

OMB NO. 1024-0018
EXP. 10/31/84

United States Department of the Interior
National Park Service

**National Register of Historic Places
Inventory—Nomination Form**

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

For NPS use only

received **OCT 14 1992**

date entered

1. Name

historic United Shoe Machinery Corporation Clubhouse

and/or common Beverly Golf and Tennis Clubhouse

2. Location

street & number 134 McKay Street N/A not for publication

city, town Beverly N/A vicinity of ~~Congressional district~~

state Massachusetts code 025 county Essex code 009

3. Classification

Category	Ownership	Status	Present Use
☐ district	☒ public	☒ occupied	☐ agriculture
☒ building(s)	☐ private	☐ unoccupied	☐ commercial
☐ structure	☐ both	☐ work in progress	☐ educational
☐ site	Public Acquisition	Accessible	☐ entertainment
☐ object	<u>N/A</u> in process	☐ yes: restricted	☐ government
	☐ being considered	☒ yes: unrestricted	☒ industrial
		☐ no	☐ military
			☒ other: Recreation

4. Owner of Property

name City of Beverly

street & number 191 Cabot Street

city, town Beverly N/A vicinity of state Massachusetts

5. Location of Legal Description

courthouse, registry of deeds, etc. Essex County Registry of Deeds

street & number 32 Federal Street

city, town Salem state Mass. 01970

6. Representation in Existing Surveys

Inventory of Historical Assets
title of the Commonwealth # 705 has this property been determined eligible? ☐ yes ☒ no

date Oct., 1979 ☐ federal ☒ state ☐ county ☐ local

depository for survey records Mass. Historical Commission, 294 Washington St.

city, town Boston, state Mass. 02108

7. Description United Shoe Machinery Corporation Clubhouse, Beverly

Condition		Check one	Check one	
☐ excellent	☐ deteriorated	☒ unaltered	☒ original site	
☐ good	☐ ruins	☐ altered	☐ moved	date <u> N/A </u>
☒ fair	☐ unexposed			

Describe the present and original (if known) physical appearance

The former United Shoe Machinery Corporation Clubhouse is located at the edge of a large open area (the Beverly Golf Course) on McKay Street, opposite Balch Street. The building is rectangular in plan, two-and-one-half stories tall, with a full basement mostly above grade and is substantially broader east/west than north/south. It is of stuccoed woodframe construction; the basement is cobblestone. The steeply pitched hip roof contains an array of gables and dormers with half-timbering and is punctuated by a chimney on the south side. The roof is sheathed in asphalt shingles and the rafters are exposed in the eave overhangs. A contrasting color scheme distinguishes the building, with exterior stucco painted off-white and wooden trim (half-timbering, doors, window surrounds, and porches) painted dark brown. The window sashes are white. A first floor porch/veranda extends along the building on the east, north, west and part of the south elevations, connecting the interior and adjacent exterior recreational spaces. The clubhouse sits on 16 of the original 300 acres associated with it. The area immediately adjacent to the building retains much of its landscaping. The remainder of accompanying acreage is still used as a golf course, which was laid out when the clubhouse was built. Woodland, now partially developed, made up the rest of the original 300 acres.

The east elevation (facing McKay Street) is symmetrical, containing three bays, the central one wider than the side ones. A central broad stone staircase leads to a recessed porch which is supported by large stucco piers rising at rail height from a solid stucco wall. The wide central entry is framed and surmounted by multipaned lights, and flanked by smaller multi-lighted doors. Above the porch in the roof pitch are two large end gables, connected by a central shed dormer. The gables each have a central window and half-timbering and a pendant at the peak; the connecting dormer has a row of four smaller windows. All the windows are 6/1 double-hung sashes.

The west elevation is similar to the east in design, the major difference being the porch treatment. Here the porch is a wooden projecting structure rimmed by a balustrade and supported by pairs of narrow piers, with a flat roof and surrounding balustrade above. The northern roof gable contains a door, rather than windows. The porch extends as an open veranda around the house and is accessible on the west elevation only from the interior via two wide door ways whose original double doors have been replaced with sliding glass. A tripartite, multi-paired windows marks each of the flanking bays.

The north elevation (facing the driveway) has a high stone basement and two wide stairways. The basement supports a veranda the length of the building, a large portion of which is roofed over as a porch (eastern end), echoing that on the west facade. The porch portion is symmetrical and five bays wide. Three small roof dormers with diamond pane windows are flanked at either end by a large gable. The building extends westward to include another dormer and gable, continuing the rhythm while breaking the symmetry. (Cont'd)

8. Significance UNITED SHOE MACHINERY CORP. CLUBHOUSE, BEVERLY

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

Specific dates CA. 1910 Builder/Architect Henry Bailey Alden

Statement of Significance (in one paragraph)

The United Shoe Machinery Corporation Clubhouse possesses integrity of location, design, setting, materials, workmanship, and association. It was built for Beverly's largest industry which was also the major producer of shoemaking equipment in the world at the time. Designed by a prominent local architect, it is an excellent example of a large scale, Arts and Crafts designed structure of the period. Perhaps most importantly, it represents, at a relatively early date, a new sense of responsibilities and cooperation between a large industry and its employees which was eventually to pervade American social ideals. The United Shoe Machinery Corporation Clubhouse thus meets criteria A, B, and C of the National Register of Historic Places.

In 1902, the United Shoe Machinery Corporation (USMC) decided to build a plant for over 2,500 men in Beverly. This was constructed in 1903 and added to at various times, especially in 1906. Employment reached up to 5,000. One of the main architects was Ernest L. Ransome; a pioneer in reinforced concrete construction. This one company changed the face of Beverly and was Beverly's major employer. Not only was the company progressive in using reinforced concrete, but also was in the forefront of voluntarily undertaking actions for the improvement of the working and living conditions of the employees, in order to insure conditions of the highest industrial efficiency. USMC's aim was to secure the best living and recreational conditions which would in turn pay off in productive work. To this end, USMC hired a noted area architect, Henry Bailey Alden, to design a clubhouse for the Shoe Machinery Athletic Association.

Henry Bailey Alden studied architecture at the Massachusetts Institute of Technology before joining the Boston firm of Parker, Thomas and Rice. In addition to the USMC Clubhouse, Alden was involved in the design of many outstanding buildings in Boston, noted by the Herald-Traveler building on Mason Street and the United Shoe Machinery Corporation Office Building at 140 Federal Street (NR). He also designed numerous other buildings in the area including The Public Library in Westwood and many private residences. He died August 21, 1939.

The Athletic Association was composed of men and women who worked in the factory and a few of the local Beverly people; just enough to give a "neighborly touch" to the factory's social life." Any employee of the company was eligible for membership for one dollar a year. Most people took advantage of this. The management did not interfere with the running of the Athletic Association, who chose their own management.

(Cont'd)

9. Major Bibliographical References

Huxtable, L.A., Progressive Architecture, Vol. 38, 1957, pp. 137-42.

Beverly Evening Times, July 9, 1910

Beverly Evening Times, Dec. 6, 1933

Whitney, Henry F., editor, Biographical Dictionary of American Architecture (deceased) Los Angeles: Hennessy and Ingalls, Inc., 1970

10. Geographical Data

Acreage of nominated property less than one acre

Quadrangle name Salem, Mass.

Quadrangle scale 1:25,000

UMT References

A 1 9 3 4 4 4 3 0 4 7 1 3 9 7 0
Zone Easting Northing

B
Zone Easting Northing

C

D

E

F

G

H

Verbal boundary description and justification (See attached map for description). The golf course acreage owned by the City of Beverly may be eligible for inclusion in the Clubhouse nomination. However, additional research needs to be done on the course's designer, original configuration, and the impact of subsequent alterations in order to justify this; consequently, **List all states and counties for properties overlapping state or county boundaries** (continued)

state	code	county	code
N/A			
state	code	county	code

11. Form Prepared By

name/title Virginia H. Adams, Program Assistant with Frank Garretson, Beverly

organization Mass. Historical Commission

date July, 1982

street & number 294 Washington Street

telephone (617) 727-8470

city or town Boston

state Massachusetts

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

Valerie Talmage

title Executive Director, Massachusetts Historical Com. date 9/28/82

For NPS use only

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

Thomas MacDougal
Keeper of the National Register

date 11/26/82

Attest:

date

Chief of Registration

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

**National Register of Historic Places
Inventory—Nomination Form**

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received

date entered

Continuation sheet United Shoe Machinery Corp.
Clubhouse, Beverly Item number 7 , 10 Page I

Multi-paired and tripartite windows and doors (in the gables) on the second floor open onto the porch balcony. Half timbering is found in the gable and dormer peaks.

The south elevation essentially mirrors the north, although the veranda does not run the full length and has no roof (with the exception of a recent makeshift porch added at the end). A tall exterior stucco chimney projects from what would otherwise be the central dormer at the eastern end.

Exterior alterations have been minimal. In addition to those mentioned above, some sections (at the corners) of the veranda balustrade have been replaced by a simpler railing.

The interior of the Clubhouse is comprised of numerous rooms on each floor which fulfill various club function needs. Originally, wall treatment was a combination of plain varnished woodwork and light colored plaster walls. The interior was always more functional than decorative. The building still retains its main front entry hall with two broad staircases, and its original stone fire places. Over the years, some woodwork has been painted, partitions have been erected to form smaller rooms, and new kitchen facilities have been installed. However, these alterations have not significantly effected the sense of the building's original purpose as a social and recreational center.

Section 10: Verbal Boundary Description

this nomination is limited to the immediate environs of the clubhouse at this time.

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

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date entered

Continuation sheet **United Shoe Machinery Corporation
Clubhouse, Beverly** Item number **8**

Page **I**

This early example of a "worker's clubhouse" was most successful in the view of the Company and employees. The Clubhouse was as attractive architecturally as any country club anywhere. The Clubhouse contained a theater and auditorium, library, card and lounging rooms, billiard and pool tables, bowling alleys, locker rooms, and all the usual appurtenances.

It was the center for the annual "Sam-Sam" Day, which brought workers, their families, and friends together each August for a day of fun and recreation. In 1916, Calvin Coolidge, at that time Lieutenant-Governor of Massachusetts, was a special guest at the "Sam-Sam". His comments on the occasion included congratulations for "what may be done by cooperation... through working of the welfare of all the employees... partaking in the ownership of a great industry."

This is an excellent, early example of a new attitude between employer and employee. In 1913, Louis A. Coolidge, Treasurer of USMC wrote the following, "There is something after all in industry beyond giving a day's work and receiving a day's pay. Intensive cooperation between employer and employee is possible; it works to the advantage of both, resulting on the one hand in a greater industrial efficiency, and on the other, in a development of the individual."

United Shoe Manufacturing Company was the major producer of all shoe-making equipment in the world during the first half of the 20th century. It had a monopoly on shoe-making equipment. Thus, the company was important internationally, as well as nationally. Between 1899 and 1960, USMC developed and marketed nearly 800 new and improved shoe machines and patented more than 9,000 inventions in a variety of areas. The Company was a major manufacturer in Massachusetts with a building for manufacturing of 1,300,000 sq. ft. in Beverly, and a major office building (opened in 1930, at 140 Federal Street, which was the tallest building in Boston at the time. (USMC was Beverly's one major industry; the growth of Beverly follows the growth of USMC.) In recent history, the company has changed, in part, due to antitrust litigation. It had difficult times during the 1960's when its monopoly was broken up. Since then it has diversified, been sold to Emhart, and is doing well again.

Sold to a private developer in 1971, the clubhouse and 168 acre golf course became the property of the city of Beverly during the spring of 1978. The remainder of the original 300 acres was retained by the developer for housing and conservation.

United States Department of the Interior
National Park Service

Substantive Review

United Shoe Machinery Corporation Clubhouse
Essex County
MASSACHUSETTS

Working No. 10/14/82-2844
Fed. Reg. Date: 2.1.83
Date Due: 11/11/82 11/28/82
Action: ACCEPT 11/26/82
RETURN
REJECT

Federal Agency: _____

resubmission
nomination by person or local government
owner objection
appeal

Substantive Review: sample request appeal NR decision

Reviewer's comments:

NOT FOUND TO BE SIGNIFICANT UNDER "B"

Recom. / Criteria A+C / Accept
Reviewer Max Boyd
Discipline A. H. D.
Date 11.25.82
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
<u>excellent</u>	<u>deteriorated</u>	<u>unaltered</u>
<u>good</u>	<u>ruins</u>	<u>altered</u>
<u>fair</u>	<u>unexposed</u>	<u>original site</u>
		<u>moved</u> date _____

Describe the present and original (if known) physical appearance

summary paragraph
completeness
clarity
alterations/integrity
dates
boundary selection

boundaries appear on map drawn to scale but no dimensions are given

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

~~THE SIGNIFICANT PERSONS FOR WHICH THIS PROPERTY IS ASSOCIATED~~ TO BE ASSOCIATED WITH ARE NOT SHOWN. IT IS, HOWEVER, ELIGIBLE FOR ITS HISTORICAL ASSOCIATIONS UNDER CRITERIA A AND FOR C UNDER ARCHITECTURE.

9. Major Bibliographical References

10. Geographical Data

Average of nominated property _____

Quadrangle name _____

USGS Reference _____

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

Comments for any item may be continued on an attached sheet



1981

BEVERLY, MA

BEVERLY GOLF AND TENNIS CLUB

134 MCKAY ST.

VIEW FROM S.E.

United Shoe Machinery Corporation Clubhouse
134 McKay Street
Beverly, Massachusetts

Photograph by Frank Garretson Spring, 1981
Negative filed with Planning Dept., City Hall,
Beverly

View from S.E.



1981

BEVERLY, MA

BEVERLY GOLF AND TENNIS CLUB

134 MCKAY ST.

VIEW FROM NW.

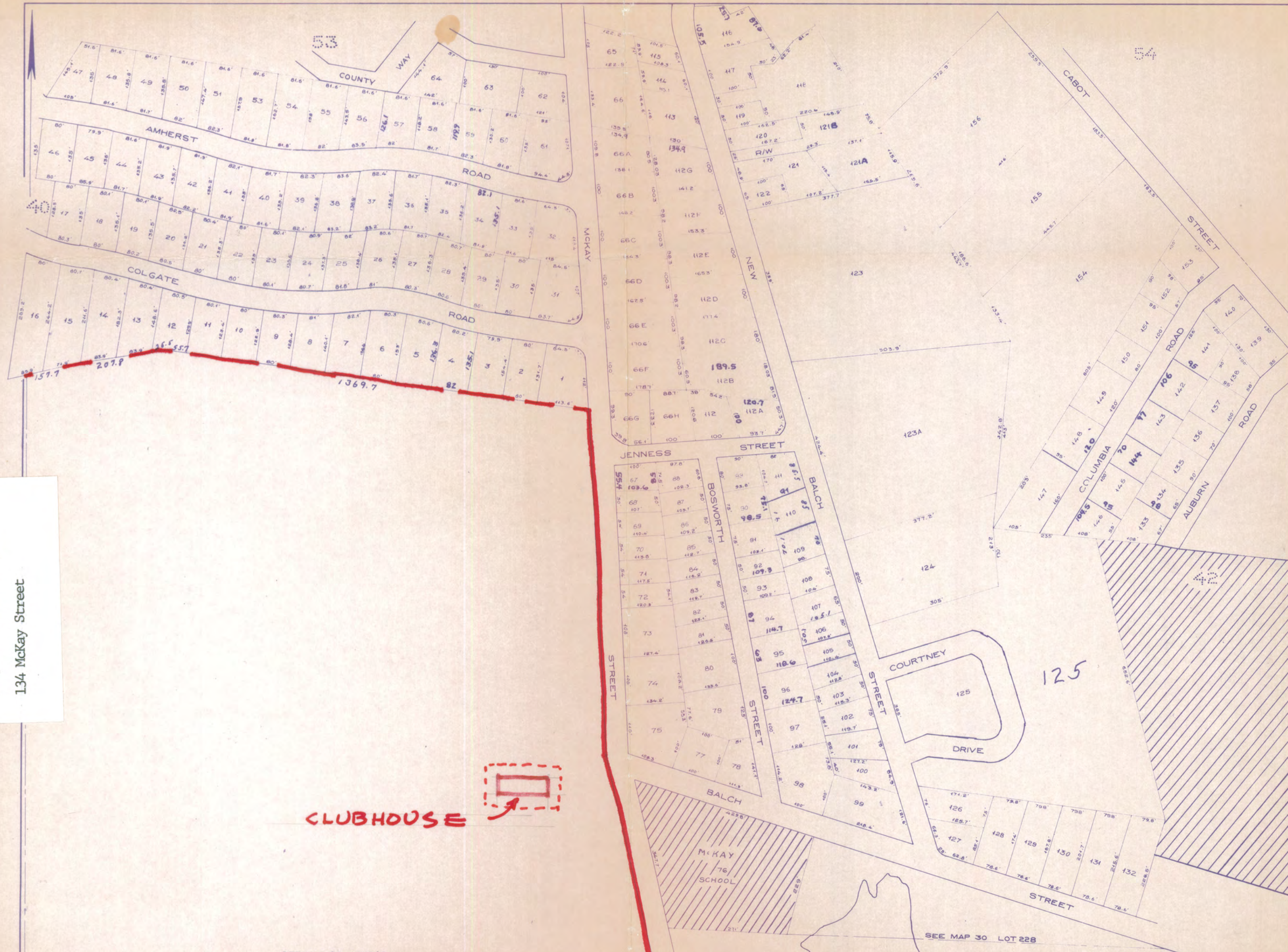
United Shoe Machinery Corporation Clubhouse
134 McKay Street
Beverly, Mass.

Photo by Frank Garretson Spring 1981

Neg. filed at Beverly Planning
Dept.

View from NW

Beverly, Massachusetts
United Shoe Machinery
Corporation Clubhouse
134 McKay Street



LEGEND
PARCEL NUMBERS
ADJACENT MAPS
MATCH LINE

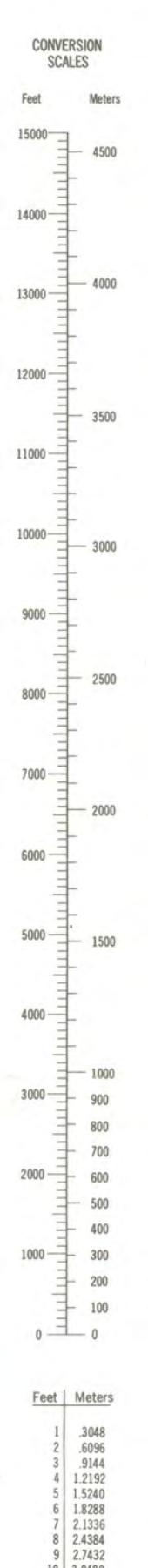
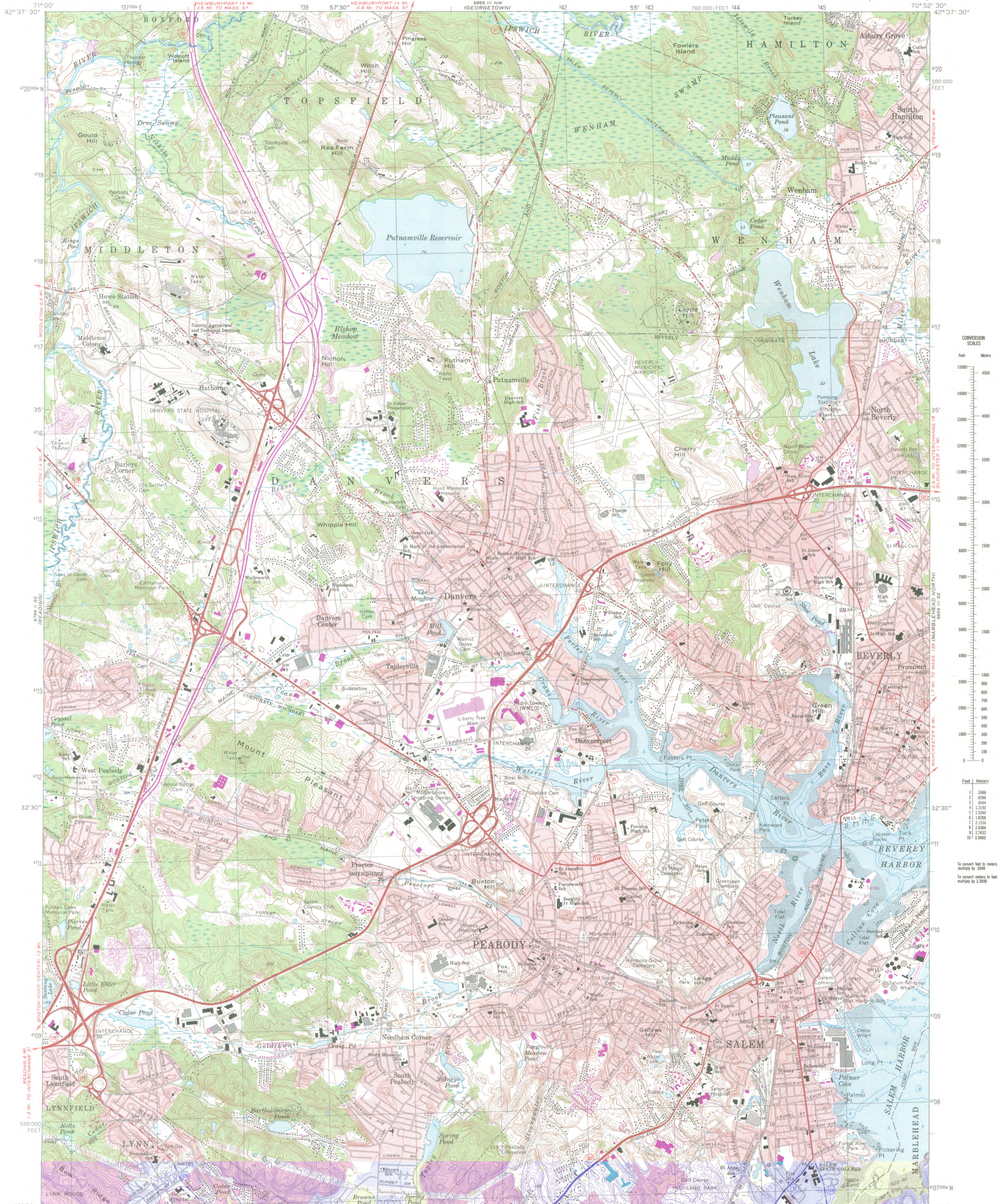
29

SEE MAP 29 LOT 46

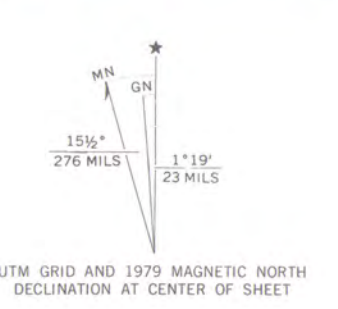
SEE MAP 30 LOT 228

30

PROPERTY MAP
CITY OF BEVERLY
ESSEX COUNTY, MASSACHUSETTS
PREPARED BY
JAMES W. SEWALL COMPANY OLD TOWN, MAINE
SCALE 1 INCH = 200 FEET



Mapped, edited, and published by the Geological Survey
Control by USGS, USC&GS, and Massachusetts Geodetic Survey
Planimetry by photogrammetric methods from aerial photographs
taken 1938. Topography by planimetry taken 1942.
Revised from aerial photographs taken 1969. Field checked 1970.
Selected hydrographic data compiled from USC&GS Charts 240 and
241 (1970). This information is not intended
for navigational purposes.
Polyconic projection. 1927 North American datum
10,000-foot grid based on Massachusetts coordinate system,
mainland zone
1000-meter Universal Transverse Mercator grid,
zone 19
Boundaries in tidewater areas from information supplied
by Massachusetts Department of Public Works
Red tint indicates areas in which only landmark buildings are shown



SCALE 1:25 000
CONTOUR INTERVAL 10 FEET
NATIONAL GEODETIC DATUM OF 1929
DEPTH CURVES AND SOUNDINGS IN FEET—DATUM IS MEAN LOW WATER
THE RELATIONSHIP BETWEEN THE TWO DATUMS IS VARIABLE
SHORELINE SHOWN REPRESENTS THE APPROXIMATE LINE OF MEAN HIGH WATER
THE MEAN RANGE OF TIDE IS APPROXIMATELY 9 FEET
THIS MAP COMPLIES WITH NATIONAL MAP ACCURACY STANDARDS
FOR SALE BY U. S. GEOLOGICAL SURVEY, RESTON, VIRGINIA 22092
A FOLDER DESCRIBING TOPOGRAPHIC MAPS AND SYMBOLS IS AVAILABLE ON REQUEST

ROAD CLASSIFICATION
Primary highway, hard surface
Secondary highway, hard surface
Interstate Route
U. S. Route
State Route
Light-duty road, hard or improved surface
Unimproved road
SALEM, MASS.
N4230—W7052.5/7.5
1970
PHOTO REVISITED 1979
AMS 6869 III SW—SERIES V814

TRIANGLE BUSINESS SERVICE
7 CONANT STREET
DANVERS, MASS. 01923

United Shoe Machinery
Corporation Clubhouse
Beverly, Massachusetts
UTM Reference:
19/344440/4713970



COMMONWEALTH OF MASSACHUSETTS
Office of the Secretary of State

**MASSACHUSETTS
HISTORICAL
COMMISSION**

294 Washington Street
Boston, Massachusetts
02108
617-727-8470

MICHAEL JOSEPH CONNOLLY
Secretary of State

September 29, 1982

Ms. Carol Shull, Chief
National Register of Historic Places
National Park Service
Department of the Interior
Washington, D.C. 20243

Dear Ms. Shull:

Enclosed you will find the following nomination forms:

✓ Beverly:	United Shoe Machinery Corporation Clubhouse (local)
Longmeadow:	The Green (local)
Malden:	Waite Brick Block (local)
Weston:	Post Road Historic District (state)

All have been voted eligible by the State Review Board and have been signed by the State Historic Preservation Officer. Owners were notified of pending State Review Board consideration 30-75 days before the meeting and were afforded the opportunity to comment. Comments received to date are attached to the nomination forms.

Sincerely,

Candace Jenkins

Candace Jenkins
Registration Director
Massachusetts Historical Commission

CJ/sac

enclosure

