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United States Department of the Interior National Park Service

# National Register of Historic Places Registration Form 2 4 2018

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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 and subcategories.

1. Name of Property		
Historic name: Blue Bell, Inc., Factory Building	D 31	
Other names/site number: <u>Globe Superior Corporation</u> Name of related multiple property listing:	on Building	
N/A		
(Enter "N/A" if property is not part of a multiple prope	rty listing	
2. Location Street & number:307 South Whitley Street City or town:Columbia City	ana County: Whitley	
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 I recommend that this property be considered significately level(s) of significance:		
nationalstatewide X_loca Applicable National Register Criteria:	İ	
<u>X</u> A <u>B</u> <u>X</u> C <u>D</u>		
Flectone	1.18.2018	
Signature of certifying official/Title: Date		
Indiana DNR-Division of Historic Preservation and Archaeology		
State or Federal agency/bureau or Tribal Gove	rnment	
In my opinion, the property meets does n criteria.	ot meet the National Register	
Signature of commenting official:	Date	
Title:	State or Federal agency/bureau	

Blue Bell, Inc., Factory Building  Name of Property	Whitley County, In County and State
4. National Park Service Certification  I hereby certify that this property is:  entered in the National Register determined eligible for the National Register determined not eligible for the National Register removed from the National Register	County and State
Patrick Andrews Signature of the Keeper	3/7/2018 Date of Action
5. Classification	
Ownership of Property (Check as many boxes as apply.) Private:  Public – Local  Public – State  Public – Federal	
Category of Property (Check only one box.)	
Building(s)  District  Site  Structure	
Object	

Whitley County, Indiana

Blue Bell, Inc., Factory Building me of Property		Whitley County, Indiana County and State
N 1 6D 41.1	D 4	
Number of Resources within l		
(Do not include previously liste		
Contributing	Noncontributing	
1	2	buildings
0	0	sites
0	1	structures
0	0	objects
1	3	Total
Number of contributing resource  6. Function or Use Historic Functions (Enter categories from instruction of the image) INDUSTRY/manufacturing factoring fac		nal Register <u>N/A</u>
Current Functions (Enter categories from instruction)	ons.)	

CONCRETE

METAL/tin

METAL/wrought iron

Blue Bell, Inc., Factory Building		Whitley County, Indiana	
Name of Property		County and State	
7. Description			
Architectural (	Classification		
(Enter categorie	s from instructions.)		
_NO STYLE_			
<b>3.5</b> . <b>. .</b>			
,	er categories from instructions.)		
foundation:	CONCRETE		
walls:	<u>BRICK</u>		
<b>. .</b>	A CDITALT		
roof:	<u>ASPHALT</u>		
other:	STONE/limestone		

# **Narrative Description**

(Describe the historic and current physical appearance and condition of the property. Describe contributing and noncontributing resources if applicable. Begin with **a summary paragraph** that briefly describes the general characteristics of the property, such as its location, type, style, method of construction, setting, size, and significant features. Indicate whether the property has historic integrity.)

#### **Summary Paragraph**

The Blue Bell, Inc. Factory Building is located southeast of the center of downtown Columbia City, Indiana, at 307 South Whitley Street. It is sited on the east side of S. Whitley, south of E. Ellsworth St. and north of the Blue River, which winds through the southern part of the town. The land upon which the red-brick building is located slopes gently to the south towards the river, and the resulting building is two stories high on its north side and three stories on the south (river) side.

The site includes the Blue Bell Factory (contributing building), two parking garages built in 2017 (non-contributing buildings, photo 5), and a concrete block storage building that post-dates the period of significance, and is also non-contributing (photo 10). The recent landscaping, HVAC condenser units, signage, and dumpster screening are not counted as resources since they are transitory in nature.

The building was built in two stages, with the original 1931 building (and the building's primary façade) facing S. Whitley on the west side of the property and a 1935 east addition behind and

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facing S. Wayne St. Although built in two stages, the building has a unified appearance based on a coherent overall rectangular form and footprint, consistent use of red brick, a concrete and steel structure, a steel-truss roof that creates an overall flattened-gable roof, and a regular fenestration pattern comprised largely of multi-pane industrial steel sash in large rectangular openings. The building's historic main pedestrian entrance is located along the west facade facing S. Whitley, while secondary pedestrian entrances are on the north and south elevations at former loading areas. Two former loading docks are found on the north elevation along what was historically an access and loading drive.

Both the original 1931 building and the 1935 addition that make up the Blue Bell, Inc. Factory Building were designed by architect LeRoy Bradley of Fort Wayne, Indiana. The building was built by the Globe Superior Corporation, a predecessor company to Blue Bell, Inc., a leading national manufacturer of work and casual clothes, including most notably Wrangler jeans. Blue Bell acquired the building in 1936, and it was the local factory for Blue Bell, Inc. until the company closed it in 1978.

After Blue Bell, Inc. left the building, the former factory housed commercial and storage tenants until it was purchased by the Commonwealth Development Corporation in 2016. The building underwent a rehabilitation completed in early 2017 for a new use as affordable senior housing (henceforth called the "2017 rehabilitation"). The 2017 rehabilitation was undertaken with the use of federal historic rehabilitation tax credits, requiring the oversight of reviewers at the Indiana Division of Historic Preservation and Archaeology and the National Park Service, and adherence to the Secretary of the Interior's Standards for Rehabilitation. The rehabilitation received its historic tax credit Part 3 application approval from the National Park Service in September 2017.

As of September 2017, the Blue Bell, Inc. Factory operates as an affordable senior housing facility and retains its significant historic interior and exterior features.

## **Narrative Description**

## **Site and Setting**

The Blue Bell, Inc. Factory Building is located southeast of the historic center of downtown Columbia City, Indiana. The building is located next to the Blue River, which is the historic focus of industry and milling in the town. The building's parcel is sufficiently large to allow the building to be set back slightly from S. Whitley St. on the west side and S. Wayne St. on the east side. The building is bordered to the south by open green space, a wooded area, and the Blue River. Paved walkways providing access to the north and south pedestrian entrances and landscaping have been added to the property as part of the 2017 rehabilitation. A parking lot has been repaved and two rectilinear single-story gabled garage buildings have also been added north of the building as part of the same rehabilitation. Across S. Whitley to the west is an empty parcel historically occupied by a brewery and other businesses. To the north is the empty right-of-way for the Wabash, St. Louis and Pacific Railroad, later the Wabash Railroad, which runs northeast-southwest past the northern edge of the Blue Bell parcel. A residential neighborhood

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largely comprised of small single-family homes begins north of S. Ellsworth St. Green Hill Cemetery lies to the east of the building.

#### **Exterior**

The Blue Bell, Inc. Factory Building is primarily rectangular in overall shape and footprint. The building's short elevations face South Whitley and South Wayne streets to the west and east, respectively. Due to the changing slope of the lot, the building is two stories in height with a raised basement on its west (Whitley Street) and north sides (photo 1), and three stories on its east (Wayne Street) and south sides (photo 7). The building is clad with red brick in a common bond. A painted concrete water table extends around the building's base.

#### *West Elevation (South Whitley Street)*

The building's main facade faces South Whitley Street and contains the building's main pedestrian entrance (photo 2). The facade is two stories in height with a raised basement, approximately eight bays wide and clad in red brick laid in a common bond. The entrance is set slightly off-center to the north, balanced by small stair windows to the right that step up to the second floor. The entrance is reached by concrete stairs and a small stoop, with metal railings. Double doors and a transom similar to the building's missing original front doors were installed in the 2017 rehabilitation. Two contemporary light fixtures designed in a carriage-lantern style flank the entrance.

In addition to the entrance and stair windows, the west facade has large rectangular window openings on both the first and second floors. This fenestration pattern is somewhat regular with the exception of small windows flanking large first- and second-floor windows to the right of the stair windows. All of the building's deteriorated original windows, including the window located to the left of the building's entrance that had been bricked in, have been replaced with new industrial metal and glass windows with a pattern that replicates the historic multi-pane steel sash originally across the exterior.

A brick chimney rises from the northwest corner of the building. The flattened-gable parapet of the building is capped with reddish tile. The parapet wall has remnants of light-colored paint. A sign set in the gable reading "Blue Bell, Inc." with the Blue Bell company emblem (photo 3) was reinstalled during the 2017 rehabilitation.

#### North Elevation

The building's north elevation is also two stories in height, 30 bays in length, and clad in common-bond red brick. Brick piers project every two bays and rise to a simple roof parapet coping (photo 4). Two loading docks were historically located on this elevation, the first nine bays east from the west facade, the second an additional five bays east. These deteriorated loading docks were removed during the 2017 rehabilitation. The former loading dock closest to the west façade was converted into a pedestrian entrance, including a concrete ramp for wheelchair access. The second former loading dock is now the site of a recessed areaway.

At the rear (east) end of the north elevation, at the building's northeast corner, a two-story projecting tower, rising to a point slightly lower than the building's main parapet and clad in red

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brick similar to that used for the building, extends out from the building (photo 5). The two-story brick tower is visible in a 1944 Sanborn fire insurance map.

A parking lot was constructed north of the building in the 2017 rehabilitation, with added access to the north elevation pedestrian entrance. Additionally, two single-story rectilinear parking garages were constructed in 2017 along the northern end of the lot (photo 5).

#### South Elevation

Due to the changing slope of the ground, the building's south elevation is three stories in height, with a high basement floor with windows. Overall, the south elevation is in general similar to the north elevation in its use of common-bond red brick, projecting brick piers, and large rectangular window openings (photos 8 & 10). These openings were also replaced with multipaned, five-by-five sash windows as part of the 2017 rehabilitation. Instead of loading docks, a three-story brick-clad tower containing an interior staircase projects out from the building approximately ten bays back from the west facade. Simply detailed, the tower has an entrance marked by a concrete pad and a metal shed roof supported by slender metal poles. On this side of the building, the rear 1936 addition is wider than the front 1931 original building and the addition bumps out several bays behind the three-story tower. The 1936 addition is also the location of the south worker's entrance (photo 9). A painted concrete-block shed at the southwest corner of the building marks the site of the now missing Blue Bell water tower.

#### East Elevation (South Wayne Street)

The east elevation faces South Wayne Street and is ten bays wide. It is three stories in height, is clad with red brick and has brick piers similar in spacing and details to those on the north and south elevations (photo 6). Here they only rise to a point just above the third-floor window lintels. The elevation is somewhat asymmetrical as the northernmost eight bays have a flattened gable roofline similar to the west facade, but the southernmost two bays have a flat parapet. Two former entrances are located on the east elevation. Both have been enclosed with glazing at the top and metal panels along the bottom of each opening. The brickwork around the former southern entrance has been rebuilt and repointed. The openings on the second and third stories were replaced with multi-paned, five-by-five sash windows, and the first story with three-by-three, as part of the 2017 rehabilitation.

#### Interior

Typical of early twentieth-century industrial buildings, the Blue Bell, Inc. Factory Building historically had largely open interior with no ornamentation. The ground floor historically housed work spaces and storage rooms; the second floor executive offices (removed by previous owners) and work spaces, and an open third floor work room. Before the 2017 rehabilitation, all original Blue Bell executive offices had been removed and the only primary spaces that remained included the third floor work room (now partially subdivided for apartments) and the south workers' stair which has been maintained in its historic form.

The Blue Bell, Inc. Factory interior was converted to affordable senior housing in 2017, with new apartments constructed along the north and south sides of the building, connected by wide double loaded corridors. Structural systems and outer masonry walls are largely exposed. Floors

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are primarily of wood and the building's lower structure consists of steel beams resting on concrete piers. The apartment units feature drywall partitions, open kitchens, and enclosed bedrooms and bathrooms (photos 12, 13, 18, 21 & 22). Original hardwood floors and exposed masonry walls were retained throughout the interior.

As of September 2017, the Blue Bell, Inc. Factory retains two significant primary spaces: its three-story south workers' stair core and its third floor west mezzanine office. The large south staircase connects the workers' south center entrance down to the ground floor and up to the second and third floors (photos 15, 16 & 17). This south stair core retains its original wide stairs which would have been the Blue Bell worker's primary vertical circulation space. A second staircase off the west entrance provides additional access from the first to the third stories (photo 19).

At the west end of the third floor, a large open community space remains and expresses the size and finish of the original top floor work room. A small mezzanine office accessed by narrow steep stairs remains along the west wall of this community space. Also at the third floor, the historic steel truss roof augmented by steel columns are incorporated into the apartment units, common spaces, and corridors (photos 11, 14, 20, 23 & 24).

#### **Integrity**

The Blue Bell, Inc. Factory Building retains good exterior and interior historic integrity. It retains its historic site and most of its historic setting; new parking areas and garages north of the building are set apart from the factory and do not impact its historic character. The building retains its original massing and historic brick masonry facades. The main west entrance and secondary south worker's entrance retains most of its original features, including steps and railings. The building retains its original exterior fenestration pattern; deteriorated original windows have been replaced in kind with similar contemporary windows and do not impact the building's historic character.

Inside, the building's interior displays typical hallmarks of industrial buildings, with structural components remaining visible despite the addition of apartment units on each floor. Original stairs, including the primary worker's stair along the south façade and the narrower west stair remain intact. The building's original third floor work room is expressed in the large community room and retained mezzanine office and stair at the west end of the third floor.

Overall, the Blue Bell, Inc. Factory Building, with its historic exterior appearance and interior industrial character, retains sufficient integrity of location, setting, design, workmanship, details, feeling and association to convey its significance under National Register Criterion A for Industry as a locally-significant factory owned and operated by Blue Bell, Inc., a nationally-prominent manufacturer of work and casual clothing, including Wrangler jeans. It also retains sufficient integrity to convey its significance under National Register Criterion C for Architecture as a locally-significant factory building.

Blue Bell, Inc	nc., Factory Building W	hitley County, Indiana and State
Name of Froperty	.y	ny and state
8. State	ement of Significance	
	ole National Register Criteria " in one or more boxes for the criteria qualifying the property for National Register Criteria (page 1).	onal Register
X A	A. Property is associated with events that have made a significant contribroad patterns of our history.	ribution to the
В	3. Property is associated with the lives of persons significant in our pas	st.
X C	C. Property embodies the distinctive characteristics of a type, period, o construction or represents the work of a master, or possesses high ar or represents a significant and distinguishable entity whose componindividual distinction.	tistic values,
D	<ol> <li>Property has yielded, or is likely to yield, information important in phistory.</li> </ol>	orehistory or
	Considerations "in all the boxes that apply.)	
A	A. Owned by a religious institution or used for religious purposes	
В	3. Removed from its original location	
C	C. A birthplace or grave	
D	D. A cemetery	
E.	E. A reconstructed building, object, or structure	
F.	F. A commemorative property	
G	G. Less than 50 years old or achieving significance within the past 50 y	vears

Blue Bell, Inc., Factory Building	Whitley County, Indiana
ame of Property	County and State
Areas of Significance	
(Enter categories from instructions.)	
INDUSTRY	
ARCHITECTURE_	
Period of Significance 1932-1967	
Significant Dates	
<u> 1932</u>	
1935	
1936	
Significant Person (last name, first name) (Complete only if Criterion B is marked above.)	
Cultural Affiliation	
Architect/Builder (last name, first name)  Bradley, LeRoy	
<del></del>	

## **Period of Significance (justification)**

The period of significance for the Blue Bell, Inc. Factory Building is 1932, the date of the original building's construction, to 1967, the fifty-year cut-off for National Register listing. This period of significance takes into account the original building's construction as a clothing factory by the Globe Superior Corporation in 1932, its subsequent expansion by Globe Superior in 1935, its acquisition by Blue Bell, Inc., in 1936, and its subsequent use as a clothing factory by Blue Bell, Inc. until its closing by the company in 1978, after the 50-year cut-off for National Register of Historic Places listing.

# **Criteria Considerations (explanation, if necessary)**

N/A

Blue Bell, Inc., Factory Building	
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**Statement of Significance Summary Paragraph** (Provide a summary paragraph that includes level of significance, applicable criteria, justification for the period of significance, and any applicable criteria considerations.)

The Blue Bell, Inc. Factory Building, located at 307 South Whitley Street in Columbia City, Indiana, is locally significant under National Register Criterion A for Industry. For more than 40 years, it was the local manufacturing facility for Blue Bell, Inc., a nationally-important clothing manufacturing company from the 1920s until 1986, when the company was acquired by VF Corporation.<sup>1</sup>

The Blue Bell, Inc. Factory Building was built in 1932 (with a 1935 addition) by a predecessor work-clothing company to Blue Bell, the Globe Superior Corporation, which was acquired by Blue Bell four years later in 1936.<sup>2</sup> The Blue Bell, Inc. Factory Building was the local (Columbia City) facility for a company that had \$53 million in sales in 1953 and 28 factories throughout the United States by 1955, making it the largest manufacturer of work and play clothes in the world at the time.<sup>3</sup> The company's best-known brand was Wrangler jeans, historically one of the top three brands of denim jeans in the United States, which the company began manufacturing in 1947. Blue Bell, Inc. operated the Columbia City factory from 1936 until 1978, when the company closed the factory as a cost-saving measure.<sup>4</sup> As the building that best exemplifies the connection of this nationally-prominent company to Columbia City, the Blue Bell, Inc. Factory Building reflects the historic importance of the company to this small Indiana community and the specific significance that Blue Bell, Inc. and its predecessor company Globe Superior had as an economic generator of jobs over a 46-year period.

The Blue Bell, Inc. Factory Building is also locally significant under Criterion C for Architecture as an exemplary industrial building within the context of Columbia City. As the county seat of Whitley County and the county's largest town, Columbia City historically served as a center of agricultural commerce. Most local industries themselves served the community's large agricultural market, created agriculture-oriented industrial facilities including flour and lumber mills. Clothing mills and factories were also important components of local industrial architecture. Blue Bell, Inc., along with its predecessor companies, the Superior Garment and Globe Superior companies, operated factories that served Columbia City's local agricultural market, manufacturing work clothing for farm laborers both locally and nationally. Through its design and historic integrity, the Blue Bell, Inc. Factory Building is a significant example of this property type in the context of Columbia City.

<sup>&</sup>lt;sup>1</sup> "Blue Bell: Its History," Greensboro, North Carolina: Blue Bell, Inc.; Eric Schmidt, "VF and Blue Bell Agree to \$378 Million Merger," *New York Times*, July 28, 1986.

<sup>&</sup>lt;sup>2</sup> "Blue Bell: Its History," [3]; Susie Duncan Sexton, "Blue Bell Factory Revisited," *The Bulletin* (Whitley County Historical Society), Vol. 25, no. 1 (February 1987), 3; *American Machinist*, vol. 75, 546.

<sup>3 &</sup>quot;Edwin A. Morris," North Carolina Business Hall of Fame, http://www.historync.org/laureate- Edwin.Morris.htm

<sup>&</sup>lt;sup>4</sup> Sexton, "Blue Bell Factory Revisited," 11.

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The period of significance for the Blue Bell, Inc. Factory Building is 1932, the date of the original building's construction, to 1967, the fifty-year cut-off for National Register listing. This period of significance takes into account the original building's construction as a clothing factory by the Globe Superior Corporation in 1932, its subsequent expansion by Globe Superior in 1935, its acquisition by Blue Bell, Inc., in 1936, and its subsequent use as a clothing factory by Blue Bell, Inc. until its closing by the company in 1978, after the 50-year cut-off for National Register of Historic Places listing.

**Narrative Statement of Significance** (Provide at least **one** paragraph for each area of significance.)

# The History of Columbia City and the Development of the Blue Bell, Inc. Factory Building

The Blue Bell, Inc. Factory Building is located in Columbia City, a town of slightly more than 9,000 as of the 2010 United States Census. It is located twenty miles west of Fort Wayne in the northeast part of Indiana. Columbia City is the county seat of Whitley County, comprised of land originally occupied by the Miami and Potawatomi tribes who ceded their land to the United States government in 1826 and 1828. After a government survey, land was sold to settlers and investors for \$1.25 an acre. One of these buyers was Elihu Chauncy of Philadelphia, Pennsylvania, who in 1839 surveyed a portion of his 443 acres for the new settlement of Columbia. On some of his remaining land, Chauncy established a saw mill, an early local commercial business.<sup>5</sup>

The new town (renamed Columbia City in 1854 to avoid confusion with another Indiana town named Columbia) initially grew as the economic and governmental center for the surrounding farm economy. However, in 1856, the community became a stop on a new railroad intended to reach from Fort Wayne to Chicago. This line (the Pittsburgh, Fort Wayne, and Chicago Railroad, later the Pennsylvania Railroad) was joined a decade later by another rail line (the Wabash, St. Louis and Pacific Railroad, later the Wabash Railroad). Subsequently Columbia City grew as a shipping point for local grain and lumber, as well as wood products created by local businesses.<sup>6</sup>

In the early years of the twentieth century, industrial concerns grew along on the southern edge of Columbia City, near the Blue River and adjacent to these two rail lines. Two were associated with cloth and clothing manufacture. The Columbia Woolen Mills, a cloth mill, was located at the foot of South Washington Street where it dead-ended against the Blue River. The Superior Garment Company (a predecessor company to Blue Bell, Inc.) manufactured work clothing and was located nearby at the southwest corner of East Ellsworth and South Washington streets in a

<sup>&</sup>lt;sup>5</sup> Craig Leonard, "Columbia City Historic District," National Register of Historic Places nomination, 1985; Whitley County Interim Report, Indiana Historic Sites and Structures Inventory, published 2002, xii-xiii.

<sup>&</sup>lt;sup>6</sup> Ibid.

<sup>&</sup>lt;sup>7</sup> Sanborn Fire Insurance Co. atlas for Columbia City for 1917.

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building originally built for the Columbia City Heel Company. Superior Garment was making clothes in Columbia City by 1907. 9

In 1926, Superior Garment was acquired by the Globe Manufacturing Company, headquartered in Abingdon, Illinois, and a similar manufacturer of work clothing. <sup>10</sup> The resulting Globe Superior Corporation had factories in Commerce, Georgia, and Canton, Illinois, along with its factories in Abingdon and Columbia City. <sup>11</sup>

In 1932, Globe Superior expanded with the construction of a new Columbia City building that would be later known as the Blue Bell, Inc. Factory Building. In October 1931, the new building's planned construction was announced in a local newspaper with a rendering by the building's architect, LeRoy Bradley of Fort Wayne, Indiana. The newspaper noted that the brick building was expected to have 48,000 square feet of space and that its contractor was Merl P. Hodges. <sup>12</sup> *American Machinist* noted the building's planned size (2 stories and a footprint of 80 x 200 feet), its cost of \$45,000, and its design by Mr. Bradley. <sup>13</sup>

Opened in January 1932, the new factory subsequently employed about 450 Globe Superior Corporation workers by 1935. It was a sufficient success that Globe Superior commissioned in 1935 a three-story, 100 by 100 foot brick addition from a design by the original building's architect, LeRoy Bradley. Noah A. Yoder was the contractor. <sup>14</sup>

The following year, in November 1936, the Globe Superior Corporation and its newly-expanded Columbia City factory building were acquired by the Blue Bell Overall Company. <sup>15</sup> The subsequent company, Blue Bell-Globe, then was renamed Blue Bell, Inc. in 1943, the name that it retained until its acquisition by VF Corporation in 1986. <sup>16</sup>

#### The History of Blue Bell, Inc.

At the time of their merger, Blue Bell and Globe Superior were two of the largest manufacturers of work clothing in the United States, and the subsequent Blue Bell, Inc. became one of the country's leading manufacturers of work and play clothing, with an emphasis on denim. In the early twentieth century, the United States saw a variety of work-clothing manufacturers, including those that focused on denim, scattered across the country and typically with brand

<sup>&</sup>lt;sup>8</sup> Ibid.

<sup>9</sup> Sexton, "Blue Bell Factory Revisited," 3.

<sup>&</sup>lt;sup>10</sup> Ibid.

<sup>&</sup>lt;sup>11</sup> "Blue Bell: Its History," [3].

<sup>&</sup>lt;sup>12</sup> "View of the New Globe Superior Building," October 10, 1931, unidentified newspaper clipping from Whitley County Historical Museum clipping file.

<sup>&</sup>lt;sup>13</sup> American Machinist, vol. 75, 546.

<sup>&</sup>lt;sup>14</sup> Sexton, "Blue Bell Factory Revisited," 3; Waterloo Press, June 6, 1935; The Bridgeman's Magazine, Vol. 35, 419

<sup>&</sup>lt;sup>15</sup> New York Times, Nov. 3, 1936, 46.

<sup>&</sup>lt;sup>16</sup> "The History of Blue Bell, Inc.," Southern Garment Manufacturer Magazine, August 1944, no pagination.

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names of limited regional reach.<sup>17</sup> At the time of its acquisition of the Blue Bell, Inc. Factory Building in Columbia City, Blue Bell, Inc. was one of the more successful of these companies.

Blue Bell was founded in 1904 by C.C. Hudson, who started the company in Greensboro, North Carolina, with sewing machines purchased from a just-closed clothing factory in the town. Over time, the success of the company brought about its expansion and the creation of new factories in other southern cities and towns. In 1926, Blue Bell and a rival work-clothing manufacturer, the Big Ben Manufacturing Co. in Middlesboro, Kentucky, merged. <sup>18</sup> The new Blue Bell Overall Co. then acquired Globe Superior in 1936.

In the years following its acquisition of Globe Superior, Blue Bell consolidated its status as one of the largest clothing companies in America. It acquired two additional companies, the H.D. Bob Company in 1940 and the Casey Jones Company in 1943. During World War II, Blue Bell, Inc. shifted its production from civilian clothing to a variety of military apparel. Over 22 million pieces of clothing were manufactured by the company for the United States military, including jungle suits, one-piece suits, denim pants, coats, fatigue pants, jackets, shirts, trousers, and flying suits. <sup>19</sup>

After the end of World War II, and in anticipation of prosperity, Blue Bell, Inc. executives, led by long-time president Edwin A. Morris, decided to reposition the company away from work clothes such as work shirts and bib overalls in favor of clothes intended for casual living. The centerpiece of this new strategy included the revamping of an already-existing but little-known clothing line, "Wrangler," acquired during the company's 1943 merger with the Casey Jones Company, resulting in Blue Bell's new Wrangler jeans line, created with the help of Philadelphia Western clothing designer "Rodeo Ben," a celebrity tailor to rodeo stars.<sup>20</sup>

Blue Bell, Inc., through its Wrangler jeans line, became an important part of the 20th-century evolution of denim jeans from utilitarian work clothes to casual and trendy apparel. A resilient clothing material worn for centuries, denim jeans and other work clothing articles grew in popularity in the 1850s and 1860s. The denim clothing market was soon populated with a variety of small American manufacturers, including Levi Strauss & Co. in San Francisco, later known as Levi's Jeans, and H.D. Lee, the Kansas-based maker of Lee Jeans. By the 1950s, Levi's, Lee, and Wrangler jeans were the three most popular brands of denim jeans in the country. <sup>21</sup>

Though Wrangler jeans were initially conceived to fit the rugged lifestyle of rodeo riders and cowboys, the Wrangler image soon tapped into Americans' growing attraction to Western movies and culture and to casual living, creating a mid-twentieth century craze for denim jeans and other clothing made from the distinctively blue material. As early as the 1930s, movie stars

<sup>20</sup> Graham Marsh and Paul Trynka, *Denim from Cowboys to Catwalks: A visual history of the World's Most Legendary fabric*.

<sup>&</sup>lt;sup>17</sup> James Sullivan, Jeans: A cultural history of an American icon.

<sup>&</sup>lt;sup>18</sup> "Blue Bell: Its History," [1-3]; "The History of Blue Bell, Inc.," no pagination.

<sup>&</sup>lt;sup>19</sup> Ibid.

<sup>&</sup>lt;sup>21</sup> Ibid.; James Sullivan, *Jeans: A cultural history of an American icon;* Claire Sauro, "Jeans," Berg Fashion Library database.

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such as Ginger Rogers had attracted attention wearing denim jeans while at play. Dude ranches in California, Nevada and Arizona had become popular vacation options for urban Americans. After the war, this love of all things Western continued. Blue Bell solicited the endorsements of rodeo champions such as 16-time world champion Jim Shoulders for use in company marketing. During the 1950s, 1960s and 1970s, denim jeans became iconic emblems representing American youth and outsider cultures, and Wrangler jeans was one of the companies most successful at tapping into these cultural trends.<sup>22</sup> Through its manufacture of Blue Bell clothing, including Wrangler jeans, the Blue Bell, Inc. Factory Building in Columbia City was a significant outpost of this important 20<sup>th</sup>-century history.

The Blue Bell, Inc. Factory Building in Columbia City was one of several factories scattered around the United States owned and operated by Blue Bell, Inc. Throughout its history, factory workers turned out a variety of Blue Bell clothing, with Wrangler jeans being among the main products. The factory took denim cloth made elsewhere and constructed clothing using an assembly line process. The building's second floor, consisting of a larger open room under steel roof trusses, was the main assembly room, where jeans and other clothing items were put together. The first floor had company offices and the shipping department, with loading docks on the north and east sides of the building. At the factory's peak of production in the 1940s, the Blue Bell, Inc. Factory Building employed 800 local workers. <sup>24</sup>

In addition to its importance to Blue Bell's manufacturing operation, the Blue Bell, Inc. Factory Building also played an important role in mid-twentieth century Columbia City community life. Local Columbia City writer Susie Duncan Sexton, the daughter of Roy E. Sexton, the longtime manager of Blue Bell's Columbia City factory, has noted that during Blue Bell's occupancy, almost every family in town had one or more members working in the factory building. Columbia City women were especially sought after for employment in the factory, taking advantage of already-held sewing skills.<sup>25</sup>

Given the close nature of small-town life, Blue Bell, itself headquartered in a small southern city, Greensboro, North Carolina, encouraged a feeling of "family" among its workers and administrators. An onsite company cafeteria provided meals at below cost. An employee newsletter, "Stitch 'n Time," published factory information along with the personal news of workers. For example, "Stitch 'n Time" often highlighted many employees with photos of them working at their machines or work stations. Representative of this were newsletter issues from 1947 and 1958 which included photos showing workers in the cutting department (Herbert Wolfe, Kenneth Roberts, Albert Pence, etc.), the felling department (Gladys Albert and Janet Kreiger), and the finishing department (Helen Schneider, Robert Hiss, and Eloise Zent). <sup>26</sup> Monthly birthday lunches, Christmas parties and other celebrations encouraged feelings of

<sup>22</sup> Ibid <sup>23</sup> Dho

<sup>&</sup>lt;sup>22</sup> Ibid.

<sup>&</sup>lt;sup>23</sup> Phone interview with Susie Duncan Sexton, September 9, 2014; "Focus on Blue Bell," *The Observer* (Columbia City, Whitley County).

<sup>&</sup>lt;sup>24</sup> Sexton, "Blue Bell Factory Revisited," 5.

<sup>&</sup>lt;sup>25</sup> Phone interview with Susie Duncan Sexton, September 9, 2014; "Focus on Blue Bell," *The Observer* (Columbia City, Whitley County).

<sup>&</sup>lt;sup>26</sup> Stitch 'n Times (March 1947 and March 1958).

Blue Bell, Inc.,	Factory Building
Name of Property	

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belonging. These economic and social factors combined to make Blue Bell's factory an important Columbia City business and community institution over five decades.<sup>27</sup>

Blue Bell, Inc. continued to grow during the 1950s and 1960s. By 1953, the company reported net sales of \$53 million.<sup>28</sup> In 1961, Blue Bell expanded overseas with the opening of a new factory in Belgium. By the early 1980s, Blue Bell had factories and warehouses in 17 states and 18 countries.<sup>29</sup>

As changing manufacturing business models altered the economic landscape of clothing manufacturing in the late twentieth century, many United States-based factories, including Blue Bell's Columbia City facility were determined obsolete. The Blue Bell, Inc. Factory Building was closed by the company in 1978.<sup>30</sup> After undergoing financial turmoil in the early 1980s, Blue Bell, Inc. was acquired by VF Corporation in 1986. Today, this successor company to Blue Bell, Inc., manufactures a wide variety of clothing brands, including both Wrangler and Lee jeans, Nautica and Jansport casualwear, Timberland clothing, and The North Face coats.<sup>31</sup>

After Blue Bell, Inc. left the building in 1978, the former factory housed commercial and storage tenants until it was purchased by the Commonwealth Development Corporation in 2016 and rehabilitated as affordable senior housing.

# The Blue Bell, Inc. Factory Building in the context of Columbia City industrial buildings

During the nineteenth and early twentieth centuries, a number of industries were established in Columbia City, Indiana. The majority of these Columbia City industries and their affiliated industrial buildings were associated with agriculture, such as flour mills, breweries, woolen mills, and lumber mills. The Blue Bell, Inc. Factory Building is a significant example of an industrial property type in the context of Columbia City.

Industry first came to Columbia City in the late nineteenth century in the wake of the construction of railroads through the town. In the 1880s, a number of industries were established in an industrial area then developing near the Blue River and railroad lines on the town's south and southeast sides. An 1886 Sanborn fire insurance atlas showed the Wabash, St. Louis and Pacific Railroad, which ran northeast-southwest across the southern edge of Columbia City between downtown and the Blue River, as the spine for much industry and commerce. S. J. Peabody's saw mill was located on the railroad east of the town. A Wabash, St. Louis and Pacific Railroad grain elevator was also on the rail line, but a little closer to town. South of Ellsworth Street, near the Blue River, were the Columbia City Brewing Co. Brewery (the west side of Whitley Street) and the Winker Brace Factory (east of Whitley on the site of the Blue

<sup>29</sup> "Blue Bell: Its History."

<sup>&</sup>lt;sup>27</sup> Susie Duncan Sexton, *Secrets of an Old Typewriter*, Open Books, 2011: Susie Duncan Sexton, *More Secrets of an Old Typewriter*, Open Books, 2013.

<sup>&</sup>lt;sup>28</sup> "Edwin A. Morris."

<sup>&</sup>lt;sup>30</sup> Sexton, "Blue Bell Factory Revisited," 11.

<sup>&</sup>lt;sup>31</sup> VF Corporation website, www.vfc.com.

Blue Bell, Inc.,	Factory Building
Name of Property	

Whitley County, Indiana

County and State

Bell, Inc. Factory Building). Both were south of the Wabash, St. Louis and Pacific Railroad tracks. North of the railroad and west of Whitely was an ice house and bottling works. Where Vine Street dead ended into Line Street, and adjacent to the Wabash, St. Louis and Pacific Railroad, was the Liggett, Meely & Co. City Mills. Farther south on Line Street, near the Pittsburgh, Fort Wayne and Chicago Railroad, which run from southeast to northwest farther south of the historic center of town, were the C.L. Cass & Co. Columbia City Woolen Mills, Philip Ramp's Saw and Planing Mill, and the Columbia City Stave Works. On Main St., south of Ellsworth (and a half-block from the Wabash railroad) was the Eel River Woolen Mill Co. Farther south on Main St., south of (but adjacent to) the Blue River was the R. Tuttle & Co. Columbia City Mills. None of the buildings and structures associated with these businesses appear to still exist. 32

The 1897 Sanborn fire insurance maps for Columbia City show three businesses just south of the courthouse square, between Market and Ellsworth that could be classified as light industry. The Hoosier Foundry and Machine Works was at 215-217 S. Main (east side of street between E. Market and E. Ellsworth), adjacent to the Snyder & Coolman Lumber Yard on the northeast corner of S. Main and E. Ellsworth. Across S. Main was the G.H. Harper Buggy Co. All of the properties associated with these businesses have been demolished.

South of Ellsworth, near the Wabash Railroad, the 1897 Sanborn map show the Waidlich Buggy Body Co. on the southeast corner of E. Ellsworth and S. Main St. (Structures associated with this business may still exist but are greatly altered due to siding, storefront and window alterations, as well as new construction.) The Columbia City Heel Co. was located on the southwest corner of S. Washington and E. Ellsworth. (The building associated with this business appears to still exist, but has been greatly altered with stuccoed walls and windows much reduced in size.) The McNown Manufacturing Co., a woodworking company, was on S. Line St. just south of the Pittsburgh, St. Louis and Chicago Railroad on the site of the earlier Philip Ramp's Saw and Planing Mill. It has been demolished.

South of Ellsworth on the west side of Whitley was the Walter Raupfer Brewing Co. (north of the Wabash Railroad) and the Eagle Brewery (south of the railroad). East of Whitley, facing Ellsworth and south of the railroad was the J. H. and G.W. Ruch Electric Light Plant. All of these properties have been demolished.

In 1897, the R. Tuttle & Co. Columbia City Mills (a flour mill) remained on S. Main St. adjacent to the Blue River. J. E. Clarke's Stave Works was located on the site formerly occupied by the Columbia City Stave Works. South and east, near the Pittsburgh, Fort Wayne and Chicago Railroad and close to the intersection of Ohio and Chicago streets, was the Magill & Oliver Bros. Tile & Brick Yard. All three of these properties have been demolished.

Along the Wabash railroad line, east of Whitley, were the Columbia City Cash Lumber Co., at the northeast corner of E. Ellsworth and S. Wayne (demolished), and a grain elevator at the

<sup>&</sup>lt;sup>32</sup> This section on Columbia City industrial buildings is based on Sanborn Fire Insurance Co. atlases for Columbia City for 1886, 1897, and 1918, plus research using Google Earth.

Blue Bell, Inc.,	Factory Building
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southeast corner of E. Market and S. Madison streets (a portion of this structure may still be standing).

Other businesses in 1897 include holdovers from 1886, including the Liggett & Mills City Mills, on S. Line at Vine, and the S. J. Peabody's Saw Mills, Telegraph Pin and Bracket Works, located on the Wabash RR east of town. These structures have been demolished.

Besides some of the companies already mentioned that have since been demolished, the 1918 Sanborn fire insurance maps show that the already-mentioned Columbia City Heel Co. building now housed the Superior Garment Co. (manufacturer of overalls and a predecessor company to Blue Bell, Inc.). South of this building, at the foot of Washington at the Blue River, was the Columbia Woolen Mills. (A large portion of this property has been demolished.) On the future site of Blue Bell is the Dicks-Pontius Co. Sealing Wax and Kraut Factory (demolished). The F. W. Vance Co. canning facility, located on the Pittsburgh, Fort Wayne and Chicago Railroad west of Line St. has been demolished. The Zuber Drain Tile Co., located on Ohio Street at Chicago, also has been demolished.

# **Comparable Properties**

The Blue Bell, Inc. Factory Building is the only factory building in Columbia City that was owned and operated by Blue Bell, Inc. It is the local building that is best associated with this nationally-important company.

The Blue Bell, Inc. Factory Building is a significant example of an industrial property type in the context of Columbia City. As stated in the previous section, the majority of Columbia City's historic industrial architecture has been demolished.

As a factory devoted to clothing manufacture, rather than flour milling, cloth weaving, or lumber, the Blue Bell, Inc. Factory Building is unusual in the context of the history of Columbia City. It also is arguably the town's most significant surviving intact industrial building.

#### **Conclusion**

The Blue Bell, Inc. Factory Building is locally significant under National Register Criteria A and C. The structure is the local building most associated with the nationally-prominent manufacturer of work and casual clothing, including Wrangler jeans, one of the three best-selling brand of denim jeans in the history of the United States. Both for its connection with the company and as a locally-significant factory building, the Blue Bell, Inc. Factory Building exemplifies the importance of industry in general, and this clothing manufacturer specifically, to the history of Columbia City.

## Developmental History/Additional historic context information

# **Architect LeRoy Bradley (1894-1959)**

LeRoy Bradley, architect of the Blue Bell, Inc. Factory Building, was born and spent the majority of his professional life in Fort Wayne, Indiana. After early education in Fort Wayne, he

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received a bachelor's degree in architecture in 1917 from the University of Illinois, followed by certificate work at the University of Lyons, France. From 1919 to 1927, Bradley was associated with the Fort Wayne architectural firm of Griffith & Goodrich, first as a draftsman, then as a firm member. In 1927, Bradley became a partner in the firm of Bradley & Babcock. In 1930, he established a solo practice which lasted for decades. In documents filed with the American Institute of Architects at the time of his death, Bradley's practice was noted for its focus on educational architecture. He designed nearly 450 buildings, 140 of which were schools or related buildings located in northeast Indiana. 33

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<sup>&</sup>lt;sup>33</sup> "LeRoy Bradley" files, American Institute of Architects archives.

Blue Bell, Inc., Factory Building  Name of Property	Whitley County, Indiana County and State
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Waterloo Press, June 6, 1935.	
Whitley County Interim Report, Indiana Historic Sites and Structures I	Inventory, published 2002.
Previous documentation on file (NPS):	
preliminary determination of individual listing (36 CFR 67) 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 #	
Primary location of additional data:	
State Historic Preservation Office Other State agency Federal agency Local government University X Other Name of repository:MacRostie Historic Advisors, Chicag	zo. II.

Blue Bell, Inc., Factory Bu	ilding	Whitley County, India	na
Name of Property	M1:41 C 4 H:4:	County and State	
	· · · · · · · · · · · · · · · · · · ·	al Museum, Columbia City, IN	
	Peabody Public Library,	Columbia City, IN	
Historic Resources S	urvey Number (if assigned): _		
mstoric resources s	urvey rumber (ir assigned).	<del></del>	
10. Geographical Dat	ta		
Acreage of Property	1.37		
Use the UTM system			
J			
<b>UTM References</b>			
Datum (indicated on U	JSGS map):		
NAD 1927 or	X   NAD 1983		
1. Zone: 16	Easting: 627130	Northing: 4556971	
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2. Zone:	Easting:	Northing:	
3. Zone:	Easting:	Northing:	
4 7	Fastina	NI- addition of	
4. Zone:	Easting:	Northing:	

# **Verbal Boundary Description** (Describe the boundaries of the property.)

The property of Blue Bell, Inc., Factory Building is bound by Ellsworth Street to the north, Wayne Street to the east, the Blue River to the south, and Whitley Street to the west. The plot of land includes Tract I and Tract II, according to the survey conducted in December 2015.

The survey describes Tract I as: Part of Lots Numbered 1, 2, 3, 4 and part of the vacated alley that lies between said Lots Numbered 2 and 3 in Block Number 21 in the Original Plat of the Town of Columbia, now called the City of Columbia City, Indiana.

The survey describes Tract II as: Part of Lots Numbered 1, 2, 3, and 4 in Block Number 21 of the Original Plat of the Town of Columbia, now City of Columbia City, Indiana, together with part of the North-South alley, 16.5 feet wide which lies between said Lots Numbered 2 and 3 together with Lots Numbered 1, 2, 3 and 4 in Block Number 17 in the First Addition to the City of Columbia City, Indiana, also together with all that certain strip or piece of land

Blue Bell, Inc., Factory Building	Whitley County, Indiana
Name of Property	County and State

Seventeen (17) feet wide, situated in Columbia City, being the Southerly Seventeen (17) feet of Lots Numbered 1, 2, 3 and 4, in Block Number 21 on the Original Plat of the Town of Columbia, now Columbia City, and part of the North and South alley 16.5 feet wide, lying between said Lots Numbered 2 and 3, further together with part of that part of Out Lot Number 27 in the Plat of the First Addition to the City of Columbia City, Indiana, which lies North of Blue River. Also, refer to the boundary map.

**Boundary Justification** (Explain why the boundaries were selected.)

The nominated property includes the Blue Bell, Inc., Factory Building and the building lots upon which the building is sited and that are historically associated with the building.

11. Form Prepared By			
name/title: R. Terry Tatum / Architectural Historian			
organization: _c/o MacRostie Historic Advisors, LLC			
street & number:53 W. Jackson Blvd., Suite 1142			
city or town: Chicago state: _Illinois zip code: _60604			
e-mailrttatum2@att.net			
telephone:773-761-6055			
date: September 22, 2017			

#### **Additional Documentation**

Submit the following items with the completed form:

- **Maps:** A **USGS map** or equivalent (7.5 or 15 minute series) indicating the property's location.
- **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.
- Additional items: (Check with the SHPO, TPO, or FPO for any additional items.)

#### **Photographs**

Submit clear and descriptive photographs. The size of each image must be 3000x2000 at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map. Each photograph must be numbered and that number must correspond to the photograph number on the photo log.

Blue Bell, Inc., Factory Building
Name of Property

Whitley County, Indiana

County and State

For simplicity, the name of the photographer, photo date, etc. may be listed once on the photograph log and doesn't need to be labeled on every photograph.

## Photo Log

Name of Property: Blue Bell, Inc., Factory Building

City or Vicinity: Columbia City

County: Whitley State: Indiana

Photographer: Matt Wicklund, c/o MacRostie Historic Advisors, LLC

Date Photographed: September 6, 2017

Location of original photograph file: MacRostie Historic Advisors, LLC, 53 W. Jackson Blvd.,

Suite 1142, Chicago, IL 60604

Description of Photograph(s) and number, include description of view indicating direction of

camera: West (S. Whitley St.) and north elevations, photograph taken from northwest

IN WhitleyCounty BlueBellFactory 0001

1 of 25.

Name of Property: Blue Bell, Inc., Factory Building

City or Vicinity: Columbia City

County: Whitley State: Indiana

Photographer: Matt Wicklund, c/o MacRostie Historic Advisors, LLC

Date Photographed: September 6, 2017

Location of original photograph file: MacRostie Historic Advisors, LLC, 53 W. Jackson Blvd.,

Suite 1142, Chicago, IL 60604

Description of Photograph(s) and number, include description of view indicating direction of

camera: West (S. Whitely St.) elevation, photograph taken from northwest.

IN WhitleyCounty BlueBellFactory 0002

2 of 25.

Name of Property: Blue Bell, Inc., Factory Building

City or Vicinity: Columbia City

County: Whitley State: Indiana

Photographer: Matt Wicklund, c/o MacRostie Historic Advisors, LLC

Date Photographed: September 6, 2017

Location of original photograph file: MacRostie Historic Advisors, LLC, 53 W. Jackson Blvd.,

Suite 1142, Chicago, IL 60604

Description of Photograph(s) and number, include description of view indicating direction of camera: Parapet of west (S. Whitley St.) elevation including signage, photo taken from west.

IN\_WhitleyCounty\_BlueBellFactory\_0003

3 of 25.

Name of Property: Blue Bell, Inc., Factory Building

City or Vicinity: Columbia City

County: Whitley State: Indiana

Blue Bell, Inc., Factory Building

Whitley County, Indiana
County and State

Name of Property

Photographer: Matt Wicklund, c/o MacRostie Historic Advisors, LLC

Date Photographed: September 6, 2017

Location of original photograph file: MacRostie Historic Advisors, LLC, 53 W. Jackson Blvd.,

Suite 1142, Chicago, IL 60604

Description of Photograph(s) and number, include description of view indicating direction of

camera: North elevation, photograph taken from northwest.

IN\_WhitleyCounty\_BlueBellFactory\_0004

4 of 25.

Name of Property: Blue Bell, Inc., Factory Building

City or Vicinity: Columbia City

County: Whitley State: Indiana

Photographer: R. Terry Tatum, c/o MacRostie Historic Advisors, LLC

Date Photographed: February 6, 2017

Location of original photograph file: MacRostie Historic Advisors, LLC, 53 W. Jackson Blvd.,

Suite 1142, Chicago, IL 60604

Description of Photograph(s) and number, include description of view indicating direction of

camera: East and north elevations, photograph taken from northeast.

IN\_WhitleyCounty\_BlueBellFactory\_0005

5 of 25.

Name of Property: Blue Bell, Inc., Factory Building

City or Vicinity: Columbia City

County: Whitley State: Indiana

Photographer: Matt Wicklund, c/o MacRostie Historic Advisors, LLC

Date Photographed: September 6, 2017

Location of original photograph file: MacRostie Historic Advisors, LLC, 53 W. Jackson Blvd.,

Suite 1142, Chicago, IL 60604

Description of Photograph(s) and number, include description of view indicating direction of

camera: East elevation, photograph taken from east.

IN\_WhitleyCounty\_BlueBellFactory\_0006

6 of 25.

Name of Property: Blue Bell, Inc., Factory Building

City or Vicinity: Columbia City

County: Whitley State: Indiana

Photographer: Matt Wicklund, c/o MacRostie Historic Advisors, LLC

Date Photographed: September 6, 2017

Location of original photograph file: MacRostie Historic Advisors, LLC, 53 W. Jackson Blvd.,

Suite 1142, Chicago, IL 60604

Description of Photograph(s) and number, include description of view indicating direction of

camera: South and east elevations, photograph taken from southeast.

IN\_WhitleyCounty\_BlueBellFactory\_0007

7 of 25.

Blue Bell, Inc., Factory Building

Name of Property

Whitley County, Indiana
County and State

Name of Property: Blue Bell, Inc., Factory Building

City or Vicinity: Columbia City

County: Whitley State: Indiana

Photographer: Matt Wicklund, c/o MacRostie Historic Advisors, LLC

Date Photographed: September 6, 2017

Location of original photograph file: MacRostie Historic Advisors, LLC, 53 W. Jackson Blvd.,

Suite 1142, Chicago, IL 60604

Description of Photograph(s) and number, include description of view indicating direction of

camera: South elevation, photograph taken from southeast.

IN WhitleyCounty BlueBellFactory 0008

8 of 25.

Name of Property: Blue Bell, Inc., Factory Building

City or Vicinity: Columbia City

County: Whitley State: Indiana

Photographer: Matt Wicklund, c/o MacRostie Historic Advisors, LLC

Date Photographed: September 6, 2017

Location of original photograph file: MacRostie Historic Advisors, LLC, 53 W. Jackson Blvd.,

Suite 1142, Chicago, IL 60604

Description of Photograph(s) and number, include description of view indicating direction of

camera: West and south elevations, photograph taken from north.

IN WhitleyCounty BlueBellFactory 0009

9 of 25.

Name of Property: Blue Bell, Inc., Factory Building

City or Vicinity: Columbia City

County: Whitley State: Indiana

Photographer: John Cramer, MacRostie Historic Advisors, LLC

Date Photographed: March 5, 2015

Location of original photograph file: MacRostie Historic Advisors, LLC, 53 W. Jackson Blvd.,

Suite 1142, Chicago, IL 60604

Description of Photograph(s) and number, include description of view indicating direction of

camera: West and south elevations, photograph taken from southwest.

IN\_WhitleyCounty\_BlueBellFactory\_0010

10 of 25.

Name of Property: Blue Bell, Inc., Factory Building

City or Vicinity: Columbia City

County: Whitley State: Indiana

Photographer: John Cramer, MacRostie Historic Advisors, LLC

Date Photographed: March 5, 2015

Location of original photograph file: MacRostie Historic Advisors, LLC, 53 W. Jackson Blvd.,

Suite 1142, Chicago, IL 60604

Blue Bell, Inc., Factory Building

Whitley County, Indiana

County and State

Description of Photograph(s) and number, include description of view indicating direction of camera: First-floor corridor, showing steel support columns, photograph taken from west.

 $IN\_WhitleyCounty\_BlueBellFactory\_0011$ 

11 of 25.

Name of Property

Name of Property: Blue Bell, Inc., Factory Building

City or Vicinity: Columbia City

County: Whitley State: Indiana

Photographer: Matt Wicklund, c/o MacRostie Historic Advisors, LLC

Date Photographed: September 6, 2017

Location of original photograph file: MacRostie Historic Advisors, LLC, 53 W. Jackson Blvd.,

Suite 1142, Chicago, IL 60604

Description of Photograph(s) and number, include description of view indicating direction of camera: First-floor apartment unit interior, showing loading dock door infill, photograph taken from southwest.

IN\_WhitleyCounty\_BlueBellFactory\_0012

12 of 25.

Name of Property: Blue Bell, Inc., Factory Building

City or Vicinity: Columbia City

County: Whitley State: Indiana

Photographer: Matt Wicklund, c/o MacRostie Historic Advisors, LLC

Date Photographed: September 6, 2017

Location of original photograph file: MacRostie Historic Advisors, LLC, 53 W. Jackson Blvd.,

Suite 1142, Chicago, IL 60604

Description of Photograph(s) and number, include description of view indicating direction of camera: First-floor apartment unit interior, photograph taken from southeast.

IN\_WhitleyCounty\_BlueBellFactory\_0013

13 of 25.

Name of Property: Blue Bell, Inc., Factory Building

City or Vicinity: Columbia City

County: Whitley State: Indiana

Photographer: Matt Wicklund, c/o MacRostie Historic Advisors, LLC

Date Photographed: September 6, 2017

Location of original photograph file: MacRostie Historic Advisors, LLC, 53 W. Jackson Blvd.,

Suite 1142, Chicago, IL 60604

Description of Photograph(s) and number, include description of view indicating direction of camera: First-floor interior, showing elevator lobby and corridor, photograph taken from northeast.

IN\_WhitleyCounty\_BlueBellFactory\_0014

14 of 25.

Name of Property: Blue Bell, Inc., Factory Building

City or Vicinity: Columbia City

Blue Bell, Inc., Factory Building

Whitley County, Indiana
County and State

Name of Property

County: Whitley State: Indiana

Photographer: Matt Wicklund, c/o MacRostie Historic Advisors, LLC

Date Photographed: September 6, 2017

Location of original photograph file: MacRostie Historic Advisors, LLC, 53 W. Jackson Blvd.,

Suite 1142, Chicago, IL 60604

Description of Photograph(s) and number, include description of view indicating direction of

camera: Second-floor south stair interior, photograph taken from northeast.

IN WhitleyCounty BlueBellFactory 0015

15 of 25.

Name of Property: Blue Bell, Inc., Factory Building

City or Vicinity: Columbia City

County: Whitley State: Indiana

Photographer: Matt Wicklund, c/o MacRostie Historic Advisors, LLC

Date Photographed: September 6, 2017

Location of original photograph file: MacRostie Historic Advisors, LLC, 53 W. Jackson Blvd.,

Suite 1142, Chicago, IL 60604

Description of Photograph(s) and number, include description of view indicating direction of

camera: Second-floor south stair interior, photograph taken from east.

IN\_WhitleyCounty\_BlueBellFactory\_0016

16 of 25.

Name of Property: Blue Bell, Inc., Factory Building

City or Vicinity: Columbia City

County: Whitley State: Indiana

Photographer: Matt Wicklund, c/o MacRostie Historic Advisors, LLC

Date Photographed: September 6, 2017

Location of original photograph file: MacRostie Historic Advisors, LLC, 53 W. Jackson Blvd.,

Suite 1142, Chicago, IL 60604

Description of Photograph(s) and number, include description of view indicating direction of

camera: Second-floor south stair interior, photograph taken from north.

IN\_WhitleyCounty\_BlueBellFactory\_0017

17 of 25.

Name of Property: Blue Bell, Inc., Factory Building

City or Vicinity: Columbia City

County: Whitley State: Indiana

Photographer: Matt Wicklund, c/o MacRostie Historic Advisors, LLC

Date Photographed: September 6, 2017

Location of original photograph file: MacRostie Historic Advisors, LLC, 53 W. Jackson Blvd.,

Suite 1142, Chicago, IL 60604

Description of Photograph(s) and number, include description of view indicating direction of

camera: Second-floor apartment unit interior, photograph taken from northwest.

IN\_WhitleyCounty\_BlueBellFactory\_0018

Blue Bell, Inc., Factory Building

Name of Property

Whitley County, Indiana County and State

18 of 25.

Name of Property: Blue Bell, Inc., Factory Building

City or Vicinity: Columbia City

County: Whitley State: Indiana

Photographer: Matt Wicklund, c/o MacRostie Historic Advisors, LLC

Date Photographed: September 6, 2017

Location of original photograph file: MacRostie Historic Advisors, LLC, 53 W. Jackson Blvd.,

Suite 1142, Chicago, IL 60604

Description of Photograph(s) and number, include description of view indicating direction of

camera: Second-floor west entrance and stair, photograph taken from northeast.

IN WhitleyCounty BlueBellFactory 0019

19 of 25.

Name of Property: Blue Bell, Inc., Factory Building

City or Vicinity: Columbia City

County: Whitley State: Indiana

Photographer: Matt Wicklund, c/o MacRostie Historic Advisors, LLC

Date Photographed: September 6, 2017

Location of original photograph file: MacRostie Historic Advisors, LLC, 53 W. Jackson Blvd.,

Suite 1142, Chicago, IL 60604

Description of Photograph(s) and number, include description of view indicating direction of

camera: Third-floor corridor, photograph taken from east.

IN WhitleyCounty BlueBellFactory 0020

20 of 25.

Name of Property: Blue Bell, Inc., Factory Building

City or Vicinity: Columbia City

County: Whitley State: Indiana

Photographer: Matt Wicklund, c/o MacRostie Historic Advisors, LLC

Date Photographed: September 6, 2017

Location of original photograph file: MacRostie Historic Advisors, LLC, 53 W. Jackson Blvd.,

Suite 1142, Chicago, IL 60604

Description of Photograph(s) and number, include description of view indicating direction of

camera: Third-floor apartment unit interior, photograph taken from west.

IN WhitleyCounty BlueBellFactory 0021

21 of 25.

Name of Property: Blue Bell, Inc., Factory Building

City or Vicinity: Columbia City

County: Whitley State: Indiana

Photographer: Matt Wicklund, c/o MacRostie Historic Advisors, LLC

Date Photographed: September 6, 2017

Location of original photograph file: MacRostie Historic Advisors, LLC, 53 W. Jackson Blvd.,

Suite 1142, Chicago, IL 60604

Blue Bell, Inc., Factory Building

Whitley County, Indiana

County and State

Name of Property

Description of Photograph(s) and number, include description of view indicating direction of camera: Third-floor apartment unit interior, photograph taken from southwest.

IN WhitleyCounty BlueBellFactory 0022

22 of 25.

Name of Property: Blue Bell, Inc., Factory Building

City or Vicinity: Columbia City

County: Whitley State: Indiana

Photographer: Matt Wicklund, c/o MacRostie Historic Advisors, LLC

Date Photographed: September 6, 2017

Location of original photograph file: MacRostie Historic Advisors, LLC, 53 W. Jackson Blvd.,

Suite 1142, Chicago, IL 60604

Description of Photograph(s) and number, include description of view indicating direction of

camera: Third-floor corridor and recreation room interior, photograph taken from east.

IN\_WhitleyCounty\_BlueBellFactory\_0023

23 of 25.

Name of Property: Blue Bell, Inc., Factory Building

City or Vicinity: Columbia City

County: Whitley State: Indiana

Photographer: Matt Wicklund, c/o MacRostie Historic Advisors, LLC

Date Photographed: September 6, 2017

Location of original photograph file: MacRostie Historic Advisors, LLC, 53 W. Jackson Blvd.,

Suite 1142, Chicago, IL 60604

Description of Photograph(s) and number, include description of view indicating direction of camera: Detail of roof trusses, third-floor recreation room interior, photograph taken from southwest.

IN WhitleyCounty BlueBellFactory 0024

24 of 25.

Name of Property: Blue Bell, Inc., Factory Building

City or Vicinity: Columbia City

County: Whitley State: Indiana

Photographer: Matt Wicklund, c/o MacRostie Historic Advisors, LLC

Date Photographed: September 6, 2017

Location of original photograph file: MacRostie Historic Advisors, LLC, 53 W. Jackson Blvd.,

Suite 1142, Chicago, IL 60604

Description of Photograph(s) and number, include description of view indicating direction of

camera: Third-floor recreation room interior, photograph taken from northeast.

IN\_WhitleyCounty\_BlueBellFactory\_0025

25 of 25.

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

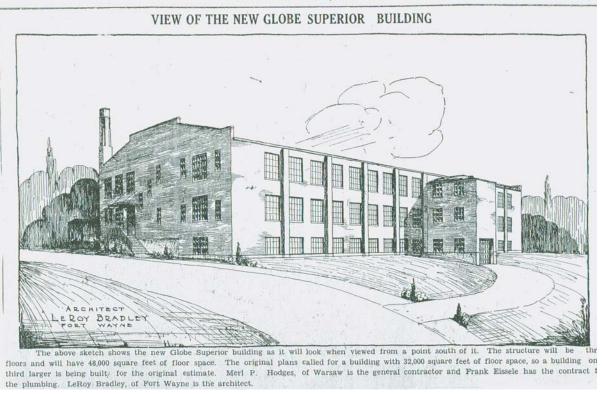
Blue Bell, Inc.,	Factory	Building
Name of Property		

Whitley County, Indiana

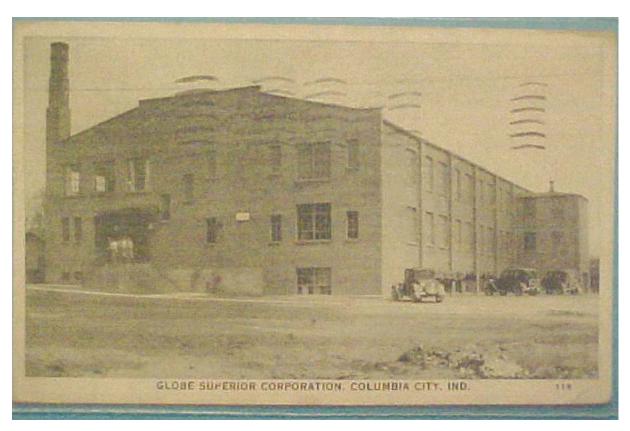
County and State

to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seg.).

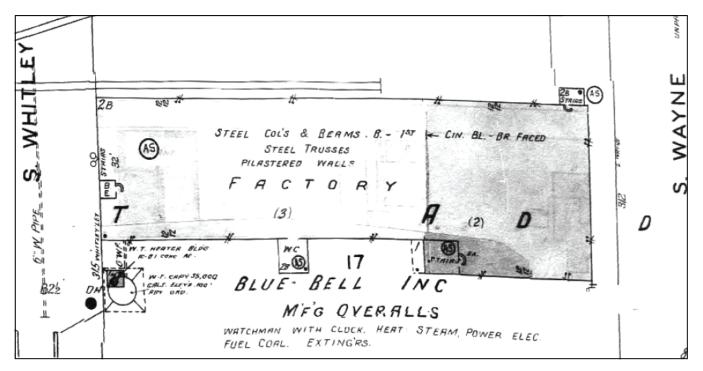
**Estimated Burden Statement**: Public reporting burden for this form is estimated to average 100 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management. U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.



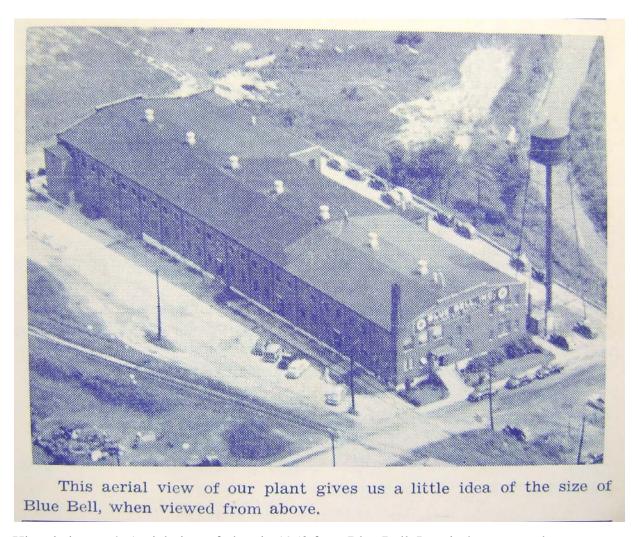
Historic image 1: Proposed Globe Superior Corporation factory (Columbia City *Post & Mail newspaper*, October 10, 1931



Historic image 2: Globe Superior Corporation factory, circa 1932



Historic image 3: 1944 Sanborn Insurance Map



Historic image 4: Aerial view of plant in 1950 from Blue Bell, Inc., in-house newsletter, "Stitch 'n Times" (July 14, 1950)

# WOMEN WORKERS 1946 WANTED

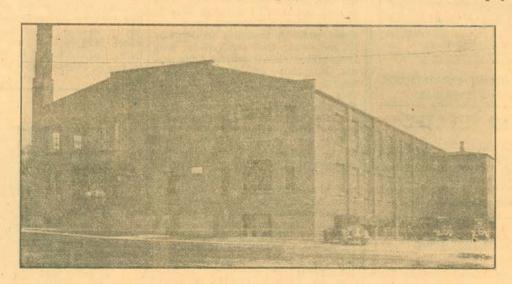
# Blue Bell, Inc., Columbia City

Local plant producing men's work clothing. Plant operates 8 hours per day, 5 days per week. No Saturday work.

# Wages

Experienced women workers average 80c per hour or \$32.00 per 40-hour week. Some experienced operators earn in excess of \$43.30 per week. New operators can learn quickly under our supervised training program—beginning at 50c per hour, their earnings are increased as they progress daily.

After one year's continuous service, employees receive vacations with pay.



# **Working Conditions**

Blue Bell Employees work in ideal surroundings and enjoy sanitary working conditions. Our modern cafeteria serves delicious lunches for less than cost and the employees have music while they work.

If you are interested, apply to the Personnel Department.

For applicants out of town, we have available rooms at a reasonable price.

-Blue Bell, Inc.

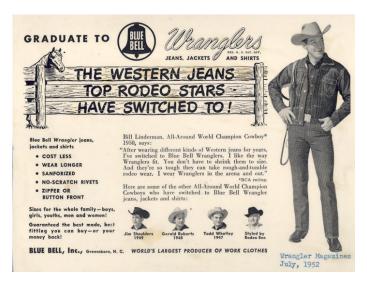
Historic image 5: Newspaper advertisement for "women workers," 1946.



Historic image 6: Employee group photo on front steps of factory in 1946.



Historic image 7: Interior of second floor of Blue Bell, Inc., Factory Building, circa 1940.



Historic image 8: Blue Bell, Inc., advertisement for Wrangler jeans, 1952.



Historic image 10: Blue Bell, Inc., advertisement for Wrangler jeans and jackets, 1960.



Historic image 9: Blue Bell, Inc., advertisement, 1957.



Historic image 11: Blue Bell, Inc., advertisement for Wrangler jeans featuring Frankie Avalon and Annette Funicello, 1964.



Historic image 12: Blue Bell, Inc., advertisement for novelty clothing, circa 1955.



Historic image 13: Blue Bell, Inc., advertisement for Wrangler jeans and slacks, 1960s.

# Stitch'n Times

VOL. 4

COLUMBIA CITY, INDIANA JULY 14, 1950

NO. 18

### MASTER THE ART

Life is an Art, not a Science. It is mastered by experiments and patience.

All the worth-while things of this life are difficult. Nothing comes easy but slumping.

Most of the problems that affect your happiness are complicated. The way to perform a difficult and complicated task is to go to it—somehow.

The place to take hold is Herethe time to begin is Now.

If you have a bad habit that is throttling you, take hold now. You must conquer it some time, so why not start now.

It's what you do today that means something, not what you intend to do some day.

The only theory that is of any value is the one that gets you started right now.

The place to take hold is Here.

### NEW MACHINES ARE BEING INSTALLED

Gene Stanley and Carl Smith are here installing a new type machine used to hem bottoms. Carl, formerly from Columbia City, and now living in Commerce, Georgia, developed the pedestal type mounting for these new lockstitch machines. Gene, who now makes his home in Greensboro, North Carolina, is helping to install these machines which are being tried for the first time in the Columbia City plant.

To perform a work equal to that of a mole, a man, in size comparison, would have to dig a tunnel wide enough to permit the passage of his body and thirty-seven miles long, in a single night.



This acrial view of our plant gives us a little idea of the size of Blue Bell, when viewed from above.

### IS IT WRONG TO SUCCEED?

A baseball club fights for first place, not the cellar. An office boy doesn't want to stay an office boy—he wants to be foreman, or manager, or president.

In America, this is natural, and everyone takes it for granted. It's natural for a business to want to grow, too.

But business growth is not something a business can confer on itself. The public decides whether a business will be big or little. Business must deserve success, but only the public can grant it.

Success in business is the reward from the public for service in the public interest.

How is a business run in the public interest?

It must offer something that

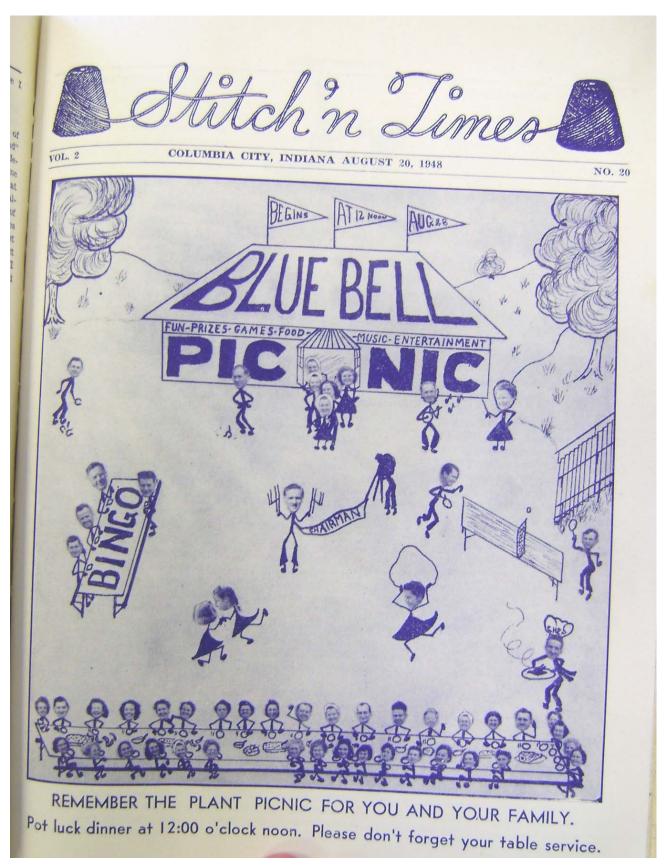
people want, at a competitive price, or of a quality unobtainable elsewhere. It must have management so efficient that, in addition to paying good wages, it earns a consistent profit, year after year, for investors. It must be a responsible influence wherever it operates.

These are searching requirements—and, over the long run, they must be met. That so many thousands of American businesses do meet them year after year, is the chief reason why businesses keep on growing.

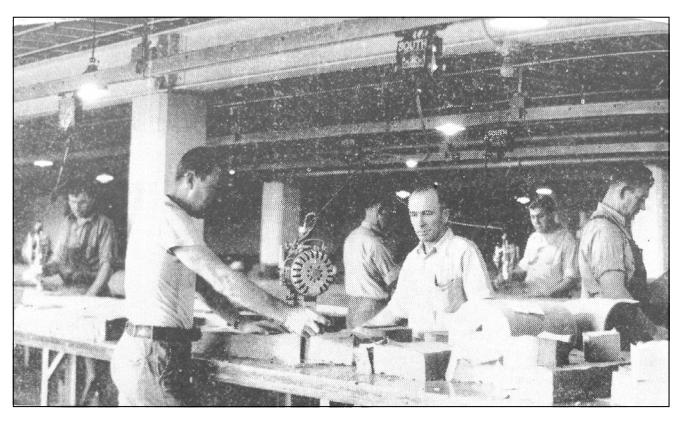
N. W. Ayer & Son, Inc.

## SCANDAL POWER

When one meets a man who claims to be wholly without vice, you'll have to get out a searchlight in order to find his virtues.



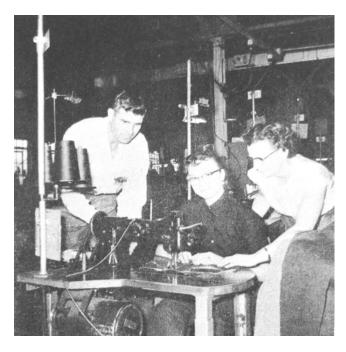
Historic image 15: Cover of Blue Bell, Inc., in-house newsletter, "Stitch 'n Times."



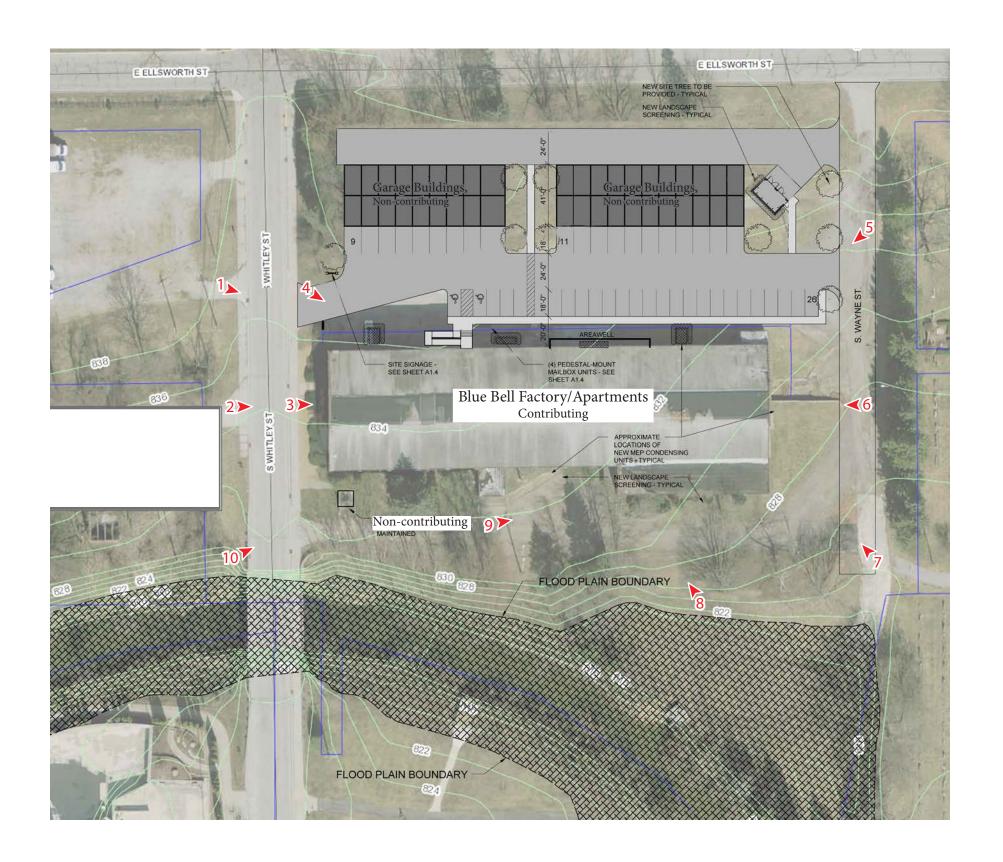
Historic image 16: Workers in the cutting department of the Blue Bell, Inc., Factory Building, 1947.



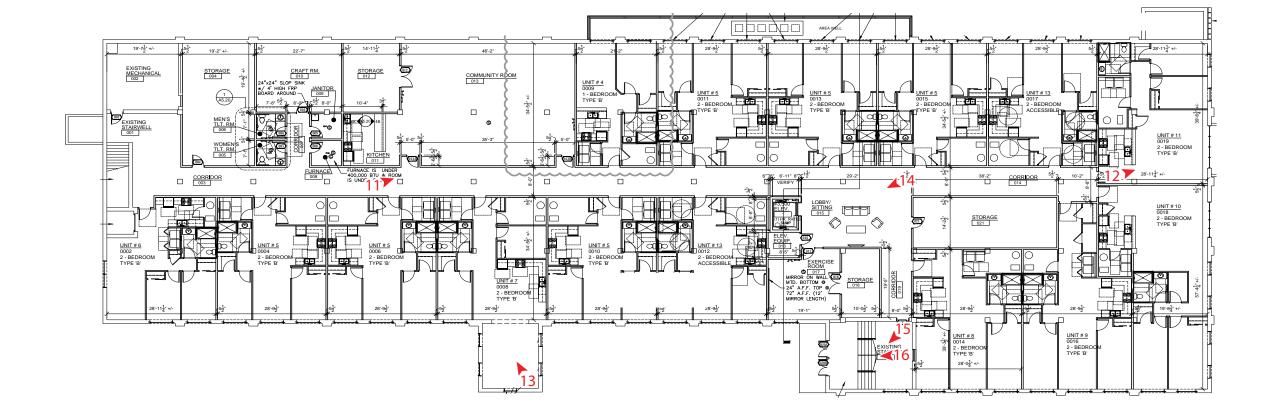
Historic image 17: Workers in the felling department of the Blue Bell, Inc., Factory Building, 1958.



Historic image 18: Workers in the finishing department of the Blue Bell, Inc., Factory Building, 1958.



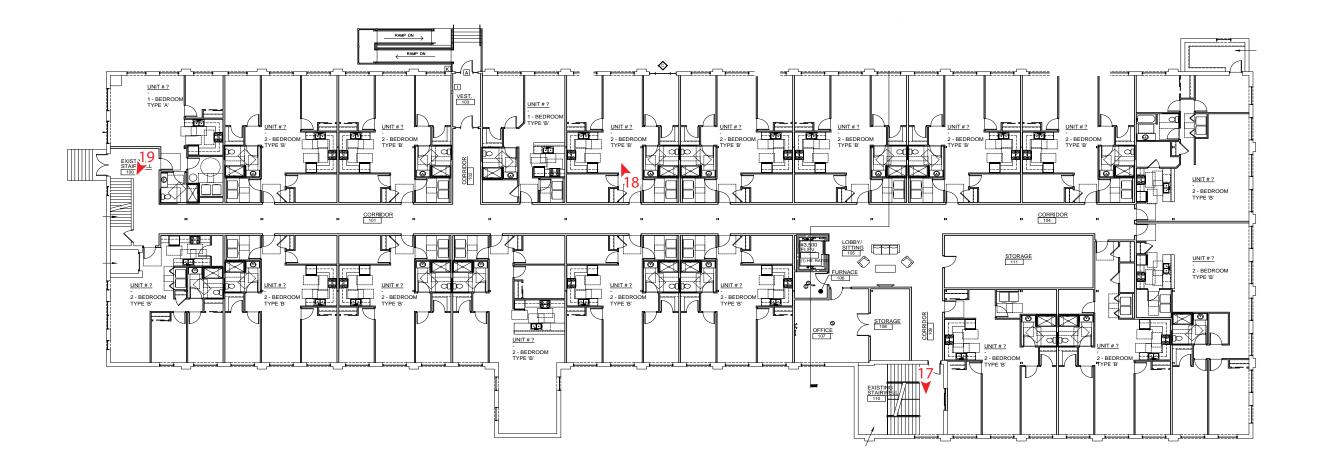




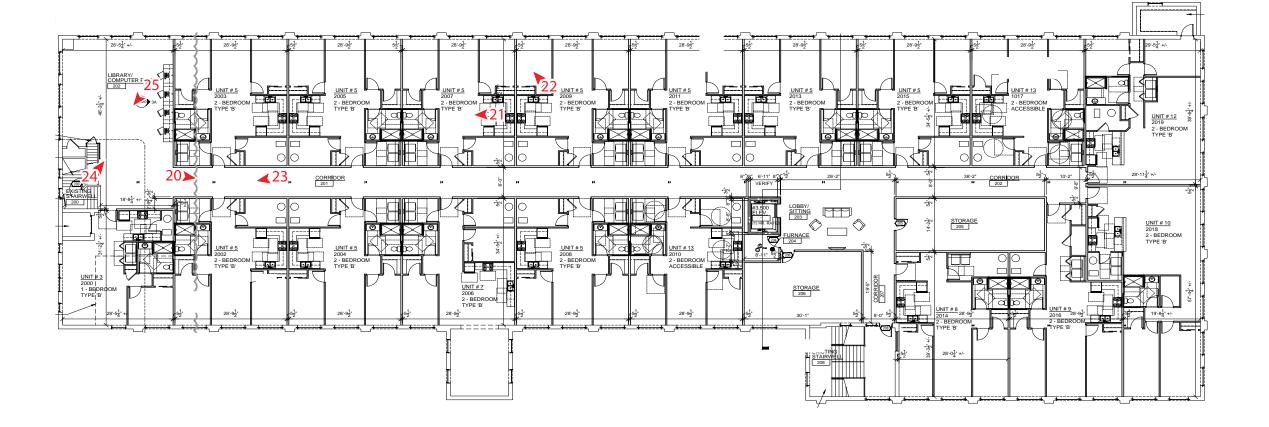


Blue Bell, Inc. Factory 307 South Whitley Street Columbia City, Indiana

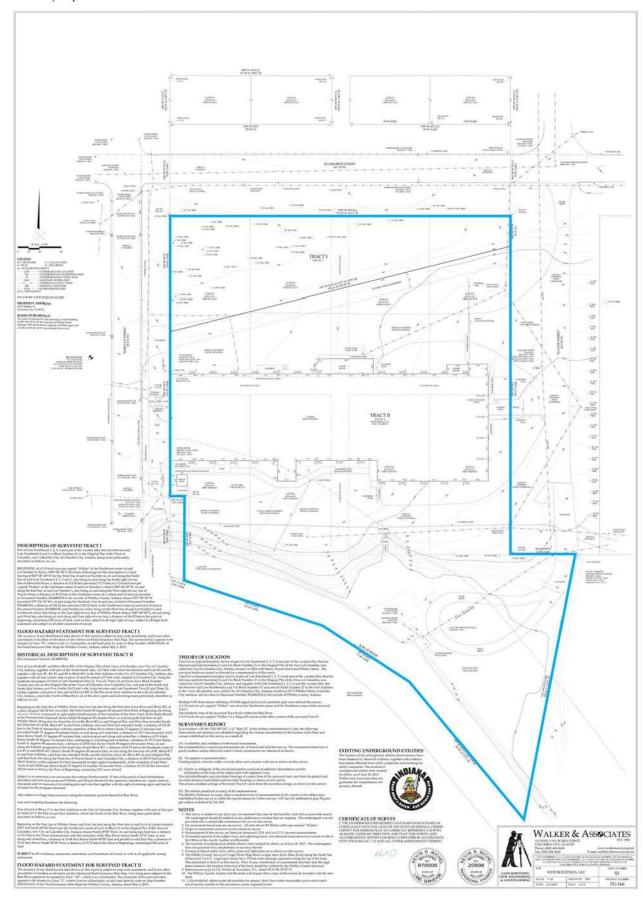
Ground Floor

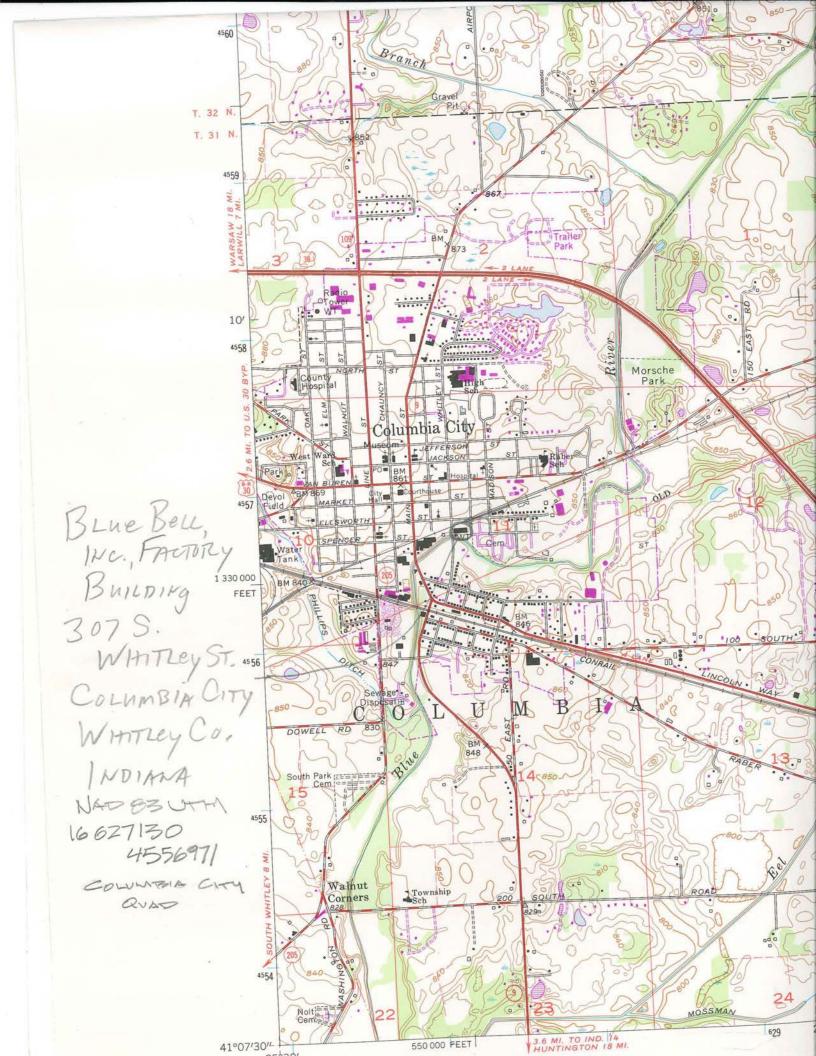






























































# UNITED STATES DEPARTMENT OF THE INTERIOR NATIONAL PARK SERVICE

# NATIONAL REGISTER OF HISTORIC PLACES EVALUATION/RETURN SHEET

Requested Action:	Nomination					
Property Name:	Blue Bell Inc., Factory Building					
Multiple Name:						
State & County:	INDIANA, Whitley					
Date Recei 1/24/201		ate of Pending List: 2/26/2018	Date of 16th Day: 3/13/2018	Date of 45th Day: 3/12/2018	Date of Weekly List:	
Reference number:	SG100002184					
Nominator:	State					
Reason For Review:  Appeal SHPO Request Waiver Resubmission Other		Lar Nat Mo TC CL	X PDIL Landscape National Mobile Resource TCP CLG Reject 3/7/		Text/Data Issue Photo Map/Boundary Period Less than 50 years	
X Accept Abstract/Summary Comments:		etumN		Date		
Recommendation/ Criteria		tional Register Criteri				
Reviewer Patrick	Andrus	attick And	Discipline Discipline	Historian		
Telephone (202)354-2218			Date	3/7/20	18	
DOCUMENTATION	: see atta	ached comments : No	see attached S	SLR : No		

If a nomination is returned to the nomination authority, the nomination is no longer under consideration by the National Park Service.



Cameron F. Clark, Director

JAN 2 4 2018

NAT. RE ISSUE A STORIC PLACES
HOTHER RESERVICES

Division of Historic Preservation & Archaeology • 402 W. Washington Street, W274 • Indianapolis, IN 46204-2739 Phone 317-232-1646 • Fax 317-232-0693 • dhpa@dnr.IN.gov • www.IN.gov/dnr/historic

January 18, 2018

J. Paul Loether Keeper of the National Register National Register of Historic Places Mail Stop 7228 1849 C St, NW Washington, D.C. 20240

Re: Blue Bell, Inc. Factory Building, Whitley County, Indiana

Dear Mr. Loether,

Enclosed is a National Register of Historic Places nomination for the Blue Bell, Inc. Factory Building, Whitley County, Indiana. The Indiana Historic Preservation Review Board reviewed the application and voted to recommend its approval to the National Register of Historic Places.

The enclosed disc contains the true and correct copy of the nomination for the Blue Bell, Inc. Factory Building, Whitley County, Indiana to the National Register of Historic Places.

Please address any questions you or your staff may have about this nomination to my National Register staff members, Paul Diebold or Holly Tate.

Sincerely,

Cameron F. Clark

State Historic Preservation Officer

CFC:PCD:pcd

enclosure: nomination package

Comen F. Clar