

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

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

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

1. Name

historic S.H. Kress Building

and/or common N/A

2. Location

street & number 414-416 Central Avenue S.W. N/A not for publication

city, town Albuquerque vicinity of congressional district

state New Mexico code 35 county Bernalillo code 001

3. Classification

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

4. Owner of Property

name Richard C. Kauzlaric

street & number c/o Michael Lebeck, Suite 1200, 200 Lomas N.W.

city, town Albuquerque N/A vicinity of state New Mexico 87102

5. Location of Legal Description

courthouse, registry of deeds, etc. Bernalillo County Records

street & number 505 Central N.W.

city, town Albuquerque state New Mexico

6. Representation in Existing Surveys

title Historic Landmarks Survey of Albuquerque has this property been determined eligible? yes no

date November, 1978, December, 1983 federal state county local

depository for survey records Community & Economic Development Dept. 600 2nd St. N.W.

city, town Albuquerque state New Mexico

7. Description

Condition

excellent
 good
 fair

deteriorated
 ruins
 unexposed

Check one

unaltered
 altered
(minimally)

Check one

original site
 moved date _____

Describe the present and original (if known) physical appearance

The 1925 Kress Building is a minimally decorated two-story party wall commercial building displaying a "signature" storefront used by the Kress Company during the 1920's and early 1930's. It is set on one of the busiest blocks on Central Avenue, Albuquerque's downtown main street, with the J.C. Penney Store on the east and the old Electric Light and Power Co. building on the west. Its unaltered storefront--two entries recessed between curved glass display windows set in a cast iron front--sits below a simple tan brick second story facade topped by the Kress logo on the parapet.

United States Department of the Interior
National Park ServiceNational Register of Historic Places
Inventory—Nomination Form

Continuation sheet Description

Item number 7

Page 2

The building is a 50' x 142' rectangle occupying two city lots with its street facade on the north and the alley entry on the south. Its compact "Main Street" quality is stressed by a series of horizontal elements. On the first floor glass display windows extend across the front and curve back to two recessed entrances, each a pair of aluminum swinging doors topped by a tall single toplight on which the Kress logo is painted in gold. A clerestory of prism glass runs the width of the building above the display windows. The entire storefront is set in a cast-iron frame; slightly classic flat cast-iron columns are placed at the east and west ends and at the center. The apparatus for a single awning is still in place below the clerestory.

Above the storefront, two stone band moldings set off at top and bottom the second story division of the facade which features four paired 1/1 wood sash windows surrounded by identical geometric brick surrounds. Below the windows sits the traditional horizontal Kress store sign which was once red and gold. The letters have been removed and the sign painted white. Above the windows is a simply decorated brick parapet topped by a flat white stone coping which steps up to a large centered Kress sign done in terra cotta tile mustard yellow letters on a blue and white background. A Kress sign set at right angles to the building was added later. The rear facade is brown brick punctuated by paired 3/3 metal sash windows.

The first floor interior is a single large 16-foot-high room with a row of square concrete columns dividing the space in half from front to back. The upper half of the side walls are covered with the original wide decorative wood panels divided by false shallow pilasters. Below these panels are sheets of perforated masonite. The floors are hardwood laid over concrete; the first floor ceiling and the roof are also concrete. Overhanging the southeast corner of the first floor is a small (c. 12'x20') balcony. Early hanging light fixtures are still in place. The second floor is also a single large room; at its northwest corner a small area is partitioned off by wood paneling to form a "candy room," presumably where the store's candy was made. Three skylights, two now replaced by air conditioners, provided light for the middle portions of the second floor. Small skylights also light a row of bathrooms along the southeast wall of this floor. The original freight elevator sits at the southeast corner of the building.

Except for the replacement of one panel of curved glass on the front, the loss of the original wood front entry doors, minor sign changes and some rearrangement of the upstairs interior space including removal of an employee eating area and cloak room at the rear, the building remains as it was built.

8. Significance

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

Specific dates 1925

Builder/Architect T.J.T. Hoffman, Architect

Robert E. McKee, Contractor

Statement of Significance (in one paragraph)

The Kress Building in downtown Albuquerque is an unaltered 1925 Kress store displaying a standard storefront design developed by the S. H. Kress Company in the 1920's. It is the only such storefront in New Mexico and as such is of both local and state significance. It is possibly nationally significant as a virtually unchanged example of a major chain store's early attempt to achieve quick public recognition through the use of a standardized design. In Albuquerque it is an extremely rare unremodelled pre-Depression retail building.

9. Major Bibliographical References

Albuquerque Morning Journal, January 25, 1925

Bernalillo County Records

Lebhar, Godfrey M. Chain Stores in America, 1859-1950. NY:

Chain Store Publishing Corporation, 1952

National Park Service Correspondence, Ernest Allen Connally to Kenneth Mitchel

Nov. 10, 1982.

10. Geographical Data

Acree of nominated property less than one acre

Quadrangle name Albuq. West NM

Quadrangle scale 1:24000

UTM References

A

1	3	3	4	9	4	0	0	3	8	8	3	4	6	0
Zone		Easting				Northing								

B

Zone		Easting				Northing								

C

Zone		Easting				Northing								

D

Zone		Easting				Northing								

E

Zone		Easting				Northing								

F

Zone		Easting				Northing								

G

Zone		Easting				Northing								

H

Zone		Easting				Northing								

Verbal boundary description and justification

Lots 8 and 9, Block 18, Original Townsite

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

state N/A code county code

state code county code

11. Form Prepared By

name/title Mary P. Davis, Preservation Planner

organization Community and Economic Dev. Dept. date January 26, 1983

street & number 600 2nd St., N.W. telephone (505) 766-4720

city or town Albuquerque state New Mexico

12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:

national state local

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

State Historic Preservation Officer signature 

title State Historic Preservation Officer

date 3-15-84

For NPS use only

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

Entered in the
National Register

date

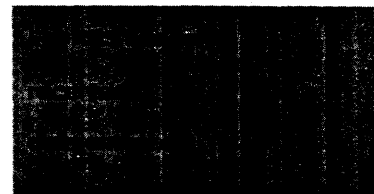
4/19/84


Keeper of the National Register

Attest:

date

Chief of Registration

United States Department of the Interior
National Park ServiceNational Register of Historic Places
Inventory—Nomination Form

Continuation sheet

Significance

Item number 8

Page 2

According to the original plans for the building, the store was designed in 1924 by New York architect T.J.T. Hoffman. An identical storefront in Trinidad, Colorado and an identical 1930's remodeling of a Kress store in Guthrie, Oklahoma would indicate that this design was one of a series of a perhaps nationwide Kress effort in storefront design (NPS correspondence). Kress stores in larger cities such as Dallas and El Paso received a much more elaborate treatment, suggesting that the modest storefronts found in Albuquerque, Trinidad and Guthrie were designed especially for small towns.

The Kress Company was slower to start business in Albuquerque than either Woolworths which opened on Central in 1915 or J. C. Penney which located downtown in 1917. The company bought the lots on which the building stands as early as 1909. In 1914 and 1915 Kress arranged party wall agreements with the property owners on either side, but the company did not build its own building for ten more years, probably in anticipation of a local building and population boom. In the 1920's such a boom occurred beginning with the construction of the nine-story First National Bank Building at 3rd and Central. The following year the Sunshine Building and the Franciscan Hotel were built on downtown Central Avenue. Several new residential subdivisions were begun in the mid-twenties reflecting the near-doubling of Albuquerque's population between 1920 and 1930. When Kress announced its plans for a new store, its decision to build was hailed by the Albuquerque Morning Journal as "evidence of the faith of this national merchandising organization in the future development of the city and its trade territory."

Bids for construction of the building were called for in January, 1925 and later that year the store was opened. The Kress Company was the building's only occupant until 1981 when the store was closed, undoubtedly a major reason for its little altered appearance on both its interior and exterior. On the exterior the major changes have been the replacement of an earlier projecting sign for a later more vertical sign, the removal of the gold letters from the traditional red and gold horizontal sign and a new sign painted over it; painting the prism glass clerestory, replacement of one curved entry window with flat glass and the replacement of the wooden entry doors with aluminum doors. On the interior, many of the features shown on the original plans are still in place. On the first floor the large open sales area has not been divided; the row of square center columns and the decorative panels and pilasters on the sidewalls are still in place. The mezzanine balcony and freight elevator remain at the southeast corner. On the second floor the following important elements are intact: the candy room at the northwest corner with its

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

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



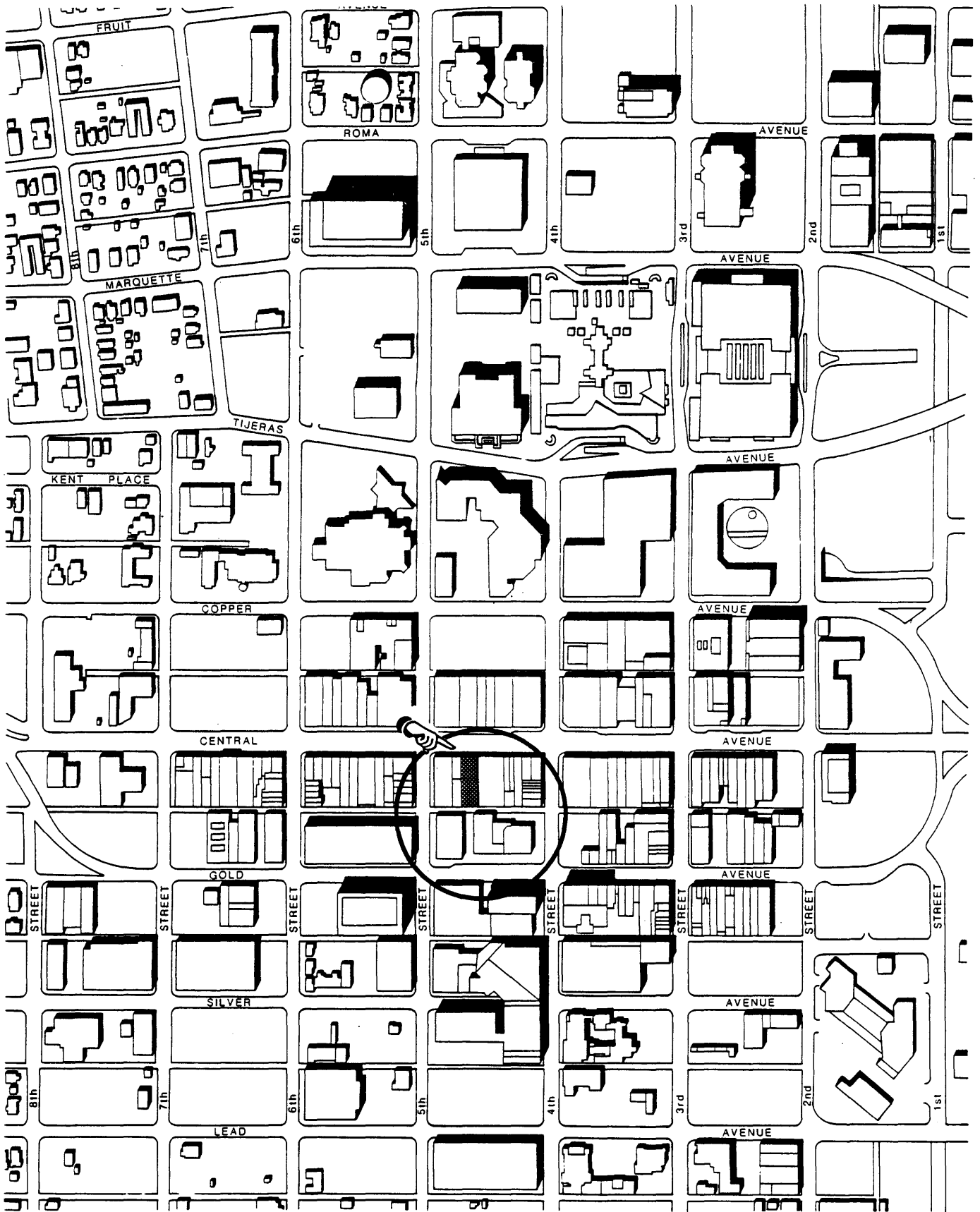
Continuation sheet Significance

Item number 8

Page 3

dumbwaiter connecting it to the first floor sales area and the employee bathrooms lit by small skylights on the southeast corner. One of the three original skylights in the second floor is also in place.

Although the Kress Building is not outstanding architecture, its unusual degree of integrity makes it a valuable building for the study and understanding of 20th-century American retailing as represented in the stores the retailers designed and built. For Albuquerque it is one of the city's few intact visual reminders of the vigorous retail activity downtown before the construction of the large uptown shopping centers starting in the late 1950's.



KRESS BUILDING