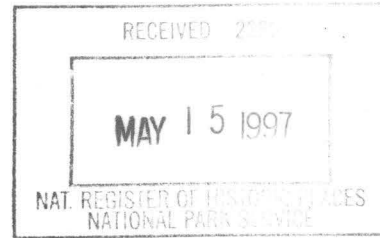


United States Department of the Interior  
National Park Service



NATIONAL REGISTER OF HISTORIC PLACES  
REGISTRATION FORM

=====

1. Name of Property

=====

Historic Name: Kress Building

Other Name/Site Number: MS 0034

=====

2. Location

=====

Street & Number: 210 W. Main Street

Not for Publication: N/A

City/Town: Blytheville

Vicinity: N/A

State: AR County: Mississippi

Code: AR 093

Zip Code: 72315

=====

3. Classification

=====

Ownership of Property: Private

Category of Property: Building

Number of Resources within Property:

Contributing	Noncontributing
<u>1</u>	<u>      </u> buildings
<u>      </u>	<u>      </u> sites
<u>      </u>	<u>      </u> structures
<u>      </u>	<u>      </u> objects
<u>1</u>	<u>0</u> Total

Number of contributing resources previously listed in the National Register: N/A

Name of related multiple property listing: N/A

\_\_\_\_\_

Kress Building  
Name of Property

Mississippi Co., Arkansas  
County and State

=====  
**4. 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. \_\_\_\_\_ See continuation sheet.

Cathryn A. Sater  
Signature of certifying official

5-2-97  
Date

Arkansas Historic Preservation Program  
State or Federal agency and bureau

In my opinion, the property \_\_\_\_\_ meets \_\_\_\_\_ does not meet the National Register criteria. \_\_\_\_\_ See continuation sheet.

\_\_\_\_\_  
Signature of commenting or other official

\_\_\_\_\_  
Date

\_\_\_\_\_  
State or Federal agency and bureau

=====  
**5. 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): \_\_\_\_\_

Edson H. Beall 6-13-97

\_\_\_\_\_  
Signature of Keeper

\_\_\_\_\_  
Date of Action

Kress Building  
Name of Property

Mississippi Co., Arkansas  
County and State

=====

**6. Function or Use**

=====

Historic: Commerce Sub: Department Store

Current : Social Sub: Civic

Culture Museum

Work in Progress

=====

**7. Description**

=====

Architectural Classification:

Art Deco

Materials: foundation Concrete roof Asphalt

walls Brick other \_\_\_\_\_

Terra Cotta

Describe present and historic physical appearance:

**Summary**

Located at 210 West Main Street in Blytheville, the Kress Building is a two-and-a-half-story, Art Deco-style, brick commercial building constructed in 1938. The steel I-beam reinforced structure rests upon a continuous concrete foundation with a partial basement and is covered by a flat roof behind a parapet. Virtually unaltered since construction, the Kress Building is in good condition.

**Elaboration**

Located at 210 West Main Street in Blytheville, the Kress Building is an Art Deco-style, brick commercial building constructed in 1938 at an estimated cost of \$100,000. The 70' X 140' building is a full two stories in height, with an additional partial third story housing the original heating and air conditioning systems and the mechanical system for the still-functioning elevator. The heat and air systems in this building were the most modern available at the time of construction. A partial basement housing boilers and an access to the elevator shaft covers approximately ten percent of the total area of the first floor.

The building is constructed of steel I-beams with a cast-concrete foundation. The front, or southern, facade is faced with cream-colored brick above glazed terra cotta. The terra cotta is green at bulkhead level; however, on the sides and above the windows (including the area encompassing the S.H. Kress & Co. sign), the terra cotta is peach colored. Window trim is bronze. Four plate-glass windows measure 114" X 130". There are also four curved-glass windows, two at each entrance.

Glazed terra cotta was used extensively from the bulkhead level upward to the level of the ceiling of the first floor. Above the terra cotta on the second level, the facade is cream-colored brick. Six two-over-two double-hung windows at the second-story level are surrounded by decorative ivory terra cotta which features a fluted pattern at the sides and a stylized shell form at the top of each window unit. The parapet at the top of the commercial facade is also of ivory terra cotta and consists of simple vertical geometric bands. A larger area projects up in the center of the parapet and features raised letters with the name "Kress" in gold.

An operable awning has not been used in recent years. A photograph taken in 1968 or 1969 shows the awning extended. The mechanical portion of the awning appears to be intact, but the canvas is virtually nonexistent. Two wooden strips have been attached to the peach terra cotta, above and below the Kress sign. These were probably installed in 1985 to accommodate a sign for Dollar General Store, which occupied the building in the late 1980's.

The side elevations consist of party walls that are shared with adjacent one-story buildings; however, some of the common red brick wall is visible on the second story.

The building appears to have undergone little or no alteration from its original form. A photograph taken in 1938 and a copy of a photograph of the original architect's drawing (from a 1938 newspaper) show the building to be virtually unchanged over the past fifty-eight years.

Occupying the east twenty feet of Lot Nine and all of Lot Ten in Block 4 of the Blythe Addition to the City of Blytheville, the Kress Building was recently donated to Main Street Blytheville by Kendall Berry, a local businessman. The building will become the home of the Blytheville Heritage Museum as well as the Main Street Blytheville Office.

Kress Building  
Name of Property

Mississippi Co., Arkansas  
County and State

=====

## 8. Statement of Significance

=====

Certifying official has considered the significance of this property in relation to other properties: local.

Applicable National Register Criteria: C

Criteria Considerations (Exceptions): N/A

Areas of Significance: Architecture

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Period(s) of Significance: 1938

Significant Dates: N/A

Significant Person(s): N/A

\_\_\_\_\_

Cultural Affiliation: N/A

Architect/Builder: W. F. Holmes/Kress Architectural Dept.  
E. V. Bird Construction Co.

State significance of property, and justify criteria, criteria considerations, and areas and periods of significance noted above:

### Summary

The Kress Building is being nominated to the National Register under Criterion C with local significance as an outstanding example of an Art Deco-style commercial building and the best example of its subtype in Blytheville.

### Historical Background

The Kress chain of dime stores arrived in Blytheville in 1923. In 1936 the company purchased two buildings on Main Street and had them razed as both were in disrepair. These properties were sold to the Kress Company by trustees for the Glenn Estate and by J. T. Alford. Demolition of these buildings began on February 8, 1938. Joe P. Randolph of the Bird Construction Company was in charge of the demolition, while W. F. Holmes represented the Kress Architectural Department. One of the demolished



buildings, the 1902 Blytheville Hotel, was purchased for \$20,000. The bricks from this structure were given to the City of Blytheville for use in street repair. The other demolished building, which housed the OK Barber Shop, was built in 1911. It was on the site of these two buildings that the current Kress Building was erected.

One January 26, 1938, E. V. Bird Construction Company of Fayetteville, Arkansas, was awarded the contract to erect a building to house the new Kress store. With an estimated construction cost of \$100,000.00, the building was an ambitious project during the Depression. When construction began on the Kress Building in February, 1938, it was one of the few buildings in Blytheville's downtown area in which steel I-beams were used in masonry construction. Opening of the new Kress Five and Dime was a much-anticipated event in the community as the new store was the first completely air conditioned retail store in Blytheville. The original air conditioning equipment is still in place in the "penthouse" structure on the roof of the building.

### Architectural Significance

Situated in the center of downtown Blytheville, the Kress Building provides an aesthetic anchor for the surrounding historic commercial district. Complementing the nearby Art Moderne-style Greyhound Bus Station (NR 08/17/87), the Kress Building offers its own interpretation of the Art Deco style as applied to commercial buildings and is being nominated to the National Register under Criterion C with local significance as the best example of this subtype in Blytheville.

### 9. Major Bibliographical References

Abbott, Jonathan and Thompson, Marcy. *Reverend H. T. Blythe and the Downtown He Founded*. Blytheville, Arkansas: Quality Printing, 1991.

*Courier News*. Blytheville, Arkansas. January 26, 1938, February 9, 1938.

Previous documentation on file (NPS):

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

Kress Building  
Name of Property

Mississippi Co., Arkansas  
County and State

Primary Location of Additional Data:

X State historic preservation office

\_ Other state agency

\_ Federal agency

\_ Local government

\_ University

X Other -- Specify Repository: Main Street Blytheville

=====  
**10. Geographical Data**  
=====

Acreage of Property: Less than one

UTM References: Zone Easting Northing      Zone Easting Northing

A	<u>16</u>	<u>238920</u>	<u>3979620</u>	B	<u>  </u>	<u>  </u>	<u>  </u>
C	<u>  </u>	<u>  </u>	<u>  </u>	D	<u>  </u>	<u>  </u>	<u>  </u>

Verbal Boundary Description:

East twenty feet of Lot 9 and all of Lot 10 in Block 4 of the Blythe Addition to the City of Blytheville

Boundary Justification:

This boundary includes the historic Kress Building and all of the property historically associated with this resource.

=====  
**11. Form Prepared By**  
=====

Name/Title: Stefanie Washburn, Program Manager, Main Street Blytheville  
Edited by AHPP staff

Organization: Arkansas Historic Preservation Program Date: April 16, 1997

Street & Number: 1500 Tower Bldg., 323 Center St. Telephone: (501) 324-9880

City or Town: Little Rock State: AR ZIP: 72201

UNITED STATES DEPARTMENT OF THE INTERIOR  
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES  
EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION

PROPERTY Kress Building  
NAME:

MULTIPLE  
NAME:

STATE & COUNTY: ARKANSAS, Mississippi

DATE RECEIVED: 5/15/97 DATE OF PENDING LIST: 5/28/97  
DATE OF 16TH DAY: 6/13/97 DATE OF 45TH DAY: 6/29/97  
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 97000555

NOMINATOR: STATE

REASONS FOR REVIEW:

APPEAL: N DATA PROBLEM: N LANDSCAPE: N LESS THAN 50 YEARS: N  
OTHER: N PDIL: N PERIOD: N PROGRAM UNAPPROVED: N  
REQUEST: N SAMPLE: N SLR DRAFT: N NATIONAL: N

COMMENT WAIVER: N

☒ ACCEPT ☐ RETURN ☐ REJECT 6.13.97 DATE

ABSTRACT/SUMMARY COMMENTS:

Entered in the  
National Register

RECOM./CRITERIA \_\_\_\_\_

REVIEWER \_\_\_\_\_ DISCIPLINE \_\_\_\_\_

TELEPHONE \_\_\_\_\_ DATE \_\_\_\_\_

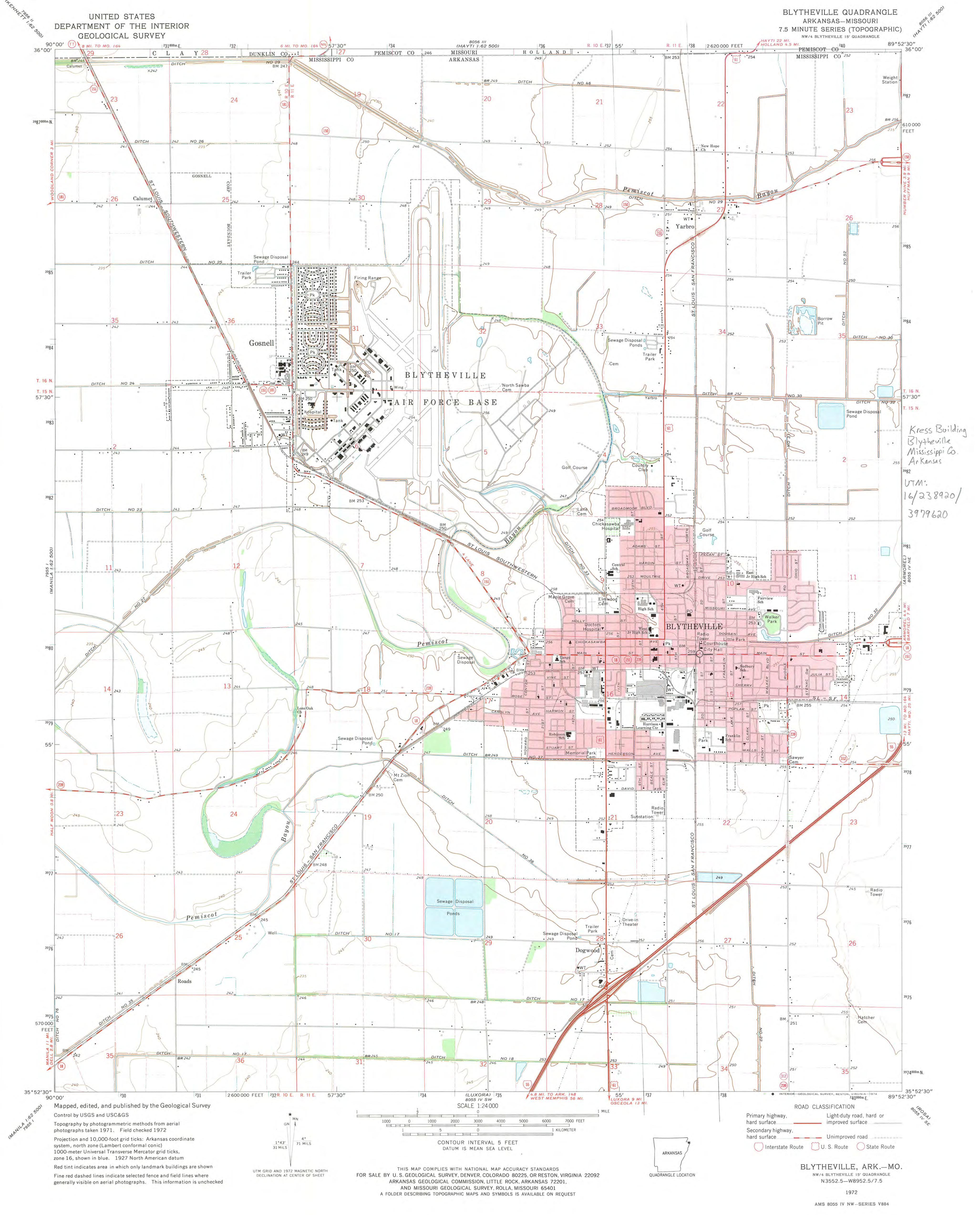
DOCUMENTATION see attached comments Y/N see attached SLR Y/N





Kress Building  
Mississippi Co., Arkansas  
Photographer unknown  
March 1985  
Negative on file at AHPP  
View from the southwest





UNITED STATES  
DEPARTMENT OF THE INTERIOR  
GEOLOGICAL SURVEY

BLYTHEVILLE QUADRANGLE  
ARKANSAS—MISSOURI  
7.5 MINUTE SERIES (TOPOGRAPHIC)  
NW/4 BLYTHEVILLE 15' QUADRANGLE

Gosnell  
BLYTHEVILLE  
AIR FORCE BASE

UTM:  
16/238920/  
3979620

Kress Building  
Blytheville  
Mississippi Co.  
Ar Kansas

Mapped, edited, and published by the Geological Survey  
Control by USGS and USC&GS  
Topography by photogrammetric methods from aerial  
photographs taken 1971. Field checked 1972  
Projection and 10,000-foot grid ticks: Arkansas coordinate  
system, north zone (Lambert conformal conic)  
1000-meter Universal Transverse Mercator grid ticks,  
zone 16, shown in blue. 1927 North American datum  
Red tint indicates area in which only landmark buildings are shown  
Fine red dashed lines indicate selected fence and field lines where  
generally visible on aerial photographs. This information is unchecked

UTM GRID and 1972 MAGNETIC NORTH  
DECLINATION AT CENTER OF SHEET

SCALE 1:24000  
CONTOUR INTERVAL 5 FEET  
DATUM IS MEAN SEA LEVEL

THIS MAP COMPLIES WITH NATIONAL MAP ACCURACY STANDARDS  
FOR SALE BY U. S. GEOLOGICAL SURVEY, DENVER, COLORADO 80225, OR RESTON, VIRGINIA 22092  
ARKANSAS GEOLOGICAL COMMISSION, LITTLE ROCK, ARKANSAS 72201,  
AND MISSOURI GEOLOGICAL SURVEY, ROLLA, MISSOURI 65401  
A FOLDER DESCRIBING TOPOGRAPHIC MAPS AND SYMBOLS IS AVAILABLE ON REQUEST

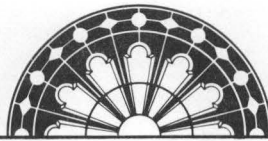
ROAD CLASSIFICATION  
Primary highway, hard surface  
Secondary highway, hard surface  
Light-duty road, hard or improved surface  
Unimproved road  
Interstate Route  
U. S. Route  
State Route

BLYTHEVILLE, ARK.—MO.  
NW/4 BLYTHEVILLE 15' QUADRANGLE  
N3552.5—W8952.5/7.5

1972

AMS 8055 IV NW—SERIES Y884

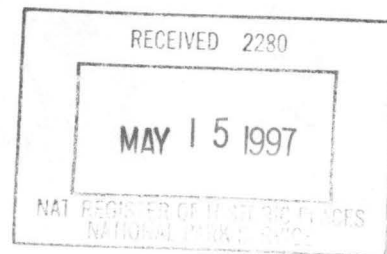




ARKANSAS  
HISTORIC  
PRESERVATION  
PROGRAM

May 2, 1997

Carol D. Shull  
Chief of Registration  
United State Department of the Interior  
National Register of Historic Places  
National Park Service  
800 North Capitol Street, Suite 250  
Washington, D.C. 20002



RE: Kress Building  
Blytheville, Mississippi County  
Paragould War Memorial  
Paragould, Greene County

Dear Carol:

We are enclosing for your review the nomination of the above referenced property. The Arkansas Historic Preservation Program has complied with all applicable nominating procedures and notification requirements in the nomination process.

Thank you for your consideration in this matter.

Sincerely,

Cathy Buford Slater  
State Historic Preservation Officer

CBS:rm

Enclosures

