

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
REGISTRATION FORM

1415

1. NAME OF PROPERTY

HISTORIC NAME: Montgomery Ward & Company Building
OTHER NAME/SITE NUMBER: Tindall Storage Warehouse

2. LOCATION

STREET & NUMBER: 801 Grove Street
CITY OR TOWN: Fort Worth
STATE: Texas CODE: TX COUNTY: Tarrant CODE: 439
NOT FOR PUBLICATION: N/A
VICINITY: N/A
ZIP CODE: 76102

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. (See continuation sheet for additional comments.)

Lauretta J. Russell
Signature of certifying official

10-13-98
Date

State Historic Preservation Officer, Texas Historical Commission

State or Federal agency and bureau

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

Signature of commenting or other official

Date

State or Federal agency and bureau

4. NATIONAL PARK SERVICE CERTIFICATION

I hereby certify that this property is:

- entered in the National Register
 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): _____

Edson R. Beall
Signature of the Keeper

Date of Action
11.19.98

5. CLASSIFICATION

OWNERSHIP OF PROPERTY: Private

CATEGORY OF PROPERTY: Building

NUMBER OF RESOURCES WITHIN PROPERTY:	CONTRIBUTING	NONCONTRIBUTING
	1	0 BUILDINGS
	0	0 SITES
	0	0 STRUCTURES
	0	0 OBJECTS
	1	0 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: COMMERCE: warehouse

CURRENT FUNCTIONS: COMMERCE: warehouse

7. DESCRIPTION

ARCHITECTURAL CLASSIFICATION: OTHER: vernacular, 2-part commercial block

MATERIALS: FOUNDATION BRICK
WALLS BRICK
ROOF ASPHALT
OTHER WOOD; CONCRETE; METAL: Aluminum; GLASS

NARRATIVE DESCRIPTION (see continuation sheets 7-5 through 7-8).

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Montgomery Ward & Company Building
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DESCRIPTION

The 1911 5-story, red brick Montgomery Ward & Company building is a solid example of an early 20th century vernacular warehouse building. At the intersection of Seventh and Grove Streets, the building occupies a corner lot in a heavily industrial neighborhood on the eastern end of downtown Fort Worth. The main entrance faces onto Grove Street, with loading docks on both Seventh and Grove Streets. The predominantly red brick exterior is enlivened by a yellow brick corbelled cornice. A central parapet above the corbelled course, which is the focus of its facade, gives the building a presence worthy of a major retailer. The interior of the building has over 10,000 square feet of beautifully preserved pressed tin ceilings and the original walk-in Mosler safe installed for Montgomery Ward & Company. Despite the replacement of the original windows and some alterations to the ground level, the Montgomery Ward & Company Building retains a sufficient degree of architectural and historic integrity to remain recognizable to the period of significance.

The 1991 *Tarrant County Historic Resources Survey* identified the neighborhood of the Montgomery Ward & Company Building as a potential historic district (Warehouse South Historic District). The north/south railroad tracks run along the eastern edge of the neighborhood, with Highway 287 to the north and the downtown Fort Worth skyline to the west. Nearby buildings include the Hunt-Hawes Grocery/Alarm Supply building at 508 E. Seventh Street, the Nash Hardware Co./Allied Electronics Warehouse at 401 East Eighth Street, the Axtell/Fort Worth Poultry & Egg building at 815 Grove Street, and the Binyon-O'Keefe Storage Co. building at 800 Calhoun Street (see Map-20). The similar scale and character of these buildings combined with the railroad tracks and surrounding parking lots create a predominately utilitarian setting appropriate to an industrial neighborhood.

The 1911 Montgomery Ward & Company Building is of slightly more recent construction than the Hunt-Hawes Grocery/Alarm Supply building, built in 1910 (though extensively rebuilt in 1912 following a fire) and the Nash Hardware Co./Allied Electronics Warehouse, built in 1910. It is of slightly earlier construction than the Axtell/Fort Worth Poultry & Egg Building, built in 1916, and the Binyon-O'Keefe Storage Co. Building, built in 1916-17. The 5-story Montgomery Ward & Company Building is of roughly the same height as the other buildings: the Hunt-Hawes Grocery/Alarm Supply Building, with which it shares a party wall, is also five stories, though due to the topography on which the buildings are situated they do not appear to have identical height; the Nash Hardware Co./Allied Electronics Warehouse is four stories tall; the Axtell/Fort Worth Poultry & Egg building is four stories tall; and the Binyon-O'Keefe Storage Co. Building is six stories tall. All these buildings display typical characteristics of early 20th century industrial warehouse facilities, including brick construction, restrained ornamentation, and a repetitive pattern of large, multi-pane windows.

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The 1911 Montgomery Ward & Company Building was constructed to house Ward's mail order and catalog goods distribution operation. The building displays a square plan, approximately 100 feet by 100 feet (see Maps-21 through 22). The original foundation consists of brick and concrete structural piers and supporting wood columns and beams. A yellow brick corbelled cornice enlivens the predominantly red brick exterior which is crowned with a central parapet above the corbelled course (see Photos 1, 2). The roof is a functional 2-3 ply mop down with modified torch down.

The red brick northern facade parallels Seventh Street and the Rock Island Railroad tracks which accommodated Montgomery Ward & Company's distribution needs. The rail line still runs beside the northern side of the building (see Photos 1, 2). As the street rises in grade from the east to the west, the exposed concrete foundation of the building along the street diminishes. The four loading docks, the most eastern of which has been enclosed with a storefront, are the original exterior entries that accommodated rail deliveries to service the mail order operation. Two loading docks sit on each side of a similarly sized recessed bricked area that houses the base of the elevator.

Each of the forty windows on this face of the building has its original concrete sill (see Photo 2). The windows on the second floor are highlighted across the base with the first patterned stripe of yellow brick that wraps around the northern and western facades of the building. At the roof line, the yellow brick corbelled cornice wraps around the northern and western facades of the building and also envelops the top and sides of each of the ten windows below the roof line. The yellow brick parapet, centered on the northern facade of the building five floors above the central recessed bricked area, houses the elevator equipment room. As is apparent from the enclosed detail photograph, the central parapet (along with the corbelled yellow brick cornice) is a handsome characteristic of the building, which is most visible from this vantage (see Photo 3).

The red brick western facade parallels Grove Street. As the street declines in grade from the south to the north, the exposed concrete foundation of the building along the street becomes more visible, converging with the remaining visible foundation along Seventh Street. The original cast stone that frames the main entrance now encases an aluminum and glass store front, which replaced the mahogany entrance that was rotted beyond repair at the time of acquisition by the current owner in 1981. The three ground floor loading docks are in the same general condition as when the building was built. The windows on the second floor are highlighted across the base with a continuation of the patterned stripe of yellow brick that wraps around the northern facade. Each of the 48 windows on this face of the building has its original concrete sill. The yellow brick corbelled course at the roof line continues from the northern to the western facade of the building, enveloping the top and sides of each of the twelve windows immediately below. In reviewing the historic photograph of the building, it appears that alterations were made to the parapet wall by removal of two decorative column sections and replacement by an elevating row of brick; it is speculated that freeze damage may have necessitated this alteration.

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The southern facade, which is visible only when approaching the building moving north on Grove Street, faces onto a parking lot associated with the Alarm Supply building. It is composed of what is presumed to be a less expensive multi-colored brick. It is on this facade that the patterned yellow brick course below the second floor windows and the yellow brick corbelled course at the roof wrap around the corner of the building and terminate. As with the other facades, each of the fifty windows on the southern facade displays its original concrete sill.

The windows on each of the northern, western, and southern sides of the building have been partially replaced. Other than the sashes, which were rotted beyond repair at the time of acquisition by the current owner, the remainder of each of the windows is intact, as is demonstrated in the enclosed photograph of the interior of the second floor eastern windows (see Photo 4). The exterior portion of the frames was covered in break form aluminum to prevent further deterioration by the elements and a sheet of 1/4" plate glass was installed on the inside of the original window frames, held in place by a 1/2" aluminum angle screwed to the frame. There is both photographic and anecdotal evidence of the original condition of the windows.

The eastern side of the building is comprised of the eastern wall of the Hunt-Hawes Grocery/Alarm Supply building. The history of the addition is evident in the eastern interior of the Montgomery Ward building--the western windows of the Hunt-Hawes Grocery/Alarm Supply building were bricked closed and approximately 50 cuts were made into the western wall to support the approximately 100 floor joists per floor needed to erect the Montgomery Ward building. Additional brick was added at the roof line of the Hunt-Hawes Grocery/Alarm Supply building to achieve the full height of the fifth floor of the Montgomery Ward building, due to change in grade on which the foundations of the two buildings were built. The *Tarrant County Historic Resources Survey* observes that "[a]lthough it cannot be proven conclusively, it appears that [Hunt Hawes Grocer Co.] and the adjacent Montgomery Ward & Co./Fakes & Co. warehouse building...were operated as one facility during [the period from 1913 until the later 1980s]." This contention is supported by evidence of two cut through openings on the third and fourth floors (and wood ramps to accommodate the floor elevation differential) that appear to have at one time facilitated access between the two buildings.

The exterior square plan, reflected in the building's interior, is punctuated by approximately 16-inch square solid timber supporting columns at 20-foot centers from north to south and at 16-foot centers from east to west. The portion of the ground floor that comprised the original front office for Montgomery Ward still reposes below the approximately 200 square feet of pressed tin ceilings (see Photos 4, 5). In addition, approximately 1,000 square feet of former warehouse area has been enclosed with sheet rock to accommodate office areas of its current occupant. The remainder of the ground floor is intact, devoted to its original warehouse purpose, with the addition of sheet rock demarcations, as reflected on the ground floor plan, and free standing racking systems (see Map-23). The approximately 10,000 square feet of beautifully preserved pressed tin ceilings on the second floor, which housed the offices for the Montgomery Ward catalog operation, are in

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their original condition (see Photo 5). Perhaps the most intriguing component of this building is the walk-in Mosler safe installed for Montgomery Ward & Company on the second floor (see Photo 6). The second through fifth floors are virtually intact, being used for free standing storage or enclosed with drywall and or wood and chicken wire storage rooms, to accommodate the storage business of the current occupant of the building, as reflected on the enclosed floor plans for the second through the fifth floors (see Maps-24 through 27).

The Montgomery Ward building retains a sufficient degree of its historical integrity. It was constructed at 801 Grove Street in 1911 and has not been moved, maintaining integrity of location. While the physical environment of the building has changed since the catalog business moved out of it, as noted above, there are still several allied warehouse buildings in the area that show its association with its historic setting. It retains its integrity of workmanship on both the interior and the exterior, and the majority of historic materials used in the construction of the building remain intact. Although minor changes to the storefront, the replacement of the original windows and the alteration of the cornice detract from the historic appearance, it fortunately does not overwhelm the building's ability to convey its historic associations. As the Keeper of the National Register of Historic Places observes in her letter of March 20, 1998, "[w]hile these alterations detract from its architectural design, the five story building overall retains its historic identity as an early 20th-century warehouse and conveys its historic associations with the Montgomery Ward and Company's earliest operations in Fort Worth." Thus, the building's integrity of location, setting, materials, workmanship, feeling and association combine to impart its association with early rail-related commerce in Fort Worth.

8. STATEMENT OF SIGNIFICANCE

APPLICABLE NATIONAL REGISTER CRITERIA

- 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 VALUE, 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: N/A

AREAS OF SIGNIFICANCE: Commerce

PERIOD OF SIGNIFICANCE: 1911-1924

SIGNIFICANT DATES: 1911

SIGNIFICANT PERSON: N/A

CULTURAL AFFILIATION: N/A

ARCHITECT/BUILDER: unknown

NARRATIVE STATEMENT OF SIGNIFICANCE (see continuation sheets 8-9 through 8-15).

9. MAJOR BIBLIOGRAPHIC REFERENCES

BIBLIOGRAPHY (see continuation sheet 9-16 through 9-18).

PREVIOUS DOCUMENTATION ON FILE (NPS): N/A

- 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:

- State historic preservation office (*Texas Historical Commission*)
- Other state agency
- Federal agency
- Local government
- University
- Other -- Specify Repository: *Historic Fort Worth, Inc.*

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STATEMENT OF SIGNIFICANCE

Established in the 1870s by entrepreneur Aaron Montgomery Ward, Montgomery Ward & Company pioneered the mail order catalog business, offering a wide variety of consumer goods to rural America at wholesale prices. The rapid success of the company prompted the company's expansion from its home base of Chicago to Kansas City, and in 1911, to Fort Worth. The Montgomery Ward & Company Building strongly exemplifies the economic development of Fort Worth during the early 20th century as the city grew into a major rail and distribution center for the southwest. The building was the first home for Montgomery Ward when it expanded its mail-order catalog business to Fort Worth, a location the company specifically chose to meet the growing number of orders from the south and southwest. The building's construction and modest stylistic influences reflect common building trends in utilitarian warehouse facilities of the early 20th century. The Montgomery Ward & Company Building meets Criterion A at the local level of significance for its association with the early growth of Montgomery Ward & Company and the role that the company played in the commercial and economic development of Fort Worth during the early 20th century.

HISTORIC DEVELOPMENT

The rapid success of Montgomery Ward & Company during the late 19th century coupled timely changes in American consumerism with the business acumen of the company's founder, Aaron Montgomery Ward. After a few years as a salesman in Chicago, Ward learned that rural farmers had no viable alternatives to the goods and prices offered by their local merchants. He realized that a mail order store, one located in a big city with access to large quantities of merchandise from manufacturers and wholesalers, could provide rural Americans with the goods they wanted at lower prices. Ward's idea came at a time when mass production of manufactured items lowered prices, so that even poorer people could afford more goods than ever before. Simultaneously, lines of transportation were improving across the country via the growing railroad system, and advances in communication and reforms within the United States Postal Service made the possibility of delivering manufactured goods to rural America via mail-order a reality. As a result, consumption habits in America changed dramatically during the late 19th century.

Having already worked in Chicago for over ten years, Ward naturally chose the city as the home base for his new company. A large industrial center with well-developed lines of rail and water transportation and an established printing and publishing industry, Chicago offered the materials and services that Ward would need to get his business off the ground. In 1872, Ward published his first one-page "price list" of 30 items for sale, and within a year, expanded to offer 163 items. Although precedents for mail-order business had been set by other business in Europe and New England, Montgomery Ward & Company was the first to deal in a wide variety of goods and the first to deal exclusively in mail-order. Wards first offered mostly jewelry and dry goods, however its selection increased over the years to include such items as ready-to-wear clothes, farm

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implements, furniture, groceries, and wagons. By the early 20th century, the company even offered do-it-yourself home kits and its own brand of automobile.

By steadily establishing trust with farmers, Ward's business began to experience steady growth, moving from Ward's living room, to rented commercial space, and eventually into its own building on Michigan Avenue. By the 1880s, Ward was running a nationwide business. Ward's early success took a hit in the 1890s with competition from the upstart Sears, Roebuck and Company, which countered Ward's claim of being the largest mail-order house by asserting to be the "Cheapest Supply House on Earth." Fortunately for Ward's however, sales from the south and west continued to increase, prompting the company to turn its attention to the region and establish its first branch mail-order house outside Chicago.

In 1905, a Kansas City, Missouri, branch building opened, only to be greatly expanded a few years later. Ward's soon noticed that the majority of its sales continued to come from the south and west, and that the Kansas City branch could not handle all the orders. Thus, the company turned to Fort Worth. Fort Worth found its lifeblood when it became one of the state's premiere railroad towns into the late 1870s. As the eastern terminus of the Texas & Pacific Railway, it became a primary distribution point for goods coming into and going out of Texas. The city's rails shipped out Texas cattle and hogs on the hoof and by the pound and brought in the consumer goods that were beginning to drive the nation's economy. By 1900, nine rail lines served the city and a substantial industrial district had grown up in the area along the railroad tracks just south and east of the central business district. Just as Swift & Armour decided to build massive meat-packing plants in Fort Worth because of the city's rail facilities, Montgomery Ward & Company also saw the possibilities of extending its reach into the south and west from Fort Worth. Like the Montgomery Ward branch houses in Chicago and Kansas City, the new Fort Worth facility would be limited to mail-order, not retail sales.

On March 31, 1911, the *Fort Worth Star-Telegram* reported that Montgomery Ward & Company signed a contract to establish a branch in Fort Worth and would begin construction on a 5-story building at 801 Grove Street, at the corner of Grove and Seventh Streets. In 1920, a *Fort Worth Star-Telegram* article reported that the area around Seventh Street was already industrial in character when Montgomery Ward's moved in. The newspaper article also reports that the Rock Island Railroad originally built a freight track straight down East Seventh Street to accommodate Montgomery Ward & Company, indicating the importance of having this national business locate a branch house there, and the integral relation between railroad access and the shipping necessities required by the facility. When completed, the Fort Worth building became part of a family of Ward warehouses. The company's 1921 letterhead demonstrates that Montgomery Ward was as proud of the new Fort Worth facility as its other warehouses in Chicago, Kansas City, and its fourth mail order facility built in 1913 in Portland, Oregon (see Figure 8-1).

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FIGURE 8-1

The new facility very quickly proved its usefulness to relieving the strain on the Kansas City branch, since demand for the mail order service in the area continued to climb. On October 2, 1914, the *Fort Worth Star-Telegram* reported that a significant portion of gain of post office receipts for September, 1914, over those for the corresponding month of the prior year was due to the fact that the post office handled a shipment of three carloads of catalogs from Montgomery Ward & Company weighing 265,000 pounds. During the 1920s, Montgomery Ward's catalog contained about 500 pages with about 50 of those on yellow paper, listing items shipped from Fort Worth. The remainder of the catalog was on white paper, specifying shipment from the large mail order house in Kansas City. At this time, the catalog also requested that customers place all orders through Kansas City.

Ward's used the building at 801 Grove Street until 1924, when it expanded from catalog order to a full department store, relocating to the old Chevrolet assembly plant on West Seventh Street. At this new location, the *Fort Worth Star-Telegram* reported on May 4, 1924, the mail order department would feature 24 hour service. With this move, the company also issued a separate Fort Worth catalog and invited customers to mail their orders directly to Fort Worth. The catalog department churned out orders by the train load, and one in every three pieces of mail went to or from Ward's.

Less than a year later, on September 30, 1928, the *Fort Worth Star-Telegram* reported that the company, which occupied 90,000 square feet of floor space and required the services of 10 employees on its payroll at the 801 Grove Street location, opened the doors of its new \$2,000,000 plant at 2600 West Seventh Street, now occupying 500,000 square feet of floor space and requiring 900 persons for its operation (see Figure 8-2). Plans for a 60% expansion of that facility in order to serve rapidly increasing business, in lieu of relocation to Houston, were announced within the decade. In 1949, Fort Worth was selected as headquarters of a new region

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of Montgomery Ward & Company which included Houston, Oklahoma City, Wichita, Kansas, and Fort Worth. In 1961, a multi-million dollar major distribution center was constructed adjacent to the 2600 West Seventh Street facility, following lengthy research into growth possibilities for the Fort Worth and surrounding area, reaffirming Fort Worth's role as a primary distribution center for the company. The new facility was also the biggest distribution center in the southwest and had the largest customer service department in the company. A second expansion and modernization followed in 1963. Another first for Fort Worth and Montgomery Ward was the establishment of the first credit union in Texas. Company executives stated that "Fort Worth will be known as Montgomery Ward's center of activities for as long a period as we can logically project." Although only briefly occupied by Ward's, the building at 801 Grove Street was a crucial site for the company's growing success in the south and southwest and the start of Ward's significant contributions to commercial activity in Fort Worth.

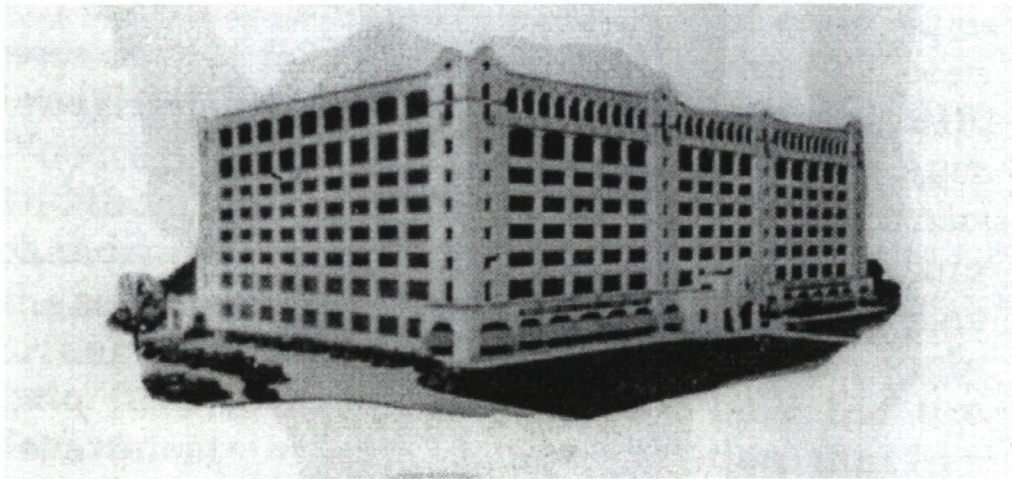


FIGURE 8-2

From *1872-1972: A Century of Serving Consumers: The Story of Montgomery Ward*
by Frank Brown Latham, p. 66

Although both Ward's and Fort Worth continued to grow and prosper, the good times could not last. The troubled economy of the early 1980s and radical changes in the face of retailing left the once powerful company a distant competitor behind Wal-Mart and Sears. Even in the wake of a bankruptcy filing in 1997, a contemporary commentator observed, "Fort Worth is a Wards town. Always has been a Wards town. Always will be." The long relationship between Fort Worth and Montgomery Ward & Company is abiding, and the company's creditors willing, resilient. Montgomery Ward & Company and Fort Worth have come a long way together—and for the first thirteen years the Montgomery Ward building at 801 Grove Street played a significant role in that relationship.

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The 1911 Montgomery Ward & Company Building's construction and style are reflective of the utilitarian warehouse architecture of the early 20th century. It has a functional square plan, maximizing usage of the lot. The exterior is clad predominantly in red brick and is enlivened by a patterned yellow brick stripe and a yellow brick corbelled cornice. In addition, the central parapet above the corbelled course, which is the focus of its facade, gives the building a presence worthy of a national commercial enterprise.

The following evaluation of the seven aspects of integrity looks at whether the Montgomery Ward & Company Building sufficiently retains its historical integrity:

LOCATION

The Montgomery Ward building was constructed at 801 Grove Street in 1911. It has not been moved, thus retaining its historic relationship to the rail line that originally served the facility. Its integrity of location is unquestionable.

SETTING

While the physical environment of the Montgomery Ward building at 801 Grove Street has changed in the 70-plus years since the catalog business moved out of it, there are still several allied warehouse buildings in the area that show its association with its historic setting. In fact, the building with which 801 Grove Street shares a party wall (the Hunt-Hawes Grocery/Alarm Supply building) has also been declared eligible for the National Register, lending credence to a judgment of integrity of setting. Moreover, the area where the building is located was identified as a potential historic district (Warehouse South Historic District) in the 1991 *Tarrant County Historic Resources Survey*. Its integrity of setting is intact.

WORKMANSHIP

The craftsmanship in the Montgomery Ward building at 801 Grove Street is illustrative of the technology of the day--machine-made materials applied by skilled craftsmen in regular patterns, guided by architectural and engineering drawings. With so little alteration since the building's historic period, it retains its integrity of workmanship on both the interior and the exterior.

MATERIALS

The majority of historic materials used in the construction of the Montgomery Ward building at 801 Grove Street is intact. Structural materials of concrete and brick are in place, as are the brick walls, corbelled cornices and historic interior materials in flooring and ceiling and accoutrements, such as the walk-in vault. The wood-framed window sashes deteriorated beyond salvage in the 1980's and were replaced by fixed glass sashes

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in order to prevent further deterioration of the building. Historic photos of the building and remnants of the historic fabric remain and provide a basis for window restoration. While there is no doubt that the windows are an important part of the materials aspect of integrity, the presence of the preponderance of other historic materials must also be considered as contributing importantly to this aspect of integrity. The building has more integrity of materials than it lacks.

DESIGN

The design, form, plan, space, structure, and style of the Montgomery Ward building at 801 Grove Street is largely unchanged since its construction in 1911. The 100 foot x 100 foot footprint for the building stands on its original brick and concrete foundation and is supported by original framing members. Its fenestration pattern, ornamental detailing, and massing are intact. Although alterations have occurred along the roofline, thus altering the original design, the corbelled brickwork and the distinctive raised parapet remain in good condition.

FEELING

Feeling is perhaps the most subjective of the aspects of integrity, but may also be the most revealing aspect. It is that presence of physical features that, taken together, convey the property's historic character. This summarizes the underlying principle for integrity: would an historical contemporary recognize the building as it exists today? That recognition of historic feeling is certainly present at the Montgomery Ward building at 801 Grove Street, as its design, material, and setting continue to convey its historic purpose. As the historic and current photographs show, a person who worked in the building in the first decade of this century would have little difficulty recognizing it today.

ASSOCIATION

Like feeling, association is difficult to measure in quantifiable terms. It is also the sum of other aspects of integrity that point to the historical associations of the building. The Montgomery Ward building does meet the definition of Association, since it is the place where the event or activity occurred and is sufficiently intact to convey that relationship to an observer. Its design, materials and setting combine to impart its association with early rail-related commerce in Fort Worth.

High qualities of integrity are not required in all seven aspects of integrity in order for a building to demonstrate integrity under Criterion A. A building could be considered eligible if it is still on its original site (Location) and the important features of its setting are intact (Setting), and it retains most of its historic materials (Materials) and it has the basic features expressive of its design and function, such as configuration,

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proportions, and window pattern (Design). As the Keeper of the National Register of Historic Places observes in her letter of March 20, 1998:

Through intact exterior features such as the polychromatic brick corbelled cornice with a central raised parapet, window surrounds and lintels, brick load-bearing walls, and overall pattern of fenestration, the building retains the historic appearance it possessed during the years 1911 to 1924 when it served Montgomery Ward's mail-order business. This historic integrity of the building is further supported by historic details such as the pressed metal ceilings and cornice, open bays and interior columns.

CONCLUSION

The Montgomery Ward building at 801 Grove Street is closely associated with the theme of Commerce in Fort Worth during the early 20th century. As the company's first catalog endeavor in the south and southwest, Montgomery Ward's chose to locate Fort Worth primarily because of the city's importance as a rail center. From construction of the 801 Grove Street building in 1911 to the present, Montgomery Ward has been intimately identified with Fort Worth. The important connection between the company and the Fort Worth branch continued beyond the first 13 years that the company occupied this building, and the contributions the company made to the development and growth of Fort Worth into a major distribution center in the southwest during the early 20th century supports listing under Criterion A in the area of Commerce at the local level of significance.

Preservation efforts to date have consisted of closing the building off from further deterioration from the elements by replacing broken windows and rotted sashes, as described in Section 7. At present, the owner intends to convert the building to office usage, much like the Ellison Furniture and Carpet Co. Warehouses complex, which the current owner of the Montgomery Ward building restored and the City of Fort Worth designated a local landmark.

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United States Department of the Interior
National Park Service

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Continuation Sheet

Section 9 Page 17

Montgomery Ward & Company Building
Fort Worth, Tarrant County, Texas

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Section 9 Page 18

Montgomery Ward & Company Building
Fort Worth, Tarrant County, Texas

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10. GEOGRAPHICAL DATA

ACREAGE OF PROPERTY: less than one acre

UTM REFERENCES Zone Easting Northing
 1 14 656820 3625060

VERBAL BOUNDARY DESCRIPTION (see continuation sheet 10-19)

BOUNDARY JUSTIFICATION (see continuation sheet 10-19)

11. FORM PREPARED BY (with assistance from Mary Dillman, THC Historian)

NAME/TITLE: J. Scott Tindall / President, Tindall Corporation, general partner

ORGANIZATION: Tindall Properties, Ltd.

DATE: May/August 1998

STREET & NUMBER: 801 Grove Street

TELEPHONE: 817-870-3677

CITY OR TOWN: Fort Worth

STATE: TX

ZIP CODE: 76102

ADDITIONAL DOCUMENTATION

CONTINUATION SHEETS

MAPS (see continuation sheet Map-20 through Map-27)

PHOTOGRAPHS (see continuation sheet Photo-28)

ADDITIONAL ITEMS

PROPERTY OWNER

NAME: Tindall Properties, Ltd.

STREET & NUMBER: 801 Grove Street

TELEPHONE: 817-870-3677

CITY OR TOWN: Fort Worth

STATE: Texas

ZIP CODE: 76102

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section 10 Page 19

Montgomery Ward & Company Building
Fort Worth, Tarrant County, Texas

VERBAL BOUNDARY DESCRIPTION

Lot 2 in Block 71 of the Original Town of Fort Worth, Tarrant County, Texas, according to official plat thereof.

BOUNDARY JUSTIFICATION

The nominated property includes the entire parcel occupied by the Montgomery Ward & Company Building .

PARCHMENT DEED
SOUTHWORTH CO. U.S.A.
100% COTTON FIBER

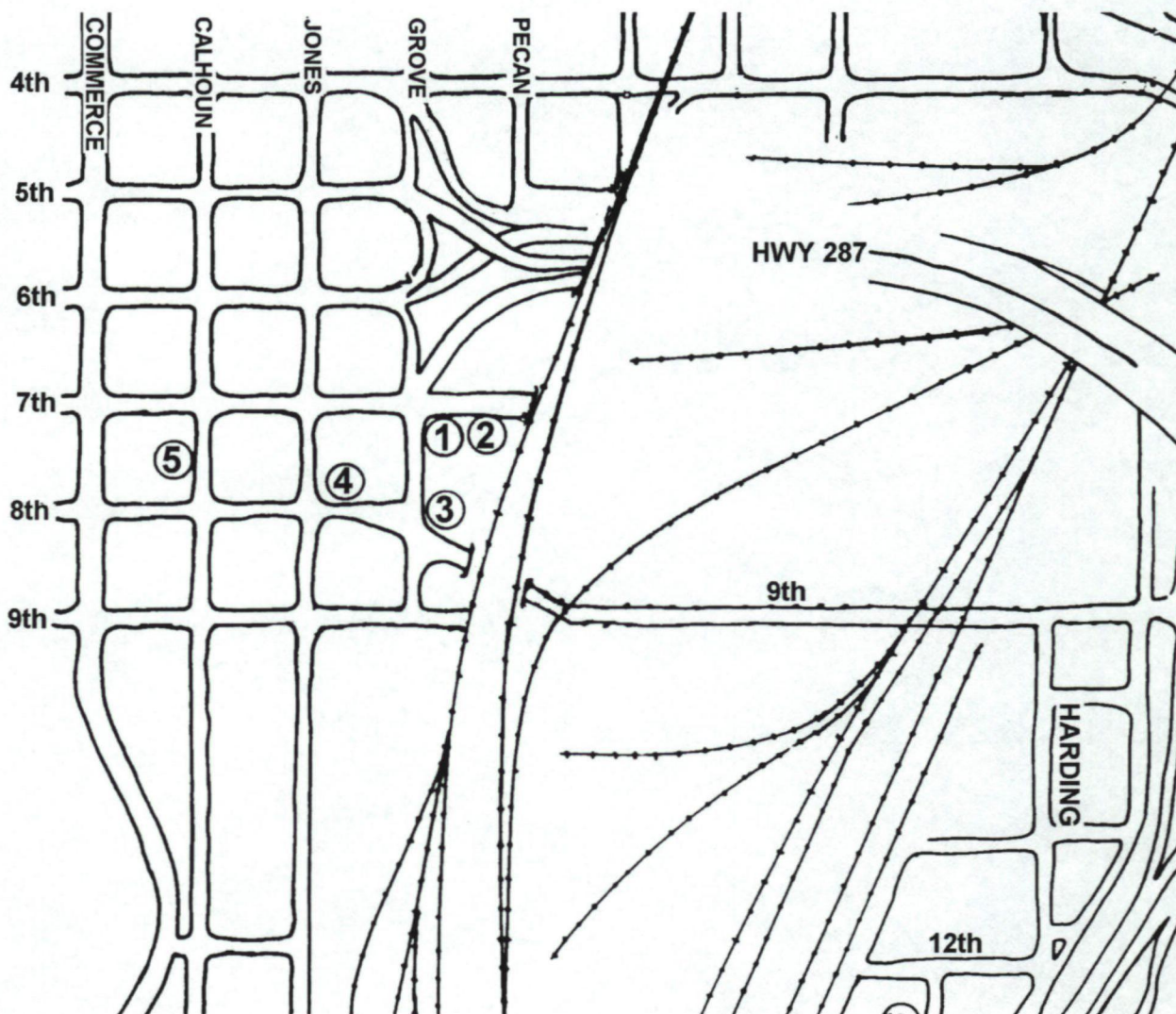
United States Department of the Interior
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National Register of Historic Places
Continuation Sheet

Montgomery Ward & Company Building
Fort Worth, Tarrant County, Texas

Section MAP Page 20

LOCATION MAP



KEY TO NUMBERS:

1. 1911 Montgomery Ward & Company Building
2. 1910/1912 Hunt-Hawes Grocery/Alarm Supply Building
3. 1916 Axtell/Fort Worth Poultry & Egg Building
4. 1910 Nash Hardware Co./Allied Electronics Warehouse
5. 1916-1917 Binyon-O'Keefe Storage Company Building

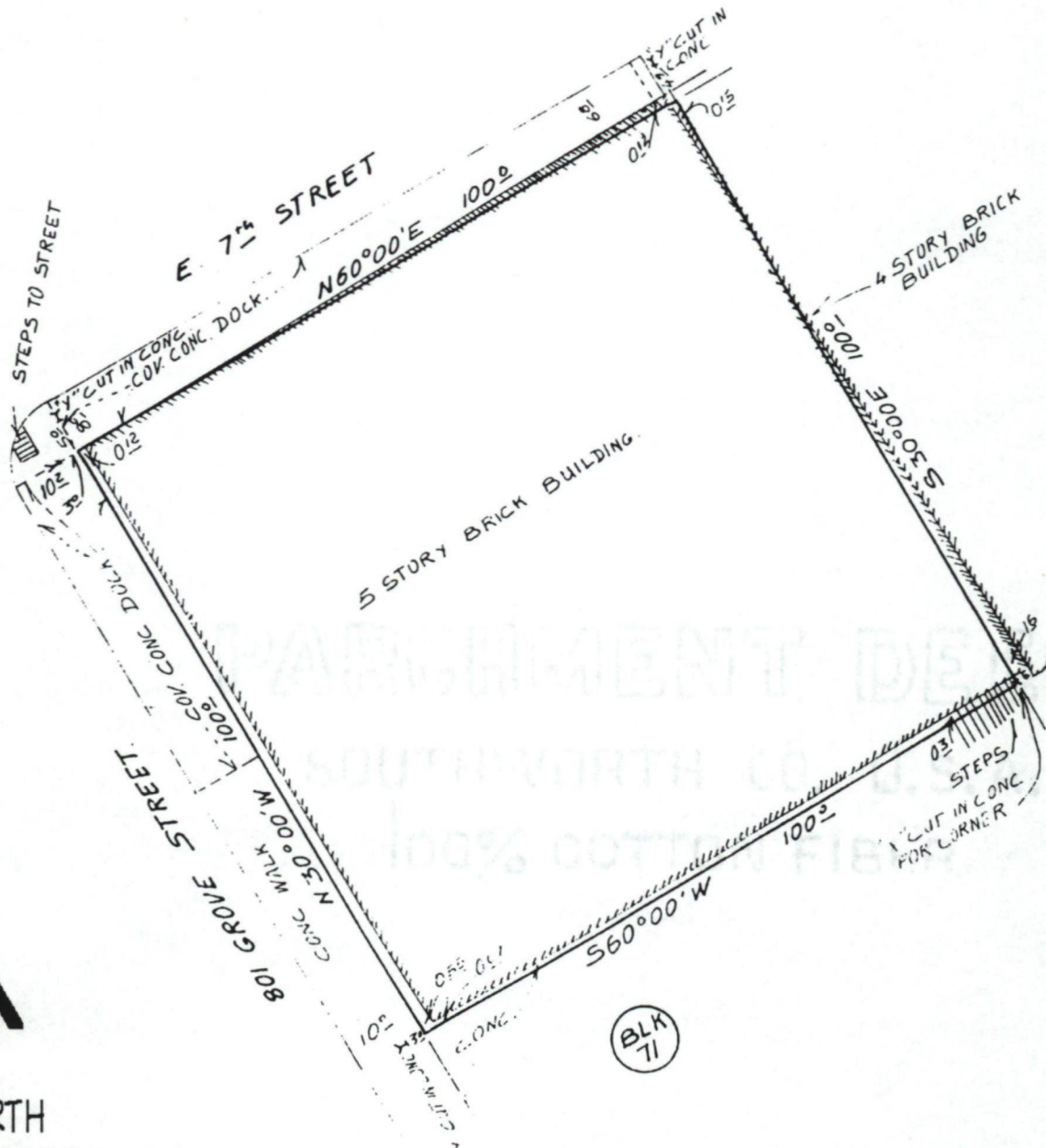
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National Register of Historic Places Continuation Sheet

Section MAP Page 21

Montgomery Ward & Company Building
Fort Worth, Tarrant County, Texas

1985 SURVEY PLAT



↑
NORTH
NOT TO SCALE

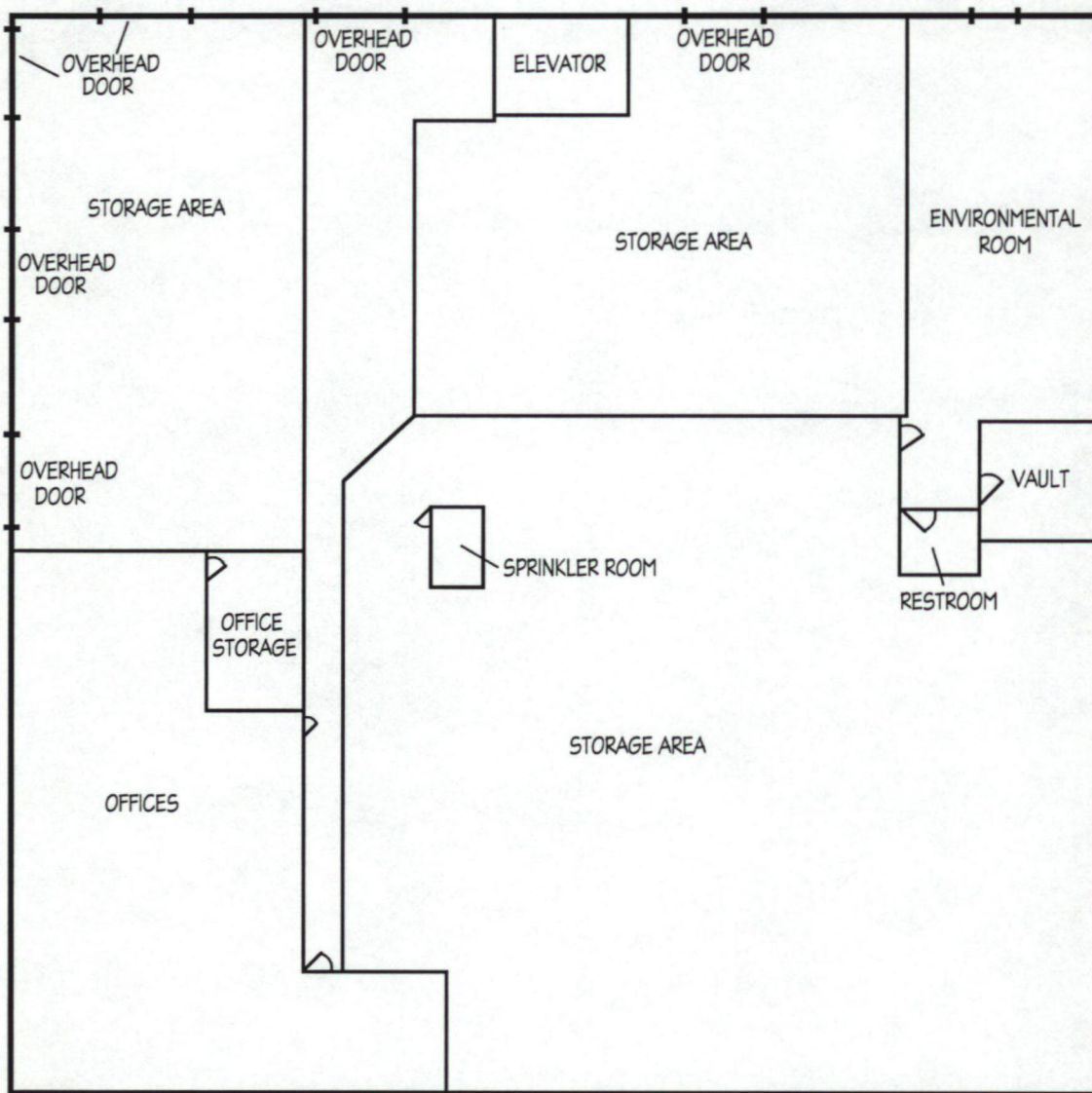
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National Register of Historic Places Continuation Sheet

Section MAP Page 23

Montgomery Ward & Company Building
Fort Worth, Tarrant County, Texas

GROUND FLOOR PLAN




NORTH
NOT TO SCALE

PARCHMENT DEED
SOUTHWORTH CO. U.S.A.

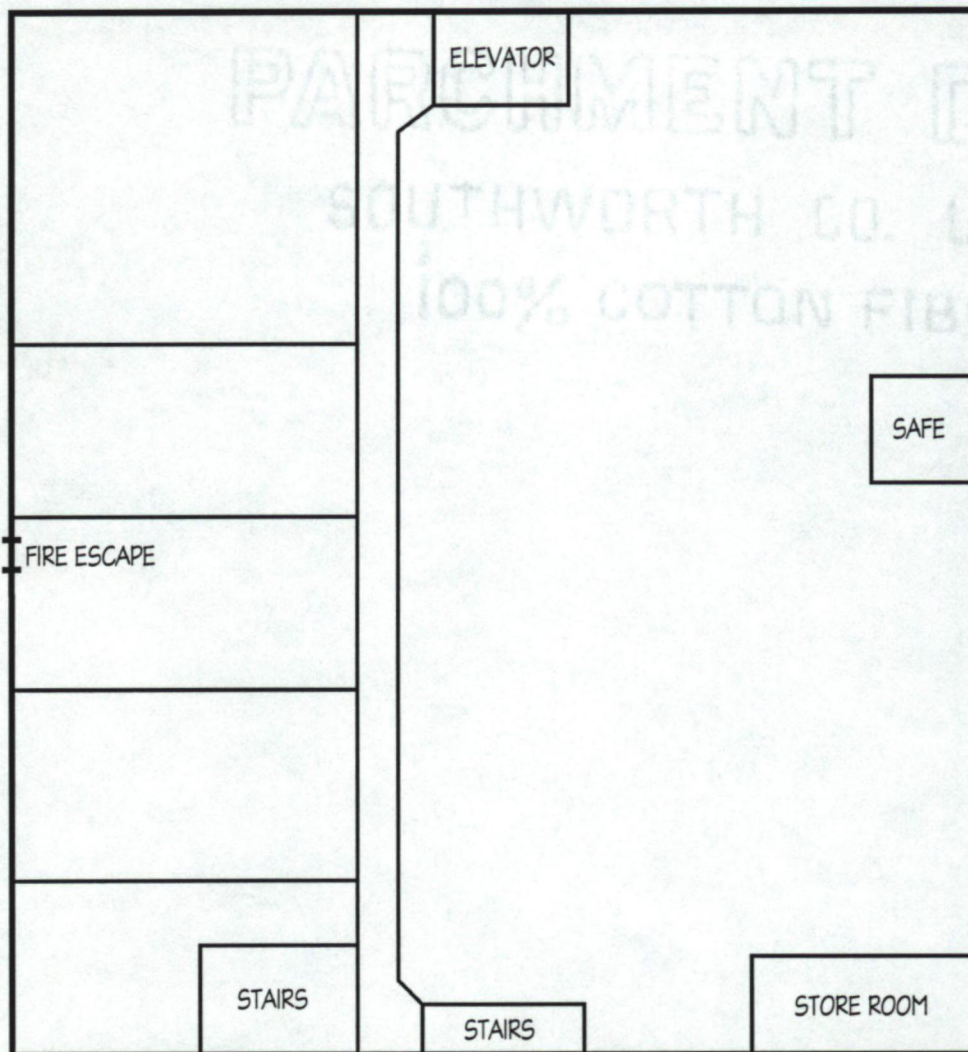
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National Register of Historic Places Continuation Sheet

Section MAP Page 24

Montgomery Ward & Company Building
Fort Worth, Tarrant County, Texas

SECOND FLOOR PLAN




NORTH
NOT TO SCALE

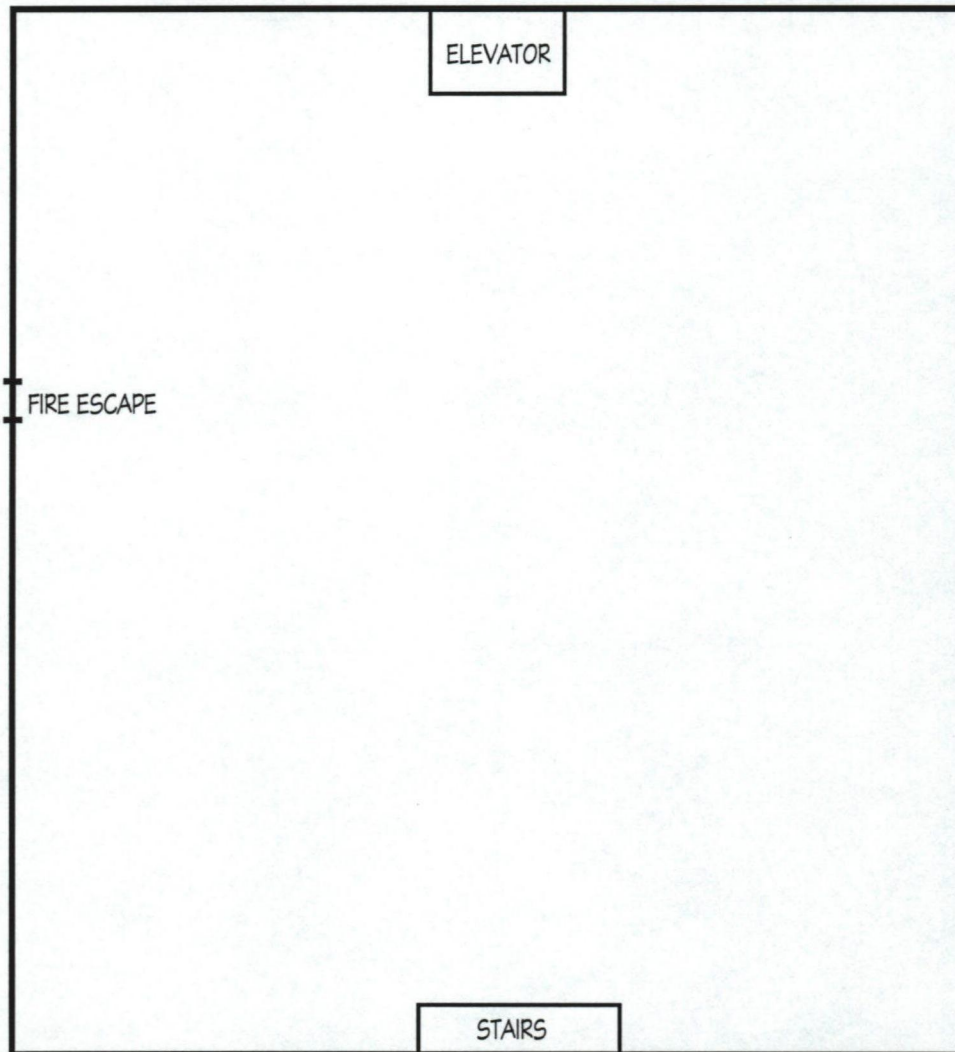
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National Register of Historic Places Continuation Sheet

Section MAP Page 25

Montgomery Ward & Company Building
Fort Worth, Tarrant County, Texas

THIRD FLOOR PLAN




NORTH
NOT TO SCALE

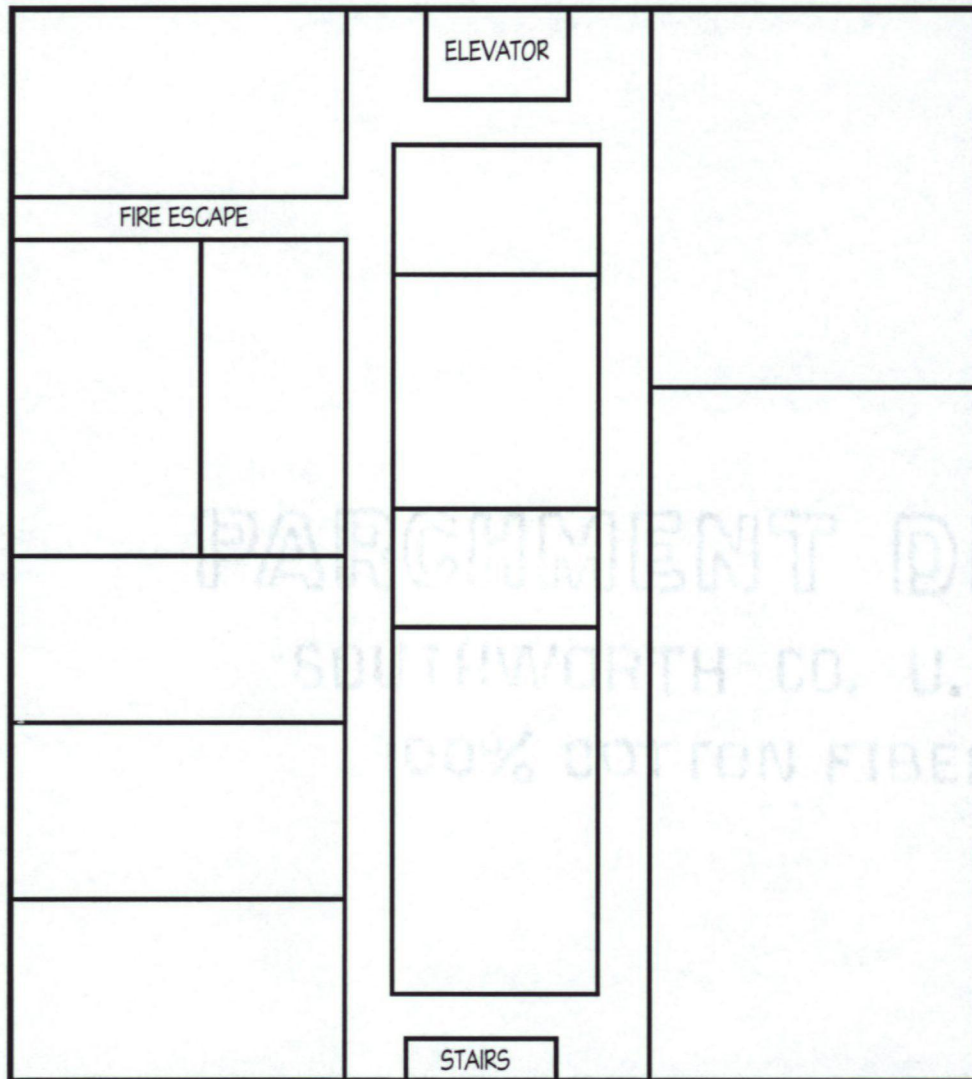
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National Register of Historic Places Continuation Sheet

Section MAP Page 26

Montgomery Ward & Company Building
Fort Worth, Tarrant County, Texas

FOURTH FLOOR PLAN




NORTH
NOT TO SCALE

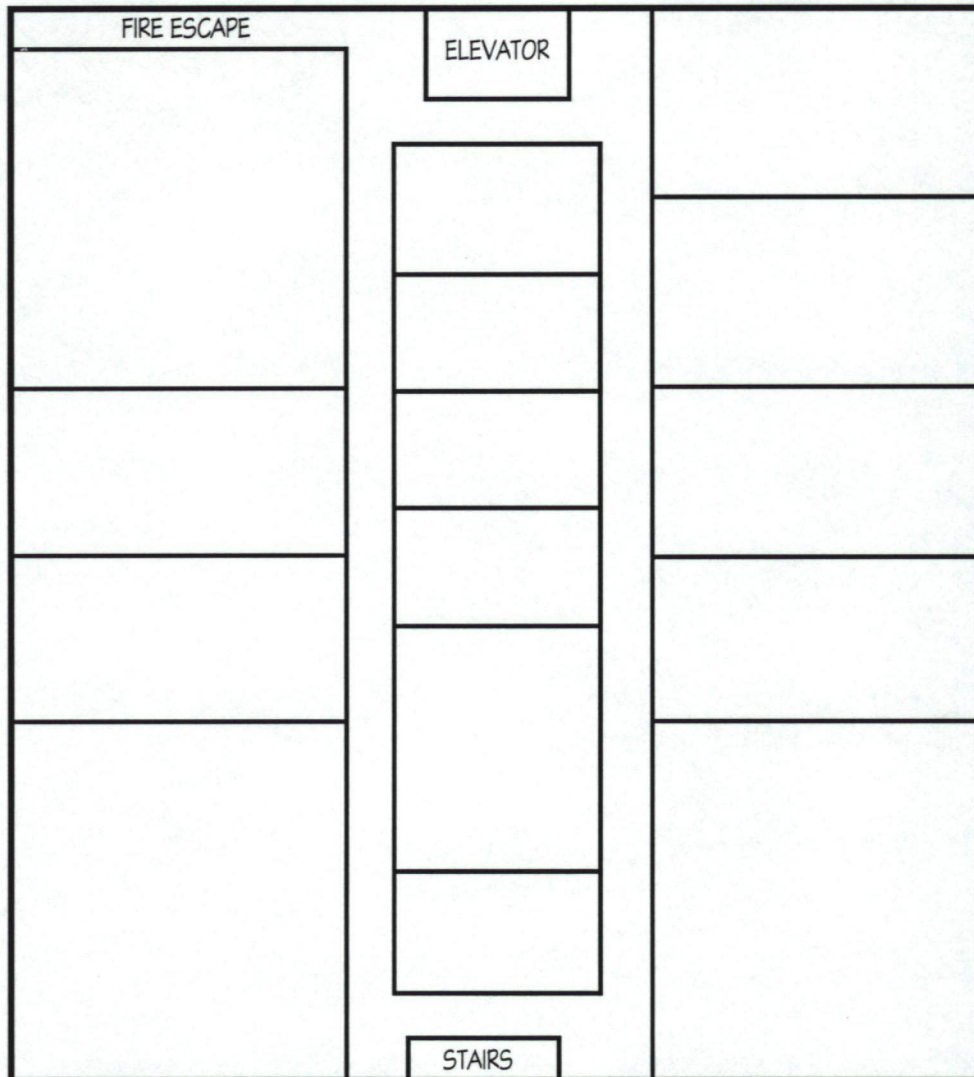
United States Department of the Interior
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National Register of Historic Places Continuation Sheet

Section MAP Page 27

Montgomery Ward & Company Building
Fort Worth, Tarrant County, Texas

FIFTH FLOOR PLAN




NORTH
NOT TO SCALE

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section PHOTO Page 28

Montgomery Ward & Company Building
Fort Worth, Tarrant County, Texas

PHOTO LOG

Montgomery Ward & Company Building
801 Grove Street
Fort Worth, Tarrant County, Texas

All photos taken by Elizabeth Tindall, May 1998, unless otherwise noted

Negatives on file with the property owner, unless otherwise noted

- Photo 1 of 6 North and west elevations, c. 1920
 Oblique view
 Camera facing southeast
 Photographer unknown
 Negative on file with the *Fort Worth Star-Telegram*
 (written permission required for reproduction)
- Photo 2 of 6 North and west elevations
 Oblique view
 Camera facing southeast
- Photo 3 of 6 Parapet detail, north elevation
 Camera facing south
- Photo 4 of 6 2nd floor interior view, facing east
- Photo 5 of 6 Detail, interior pressed tin ceiling
- Photo 6 of 6 Original Mosler safe, second floor interior

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION

PROPERTY NAME: Montgomery Ward and Company Building

MULTIPLE NAME:

STATE & COUNTY: TEXAS, Tarrant

DATE RECEIVED: 10/19/98 DATE OF PENDING LIST: 11/03/98
DATE OF 16TH DAY: 11/19/98 DATE OF 45TH DAY: 12/03/98
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 98001415

NOMINATOR: STATE

REASONS FOR REVIEW:

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

COMMENT WAIVER: N

ACCEPT RETURN REJECT 11.19.98 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



MONTGOMERY WARD & CO. OF TEXAS

MONTGOMERY WARD & CO. OF TEXAS

MONTGOMERY WARD & CO. OF TEXAS

MONTGOMERY WARD & CO. BUILDING
801 GROVE STREET
FORT WORTH, TARRANT CO., TEXAS

PHOTOGRAPH 1 of 6



TINDALL STORAGE CO.

TINDALL STORAGE
COMPANY

RECORD STORAGE
ENTRANCE
801 GROVE

TINDALL STORAGE & WAREHOUSE CO.
870-2300

NO STOPPING OF TRUCKS

TINDALL STORAGE COMPANY

MONTGOMERY WARD & CO. BUILDING
801 GROVE STREET
FORT WORTH, TARRANT CO., TEXAS
PHOTOGRAPH 2 of 6



MONTGOMERY WARD & CO. BUILDING
801 GROVE STREET
FORT WORTH, TARRANT CO., TEXAS
PHOTOGRAPH 3 of 6



MONTGOMERY WARD & CO. BUILDING
801 GROVE STREET
FORT WORTH, TARRANT CO., TEXAS
PHOTOGRAPH 4 of 6



MONTGOMERY WARD & CO. BUILDING
801 GROVE STREET
FORT WORTH, TARRANT CO., TEXAS
PHOTOGRAPH 5 of 6

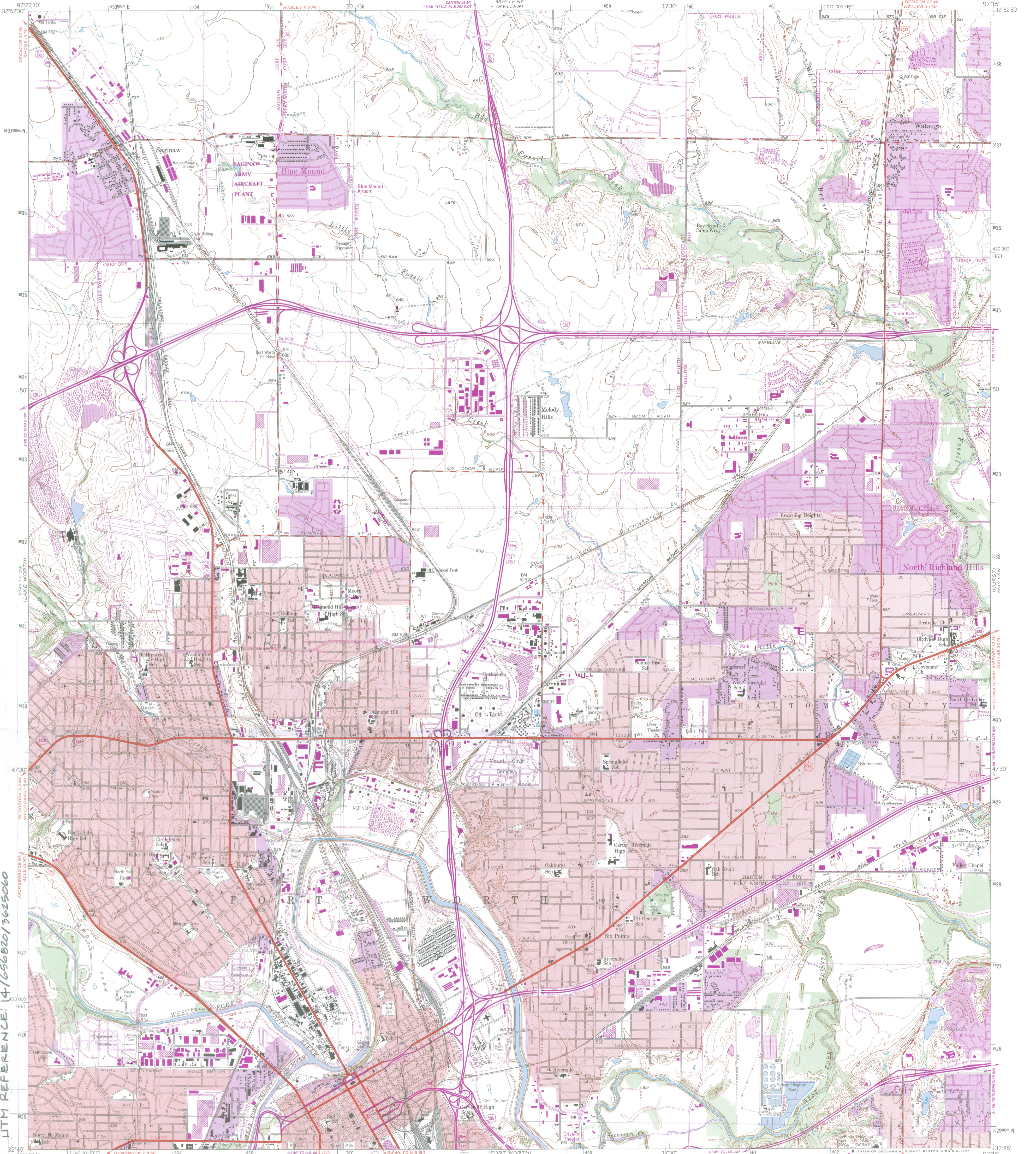


The MOSLER SAFE CO.

HAMILTON, O. & DALLAS, TEX.

MOSLER & Co.

MONTGOMERY WARD & CO. BUILDING
801 GROVE STREET
FORT WORTH, TARRANT CO., TEXAS
PHOTOGRAPH 6 of 6

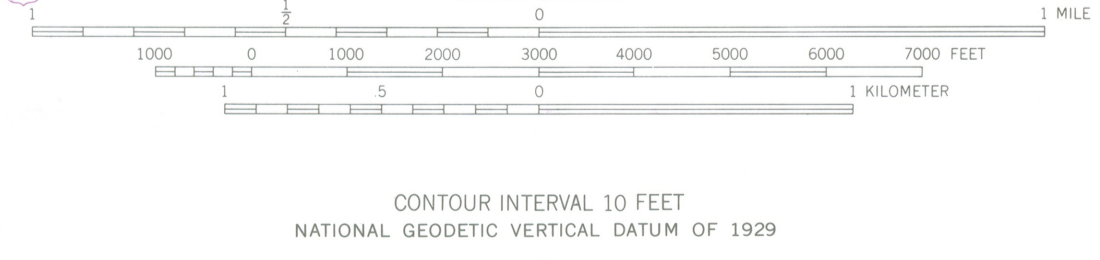


MONTGOMERY WARD & COMPANY BUILDING
801 GROVE STREET
FORT WORTH, TARRANT CO., TEXAS
UTM REFERENCE: 14J656820/3625060

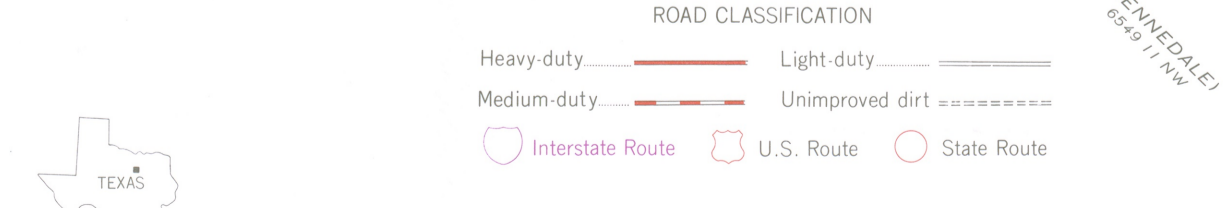
Mapped, edited, and published by the Geological Survey

Control by USGS and NOS/NOAA
Topography by photogrammetric methods from aerial photographs taken 1952-1954. Field checked 1955
Polyconic projection. 10,000-foot grid ticks based on Texas coordinate system, north central zone. 1000-meter Universal Transverse Mercator grid ticks, zone 14, shown in blue 1927 North American Datum. To place on the predicted North American Datum 1983 move the projection lines 10 meters south and 28 meters east as shown by dashed corner ticks
Red tint indicates areas in which only landmark buildings are shown
There may be private inholdings within the boundaries of the National or State reservations shown on this map

UTM GRID AND 1981 MAGNETIC NORTH DECLINATION AT CENTER OF SHEET
Revisions shown in purple and woodland compiled from aerial photographs taken 1978 and other sources. This information not field checked. Map edited 1981
Purple tint indicates extension of urban areas



CONTOUR INTERVAL 10 FEET
NATIONAL GEODETIC VERTICAL DATUM OF 1929
THIS MAP COMPLIES WITH NATIONAL MAP ACCURACY STANDARDS
FOR SALE BY U.S. GEOLOGICAL SURVEY, DENVER, COLORADO 80225, OR RESTON, VIRGINIA 22092
A FOLDER DESCRIBING TOPOGRAPHIC MAPS AND SYMBOLS IS AVAILABLE ON REQUEST



ROAD CLASSIFICATION
Heavy-duty ——— Light-duty ———
Medium-duty ——— Unimproved dirt ———
Interstate Route U.S. Route State Route
QUADRANGLE LOCATION
TEXAS
3297-431
MILLER BLUEPRINT CO. HALTOM CITY, TEX.
P.O. BOX 2066 78766 501 W. 6TH 78701
ALUSTIN, TEXAS PH. 451-2-478-8718
1-800-258-3469 FAX 451-2-474-7029
1955
PHOTOREVISED 1981
DMA 6549 IV SE-SERIES 9882