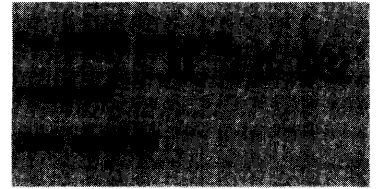


**United States Department of the Interior
Heritage Conservation and Recreation Service**



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

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

1. Name

historic Rosenberg Brothers Department Store

and/or common

2. Location

street & number 126 N. Washington Street N/A not for publication

city, town Albany N/A vicinity of ~~congressional district~~

state Georgia code 013 county Dougherty code 095

3. Classification

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

4. Owner of Property

name Rosenberg's Incorporated
Ralph Rosenberg, President

street & number P.O. Box 327

city, town Albany N/A vicinity of state Georgia 31703

5. Location of Legal Description

courthouse, registry of deeds, etc. Superior Court

street & number Dougherty County Courthouse

city, town Albany state Georgia

6. Representation in Existing Surveys

title None has this property been determined eligible? yes no

date federal state county local

depository for survey records None

city, town state

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 type="checkbox"/> good	<input type="checkbox"/> ruins	<input checked="" type="checkbox"/> altered	<input type="checkbox"/> moved date _____
<input checked="" type="checkbox"/> fair	<input type="checkbox"/> unexposed		

Describe the present and original (if known) physical appearance

Rosenberg Brothers Department Store, built in 1923-1924, is a three story brick Second Renaissance Revival Style commercial building located on a corner city lot in the downtown business district of Albany, Dougherty County, Georgia.

The north and west elevations of the building which face Pine Avenue and Washington Street respectively are finished with tan-glazed brick laid in stretcher bond and limestone and concrete trim. The east and south walls, which respectively face onto an alley and serve as a party wall with the adjacent building, are finished with a lesser grade brick laid in common bond. The nearly square building has a flat roof which slopes gently to the east. The treatment of the two main five-bay facades is composed of a tri-partite horizontal arrangement with different window treatments on each floor. The first floor, where the brick is laid in horizontal bands to look like rusticated stone, has massive round arched openings detailed in limestone-cement with large radiating voussoirs and side quoining. On the front, west facade two plate glass display windows set in these archways are located to either side of the central main entrance. A canopy shades the entire west facade, separating the display windows and entrance from the lunettes above. On the north facade three truncated archways in the central bays are flanked by an arch with a display window in the western most bay and a group of small sash windows and a small bricked in entrance in the archless easternmost bay. Shallow brick pilasters, resting on a prominent string course which accentuates the division between the first and second floors, divide the bays on the second and third floors. Double hung sash windows, with transoms for added height on the second floor, are grouped in twos on the west facade and threes on the north facade. All have shouldered architrave trim, and the taller windows on the second floor are further accentuated with prominent cornices. A pressed metal entablature with denticulated cornice wraps around the parapet roof and the building is capped with a balustrade. In the 1950's, a new north entrance was cut under the central archway on this facade and the original small door further to the east was bricked in. In the 1960's the original doors on the west facade were replaced with aluminum doors.

The store's interior, consisting of a basement, three floors and first floor mezzanine office area along the east side, features large open sales areas surrounded by dressing rooms and "employees only" areas created by non-historic and non-permanent partitions. Restrooms, elevators and a closed stairway are located along the east wall. The building is supported by twelve pillars that rise up through all three floors, and by reinforced steel beams on the basement and first two floors and heavy timber beams salvaged from an earlier building on the third. Pillars and beams are boxed, and walls, ceilings and these boxed elements are all plastered. Original tongue and groove hardwood floors have been covered with carpet and linoleum tile. The heating and air conditioning systems date from the 1950's, but many of the original radiators are intact. A solid brass system of pneumatic cashier tubes manufactured by the Lamson Company of Boston, Massachusetts is intact and dates from early in the building's history. 1950's elevators replaced earlier cage-type units.

(CONTINUED)

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

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

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Continuation sheet Description

Item number 7

Page 2

The Rosenberg Brothers Department Store has no landscaping. It sits on a corner lot at the intersection of Pine Avenue and Washington Street in downtown Albany surrounded by sidewalks on its north and west sides, a narrow alley which separates it from another building on its east side, and an adjoining building on the south. The west sidewalk is laid with historic hexagonal concrete tiles. The north sidewalk is laid over an underground vault which connects with the building's basement. Rosenberg's is the important corner anchor of rows of historic commercial structures that extend along Pine Avenue and Washington Streets in Albany's central business district. It is one of the largest buildings in the area.

BOUNDARY

The boundary of the nominated property includes the 89.5 foot by 100.4 foot city lot described in the deed and, additionally, the sidewalks areas on its north and west sides. The sidewalks have been included because of the historic hexagonal pavement on the west side of the building and the location, under the north pavement, of a basement vault dating from an earlier building, which is not included in the deeded property but which was incorporated into the building's basement through a special arrangement with the city.

PHOTOGRAPHS

The Historic Preservation Section has determined that the photographs taken in November, 1981 still represent the character and appearance of the property. No significant changes have been made since that date.

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/ humanitarian
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> art	<input type="checkbox"/> engineering	<input type="checkbox"/> music	<input type="checkbox"/> theater
<input type="checkbox"/> 1800-1899	<input checked="" type="checkbox"/> commerce	<input type="checkbox"/> exploration/settlement	<input type="checkbox"/> philosophy	<input type="checkbox"/> transportation
<input checked="" type="checkbox"/> 1900-	<input type="checkbox"/> communications	<input type="checkbox"/> industry	<input type="checkbox"/> politics/government	<input type="checkbox"/> other (specify)
		<input type="checkbox"/> invention		

Specific dates 1923-1924

Builder/Architect

J.T. Murphy, architect
J.C. Hind, builder

Statement of Significance (in one paragraph)

Rosenberg Brothers Department Store, built in 1923-1924, is historically significant in the areas of architecture and commerce. Architecturally, the building is a fine and rare example of a Second Renaissance Revival style building in a small south Georgia city. Also, it is a good example of an early twentieth century department store building. In terms of commerce, it is significant as the home of Albany's largest and most exclusive department store which, from its founding in 1896, led the way in modern merchandizing in Albany. Rosenberg's was for many years one of Albany's most important downtown commercial retail ventures, and the store was built at a time when Albany was experiencing a period of rapid growth and prosperity as it became the trade and transportation center of southwest Georgia. The above areas of significance support property eligibility under National Register criteria A and C.

Rosenberg Brothers Department Store is an excellent example of the Second Renaissance Revival style which grew in popularity in America's largest cities after its 1880's introduction by the famous American architectural firm of McKim, Mead and White. By the 1920's its use had filtered to smaller cities, but the Rosenberg Brothers store is a rare example in Albany and southwest Georgia. The building was designed by an Albany architect, J.T. Murphy, and built by J.C. Hind, an Albany contractor. It was modeled after Michael Brothers Department Store in Athens, a building in the same style designed in 1921 by Neel Reid, a prominent Atlanta architect, which the store's owner, Jacob Rosenberg had visited. This no doubt explains the unusual use of the Second Renaissance Revival style. Rosenberg's is also an excellent example of an early twentieth century department store building which illustrates typical methods of construction, finish materials, mechanical systems, layout and design. The existence of the original pneumatic cashier's tube system is of particular interest.

Rosenberg's is commercially significant as one of Albany's largest and most successful historic retail enterprises, and it illustrates Albany's growing importance as a regional trade center in the early twentieth century. Rosenberg's is believed to be the oldest commercial establishment in Albany which has been continuously operated by the same family. The store has additional significance as an early example of the "chain" store which has become such an omni-present part of twentieth century commerce. The Rosenbergs opened their first store in Troy, Alabama in 1894. In 1896, Jacob Rosenberg opened a branch in Albany, having met and married Annie Cohn of Albany and having decided to settle there. The store was established from the first with a "One-Price-to-All" plan, which deviated from the nineteenth century merchants' practice of bargaining with customers and established Rosenberg's as a model of modern merchandizing practices in the area. Using this retailing system the store flourished. By 1905 it had outgrown its original quarters, and new quarters were obtained by buying out an existing dry goods store at the present location at the corner of Pine Avenue and Washington Street. In 1911, the Rosenbergs bought this building outright and continued to expand until this facility, also became too small. In 1923, the adjacent

(CONTINUED)

9. Major Bibliographical References

Montgomery, Erick. "Historic Property Information Form: Rosenberg Brothers Building.", September, 1981. On file at Historic Preservation Section, Georgia Department of Natural Resources, Atlanta, Georgia.

10. Geographical Data

Acreeage of nominated property ~~Approximately one-quarter acre~~
 Quadrangle name Albany West, Georgia

Quadrangle scale 1:24000

UMT References

A	<u>16</u> Zone	<u>770380</u> Easting	<u>3497015</u> Northing	B	<u> </u> Zone	<u> </u> Easting	<u> </u> Northing
C	<u> </u>	<u> </u>	<u> </u>	D	<u> </u>	<u> </u>	<u> </u>
E	<u> </u>	<u> </u>	<u> </u>	F	<u> </u>	<u> </u>	<u> </u>
G	<u> </u>	<u> </u>	<u> </u>	H	<u> </u>	<u> </u>	<u> </u>

Verbal boundary description and justification The boundary description and justification are included in Section 7.

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

state	<u>N/A</u>	code	county	code
state		code	county	code

11. Form Prepared By

name/title Carolyn Brooks, National Register Researcher
 organization Historic Preservation Section
Georgia Department of Natural Resources date June 25, 1982
 street & number 270 Washington St., S.W. telephone 404 656-2840
 city or town Atlanta state Georgia

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 Heritage Conservation and Recreation Service.

State Historic Preservation Officer signature

Elizabeth A. Lyon
 Elizabeth A. Lyon

title State Historic Preservation Officer

date 7/14/82

For HCRS use only

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

Arlene Byers
 Keeper of the National Register

Entered in the
 National Register

date

8/19/82

Attest:

date

Chief of Registration

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

**National Register of Historic Places
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Continuation sheet Significance Item number 8 Page 2

building on Washington Street burned and shortly after, the Rosenberg brothers purchased that property. The present structure was built in two stages in 1923-1924 so the store could continue in operation while construction was underway. First built was the south half, on the site of the burned building; when it was completed, merchandise was transferred there, the old store was demolished and the second, north half of the store was constructed on the old foundation. The opening of the new store in 1924 established Rosenberg's undisputed claim as Albany's largest and finest department store. This was a time of great prosperity in Albany, due primarily to the city's excellent rail connections, and Rosenberg's was one of a number of major buildings to be constructed during the period. Rosenberg's continued operation at this downtown location until 1978, two years after a mall branch was opened and the downtown store was judged no longer profitable. Presently the structure is used for storage for the Albany Mall store.

ROSENBERG BROTHERS DEPARTMENT STORE
Albany, Dougherty County, Georgia

PROPERTY/SKETCH MAP

Source: Plat map

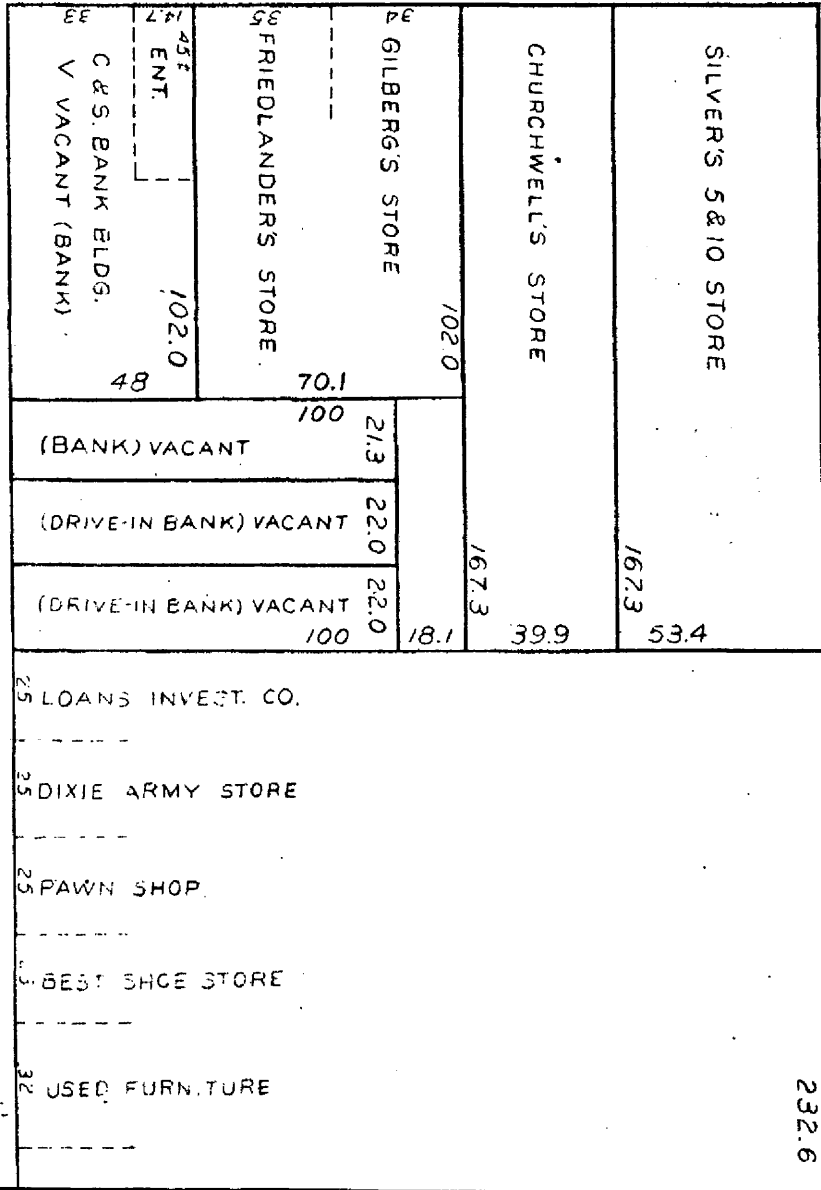
Scale: 1"=50'

North: →

Property Boundary: _____

Approximate property boundary: - - - - -

83.6

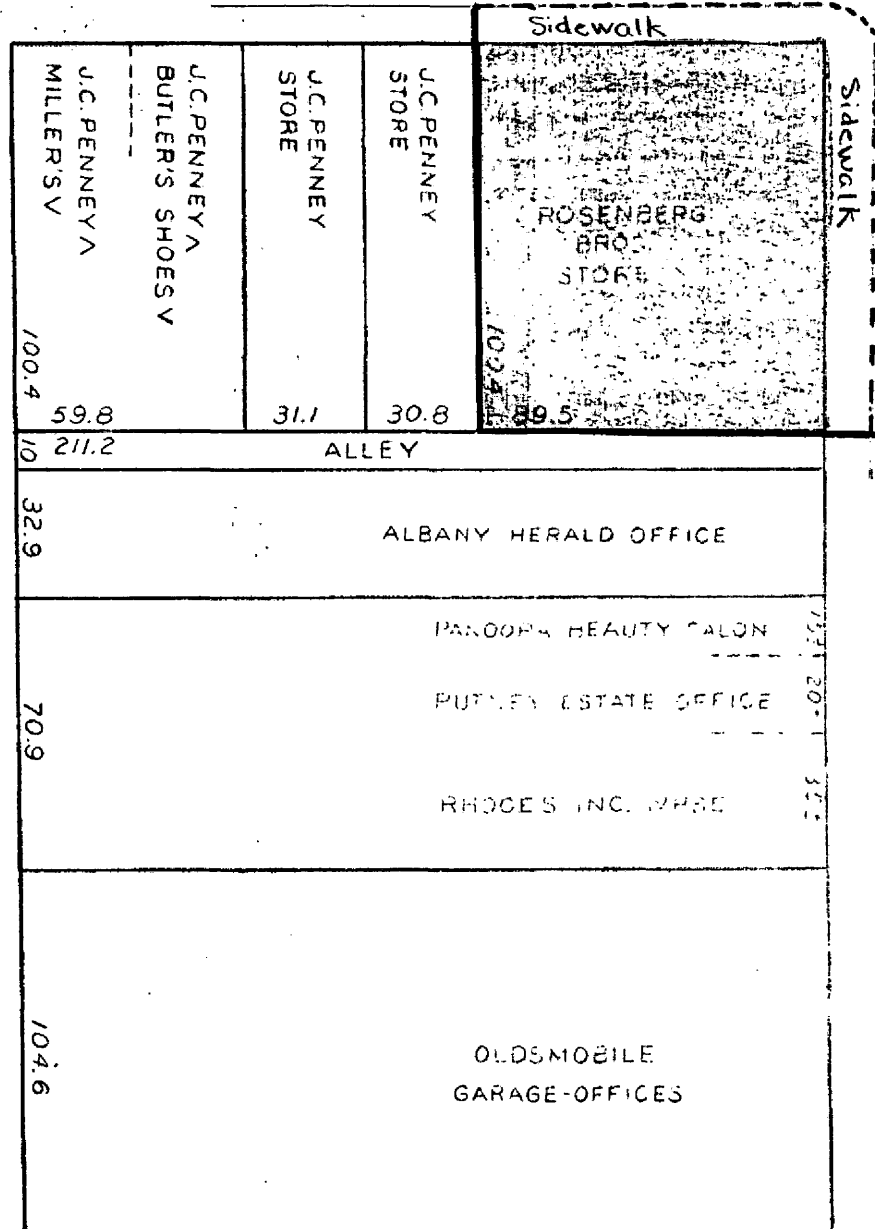


ST.

92.5

Washington Street

19



Pine Avenue