

United States Department of the Interior
National Park Service

National Register of Historic Places
Inventory—Nomination Form

For NPS use only

received FEB 2 1984
date entered

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

1. Name

historic Taylor Carpet Company Building

and/or common Same

2. Location

street & number 26 West Washington Street N/A not for publication

city, town Indianapolis N/A vicinity of

state Indiana code 018 county Marion code 097

3. Classification

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

4. Owner of Property

name Goodman Jewelers, Inc.

street & number 30 West Washington Street

city, town Indianapolis N/A vicinity of state Indiana 46204

5. Location of Legal Description

courthouse, registry of deeds, etc. Marion County Recorder
Room 721-741 City-County Building
street & number 200 East Washington Street

city, town Indianapolis state Indiana

6. Representation in Existing Surveys

Survey Report for Indianapolis/Marion County title See Continuation Sheet
has this property been determined eligible? yes no

date September 21, 1977 federal state county local

depository for survey records Indianapolis Historic Preservation Commission
Room 1821, City-County Building

city, town Indianapolis state Indiana

7. Description

| | | | |
|--|---------------------------------------|---|---|
| Condition | | Check one | Check one |
| <input type="checkbox"/> excellent | <input type="checkbox"/> deteriorated | <input type="checkbox"/> unaltered | <input checked="" type="checkbox"/> original site |
| <input checked="" type="checkbox"/> good | <input type="checkbox"/> ruins | <input checked="" type="checkbox"/> altered | <input type="checkbox"/> moved date _____ |
| <input type="checkbox"/> fair | <input type="checkbox"/> unexposed | | |

Describe the present and original (if known) physical appearance

The Taylor Carpet Building, located at 26 West Washington Street, is a seven-story commercial building abutting the Indianapolis News Building (1909-10) to the west and the H. Lieber Building (1897) to the east. The principal street facade (Photo 1) is faced with buff terra cotta above the second floor. The exposed east and north facades are built of common bond red brick.

The first two floors of the south entrance facade have been altered by the addition of an Art Moderne style stone veneer (date not determined). The first floor street entrance opening has been more recently modified by metal frame display windows and doors. The entrance is centered and slightly recessed. The second story has a large, rectangular recessed window, framed by Art Moderne style cycloidal columns. The opening is divided by wood mullions into a larger window in the center, flanked by a smaller one on each side.

The third through seventh floors have their original fenestration and detailing. The entire outer edge of these floors is framed by two courses of ornate classical guilloche and leaf molding. Molded terra cotta spandrels divide the facade into stories. The fenestration is divided vertically by slender terra cotta pilasters, decorated with floral swags. The seventh floor is emphasized as the final story by shorter pilasters with ancone capitals. Each floor has three bays with large, one-over-one wood sash windows in each bay. Above the seventh floor is a classical entablature consisting of an architrave, frieze, dentils, egg and dart molding, and a projecting modillion cornice. The cornice is surmounted by a simple molded parapet. The frieze is ornamented with three oculus windows framed by wreaths. Alternating between the round windows are torches and floral cartouches in relief (Photo 2).

The west wall of Taylor Carpet abuts the News Building and is not visible. The east wall through the fourth floor is not visible against the neighboring Lieber Building. The exposed east wall above the fourth floor is common bond red brick and has four two-over-two light, wood sash windows. The north wall is also common bond red brick in construction and faces West Court Street. This facade is three bays wide and has a metal exterior fire escape reaching all floors. The window openings have segmental rowlock arches. The center bay has a wooden mullion separating two windows. Several of the window openings are bricked closed. Others have metal security shutters. The rest of the windows have double-hung wooden sash with three-over-three lights. A one story mechanical penthouse rises above the flat roof.

The original interior spaces of Taylor Carpet have been altered since 1906. The first floor now contains a popular bookstore of modern design. The second and third floors were remodeled at the time the Art Moderne facade was added. The fourth through seventh stories are now completely open and free of any interior partitions. The original pilaster, wood trim, and wood flooring are intact. All stories are accessible by an electric elevator and interior stairs located against the west wall. A freight elevator is still operable in the northwest corner of the building. The seventh story ceiling had a skylight. The building is structurally sound.

8. Significance

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

Specific dates 1897/1906 **Builder/Architect** Unknown

Statement of Significance (in one paragraph)

The Taylor Carpet Company Building possesses historical significance in the areas of architecture and commerce. The Taylor Carpet Company Building has the oldest known terra cotta facade surviving in downtown Indianapolis. It is an excellent example of the classical Beaux Arts style applied to a Chicago style commercial building. Furthermore, the building was occupied by one of the major downtown retailers during the first quarter of this century.

Architecture. In 1897 the Taylor Carpet Company moved from 30-36 South Illinois Street to this new, then four-story store at 26-28 West Washington Street (Photo 3). Although no architect or builder has yet been identified, the quality of design and detailing suggest a professional knowledgeable in current styles and construction materials. The open floor plan made possible by the skeleton frame permitted free arrangement of the company's goods--carpets, rugs, draperies, shades, wall paper, and furniture, as was advertised in City Directories beginning in 1898.

Photo 4 shows this building with three additional stories, completed in 1906. Comparing it with an earlier photo, the original terra cotta elements appear to have been retained in the expansion, with the upper levels well-integrated with the original four. Although there are still several terra cotta buildings remaining in downtown Indianapolis, the 1897 date of the Taylor Carpet Building makes it the oldest known, with the Marrott Shoes Building down the street (National Register, 1983) being two years later, and very different in its styling.

Commerce. The Taylor Carpet Company was one of downtown's major retailers from 1892 until 1936, with its ads appearing daily in the local newspapers.

Alonzo W. Taylor (1846-1921) and his brother, Alfred A. Taylor, moved to Indianapolis from Covington, Kentucky, and started a carpet business in 1892. It operated for five years as Taylor and Taylor at 30-36 South Illinois Street. The business was reorganized in January of 1897 as the Taylor Carpet Company, with Alonzo W. Taylor as president, and his sons, Carl A. and William F., as vice-president and secretary-treasurer. In October of that year the company moved into the four story commercial structure at 26-28 West Washington. The four story building appears to have been built early in 1897 for Hanna A., Charles W., and M. E. Mansur. Application No. 2133 in the Index of Building Permits shows a permit issued in their names for the amount of \$29,507. Permit No. 15177 for July 23, 1906, was issued to Hanna A. Mansur for an \$18,000 brick addition to be built by William P. Jungclaus. This three-story addition was apparently built prior to construction of Jarvis Hunt's News Building adjacent to the west.

Carl A. Taylor was one of the organizers of the original Indianapolis Merchants Association and served for many years as one of its directors. Carl Taylor was responsible for the motto, "You be the Judge," by which the firm became widely and favorably known. His sons, Harold W. and Myron D., were subsequently department heads for the company. About 1925 Taylor Carpet moved to 110 South Meridian Street. After the death of Carl Taylor in 1932, the name was changed to Taylor Furniture, although the Taylor family was no longer involved in the business. The store closed in 1936.

9. Major Bibliographical References

See Continuation Sheet

10. Geographical Data

Acreeage of nominated property Less than one acre

Quadrangle name Indianapolis West

Quadrangle scale 1:24000

UTM References

A

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| Zone | | Easting | | | | Northing | | | | | | | | |

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| | | | | | | | | | | | | | | |
| Zone | | Easting | | | | Northing | | | | | | | | |

Verbal boundary description and justification

East half of East half of
Lot 7 in Square 55 of the Donation Lands of the City of Indianapolis, except a strip 7' wide off the entire east side of said lot.

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

state N/A code county code

state code county code

11. Form Prepared By

name/title Samuel A. Roberson & Associates

organization Goodman Jewelers, Inc. date November 18, 1983

street & number 4611 N. Pennsylvania Street telephone 283-1979

city or town Indianapolis state Indiana 46205

12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:

national state local

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

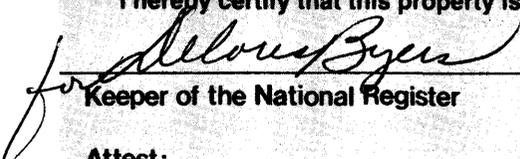
State Historic Preservation Officer signature 

title Indiana State Historic Preservation Officer date 1-24-84

For NPS use only

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

date 3/1/84


Keeper of the National Register

Attest: Chief of Registration date

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

**National Register of Historic Places
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Continuation sheet Taylor Carpet Co. Bldg.

Item number 6

Page 1

The Taylor Carpet Building was determined eligible as part of the Union Station Historic District on December 31, 1979.

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Continuation sheet Taylor Carpet Building

Item number 8

Page 2

The building on Washington Street was occupied in 1926 by the Hudson Cloak and Suit Store, quickly followed in 1927 by Morrison's, a women's clothing store. Morrison's occupied the building until 1935, when Miller's Ladies Apparel took over occupancy, staying until 1949. Goodman Jewelers purchased the building in 1968, and leased it to a variety of tenants until B. Dalton Bookseller, the present tenant, occupied the building in 1975.

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- Dunn, Jacob P. Greater Indianapolis. 2 Volumes. Chicago: Lewis Publishing Company, 1922.
- Indianapolis Architecture. Indianapolis: Indiana Architectural Foundation, 1975.
- "Alonzo W. Taylor." Indianapolis News (June 4, 1921).
- "Cloak Firm Takes Downtown Lease." Indianapolis News (January 26, 1925).
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- Wilson, William R. Indiana, A History. Bloomington: Indiana University Press, 1966.