

**United States Department of the Interior
Heritage Conservation and Recreation Service**

**National Register of Historic Places
Inventory—Nomination Form**

See instructions in *How to Complete National Register Forms*
Type all entries—complete applicable sections

1. Name

historic Montgomery Ward Store

and/or common Old Montgomery Ward Building

2. Location

street & number 517-19 Main Street Walkway not for publication

city, town Evansville vicinity of congressional district 8th

state Indiana code 18 county Vanderburgh code 163

3. Classification

Category	Ownership	Status	Present Use
<input type="checkbox"/> district	<input type="checkbox"/> public	<input type="checkbox"/> occupied	<input type="checkbox"/> agriculture
<input checked="" type="checkbox"/> building(s)	<input checked="" type="checkbox"/> private	<input checked="" type="checkbox"/> unoccupied ✓	<input checked="" type="checkbox"/> commercial ✓
<input type="checkbox"/> structure	<input type="checkbox"/> both	<input type="checkbox"/> work in progress	<input type="checkbox"/> educational
<input type="checkbox"/> site	Public Acquisition	Accessible	<input type="checkbox"/> entertainment
<input type="checkbox"/> object	<input type="checkbox"/> in process	<input type="checkbox"/> yes: restricted	<input type="checkbox"/> government
	<input type="checkbox"/> being considered	<input type="checkbox"/> yes: unrestricted	<input type="checkbox"/> industrial
		<input checked="" type="checkbox"/> no	<input type="checkbox"/> military
			<input type="checkbox"/> museum
			<input type="checkbox"/> park
			<input type="checkbox"/> private residence
			<input type="checkbox"/> religious
			<input type="checkbox"/> scientific
			<input type="checkbox"/> transportation
			<input type="checkbox"/> other:

4. Owner of Property

name Gary Gerling

street & number 651 Walnut Street

city, town Evansville vicinity of state Indiana

5. Location of Legal Description

courthouse, registry of deeds, etc. Vanderburgh County Recorder

street & number 651 Walnut Street

city, town Evansville state Indiana

6. Representation in Existing Surveys

title Indiana Historic Sites and Structures Inventory has this property been determined eligible? yes ☒ no

date June 1981 federal ☒ state county ☒ local

depository for survey records Division of Historic Preservation and Archeology

city, town Indianapolis state Indiana

7. Description

Condition

☐ excellent
☒ good
☐ fair

☐ deteriorated
☐ ruins
☐ unexposed

Check one

☐ unaltered
☒ altered

Check one

☒ original site
☐ moved date

Describe the present and original (if known) physical appearance

The building occupies a site in the center of the city's retail/commercial core. Main Street was once lined with structures like this former retail store. Brick-constructed with structural steel in floors and ceilings, the Old Montgomery Ward Building stands three stories in height. Its Georgian Revival facade contains the only significant architectural features to be found. Above a recently altered (about 1975) ground floor is a two-story elevation executed in common bond brick. Three vertically organized bays punctuate the facade, carrying two sets of double hung multi-paned windows, one per floor. The bays are framed by short balustrades at the bottoms and molded cornices at the tops. Alternating corner quoins constructed of brick frame either side of the facade. String courses and a stone coping divide the elevation horizontally. The bottoms of the window ensembles rest on a beltcourse of soldier course brick. The outer dimensions of the building are roughly the same as those of an earlier building on this site which was remodeled by the Ward chain to make way for their store in 1933. The party walls on either side of the elevation are completely devoid of decoration, as is the rear elevation. The interior, clear-span space consists of a basement, first floor, mezzanine, and second and third floors. Variouslly remodeled while still a retail concern, the interior was furthermore utterly gutted in about 1975 by local entrepreneurs in preparation for development as offices. All that remains of any significance is a stair and rail leading to the basement and to the mezzanine. The lack of integrity can also be said for the ground floor on the facade. The original storefront was typically plate glass with steel frame and was remodeled repeatedly during the course of the building's retail history. The present ground floor treatment was largely performed as a temporary measure by a previous owner.

8. Significance

Period	Areas of Significance—Check and justify below			
prehistoric	archeology-prehistoric	community planning	landscape architecture	religion
1400–1499	archeology-historic	conservation	law	science
1500–1599	agriculture	economics	literature	sculpture
1600–1699	architecture	education	military	social
1700–1799	art	engineering	music	humanitarian
1800–1899	X commerce	exploration settlement	philosophy	theater
X 1900–	communications	industry	politics government	transportation
		invention		X other (specify)
				urbanization

Specific dates 1933

Builder Architect

Statement of Significance (in one paragraph)

The significance of the Old Montgomery Ward Building rests upon its association with an important national corporation and its reflection of an important passage in the social history of the country. The 1933 construction of the building in Evansville as part of the Ward retail system followed a pattern of retail shopping and consumerism which had its genesis in the large Eastern department stores of the late-19th century. The preeminent Midwestern/rural catalogue shopping phenomenon had begun its gradual erosion in 1925 with the establishment of Sears-Roebuck's first retail-only store (in Evansville, the McCurdy-Sears Building, National Register, 1979). The Ward Building in Evansville reflected the Chicago company's regard for the growth of city-based markets in the early 20th century and its program of cementing its retail shopping thrust (begun falteringly in Plymouth, Indiana, in about 1928). Ward's approach to marketing also illuminated the pattern of democratization which had occurred over the quarter century of department store shopping preceeding the Evansville Ward building, whereby products and advertising were aimed at a broad range of economy-minded buyers instead of just the well-to-do. The design of the Evansville Building was based on a prototype prepared by the company in the early part of 1933. Variations were seen at one time throughout the region.

9. Major Bibliographical References

Evansville City Directories.

Latham, Frank B. 1872-1972, A Century of Serving Consumers: The Story of Montgomery Ward. Chicago: 1972.

10. Geographical Data

Acreage of nominated property less than one

Quadrangle name Evansville South

Quadrangle scale 1:24,000

UMT References

A

1	6
---	---

4	5	2	1	0	0
---	---	---	---	---	---

4	2	0	1	5	0	0
---	---	---	---	---	---	---

Zone

Easting

Northing

B

--	--

--	--	--	--	--	--

--	--	--	--	--	--	--	--

Zone

Easting

Northing

C

--	--

--	--	--	--	--	--

--	--	--	--	--	--	--	--

E

--	--

--	--	--	--	--	--

--	--	--	--	--	--	--	--

G

--	--

--	--	--	--	--	--

--	--	--	--	--	--	--	--

D

--	--

--	--	--	--	--	--

--	--	--	--	--	--	--	--

F

--	--

--	--	--	--	--	--

--	--	--	--	--	--	--	--

H

--	--

--	--	--	--	--	--

--	--	--	--	--	--	--	--

Verbal boundary description and justification

List all states and counties for properties overlapping state or county boundaries

state code county code

state code county code

11. Form Prepared By

name/title Douglas L. Stern, City Historic Preservation Officer

organization Department of Metropolitan Development date August 1981

street & number 216 Washington Ave. telephone 812/426-5487

city or town Evansville state Indiana

12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:

☐ national ☐ state ☐ local

As the designated State Historic Preservation Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the Heritage Conservation and Recreation Service.

State Historic Preservation Officer signature

title date

For HCRS use only

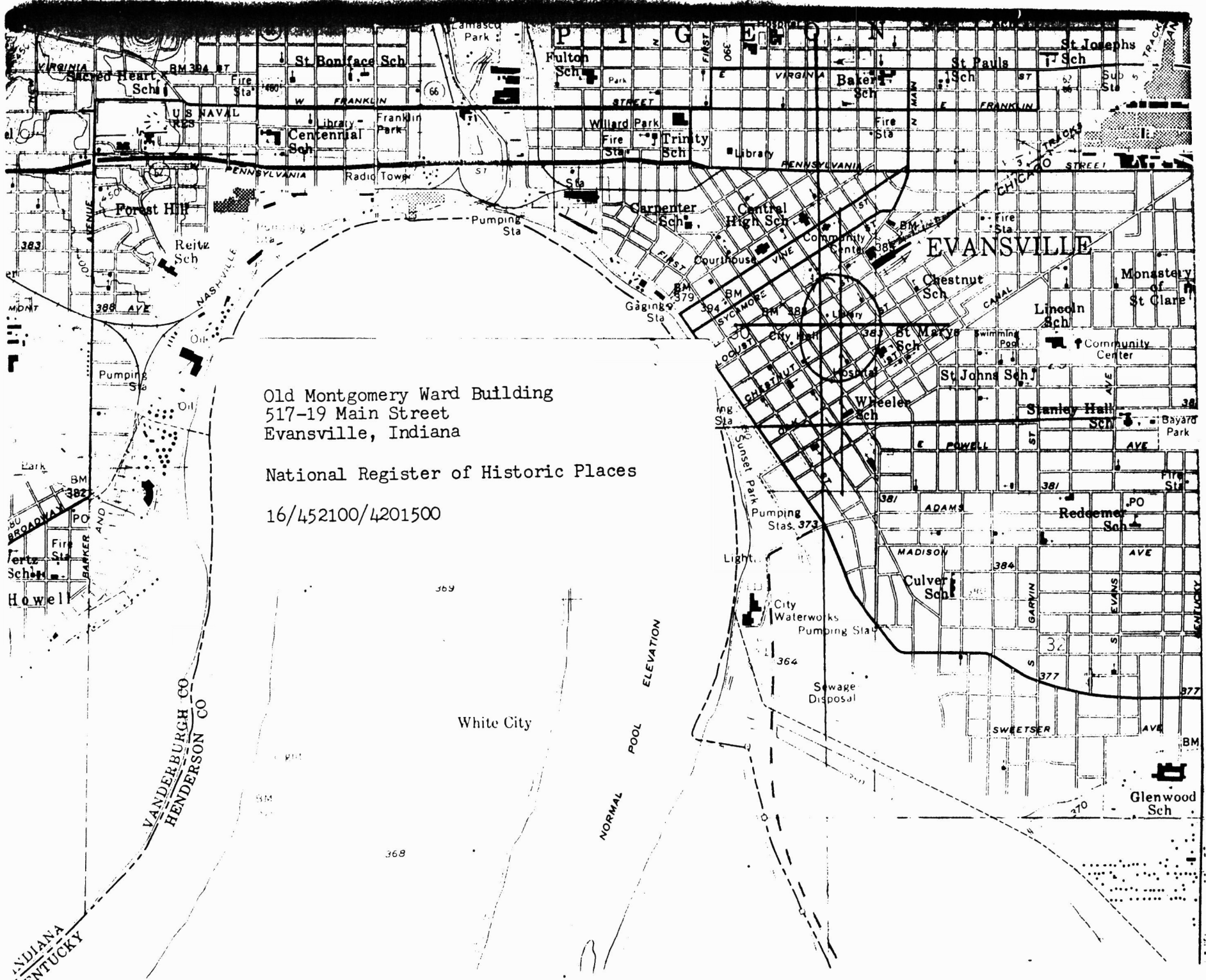
I hereby certify that this property is included in the National Register

date

Keeper of the National Register

Attest:

Chief of Registration



Old Montgomery Ward Building
517-19 Main Street
Evansville, Indiana

National Register of Historic Places

16/452100/4201500

STATE OF INDIANA
DEPARTMENT OF NATURAL RESOURCES
INDIANA HISTORIC SITES AND STRUCTURES INVENTORY

Additional Architectural Information

A. NAME Old Montgomery Ward Building C. NUMBER 82-196-0020

B. ADDRESS 517 Main Street

D. UTM References 16 45 00 00 42 02 68 0

E. This property has been given preliminary approval by the Interior Department and the SHPO as a certified historic structure. A National Register nomination form was filed with the SHPO 15 September 1981.

It was not unusual for national corporations to use stock plans for their buildings when Montgomery Ward came to downtown Evansville in 1933. The firm extensively remodeled another building on this site, and distinct similarities can be noted between the Evansville store and stores throughout the Midwest.

F. INFORMATION SOURCES City Directories; Montgomery Ward Corporate History.

G. PREPARED BY Douglas L. Stern H. DATE 29 January 1982

A. HISTORIC NAME Old Montgomery Ward Building B. COUNTY Vanderburgh C. NUMBER 02-196-0020
D. ADDRESS 517-19 Main Street E. TWP/CITY Pigeon/Evansville F. QUAD NAME Evansville South
RATING ☒ Outstanding ☐ Significant/Notable ☐ Contributing/Reference ☐ Non-Contributing UTM REFERENCES 18 452100 4201500

STATE OF INDIANA DEPARTMENT OF NATURAL RESOURCES INDIANA HISTORIC SITES AND STRUCTURES INVENTORY REVISED 1981

MOUNT CONTACT PRINTS HERE

1. COMMON NAME <u>Gerling Law Offices</u>	4. PROPERTY'S MAILING ADDRESS <u>Gary Gerling</u> <u>651 Walnut Street</u> <u>Evansville, Indiana 47708</u>	5. LOCATION NOTES <u>K</u> <u>Main Street Walway midway between</u> <u>Fifth and Sixth on the SE side.</u> <u>20-34-6 less than one acre</u>
2. OWNERSHIP <u>Public</u> <input checked="" type="checkbox"/> <u>Private</u> <input type="checkbox"/>		
3. VISIBLE <u>Yes</u> <input checked="" type="checkbox"/> <u>No</u> <input type="checkbox"/>		

6. USE Residence <input type="checkbox"/> Govt./Pol. <input type="checkbox"/> Commerce <input type="checkbox"/> Industrial <input type="checkbox"/> Agriculture <input type="checkbox"/> Transportation <input type="checkbox"/> Organization <input type="checkbox"/> Other <u>office under construction</u>	PRESENT <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	PAST <input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Military Entertainment Scientific Religious Park Museum Educational	PRESENT <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	PAST <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	7. ENDANGERED <input type="checkbox"/> Vacant <input type="checkbox"/> Neglected <input type="checkbox"/> Encroachment <input type="checkbox"/> Other _____ 9b. SURVEYS SR <input checked="" type="checkbox"/> NR <input checked="" type="checkbox"/> NHL _____ HABS _____ HAER _____	8. CATEGORY <input type="checkbox"/> District <input checked="" type="checkbox"/> Building(s) <input type="checkbox"/> Structure <input type="checkbox"/> Site <input type="checkbox"/> Object Multiple Resource	9a. LOCAL LEGAL PROTECTIONS <input type="checkbox"/> Historic District <input type="checkbox"/> Landmark <input type="checkbox"/> Deed Restriction <input type="checkbox"/> Other _____
---	---	---	---	---	--	---	--	---

10. CONDITION <input checked="" type="checkbox"/> Excellent <input type="checkbox"/> Good <input type="checkbox"/> Fair <input type="checkbox"/> Deteriorated <input type="checkbox"/> Ruins	11. BUILDING INTEGRITY <input type="checkbox"/> Unaltered <input checked="" type="checkbox"/> Altered <input type="checkbox"/> Moved Date _____	11a. Specify Alterations Removals _____ Structural _____ Replacement <u>storefront altered, circe 1975</u> Additions _____
---	---	--

12. DATE 1933 13. STYLE Georgian Revival 14. ARCHITECT/BUILDER Montgomery Ward Corp.

15. DESCRIPTION see below

Inscriptions none Facade Material brick; stone trim

16. OUTBUILDINGS none

17. SITE PLAN

18. ENVIRONMENT urban, built-up

19. AREAS OF SIGNIFICANCE: Specify the significance for each area checked

ATTACH

- ☐ Aboriginal
- ☐ Arts
- ☒ Architecture
- ☒ Commerce
- ☐ Communications
- ☐ Community Planning
- ☐ Education
- ☐ Engineering
- ☐ Environs/Neighborhoods
- ☐ Exploration/Settlement
- ☐ Humanities
- ☐ Indian
- ☐ Landscape Architecture
- ☐ Military
- ☐ Politics/Government
- ☐ Religion
- ☐ Science/Technology
- ☐ Social/Ethnicity
- ☐ Transportation
- ☒ Vernacular/Construction
- ☒ Other urbanization

15:

The Old Montgomery Ward Building, a brick-constructed building standing three stories in height with structural steel in its floors and ceilings, occupies a site in the center of Evansville's retail/commercial core. Evansville's Main Street was once lined with structures similar to this former retail store. Its Georgian Revival facade has been retained through the years and contains the significant architectural feature to be found in the exterior. The original store front was typically plate glass with steel frame and has been remodeled repeatedly during the course of the building's retail history. The present ground-floor treatment was installed in 1975 by the then owner and is of contemporary design which is compatible with the scale, design, materials, color and texture of this building. Above the ground floor is a two-story elevation executed in common bond brick. Three vertically organized bays punctuate the facade, carrying two sets of double hung multi-paned windows, one per floor. The bays are framed by short balustrades at the bottoms and molded cornices at the tops. Alternating corner quoins constructed of brick frame either side of the facade. String courses and a stone coping divide the elevation horizontally. The bottoms of the window ensembles rest on a beltcourse of soldier course brick. The outer dimensions of the building are approximately the same as those of an earlier building on the same site which was remodeled by the Ward chain to make room for their store in 1933. The party walls on either side of the elevation are completely devoid of decoration, as is the rear elevation. The interior clear-span space consists of a basement, first floor, mezzanine, and second and third floors. Interior renovations were performed from time to time to suit the needs of the then occupant. The only remaining original interior architectural feature is the metal rail and stair on the first, mezzanine and second floor levels.

19: see Additional Information Form

20. INFORMATION SOURCES Evansville City Directories; Evansville Journal (19 March 1909 and 15 March 1914); Latham, Frank B., The Story of Montgomery Ward, Chicago, 1972; Brant & Fuller, History of Vanderburgh County, 1889.

21. SURVEYOR Douglas L. Stern

22. DATE amended 19 August 1982

Rec'd
9/14/82

Substantive Review

EVALUATION / RETURN SHEET

Downtown Evansville MHAProperty: Montgomery Ward Building
State, County: IN, Vanderburgh
Federal Agency: _____Working No. 5/20/82-1506

Fed. Reg. Date: _____

Date Due: 6-7-82 / 7-4-82Action: ACCEPTRETURN 7/1/82REJECT

photos _____

maps _____

- _____ resubmission
 _____ nomination by person or local government
 _____ owner objection
 _____ appeal

Substantive Review: ☒ sample _____ request _____ appeal _____ NR decision

Reviewer's comments: The significance as stated in 8.5 and on inventory form is not sufficient for individual listing. Only one of 2 depression-era commercial buildings in Evansville does not qualify building unless its role at that time assumed importance for community as large. Not does representation of a stock design of Montgomery Ward store predicate architectural importance since (continued)

Recom. / Criteria Return
 Reviewer J. McClelland
 Discipline Arch Hist
 Date 7-1-82
see continuation sheet

Nomination returned for: ☒ technical corrections cited below
☒ substantive reasons discussed below

1. Name2. Location3. Classification

Category	Ownership	Status	Present Use
	Public Acquisition	Accessible	

4. Owner of Property5. Location of Legal Description6. Representation in Existing Surveyshas this property been determined eligible? ☐ yes ☐ no7. Description

Condition	Check one	Check one
_____ excellent	_____ deteriorated	_____ original site
_____ good	_____ ruins	_____ moved
_____ fair	_____ unexposed	_____ altered
		_____ date _____

Describe the present and original (if known) physical appearance

- _____ summary paragraph
 _____ completeness
 _____ clarity
 _____ alterations/integrity
☒ dates
 _____ boundary selection

Please clarify date of current appearance (1933 or 35?) Please date and describe changes to store-front and interior.

X 8. Significance

Period _____ Areas of Significance—Check and justify below

Specific dates _____

Builder/Architect _____

Statement of Significance (in one paragraph)

- ☒ summary paragraph
- ☒ completeness
- ☒ clarity
- ☒ applicable criteria
- ☒ justification of areas checked
- ☒ relating significance to the resource
- ☒ context
- ☒ relationship of integrity to significance
- ☒ justification of exception
- ☐ other

Please discuss the importance and contributions of the Mont. Ward Dep. Store to Evansville in the 1930s. Does its establishment in Evansville reflect an event of importance in Evansville's commercial development or role as a major center of commerce? How does this Dep. Store's role compare to that of others locally for the same period?

Please assess this building's architectural style, period, and (continued)

If building is resubmitted before it achieves 50 years of age in its current appearance, a statement of exceptional importance must be included.

✓ 9. Major Bibliographical References

X 10. Geographical Data

Address of nominated property _____

Quadrangle name _____

USGS References _____

☒ Please provide

Verbal boundary description and justification _____

✓ 11. Form Prepared By

✓ 12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is

_____ national _____ state _____ local

State Historic Preservation Officer signature _____

Title _____

Date _____

✓ 13. Other

- ☒ Maps
- ☒ Photographs
- ☐ Other

Questions concerning this nomination may be directed to J. McClelland

Signed Bravham

Date 7.1.82

Phone: 202 272-3504

Comments for any item may be continued on an attached sheet

the significance of such a type has not been established in nomination nor is ~~not~~ generally understood. Questionable is the date of the remodeling; assuming it is 1933, we need the documentation to demonstrate exceptional importance. The importance of the presence of a Montgomery Ward Dept. Store in Evansville needs substantiation to support historic significance.

#8 form. What are its distinctive features? Please discuss the importance of its design as a reflection of 20th century Classicism. Is commercial architecture or as a prototype associated with the widespread branching of a large retailing establishment? Please relate the importance of ^{such a} general pattern of development to Evansville's development of 1930s and show how ~~the presence of this stone type has local~~ illustrates an event or type having local importance in that context.

Note: Upon further evaluation of ^{area} ~~building~~ encompassing buildings 51, 52, 53, 93, 94, 95, 97, 98, 99, 100, 101, this building may be found to be an integral part of a district.

**STATE OF INDIANA
DEPARTMENT OF NATURAL RESOURCES
INDIANA HISTORIC SITES AND STRUCTURES INVENTORY**

Additional Architectural Information

A. NAME Old Montgomery Ward Building C. NUMBER 82-196-0020

B. ADDRESS 517-19 Main Street

D. UTM References 16 452100 4201500

- E. The significance of the Old Montgomery Ward Building rests upon its association with an important national corporation and its reflection of an important passage in the social history of the country and of Evansville. The 1933 construction of the building in Evansville as part of the Ward retail system followed a pattern of retail shopping and consumerism which had its genesis in the large Eastern department stores of the late 19th century. The preeminent Midwestern/rural catalogue shopping phenomenon had begun its gradual erosion in 1925 with the establishment of Sears-Roebuck's first retail-only store (in Evansville, the McCurdy-Sears Building, National Register, 1979). The Ward Building in Evansville reflected the Chicago company's regard for the growth of city-based markets in the early 20th century and its program of cementing its retail shopping thrust (begun falteringly in Plymouth, Indiana, in about 1928). Ward's approach to marketing also illuminated the pattern of democratization which had occurred over the quarter century of department store shopping preceding the Evansville Ward Building, whereby products and advertising were aimed at a broad range of economy-minded buyers instead of just the well-to-do.

The construction of the Ward store in Evansville represented a new chapter in the city's commercial experience. In the 19th century consumer goods were largely obtained by city dwellers on a personal, direct basis. Neighborhood stores flourished, and downtown establishments catered to specialized clientele. This was the era of predominantly smaller, locally-owned and managed stores which dealt in a limited line of goods for a single class of customers which were either well-to-do or less well-to-do, never both at once. Many local merchants even resided on their stores' premises.

The 20th century marked a change which the Evansville Montgomery Ward store illustrated. Though there had been a few large general department stores in Evansville (for example, the William Hughes Store—#12—established in 1854 and responsible for the construction of a large store block in 1911), ~~but~~ these were still locally based. Chain stores appeared to enter the picture in about 1912 with the arrival of Woolworth's (see #15), the first time that nationally-based enterprises made a bid for the local retail market. The balance tipped further away from the local merchants in 1925 with the establishment of the world's first

(continued on separate sheet)

F. INFORMATION SOURCES See Inventory Form

G. PREPARED BY D. Stern

H. DATE Amended 19 August 1982

Dec 9/14/12

ADDITIONAL ARCHITECTURAL INFORMATION, continued:

Sears-Roebuck noncatalogue store (see #32), followed soon after by the less daring Ward chain in 1933. Ironically, the Ward corporation selected an early 20th century department store which had been locally owned and operated for their remodeled Georgian Revival storefront.

Ward's development of a prototype storefront design in 1933 also underscored the transition from local to regional and even national perspective. Not many other institutions had the opportunity to behave as national architectural producers during the 19th or early 20th centuries. To an extent, larger railroad concerns unified the designs of stations and other railway buildings, not so much perhaps for purposes of identity, but rather because the larger companies employed staff architects and engineers who tended to stick with proven answers to similar programs. The Federal Government--in the form of the Supervising Architect of the Treasury Department--certainly exercised more centralized control over the design and construction of public architecture than any other institution which comes to mind. The years during which Mills, Young, and Rogers occupied the office was a period in which the nation's building program was widely criticized for being too standardized. Nevertheless, when it came to commerce and the retail market, there was not any precedent for what the Montgomery Ward Corporation embarked upon when the Board of Directors accepted a prototype "architectural treatment for a new storefront of original design" as part of its first approach to the noncatalogue, city-based market. The identification of the Ward store under a single, unified architectural rubric reflected the company's regard for high building standards. After all, not all Midwestern communities had architects on hand to design stores according to Ward's needs. Furthermore, as Midwesterners became more mobile and the region became more urban in the early 20th century, Ward could be assured of ready identification of their stores by anyone new to a community. Ward was acutely mindful of the public's distrust of anything suggesting the slightest inconsistencies. Every effort was made--in advertising, the display of goods, or the architecture of the store--to reassure the skeptical consumer who was not familiar with national chains that he was getting exactly the same high quality that he had come to know and expect from Ward's long history of catalogue sales. Ward was a slave of standardization; they would no sooner conduct retail business in differently appearing stores as they would attempt to issue different catalogues in the same year for their mail-order business. It may also be concluded that Ward, in choosing the Georgian Revival for the prototype seen in Evansville, was aligning itself with the conservative traditionalism of its rural/small town markets instead of, for instance, an Art Deco modernism more readily associated with big city ways.

The integrity of the Evansville Ward store is based upon its retention of key architectural features which relate strongly to the elements of the context of significance: 1) The property remains in the same location as where the described events and phenomena occurred during the period of the building's establishment and use as a Ward store; 2) the Georgian Revival features of the 1933 prototype design remain absolutely intact and unchanged, while the interior and ground floor elevation--never particularly significant or noteworthy within the meaning of the building's design--have been altered, albeit not incongruously; 3) the property is still within a retail and commercial environment set in the center of the Evansville community; 4) the composition, arrangement, and pattern of the

Dec 9/14/12

ADDITIONAL ARCHITECTURAL INFORMATION, continued:

building's storefront materials have not been altered except for the ground floor; 5) the workmanship of the storefront as expressed in the skillful brickwork and other masonry or in the woodcarving evident on the facade is still intact; 6) the building clearly evokes strong association within the local community through its appearance; and 7) the property is unquestionably the locus for the events outlined within the context of significance.

The total acreage of the site is .32 acres.

see 8/14/42

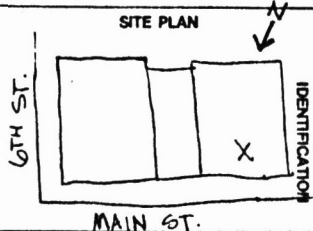
STATE OF INDIANA
DEPARTMENT OF NATURAL RESOURCES
INDIANA HISTORIC SITES AND STRUCTURES INVENTORY

1. HISTORIC NAME MONTGOMERY WARD BLDG.
2. OWNERSHIP: PUBLIC ☒ PRIVATE

NAME EDWARD D. WIEDEL, JOHN C. LIX, JERRY M. ASHLEY
ADDRESS

3. LOCATION NOTES

4. VISIBLE FROM PUBLIC RIGHT OF WAY: 20-34-6
☒ YES ☐ NO



5. USE
Residential (sing.) ☐
Residential (mult.) ☐
Commerce ☐
Industrial ☐
Agriculture ☐
Transportation ☐
Organization ☐
Military ☐
Political ☐
Unknown ☐
Vacant ☒
Other ☐

PRESENT
☐
☐
☐
☐
☐
☐
☐
☐
☐
☐
☒
☐

PAST
☐
☐
☒
☐
☐
☐
☐
☐
☐
☐
☐
☐
☐

6. CATEGORY
DISTRICT
☒ BUILDING(S)
STRUCTURE
SITE
OBJECT

7. ACCESSIBLE
☒ YES/RESTRICTED
☐ YES/UNRESTRICTED
☐ NO

8. ENDANGERED
NO
☒ YES/BY WHAT

CURRENTLY UNDERGOING
REHABILITATION

9. DATE

10. ARCHITECT/BUILDER

CLASSIFICATION/DATE

11. PERIODS: PREHISTORIC 17TH/18TH CN. 1800-1860 1861-1899 ☒ 1900-PRESENT

12. AREAS OF SIGNIFICANCE

<input type="checkbox"/> Archeology-Prehistoric	<input type="checkbox"/> Conservation	<input type="checkbox"/> Law	<input type="checkbox"/> Sculpture
<input type="checkbox"/> Archeology-Historic	<input type="checkbox"/> Economics	<input type="checkbox"/> Literature	<input type="checkbox"/> Social/Humanitarian
<input type="checkbox"/> Agriculture	<input type="checkbox"/> Education	<input type="checkbox"/> Military	<input type="checkbox"/> Theater
<input checked="" type="checkbox"/> Architecture	<input type="checkbox"/> Engineering	<input type="checkbox"/> Music	<input type="checkbox"/> Transportation
<input type="checkbox"/> Art	<input type="checkbox"/> Exploration/Settlement	<input type="checkbox"/> Philosophy	<input type="checkbox"/> Other (Specify)
<input checked="" type="checkbox"/> Commerce	<input type="checkbox"/> Industry	<input type="checkbox"/> Politics/Government	
<input type="checkbox"/> Communications	<input type="checkbox"/> Invention	<input type="checkbox"/> Religion	
<input type="checkbox"/> Community Planning	<input type="checkbox"/> Landscape Architecture	<input type="checkbox"/> Science	

SIGNIFICANCE

13. STYLE

☐ Federal
☐ Greek Revival
☐ Gothic Revival
☐ Italianate
☐ Second Empire
☐ Stick Style/Eastlake
☐ Queen Anne
☐ Romanesque Revival
☐ Colonial Revival
☐ Neo-Classical
☐ Bungalow
☐ Vernacular
☒ Other (Specify) N/A

14. CONDITION

☐ EXCELLENT
☒ GOOD
☐ FAIR
☐ DETERIORATED
☐ RUINS
☐ UNEXPOSED

16. SITE INTEGRITY

☒ ORIGINAL SITE
☐ MOVED DATE

17. OUTBUILDINGS/SECONDARY STRUCTURES

☒ NO
☐ YES

15. ALTERATIONS

☐ UNALTERED
☐ MINOR
☒ MAJOR

18. IN ESTABLISHED HISTORIC DISTRICT

☒ NO
☐ YES/NAME

19. DESCRIPTION OF ENVIRONMENT (NATURAL AND MAN-MADE) DOWNTOWN WALKWAY

REMODELED 1933 RESEMBLES MONTGOMERY WARD STORE IN
VINCENNES, INDIANA ALTHOUGH ORNAMENTATION IS
MORE SIMPLIFIED W. THE FUNKIE STORE.

20. INFORMATION SOURCES TOWNSHIP ASSESSOR

21. PREPARED BY L. HAMMEL, et al

22. DATE 7/77

DESCRIPTION

1. C. RECTANGULAR PLAN

2. E, THREE STORIES

3. C, THREE BAYS

4. C2, STRETCHER BOND WITH OCCASIONAL FLOUSH COURSE

5. D, WALL CONSTRUCTION CANNOT BE DETERMINED

6. B1, QUOINS; B3, OTING COURSES; B10, CLOCK

7. F, NO PORCH

8. F. COMPOSITION ROOF

9. J. FLAT ROOF

11. Remodeled by Montgomery
Ward about 1934-5.

12. J, NO DORMER

13. L, PARAPET

14. C, BRICK + F, CONCRETE ROOF TRIM

15. R, NONE

16. I, NONE

17. CH, NO ROOF TRIM (RAKING TYPE)

18. A, FLAT WINDOW OPENING

19. FG, FLAT HOOD (HEAD)

20. E WOODEN MOULDING (SURROUNDS- SIDE)

21. A WOOD WINDOW SURROUNDS

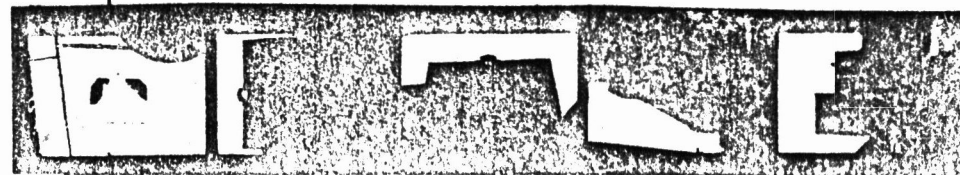
22. A, PLAIN SILL

23. B, DOUBLE HUNG SASH

24. A SIX OVER B NINE (2ND) + A SIX OVER B SIX (5TH)

26. FIRST FLOOR ALTERED. ALUMINUM + PLATE GLASS DOOR + DISPLAY

27. WINDOWS, CEDAR PANELS



33.

34.

35. C. SIGNIFICANT INTERIOR FEATURES UNKNOWN

Architectural Information

United States Department of the Interior
National Park Service

Substantive Review

Montgomery Ward Bldg. (Downtown Evansville MRA)
IN, Vanderburgh

Working No. 5-20,82-1506Fed. Reg. Date: 2.1.83Date Due: 10/29/82Action: ☒ ACCEPT 10/6/82☐ RETURN☐ REJECT

Federal Agency: _____

☒ resubmission☐ nomination by person or local government☐ owner objection☐ appealSubstantive Review: ☒ sample ☐ request ☐ appeal ☐ NR decision

Reviewer's comments:

NOMINATION MATERIALS ATTEMPT TO MAKE THE
CASE FOR ELIGIBILITY AS A GOOD EXAMPLE
OF WARD'S STANDARDIZED FACADE DESIGN
AND FOR ITS IMPORTANCE AS ONE OF THE
MAJOR DEPARTMENT STORES IN EVANSVILLE WHICH

Recom./Criteria ATC ☒Reviewer MACDONALDDiscipline A.H.Date 10.6.82☐ see continuation sheet

CHANGED THE COMMERCIAL MARKETING BASE FROM

Nomination returned for: ☐ technical corrections cited below☐ substantive reasons discussed belowSMALL STORES TO LARGER ~~STANDARD~~ STANDARDIZED CHAIN STORES.

1. Name THE CASE COULD HAVE BEEN MUCH BETTER MADE FOR ELIGIBILITY IF
THE SPECIFIC IMPACT OF THIS BUILDING ON THE COMMUNITY WAS

2. Location DISCUSSED. ~~THE BUILDING'S SIGNIFICANCE~~ LIES IN ITS HISTORICAL IMPACT IN THE COMMUNITY (ALONG WITH SEARS) AS A

3. Classification MAJOR CHAIN DEPARTMENT STORE.

Category	Ownership	Status	Present Use
	Public Acquisition	Accessible	

4. Owner of Property

5. Location of Legal Description

6. Representation in Existing Surveys

has this property been determined eligible? ☐ yes ☐ no

7. Description

Condition		Check one	Check one
<input type="checkbox"/> excellent	<input type="checkbox"/> deteriorated	<input type="checkbox"/> unaltered	<input type="checkbox"/> original site
<input type="checkbox"/> good	<input type="checkbox"/> ruins	<input type="checkbox"/> altered	<input type="checkbox"/> moved date _____
<input type="checkbox"/> fair	<input type="checkbox"/> unexposed		

Describe the present and original (if known) physical appearance

☒ summary paragraph
☒ completeness
☒ clarity
☒ alterations/integrity OK
☒ dates
☒ boundary selection

8. Significance

Period _____ Areas of Significance—Check and justify below

Specific dates _____ Builder/Architect _____

Statement of Significance (in one paragraph)

- ☒ summary paragraph
- ☒ completeness
- ☒ clarity
- ☒ applicable criteria
- ☒ justification of areas checked
- ☒ relating significance to the resource
- ☒ context
- ☒ relationship of integrity to significance
- ☒ justification of exception *NOT JUSTIFIED AS EXCEPTIONALLY SIGNIFICANT, BUT ALTERATIONS NEARLY 60 YRS OLD*
- ☒ other

9. Major Bibliographical References

10. Geographical Data

Acres of nominated property _____
Quadrangle name _____
UMT References _____

Verbal boundary description and justification _____

11. Form Prepared By

12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:
_____ national _____ state _____ local

State Historic Preservation Officer signature _____

Title _____ Date _____

13. Other

- _____ Maps
- _____ Photographs
- _____ Other

Questions concerning this nomination may be directed to _____

Signed _____ Date _____ Phone: 202 272-3504

Comments for any item may be continued on an attached sheet



DOWNTOWN EVANSVILLE RESOURCES

Vanderburgh County, Indiana

N. Long, DMD 1977 *Old Montgomery*

~~#98:~~ view south of *ward*

#98 515-17 Main Street



Old Montgomery Ward Building
517-19 Main Street
Evansville, Indiana

D Stern, DMD July 1981

#2 view looking N of rear and side elevations



Old Montgomery Ward Building
517-19 Main Street
Evansville, Indiana
D Stern, DMD August 1981

#3 view of 1st floor interior; looking NW



Old Montgomery Ward Building
517-19 Main Street
Evansville, Indiana
D Stern, DMD August 1981

#4 view of 1st floor and mezzanine

Please refer to the map in the
Multiple Property Cover Sheet
for this property

Multiple Property Cover Sheet Reference Number: 64000186

GARY L. GERLING

P O. Box 3203

EVANSVILLE, INDIANA 47731

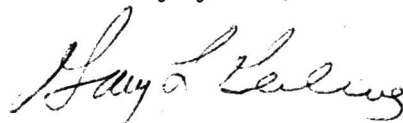
September 8, 1981

Dear Mr. Stern:

At your request I have reviewed your proposed nomination that my property at 517-519 Main Street Walkway, Evansville, Indiana, being the old Montgomery Ward Building, be listed in the National Register of Historic Places. Please be advised that I heartily endorse and support such nomination and assure you that if the same is approved, we will commence the necessary steps to restore and preserve this historic structure.

I and my associates view with pride the opportunity of placing our law offices in this structure. If we may assist you in the securing of approval of this certification, please advise.

Sincerely yours,



Mr. Douglas L. Stern
Historic Preservation Officer
City of Evansville
Department of Metropolitan Development
327 Civic Center Complex
Evansville, IN. 47708



CITY OF EVANSVILLE

CITY CENTER P O BOX 3938

EVANSVILLE, INDIANA 47737

312 426 5000

OFFICE OF THE MAYOR
MICHAEL D VANDEVEER

11 September 1981

Mr James M. Ridenour
Indiana State Historic Preservation Officer
608 State Office Building
Indianapolis, Indiana 46204

Dear Mr Ridenour:

I write to urge your approval of the application of Mr Gary Gerling for Tax Act certification of his building and planned rehabilitation.

As the attached documentation indicates, the applicant's Old Montgomery Ward Building clearly meets the criteria for declaration as a "certified historic structure." As for the proposed adaptive reuse of Mr Gerling's building as law offices, I am certain that you will agree that it conforms to the Secretary of the Interior's Standards for Rehabilitation.

The City of Evansville is excited about the potential for this project as a part of our Downtown revitalization. I would hope that you and your staff assist Evansville by performing a speedy review and approval of this application.

Thank you very much for your cooperation.

Sincerely,

A handwritten signature in cursive script, reading "Michael D. Vandever".

Michael D. Vandever
Mayor

cc: Douglas L. Stern

Re 9/4/02



CITY OF EVANSVILLE
Department of Metropolitan Development

327 CIVIC CENTER COMPLEX
EVANSVILLE, INDIANA 47708
(812) 426-5580

MICHAEL D. VANDEVEER
MAYOR



15 September 1981

Mr James M. Ridenour
Indiana State Historic Preservation Officer
608 State Office Building
Indianapolis, Indiana 46204

Dear Mr Ridenour:

I write to transmit a National Register nomination form for the Old Montgomery Ward Building in Evansville, Vanderburgh County. The preparation of this form and nomination material has been performed by this office in conformance with the grant agreement with the Division of Historic Preservation and Archeology.

The nomination request is being made concurrent with a certification application for the new Tax Act benefits. Your office will receive the application material under separate cover in the next few days.

Allow me to repeat my appreciation for your attention to Evansville's preservation needs. The Old Montgomery Ward project and others like it are important to the city's revitalization and depend upon the support of your office.

Sincerely,

A handwritten signature in cursive script, appearing to read "Douglas L. Stern".

Douglas L. Stern
Historic Preservation Officer

DLS:p

cc: Gary Gerling

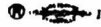
enclosures



CITY OF EVANSVILLE
Department of Metropolitan Development

327 CIVIC CENTER COMPLEX
EVANSVILLE, INDIANA 47708
(812) 426-5580

MICHAEL D. VANDEVEER
MAYOR



29 September 1981

Mr James M. Ridenour
Indiana State Historic Preservation Officer
608 State Office Building
Indianapolis, Indiana 46204

Dear Mr Ridenour:

I write to transmit a Tax Act Certification Application for a property in Vanderburgh County known as the Old Montgomery Ward Building. The certification material has been prepared by this office in compliance with the grant agreement with the Division of Historic Preservation and Archeology.

As you know, this property is the subject of a National Register nomination under consideration by the State Review Board. We hope that the concurrent review of the nomination and application for certification can be completed in time for an early construction date on or near the first of 1982.

The letter of endorsement from Mayor Vandever accurately expresses the City's interest in seeing a speedy review and approval of this important revitalization project. You can be sure that the number of applications for certification or listing is in direct ratio to the amount of red tape which entrepreneurs feel they can endure. Your cooperation is appreciated.

Sincerely,

A handwritten signature in dark ink, appearing to read "Douglas L. Stern".

Douglas L. Stern
City Historic Preservation Officer

DLS:p

enclosures



United States Department of the Interior

NATIONAL PARK SERVICE

MIDWEST REGION

ANN ARBOR OFFICE

FEDERAL BUILDING

ANN ARBOR, MICHIGAN 48107

IN REPLY REFER TO:

December 10, 1981

1602-02

0071-82-IN-82-0063

Old Montgomery Ward Building

517-519 Main Street Walkway

Evansville, Indiana

Mr. Gary Gerling

651 Walnut Street

Evansville, Indiana 47708

Dear Mr. Gerling:

We have made a preliminary determination that the property listed above will probably be certified and listed in the National Register of Historic Places.

If the property is listed in the National Register and if it is subject to depreciation under section 167 of the Internal Revenue Code of 1954, this property will qualify as a "certified historic structure."

"Certified historic structure" status is the first step in qualifying for tax deductions under section 2124 of the Tax Reform Act, as extended, and the Economic Recovery Tax Act of 1981. Certification of the rehabilitation is the second step. These incentives apply only to structures which undergo rehabilitation which can be certified in accordance with the Secretary of the Interior's Standards for Rehabilitation.

This preliminary determination is made pursuant to your request in Part 1 of the Historic Preservation Certification Application. Part 2 of the application is undergoing separate review by this office. You will be notified of that determination in a separate letter. Specific questions concerning Part 2 of the application to certify rehabilitation work should be addressed to your State Historic Preservation Officer or to this office at (313) 668-2058.

Sincerely,

Harry G. Scheele

Harry G. Scheele, Acting Chief
Division of Cultural Programs

JCC SHPO
NR-0450



CITY OF EVANSVILLE

CIVIC CENTER - P.O. BOX 3936

EVANSVILLE, INDIANA 47737

(812) 426-5000

OFFICE OF THE MAYOR
MICHAEL D. VANDEVEER

19 August 1982

Mr. James M. Ridenour
Indiana State Historic Preservation Officer
608 State Office Building
Indianapolis, IN. 46204

Dear Mr. Ridenour:

I submit for your review and action a response to the National Register regarding the listing of a property nominated as a part of the Evansville Downtown Multiple Resources Area. The resource in question is known commonly as 517-19 Main Street, the Old Montgomery Ward Building.

Enclosed are several items which together form our response to the questions and issues raised by the National Register review transmitted to you on 26 July and received here on 7 August. Please find:

- * An amended State Historic Sites and Structures Inventory Form
- * An amended Additional Information Form
- * A Part 1 Certification Application, dated 8 September 1981
- * A National Register Nomination Form, dated August 1981

I ask your indulgence on one matter raised by the reviewer concerning the building's age and a statement of exceptional significance. The building is presently approximately three months short of reaching fifty years of age. If the National Register and your office are convinced that Criteria Considerations regarding the fifty-year cutoff apply to this property, then we will rephrase our statement of significance in such a way to explain exceptional significance. Allow me to quote, however, the 1 June 1982 How To Apply The National Register Criteria for Evaluation (Draft), page 62: "Fifty years is a general estimate (my underlining) of the period of time necessary for the development of the historical perspective necessary to evaluate significance."

The reviewer also raises the possibility of a district embracing the Ward Building and other properties on Main and NW Sixth Streets. Based upon a reinspection and re-evaluation of the buildings mentioned

Mr. James M. Ridenour
August 19, 1982
Page #2

by the reviewer and upon discussions with Nancy Long, architectural historian with your office, we have concluded that there is not a district which meets National Register criteria. The reviewer had the benefit of seeing neither the extent and type of noncontributing buildings within the so-called potential district nor the unclear delineation of the "district" from contiguous portions of the Multiple Resources Area. It would be our wish, therefore, to proceed on an individual basis regarding the eligibility of the Ward Building and others nearby which were noted by the reviewer for reconsideration.

Your speedy action would be greatly appreciated. The owner of the property and the City are both more than willing to meet with you or your staff or provide any other information as you see fit. We are very anxious to resolve this matter and appreciate your cooperation.

Sincerely,


Michael D. Vandever
Mayor

STATE OF INDIANA



INDIANAPOLIS, 46204

DEPARTMENT OF NATURAL RESOURCES

JAMES M. RIDENOUR
DIRECTOR

September 8, 1982

resubmit

Carol D. Shull
Acting Chief of Registration
D O I
W 434
Washington, D.C. 20243

Dear Ms. Shull:

Enclosed is a National Register nomination for the former Montgomery Ward Building in Evansville, Indiana. This nomination was initially submitted as part of the nomination for the Downtown Evansville Multiple Resource Area, and was returned to us for more information. Additional materials have been provided, which hopefully address your concerns.

Please note that the Montgomery Ward Building received a preliminary determination of eligibility from the National Park Service last December, in connection with a certified rehabilitation project. Also please note that the building will be 50 years old in a mere four months.

Very truly yours,

James M. Ridenour
State Historic Preservation Officer

JMR:NJL:hdw

Enclosure



UNITED STATES DEPARTMENT OF THE INTERIOR
Heritage Conservation and Recreation Service
Office of Archeology and Historic Preservation
Washington D.C. 20243

Form Approved
OMB No. 42-R1765



HISTORIC PRESERVATION CERTIFICATION

APPLICATION — PART 1

(Pursuant to the Tax Reform Act of 1976)

Instructions: Applicant should read the instructions carefully before completing application. No Certification may be made unless a completed application form has been received (P.L. 94-455). Use typewriter or print clearly in dark ink to complete the application form. If additional space is needed to complete Part 1, use the reverse side or a separate plain sheet of paper clearly indicating the owner's name and mailing address. Part 1 of this application may be completed and sent to the appropriate State Historic Preservation Officer at any time during the year, and may be sent separately or with Part 2.

PART 1 EVALUATION OF SIGNIFICANCE

1. NAME OF PROPERTY: Old Montgomery Ward Building

Address of property: Street 517-19 Main Street Walkway
City Evansville County Vanderburgh State Indiana Zip Code 47708

Name of historic district in which property is located: not applicable

2. DESCRIPTION OF PHYSICAL APPEARANCE:

(see instructions for map and photograph requirements—use reverse side if necessary)

The building occupies a site in the center of the city's retail/commercial core. Main Street was once lined with structures like this former retail store. Brick-constructed with structural steel in floors and ceilings, the Old Montgomery Ward Building stands three stories in height. Its Georgian Revival facade contains the

3. STATEMENT OF SIGNIFICANCE:

(use reverse side if necessary)

The significance of the Old Montgomery Ward Building rests upon its association with an important national corporation and its reflection of an important passage in the social history of the country. The 1933 construction of the building in Evansville as part of the Ward retail system followed a pattern of retail shopping and consumerism

Date of construction (if known): 1933 ☒ Original site ☐ Moved Date of alterations (if known): ca 1975

4. NAME AND MAILING ADDRESS OF OWNER:

Name Gary Gerling
Street 651 Walnut Street
City Evansville State Indiana Zip Code 47708

Telephone Number (during day): Area Code 812/423-5251

I hereby attest that the information I have provided is, to the best of my knowledge, correct, and that I am owner of the property described above.

Signature Gary Gerling Date SEPT 8, 1981

For office use only

The structure described above is included within the boundaries of the National Register historic district and ☐ contributes ☐ does not contribute to the character of the district.

The structure ☐ appears ☐ does not appear to meet National Register Criteria for Evaluation (36 CFR 60.6) and ☐ will likely ☐ will not be nominated to the National Register in accord with the Department of the Interior procedures (36 CFR 60).

The structure is located in a district which ☐ appears ☐ does not appear to meet National Register Criteria for Evaluation (36 CFR 60.6), ☐ will likely ☐ will not be nominated to the National Register in accord with Department of the Interior procedures (36 CFR 60), and ☐ appears ☐ does not appear to contribute to the character of said district.

Signature _____ Date _____

State Historic Preservation Officer

This property has been evaluated according to the criteria and procedures set forth by the Department of the Interior (36 CFR 67) and, if subject to depreciation under section 167 of the Internal Revenue Code of 1954,

☐ is hereby certified a historic structure.

☐ does not contribute to the character of the historic district and does not merit certification as a historic structure. Reasons given on the attached sheet

2 continued:

only significant architectural features to be found. Above a recently altered (about 1975) ground floor is a two-story elevation executed in common bond brick. Three vertically organized bays punctuate the facade, carrying two sets of double hung multi-paned windows, one per floor. The bays are framed by short balustrades at the bottoms and molded cornices at the tops. Alternating corner quoins constructed of brick frame either side of the facade. String courses and a stone coping divide the elevation horizontally. The bottoms of the window ensembles rest on a belt course of soldier course brick. The outer dimensions of the building are roughly the same as those of an earlier building on this site which was remodeled by the Ward chain to make way for their store in 1933. The party walls on either side of the elevation are completely devoid of decoration, as is the rear elevation. The interior, clear-span space consists of a basement, first floor, mezzanine, and second and third floors. Variousy remodeled while still a retail concern, the interior was furthermore utterly gutted in about 1975 by local entrepreneurs in preparation for development as offices. All that remains of any significance is a stair and rail leading to the basement and to the mezzanine. The lack of integrity can also be said for the ground floor on the facade. The original storefront was typically plate glass with steel frame and was remodeled repeatedly during the course of the building's retail history. The present ground floor treatment was largely performed as a temporary measure by a previous owner. The proposed ground floor alteration will not produce a lasting effect on any significant original building fabric and will furthermore be in harmony with the scale and detail of the building's 1933 style of design.

3 continued:

which had its genesis in the large Eastern department stores of the late-19th century. The preeminent Midwestern/rural catalogue shopping phenomenon had begun its gradual erosion in 1925 with the establishment of Sears-Roebuck's first retail-only store (in Evansville, the McCurdy-Sears Building, National Register, 1979). The Ward Building in Evansville reflected the Chicago company's regard for the growth of city-based markets in the early 20th century and its program of cementing its retail shopping thrust (begun falteringly in Plymouth, Indiana, in about 1928). Ward's approach to marketing also illuminated the pattern of democratization which had occurred over the quarter century of department store shopping preceeding the Evansville Ward building, whereby products and advertising were aimed at a broad range of economy-minded buyers instead of just the well-to-do. The design of the Evansville Building was based on a prototype prepared by the company in the early part of 1933. Variations were seen at one time throughout the region.



UNITED STATES DEPARTMENT OF THE INTERIOR
Heritage Conservation and Recreation Service
Office of Archeology and Historic Preservation
Washington D.C. 20243

HISTORIC PRESERVATION CERTIFICATION APPLICATION — PART 2

(Pursuant to the Tax Reform Act of 1976)

Instructions: Applicant should read the instructions carefully before completing application. No Certification may be made unless a completed application form has been received (P.L. 94-455). Use typewriter or print clearly in dark ink to complete the application form. If additional space is needed to complete Part 2, attach additional blank sheets. Part 2 of this application may be completed and sent to the appropriate State Historic Preservation Officer at any time during the year and may be sent separately or with Part 1.

Part 2 DESCRIPTION OF REHABILITATION

1. NAME OF PROPERTY: Old Montgomery Ward Building

Address of property: Street 517-19 Main Street
City Evansville State Indiana Zip Code 47708

If located in National Register historic district, local or State designated district, specify: not applicable

2. DATA ON EXISTING STRUCTURE:

Date of construction: 1933 Existing floor area: 31,000 sq. feet

Original use: retail department store

Type of construction: brick bearing with structural steel in concrete floors and ceilings

3. DATA ON REHABILITATION PROJECT:

Project starting date (est.): Jan 1982 Project completion date (est.): May 1982

Estimated cost of rehabilitation: \$500,000 Proposed use: offices

Number of housing units to be created (if applicable): -0-

Has the property received Federal or State financial assistance? ☐ yes ☒ no

If yes, specify source: _____

Are architectural plans and specifications available for review? ☒ yes ☐ no

Architect's or developer's name and address: Gary Gerling

651 Walnut Street Evansville, Indiana 47708

812/423-5251

Telephone Number: _____

4. DETAILED DESCRIPTION OF REHABILITATION/PRESERVATION WORK—includes site work, new construction, alterations, etc. Complete blocks below.

NUMBER	Architectural feature	Approximate date of feature	Describe existing feature	Describe work and impact on existing features
1	facade	1933	Brick bearing with 3 major sets of upper story windows, multi-paned. Ground floor altered recently by previous owner out of keeping with original style or design. Facade previously white-painted, now almost completely weathered. Ornamental clock in roofline. Windows are double-hung, multi-paned sash. Corner quoins frame facade above the ground floor level 3 stories in height.	Owner intends to restore upper stories and to replace ground floor entry and windows. Brick to receive maintenance repointing with compatible mortar. Ground floor to be redesigned to feature motifs in harmony with original Georgian Revival style of the building. Central entrance surmounted by pedimented canopy and flanked by 2 sets of multi-paned windows similar in scale and detail to those above. New brick on ground floor to match original. Trim painted off-white. Inconspicuous storm windows to be added.
			Photo no <u>1&2</u> Drawing no <u>5</u>	

NUMBER

2

Architectural feature windowsApproximate date of feature 1933 +

Describe existing feature:

Aside from the aforementioned facade windows, the only other fenestration is on the building's rear elevation. These are plain awning windows, metal sash.

Photo no 3 Drawing no —

Describe work and impact on existing features:

The only proposed action is to restore and repaint using colors similar to original.

NUMBER

3

Architectural feature exterior wallsApproximate date of feature 1933 or earlier

Describe existing feature: The brick exterior walls were constructed originally in the early 20th century as party walls for adjoining buildings. As such, they have no windows or significant decorative features. The southwestern wall is stucco-covered.

Photo no 3 Drawing no —

Describe work and impact on existing features:

The exterior walls will not be substantially changed. On the southwestern wall one fixed pane, single light window will be added to light the proposed interior atrium. A pair of smaller, similarly detailed windows are planned for the rear elevation.

NUMBER

4

Architectural feature roofApproximate date of feature 1933 +

Describe existing feature:

The building has a flat concrete roof behind a parapet and covered with a standard BUR.

Photo no — Drawing no —

Describe work and impact on existing features:

The existing roof will be repaired in kind.

NUMBER

5

Architectural feature siteApproximate date of feature 1933 or earlier

Describe existing feature:

There is no open space or landscaping.

Photo no 1&3 Drawing no —

Describe work and impact on existing features:

No planned changes are proposed.

Continuation sheets attached: ☒ yes ☐ no

Name and mailing address of owner:

Gary Gerling

Name

Street

651 Walnut Street

City

Evansville

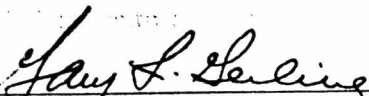
Telephone Number (during day):

812/423-5251

State Indiana Zip 47708

I hereby apply for certification of rehabilitation work described above for purposes of Section 2124 of the Tax Reform Act of 1976. I hereby attest that the information I have provided is, to the best of my knowledge, correct, and that I am owner of the property described above.

Owner's Signature


Date SEPT. 5, 1981

CONTINUATION SHEET

Historic Preservation Certification
Application — Part 2

Name of Property: Old Montgomery Ward Building
Address of Property: 517-19 Main Street
Name of Owner: Gary Gerling

NUMBER 6	Architectural feature <u>interior walls</u>
	Approximate date of feature <u>before and after 1933</u>

Describe existing feature

The brick party walls are basically sound, though waste pipes and electrical conduit have been variously routed through them. Major portions of the plaster covering have been removed, and what remains is in a deteriorated state. Existing fire stairs

Photo no 4-10 Drawing no 1-4 are clay tile.

Describe work and impact on existing features

The deteriorated plaster will be demolished and the wall surfaces will be dry-walled. Interior finishes will include wood and brick trim.

NUMBER 7	Architectural feature <u>floors</u>
	Approximate date of feature <u>1933</u>

Original coverings have long since vanished. What remains today is a rough and sometimes deteriorated subflooring over a poured concrete base.

Photo no 1-9 Drawing no 1-4

Describe work and impact on existing features

Floors will be carpeted except in public areas and in kitchens and restrooms. Brick pavers will be employed in public areas, and the kitchens and restrooms will be tiled.

NUMBER 8	Architectural feature <u>ceilings</u>
	Approximate date of feature <u>1933 +</u>

Describe existing feature

The original plaster ceilings have been partially demolished or are in an advanced state of deterioration. Metal lath was hung from iron ceiling beams and then plaster-covered.

Photo no 3-6 Drawing no 4

Describe work and impact on existing features

The existing plaster will be demolished. A new ceiling system of acoustical tiles will be installed at the existing veiling level.

NUMBER 9	Architectural feature <u>interior plan</u>
	Approximate date of feature <u>1933 +</u>

Describe existing feature Clear span with row of center posts. No partitions of any sort except for a recently constructed temporary vestibule. Basement, first floor, mezzanine, and two upper stories. Mezzanine extends across the rear of the building. A freight elevation is the back of the building along with a set of fire stairs.

Photo no 4-10 Drawing no 1-4

Describe work and impact on existing features

Various office spaces will be constructed in conformance with the attached schematic plans. The mezzanine will be expanded by the addition of a mezzanine across the front portion of the building and bridges linking the two sections. The unfinished basement may be used for parking. The upper floors will remain unimproved for future possible expansion.

NUMBER 10	Architectural feature <u>mechanical plan</u>	Describe work and impact on existing features A modern HVAC, plumbing, and electrical system will be retrofitted. Not any significant interior spaces or features will be affected.
	Approximate date of feature <u>1933 +</u>	
Describe existing feature: The building is completely without mechanical service or distribution of any kind.		
Photo no <u>4-9</u> Drawing no <u>1-4</u>		

NUMBER 11	Architectural feature <u>fixtures</u>	Describe work and impact on existing features New light fixtures will consist of standard lay-in panels within the new ceiling tiles. The staircase will be restored and incorporated into the expanded mezzanine.
	Approximate date of feature <u>1933 +</u>	
Describe existing feature: All lighting fixtures were removed in the 1975 gutting of the interior. It is doubtful that these were original to the building. An original staircase, concrete with iron rail and balustrades, remains.		
Photo no _____ Drawing no _____		

NUMBER 12	Architectural feature _____	Describe work and impact on existing features _____
	Approximate date of feature _____	
Describe existing feature: _____		
Photo no _____ Drawing no _____		

NUMBER 13	Architectural feature _____	Describe work and impact on existing features: _____
	Approximate date of feature _____	
Describe existing feature: _____		
Photo no _____ Drawing no _____		

NUMBER 14	Architectural feature _____	Describe work and impact on existing features: _____
	Approximate date of feature _____	
Describe existing feature: _____		
Photo no _____ Drawing no _____		

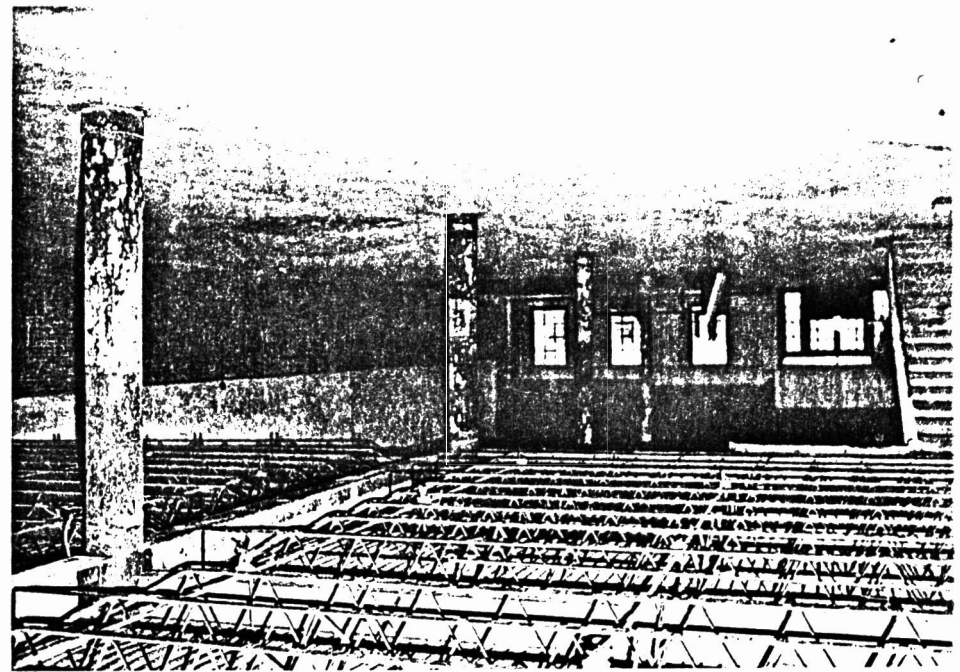




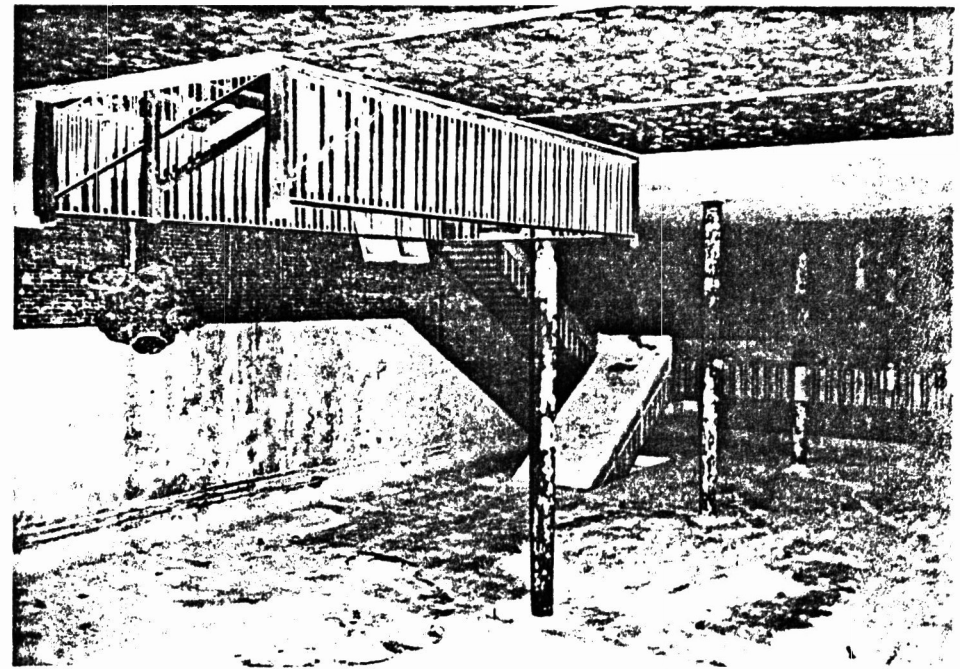
4



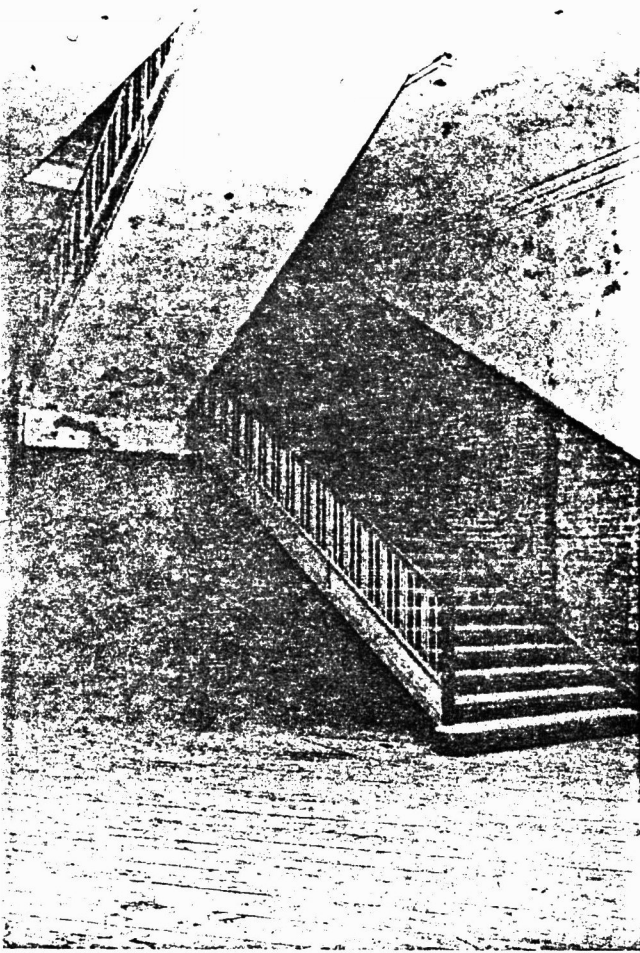
3



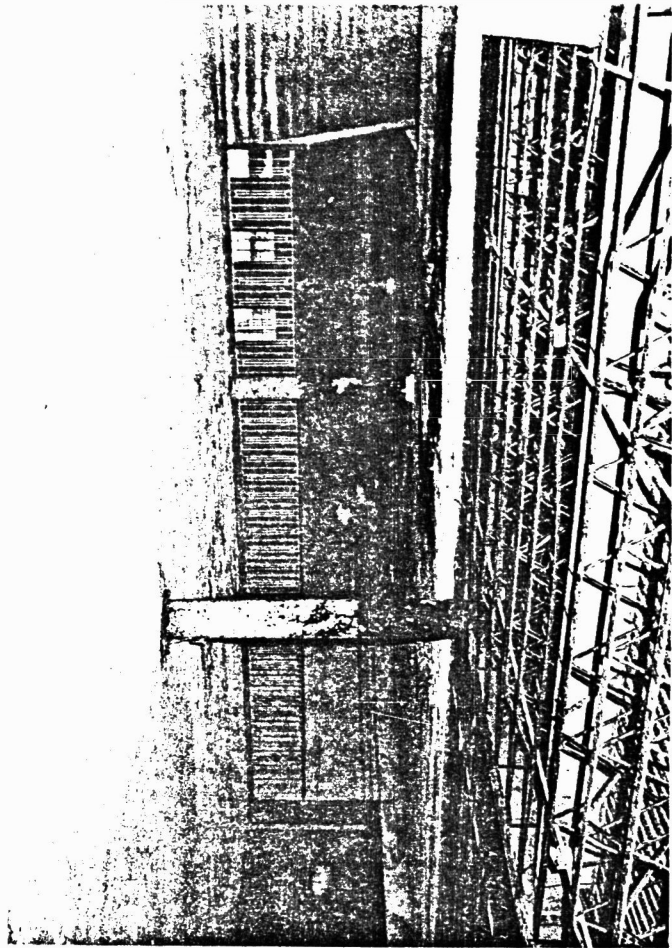
5



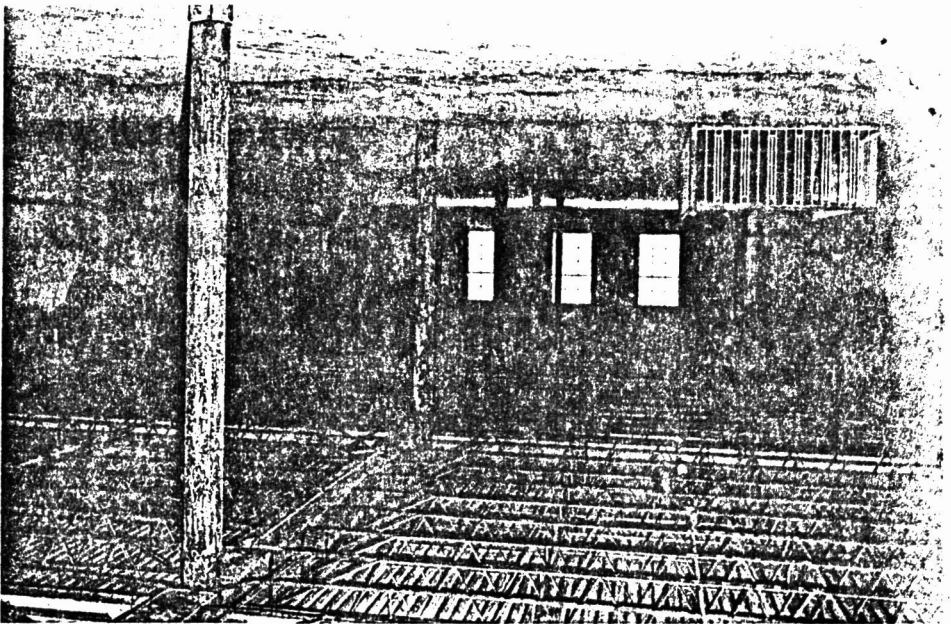
7



5



8



9



10

source: Latham, Frank B. 1872-1972: A Century of Serving Consumers, The Story of Montgomery Ward. Chicago: Montgomery Ward & Company, 1972.

longer used to sock it to the reader. Over the years, this uncluttered format was further refined and today the Ward catalog is highly rated by students of graphic arts.

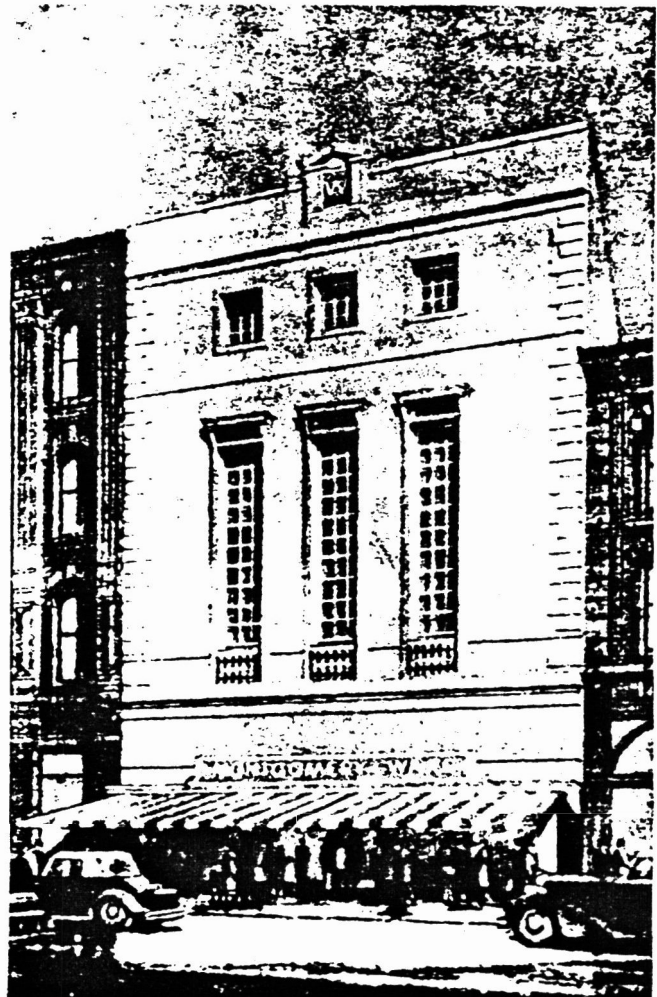
At Wards, Avery pushed a reorganization plan to avoid conflicts between mail order and retail operations by bringing them under centralized control. In 1931 and 1932 the company lost a total of more than \$14 million and 62 stores were closed.

Ward's sales moved up in mid-1933 and a profit of over \$2 million was made. Plans for retail expansion were again dusted off and the board of directors was shown an "architectural treatment for a new storefront of original design." The Georgian-style architecture was adopted for the new stores. A total of \$3 million was authorized for land purchase and construction.

Consumers were most cost-conscious during the Depression and Wards met this challenge. Merchandise was classified into such categories as Supreme Quality and Standard Quality. Repackaged products bore the "MW" monogram in place of the brand name of manufacturers. A catalog store was opened in Saranac Lake, New York, for display only, as in Merseles day. (The original stores had been closed in 1931 because of scant profits.) The Saranac Lake store took orders for home delivery from Albany. Five other catalog stores opened that year. A phone order service was set up to induce city people to use the catalog and place orders by phoning the catalog house. This time, Sears followed Ward's lead.

Vice President Hoving then came up with several promotional schemes to boost mail order sales. He had learned that the toy buyer kept a file of children's birthdays and sent them greeting cards. Hoving took off from there and inserted a notice in the catalog, offering children "a nice little present" for filling out a coupon with papa's name and address. Some three million coupons were returned, which proved an embarrassment since a specific gift had never been selected. Even that many penny balloons would run into big money with handling and mailing. This innocent idea finally cost \$280,000—an expensive way to add names to the catalog mailing list.

But out of this blooper grew the idea to use the mailing list in a contest for young people eager to attend the Century of Progress Exposition in 1933. (Interestingly enough, Chicago made a success of two expositions at a time when the nation was battling a severe depression: the World's Columbian Exposition of 1893 and the Century of Progress, which celebrated Chicago's 100 years of amazing growth from a struggling frontier town to a world leader in commerce and industry). Under the Hoving plan, 200 winners were given an all-expense-paid, six-day sightseeing trip to Chicago with a parent. They won the



The St. Joseph, Missouri, store built in 1934 in the Georgian style of architecture.