

Historic Preservation Research Office

Structure/Site Information Form

1 IDENTIFICATION

Street Address: 35 West 300 South UTM: 12/424760/4512570
 Name of Structure: Greenwald Furniture Company Bldg. T. 01.0 S R. 0.10 E S. 01
 Present Owner: Sterling Management Group ACREAGE: LESS THAN ONE
 2051 South 1100 East
 Owner Address: SLC, UT 84106
 Year Built (Tax Record): Effective Age: Tax #: 01 1936
 Legal Description Kind of Building: store

Com at NW cor lot 6 blk 51 plat A SLC Sur S 10 Rds E 4 Rds N 10 Rds W 4 Rds to beg

2 STATUS/USE

Original Owner: Mary Judge Construction Date: 1903 Demolition Date:
 Original Use: commercial Present Use: commercial
 Building Condition: Integrity: Preliminary Evaluation: Final Register Status:
 Excellent Site Unaltered Significant Not of the National Landmark District
 Good Ruins Minor Alterations Contributory Historic Period National Register Multi-Resource
 Deteriorated Major Alterations Not Contributory State Register Thematic

3 DOCUMENTATION

Photography: Date of Slides: Slide No.: Date of Photographs: Photo No.:
 Spring 1980
 Views: Front Side Rear Other Views: Front Side Rear Other

Research Sources:
 Abstract of Title Sanborn Maps Newspapers U of U Library
 Plat Records/Map City Directories Utah State Historical Society BYU Library
 Tax Card & Photo Biographical Encyclopedias Personal Interviews USU Library
 Building Permit Obituary Index LDS Church Archives SLC Library
 Sewer Permit County & City Histories LDS Genealogical Society Other

Bibliographical References (books, articles, records, interviews, old photographs and maps, etc.):
 Salt Lake City Sanborn Maps, 1898, 1911, 1930, 1950.
 Salt Lake County Records.
 Salt Lake City Building Permit, #2945, May 2, 1903; March 19, 1913, #4894.
 Polk, Salt Lake City Directories, 1902-1972.
 "Jacob A. Greenwald," Deseret News, Sept. 4, 1944, 14.
 _____, Salt Lake Tribune, Sept 3, B-8; Sept. 4, 14.

Architect/Builder: David C. Dart/Oliver Hudson

Building Materials: brick

Building Type/Style:

Description of physical appearance & significant architectural features:

(Include additions, alterations, ancillary structures, and landscaping if applicable)

The building is a four-story, unreinforced brick structure built in 1913. It is roughly square in plan, but has a small extension to the east of the building at the front that provides a wider front facade as well as an alley along the east side of the building. The building utilizes conventional iron column and wooden beam and joist construction and was built at a cost of \$25,000. The building is about 62 feet high at the square and has floors approximately 16, 12, 12, and 12 feet high. An interim floor or mezzanine wraps around three sides of the interior space above between the first and second floors. The mezzanine and its stairways and railing have not been altered. As the building has been used throughout its history for displaying, making, and repairing furniture, the floors are free of partitions, except for an office at the south end of the first floor. Two rows of iron posts run lengthwise through the building at one-third spans.

The front facade is ten bays wide and is symmetrical. The area of masonry surface is slightly greater than the area of window surface. No specific architectural style was used, although the facade design shows some influence from the Victorian Era. The facade has been altered somewhat along the first floor. Large store-front windows and metal sheathing over the transom band conceal much of the original appearance of that part of the facade. The transom windows, however, are intact behind the sheathing. The upper stories have not been modified, except for having been painted. Fenestration is regular and consists of rectangular window bays with one over one operable sash

Statement of Historical Significance:

Construction Date: 1903

The Greenwald Furniture Company Building, constructed in 1913, is architecturally significant as an excellent example of a typical Salt Lake City turn-of-the-century commercial architecture. The 1880-1920 period was a time of rapid expansion of the city's downtown area. Many large and outstanding commercial structures like the Kearns Building (1909), the McIntyre Building (1909), and the Newhouse and Boston Buildings (1909-1915)--all listed in the National Register--were constructed at this time. As Salt Lake City grew, however, not all buildings were of the monumental type. In fact, the majority of commercial structures of the time were plainer, scaled-down versions of the larger designs which housed many of the smaller businesses of the city. Such buildings were characterized by a narrow facade, were two or three stories high, and were usually built deep into the lot. Bands of symmetrically placed windows were featured above the facade entrance. Decoration was simple and usually confined to the window courses and the upper cornice level. Stylistic elements were historic in origin and often applied in an eclectic fashion in brick, wood, and pressed metal. The Greenwald Building is an excellent example of Salt Lake City's vernacular commercial architecture. Though it is unusually wide, the facade is broken-up into three distinct sections and this maintains the narrow, vertical appearance of the commercial style popular during the period. The Greenwald Furniture Company Building makes an important contribution to the overall historic and architectural landscape of downtown Salt Lake City by allowing the Multiple Resource Area nomination to encompass the typical as well as the exceptional buildings of the city.

Mary Harney Judge, wife of mining magnate John Judge, constructed this building in 1903 at an estimated cost of \$30,000. In 1913 a fourth floor was added.

John Judge was a prominent Utah mining man. He came to Salt Lake City in 1876 and went to work in the Ontario Mines of Park City. His wife soon followed with their five children. Gradually John Judge acquired leases to a number of valuable mining properties in Park City. He became a leasee of the Mayflower Mine and part owner of the Silver King Mine with David Keith and Thomas Kearns. Following his death in 1892 at the age of 42, his wife invested his money in Salt Lake City real estate. At the time of her death in 1909, her estate had an estimated value of three million dollars.

HISTORY (continued)

A capable businesswomen, she also contributed large amounts toward the building of the Cathedral of the Madeleine, as well as the YMCA Building and All Hallows College. She also paid for the construction of a Miner's Hospital. It later became Judge Memorial High School.

From the time of its construction in 1903 until 1928, the occupant of the building was the Greenwald Furniture Co. It was organized in 1902 by Jacob A. Greenwald, Hiram Leipsiger, and Carl S. Schmidt, all of whom had previously been employed by the Freed Furniture and Carpet Co., an old Salt Lake firm. The company prospered and in 1910 expanded its program to include manufacturing and occupied the old Salt Lake Stamp Co. building to the west. The business withdrew into the original building during the WWI years and dissolved in about 1928. During its healthiest period, the Greenwald Furniture Co. was located in the heart of a furniture making and selling district. On the same block or across the street were Axelrad Furniture, Broadway Furniture, Burrows Furniture, and Skolnik Furniture.

After Greenwalds' departure, the Broadway Furniture Co., owned by Esper C. Sorensen, occupied the building. In 1933, the company dissolved, Sorensen founded Sorensen's Co-op Furniture and moved to a Main Street location. For the first time, no furniture company occupied the building.

For the next decade and a half, a variety of small businesses occupied the building. They included the Terminal Sales Building, the Forbes Hat Co., the Jay Hat Co., and the Bercu Wholesale Millinery Co.

In 1947 the Sterling Furniture Company moved into the building and occupied it until 1976. Previously located on State Street, the company was part of the Peter W. Madsen Furniture Co. group, one of the state's earliest commercial furniture manufacturers.

The craft of furniture making was brought to Utah by such men as Brigham Young, Henry Dinwoodey, Ralph Ramsay, and other Mormon pioneers. The industry was fairly well developed by the 1850's, although wood was scarce in Utah and furniture making was a minor operation for many years. By the time Peter W. Madsen came to Utah in 1975, however, the railroad had arrived and wood, as well as patterns and tools, could be imported.

Peter W. Madsen was born in Copenhagen, Denmark, in November 1852. He came to Utah in 1875 and established a furniture business shortly thereafter. His furniture house transacted business in several western states and carried such items as "Moquet, Velvet, Brussels and Ingrain carpets," as well as "every description of furniture in all grades." Madsen became a major figure in local financial circles, serving as president of the Utah Commercial and Savings Bank, the Western Shoe and Dry Goods Co., the Western Savings and Loan Co., and as a director of the Grant Brothers Livery Co. and the Benefit Building Society.

Carrying one of the largest stocks of any furniture house west of Denver, Madsen's business eventually grew into various companies bearing different names, but owned and managed by Madsen and his family. The Sterling Furniture Co., established in 1925, was one of those. R. W. Madsen, Peter's son, was general manager when it moved into this building.

In summary, the Greenwald Furniture Co. Building was built and owned by a leading Utah mining figure and has been historically associated with the growth of the local furniture industry.

ARCHITECTURE (Continued)

windows on the second and fourth levels and Roman arched bays with one over one windows at the third level. The windows are recessed slightly giving the impression of being separated by pilasters on the second and third levels.

Ornamental detailing is sparse throughout the building. The bracketed projecting metal cornice is the most decorative element. A belt course and some modest corbelling give some relief to the rather flat facade design.

