

City, Village or Town: <b>1</b> Beloit ✓		County: Rock ✓	Surveyor: Richard P. Hartung	Date: July, 1981	Street
Street Address: 400 <del>404</del> -408 East Grand Avenue		Legal Description: Lots 13 and 14, Block 48, Original Plat		Acreage: less than 1.0	
Current Name & Use: Strong Building--offices and retail stores		Current Owner: Tal, Inc. of Beloit			Number
Film Roll No. RO-88, *RO-111, *RO-107	Affix Contact Prints		Current Owner's Address: c/o Strong Building		
Negative No. N			Special Features Not Visible In Photographs: UTM: Zone 16 Easting: 332750 Northing: 4707030		
Facade Orient.			Interior visited? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		

Original Name & Use: <b>2</b> Strong Building <i>(Beloit MRA)</i> <del>Offices and retail stores</del>	Source C	Previous Owners	Dates	Uses	Source	Town
Dates of Construction /Alteration 1929-1930	Source A, C					
Architect and/or Builder: Oman & Lillienthal	Source B					Range

<b>3</b> Architectural Significance <input type="checkbox"/> Represents work of a master <input type="checkbox"/> Possesses high artistic values <input checked="" type="checkbox"/> Represents a type, period, or method of construction <input checked="" type="checkbox"/> Is a visual landmark in the area <input type="checkbox"/> Other: _____ <input type="checkbox"/> None	<b>4</b> Historical Significance <input type="checkbox"/> Assoc. with lives of significant persons <input type="checkbox"/> Assoc. with significant historical events <input type="checkbox"/> Assoc. with development of a locality <input type="checkbox"/> Other: _____ <input checked="" type="checkbox"/> None	Section
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Architectural Statement: <u>See Continuation Sheet</u>	Historical Statement: Built in 1930 by F. M. Strong, the building has served as retail and office space since its construction.	Map Name
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<b>5</b> Sources of Information (Reference to Above) <b>A</b> Beloit Tax Records, RCHS Archives	<b>6</b> Representation in Previous Surveys <input type="checkbox"/> HABS <input type="checkbox"/> NAER <input checked="" type="checkbox"/> WIHP <input type="checkbox"/> NRHP <input type="checkbox"/> landmark <input type="checkbox"/> other:	Map Code
<b>B</b> Incised on wall at SE corner of structure	<b>7</b> Condition <input checked="" type="checkbox"/> excellent <input type="checkbox"/> good <input type="checkbox"/> fair <input type="checkbox"/> poor <input type="checkbox"/> ruins	
<b>C</b> Beloit city directories, 1928 and 1930	<b>8</b> District: _____ <input checked="" type="checkbox"/> pivotal <input type="checkbox"/> contributing <input type="checkbox"/> non-contributing initials: _____ date: _____	
<b>D</b> Withey, Henry F. <u>Biographical Dictionary of American Architects (Deceased)</u> Los Angeles: 1956.	<b>9</b> Opinion of National Register Eligibility <input checked="" type="checkbox"/> eligible <input type="checkbox"/> not eligible <input type="checkbox"/> unknown <input type="checkbox"/> national <input type="checkbox"/> state <input checked="" type="checkbox"/> local initials: _____	
<b>E</b>		
<b>F</b>		

THE STRONG BUILDING (400-408 East Grand Avenue)  
Intensive Survey Form - Continuation Sheet (1)

ARCHITECTURAL STATEMENT:

Description: The most distinctive Art Deco building in the city, the four story Strong Building, built in 1929 by Chicago architects Oman and Lillienthal, is characterized by a glazed terra cotta facade, reeded piers and recessed spandrels, and dramatic (and colorful) Art Deco ornament, including the remarkable floral motif at the frieze.

Faced with light green terra cotta panels on the upper stories, and darker brown panels on the ground story, the Strong Building wraps around the intersection of State and Grand with a curved corner. Fifteen piers, most ornamented with reeding, race uninterrupted to the frieze where they are crowned with large, stylized white and yellow daisies imposed on a dark green background. Recessed from the piers, the spandrels are ornamented with incised and applied Art Deco ornament in a variety of geometric and floriated patterns. The first story facade is punctuated with large plate glass display windows, surmounted by transoms, and two entries including one on the north facade which features a large Art Deco surround. Except for some alterations to the store fronts on the easternmost bays of the north facade, the exterior of the Strong Building remains in original condition. Inside, however, extensive remodeling over the years has divided the space into small offices and retail space and has taken a toll on the original Art Deco features.

Significance: Surveys of Rock County (beginning with a county-wide reconnaissance survey in 1975, and updated through the intensive surveys of Beloit (1980-81) and Janesville (1981-82), have clearly revealed that the Strong Building is the most significant Art Deco structure in Beloit and one of two excellent examples of the style in Rock County. (The Monterrey Hotel in Janesville is the only comparable Rock County structure.) The stylized and colorful ornament, the terra cotta sheathing and the reeded piers create a "modernistic" landmark in the center of the city.

Chicago architects Samuel Oman and Samuel Lillienthal began their practice in 1922 and have been credited with the designs of the St. Clair and Eastgate hotels in Chicago as well as the Marine Drive apartments in that city. (D)