789

August 2002
NPS Form 10-900

OMB No. 1024-0018

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
REGISTRATION FORM

1. Name of Property
historic name 900 - 906 East Main Street

other names/site number Fred Franke and Company (JFCH 1241)
other names/site number DeHart Paint and Varnish Company (JFCH 1240)

2. Location
street & number 900-906 E. Main St. not for publication N/A
city or town Louisville vicinity N/A state Kentucky code KY
county Jefferson code 111 zip code 40202

3. State/Federal Agency Certification
As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this X 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 X meets ____ does not meet the National Register Criteria. I recommend that this property be considered significant ___ nationally ___ statewide X locally.

Signature of certifying official **David L. Morgan, SHPO** June 16, 2005 Date

Kentucky Heritage Council/State Historic Preservation Office
State or Federal Agency or Tribal government

In my opinion, the property ____ meets ____ does not meet the National Register criteria. (___ See continuation sheet for additional comments.)

Signature of commenting official/Title Date

State or Federal agency and bureau

4. National Park Service Certification
I, hereby certify that this property is:

✓ entered in the National Register Edson Beall 8/3/05
___ See continuation sheet.
____ determined eligible for the National Register
___ See continuation sheet.
____ determined not eligible for the National Register
____ removed from the National Register

____ other (explain):

Signature of Keeper Date of Action

5. Classification

Ownership of Property _X_ private
___ public-local
___ public-State
___ public-Federal

Category of Property
_X_ building(s)
___ district
___ site
___ structure
___ object

Number of Resources within Property

Contributing	Noncontributing	
__2__	__1__	buildings
__0__	__0__	sites
__0__	__0__	structures
__0__	__0__	objects
__2__	__1__	Total

Number of contributing resources previously listed in the National Register __0__

Name of related multiple property listing _____N/A_____

6. Function or Use

Historic Functions (Enter categories from instructions)
Cat: _____Industry_____ Sub: __manufacturing facility___

Current Functions (Enter categories from instructions)
Cat: _____Work-in-progress ____ Sub: ____Commerce/Business_____

7. Description

Architectural Classification: Late 19th and Early 20th Century American Movements: Commercial Style

Materials foundation _____STONE: limestone_____
roof _____ASPHALT_____
walls _____BRICK_____
_____
other _____
_____

Narrative Description (See continuation sheets.)

8. Statement of Significance

Applicable National Register Criteria

__X_ 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

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

Areas of Significance ____Industry_____
Period of Significance ___1919-1955_____
Significant Dates __1919, 1938__
Significant Person_____N/A_____
Cultural Affiliation _____N/A_____
Architect/Builder _____Unknown_____

Narrative Statement of Significance (See continuation sheets.)

9. Major Bibliographical References (See continuation sheets.)

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 # _____

Primary Location of Additional Data
_X_ State Historic Preservation Office
___ Other State agency
___ Federal agency
___ Local government
___ University
___ Other
Name of repository: _____

10. Geographical Data

Acreage of Property _less than 1 acre_____

UTM References (Place additional UTM references on a continuation sheet)

Zone	Easting	Northing	Zone	Easting	Northing	New Albany Quad
1	16	610637	4234565	3	__	_____	_____
2	__	_____	_____	4	__	_____	_____

___ See continuation sheet.

Verbal Boundary Description (See continuation sheet.)
Boundary Justification (See continuation sheet.)

11. Form Prepared By
name/title___Cynthia Johnson_____
organization_____N/A_____ date_April 1, 2005_____
street & number_51 Mentelle Park #4_____ telephone_(859) 268-3199_____
city or town___Lexington_____ state_KY_ zip code __40502_____

Property Owner
name ____Daniel J. Dunlevy_____
street & number_909 E. Market St._____ telephone_(502) 583-7174_____
city or town___Louisville_____ state_KY__ zip code __40206_____

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900 - 906 East Main St. Building
Architectural Classification (Enter categories from instructions)
Late 19th and Early 20th Century American Movements:
Commercial Style

Materials (Enter categories from instructions)
foundation _____STONE: limestone_____
roof _____ASPHALT_____
walls _____BRICK_____
_____
other _____
_____

General Description

The 900 - 906 East Main Street property is actually comprised of two adjacent buildings. The properties may have been built as speculative real estate when first constructed.[1] The building located at 906 East Main Street (JFCH-1240) in Louisville, Kentucky is a three story, gable-roofed, painted masonry building that is rectangular in form. This building has a stone foundation. The building was constructed circa 1895 near the Butchertown neighborhood.[2] A small, one story concrete block addition with a shed roof is located on the south side of the building. This addition was constructed in 1962. A 1965 one-story concrete block addition has been demolished.[3] The property at 906 East Main Street has been associated with the DeHart Paint and Varnish Company since 1938.[4] The building at 900 EAST Main Street (JFCH-1241) has been associated with the DeHart Paint and Varnish Company since 1981.[5] It was also built circa 1895 and is a three-story, painted brick building with a half-hipped roof.[6] The building also has a limestone foundation. This building has a three-story, painted brick addition with a shed roof located on the south side dating from the 1920s. The buildings, 900 and 906 East Main, are joined by a party wall and have interior connections on the first and third floors. The architectural style of the buildings reflects a simple, late nineteenth century commercial style. The overall appearance created is a single, unified building.

The site of the 900 - 906 East Main Street buildings is adjacent to the Butchertown Historic District (July 7, 1976)[7]. The building is located just outside the district's southern boundary on Main Street. The combined buildings' footprint occupies roughly half of the site. There is a non-contributing, one-story, concrete block building with a flat roof located on the southwest corner of the property. This building is not connected to the main building. The remainder of the site is used as a parking lot. The total dimensions of both buildings measure approximately 105 x 106 feet and the gross area is approximately 31,500 square feet, which includes a full basement. The foundation for both buildings is stone. Masonry bearing walls in a common bond pattern form the building's structural system. Floors are supported with a post-and-beam configuration. The building's historic fabric remains largely intact.

The surrounding area is comprised of primarily one- to three-story commercial buildings, residences, churches and a school. The building at 900-906 East Main Street is the tallest building in the 900 block, making it a significant landmark

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[1] Deed book 497, p. 35 and 86.
[2] Sanborn Fire Insurance Map, 1905.
[3] Sanborn Fire Insurance Map 1994.
[4] Deed book 1722, p. 195.
[5] Deed book 5870, p. 39.
[6] Sanborn Fire Insurance Map, 1905.
[7] Langsam, Walter.

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in the area. This part of Main Street historically was associated with mixed use including commercial, industrial and residential buildings.[8] Due to the proximity to the Bourbon Stock Yards, much of the early development of the area was related to meat processing. The Eisenman Corn and Rye Mill formerly occupied the site of these buildings.[9]

North (Main Street) Façade

The primary façades face north along Main Street and have a very restrained and modest appearance. Both buildings have a six-bay façade with minimal ornamentation. The buildings' masonry is in a common bond pattern. A cast iron gutter marks the dividing line between the buildings. A brick corbelled cornice separated the first level from the upper stories of the 906 East Main Street property. A metal cornice runs across the length of the 900 East Main building between the first floor and the upper floors. The storefront cornices of both buildings are aligned to keep a uniform appearance. The phrase "DeHart Paint and Varnish Company DeHart" is painted on this cornice above the storefronts.

The storefronts that face Main Street have had some alteration but still retain some historic fabric. The historic arrangement of the entrance doors and storefront windows remains basically intact. The storefront of 906 East Main (DeHart Paint and Varnish Company) has six bays. The main entrance bay is punctuated with two concrete squared piers. This bay has an aluminum door and two windows. There is a plywood bulkhead and fascia. The materials used in this bay are not original. The balance of the storefront consists of four windows and an overhead door. The original windows have been replaced and the openings have been reduced. Each window has a limestone sill. The overhead door has been replaced but the original transom window remains intact.

The 900 East Main Street (Fred Franke and Company) storefront has also undergone some alteration. The six bays are marked with concrete squared piers. An entrance with a non-original aluminum door is on the west side bay. The bay on the east side retains the original delivery doors in a double-door configuration. The bays in the middle have window openings. The original windows have been replaced with aluminum casement windows. The area below the windows has been bricked-in. Above the windows, porcelain enamel panels form a fascia. The storefront appears to have been replaced during the 1950s.

The second and third levels of the buildings are defined by six piercings on each. Most of the original windows for both 906 East Main and 900 East Main remain intact on the upper levels. These windows have limestone lintels and sills that define the elevation. The original windows are intact for both buildings, except for two on the third floor of 906 East Main Street. The wood windows are six-over-six on the 906 East Main building. On the second level of the 900 East Main building, two-over-two wood windows remain intact. The third-

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[8] Langsam, Walter, p. 7-1.
[9] Sanborn Fire Insurance Map, 1892.

story windows are the original six-over-six wood windows. Exterior storm windows are currently in place. The overall arrangement of the windows on the upper floors creates a unified appearance between the two buildings. The roofline is defined by a simple eave with a shallow overhang. The eaves have been covered with vinyl siding. A single, shed dormer rises above the roofline of the 900 East Main Building. This dormer functions as the elevator housing for the building. Three brick chimney stacks are visible along the party wall that separates the buildings.

East Facade

The east façade of 906 East Main (DeHart Paint and Varnish Company) is a blank common bond masonry wall that faces the parking lot. The main feature on east wall is a large painted sign on the northeast corner. This advertisement signifies the historic use and name of the company with a large paint can with the DeHart logo. A stepped parapet wall capped with a terra cotta coping course extends along the roofline of this façade. The one-story 1962 addition is also a blank wall on this façade. There are two small, original windows that puncture the first floor. The rear addition of the 900 East Main building is also visible on this façade. The upper two stories rise above the 1962 addition. There are three piercings of six-over-six original windows on the second level. There are three pairs of steel casement windows on the third level. The overall appearance of the east façade is utilitarian.

South Facade

The rear (south) façade faces Billy Goat Strut Alley. The one-story 1962 concrete block addition runs across the first level. The 1965 addition has been demolished. This exposes the utilitarian south wall of the 1962 addition. Three doors and three small window openings are evident. The two upper floors of the 906 East Main building are also visible on this elevation. This elevation has four bays. Each window opening has a narrow, limestone sill. Original wood windows are intact on the second and third stories. The roofline is formed by a shallow eave. The west side of the south façade is comprised of the 1920s addition. There is an irregular pattern of openings on the first floor. A group of three original steel windows remain on the east corner. Four window openings and a doorway are on the west corner but have been covered. A second story loading dock is in the center of the elevation. Three steel casement windows are grouped together on the western portion of the second floor. The third floor is defined by a row of steel casement windows. A painted sign with the words "DeHart Paint Company" is situated between the second and third floor. The roofline is delineated only with a fascia board that extends the length of the addition.

West Façade

The west facade faces Campbell Street. It is comprised of the 900 East Main building (Fred Franke and Company) and the 1920s addition. The main block of the building has five bays on this elevation. The windows and door on the first level have been closed but the limestone sills and lintels are still evident. Above, the original two-over-two wood windows on the second floor and the six-over-six wood windows on the third floor remain intact. The three-story addition has three bays. The masonry wall is constructed in common bond pattern. The roofline is defined by a shallow eave. The three-story addition extends south from the main block. The addition has three bays and is constructed with common bond masonry. The first level has a wood overhead door. The windows on this level have been closed but the limestone sills and lintels are still in place. Steel casement windows in three pairs are on the second and third levels. Three exposed steel tie rods are above the first and second floors. The shed roof slopes southward along the roofline.

Interior

The interiors of the buildings have been largely unaltered over time. There is a post-and-beam structural system to support the floor spans in both buildings. This system forms a grid of three columns wide and four columns deep that runs from the basement to the third floor in the 906 East Main Street building. These columns are wood, though the columns on the first floor have been partially covered with drywall casing. A freight elevator is located in the northeast corner that accesses all three floors. There is also a doorway on the third floor that connects to the 900 East Main Street building. A decorative, iron pulley for the elevator is on the third floor. Simple wood staircases are located on the east and south walls. Interior spaces on each level have open configurations with no partitions dividing the space. The masonry walls are exposed. There seems to be little evidence of plaster finish ever being used on the walls. All the floors are hardwood except for the basement, which has a concrete surface. A patch of bead board was located on the first floor ceiling. The ceilings have exposed rafters with no other finish materials on the second and third floors. The third floor has a cathedral ceiling. Generally, there is no decorative finish carpentry on the interior, which reflects the historic use of the building as a manufacturing facility.

The interior of the 1962 addition is utilitarian. It has a concrete floor. Two steel columns divide the space into three bays. The roof structure is exposed. Two doorways on the north wall connect the addition to the main block. There is also a doorway on the west wall that accesses the addition of the 900 East Main Street building.

The 900 East Main Street building interior retains most of the original historic fabric. This post-and-beam structural system forms a grid of three columns wide and four columns deep that runs from the basement to the third floor. The columns on the east bay are slightly off-center from the rest of the

grid pattern. There are iron columns on the first floor. The upper floors have wood columns. Interior spaces on each level have open configurations. The masonry walls are exposed. A portion of the second floor has a series of four offices along the west wall. These offices have horizontal paneling and some have bead board wainscoting. The doors have transom windows. A horizontal paneled partition wall is in the center of the space. This wall divides the offices from the work area on the second floor. There seems to be little evidence of plaster finish ever being used on the walls. The floor material on the first level has a rubbery coating. Floors are hardwood on the second and third floors. The ceilings have exposed rafters with no other finish materials. A freight elevator located in the northeast portion of the building also provides access to all of the floors. The only other interior features in the building are the wooden stairs. They are located along the south and east walls of the building, and a stair is in the center of the north bay. The stairs on the south wall have bead board wainscoting and run from the basement to the third floor. All of these features appear to be original to the building.

The interior of the 1920s addition is also very simple. Two steel columns divide the space into three bays. The first floor has a concrete surface. The floors on the second and third levels are hardwood. The masonry walls are exposed. The ceilings have exposed rafters with no other finish materials. Two doorways on the north wall access the main block of the 900 East Main Street building.

The overall condition of both buildings is quite good, indicating that they have been maintained through time.

Non-contributing building

The single-story non-contributing building sits on the southwest corner of the historic DeHart property. This is a concrete block building with a flat roof. It has blank walls on the south and west facades. There is an overhead door and steel door on the east façade. A steel door and two windows are on the north façade. There is no ornamentation on any of the elevations. The building was constructed in the late 1990s.

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Statement of Significance

The two historic commercial buildings (JFCH 1240 and JFCH 1241)at 900-906 East Main Street in Louisville, Kentucky meet National Register Criterion A. The 900 East Main Street property is associated with Fred Franke and Company, a significant part of the mattress manufacturing industry in Louisville. This property is significant within the historic context "Mattress Manufacturing Industry in Louisville, Kentucky, 1880-1955." Fred Franke Bedding Company established its operations in 1919 at 900 East Main Street, and became important to this industry for creating the machinery that allowed mattress manufacturers to abandon labor-intensive hand-production of mattresses for machine production. The success of Fred Franke and Company testifies to the rise of Louisville as a regional supplier of the mattresses market and the competitiveness among the city's mattress manufacturers.[1] The company vacated the property in the 1960s.

The building at 906 East Main Street is significant for its association with another regionally important manufacturing product based in Louisville: paint and varnish. The DeHart Paint and Varnish Company occupied 906 East Main from 1938 until 2002, expanding into 900 East Main in 1981. The company is significant within the historic context "Paint and Varnish Manufacturers in Louisville, 1865-1955." Paint and varnish manufacturing emerged as an industry in Louisville during the 1860s, and this industry would eventually place Louisville as one of the leading paint and varnish manufacturing centers in the country.[2]

The end date for both contexts relates to the close of the 50-year period, and coincides with the beginning of increased national consolidation of paint and varnish manufacturers and mattress manufacturers. Corporate mergers in both industries signaled the demise of the small, regionally-based business. The trend continued through the last half of the twentieth century, where nationally-based companies came to dominate not just paint production and mattress manufacturing, but many American industries.

Historic Context: Mattress Manufacturing Industry in Louisville, 1880 -1955

Research Methodology

No written context for the mattress industry in Louisville Kentucky existed prior to this research. In order to construct the historic context, primary and secondary sources were sought to gain an understanding of the industry. Sources that described the mattress manufacturing industry in general needed to be identified to gain an adequate understanding of production methods and mattress

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[1] Griffis, Louis R., p. 32, 76.

[2] Hazelip, Mary Jane, p. 261. By 1941, Louisville was ranked sixth in the nation for paint and varnish manufacturing.

machinery. Theses and trade publications were located through a search of the University of Kentucky's databases. Internet sources from current mattress producers and the International Sleep Products Association also provided insight into the history and current status of the sleep products industry. These sources and the U.S. Census of Manufacturers reports were consulted to inform the discussion for the mattress manufacturing industry. Repositories in Louisville at The Filson Club, the University of Louisville and the Louisville Public Library were checked for sources to develop a local context of the industry in Louisville. Two archives were identified at the University of Louisville's Special Collections that contained documentation concerning the mattress industry in Louisville. *The Courier-Journal* indexes were also researched for information about the local mattress industry. Development of the Fred Franke and Company history was based on numerous primary sources. Sources consulted to develop this context included city directories, deed records, Sanborn Fire Insurance Maps. A brief company history was also located in a secondary source. This information gave insight into the importance of the Fred Franke and Company in the national mattress industry.

The Fred Franke and Company property is associated with the broader mattress manufacturing industry in Louisville. This industry includes mattress manufacturers, bedsprings manufacturers and bedding machinery manufacturers. A windshield survey concluded that some of the buildings associated with mattress manufacturers and bedsprings manufacturers are extant. The Fred Franke and Company is distinguished in this context as Louisville's primary manufacturer of machinery to produce bedding during the context period.

The extant buildings associated with the mattress manufacturing industry during the context period were constructed in the nineteenth and early-twentieth century. These include: The Louiville Pillow Company (later called Louisville Bedding Company) at 349-351 East Market; The D. Weiss Company at 367-369 Baxter Avenue; Falls City Bedding Company at 1503 West Market; Leggett and Platt Spring Bed Manufacturing Company at 2501 Maple; The Rome Company at 635 West Main; Shannon Spring Bed Manufacturers at 2925 Garfield Avenue.

According to city directories, Fred Franke and Company was the sole manufacturer of bedding machinery in the city for most of the context period.[3] First located at 716 East Main Street, Fred Franke and Company moved to 900 East Main Street in 1919. A company named Franke and Hicks Bedding Machinery Company (possibly a subsidiary of Fred Franke and Company) appeared in city directories in 1920 located at 737 East Main Street. There is no record of this company in the 1931 city directory or subsequent directories. James Cash Machinery Company is the only other bedding machinery manufacturer to appear during the context period. This company was established in 1947 and located at 625 West Hill Street. The building is a product of post-World War II construction. It is a large, one-story building that sits on a sprawling industrial site outside of the central business district. Though both of these buildings are extant, the Fred Franke and Company

[3] *Caron's City Directory for Louisville*, 1880-1960.

building reflects the design of a late-nineteenth- and early-twentieth-century manufacturing facility. The Fred Franke and Company building at 900 East Main Street signifies the growth of Louisville into a regionally important mattress production center. By 1919 that industry had evolved to a point that mattress manufacturers depended on specialized machinery to accomplish their work--the kind of machinery that Fred Franke and Company produced.

Birth of the National Mattress Manufacturing Industry

Modern mattress manufacturing began in the 1870s. The invention of coil spring construction in 1871 by Heinrich Westphal changed the way mattresses were produced.[4] Prior to this time, mattresses were filled with feathers, hair, straw, or cotton. Mattresses were essentially a "bag" of soft filling.[5] Inner springs allowed for a firmer structure for the mattress. These innerspring mattresses were filled with cotton then covered with ticking (a quilted material).[6] By the 1920s, innerspring mattresses became the dominant mattresses manufactured.[7]

The mattress industry in the United States grew as a result of the changes in mattress manufacturing. The first listing for the mattress industry in the *Census of Manufacturers* was in 1879. At that time, 357 mattress manufacturers were in business. By 1925, the number of mattress manufacturers in the United States increased to 1018.[8]

At the turn of the century, bedding machinery manufacturers started operations. Early manufacturers included The Eastman Machine Company established in 1901 in Buffalo, New York.[9] United Mattress Machinery Company started operations in 1904 in Weymouth, Massachusetts.[10] Fred Franke and Company in Louisville, Kentucky was also established during this time, in 1900.[11]

For efficient mattress production, bedding machinery was crucial. It streamlined the manufacturing process.[12] Bedding machinery automated tasks in mattress manufacturing.[13] Previously, mattresses were filled and sewn by manual labor--a production method that was both labor intensive and low in output.[14] Fred Franke and Company and others produced machines that enabled mattress manufacturers to increase output and lower labor costs, devices such as tape machines, panel

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[4] "History of the Bedding Business," p. 2.
[5] Carter, Elizabeth, p. 6.
[6] Gillespie, Karen R., p. 140-141.
[7] "History of the Bedding Business," p. 2.
[8] *U.S. Census of Manufacturers, 1925*. p. 1181.
[9] Eastman Machine Company http://www.eastmancuts.com/history.asp
[10] International Sleep Products Supplies Guide 2005, "United Mattress Machinery Company."
[11] Richards, J. Noble, p. 367-369.
[12] Griffis, Louis R., p. 15.
[13] Sisman, Zeki Bayram, p. 38-39.
[14] Carter, Elizabeth, p. 6.

cutters, build-up tables, box-spring tapers, serger flangers, industrial sewing machines, multi-slitting machines, border sergers, and filling machines.[15] These mattress-manufacturing machines are still used today in the bedding industry.[16]

Louisville's Mattress Manufacturing Industry

Louisville's entry into the mattress manufacturing industry begins in the late-19th century, which coincides with the development of inner-spring mattresses. Louisville was an ideal location for mattress manufacturers since there was immediate access to transportation, materials and markets.[17] Louisville's furniture manufacturers provided a ready market for mattresses to be sold directly to the public.[18] The first listing in city directories for mattress manufacturers in Louisville appears in 1880. Bennett Brothers and Company opened its business at 107 Market Street.[19]

By 1890, the number of mattress manufacturers grew to nine businesses. The companies were listed under the heading "Mattress Manufacturers" were:

Fowler Manufacturing Company	804 West Jefferson
Fred W. Keisler	412-414 West Main
Kentucky Manufacturing for the Blind	621 5th Street
H.J. Minsterketter	726 East Broadway
J.J. Richardson	2431 1/2 Bank St.
Schupp and Schmidt Manufacturing Company	421-423 W. Market
Wrampelmeier and Company (a furniture manufacturer)	544-550 4th Street
Helen Lawrence (listed under Cutting and Sewing)	732 West Market.[20]

These companies were small, independent manufacturers primarily concentrated in the central core of the city.

In 1900, eleven independent mattress manufacturers were located in Louisville. These were:

Emil Becker	1047 3rd Street
C.H. Bostic	1844 Bank Street
R.F. Huddy	2032 West Market
Fred W. Keisler and Son	412-414 West Main
C.A. Linder and Company	540-542 3rd Street
Louisville Mattress	447 East Market
Louisville Pillow Company	526-530 E. Market
H.J. Minsterketter	1000 E. Broadway
J.J. Richardson	2433 Bank Street
Schupp and Schmidt Manufacturing Company	421-423 W. Market
Daniel Weiss	921-923 Baxter[21]

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[15] Sisman, Zeki Bayram, p. 33.
[16] Atlanta Attachment Company Catalog, 2004, p. 2.
[17] *Center of American Markets, Louisville,* p. 16.
[18] Kleber, John E., ed. p. 323-325.
[19] *Caron's City Directory for Louisville*, 1880, p. 788.
[20] *Caron's City Directory for Louisville*, 1890, p. 1395.
[21] *Caron's City Directory for Louisville*, 1900, p. 1656.

One additional firm, T.C. Cammisar, at 133 3rd Street, was listed under the heading "Mattress Manufacturer Supplies."[22]

The bedding industry was using a variety of materials to produce mattresses. Many of the mattress manufacturers in 1900 advertised mattresses made of feathers, hair, springs, moss and cotton.[23]

The 1910 city directory reflects the industry segmentation in mattress manufacturing. Four different headings associated with the bedding industry appear in the directory. Fred Franke and Company at 716 East Main is listed under "Bedding Machine Manufacturers" and is the only one listed. There are three "Bedding Manufacturers" in the city directory:

Broadway Bedding Company	117 East Broadway
Falls City Bedding Company	1503 West Market
Louisville Bedding Company	349-351 E. Market

Under "Mattress Manufacturers" there are seven companies listed. These include

Falls City Bedding Company	1503 West Market
Fred W. Keisler and Son	313-315 W. Market
J.H. Kraber	1000 East Broadway
Louisville Bedding Company	349-351 E. Market
Maurer and Trager Company	809 West Market
Palmer and Hardin	1729 Bank Street
The D. Weiss Company	367-369 Baxter Av.

One additional heading was for "Bed Spring Manufacturers" and listed the two companies:

M.A. Hunt and Company	227 E. Lee Street
McElroy-Shannon Spring Bed Manufacturer	826-832 West Jefferson[24]

The distinction between bedding manufacturers and mattress manufacturers is in the goods produced. Bedding manufacturers produced the linens, pillows, and accessories for beds; whereas mattress manufacturers were concerned with the production of mattresses and box springs.[25]

By 1921, the mattress industry in Louisville had become well established. Two businesses under the heading "Bed Springs Manufacturers" were operating in the city.

Leggett and Platt Spring Bed Manufacturing Company	117 5th Street
Shannon Bed Spring Company	649-659 S. 9th St.

Louisville Bedding Company was listed as the sole bedding manufacturer.

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[22] Ibid.
[23] *Caron's City Directory for Louisville*, 1900, p. 729, 1562.
[24] *Caron's City Directory for Louisville*, 1910, p. 1716.
[25] "Louisville Bedding Hits 100!" p. 2.

There were eight listings under "Mattress Manufacturers" including:

G. Bittner's and Sons	421 South 1st Street
Emchea Feather Mattress Company	1901 West Walnut
Falls City Bedding Company	1501 West Market
Fred W. Keiser and Sons	313-315 West Walnut
J.H. Kraber	941 East Broadway
Maurer-Trager Company	429 East Market
D. Weiss and Company	367-369 Baxter Avenue.[26]

Under "Bedding "Machinery Manufacturers," were two Louisville companies:

Fred Franke and Company	900 East Main Street[27]
Franke-Hicks Bedding Machinery Company	737 East Main.[28]

Louisville was the center of the mattress industry in Kentucky by the 1920s. The 1925 Census of Manufacturers lists a total of ten mattress manufacturers in the state. Louisville had eight of these ten mattress factories.[29] This illustrates the dominance of Louisville as a manufacturing center for mattresses. The allied industries associated with mattress manufacturing including bed springs, bedding supplies and bedding machinery were then naturally located in Louisville.

The Franke-Hicks Bedding Machinery Company did not last the decade. The only listing for bedding machinery manufacturers in 1931 was the Fred Franke and Company, which was now incorporated.[30] Three bed springs companies were operating in Louisville in 1931. These were:

Leggett and Platt Spring Bed Manufacturing Co.	117 North 5th Street
The Rome Company	635 West Main
Shannon Spring Bed Manufacturing Company	2925 Garfield Avenue.

The bedding manufacturers listed included six firms:

Bedding Shop	146 North 4th Street
Kentucky Sanitary Bedding Company	145 North 4th Street
Louisville Bedding Company	351 East Market
Henry Mueller and Sons	1293 Bardstown Road
Emma M. Oliver	428 Baxter Avenue
Regina Incorporated	909 Cherokee Road.

There were seven mattress manufacturers in Louisville in 1931 including:

Falls City Mattress and Quilting Company	106 South 15th Street
Fred W. Keisler and Sons	313-315 West Walnut
J.F. Kraber	941 East Broadway
M.F. Leep	316 South 18th Street
Maurer-Trager Company	612 South Brook
Neimann Bedding Company	429 East Market
Dan Weiss Jr.	367 Baxter Avenue.[31]

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[26] *Caron's City Directory for Louisville*, 1921, p. 2112, 2222.
[27] Property conveyed to Fred Franke and Company on 5/31/1919, Deed Book 915, Page 128.
[28] *Caron's City Directory for Louisville*, 1921, p. 2112.
[29] *U.S. Census of Manufacturers, 1925*. p. 1181.
[30] *Caron's City Directory for Louisville*, 1931, p. 2641.
[31] Ibid., 2642.

Although some businesses in the mattress manufacturing industry did not survive the Great Depression, there was still a viable presence of mattress firms in Louisville in 1940. Five mattress manufacturers were in business including:

F.C. Mattress and Quilting Works	106 5th Street
Kraber Bedding Company	1001 East Broadway
M.F. Leep	316 South 18th Street
OK Mattress Shop	502 North 19th Street
Riney and Son	1769 Wilson Avenue

There were also five bedding manufacturers that survived. These were:

Kentucky Sanitary Bedding Company	1120 Rowan
Louisville Bedding Company	351 East Market
Neimann Bedding Company	429 East Market
Emma M. Oliver	428 Baxter Avenue
Weiss Bedding Company	365 Baxter Avenue.

Two firms were listed under the heading "Bed Springs Manufacturers."

Leggett and Platt Spring Bed Manufacturing Co.	2501 Maple
Shannon Spring Bed Manufacturing Company	2925 Garfield

Fred Franke and Company, Inc. at 900 East Main Street was the sole bedding machinery manufacturer.[32] The company was now listed under "Machinery Manufacturers" in the city directory.[33]

The 1951 city directory shows that the mattress industry had remained relatively stable during the World War II era. The same bed springs manufacturers, Leggett and Platt, Incorporated and Shannon Spring Bed Manufacturers, were still in business at the same locations. There were five bedding manufacturers including:

Kentucky Sanitary Bedding Company	1122 Rowan
Kraber Bedding Company	1001 East Broadway
Louisville Bedding Company	418 East Main
Simmons Company	3009 West Broadway
Weiss Bedding Company	365 Baxter Avenue

The entry of Simmons Company signaled the growing trend of national brand prominence in the bedding industry. There were six mattress manufacturers in Louisville in 1951. These were:

J. Chas David	2210 7th Street
Bernard Gittings Mattress Manufacturing	827 East Market
Louisville Bedding Company	418 East Main
Niemann Bedding Company	429 East Market
Re-Nu Bedding Company	776 South Shelby
Riney and Son Bedding Company	431 East Market

The most significant change was the addition of the James Cash Machine Company at 625 Hill Street, which was producing bedding machinery. This company became Fred Franke and Company's first direct competitor in Louisville.[34]

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[32] *Caron's City Directory for Louisville*, 1940, p. 2485.
[33] Ibid., 2563.
[34] *Caron's City Directory for Louisville*, 1951, p. 1476.

By the close of the historic context period in 1955, the number of mattress manufacturers in Louisville was reduced to four. These companies included:

Bernard Gittings Mattress Manufacturing	827 East Market
Neimann Bedding Company	429 East Market
Re-Nu Bedding Company	776 Shelby Street
Riney and Son	431 East Market

Two firms were listed under the heading "Bed Springs Manufacturers."

Leggett and Platt Spring Bed Manufacturing Co.	2501 Maple
Shannon Spring Bed Manufacturing Company	2925 Garfield

There were also five bedding manufacturers:

Boulevard Pillow	1001 East Broadway
Kentucky Sanitary Bedding	1122 Rowan
Louisville Bedding Company	418 East Main
Simmons Company	3009 West Broadway
Weiss Bed Company	1237 Lexington Road

The two bedding machinery manufacturers were James Cash Machinery and Fred Franke and Company at their same locations.[35] Though the number of mattress manufacturers in Louisville was decreasing, Fred Franke and Company was able to survive by serving manufacturers outside of the city.

Fred Franke and Company

Fred Franke had worked as a mattress maker and foreman for The Louisville Pillow Company.[36] This company was renamed the Louisville Bedding Company in 1905, and claimed to be the "Largest Manufacturer of Bedding Supplies in the South."[37] The bourgeoning mattress manufacturing industry in Louisville provided a ready-market for machinery tailored to producing bedding products.

Fred Franke & Company was established in 1900 to produce bedding machinery for the mattress manufacturing industry.[38] The company was originally affiliated with the Louisville Bedding Company before creating a separate manufacturing facility.[39] Fred Franke and business partner S.D. Cruse, who was the founder and owner of the Louisville Pillow Company, opened their manufacturing facility at 716 East Main Street in 1910.[40] In 1919, Fred Franke & Company moved to the 900 East Main Street building. Fred Franke & Company was an early manufacturer of mattress machinery in the U.S.[41]

Although the company started as a supplier of machinery for mattress manufacturing in Louisville, it quickly gained a reputation nationally, and then

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[35] *Caron's City Directory for Louisville*, 1955.
[36] "Louisville Bedding Hits 100!" p. 1.
[37] "Louisville Bedding Hits 100!" p. 1. *Caron's City Directory for Louisville*, 1900, p. 1562.
[38] Richards, J. Noble, p. 368.
[39] *Caron's City Directory for Louisville*, 1910, p. 1621.
[40] Ibid.
[41] Richards, J. Noble, p. 368.

internationally.[42] The company produced over fifty different types of machines for the mattress and allied industries.[43] Some of the most popular machines Franke produced were Franke Sewing Machines, Franke Border Machines, Franke Tape Edge Machines, and Franke Bale Openers.[44]

Fred Franke & Company remained at the 900 East Main Street location for almost fifty years. During the 1920s, the company built a three-story addition, which can be understood as a sign of success. This addition almost doubled the manufacturing floor area. The company was the nation's third largest manufacturer of bedding machinery when Edgar Ryder of Vero Beach, Florida purchased the company in 1966.[45] He moved the manufacturing company to Florida. The 900 East Main Street building was sold to Leonard Brush Company in 1968.[46] DeHart Paint and Varnish Company then purchased the building in 1981 to expand its manufacturing factory.[47]

Historic Context: Paint and Varnish Manufacturers in Louisville, 1865-1955

Research Methodology

There was no existing context established for the paint and varnish industry in Louisville Kentucky prior to this research. In order to construct the historic context, primary and secondary sources were sought to gain an understanding of the industry. Sources describing the paint and varnish manufacturing industry in general needed to be identified to gain an accurate understanding of production methods and manufacturing facilities. Theses and trade publications were located through a search of the University of Kentucky's databases. Repositories in Louisville at The Filson Club, the University of Louisville and the Louisville Public Library were checked for sources to develop a local context of the industry in Louisville. Two archives were identified at the University of Louisville's Special Collections that contained documentation concerning the paint and varnish industry in Louisville. Development of the DeHart Paint and Varnish Company history was based on numerous primary sources. Sources consulted to develop this context included city directories, deed records, obituary notices, Sanborn Fire Insurance Maps, *The Courier-Journal*, *Louisville Magazine* and *The Louisville Times*.

The DeHart Paint and Varnish Company property was compared to other buildings associated with paint and varnish manufacturing in Louisville. Site visits to paint and varnish factories listed in the city directories from 1930 to 1955

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[42] Ibid.
[43] Ibid.
[44] Sisman, Zeki Bayram, p. 33.
[45] Richards, J. Noble, p. 368.
[46] Deed Book 4171, p. 68.
[47] Deed Book 5568, p. 39.

revealed that several were still extant. These resources, however, generally represent the large paint and varnish manufacturing plants in Louisville. The DeHart Paint and Varnish Company is distinct in that it is one of the few extant small, family-owned paint and varnish manufacturers. This was a property type that was once the basis of the industry.

A majority of the existing properties are typical of late-nineteenth century and early twentieth century commercial architecture. These buildings were found in several areas surrounding the central business district. Resources located in the central part of the city have been demolished including: Bridges and Smith Co., 227 West Market; Merchants and Manufacturers Paint, 108-110 South 2nd Street; Strassel-Gaus Paint Co., 213 West Market; Progress Paint Company 826 West Main.

Only one paint and varnish manufacturing facility located west of downtown is extant. The Peaslee-Gaulbert Paint and Varnish Company (later owned by Devoe and Reynolds), 15th and Lytle Street, is a large complex of four- to five-story brick buildings. Other resources in this area of the city that have been demolished are: General Varnish Company, North 15th and High Street; Louisville Paint Manufacturing Company, 1110 West Main Street; Vulcan Varnish Company, 1112 West Main Street; and Progress Varnish Company, 16th and High Street.

There are four remaining properties, along with the DeHart Paint and Varnish Company at 906 East Main Street, located on the east side of downtown Louisville. These resources are J.F. Kurfees Company (KCI), 201 East Market; Edward H. Marcus Paint Company, 235-237 East Market; Blatz Company, Inc. at 319 Shelby Street; and Lampton Paint Company, 1201 Story Avenue. Four of these resources, including DeHart Paint and Varnish, are three- or four-story brick buildings. Only the Lampton Paint Company building is a one-story brick facility.

Resources associated with paint and varnish manufacture were also located in the industrial areas south of the central business district. Extant properties associated with paint and varnish manufacturing are: Jones-Dabney Company, 1481 South 11th Street; Louisville Varnish Company, 14th and Maple Street; and Kelly Technical Coatings, 1445 South 15th Street All of these extant resources were 3- and 4-story brick buildings. The Jones-Dabney Company and Kelly Technical Coatings contained several buildings on their sites. Porter Paint Company at 400 South 13th Street is also extant. This manufacturing plant was constructed at the end of the context period in 1949. It is also a large 3-story brick building. Resources demolished in this section of the city include: Charles Long Company, 1520-1530 West Hill Street and Schaefer Company, 1315 West Kentucky Street.

Paint and Varnish Production

Paint as a material has existed for centuries. Paint was primarily used for decorative purposes such as artwork. By the mid-nineteenth century, the use of paint had become widely popular for the protection of building surfaces. These paints were confined to white paint (white lead in oil) and red paint (red oxide

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in linseed oil).[48] These types of paints were prepared by mixing the dry mineral with a binder, like linseed oil. The individual painter made paints on-site.[49]

The process of modern paint manufacturing was patented in 1867. This method of producing ready-mix paint was invented by D.R. Averill of Newberg Ohio.[50] The development of prepared paint introduced a variety of new colors and new applications. Paint served to preserve and protect buildings, products and machinery by prolonging their useful life. By the 1880s, mixed-paint manufacturing became an established industry.[51] Paint manufacturers also produced varnish as either a binder for paint production or as a separate coating product.[52]

Paint and varnish production began as a regionally-based industry. This was largely a function of keeping distribution costs low to make the business profitable.[53] The industry was mainly characterized by small-to-medium-sized manufacturing plants during the late-nineteenth and early-twentieth centuries.[54]

The equipment required for the manufacture of paint and varnish is relatively simple. Paint manufacturing involves a process of mixing pigments with a suitable vehicle and grinding it to a particular fineness, color and consistency.[55] There is a five-part process involved in the manufacture of paint: mixing, grinding, thinning, filling and packaging.[56] Dry pigments are placed in mixers with a vehicle, or oil. These materials are mixed into a paste. The paste is then sent to the grinding mill to knead the mixture until the pigment has become dispersed in the vehicle. This process creates a liquid paint. Then the paint is sent to the thinning tanks. Tints and thinning solvents are added to the paint until the desired product is achieved.[57] From this point the finished paint is sent to the filling area where the paint is poured into cans. After that, the paint cans are labeled and packaged for distribution.[58]

Paint is produced in batches. By producing paint in batches, the quality and consistency of the product is controlled.[59] This method of production made it easy for small firms to participate in the industry. Large manufacturers were really just multiplying the production method with more equipment.[60]

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[48] Johnson, Paul C., p.3.
[49] Trigg, Ernest, 1945, p. 3.
[50] Trigg, Ernest, 1945, p. 3.
[51] Johnson, Paul C., p. 3.
[52] Spiegleman, Stanley, p. 2.
[53] Johnson, Paul C., p. 8.
[54] *Louisville Magazine,* p. 12.
[55] Mutersbaugh, Gordon, p. 477.
[56] Johnson, Paul, p. 15.
[57] Spiegleman, Stanley, p. 9.
[58] Bidlack, Verne and Edgar Fasig, p. 44-45.
[59] Spiegleman, Stanley, p. 9.
[60] Bidlack, Verne and Edgar Fasig, p. 1.

The method used to produce paint worked best in a vertical arrangement, known as gravity-flow. This allowed the paint to move through the production facility in stages from top to bottom. Since gravity-flow was the preferred method in producing ready-mixed paint, multi-story buildings were essential for manufacturing.[61] The typical paint plant was a three- to four-story brick building. Buildings could either be built to specification or existing buildings could be used.[62] Equipment was generally compact, allowing for retrofitting of buildings. Elevators were also a required to move the raw materials to the top floor.[63] In the post-World War II era, large, single story buildings began to be used for paint manufacturing. Using a horizontal flow method, these plants helped to maximize efficiency and avoid bottlenecks from the transfer of materials.[64]

Varnish manufacture involves a process of cooking, cooling, thinning and cleaning.[65] Most of the production takes place in large kettles. Thinning tanks are also used.[66] Varnish manufacturing takes place in a single area. This created a horizontal flow operation, so production could take place on a single floor.[67]

Many manufacturing plants also had in-house laboratories. Their purpose was both for research and development, as well as quality control of the products. Raw materials had to be approved both chemically and physically, by the laboratory.[68] Once the paint batch was thinned, the lab tested samples to make sure it met company standards. This was done before the product entered the filling and packaging stages.[69]

Though the basic production methods of paint manufacture remained relatively unchanged, the size and ownership of firms started to change. Mergers and acquisitions of paint companies increased during the mid-twentieth century.[70] In an effort to increase standing in a market, larger firms started appearing. These large manufacturers often changed from a regionally-based firm to nationally oriented businesses. As the twentieth century progressed, the small- and medium-sized paint and varnish businesses began to decrease.[71]

Paint and Varnish Manufacturing in Louisville

Louisville's first paint manufacturer was the Peaslee-Gaulbert Paint and Varnish Company that was established in 1867. The plant was located at 139 Main Street

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[61] Spiegleman, Stanley, p. 9.
[62] Bidlack, Verne and Edgar Fasig, p. 3.
[63] Spiegleman, Stanley, p. 9.
[64] Bidlack, Verne and Edgar Fasig, p. 3.
[65] Ibid, p. 48.
[66] Johnson, Paul, p. 18.
[67] Bidlack, Verne and Edgar Fasig, p. 48.
[68] Trigg, Ernest,1917, p.6
[69] Spiegleman, Stanley, p. 10.
[70] Kleber, John E., ed, p. 683.
[71] Rich, Susan, ed., p. 5.

near 4th Street.[72] Prior to this time, paint supply houses imported paint manufactured in the Mid-Atlantic region or the East coast. The first paint retailer in Louisville was the H. Marcus Company founded in 1853.[73] Louisville was an attractive location for paint and varnish manufacturing. Easy access to raw materials and established distribution channels made Louisville an ideal city for the industry.[74] Louisville's central location and established transportation routes made access to regional markets convenient. A market for industrial paints and coatings was already established in Louisville. The wide variety of manufacturing industries in the city from tools, wood products, and machinery provided a ready market.[75]

By 1875, five firms were listed in the city directory under the heading of "Paints, Oils and Varnishes." These included: the Bates and Blatz Company at 61 Market St; W. H. Fox at 359 Main Street; H. Marcus Company at 139 Main Street; and G.W. Porter at 215 Market Street.[76] There was no delineation between manufacturers and suppliers at this point.

The city directory in 1885 had two separate listings for paint manufacturers and paint dealers/suppliers. The Peaslee-Gaulbert Company was listed as a manufacturer at 415-417 West Main. Peaslee-Gaulbert was the only Louisville-based manufacturer. John Lucas Company was also listed as a manufacturer, but this firm was actually based in Philadelphia. The paint suppliers were listed as: John Bates and Son, 235 West Market; Valentin Blatz, 223 West Market; G. Kline and Son, 1801 West Market; McCarty and O'Bryan, 925 West Market; and H. Marcus Company, 239-241 East Market.[77]

According to the 1890 city directory, three firms were listed as paint manufacturers. These were: Collins Varnish Company, 14th and Maple; D.J. Etty, 152 Bullitt; and Louisville Lead and Color Works (Peaslee-Gaulbert), 417 West Main. Ten other businesses were listed under the heading "Paint, Oil and Glass."[78]

By the turn of the century, Louisville's paint manufacturing industry was beginning to become established. The local industry had become a substantial presence and formed its own trade group in 1898, the Louisville Paint, Varnish & Lacquer Manufacturers Association (later known as the Louisville Paint and Varnish Production Club).[79] Fourteen paint manufacturers were now operating in Louisville: J.B. Atkinson and Company, 629 West Market; Val Blatz and Sons, 213 West Main; Bridges-McDowell Company, 829 West Main; Bridges-Strassel Company, 233-235 West Market; Central Paint Company, 1204 8th Street; L.H. Harping, 1940

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[72] *The Courier-Journal*, 1941, Section 2-1.
[73] Kleber, John E., ed. p. 683.
[74] *Center of American Markets, Louisville*, p. 16.
[75] *Louisville, A Guide to the Falls City*, p. 39.
[76] *Caron's City Directory for Louisville*, 1875, p. 675.
[77] *Caron's City Directory for Louisville*, 1885.
[78] *Caron's City Directories for Louisville*, 1890.
[79] *Louisville Magazine*, p. 12.

Shelby Street; Willian Hinkle, 853-855 West Main; J.F. Kurfees, 118 East Market; Lampton, Crane and Ramey Company, 813-815 West Main; Edward H. Marcus, 239-243 East Market; J.W. McCarty and Company, 713 West Main; Peaslee-Gaulbert Company, 413-417 West Main; Robinson-Pettet Company, 528-532 West Main; and John Ryans, 323 West Market.[80]

The 1910 city directory listed 18 paint and varnish manufacturers throughout the city.[81] The number of businesses increased to 23 by 1920.[82] By 1927, Louisville's paint and varnish industry was ranked 15th top producer in the nation.[83] In 1928, Peaslee-Gaulbert Paint and Varnish Company was purchased by the national paint manufacturer, Devoe and Raynolds Company. This represented a transition from a regional manufacturer to a national producer for one company.[84]

In 1930, the number of paint and varnish manufacturers had dropped to 21 in Louisville.[85] These were firms located throughout the city, including: Blatz Company, Inc., 319 Shelby Street; Bridges, Smith & Company, 227-229 West Market Street; Eastland Paint Company, no address given; General Varnish Company, 15th and High Streets; Jones-Dabney Company, 1481 South 11th Street; J.F. Kurfees Paint Company, 201 East Market Street; Lampton, Crane and Ramey Company, 1201 Story Avenue; Charles R. Long Jr. Company, 1520-1530 West Hill Street; Louisville Paint Manufacturing Company, 1110 West Main Street; Louisville Varnish Company, 14th and Maple Streets; Merchants and Manufacturers Paint Company, 108-110 South 2nd Street; Peaslee-Gaulbert Paint and Varnish Company (Devoe and Raynolds Co.), 15th and Lytle Streets; Porter Paint Company, 101 West Market Street; Progress Varnish Company, 16th and High Streets; Reliable Paint Company, 906 East Main Street; Reliance Varnish Company, 915 East Kentucky Street; Strassel-Gans Paint Company, 213 West Market; The Schaefer Company, 1315 West Kentucky Street; Sun Varnish Company, Inc., 15th and Magnolia Streets; and Vulcan Varnish Company, 1112 West Main Street.[86] The DeHart Paint and Varnish Company started manufacturing in 1931 at 901-903 East Main Street. The company moved to the 906 East Main Street location in 1938.[87]

The 1940 city directory lists 36 paint manufacturers in Louisville. Seven of these firms were not locally based, but were franchises for companies based elsewhere.[88] Additionally, Devoe and Raynolds had acquired the local firm of Jones-Dabney Company in 1938.[89] A shift from the small, regional manufacturer to the large, national manufacturer was starting to occur in Louisville. With this

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[80] *Caron's City Directories for Louisville*, 1900.
[81] *Caron's City Directories for Louisville*, 1910.
[82] *Caron's City Directories for Louisville*, 1920.
[83] Beck, Alfred Luceine, p. 14.
[84] *Louisville Magazine*, p. 12
[85] *Paint, Varnish, and Lacquer Manufacturers of the U.S. and Canada*, p. 13.
[86] *Paint, Varnish, and Lacquer Manufacturers of the U.S. and Canada*, p. 13.
[87] Cocanougher, Kelly, B-8.
[88] *Caron's City Directory for Louisville*, 1940.
[89] Kleber, John E. p. 683.

many firms involved in the paint and varnish manufacturing industry, Louisville's rank jumped to the 6th top producer in the nation by 1941.[90]

By the close of the context period in 1955, Louisville's paint and varnish industry was represented by 17 manufacturers.[91] During the 1960s, Louisville's paint and varnish industry had expanded beyond a regional focus. Many of the manufacturing plants were now marketing their products on a national basis.[92] This was largely a function of the mergers and acquisitions trend that had been increasing. There were sixteen paint manufacturers left in the city in the mid-1950s. Louisville had become one of the leading producers of coatings products.[93] Of these manufacturers, seven firms were still operating as small, regional paint and varnish producers. DeHart Paint and Varnish Company was one of these manufacturers. The six other local manufacturers were: Blatz Paint Company; Bridges, Smith and Company; Kurfees Paint Company; Louisville Varnish Company; Progress Paint Company; and Edward H. Marcus Paint Company.[94] This trend would continue through the end of the twentieth century.[95] The era of the small paint and varnish manufacturer was fading, as large companies were supplanting them in the industry.

DeHart Paint and Varnish Company

Claude E. DeHart established the DeHart Paint and Varnish Company in 1931. Prior to starting his own paint and varnish manufacturing business, Claude E. DeHart worked for Lampton, Crane and Ramey.[96] This company was established in 1893 producing a variety of products including radios and paint. The plant was located at 1201 Story Avenue in Butchertown.[97] Claude DeHart was in charge of paint manufacturing division at this plant. Lampton, Crane and Ramey went out of business in 1931 due to the onslaught of the Great Depression.[98]

Claude DeHart was in a position to start his own paint manufacturing business. With his savings of $2000, DeHart purchased the paint manufacturing equipment from the defunct Lampton, Crane and Ramey Company.[99] He established his paint and varnish manufacturing business at 901-903 East Main Street in 1931.[100] The plant had four employees that produced paint, putty and stovepipe black varnish. The

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[90] Hazelip, Mary Jane, p. 261.
[91] *Caron's City Directory for Louisville*, 1955.
[92] Kleber, John E., p. 683.
[93] *Louisville Magazine*, p. 12.
[94] Ibid, p. 16-
[95] Kleber, John E., p. 683.
[96] Cocanougher, Kelly, B-8.
[97] *Caron's City Directory for Louisville*, 1930.
[98] Cocanougher, Kelly, B-8.
[99] Ibid.
[100] *Caron's City Directories for Louisville*, 1931.

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business operated at this location until a 1938 fire that caused $25,000 of damage.[101]

After the fire, Claude DeHart purchased the building at 906 East Main Street. The Reliable Paint Company had been located at this address since 1920.[102] Since the building had been used for paint manufacturing since 1920, it was ready for production to start right away. The move to the new 906 East Main Street location represents the establishment of the DeHart Paint and Varnish Company's permanent home for more than seventy years.

The physical plant itself was a three-story brick structure plus a basement. The architectural design of the exterior was in a decidedly late-nineteenth-century commercial style that was relatively devoid of ornamentation. The interior was followed the traditional manufacturing facility layout with open floors for storing raw materials and house manufacturing equipment. Since it was a multi-story building, the gravity-flow method of paint production was easily implemented.

The Dehart Paint and Varnish Company was involved in producing architectural coatings and some industrial maintenance coatings. The business sold products to independent retail outlets, as well as trade sales.[103] Primarily, the paint company served the Louisville area, as well as the surrounding region.[104] The company remained a small manufacturer with only 18 employees even into the 1950s.[105] Typical of most paint manufacturers, DeHart also maintained a small, scientifically-disciplined research lab. This allowed the company to develop quality-controlled products ensuring that each batch of paint met company standards.[106]

DeHart Paint and Varnish operations remained in the family when Claude E. DeHart died in 1958.[107] His son, C.R. Tad DeHart, took over the business as president of the firm. The company continued to produce paint for trade sales; that accounted for more than fifty percent of the business. Paints were produced to the specifications of architects, builders and paint contractors.[108] This created a unique niche for the company at a time when the large manufacturers were starting to dominate the market with mass-produced paint.

By the 1960s, DeHart Paint and Varnish Company was one of sixteen paint manufacturers in Louisville. DeHart was one of seven small, regionally-based

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[101] Louisville Metro Government, Fire Department history.
[102] *Caron's City Directories for Louisville*, 1920.
[103] *Louisville Magazine*, p. 17.
[104] Ibid.
[105] *Kentucky Industrial Directory: 1959*, p. 243.
[106] *Louisville Magazine*, p. 17.
[107] *Courier Journal*, March 18, 1958.
[108] *Louisville Magazine*, p. 17.

manufacturers left in Louisville.[109] Despite competing with the larger manufacturers, DeHart Paint and Varnish remained quite successful. The company constructed a single-story addition on the rear of the building in 1962. Another phase of expansion, in 1965, added a single-story building behind the 1962 addition.[110]

The company remained viable into the 1980s. C.R. DeHart's sons, John, William and Dennis, now oversaw plant operations and manufacturing. The company was producing a quarter-million gallons of paint a year. Sales were approximately $2.5 million per year. The product line included 1100 colors for residential and commercial applications. [111]

The company also expanded the physical plant by acquiring the building at 900 East Main Street in 1981.[112] This property had served as a manufacturing plant for bedding machinery, then for brooms and brushes.[113] The facility was well suited for conversion to paint manufacturing since it had open floor plans on each level. This addition more than doubled the paint manufacturing plant capacity.

The DeHart Paint and Varnish Company was sold to the Indiana firm of Wabash Products Company in 1987. DeHart Paint and Varnish was renamed as DeHart Paint and Coatings when it became allied with Wabash. The paint company plant remained in operation at the 906 East Main Street location. John Van Etten was put in charge of plant operations.[114] This was the first time that a DeHart family member was not in charge of the firm. The company also changed its focus to become an industrial coatings producer only.[115]

The DeHart Paint and Varnish Company had remained at the 906 East Main Street location from 1938 until 2002. John C. DeHart sold the building to Daniel J. Dunlevy in December 2002.[116] The paint and varnish manufacturer had been in the same location for over seventy years. Very few small, regionally-based paint and varnish manufacturing firms remained in Louisville by this time. This property represents the era of paint and varnish manufacturing that was dominated by the small, privately-owned company.

Evaluation of Integrity

Manufacturing plants in Louisville should possess integrity of location, design, materials, association and feeling. The location of the property should be the one that is historically associated with the particular business. Manufacturers

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[109] Ibid, p. 12.
[110] *Sanborn Fire Insurance Map*, 1994.
[111] Cocanougher, Kelly, B-8.
[112] Deed book 5586, p.816.
[113] *Caron's City Directory for Louisville*, 1920 and 1968.
[114] *Business Index*, Vigo County Public Library
[115] *Kentucky Industrial Directory: 1990*, p. 93.
[116] Deed book 3882, pg. 290.

prior 1945, preferred the multi-story building design. This vertical arrangement of space maximized the manufacturing capacity in urban areas during the late-nineteenth and early-twentieth centuries. Interiors should be open floors with few partitions, reflecting a manufacturing function. Additions can be expected but should not impact the historic building in scale or massing. The primary material on the exterior should be brick, which reflects a turn-of-the century manufacturing aesthetic. Interior materials should reflect the time period that the building was constructed. Decorative finish materials would only be expected in office areas. Feeling and association should be reflected in the buildings' ability to convey the sense of an industrial identity.

The historic significance of the commercial buildings at 900 - 906 East Main Street is established through the integrity of location, setting, design, materials, feeling and association.

The location of the commercial buildings underscores the sense of integrity since neither building has been moved. The properties have retained a moderate level of its integrity of setting. The area immediately surrounding the 900 - 906 East Main Street buildings remains mostly intact. The buildings' relationship with the surrounding area has been retained. The proximity to the Butchertown Historic District helps to link the properties with building stock from the similar time period.

The properties also retain a strong level of design integrity. Both buildings have had a few minor alterations since they were constructed. The scale and mass of the original design of the buildings remain intact. The original open floor plans are largely retained throughout the buildings. The primary manufacturing functions of the both buildings are apparent.

The buildings also convey integrity through the materials. The interiors of both buildings retain many of the historic materials associated with manufacturing facilities of the time period. The hardwood floors, the post-and-beam structure and the exposed rafters retain the sense of a manufacturing function in the late-nineteenth and early-twentieth centuries. Most of the original windows and floors are intact as well as the original elevators.

Finally, the feeling and association linked to the buildings help to convey integrity. A few other manufacturing and small-scale industrial buildings remain in the area to give a sense of the business activity along this section of Main Street. The buildings also retain the historic signage that identifies the business function of 906 East Main Street and later, 900 East Main Street.

The integrity possessed by the historic commercial buildings at 900-906 East Main Street helps to underscore the historic significance of these properties. The Fred Franke and Company and The DeHart Paint and Varnish Company remained independent firms during many years of operation. Both companies remained viable and successful, even though their respective industries were becoming concentrated under corporate ownership. These buildings represent manufacturing industries in Louisville that started with independently-owned firms.

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Verbal Boundary Description

The boundaries of the 900-906 East Main Street buildings are indicated from the deed description dated December, 26 2002 in Deed Book 8033, page 671 and Deed Book 8033, page 685 housed in the Jefferson County Clerk's office:

Tract 1 (906 E. Main Street): Beginning at a point on South side of Main Street 52-1/2 feet East of the Southeast corner of Main and Campbell Streets; running thence Eastwardly along South side of Main Street, 52-1/2 feet; thence Southwardly 144 feet; thence Westwardly and parallel with Main Street 52-1/2 feet; thence Northwardly and parallel with Campbell Street, 144 feet to the beginning, Together with right to use passway as now used, upon and over the lot adjoining the property described herein, on West, between it and Campbell Street, for purpose of ingress and egress and for purpose of transportation and drainage to Campbell Street.

Tract 2 (900 E. Main Street): Beginning on East side of Campbell Street, at a point 110 feet 9-1/2 inches South of Main Street, said point in center of passageway; thence East and parallel with Main Street, and center line of said passageway, 52-1/2 ; thence South and parallel with Campbell Street, 33 feet 2-1/2 inches; thence East and parallel with Main Street 52-1/2 feet; thence South and parallel with Campbell Street, 18 feet 8-1/2 inches; thence West and parallel with Main Street, 105 feet to Campbell Street; thence North with East line of Campbell Street, 51 feet 11 inches to the beginning.

Tract 3: Beginning at the Northeast corner of Campbell Street and alley extending from Campbell Street to Wenzel Street, and between Main and Market Streets; thence running Northwardly along East side of Campbell Street, 20 feet and extending back Eastwardly of same width throughout, the South line binding on North line of said alley, 105 feet.

Tract 4: Beginning of the East side of Campbell Street 162 feet 8-1/2 inches South of the South line of Main Street; running thence Southwardly along the East side of Campbell Street 21 feet 1-1/2 inches and extending back Eastwardly of the same width throughout the lines parallel with Main Street 105 feet.

Tract 5: Beginning at a point on the South side of Main Street 105 feet East of Campbell Street; running thence East with the South line of Main Street 24-1/2 feet; thence the same width South to a 12 foot alley.

Verbal Boundary Justification

The nominated properties include all parcels historically associated with the 900-906 East Main Steet buildings and are occupied by the structures. This acreage maintains the integrity of setting and location and is appropriate for nomination.

Additional Documentation

Maps:

Map 1 USGS topographic map showing location of property.

Map 2 PVA map showing property boundaries.

Plans:

Figure 1 First floor plan of the DeHart Paint and Varnish Company building.

Figure 2 Second floor plan of the DeHart Paint and Varnish Company building.

Figure 3 Third floor plan of the DeHart Paint and Varnish Company building.

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Photo Key

All photographs represent the building, streetscape features and surrounding geographical context of the DeHart Paint and Varnish Company building. The property is located at 900 and 906 E. Main St. in Louisville, Kentucky. All photographs were taken by Cynthia Johnson on February 15, 2005 and the negatives remain in her possession.

1 Looking southwest at the primary façade showing the painted sign on the east wall.
2 Looking southwest at the east elevation.
3 Looking northwest showing the east and south elevations. The 1962 addition is in the foreground.
4 Looking southeast showing the principal north façade that faces East Main Street, and the west elevation.
5 Looking northeast at the west elevation along Campbell Street. The 1920s addition is in the foreground.
6 Looking north at the rear façade and lot that faces south.
7 Looking northeast at the rear façade of the DeHart Paint and Varnish Company building. The west wall of the 1990s, non-contributing, concrete block building.
8 Looking northwest at the rear facade.
9 Looking southwest at the east and north walls of the non-contributing building.
10 Looking west down East Main Street at the intersection of Campbell Street toward the central business district.
11 Looking east at the intersection of Campbell Street and East Main Street. DeHart Paint and Varnish Company on the right side of the picture.
12 Looking southeast down East Main Street. DeHart building in foreground.
13 Looking west down East Main Street. Right side of photo shows the southern boundary of Butchertown Historic District.
14 Looking southwest at the 906 E. Main St. storefront. The overhead door and three windows are visible.
15 Looking south at the main entrance for 906 E. Main St. building.
16 Looking southeast at the storefront of 906 E. Main St.
17 Looking southeast at the storefront of 900 E. Main St. This shows the circa 1950s storefront alterations.
18 Looking south at original double doors on the 900 E. Main St. storefront.
19 Looking southeast in the basement of 906 E. Main St. building.
20 Looking southeast through the first floor of 906 E. Main St.
21 Looking southwest on the first floor of 906 E. Main building. A typical staircase is shown on the left.
22 Looking southeast on the first floor of 906 E. Main building. A doorway into the 1962 addition is visible on the right.
23 Looking east from the front entrance area of 906 E. Main St building. The freight elevator is in the background of the left side.

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24 Looking east on the first floor of 906 E. Main Street building. The freight elevator is shown in detail.

25 Looking at the northeast at the east wall of the 1962 addition.

26 Looking northwest at the west wall of the 1962 addition. The entrance into the 1920s addition is in the center of the photograph.

27 Looking southeast on the second floor of the 906 E. Main Street building. This illustrates the open floor plan of the building.

28 Looking northeast on the second floor of the 906 E. Main Street building. The stairs on the east wall are visible in the background on the right.

29 Looking northwest on the second floor of the 906 E. Main Street building. This illustrates the exposed rafters and is attempting to show the original windows.

30 Looking northeast on the third floor of the 906 E. Main Street building. This view is shows the open ceiling and the freight elevator in the background.

31 Looking northeast on the third floor of the 906 E. Main Street building. A detail of the freight elevator and pulley are illustrated in the photograph.

32 Looking south on the first floor of the 900 E. Main Street building. The iron columns are visible.

33 Looking northwest on the first floor of the 900 E. Main Street building. The main entrance of the building is in the background.

34 Looking east up the south wall staircase of the 900 E. Main Street building. The decorative bead board wainscoting is visible.

35 Looking north on the second floor of the 900 E. Main Street building. This shows the open work area in this level. The freight elevator is on the right side of the photo.

36 Looking southeast on the second floor of the 900 E. Main Street building. Doorways into the 1920s addition are visible on the right side of the photo.

37 Looking north on the second floor of the 900 E. Main Street building. This shows the passage between the offices and work area on the second floor.

38 Looking southeast on the second floor of the 900 E. Main Street building. This shows a typical office space with horizontal wood paneling and bead board wainscoting.

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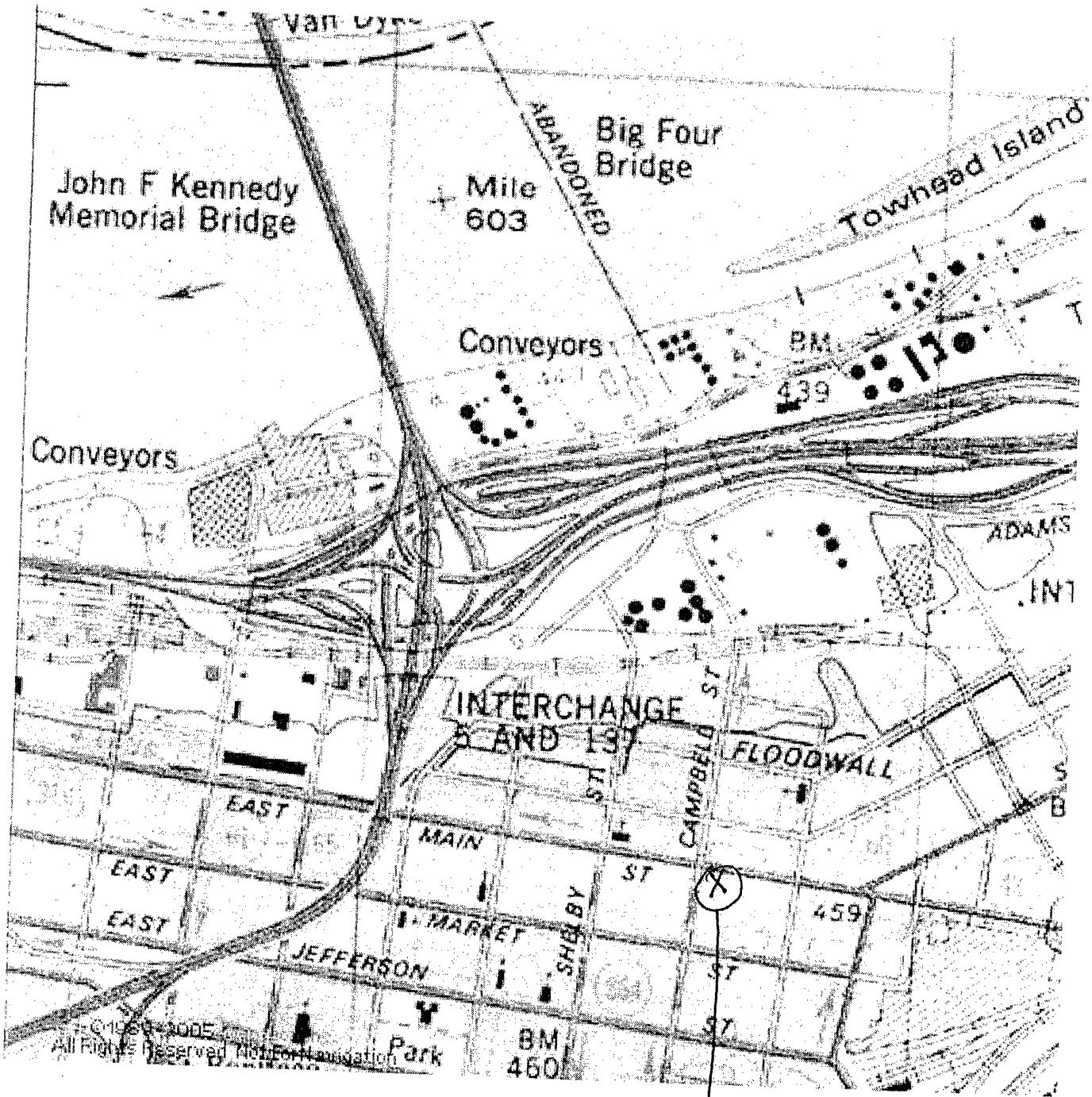
39 Looking west on the second floor of the 1920s addition of the 900 E. Main Street building. The steel casement windows are in the background.

40 Looking northwest on the third floor of the 900 E. Main Street building. This photo shows the hardwood flooring, open floor plan and exposed rafters. The freight elevator is partially visible on the right side of the photo.

41 Looking southwest on the third floor of the 1920s addition. The sloping shed roof is visible.

42 Looking southeast on the third floor of the 1920s addition.

Map. #1



UTM References:
16/610637/4234565
Quad H32, New Albany
1978

DeHart Paint & Varnish Co.
(JFCH 1240) 906 E. Main St.
(JFCH 1241) 900 E. Main St.
Louisville, KY

Map #2

Electric Blue
835 E. Main
CM
E MAIN ST
N CAMPBELL ST
DeHart
900 E. Main
906 E. Main
M2
CM
E MAIN ST
Lincoln Elementary
930 E. Main
R6
R6
19K
M2
EZ1
Melillo's
Hausman
909 E. Market
R6
E MARKET ST
E MARKET ST

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION

PROPERTY NAME: Buildings at 9009-906 East Main Street

MULTIPLE NAME:

STATE & COUNTY: KENTUCKY, Jefferson

DATE RECEIVED: 6/20/05 DATE OF PENDING LIST: 7/25/05
DATE OF 16TH DAY: 8/09/05 DATE OF 45TH DAY: 8/03/05
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 05000789

REASONS FOR REVIEW:

APPEAL:	N	DATA PROBLEM:	N	LANDSCAPE:	N	LESS THAN 50 YEARS:	N
OTHER:	N	PDIL:	N	PERIOD:	N	PROGRAM UNAPPROVED:	N
REQUEST:	Y	SAMPLE:	N	SLR DRAFT:	N	NATIONAL:	N

COMMENT WAIVER: N

✓ACCEPT ___RETURN ___REJECT 8/3/05 DATE

ABSTRACT/SUMMARY COMMENTS:

Entered in the National Register

RECOM./CRITERIA_____

REVIEWER_____ DISCIPLINE_____

TELEPHONE_____ DATE_____

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

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