

United States Department of the Interior
National Park Service

National Register of Historic Places
Registration Form



This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in How to Complete the National Register of Historic Places Registration Form (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. 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 entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name The Salem Diner (The Diners of Massachusetts MPS)

other names/site number N/A

2. Location

street & number 70½ Loring Avenue not for publication

city or town Salem vicinity

state Massachusetts code MA county Essex code 009 zip code 01970

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1986, as amended, I hereby certify that this ☒ 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
☒ meets ☐ does not meet the National Register Criteria. I recommend that this property be considered significant
☐ nationally ☒ statewide ☐ locally. (☐ See continuation sheet for additional comments.)

Judith B. McDonough
Signature of certifying official/Title Judith B. McDonough, Executive Director
Massachusetts Historical Commission, State Historic Preservation Officer

7/29/99
Date

State or Federal agency and bureau

In my opinion, the property ☐ meets ☐ does not meet the National Register criteria. (☐ See continuation sheet for additional Comments.)

Signature of certifying official/Title Date

State or Federal agency and bureau

4. 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
- ☐ other (explain):

Signature of the Keeper

Date of Action

Edson A. Beall

9/22/99

The Salem Diner
Name of Property

Salem, Essex County, Massachusetts
County and State

5. Classification

Ownership of Property

(Check as many boxes as apply)

(Check only one box)

☒ private

☐ public-local

☐ public-State

☐ public-Federal

☒ building(s)

☐ district

☐ site

☐ structure

☐ object

Number of Resources within Property

(Do not include previously listed resources in the count.)

Contributing

Noncontributing

1

0

building

0

0

sites

0

0

structures

0

1

objects

1

1

Total

Name of related multiple property listing

(Enter "N/A" if property is not part of a multiple property listing.)

Twentieth-Century Commercial Architecture:

The Diners of Massachusetts

Number of contributing resources previously listed in the National Register

N/A

6. Function or Use

Historic Functions

(Enter categories from instructions)

COMMERCE/TRADE/restaurant

Current Functions

(Enter categories from instructions)

COMMERCE/TRADE/restaurant

7. Description

Architectural Classification

(Enter categories from instructions)

Other: Streamliner Diner

Materials

(Enter categories from instructions)

foundation concrete

walls porcelain enamel

roof metal

other wood

Narrative Description

(Describe the historic and current condition of the property on one or more continuation sheets.)

The Salem Diner
Name of Property

Salem, Essex County, Massachusetts
County and State

8. Statement of Significance

Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

- ☒ **A** Property is associated with events that have made a significant contribution to the broad patterns of our history.
- ☐ **B** Property is associated with the lives of persons significant in our past.
- ☒ **C** Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- ☐ **D** Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations

(Mark "x" in all the boxes that apply.)

Property is:

- ☐ **A** owned by religious institution or used for religious purposes.
- ☐ **B** removed from its original location.
- ☐ **C** a birthplace or grave.
- ☐ **D** a cemetery.
- ☐ **E** a reconstructed building, object, or structure.
- ☐ **F** a commemorative property.
- ☐ **G** less than 50 years of age or achieved significance within the past 50 years.

Narrative Statement of Significance

(Explain the significance of the property on one or more continuation sheets.)

9. Major Bibliographical References

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

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 # _____

Areas of Significance

(Enter categories from instructions)

Architecture

Commerce

Period of Significance

1941-1949

Significant Dates

1941

Significant Person

(Complete if Criterion B is marked above)

N/A

Cultural Affiliation

N/A

Architect/Builder

Sterling Diners

Primary location of additional data:

- ☒ State Historic Preservation Office
- ☐ Other State agency
- ☐ Federal agency
- ☐ Local government
- ☐ University
- ☐ Other

Name of repository: _____

Salem, Essex County, Massachusetts
County and State

Acreage of Property less than one-half acre

UTM References See continuation sheet.

(Place additional UTM references on a continuation sheet)

1. 19	344180	4706940
Zone	Easting	Northing

2. Zone Easting Northing

Zone Easting Northing

4. Zone Easting Northing
See continuation sheet

Verbal Boundary Description

(Describe the boundaries of the property on a continuation sheet.)

Boundary Justification

(Explain why the boundaries were selected on a continuation sheet.)

11. Form Prepared By

name/title	Kathleen Kelly Broomer, consultant, with Betsy Friedberg, NR Director, MHC
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organization	Massachusetts Historical Commission	date	July 1999
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street & number 220 Morrissey Boulevard telephone (617) 727-8470

city or town	Boston	state	MA	zip code	02125
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Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

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.

Photographs

Representative **black and white photographs** of the property.

Additional items (Check with the SHPO or FPO for any additional items)

Property Owner

(Complete this item at the request of the SHPO or FPO.)

name John Decotis – The Salem Diner

street & number 70 1/2 Loring Avenue telephone 978-741-7918

city or town Salem state MA zip code 01970

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 request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 hours per response including the 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 Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reduction Project (1024-0018), Washington, DC 20503. NPS Form 10-900 OMB No.

1024-0018

(Rev. 10-90)

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

The Diners of Massachusetts MPS
The Salem Diner
Salem (Essex Co.), MA

Section number 7 Page 1

7. Description

The Salem Diner, 70½ Loring Avenue, Salem (MHC #1895) was manufactured in 1941 by Sterling Diners of Merrimac, Massachusetts. Also known as Sterling car #4106, the Salem Diner is a fine example of a Sterling Streamliner, a model distinguished by its aerodynamic styling and curved, "shovel-nosed" end. The Salem Diner is the better preserved of only two examples of the Sterling Streamliner remaining in Massachusetts.

The diner is located in South Salem, approximately one and one-half miles south of Salem City Hall. Loring Avenue comprises a segment of State Route 1A, a secondary automobile corridor through city and town centers on Boston's North Shore. The Salem Diner is oriented nose end to the street with a parking area immediately to the south and a newer commercial block to the southwest. Commercial and industrial uses predominate in the immediate vicinity of the diner.

Like all Sterling diners, the Salem Diner has a wood frame and porcelain enamel exterior, here colored pale yellow with contrasting detailing in blue. The diner has a hipped barrel (rounded) roof of metal and a streamlined appearance with a curved, shovel-nosed eastern end. The foundation is finished in concrete and incorporates glass blocks. Entries with original steel-clad doors are located near the center of the façade — behind a glass and steel vestibule, itself a ca. 1960 addition — and at the diner's squared-off western end. Both doors have porthole windows. Most windows in the diner contain wood, single-pane sash with transoms above. A distinctive feature of the diner is the narrow band of rectangular windows located in the curved end. Exterior details include the "fin" running the length of the roof that serves as a backdrop for the diner's neon signage, which reads *THE SALEM DINER*. The fin accentuates the streamlined appearance of the diner. A gabled, wood-frame addition (ca. 1950) on the north elevation provides kitchen space at the rear of the diner without compromising the integrity of the main block.

The interior has many intact original features. The barrel-vaulted ceiling consists of porcelain enamel panels in pale yellow with wood supports. A similar porcelain enamel and wood treatment survives on the walls, where windows are trimmed in wood, and porcelain enamel panels with contrasting blue detailing appear below the windows. The counter, which extends from the diner's square (western) end across about two-thirds the length of the interior, has a glass display counter top, small green tiling at the footrest, and replacement pink Formica on the apron. The counter area includes a steel backbar with sunburst motif, a steel refrigerator, a full-length grill and food prep area, thirteen steel stools with vinyl seats, and a staff entrance at the eastern end. The floor is covered with small tiles in shades of green. A row of booths extends the length of the diner. The booths are the most altered interior feature, encompassing wood and vinyl seats and tables sheathed with replacement Formica. Three freestanding tables are located at the curved (eastern) end of the interior, each with booth seating along the curved wall side and chairs on the other. The manufacturer's tag is located over the counter, and the threshold of the main entry, which has sustained considerable wear, bears the imprint of the letters G and DINER, likely once spelling out *STERLING DINER*.

Archaeological Description

While no prehistoric sites are located on the nominated property, it is possible that sites are present. Twenty-six sites are recorded in the general area (within one mile) of the diner. Environmental characteristics for the area have been obscured by urban development including commercial and industrial growth in the vicinity of a major crossroads south

(continued)

**United States Department of the Interior
National Park Service**

**National Register of Historic Places
Continuation Sheet**

**The Diners of Massachusetts MPS
The Salem Diner
Salem (Essex Co.), MA**

Section number 7/8 **Page** 2/1

of the downtown Salem area. The Salem Diner is, however, located in close proximity to Salem Harbor and fresh water wetlands associated with the Forest River, part of the North Coastal Watershed. In general, however, the potential for locating significant prehistoric resources on the Salem Diner property is low. Installation of the diner and related parking facilities and utilities (sewage, water) have probably impacted any prehistoric resources that may have been present on the relatively small, less than 0.5 acre lot. There is also a low potential for locating historic archaeological resources on the Salem Diner property. While extensive commercial and industrial development of the diner locale may indicate some potential for locating archaeological evidence from these general activities, no specific land use has been identified for the property to date. The diner was erected on a vacant site.

(end)

8. Statement of Significance

The Salem Diner is unique in Salem and rare in Massachusetts as a diner with well preserved, aerodynamic styling. The diner reflects the considerable impact of industrial design on American architecture between the Depression and World War II. Its streamlined design is significant both for evoking the early history of diners as mobile buildings, and for its influence on the design of a subsequent generation of diners following World War II. Retaining integrity of location, design, setting, materials, workmanship, feeling, and association, the Salem Diner meets Criteria A and C of the National Register of Historic Places at the state and local levels.

George F. Sullivan and Frederick J. Doherty established the Salem Diner. Sullivan, the president of the business, was a lawyer who resided on Commonwealth Avenue in Boston, and Doherty, the treasurer, was a salesman who resided in Malden. By 1945, Doherty had moved to Proctor Avenue in Salem. Sullivan and Doherty owned the Salem Diner until the late 1940s or early 1950s, when James Kallas of Peabody and William Kallas of Salem acquired the business. The Kallas family is also associated with The Bel-Aire diner, a ca. 1953 Mountain View diner located on Newbury Street (U. S. Route 1) in West Peabody. The Kallas family operated the Salem Diner until at least 1983, when the city directory of that year shows John Kallas and Theo Tsoutsouris as owners.

The diner was installed on a vacant site in a largely commercial and industrial area at a major crossroads south of downtown Salem. Located in the immediate vicinity in 1942, one year after the Salem Diner was installed, were commercial garages, an auto body shop, a steam appliance manufacturer, a lamp manufacturer, a Socony gasoline station, a laundry, a beauty shop, and residences. Also in 1942, according to the city directory of that year, there were seven other eating establishments calling themselves "diners" in Salem, as well as nine establishments with the term "lunch" in their names.

Distinctive for its streamlined form, the Salem Diner reflects the impact of machine-age industrial design on American culture between World War I and World War II. Streamlining emphasized a smooth, rounded, "aerodynamically contoured" form, inspired first and foremost by airplane designs and other transportation vehicles of the 1920s and 1930s, such as dirigibles, ships, and ocean liners. The streamlined aesthetic began to become apparent in train and automobile design by the early 1930s. [Wilson et al., 55]

(continued)

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

The Diners of Massachusetts MPS
The Salem Diner
Salem (Essex Co.), MA

Section number 8/9/10 Page 2/1/1

The connection between diner building and the manufacture of trains and automobiles in particular brought the aesthetics of streamlining to diner design. Sterling Diners of Merrimac, Massachusetts, manufacturer of the Salem Diner, was the successor firm to J. B. Judkins Company, which had manufactured custom car bodies. The business started in 1857 as a carriage manufacturer and specialized in custom motorcar bodies from 1910 through the Depression. In 1936, J. B. Judkins III began building diners under the name Sterling Diners. Sterling produced traditional barrel-roofed diners, dinettes, and streamliner models. In 1939, two years before the manufacture of the Salem Diner, Judkins acquired the patent of Roland L. Stickney of New York City, upon which the distinctive streamliner model was based. [Gutman, 114, 239-240] Streamlining in diners conveyed a sense of movement at the same time that diners were unquestionably stationary, an irony described as the "immobilization of mobility." [Gutman, 113]

The Salem Diner was one of the last diners produced by Sterling, which went out of business in 1942. There are approximately ten Sterling diners extant in Massachusetts, and the Salem Diner is one of only two known examples of the Sterling Streamliner in the state. The other streamliner is My Tin Man Diner (808 MacArthur Boulevard, 1940) in the village of Pocasset in Bourne. Though My Tin Man is the more altered of the two streamliners on the interior, the diner displays the distinctive curved, "shovel-nose" design at both ends, rather than at one end as seen in Salem.

(end)

9. Major Bibliographical References

- Gutman, Richard J. S. *American Diner Then and Now*. New York: Harper Collins Publishers, 1993.
Diner Finder Deluxe: Massachusetts. Watertown, MA: Coffee Cup Publications, 1991.
Polk's Salem City Directory (1942, 1945, 1946, 1954, 1963, 1970, 1980, 1983). Boston: R. & L. Polk Co., Publishers, years as noted.
Kahn, Joseph P. "Schlock around the clock. Why we'll always love Route 1." *The Boston Globe Magazine*, June 14, 1998, p. 12ff (references to Kallas family).
Wilson, Richard Guy, et al. *The Machine Age in America 1918-1941*. New York: The Brooklyn Museum and Harry N. Abrams, Inc., 1986.

(end)

10. Geographical Data

Verbal Boundary Description

The boundary of the nominated property is shown on the accompanying detail of the City of Salem assessors' map.

Boundary Justification

The boundary includes the entire parcel that has been historically associated with the diner.

(end)

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION

PROPERTY NAME: Salem Diner

MULTIPLE NAME: Diners of Massachusetts MPS

STATE & COUNTY: MASSACHUSETTS, Essex

DATE RECEIVED: 8/09/99 DATE OF PENDING LIST: 8/24/99
DATE OF 16TH DAY: 9/09/99 DATE OF 45TH DAY: 9/23/99
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 99001118

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: N NATIONAL: N

COMMENT WAIVER: N

☒ ACCEPT ☐ RETURN ☐ REJECT 9/22/99 DATE

ABSTRACT/SUMMARY COMMENTS:

Entered in the
National Register

RECOM./CRITERIA _____

REVIEWER _____ DISCIPLINE _____

TELEPHONE _____ DATE _____

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



THE SALEM DINER

Salem
DINER

CLOSED

2603

The Salem Diner
70 1/2 Loring Avenue
Salem, Essex County, Mass.

View NW
1998

Photo: KKBrodmer

Nlg: MHC



The Salem Diner
70 1/2 Loring Avenue
Salem, Essex County, Mass.

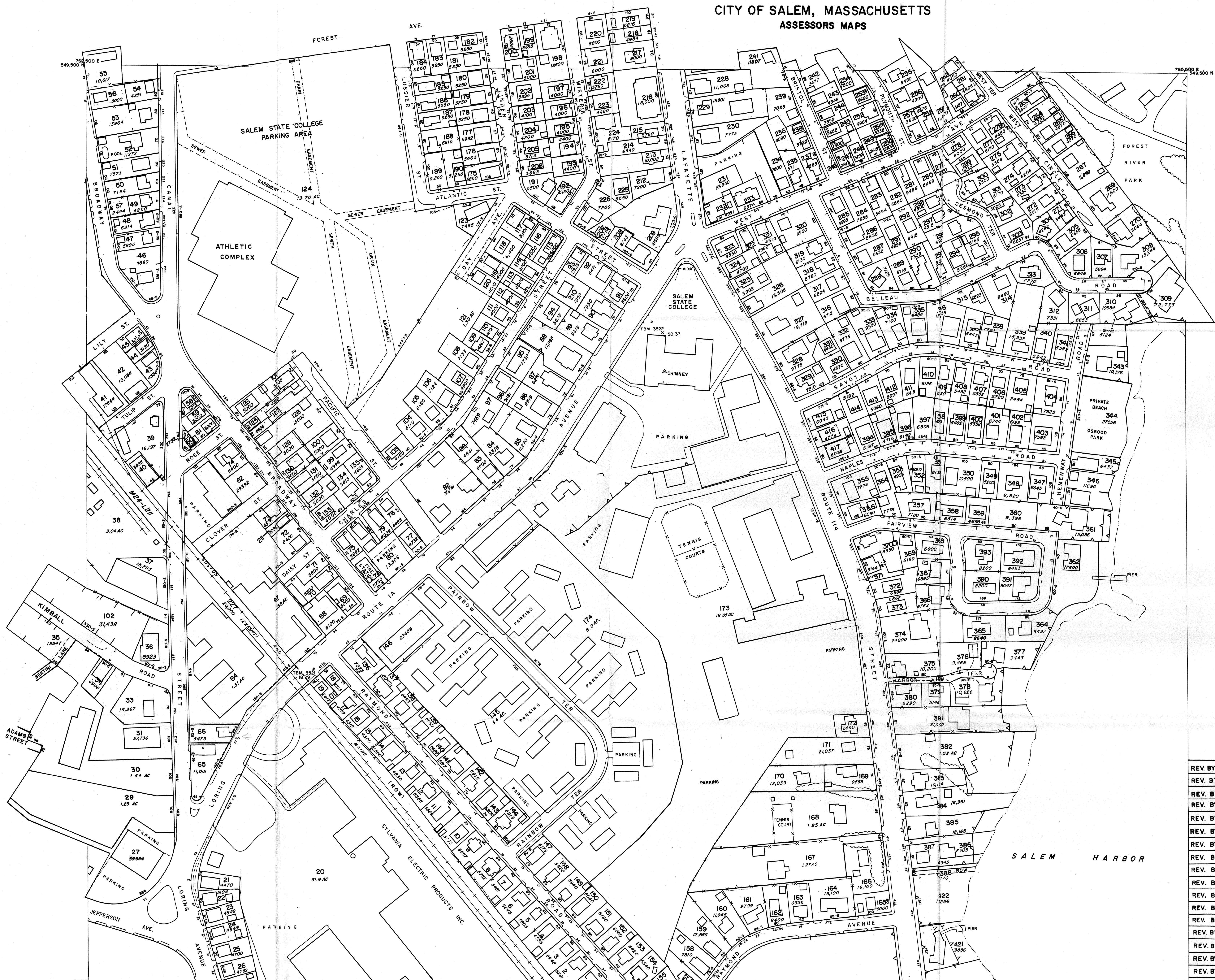
Interior View E

199B

Photo: KK Broomer

Neg: MHC

CITY OF SALEM, MASSACHUSETTS ASSESSORS MAPS

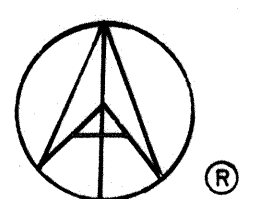


PREPARED UNDER THE DIRECTION OF THE
SALEM BOARD OF ASSESSORS
BY

AVIS AIRMAP INC.
BROOKLINE - BRAintree - HARTFORD

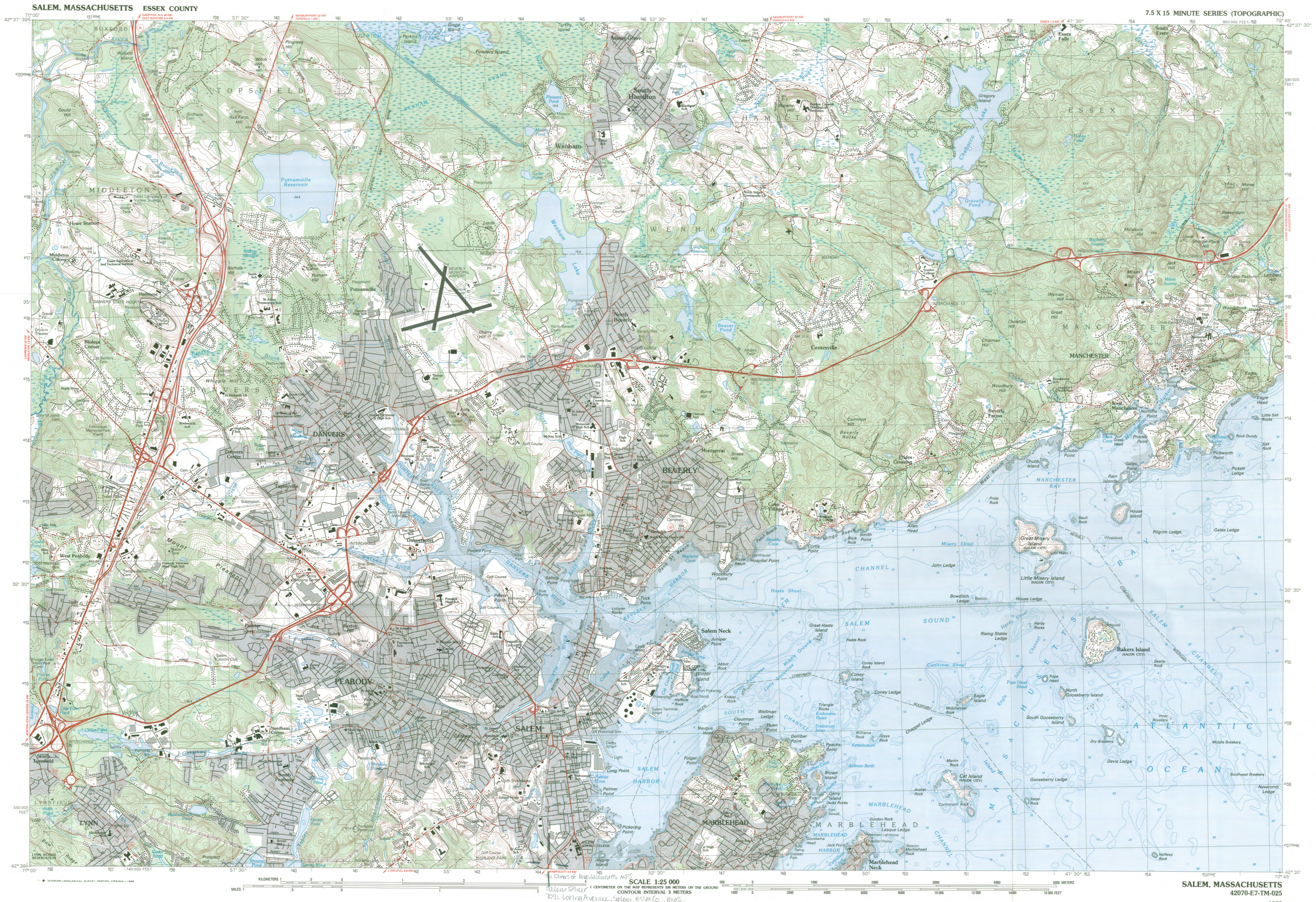
THE SALEM DINER, 70 1/2 DINEING AVE, SALEM,
THE DINERS OF MASSACHUSETTS, MAPS

100 0 100 200 400 500 FEET



REV. BY	S.E.D. 1992
REV. BY	S.E.D. 1991
REV. BY	S.E.D. 1990
REV. BY	S.E.D. 1989
REV. BY	B.O.A. 1988
REV. BY	B.O.A. 1987
REV. BY	B.O.A. 1986
REV. BY	B.O.A. 1985
REV. BY	B.O.A. 1984
REV. BY	B.O.A. 1983
REV. BY	S.E.D. 1982
REV. BY	S.E.D. 1981
REV. BY	AVIS 1979
REV. BY	AVIS 1978
REV. BY	AVIS 1976
REV. BY	11/1974

24	33	39
23	32	38
22	31	



Salem

MASSACHUSETTS

1:25 000-scale metric topographic map

7.5 X 15 MINUTE QUADRANGLE SHOWING

- Contours and elevations in meters
- Highways, roads and other manmade structures
- Water features
- Woodland areas
- Geographic names

GEOLOGICAL SURVEY

1985

Produced by the United States Geological Survey in cooperation with Massachusetts Department of Public Works

Control by USGS, NOS/NOAA, and Commonwealth of Massachusetts agencies

Compiled by photogrammetric methods from aerial photographs taken 1978. Field checked 1979. Map edited 1985

Supersedes Salem and Marblehead North 1:25,000-scale maps dated 1970

Selected hydrographic data compiled from NOS charts 13275 and 13276 (1961). This information is not intended for navigational purposes

Projection and 1000-meter grid: Universal Transverse Mercator, zone 19

10,000-foot grid ticks based on Massachusetts coordinate system, mainland zone

1927 North American Datum

To place on the predicted North American Datum 1983 move the projection line 4 meters south and 42 meters west as shown by dashed corner ticks

There may be private inclusions within the boundaries of the National or State reservations shown on this map

CONTOUR INTERVAL 3 METERS

NATIONAL GEODETIC VERTICAL DATUM OF 1929

CONTROL ELEVATIONS SHOWN TO THE NEAREST 0.3 METER

OTHER ELEVATIONS SHOWN TO THE NEAREST 0.3 METER

DEPTH CURVES AND SOUNDINGS IN METERS

DATUM IS MEAN LOW WATER

THE RELATIONSHIP BETWEEN THE TWO DATUMS IS VARIABLE

SHORELINE SHOWN REPRESENTS THE APPROXIMATE LINE OF MEAN HIGH WATER

THE MEAN RANGE OF TIDE IS APPROXIMATELY 2.7 METERS

THIS MAP COMPLIES WITH NATIONAL MAP ACCURACY STANDARDS

CONVERSION TABLE

Meters	Feet
1	3.2808
2	6.5617
3	9.8425
4	13.1234
5	16.4042
6	19.6850
7	22.9659
8	26.2467
9	29.5276
10	32.8084

To convert meters to feet multiply by 3.2808

To convert feet to meters multiply by 0.3048

DECLINATION DIAGRAM

ADJOINING MAPS

1	2	3
4	5	6
7	8	9

1 Lawrence
2 Ipswich
3 Rockport
4 Reading
5 Gloucester
6 Boston North
7 Lynn
8

FOR SALE BY U.S. GEOLOGICAL SURVEY
DENVER, COLORADO 80225, OR RESTON, VIRGINIA 22092

Topographic Map Symbols

Primary highway, hard surface

Secondary highway, hard surface

Light-duty road, hard or improved surface

Unimproved road; trail

Route marker: Interstate, U. S. State

Railroad: standard gauge, narrow gauge

Bridge: drawbridge

Footbridge; overpass; underpass

Ballooning area; only selected balloons shown

House, barn; church; school; large structure

Boundary

National, with monument

State

County, parish

Civil township, precinct, district

Incorporated city, village, town

National or State reservation, small park

Land grant with monument; bond section corner

U. S. public lands survey: range, township; section

Range, township; section line: location approximate

Fence or field line

Power transmission line, isolated tower

Dam; dam with lock

Cemetery; grave

Campground; picnic area; U. S. location monument

Wholesale water well; spring

Mine shaft; prospect; adit or cave

Control: horizontal station; vertical station; spot elevation

Contours: index; intermediate; supplementary; depression

Distorted surface; only nine, low, sand

Bathymetric contours: index; intermediate

Parental lake and stream; intermittent lake and stream

Rapids, large and small; falls, large and small

Submerged marsh; marsh, swamp

Land subject to controlled inundation; woodland

Scrub; mangrove

Orchard; vineyard

A pamphlet describing topographic maps is available on request