



# United States Department of the Interior

NATIONAL PARK SERVICE  
1849 C Street, N.W.  
Washington, D.C. 20240

March 1, 2011

Notice to file:

This property has been automatically listed in the National Register of Historic Places. This is due to the fact that the publication of our Federal Register Notice: "National Register of Historic Places: Pending Nominations and Other Actions" was delayed beyond our control to the point where the mandated 15 day public comment period ended after our required 45 day time frame to act on the nomination. If the 45<sup>th</sup> day falls on a weekend or Federal holiday, the property will be automatically listed the next business day. The nomination is technically adequate and meets the National Register criteria for evaluation, and thus, automatically listed in the National Register of Historic Places.

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United States Department of the Interior  
National Park Service



068

# National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional certification comments, entries, and narrative items on continuation sheets if needed (NPS Form 10-900a).

### 1. Name of Property

historic name Hadley Furniture Company Building  
other names/site number Hadley Apartments

### 2. Location

street & number 651- 659 Main Street  not for publication  
city or town Worcester  vicinity  
state Massachusetts code MA county Worcester code 027 zip code 01610

### 3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended,  
I hereby certify that this  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  meets  does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance:

national  statewide  local

Brona Simon January 20, 2011  
Signature of certifying official Brona Simon Date

Title SHPO, MA Historical Commission State or Federal agency/bureau or Tribal Government

In my opinion, the property  meets  does not meet the National Register criteria.

Signature of commenting official Date

Title State or Federal agency/bureau or Tribal Government

### 4. National Park Service Certification

I, hereby, certify that this property is:

- entered in the National Register  determined eligible for the National Register
- determined not eligible for the National Register  removed from the National Register
- other (explain:)

John Elson H. Beall 3-1-11  
Signature of the Keeper Date of Action

**5. Classification**

**Ownership of Property**  
(Check as many boxes as apply)

- private
- public - Local
- public - State
- public - Federal

**Category of Property**  
(Check only one box)

- building(s)
- district
- site
- structure
- object

**Number of Resources within Property**  
(Do not include previously listed resources in the count.)

Contributing	Noncontributing	
1	0	buildings
0	0	district
0	0	site
0	0	structure
0	0	object
1	0	<b>Total</b>

**Name of related multiple property listing**  
(Enter "N/A" if property is not part of a multiple property listing)

Worcester Multiple Resources Area

**Number of contributing resources previously listed in the National Register**

0

**6. Function or Use**

**Historic Functions**  
(Enter categories from instructions)

COMMERCE/Specialty Store  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Current Functions**  
(Enter categories from instructions)

DOMESTIC/Multiple Dwelling  
COMMERCE/Specialty Store  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**7. Description**

**Architectural Classification**  
(Enter categories from instructions)

Late 19<sup>th</sup> and 20<sup>th</sup> Century Revivals/ Classical  
Revival  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Materials**  
(Enter categories from instructions)

foundation: CONCRETE  
walls: BRICK; TERRACOTTA  
\_\_\_\_\_  
roof: ASPHALT  
other: \_\_\_\_\_  
\_\_\_\_\_

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### **Narrative Description**

(Describe the historic and current physical appearance of the property. Explain contributing and noncontributing resources if necessary. Begin with a **summary paragraph** that briefly describes the general characteristics of the property, such as its location, setting, size, and significant features.)

#### **Summary Paragraph**

The Hadley Furniture Company Building is located in downtown Worcester, Massachusetts, at the southeast corner of Main and Madison streets, with an address of 651-659 Main Street (figure 1). Constructed in 1923-1924, it is a five-story brick retail building. A restrained example of the Classical Revival style, it was designed by Cutting, Carleton, and Cutting, a notable Worcester architecture firm. The Hadley Furniture Company building is situated a few blocks southwest of the Worcester City Hall and the Federal Courthouse. Commercial buildings dominate the intersection of Main and Madison streets, while a combination of low-rise commercial and mid-rise residential buildings with first-story commercial space line Main Street. Commercial structures in the vicinity range in height from one to three stories and outnumber residential buildings; few buildings are taller than the Hadley Furniture Company Building, with the exception being residential buildings with first-story commercial space. Surrounding buildings generally date from the turn of the 20<sup>th</sup> century through the mid 20<sup>th</sup> century, and exhibit a range of architectural styles such as Commercial, Colonial Revival, Neoclassical, and Art Deco. Nearby buildings listed in the National Register as part of the Worcester Multiple Resource Area include the Babcock Block (600 Main Street), the International Order of Odd Fellows Building (674 Main Street), the Worcester Market Building (631 Main Street, opposite the Hadley Building on Madison Street), and the Hotel Aurora (652-660 Main Street, across Main Street from the Hadley Building).

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### **Narrative Description**

Referencing the Classical Revival style in detail and organization of the façade, the Hadley Furniture Company Building is a brick commercial structure with storefronts at the first story (photo 1). Set on a concrete foundation and roughly square in plan, the building rises five stories to a stepped parapet. Behind the parapet, the roof is flat and clad in asphalt. The corner location offers two principal elevations, one facing Main Street and the other Madison Street. Brick piers at the storefront level widen to become stylized pilasters that rise to the cornice and divide the principal elevations into bays—eleven on Main Street and eight on Madison Street. Window openings above the storefront level retain their original, character-defining, multilight steel sashes.

Superimposed on the grid-like façade (Main Street elevation, photo 3) is a slightly projecting, four-bay pavilion set just off center, with five bays to the north and four to the south. The pavilion serves as a massive geometric frontispiece that rises slightly above the rest of the roofline, creating a square-edged parapet. Centered on the pavilion's parapet is the original name plaque that reads "HADLEY." The pavilion bays are delineated with brick piers, and decorative dentils are located above the fifth story windows. An ogee-profiled molding of glazed terra cotta spans the window bays on either side of the entrance pavilion along the Main Street elevation. Brick pilasters also frame the windows bays on the Madison Street elevation. An ogee-profiled molding of glazed terracotta spans the pilasters above the fifth story windows. All brick pilasters have a ghost ornament at the fifth story where a tile ornament was located; these tile ornaments were removed at an unknown time. According to the 1923 building plans, additional ornamentation consisted of one-line courses in a different shade of brick on the brick pilasters, spandrels, and frieze. These courses are still visible on the first story of the Madison Street elevation below the inset granite panels on each pier, as well as on the prominent corner piers, the piers framing the entrance pavilion, and on the spandrel panels on the entrance pavilion.

The storefronts, which line both the Main and Madison Street elevations, have been modified over the years, most recently as part of a certified rehabilitation project. The Main Street storefronts feature three inset entrances, each of which is flanked by aluminum-framed display windows set on low brick bases (photo 2). The brick bases, which were originally finished with marble, are presently clad in ceramic tile, while sheet metal covers the piers framing each entrance and the historic transoms. The historic, rectangular transoms, which were original to the building, held prism

glass. Present day storefronts have single-light transoms that are sited below the location of the original transoms. The Madison Street elevation features a bank of six display windows that match those on the Main Street. The only entry from Madison Street is located in the southeastern-most bay. The entrance is deeply recessed, including its concrete stair, and holds a non-historic door (photos 7, 8).

Fenestration on the Main and Madison Street elevations consists of regularly spaced window openings on the second through fifth stories. The building's brick pilasters delineate the window openings on all stories of both elevations. Windows are single openings, with two exceptions: The Main Street pavilion features two bays of triple 6/6 steel sashes. The windows in each set of three windows are separated from the others by decorative, narrow cast iron piers. The southeastern most bay on the Madison Street elevation features fixed nine-light steel windows. The remaining windows are 20-light steel-sash windows, in varying configurations, with operable multilight awning panels. Windows are set on glazed terracotta sills and topped with brick soldier-course lintels.

The rear (southeast) elevation of the main block is brick with no ornamentation (photo 6). Window openings, spaced at irregular intervals, feature 10/15 steel sashes with operable awning sashes at the second story, and 10/10 steel sashes with operable awning sashes at the third, fourth, and fifth stories. Window openings have brick sills and lintels. A faded sign painted on the upper two stories at the eastern end of the rear elevation reads, "David Burwick Fine Furniture," and dates to the mid-1960s. Near the center of the rear elevation, an engaged brick stack and a freight elevator shaft project above the roofline. Presently, the first story and raised basement level of the rear elevation are exposed concrete.

The side (southwest) elevation of the Hadley Building was originally exposed brick above the first story, which was later obscured by another building (photo 5). Window openings were set at regular intervals. The windows were infilled and most of the elevation was obscured in the 1940s by the construction of a taller, adjacent building (known as the Caravan Building). The Caravan Building is no longer extant, leaving the entire southwest elevation exposed. Windows remain infilled in the four westernmost bays, while the four easternmost bays have window openings filled with multilight steel-sash. Window openings on this elevation have brick sills and lintels.

A two-story brick ell, original to the building, projects from the east end of the Madison Street elevation (photos 1, 6). The Madison Street elevation of the ell has three window openings of varying sizes with terra cotta sills and glazed terra cotta coping along the roofline. Six window openings are located along the first story of the ell's southeast (rear) elevation. Above them are four blind windows. All window openings on the southeast elevation have brick lintels and sills.

#### **Interior:**

The 1923 floor plan indicates that the original intent was to have a large and prominent retail space, at the corner of Madison and Main Street, which would be occupied by the Hadley Furniture Company. Four smaller retail spaces ran along Main Street, extending south from the center of the building. The interior, which retains minimal historic fabric, has been reconfigured to accommodate both retail and residential space on the first floor and residential on the second through fifth floors.

A lobby, accessible from the Main Street, is finished with non-historic ceramic-tile flooring and painted walls. Two elevators are accessible from the lobby. The large showroom space of the original floor plan has been retained, along with three of the four smaller retail spaces on the first floor. The former furniture showroom retains portions of its tin ceiling, but the remainder of the retail space is currently unfinished. The structural and mechanical systems are exposed throughout the former showroom and other retail areas. The first floor contains residential units in the southeast corner. The apartments have non-historic partition walls and are finished with non-historic carpet, rubber baseboards, and vinyl tile in the kitchen areas. The mechanical systems are visible throughout the units.

The upper floors are entirely residential and have L-shaped, double-loaded corridors. Apartments are all finished with non-historic carpet, rubber baseboards, vinyl tile flooring in the kitchens, and painted walls and ceilings. Mechanical systems are exposed throughout. The corridors are also finished with non-historic carpet, rubber baseboards, painted walls, and have exposed mechanical systems. With the exception of the second floor, corridors have painted concrete

ceilings. The second-floor corridor retains some of its historic tin ceiling. A laundry room is located on the second floor, and a community room is located on the third floor.

### **Archaeological Description**

While no ancient Native American sites are known on the Hadley Furniture Company Building property, it is possible that sites are present. One ancient site is known in the general area (within one mile). Environmental characteristics of the property represent some locational criteria (slope, soil drainage, proximity to wetlands) that are favorable for the presence of Native sites. The Hadley Building occupies a level to moderately sloping parcel that was probably well- drained prior to urban/industrial development. Soils on the property are currently classified as urban land, with little if any vegetation, and where soil characteristics have been obscured by construction of buildings, shopping centers, roads, and parking lots. The nominated property is also located over 1,000 feet from the nearest wetlands, a locational characteristic that could detract from the overall ancient site sensitivity for this location. Given the above information, the small size of the property (less than one acre), and construction impacts associated with building, the five-story brick Hadley Building (which has a basement and covers nearly the entire lot), the potential for recovering significant archaeological survivals, both ancient and historic, is low. Construction of the Hadley Building would have destroyed any ancient Native American and pre-1923 resources located on the property. Construction of the Hadley Building would have destroyed any evidence of the two-story Lapham House (1830) that was located on the property.

**8. Statement of Significance**

**Applicable National Register Criteria**

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing)

- A Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B Property is associated with the lives of persons significant in our past.
- C Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D Property has yielded, or is likely to yield, information important in prehistory or history.

**Criteria Considerations**

(Mark "x" in all the boxes that apply)

Property is:

- A owned by a religious institution or used for religious purposes.
- B removed from its original location.
- C a birthplace or grave.
- D a cemetery.
- E a reconstructed building, object, or structure.
- F a commemorative property.
- G less than 50 years old or achieving significance within the past 50 years.

**Areas of Significance**

(Enter categories from instructions)

COMMERCE

ARCHITECTURE

**Period of Significance**

1923-1961

**Significant Dates**

**Significant Person**

(Complete only if Criterion B is marked above)

**Cultural Affiliation**

**Architect/Builder**

Cutting, Carleton, and Cutting, Architects

Keefe Brothers Company, Builders

**Period of Significance (justification)**

The period of significance for the Hadley Furniture Company building extends from construction in 1923 to 1961. The Hadley Furniture Company commissioned the building, owned the property, and maintained retail operations in it from its construction through 1964. Thus, the 50-year cut-off (1961) is used as the closing date for the period of significance.

**Criteria Considerations (explanation, if necessary) N/A**

**Statement of Significance Summary Paragraph** (provide a summary paragraph that includes level of significance and applicable criteria)

The Hadley Furniture Company Building is significant at the local level and meets National Register Criterion A for its association with Hadley's, a prominent retail furniture business. In 1914, Hadley's opened its first store in Worcester at 615 Main Street (not extant), south of Worcester City Hall and the core of Worcester's commercial corridor. In 1923, the company commissioned the construction of a new building at the intersection of Main and Madison streets. The building, which opened on March 20, 1924, was four times the size of the first store, and was reported to be one of the largest furniture stores in New England. The building is also significant for its association with Worcester's commercial corridor. The location of the Hadley Furniture Company Building, then on the periphery of the commercial district, was illustrative of the ongoing expansion of Worcester's commercial core. From 1890 to 1920, the population of Worcester more than doubled, from 84,655 to 179,754 persons. Worcester's commercial district grew accordingly to meet the increased demand for goods and services. The new Hadley Furniture Company Building was ideally situated to serve the expanding population. Although Worcester was home to numerous furniture businesses, the majority were individual furniture dealers located on secondary and tertiary streets; the other large-scale furniture businesses were generally located between the 100 and 300 blocks of Main Street and along Franklin and Green streets, both of which are northeast of the Hadley Building and border the Worcester Common.

The Hadley Furniture Company Building also meets National Register Criterion C as a representative example of a large 1920s specialty store. Designed by the notable Worcester architecture firm of Cutting, Carleton, and Cutting, the brick mass of the building, divided vertically by pilasters, has minimal embellishment that is generally Classical Revival in style, but with an industrial aesthetic and a nod to modernity. Although the original furniture showrooms on the upper floors have been replaced by apartments, the exterior of the building, particularly above the storefronts, retains integrity of materials, design, workmanship, feeling, association, setting, and location.

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**Narrative Statement of Significance** (provide at least one paragraph for each area of significance)

Between 1880 and 1920, the population of Worcester rose from 58,291 to 179,754. In 1893, Worcester boasted 144 different industries and 978 establishments, employing 21,478 workers. Churches, fraternal organizations, and schools were established at a rapid pace to serve the increasingly diverse population of immigrants. By 1920, Worcester had 114 places of worship and several higher-education facilities. In 1887, the Free Institute of Industrial Science became the Worcester Polytechnic Institute. Clark University was established in 1889. Several trade schools were also opened during this period to train mechanics.<sup>1</sup>

The influx of new workers fostered an expansion of downtown Worcester's commercial corridor. A comparison of 1910 and 1936 *Sanborn Fire Insurance* atlases illustrates the transformation of the southern portion of Main Street from a residential to a commercial area. Through the turn of the 20<sup>th</sup> century, Worcester's commercial corridor occupied the northern portion of Main Street from the courthouse at Highland Street to the city hall (ca. 1896) at Franklin Street. The blocks across from and adjacent to city hall were considered the "heart of the commercial district," and they housed the city's most prestigious department store—Denholm and McKay.<sup>2</sup> However, between 1910 and 1936, the commercial corridor expanded to the south of city hall. During this period, retail and service-oriented enterprises replaced most of the remaining residential buildings on south Main Street and its cross streets.

Opening its first location in Worcester in 1914, the Hadley Furniture and Carpet Company, which changed its name to the Hadley Furniture Company in the 1920s, was located at 615 Main Street. The store was ideally situated to provide home-furnishing goods to Worcester's expanding population. The company remained at 615 Main Street until 1923. During this period, the Hadley Furniture and Carpet Company became part of the Hadley Syndicate of furniture retailers. The growth of both the company and the population of Worcester prompted construction of a new and larger facility. In 1923, a building permit was issued to the Hadley Furniture and Carpet Company to construct a five-story brick building at 651-659 Main Street, one block south of the former building. The new store, which provided ample storage and

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<sup>1</sup> Hultgren, William O. et al. *Worcester 1880-1920*. Great Britain: Arcadia, 2003:1.

<sup>2</sup> *Ibid.*, 2003:22, 97.

showroom space, was one of the largest furniture stores in New England and the largest retail enterprise at the southern end of Main Street.

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**Developmental history/additional historic context information (if appropriate)**

**Worcester's Industrial Development**

The first European settlers in Worcester arrived in the 1670s, and the community, which had initially called itself the Quinsigamond Plantation, renamed itself Worcester in 1684. Hostility between these European settlers and the Nipmuc people, the original inhabitants of the area, forced the abandonment of the Worcester settlement twice in the last decades of the 17<sup>th</sup> century. European settlers were determined to inhabit Worcester and returned to the settlement in 1713, this time permanently. Worcester was incorporated as a town in 1722 and as a city in 1848.<sup>3</sup> In 1848, the population of Worcester was approximately 17,049, a dramatic increase from its 1840 population of 7,497.

Worcester's industrial development accelerated following the opening of the Blackstone Canal in 1828. The growth of industry along the Blackstone River in the 19<sup>th</sup> century created the need for an inexpensive way to transport goods between Providence, Rhode Island, and Worcester. In the 1820s, General Edward Carrington led a successful campaign to build the Blackstone Canal to improve the transportation of goods. The canal utilized a series of 49 locks to move barges up and down the 438-foot difference in elevation between Providence and Worcester. Although it was an effective way to move goods, canal operations were hindered by freezing winter weather, insufficient water, and competition with mill owners over water rights. The canal operated for less than twenty years before the Providence & Worcester Railroad replaced it.<sup>4</sup> The canal and then the railroad provided industries in Worcester with increasingly efficient and affordable means to transport their goods, which fostered widespread industrial growth.

By the late 1800s, Worcester had become a major manufacturing center, rivaling cities such as New York and Philadelphia in the diversity of the products manufactured. The city's core industries were machine building and metalworking, which attracted thousands of new immigrants, many of whom had specialized skills. Mostly from Ireland, Canada, and Sweden, the immigrants tended to settle near their workplaces and in communities based on ethnic ties. By 1895, approximately 3,000 machinists were employed in Worcester's machine shops. Dozens of firms in Worcester produced machinery for the textile industry. Of these, Crompton and Knowles was the largest and most successful. Originally owners of two separate firms, Crompton and Knowles merged their companies in 1897, and went on to lead the market for specialty looms in the United States through the mid 20<sup>th</sup> century. The Worcester-based firm Washburn and Moen dominated the American metalworking industry. By 1880, the company had become the largest manufacturer of barbed wire in the United States. Washburn and Moen's Grove Street factory was one of the largest in America and employed more than 2,000 people. The Grove Street factory produced wire for a variety of uses such as textile machinery, telegraph systems, pianos, corset stays and hoop skirts, and bridge construction.<sup>5</sup>

By 1900, Worcester was the 29<sup>th</sup> largest city in the United States and one of the fastest-growing communities in Massachusetts. In 1915, Worcester boasted 2,500 manufacturing enterprises that employed approximately 30,000 workers. These manufacturing concerns were producing the largest variety of goods of any city in the United States. Companies were producing wrenches, lawn mowers, carpets, pool tables, underwear, corsets, emery wheels, abrasive products, pistols, shotguns, barbed wire, bricks, ice skates, roller skates, valentine cards, beer, stained glass, and envelopes. Worcester was home to the largest carpet and skate manufacturers in the country.<sup>6</sup>

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<sup>3</sup> "Worcester, MA History," <http://ci.worcester.ma.us/history.htm>, accessed September 1, 2009.

<sup>4</sup> "Blackstone Canal," <http://www.woonsocket.org/canal.html>, accessed September 2, 2009.

<sup>5</sup> "Worcester's Industrial Heritage," <http://www.worcesterhistory.org/enterprise.html>, accessed September 2, 2009.

<sup>6</sup> Morrill, Frank J. *Worcester*. Great Britain: Arcadia, 2005.7-8.

Reaching its height as a manufacturing city in the first decades of the 20<sup>th</sup> century, Worcester produced hundreds of different goods for multiple industries. This diverse industrial base helped Worcester weather the Panic of 1873, which led to a nationwide economic depression that lasted until 1879. Worcester, despite the economic depression, continued to prosper; the city experienced a housing boom in the 1880s following the steady flow of immigrant workers, many of whom were drawn to the city seeking work in the prosperous wire and ceramic shops. In the eastern section of the city, rapid residential construction occurred in the form of three-decker houses. These houses “provided ample living spaces in the six- and seven-room apartments on each floor” for the thousands of immigrants settling in Worcester.<sup>7</sup>

Touted as the “ideal industry city” and a “city of prosperity” by its business leaders, Worcester continued to attract thousands of immigrants in the first decades of the 20<sup>th</sup> century. Unlike earlier generations of immigrants, these workers came from Lithuania, Poland, Italy, Greece, Finland, Syria, and Armenia. In 1910, the population of Worcester was 145,986, of which 97,413 were native born and 48,492 were foreign born. The ratio of foreign- to native-born residents remained steady in 1915; at that time, 110,108 residents were native born and 52,589 residents were foreign born.<sup>8</sup> To improve productivity and loyalty, as well as maintain a certain amount of control over all these new workers, the large-scale factory owners offered housing, recreational activities, and social services. The increasing population and prosperity in Worcester made it an ideal location for commercial ventures; the city attracted businesses through the boom years of the 1920s. Until the onset of the Great Depression, Worcester was a bustling city; the early decades of the 20<sup>th</sup> century were an era when “railroads, trolleys, and pedestrians clogged streets, smokestacks spewed, machines hummed, and products rolled out.”<sup>9</sup>

### The Hadley Furniture and Carpet Company

The Hadley Furniture and Carpet Company dates to ca. 1911 with a single location in Connecticut. By the early 1920s, under the aegis of the Hadley Syndicate, the company had stores in eight states.

The Hadley Furniture and Carpet Company expanded into Massachusetts during the 1910s, opening stores in Springfield and Worcester. In 1914, the company leased a three-story warehouse in Worcester at 12 Shrewsbury Street for storage space, as it prepared to open a store on Main Street.<sup>10</sup> The *Worcester City Directory* from 1915, the first year the store appears in the directory, indicates that the store was located at 615 Main Street (not extant), a building previously occupied by the Dodge Furniture Company.<sup>11</sup> The Hadley Furniture and Carpet Company purchased the Dodge Furniture Company, taking over their inventory and building, which they remodeled in 1914.

According to the 1910 *Sanborn Fire Insurance* atlas, the building at 615 Main Street was a four-story brick structure with a showroom, repair shop, and adjacent warehouse. Hadley’s Main Street location was situated on the east side of Main Street between Myrtle and Madison streets. A billiard table manufacturing company and the Worcester Market (extant at 631 Main Street) flanked the furniture store. The Hotel Renmore was situated above the Worcester Market. Residential buildings were located along the east side of Madison Street, just south of the Worcester Market/Hotel Renmore. The Aurora Apartments/Hotel Aurora (extant at 652-660 Main Street), a six-story brick building with ground-level retail space, stood across Main Street from Hadley’s. Wood-frame dwellings were located adjacent to the Aurora Apartments and west of Main Street.<sup>12</sup>

In 1916, the Hadley Furniture and Carpet Company expanded again, opening a new store in Waterbury, Connecticut. Incorporation became official on September 15, with the company’s capital set at \$35,000. By November 28, 1916, Hadley Furniture and Carpet Company increased the capital valuation of the Waterbury location to \$50,000.<sup>13</sup> Eugene Brown and Harry A. Walsh opened the Waterbury location. Brown had worked for the Home Furniture Company in Toledo, Ohio, which eventually became part of the Hadley Syndicate. Starting with the company in 1911, Brown worked his way up quickly, and was made manager of the Toledo Home Furniture Company location in 1914. Brown served as

<sup>7</sup> Hultgren, William O. et al. *Worcester 1880-1920*. Great Britain: Arcadia, 2003:1.

<sup>8</sup> Washburn, Charles G. *Industrial Worcester*. Worcester: Davis Press, 1917:314-5.

<sup>9</sup> “Worcester’s Industrial Heritage,” <http://www.worcesterhistory.org/enterprise.html>, accessed September 2, 2009.

<sup>10</sup> *Worcester Magazine* volume 17, 1914:113.

<sup>11</sup> *Worcester City Directory* 1915.

<sup>12</sup> *Sanborn Fire Insurance Map 1910*

<sup>13</sup> Pape, William. *History of Waterbury and the Naugatuck Valley, CT*. New York: S.J. Clarke Publishing Co., 1918:331.

manager under E.M. Rosenthal, who was then the president of the Home Furniture Company; Rosenthal would go on to serve as president of the Hadley Furniture Company. In 1916, Eugene Brown relocated to Waterbury to serve as the floor manager for the new store there. Harry Walsh, brought in as the buyer for the new Waterbury store, began his furniture career in 1894 with the George Kelly Furniture Company of Philadelphia, working his way up to manager by 1913, when he joined the Hadley Furniture Company.<sup>14</sup>

Although an exact date could not be located, it is likely the Hadley Syndicate formed between 1916 and 1919, quickly incorporating several smaller concerns. The Hadley Furniture Company took over the operations of the Kaufman Furniture Company of Reading, Pennsylvania, in 1916.<sup>15</sup> In 1919, the Finsterwald Furniture Company of Detroit, Michigan, opened a new six-story facility; it was reported in *Furniture World* that the Finsterwald Furniture Company had recently become “connected with the Hadley Furniture Stores, which are among the largest furniture dealers in America, and through whom all buying will be done.”<sup>16</sup> In 1921, the Hadley Furniture Company operated a store at 1515 Sixth Avenue in Moline, Illinois.<sup>17</sup> The company opened a new branch in Moline in 1926.<sup>18</sup> By the mid-1920s, the Hadley Syndicate operated stores in Massachusetts, Connecticut, New York, Ohio, Pennsylvania, Michigan, Indiana, and Illinois.

Stores associated with the Hadley Syndicate went by several names—the Hadley Furniture and Carpet Company, the Hadley Furniture Company, Hadley Furniture Stores, or Hadley Furniture Chain Stores. The most common and consistent name that syndicate locations went by was the Hadley Furniture Company. In Worcester, the company changed its name from the Hadley Furniture and Carpet Company to the Hadley Furniture Company between 1924 and 1925, following the construction of its new facility.

#### Expansion of the Hadley Furniture and Carpet Company in Worcester

Between 1915 and 1921, the Hadley Furniture and Carpet Company was listed at 615 Main Street in the *Worcester City Directory*. In the 1922 *Worcester City Directory*, the Hadley Furniture and Carpet Company was listed at 615-619 Main Street for the first time, which included the adjacent warehouse space in the former Dodge Furniture Company building. Occupation of the adjacent warehouse indicates the company’s growing business in Worcester. The company’s advertisement from the 1922 *Worcester City Directory* read, “The Hadley Furniture and Carpet Co. / 615-17-19 Main, Worcester, Mass. / Member of the Hadley Syndicate / The World’s Largest Furniture Buying Organization.”

Looking to expand their presence in Worcester, the Hadley Furniture and Carpet Company commissioned the construction a new facility in 1923. The company chose a site at the southeast corner of Main and Madison streets, just a block south of their first Worcester store. The site had been occupied by the ca. 1830, two-story Lapham House. The 1892 *Sanborn Fire Insurance* atlas depicts a two-story outbuilding on the property; the 1910 atlas indicates the outbuilding housed a piano repair concern at that time.<sup>19</sup> The construction of the new Hadley Furniture Company building marked the company’s expansion and the ongoing transition of south Main Street from mainly residential to commercial use.

Building permits were issued by the city of Boston on March 24, 1923. The Hadley Furniture and Carpet Company commissioned Cutting, Carleton, and Cutting to design their new Worcester store, with the Keefe Brothers Company serving as the builders. The engineering firm of Streeter and Sons was hired to excavate the site.<sup>20</sup> Two additional permits were issued in November 1923. A permit dated November 5, 1923, approved the construction of a garage on the property. A permit for a new marquee was issued on November 27, 1923, to the Hadley Realty Company, part of the Hadley Syndicate and future occupant of the new store at 651-659 Main Street; the Keefe Brothers Company constructed the building’s vertical marquee (figure 2).

<sup>14</sup> Pape, William. *History of Waterbury and the Naugatuck Valley, CT*. New York: S.J. Clarke Publishing Co., 1918.

<sup>15</sup> White, James Terry. *National Cyclopaedia of American Biography*. 1967:254.

<sup>16</sup> “Western World Notes” *The Furniture World* vol. 50 issue 1280, December 4, 1919:66.

<sup>17</sup> *Furniture Manufacturer and Artisan* vol. 82, issue 21, 1921:172.

<sup>18</sup> “Day in History for October 18, 2001,” from <http://www.qconline.com/history>, accessed September 3, 2009.

<sup>19</sup> “Hadley Furniture Company” NPS HPCA Part 1, PDIL issued 2003.

<sup>20</sup> *Contractors and Engineers* vol.7, 1923:71.

Advertisements from 1923, following the issuance of building permits, indicate the company's push for expansion. Operating branches in eight states at the time, the company sought to add 100,000 new customers during the month of May. The *Worcester Daily Telegram* printed an advertisement for Hadley's on May 4, 1923, that proclaimed, "This Sale is being Broadcasted over Eight States / Unusually Low Prices and Credit Terms / A Tremendous Drive for 100,000 new Customers in May." The advertisement also noted,

the combined buying power of all our associate stores, scattered over eight states in the Union, is so great that when we started out to buy furniture for this May Drive, we were able to secure such remarkable price concessions from manufactures that we were enabled to offer furniture this month at prices that would have been utterly impossible were it not for our tremendous buying power.

The company's low prices were coupled with a generous credit policy. At the time, the Hadley's credit policy stated, "No payments are expected from any of our customers during sickness or lack of employment. No interest or extras charged whatsoever for credit here."<sup>21</sup>

### Design of the New Hadley Furniture Company Building

The designers of the building, the well-known Worcester architecture firm of Cutting, Carleton, and Cutting, were active in Worcester and the surrounding towns from the 1896 to 1931. The firm was the partnership of Amos Porter Cutting (1839-1896), a prolific Worcester architect who died shortly after the firm was founded; Frank H. Cutting, son of Amos; and Elbridge S. Carleton (d.1932). In 1916, the firm was located at 44 Front Street in Worcester.

Approximately seventeen of the firm's commissions are listed in the Massachusetts Historical Commission's database, (MACRIS). Included are the Gilman Block (207-219 Main St., 1896, NR, Demolished 2002) W.P.I. – Sigma Alpha Epsilon Fraternity House (1898), Tatnuck Grammar School (1083 Pleasant St., 1909), J.R. Torrey Razor and Strop Company (126 Chandler St., 1919), May Street Grammar School (265 May St., 1927), and Lincoln Street Grammar School (549 Lincoln St., 1929). The firm may also have been involved in the American Card Clothing Company Building at 310 Shrewsbury Street. The exterior is quite similar to the Hadley Building but without the storefronts or the frontispiece. Plans indicate that the American Card Building was designed by George Cutting in 1921. He is listed in the Worcester City Directory of 1916 as a contractor based in Worcester. His business address is different from that of Cutting, Carleton, Cutting, and his relationship to the architecture firm needs further research.

Cutting, Carleton, and Cutting's drawings for the new Hadley Furniture Building show a restrained brick mass with minimal embellishment that is generally Classical in origin but with an industrial aesthetic and a nod to modernity. Pilasters divide the building into bays, giving a vertical thrust to otherwise horizontal massing. Windows are a major character-defining feature, with the most decorative found in the projecting geometric frontispiece on Main Street. Paired, triple windows have decorative iron mullions and paneled spandrels. The frontispiece was designed to rise to a stepped parapet containing the name "Hadley" in the first step with 1923 above it in the second step. Above that rose a flagpole. The second step of the parapet and flagpole, removed at an unknown time, were present until at least 1930 (figure 2). The architect's drawings show a cornice flush with the body of the building and decorated with glazed terracotta rectangles and diamonds in an alternating pattern. Storefronts had plate glass display windows, prism glass transoms, and recessed entries. There were two projecting canopies along Main Street. One sheltered Hadley's entrance near the corner of Main and Madison, and the other sheltered Kay's Jewelry Store, which was centered on the Main Street facade. While Hadley's display windows reached the ground to display furniture, Kay's were three-quarter length and set on marble bases to display jewelry. Unlike many commercial buildings, the Hadley building was not designed with office space above storefronts. It was designed as a store with the upper floors intended for the display of furniture and home goods.

<sup>21</sup> "Advertisement" *Worcester Daily Telegram* May 4, 1923:3

### Opening of the New Hadley Furniture Company Building

On March 18, 1924, two days prior to the opening, Hadley's took out a full-page advertisement, which declared: "Hadley's: An Organization Imbued With The Single Thought Of Business Integrity." It was also noted in the advertisement that the company thought of itself as a "business family" rather than a "business organization." To reinforce this message, images, names, and titles of all employees were printed in the advertisement.<sup>22</sup> On March 19, 1924, the day before the new store officially opened, Hadley's took out another full-page advertisement in the *Worcester Daily Telegram*. The advertisement featured a sketch of the new store and the company's business creed, which included: "truthfulness in advertising," "the lowest credit terms to all," "the same price to everyone, regardless of position or influence," and "absolute equality to everyone by everyone in our employ."<sup>23</sup>

The official opening of Hadley's new store occurred on March 20, 1924, from 2–5 and 7–10 P.M. The company's full-page advertisement noted that on "Opening Day, No Furniture Will Be Sold or Orders Taken." Rather, the opening was intended to allow visitors to inspect the building and to welcome business friends. Hadley's advertisement described the formal opening of the new store as follows:

Many months of earnest efforts have been put forth to provide for this new store, the most modern conceptions of the builder's art. We have striven to make this new store the finest establishment of its kind in Central New England, and today we throw wide the portals of this great establishment and invite the people of Worcester to participate with us in the celebration of the opening of our new business home. You will find much to your interest here. Music will be provided, there will be souvenirs, and every effort will be put forth to make this a gala occasion, one that will live long in the memory of those who attend the opening.

The advertisement included an image of the new store along with two poems, one in remembrance of the old facility and one lauding the new store.<sup>24</sup>

Hadley's formal opening advertisement also stated facts about the new store. It had approximately 80,000 square feet of floor space, a substantial increase from the company's previous location, which offered about 17,000 square feet of floor space. The new store was outfitted with the most modern improvements for delivery and workroom service, including electrical machines for finishing and repair work. The facility's garage was designed to house Hadley's own fleet of delivery trucks. The new store, which contained the largest collection of rugs in the city, had modern rug display racks installed. The store also featured a modern lighting system. A large illuminated clock (not extant) was located on the main floor. Finally, Hadley's boasted the city's largest electrical sign (not extant); the sign was 75 feet high with four-and-a-half foot lettering and an electrical clock at its apex. The new store was thoroughly modern in its design and finishes.<sup>25</sup>

A front-page article in the March 20, 1924 edition of the *Worcester Daily Telegram* noted that the new store cost approximately \$500,000 to construct and that it marked the company's tenth anniversary in Worcester. General Manager, William L. Whalen, along with other company officials and staff of the Worcester store, would welcome all visitors to the store's opening. According to the article, "those who visit the new Hadley building will see one of the largest buildings in New England devoted exclusively to furniture." The article went on to describe the store's features, such as the sculpted water fountain, extensive use of mahogany, plastered walls, decorated metal ceilings, and passenger and freight elevators. Of these features, only portions of the decorated metal ceilings remain at present. Each of the five floors, according to the newspaper article, featured showrooms. The first floor held "the popular lines of furniture that have contributed so much to the success of the Hadley Furniture Co. in Worcester, meeting a long felt public demand will be carried in even more extensive lines." The second floor featured a display of upholstered furniture. The second floor display was "one of the most complete in the city, occupying 13,000 square feet of space, the largest salesroom of any furniture store in the East." Bedroom suites were shown on the third floor, dining room suites on the fourth floor, and kitchen suites and other general furniture occupied the fifth floor.<sup>26</sup>

<sup>22</sup> "Hadley's" *Worcester Daily Telegram* March 18, 1924.

<sup>23</sup> "Our Conception of a Great Store's Duty to its Patrons" *Worcester Daily Telegram* March 19, 1924.

<sup>24</sup> "The Formal Opening of Our New Store" *Worcester Daily Telegram* March 20, 1924.

<sup>25</sup> "The Formal Opening of Our New Store" *Worcester Daily Telegram* March 20, 1924.

<sup>26</sup> "Hadley Furniture Co. Opens New \$500,000 Home With Reception Today" *Worcester Daily Telegram* March 20, 1924:1.

On March 20, 1924, the Kay Jewelry Company took out a large advertisement welcoming Hadley's, and encouraging Hadley's patrons to visit Kay's. The advertisement stated:

Hadley's, We Welcome You / We welcome you as neighbors and wish you the full measure of success your sound business principles and high ideals entitle you to. You have steadfastly adhered to the policy of equality to all, a single price for everyone, and a full guarantee of every article you sold. You have never resorted to any questionable business methods, but have builded [sic] upon the solid foundation of true value giving a policy that has earned you the esteem and confidence of the people of Worcester. Kay has from the beginning held in the same business practices and the same [...] business policy, and today we are the largest retailing jewelers in America operating 15 stores in principal cities of the United States.<sup>27</sup>

Opening in 1924, the Hadley Furniture and Carpet Company building changed its advertisements in that year's *Worcester City Directory* to read "The Hadley Furniture and Carpet Company / Main corner Madison / Member of the Hadley Syndicate / World's Largest Furniture Buying Organization." William L. Whalen served as the assistant treasurer and manager of the company when the new facility opened.<sup>28</sup> By 1925, the company had changed its name to the Hadley Furniture Company, and officers included president Edwin M. Rosenthal, vice president and treasurer Albert J. Levi, and clerk William Whalen.<sup>29</sup> In 1918, Rosenthal was elected president of the Welfare Association of Retail Furniture Dealers, a then-new organization based in Chicago. At the time, Rosenthal also served as president of the Home Furniture Company of Toledo, his home city.<sup>30</sup>

The 1926 *Worcester City Directory* denotes the same officers for the Hadley Furniture Company, although it lists William Whalen as the treasurer rather than clerk. The directory also indicates that the Hadley Realty Company, a subsidiary of the Hadley Syndicate, had incorporated by 1925; similar to the Hadley Furniture Company, the Hadley Realty Company also operated out of 651 Main Street and its officers included president Edwin M. Rosenthal, vice president Albert J. Levi, and treasurer William Whalen. The Kay Jewelry Company took out a large ad in the 1926 directory. The advertisement read "America's Largest Jewelers / At Your Service in 18 Cities / Better Values in / Diamonds, Watches, Clocks, Silverware, Jewelry / Lowest Prices and Everything Guaranteed / \$1 A Week." The advertisement also noted the company was located in the "New Hadley Bldg." at 653 Main Street.<sup>31</sup>

The Hadley Furniture Company and the Kay Jewelry Company operated out of the building through 1964 when the Hadley building was sold to the David Burwick Fine Furniture Company. The Hadley Realty Company, also a long-term occupant, operated out of 651 Main Street from 1926 through 1964. Few changes in the company's management and marketing occurred during the second half of the 1920s. In 1927, William Whalen was listed as the general manager of the Hadley Furniture Company in the city directory for the first time, although the *Worcester Daily Telegram* stated Whalen had been the general manager in 1924. Whalen maintained this position until 1929; Albert J. Levi became the vice president and treasurer in 1930.

#### The Hadley Furniture Company, 1930-1964

Changes in city directory listings during the 1930s indicate that the Hadley Furniture Company, similar to thousands of businesses in the United States, experienced financial difficulties as a result of the Great Depression. In the 1930 city directory, the Hadley Furniture Company took out a larger ad than usual, which featured a sketch of the company's facility (Figure 2).<sup>32</sup> By 1932, Hadley's listing in the directory was no longer in bold lettering. The company brought in a new treasurer in 1933—Reuben E. Aronheim. Aronheim also served as vice president and treasurer of the Hadley Realty Company. In 1934, the Hadley Furniture Company opened a new subsidiary, Hadley's Bargain Annex, at 655-657-659

<sup>27</sup> "Kay Welcomes Hadley's" *Worcester Daily Telegram* March 20, 1924.

<sup>28</sup> *Worcester City Directory* 1924.

<sup>29</sup> *Worcester City Directory* 1925.

<sup>30</sup> "News of the Moment Among the Bread Winners." *The Grand Rapids Furniture Record* vol. 36, Jan. – June 1918. Grand Rapids: Periodical Publishing Co., 1918.

<sup>31</sup> *Worcester City Directory* 1926.

<sup>32</sup> *Worcester City Directories* 1924-1960.

Main Street. The bargain annex was opened in an effort to diversify goods and appeal to customers who had less money to spend. In 1936, the Kay Jewelry Company, under manager and treasurer G. Vernon Boberg, expanded its services to appeal to more customers by opening an optical department (figure 3). The Hadley Bargain Annex only operated through 1939. That year the Hadley Furniture Company brought in a new manager—H. S. Tyndall. The company's directory listing in 1939 indicated for the first time that it sold "furniture, rugs, refrigerators, ranges, washers, radios, and clothing."<sup>33</sup> Although documentation could not be located, it is likely that with the bargain annex's closing, its excess stock was sold through the furniture company. Despite new management, the company continued to experience financial difficulties. Following the Great Depression, the value of the Hadley Furniture Company's building and lot declined sharply, to \$210,000 from its original \$395,000.<sup>34</sup>

The company's financial difficulties continued through the 1940s, as the wartime economy limited spending on non-essential items. The company continued to offer goods beyond home furnishings in order to appeal to a wider customer base. The company took out a large advertisement in 1942 that read "Hadley Furniture Co. / Serving Worcester for Over A Quarter Century / Come In and Visit Our Men's / Clothing Department / 651 Main Corner Madison."<sup>35</sup> The company brought in Lester K. Allman as president of the furniture business in 1948, while Rosenthal maintained his position as president of the Hadley Realty Company. By 1948, Hadley's had stopped selling clothing. The city directory listing from that year noted that the company sold "furniture, rugs and floor coverings, stoves and ranges, washers, radios."<sup>36</sup>

By 1951, the Hadley Furniture Company had opened Hadley's Appliance Shop at 659 Main Street, Hadley's Drapery Shop at 655 Main Street, Hadley's Fashion Center at 651 Main Street, and Hadley's Kiddie Centre at 657 Main Street. By 1954, only Hadley's Drapery Shop and Hadley's Kiddie Centre remained. The 1954 city directory also indicates Hadley's Furniture and Realty companies replaced their shared president and treasurer with Hoke Levin and Maurice Greenburg, respectively. Hadley's Drapery Shop closed between 1954 and 1957; Hadley's Kiddie Centre closed between 1957 and 1959. In 1957, the Hadley Furniture Company, refocusing on the furniture business, took out a large advertisement proclaiming itself "The Home of Famous Make Home Furnishings (Figure 4)."<sup>37</sup>

Despite the company's efforts, the property continued to decline in value through the mid 20<sup>th</sup> century. In 1960, the building (the lot was not included in this assessment) was assessed at only \$90,000. The Hadley Furniture Company continued to operate until 1964, when the David Burwick Furniture Company, owned by David and Constance Burwick, purchased the property and the business. Prior to purchasing the Hadley Furniture Company building, the David Burwick Furniture Company operated out of a building at 184 Main Street (extant) in Worcester. Burwick's occupied the entire Hadley building, altering the internal configuration and installing new storefronts in an effort to modernize the facility. The Burwick storefronts were retained through at least 2002. Despite the efforts of David and Constance Burwick, the furniture store could not withstand the continued decline of Worcester's downtown business economy, and it closed in 1995.<sup>38</sup>

### The Hadley Furniture Company Building Today

The Hadley Furniture Company Building remained vacant until 2005, when the Economic Development Finance Corporation (EDFC) purchased it. In 2008, EDFC rehabilitated the building to provide 5,000 square feet of first floor retail space, five storefront entrances, and 44 one-, two-, and three-bedroom apartments on the upper floors.<sup>39</sup> As part of the rehabilitation project, a small single-story garage, which was located at the south end of the rear elevation, was razed. The garage had one exposed elevation (northeast) that had been finished with stucco. A small concrete loading dock was also demolished by EDFC. The concrete platform, which had been situated on the rear elevation next to the garage, was partly recessed into the building so that there were sheltered doorways for each of the commercial spaces and for the south stairs. The loading dock was enclosed at an unknown time, although it was likely during the 1960s when Burwick Furniture began using an adjacent building for shipping and receiving. The Burwick Furniture Company's 1960s

<sup>33</sup> *Worcester City Directories 1930-1939*.

<sup>34</sup> "Hadley Furniture Company" NPS HPCA Part 1, PDIL issued 2003.

<sup>35</sup> *Worcester City Directories 1939-1948*.

<sup>36</sup> *Worcester City Directory 1948*.

<sup>37</sup> *Worcester City Directories 1939-1959*.

<sup>38</sup> "Hadley Furniture Company" NPS HPCA Part 1, PDIL issued 2003.

<sup>39</sup> "EDFC Opens Hadley Apartments" [http://edfc.com/pr\\_051509](http://edfc.com/pr_051509)

storefronts were replaced by aluminum-framed display windows set on low brick bases clad in ceramic tile. The entrance pavilion was altered prior to EDFC's rehabilitation of the property through the removal of a second step in the parapet that held a date plaque and a flagpole. These alterations occurred at an unknown time after 1930. Overall, the building has a high level of integrity and retains its massing, façade organization, fenestration pattern, and character-defining multilight steel sash on the upper floors.

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**Additional Documentation**

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Submit the following items with the completed form:

- **Maps:** A **USGS map** (7.5 or 15 minute series) indicating the property's location.

A **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.

- **Continuation Sheets**
- **Additional items:** (Check with the SHPO or FPO for any additional items)

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**Photographs:**

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Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map.

**Name of Property:** Hadley Furniture and Carpet Company Building

**City or Vicinity:** Worcester

**County:** Worcester

**State:** MA

**Photographer:** Albert Rex  
MacRostie Historic Advisors  
810 Memorial Drive, Suite 101  
Cambridge, MA 02139

Digital images on file at MacRostie Historic Advisors LLC

**Date Photographed:** September 2009

Printed with Hewlett-Packard Vivera ink on HP Premium glossy photo paper.

**Description of Photograph(s) and number:**

Photograph 1 of 8:

View south from the intersection of Main Street and Madison Street toward the north corner

Photograph 2 of 8:

View southeast from Main Street toward the northwest elevation

Photograph 3 of 8:

View southeast from Main Street toward the central storefronts on the northwest elevation

Photograph 4 of 8:

View southeast from Main Street toward the upper floor windows on the northwest elevation

Photograph 5 of 8:

View southeast from Main Street toward the southwest elevation

Photograph 6 of 8:

View northwest toward the southeast elevation

Photograph 7 of 8:

View northwest from Madison Street toward the northeast elevation

Photograph 8 of 8:

View southwest from Madison Street toward the northeast elevation

Hadley Furniture Company Building  
Name of Property

Worcester County, MA  
County and State

**Property Owner:**

(Complete this item at the request of the SHPO or FPO)

name Hadley Apartments LLC  
street & number 4333 Edgewood Road NE telephone \_\_\_\_\_  
city or town Cedar Rapids state IA zip code 52499

**Paperwork Reduction Act Statement:** This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.).

**Estimated Burden Statement:** Public reporting burden for this form is estimated to average 18 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

National Register of Historic Places Continuation Sheet

Name of Property Hadley Furniture Company Building

County and State Worcester County, MA

Name of multiple property listing (if applicable)  
\_\_\_\_\_



Figure 1: Location Map, 651-659 Main Street, Worcester, MA

National Register of Historic Places Continuation Sheet

Name of Property Hadley Furniture Company Building

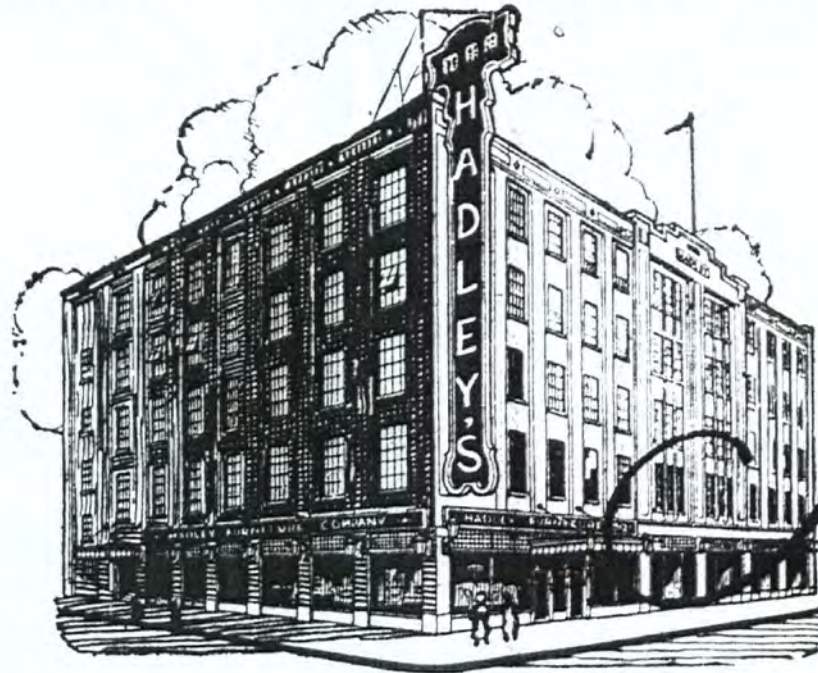
County and State Worcester County, MA

Name of multiple property listing (if applicable)  
\_\_\_\_\_

Section number Figures Page 21

# HADLEY'S

*The World's Strongest Chain of Retail Furniture Stores*



MAIN and MADISON STREETS, WORCESTER

Figure 2: Hadley Furniture Company Advertisement  
1930 Worcester City Directory

National Register of Historic Places Continuation Sheet


Name of Property Hadley Furniture Company Building

County and State Worcester County, MA

Name of multiple property listing (if applicable)  
\_\_\_\_\_

Section number Figures Page 22

**AMERICA'S LARGEST JEWELRY ORGANIZATION**  
STORES FROM COAST TO COAST



*Diamonds, Watches, Jewelry, Clocks, Silverware*  
ON CREDIT AT CASH PRICES  
OPTICIANS *Eyes Examined Glasses Made*

Standard Price Merchandise on Credit Terms

**KAY**  
**JEWELRY COMPANY**

GLASSES  
On Easy Credit Terms

653 MAIN ST., AT MADISON Dial 3-7251 and 3-7252

Figure 3: Kay Jewelry Company Advertisement  
1936 Worcester City Directory

**THE HADLEY FURNITURE COMPANY**

*Featuring Worcester's Largest Selection of*  
**Bed Room — Living Room — Dinette**  
**Bedding — Juvenile — Furniture**

*"The Home of Famous Make Home Furnishings"*

651 MAIN STREET Telephone PL easant 4-1735  
EASY BUDGET TERMS

Figure 4: Hadley Furniture Company Advertisement  
1957 Worcester City Directory

National Register of Historic Places Continuation Sheet

Name of Property Hadley Furniture Company Building

County and State Worcester County, MA

Name of multiple property listing (if applicable)  
\_\_\_\_\_

Section number Figures Page 23

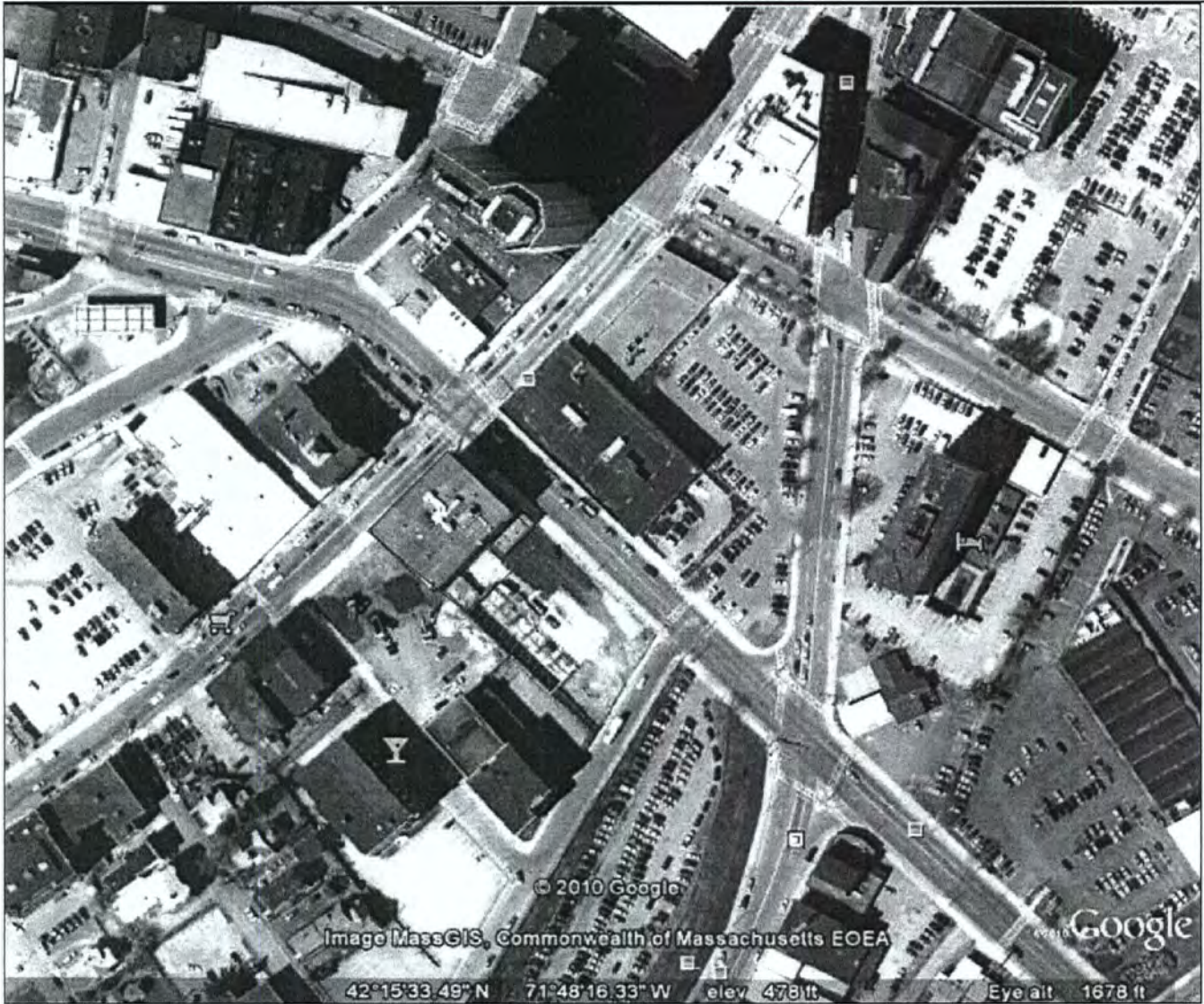


Figure 5: Site Map

UNITED STATES DEPARTMENT OF THE INTERIOR  
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES  
EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION

PROPERTY NAME: Hadley Furniture Company Building

MULTIPLE  
NAME:

STATE & COUNTY: MASSACHUSETTS, Worcester

DATE RECEIVED: 1/14/11 DATE OF PENDING LIST:  
DATE OF 16TH DAY: DATE OF 45TH DAY: 3/01/11  
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 11000068

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 3.7.11 DATE

ABSTRACT/SUMMARY COMMENTS:

Entered in  
The National Register  
of  
Historic Places

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

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

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

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

If a nomination is returned to the nominating authority, the nomination is no longer under consideration by the NPS.





HADLEY FURNITURE COMPANY BUILDING



WORCESTER, MA

PHOTO #1

ALBERT REX PHOTO SEPT 2009

MA WORCESTER (WORCESTER COUNTY) - HADLEY I..tif

VIEW S from INTERSECTION of MAIN & MADISON STS.  
toward N corner.





**NOW LEASING**

**THE HADLEY APARTMENTS**  
508-791-1437

**NOW LEASING**

**BR  
RENT**

←  
→  
→  
→  
→

HADLEY FURNITURE COMPANY BUILDING  
WORCESTER, MA

PHOTO # 2

ALBERT REX PHOTO

SEPT 2009

MA-WORCESTER(WORCESTERCOUNTY)-HADLEY2.tif

VIEW SE from MAIN ST. toward NW elevation.



HARDY'S

HADLEY FURNITURE COMPANY BUILDING

WORCESTER, MA

PHOTO # 3

ALBERT REX PHOTO

SEPT 2009

MA\_WORCESTER(WORCESTERCOUNTY)-HADLEY3.tif

VIEW SE from MAIN ST. toward central storefronts  
on NW elev.



PHOTO #4

ALBERT ROX PHOTO SEPT 2009

VIEW SE from MAIN ST. toward upper floor windows  
on NW elev.

MA\_WORCESTER(WORCESTERCOUNTY) - HADLEY 4. tif



HADLEY FURNITURE COMPANY BUILDING

WORCESTER, MA

PHOTO # 5

ALBERT REX PHOTO

Sept 2009

VIEW SE fr. MAIN ST. toward SW elev.

MA - WORCESTER (WORCESTER COUNTY) - HADLEY S..tif



HADLEY

1, 2 and 3  
bedrooms

**\$750**

508.791.1437  
[www.broadhady.com](http://www.broadhady.com)

HADLEY FURNITURE COMPANY BOSTON

WORCESTER, MA

PHOTO # 6      ALBERT REX PHOTO      SEPT 2009

MA - WORCESTER (WORCESTER COUNTY) - HADLEY 6..tif

VIEW NW toward SE elev.



NOW LEASING

THE BIRCH  
APARTMENTS  
CALL 778-1427

NOW EXHIBITING

|||||▶ HADLEY FURNITURE COMPANY BUILDING

WORCESTER, MA.

PHOTO # 7 ALBERT REX PHOTO SEPT 2009

MA\_WORCESTER(WORCESTERCOUNTY) - HADLEY 7. tif

VIEW NW from MADISON ST. toward NE elev.



NO  
TURN  
ON RED

RIGHT TURN  
ON RED  
GREEN ARROW  
ONLY

NOW  
LEASING

THE BARKLE  
A FURNISHED  
500-791-143

BR  
RENT  
\$793

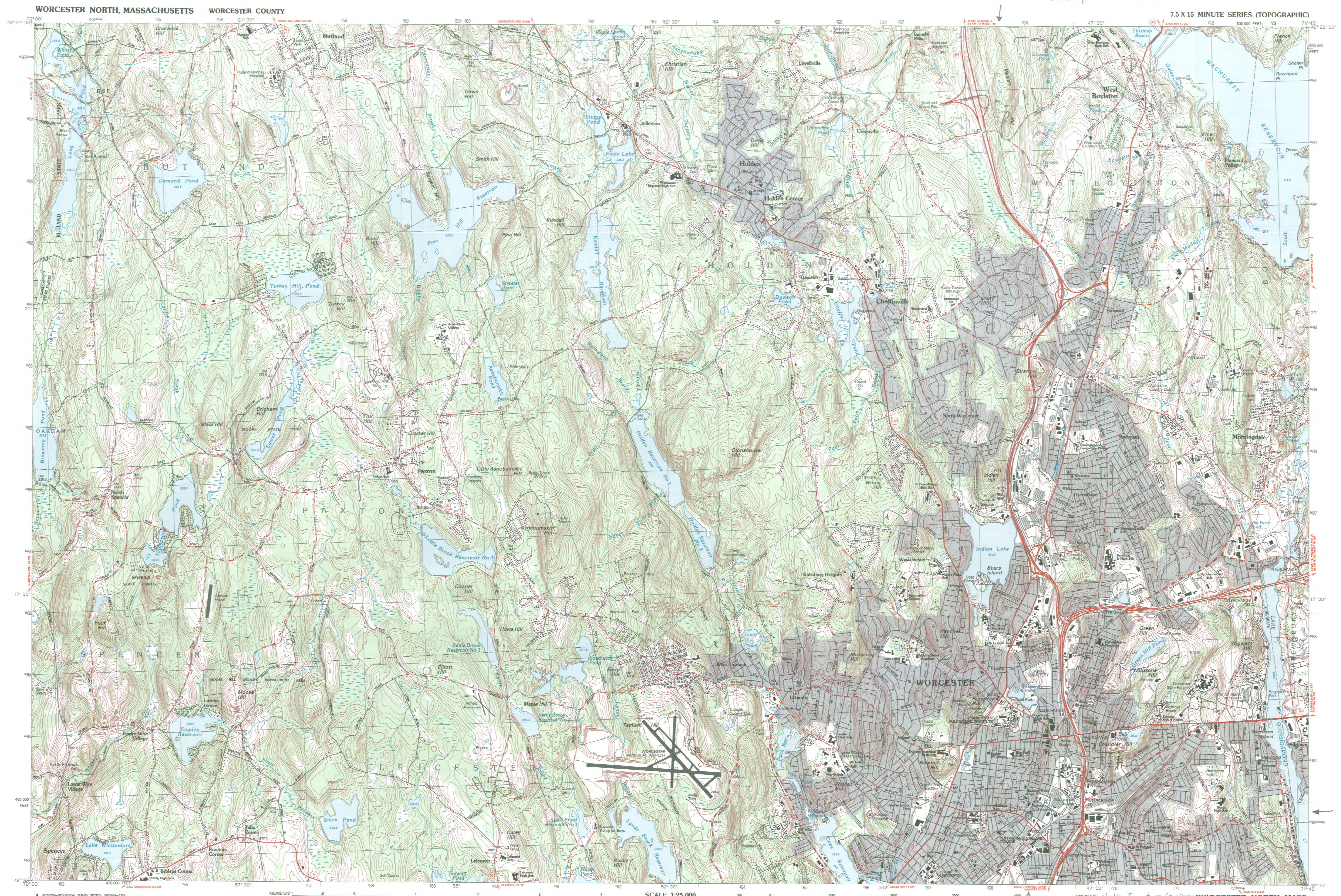
NOW  
LEASING

HADLEY FURNITURE COMPANY BUILDING  
WORCESTER, MA

PHOTO # 8      ALBERT REX PHOTO SEPT 2009

MA\_WORCESTER(WORCESTERCOUNTY)-HADLEY 8.tif

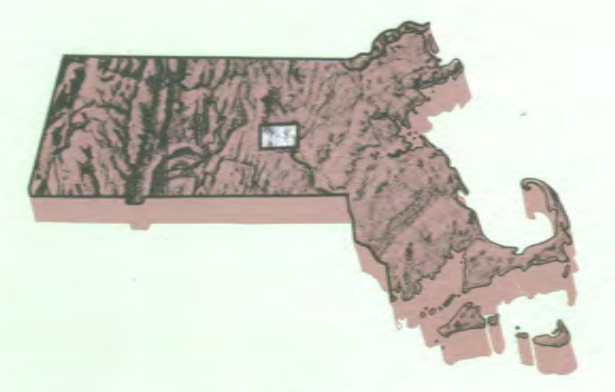
VIEW SW from MADISON ST. tow. NE elev.



HADLEY FURNITURE CO. WORCESTER, MA

Hadley Furniture 42071-C7-TM-025  
BLDG  
WORCESTER (WORCESTER) MA

**Worcester North**  
**MASSACHUSETTS**  
1:25 000-scale metric  
topographic map



- 7.5 X 15 MINUTE QUADRANGLE SHOWING**
- Contours and elevations in meters
  - Highways, roads and other manmade structures
  - Water features
  - Woodland areas
  - Geographic names



Produced by the United States Geological Survey in cooperation with Massachusetts Department of Public Works  
Control by USGS, NOS/NOAA, and Massachusetts Geodetic Survey  
Compiled by photogrammetric methods from aerial photographs taken 1980. Field checked 1982. Map edited 1983  
Supersedes Paxton and Worcester North 1:25,000-scale maps dated 1965 and 1974

Projection and 1000-meter grid, zone 19: Universal Transverse Mercator  
10,000-foot grid ticks based on Massachusetts coordinate system, unadvised zone, 1927 North American Datum  
To place on the predicted North American Datum 1983 move the projection lines 6 meters south and 40 meters west as shown by dashed corner ticks  
There may be private inholdings within the boundaries of the National or State reservations shown on this map

**CONTOUR INTERVAL 3 METERS**  
NATIONAL GEODETIC VERTICAL DATUM OF 1929  
CONTOUR ELEVATIONS SHOWN TO THE NEAREST 0.1 METER  
OTHER ELEVATIONS SHOWN TO THE NEAREST 0.3 METERS

THIS MAP COMPLIES WITH NATIONAL MAP ACCURACY STANDARDS

CONVERSION TABLE		DECLINATION DIAGRAM		ADJOINING MAPS		
Meters	Feet	1983	1957	1	2	3
1	3.2808	11° 00'	11° 00'	1	2	3
2	6.5617	11° 00'	11° 00'	4	5	6
3	9.8425	11° 00'	11° 00'	7	8	9
4	13.1234	11° 00'	11° 00'			
5	16.4042	11° 00'	11° 00'			
6	19.6850	11° 00'	11° 00'			
7	22.9659	11° 00'	11° 00'			
8	26.2467	11° 00'	11° 00'			
9	29.5275	11° 00'	11° 00'			
10	32.8084	11° 00'	11° 00'			

To convert meters to feet multiply by 3.2808  
To convert feet to meters multiply by 0.3048

UTM grid convergence (G1983) for geographic declination (M) at center of map  
Diagram is approximate

1 Barré  
2 Shading  
3 Hachures  
4 North Brookfield  
5 Middlesex  
6 Worcester  
7 Worcester South  
8 Millis

FOR SALE BY U.S. GEOLOGICAL SURVEY  
DENVER, COLORADO 80225, OR RESTON, VIRGINIA 22092

**Topographic Map Symbols**

- Primary highway, hard surface
- Secondary highway, hard surface
- Light-duty road, hard or improved surface
- Unimproved road, trail
- Route marker, interstate, U. S. State
- Railroad, standard gage, narrow gage
- Bridge, drawbridge
- Footbridge, overpass, underpass
- Built-up areas: only selected landmark buildings shown
- House, barn, church, school, large structure
- Boundary
- National, with monument
- State
- County, parish
- Civil township, precinct, district
- Incorporated city, village, town
- National or State reservation, small park
- Land grant with monument; forest section corner
- U. S. public lands survey: range, township, section
- Range, township, section line: location approximate
- Fence or field line
- Power transmission line, local tower
- Dam; dam with lock
- Cemetery; grave
- Campground, picnic area; U. S. location monument
- Windmill; water well; spring
- Mine shaft; prospect; adit or cave
- Control: horizontal station; vertical station; spot elevation
- Contours: index, intermediate; supplementary; depression
- Cluttered surface: city area, low, sand
- Bathymetric contours: index, intermediate
- Perennial lake and stream; intermittent lake and stream
- Rapids, large and small; falls, large and small
- Submerged marsh; marsh, swamp
- Land subject to controlled inundation; woodland
- Scrub; mangrove
- Orchard; vineyard

A pamphlet describing topographic maps is available on request





**The Commonwealth of Massachusetts**  
William Francis Galvin, Secretary of the Commonwealth  
Massachusetts Historical Commission

January 12, 2011

Mr. J. Paul Loether  
National Register of Historic Places  
Department of the Interior  
National Park Service  
1201 Eye Street, NW 8<sup>th</sup> floor  
Washington, DC 20005

Dear Mr. Loether:

Enclosed please find the following nomination form:

Hadley Furniture Co. Building, 651-659 Main Street, Worcester (Worcester County), MA

The nomination has been voted eligible by the State Review Board and has been signed by the State Historic Preservation Officer. The owners of the property in the Certified Local Government community of Worcester were notified of pending State Review Board consideration 60 to 90 days before the meeting and were afforded the opportunity to comment.

Sincerely,

A handwritten signature in cursive script that reads "Betsy Friedberg".

Betsy Friedberg  
National Register Director  
Massachusetts Historical Commission

enclosure

cc: Edgar Luna, Worcester CLG Coordinator  
Elizabeth Breiseth, MacRostie Historic Advisors, consultant  
Deborah Packard, Preservation Worcester  
Hadley Apartments LLC  
Joseph C. O'Brien, Mayor, City of Worcester  
Peter Schneider, Worcester Historical Commission  
Chair, Worcester Planning Board