes, the committee advised that Rutland merchants drop consideration of any effort to compete with the stamps. The committee then moved to form a permanent organization to be known as the Merchants' Association of the City of Rutland. The committee also moved to prevent the deliberations of the association from being published in any newspaper.<sup>3</sup>

At a meeting on 8 April 1898 the report of the by-laws committee was accepted. Membership was limited to any merchant doing business in the City of Rutland, Center Rutland and West Rutland. At a meeting on 12 April 1898 an amendment was passed which allowed associate members from any town or city outside of Rutland to be admitted if they were engaged in trade. A \$2.00 membership fee gave them all membership benefits except a vote. Mr. E.C. Tuttle was elected the first president of the Merchants' Association.<sup>4</sup>

The association resolved that "when it shall come to the knowledge of any member of this association that any scheme, gift enterprise or other form of advertising which calls for giving of stamps, periodicals, or the like, is being used or about to be used, it shall be his duty to report such to the Advertising Committee at once. And that this Association condemns the use of any such form of advertising among its members."<sup>5</sup>

On 25 April 1898 the association sponsored a special meeting at the Elks Hall in Rutland for a presentation on the credit system by Mr. C.H. Bagley, secretary of the St. Johnsbury Merchants' Association. Mr. Bagley pointed out that the St. Johnsbury association had been organized in 1890 to correct abuses in the credit system. He noted that when an association takes in members from the surrounding towns, the floating deadbeats are prevented from imposing on people in business and are made cash only customers at their place of residence.<sup>6</sup>

Monthly meetings were regularly held in the Odd Fellows rooms starting in May 1898. Among issues discussed at the monthly meetings were efforts to increase membership which would include ladies who were in business. Letters were sent to debtors offering them an opportunity to make arrangements to pay

their debts. Failure to heed this letter would result in a circular letter to all merchants recommending the denial of credit. A New York ticket scheme drew the scorn of the association as it voted to defer action on it for "at least 100 years." Store hours became an issue when 57 clerks sought early closing hours during July and August and during January, February and March. Their request was denied. By resolution the association sought to have the Vermont Legislature enact legislation to abolish trading stamp schemes.<sup>7</sup>

At the regularly monthly meeting in October 1898 it was voted that at the next meeting at least three quarters of an hour be devoted to the discussion of questions of public interest, especially the city hall, public urinals and city parks. Suffice it to say that at the November 1898 monthly meeting only seven members arrived and, lacking a quorum, the group adjourned.<sup>8</sup>

The first annual meeting was held 11 January 1899. At this time the monthly meeting days were changed to the third Monday of the month. W.C. Smith was elected president for 1899.<sup>9</sup>

In February the association sought a manufacturer to occupy the property of the Vermont School Seat Company. A number of non-association members were invited and attended this special meeting.<sup>10</sup>

At the March 1899 meeting a discussion of store closing hours brought out a great spectrum of opinions. Mr. Ryan suggested that the customers be surveyed. A notice of the Gardner, Massachusetts, businessmen's united movement to reject all advertising in any form was read. They would not give money or merchandise, nor purchase tickets to fairs or entertainments gotten up by lodges, societies or churches. As far as advertising, most of these solicitations were worthless to the merchant.<sup>11</sup>

Discussions and efforts of the association ranged from seeking new industries for Rutland to concerns about the quality of street care.

In July there was no quorum and in September only the president and secretary showed up. In December only the secretary showed up. The January 1900 annual meeting was attended by nine people. Apparently there were no meetings in February, May, June, August and November. By the annual meeting in January 1901 the inactivity and thin membership appear to have generated a decision that the annual dues for 1901 would be \$2.00 but those members who paid \$2.00 in 1900 would be credited \$1.00 on the 1901 dues. At the March 1901 meeting the by-laws were amended to allow not only merchants but any businessman to join the association.<sup>12</sup>

But attempts to resuscitate the association seemed doomed. May, June and July meetings failed to achieve a quorum. No meeting was called in August. The September meeting drew 11 members when the association resolved that the Mayor be requested to ask for the resignation of three aldermen as their absence from the City was evidence of their inability to fulfill the duties of the office. In October there was a lack of quorum. There were seven members at the November 1901 meeting. Failure to get a quorum in December 1901 and January 1902 led to no call for a February meeting. March and April meetings were held but there are no records of any other meetings in 1902. There is a final fragmentary record of an 11 March 1903 meeting and an incomplete membership list for the year 1904.<sup>13</sup>

In 1909 there is some scattered evidence of the existence of a Rutland Improvement League which sometime between 1910 and 1911 produced a book-

let entitled *Industrial Rutland*. From 1909 to 1911 the Improvement League maintained an entry in the Rutland City Directory.

On 14 February 1912 about 60 Rutland businessmen met to organize the Rutland Merchants Protective Association. G.E. Chalmers was appointed temporary clerk. The *Rutland Herald* of 15 February 1912 succinctly summarized the rationale for this organization. First, was the proposition of cooperation among retail merchants for the black listing of "dead beats." Secondly, was the proposition of eliminating all but legitimate advertising. Merchants now were at the mercy of the everlasting canvasser. The present method thus became little else than a refined hold-up.<sup>14</sup>

On 29 February about 80 people attended the meeting and there were over 100 who had signed the agreement to be members. E.C. Tuttle, who had led the 1898 organization of businessmen was in favor of joining the association but wished to have the by-laws read before he came to any decision. George E. Chalmers was elected President.<sup>15</sup>

Between 29 February 1912 and 25 March 1912 a number of executive meetings were held for which the minutes were lost. At this time it was decided to hire Miss Lula M. Tye as financial secretary on 14 March 1912. She opened the first office of the organization in the store of D.E. Martin. About 26 March the office was removed to Rooms 35-36 of the Mead Building.<sup>16</sup>

One of the first projects of the association was to sponsor a Carnival to be held during Fair Week which the association would organize and operate. Barkens Fire Diving Act was reserved for the 1912 carnival. The association also organized an information bureau for Carnival Week and a general city cleanup week prior to the Carnival. The committee on "Merchants Floats" had a promise of 20. Sixteen autos were promised to be present on Thursday evening.<sup>17</sup>

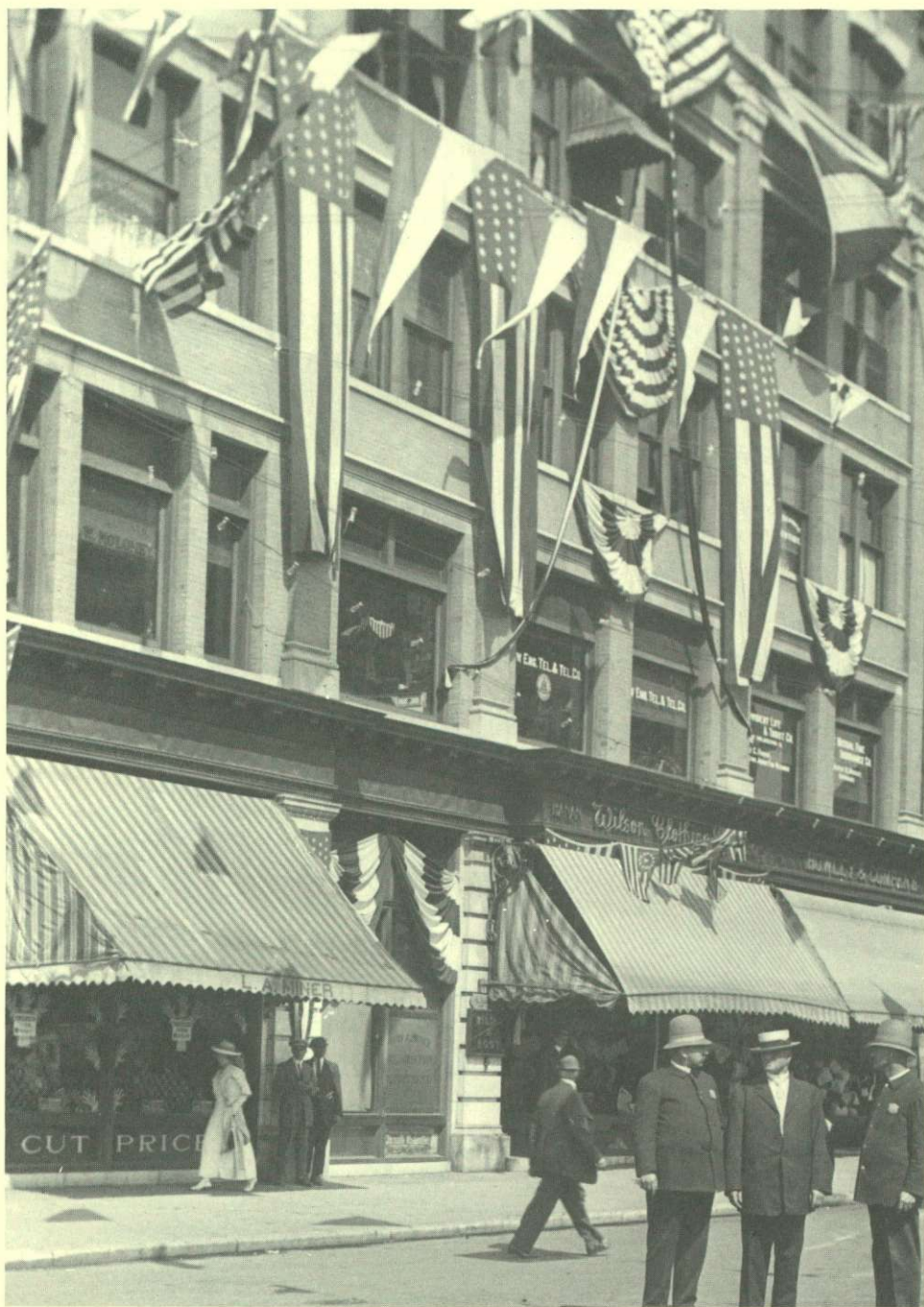
During the remainder of 1912 the association considered joining the Chamber of Commerce of the United States but left the issue with the executive committee. A number of items regarding industries seeking sites in Rutland or sites in Rutland seeking industries were scattered throughout the association's meetings.<sup>18</sup>

In 1913 the Rutland Businessmen's Association planned a carnival to outdo previous ones. Over 7500 light globes were to be used in the night decorations. This was more elaborate than anything ever before attempted in Rutland. A fireworks display this year was to be downtown and not in the Baxter lot. Dancers, singers, balancing acts and more filled the list of attractions.<sup>19</sup>

Other issues of 1913 were: the possibility of an armory for Rutland, the possible change of West Street Cemetery into a park or playground and the organization of a "Commission Form of Government for Rutland" Club.<sup>20</sup>

The association voted to erect a Christmas tree in Depot Park. But not all was peaceful. Association Secretary Mason was directed to write to members who were giving trading stamps to remind them that this was a violation of the membership agreement.<sup>21</sup>

In 1914 the association contributed \$25.00 to the Rutland Women's club to assist in their night school which was in session. At the April 1914 meeting it was moved and approved that clergymen of Rutland be invited to become active members of the association. At the May 1914 meeting the association decided to turn over the management of the 1914 Carnival to the Rutland Fair Association as they could manage both events more advantageously.<sup>22</sup>



*The Mead Building, with its carnival decorations, prominently advertised the five days of the 1913 Rutland Carnival, which provided an evening program at the Berwick and Bardwell corners, the depot green and the Depot Park. Fireworks and a parade opened the festivities. Dr. John A. Mead, owner of the Mead Building, posed in front with two Rutland police officers.*

The annual meeting of the association in March 1915 did not have a quorum but at the adjourned annual meeting members approved a contract with Mr. Brehmer to produce a booklet boosting Rutland.<sup>23</sup>

However, there were signs that times were changing. In June 1915 the association offered support to a proposal for an auto bus to go over the mountain. At the 1916 annual meeting in February George Chalmers announced that he was retiring as first president of the association after four years. In spite of this announcement the membership again elected him but he declined to serve. Isaac Miller was then elected president.<sup>24</sup>



*Chas. Sterns and Co. on Merchants Row was Rutland's premier department store. Proprietor Isaac Miller (fourth from r.) was president of the Rutland Businessmen's Association and served the chamber for many years.*

With war on the horizon the association sponsored a "Preparedness Parade" on 4 July 1916. It also donated \$10.00 to Mrs. Chaffee for pajamas for the Company A boys who had been sent to the Mexican border in the summer of 1916.<sup>25</sup>

On 31 January 1917 the association voted to join the Chamber of Commerce of the United States of America.<sup>26</sup>

With the entry of the US into World War I in April 1917, the association's attention focused on the homefront needs of the war effort. Dr. Hamilton explained that the First Vermont Regiment of the National Guard and the Rutland Company A, in particular, had a need for additional men to bring the units to full strength. The association voted to pay for a telephone for the Navy recruiting office in Rutland. An auto trip to Camp Devens in Ayer, Massachusetts, was made available for members of families of the soldiers from this district.<sup>27</sup>

The association agreed to assist in the food conservation program and when Fuel Administrator Garfield ordered that all stores be closed all day on Mondays, they voted that they would abide by "any and all future orders issued by our gov-

ernment." The Committee of the War Camp Community Recreation Fund raised \$1551.64 which was \$51.64 over their quota.<sup>28</sup>

At the January 1918 meeting it was decided to omit this year's annual banquet due to war conditions. It was also decided that the dues of any member in war service would be remitted until after the war.<sup>29</sup>

In May 1918 the association donated \$25.00 toward the Red Cross Fund. By October 1918 the great influenza epidemic had hit a peak of 710 cases and 45 deaths in Rutland. Accordingly "the regular meeting of the Rutland Businessmen's Association ...was cancelled, it being considered contrary to the Health Board ruling".<sup>30</sup>

With the end of World War I in November 1918, the association's considerations returned to some more routine items such as the vote to have the Christmas public rest room be left with the Entertainment Committee to look after. President Badlam was to see about extra seats in the depot during holidays and that the street light globes were cleaned.<sup>31</sup>

In January 1919 the association sent a telegram requesting the return of the telegraph and telephone lines to the companies at once. Service under the government's management was deemed to have been less than satisfactory. In Rutland the association requested that the City consider support of the night school.<sup>32</sup>

At the March 1919 meeting, Monday evening closing throughout the year was finally approved.<sup>33</sup>

At a special meeting in May 1919, it was decided to close stores in the afternoon on Monday, May 5th during the Victory Loan "Flying Circus". The fire whistle would blow one long blast to signal the closing. Stores would reopen after the exhibition.<sup>34</sup>

Plans to offer an entertainment for the returned soldiers concluded in a general consensus that a clam bake one day at the Fair would be appropriate. A request to the City Board of Aldermen failed as the aldermen felt they did not have the power to appropriate money for the clambake. It was then decided to authorize the Military Committee to organize the celebration and raise the funds in any way they thought best from public subscription.<sup>35</sup>

Dr. Hamilton reported on the estimated figures to build an armory in Rutland:

\$15,000-site to be provided by the city.

\$35,000-for building by the state

\$40,000-cost of an armory at the present time.

The association unanimously agreed to see that the necessary \$3,000 to \$5,000 needed in addition to the state appropriation would be provided for building the next state armory in Rutland.<sup>36</sup>

In July 1919 the association gave an endorsement to Lt. Edward R. White for a motor express line he planned to establish between Rutland and Burlington.<sup>37</sup>

At the October 1919 meeting of the association representatives of the American City Bureau sought to come to Rutland to talk about what could be done to increase membership in the association. They felt that the key to success lay in a change from the present organization to a chamber of commerce with a paid secretary. At the November 1919 regular meeting it was decided to defer the question of becoming a chamber of commerce to the next annual meeting in February 1920.<sup>38</sup>

## The 1920's

The Rutland Businessmen's Association formally changed its name to the Rutland Chamber of Commerce at the annual meeting at the Community House on 22 March 1920. Annual dues were reduced from \$12.00 to \$5.00 per person. The organization also decided to hire a paid manager<sup>39</sup>

The 1920 membership campaign struggled to the degree that there was serious discussion of disbanding the chamber of commerce. But by 1 July 1920, membership had leaped to 958 from 418 on 17 June. Enthusiasm quickly replaced doubt and gloom. In September 1920, Mr. Edward A. Robbins was hired as paid manager, but by the following September he had resigned. The rules of the old Rutland Business Association were discarded and a revision of the constitution and by-laws was authorized. An "In and Out Club" for membership provided a novel means of stimulating membership work. If you got three new members, you could leave the club and name your successor.<sup>40</sup>

Discontinuance of the Rutland Street Railway service between West Rutland and Fair Haven was announced on 28 June 1924. The chamber appointed a committee to investigate what could be done but the time of the auto was at hand.<sup>41</sup>



RUTLAND HISTORICAL SOCIETY

*This public works crew is repairing the dirt road in front of the railroad station. In 1924 the trolley tracks no longer carried the cars of the Rutland Street Railway. The auto had prevailed.*

During the 1920's the new chamber of commerce took a much more active role in making known its positions on Vermont legislative issues. The condition of city and county streets and roads also got more attention as auto and truck traffic

increased. Parking on Merchants Row and Center Street for unreasonable lengths of time was a concern.<sup>42</sup>

On 17 August 1921 a separate Retail Merchants Committee was formed within the chamber. This involved a division of dues between the Retail Division and the chamber. One-third went to the Retail Division and two-thirds to the chamber. But by 3 February 1926 the Retail Division was merged back into the chamber.<sup>43</sup>

In November 1927 Rutland and Vermont were hit by floodwaters. A special meeting of the chamber was held to organize an emergency fund. Later the Red Cross took over the relief fund.<sup>44</sup>

The old courthouse clock was idle and its idleness became an item at the Chamber meeting of 29 April 1929. Perhaps this was a sign that in a matter of months more than the hands of a clock would be idle.<sup>45</sup>

### The 1930's

During the 1930's the country was deep in the throes of the depression. However, in Rutland City, the businessmen members of the chamber maintained their optimism and concerned themselves with promoting the local economy. Their most serious challenge was the faltering Rutland Railroad which had anchored the city's prosperity for so many years. Freight and passenger traffic were falling off sharply.

The chamber supported every request made to it by the railroad. Letters were sent to shippers and suppliers urging exclusive use of the Rutland's route. When other trunk lines threatened to take over the Rutland, members backed the New York Central as the carrier of choice to improve service and retain the car shops in the city. They supported an urgent request to raise freight rates.

In December 1935, G.L.R. French, vice president and general manager of the Rutland, came before the chamber to ask help in obtaining a reappraisal of the railroad's property saying payment at the current rate was impossible. Members responded by forming a committee to render assistance in striking a deal with the municipal government.

While the railroad struggled, highway conditions for motor traffic were improving. A new cement road was constructed between Rutland and Middlebury, and access to New York state was eased with the opening of the Champlain bridge. There was even a suggestion from a representative of the Civilian Conservation Corps to build a road to the top of Killington. Tourism was recognized as an important factor for growth and prosperity. City maps and guide books were introduced. The chamber encouraged the state to reduce the fee for car licenses by 25 per cent and to change registration dates from January to April to encourage the use of private autos during the winter months. Up to this time most automobiles were put in storage during the winter.

Soon downtown parking became a problem and merchants were asked not to park on business streets. A new parking lot was opened at Edson and Willow streets in the summer of 1937. Also in 1937, members of the chamber organized a clean-up week as a result of many complaints about the prevailing soot and smoke in the downtown district. Efforts were made to reduce "eyesores and billboards" and to improve street signage.



In 1931 the need for a "real" library was recognized. With a new federal building being erected on the site of Memorial Hall the small city library was being displaced. A chamber committee was organized to work with the library committee of the board of aldermen and the Rutland Library Association in raising funds to relocate the library to the old federal building on Court Street. Money was raised for furnishings and residents were asked to donate maps, books and other materials of historic interest. A grant of \$40,000 was sought from the federal government.

The need for new industry was recognized and additional space had to be found to encourage firms to locate in the city. In 1931 when Louis Kazon asked for a loan of \$1,000 to set up a dress factory, the chamber responded and individual members raised the money. Other industries arriving in the thirties were the Marvell Underwear and Pajama Company, Killington Manufacturing Company and the Fibre Can Company. The chamber failed to bring the new Vermont Veterans' Hospital to Rutland but worked hard to develop a regional airport and helped bring the Rutland Royals and the Northern League to Rutland in 1938. Other efforts were instigated to provide summer and winter recreation programs.

During these years the chamber had a strong core group of dedicated workers but there was some difficulty in maintaining membership. Professional help was secured and participation increased.



*In 1938 St. Peter's Field was expanded and renovated for the entry of Rutland into the Northern League. For the admission price of 35 cents, nearly 50,000 fans watched the Royals in Rutland in 1938. The 1939 Royals gained the league playoffs by ending the season in a second place tie with the St.*

*Albans Giants. The championship eluded them in the playoffs, however. During World War II the league was disbanded. After the war the league and the Royals were revived, but things were not the same.*

While the needs for a new reservoir and flood control were being discussed locally, there was growing effort to reach out to a larger area. Committee members traveled widely, at their own expense, to promote their city's interests. They were being heard in New England coalitions and in state and national government.<sup>46</sup>

### The 1940's

By the time the 1940's rolled around the nation was involved in a mighty defense build-up. The Rutland area's heavy industries such as Howe Scale, Lincoln Iron Works, Patch-Wegner and Vermont Marble were awarded military contracts and employment was at a record high. An airport site had been acquired in Clarendon and construction started in 1942. The chamber's motto became "Forward in the Forties".

The Rutland Railroad again posed a problem when employees threatened a strike. A special chamber committee assisted in securing the cooperation of President Roosevelt in the appointment of an emergency fact-finding board. Members participated in hearings which resulted in a two-year agreement to keep the road in operation.

The chamber offices must have become extremely crowded by 1942 when various government agencies sought headquarters for their operations. Moving in were the War Production Board, the State Office of Defense Transportation, the Warden's post and the campaign for War Bond pledges. The chamber was active in raising money for the war effort through sales of war bonds and stamps. A "Bette Davis Ball" was supported in cooperation with the Lions Club and \$30,000 was realized. A "MacArthur Carnival" 4 July 1942 in Main Street Park raised \$9,000.

Because of wartime restrictions there were very few conventions held in Rutland. Eight hundred members of the American Legion did come in July 1942, and 250 enthusiasts attended the U.S. Eastern Amateur Ski Association's convention in November. In spite of travel restrictions skiers were coming to the area by



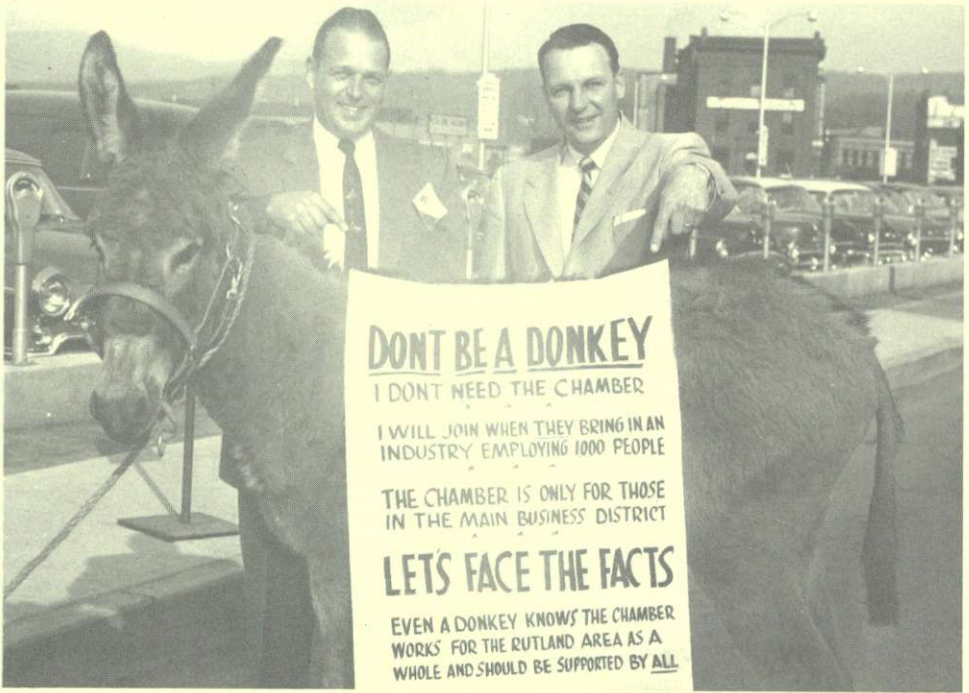
*Movie star Bette Davis, who married Arthur Farnsworth of Rutland, presided at the "Bette Davis Ball" on 12 February 1942. The ball, sponsored by the chamber and the Lions Club, raised \$30,000 for the war effort through sales of war bonds and stamps.*

### The 1950's

When the 1950's arrived the City of Rutland found itself faced with an energetic new breed of businessmen. Younger, more sophisticated after their wartime experiences, and better educated thanks to the GI Bill, they began to replace the older generation. These older men, who had formed a chamber of commerce dedicated mostly to the retail interests of downtown, were no doubt wearied by the demands of the war years and ready to take a back seat.

Malcolm Hatch was hired as executive secretary and the revamping of the chamber was begun. Longtime secretary and manager Lula Tye, a loyal and dedicated employee for over 39 years felt the need to retire. By-laws were re-written to streamline the organization; the board of governors was reduced from 21 to 12 and incorporation papers were filed. The Community Chest, the Green Mountain Club, the Rutland Development Corporation and the Rutland Cooperative Savings and Loan Association were asked to vacate the chamber's quarters which were then refurbished. With the decks cleared for action the new regime was off and running.

One of the first projects was to form a "Live Wire" club, a group of designated troubleshooters whose job was to increase membership and improve public relations. Someone came up with the idea of a winter carnival as a means of promoting Rutland as a ski area. This first effort in 1951 was only a modest success



(Top) Robert Kinney (l) and Richard Papineau (r) pose with a "friend" during one of the chamber's more unique promotions. (Bottom) WRGB-TV's Gary Stevens whose orchestra provided music for many winter carnival balls, crowns Mary Lou Reedy, 1954 queen, assisted by Jane Herrick, 1953 queen.





**FEBRUARY**  
**12, 13, 14, & 15 - 1959**

ADMIT ONE

**ADULT - 1959**

To All Events

**\$2.00**

Voting Closes

9:00 P.M., Feb. 13th

**Nº 1475**

Tear Off Here

This Stub Valid for 20 Votes  
for Rutland Winter Carnival Queen

Contestants of Your Choice

Deposit in Ballot Box  
At Merchants Row Headquarters

**Nº 1475**

**SCHEDULE**

**Thursday, Feb. 12, Pico Peak**  
Single admission price: Adults \$1.00  
7:00 P.M. Sugar On Snow  
Outdoor Dancing  
Jack Jump  
Rail Splitting  
Saucer Racing  
Torchlight Parade

**Friday, Feb. 13**  
Rutland Fairgrounds  
"Winter On Revue"  
Single admission price: Adults \$1.00  
8:00 P.M. Ice Revue  
Sharon Straus  
Sam Champlain Finals  
Indian Snow Dance  
Fireworks

Meadowbrook, Square Dance  
Single admission price: Adults 75c  
9 to 12 P.M.

**Saturday, Feb. 14**  
All Day—Central Vermont Public  
Service (Retail Store)  
Cherry Pie Baking Contest  
9:30 A.M. Junior Ski Events  
1:30 P.M. Parade, Merchants Row  
8:00 P.M. to 12:00 P.M.  
Memorial Armory, Carnival  
Ball  
Single admission price: Adults \$1.50  
Queen's Waltz  
Interviewing Finalists  
Coronation Ceremony

**Sunday, Feb. 15, Pico Peak**  
Single admission price: Adults 75c  
9:00 A.M. Bradford Mead Memorial  
Giant Slalom, Junior 1 and 2  
Boys' and Girls' N. E. Jr.  
Giant Slalom  
11:00 A.M. Sports Car Gymkhana  
2:00 P.M. Exhibition Ski Jumping,  
Pico Peak

**SAVE \$3.00 by Buying This  
WEEKEND PACKAGE TICKET**

**\$5.00 Value for Only \$2.00**

1959 Winter Carnival ticket with reverse side listing the four-day schedule.

due to a lack of snow. Larger successes were two testimonial dinners honoring local women sports champions: skier Andrea Mead and golfer Mae Murray. Another Rutland girl, Peggy Gilbert, who was Miss Vermont, was given a celebratory send-off to Atlantic City.

Partly through the chamber's efforts, four new industries came to Rutland. They were Samica, Carris Reels, Newton Engineering Company and Jem Manufacturing Company.

In 1952 a second more successful winter carnival was held and the chamber became the largest in the state, almost doubling its membership to 404.

In 1954, after several years of intensive effort, the recreation area at Rocky Pond became a reality. Chamber members and Rotary, Kiwanis and Exchange Club members all participated in the project. Efforts to build a new municipal reservoir and to secure parking space in the depot lot also came to fruition. The chamber continued to promote downtown retail sales and published winter and summer guides to bring customers and tourists to the area. Members recognized the need for better air service to and from Rutland.

Major improvements to Routes 103, 4 and 7 leading into the city were eagerly sought. There was talk of routing a Montreal to Boston throughway via Rutland. Members began to discuss the need for a new city building code, zoning and sewage disposal.

It seems Rutland's celebrities in the fifties were its young women. The chamber wholeheartedly sponsored Carlene Johnson, who had been named Miss USA, in her participation in the Miss Universe pageant.

In the mid-fifties members gave their backing to the building of an access road which would lead to a new ski area and state park on Mount Killington. They saw the city's future as being tied to the success of area winter sports.

Early in 1957 General Electric Company moved into the plant on Columbian Avenue which Tampax had recently evacuated for a new building. Other expanding companies were Tuttle Law Print, Carris Reels and Samica. In its efforts to attract people to the area, the chamber maintained a library of promotional material. A speakers bureau was formed to address interested groups and to appear on radio and television programs. A movie short extolling the Rutland area was produced and distributed. The Rutland chamber was not only the largest in the state but probably also the most active.

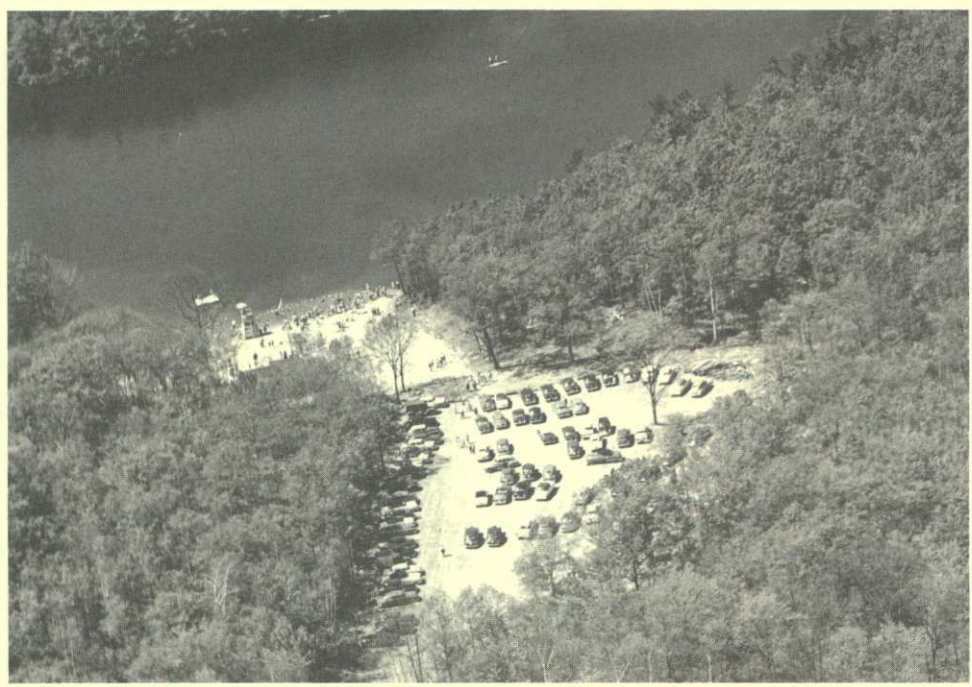
The winter carnival of 1957 was proclaimed the "best yet" with an enlarged program and greater attendance. Also in 1957, the chamber supported a special election which approved extending the runways at the airport to accommodate larger aircraft. In March 1957 the state legislature approved a highway bond which included funds for the Killington access road. Rutland rejoiced in spite of the fact that Routes 103, 4 and 7 were receiving only partial improvements.

The foundation of the first building to be erected in the new industrial park was laid in 1958. The same year the new Rutland Hospital opened after years of planning and fund raising. Executive secretary Hatch resigned and was replaced by an energetic Al Moulton.

Rutland as a crossroads became the chamber's new theme. Rutland was to be the state's Vacation Crossroads, Skiing Crossroads and Shopping Crossroads. Membership leaped to 691 and the budget to \$34,655. The chamber began to expand into other towns of the county.<sup>48</sup>



*(Top) A promotional model intended to attract new industry to Rutland also included a plug for the ski industry and the Rutland railroad. (Bottom) The recreation area at Rocky Pond on Pine Hill opened in 1954. It was envisioned and built by members of the chamber and the Rotary, Kiwanis and Exchange clubs. Vandalism forced its close after 1957.*





(Top) "Ski the Rutland Region" became a catch phrase in the late fifties. Traveling displays featured Killington, Pico and Okemo as well as smaller ski areas such as High Pond. (Bottom) A Christmas promotional parade brought shoppers downtown to boost retail sales and celebrate the season.







*(Top) (l to r) Ray Taft, Don Taylor, Richard Papineau, Philip Bell, Francis Waterman and Malcolm Hatch paint information booth as part of 1952 "clean up" week. (Bottom) Al Moulton (l) and Bob Wray (r) wish Bon Voyage to 1959 Carnival Queen Sandra Miglorie (r) and her friend Bonnie Cooper (l) as they prepare to fly to the Virgin Islands for her first prize vacation.*



## The 1960's

In 1960 a railway strike threatened the local economy. Although concerned, chamber members were bent on civic improvement and went forward with a plan for urban renewal. Moore Business Forms set up a plant in Rutland but did not choose to occupy the ready-built facility in the industrial park. It would be another two years before O.E. McIntyre occupied the park building.

The chamber supported downtown sales promotions such as Dollar Days, Hatchet Day and a gala Christmas parade and program. Winter promotions expanded to include Okemo and High Pond ski areas as well as Pico and Killington.

In 1956 the New Industries affiliate of the chamber set to work on the construction of a second building in the industrial park for future purchase and occupation by a commercial firm. St. Johnsbury Trucking constructed a new terminal in Rutland and other new or expanding businesses included General Electric, M.M. Farrell and Sons and Randall Plumbing and Heating Company. The newly arrived Zirn Die Casting Company employed a number of the first graduates of the Manpower Re-training Program introduced into the Rutland education system in 1962. More than 1000 new jobs had been created in the city since 1950.

Rail service was restored after being idle for two years. The Vermont Railway Corporation was formed to operate the route between Burlington, Rutland and Bennington. The next year, 1964, the chamber backed state purchase of the Ludlow to Bellows Falls to Rutland link from the Rutland Railway Corporation. There had been little movement on the upgrading of Routes 4, 7 and 103 although some sectional improvements were underway.

Liz of Rutland and Green Mountain Extruders set up business in Rutland encouraged by efforts of the chamber. However, the ill-fated urban development, which members had avidly supported, was defeated by voters.

Cliff Barnes took over as executive secretary in 1965 from a departing Bernard Roach. The chamber was in financial trouble, in debt and underfinanced. Still, the downtown area was coming to life after the decline of the railroad. The Rutland shopping plaza replaced the railroad yards. First National, Firestone and W.T. Grant were the first stores to open in the plaza. Mal Tool and Engineering Company became established in the city.

By 1966 Secretary Barnes declared chamber morale to be higher and its debts paid off. Members helped achieve passage of a water main referendum and adoption of regional planning. Several downtown stores and banks were refurbishing their buildings and both in the city and on the mountain new motels and motor inns were being built. The chamber erected a new marble information booth in Main Street Park and officially changed its name to the Rutland Region Chamber of Commerce.

The chamber was operating in the black in 1967 when ten percent of its membership agreed to double the amount of dues they paid. The minimum rate for dues was also raised. The chamber successfully worked for passage of a \$500,000 appropriation for a new fire station and helped found the Chaffee Art Museum.

Northern Airways arrived in 1969 to augment air service already being provided by Mohawk Air. A new community swimming pool was in the works and

Rutland was the only city in Vermont to acquire the TOPICS government grant to "completely update and modernize traffic systems and flow". But when the decade of the sixties ended the chamber was still flirting with plans to improve access by highway. The latest scheme was for an east-west road from Calais, Maine, via Rutland to the New York Thruway at Amsterdam.<sup>49</sup>

1970 - 1998

From legislative issues, to transportation and special events, the Rutland Region Chamber of Commerce has played an active role in the region during the last twenty-five years.

Transportation issues seem to be one of the main areas of importance the chamber has faced in the 20th Century. From working to get an airport open and keeping air service in the region to maintaining and upgrading our roadways, the chamber has been at the forefront of making sure the region is accessible for businesses, residents and visitors to the region. The chamber played a vital role in the building of the new terminal building at Rutland State Airport and keeping scheduled air service in the region by working with Skymaster, Precision Airlines, and now Continental Connection which is operated by Colgan Air. Other airport projects the chamber was involved in included the runway reconstruction and the upgraded instrument approach that is being planned to allow larger aircraft to land at the airport. The chamber also worked with Amtrak to get scheduled rail service on the Ethan Allen Express and continues to work with the Marble Valley Regional Transit District on bus service and the new Multi-Modal Transit Center being built in downtown Rutland. Other issues that it has monitored over the years include the parking in downtown Rutland, repaving of Route 7 and Woodstock Avenue, and it is currently following the by-pass issue.

The chamber's ability to work closely with the Rutland County legislative delegation, as well as the Governor and state officials has helped influence legislation that has an impact on businesses and the quality of life in the region. Some of the issues the chamber took a stand on included: tax stabilization in the City of Rutland, the Act 250 land use permit process, the Family Leave bill, Workers Compensation, Health Care reform, the Killington land swap, the Act 60 issue, the expansion at Castleton State College and a new family court building. The Legislative Issues committee continues the tradition of working with legislators through an annual legislative breakfast series, the "Rutland Day Under The Dome" bus trip to Montpelier and before legislative committees as needed.

The chamber has had an ongoing role in tourism and promotion since its beginning. With the largest ski area in the east in Rutland's back yard, and many other recreational opportunities that draw visitors to the region, the chamber continually promotes the region and encourages visitors to come and enjoy what Rutland has year-round. The chamber has promoted the region through trade and travel shows and at one time during the mid-eighties even had a Convention and Visitors Bureau that organized and assisted groups planning conventions in the region.

One initiative related to tourism and marketing that the chamber sponsored was Project Awareness. This project was done in the late eighties to make the people of the region aware of the economic impact visitors have on the area. Now, to follow up and continue to promote the region as a vacation destination, the chamber

has formed the Crossroads of Vermont Partnership. The Crossroads of Vermont Partnership is comprised of the Rutland Region Chamber of Commerce, Brandon Area Chamber of Commerce, Poultney Chamber of Commerce, Killington Chamber of Commerce, Rutland Economic Development Corporation and Rutland Regional Planning Commission. Working with Regional Marketing Organization (RMO) grants provided from the State of Vermont, the Partnership in its first year has successfully completed a magazine, poster and brochure that market and draw visitors to the region during the summer. It is working on organizing packages to be marketed to visitors which would include lodging, attractions, tours, etc.

Although business issues have been an important part of the Rutland Region Chamber of Commerce activities, the chamber also has worked to create fun events for both chamber members and people in the Rutland region. Monthly mixers have been a part of the networking opportunities for many years. Some new events added for members include Winter in August - the annual tribute to the ski industry and the economic impact it has on the region; Ski Days at Killington, Pico and Okemo ski resorts; an annual golf tournament and more recently a very successful annual business trade show.

The chamber has also produced and sponsored events for the entire community and visitors including a Winter Carnival, an annual Fan Fare to Fall celebration, three air fairs, a full-fledged air show, and the Green Mountain International Rodeo, which drew contestants from as far away as Canada and Florida.

Some of the chamber's other initiatives included securing funding for renovations to the Fair Haven Welcome Center and assisting in a cooperative effort with Rutland City and Killington to try to bring the Volvo tennis tournament to the region. The chamber supported the Rutland-Ishidoriya, Japan, Sister City relationship and student exchange. The Rutland Region Chamber of Commerce also presented their chamber with an exchange membership.

As the citizens of Rutland enter the 21st Century, they can rest assured that their chamber of commerce, as in the past, will be deeply involved in the development and welfare of the community.

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Managing Editor: Elaine G. Purdy

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## Newsbriefs

### Fishman's Department Store celebrates its 90th birthday

By ANDY KIRKALDY

VERGENNES — Owned by the same family for its entire history, Fishman's Department Store is celebrating its 90th year of business in the Little City.

The downtown landmark was founded on Green Street in 1905 by Russian immigrant Max Fishman. For the past 18 years it has been owned and operated by Fishman's grandson, David Coen.

Founded as Max Fishman's Red Door Store, the business moved in 1929 to its current Main Street address from around the corner on Green Street. Fishman's four children owned the store before passing the torch to the third generation.

"We are the oldest clothing store in Addison and Chittenden counties, and I know we're the only one with the same family running the store," Coen said. "And there are so many that are gone."

Fishman's has survived the small-town retail struggle by paring down its inventory to clothes and footwear, Coen said, and by emphasizing the basics of good business.

"We try to carry on the tradition of my grandfather," he said. "We try to offer the best possible quality goods at the lowest possible price, and to deliver them with service."

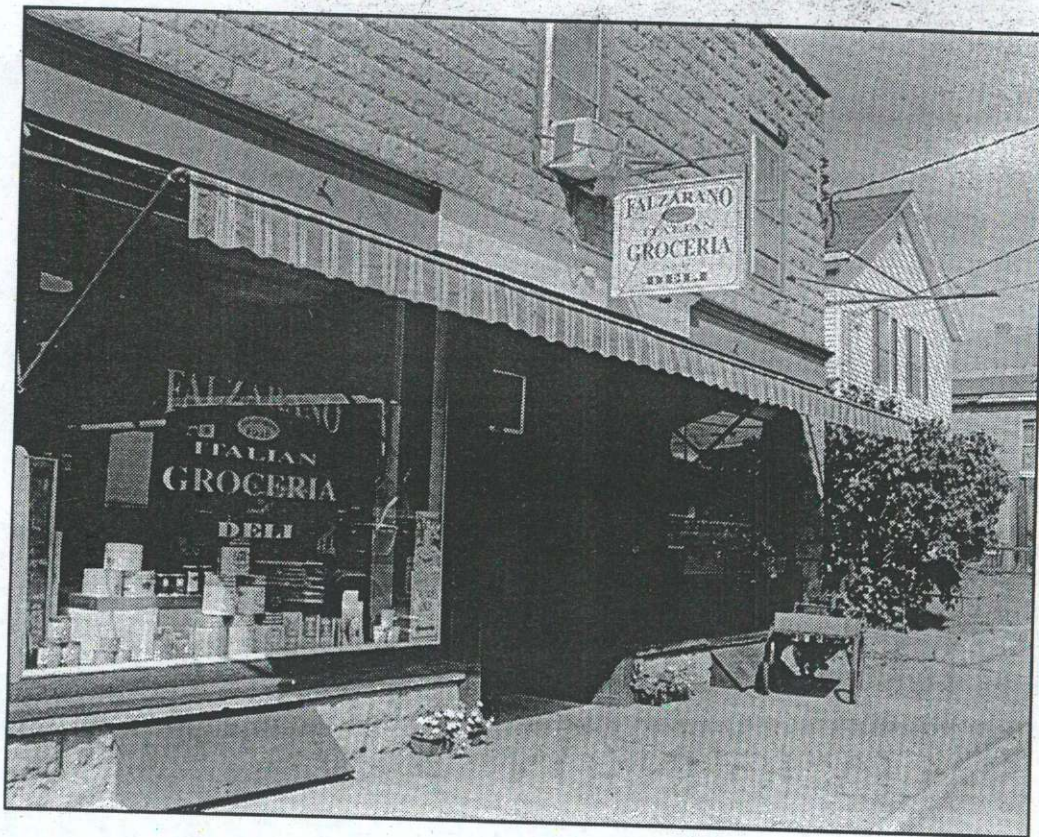
To celebrate the business anniversary, Coen authorized both a sale and a prize drawing, each with a "90" theme. The sale, which ends on Dec. 10, gives shoppers price breaks ranging from 10 percent to 90 percent off on the entire inventory, with the discount amount drawn randomly at the register.

Drawing prizes will include \$90 gift certificates and a "Supermarket Sweep" style romp through the store. The lucky winner of the latter prize will be given a grocery cart and 90 seconds of time to fill it with free goods.

"I thought that could be kind of fun and interesting," said a smiling Coen.

## VERMONTSCAPES

By LINDA SKOVIRA



The Progressive Market in White River Junction recently was recognized by the Vermont Division for Historic Preservation for its contribution to the village's Italian community since the early 20th century. The store, annexed to a wood frame house on South Main Street in 1922 by Giachino Romano, is constructed of hollow concrete blocks, made to simulate rusticated stone. When the Guarino family took possession of the market in 1925, it became a social as well as commercial enterprise that served the Italian neighborhood 16 hours a day. The store was sold in 1946 to Ralph Falzarano Sr. and Frederick Gobeille and, today, goes under the name of the Falzarano Groceria. Through the efforts of the Hartford Historic Preservation Commission, the Italian food and specialties store has been awarded a preservation grant and is listed on the National Register of Historic Places.



Continued from PAGE 11

structing the wood and plaster work and scraping five coats of paint off the window and door frames.

Reproductions of period light fixtures were found in New York, and the antique wallpaper was reproduced in California, he said. The old bank vault door was restored as well. The bank has never been successfully robbed.

It's rare for a commercial institution like a bank to commit to a historic renovation, which is always more expensive than a facelift, Dedell said. The bank wanted to make a statement about being part of the community, said branch supervisor Jane Robinson.

"Our customers were concerned the bank would be modernized," she said. "We had to reassure them we were restoring the bank, then they were pleased."



TELLERS conduct business in Victorian costume during Friday's open house of the newly resorted Newfane branch of Vermont National Bank. The renovations were designed to make the bank look similar to the original bank that opened at the site in 1884. From left are Shirley King of Brattleboro, Kristin Adams of Brattleboro, Samantha Coleman of Jamaica, and Christine Akins of Brookline.

Photos by Jim Powers

## Newfane bank celebrates new-old look with style

By DANIEL BELLOW  
Reformer Staff

NEWFANE — The lady bankers at Vermont National Bank were all done up in lace and crinoline Friday, smiling at the customers, while portraits of dour, bearded Yankee financier founders glowered down from the walls.

The all-female staff of the bank was having an open house, which continues into today, to celebrate the completion of renovations that make the building look as close as possible to the Windham County Savings Bank that opened in 1884.

The exterior is brick, and the inside was done in the late Victorian style called Eastlake, with three levels of moulding on the high walls below the ceiling and heavy wooden doors with jigsaw work around the panels.

It's a style that's not common in Newfane, where most of the

architecture dates from an earlier period, said Paul Dedell of Rock River Renovators, who did the project for the bank.

"The bank was making a statement that it was in tune with the times," said Dedell, who did exhaustive research into old photographs and construction records and scraped the walls until he found the original color scheme of moss green and plum. "It's dignified, well designed. They didn't scrimp."

In the early 1960s, the bank's interior was "modernized," which involved putting in tacky carpeting and drapes, installing a drop-ceiling and painting over all the beautiful ash woodwork, Dedell said.

Bank officials wouldn't say how much it cost, but Dedell and his crew of six put in many long evenings and Saturdays, recon-

See BANK, Page 18



THE EXTERIOR of the Newfane branch bank, fronting on Route 30 near the Newfane Common.

Brattleboro Reformer 10/8/94

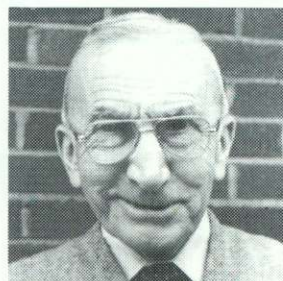
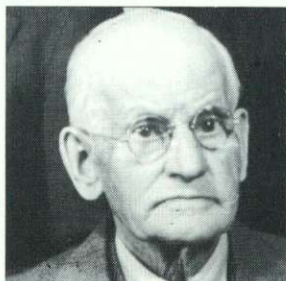


**BANK TO THE FUTURE** – This overview shows the restored interior of the Newfane branch of Vermont National Bank during Friday's open house to celebrate the building's restoration. The inside of the bank was redone in the late Victorian style called Eastlake to make the building appear as it did in 1884, and bank employees dressed in period attire. Story, Page 11.

Jim Powers

# Howard's Friendly Market

*Ninety years of living up to its  
middle name*



*Left to Right:  
Dwight Howard,  
Guy Howard,  
Grafton Howard,  
Jim Howard and  
Jeff Howard.*

*By Al Noyes*

Operating under ownership of the fifth generation of the Howard family, Howard's Friendly Market is celebrating its 90th birthday as a South Barre food store.

In 1903 Dwight C. Howard moved from Fair Haven to Barre, where he purchased a grocery store operating at the present location of the Vermont Lottery office. Dwight ran the store for about 10 years, until his son, Guy, took it over in 1913, running it as a general store, with grain, clothing, and bulk groceries, such as sugar, molasses, and cookies in barrels, among other things.

Also in those days, Howard's Market featured a big home delivery service, which was

continued well into the 1970s. In fact, even later than that, the author of this article can recall his wife shopping for a sold-out lobster special, and having Jim Howard deliver some to her home when a new shipment arrived the next day. "Just one of the little 'extras' that keep customers coming back," Jim said.

Jim can remember going into the store in the old days; his grandfather Guy would sell plug tobacco, but refused to sell cigarettes.


The store remained a so-called "general store" with a wide variety of merchandise for some 43 years, until Guy's son, Grafton, took it over in 1956, converting it to a

small supermarket. He also added beer to the store's inventory, an innovation that was anathema to his father.

The supermarket concept of merchandising was alien to Guy's ideas of operation, so he gradually lost interest in the store, returning to farming, which had always been a second occupation anyway.

Now in charge, Grafton changed the store all over, bringing in new lines and adding warehouse space to the store's 4,000-square foot retail area. Grafton liked people. He liked to talk with his customers and to be sure they were happy. He also wanted to keep the store current and up-to-date, whether in merchandise or in store equipment.

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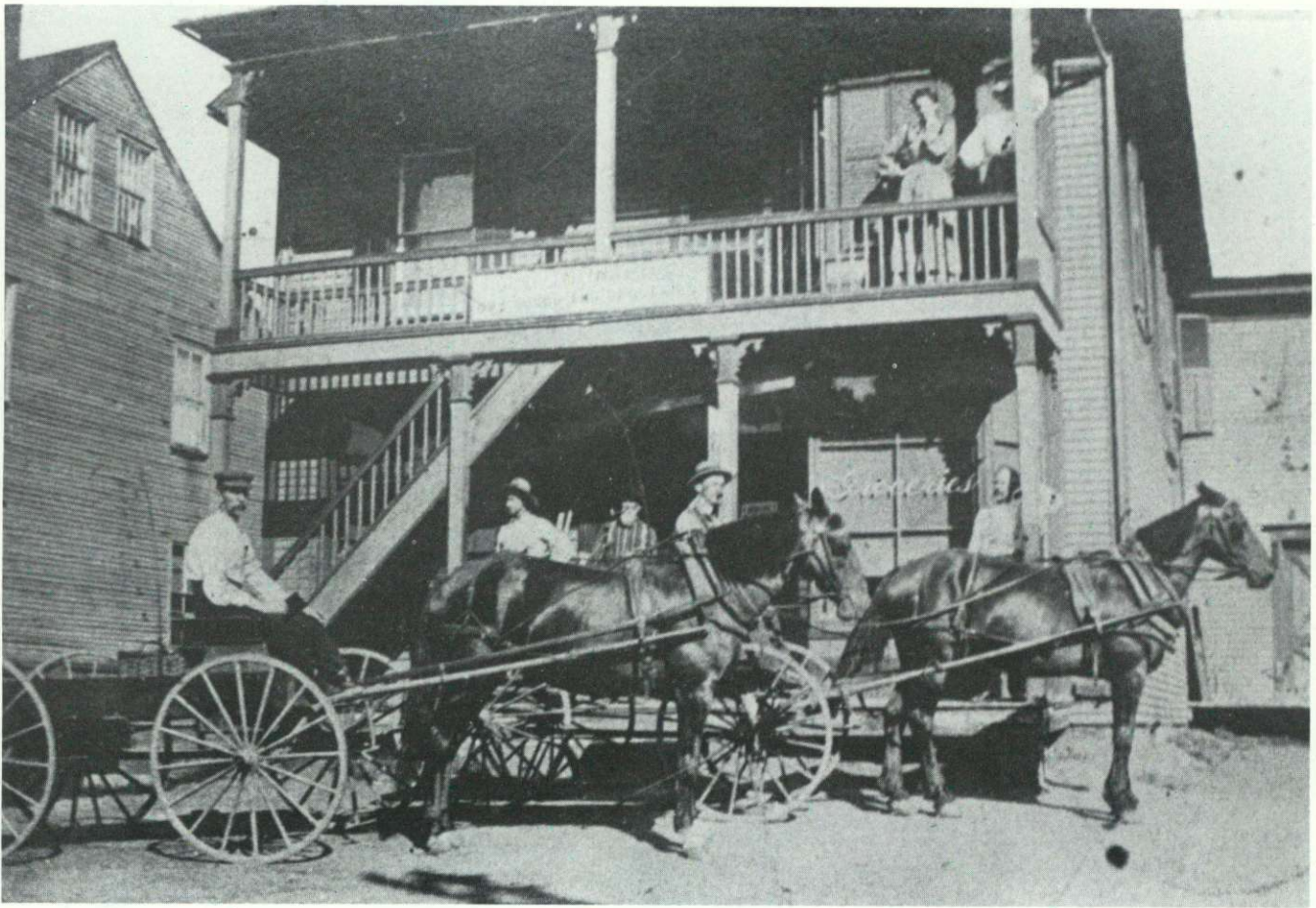
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*Early days of Howard's Friendly Market, now celebrating its 90th birthday.*

Through the years, he added to the store in bits and pieces, but essentially, other than the large warehouse, kept the retail space about the same.

During that period, however, Jim's experience grew from handling the home deliveries (a chore he maintained well into his 20s), until he became grocery manager, ordering all the foodstuffs, while his father gradually came to manage the office. Grafton, however, never stopped his friendly visits with customers, a tradition that Jim still carries on today.

About 1980, Jim bought the store from his father. He stayed at the same location until April of 1985, when he opened the newer and grander supermarket at its present location.

Enlarging from approximately 5,000 square feet of retail space to

some 24,000 square feet, Jim now admits he was "scared stiff at the time," never thinking they could even find enough merchandise to stock that large an area. In fact, his original plan was to build about 12,000 square feet, a plan that his suppliers discouraged him from. For that, he says, he is very grateful.

The new store now employs 112 people, compared to 30 in the old days, and his plans are to remain at about the same levels of space and employment for the foreseeable future. But even the new facility has undergone change since it opened, with new sliding doors, a new entrance on the southern end, new freezers that doubled the frozen food storage, and an addition of some 30 percent to the produce line.

Today, the fifth generation Howard, Jeffrey, who has worked

at the store ever since he was big enough to run a cash register, has taken over as general manager, allowing Jim to slack off just a little bit.

Like the rest of the family, Jeff likes people, Jim says, so he's sure the store's traditions of friendliness will continue in the future.

"We've always strived to give the best service possible," Jim says, "doing everything we can to get customers in and out as quickly as possible." Having advertised the store as "Howard's Friendly Market" for years, Jim now says, "We try to live up to our middle name." ■

*Al Noyes is a long-time Chamber volunteer and has contributed extensively to the pages of Central Vermont Magazine. He is retired director of WSNO/WORK Radio Station in Barre.*

# Sheldon Museum Notes

By POLLY C. DARNELL

Any small business that lasts for 35 years has found a way of surviving hard economic times and is probably providing a much wanted service.

This was the case with the bookstore that Jonathan Hagar ran in Middlebury from 1817 to 1852. It survived the depression of the 1830s, as well as more local crises, one of which had Middlebury's most prominent citizens in jail for debt.

The bookstore was not Hagar's first business. In 1799 he had a cobbling and tanning business in Weybridge, where his family lived, and traveled to Troy, Montreal and Boston to trade goods.

In 1802 he joined his brother Benjamin in a shoe shop in Montreal, where he stayed until 1812. Cobbling was only a part of his business there, as he imported goods from England on a regular basis.

Four months after the declaration of war in 1812, he returned to Vermont, where he continued the pattern he had followed in both Weybridge and Montreal of running a regular business and investing in other ventures as the opportunity arose.

Some paid off, others didn't. In Middlebury he promptly started a store trading in general merchandise and built several houses.

In 1815 he built the three-story brick block at 3 College Street for stores and a warehouse. Upstairs he rented rooms to college students. He also rented them woodstoves to warm their rooms and sold them firewood.

About 1817 Hagar bought William Slade's stock of books. Slade had opened a bookstore in 1813,

*The lawyers and college students were the ones who most frequently paid in cash, presumably because they had no services Hagar needed, but the cash would be welcome, as he was expected to pay his suppliers with it.*

but in 1815 he was elected secretary of state and in 1816 he became judge of the Addison County Court. Until 1852, when Hagar sold his remaining stock to Henry Sheldon, the bookstore was his main business.

The records he kept include three ledgers, dating from 1812 to 1843, in which he recorded sales and receipts under the name of each customer.

This is not very different from the accounts kept by businesses today, except that customers then usually paid with goods or services, rather than with cash or checks.

The range of people who bought books in the early 19th century can be easily discovered through these ledgers, because of the way they paid their accounts.

Of the first 126 accounts in the ledger beginning in 1823, only 45 customers couldn't be identified, either through their accounts or the town history.

Thirty-five of the customers were clearly farmers, paying for books almost entirely with produce, such

as corn, oats, butter, beef, pork, hay and turkeys. (In turn, Hagar sold some of this through his store.)

Several of the customers supplied his family's needs. Two milliners apparently kept his wife and daughters in bonnets while a hatter supplied Hagar. A cooper, a tailor, a sawmill operator and a joiner all paid in services.

Two textile mill owners kept Hagar supplied with cloth and also paid by dyeing cloth, carding wool and dressing cloth. Someone else supplied bridles and another repaired a clock. Two customers traded tuition for Hagar's daughters at their schools for books.

Five of the customers were laborers who paid for their books through work, such as cutting wood. One man worked on the roads, paying Hagar's highway tax, to pay for his Bibles, almanacs and a book of poetry.

Ten of the ledger entries were for merchants, who paid with a wide variety of goods. Two college professors, one doctor, a minister, seven lawyers and several college students rounded out the list of bookbuyers.

The lawyers and college students were the ones who most frequently paid in cash, presumably because they had no services Hagar needed, but the cash would be welcome, as he was expected to pay his suppliers with it.

Running a store back then was not a straightforward matter of cash — or credit — for goods supplied.

A storekeeper had to know the value of all kinds of goods and where he might be able to trade the payments he received to someone else for cash or for credit on his own account with his suppliers.

ARCHITECTURE VIEW/Patricia Leigh Brown

# Turning Back the Clock to Reinvent the Mall

**W**ELCOME TO THE LATEST edition of McArchitecture. Like a slugger at the age of 35, or a dog at 9, a shopping mall has pretty much had it by age 25. But with more malls passing this milestone and no money to build new ones, the name of the architectural game has become "asset enhancement." Translation: re-inventing and repackaging old malls.

Across the country, from the Beaver Valley Mall outside Pittsburgh to the Beaverton Mall near Portland, Ore., first- and second-generation malls, built mostly in the 1950's and 60's, are being overhauled to compete with their descendants. Most are receiving overblown cosmetic implants, but in some instances, mall makeovers are being viewed as an opportunity to right old wrongs.

At the Beaver Valley Mall in Monaca, Pa., the Philadelphia architect David Slovic had a notion almost unheard of in the world of malls. He tried to redo the mall so that it feels like neighboring Pittsburgh or Youngstown, rather than Atlanta or Dubuque.

Midway between Youngstown and Pittsburgh, in a hilly, suburban working-class region surrounded by steel mills, many of them idle, Beaver Valley was built in the late 1960's as a modern one-story mall. Its bland, white

**As they revamp old buildings, a few designers are righting old wrongs as well.**

and beige exterior was about as riveting as mouthwash. This relentless anywhere-is-everywhere syndrome has come to define much of suburban America. The question, as Mr. Slovic put it, was: "How do we turn malls into places we like?"

The first thing he did was to open up the mall. Instead of being greeted by a sheer wall, shoppers driving up now encounter a three-tiered window nearly half a block long. The window opens onto a food court, and sidewalk strollers can see what's going on.

Inside, the architect dismantled the low, brooding ceilings, removing the acoustical tiles and stucco and exposing the steel duct work. This I-beam esthetic — working-man's tracery that now harbors helium balloons lost by children — feels right at home. Mr. Slovic used subtle regional images, colors and materials. A fanciful projecting entrance canopy is constructed of slate and steel. In-

side, seating areas and other special spaces are marked by simple hanging structures made of steel girders, cables and turnbuckles. Once-bleak corridors are forested with slate-and-steel columns, in muted blue and red, the primer colors for steel. These simple elements are part of Mr. Slovic's attempts to restore a sense of place, to "repair the ills" of the first-generation mall.

The earliest shopping centers, built on the peripheries of newly expanding suburbs, were meant to give physical expression to the suburban ideal. Like the 19th-century covered urban arcades of London and Milan, they were designed as peaceful versions of the city street. The architect Victor Gruen, a mall pioneer, called them shopping towns.

In plan, these early weatherproof arcades turned inward, to do for the suburbs what the market square did for Europe and the common did for American Colonial towns. The first malls were long, shedlike structures, with cement canopies to keep off the rain.

Soon, with technological advances in air conditioning, the enclosed mall was born. It was typically a massive brown box sitting stolid and Buddha-like in a sea of cars. Like Beaver Valley pre-makeover, it contained wide corridors, fluorescent lights, built-in concrete amenities and that quintessential design touch: hapless trees poking through round metal grates.

That is what is known today among mall professionals as a "defective mall interior." In the 1980's, when shopping became "an experience," malls suddenly needed glamour and "curb appeal." Food courts were installed to make people stay longer.

It was the era of epic outdoor logos, splashless fountains, marble floors and post-modern pitched roofs. Vast expanses of skylights — Vaults 'n' Stuff — came to define what a mall should be.

These newly ambitious spaces, many sprouting Pei-like pyramids on their roofs, left the one-story malls at sea. So the older ones did the only thing a self-respecting mall could do. They copied.

The results, according to a 1991 study by the International Council of Shopper Centers, cause mall regulars to stay longer and spend more ("shopping intensification"). They also eat more ("eating intensification").

Many of today's new-old malls are models of insta-classicism. Menlo Park, in Edison, N.J., for one, has come full circle: it opened as a one-story shopping strip in 1960, but a mere seven years later realized that it must enclose itself or die.

That didn't work either. So yet another "new" Menlo Park, now advertising itself as "designed to dazzle," opened last fall after being nearly demolished and revamped.

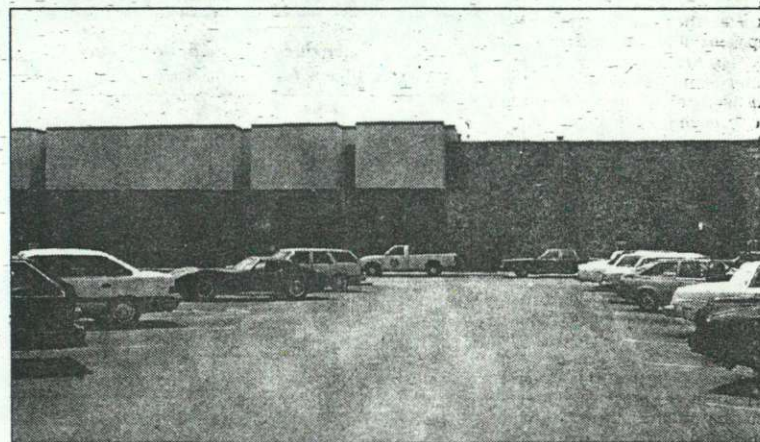


The new Menlo Park has an airy two-story arcade, inspired by a 19th-century winter garden, superimposed on its original "dumbbell" plan, with anchor department stores on each side. It is definitely a more pleasant place to spend the afternoon than the dimly lit, Rod Serling-esque, one-style-fits-all malls of old. But it does not advance the genre. Outside, the mall is still unneighborly and fortresslike. Inside is a visual Neverland, which could just as easily be in New Jersey, Dade County, Fla., or Chicago.

Make no mistake: Beaver Valley is still a mall, too. You can buy a Thighmaster or an Abdominizer there, or have your ears pierced at the Piercing Pagoda.

But Beaver Valley, Muzak and all, makes an imaginative stab at redressing old mistakes. If new uses can work their way in — a dentist's office, for instance, or maybe a library, as is under discussion — it could start to feel more like a "shopping town" and less like a mall.

Then the message on the billboards proclaiming "Beaver Valley... For a Lifetime" might come true. □



*The Beaver Valley Mall near Pittsburgh as it looks today, top, and before repackaging—Instead of being greeted by a sheer wall, shoppers pulling up in their cars now encounter a huge three-tiered window nearly half a block long.*

Photographs by David Slovic Associates

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PGS. 1-6



VERMONT DIVISION FOR HISTORIC PRESERVATION THE STATE PLAN

CONTEXT: COMMERCIAL DEVELOPMENT in URBAN AREAS

1) How it developed (geographic; cultural; social; other influences):

Stimulated by good transportation routes, by coming of the railroad (although in some places the R.R. didn't stimulate business as was hoped for).  
Developed in county seats, which had a central location, and where people in surrounding area congregate to do their court and governmental business).  
Developed at important milling, quarrying, industrial centers etc. to serve the many people working in them.  
Urban commercial centers in 19th c. within easy walking/trolley distance of large populations with spendable income.  
National and regional chain stores locate in downtowns in early 20th century.

2) Limitations of development:

Limited by recessions, depressions, topography, small population in area surrounding a town or city.

3) known geographic distributions and patterns:

- county seats
- milling centers
- industrial centers

4) Historic highlights (i.e., significant events (natural and social), people, technological advances, laws, social trends, etc.):

- 1806 - Legislature sets up 2 state banks: 1 in Middlebury, 1 in Woodstock  
- first state banks - chosen to balance 2 sides of mountains
- 1796 - 1st store in Addison County opens in Middlebury.

5) Time frame: 1790-1940 (justification):

1790 might be too early since there were no "urban" areas in Vermont then

6) Property types known and/or expected:

- stores -commercial blocks
- banks -Historic Districts
- mills -individual sites
- shops -examples of corporate architecture (e.g. Montgomery Wards
- offices stores) in early 20th century
- homes of entrepreneurs

CONTEXT: COMMERCIAL DEVELOPMENT IN URBAN AREAS (1790-1940)

Page -

7) Information gaps/research questions:

8) Biases:

What is the definition of urban for Vermont?

9) Relevant constituencies:

- Chambers of Commerce
- Local business associations
- Rotary Clubs
- property owners
- commercial archeologists
- local governments, planning commissions

10) Selected bibliography:

Smith; county Histories for specific towns; local town histories (Swift, Samuel  
History of the Town of Middlebury Midd: T.H. Copeland, 1859, is terrific for  
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Prepared by: Elsa Gilbertson, Nancy E. Boone  
Weston Cate, Marshall True

Date: 8/85

CONTEXT: COMMERCIAL DEVELOPMENT in URBAN AREAS

- 1) How it developed (geographic; cultural; social; other influences):  
Stimulated by good transportation routes, by coming of the railroad. (although in some places the R.R. didn't stimulate business as was hoped for).  
Developed in county seats, which had a central location, and where people in surrounding area congregate to do their court and governmental business).  
Developed at important milling, quarrying, industrial centers etc. to serve the many people working in them.  
Urban commercial centers in 19th c. within easy walking/trolley distance of large populations with spendable income.  
National and regional chain stores locate in downtowns in early 20th century.
- 2) Limitations of development:  
Limited by recessions, depressions, topography, small population in area surrounding a town or city.
- 3) Known geographic distributions and patterns:  
- county seats (*not always!*)  
- milling centers  
- industrial centers
- 4) Historic highlights (i.e., significant events [natural and social], people, technological advances, laws, social trends, etc.):  
- 1806 - Legislature sets up 2 state banks: 1 in Middlebury, 1 in Woodstock (the largest towns in Vermont at that time). The 1st state banks  
- 1796 - 1st store in Addison County opens in Middlebury.
- 5) Time frame: 1790-1940 (justification):  
1790 might be too early since there were no "urban" areas in Vermont then
- 6) Property types known and/or expected:  
-stores -commercial blocks  
-banks -Historic Districts  
-mills -individual sites  
-shops -examples of corporate architecture (e.g. Montgomery Wards  
-offices stores) in early 20th century

*Not so  
should be  
X made which was  
bigger than middle  
ing. Middlebury  
chosen to balance  
2 sides of the  
mountains*

7) Information gaps/research questions:

8) Biases:

What is the definition of urban for Vermont?

9) Relevant constituencies:

- Chambers of Commerce
- Local business associations
- Rotary Clubs
- property owners
- commercial archeologists
- local governments, planning commissions

10) Selected bibliography:

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*Wes Cate*

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*also homes of entrepreneurs: Folsom Follett House - Burlington*

*Grasse Mart owned by Lawrence Barnes*

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*Marshall T.*

MODERNIZING MAINSTREET: The Evolution of Burlington's Downtown.

On the eve of the Civil War, Church street had homes with yards on either end, with shops and warehouses packed more densely in the middle portion, And this formed the nucleus out of which grew the Downtown district we know today.

It included many federal style buildings dating from the opening two or three decades of the 19th cexentury, with double ended chimneys and parapetted gables.

Signs advertise the necessities 'Stoves', "Clothing', or owners names. Store owners live above or behind their places of business.

The walkes are paved and curbed, and in this shopping area, Roofed over... but out in the street you were on your own.

When the city incorporated in 1865, a number of civic improvements were funded- a city reservoir, stone crushers to Macadamize streets, snow rollers, and an expansion of gas street lighting...

The growth during this period due to lumber and manufacturing, made retailing more prosperous as well. Along Church Street, the older two and 2½ story structures are replaced by three story commercial buildings in the Itailianate style, with store fronts on the ground floor, That epitomize the typical ideal of the American Main street, whether in Vermont, Ohio, or the West.

Hitching posts were more than ornemental then, of course. And the horse trolley began to run in 1885.

Mantle type gas lights for both street lighting and home lighting were superceded by electric lighting as well, in 1885.

Telephone and electric poles replaced trees on church street,  
 the street it self was paved with bricks and cobbles, and trolley tracks laid,  
 ...and commercial buildings vie more and more for air space with the  
 steeples of the Unitarian church. The baptist church at Findbars, on  
 the other end of the street had already relocated because of too much noise  
 on that corner of Main and Church street.

Already, in the 1880's, Burlington has shifted from town to city retail  
 functions. If we consider the ideal of the typical Vermont general store  
 which carried everything in one store on one end of the spectrum, on the  
 other, in burlington, we have numerous establishments each specialized  
 not only in terms of goods, but often by gender. This is fairly new to Vermont.

There are womens hairdressers, men's barbershops or tonsorials, those  
 male dens reeking of tobacco smoke, bay rum, and politics. There were  
 womens millenaries and man's hatters, along with the butcher, the baker,  
 grocer, and tailor.

This is the Beehive, a women's clothing store. Manniquins have their origin  
 in dressmakers forms, which is not surprizing, since it was after the Civil  
 War that ready made clothing became widely available. tailors and dressmakers  
 were still in demand, but these professions would loose ground more and  
 more, with a drastic drop in these trades in the late 20's .

Church street and Main were not only retail ceneters, they were social  
 and caremonial ones as well...

Lane press on Main St.

~~Businesses began to provide the network through which much of the homefront~~



support work was carried out.

Burlington Grocery Co., College st.--Modern goods are pre-packaged and come to us garrenteed untouched by human hands Today that is our right, our due, and is important to our peace of mind. Of course before the 1940's and 50's foods and other products were handled, but they were also delivered. You told the clerk what you wanted or presented a list, and he got the things for you. If you were new to the States, a Frech Canadian immigrant, perhaps, there was no problem, most stores had someone who could speak French.

When your order made up, the clerk put it in your wagon, or delivered it to your home in the stores delivery wagon and later truck. Light, clean, and cheap individual packaging and individual transportation - the auto- have put an end except in a few cases to delivery and to the collapsible grocers boxes and cartons of wood and cardboard: Can sizes were not standardized and stocking shelves was a stockclerks nightmare.

Signs of wood with goldleaf lettering were the rule and some of these still exist.

In the teens and 20's, many small businesses shared spaces, shared store fronts to lower operating costs--Here are Preston's jewelers, Singer sewing machine, and C H Spear hats and caps.

~~I'd said that this was a ceremonial area--this is another slide of the Armistace day, 1919.~~ As to patterns in store location, drug and tobacco stores were located on corners, which were trolley stops. Banks were clustered at bank and church, and the larger space users like lane printers ~~are~~ are on streets off Church, as are Insurance and doctors offices.

Trolley

By 1915, there are 11 car dealers in Burlington. The State of VT has 373 cars in 1906--20,000 by 1920. Automobile service stations, parts stores, and show rooms

4

located within the central business district, but off church, and along the travel corridors off Main, S, winooski, and st. Paul.

Before the coming of the mall and shopping plaza, going shopping meant either going to the corner or local general store, or going Downtown. Burlington drew increasingly from the surrounding rural area for customers. A.H. Anderson, a rural economist, calculates that an average farmer in 1915 traveled six miles an hour, in the coming decades this would grow to 30 miles an hour. Larger towns and cities benefitted from increased travel.

Parking is not a new problem in the CBD.

In the 20's, the economy was in general doing better, spending power had on the average increased, and Americans had discovered credit. Touring by auto was a pastime and the camera was there to record it.

Displays were more important as advertising came of age. National companies furnished the cardboard signs and standups to the local retailer.

For the retailer, times were better. Looking at our three friends who shared a storefront around the turn of the century, by 1925, CH Spear, Prestons, and Singer all had their own shops,

Singer then, and today--2nd from the right.

By 1893, Burlington traction Co had electrified, and along the trolley routes many of the corners were rounded for faster turning. The trolleys lost ground to the auto and were replaced by bus service in 1929.

Here's one that got away---to Shelburne road, as a filling station.

5

Mayor Burke, 1931 town report- " This year most communities suffered economic distress with consequent unemployment producing more widespread distress and need than has heretofore been known..." He is talking of course about the Great depression

In 1930, the charity dept.'s grocery budget was \$12,749.00 for 150 families w/ 393 children/ \$21,000.00 by 1931, with 295 families and 787 kids. by 1932, 745 families, with 1863 children with \$65,000.00 budgeted for groceries alone. not including coal, wood, etc. and so on.

1933 The city council noted uncollected poll and property taxes to the tune of \$98,000.00 and the mayor lobbied for and got a voluntary donation by all city employees of one days pay per 300 days worked to the charity dept.

Ethel Mildrum, the overseer of the poor, was I'm told by one gentleman, " "A tough bird, but fair" If you lost your job, or were out of money, you saw her. She gave you a slip to give to, say, your grocer, who then billed the City. AND Like these men here, you showed up for work each morning, every week you were on the City's books. (12-15\$ was a weeks wages in the mills, 3-6\$ a weeks groceries)

In talking with folks that owned stores during that time, they stress that they survived due to a strong customer base built on friendship and trust, and Credit. Many shop owners took their debts out in trade. For instance, Charles Chantis got oddlots of silverware for his Black Cate restaurant from Prestons jewelry, and in turn the Preston's got to eat out a lot.

In the City directory, which lists an average of 20 vacancies in the teens and 20's on Church street, there are 46 for the year of 1936.

This building, started in 1930, stood vacant for two years, until Montgomery Wards finally moved in.

6

In 1933, Hyman Abrahm, who owned a 1830's yellow brick federal style building, and had his drugstore in the ground floor, was in NYC and saw a kodak camera store on 5th avenue. He fell in love with it. He asked Burlington Architect, Louis S. Newton if he could design a storefront as up to date as the one he had seen in NYC.

The storefront was done in black pigmented glass with a stainless steel frame and lettering, and was actually used as an example of stylish and striking modern design in the National Architectural Record of 1935. Newton went on to remodel the entire building in the 40's and 50's.

And this brings us to the movement that gives my talk its name. One way in companies and businesses tried to fight their way out of the depression, was through redesigning of products to spur sales. That's what Mr. Abrahm was doing with his building. Making it look new to increase sales.

On the national level, the Libby Owens Ford's Glass Co, the people who make architectural glass, worked with the Architectural Record to sponsor The Modernizing Mainstreet competition, to boost local sales, sales of their glass, and create jobs for builders and architects.

This was part of the streamlining movement that took place in industrial design as well as architecture, and drew from transportation motifs.

Modern streamlined stores were meant to suggest optimism in those trying times. The modern, the slick, the glossy were kind of a short hand or code, a symbol of that FDR gung-ho feeling of we can do it

This was paired with a modernization credit plan from the FHA in 1934, under which low interest loans were made available to business people for repair and modernization.

Literature for the program emphasizes that "Customers coolly pass by the stores that do not keep in step with the times, and patronize those that do." Many Vermont businessmen were as quick as those in other states to jump on the bandwagon, along with downtown boosters and building trades and manufacturers. And guess who the Enemy # one was.. Our Victorian store front.

Here are some problems.... Here are solutions. These plans are not just cosmetic, but feature a modernization of stockrooms, checkout, customer flow, etc.

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I have no evidence that Burlington Business men availed themselves of the FHA loans, in the 30's, 40's, and into the fifties, the ethic of modernization and its streamline moderne style were popular in Burlington, in urban Vermont, and in America.

Now in the 20's, variety and department stores like Woolworths and Peoples had begun to arrive on Church street, that fulfilled a variety of functions, consolidated the mens and womens clothing functions, etc. and they were among the 1st to modernize.

But so did the bus terminal...

The depression was decisive in decreasing the number of small businesses, and giving impetus to this wave of consolidation.

Chain stores moved in as well, from Thom McAn's to Fanny farmers. They bought in larger lots and so could sell at cheaper prices.

Department stores consolidated the functions of millinery, mens and womens clothing, appliances, etc. all under one roof.

Opening day at W T Grants.

This occurred almost across the board. In auto sales, dealerships consolidated the aspects of parts store, garage, and sales.

During WWII, businesses at home provided a tremendous amount of support through bond sales.

And if you leave here tonight and go out to look for the trolley tracks, here's why you won't find them (1943 scrap drive)

The majestic theater, 1942. Price of admission- a piece of rubber, iron, steel, or copper

Now after the war, consolidation continued. Grocery stores became supermarkets which combined the services of butcher, grocer, druggist, baker, at better economy of scale meaning lower prices. But their need for larger space forced them to move to where space was cheaper, further from church street. Something else spurred this...

With the population increases and the post war development of the suburbs, downtown

8  
was no longer the place that people naturally shopped, it was no longer where they lived, and with the automobile, they could shop anywhere.

so more and more businesses, especially those with large space requirements, followed the the GI's and their families out to the suburban developments, locating along traffic arteries.

When Verretts grocery on 112 Church st. since the 20's, burned, they rebuilt on shelburne road and expanded from groceries alone, into full supermarket., and they built a new streamlined moderne store, originally of glass and steel.

incidentally, many theaters as you know have followed this trend as well. After the Korean war, Ethan Allen shopping center opened on North Ave,. The idea of a shopping plaza and later a mall, was to create a new downtown cluster of shopping, but conveniently located with plenty of parking and a warm gallery instead of having to fight the weather from shop to shop.

So stores along Church street in the 60's and 70's have had to decide whether to stay or go, or put a branch out in the mall. But the baby boom expansion of local colleges, has created the need for a downtown as student shopping and recreation area. The resistance of pyramid mall, and the aggressive pursuit of the Church st. ~~Center~~ <sup>Market Place</sup> and mall have again made downtown healthy. Though some question the price.

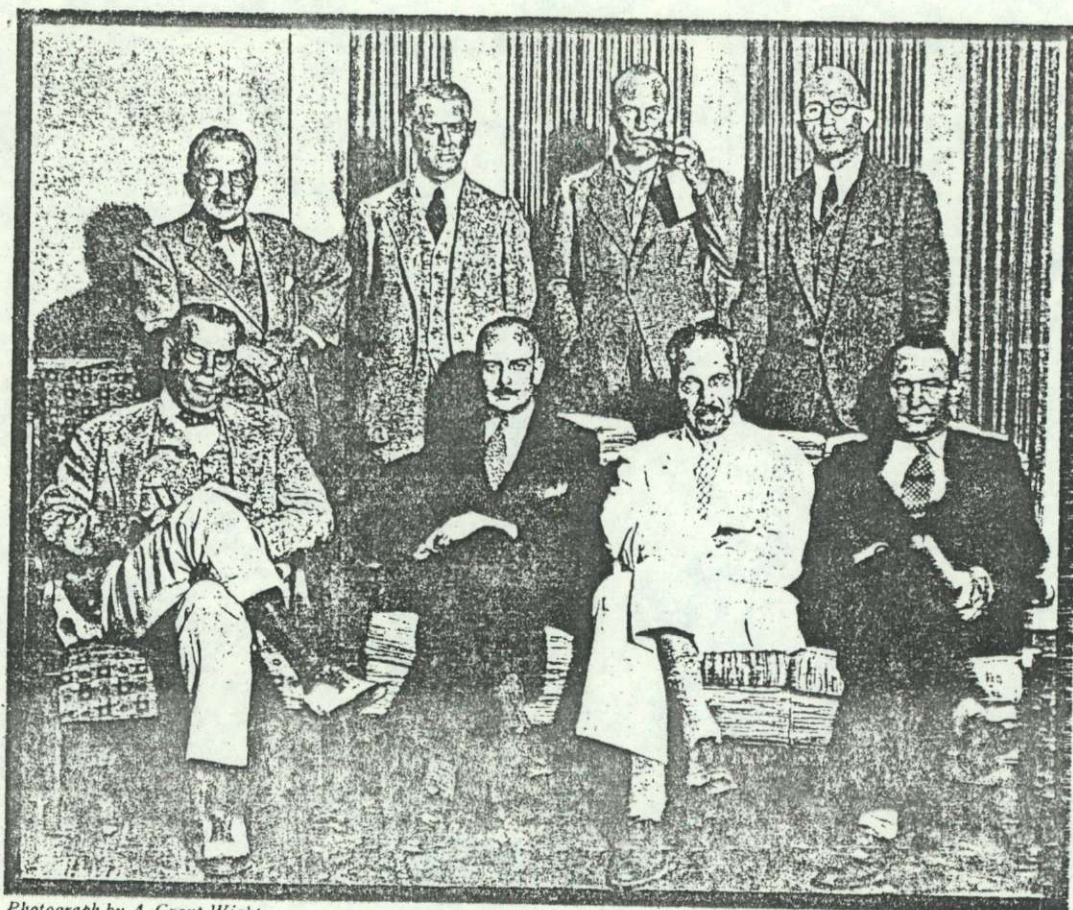
With the new, comes the old. The 'Modern' glass storefronts of the 30's and 40's have stripped off as the Victorian store fronts have returned to vogue. On church street you can mill your own coffee or buy soap out of a barrel, and in the enthusiasm for things victorian, we are stripping away much of the evidence of our newer past, Our jazz age and depression past, which are equally significant and much more endangered.

**POOR QUALITY**

**ORIGINAL \_\_\_\_\_**

## PETITION

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W. Dodge  
poration.



Photograph by A. Grant Wight

## THE JURY:

Standing (left to right)—Albert Kahn, Melvin T. Copeland, William Lescaze, John W. Root. Seated—F. R. Walker, Kenneth K. Stowell (professional adviser), J. André Fouilhoux, Kenneth C. Welch.

# "MODERNIZE-MAIN-STREET" COMPETITION AWARDS

THE JURY was impressed by the unusually high standard of workmanship and presentation in the drawings submitted. It was gratifying that so many architects and designers had dedicated themselves to the solution of the universal problems associated with the program of this unique competition. However, the Jury felt that many creditable designs, which showed that a considerable amount of time had been spent in execution, would have been much improved had the program been carefully analyzed in advance by the competitor to determine just what would constitute the solution for successful merchandising. The problems had been purposely reduced to their fundamental ones. Only the essential requirements were given in order that the competitor might have maximum freedom in imagination and ingenuity. The major objective of the competition was to create designs for remodeling stores which would "attract the public, display goods to the best advantage, and provide convenience, and light so that purchasing is a pleasure." The designer, therefore, was forced to analyze both the actions and reactions of purchasers, and the psychology methods and techniques of selling. While the standard of the drawings and designs was high, there seemed to be few designs which were distinctly superior to the others. Many of the designs, while excellent in some respects, had notable or obvious defects which a little further study of the problem and requirements on the part of the designer would have corrected. Such deficiencies, as a rule, could easily be improved greatly with a few simple changes. Some of these changes would undoubtedly be suggested by the merchant or would be made by an architect during the project.

"The Jury believes that this competition should have a far-reaching effect on raising the standards of store design, both through directing the interest of the designers to this field, and by providing merchants and dealers with a guide as to what an intelligent public taste will demand.

"The Jury was gratified at the timeliness of the competition which synchronizes with the government's extensive program to "Modernize Main Street," and the announcement of the terms on which guaranteed loans of \$50,000 can be made for modernizing through the FHA.

"The Jury appreciates the service which the sponsors have rendered in the interest of raising the standard of public taste and commercial design, and takes this opportunity to commend The Architectural Record and Kenneth K. Stowell, professional adviser, for the splendid way in which the competition was conducted to insure the fairest possible judgment.

"The Jury believes that the most constructive report is one which comments on both the excellencies and deficiencies of the prize-winning designs, and that such comment is most effective if conveniently placed in conjunction with the reproductions of the designs. The remarks of the Jury on the specific designs are, therefore, published on the following pages of this issue."

Melvin T. Copeland  
Albert Kahn  
William Lescaze  
John W. Root  
F. R. Walker  
Kenneth C. Welch  
J. André Fouilhoux, Chairman.