



United States Department of the Interior

NATIONAL PARK SERVICE

1849 C Street, N.W.

Washington, D.C. 20240

IN REPLY REFER TO:

SUPPLEMENTARY LISTING RECORD

NRIS Reference Number: 01000490

Property Name: Hale Brothers Department Store (Boundary Increase)

County: San Francisco

State: California

none
Multiple Name

This property is listed in the National Register of Historic Places in accordance with the attached nomination documentation subject to the following exceptions, exclusions, or amendments, notwithstanding the National Park Service certification included in the nomination documentation.

Patrick Andrews
for Signature of the Keeper

September 18, 2002

Date of Action

=====

Amended Items in Nomination:

Section 5: Classification

The number of contributing resources is hereby changed from 3 to 2 buildings, for a total of 2 contributing resources. This change reflects the fact that 423-429 Stevenson Street is one building, not two as described in the nomination.

The California State Historic Preservation Office was notified of this amendment.

DISTRIBUTION:

National Register property file

Nominating Authority (without nomination attachment)

United States Department of the Interior
National Park Service

OMB NO. 1024-0070

RECEIVED

JAN 11 2001

OHP

**NATIONAL REGISTER OF HISTORIC PLACES
REGISTRATION FORM**

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking "X" in the appropriate box or by entering the information requested. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor or computer to complete all items.

1. Name of Property

historic name: Hale Brothers Department Store

other names/site number:

2. Location

street and number 901 Market Street, 36 Fifth Street, 423-27 and 429 Stevenson Street ☐ Not for publication

city or town San Francisco vicinity

state California code CA county San Francisco code 075 zip code 94103

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1986, as amended, I hereby certify that this X nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property X meets does not meet the National Register Criteria. I recommend that this property be considered significant nationally statewide X locally. (See continuation sheet for additional comments.)

L. M. Ellen
Signature of certifying official

3/26/01
Date

California Office of Historic Preservation
State or Federal agency and bureau

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

Signature of commenting or other official

Date

State or Federal agency and bureau

4. National Park Service Certification

I hereby certify that this property is:

✓ entered in the National Register

 see continuation sheet

 determined eligible for the National Register

 see continuation sheet

 determined not eligible for the National Register

 removed from the National Register

✓ other (explain): Additional Documentation Accepted

Signature of the Keeper

Date of Action

Edson R. Beall

5-10-01

5. Classification

Ownership of Property

(check as many boxes as apply)

- ☒ private
☒ public-local
☐ public-State
☐ public-Federal

Category of Property

(Check only one)

- ☒ building(s)
☐ district
☐ site
☐ structure
☐ object

Number of Resources within Property

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

contributing

.....3.....

noncontributing

.....

buildings

.....

sites

.....

structures

.....

objects

.....3.....

.....

Total

Name of related multiple property listing

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

N/A.....

Number of contributing resources previously listed in the National Register

1.....

6. Function or Use

Historic Functions

(Enter categories from instructions.)

Category	Sub
Commerce/Trade.....	business.....
Commerce/Trade.....	specialty store.....
Commerce/Trade.....	warehouse.....
Government.....	fire station.....
.....
.....

Current Functions

(Enter categories from instructions.)

Category	Sub
Commerce/Trade.....	business.....
Commerce/Trade.....	professional.....
Commerce/Trade.....	restaurant.....
Domestic.....	multiple dwelling.....
Government.....	fire station.....
.....
.....

7. Description

Architectural Classification

(Enter categories from instructions)

Late 19th/Early 20th Century Commercial Style.....
.....
.....

Materials

(Enter categories from instructions)

foundation see continuation sheet.....
roof see continuation sheet.....
walls see continuation sheet.....
.....
other

Narrative Description

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

See Continuation Sheet.

8. Statement of Significance

Applicable National Register Criteria

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

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

Criteria Considerations

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

Property is:

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

Areas of Significance

(Enter categories from instructions)

Architecture.....
Commerce.....
.....
.....
.....
.....
.....

Period of Significance

1912-1945.....
.....
.....

Significant Dates

1912.....
1924.....
1926.....

Significant Person

(Complete if Criterion B is marked above)

N/A.....

Cultural Affiliation

N/A.....
.....
.....

Architect/Builder

Reid Brothers - 901 Market Street.....
.....

Narrative Statement of Significance

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

See Continuation Sheet.

9. Major Bibliographical References

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

Previous documentation on file (NPS):

- ☐ preliminary determination of individual listing (36 CFR 67) has been requested
- ☒ previously listed on National Register
- ☒ previously determined eligible by the National Register
- ☐ designated a National Historic Landmark
- ☐ recorded by Historic American Buildings Survey
- ☐ recorded by Historic American Engineering Record

.....

Primary location of additional data:

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

Name of repository:

San Francisco Main Library

Acerage of Property: less than one acre

UTM References

(Place additional UTM references on a continuation sheet.)

1 10..... 552220..... 4181760.....
Zone Easting Northing

2

3

Zone	Easting	Northing
------	---------	----------

4

☐ See continuation sheet

Verbal Boundary Description

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

Boundary Justification

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

11. Form Prepared By

name/title Wendy Hillis, project manager

organization Architectural Resources Group

street & number Pier 9, The Embarcadero

city or town San Francisco

date January 5, 2000

telephone (415) 421-1680

state CA

zip code 94111

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

Maps

A USGS map (7.5 or 15 minute series) indicating the property's locations

A sketch map for historic districts and properties having large acreage or numerous resources

Photographs

Representative black and white photographs of the property

Additional items (check with SHPO or FPO for any additional items)

Property Owner

name see continuation sheet

street & number

city or town

telephone

state

zip code

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NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section 7 Page 1

Hale Brothers Department Store
Name of property

San Francisco, California
County and State

DESCRIPTION

Materials

901 Market Street

foundation: concrete
roof: asphalt
walls: steel
glass
stucco

36 Fifth Street, 423-27 and 429 Stevenson Street

foundation: concrete
roof: asphalt
walls: concrete
stucco

NARRATIVE DESCRIPTION

The following nomination reflects the expansion of a 1986 National Register Nomination on the Hale Brothers' Department Store, 901 Market Street, San Francisco, California, to include three adjacent service buildings that were omitted from the original nomination.

901 Market Street

Located at the southwest corner of Market and Fifth Streets, 901 Market is a six story 200,000 square foot, reinforced concrete, flat roofed commercial building designed in a two part vertical block over a one story plus mezzanine glass base. The sixth floor is set back from the two main facades and is not visible from the street. The building is rectangular and measures 175' by 165' and is nine bays wide on each of its two main facades. These bays consist of Chicago type windows and copper spandrels and are divided by colossal Ionic columns. Secondary elevations face Stevenson Street (in function, a service alley) on the south and abut an existing commercial building on the west. The ornamentation is Renaissance/Baroque. In 1985, the building was rehabilitated and placed back into service combining both retail and office uses in what was formerly a department store; alterations were made in conformance with the *Secretary of the Interior's Standards*. The major alterations were the conversion of the interior to office use, the extension of the rooftop penthouse, and a ground floor renovation.

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Hale Brothers Department Store
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901 Market Street is a six story, reinforced concrete, flat roofed commercial building designed in a two-part vertical block over a one story plus mezzanine glass base. The base was designed to be continuous glass, free of visible support. This was accomplished with a cantilever from columns set back 10 feet from the exterior wall. A canopy originally extended from the wall, between the bottom of the storefront windows and the fixed leaded glass transom above. There were three ground floor entrances, two at the east facade and one at the north. The main entrance, in the north facade, was set off by a larger canopy which extended over the sidewalk to the curb line. The corners of the building were anchored by heavy reinforced concrete and marble faced piers, the only "structural" elements on the north and east facades.

Above the base of the building is a deeply rusticated second floor level and above that is a three story colossal Ionic order colonnade. The pressed metal entablature above the colonnade has a simple frieze and architrave and an ornate classical cornice with modillion blocks and dentils, topped by ornamental cresting. These features are limited to the two main facades on the north and east. The south facade is unornamented concrete and originally had simple wood frame two-over-two operable sash windows. The west facade is common with an adjacent commercial building.

The windows on the two main facades are wood frame Chicago-type sash with a broad single fixed central light flanked by narrow vertical windows with moveable sash. The windows on the second floor have transoms with original prism glass; on the third floor, regular glass; on the fourth and fifth floors, the windows do not have transoms. The copper spandrels between windows are divided into three panels.

The interior originally consisted of six floors plus a basement and mezzanine. It was open in plan, with regularly spaced columns on a 20' by 25' grid. The mezzanine originally consisted of a balcony that wrapped around the back and part way around the side walls on the main level. Escalators, stairs and elevators provided vertical connections between floors. "The entire structure is of reinforced concrete, including columns, girders, floors, walls, pilasters, ornamental work, etc. The Kahn system of reinforced concrete is used throughout. The floors consist of long span Floretyle construction with Hy-Rib ceilings and reinforcement of Kahn bars," (Dawson, 1915). The first, second, and fourth floors

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Hale Brothers Department Store
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originally had very simple plaster egg and dart molding at the top of the columns, and at the ceiling a simple plaster delineation.

Alterations:

The main entrance was first altered in 1944 when the glazed transom area above the doors was filled with a stucco panel. In 1952, the doors were replaced and the canopy "modernized". The canopy was completely removed in 1972 (coinciding with J.C. Penny's lease of the building). In 1985, rehabilitation of this entrance included the installation of new aluminum doors, extension of the pilasters (which originally only came down to the canopy) to the sidewalk, and recessing and reglazing of the previously stuccoed transom. The latter two design changes were made because the City of San Francisco's codes did not allow a canopy of the type and dimensions of the original. The pilasters had to be extended to complete their form and the transom was glazed in order to give the entrance the emphasis it required, originally provided by the large canopy.

There were originally two entrances on the east facade. The one to the north was changed to a service entrance during an early (ca. 1944) remodel. Following this remodel, a cast iron architrave with cartouche in the center of the lintel and cast iron surrounds were all that remained of the original, public entrance. The south entrance had a similar appearance to the other, but was never modified. In 1985, both entrances were completely restored, and the north entrance was glazed in.

The storefronts originally had five foot high leaded glass transoms, which were mostly removed and stuccoed over between 1944 and 1960. The canopy was modernized in 1944 and removed in 1972. In 1955, tile was added at the base and new aluminum doors and windows were installed. The 1985 rehabilitation included the following: complete restoration of the transom by removing the stucco and replacing all of the leaded glass and trim, installing new storefronts and replacing the existing where necessary, repair and replacement of marble sheathing, and installation of new entrances to individual stores. The original cast iron surrounds were restored and placed in their original locations.

A decorative metal canopy was a dominant feature of the original 1912 building. In 1944, the original canopy was significantly altered, and in 1972 it was completely removed. A new canopy of polymer glass fiber reinforced concrete

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was installed in 1985. It uses the same method of suspension from the wall as the original and includes the globe lighting above the canopy like that used in the original design. The actual design of these elements, however, is more contemporary than the original, in keeping with the *Secretary of the Interior's Standards*. Reconstruction of the original canopy was not possible due to code restrictions preventing it from extending to its original width from the building.

Several alterations have taken place on the sixth floor. In 1912, a water tower was built and in 1922, it was expanded, though still set back from the two primary facades. The exterior of this tower was primarily concrete block. In 1985, the enclosed floor area was again expanded to the north and east, keeping back from these facades, and the water tower was removed. The existing exterior walls are a combination of rusticated stucco, polymer glass fiber reinforced concrete (PGRC), and large windows.

The roof of the building originally consisted of skylights over the sixth floor and asphalt and gravel over the fifth floor. The same combination exists today, though skylights have been rearranged to meet the lighting requirements of the floors below. The roof over the fifth floor has also had pavers added to allow use as an outdoor space.

In 1985, the exterior concrete features on the north and east facades were cleaned and painted and the entablature restored with portions duplicated in fiberglass. On the south facade, the window openings were rearranged and new fixed aluminum two-over-two windows were installed.

At this time, since the old interior concrete floors were found to be structurally unsound, and so much of the remaining portions of the interior had been extensively altered over the years, the old floors were removed and new, code-complying floors were installed. The mezzanine, which had been extended in 1922, was reduced back to its original configuration. New mechanical, electrical, and structural systems were developed to accommodate new office and commercial uses. A new five story atrium was introduced into the center of floors two through six. The old escalators, stairs, and elevators were removed and replaced with new systems, and a complete seismic bracing and full life safety system were constructed to meet code.

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Supporting Buildings:

The following warehouses were constructed in 1924 and 1926 by and for Hale Brothers' operations. Located across an alley, Stevenson Street, to the south, they provided support spaces to the main store building on Market Street. Until 1989 these three buildings were connected, across they alley, by two bridges, to 901 Market Street.

36 Fifth Street

36 Fifth Street is a ten-story steel and reinforced concrete building with stucco cladding and modest Classical Revival ornament. The façade is rusticated on the second and third floors, echoing the similar height of the more emphatic rustication on 901 Market. The galvanized iron cornice conceals a nearly flat roof and gives a bold shadow; it has modillion blocks, a dentil molding, and a paneled fascia. Both cornice and rustication wrap around from the façade through the first two bays on Stevenson. The rest of the façade is scored to look like stone and its corners are emphasized by incisions creating the appearance of thin columns. Windows are wood, double hung 3/3 or 2/2, somewhat recessed, with plain lintels and almost no surrounds. The building has an L-shaped plan: the easterly elevation is 25 feet on Fifth. Proceeding counterclockwise, the dimensions are westerly 150 feet on Stevenson, southerly 75 feet through the block to Mint Street (another alley), and easterly 75 feet (midblock) along Mint. There are two bays on Fifth, 13 on Stevenson, and six on Mint. The alley and midblock elevations are unadorned except for a string course above the first floor. An iron delivery door near the center of Stevenson elevation appears to date from the original construction. The upper floor interiors are unadorned concrete except for simple plaster in some locations. The ground level has always been commercial, and often altered accordingly.

423-27 and 429 Stevenson

423-27 and 429 Stevenson are twin reinforced concrete warehouses separated only by a seam on the exterior and an internal wall rising just two of the eight stories. The two lower floors of 423-27 were constructed as a shell for a City firehouse and are physically and visually (on the Mint Street elevation) separated from the warehouses. The latter are quite plain inside and out, except for a simply-molded galvanized cornice. In the three bays of each building, windows are large and nearly square, with industrial sash and minimal sills. The southerly elevation on Mint Street is in poor

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condition, and nearly half of 429's windows are boarded up. The firehouse façade was completely altered in 1969. At that time, a two story addition, with facades that match the fire station, was added to the northeast side of the building.

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Architecturally, the Hale Brothers' Building is a strong contributor to the streetscape along Market Street. In conjunction with the Pacific Center (801-823 Market Street), the Commercial Building (825-833 Market Street), the Flood Building, (870-898 Market Street) and The Emporium Department Store (835 Market Street), it forms a consistent early twentieth century architectural context. Further, as an extant building designed by the important San Francisco architecture firm, the Reid Brothers, it contributes to the understanding of their influence on the city's architectural development.

Historical Context - The Development of the Department Store Building Type

The development of the department store as a building type occurred simultaneously in Europe and America during the latter part of the 19th century. A direct result of the rise of consumption and increased consumerism made possible by the industrial revolution, the department store was a new type of business that demanded a distinct, modern building to exploit its practices. The growth of urban populations and the advent of public transportation allowed for the development of large, centrally located stores, more accessible to a larger, city-wide clientele. This expanded client base permitted stores to buy in bulk and sell in volume, with a smaller mark-up, reducing prices and creating product variety.

It is commonly believed that the first department store was the Paris Bon Marche, founded by Aristide Boucicaut in 1852. Boucicaut was an entrepreneur who initiated the practice of offering merchandise at a fixed price. He felt that anyone should be able to enter the Bon Marche and peruse goods and, if no satisfactory item could be found, leave the store without obligation. What was distinctly new about the Bon Marche, however, was its design. The building was intended to function as a department store from its conception. Designed by architect L. C. Boileau and engineer Gustave Eiffel, the building allowed maximum light and space throughout, yet was structurally capable of supporting large crowds and heavy display counters. The Bon Marche pioneered this new building type through the exploitation of modern construction materials and organization of space.

Lavishly decorated, inside and out, to convey an impression of luxury and material wealth, the design of the department store was intended to arouse a passion for material goods. The means by which customers moved into and through the

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building were critical. Conspicuous public entrances made free access explicit. This was achieved at the Bon Marche with a colossal Roman arch flanked by Corinthian pilasters. Advertising was also an important design element. The development of plate glass, first manufactured in America in 1880, allowed for the use of large display windows along street frontages. The Bon Marche's building proved to be a successful paradigm. It dictated the basic features of the department store: a large, amply fenestrated multistoried block with continuous street display windows and a prominent entrance.

The American Version

The ideas that inspired the Paris department store were quickly transferred to American cities, making the United States one of the first to follow French examples. The typical American version of the type employed steel frame construction, with the interior skeleton carrying a cladding of masonry. The A. T. Stewart Store in New York City can be identified as the first example of the type in America. Stewart began selling dry goods in 1823 and by 1848 had built a "marble palace" to house his wares. This building was probably New York's first multi-storied building designed expressly for large volumes of trade. However, Stewart's store did not become a full-fledged department store until 1862, when he moved his business further up Broadway. Here Stewart built yet another building, a "Cast Iron Palace" designed by architect John Kellum, at a cost of 2.7 million dollars.

Critical to the development of the department store building type in America was Louis Sullivan's Schlesinger and Mayer Store, now the Carson Pirie Scott Department Store, in Chicago. This building, located at the corner of Madison and State Streets, was begun in 1899 and completed in 1904. The structure consisted of a main, twelve-story block with a rounded pavilion marking the main entrance. The steel skeleton was faced with decorative terra cotta tiles. Sullivan's use of ornament on this building (including carved wood, ornamental iron and terra cotta) was exceptional in that it established the precedent of a total design scheme for the building, unifying interior and exterior spaces.

Other large American department stores developed grand houses for their merchandise during the late nineteenth and early twentieth centuries. These included Macy's and Lord & Taylor in New York City, Wanamakers in Philadelphia,

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the M. Hale Company in Michigan and Marshall Field's in Chicago. The majority of these stores, similar to A. T. Stewart's in New York, developed from dry good shops during the 1860s and 1870s.

CONTEXT: THE DEVELOPMENT OF MAJOR RETAIL BUSINESSES IN SAN FRANCISCO, 1906-1948

San Francisco was California's major metropolitan center from Gold Rush days until superceded by Los Angeles in mid-20th century. As the center, it held the State's highest society and best cultural opportunities; it offered the latest fashions, the finest jewelry and furniture, and the best clothes. The retail heart of the City started in the 1850s along Montgomery Street, mixed in with all other types of businesses.¹ By 1875, the shops gravitated to Kearny and Montgomery Streets, half a dozen blocks north of Market Street. Here were found broad plate glass display windows and the promenade of fashion.² In the 1880s the best retail shops lined three blocks of Kearny Street and the adjoining three blocks of Market Street down to Powell.³ By the turn of the 20th century, major retail had grown again: "Grant Avenue was the heart of the shopping district, with a secondary shopping area out Market between Fourth and Sixth Streets."⁴ In April 1906 came the earthquake and fire, which destroyed over four square miles of the City's center, including the retail district. Everyone had to start all over again.

The rebuilding occurred swiftly. The major areas of commerce were reestablished, but with somewhat increased geography and vastly increased floor space in taller buildings. "The retail area moved somewhat west, taking over Union Square and reaffirming the area around Powell and Market as a second major retail center."⁵ Grant Avenue continued as a fashionable retail location, and retail took over more of Market Street. In 1922 the local Chamber of Commerce surveyed downtown parking and published the results as a map of the area they considered "downtown" (including

¹ Lockwood, Charles. *Suddenly San Francisco, the early years of an instant city*, San Francisco, California Living Books, 1978, 53, 73.

² Lloyd, B.E., *Lights and Shades*, San Francisco, A.L. Bancroft, 1876, 488-491.

³ Lockwood, op. cit., 134.

⁴ Corbett, Michael, *Splendid Survivors, San Francisco's Downtown Architecture*, San Francisco, California Living Books, 1979, 30.

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financial as well as retail). It was bounded clockwise from First and Market Streets, by First, Mission, Sixth, Market, Taylor, Geary, Mason, Sutter, Stockton, Bush, California, and Battery back to Market Street at First.⁶

These same retail locations have continued to the present day with, of course, changes in name and types of store offerings. The 19th century “dry goods store” gradually became the 20th century “department store.” Individual dressmakers and tailors were mostly replaced by “ready to wear” offered in department stores and specialty clothing stores. Individual boot and shoemakers gave way to manufactured shoes in large shoe stores and in department stores. Successful retailers swallowed up smaller operations, aided by name recognition through advertising.

In the first half of the 20th century, the department store was king of downtown retailers, just as later it became the necessary “anchor tenant” for suburban shopping centers. Defined as “a large retail establishment selling various types of merchandise and service,”⁷ the department store usually occupied all or almost all of its own multi-story buildings, often located on a prominent corner. Usually the backbone of the operation was clothing and shoes. Such a store might also offer linens and bedding, furniture, house wares, yard goods, china and silver, food, jewelry, and/or other goods. In the 1920s San Francisco had eight department stores downtown. I. Magnin and The White House on Grant Avenue; The Emporium, Hale’s and Weinstains on Market Street; O’Connor-Moffat (later moving to Stockton Street and succeeded by Macy’s) on Post; and The City of Paris and Joseph Magnin on Stockton. The two Magnin stores specialized in women’s and children’s clothing and accessories; only marginally did they fit the department store definition. The other six all sold a much greater variety of merchandise. The White House and The City of Paris were the most prestigious ones; the Emporium and O’Connor Moffat came next, Hale’s a little behind them; and Weinstains was clearly a budget operation.

⁵ Ibid., 35.

⁶ San Francisco Chamber of Commerce, *Business*, 15 December 1922, 17.

⁷ Funk & Wagnalls, *Standard Desk Dictionary*, New York, Harper & Row, 1984, 171.

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Hale Brothers Department Store
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San Francisco's Contribution to the Building Type

The White House

Constructed in 1908 by Albert Pissis, this building was once the Raphael Weill Company, one of the city's two major French-style department stores. Founded as Davidson and Lane in 1854, and officially renamed the Raphael Weill Company in 1885, the original store was located along the waterfront. The store became known for costly and "daring" Paris imports. The Weill Company later moved to its own three-story, brick building at Kearny and Post Streets, which was named after the famous Maison Blanche (White House) in Paris. By 1900 the store was famous up and down the coast for supplying high end merchandise such as ostrich boas, high-button shoes and household furnishings. Damaged beyond repair in the 1906 earthquake, the present five-story, white, terra cotta building was designed by Albert Pissis. The new building opened on March 15, 1909. The White House was a successful San Francisco department store until it closed in 1965. Three years later the structure was gutted and converted into a parking garage with shops remaining on the ground floor. The ground floor and basement levels have recently been renovated to house Banana Republic's retail flagship store. Aside from the facade, little historic fabric remains of this structure.

The City of Paris

Founded by Felix Verdier, a French merchant, in 1850, the City of Paris was located at several different locations until it moved to Union Square in 1896. The Union Square store occupied the lower two floors of a new building designed by Clinton Day for the Spring Valley Water Works Company Offices. Destroyed in the 1906 fire, the store was redesigned by the firm of Bakewell and Brown and completed in 1909 for the exclusive use of the City of Paris. The design consisted of a six-story building with a magnificent stained-glass dome rising above an interior, balcony-lined light court. It also featured Louis XVI window frames of white enamel and carved, gilded wood and elaborately ornamented black cast iron display windows.

The City of Paris closed its doors in 1974, two years after it was purchased by the Liberty House chain. The building and site were subsequently acquired by Neiman Marcus, who demolished the structure. The overall scale of Philip Johnson's

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1982 Neiman Marcus building, which replaced the City of Paris, fits well with the other structures facing Union Square. However, aside from the historic stained-glass dome, now relocated in the new building's entrance vestibule, nothing remains of Bakewell & Brown's 1909 building. The destruction of the City of Paris Building was one of San Francisco's major historic preservation controversies of the late 1970s and early 1980s.

The Emporium

At the corner of Market and Fifth Streets, in the block adjacent to the Hale Brothers Department Store, sits the building originally occupied by the Emporium. Designed by Albert Pissis in 1896 and reconstructed by him in 1908 following damage in the 1906 earthquake and fire, the Emporium was one of the great San Francisco department stores. Its seven-story, classically-inspired Market Street facade, of sandstone blocks with large arched openings and a Corinthian colonnade, dates from the original 1896 structure. The Emporium closed in 1996 and the site is presently slated for expansion by Bloomingdale's department store, who plan to incorporate the facade and interior domed light court into the new design.

Macy's

Built in 1928 as the O'Connor-Moffatt Store by architect Lewis P. Hobart, this building was enlarged along O'Farrell Street in 1948 in a compatible manner. The store expanded northward (into spaces on Geary, facing Union Square) in 1968. Macy's has been altered through the years and is not reflective of the early twentieth century department store building type.

I. Magnin & Co.

Magnin began business in 1880 as a small, downtown boutique catering to wealthy Nob Hill ladies. Located at Grant and Geary following the 1906 earthquake, the business moved to the corner of Stockton and Geary in 1946. The I. Magnin building is a smooth marble block with slightly projecting windows. Designed by architect Timothy Pfleuger, the building represents the re-cladding of an older Union Square office building (1905, 1910 Reid Brothers). Pfleuger's

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design reflects as much a need to satisfy the client's demand that the building be pigeon-proof as it does modernist aesthetics. The I. Magnin building is not an example of the early twentieth century department store building type.

Hale Brothers Department Store

901 Market at Fifth was designed in 1912 by the Reid brothers, a well known San Francisco architecture firm, for the Hale Brothers, a major bay area retailer. The Hale Brothers, Marshall and Prentis, were among the state of California's leading merchants in the early part of the twentieth century. The Hale Brothers incorporated in 1896, and built 901 Market as their fourth and largest store in San Francisco in 1912. Later mergers brought the Hale Brothers into the modern retail conglomerate of Carter, Hawley and Hale of Los Angeles. Architecturally the building was one of the first to incorporate what became a characteristic design approach to commercial buildings – a glass base virtually free of visible supports at the ground level, topped by a two or three-part vertical block.

For its architecture, 901 Market is rated "A" in Splendid Survivors, the architectural survey of downtown San Francisco. Its composition, consisting of a glass base with a three part vertical block, although now considered to be an important example of department store design typical of the period, it was considered unique at the time. "In this building the front row of columns is located ten feet back from the outside of the building. At every floor level there is a substantial cantilever extending out to the front walls to carry this wall and the floor loads in the front part of the building. This way the entire front of the building is kept clear of columns for any height desired," (Dawson, 1915).

The former Hale Brothers Department Store also plays a key role in the overall importance of the section of Market Street in which it is located. "The south side of Market from Fourth Street to the old Hale Brothers Department Store west of Fifth, together with the north side of Market ... is one of the most impressive groupings of monumental buildings in San Francisco. Although only the Emporium building (and Flood Building on the north ...) survives from before the fire, the character of the area is similar to that of the pre-fire period in its size, scale and monumental ornamentation dominated by the Emporium. The other buildings in the district (the Pacific Building, the Commercial Building, the

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Lincoln Building, and the Hale Brothers Department Store are all from the reconstruction period, and they represent the coalescence of a major retail center in the area. The Emporium, the Lincoln Building, and Hale Brothers all contained major department stores and the Pacific Building was the center of the garment business" (Corbett, 1979). Splendid Survivors also notes that this potential historic district "could conceivably be extended down Fifth Street to the Mint," a block south of Hale Brothers.

Architect- Reid Brothers

James and Merritt Reid were both born in St. John New Brunswick, Canada. Both were educated in Canada and James attended McGill University; although he allegedly attended MIT and the Ecole des Beaux Arts in Paris, no records of his enrollment have been uncovered. He was the co-founder, in 1881, of the old California Chapter of the AIA. He was named a fellow of the AIA in 1881. The Reids began their careers in Evansville, Indiana. In 1886, at the urging of a fellow employee in Indiana, they ventured to San Diego to discuss a prospective commission for the Hotel Del Coronado. Their 1888 design for the hotel is a National Historic Landmark and has been documented by the Historic American Building Survey. It is described in A Guide to Architecture in Los Angeles and Southern California as "the last of the great 19th century resort hotels." (Gebhard 1977). Following this commission, the brothers settled in San Francisco where they made considerable contributions to the city's architecture. "Certainly none in their profession have done more to attract the attention of the outside world to this city (San Francisco) by meritorious examples in architecture and engineering." (Architect and Engineer 1910, p. 35).

Notable examples of the Reid Brothers work include:

Fairmont Hotel, San Francisco, 1906. "The Fairmont is faced with matte white terra cotta; its cornice is as delicate as a fluted pie crust ... The lobby is one of the great public spaces in San Francisco." (Delehanty 1980)

Call Building, San Francisco, 1914. "The design of this steel work is well worth of study by anyone interested in such structures. It is probably, on the whole, the best designed piece of such work in the United States. Another remarkable

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thing about it is that the execution was apparently as good as the design..." (Architect and Engineer, 1910). Rated "A" in Splendid Survivors.

Fitzhugh Building, San Francisco, 1923. Rated "A" in Splendid Survivors: "A superior example of urban architecture ... The most important function this building serves as a work of architecture is as a rich supportive structure to the St. Francis Hotel on one of the city's most important public spaces. In style, color, articulation, and massing it is an ideal neighbor – and at the same time is a handsome building when considered on its own." Now demolished.

Other notable commercial buildings designed by the Reid Brothers in San Francisco include (Survey ratings are indicated): California Pacific Building, 1910 (B), Embassy Theater, 1905 (B), First Congregational Church, 1913 (A), Garfield Building, 1908, David Hews Building, 1908 (the survey noted that this was an "A" building prior to its remodeling ca. 1960), O'Connor-Moffatt Building, 1910 (B), Wentworth-Smith Building, 1907. They were also responsible for the design of the fourth Cliff House, 1908, in San Francisco.

901 Market came at a time in the Reid Brothers practice when they were producing commercial buildings having the characteristic composition of a "three part vertical block with a rusticated base/mezzanine, a shaft defined by a giant order, and a capital – all placed above a high, two-story glass storefront." (Corbett, 1979). 901 Market not only superbly exemplifies this design, but it is also a major element in a group of monumental buildings immediately along that portion of Market Street.

Retailer - The Hale Brothers

The Hale's Department Store grew out of a dry goods business established in San Jose in 1873 by Marshal Hale (died 1891). He moved the business to Sacramento and was joined by his sons: Prentis Cobb Hale (1858-1936), Marshal Hale, Jr. (1866-1945), and Reuben Brooks Hale (1869-1950). The sons established a San Francisco store in 1891 and

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incorporated the business in 1896 as Hale Brothers Inc.⁸ Their 1902 building at 979 Market Street still exists (in the Market Street Theatre and Loft National Register District); it was gutted in the 1906 fire and then rehabilitated. As soon afterwards as 1912, they constructed the building at 901 Market Street, probably to be located closer to Powell Street in the retail center of town. At the height of their business, Hale Brothers had branches in Oakland, Sacramento, Stockton, San Jose and San Francisco's Mission District.

Of the Hale Brothers, Marshal and Prentis, the former was the more public spirited and prominent. The brothers were prosperous and Marshal was active in civic and other business affairs as exemplified by the positions he held in various organizations: President, San Francisco Dry Goods Association, 1914 and 1915; Director, Merchants Association of San Francisco; Vice President, National Dry Goods Association; President, Liberty Bank, San Francisco; Director, Bank of America; President and Director, Downtown Association of San Francisco; President, State Board of Harbor Commissioners. Politically, Marshal Hale was an active Republican and was the Chairman of the Republican State Central Committee in 1931.

Hale's newspaper advertising was similar to that of other major San Francisco retailers. A random sampling from the 1920s gives an idea of some of the merchandise they carried and the departments involved. The first floor of the flagship store at Fifth and Market offered, in part, children's shoes, the Men's Shop, handbags, scarves, drugs (cosmetics), ribbons and artificial flowers.⁹ On the third floor were women's clothes: the Country Club Shop, the Dress Shop, and the College Shop.¹⁰ The fifth floor contained furniture, drapery, rugs and gas stoves.¹¹ The store also doubtless carried lingerie, children's clothes, women's shoes, china and glassware, household linens, kitchen and bath equipment. The

⁸ Byington, Lewis, *The History of San Francisco*, Chicago and San Francisco, S.J. Clarke, 1931, vol. 2, 17-20; *San Francisco, the Builders Past and Present*, Chicago and San Francisco, S.J. Clarke, 1913, vol. 1, 247-248; obituary, Prentis Cobb Hale, *San Francisco Examiner*, 22 Nov. 1936, 7/1.

⁹ *San Francisco Call and Post*, 2 March 1928, 7, full page ad "Springtime at Hales."

¹⁰ Ibid.

¹¹ *Examiner*, 5 June 1927, 5, ¾-page ad: "Home Planners' Week,"

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sixth floor was shared by a Radio Sales Division and the first home for KPO, one of San Francisco's earliest radio stations, begun in 1922 and largely financed by Hale's.¹²

Supporting Structures

The department stores and other large operations needed space to store backup merchandise not on display. They needed warehouses. In the early 20th century, the stores' management seemed to prefer warehouse space near their retail locations. This would have facilitated supplying stored merchandise to waiting customers. Sometimes the storage was on upper floors or in basements of the store itself, sometimes it was in a separate building located on an alley behind the main structure. On the south side of Market Street, the Emporium at 835, Hale's at 901, National Dollar Stores at 929, and Eastern Outfitting at 1017, all maintained separate warehouse buildings on the alley behind them. By the late 20th century, the cost of land had driven stores' warehouses to a greater distance from the retail locations.

Hale Brothers located their warehouses behind the flagship store across the alley called Stevenson Street. Their first warehouse, constructed in 1924, was a pair of matching eight-story buildings, with interiors separated from each other only on the first two floors. The one at 429 Stevenson, just 25 feet wide by 75 deep, was owned outright by Hale Brothers. They held a 20-year lease from the City and County of San Francisco on the 50-foot wide one at 423-27 Stevenson. The lease agreement required Hale's to construct:

[A]n eight-story Class "B" building, fully equipped with a sprinkler system. The first and second stories shall be of such heights as shall be suitable for the purposes of the Fire Department, and the entire first and second floors and the Northeasterly one-half of the basement are to be retained, without charge, by the City and County of San Francisco, for Fire Department purposes... The plan of the first and second stories and basement shall be subject to approval by the Board of Fire Commissioners. The lessee shall not be compelled to finish the said two stories

¹² *San Francisco Chronicle*, 5 December 1926, 8RA, ¼-page ad, "Hale's Californian [radio];" Flamm, Jerry, *Good Life in Hard Times, San Francisco's '20s and '30s*, San Francisco, Chronicle Books, 1977, 36-37.

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and basement with the exception of the windows for dormitories, and baths on the second floor and on the Stevenson Street end of the first floor, the concrete floors of both stories and basement, the stairways for fire purposes... openings of sufficient width for doors on the ground floor, two on Mint Avenue and one on Stevenson Street, openings on second floor for sliding poles, opening for pit-trap on first floor, vent for ventilation to basement, openings for doors on the Northeasterly wall of both floors and basement..., and openings on both floors and basement to accommodate the installation of plumbing, heating and mechanical service necessary for Fire Department purposes.¹³

Upon completion, the new building was to revert to City ownership, while Hale's retained the leased use of its upper floors. The Hale Brothers then bought the 25-foot lot adjacent to the west of the leased space and constructed the pair of warehouses without intervening walls above the second floor. Even this 37,000 square feet was not enough, for in 1926 Hale Brothers built another warehouse, at 36 Fifth Street, corner of Stevenson, where they proceeded to use the ground floor space for additional retail.

Summary

In addition to the significance under Criterion C, the four buildings together appear eligible for the Register at the local level of significance under Criterion A, patterns of history, as a good example of the development of major retailing in San Francisco, 1906-1948. The period of significance for the four buildings is 1912-1945, for the years that Hale's owned and occupied the buildings. Significant dates are 1912, 1924 and 1926, for their construction.

¹³ *San Francisco Recorder*, Official Records, Book 762, pages 209-211.

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VERBAL BOUNDARY DESCRIPTION

The proposed boundary includes Block 3704; Lots 1, 2, 6, and 9.

In addition to Lot 1 (901 Market Street), the boundary will begin at the southwesterly corner of Market and Fifth Streets, proceed thence southerly 225 feet along Fifth Street and across Stevenson Street (35 feet wide), thence westerly 75 feet, southerly 50 feet to Mint Street, westerly 175 feet along Mint, northerly 75 feet to Stevenson, easterly 35 feet along Stevenson, northerly 100 feet crossing Stevenson, easterly 40 feet, northerly 100 feet to Market Street, and easterly 175 feet along Market to point of commencement.

BOUNDARY JUSTIFICATION

The boundary includes the four buildings historically constructed and occupied and owned or leased by Hale Brothers Incorporated for the Hale Brothers Department Store.

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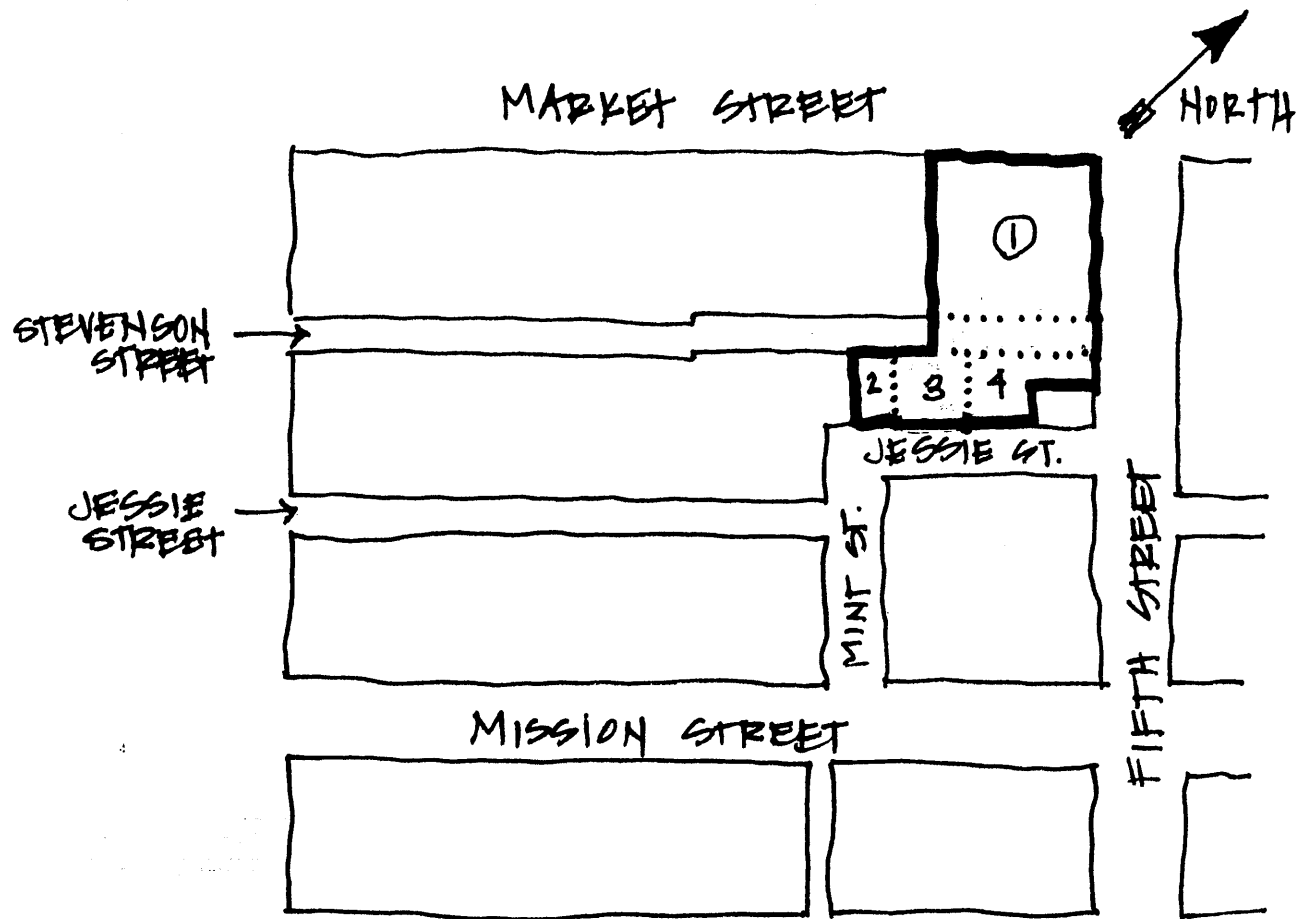
Property Owner

901 Market Street
The Lurie Company
555 California Street, Suite 5100
San Francisco, CA 94102
(415) 392-2470

423-427 Stevenson Street
City and County of San Francisco
Real Estate Division
25 Van ness Avenue, Suite 400
San Francisco, CA 94102
(415) 554-9875

429 Stevenson Street
Fifth Historic Properties, LLC
54 Mint Street, 5th floor
San Francisco, CA 94103
(415) 442-4800

36 Fifth Street
Fifth Historic Properties, LLC
54 Mint Street, 5th floor
San Francisco, CA 94103
(415) 442-4800



- 1) HALE BROTHERS DEPT. STORE
(901 MARKET STREET)
- 2) 429 STEVENSON ST.
- 3) 423-427 STEVENSON ST.
- 4) 36 FIFTH STREET

HALE BROTHERS DEPARTMENT STORE
SAN FRANCISCO, CA

NOT TO SCALE