

FORM B - BUILDING

Area	Form no.
3000	137

MASSACHUSETTS HISTORICAL COMMISSION  
294 Washington Street, Boston, MA 02108

PHOTO (3x3" or 3x5", black & white)  
Staple to left side of form  
Photo number \_\_\_\_\_

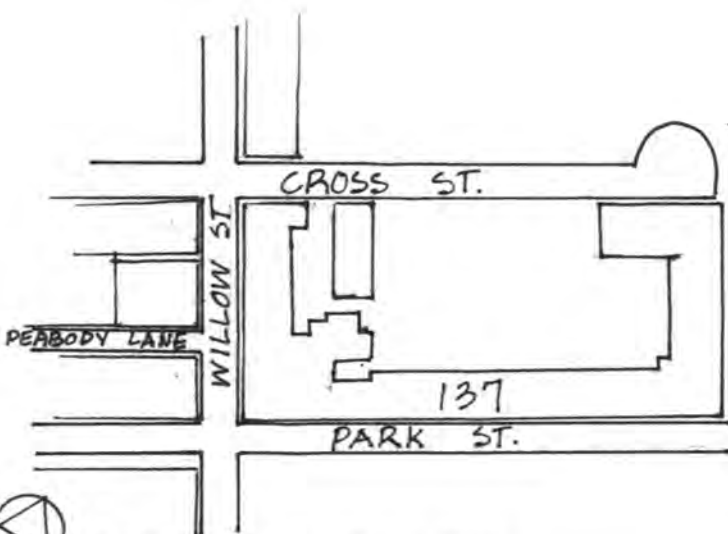
✓ Town Springfield  
 ✓ Address Park-Cross-Willow Streets.  
 ✓ Historic Name Milton-Bradley Company (DSMRA)  
 Use: Original manufacturing  
 Present residential  
 Ownership:  Private individual  
                    Private organization X  
                   Public \_\_\_\_\_  
 Original owner George W. Tapley

SKETCH MAP

Draw map showing property's location in relation to nearest cross streets and other buildings or geographical features. Indicate north.

DESCRIPTION:

Date 1880, c. 1888, c. 1905, c. 1912  
 Source City Directories  
 Style Panel Brick  
 Architect unknown  
 Exterior wall fabric Brick  
 Outbuildings See sketch map



Major alterations (with dates) \_\_\_\_\_  
1979 - adaptive reuse to housing  
approved  
 Moved no Date \_\_\_\_\_  
 Approx. acreage 2.5 acres  
 Setting On the edge of downtown, bounded by industrial buildings to west, commercial blocks to north and residential area to east.

Recorded by Margo Webber  
 Organization Anderson Notter Finegold Inc.  
 Date June, 1981

DOE 12/78

Assessor's Map #314  
 UTM Ref: 18/699820/4663530  
 Springfield South Quadrangle (Staple additional sheets here)

Criteria Statement: The Milton Bradley Company Building possesses integrity of location, design, setting, material and workmanship. It is significant for its associations with industrial development in Springfield and especially as the home of a company which gained national prominence in the twentieth century. Additionally, it is significant as a collection of industrial structures built to house the operations of a rapidly expanding company. It meets criteria A & C of the National Register of Historic Places.

ARCHITECTURAL SIGNIFICANCE (describe important architectural features and evaluate in terms of other buildings within community)

The Milton Bradley complex is an excellent example, and one of the few remaining examples in the survey area, of a composite grouping of industrial buildings from the late 19th century. Architecturally, the buildings are a handsome collection of period design, basically simplified utilitarian buildings of large scale whose carefully detailed trim includes coursing, brick corbels and cornices which add visual delight to the strong rhythmic feeling of the long elevations. The exteriors have largely retained their integrity and have been enhanced by the conversion and upgrading as apartments.

HISTORICAL SIGNIFICANCE (explain the role owners played in local or state history and how the building relates to the development of the community)

Milton Bradley & Company was founded in Springfield in 1860 and grew to become one of the largest manufacturers in the city. The firm was started as a lithography business by Mr. Milton Bradley, who was joined in 1862 by Clark W. Bryan and J. F. Tapley. At the time, it was the only lithography shop between Boston, Providence, Albany and Hartford. It was first housed on Main Street and later on Harrison Avenue. In 1882, the business relocated to #47-55 Willow Street. The building was owned by George Tapley, a childhood friend of Bradley's from Lowell. Tapley's own firm, the Taylor and Tapley Manufacturing Company, was also located in the building. It specialized in making cloth-faced paper collars and cuffs.

In 1884, the Milton Bradley Company was organized and incorporated with a working capital of \$40,000. George W. Tapley was its first president and Milton Bradley its first treasurer. The factory had grown by 1884 to contain three departments: 1) lithographic; 2) games and toys; and 3) educational department. The lithographic engraving and printing division specialized in school supplies and apparatus. They were the first game and toy manufacturers in the region and built this aspect of the business into a national line of goods.

As the oldest and largest manufacturer of games and educational materials, the Milton Bradley Company became a mainstay of the local community and its economy. The plant was expanded continuously through the early years of the 20th century until it took up an entire city block. In the 1960's, the plant relocated to suburban East Longmeadow.

BIBLIOGRAPHY and/or REFERENCES

- Springfield Sunday Republican, February 1, 1960
- City Directories
- Springfield Homestead, May 31, 1911, p. 3
- It's all in the Game, James J. Shea, New York, 1960
- King's Handbook of Springfield, Massachusetts, 1884, p. 334
- Inland Massachusetts Illustrated, 1894, p. 74

United States Department of the Interior  
National Park Service

Milton-Bradley Company (Downtown Springfield MRA)  
Hampden County  
MASSACHUSETTS

Working No. 11/10/82-3625  
Fed. Reg. Date: \_\_\_\_\_  
Date Due: 12/9/82 - 12/25/82  
Action:  ACCEPT  
 RETURN 12/22/82  
 REJECT  
Federal Agency: \_\_\_\_\_

- resubmission
- nomination by person or local government
- owner objection
- appeal

Substantive Review:  sample  request  appeal  NR decision

Reviewer's comments:

Recom./Criteria \_\_\_\_\_  
Reviewer \_\_\_\_\_  
Discipline \_\_\_\_\_  
Date \_\_\_\_\_  
see continuation sheet

Nomination returned for:  technical corrections cited below  
 substantive reasons discussed below

1. Name

2. Location

3. Classification

Category Ownership Status Present Use  
Public Acquisition Accessible

4. Owner of Property

5. Location of Legal Description

6. Representation in Existing Surveys

has this property been determined eligible?  yes  no

7. Description

Condition  excellent  good  fair  
 deteriorated  ruins  unexposed  
Check one  unaltered  altered  
Check one  original site  moved date \_\_\_\_\_

Describe the present and original (if known) physical appearance

- summary paragraph
- completeness
- clarity
- alterations/integrity
- dates
- boundary selection

## 8. Significance

Period \_\_\_\_\_ Area of Significance—Check and justify below

Specific dates \_\_\_\_\_ Builder/Architect \_\_\_\_\_

Statement of Significance (in one paragraph)

- summary paragraph
- completeness
- clarity
- applicable criteria
- justification of areas checked
- relating significance to the resource
- context
- relationship of integrity to significance
- justification of exception
- other

## 9. Major Bibliographical References

## 10. Geographical Data

Acreage of nominated property \_\_\_\_\_

Quadrangle name \_\_\_\_\_

USIT References \_\_\_\_\_

Verbal boundary description and justification

*Please provide*

## 11. Form Prepared By

## 12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:

national  state  local

State Historic Preservation Officer signature \_\_\_\_\_

Site \_\_\_\_\_ date \_\_\_\_\_

## 13. Other

- Maps
- Photographs
- Other

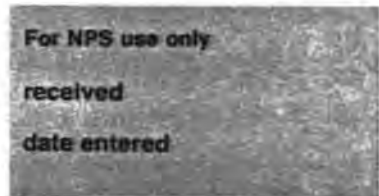
Questions concerning this nomination may be directed to \_\_\_\_\_

Signed *J. Byers* Date 12/22/82 Phone: 202 272-3504

Comments for any item may be continued on an attached sheet

United States Department of the Interior  
National Park Service

National Register of Historic Places  
Inventory—Nomination Form



Continuation sheet

Item number

Page 5245

Multiple Resource Area  
Thematic Group

Name Downtown Springfield Multiple Resource Area  
State MA

Nomination/Type of Review

Date/Signature

41. Colonial Block

Entered in the  
National Register

for Keeper

Melvin Byers 2/24/83

Attest

42. McKinney Building

Entered in the  
National Register

for Keeper

Melvin Byers 2/24/83

Attest

43. Bangs Block

Entered in the  
National Register

for Keeper

Melvin Byers 2/24/83

Attest

44. Burbach Block

Entered in the  
National Register

for Keeper

Melvin Byers 2/29/83

Attest

45. Apremont Triangle Historic District

Substantive Review

Keeper

Thomas W. Byers 5/27/83

Attest

46. WCA Boarding House

Entered in the  
National Register

for Keeper

Melvin Byers 2/24/83

Attest

47. French Congregational Church

Entered in the  
National Register

for Keeper

Melvin Byers 2/24/83

Attest

48. St. Joseph's Church

Entered in the  
National Register

for Keeper

Melvin Byers 2/24/83

Attest

49. Milton-Bradley Company

Entered in the  
National Register

for Keeper

Melvin Byers 2/24/83

Attest

50.

Keeper

Attest

United States Department of the Interior  
National Park Service

Milton-Bradley Company (Downtown Springfield MRA)

Hampden County

MASSACHUSETTS

Working No. 11/10/82-3025-

Fed. Reg. Date: 2-7-84

Date Due: 4/1/83

Action:  ACCEPT 2/24/83

Entered in the National Register  RETURN  REJECT

Federal Agency: \_\_\_\_\_

- resubmission
- nomination by person or local government
- owner objection
- appeal

Substantive Review:  sample  request  appeal  NR decision

Reviewer's comments:

Recom./Criteria \_\_\_\_\_  
 Reviewer \_\_\_\_\_  
 Discipline \_\_\_\_\_  
 Date \_\_\_\_\_  
 \_\_\_\_\_ see continuation sheet

Nomination returned for:  technical corrections cited below  
 substantive reasons discussed below

1. Name

2. Location

3. Classification

Category	Ownership	Status	Present Use
	Public Acquisition	Accessible	

4. Owner of Property

5. Location of Legal Description

6. Representation in Existing Surveys

Has this property been determined eligible?  yes  no

7. Description

Condition		Check one	Check one
<input type="checkbox"/> excellent	<input type="checkbox"/> deteriorated	<input type="checkbox"/> unaltered	<input type="checkbox"/> original site
<input type="checkbox"/> good	<input type="checkbox"/> ruins	<input 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

- summary paragraph
- completeness
- clarity
- alterations/integrity
- dates

## 8. Significance

Period \_\_\_\_\_ Areas of Significance—Check and justify below

Specific dates \_\_\_\_\_ Builder/Architect \_\_\_\_\_

Statement of Significance (in one paragraph)

- \_\_\_\_\_ summary paragraph
- \_\_\_\_\_ completeness
- \_\_\_\_\_ clarity
- \_\_\_\_\_ applicable criteria
- \_\_\_\_\_ justification of areas checked
- \_\_\_\_\_ relating significance to the resource
- \_\_\_\_\_ context
- \_\_\_\_\_ relationship of integrity to significance
- \_\_\_\_\_ justification of exception
- \_\_\_\_\_ other

## 9. Major Bibliographical References

## 10. Geographical Data

Address of nominated property \_\_\_\_\_

Geographic name \_\_\_\_\_

USPT References

Verbal boundary description and justification

## 11. Form Prepared By

## 12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is

\_\_\_\_\_ national \_\_\_\_\_ state \_\_\_\_\_ local

State Historic Preservation Officer signature

title \_\_\_\_\_ date \_\_\_\_\_

## 13. Other

- \_\_\_\_\_ Maps
- \_\_\_\_\_ Photographs
- \_\_\_\_\_ Other

Questions concerning this nomination may be directed to \_\_\_\_\_

Signed \_\_\_\_\_ Date \_\_\_\_\_ Phone: 202 272-3500



Willow St.

Milton Bradley Co Building

Deerstown Springfield MA, Ma

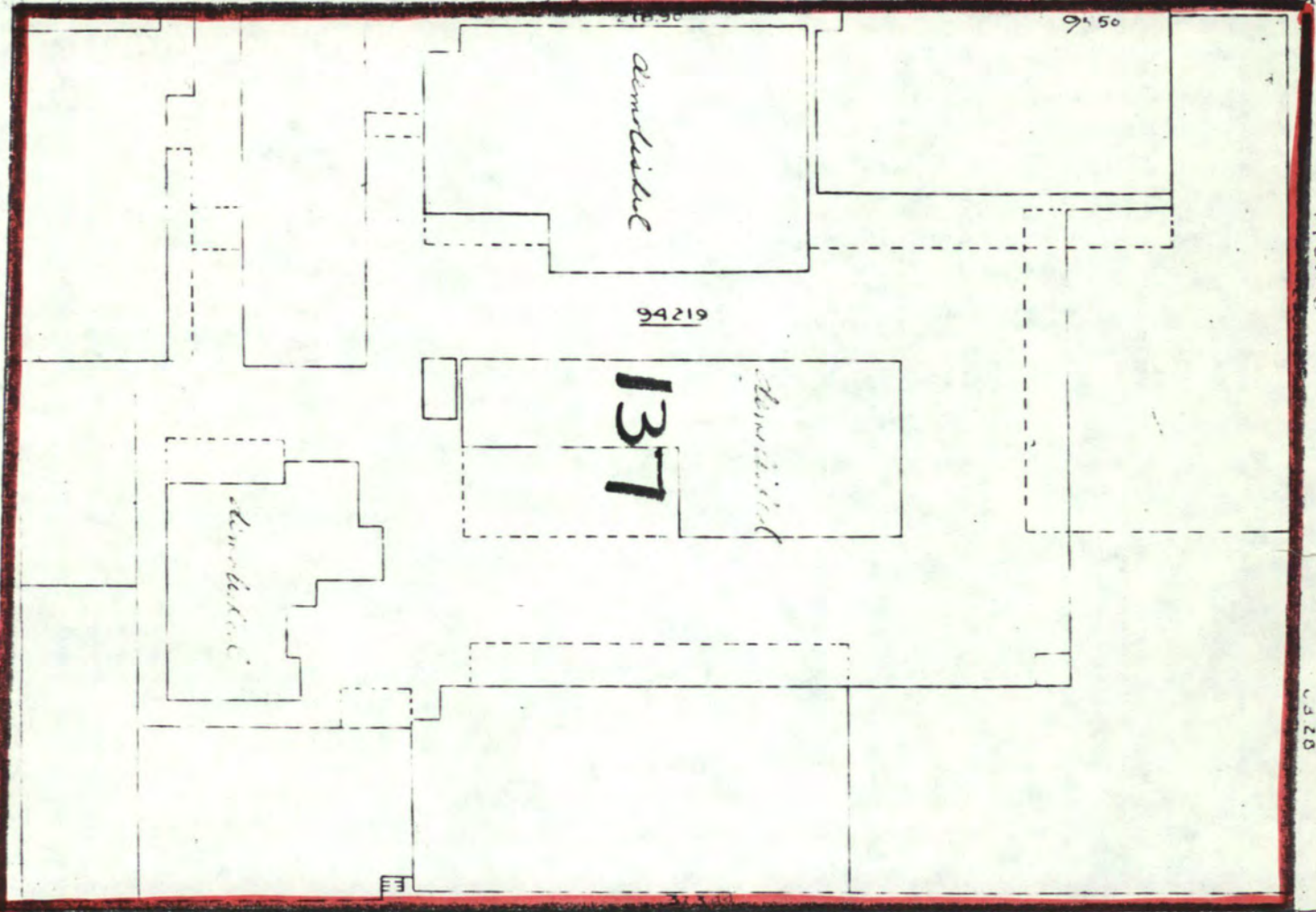
Milton Bradley Co. #137  
Park, Cross + Willow Sts.  
1" = 50' Springfield MRA

278.63  
73.02

14026

22.24

7.77



16904

236.27  
234.06

40.12

55.22

7.7

54.43

45.0

43.5

4.18

31.15

57.2

30.5

60.7

67.2

53.70

45.0

43.7

52374

97.5

88.63