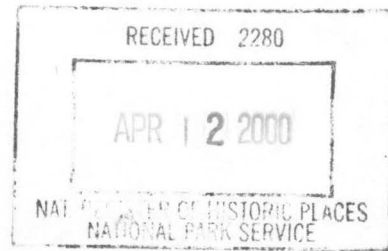


United States Department of the Interior
National Park Service

467



**NATIONAL REGISTER OF HISTORIC PLACES
REGISTRATION FORM**

1. Name of Property

Historic Name: Pfeifer Brothers Department Store

Other Name/Site Number: Lasker Brothers Building

2. Location

Street & Number: 522-524 South Main Street

Not for Publication: N/A

City/Town: Little Rock

Vicinity: N/A

State: AR

County: Pulaski

Code: 119

Zip Code: 72201

3. Classification

Ownership of Property: Private

Category of Property: Building

Number of Resources within Property:

Contributing Noncontributing

<u>1</u>	<u> </u> buildings
<u> </u>	<u> </u> sites
<u> </u>	<u> </u> structures
<u> </u>	<u> </u> objects
<u>1</u>	<u>0</u> Total

Number of contributing resources previously listed in the National Register: 0

Pfeifer Brothers Department Store
Name of Property

Pulaski County, Arkansas
County and State

Name of related multiple property listing: N/A

4. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1986, 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. ___ See continuation sheet.

Anthony A. Statin
Signature of certifying official

3-11-00
Date

Arkansas Historic Preservation Program
State or Federal agency and bureau

In my opinion, the property X meets ___ does not meet the National Register criteria. ___ See continuation sheet.

Signature of commenting or other official

Date

State or Federal agency and bureau

5. National Park Service Certification

I, hereby certify that this property is:

- ☒ entered in the National Register
___ See continuation sheet.
___ determined eligible for the
National Register
___ See continuation sheet.
___ determined not eligible for the
National Register
___ removed from the National Register

Pfeifer Brothers Department Store
Name of Property

Pulaski County, Arkansas
County and State

___ other (explain): _____

[Signature]
Signature of Keeper

5/18/2000
Date of Action

6. Function or Use

Historic: COMMERCE/TRADE Sub: Department Store

Current : COMMERCE/TRADE Sub: Business

7. Description

Architectural Classification: Late Victorian/Romanesque

Materials: foundation Concrete roof Asphalt
walls Brick other Terra Cotta

Describe present and historic physical appearance:

SUMMARY

Occupying two city lots at the northwest corner of Sixth and Main Streets in Little Rock's central business district, Pfeifer Brothers Department Store is a three-story commercial building supported by brick exterior bearing walls and interior cast-iron beams and columns. The building has a full basement and a built-up, single-slope roof. The upper two stories of its street elevations are trimmed in terra cotta. Built at the turn of the 20th century, the Pfeifer Brothers building shows hints of the Romanesque Revival style in the arches above the Main Street elevation's third-story windows.

ELABORATION

Completely filling two city lots, the three-story Pfeifer Brothers Department Store building stretches 100 feet along Main Street and 140 feet along Sixth Street to the alley. The upper two stories of the Main Street (east) elevation retain their original fenestration, previously hidden behind a false facade added circa 1960 and removed in 1996. Twelve (12) double-hung windows span the width of each story. Brick pilasters separate the windows, rising to the tops of the third-story windows. The pilasters have terra cotta capitals molded in an egg-and-dart pattern. Terra

cotta arches with an acanthus leaf pattern spring from the capitals, enclosing a semi-circular area above each third-story window. Additional terra cotta detailing is contained within the semi-circles. Centered above each pair of third-story windows is a decorative vent opening. The building's original cornice was "shaved off" when the false facade was installed. Originally, seven corbels rose through the cornice line, directly above the second- and third-story pilasters. Modillions decorated the cornice between corbels. Now, only remnants of the corbels and modillions exist.

The upper stories of the Sixth Street, or south, elevation are similar to the Main Street elevation in having bands of double-hung windows, fourteen (14) per floor, all now visible again after removal of the false facade. This side of the building, however, always had less decorative detail. The wall surface of the second story is entirely plain. At the third-story level, the wall area around each window is slightly recessed, creating the appearance of pilasters between the windows. A line of brick corbeling runs between the pilasters, above the windows.

The upper edge of the south elevation steps down in three sections that decrease in height from east to west (reflecting the slope of the roof). The section containing the five eastern-most windows is the same height as the Main Street elevation. The center section, with four windows, steps down about a foot; and the west section, with five windows, is yet another foot or so lower. The original decorative cornice wrapped around the corner of the building but continued only across the east (tallest) section of the south elevation. Like the cornice of the Main Street elevation, it was "shaved off" when the false facade was installed. The upper edges of the center and west sections of the south elevation did not have the same decorative cornice, but above each window in these two sections, small recessed panels of brick create a pattern of squares between brick corbels. Four of the corbels originally rose through the cornice line, but the upper portions of these corbels now are gone.

The rear (west) elevation of the building, along the alley, originally was fully fenestrated on the upper two stories with rows of double-hung windows in arched openings. The first floor of this elevation contained both windows and service entrances. All of these openings have been filled in with concrete block, with the exception of double wooden doors located near the north end of the elevation. Two original cast-iron columns, made in Dayton, Ohio, remain visible just north of the center of the rear elevation.

The building's north elevation is not visible because it shares its north wall with the three-story "Pfeifer Annex" building, constructed in 1954.

Now in-filled with aluminum-frame windows and artificial stucco, the first floors of both the Main and Sixth Street elevations originally contained display windows and doorways. The locations and designs of these openings, however, changed periodically during the history of the building, as it was remodeled to suit the needs of new tenants or to reflect changing architectural fashion.

The building was constructed in two phases. The south half came first, erected in 1899 for a furniture company. Within a year or two, the north half was added, but it was divided into two storefronts, one occupied by a grocery store (later a shoe store) and the other by a millinery shop (later a five-and-dime). The building underwent its first large remodeling in 1912 to become Pfeifer Brothers Department Store. At that time, the three original storefronts were combined, and a central entrance was created on Main Street. In addition, the Sixth Street elevation, which originally only had display windows at its eastern end, was opened up with display windows extending all the way across the elevation to the alley at its west end. At the same time, an entrance was added to the Sixth Street elevation.

In 1939, Pfeifer Brothers carried out another remodeling, completely altering the interior first-floor plan with the installation of streamlined, chrome-trimmed fixtures and modernizing the exterior with a "new battery of windows . . . enhanced by . . . restrained borders of blue-green marble stone with chromium borders. . . ." New "Herculite doors" were said to be "the talk of Little Rock."¹ The exterior remodeling primarily affected the first floor of the Main Street elevation, with the new marble facade wrapping only a few feet (the width of one window) around the corner onto the Sixth Street elevation. Either during this remodeling or sometime before, the rest of the exterior was painted a light color.

The final major exterior alteration of the building came about 1960, when a false facade was installed, obscuring all of the second and third stories on both the Main and Sixth Street elevations, as well as the ground floor on the Sixth Street side. This false facade was removed in 1996, and the brick was repainted, this time a brick-red color.

Inside the building, very little is left from any period of its history. The first floor has been converted to office space, leaving no trace of its department store lay-out. On the second floor, now one large open space, many of the original cast-iron columns are visible. The exposed columns are round and unornamented. Some columns still are boxed in with mirrors that were part of the department store decor. The original beaded-board ceiling, for decades concealed by a dropped ceiling, now is exposed. In some places, the original wooden floors are visible, but much of the floor has a patchwork of coverings (different colors and patterns of linoleum tile and carpet), suggesting former locations of department store counters and partitions. Two department store passenger elevators remain, along with an older freight elevator. In the 1950s or 60s, the third floor was partitioned into a warren of offices with dropped ceilings and paneled walls, leaving no historic fabric visible.

¹ "Store Front Streamlined in Stone, Chromium," *Arkansas Gazette*, 8 October 1939, Special Section, p. 1.

8. Statement of Significance

Certifying official has considered the significance of this property in relation to other properties: Local.

Applicable National Register Criteria: A and C

Criteria Considerations (Exceptions): N/A

Areas of Significance: Commerce
Architecture

Period(s) of Significance: 1899-1950

Significant Dates: 1899
1912

Significant Person(s): N/A

Cultural Affiliation: N/A

Architect/Builder: Thompson, Charles L. (architect 1912 alterations)

State significance of property, and justify criteria, criteria considerations, and areas and periods of significance noted above:

SUMMARY

Built in two stages at the turn of the 20th century, the Pfeifer Brothers Department Store building is one of only four buildings remaining on Main Street in Little Rock's central business district that date from 1900 or before and still retain much of their original exterior fabric. The building was constructed by Henry and Harry S. Lasker, brothers who were partners in several business ventures, including real estate development, and it was owned by their descendants until 1991. For more than fifty years, beginning in 1912, the building's tenant was Pfeifer Brothers Department Store, Little Rock's first full-fledged department store and one of only two such stores in the city from the 1910s to the 1960s. Due to the prominence of this business, it is the Pfeifer name that is most commonly associated with the building. The partners in the department store's operation—Leo, Harry, Albert, and Preston Pfeifer—followed their father into the retail trade. At one location or another, there had been a Pfeifer store in Little Rock since 1865, but the building at 522-24 Main Street is the only former Pfeifer flagship structure that remains in existence. As one of Main Street's oldest surviving buildings with much of its historic fabric intact, Pfeifer Brothers Department Store is eligible under Criterion C for architecture with local significance. It also is eligible under Criterion A for commerce with local significance as the

primary surviving building associated with a major business that thrived and grew on Little Rock's Main Street for more than five decades. The period of significance, 1899-1950, begins with construction of the first section of the building and ends fifty years ago, although the Pfeifer brothers owned and operated their department store until 1963.

ELABORATION

In 1899, brothers Henry and Harry S. Lasker demolished a small, two-story commercial structure, an even smaller one-story store, and a frame dwelling to build a new three-story brick commercial building at the northwest corner of Sixth and Main Streets, then the southern-most end of Little Rock's Main Street business district. The new building was "constructed especially" for Arkansas Carpet and Furniture Company, a firm that had been in business in Little Rock since about 1890. The firm's new accommodations boasted "all the modern improvements, such as passenger and freight elevators, steam heat, electric lights, etc."²

Within a year or two, the Lasker brothers doubled the size of their building at Sixth and Main by adding a matching section to the north side of the structure. This new northern half, however, was divided into two storefronts, one initially occupied by the Great Atlantic & Pacific Tea Company and the other by Jacobi & Company, "Milliners and Ladies' Outfitters." While Arkansas Carpet and Furniture Company remained in the south half of the building, the tenants in the north half changed around 1905. Pollock & Son Shoe Store replaced the A & P, and S. H. Kress & Company took over the milliner's space.

A front-page story in the *Arkansas Gazette* of June 18, 1911, heralded the beginning of a new era for the Lasker brothers' building—and a first for Little Rock:

Having been for some time looking for a location where they could secure buildings which would enable them to carry a stock sufficient to accommodate their already large and fast growing trade, the Joseph Pfeifer Clothing Company has just closed a long-term lease whereby they secure a 100 foot frontage on Main street between Fifth and Sixth streets, embracing the buildings now occupied by Arkansas Carpet and Furniture Company, Pollock & Co., and the Kress 5 and 10-cent store, and as soon as the leases of these tenants expire will begin to make what alterations are necessary to convert the three buildings [*sic*] into what members of the firm say will be a great department store, second to none in the South.³

Little Rock's first full-fledged department store would be "strictly up to date in all its appointments. Every modern device, which will in any way conduce to the comfort and convenience of its patrons . . ." ⁴ would be installed.

² *Souvenir Little Rock "City of Roses," 1902-03* (Little Rock: Press of Arkansas Democrat Company), p. 24.

³ "Plan Big Building On Main Street," *Arkansas Gazette*, 18 June 1911, p. 1.

⁴ *Ibid.*

In September of 1912, the *Arkansas Gazette* reported that Leo Pfeifer—eldest of the Pfeifer brothers and president of their business—had been granted a permit by the city to remodel the building at the northwest corner of Sixth and Main Streets. The estimated cost of the work to be done was \$40,000, and the project was scheduled to be completed within ninety days. The *Gazette* also noted that Mr. Pfeifer had just returned from a trip through the North and East, where he visited some of the country's largest department stores to gather information to use in making the new Pfeifer Brothers Department Store "one of the most modern in the South."⁵

Leo Pfeifer later recalled that the new location had to be entirely remodeled in order to combine three storefronts into "one selling floor" and said that the full cost of the project, including fixtures, was \$100,000—an amount that strained the Pfeifer brothers' finances for a few years after the store's opening.⁶ Regarding the remodeling project, Mr. Pfeifer wrote: "Had to lower corner building floor 8 inches to keep from having steps on side door. Architect (Thompson) said it could not be done. Secured Mat Bush, contractor, who did the job."⁷

The architect to whom Mr. Pfeifer referred was Charles L. Thompson, who had been in practice in Little Rock since 1886 (and would not retire until 1938). Although the drawings have not been located, Thompson was responsible for designing the 1912 remodeling that converted the Lasker brothers' building into Pfeifer Brothers Department Store.⁸ An article in the *Arkansas Gazette* of September 15, 1912, said: "Charles L. Thompson is the architect for the building and the fixtures are being made by the most famous manufacturer in Michigan." This article also confirms Leo Pfeifer's recollections about some of the remodeling work: "The sidewalk will be level with the first floor in the corner building, and all floors will be put on one level and all partitions removed so as to allow one open room the full size of the building."⁹

⁵ "Pfeifer Takes Out Permit," *Arkansas Gazette*, 10 September 1912, p. 8.

⁶ About 1959, Leo Pfeifer wrote a "diary," discussing events that took place during almost every year between 1875 and 1959 and detailing the retail stores operated in Little Rock by his father, Joseph Pfeifer, from 1865 until the elder Pfeifer's retirement in 1909. In his entry for 1912, Leo Pfeifer talks about the move to Sixth and Main Streets. The 1913 entry says Pfeifer Brothers Department Store "had a loss of \$100,000 in first year of business," and the 1914 entry discusses difficulties in obtaining financing. However, the entry for 1918 states: "Annual business \$2,500,000."

⁷ Leo Pfeifer's diary, 1912 entry, in the possession of Sam Strauss, Jr. [Leo Pfeifer's grandson], Little Rock, Arkansas.

⁸ F. Hampton Roy, *Charles L. Thompson and Associates: Arkansas Architects, 1885-1938* (Little Rock: August House, 1982). This book contains a list, arranged by county and city, of all of the Thompson project drawings that were in existence at the time the book was written in the early 1980s. The architectural firm that is the successor of the one founded by Thompson later donated these drawings to the Old State House Museum in Little Rock. On the list are twelve commercial projects for Pfeifer Brothers, including one dated 1912 that almost certainly would be the remodeling of the building at Sixth and Main Streets. Unfortunately, none of these Pfeifer Brothers project drawings now can be located.

⁹ "Boy Landing in U. S. With \$5 in His Pockets Finds Big Mercantile House," *Arkansas Gazette*, 15 September 1912, p. 14.

Though obviously a large undertaking, the remodeling was completed in only sixty days or so. On October 20, 1912, the *Arkansas Gazette* reported: "Construction work on the building is being pushed as rapidly as possible, shifts of workmen being employed both day and night. Merchandise already is being received and will be placed in the new store as soon as work progresses far enough for the fixtures to be installed."¹⁰

The round-the-clock work paid off, and the new store opened to the public on Tuesday evening, November 26, 1912. The following day, the *Arkansas Gazette* reported:

Perhaps the greatest crowd ever seen at the opening of a store in Little Rock last night visited the beautiful new Pfeifer department store at Sixth and Main streets. From the time the doors were thrown open early in the evening until they were closed at 10:30 o'clock, the wide aisles in the store were crowded with delighted visitors.

Not only was there a crowd inside but the streets were jammed on both sides of the store with people unable to gain access. Time and again the door men halted the crowd to allow the throng on the inside to become less dense. . . . Finally everybody got to see the beautifully decorated interior, but they had to await their turn.¹¹

Visitors were greeted at the store's Main Street entrance by a receiving line of dignitaries. Arkansas Governor George W. Donaghey, Governor-elect Joe T. Robinson, Little Rock Mayor Charles E. Taylor, and representatives of the Little Rock Board of Trade and the Little Rock Chamber of Commerce joined the Pfeifer brothers and the Lasker brothers in welcoming the crowd.

The attention the store received is an indication of just how new and different it was for Little Rock. Pfeifer Brothers Department Store was the city's first store to be physically organized into multiple departments, each carrying specific items, including men's, women's, and children's clothing, shoes, hats, toys, and a variety of household goods. However, Pfeifer Brothers was not the only department store in Little Rock for very long. In 1913, the Blass Department Store opened in a brand-new, seven-story building at Fourth and Main Streets (NR 11/13/86). From then until the early 1960s, when both were purchased by what now is the Dillard Department Store chain, the Pfeifer Brothers and Blass Department Stores were rivals, considered Little Rock's "biggest and best" stores and always in competition for customers.

The opening of Pfeifer Brothers Department Store at Sixth and Main Streets continued a tradition that dated back to 1865, when Joseph Pfeifer—father of the Pfeifer brothers—opened his first store in Little Rock. Born in Germany, Joseph Pfeifer came to the United States in 1853 at the age of eighteen, reportedly with the equivalent of \$5 in his pocket. After twelve years in New York City, he moved to Little Rock in 1865 and, in partnership with a G. F. Miller, opened his

¹⁰ "Good Business Outlook Found," *Arkansas Gazette*, 20 October 1912, p. 27.

¹¹ "Thousands Visit Pfeifer's Store," *Arkansas Gazette*, 27 November 1912, p. 16.

first store, Miller and Pfeifer.¹² After a few years, Pfeifer went out on his own, and from then until 1912, the name “Joseph Pfeifer” continuously was attached to a store in Little Rock. He retired in 1909, transferring his interest in what was then called the Joseph Pfeifer Clothing Company (selling men’s and boys’ clothing) to his two eldest sons, Leo and Harry. During Joseph Pfeifer’s long career in the retail trade, his business occupied eight different locations—all of them now gone.

After their father’s retirement, Leo and Harry Pfeifer began laying expansion plans: “The Messrs. Pfeifer concluded that they had gone the limit in the men’s and boys’ end for a city of the size of Little Rock. . . . [T]hey decided that there were great prospects for a large business [and] leased the building situated on the northwest corner of Sixth and Main. . . .”¹³

All four Pfeifer brothers organized the corporation, called Pfeifer Brothers, that operated the new department store. Leo Pfeifer was president and general manager, Harry W. Pfeifer was vice-president, Albert Pfeifer was secretary, and Preston Pfeifer was treasurer. The two younger brothers, Albert and Preston, also operated another business, Albert Pfeifer & Brother Jewelry, which became the jewelry department of Pfeifer Brothers Department Store in 1923.¹⁴ By that time, however, Albert Pfeifer had left the corporation, and Preston Pfeifer, youngest of the four brothers, was secretary-treasurer.¹⁵ In 1929, Preston moved up to become president, and Leo Pfeifer assumed the new position of chairman of the board. Harry Pfeifer remained vice-president, and two members of the next generation stepped into officer positions: Leo Pfeifer’s son-in-law, Sam Strauss, became secretary, and Harry Pfeifer’s son, Harry, Jr., was named treasurer.

Through the 1910s and 20s, the business of Pfeifer Brothers Department Store grew and expanded. (In 1913, the store was described as taking “front rank among the business enterprises of Little Rock and Arkansas.”¹⁶) Even after the 1929 stock market crash, business remained steady for a while—enough so that construction of a new building for the department store was announced early in 1931. The new four-story building was to be designed by Thompson, Sanders and Ginocchio (Charles L. Thompson and the architects with whom he then was in partnership, Theo Sanders and Frank Ginocchio) and would be located about one block south of the existing store. The firm of Charles E. Swanson Associates of Chicago was engaged as “interior architects.”¹⁷

The Depression ultimately thwarted plans for the new department store building, and Pfeifer Brothers did not attempt major construction again until 1939. In that year, the old building’s

¹² “Boy Landing in U. S. With \$5 in His Pockets Finds Big Mercantile House.”

¹³ Ibid.

¹⁴ “New Pfeifer Jewelry Store Formally Opened,” *Arkansas Democrat*, 13 April 1923, p. 5.

¹⁵ “New Building for Pfeifer Brothers,” *Arkansas Gazette*, 22 March 1931, p. 1.

¹⁶ *The Book of Arkansas* (Little Rock: The Arkansas Gazette, 1913), p. 53.

¹⁷ “New Building for Pfeifer Brothers.”

first-floor facade and interior were extensively updated, prompting an open house on Monday evening, October 9:

When the handsome Herculite doors open Monday night on \$50,000 worth of remodeling . . . they swing open on a brand new Pfeifers. . . . From the primavera wood fixtures, smart in their modern simplicity, the broad, spacious aisles, the brilliant lighting—the streamlined cases, to the airy look of roominess, yet compactness of each department, you’ll be intrigued with the cosmopolitan look of it, and the utter convenience of shopping in such a modern setting.¹⁸

The remodeling was commemorated in a twelve-page special section in the *Arkansas Gazette* of October 8, 1939. One article’s title—“Store Front Streamlined in Stone, Chromium”—summed up the thoroughly “moderne” character of the work that was done.

In the following two decades, as the business of Pfeifers Brothers Department Store continued to grow, expansion came in the form of additional buildings. In 1947, an “Appliance Home Center” opened in an already-existing building at 601 Main Street, diagonally across the intersection of Sixth and Main Streets from the flagship store. About the same time, prompted by acquisition of a store in Hot Springs, Arkansas, the corporation’s name was changed to “Pfeifers of Arkansas.” At 514 Main Street, next door to the main store, a three-story annex building was constructed in 1954. (The annex was constructed by the Pfeifers but owned by another family, the Kahns.) A new “Tire Center” opened at 901 Main Street in 1962.

Yet another generation of the Pfeifer family (Leo Pfeifer’s grandson and grandson-in-law) entered the business in the 1950s, but the beginning of the next decade brought the deaths of Leo, Harry, and Preston Pfeifer. Leo and Harry both died in 1960; Preston’s death came in 1961. A long and important chapter in the history of Little Rock’s business community ended in September of 1963, when Pfeifers of Arkansas was sold to a group of investors headed by William Dillard.¹⁹ The same fate soon befell Pfeifers’ long-time competitor, the Blass Department Store, which Dillard purchased in February of 1964.²⁰ Dillard, a native of Nashville, Arkansas, was in the beginning stages of a strategy of acquiring established department stores that continues today and has resulted in one of the largest department store chains in the country, Dillard Department Stores.

Under Dillard’s ownership, the store at Sixth and Main Streets operated for another seventeen years before closing its doors in February of 1990.²¹ The following year, the building’s

¹⁸ “Everybody’s Invited and ‘Most Everyone Will Attend This ‘Informal’ Formal Opening Of A Store You’ve Known All Of Your Life,” *Arkansas Gazette*, 8 October 1939, Special Section, p. 1.

¹⁹ “Pfeifers Sold To Group Led By Dillard,” *Arkansas Democrat*, 13 September 1963, pp. 1 and 2.

²⁰ “Blass Firm Sold To Group Headed By Pfeifers Owner,” *Arkansas Gazette*, 16 February 1964, pp. 1A and 2A.

²¹ Jacalyn Carfagno, “Downtown Dillard’s Apparently Closing,” *Arkansas Gazette*, 31 January 1990, p. 1C; and Leroy Donald, “Sculpture Is Golden After All: Metrocentre Official Optimistic About Future,” *Arkansas Gazette*, 18 February, 1990, pp. 1F and 10F. Despite new ownership, the name “Pfeifers of Arkansas” continued to be used

owners—descendants of the Lasker brothers—transferred title to an organization that lost the property in 1995 for failure to pay improvement district taxes. The vacant building subsequently was acquired by the present owner, who removed the false facade in 1996 and converted the ground floor to office space—pending a thorough rehabilitation of the entire structure.

Today, the Pfeifer Brothers Department Store building survives as the only Pfeifer flagship store in existence. All of the buildings where Joseph Pfeifer once operated businesses are gone. Buildings that housed specific Pfeifer departments—the former Home Center at 601 Main, the Pfeifer Annex at 514 Main, and the former Tire Center at 901 Main—remain standing but do not encompass the full fifty-one years of retail history associated with the building at 522-24 Main Street, where Pfeifer Brothers became Little Rock's first department store in 1912 and remained one of only two such stores until being purchased in 1963.

In addition, the Pfeifer Brothers Department Store building is one of only four buildings on Little Rock's Main Street that date from 1900 or before and still retain much of their original exterior fabric. The other three are the Fulk Building (1900) at 300 Main Street, the Taylor Building (1900) at 304 Main Street, and the Stone Building (1882) at 409 Main Street. The upper stories of the Fulk and Taylor Buildings, both three-story structures, have remained intact over the years, although the ground floors have been altered. A false facade recently was removed from the second story of the Stone Building, a very modest structure currently in poor condition. All other Main Street buildings dating from the turn of the 20th century or before either were extensively remodeled during the early 1900s or have mid-century false facades. The Pfeifer Brothers Department Store building, then, is important as a rare survivor of the first century of Main Street's development.

The Pfeifer Brothers Department Store building is eligible under Criterion A with local significance as the primary surviving building associated with a major Little Rock business and under Criterion C with local significance as one of Main Street's oldest surviving buildings with much of its historic fabric intact.

9. Major Bibliographical References

Arkansas Democrat, 13 April 1923, 21 June 1960, and 13 September 1963.

Arkansas Gazette, 18 June 1911; 10, 15 September 1912; 20 October 1912; 27 November 1912; 22 March 1931; 8 October 1939; 17 March 1960; 16 December 1961; 16 February 1964; 31 January 1990; and 18 February 1990.

The Book of Arkansas. Little Rock: The Arkansas Gazette, 1913.

Insurance Maps of Little Rock, Arkansas. 3 vols. New York: Sanborn Map Co., 1939.

until 1968, when "Pfeifer-Blass" was attached to both the former Pfeifer and Blass Department Stores. When the old Blass store on Main Street was closed in 1972, the name "Dillard's" came into use.

Pfeifer Brothers Department Store
Name of Property

Pulaski County, Arkansas
County and State

Insurance Maps of Little Rock, including Argenta and Pulaski Heights, Arkansas. 2 vols.

New York: Sanborn Map Co., 1913.

Insurance Maps of Little Rock, North Little Rock, and Baring Cross, Ark. New York: Sanborn-Perris Map Co., 1897.

LeMaster, Carolyn Gray. *A Corner of the Tapestry: A History of the Jewish Experience in Arkansas, 1820s-1990s.* Fayetteville: The University of Arkansas Press, 1994.

Lester, Jim and Judy Lester. *Greater Little Rock.* Norfolk, Virginia: Donning Company Publishers, 1986.

Little Rock, Arkansas. Sam Strauss, Jr. *Leo Pfeifer's Diary.*

Little Rock City Directories: 1872-73 through 1914.

Pulaski County Real Estate Records: 1899-1900.

Roy, F. Hampton. *Charles L. Thompson and Associates: Arkansas Architects, 1885-1938.* Little Rock: August House, 1982.

Souvenir Little Rock "City of Roses," 1902-03. Little Rock: Press of Arkansas Democrat Company.

Previous documentation on file (NPS):

- ☐ preliminary determination of individual listing (36 CFR 67) has been 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 # _____

Primary Location of Additional Data:

- ☒ State historic preservation office
- ☐ Other state agency
- ☐ Federal agency
- ☐ Local government
- ☐ University
- ☐ Other -- Specify Repository: _____

10. Geographical Data

Acreage of Property: Less than one acre

Pfeifer Brothers Department Store
Name of Property

Pulaski County, Arkansas
County and State

UTM References: Zone Easting Northing Zone Easting Northing

A 15 566730 3844560 B
C D

Verbal Boundary Description: Lots 7 and 8, Block 74, Original City of Little Rock, Arkansas

Boundary Justification: The boundary includes all of the property that historically has been associated with this resource.

=====

11. Form Prepared By

=====

Name/Title: Cheryl Griffith Nichols/Consultant

Organization: N/A

Date: February 7, 2000

Street & Number: 1721 South Gaines Street

Telephone: 501-375-2686

City or Town: Little Rock

State: AR ZIP: 72206

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION

PROPERTY Pfeifer Brothers Department Store
NAME:

MULTIPLE
NAME:

STATE & COUNTY: ARKANSAS, Pulaski

DATE RECEIVED: 4/12/00 DATE OF PENDING LIST: 4/24/00
DATE OF 16TH DAY: 5/10/00 DATE OF 45TH DAY: 5/27/00
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 00000464

REASONS FOR REVIEW:

APPEAL: N DATA PROBLEM: N LANDSCAPE: N LESS THAN 50 YEARS: N
OTHER: N PDIL: N PERIOD: N PROGRAM UNAPPROVED: N
REQUEST: N SAMPLE: N SLR DRAFT: Y NATIONAL: N

COMMENT WAIVER: N

___ACCEPT ___RETURN ___REJECT _____DATE

ABSTRACT/SUMMARY COMMENTS:

The Pfeifer Brothers Department Store is significant under National Register Criteria A and C in the areas of Commerce and Architecture. The three-story brick and terra cotta building is a rare surviving commercial edifice from the late 19th and early twentieth century period in downtown Little Rock. While substantially altered over the years, the building still illustrates the architectural detailing, decorative treatments and overall building forms reflective of turn of the century commercial design in downtown Little Rock. Home to Little Rock's first full-service department store, the building represents an important aspect of the commercial history and development of the community's downtown business district.

RECOM./CRITERIA Accept Criteria A & C

REVIEWER Paul R. Lusignan DISCIPLINE HISTORIAN

TELEPHONE _____ DATE 5/18/00

DOCUMENTATION see attached comments Y/N see attached SLR Y/N



Pfeifer Brothers Department Store

Pulaski County, AR

Holly Hope Taylor Smith

1998

Office of the Historic Preservation Program,
Little Rock, AR

Looking northwest from intersection of Sixth and Main
streets at the east elevation and south
elevation



Pfeiffer Brothers Department Store
Pulaski County, AR
Holly Hope
1998

Office of the Historic Preservation Program, Little Rock, AR
Looking southwest at the south elevation



Pfeifer Brothers Department Store
Pulaski County, AR
Holly Hope
1998

Office of the Historic Preservation Program, Little Rock, AR
Looking South at the West Elevation



Pfeifer Brothers Department Store
Pulaski County, AR
Photographer - Unknown
c. 1900

Photo copied from Souvenir Little Rock "City of Roses," 1902-03.
Souvenir book and copy negative in files of
Landmarks Trust of Greater Little Rock

Looking northwest from intersection of Sixth and Main Streets
at the east elevation and south elevation



BIG REMOVAL SALE NOW ON
\$150,000 STOCK FURNITURE, CARPETS, DRAPERIES,
and RUGS AT PRICES NEVER BEFORE EQUALLED

AFTER EXTENSIVE ALTERATIONS THE BUILDING WILL BE OCCUPIED BY.
Pfeifers **BIG NEW**
Department **STORE**
OR ABOUT NOV. 15TH

POLLOCK'S ENTIRE SHOE STOCK
BOUGHT BY
PFEIFER'S
AT THEIR OWN PRICE.
ON ACCOUNT OF REMODELING BUILDING
FORCED TO SELL ALL SHOES AT ONCE.

Pfeifer Brothers Department Store

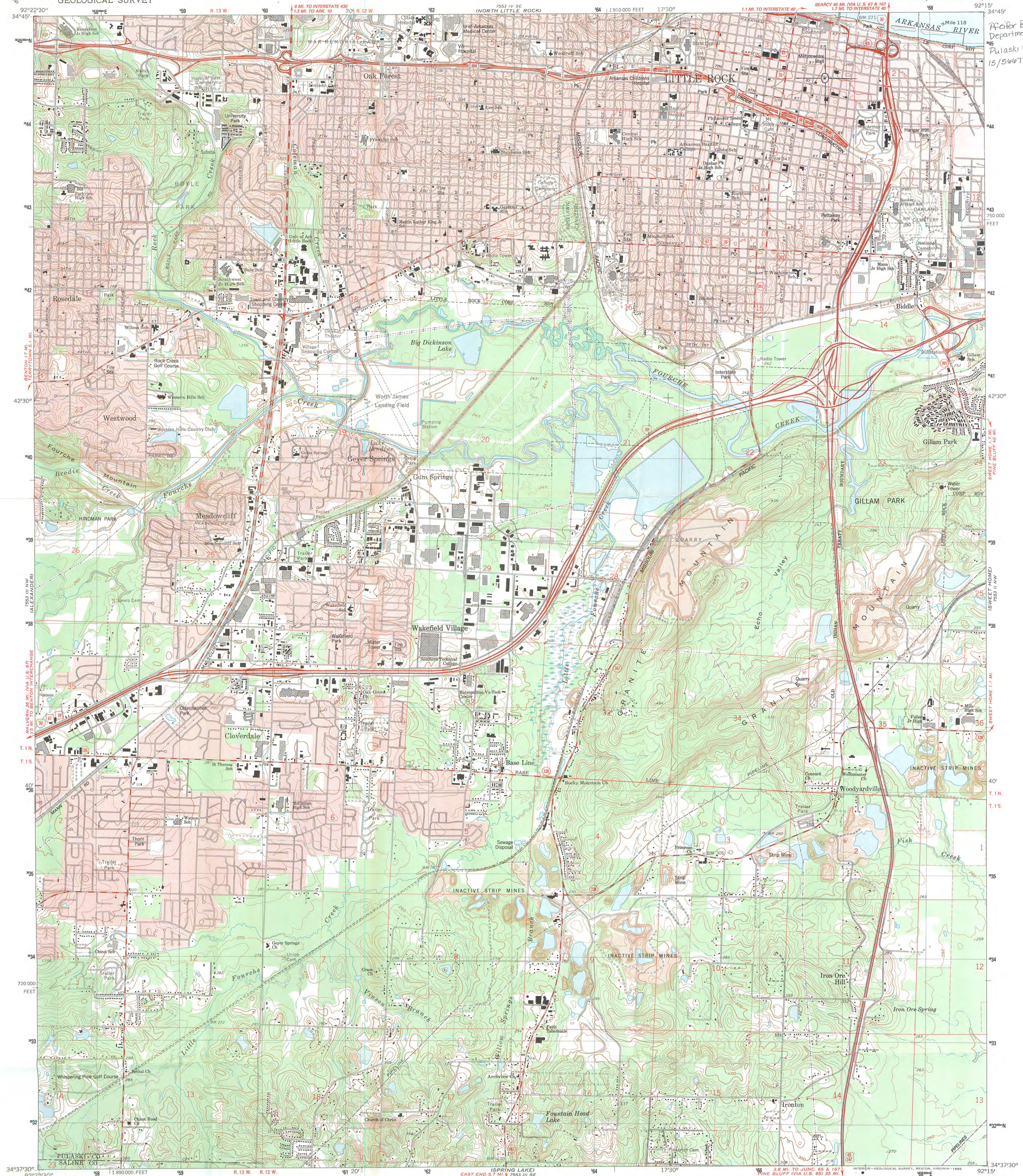
Pulaski County, AR

Photographer - Unknown

1912

Copied from historic photograph. Original photo
and copy negative in files of Landmarks Trust
of Greater Little Rock

Looking west from Main Street at the East elevation



Reiter Brothers
Department Store
Pulaski Co., AR
15/566730/3844560

Mapped, edited, and published by the Geological Survey

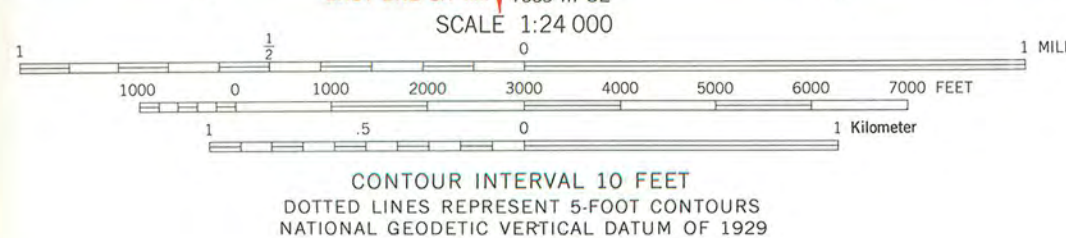
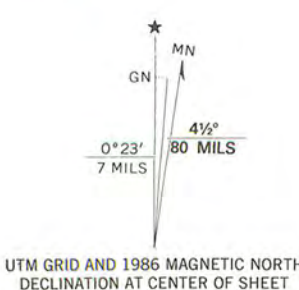
Control by USGS and NOS/NOAA

Topography by photogrammetric methods from aerial photographs
taken 1960. Revised from aerial photographs taken 1984
Field checked 1985. Map edited 1986

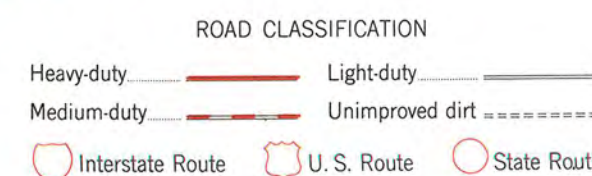
Projection and 10,000-foot grid ticks: Arkansas coordinate
system, south zone (Lambert conformal conic)
1000-meter Universal Transverse Mercator grid, zone 15
1927 North American Datum

To place on the predicted North American Datum 1983,
move the projection lines 7 meters south and
14 meters east as shown by dashed corner ticks

Red tint indicates areas in which only landmark buildings are shown
Fine red dashed lines indicate selected fence and field lines where
generally visible on aerial photographs. This information is unchecked



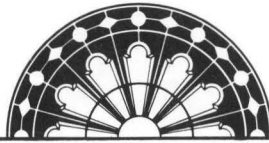
THIS MAP COMPLIES WITH NATIONAL MAP ACCURACY STANDARDS
FOR SALE BY U.S. GEOLOGICAL SURVEY, DENVER, COLORADO 80225, OR RESTON, VIRGINIA 22092
AND ARKANSAS GEOLOGICAL COMMISSION, LITTLE ROCK, ARKANSAS 72204
A FOLDER DESCRIBING TOPOGRAPHIC MAPS AND SYMBOLS IS AVAILABLE ON REQUEST



LITTLE ROCK, ARK.
34092-F3-TF-024

1986

DMA 7551 III NE-SERIES Y884



ARKANSAS
HISTORIC
PRESERVATION
PROGRAM

March 23, 2000

Carol D. Shull
Chief of Registration
United State Department of the Interior
National Register of Historic Places
National Park Service
800 North Capitol Street, Suite 250
Washington, D.C. 20002

RE: Pfeifer Brothers Department Store--Little Rock, Pulaski County

Dear Carol:

We are enclosing for your review the nomination of the above-referenced property. The Arkansas Historic Preservation Program has complied with all applicable nominating procedures and notification requirements in the nomination process.

Thank you for your consideration in this matter.

Sincerely,

Cathy Buford Slater
State Historic Preservation Officer

CBS:ab

Enclosures

