NPS Form 10-900 OMB No. 1024-0018

United States Department of the Interior

National Park Service

National Register of Historic Places DRAFT Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form.* If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional certification comments, entries, and narrative items on continuation sheets if needed (NPS Form 10-900a).

1. Name of Property				
historic name Wallace Company Department Store				
other names/site number				
name of related multiple property listing				
Location				
street & number 331 Main Street not for publication				
city or town Poughkeepsievicinity				
state New York code NY county Dutchess code 027 zip code 12601				
3. State/Federal Agency Certification				
As the designated authority under the National Historic Preservation Act, as amended,				
I hereby certify that this X_nomination request for determination of eligibility meets the documentation standards for				
registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60.				
In my opinion, the property X meets does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance:				
_ nationalstatewide _X_local				
Signature of certifying official/Title Date				
Signature of certifying official/Title Date				
State or Federal agency/bureau or Tribal Government				
In my opinion, the property _meets _does not meet the National Register criteria.				
Signature of commenting official Date				
Title State or Federal agency/bureau or Tribal Government				
4. National Park Service Certification				
I hereby certify that this property is:				
_entered in the National Registerdetermined eligible for the National Register				
determined not eligible for the National Registerremoved from the National Register				
other (explain:)				
Signature of the Keeper Date of Action				

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5. Classification				
Ownership of Property (Check as many boxes as apply.) Category of Property (Check only one box.)		Number of Resources within Property (Do not include previously listed resources in the count.)		
		Contributing	Noncontributin	g
x private public - Local public - State public - Federal	x building(s) district site structure	1		buildings sites structures objects
	object	1	0	Total
Name of related multiple property is not part of a		Number of contril listed in the Natio		es previously
N/A			N/A	
6. Function or Use				
Historic Functions (Enter categories from instructions.)		Current Functions (Enter categories from instructions.)		
OMMERCE/TRADE: Department Store		COMMERCE/TRA	DE: Business/C	office
7 Decembries				
7. Description Architectural Classification (Enter categories from instructions.)		Materials (Enter categories from	instructions.)	
LATE 19 TH & 20 TH CENTURY REVIVALS:		foundation: Brick, concrete		
Classical Revival		walls: Brick, limestone, granite, terra cotta		
MODERN MOVEMENT				
		roof: Rubber		
		other:		

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Narrative Description

(Describe the historic and current physical appearance of the property. Explain contributing and noncontributing resources if necessary. Begin with a summary paragraph that briefly describes the general characteristics of the property, such as its location, setting, size, and significant features.)

Summary Paragraph

The Wallace Company Department Store is a three- and four-story former retail establishment located at 331 Main Street in downtown Poughkeepsie, Dutchess County, New York. As it exists today, the building is a T-shaped structure consisting of an 1875 commercial building fronting Main Street, originally known as the Johnston Building and with a historical address of 331-333-335 Main Street; an attached 1896 commercial building fronting Catharine Street, originally the Van Benschoten Building, with a historical address of 14-20 Catharine; a small addition joining the two, built in 1939; and a two-story 1946 addition on the rear of the Main Street section, which was expanded to four stories in 1955. The Wallace Company purchased and moved into the Main Street building in 1906 and acquired the Catharine Street building in 1939.

The two primary portions of the building are each in a different architectural style. The façade of the Main Street block was fully modernized in 1941 with the installation of planar limestone, while the Catharine Street block is in the Classical Revival Style, with an ornamented pilastered façade finished with yellow brick, terra cotta banding, and a limestone base. The two sections are unified through the use of brick and stone exteriors and flat parapeted roof lines.

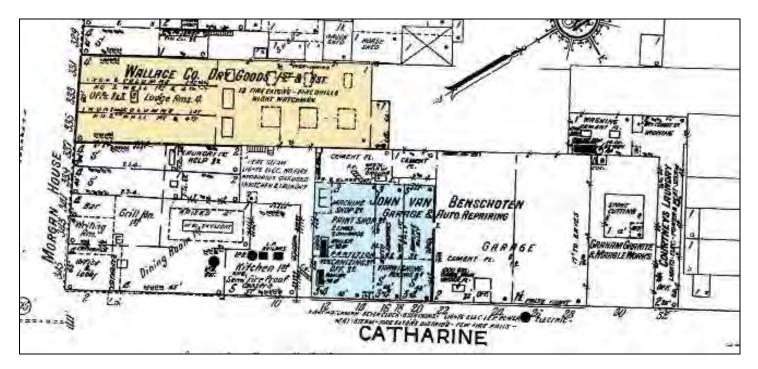


Figure 1: 1913 Sanborn map, Poughkeepsie, NY, sheet 17. Building highlighted in yellow is the Wallace Company Store at 331-335 Main Street. Building highlighted in blue is the Van Benschoten Building at 14-20 Catharine Street, which the Wallace Company later acquired.

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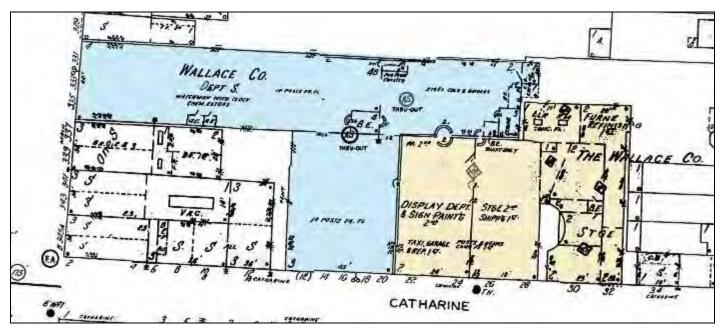


Figure 2: 1950 Sanborn map, Poughkeepsie, NY, sheet 17. Building highlighted in blue is the Wallace Company Store, consisting of the Main Street block, the former Van Benschoten Building, and a rear addition to the Main Street building constructed in 1946. The nineteenth century structures highlighted in yellow, no longer extant, were also owned and used for a time by the Wallace Company.

On the interior, all structural support columns, the majority of the pressed tin ceilings, terrazzo and wood flooring, and main circulation elements are retained. The original open floor plan is still readable despite reversible recent renovations such as modern wall partitions and the subdivision of interior spaces.

Location and Setting

The Wallace Company Department Store is a commercial building located in the downtown section of Poughkeepsie. It is bounded by Mill Street to the north, Catharine Street to the east, Main Street to the south, and Garden Street to the west. The City of Poughkeepsie is in Dutchess County in the Mid-Hudson region of New York State. The property is located approximately eight blocks east of the Hudson River and the Amtrak railroad station. Historically, Main Street was the primary corridor from the river on the west to the city's business and residential communities.

The primary façade of the Wallace Store is sited facing Main Street, the principal commercial corridor in Poughkeepsie. Main Street and its accompanying side streets comprise a mix of dense three-to-five-story commercial buildings. The store as well as the other buildings along Main Street are built out to the sidewalk with minimal to no property side lines. Features of the street include trees, decorative light posts, and a mix of concrete and brick sidewalks.

Main Street Block: Exterior

The Main Street block of the Wallace Company Department Story is a four-story masonry building constructed in a rectangular plan with a flat parapeted roof and two types of exterior walls. The front elevation is limestone, while the side and rear elevations are red brick laid in common bond. A one-story, two-bay, concrete block

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loading dock extends off the rear elevation. The primary (south) elevation faces Main Street and displays the most ornate detailing found on the exterior of the building, featuring a planar limestone façade. The side and rear elevations are devoid of ornament and feature minimal fixed-light replacement windows and infilled bays with stone sills and sporadic stone lintels.

The Main Street block was initially constructed in 1875 and underwent various updates through 1955. It is located on the north side of Main Street between Catharine Street and a pedestrian walkway on Garden Street. Built in a rectangular plan and oriented south to north, this block of the building is four stories high with a three-bay front (south) elevation and asymmetrical bays on the rear and side elevations. There is a painted concrete block one-story, two-bay loading dock with a cantilevered metal awning extending off the rear elevation. The foundation is brick and concrete block, and the flat parapeted roof is clad in EPDM. The façade is clad in limestone with red brick on its side and rear elevations. Entrances to the building are via a non-historic glazed aluminum door with sidelights and transom at grade on the primary elevation and a solid metal door beneath a metal cantilevered awning reached by a cement ramp with wooden rail just east of the loading dock on the rear (north) elevation. Side and rear elevation windows are not historic, and the ground floor storefront on the façade has experienced infill and alterations from the 1990s.

The primary elevation is clad in a planar application of six-inch Indiana limestone veneer panels. The first floor features three bays on solid paneled replacement walls. Windows on the first floor are aluminum with paired, fixed lights in the west bay and a set of four fixed lights in the center bay. A recessed, partially glazed aluminum entry door is located at grade in the east bay. The second floor features a limestone belt course that runs the full width of the building with a three-story-high central window opening above. The central window opening is framed by stepped jambs and header and features a set of four fixed-light aluminum windows on each floor. Fluted, pressed-medal spandrel panels separate the windows at each floor plate. This fluting motif is repeated in the carved limestone cornice.

The side and rear walls have a few asymmetrical window openings that have been added at each floor level; these windows correspond with the renovations for office functions in the late twentieth/early twenty-first century. Along the west wall at the middle/rear portion of the roof a brick chimney rises above the parapet walls. This chimney exhausts the boiler plant located in the basement. The brickwork of this chimney along the west wall suggests that it was originally along and projecting out from the rear elevation. Later expansion of the building to the north enveloped this chimney, making it internal. The sidewalls provide evidence of the growth of the building as upper floors were added and the rear was extended north. This evidence is provided in changes in brick coursing and colors, as well as some evidence of where adjacent buildings once shared party walls and where roof joists were pocketed into these sidewalls. Overall, the building's exterior sidewalls are plain, flat, and devoid of ornament.

Main Street Block: Interior

On the interior, the original open floor plan of the Main Street building is still readable despite reversible renovations such as modern wall partitions and the subdivision of interior spaces, which have primarily occurred on the first floor. Extensive study and physical investigation has been undertaken to determine the presence and integrity of all interior features and finishes. The interior exhibits a high degree of intact historic

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finishes such as tin ceilings, wood and terrazzo flooring, and iron columns. Circulation from the basement to the fourth floor is provided by two sets of stairs: one on the eastern wall in the southern portion of the building, and the other in the northeast corner of the building.

The ground floor of this portion of the building is subdivided into approximately thirty office spaces with a linear corridor along the east wall. Finishes consist of carpeting, dry wall partitions, flat wood doors, and a suspended acoustical ceiling tile with fluorescent lighting. Toward the rear, near the loading dock, walls are partially exposed painted brick. The linear corridor connects the first floor to the two points of circulation that provide access to all floors of the building: an original iron staircase and passenger and freight elevators with metal doors in the southern portion of the building, and the northeast stair tower and metal freight elevator at the rear of the building. The main iron staircase features wrought-iron railings, cast-iron newel posts, terrazzo, and slate treads. Partition walls around the staircase were positioned under existing beams, preserving the tin cornices. The northeast stair tower features painted brick walls, metal stairs with simple metal railings, and rubber treads. On the first three floors, a central doorway on the east wall provides access to the attached Catharine Street building. On the first floor, the access door is a partially glazed double wood door. On the second floor the access door is an historic fire door and on the third floor, the access door is a fully glazed aluminum door.

The basement retains two wood-paneled former sidewalk vault access doors on the south wall; these doors are no longer accessible from the street. The front portion of the basement is mostly utilized for storage and features painted iron columns and tin ceilings. Open wooden and metal shelves are scattered throughout this portion to store boxes. Partition walls and suspended acoustical tile ceilings with fluorescent lighting are mainly found in the rear portion of the space. Several of these walls define areas for the former fur storage vaults, a historic Mosler Company safe, and the boiler/mechanical room. Terrazzo floors are featured throughout the basement.

The second and third floors have a similar layout and finishes to the first floor. Beneath the non-historic finishes are the original wood strip and ca. 1940s terrazzo flooring, plaster perimeter walls, and pressed tin ceilings and cornice. The fourth floor features an intact open floor plan with slender iron support columns. The periods of expansion to the north are visible in changes to the ceiling. In the south and middle portions of the building, the front and side walls feature a heavy, pressed-metal cornice that covers about twelve inches of the top of the wall. The ceiling in these portions is pressed tin. In the southern portion, the iron support columns carry deep beams finished with pressed tin cornice trim. A plaster dome positioned off-center in the middle bay at the front wall measuring approximately fourteen feet in diameter and height is finished with stenciled plaster depicting eight panels painted various shades of pink and blue, with repeating decorative motifs. At the top of the dome is a metal circular grill with a gold star motif, and a down rod, from which a lighting apparatus likely once hung. This was likely part of the early hall/lodge use of the fourth floor. In the middle portion, the support columns extend to the bottom of the ceiling plane with circular pressed metal medallions around the top of the columns.

A bulkhead drop and change in ceiling height and finish is visible in the rear portion of the building, corresponding with the change in function from public retail space to storage and stock room space. Here, features include boxed columns, a dropped ceiling, and several ca. 1950s light fixtures suspended from the ceiling with later fluorescent lighting hanging in the center bay between the columns. Restrooms in the northwest corner of the rear portion feature ca. 1950s green and pink tile. Lateral runs of sprinkler pipes are

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suspended about six inches below the ceiling evenly spaced between the columns. The floors at this level are tongue and groove wood strip floorboards with a tall, molded baseboard. There have been some additions of HVAC equipment and ductwork that has resulted in isolated damage to original fabric, although the large percentage of early finishes remaining makes this damage reversible.

Catharine Street Block: Exterior

The Van Benschoten building at 14-20 Catharine Street is a three-and-a-half story brick building constructed in a rectangular plan with a flat parapeted roof. It is three-and-a-half stories high with five bays on the front elevation. The foundation is stone, and the flat parapeted roof is clad in EPDM. The front elevation features the most ornate detailing found on the exterior of the building with patterned buff brick and ornamental terra cotta and an altered ground floor level finished to resemble the look of a rusticated limestone base. The side and rear elevations are red brick laid in a common bond and painted cement coating. The building is eighty feet wide, and its primary (east) elevation faces Catharine Street. The side elevations are devoid of ornament and feature infilled bays on the brick south elevation and a plain painted cement coating on the north elevation. Entrances to the building are via a non-historic glazed aluminum door with sidelights and transom one step up from grade with a side ramp on the primary elevation and a solid metal door beneath a half-round metal awning reached by a set of cement steps with wrought iron railings on the north elevation.

The primary elevation is five bays across and is delineated by projecting patterned brick and terra cotta pilasters. Windows on the first floor are aluminum with fixed lights and divided light transoms. A recessed, glazed aluminum entry door is located one step up from grade in the middle bay. The decorative brickwork on the two upper floors consists of buff/yellow water-struck brick. On the second and third floors, the two sets of outer bays to the north and south side of the façade each feature a set of three, one-over-one aluminum windows set on a limestone lintel. The central bay is narrower than the flanking bays and features a limestone panel on the second floor and a single, smaller one-over-one aluminum window on the third floor; both are framed by terra cotta. The projecting pilasters are comprised of four brick courses alternating with a course of Greek fret terra cotta bands and terminating at the level of the third-floor stone lintels with engaged terra cotta capitals. The central bay continues an alternating pattern of brick courses and terra cotta bands used on the pilasters, interrupted by the limestone panel and the single window opening. Above the third-floor windows are a series of brick corbels beneath a plain brick frieze. Above the frieze is a projecting metal cornice with fleur-de-lis motifs, dentils, and modillions. With the exception of the entrance on the north elevation, the side and rear walls are devoid of ornament and windows.

Catharine Street Block: Interior

On the interior, the Catharine Street building's original open floor plan is still readable despite reversible renovations such as modern wall partitions and the subdivision of interior spaces. Circulation from the basement to the third floor is provided by a set of stairs located in the center of the west (rear) wall that also provide access to the Main Street block. The intact ca. 1939 iron stair features wood railings and newel posts with a metal balustrade. There are no side and rear elevation windows, and the ground floor storefront has experienced infill and alterations from the 1990s.

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The ground floor is divided by a double-loaded corridor with office space on each side. Finishes consist of carpeting, dry wall partitions, flat wood doors, and a suspended acoustical ceiling tile with fluorescent lighting. The double-loaded corridor connects the first floor to the one circulation point that provides access to all floors of the building as well as the Main Street block, which is the original iron staircase located in the center of the west wall.

The basement is divided into three spaces that are accessed by a double-loaded corridor located just east of the stairwell. The three spaces consist of a large workshop, an electrical room, and an old chiller/pump room. All three spaces have largely open floor plans featuring exposed wood floor joists, wood or cement flooring, and an exposed stone foundation. The workshop contains numerous shelves utilized for storage.

On the second floor, there is a large open assembly or cafeteria space with hardwood flooring, and three rows of regularly spaced columns supporting heavy beams. The window openings on the front (east) wall retain their original historic molded wood casework. At the rear of this large open room is a fully intact iron stair structure dating to ca. 1939 serving both this building and the adjoining Main Street block. The third floor of this building is open and relatively unfinished space. There is some recent framing for partition walls in the center. The exterior walls are exposed brick, and the ceiling is partially open to the roof framing and partially finished with pressed tin tiles.

Integrity

Over the years, both the Main Street block and the Catharine Street block were expanded, adjoined, and modernized to accommodate the changing needs of the growing retail business. The Wallace Company followed marketing trends across the nation by subtracting earlier layers or applying new modern features and finishes to keep their business and brand relevant. This was commonplace for retail establishments through the twentieth century, and thus the key character-defining features of a nineteenth/twentieth-century urban department store are those that remained throughout these changes: perimeter walls, flooring, ceilings, structural components, and circulation elements. A great percentage of these features remain intact throughout the Wallace Company Department Store building or are well-documented as still existing beneath non-historic finishes, which will allow for restoration in the future.

When the Wallace Company closed and moved out of the building in 1975, the property was purchased and renovated primarily for commercial office use. The large open floor plans of the building allowed for easy adaptation with no need for structural changes. Gradually from 1980 through 2002, the various floor levels were renovated with the insertion of metal stud partition walls finished with gypsum drywall, suspended acoustical ceiling tile grids with fluorescent lighting, and commercial grade carpeting or resilient floor covering. These modern/non-historic layers were carefully applied in a way that has only lightly covered and concealed the historic fabric. Given the nature of the floor layouts of a department store building, which would typically include large open plans interrupted only by support columns, furniture (display cases, racks, and shelving) and vertical circulation elements, these renovations have had only a minor impact on the architectural integrity of the building. This is best observed at the fourth-floor level, where the open volume remains intact, with the flooring, perimeter wall surfaces, and ceiling finish exposed. This floor also features the uniform rows of structural columns added when Consolidated Dry Goods purchased the building in 1906, which provide an

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invaluable glimpse into how the rest of the floor levels would have looked and functioned. Since the first, second, and third floors have been subdivided into office spaces and corridors, targeted probes throughout have confirmed that the wood or terrazzo flooring remains intact, as do the plaster exterior walls and pressed tin ceilings above the suspended acoustical tile grid. The support columns on these floors have either been incorporated into the newer wall partitions or abut the new walls; however, targeted investigations, supported with photographs, have confirmed the presence and integrity of nearly every single one.

The Main Street storefront has also experienced alteration due to the building's use changing from street-facing retail to private offices. The large expanse of plate glass windows and plate glass entry doors were replaced with an opaque, solid surface ground floor wall composed of rigid insulation board and covered with a stucco finish, with tinted fixed office windows and a single entry door along the east side. Historic newspaper descriptions of the modernized 1941 storefront indicate that the exterior wall finish on this storefront level was polished Deer Isle granite at the vertical piers and the low knee wall that supported the plate glass display windows. The doors and windows appeared to have been minimally framed in brass/bronze, and a molded copper frieze band capped the first-floor level just under the retractable full-width awning. Probes of this front wall have revealed that the granite-faced steel piers and knee walls remain intact beneath the modern exterior finish. Additionally, the awning, complete with its retractable mechanism, was found to be encased in place within this exterior finish. The probes provided a full understanding of the storefront wall construction, which consisted of four twelve-inch by twelve-inch vertical steel columns (I-beams), faced on the exterior side with one wythe of common brick and mortar, to which a three-inch-thick polished granite veneer is secured. The one-and-a-quarter-inch thick modern wall surface is applied directly to this granite surface at the piers and knee walls, as well as to metal stud and drywall infill where the plate glass panes or doors were removed. Additionally, inspection of salvaged items stored in the basement of the building revealed that seven of the original eight plate glass entry doors exist in good condition, along with individual sheet metal signage letters.

Overall, during the forty years since the Wallace Company closed and moved out of this Poughkeepsie location, the building has experienced only additive modifications, rather than subtractive. As the floors would have simply repeated layouts on each level and functioned the same way, the un-renovated fourth floor provides sufficient information on finishes, fixtures, and features. While reuse and renovation of a historic building can often obscure historic design intent, layouts, finishes, and features, the fact that this building has been occupied, heated, kept weathertight, and maintained means that the integrity and structural condition is fully preserved and intact and ready for careful restoration and sensitive rehabilitation in accordance with the Secretary of the Interior's Standards. The careful effort of pulling back the layers, revealing original structural elements, features, and finishes, was accomplished in the process of documenting this property and aligning the physical evidence with historic research and documentation.

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8. St	atement of Significance	
Applicable National Register Criteria (Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)		Areas of Significance (Enter categories from instructions.)
		Commerce
x	Property is associated with events that have made a significant contribution to the broad patterns of our history.	Architecture
	Property is associated with the lives of persons significant in our past.	
x		
	of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant	Period of Significance
	and distinguishable entity whose components lack individual distinction.	1906-1971
	Property has yielded, or is likely to yield, information important in prehistory or history.	Significant Dates
		1906, 1939, 1941, 1946, 1955
	ria Considerations "x" in all the boxes that apply.)	Significant Person
Property is:		(Complete only if Criterion B is marked above.)
	A Owned by a religious institution or used for religious purposes.	
	3 removed from its original location.	Cultural Affiliation
	C a birthplace or grave.	
<u></u> П	O a cemetery.	
<u> </u>	a reconstructed building, object, or structure.	Architect/Builder
	a commemorative property.	Percival Lloyd, Architect; Charles Cooke, Architect W. W. Kingston, General Contractor
	less than 50 years old or achieving significance	G. D. Campbell Company, General Contractor

Period of Significance (justification)

within the past 50 years.

The period of significance begins in 1906 with the purchase of the building at 331 Main Street by the Consolidated Dry Goods Company and ends in 1971, when the company began to decline. The period of significance includes the purchase and incorporation of the adjacent building at 14-20 Catharine Street and covers the various expansions and major renovations that were a key part of the ongoing modernization and rebranding of the Wallace Company's Poughkeepsie store.

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Criteria Considerations (explanation, if necessary)

N/A

Statement of Significance Summary Paragraph

(Provide a summary paragraph that includes level of significance and applicable criteria.)

The Wallace Company Department Store, located at 331 Main Street in Poughkeepsie, New York, is significant at the local level under Criterion A in the area of commerce as one of downtown Poughkeepsie's most important businesses for seventy years, and for its place in the evolution of that city's main street. Owned and operated by a subsidiary of Forbes & Wallace, a regional department store chain based out of Springfield, MA, the store was the company's third largest out of their six and was the major competitor of Poughkeepsie's other large department store, Luckey, Platt & Company. Forbes & Wallace purchased the building in 1906 and expanded it multiple times over the ensuing decades, enlarging their retail space to keep pace with their success. Poughkeepsie was a commercial center for the region, and the Wallace store was one of the city's "two shopping giants," helping to draw shoppers into downtown. The store remained open until 1975, at which time it succumbed to the same struggles many urban businesses were facing in the wake of suburbanization.

The building is also significant under Criterion C in the area of architecture, as its century-long evolution reflects the post-Depression-era economic recovery strategy and New Deal legislation centered around the "modernization" of the United States's main streets. Originally built in 1875, the Main Street portion of the building was updated when it was purchased by Forbes & Wallace in 1906, and its extant interior historic finishes date to this renovation. The Main Street portion's present exterior dates to 1941, when a planar limestone façade was installed as part of the company's modernization efforts. At this time there was a nationwide push to update urban commercial buildings in order to spur downtown economic activity in the wake of the Depression, and the Wallace Company embraced the design principles of the era, installing plateglass windows across the storefront and removing the Main Street building's Italianate detailing in order to create a simple, unadorned façade that served as a signboard. Today, the building remains a distinctive intact example of a nineteenth-century department store that was modernized in keeping with the new architectural trends that emerged in the 1930s.

Narrative Statement of Significance

Development of the City of Poughkeepsie

Note: This section is adapted from the National Register Nomination for the Standard Gage Company Plant (Poughkeepsie). ¹

The first Dutch and English settlers came to Poughkeepsie in the late 1600s, attracted to mill sites along the Fall Kill Creek and land available for farming. Originally a small river settlement, with landings for trade and inland

¹ Cindy Hamilton, "Standard Gage Company Plant," National Register of Historic Places Nomination Form (Washington, DC: U.S. Department of the Interior, National Park Service, 2023).

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agriculture, a ship-building yard, and ferry service at Upper Landing on the north side of the Fall Kill, it gradually grew into a city and an important deep-water port halfway between New York City and Albany. The Hudson River was an essential transportation corridor at the time, especially after the Erie Canal was completed in 1825, linking the Great Lakes and western states to the port of New York. The area's three major river landings, at the Fall Kill Creek, the center of Kaal Rock Park, and the end of Pine Street, were supplemented in the early 1800s by the first mid-Hudson steamboat terminal at the base of Main Street and a wharf to the north for a small whaling fleet.

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Developed first as a major center for whale rendering and lumber and grain milling, Poughkeepsie emerged as the mid-Hudson Valley's largest and most influential city on the east bank during the second half of the nineteenth century. Industry flourished through shipping, hatteries, paper mills, and several breweries along the Hudson River, including some owned by Matthew Vassar, founder of Vassar College. The City of Poughkeepsie continued to grow steadily during this time, augmented by the opening of the Hudson River Railroad in 1850 and the development of steam-powered industrial and manufacturing enterprises. When the only railroad bridge over the Hudson south of Albany was completed in 1889, Poughkeepsie became the junction of two great passenger and freight rail lines.

The combination of highways, railroads, and river access transformed the area into an even mightier industrial powerhouse. The Fall Kill Creek was initially Poughkeepsie's principal industrial corridor. As factories powered by steam replaced older operations at the Fall Kill dams and waterfalls, manufacturing flourished along the waterfront and rail tracks, including large-scale plants north of the railroad bridge, south of Kaal Rock, and on filled land at the Lower Landing near Pine Street. At the time, many of the state's largest and most notable businesses built substantial warehouse buildings around the rail yards located upstate. Shipping and other manufacturing industries continued to be an important part of the city's economy well into the twentieth century.

Poughkeepsie is also unique among other Hudson Valley towns because of the extraordinary effect of the arrival of the International Business Machines Corporation (IBM) in 1941. Their Poughkeepsie location initially produced arms for the U.S. military during the Second World War, employing 1,400 workers by the war's end, and afterward became the base of its business machine manufacturing operations (i.e., electric typewriters and other established electromechanical computing and business machines). Post-war demand drove the firm to expand its work force rapidly, and the company began planning for both the housing and recreational needs of the young families it anticipated attracting. By 1952, nearly 6,000 people were on the IBM payroll in Poughkeepsie. The company developed its groundbreaking and highly profitable mainframe computer in 1964, putting IBM at the forefront of computer development. At its peak in 1984, the company employed over 22,000 people in Dutchess County. No other town outside Westchester County and Long Island experienced the same post-war suburban development that occurred in Poughkeepsie.

Poughkeepsie's Mercantile History

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The book *Main Street to Mainframes: Landscape and Social Change in Poughkeepsie* details the importance of commerce in Poughkeepsie:

Poughkeepsie's Main Street served as the commercial center of Dutchess County from the nineteenth and into the first half of the twentieth century. Even as late as 1964, planning consultants could declare: 'The City of Poughkeepsie's role as a retail trade center is very significant, and it is the Hudson Valley's principal shopping center. Its Central Business District is the strongest downtown area between Albany and White Plains.' In the years prior to and after the two world wars, over 150 individual shops, together with six department stores, created an urban magnet that drew customers from throughout the region.²

During most of the nineteenth century, many different fancy goods (hoop skirts, hosiery, corsets, ribbons, laces, and other sundries specifically for ladies) and dry goods (household staples) stores served the city, but by the 1880s the rise of the multi-purpose department store, best exemplified in Poughkeepsie by Luckey, Platt & Company (NR listed 1982), had diminished opportunities in dry goods retailing. Luckey's expansion was in part enabled by innovation in merchandising methods and aggressive advertising. In 1860 the prior partnership of Slee and Luckey had installed the first plate glass window in town and prominently displayed merchandise with the price tags affixed. By 1879, Luckey's advertised fifteen different departments, including notions, hosiery, gents', furnishing goods, cloaks, and carpets, and employed twenty clerks. The firm's largest competitor had only nine clerks, while more traditional dry goods firms listed three to four each. By 1886, Luckey's boasted telephones, electricity, and other modern conveniences and had fifty attendants. Customers in the city and surrounding counties could order by mail and the company would deliver its merchandise to their homes. The rise of the department store proved devastating to smaller other dry goods firms in the city. Although Poughkeepsie's population continued to grow, the number of dry goods firms declined after the 1870s. The business directory listed only thirteen in 1900, compared to twenty-three in 1873.

Main Street to Mainframes explains, "The 'Queen City' had long been a major retailing center for the region, and that importance grew after 1900 as the city outpaced Kingston and Newburgh. The city's leading department store, Luckey, Platt & Company, grew steadily, adding new departments, floor space, and staff and becoming ever more ambitious in its advertising outreach." The Wallace Company Department Store was a later arrival, but soon became "a well-established competitor on the opposite side of Main Street," and these "two shopping giants served as a magnet, drawing customers to the heart of the central business district where they could also find a host of smaller merchants and some medium-sized shops."

Retail sales increased in the years following World War II as the consumer economy gained strength. However, by the end of the 1950s, long-established local stores began to close, marking the start of a gradual commercial decline. As the automobile became the primary form of transportation and more residents moved out of cities to

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² Flad and Griffen, *Main Street to Mainframes*, 214. Harvey K. Flad and Clyde Griffen, *Main Street to Mainframes: Landscape and Social Change in Poughkeepsie* (Albany, NY: State University of New York Press, 2010), 214.

³ Flad and Griffen, Main Street to Mainframes, 137.

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suburban locations, the convenience of driving to a shopping center meant a decrease in business for downtown commercial establishments. The number of businesses outside of the crowded urban center increased dramatically, causing some Main Street shops to open branches in the new shopping centers just to stay afloat. Ultimately most would end up closing down their urban shops.

The city's Main Mall Urban Renewal Program was meant to reinvigorate commerce in downtown Poughkeepsie in the face of rapid suburbanization by creating a pedestrian mall. The Urban Renewal Agency also commissioned a feasibility and marketing study and was working in conjunction with business owners and merchants along Main Street, but it soon became clear that there was no easy solution to keep merchants from moving to the shopping plazas and eroding the city tax base. Diana Budds explains:

Poughkeepsie, New York received more federal money for urban renewal than any other city in the country – about \$22.5 million dollars, or nearly \$600 per person. This money and the redevelopment plans it funded were supposed to help turn around the fortunes of the struggling city. But in the end, it didn't progress as intended. The money was spent building highways through the city, which made it easier for businesses to move further away from the city and for shoppers to go elsewhere. Widespread demolition was required to make way for the highways, and out went neighborhoods with historic architecture. In came parking lots and much-needed public housing...urban renewal led to isolated neighborhoods, land devaluation, and loss of business – conditions that exacerbate poverty.⁴

The decline of Poughkeepsie's central business district typified the trend in U.S. cities throughout the 1950s and into the 1980s. Three main forces contributed to Poughkeepsie's business district decline: the peak of its urban population had been reached and was thereafter declining; the growth of IBM (International Business Machines) in the township outside of the city limits drew more residents and their shopping needs outside of the urban area; and the loss of manufacturing jobs and other businesses in the city further perpetuated the flight outward and the resulting inactivity on the city streets. The development of shopping plazas, malls, and supermarkets with free and abundant parking along highways outside the city boundaries were major contributors, and a common story in most American cities. Ultimately the blocks that made up early Poughkeepsie's central business and shopping district were left abandoned with many vacant storefronts.

Modernize Main Street Movement

Following the devastating economic impacts of the Great Depression, President Franklin Delano Roosevelt's New Deal legislation provided the framework for an architectural modernization movement. Under Title 1 of the National Housing Act, in 1934 Roosevelt approved a financial scheme called the Modernization Credit Plan (MCP) that encouraged privately funded building modernization as an economic stimulant during the Depression. Also known as "Modernize Main Street," the goal of this plan was to generate as much building

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⁴ Diana Budds, "How Four Small Cities Are Fighting the Effects of Urban Renewal," *Curbed*, October 16, 2019, https://archive.curbed.com/2019/10/16/20915450/urban-renewal-mass-design-group-fringe-cities.

⁵ Flad and Griffen, Main Street to Mainframes, 216-17.

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and lending activity as possible by enabling business owners to secure government-backed loans to modernize their storefronts using the latest materials available, which in turn would encourage more retail activity.⁶

Architects and the building industry organized and positioned themselves to capitalize on the activities related to this campaign. In 1935, the Libbey-Owens-Ford Glass Company sponsored a nationwide "Modernize Main Street" competition focused on the redesign of storefronts. Designs were evaluated based on how effectively the jury thought they would accomplish the "major objective of the program: to attract attention and display goods to their best advantage." Winning designs were characterized by simplicity, as during this era "the line between simplicity and extravagance was the line between a serious response to the economic crisis and a frivolous flouting of it." The results were published widely, and the jury for the competition declared that the winning designs would have "a far-reaching effect on raising the standards of store design" and "stimulate the interest and imagination of store owners throughout the country and induce them to bring their stores up-to-date."

Some of the architectural theories that were stressed by designers during the Modernize Main Street competition and continued to be popular in its wake were the importance of deviating the entrance by recessing it or shifting it off center to create more window space and rounding storefront windows to funnel shoppers into the store, with windows and doors essentially becoming one. Countless articles on the subject called for the simplification, streamlining or wholesale removal of design elements such as cornices, projections, and other decorative non-essentials in an effort to increase the glass area. Other recommendations included stuccoing or otherwise smoothing out exterior brickwork, applying new and monolithic materials on the store exteriors, and replacing store signs with neon for increased legibility for passing motorists. The National Park Service's *Preservation Brief No. 11: Rehabilitating Historic Storefronts* provides a good summary of the types of changes that were made during this era:

In the 1920s and 1930s a variety of new materials were introduced into the storefront, including aluminum and stainless steel framing elements, pigmented structural glass (in a wide variety of colors), tinted and mirrored glass, glass block and neon. [...] Highly colored and heavily patterned marble was a popular material for the more expensive storefronts of this period. Many experiments were made with recessed entries, floating display islands, and curved glass. The utilization of neon lighting further transformed store signs into elaborate flashing and blinking creations. During this period design elements were simplified and streamlined; transom and signboard were often combined. [...] Larger buildings of this period, such as department stores, sometimes had fixed metal canopies, with lighting and signs as an integral component of the fascia.⁹

⁶ Gabrielle Esperdy, *Modernizing Main Street: Architecture and Consumer Culture in the New Deal* (Chicago, IL: University of Chicago Press, 2008), 55-57.

⁷ Esperdy, *Modernizing Main Street*, 118-124.

⁸ J. Andre Fouilhoux, et al., "Jury Report for Modernize Main Street Competition" (1935), in Esperdy, *Modernizing Main Street*, 125.

⁹ H. Ward Jandl, *Preservation Brief No. 11, Rehabilitating Historic Storefronts.* (Washington, D.C.: Preservation Assistance Division, National Park Service, U.S. Department of the Interior, 1982) 1.

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On the interiors, modernization efforts included re-laying floors with smooth wood, tile, linoleum, or terrazzo as well as removing partition walls, cabinets, and counters for more clear visibility of the full expanse of the floor space and the products for sale. 10 Upgrading to fluorescent lighting allowed for the elimination of transom windows and projecting display windows, as the full depth of the interior could be effectively lit up and visible from the sidewalk or street. This "open front" emphasis was further facilitated by the use of large areas of plate glass, including all-glass doors. Publications regularly featured nighttime views of the illuminated shop interior to stress the importance of both the transparency and the use of extensive lighting. These design principles did not end with the economic recovery and the conclusion of the modernization campaign; the open-front concept in particular gained its greatest popularity in the 1950s and 1960s, as it was more easily accomplished in new one-story buildings typical of shopping centers and malls than in the renovations of older structures.

In contrast to smaller businesses, which typically redesigned their storefronts, department stores tended to replace entire façades, treating the elevation above street level as a solid wall, with accents such as ribbon windows accentuating verticality and giving scale to the mass.¹¹ This was accomplished with the use of modern materials as well as the omission of moldings, ornament, and details, leaving only the structural and proportional systems visible. 12 The use of planar surfaces was a great opportunity to carry out an architectural transformation through the simple application of new facades over existing ones. This was another common method of modernization which was most prevalent in the post-WWII era. Termed the "architectural slipcover," this method involved installing a completely new façade over the front of an older, often nineteenth century building, making the old façade essentially a structural base. When integrated with the design of the first-floor storefront and larger signage, the architectural slipcover had a stronger impact on Main Streets than a typical storefront renovation, which often coexisted with a more traditional design on the upper stories. The cladding materials used in these "slipcovers" varied from metal cladding and grilles to elaborate combinations of masonry, glass, stucco, plastics, and composite materials. Often the new cladding was attached to an applied exterior framework. In other cases, extensive façade renovations would have involved removal of projecting window surrounds, cornices, and even belt courses and the addition of steel structural elements to support the new material. Sometimes these upper story slipcovers indicated the downgraded use of these upper floors, as they typically covered windows, eliminating natural light.

Prior to the mid-1930s, few major department stores really stood out from other retail establishments in the urban landscape, but by the early 1940s, this was no longer the case, as department stores across the nation embarked on efforts to set themselves apart from other buildings in the commercial center, often differing in composition, detail, and sometimes materials. Richard Longstreth explains:

What made such work so arresting in the public eye was its size, which tended to give the exteriors (of the department stores) visual dominance, even among larger buildings, in a way

¹⁰ Sara Jane Elk, Pigmented Structural Glass and the Storefront (University of Pennsylvania, Philadelphia, 1985).

¹¹ Richard Longstreth, The American Department Store Transformed, 1920-1960 (Yale University Press: New Haven and London, 2010), 49.

¹² William J. R. Curtis, *Modern Architecture Since 1900* (Phaidon Press Limited: London, 1987), 140-141.

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seldom pursued. The transformation no doubt seemed the more startling since the existing structures were antique by business standards – most of them dating to the nineteenth century. The "new" department store was often the largest and most openly modernist in its immediate area, and perhaps throughout the downtown.¹³

History of Forbes & Wallace

The dry goods company partnership of Forbes & Wallace began in Springfield, Massachusetts, in 1874. Cofounder Alexander B. Forbes was a native of Scotland, born in Brechin on November 23, 1836. He began his apprenticeship in retail around 1850. In 1857, he came to the United States and took a position at the dry goods store of George Turbull & Co. in Boston. In 1866, Forbes left the company and established Forbes & Smith with fellow clerk John M. Smith. Forbes & Smith purchased the dry goods business of Rockwood & Carter, as well as the silk and women's clothing goods business of L. F. Hallock & Co., both in Springfield, Massachusetts. 14

The company's other co-founder, Andrew Brabner Wallace, was also a native of Scotland, born in Newburgh-on-Tay, Fifeshire, Scotland, on March 27, 1842. He was educated in local schools and began a four-year apprenticeship in the dry goods business at the age of fifteen. He then served as a clerk in stores in Sterling and Glasgow prior to immigrating to the United States in 1867. Wallace began his career stateside clerking at the dry goods company of Hogg, Brown & Taylor, where he learned the fundamentals of retail trade. In 1870, he moved to Pittsfield, Massachusetts, and entered into a dry goods store partnership with John M. Smith, who was also in partnership with Alexander B. Forbes.

In 1874, Smith retired, and Wallace and Forbes dissolved their partnerships and consolidated their businesses to form Forbes & Wallace. In 1884, Wallace and Forbes joined fellow Scotsmen involved in retail to form the "Old Scotch Syndicate." This trading syndicate had offices in New York City, London, Paris, and St. Gall. Their combined purchasing power enabled them to acquire merchandise of superior quality at considerably lower prices and resell the goods for profit. This organization was one of the first of its kind. ¹⁵ The partnership of Forbes & Wallace continued, expanded, and prospered until 1896, when Forbes retired, after which Wallace continued the business as sole proprietor.

At the turn of the twentieth century, Wallace made several decisions designed to expand the business. One of those decisions was the creation of the Consolidated Dry Goods Company on December 6, 1905, as a subsidiary of Forbes & Wallace. Wallace intended to use the new company to manage and expand both business concerns from the same office. In 1906, the Consolidated Dry Goods Company acquired four existing dry goods stores: A. McCallum & Co. in Northampton, MA; the F. A. Empsall Company (later renamed the Boston Store) in North Adams, MA; the Kennedy-MacInnes Co. in Pittsfield, MA; and the Donald, Converse & Maynard store in Poughkeepsie, the building that is the subject of this nomination. In 1909, Wallace purchased the Reeves

¹³ Longstreth, The American Department Store Transformed, 48.

¹⁴ "A.B. Forbes," *Berkshire County Eagle*, March 4, 1903, 16.

¹⁵ "Alexander B. Forbes Dead," *Boston Globe*, March 2, 1903, 5.

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Luffman Co. store in Schenectady, NY, and it, the Pittsfield store, and the Poughkeepsie store were subsequently rebranded as "the Wallace Company." While Forbes & Wallace owned the entire capital stock, the Consolidated Dry Goods Co., which functioned as Wallace Realty Co., owned the land and buildings in which the company conducted its business.¹⁶

In 1907 the main Springfield store was expanded to create a modern eight-story building with a restaurant. It continued to expand through the 1910s and evolved into a complex of six buildings, taking up an entire city block. Forbes & Wallace was considered Springfield's leading retail establishment. Starting with fifty employees, it grew to over eight hundred employees in thirty years. Wallace also hired women to work in retail, considered a progressive business decision at the time. The company's chief principle was focused on earning the confidence of the public and its customers, and Wallace supported this principle by incorporating it into a company policy. The policy was to offer to take back any goods that did not prove satisfactory for a refund. This practice set the business apart from its competitors and influenced its success. While considered a common practice today, the idea was quite revolutionary in the early 1900s.¹⁷

Three of Wallace's sons, Andrew B. Jr., Douglas, and Norman, were associated with him in the firm, and three generations of the Wallace family would lead the company in succession. After spending four years learning department store operations at Brown Thompson's in Hartford and then at R.H. Macy & Co. in New York, Andrew B. Wallace Jr. joined Forbes & Wallace as assistant superintendent in 1906. By 1910, he was promoted to general manager. Douglas Wallace served as merchandising manager, and youngest son Norman started as a buyer of women's apparel, accessories, and piece goods in 1916.

Wallace Sr. died at the age of 81 on Dec. 26, 1923, in his winter home in Ormond Beach, Florida, after a brief illness of pneumonia. He left the business to his sons, and Andrew Jr. became president and chairman of the board, while Norman served as vice president and treasurer. During the 1930s and 1940s, the brothers' sons, Andrew B. Wallace III and Laurance Wallace, followed in their fathers' footsteps. Hy this time, Forbes & Wallace had grown to be more than just a retail store. Its main store and the other five locations featured such innovations as a refrigeration plant, full bakeries, self-contained electric generators, modern hot air heating systems, multiple elevators, and huge cold storage vaults for furs. The Springfield store also had the largest private telephone exchange. December 20 served as vice president and Andrew Jr. became president and chairman of the board, while Norman served as vice president and treasurer. During the 1930s and 1940s, the brothers' sons, Andrew B. Wallace III and Laurance Wallace, followed in their fathers' footsteps. Hy By this time, Forbes & Wallace had grown to be more than just a retail store. Its main store and the other five locations featured such innovations as a refrigeration plant, full bakeries, self-contained electric generators, modern hot air heating systems, multiple elevators, and huge cold storage vaults for furs. The Springfield store also had the largest private telephone exchange.

At its greatest capacity, Forbes & Wallace operated ten stores at one time. However, the start of the 1970s signaled the beginning of the company's downturn. Attempts to keep pace with suburban growth and focus on new shopping centers ultimately contributed to the decline of the Wallace Company's downtown hub stores in Poughkeepsie and Springfield. A wave of store closures preceded the 1972 appointment of Harvey Sanford, the

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¹⁶ David W. Anthony, "Forbes & Wallace – A Historical Sketch," *Manuscript Group #21*, Springfield City Library Archives & Manuscripts, 1988. (The Forbes & Wallace Collection 1892-1960 was discovered in a warehouse in West Springfield in 1986 and transferred to the Springfield City Library.)

¹⁷ Anthony, "Forbes & Wallace – A Historical Sketch."

¹⁸ "Andrew B. Wallace Dead," The Music Trades 66, 26 (December 29, 1923).

¹⁹ Anthony, "Forbes & Wallace – A Historical Sketch."

²⁰ Anthony, "Forbes & Wallace – A Historical Sketch."

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first non-Wallace family member to be president of the company. In October 1973, the First Hartford Corporation, a real estate developer and textile and apparel producer, purchased the Forbes & Wallace Company. The following year, the company posted a loss of four million dollars in its fiscal year despite sales of \$29.8 million. This financial loss, coupled with new management, led to a significant drop in store employment and the closure of some of its less profitable stores. Since the company's acquisition by First Hartford Corp., the new leadership had continuously analyzed its stores and markets in order to determine which stores represented the greatest potential for future growth.²¹ By the end of 1976, all of the Forbes & Wallace stores were closed.²²

History of the Wallace Company Department Store, Poughkeepsie

The building at 331 Main Street which would become the Wallace Company Department Store was constructed in 1875 as a commercial block known as the Johnston Building, with the address 331-333-335 Main Street. The new building stood four stories tall and was 57 feet wide and 324 feet deep with a large rear one-story structure behind 333 and 335 Main Street. The interior included a staircase in the center from basement to top floor, five roof skylights over the one-story rear portion of the building and a lodge/hall on the fourth floor. The building's largest tenant was the dry goods store Donald, Converse & Maynard (DC&M), which operated in the building until they were bought out by the Consolidated Dry Goods Company, a Forbes & Wallace subsidiary, in 1906. The new owners hired Poughkeepsie architect Percival Lloyd to design alterations to the building, including "a modern new front"; an addition in the northwest corner, extending the rear one-story portion the full width of the front, four-story portion (see Figures 3 and 4); and replacement of interior walls with iron columns to enlarge the floor plate of the main retail space. The store's name was changed to the Wallace Company in 1909.

²¹ "Kingston Wallace's Stays Open," *The Kingston Daily Freeman*, May 4, 1975.

²² Anthony, "Forbes & Wallace – A Historical Sketch."

²³ "The New Johnston Block," *Poughkeepsie Daily Eagle*, August 31, 1874, 3; "The Johnston Building Sold," *Poughkeepsie Daily Eagle*, April 9, 1901, 5; Sanborn Fire Insurance Map of Poughkeepsie, 1887, sheet 20.

²⁴ 1887 Sanborn Fire Insurance Map of Poughkeepsie.

²⁵ "Big Syndicate Takes Over the D. C. & M. Store," Evening Enterprise (Poughkeepsie), March 31, 1906.

²⁶ "Reduce Stock for Improvements," *Evening Enterprise* (Poughkeepsie), May 8, 1906; "News and Comment," *Evening Enterprise* (Poughkeepsie), June 4, 1906.

²⁷ "Consolidated Changes Name," Poughkeepsie Daily Eagle, May 25, 1909, 5.

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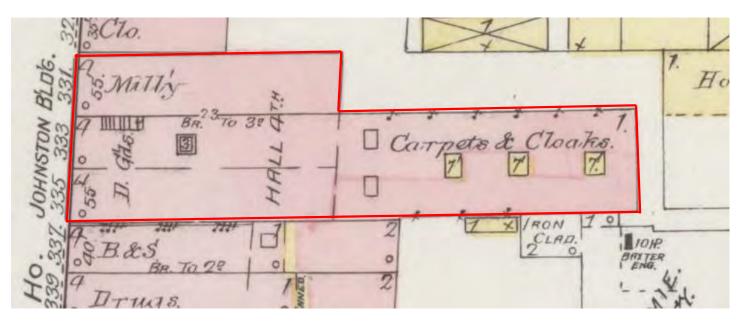


Figure 3: 1887 Sanborn fire insurance map showing the future Wallace Company Building, then known as the Johnston Building (outlined in red).

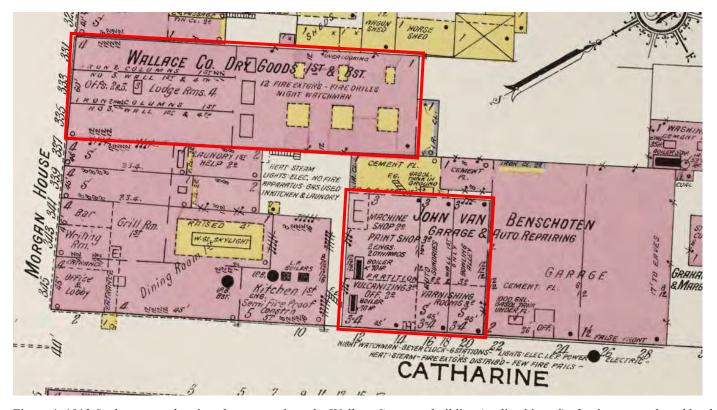


Figure 4: 1913 Sanborn map showing changes made to the Wallace Company building (outlined in red) after it was purchased by the Consolidated Dry Goods Company. The Van Benschoten Building, which would later be incorporated into the Wallace store, is also outlined in red.

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The Catharine Street building was constructed in 1896 with an internal connection to the existing two-story brick barn at 22-28 Catharine Street to the north (the connection was closed by 1950, and the barn is no longer extant). This building was constructed by John Van Benschoten for his bicycle business and housed several other businesses with separate storefronts, as well as an upper-floor dance hall and lodge rooms. By 1913, the building was fully taken over by Van Benschoten's business, which had evolved to be automobile focused. In 1939, Consolidated Dry Goods Co. purchased 14-20 Catharine Street from Van Benschoten in order to create an annex to their Main Street building, increasing their floor space by 45 percent in the store's floor space. At the time, the Poughkeepsie store was the Wallace Company's third largest in its chain of six stores, and the increase of floor space in this store accommodated fixtures from the Pittsfield store that had closed down.²⁸ An addition was constructed on the west side of the Catharine Street building to connect the two. Charles J. Cooke was the architect for this construction as well as for the renovations to the Catherine Street building.²⁹ It may also have been at this time that a second story was added to the rear portion of the Main Street building, as the Sanborn fire insurance map from 1950 shows that it had been expanded to two stories by this date.

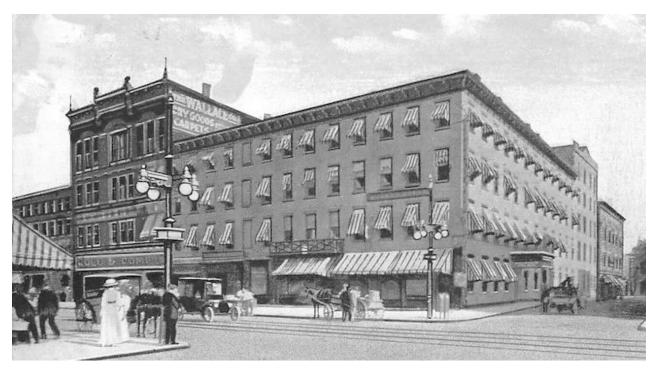


Figure 5: 1910 postcard of the block with Wallace Building at left, showing the pre-modernization appearance. Catharine Street building visible at far right (Hudson Valley Sojourner, https://www.hudsonvalleysojourner.com).

Influenced by the national "Modernize Main Street" movement, in 1941 the Wallace Company announced plans for the installation of a new and modern storefront on Main Street. The extensive remodeling began in June of that year with Charles J. Cooke as the architect.³⁰ As part of a major modernization and rebranding effort, the

²⁸ "Wallace Store to Transfer Fixtures," *Berkshire Eagle*, November 7, 1939, 7.

²⁹ "Store to Buy New Building," *Poughkeepsie Eagle-News*, September 2, 1939, 2.

³⁰ "Architect's Drawing of New Wallace Storefront," *Poughkeepsie Journal*, August 23, 1941, 16.

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building's Italianate ornamentation, including a projecting heavy cornice, window hoods, corbeled brick work and belt courses, was stripped off to allow for the application of six-inch-thick planar Indiana limestone veneer panels over the full eighty-foot-high, four-story wall. The first story featured an "open front" with steel framing and continuous plate glass storefront windows and doors; the architect's rendering (Figure 6) showed the building at night, lit from within with fluorescent lighting, creating transparency and showing the full depth of the interior. Below the windows was a polished granite veneer, and above were retractable canvas awnings.

The rest of the façade has the appearance of one smooth, flat, continuous limestone surface, save for a portion set off from the first story by a ribbed belt course, above which two courses of twelve five-foot by five-foot square limestone panels were set. This created a broad band upon which individual large metal signage letters were adhered, spelling out "WALLACE CO." Above this band was a limestone sill that ran the full width of the building, onto which was set a three-story high central window opening filled with metal-framed large pane ribbon windows separated at the floors by fluted pressed metal spandrels. On either side of the opening were twelve courses of eight two-and-a-half-foot by five-foot limestone panels, and the cornice was of carved limestone with a matching fluted motif. The intent of this monolithic application of stone cladding was to simplify and unify the retail storefront, using the entire façade as a signboard to draw customers and announce the store's new "modern" style.

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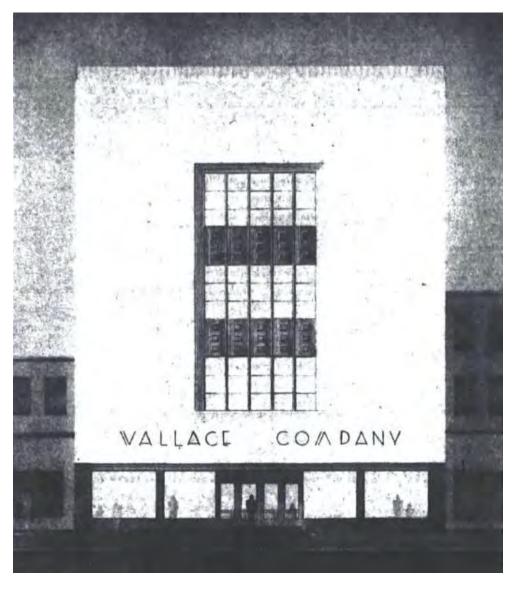


Figure 6: 1941 rendering of the Wallace store's new Main Street façade (Poughkeepsie Journal, August 23, 1941).

Having survived and even experienced growth through the Depression years and World War II, the Wallace Company was continuously planning its post-war expansion. By 1945 they had purchased the buildings at 30 and 32 Catherine Street (no longer extant), which they used as storage, and that year they also purchased the Richard Maloney property, a two-story building at 22-28 Catharine Street (not extant) which included 102 feet of frontage on Catharine Street. At the time of the purchase, the Dubois Cab Company was the occupant and continued to use the ground floor of the location, while the Wallace Company used the second floor for its display department, sign painting, shipping, and storage. This property purchase was part of the Wallace Company's planned extension of the Main Street store towards Mill Street. The company already owned land with 67 feet of frontage on Mill Street due to a previous purchase.

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While the depth of the Main Street building in 1945 was just 206 feet, an announcement was made in early 1946 for a \$100,000 addition to the store to expand the depth to 340 feet. The G.D. Campbell Company was awarded the general contract for this construction to add a two-story, 54-foot-wide by 135-foot-long addition with a basement to the rear, increasing the building's depth by more than 50 percent. Charles J. Cooke was once again the architect on record for this project. Constructed of steel, concrete and brick, the first and second floors were planned to be used for much needed storage and merchandising activities, while the new basement would include a refrigerated fur storage vault with the capacity to hold a minimum of 7,000 fur coats. The two-story structure was designed to allow for two additional floors to be added in the future as building materials become more readily available in the post-war years.³¹ The final addition of the two stories to the rear of the building took place in 1955.

With the onset and competition from suburban malls in the 1960s, the company announced plans to develop a shopping center in the Poughkeepsie suburbs in 1965. Wallace stated that the expansion was necessary in order to keep pace with the rapid growth of the area, particularly in the suburban communities. The shopping center was to be located in the township of Poughkeepsie along Route 9, and the proposed plan called for the development of a complete shopping center with a large new Wallace store and another nationally known retailer as anchors with a full complement of specialty shops and services. This suburban Poughkeepsie store was to be operated in conjunction with the downtown department store. However, as the company as a whole suffered, the Poughkeepsie store was not spared, and in May of 1975, company officials announced that the Poughkeepsie Main Street store would close its doors after a gradual phase-out over the coming weeks, concluding business there for good on June 1, 1975. Company officials cited insufficient numbers of customers as the reason and the belief that the downtown store held no growth potential. The planned suburban location never came to fruition.

After the store's closure, the building sat vacant for several years but was eventually renovated to serve as office space for a variety of commercial tenants. It still retains its prominent 1940s modernized street façade, reflecting its importance as an anchor of Poughkeepsie's early central business district.

Architect and Contractor Profiles

Charles J. Cooke was the local architect who designed the addition to the store and the new façade with W. W. Kingston and Company, Inc. serving as general contractor. Cooke was born in Poughkeepsie on October 7, 1888. He was educated in local public schools and graduated from Poughkeepsie High School in 1905. He then attended the School of Architecture, University of Pennsylvania and graduated in 1913. After graduation, Cooke worked for the Philadelphia architectural firm of John T. Windrim, whose projects included utilities construction, schools, prisons, and residences. In 1920, Cooke returned to Poughkeepsie and was associated with Edward C. Smith, architect, until 1924. The following year, Cooke opened his own office in Poughkeepsie at 20 Cannon Street and designed and supervised many city and Dutchess county buildings. Some of his

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³¹ "Wallace Company to Build \$100,000 Store Addition," *Poughkeepsie Journal*, February 14, 1946, p.1, 8.

³² "Wallace Closing Focuses Attention on City's Central Business District," *Poughkeepsie Journal*, May 4, 1975.

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projects included the new George Krieger school in Poughkeepsie, the Beacon ice plant and the Roosa furniture store in Beacon, the Eighth Ward firehouse, Arlington firehouse, and the county infirmary in Millbrook.³³

W. W. Kingston & Company was established in Poughkeepsie in 1914. Located at 16 Cannon Street, the firm specialized in industrial and commercial work but also built a large number of residences and worked on various smaller jobs. Some of their projects throughout New York state included a new dormitory for the Children's Aid Society in New Hamburg, a dormitory for Bard College in Annandale-on-Hudson, and the Myron J. School in Kingston.³⁴

The G. D. Campbell Company was owned by former city Mayor George D. Campbell who was also the proprietor of the Hotel Campbell. In addition to being president of his construction company, Campbell also served a three-year term on the Board of Public Works for the city. 35 Buildings constructed by his firm in Poughkeepsie included Jocelyn Hall and Kendrick House at Vassar College, the Campbell Hotel, two main buildings of the International Business Machines Corporation, three of the city's churches, and St. Francis Hospital.³⁶

^{33 &}quot;Cooke Aids Cathedral Plan," Poughkeepsie Journal, June 23, 1941, 11.

³⁴ "Firm Rounds Out 25 Years," Poughkeepsie Eagle-News, March 13, 1939, 4.

³⁵ "Mayor Names G. D. Campbell," *Poughkeepsie Eagle-News*, December 12, 1940, 1.

³⁶ "George D. Campbell," New York Times, June 9, 1974, 59.

Wallace Company Department Store Name of Property

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(Expires 5/31/2012)

Wallace Company Department Store	Dutchess County, NY
Name of Property	County and State
Previous documentation on file (NPS): X preliminary determination of individual listing (36 CFR 67 has requested) previously listed in the National Register previously determined eligible by the National Register designated a National Historic Landmark recorded by Historic American Buildings Survey # recorded by Historic American Engineering Record # recorded by Historic American Landscape Survey #	Other State agency Federal agency Local government University Other
Historic Resources Survey Number (if assigned): 10. Geographical Data	
Acreage of Property 1.26 acres (Do not include previously listed resource acreage.)	
Latitude/Longitude Coordinates	
Datum if other than WGS84:(enter coordinates to 6 decimal places)	
Latitude: 41.703497 Lor	ngitude: -73.925696
Verbal Boundary Description (Describe the boundaries	of the property.)
The boundary is indicated by a heavy line on the	e enclosed map with scale.
Boundary Justification (Explain why the boundaries were	selected.)
The boundary encompasses the historic limits of of significance.	f the property owned by the Wallace Company during the period
11. Form Prepared By	
name/title Karen A. Kennedy, Director of Architector	ural History (from a draft by Kimberly Konrad Alvarez,
Preservation Consultant); edited by Tab	itha O'Connell, NY SHPO
organization Preservation Studios	date January 2024
street & number 170 Florida Street	telephone 716-725-6410
city or town Buffalo	state NY zip code 14208
e-mail <u>kkennedy@preservationstudios.com</u>	

United States Department of the Interior NPS Form 10-900

lational Park Service /	National Register of Historic Places Registration Form	
IPS Form 10-900	OMB No. 1024-0018	(Expires 5/31/2012)

Wallace Company Department Store	Dutchess County, NY
Name of Property	County and State

Additional Documentation

Submit the following items with the completed form:

Maps: A USGS map (7.5 or 15 minute series) indicating the property's location.

A Sketch map for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.

- **Continuation Sheets**
- Additional items: (Check with the SHPO or FPO for any additional items.)

Photographs:

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map.

Name of Property: Wallace Company Department Store

City or Vicinity: Poughkeepsie

County: Dutchess State: New York

Photographer: Michael Puma

Date Photographed: February 18, 2022

Description of Photograph(s) and number:

0001 of 0010. Main building, south elevation, facing north.

0002 of 0010. Catharine Street extension, north and east elevations, facing southwest.

0003 of 0010. Rear northeast corner, facing southwest.

0004 of 0010. Main building, northwest corner, facing southeast.

0005 of 0010. Main building, first floor, facing north.

0006 of 0010. Main building, first floor, facing northwest.

0007 of 0010. Main building, second floor, facing south.

0008 of 0010. Catharine Street extension, second floor, facing southeast.

0009 of 0010. Catharine Street extension, third floor, facing southwest.

0010 of 0010. Main building, fourth floor, facing east.

Property	Owner:				
(Complete th	is item at t	he request of the SHPO or FPO.)			
name	N/A				
street & nu	umber		telephone		
city or towi	n		state	zip code	

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

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

Wallace Company Department Store

Name of Property

Dutchess County, NY
County and State

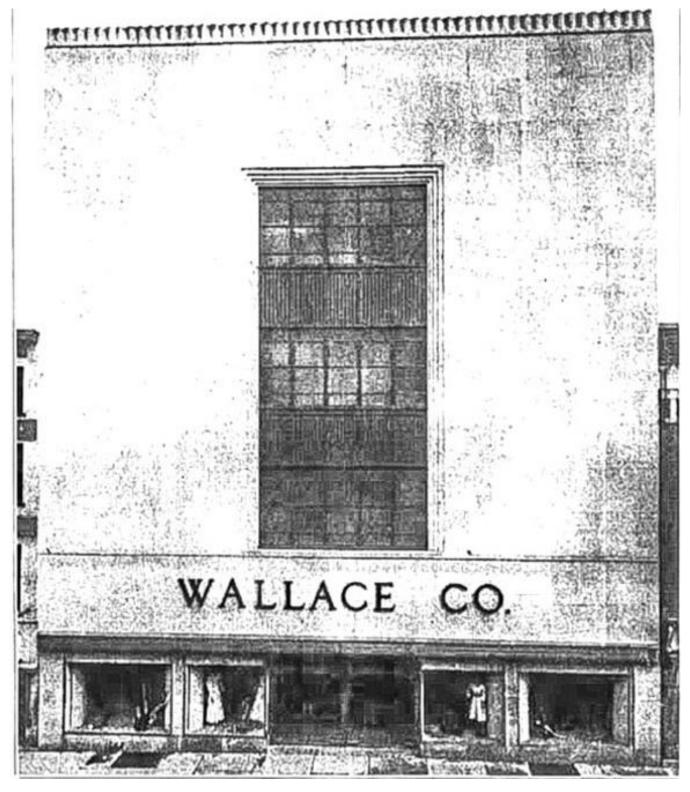
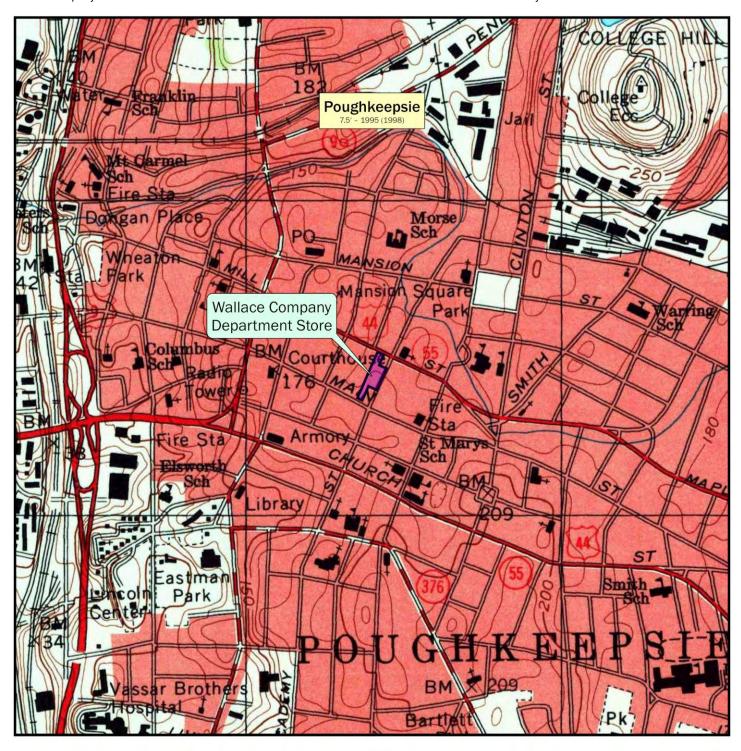


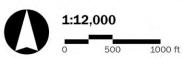
Figure 7: 1941 photo of the Wallace Company Store (Poughkeepsie Eagle-News, November 13, 1941).

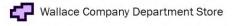
Wallace Company Department Store

Name of Property

Dutchess County, NY
County and State









Projection: WGS 1984 UTM Zone 18N

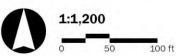
Mapped 06/28/2023 by Matthew W. Shepherd, NYSHPO

Wallace Company Department Store

Name of Property

Dutchess County, NY
County and State





Projection: WGS 1984 UTM Zone 18N

Nomination Boundary (1.26 ac)





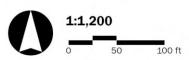
Dutchess County Parcel Year: 2021

Mapped 06/28/2023 by Matthew W. Shepherd, NYSHPO

Wallace Company Department Store Name of Property

Dutchess County, NY County and State









Projection: WGS 1984 UTM Zone 18N

New York State Orthoimagery Year: 2021

Mapped 06/28/2023 by Matthew W. Shepherd, NYSHPO



















