

United States Department of the Interior
National Park Service

56 2542

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.

1. Name of Property

Historic name: EMERSON SHOE COMPANY

Other names/site number: GEORGE W. HALL & CO. SHOE MANUFACTURERS

Name of related multiple property listing:

N/A

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



2. Location

Street & number: 51 MAPLE STREET

City or town: ROCKLAND

State: MA

County: PLYMOUTH

Not For Publication:

Vicinity:

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
Applicable National Register Criteria:

A B C D

<u>Brona Simon</u>	<u>April 18, 2018</u>
Signature of certifying official/Title: <u>SHPO</u>	Date
State or Federal agency/bureau or Tribal Government	

In my opinion, the property <input type="checkbox"/> meets <input type="checkbox"/> does not meet the National Register criteria.	
Signature of commenting official:	Date
Title :	State or Federal agency/bureau or Tribal Government


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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:)


Signature of the Keeper

6/1/18
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

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Number of Resources within Property

(Do not include previously listed resources in the count)

Contributing	Noncontributing	
<u>2</u>	<u>1</u>	buildings
<u> </u>	<u> </u>	sites
<u> </u>	<u> </u>	structures
<u> </u>	<u> </u>	objects
<u>2</u>	<u>1</u>	Total

Number of contributing resources previously listed in the National Register 0

6. Function or Use

Historic Functions

(Enter categories from instructions.)

INDUSTRY/manufacturing facility; industrial storage

Current Functions

(Enter categories from instructions.)

DOMESTIC/multiple dwelling

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7. Description

Architectural Classification

(Enter categories from instructions.)

No Style

Materials: (enter categories from instructions.)

Principal exterior materials of the property:

Foundation: BRICK, _____

Walls: WOOD/Shingle _____

Roof: SYNTHETICS _____

Other: BRICK: Boiler House, Chimney, Fire Stair, Early Boiler House & Engine House

Concrete: foundations

Narrative Description

(Describe the historic and current physical appearance and condition of the property. Describe contributing and noncontributing resources if applicable. Begin with a **summary paragraph** that briefly describes the general characteristics of the property, such as its location, type, style, method of construction, setting, size, and significant features. Indicate whether the property has historic integrity.)

Summary Paragraph

The Emerson Shoe Company factory is about a half-mile southwest of the Rockland town center, in Plymouth County, Massachusetts. It occupies the western portion of a block bounded by Maple, Plain, Grove and Monroe streets. The property contains three separate buildings: the main factory building built initially in 1894 and expanded in 1906, 1909, and 1916, with three rear ells added in 1919 (Photos 1–7); a boiler house with smokestack (Photo 8), built ca. 1916; and a detached two-level open parking deck (Photo 9) constructed in 2009. The parking deck is noncontributing. A few pre-existing trees were retained south of the 2009 parking deck and at the corner of Plain and Grove streets during the course of the rehabilitation project. The site is otherwise modestly landscaped with low shrubbery around the entrance and surface parking areas. The lot slopes down gradually from Maple to Grove Street and along Maple Street from east to west.

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The wood-shingle-clad Emerson Shoe Company main building has an irregular plan comprised of four primary sections with multiple wings and ells (Figure 8). The height, low gable-roof shape, and width of each wing are relatively consistent. The walls read as alternating bands of windows and wood-shingle siding topped by a low-pitched roof set over the top story. The almost continuous windows and relatively narrow widths of the various wings of the factory allow for abundant light at each floor. The matching floor levels and open floor plans allowed for flexibility in the layout for manufacturing different shoe types. The complex was rehabilitated for residential use in 2009 in compliance with the *Secretary of the Interior's Standards for Rehabilitation*. The Emerson Shoe Company factory retains integrity of location, design, setting, materials, workmanship, feeling, and association and is an intact example of a traditional utilitarian shoe factory retaining character-defining features that maximize the floor area and access to light.

Narrative Description

(The names given to each section of the complex below—Building A, Building B, etc.--are not historic; they have been assigned to facilitate the description. A key map with sections labeled is attached – see Figure 1.)

The Emerson Shoe Factory is a large wood-frame complex set on a 3.72-acre lot, which is irregular in plan and fronts on Maple, Plain and Grove streets west of the center of Rockland. There are plantings along Plain Street and planting beds with low shrubs around the buildings. Most of the area behind the factory (east) is paved for parking. The lot is bounded to the south by Maple Street, to the west by Plain Street, and to the north by Grove Street. Surrounding development includes a modern three-building condominium complex to the north across Grove Street, and to the east, south, and west there is a residential neighborhood of late 19th and 20th century single- and two-family houses.

Emerson Shoe Property

Built between 1895 and 1919, the Emerson Shoe Company **factory building** is a wood-shingle-sheathed structure with a number of wings and ells that create an irregular footprint. Closely spaced windows throughout create the appearance of bands of glazing, which define each story and help unify the building's overall appearance (Photos 1, 2, 4, 6, 7). The windows are generally 6/6 sash throughout; they are replacement wood sash with insulated glass. The low-pitched gable roofs sit low over the top-story windows (Photo 7). The portions built after 1912 have exposed rafter tails with chamfered corners (Photo 2, 3); the earlier buildings have a box cornice (Photos 1, and 4–7). The (almost) continuous bands of windows and the repeated use of the same architectural expression create a utilitarian and functional form, which was efficient and was repeated on each addition.

On the interior, the floor space had been unadorned and subdivided as needed. As on the exterior, the interiors of the different sections were very similar. Building A is 36'-6" wide with one center row of columns (Photo 7); Buildings B and D are 42'-6" wide with two rows of

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columns (Photos 6, 2); the three ells are 45' wide with two rows of columns (Photo 3). The frame is wood. The factory's exterior had been sheathed in asbestos shingle and several of the original window openings had been covered over. As part of the 2009 rehabilitation, the building's original fenestration was recreated, and the asbestos shingle siding was replaced with new wood shingles.

The factory is situated in the southwest corner of the lot, fronting on Maple and Plain streets with minimal setback from both streets (Photo 1). See Figure 1. Buildings A and A1 (Photo 7) run parallel to Maple Street, with Building C (Photo 6) extending northwest from A to create an approximately L-shaped plan. A single-story office wing is attached on the east side of Building A. Building A and the office wing are northeast of Buildings B and D (Photo 2), which extend along Plain Street. Building D has three ells projecting east from its east elevation, which in combination form an E-shaped plan (Photo 3, Figure 8). The area between Ells 2 and 3 is filled with the roof of a single-story structure that is partially below grade and rises approximately four feet above grade. Built between 1919 and 1928, this low infill structure has a flat roof and the east elevation consists of a concrete wall, which matches the concrete foundation walls of the two 1919 flanking ells.

The **brick boiler house with a tall, round chimney** (Photo 8) is located behind the main building, to the northeast. The **concrete parking deck** (Photo 9) occupies the northeast corner and creates the parcel's east boundary.

Factory (Buildings A–D on Figure 1)

Building A, the earliest rectangular block built parallel to Maple Street (Photo 7), rises three stories and is set on a brick foundation with a high basement. The original main section of Building A (1894) is ten bays along Maple Street and two bays deep. A group of three double-hung wood windows forms a typical bay on the south elevation, except at the second story, which has a sequence of six single windows toward the center. Building A is topped by a low-pitched gable roof with a clerestory monitor. In 1906, the eastern five bays shown as **Building A1** (Photo 6, 7) were constructed, continuing the fenestration pattern of the rest of the south elevation, except that the easternmost bay has two windows rather than three. Also at that time, the office structure was enlarged one bay to the south, the boiler house was enlarged, and a brick engine house was built next to the boiler house.

Built ca. 1909, a one-story, ten-bay wood-frame **office wing** (Photo 7) sits on a low basement parallel to and in front of Building A; it incorporated an earlier office and appears to have been built in two phases. The office wing and Building A are separated by a narrow gap, creating short, narrow areaways between the two. The west end of the office wing (1909) has a brick foundation matching that of Building C (Photo 2) and a low gable roof; the east end of the office wing sits on a low concrete foundation and has a low hip roof. The office wing is connected to the south side of Building A and to the east side of Building B.

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Two abutting one-story brick ells, each with a shed roof, project from the north elevation of Building A (Photo 5). Originally built as a boiler house (1894, west section) and an engine house (ca. 1906, east section), the brick wall separating the two ells was originally the exterior east wall of the boiler house. The two ells have two banks of window openings, but are a tall single story on the interior. The first-story door and window openings have been filled with brick. In addition, a wood-frame toilet tower (Photo 4) was added in phases at the center of the north elevation of Building A. It was two stories in 1906, three stories in 1912, and four stories in 1917. It has no window openings.

At the west end of Building A, running parallel to Plain Street, **Building B** is a three-story wood-frame wing (Photo 1, 4) on a low brick basement. Built in 1909, Building B has a low-pitched gable roof and a clerestory monitor centered on the roof. This wing extends eleven bays north along Plain Street from the corner of the lot (where it is attached to the one-story office building) and ends at its west end at a brick fire stair sited at the junction of Building B and Building D's Ell 1.

Building C (Photos 6, 7), seven bays long by three bays wide, was also built in phases: the basement and first story were built between 1912 and the end of 1915; the top two stories were constructed in early 1916. Also built in 1916, a wood-frame external stair tower (Photo 5), rectangular in plan, is attached to the northwest corner of Building C.

Building D extends north from Building B running parallel to Plain Street; built in 1916, it is a four-story, 29-bay, wood-frame structure. A brick firewall and enclosed fire stair separating Buildings B and D were built during the 1916 construction. The firewall also serves as the south wall of the fire stair and rises above the roof of Buildings B and D. **Three four-story wood-frame ells (E1, E2, E3)** (Photos 2, 3) each six bays wide by twelve bays long with low-pitched gable roofs, extend from the east elevation of Building D. These were added between January and September 1919. Simple wood rafter tails are exposed below the eaves on the ells and on Building D. The north corner of Ell 3 is canted. New wood-frame stairtowers, built in 2009, project from the northwest elevation of Ell 1, the southeast elevation of Ell 2, and the north corner of Ell 3. A shingled tower, originally built as a toilet tower and blower room (to exhaust dust) on the east elevation of Building D between Ells 2 and 3, was opened up on each floor and incorporated into what became the living room of the adjacent residential unit. A five-story, wood-frame stair- and elevator tower is attached to the north elevation of Building D (Photo 2).

Buildings A, B, and C have brick foundations with windows at the basement; Building D and the three ells have concrete foundations. Ell 3 has glass-block basement windows. All of the buildings are sheathed in wood shingle, with the exception of the freestanding brick boiler house, its chimney, and the two small brick ells on the north side of Building A. The exterior walls of the wood-shingled buildings are characterized by strips of mullioned window groups and minimal wall space between each group of windows. The windows are double-hung, 6/6 wood-frame sash typically set in groups of two, three, and four, with some single openings. The window openings have simple wood surrounds.

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The main entrance to the factory was at one time located at the corner of Maple and Plain streets on the south elevation of Building B, where a stair leads up from the street level to a deeply recessed doorway at the first floor with a simple wood post-and-beam surround (Photo 1). Other entrances are located in the stair towers, in the east elevations of Ells 1 and 2, and at the south elevation of Building A, adjacent to the east elevation of the office wing (Photo 7). The entrance at the base of the brick stair tower sited at the junction of Building B and Ell 1 of Building D, on the east elevation of Building B, has a new pent-roofed wooden canopy supported on a corner post. The others all have simple wooden surrounds. A one-story entrance vestibule was built in 2009 on the east elevation of Building B and now serves as the rehabilitated property's primary entryway (Photo 4).

Interior

Following the 2009 rehabilitation and conversion to apartments, the typical interiors of the former factory have double-loaded corridors with apartments on either side (Photo 14). The corridors have sheetrock or metal-grid ceilings. Inside the units, the living rooms and kitchens typically have exposed wood beams, ceilings, and columns (Photo 10–13). All walls are sheetrock. Two historic stairs were retained and the historic beadboard partitions on the staircases are exposed (Photo 15).

Boiler House

A detached one-story brick **boiler house** with an attached brick smokestack (Photos 3, 8, built ca. 1916) is located behind the main building toward Grove Street. This building is 30 feet wide by 46 feet deep. It has a low-pitched gable roof with two rectangular clerestory monitors; the south wall extends vertically above the roofline about a foot. It also has a segmental-arched door opening and a paired steel window. A large, round-arched entrance is located on the west elevation; the fanlight and sidelight of this opening are original. There are brick buttresses on the east and west elevations. On the interior, the building is open. It is currently used to house snow removal and landscaping equipment and other maintenance supplies and machinery.

Parking Deck

The separate parking deck (2009, Photo 9) sits at the north corner of the lot, and extends between Maple and Grove streets. It is a reinforced concrete structure with two levels; the lower level is partially below grade along Grove Street. A ramp from Maple Street leads to the upper level.

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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.)

- 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

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Areas of Significance

(Enter categories from instructions.)

ARCHITECTURE

INDUSTRY

SOCIAL HISTORY

Period of Significance

1894-1967

Significant Dates

1894, 1906, 1909, 1916, 1919

Significant Person

(Complete only if Criterion B is marked above.)

N/A

Cultural Affiliation

N/A

Architect/Builder

1906 /P.H. JACKSON

1909 P.H. JACKSON & SON Co.

1916 FRANKLIN B. & ARTHUR WARE/ALEX WEATHERBEE

1919 JACKSON & CROCKER/GEORGE HOWARD AND SONS COMPANY

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Statement of Significance Summary Paragraph (Provide a summary paragraph that includes level of significance, applicable criteria, justification for the period of significance, and any applicable criteria considerations.)

The Emerson Shoe Company factory retains integrity of location, design, setting, materials, workmanship, feeling, and association, and is significant under Criteria A and C at the local level in the areas of architecture, industry, and social history. Emerson Shoe is the largest and one of only three remaining examples of a wood-frame shoe-manufacturing facility associated with the town's biggest shoe manufacturers. It is the most intact, retaining all of its major buildings, its boiler house, and chimney. As a result of a rehabilitation completed in 2009, the building once again has the texture, fenestration, and materials that characterized its vernacular style.

Emerson Shoe Company factory retains a long association with Rockland's shoe industry, which thrived between the late 19th and early 20th centuries. Its construction represents a period in the industry when multiple small shoe factories were consolidated into a few large companies and by 1910 Emerson was one of the four largest factories in Rockland, of great importance to the local economy. The original building was constructed in 1894 by Hall, Gallagher & Foulke Shoe Company, and the factory expanded significantly under the ownership of Emerson Shoe Company through the first two decades of the 20th century, reflecting the company's success and the expansion that was accelerated by orders for World War I. The Emerson Shoe Company factory continued to house shoe companies into the second quarter of the 20th century, first under the second Emerson Shoe ownership (1924–1931), and later by smaller companies, which were tenants here.

Emerson Shoe Company's significance to local social history is related to the original ownership group that brought Emerson Shoe to Rockland. They were all local industrialists from Brockton and other nearby communities as well as Rockland. Emerson was one of the largest employers in the first quarter of the 20th century and experienced the results of the growth of the labor movements that were impacting many manufacturers.

The period of significance represents the year the first section of the shoe factory was built and extends up to 1967, when it was still occupied for industrial-related uses. The year 1967 was selected as an end date to allow the typical 50 years for historical perspective.

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

Shoe Industry in Rockland

As early as 1820, shoemaking was a growing business in Rockland (at that time known as East Abington). By 1837, the town had 1581 shoe workers producing 200,175 pairs of boots and 470,120 pairs of shoes.¹ In 1848 nine boot and shoe companies were listed in the town; by 1857

¹ Orra Stone, *History of Massachusetts Industries* (Boston/Chicago: S.J. Clarke Publishers, 1930), 1224–25.

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the number had grown to 28. The 1850 census showed that a majority of the men in town were shoe workers. East Abington separated from the town of Abington in 1874, and incorporated as the town of Rockland. In 1880 there were 731 shoe workers employed in 26 Rockland shoe factories. Mechanization of the industry meant increased production with half of the work force. Unlike its neighbor Abington, which saw little growth in its shoe industry after the 1880s, Rockland experienced a significant period of industrial expansion beginning around 1881 and lasting for 35 years.

In 1892 a trolley car system was constructed in Rockland, allowing shoemakers to travel easily to and from work across town. The presence of this system was essential for Rockland to attract new industry. Several important wood-frame shoe factories were built in Rockland in the 1890s and 1900s, attracting local as well as Brockton, North Easton, and Boston firms. By 1896 a Boston-based firm, Rice and Hutchins, had built their "Factory C" near East Water Street (1894, RCK.238). They were followed in 1900 by the Hurley Shoe Company of Brockton, which built a factory on Church Street (demolished, RCK.113).

Neighborhood Context

In the 1879 Walker atlas and the 1881 Birds' Eye View, the parcel later owned by Emerson Shoe Company contained only two small buildings, a house and a barn. The two buildings (with a connector added) last appeared on the 1906 Sanborn Insurance Map. By 1906, the land to the south of Maple Street and west of Plain Street had been subdivided into house lots; many were developed with single-family houses, some also included barns. The block bounded by Maple, Plain, Grove, and Monroe streets was less densely developed; it had one single-family dwelling, one two-family dwelling (both on Maple Street), the Plain Street dwelling and barn mentioned above, and the Emerson Shoe factory. North of Grove Street there were four industrial properties.

Maple Street Factory²

The original portion of the Emerson Shoe Company factory, a three-story building (west section of **Building A**) on Maple Street, was constructed in 1894 for the local Hall, Gallagher & Foulke Shoe Company.³ The area bounded by Grove, Plain, and Water streets, which includes Maple Street, had been divided into house lots by the Washington Reed estate in 1873, but only one dwelling had been built by 1878. The north side of Grove Street eventually became industrial as

² The names given to each section of the complex mentioned here are not historic; they have been assigned to facilitate the discussion. A key map with sections labeled is attached—see Figure 1.

³ This was a short-lived venture. In 1892, George W. Hall was listed in the Rockland directory working as a shoe and tack manufacturer at the Anderson Tack Factory (located across Grove Street from the soon-to-be Hall, Gallagher & Foulke shoe factory). Joseph Gallagher and Frank Foulke were not listed in the Rockland directory in 1892, but they appeared in the 1896 directory associated with Hall, Gallagher & Foulke. In that year, all three were also listed as Rockland residents. By 1904, the business was listed as Simmons & Hall Shoe Co., and by 1907, George Hall was still living in Rockland, but with no occupation listed.

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factories began to appear there around the turn of the century. Cornelius Callahan owned the property fronting on the east side of Plain Street between Grove and Water streets, and in 1893 he sold a portion of his land along Maple Street to George W. Hall. The following year the lot was transferred to the Hall, Gallagher & Foulke Company, along with a shoe factory on it, indicating that the building was constructed between May 1893 and March 1894. Typical of other factories in the town, Hall's building was a multi-story functional structure intended to allow for additions, all repeating the basic formula of a clapboard frame structure with a low-pitched gable roof, sometimes including a clerestory monitor, and continuous bands of double-hung sash windows to provide ample lighting and ventilation. This traditional factory design never expressed the more advanced concepts in mill construction (e.g. fireproof construction) prevalent in other industries.

In November 1896, Hall, Gallagher & Foulke went into receivership and the company property was put in the hands of a trustee, but George W. Hall reacquired it two years later. By 1901 the shoe factory appeared on insurance atlases as Geo. W. Hall & Company. This was during a period when mechanization soon consolidated the various steps of shoe production in one location and concentrated the industry in the hands of a few large companies. Small local businesses like Hall's were replaced by factories owned by firms headquartered in other cities. In 1906 the Emerson Shoe Company, burned out of Brockton in a disastrous fire, began operations as a tenant in the former George W. Hall factory in Rockland. It was reported that Hall himself was to be employed by Emerson. With continued expansion, the Emerson Shoe Company soon became one of the largest employers in Rockland.

Predecessor to Emerson Shoe Company

The predecessor to Emerson Shoe was R. B. Grover & Co., founded in 1889 by Robbins B. Grover, Charles O. Emerson, and J. Frank Hill. Grover (1841–1910), a native of Bethel, Maine, was an officer in the Union Army during the Civil War. He served five years in the 13th Maine Regiment, was appointed captain Jan 11, 1865, transferred to the 30th Maine Regiment, and was discharged in Portland, Maine, in September 1865. After the war he came to Brockton and went into the banking business with F. B. Washburn, with whom he also partnered in the Washburn House⁴ from 1864 until the 1870s. A prominent member of the Brockton Commercial Club, Grover was largely instrumental in placing the Brockton hospital on firm financial footing and was the first active president of the hospital. He soon started making shoes with M.A. Packard & Co.; in 1884 the firm changed its name to Packard & Grover. In 1889 the company reorganized with Packard, Fisher & Kent as partners when Grover started his own Brockton shoe company with Emerson and Hill. Charles O. Emerson (1856–1926) had founded his own firm, Emerson, Weeks & Co., in 1880 but retired to become treasurer and junior partner of Grover's venture. Previously, Hill had been connected with another local shoe manufacturer, Perkins & Joyce, for 15 years.

⁴ Originally named Washburn House, the building served as a rooming house/hotel and eatery/bakery founded and run by F. B. Washburn. The name was changed to Brockton House when Brockton (previously North Bridgewater) was renamed in 1874.

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Located in Brockton at the turn of the century, Grover & Co. manufactured the popular Emerson Shoe, designed to be fashionable yet affordable. The company advertised that the Emerson shoe was made using the finest leather, and it had a custom last (mold upon which the shoe is constructed) providing maximum comfort and durability. By 1905 the company had 33 shoe stores throughout the country and skyrocketing sales, making it a strong force in the growing shoe market. To increase manufacturing space in response to demand, Grover added a floor to his factory located at 963 Main Street in the Campello section of Brockton. The 1901 facility was a large wood-frame building that housed some of the most technologically advanced shoemaking machinery in the industry. However, an existing pressure-boiler (determined to be defective) was used temporarily for all four floors during annual maintenance of the new boiler. On March 20, 1905, the old boiler exploded, leaving 58 workers dead and 150 injured. The notorious fire destroyed the Grover Co. factory and several buildings covering four acres, causing an estimated \$250,000 in damage.⁵ R. B. Grover & Co. assigned its assets to its creditors after the fire.⁶ Deeply affected by this tragedy, Grover's health soon failed and he retired from the company. Grover did not leave his house after 1907 until his death in 1910.

Emerson Shoe Company Relocates to Rockland

A year after the fire, Charles Emerson reorganized the company, which he relocated to nearby Rockland and changed its name to Emerson Shoe Company.⁷ Many Plymouth County towns tried to lure Emerson to their town, but the president of the Rockland Commercial Club, Alfred W. Donovan, was able to interest several prominent Brockton citizens in the venture, ultimately raising a sum of \$25,000 for the purpose of fitting up the former Hall factory, where Emerson Shoe leased space to reopen their business. Emerson Shoe had set up in Rockland by August 1905, and had hired local builder P.H. Jackson to construct an addition (east end of Building A) almost immediately.⁸ Emerson Shoe was planning to employ 400 workers.

In May of 1909 Hall sold his property on Maple Street, including the shoe factory that Emerson Shoe was leasing, to Charles O. Emerson, Arthur C. Folsom, and Daniel S. Howard, all of Brockton, and James F. Hill of Stoughton. That same year the company also purchased the lot at the corner of Grove and Plain streets from Cornelius Callahan, who reserved the right to the

⁵ Albert F. Pierce, *History of the Brockton relief fund in aid of sufferers from the R. B. Grover & Co. factory fire, Brockton, Mass., March 20, 1905*. January 1907.

⁶ "GROVER SHOE FIRM FAILS; Owners of Factory Which Blew Up Assign Voluntarily," *The New York Times*, April 11, 1905, 9.

⁷ The founders of Emerson Shoe Company included Robbins B. Grover, James F. Hill, Daniels S. Howard, Jr, Charles O. Emerson, and Arthur C. Folsom. Despite Grover's declining health following the 1905 fire, he was the largest stock holder among the Emerson Shoe founders and he was president of the company. Charles O. Emerson held the position of treasurer. Surprisingly, Alfred A. Donovan was a partner in a competing shoe company, E.T. Wright & Co., and in 1906 Donovan became president of that company.

⁸ George W. Hall was listed as the owner of the property for purposes of the 1906 addition, but it is not clear who paid to construct the addition.

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buildings on the lot.⁹ With the additional land, Emerson Shoe hired the same firm, P.H. Jackson & Son Co., with offices in Brockton and Boston, to construct the south part of the Plain Street Wing (**Building B**), a large four-story wing with a brick foundation, which was intended for the “manufacture of a cheaper grade of shoe.”¹⁰

In 1912, labor problems appeared to be the catalyst for Emerson Shoe Company’s plan to move the company out of Rockland. However, Alfred W. Donovan once again was able to raise \$25,000 to keep the company in town. A newspaper article announcing that Emerson would stay also noted that “now the Boot and Shoe Workers Union will fix up the differences in labor questions.”¹¹ By 1912 Cornelius Callahan’s house and outbuildings were removed, allowing Emerson to expand farther along Plain Street.

The years of greatest prosperity for Rockland’s shoe industry occurred during the period leading up to and including World War I. By 1910 Rockland shoe manufacturers were producing over \$7 million worth of footwear, slightly more than a third the value of Brockton, a city eight times the size of Rockland. After war broke out in Europe, several important foreign contracts were obtained. With America’s entry into the war in 1917, Emerson and the other three leading shoe companies in Rockland (Rice and Hutchins, Hurley, and E. T. Wright and Co.) all obtained large military contracts for army marching shoes. As Emerson’s business expanded, so did their need for manufacturing space.

In January 1916, Rockland contractor Alex Weatherbee submitted drawings to the town for approval to add the top two stories (second and third stories) to Building C. The two floors were intended for the bottoming and stitching departments. The permit application called for a Grinnell Automatic Sprinkler System and an outside iron fire escape. Later in 1916 the New York architects Franklin B. Ware and his brother Arthur Ware designed a 225-foot-long four-story addition (**Building D**), doubling the size of the factory. This was completed in time to undertake large orders for Europe and later for the US military during World War I.

It is a puzzle why Emerson Shoe Company hired accomplished New York architects to design Building D, which is almost identical to all other sections of the factory. One possible explanation is that the Ware Brothers advised the owners on ways to improve life safety at the factory. While the Sanborn Insurance maps indicated that there were automatic sprinklers in the buildings since at least as early as 1906, there were not many egress stairs in the event of fire. Iron fire stairs projected from the east and west ends of Building A that year. Once the three ells were built in 1919, iron fire escapes were attached at the east end of each wing. The Ware design included a brick fire wall between Buildings B and D, with an enclosed brick fire stair, and they designed two additional stairs separated from the factory floors, one at the northwest corner of Building C and one at the northwest end of Building D. Most importantly, the Ware design

⁹These included a house with a rear ell and attached stable and a separate wagon shed. It is possible Callahan wanted to move this group of buildings to another location.

¹⁰“Shoe Business Better,” *Boston Herald*, May 9, 1909, 37.

¹¹“Removal is Blocked,” *Boston Journal*, February 7, 1912, 11

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separated the boiler house and chimney from the vulnerable wood-frame factory building. Also new in 1917 was a 40,000-gallon water tank which, along with the town water system, fed the automatic sprinklers.

The free-standing red brick **boiler house and a round chimney** were built at the same time and were most likely designed by the Ware firm as well. They are noticeably removed from the main wood-frame building, no doubt as a precaution to reduce the risk of fire to the main building. The earlier brick engine house and boiler house attached to the north elevation of Building A were then used as the carpenter shop; the associated square chimney was demolished at that time.

As one example of Rockland's prospering shoe industry, Emerson Shoe continued to expand through 1919. In 1919 the Emerson Shoe Company purchased a 90--by-55-foot rectangular parcel toward the center of the site from Alonzo Perry, John Spence, and James Spence.¹² Later in 1919, Emerson Shoe also acquired Lot 31 of the Washington Reed estate, at the northeast corner of the factory site. Also in 1919, Brockton architects Jackson & Crocker designed three ells (**EII 1, EII 2, EII 3**), which were constructed between January and September 1919 by George Howard and Sons Company, another Brockton firm. Added to the east elevation of Building D, the ells made it possible for Emerson to hire 450 additional employees. A notice in a trade journal reported that Emerson Shoe Company was planning to operate in New Jersey as well.

Following the war, by the late 1920s Rockland and six neighboring communities were manufacturing 27% of all shoes worn in the United States. However, most likely due to the aging of the original founders and labor issues, Emerson Shoe was sold. Emerson Shoe's ultimate downturn seemed to begin in 1923 with a shoe-workers strike that closed the factory for two weeks. Although the workers voted to return to work on June 12 of that year, the factory closed again for five months in the late spring of 1924. It was reported that during that time Prouty Shoe had been manufacturing Emerson Shoes in their own factory in Spencer, Massachusetts. The Isaac Prouty Shoe Company of Spencer contracted with the Creditor's Protective Association to run the retail chain store portion of the business in October 1924.¹³ On Nov. 19, 1924, Emerson Shoe Company was sold to Edward Friedman, Inc. of New York City for \$300,000. The sale included "... trade-marks, trade-names, the good will of this company and the right to use the name 'Emerson' and 'Emerson Shoe Company'."¹⁴

¹² John Spence was a dealer in remnant leather and manufactured heels in his building at 350 Plain Street, Rockland.

¹³ "Will Run Emerson Chain Shoe Stores," *Boston Herald*, October 14, 1924, 13. Emerson Shoe had three entities: Emerson Shoe Company (founded 1905, dissolved in 1926), Emerson Shoe Manufacturing Company (formed 1914, dissolved in 1931), and the Emerson Shoe Stores Company. The name of the latter was changed to Nosreme (the reverse spelling of Emerson) Shoe Stores in 1924, and was also dissolved in 1926. The Emerson Shoe stores were located in "all the principal cities," and were part of the great success of the brand. As late as September 1926, a new Emerson Shoe Store was opened in Murphy's Hotel in Richmond, Virginia, featuring "particularly smart shoes for young men."

¹⁴ Plymouth County Registry of Deeds. 1473/389.

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On Nov. 7, 1924, three out-of-state papers announced that Edward Friedman (of New York City) had purchased the Emerson Shoe factory and that it would reopen on December 1, 1924. At that time, the factory had the capacity to manufacture 6,000 pairs of shoes per day.¹⁵ In 1930 Charles Brandman was president, and Edward Friedman treasurer of Emerson Shoe. Unfortunately, the new ownership was not able to keep the company afloat. An early casualty of the Great Depression, Emerson Shoe Company was finally liquidated in March 1931 by Hia Pearl Corporation of Quincy, Massachusetts. By July of 1931, the land and buildings (valued in 1924 at \$300,000) were sold to A.W. Perry, Inc., for a reported \$15,000.¹⁶ In December 1931, A. W. Perry, Inc. transferred the ownership to A.W. Perry Realty Company,¹⁷ Rockland's most prominent real estate firm. Alonzo W. Perry (1851-1928) had been one of the largest real estate owners in Massachusetts, responsible for several million dollars' worth of real estate in Boston and Rockland and was named Boston's "Largest Individual Taxpayer" in a 1920 *Boston Globe* piece. Perry lived in Rockland from the age of 8 and had worked in the shoe business himself for a few years before turning to real estate. His sons continued in the business after his death.

Rockland's great shoe industry never recovered from the Depression. The Rockland shoe firms of Rice & Hutchins and Hurley closed in 1934 and 1938, respectively. The one exception, E.T. Wright & Company, was still operating in 1984, when Alfred Donovan (grandson of Alfred W. Donovan) became president.

The new owner, the real estate investment firm A. W. Perry Realty Company, leased the former Emerson Shoe building to multiple tenants, including the E.J. Givren Shoe Company of Brockton in 1932¹⁸; in 1933, the Norman Shoe Company of Roxbury and E. R. Apt Shoe Company of Manchester, New Hampshire, became tenants. Prompted by a strike on November 20, 1936, E. R. Apt announced the following day that Apt was ceasing production in Rockland and was intending to move, perhaps to Haverhill, MA.

In 1938, A. W. Perry Realty Company was liquidated and A.W. Perry, Inc. retained ownership of the property. The 1939 Sanborn Insurance map labelled the property "Loft Bldg." indicating that the property was being leased to multiple tenants. The Emerson Shoe building was sold in 1945 to F. L. & J. C. Codman Company, subject to taxes and a lease to Plymouth Rubber Co. ending March 1, 1946 and a lease to the Yankee Manufacturing Co. ending July 1, 1945. The F.L. & J. C. Codman Company manufactured buffing and polishing wheels. Around the turn of the

¹⁵ "Confirm Shoe Concerns Merger." *Plain Dealer*, Cleveland, Ohio. November 7, 1924. p. 30. "Shoe Company Changes Hands." *Richmond Times Dispatch*. Richmond, Virginia. November 7, 1924. p. 14. Rockland, Mass. (No headline) *Evening Star*, District of Columbia. November 11, 1924. p. 27.

¹⁶ *Boston Herald*. "\$300,000 Shoe Plant is Sold for \$15,000". March 29, 1931. p. 3

¹⁷ The former Emerson Shoe factory contained 175,000 sq. ft. of space at that time. Plymouth County Registry of Deeds: 1473/389, 1610/492, 1618/1, 1622/587.

¹⁸ Givren Shoe was still located here in 1951. Since they used an address on Plain Street, it is likely that they occupied Building D.

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century, Codman had been based in South Boston and their sign at the 51 Maple Street building also listed facilities in Toledo, Dallas, Grand Rapids, and Atlanta.

Until 2007, the Codman Company continued to own and operate the factory as an incubator occupied by artist studios, small offices, and light industry. They sold the property to the current owner. The factory was rehabilitated and converted into approximately 150 apartments and reopened in 2009. As part of the project, a single-story, four-bay garage made of a crude wood frame and corrugated metal sheathing was removed and replaced by a two-story parking structure at the rear of the property, and a one-story concrete addition was removed from the boiler house building.

Rockland's Wood-Frame Shoe Factories

The former Emerson Shoe Company factory is one of three extant wood-frame shoe factory buildings in Rockland, which are listed in the Massachusetts Cultural Resource Information System (MACRIS) and were built in the 19th and early 20th centuries. Besides Emerson, the two other survivors are Rice & Hutchins Shoe Factory, (1894, RCK.238); and E.T. Wright and Company Shoe Factory (1879, RCK.87). The three factories exhibit typical wood-frame shoe factory design. The exterior walls are or were wood shingle and each story is expressed by a band of double-hung sash windows set in groups of 2, 3 4, and 5 separated by extremely narrow spaces between each group of windows. The floor heights are lower than a typical brick mill or brick factory and the roofs of E.T. Wright and Company and of Emerson Shoe have extremely low-pitched gable roofs, a common feature of many industrial buildings of this period. The Rice & Hutchins factory has a sawtooth monitor roof. The former Hurley Shoe factory at 42 Church Street has been replaced recently with a multi-unit residential building. One other local shoe factory, the J.E. French Company, was located across Grove Street from Emerson, but it was a much smaller operation and the building was demolished by 1939. No evidence was found indicating that Emerson Shoe Company built workers' housing and the founders lived outside of Rockland.

Architects and Builders

P.H. Jackson & Son Co.

Local builder Prescott H. Jackson (1859-1911) was hired in **1906** to construct an addition to the factory for George W. Hall (the east end of Building A). In August 1909, Emerson Shoe had purchased the Hall factory and again hired P.H. Jackson & Son Co. with offices in Brockton and Boston. They built the south part of the Plain Street Wing (Building B) and the extension to the one-story office wing. Among their other work, P. H. Jackson & Son was also the contractor for the impressive Romanesque Revival Saint Margaret of Scotland Catholic Church in Brockton (1923, BRO.136) and numerous schoolhouses and other public buildings.¹⁹

¹⁹ Obituary, *Boston Daily Globe* September 21, 1911.

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F.B. and A. Ware

“F.B. and A. Ware” appears on the title block for the drawings of Building D. Franklin B. Ware (1873–1945) and Arthur Ware (1876–1939) both graduated from Columbia University’s School of Architecture in 1894 and 1898 respectively. In 1900, both brothers joined their father in practice in New York under the name James E. Ware and Sons. In 1902, Arthur won a traveling scholarship and studied for three years at the École des Beaux-Arts in Paris. Franklin Ware served as the state architect of New York from 1907 to 1912, during which time he designed the New York State Education Building in Albany and the White Plains Armory.²⁰ Beginning in 1912, Arthur Ware also served as an associate professor at the Columbia School of Architecture. By 1916, before James Ware’s death in 1918, the two brothers formed a practice together under the name F.B. and A. Ware with an office at 1170 Broadway in New York City. Projects attributed to F.B. and A. Ware include the Huntington Gymnasium at Colgate College, Hamilton, New York; Baggs Park Museum and Grace Church, Utica, New York; the Post Office Building, Ossining, New York; buildings at Marymount College, Tarrytown, New York; the Grant Avenue Presbyterian Church, Plainfield, New Jersey; and private residences in New York, New Jersey, and Connecticut.

Alex Weatherbee

Rockland contractor ‘Alex’ Weatherbee was hired in January 1916 to add the top two stories (second and third stories) to Building C. The Nova Scotia native, Alexander C Weatherbee,²¹ was born in 1867, immigrating to the US in 1880. He married Annie Stetson of Pembroke in 1899, and maintained a successful contracting business in Rockland through 1930.

Jackson & Crocker

Partners Ralph Prescott Jackson (1882–1945), architect, and Harold S. Crocker, engineer, advertised their skills in a 1916 advertisement in the Brockton city directory: “Plans specifications and supervision of all classes of building construction, Surveys, plans, specifications and supervision of all kinds of engineering.” Their office address was 153 Main Street, Holbrook Bldg., Room 308, Brockton, Massachusetts. Jackson & Crocker were listed at 145 W. Elm Street in the 1921 Brockton directory and were the architects for the three rear ells (Ell 1, Ell 2 and Ell 3) attached to the east elevation of Building D. Since the location and plan of the three ells appeared on the F.B. and A. Ware 1916 drawings, it seems only minimal design would have been required.

Ralph Prescott Jackson (1882–1945) was an architect and the son of Prescott Jackson (P.H. Jackson & Son), the contractor for two previous Emerson Shoe additions: the east end of Building A (1906) and all of Building B (1909). Ralph graduated from the Massachusetts

²⁰ Having been accused of corruption, Ware was removed from his post as state architect in 1912. Martin Wachaldo. Goody Clancy, “Historic Structures Report: the Richardson Olmsted Complex Buffalo, NY” (Boston, MA, July 2008) 59.

²¹ His name is sometimes given in the Federal census records given as “Charles A.” or “C. Alexander” Weatherbee. Street directory entries give his name as either ‘Alex’ or ‘Alexander’.

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Institute of Technology in 1906 and briefly worked for George Howard & Sons, a Brockton contractor, who must have been a competitor of his father's firm. Beginning in 1919 and through 1939, Ralph Jackson was listed in Brockton city directories as an architect with an office on Main Street. He was listed with two different partners early in his career, but by 1923 appears to have been a sole practitioner. He also served as a Brockton building inspector for a short period of time. Ralph Jackson later designed Howard Home for Aged Men (1924, BRO.622) and Security Federal Savings Bank (1929, BRO.640). Jackson designed the Plymouth County Hospital Nurses Residence in Hanson, Massachusetts, (1939, HNS.106) and the School of Nursing building at Brockton Hospital.²²

George Howard and Sons Company

In the first two decades of the 20th century, contractor George Howard and Sons Company had their office at 633 Warren Avenue in Brockton. The company directors were George Howard (1849-1943), president, and his sons Harry C. Howard (1877-1928), treasurer, and Preston W. Howard (1882-1961), secretary. Among their projects were the Gothic Revival First Baptist Church of Brockton (BRO.48), the New Bedford Gas & Edison Light Company (NBE.1075), and the Whitman Town Hall and Library (WHI.5). The ells at the Emerson Shoe Company would have been noticeably more vernacular than their other known buildings.

²² Megan Lydon et al., "Howard Home for Aged Men, Brockton, MA," National Register of Historic Places Nomination Form, November 1, 2016, 15.

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9. Major Bibliographical References

Bibliography (Cite the books, articles, and other sources used in preparing this form.)

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Atlases, Maps, Plans, and Deeds

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Jackson and Crocker, Architects and Civil Engineers. *Addition to Shoe Factory for the Emerson Shoe Company, Rockland, Mass.* May 7, 1919. Case B, Rack 4, Apart 1, #8407. [E11 1]

Jackson, P.H. & Son Co. *Emerson Shoe Co. Factory, Rockland, Mass.* approved March 21, 1906. Case B, Rack 1, Apart 32, #5882 [Building A1]

Jackson, P.H., Builder. *Addition to Factory for The Emerson Shoe Co., Rockland, Mass.* approved August 3, 1909. Case C, Rack 3, Apart 1, #6082 [Building B]

Jackson, P.H. & Son Co. *Addition and Alterations to Office for Emerson Shoe Co., Rockland, Mass.* no date. Case C, Rack 3, Apart 1, #6082. [Office]

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Boston Herald. May 9, 1909; October 14, 1924; March 29, 1931.

Boston Journal. February 7, 1912.

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EMERSON SHOE COMPANY
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Previous documentation on file (NPS):

- preliminary determination of individual listing (36 CFR 67) has been requested
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic Landmark
- recorded by Historic American Buildings Survey # _____
- recorded by Historic American Engineering Record # _____
- recorded by Historic American Landscape Survey # _____

Primary location of additional data:

- State Historic Preservation Office
 - Other State agency
 - Federal agency
 - Local government
 - University
 - Other
- Name of repository: Rockland Memorial Library, Dyer Memorial Library

Historic Resources Survey Number (if assigned): RCK.161

10. Geographical Data

Acreage of Property 3.72 acres

Use either the UTM system or latitude/longitude coordinates

Latitude/Longitude Coordinates (decimal degrees)

Datum if other than WGS84: _____
(enter coordinates to 6 decimal places)

- | | |
|------------------------|-----------------------|
| 1. Latitude: 42.124986 | Longitude: -70.921228 |
| 2. Latitude: | Longitude: |
| 3. Latitude: | Longitude: |

EMERSON SHOE COMPANY

PLYMOUTH, MA

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Or

UTM References

Datum (indicated on USGS map): Weymouth MA Quadrangle, 2015
Whitman MA Quadrangle, 2015

NAD 1927 or NAD 1983

- | | | |
|-------------|-----------------|-------------------|
| 1. Zone: 19 | Easting: 341183 | Northing: 4665174 |
| 2. Zone: | Easting: | Northing: |
| 3. Zone: | Easting: | Northing: |
| 4. Zone: | Easting : | Northing: |

Verbal Boundary Description (Describe the boundaries of the property.)

The nominated property is Lot 205 on Rockland Assessor's Map 45.

A certain parcel of land, with the buildings thereon, situated in Rockland, Massachusetts, and bounded and described as follows:

Beginning at a granite bound in the south line of Grove Street,

Thence south $9^{\circ}35'$ east by land formerly of the Reed Estate, being Lot 31 hereinafter referred to, one hundred twenty-five (125) feet to the old division wall between the Goddard Reed Estate and the Ebenezer Road Estate;

Thence north $80^{\circ} 54'$ east in line of said wall, seventy-seven (77) feet to a granite bound;

Thence south $28^{\circ} 25'$ east by land now or formerly of George W. Hall, one hundred sixty-six (166) feet to granite bound in the north line of Maple Street;

Thence south $61^{\circ} 43'$ west in said line of Maple Street, two hundred sixteen and two-tenths (216.2) feet to the center of granite bound at the south corner of a lot set at the intersection of the north lines of Maple and Plain Streets;

Thence north $47^{\circ} 10'$ west in said line of plain Street, three hundred forty-seven (347) feet to a point of curve;

Thence by a curve to the right, one hundred ten (110) feet to a point in said Grove Street;

Thence north $80^{\circ} 54'$ east of said Grove Street, two hundred forty-eight (248) feet to the point of beginning.

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Boundary Justification (Explain why the boundaries were selected.)

The nominated property includes the property historically associated with the Emerson Shoe Co. Factory beginning in 1894 including later acquisitions through 1919.

11. Form Prepared By

name/title: Laura J. Kline and Leslie Donovan, Tremont Preservation Services LLC, with Betsy Friedberg, National Register Director, Massachusetts Historical Commission

organization: MHC

street & number: 220 Morrissey Blvd.

city or town: Boston state: MA zip code: 02125

e-mail betsy.friedberg@sec.state.ma.us

telephone: (617) 727-8470

date: December 2017

Additional Documentation

Submit the following items with the completed form:

- **Maps:** A **USGS map** or equivalent (7.5 or 18 minute series) indicating the property's location.
- **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.
- **Additional items:** (Check with the SHPO, TPO, or FPO for any additional items.)

Photographs

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels (minimum), 3000x2000 preferred, at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map. Each photograph must be numbered and that number must correspond to the photograph number on the photo log. For simplicity, the name of the photographer, photo date, etc. may be listed once on the photograph log and doesn't need to be labeled on every photograph.

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Photo Log

Name of Property: Emerson Shoe Company

City or Vicinity: Rockland

County: Plymouth

State: Massachusetts

Photographer: Kate Matison

Date Photographed: August 2009

- | | |
|----------|---|
| 1 of 15 | View northwest along Plain Street west elevation on left, south elevation on right |
| 2 of 15 | View southeast along Plain Street, north elevation Ell 3 at left, north and west elevations Building D |
| 3 of 15 | View northwest showing Ells 1, 2, 3 from left to right and boiler house (south elevation at left, east elevation at right) with chimney |
| 4 of 15 | View southwest at rear of Building A left, Building B right with 2009 entrance |
| 5 of 15 | View southeast, Building C at left, first brick boiler house at right |
| 6 of 15 | View northwest, southeast corner of Building A at left, east elevation of Building C at right |
| 7 of 15 | View southwest along Maple Street, Building A at left, office wing at center of photo |
| 8 of 15 | View east southeast, chimney and boiler house north elevation at left, west elevation at right |
| 9 of 15 | View north showing two-level parking deck |
| 10 of 15 | Typical kitchen, exposed square posts, beams, and ceilings |
| 11 of 15 | Detail, typical heavy timber post with chamfered corners supporting perpendicular beams |
| 12 of 15 | View east, 1 st floor Ell 3, east corner, showing corner post, typical double window bay and exposed ceiling, beams, and vertical wall posts |
| 13 of 15 | View southeast, Ell 1, exposed brick wall of fire stair, wood beams, posts, and ceiling exposed |
| 14 of 15 | Typical double-loaded corridor with open metal grid ceiling |
| 15 of 15 | Original stairs retained with bead board partition exposed |

Figures

- | | |
|----------|--|
| Figure 1 | Location and color key with construction dates. Provided by Odone Survey & Mapping, Northborough, MA |
| Figure 2 | Print, view northwest, ca. 1906. No known copyright restrictions. |
| Figure 3 | Emerson Shoe Advertisement. <i>Boot and Shoe Recorder</i> , January 18, 1930, p. 13. |
| Figure 4 | Exterior Photo Key. Provided by Odone Survey & Mapping, Northborough, MA |
| Figure 5 | Bird's Eye View of Emerson Shoe Company, Map data ©2018 Google |

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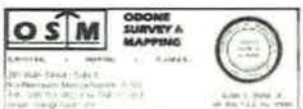


Figure 1. Location Key and Color Key with Construction Dates

EMERSON SHOE COMPANY
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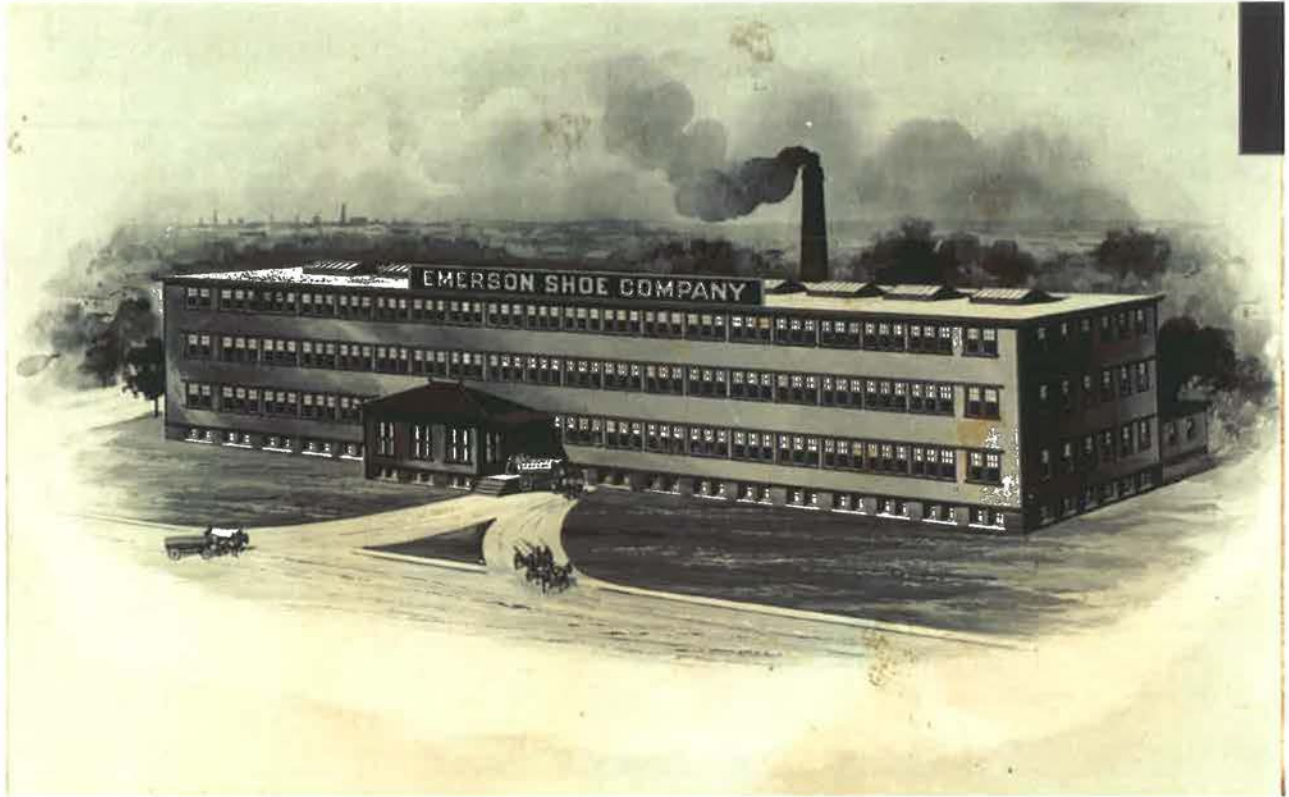


Figure 2: Emerson Shoe Company ca. 1906. Brockton Public Library Archival Collection, "Emerson Shoe Company." no known copyright restrictions.
<https://www.digitalcommonwealth.org/search/commonwealth:s1784r18c>

EMERSON SHOE COMPANY
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Emerson Shoe Mfg.
Co., Rockland, Mass.,
Feature Genuine
Barbour Stormwelt.



The
Broadmore

The Emerson Shoe
HONEST ALL
THROUGH

REGISTERED TRADE MARK

The use of Barbour Stormwelt in this attractive number combines style and added service.

The solid leather upstanding rib chokes the inseam against moisture, resists the tendency to tread over and adds a touch of rugged he-man style with tremendous sales appeal.



FACTORIES OF THE EMERSON SHOE MFG. CO.

Barbour Welting Company
Brockton, Mass.
EXCLUSIVE MANUFACTURERS OF
BARBOUR STORMWELT
Construction Patented and Trade-Mark Registered

BOOT AND SHOE RECORDER
combining THE SHOE RETAILER, Jan. 18, 1930

13

Figure 3: Advertisement, Emerson Shoe. *Boot and Shoe Recorder*, January 18, 1930, p. 13.

EMERSON SHOE COMPANY
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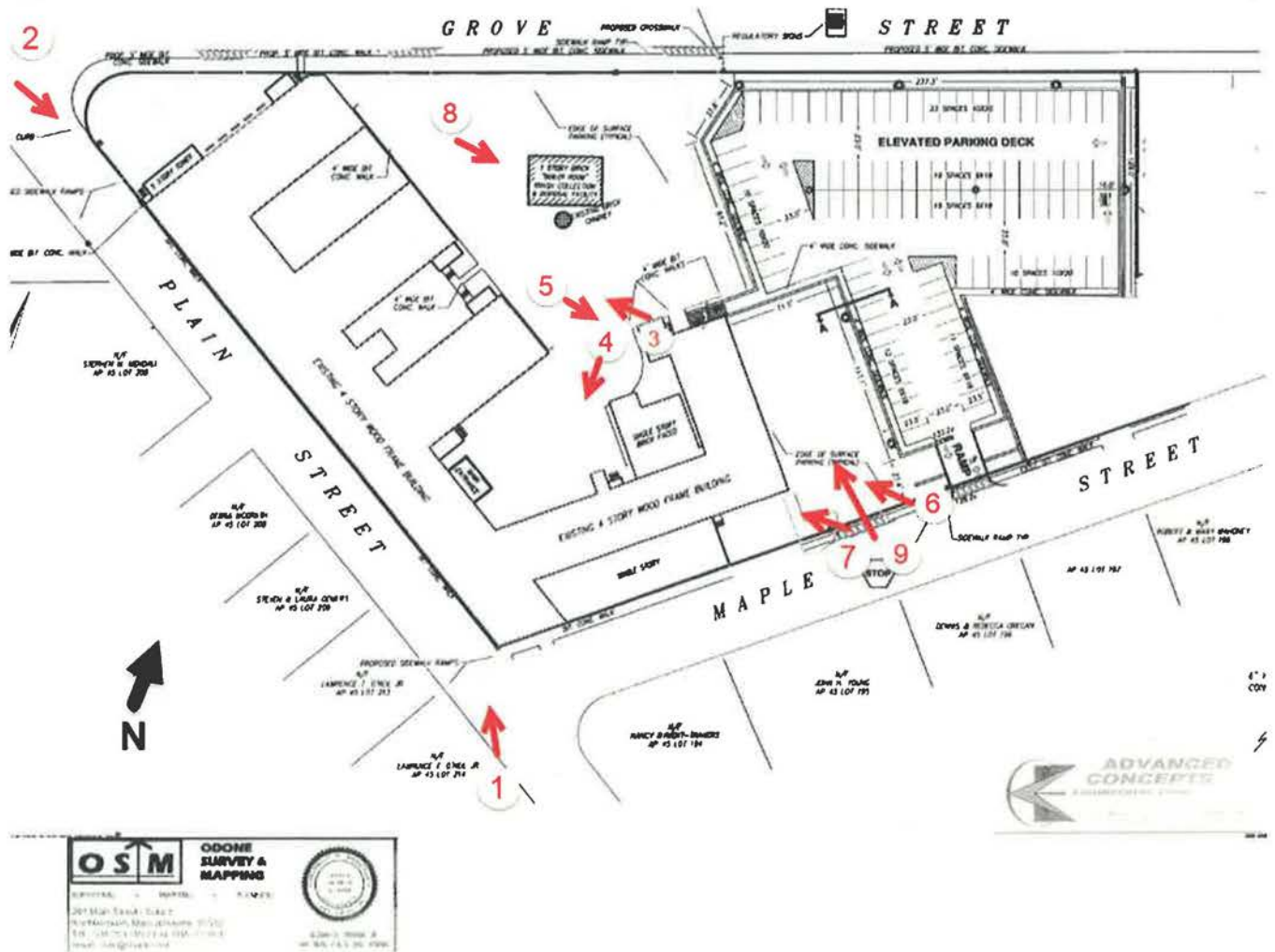


Figure 4: Exterior Photo Key

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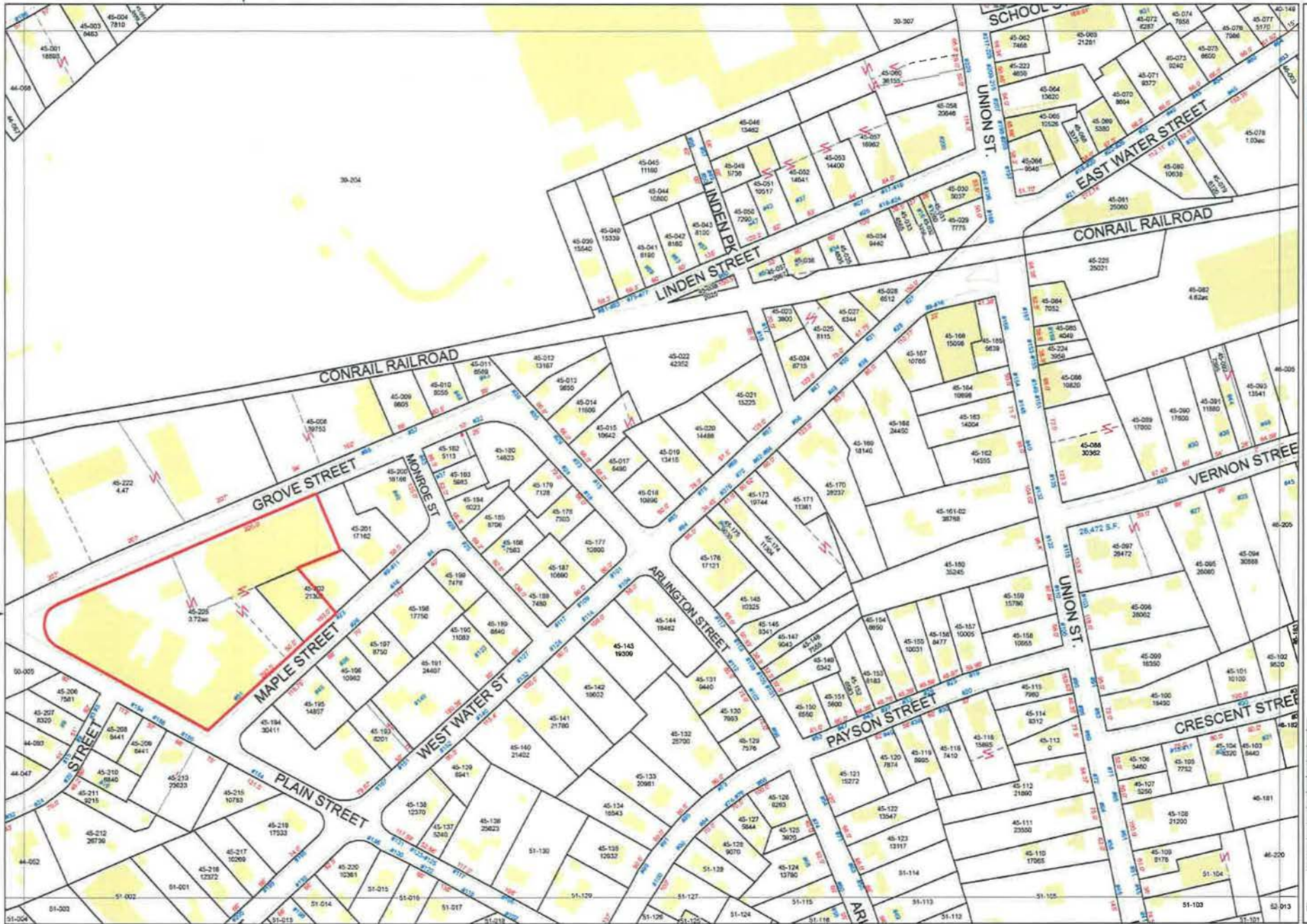
Map data ©2018 Google

Figure 5: Bird's Eye View of Emerson Shoe Company

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 100 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.

Emerson Shoe Company, Rockland (Plymouth Co.), MA



Map 45

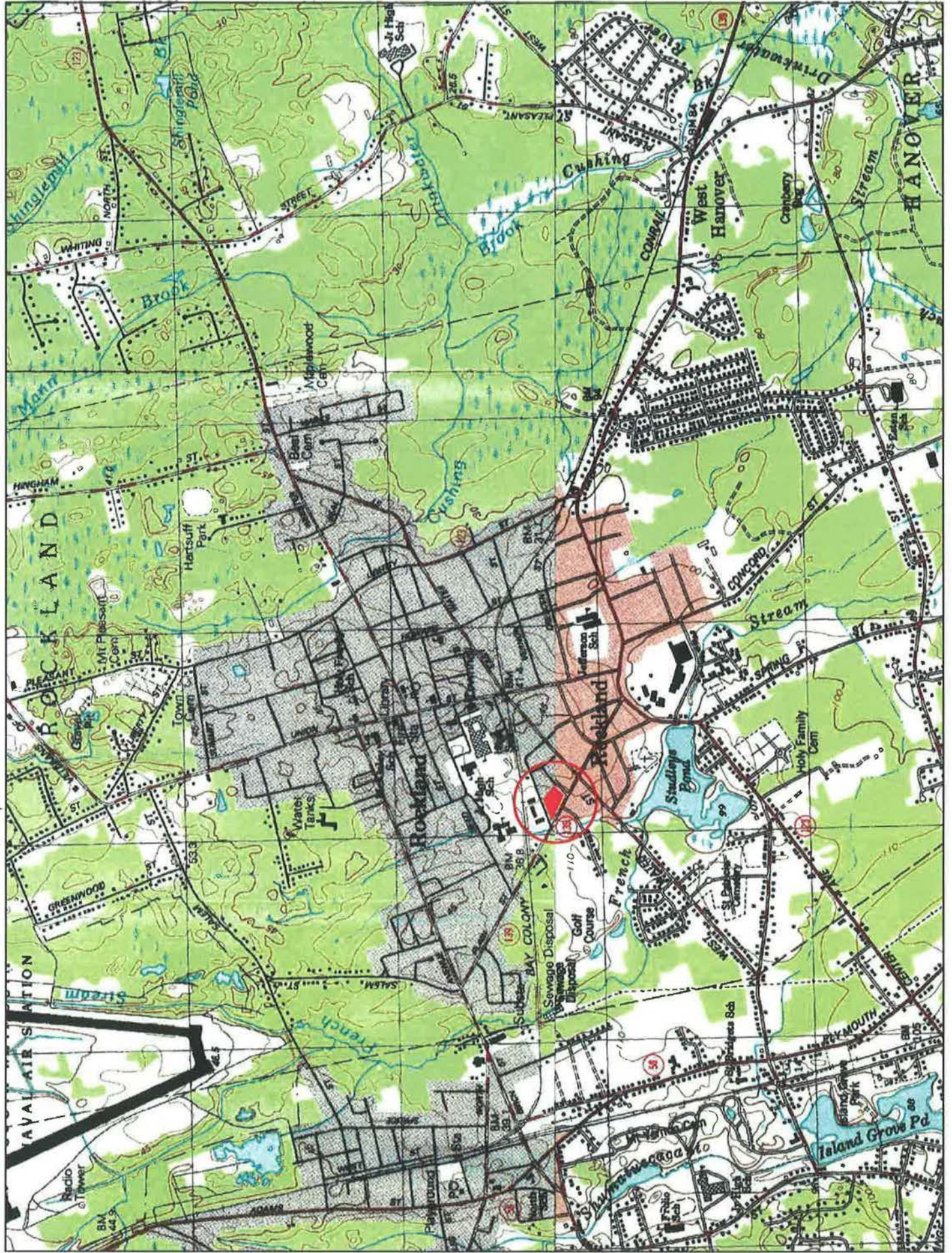


TOWN OF ROCKLAND ASSESSORS MAP
January 1, 2017

18	19	20
23	24	25
28	29	30
33	34	35
38	39	40
44	45	46
50	51	52
55	56	57
60	61	62
65	66	67
70	71	

100 Feet

41



465





NO RIGHT TURN





EMERSON SHOE Lofts











781-878-1100
EMERSON SHOE
Lofts
← LEASING CENTER













UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

Requested Action: Nomination

Property Name: Emerson Shoe Company

Multiple Name: _____

State & County: MASSACHUSETTS, Plymouth

Date Received: 4/23/2018 Date of Pending List: 5/16/2018 Date of 16th Day: 5/31/2018 Date of 45th Day: _____ Date of Weekly List: 6/7/2018

Reference number: SG100002542

Nominator: State

Reason For Review:

- | | | |
|---------------------------------------|--|---|
| <input type="checkbox"/> Appeal | <input checked="" type="checkbox"/> PDIL | <input type="checkbox"/> Text/Data Issue |
| <input type="checkbox"/> SHPO Request | <input type="checkbox"/> Landscape | <input type="checkbox"/> Photo |
| <input type="checkbox"/> Waiver | <input type="checkbox"/> National | <input type="checkbox"/> Map/Boundary |
| <input type="checkbox"/> Resubmission | <input type="checkbox"/> Mobile Resource | <input type="checkbox"/> Period |
| <input type="checkbox"/> Other | <input type="checkbox"/> TCP | <input type="checkbox"/> Less than 50 years |
| | <input type="checkbox"/> CLG | |

Accept Return Reject 6/1/2018 Date

Abstract/Summary Comments: AOS: Architecture, Industry, Social History, POS: 1894-1967, LOS: local

Recommendation/ Criteria: Criteria A & C

Reviewer Lisa Deline Discipline Historian

Telephone (202)354-2239 Date 6/1/18

DOCUMENTATION: see attached comments : No see attached SLR : No

If a nomination is returned to the nomination authority, the nomination is no longer under consideration by the National Park Service.



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

April 18, 2018

Mr. J. Paul Loether
National Register of Historic Places
Department of the Interior
National Park Service
1849 C Street, NW stop 7228
Washington, DC 20240

Dear Mr. Loether:

Enclosed please find the following nomination form:

Emerson Shoe Company, Rockland (Plymouth), 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 were notified of pending State Review Board consideration 30 to 45 days before the meeting and were afforded the opportunity to comment.

Sincerely,

A handwritten signature in blue ink that reads "Betsy Friedberg".

Betsy Friedberg
National Register Director
Massachusetts Historical Commission

enclosure

cc: Barbara Kiley, 51 Maple Street LLC
Leslie Donovan, consultant
Edward F. Kimball, Chair, Board of Selectmen
Jim Paul, Chair, Rockland Historical Commission