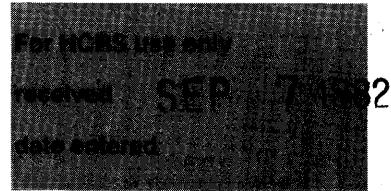


**United States Department of the Interior
Heritage Conservation and Recreation Service**

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



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

1. Name

historic Gold and Company Store Building ~~LC13:68-301~~

and/or common Gold-Brandeis Building

2. Location

street & number 1033 ~~10th~~ Street NA not for publication

city, town Lincoln NA vicinity of congressional district First

state Nebraska code 31 county Lancaster code 109

3. Classification

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

4. Owner of Property

name Cherry Hill Realty Company, in care of Tom White

street & number 245 South 84th Street

city, town Lincoln NA vicinity of state Nebraska

5. Location of Legal Description

courthouse, registry of deeds, etc. Lancaster County Register of Deeds

street & number County-City Building, 555 South 10th Street

city, town Lincoln state Nebraska

6. Representation in Existing Surveys

title Nebraska Historic Buildings Survey has this property been determined eligible? yes no

date On-going federal state county local

depository for survey records Nebraska State Historical Society

city, town Lincoln state Nebraska

7. Description

Condition		Check one	Check one
<input type="checkbox"/> excellent	<input type="checkbox"/> deteriorated	<input type="checkbox"/> unaltered	<input checked="" type="checkbox"/> original site
<input checked="" type="checkbox"/> good	<input type="checkbox"/> ruins	<input checked="" type="checkbox"/> altered	<input type="checkbox"/> moved date <u>NA</u>
<input type="checkbox"/> fair	<input type="checkbox"/> unexposed		

Describe the present and original (if known) physical appearance

Summary Paragraph:

The Gold-Brandeis Building is an L-shaped building of 6- and 4-story sections that fronts "O" Street for 118 feet, 11th Street for 284 feet, and "N" Street for 284 feet. Dates of construction include 1924, 1929, 1947, and 1951, and all construction is of reinforced concrete or brick masonry faced with terra cotta that resembles gray granite. The oldest section (3 by 7 bays) has Gothic detailing and a segmental arcade. In 1929 a 6-bay, 4-story section was added to the west, and an 8-bay, 4-story section was added to the south. These appendages are compatible in scale, texture, and color, but are treated with Art Deco detailing instead of Gothic decoration. The southern addition was increased by twelve bays in 1947 and two more floors were added to the western addition simultaneously. A large and virtually unfenestrated section was built to the west of the southern stem in 1951, causing the Gold-Brandeis Building to almost occupy three-quarters of a standard city block. The interior has undergone numerous modifications. The most notable feature retained is square colossal columns that are regularly placed throughout the first floor.

The property historically known as the Gold and Company Store Building is an L-shaped commercial building roughly occupying three-quarters of the block bounded by "O," 11th, "N," and 10th Streets in downtown Lincoln, Nebraska (1980 population, 172,000). The heart of Lincoln's viable downtown is two blocks east; Old City Hall (listed in the National Register of Historic Places, October 15, 1969) is one block northwest; the main campus of the University of Nebraska is three blocks north; and the proposed Haymarket Historic District is two blocks west.

The original portion, built in 1924, is six stories in height, and it occupies a ground space of 72 by 142 feet (three by seven bays) at the southwest corner of "O" and 11th Streets. Construction is of reinforced concrete with a facing of terra cotta that resembles gray granite. First-floor segmental-arched openings define bays on both street facades. Windows in upper levels are in groups of three on the "O" Street facade, while windows on the side facing 11th Street are paired.

Entrances are located at the center of the north and near the southeast corner; both have been substantially modified. Protecting the entire sidewalk level is an ornamental cast-iron marquee that has been sheathed with an aluminum fascia. Most of the original fabric is thought to be intact, hopefully retaining a repeated fleur-de-lis motif, shields emblazoned with a Gothic-lettered "G," and a linenfold motif. Known to be removed, however, is fleur-de-lis iron cresting from the marquee's apex.

Gothic detailing is below the stringcourse that surmounts the segmental arcade. Finial-topped pilaster strips with wedged profiles are between windows, and wider pilaster strips with triangular heads and triangular-headed recesses are between window groupings. Mosaic work depicting heraldry is set against a ceramic faience tile background in the parapet.

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Two sections were added in 1929: a 46 x 142 feet section of four stories to the west; and a 50 x 142 feet section of four stories to the south. Both are of brick and concrete construction and are sheathed with natural gray granite terra cotta. The southern addition incorporates a recessed section that did have a segmental-arched alley passage (the alley has since been vacated and the opening is now closed). Both additions are treated with pilaster strips and fluted panels between windows that carry on the same architectural spirit of the original section.

More sections were added in 1947: two additional stories were added to the 46 x 142 feet section on the west (fronting "O" Street) -- a virtual duplication of the architecture below, except the windows are filled with glass blocks; also, a 4-story, 142 x 96 feet section was added at the southeast. The latter is of brick, steel, and concrete construction and it is sheathed with natural-gray-granite-colored terra cotta. There are three divisions of glass-block-filled windows arranged in groupings identical to the western section. Also, a three-story, wedge-shaped projection that can accommodate two signs is at the southeast corner. The south facade is divided into six sections by pilaster strips, and it is unfenestrated except for a glass-block-filled vertical band near the southeast corner. The east wall of this addition is a duplication of the previous appendages.

A rectangular section measuring 115 by 142 feet was added to the southwest in 1951. This part is of brick, concrete, and steel construction, and it too is faced with terra cotta resembling gray granite. There is no fenestration above the first level except for four square stairwell windows. Also, there is a three-story, wedge-shaped projection at the southwest corner that accommodates two signs.

The interior of the Gold and Company Store Building has undergone numerous alterations. The most notable feature retained is colossal square columns regularly spaced throughout the first-floor interior.

In 1979, an entire bay of the east wall's second story was obliterated by construction of a skywalk that connects the Gold-Brandeis Building with a new retail facility across 11th Street.

8. Significance

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

Specific dates 1924, '29, '47, & '51 **Builder/Architect** Davis and Wilson, Lincoln

Statement of Significance (in one paragraph)

The Gold and Company Store Building is historically significant to Lincoln through its important contributions to the city's commercial growth. The 62-year successful period of operation of Gold and Company in Lincoln is attributable to William and Nathan Gold, who are renowned in Nebraska and the region as leading philanthropists and boosters of the city and state. Architecturally, the building is a landmark edifice situated on a corner of two major streets. Erected in 1924, the oldest section is of subtle Gothic design, and it exemplifies "period revivalism" as employed in commercial architecture. Later additions are compatible in scale, material, and rhythm in varying degrees -- existing as records of their own times and illustrating the phenomenal growth experienced by Gold and Company.

William Gold (1862-1940), a native of Plattsburg, New York, began his retail career in 1884, when he was persuaded by relatives in Nebraska to move westward. He opened a dry goods store in Sutton, Nebraska, but soon moved to Hampton, Iowa, opening a store there also. Gold relocated in Lincoln, Nebraska, in 1902, where he leased a vacant building from two brothers-in-law. He formed a partnership with Martin Coen, opening Coen and Gold's, a modest establishment employing nine people. Coen soon became skeptical of the business's future and sold his interest to Gold, who renamed the venture "The People's Store."

With the country in economic depression, William Gold was dealt an almost final blow in 1907, when a fire caused water and smoke damage to merchandise. Despite advice to give up, he remained in business and was not long in experiencing increased trade. In 1915 the store was incorporated, with William Gold as president and son Nathan as vice president. Later, the business was renamed "Gold and Company."

The store moved to a four-story building with 35,000 square feet in 1919, but the space was too small within four years. Having faith in Lincoln's commercial growth (Lincoln's population in 1920 was 54,948) and realizing the necessity of expanding to meet shoppers' demands, Gold began plans for a new building in 1923. Final plans were announced a year later, with the locally-prominent architectural firm of Davis and Wilson providing the design. This firm had designed several important downtown Lincoln structures and many buildings on the University of Nebraska campus.

The new store building was begun in the Spring of 1924 and its exterior was completed that Autumn, setting a new record for rapid construction of a building of its type. Initially, 200 people were employed in the building, and its many departments stocked apparel items, leather goods, jewelry, notions, furs and millinery, with entire floors devoted to fabrics, furniture and home furnishings, and beauty and barber shops. Gold's elaborate window displays on the main floor were to become items of community intrigue.

9. Major Bibliographical References

See continuation sheet.

10. Geographical Data

Acreage of nominated property approximately 3 acres

Quadrangle name Lincoln, NE

Quadrangle scale 1:24000

UMT References

A

1	4
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6	9	3	5	4	0
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4	5	1	9	3	8	0
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Zone Easting Northing

B

1	4
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6	9	3	5	5	0
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4	5	1	9	3	8	0
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Zone Easting Northing

C

1	4
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6	9	3	4	4	0
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4	5	1	9	2	7	0
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D

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6	9	3	4	4	0
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4	5	1	9	3	7	0
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E

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Verbal boundary description and justification Lots A,B,C,D,E,F, and G, Referee's Subdivision of Lots 1,2, and 3, Block 55, Original Plat; east 125 feet of vacated east-west alley, Ordinance No. 3886, Block 55, Original Plat; Lots A,B,C,D,E, and F, Cropsey's Subdivision of Lots 16, 17, and 18, Block 55, Original Plat; south 112 feet of vacated (continued)

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

state NA code county code

state NA code county code

11. Form Prepared By

name/title JoAnn Hajek, Planning Aide; Daniel Kidd, Planner II

organization Lincoln City-Lancaster Co. Planning Dept. date June, 1982

street & number 555 South 10th Street

telephone 402/471-7491

city or town Lincoln

state Nebraska

12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:

national state local

As the designated State Historic Preservation Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the Heritage Conservation and Recreation Service.

State Historic Preservation Officer signature

Marion O. Smet

title date

For HCRS use only	
I hereby certify that this property is included in the National Register	
<i>[Signature]</i>	date <u>6/19/82</u>
Keeper of the National Register	
Attest:	date
Chief of Registration	

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Gold and Company's continuous increase in business caused several major expansions during the next three decades. Wings were added to the south and west in 1929, and two stories were later added to the west wing along "O" Street, presenting a solid six-story front. Another addition was made to the south in 1947, and by 1951, Gold and Company had built to the northeast corner of 10th and "N" Streets, thereby causing the building to occupy nearly three-quarters of a city block.

Lincoln citizens were shocked in 1964 when Nathan Gold announced plans for Gold and Company to merge with Omaha's J.L. Brandeis and Sons. Gold attributed the decision to increasing estate taxes and business growth far beyond family control. He also cited the merger as following a national trend toward consolidation. The Gold family retained the property, while Brandeis acquired the inventory, fixtures, contracts, franchises, and good will, with no transfer of stock. Gold's staff was also retained, and the business was renamed "Brandeis, Gold's Division." At the time of the merger, Gold and Company in total employed 3,000 people. The merger brought together "the state's two largest retail establishments to form one of the largest retail operations in the Great Plains Region" (Lincoln Star, January 30, 1964, page 1). J.L. Brandeis and Sons continued to operate the Gold's Division until 1980, when Brandeis officials deemed the store financially unable to continue in operation. Recently, the Gold family sold the property to a Lincoln partnership which intends to convert it to mixed commercial use. Underway is a rehabilitation designed to comply with The Secretary of the Interior's Guidelines for Rehabilitation Projects.

The Gold family was held in high regard by Gold Store employees and by the Lincoln community for their generosity and promotion of community and state welfare. Always conscience of thrift, William Gold, upon starting his business, offered to match each dollar his employees put into savings. This proved to be difficult because his idea was so successful that he eventually could not afford to match their savings. However, this result became the foundation for other savings programs that included a co-workers' credit association, sale of stock to employees, and a sick benefit association.

William Gold's community activities included a lifetime membership in the Lincoln Chamber of Commerce, membership in the Rotary Club, founding and supporting the William Gold Scholarship Fund at the University of Nebraska, active support of the National Jewish Welfare Society, and membership in various other organizations. But he is perhaps best remembered for his support of the 4-H movement: recognizing the importance of agriculture to the economy of Nebraska, Gold felt that anything done to support a sound agricultural program would benefit the entire state. As a result, he sponsored an annual banquet for 4-H youth attending the Nebraska State Fair. This event became an institution among Nebraska farmers.

The elder Gold also founded the Knighthood of Youth, an organization developed to recognize the scholastic achievements of students in the rural schools of Nebraska, and he sponsored an annual banquet for such honored youth in addition to the 4-H event.

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Gold and Company Store Building

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Nathan Gold (1895-1970) became president of Gold and Company in 1936, upon William's becoming chairman of the board. He continued his father's activities in the 4-H movement and Knighthood of Youth, and he gave substantial support to the Future Farmers of America, the International Farm Youth Exchange, and other causes. He founded the William Gold Key Awards program to honor outstanding business administration students also. His support of Nebraska youth earned him the University of Nebraska's Distinguished Service Award in 1946 and the title "Friend of 4-H" in 1952.

The younger Gold served as a trustee on the University of Nebraska Foundation, served as director of the University of Nebraska Alumni Association, and he founded and chaired the Nebraska Resources Foundation. He received the University's highest service honor, the Nebraska Builder Award, in 1966, and he was awarded an honorary doctor of humane letters degree from Nebraska Wesleyan University in 1959. Nathan Gold was active in many civic organizations, including the Lincoln Chamber of Commerce, the Lincoln Exchange Club, the Jewish Foundation, and the Lincoln Kiwanis Club -- all of which honored him for meritorious service.

Nathan Gold was also co-founder of the Lincoln Better Business Bureau, the Lincoln Community Chest, the Lincoln City Planning Commission, and he served as treasurer of the Nebraska State Historical Society. Gold was chairman of the Nebraska Famine Relief Drive in 1940, and he headed the retail division of the Nebraska War Bond Campaign. He also served as board member of the National Retail Dry Goods Association, and in 1965 he was awarded the gold medal of the National Retail Merchants' Association -- the highest award in the retail industry and the first Nebraskan to win that award. In 1963, he was one of approximately 100 American businessmen to attend a White House conference on integration. Upon Nathan Gold's death in 1970, Paul J. Amen, president of Lincoln's National Bank of Commerce, noted the following:

Nebraska has lost a leader who cannot be replaced. Nate Gold gave fully of himself for all of us who live in this state, and when one gives all from such a great reservoir of talent, no one can replace that person (Lincoln Star, February 24, 1970, page 1).

Architecturally, the Gold-Brandeis Building is a conspicuous downtown edifice that evolved over a 25-year period. Significantly, there is harmony among all parts brought about through use of the same sheathing material.

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To suit the character of the Gothic-detailed original section, Davis and Wilson selected terra cotta resembling gray granite as the cladding substance. Additions following in 1929, 1947, and 1951 employ the same general type of terra cotta.

Especially admirable is the work done in 1929 and 1947, with the western addition being illustrative. This six-story section (the first four floors were built in 1929; upper two floors in 1947) was a contemporary design, yet it harmonizes in size, scale, color, material, and character with the 1924 building. Of particular interest are the panels between windows: those of the older section are treated with Gothic detailing, while those of the newer section are Art Deco in effect.

Perhaps providing the greatest visual interest are the original portion's Gothic features. The Gothic Revival in America flourished between 1830-60, but never expired due to its appropriateness for ecclesiastical architecture. Gothicism enjoyed a true renaissance in the late 1890's and early 1900's, mostly due to the work of architects such as Cram, Ferguson, and Goodhue. The Gothic, however, was not limited to church buildings: learning institutions, including Bryn Mawr, Princeton, Duke, the University of Chicago, and the University of Pittsburgh, all commissioned Collegiate Gothic buildings and even entire campuses. Commercial architecture was not omitted from the late Gothic Revival, as pointed out by Marcus Whiffin in the following statements:

Some of the steel-frame skyscrapers of the 1890's were given unobtrusive Gothic ornament. In the fifty-two-story Woolworth Building, New York, completed in 1913, Cass Gilbert not only employed Gothic ornament of a more elaborate (French) type but Gothicized the total form of the building which is rather like a Gothic church seen in one of those distorting mirrors which exaggerate the vertical dimension. Of the later Gothic skyscrapers that admiration of Cass Gilbert's masterpieces led to, the Tribune Tower in Chicago, built to the design of Hood and Howells in 1923-25, is the best known and conceivably the best -- though scarcely in the same class as the Woolworth Building (Whiffin, American Architecture Since 1780: A Guide to the Styles, Cambridge: M.I.T. Press, 1969).

The unfenestrated section appended in 1951 is not regarded as differing so drastically that it deserves omission from the nominated property. This appendage is representative of architecture of the early 1950's, and it works well with other parts of the L-shaped building to speak of the service provided by Gold and Company and of the success which the business experienced.

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Verbal boundary description and justification, continued:

north-south alley, Ordinance No. 8842; Lots A,B,C,D, and E of County Clerk's Sub-
division of Lots 13, 14, and 15, Block 55, Original Plat.