

(Oct. 1990)

United States Department of the Interior  
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES  
REGISTRATION FORM

991



1. NAME OF PROPERTY

HISTORIC NAME: Moore Grocery Co. Building

OTHER NAME/SITE NUMBER: Sledge Manufacturing Co. Building; Dennard Supply Co. Building

2. LOCATION

STREET & NUMBER: 408 North Broadway

CITY OR TOWN: Tyler

STATE: Texas

CODE: TX

COUNTY: Smith

CODE: 423

NOT FOR PUBLICATION: N/A

VICINITY: N/A

ZIP CODE: 75702

3. STATE/FEDERAL AGENCY CERTIFICATION

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this (  nomination ) (  request for determination of eligibility ) meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property (  meets ) (  does not meet ) the National Register criteria. I recommend that this property be considered significant (  nationally ) (  statewide ) (  locally ). (  See continuation sheet for additional comments. )

*[Handwritten Signature]*

Signature of certifying official

*7/22/02*

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):

Signature of the Keeper

*[Handwritten Signature]*

Date of Action

*9/13/02*

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**5. CLASSIFICATION**

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**OWNERSHIP OF PROPERTY:** Private

**CATEGORY OF PROPERTY:** Building

<b>NUMBER OF RESOURCES WITHIN PROPERTY:</b>	<b>CONTRIBUTING</b>	<b>NONCONTRIBUTING</b>
	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:** Historical and Architectural Resources of Tyler, Smith County, Texas

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**6. FUNCTION OR USE**

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**HISTORIC FUNCTIONS:** Commerce: warehouse

**CURRENT FUNCTIONS:** Vacant

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**7. DESCRIPTION**

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**ARCHITECTURAL CLASSIFICATION:**

Late 19<sup>th</sup> and Early 20<sup>th</sup> Century American Movements: Commercial Style

**MATERIALS:** FOUNDATION BRICK, CONCRETE  
WALLS BRICK, CAST STONE, STONE/limestone  
ROOF ASPHALT  
OTHER CONCRETE,

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

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Moore Grocery Co. Building  
Tyler, Smith County, Texas

The Moore Grocery Co. Building is a five-story, two-part vertical block built ca. 1912 as a furniture warehouse. In April 2002, the rear two-story section of the building was extensively damaged in a fire thought to have been accidentally set by persons sleeping in the building. As a result of the fire damage, the owner had the two-story section of the building demolished. Because of firewall construction between the two-story portion of the building and the five-story portion, the fire did not spread into the five-story portion of the building and it was not damaged.

The five-story building is a landmark in downtown Tyler and is the city's premiere surviving Commercial Style building. Known as the Moore Grocery Co. Building, it was built for prominent Tyler businessman Thomas E. Swann by an unknown contractor. About 1950 a porte cochere was built on the south side of the two-story building. Located at the north edge of Tyler's central business district, the buff brick Moore Grocery Co. Building is three parcels south of the St. Louis Southwestern Railway tracks and two blocks north of the courthouse square. The building's design is dominated by the imposing five-story mass of the primary building. It incorporates a symmetrical facade with Commercial Style fenestration and decorative brickwork and is an early Tyler example of a two-part vertical block.

The building is undergoing rehabilitation for office and apartment use, following the Secretary of the Interior's Standards. The Moore Grocery Co. Building is one of several commercial property types defined in greater detail in the *Historic and Architectural Resources of Tyler, Texas* Multiple-Property National Register nomination. The building is in good condition, retaining its architectural and historic integrity to a high degree.

## GEOGRAPHICAL SETTING

The Moore Grocery Co. Building is at the north edge of downtown Tyler two blocks north of the courthouse square and ½ block south of the main line of the St. Louis Southwestern (Cotton Belt) Railway tracks. Sited on the west side of North Broadway just north of the T-intersection of Broadway and East Line Street, the building's blocky, five-story symmetrical facade with two-story brick, rear building remains a prominent visual presence in an area containing a mix of parking lots, and one-to-six story historic and non-historic commercial and warehouse buildings. Three early 20th century commercial buildings survive in the immediate area, although only two of these retain their historic integrity. The remaining surrounding development reflects construction or major exterior remodeling of primary facades in the post 1951-period. Further changes to the immediate setting resulted from the grade separation constructed on Broadway under the St. Louis Southwestern Railway tracks. This street modification begins in front of the Moore Grocery Co. Building and extends north under the tracks.

## THE MOORE GROCERY CO. BUILDING

The Moore Grocery Co. Building faces east onto North Broadway and was built in 1912 for prominent Tyler businessman Thomas E. Swann. No original plans or information on the builder or designer of either the five-story building or its companion two-story building have been located despite an extensive archival search. The five-story front portion of the building measures approximately 58 feet by 106 feet and features Commercial Style massing and detailing and occupies a rectangular. Constructed of red brick faced with buff brick, the building's five floors are supported by iron, concrete and wood columns set on a poured concrete slab that also functions as the first floor flooring; a small partial basement is present but no access was available. A flat, built-up roof is enclosed by a raised parapet wall. Vents and an elevator penthouse sit atop the roof. The primary facade is divided into five bays and is articulated by its symmetrical fenestration pattern, pilasters, spandrels and decorative brick work. At street level, the facade is delineated by horizontal panels of brick that project, creating the look of rusticated masonry. From this solid beginning, pilasters rise to the fifth floor, dividing the facade into five bays. Segmental arch windows on the fifth floor facade cap the eye's rise up the facade, which is terminated by a slightly projecting dentilated brick cornice. Spandrels composed of raised brick set in a rectangle complement the raised brick banding of the first floor. Primary facade windows are rectangular, three-part,

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double-hung, wood sash types with projecting sills. The centrally placed main entry is recessed from the primary facade and features double doors of wood and glass topped with a fixed pane transom.

The south and north facades facilitated the building's warehouse function through a number of wide, roll up doors set in a segmental arched opening and accessed from a narrow, slightly raised concrete dock on the south elevation and a similar, although higher dock on the north elevation. A concrete plaster water table applied over the first 18 inches of brick from dock level up protected the exterior wall from damage during loading and unloading of warehouse goods. A historic period metal and wood canopy shades portions of the north and south elevations. In places only the supporting canopy structure survives. Historic period metal downspouts that channel water from the roof also are present on both north and south facades. A metal fire escape also survives on the south facade. The south facade is composed of nine bays, each separated by a pilaster. Each bay on floors two through five features an identical four-light, wood frame hopper window with a projecting brick sill set in a segmental arched opening. Larger rectangular windows are at the southeast corner of the south elevation, marking the location of original interior offices. Entry through the south facade is via a wood and glass roll up door with a fixed, multipane transom and sidelights, and a single pedestrian entry door placed in what originally was a double bay roll up door. Fenestration and exterior orientation on floors two through five of the north elevation are identical to the south, but the first floor of the north elevation contains two intact double bay roll up doors and a third double bay opening that has been enclosed with brick; no larger "office" windows are present on the north elevation. The west (rear) facade abuts the adjoining two-story section of the building. The third through fifth floor facade treatment on the west facade consists of division into five bays by brick pilasters. A now faded sign is painted across the facade. Other painted advertising signs are visible on the north and south elevations and include those for the Moore Grocery Co., and the Tyler Produce Co.

Overall, the two sections that comprised this property measured approximately 58 feet fronting on North Broadway by about 253 feet stretching west from Broadway to North College Avenue. Sited in an urban block, the area's commercial nature precluded any landscaping or outdoor amenities. The north side of the building originally was served by a railroad siding, which ran between it and the ca. 1912 Commercial Style Tyler Grocery Co. Building immediately north. The track was removed by the 1990s and the area between the buildings is a natural, unpaved area. A paved parking lot is south of the building and College Avenue is at the rear of the building.

Inside, the Moore Grocery Co. Building consists of five floors of equal size. Except for a small portion of the east part of the first and second floors, the entire building has always served as warehouse space. Interior loads are distributed by a post and beam system supported at the exterior walls on corbeled stops. Each floor of the five-story building contains square wood posts of smaller ascending dimensions interlocked with thick cast iron plates to carry and distribute each floor's weight. Flooring is concrete on the first floor, and flooring on floors two through five is milled cypress. Ceilings are composed of exposed wood beams and joists. Walls are exposed red brick. While most interior surfaces remain unpainted, some materials on some floors have been painted. Post-1952 office partitions of wood, sheet rock and glass were located at the southeast corner of the first and second floors; these have been removed. Two freight elevators are near the north side of the five-story building. Both retain their original mechanical systems and cages. The original Grinnell Automatic Sprinkler Co. system consisting of metal pipe and valve wheels is virtually intact. Compressors, refrigeration units and other mechanical equipment used as part of the wholesale grocery operations remain in the building.

Alterations to the building are few and it is in good condition. Virtually all windows are original, some first and second floor windows on the east and south facades have smoked plastic attached over the original windows. This sheathing will be removed and the original windows repaired in kind as needed. All original exterior doorways are either intact or will be restored. Interior changes are limited to removal of the non-original office partitions, the painting of some wood, metal and brick prior to 1990 and the creation of interior doors between the five-story building and the two-

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story building. Water from a leaking roof has caused limited rotting of small areas of the cypress flooring. Roof repairs in 2000, and the repair in kind of leaking and broken windows, have secured the five-story building. Additional work will include the removal of interior paint through low pressure water washing, repair of rotted flooring, and elevator, electrical and plumbing code compliance. Plans include interior remodeling to create first and second floor offices and apartments on floors three through five. Original flooring, brick walls and exposed ceiling structures will be kept as part of the project. No exterior changes are planned.

### SUMMARY OF PHYSICAL CONDITION AND INTEGRITY

With few exterior alterations since its construction in 1912, and an on-going sensitive rehabilitation program, the five-story section of the Moore Grocery Co. Building is an excellent example of a two-part vertical block and the city's premiere Commercial Style edifice. Built by an unknown contractor for prominent Tyler businessman Thomas E. Swann, the building displays a high level of craftsmanship. The building's exterior and interior character-defining elements—brick, wood and iron structural members, window materials and fenestration patterns, and parapet and entry detailing—are maintained in excellent condition and retain a high level of integrity of location, materials, design, workmanship, feeling and association within the period of significance. Overall, the Moore Grocery Co. Building retains a high level of integrity of location, materials, design, workmanship, feeling and association within the period of significance.

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## 8. STATEMENT OF SIGNIFICANCE

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### 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:** Community Planning and Development, Architecture

**PERIOD OF SIGNIFICANCE:** 1912-1952

**SIGNIFICANT DATES:** 1912, 1950

**SIGNIFICANT PERSON:** N/A

**CULTURAL AFFILIATION:** N/A

**ARCHITECT/BUILDER:** unknown

**NARRATIVE STATEMENT OF SIGNIFICANCE** (see continuation sheets 8-8 through 8-12).

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## 9. MAJOR BIBLIOGRAPHIC REFERENCES

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**BIBLIOGRAPHY** (see continuation sheets 9-13 through 9-15).

**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 Tyler, Inc.

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### STATEMENT OF SIGNIFICANCE

Constructed ca. 1912 from plans drawn by an unknown designer, the five-story Moore Grocery Co. Building is one of two intact Commercial Style warehouse buildings in Tyler. Conceived and financed by successful Tyler businessman and philanthropist Thomas E. Swann during a period of sustained community growth supported by county-wide agricultural success, commerce and transportation of farm and manufactured products, the building initially served as a warehouse for the Swann Furniture Co. and provided lease space in the rear two-story section. The building's design and stylistic treatment are a modest interpretation of the Chicago Commercial Style and reflect Swann's awareness of fashionable, functional architecture. Related to the historic context *Community Development in Tyler, Smith County, Texas 1846-1950*, the building is categorized as a commercial resource, which is defined in more detail in the *Historic and Architectural Resources of Tyler, Texas* multiple property submission form. The Moore Grocery Co. Building is being rehabilitated for use as offices and apartments by the current owner using the Secretary of the Interior Standards, and it remains in good condition with a very high degree of integrity. The building derives its primary significance from its architectural form and its association with Tyler's agricultural, manufacturing and oil based economy, which spanned more than 50 years and fostered continuing community development. For these reasons, the Moore Grocery Co. Building is nominated to the National Register at the local level under Criteria A and C in the areas of community planning/development and architecture.

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### THE MOORE GROCERY CO. BUILDING

The Moore Grocery Co. Building was built in 1912 at an unknown cost by Thomas E. Swann, a Tyler businessman and owner of Swann's Furniture and Carpet Co. Located on lots 2A and 5A of Block 31, just south of the Cotton Belt tracks and two blocks north of the courthouse square, the Moore Grocery Co. Building is just north of the original Tyler town plat in the Issac Lollar Survey on the site of the former Grinnan family homestead. On November 11, 1911 Thomas E. Swann purchased for \$11,5000 a large parcel of land now containing several lots including those designated as 1, 2A, and 5A of Block 31 (Smith County Deed Records) from Arch Grinnan, son and executor of the estate of W.W. and Ann Grinnan. Swann set about constructing the five-story building that would become his company's furniture warehouse, as well as the two-story building abutting it to the rear. By 1919 a railroad spur ran north of the buildings, between them and the two-story warehouse immediately north. In April 1913 Swann sold the five-story building to Swann Furniture Co. (Smith County Deed Records), of which he was owner, for use as a furniture and carpet warehouse. Swann's retail store, Swann's Furniture and Carpet, was on the west side of the courthouse square, a location too cramped to allow much storage. A photographic postcard in the collection of the Smith County Historical Society bearing a post mark of November 1913, is the oldest known image of the composite building.

Although Swann sold the five-story building to his furniture company in 1913, he retained personal ownership of the rear, two-story building, narrow strips of land on each side of the five-story building and the parcel to the north, which he developed between 1912 and 1917 with a two-story brick commercial warehouse (Tyler Public Library a). The rear, two-story building was leased by 1913 to the Long-Hargrove Manufacturing Co., a maker of overalls and shirts. The two-story warehouse to the north was likely first leased to the Tyler Mattress Co. By 1918 it was occupied by the Tyler Grocery Co., another wholesale food distribution firm (Tyler Public Library a). In 1917 Swann apparently had no further need for the five-story warehouse or its rear, two-story manufacturing building and he sold both to the Moore Grocery Co. along with a 12-foot-wide strip along the south side of lots 2A and 5A and a three-foot-wide strip on the north side of those lots. The Moore Grocery Co. purchased the five-story building, the two-story manufacturing building, and the two narrow strips of land for \$25,000 in cash plus assumption of a \$15,000 promissory note at 8 percent interest, and

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conveyance of real estate elsewhere in Tyler. Swann received a total of \$63,000 in cash, notes and real estate (Smith County Deed Records), and retained title to the two-story warehouse immediately north.

The Moore Grocery Co., owned and operated by Albert F. Sledge, used the five-story building as headquarters and primary warehouse for its highly successful wholesale grocery business until the late 1940s. By the mid-1920s, Sledge had created the Sledge Manufacturing Co., which was housed in the rear two-story building vacated by the Long-Hargrove Co. There seamstresses made overalls, work clothes and "play clothes" until the early 1960s. During the long tenures of the Moore Grocery Co. and the Sledge Manufacturing Co., the second floor of the five-story building was used for some aspects of the clothing business and the front portion of the two-story building was used as cold storage for the Moore Grocery Co., and its subsidiary, the Tyler Produce Co. (UT Austin CAH a). In 1953 title to both buildings was transferred to the Moore Investment Co., and in 1954 the Dennard and Smith Building, a corporation operating a restaurant and hotel supply company purchased the property (along with other buildings immediately south and now demolished). Dennard and Smith dissolved their partnership in 1975, and in 1976, shortly after the death of J. Howard Dennard, his widow, Lucie, sold the property to FWA, Inc., who in 2000 sold it to the current owner, Harry Leatherwood (Smith County Deed Records).

The Moore Grocery Co. began as early as 1887 when Addison P. Moore operated a market at the corner of East Ferguson and North Spring Street. He is credited with starting the first wholesale grocery firm in Tyler (Tyler Public Library b). By 1893, his business had expanded greatly and he contracted with Charlie Moore (no known relation), a local brick mason, to build a new three-story brick warehouse on East Line Street, adjacent to the International & Great Northern tracks. A. P. Moore purchased 350,000 bricks for the new building, which were to be made in kilns 2 and 4 of Charlie Moore's brickyard north east of the Cotton Belt yards (Smith County Mechanic's Liens). The 1893 warehouse still stands, but has been altered with exterior paint and bricking in of all windows. The Moore Grocery Co. grew rapidly as Tyler's population increased, and its access to county agricultural products was enhanced by an expanding rail transportation system headquartered along the railroads in Tyler. One of the many employees of the company was 15-year old Albert F. Sledge, who joined Moore Grocery Co. in 1885 working as a delivery boy and fruit stand tender. He rose from that humble beginning to shipping clerk, stock keeper, traveling salesman, business manager, vice president, and in 1915, about a year prior to Moore's death, Sledge was given majority ownership in the firm and promoted to president and general manager (Tyler Public Library b). This caused a rift in Moore's family, and his sons, one of whom he deemed in his will to be not insufficient maturity to handle his inheritance (Smith County Probate Records), eventually started their own, short-lived wholesale grocery company in the early 1920s, occupying the 1893 warehouse on East Line Street.

During the Moore Grocery Co.'s long life it grew from its origins in Tyler to include branches in Marshall, Palestine, Lufkin and Pittsburg, Texas. The company also spawned the Tyler Produce Co., which had branches in Lufkin and Marshall (Tyler Public Library a). By 1926 the firm reportedly had more than \$5,000,000 in annual sales. With the discovery of oil new residents poured into Tyler and other East Texas communities, and a whole new opportunity arose: selling groceries to company cooks in oil field camps (Buchanan interview). While Moore Grocery was highly successful for more than 50 years, it shared the field with the fairly short-lived Tyler Grocery Co. and its equally brief competitor, the Farm Produce Co., and the successful Mayfield Grocery Co., which by the early 1920s had expanded to 11 branches throughout east Texas. These several firms illustrate the tremendous need for groceries and produce created by the great population growth in and around Tyler resulting from continuing agricultural productivity, manufacturing and the oil boom. The Moore Grocery Co. remained in operation until Sledge's death in 1945.

The Sledge Manufacturing Co., which occupied the two-story rear building, was started about 1925 by Albert F. Sledge as the successor to the Long-Hargrove Co., which probably ceased operation in 1924. A fire in 1928 caused approximately \$100,000 in damage and the temporary lay off of more than 100 workers, mostly women (Tyler Public

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Library I). Once the damage was repaired, the business took off and continued to operate until the early 1960s. In the mid 1930s, 204 women were employed making overalls, work and semi-dress clothes for men and women, in all more than 100 styles, which were distributed throughout Texas, Oklahoma, Arkansas, Louisiana and Mississippi (Harvey interview). The payroll was between \$2,000 and \$3,000 per week.

Like the grocery and produce business, the demand for work clothes grew rapidly through the 1920s and 1930s as population increased, manufacturing diversified and oil was discovered. While Sledge Manufacturing made products similar to Levi's and Dickey's, they were strictly regional, and in the early 1930s general manager and Sledge son-in-law Mike Harvey was unsuccessful in convincing the financially conservative Sledge that the firm needed national exposure and expansion to effectively compete (Harvey interview). In 1937 Harvey left the firm and became the president of the highly successful Tyler Iron and Pipe (Harvey interview). But despite the loss of Harvey, Sledge Manufacturing continued to operate, employing hundreds of women as late as the late 1950s. In 1956, Dennard and Smith extended Sledge Manufacturing Co.'s lease for another five years. With the decline of Tyler's commercial core in the 1960s and 1970s and changing marketing and distribution systems brought about by suburbanization, the rise of the trucking industry and retail supermarkets, the Moore Grocery Co. Building became a large, obsolete space that generated little business activity.

Erected in response to Tyler's growing agricultural and manufacturing economy during the early 1910s, and boosted by the discovery of oil in the early 1930s the Moore Grocery Co. Building is associated with important regional economic and development trends and a sustained era of prosperity. The building's advantageous location adjacent to a railroad spur, just ½ block south of the main Cotton Belt tracks and one block west of the I&GN tracks, and near agricultural storage sheds, a branch of the Amour meat packing house and a dairy, enhanced the success of the businesses occupying the building.

Designed by an unknown architect, the five-story building is the earliest known example of the Commercial Style in Tyler and indicates awareness of current design trends by both the designer and Thomas Swann. The building's immediate neighbor to the north is a more modest version of the style and was probably built shortly after the five-story building was completed. The rear two-story section (Sledge Manufacturing Co.) also utilized Commercial Style characteristics of open plan design with building loads carried on interior columns rather than by the exterior walls. Alterations to the windows of the two-story building have lessened its integrity, and the addition of a porte cochere about 1950 modified it to appear as a small addition on the rear of the five-story building. The Moore Grocery Co. Building is an imposing buff brick mass finished on the first floor of the primary facade with raised brick laid to resemble rusticated stone. Detailing includes pilasters delineating the bays and three-part windows on the primary facade. These features and its internal load-bearing construction are hallmarks of the Commercial Style, and distinguish it from the older, load bearing wall construction still widely used at this time throughout the country.

Architecturally, the Moore Grocery Co. Building is an important local example of **Chicago Commercial Style** design. The building's symmetrical, rectangular massing, brick sheathing, segmental arch windows, dentilated cornice and recessed entry articulation recall the ordered formality of the style's earliest examples, built in Chicago in the 1880s and 1890s. The formal symmetry of the recessed entry surrounded by projecting brick fashioned to resemble rusticated masonry and tripartite windows are direct references to the Commercial Style. The Moore Grocery Co. Building represents an important era in American architecture, when designers, building owners and tenants sought a functional form that also suggested solid business practices that could be counted on.

The Commercial Style is a stylistic and structural form applied solely to commercial buildings. It developed in Chicago in the late 19th century as a practical mode for evolving multi-story office building, warehouse and retail establishments that popularly came to be known as the first "skyscrapers." Somewhere between Victorian and modern, these early high-rises typically reach from five to 15 stories and were made possible by late 19th century advances in

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technology such as the development of steel, the electric elevator, the electric light and the telephone. The Chicago Commercial Style emphasizes functionality and interior light, and incorporates historicist design elements from urban Italian Renaissance palaces (as seen in rusticated stone and arched windows), as well as ideas later used in Modernist architecture. Recalling Renaissance design are the symmetrical window treatments, while a structural frame of iron or steel previews 20th century skyscraper construction (Jordy:1-82). In a departure from traditional building techniques where exterior walls are load bearing, the interior structural frame of the Commercial Style supports the building allowing a relatively thin exterior wall pierced by large windows. Ground floor treatment often includes retail storefronts with upper floors displaying repeating fenestration patterns. Exterior ornament is typically limited to contrasting materials, or the suggestion of such, and simplified window and cornice treatments. A representative example might include rusticated stone applied to the exterior ground floor walls, brick on the upper floors, and a simple cornice at the flat roofline. Fenestration patterns provide much of the exterior visual interest in Commercial Style buildings, emphasizing repeating two- or three-part openings, which are usually rectangular, but which might incorporate a flat segmental arch, or decorative panels, called spandrels, placed below windows on each floor. Inside, elevators typically are clustered in the center of the building in shafts that also contain space for phone and electrical lines. This leaves the remainder of the interior space free for office or warehouse use. Because columns and piers carry the structural load and allow for thinner walls, creative use of internal space is possible since whole floors can be used without interior walls.

**Albert Francis Sledge (1870-1945)** was born in Livingston, Alabama and came to Tyler in 1881. He attended Tyler public schools and then took courses at Austin College in Sherman, Texas for two years. His rise through the Moore Grocery Co., from delivery boy and produce stand tender to president and general manager was earned through dedicated work and a good head for business. At a testimonial dinner given in his honor by employees of the grocery and manufacturing companies in 1935, Sledge was described as a young man of 18 as "...a steady going boy, honest as Paul, not much for talk, possessed of the faculty of attending to his own business, and necessarily a hard student because of a very limited previous school training..." (Tyler Public Library I). These character traits served him well, and in addition to his prudence, he appears to have been generous and respected by his employees to whom he distributed \$15,000 in cash gifts at Christmas 1934, a substantial sum in the middle of the Great Depression. In addition to his management of the Moore Grocery Co., the Tyler Produce Co., and the Sledge Manufacturing Co., Sledge served as a vice president and director of Citizen's National Bank, vice president and secretary of the McKenna Hotel Company and as a director and president of the Tyler Chamber of Commerce (UT Austin CAH b). Sledge married May Brown of Tyler and had three daughters. Their middle daughter Frances May married Michael J. Harvey, Sr., who became general manager of the Sledge Manufacturing Co. The youngest daughter Virginia married William Jenkins, who partnered with L.G. Harvey (Michael Harvey's brother) in operating the Jenkins-Harvey Super Service Station and Garage in the early 1930s.

**Thomas Elam Swann (1875-1938)** was born in Smith County, a son of Thomas R. Swann who came to Texas in 1855. Thomas E. was just 13 at his father's death in 1888 and he became head of the family of six minor children. He began working in a drug store and by 1895 saved enough to open a small furniture store. In 1901 he married Carrie Rowland, daughter of a prominent Tyler merchant family, and was regularly placing newspaper ads for his furniture store. A company motto was "Your Credit is Good." He opened branch stores in Palestine and Marshall and eventually had 10 outlets statewide. In the early 1910s he became interested in phonograph technology and purchased the RCA Victor (Victrola) franchise for Texas. About 1920, Swann sold the furniture business to his cousin Elam F. Swann (1892-1978), and that branch of the family continues to operate the business in Tyler. Thereafter, Swann turned his attention to the phonograph business and relocated to Houston. Swann built a 20,000 square foot building at Wood and Willow in Houston. The business thrived through the 1920s with as many as 20 employees and four traveling salesmen. By about

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1930, the market was somewhat saturated, and the popularity and availability of radio further weakened the market for "talking machines." Through this market change Swann lost some of his wealth. The Swanns subdivided and developed a large portion of Rowland Place in the Charnwood Residential Historic District in the early 1930s, but this, along with other real estate ventures proved insufficient to restore solvency. By the mid-1930s Swann was selling off mortgaged property in Tyler and lost several buildings, including the ca. 1912 warehouse at 416 North Broadway (Tyler Grocery Co. Building) to foreclosure (Smith County Deed Records). The couple had no children and they devoted a portion of their income to charitable causes including an annual Christmas event where they played Santa Claus to needy Smith County children. In 1927 they established the Camp Audubon Awards, a program that sent a number of hardworking boys to camp in Colorado every year. The Swanns also sponsored a college loan fund for girls (Smith County Historical Society d), at a time when few organizations recognized the social and educational needs of young women. Swann suffered a stroke in April 1938 and never recovered. He died in June 1938. Carrie Rowland Swann survived him by less than three months (Smith County Probate Records).

## JUSTIFICATION OF SIGNIFICANCE

The Moore Grocery Co. Building is an important local landmark signifying the role of commerce, agriculture and manufacturing in Tyler's growth and development from the early 1910s through the 1950s. Thought to have been built in 1912 from plans drawn by an unknown architect or builder, using conservative Chicago Commercial Style massing and detailing, the Moore Grocery Co. Building provided warehouse and manufacturing space for furniture, wholesale grocery and restaurant supply firms and for clothing manufacturers operating within Tyler's increasingly diverse economy. The Moore Grocery Co. Building is one of two architecturally distinguished Commercial Style warehouse buildings in Tyler, and it reflects the prosperity and development created by sustained prosperity in the early 20th century. The building retains high levels of integrity of location, materials, design, workmanship, feeling and association within the period of significance and is maintained in excellent condition. Few alterations to exterior or interior have been made, and the building retains its original brick siding, its original wood frame windows and entry doors and some of its original double bay doors. The Moore Grocery Co. Building's setting has been affected by the alteration and demolition of nearby historic-era commercial buildings, but these changes have served to heighten visibility and the Moore Grocery Co. Building remains one of Tyler's most significant and intact commercial buildings. The boundaries of the nominated property conform to the extant building and the boundaries of the land on which it is located and the building conveys not only the rich heritage of early 20th century architectural styling, but provides an understanding of the commercial context with which it is associated.

The property because it reflects Tyler's growing economy and population during the early 20th century and is eligible for listing in the National Register of Historic Places under Criterion A at the local level of significance. It is also significant for its Chicago Commercial Style design, and nominated under Criterion C, in the area of Architecture, at the local level of significance. The building is worthy of preservation as an intact local landmark that documents the impact of early 20th century agriculture and manufacturing on development patterns in Tyler and provides interpretation of local social and architectural trends between 1912 and 1952.

In April 2002, the rear two-story section of the Moore Grocery Co. building was extensively damaged in a fire thought to have been accidentally set by unauthorized persons sleeping in the building. As a result of the fire damage, the owner had the two-story section of the building demolished. Because of firewall construction between the two-story portion of the building and the five-story portion, the fire did not spread into the five-story portion of the building and it was not damaged.

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Continuation Sheet

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Moore Grocery Co. Building  
Tyler, Smith County, Texas

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Smith County Appraisal District

- a) Tax parcel map.

Smith County Clerk

- a) Smith County Deed Records.
- b) Smith County Mechanic's Liens Records.
- c) Smith County Probate Records
  - 1. A.P. Moore #2376
  - 2. T.E. Swann #5855

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- a) Vertical File, Dennard Building
- b) Vertical File, Moore Grocery Co.
- c) Vertical File, Swann Furniture
- d) *Chronicles of Smith County, Texas*, Volume 34, #1, Summer 1995, "The Swanns of Smith County and Their Businesses," pp 1-7.
- e) *Chronicles of Smith County, Texas*, Volume 30, #2, Winter 1991, "The Grinnan Family," pp 12-13.

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Moore Grocery Co. Building  
Tyler, Smith County, Texas

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- a) *Tyler*, February 1941.
- b) *Tyler*, April 1940.
- c) *37th Annual Report*, 1937.

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- a) U.S. Census 2000, estimated population figures.
- b) Smith County Tax Rolls, various dates.
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- a) c) Tyler City Directories, 1882-1960.
- b) *Tyler Daily Courier Times*, May 24, 1916, Obituary, A.P. Moore, p.1.
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- c) *Texas Industry*, volume 22, # 9, August 1956.

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National Park Service

## National Register of Historic Places Continuation Sheet

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Moore Grocery Co. Building  
Tyler, Smith County, Texas

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- a) *Texas Industry*, volume 22, # 9, August 1956.

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**10. GEOGRAPHICAL DATA**

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**ACREAGE OF PROPERTY:** less than one acre

<b>UTM REFERENCES</b>	<u>Zone</u>	<u>Easting</u>	<u>Northing</u>
	15	283440	3581780

**VERBAL BOUNDARY DESCRIPTION:** Lot 5A and 2A of Block 31, City of Tyler, Texas

**BOUNDARY JUSTIFICATION:** Nomination includes all property historical associated with the building

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**11. FORM PREPARED BY**

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**NAME/TITLE:** Diane Elizabeth Williams

**ORGANIZATION:** for the City of Tyler and Historic Tyler, Inc.

**DATE:** June 20, 2001

**STREET & NUMBER:** PO Box 49921

**TELEPHONE:** (512) 458-2367

**CITY OR TOWN:** Austin

**STATE:** Texas

**ZIP CODE:** 78765

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**ADDITIONAL DOCUMENTATION**

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**CONTINUATION SHEETS**

**MAPS** (see continuation sheet Figure-16)

**PHOTOGRAPHS** (see continuation sheet Photo-17)

**ADDITIONAL ITEMS**

---

**PROPERTY OWNER**

---

**NAME:** Harry Leatherwood

**STREET & NUMBER:** 202 South Broadway

**TELEPHONE:** (903) 597-2887

**CITY OR TOWN:** Tyler

**STATE:** Texas

**ZIP CODE:** 75702

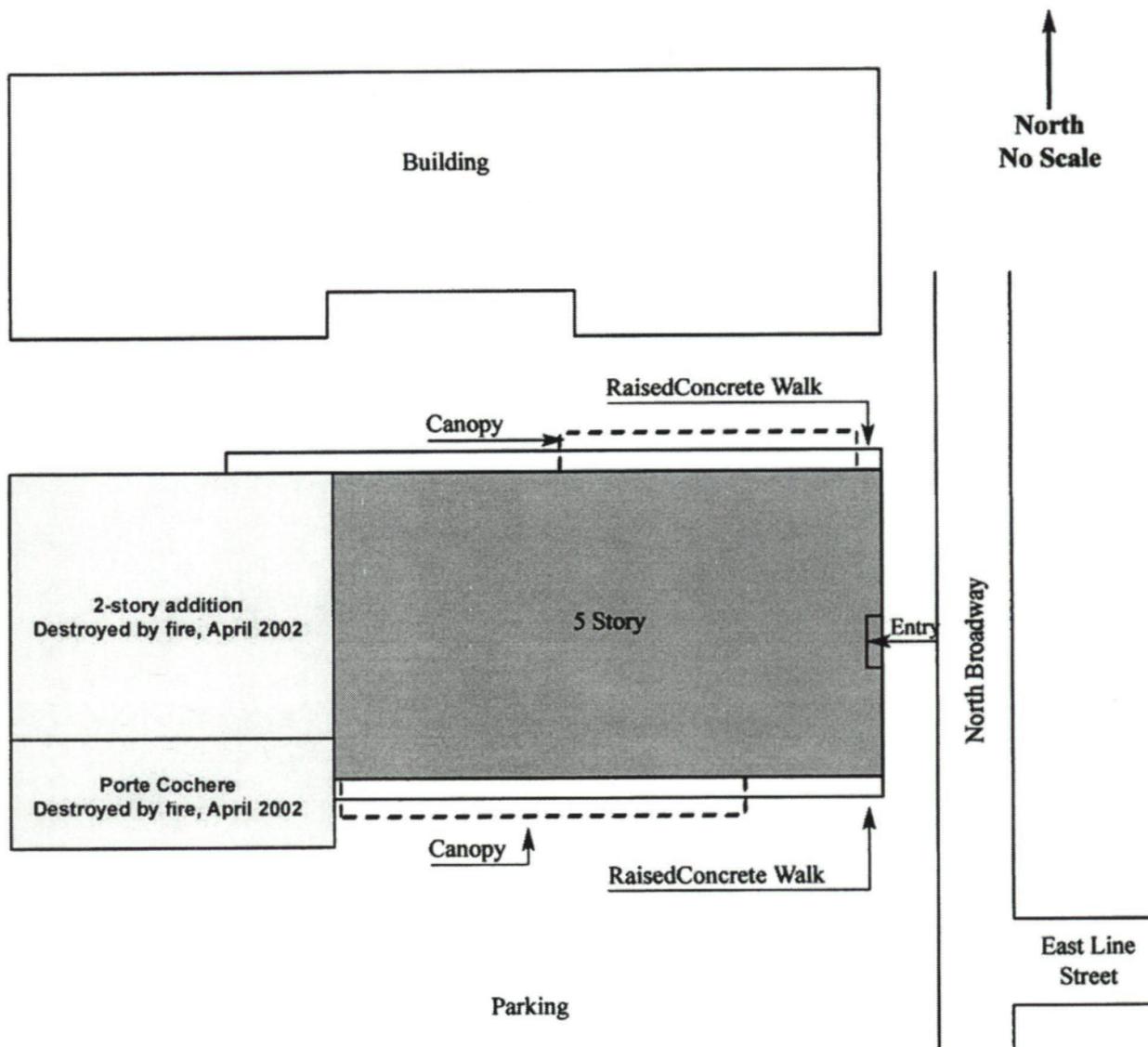
United States Department of the Interior  
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# National Register of Historic Places Continuation Sheet

Section FIGURE Page 16

Moore Grocery Co. Building  
Tyler, Smith County, Texas

**Figure 1: Site Plan.**  
(Source: Diane E. Williams)



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

Section PHOTO Page 17

Moore Grocery Co. Building  
Tyler, Smith County, Texas

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### PHOTO INVENTORY

MOORE GROCERY CO. BUILDING  
TYLER, SMITH COUNTY, TEXAS  
DIANE ELIZABETH WILLIAMS, PHOTOGRAPHER  
DECEMBER 2000, JANUARY 2001  
ORIGINAL NEGATIVES ON FILE WITH THE TEXAS HISTORICAL COMMISSION

Photo 1 of 4:  
East and south elevations, looking northwest.  
Photo taken from a postcard dated 1913 in possession of Smith County Historical Society.

Photo 2 of 4:  
East and south elevations looking northwest.

Photo 3 of 4:  
North elevation looking southeast

Photo 4 of 4:  
West elevation looking southeast.

UNITED STATES DEPARTMENT OF THE INTERIOR  
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES  
EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION

PROPERTY NAME: Moore Grocery Co. Building

MULTIPLE NAME:

STATE & COUNTY: TEXAS, Smith

DATE RECEIVED: 8/01/02      DATE OF PENDING LIST: 8/29/02  
DATE OF 16TH DAY: 9/14/02      DATE OF 45TH DAY: 9/15/02  
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 02000991

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: Y    NATIONAL: N

COMMENT WAIVER: N

ACCEPT     RETURN     REJECT    \_\_\_\_\_ DATE

ABSTRACT/SUMMARY COMMENTS:

The 5-story Moore Grocery Building (1912) is one of two Commercial Style warehouse buildings remaining in Tyler and reflects the role of warehousing in Tyler's agricultural, manufacturing, and oil production based economy in the 20th century.

RECOM./CRITERIA Accept ATC

REVIEWER LMcCulland DISCIPLINE \_\_\_\_\_

TELEPHONE \_\_\_\_\_ DATE 9/12/02

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

Swan Furniture Co. Tyler, Texas.

over to Waco to spend a few days at  
the Cotton Palace. I bought the sum-  
total of a pair of ring earrings &  
a perfectly darling fashion-  
planning coat. I believe you  
had a grand time over at  
Dallas. Did you meet  
many boys? Suppose you  
did. I just can't wait for  
you to answer but I wanted  
to write you.

Lyle, Smith Co, Ia  
Maase Bro. Co. Bldg  
Photo 194



Tyler, Smith Co. Tx  
Moore Bro. Co. Berg  
photo 2 of 4

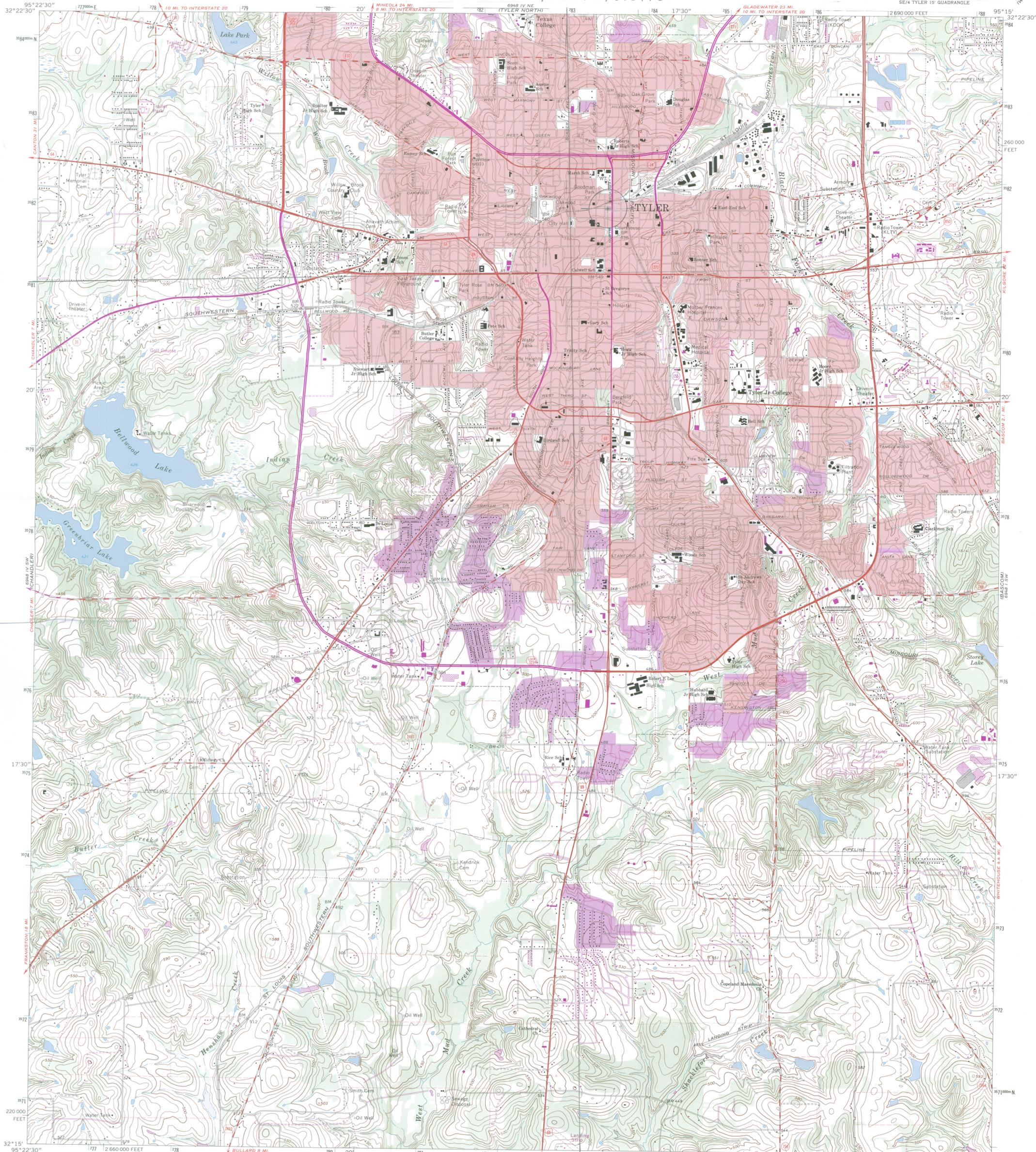


Tyler, Smith Co, Tx  
Moore Brewery Co. Berg  
Photo 374



5  
7  
2  
1

Tyler, Smith Co. Tx  
Moore Bros. Co. Berg  
Photo 494



Mapped, edited, and published by the Geological Survey

Control by USGS and USC&GS

Topography by photogrammetric methods from aerial photographs taken 1965. Field checked 1966

Polyconic projection. 1927 North American datum 10,000-foot grid based on Texas coordinate system, north central zone

1000-meter Universal Transverse Mercator grid ticks, zone 15, shown in blue

Red tint indicates areas in which only landmark buildings are shown

Fine red dashed lines indicate selected fence lines

Revisions shown in purple compiled from aerial photographs taken 1973. This information not field checked

Purple tint indicates extension of urban areas



CONTOUR INTERVAL 10 FEET  
NATIONAL GEODETIC 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



QUADRANGLE LOCATION

ROAD CLASSIFICATION	
Heavy-duty	Light-duty
Medium-duty	Unimproved dirt
U.S. Route	State Route

TYLER SOUTH, TEX.  
SE/4 TYLER 15' QUADRANGLE  
N3215—W9515/7.5

MILLER BLUEPRINT CO.  
P.O. BOX 2065 78768 801 W. 6TH 78701  
AUSTIN, TEXAS PH. #512-478-8793  
1-800-252-3459 FAX #512-474-7099

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AMS 6948 IV SE—SERIES W982