



ALABAMA REGISTER OF LANDMARKS & HERITAGE NOMINATION FORM

FOR OFFICE USE ONLY - DATE ADDED: _____

1. NAME OF PROPERTY

Historic: Fain Webb House
and/or Common: Sears Magnolia House

2. LOCATION

Street & Number: 311 North Center Avenue
City: Piedmont
State: Alabama County: Calhoun Zip: - 36272
USGS Quad Map: Piedmont Township/Section/Range: 13S-10E-5

3. CLASSIFICATION

Category: Building(s) District Structure Site Object
Ownership: Public Private Both
Status: Occupied Unoccupied Work in progress
Public Acquisition: In process Being considered
Accessible: No Yes: restricted Yes: unrestricted

4. OWNER OF PROPERTY

Name: Deborah Dornbush Telephone: 256-447-0128
Street & Number: 311 North Center Avenue
City or Town: Piedmont State: AL Zip: - 36272
Email: debidornbush@aol.com

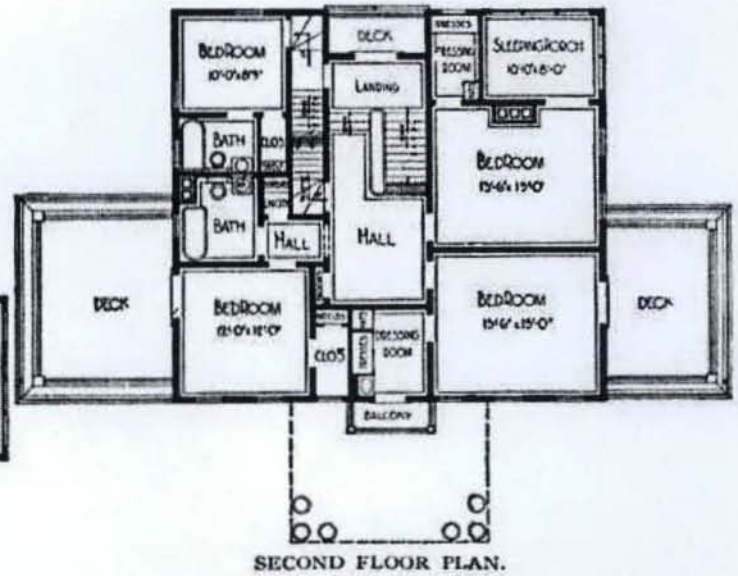
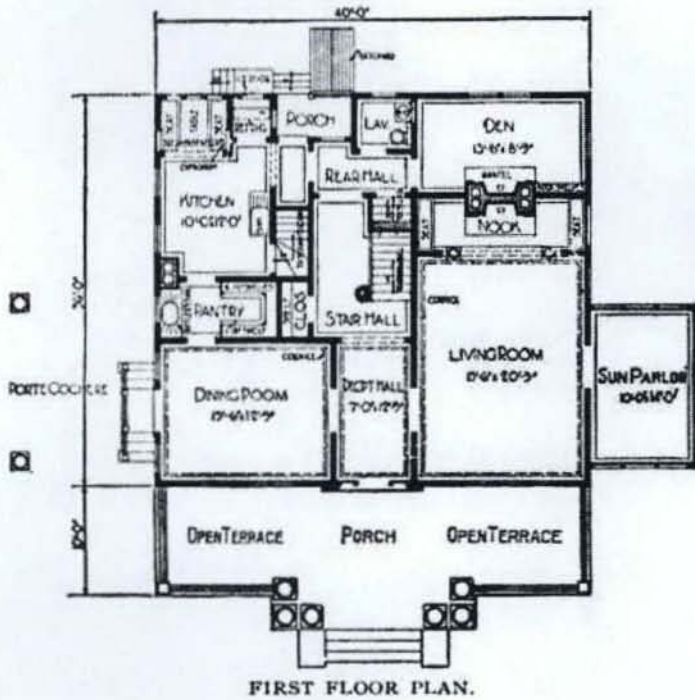
5. FLOOR PLAN & SITE PLAN

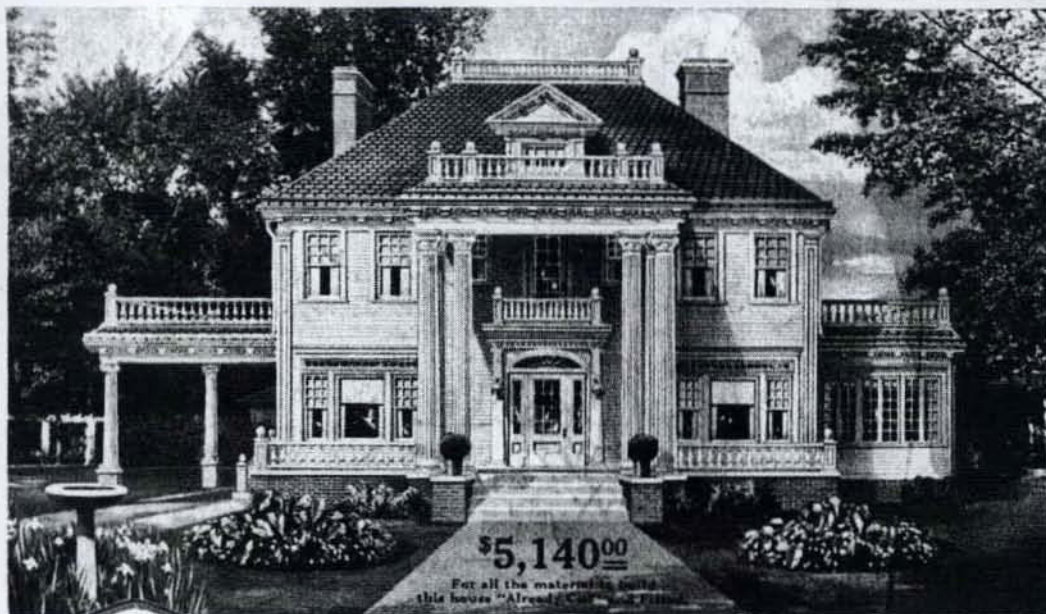
Attach sketched floor plan. If the property includes more than one building, submit a site plan showing the locations, dates of construction, and uses of the buildings.

See next page



THE MAGNOLIA





THE MAGNOLIA

"Honor Built" No. 2089. "Already Cut" and Fitted.

At the above price we will furnish all the material to build this ten-room house, including mill work, lumber, lath, shingles, porch ceiling, siding, flooring, finishing lumber, building paper, eaves trough, down spout, sash weights, hardware, nails, eaves, eases, colonnade, roofing, painting material, mantel, tile and grate. We guarantee enough of the above material to build this house. Price does not include cement, brick or plaster.



FIRST FLOOR PLAN.



SECOND FLOOR PLAN.

FROM the days of George Washington to the present time, the Colonial type of residence has always been popular. It has housed the greatest figures in American history, science and literature. Many will recognize a close resemblance in the illustration above to the famous residence at Cambridge, Mass., where the poet Longfellow composed his immortal works. Leading architectural authorities declare that this type will continue to win favor for hundreds of years, where the poet Longfellow composed his immortal works. Leading architectural authorities declare that this type will continue to win favor for hundreds of years, where the poet Longfellow composed his immortal works. This is a house for the discriminating builder who is willing to invest a fair amount for the largest returns in comfort, convenience and extra high quality.

First Floor A Colonial front door opens from the porch into the reception hall, which has French doors leading to the living room and the dining room. French doors also lead from the living room to the solarium or sun parlor. A massive but graceful stairway leads from the hall to the second floor. There is a rear hall back of the stairway, with doors leading to the kitchen, the den and the rear porch. The kitchen has a nicely arranged breakfast alcove lighted by three fancy windows. A china case over each seat in the alcove. See illustrations on the opposite page. Rooms are 9 feet 6 inches from floor to ceiling.

We furnish oak flooring, oak doors and birch trim for the reception hall, living room, dining room and sun parlor. Yellow pine flooring, doors and trim for the rest of the first floor. With the exception of the French doors for the living room, dining room and sun parlor, all other inside doors are the latest two-panel design. For the second floor we furnish yellow pine flooring and trim with five-cross panel solid white pine doors.

Second Floor There are four bedrooms with closets, two bathrooms and a sleeping porch on this floor. One of the front bedrooms and one of the rear bedrooms have dressing rooms, with extra compartments for dresses and hats. Other conveniences are shelves in the closets, a special broom closet and a stairway to the attic. Note that the servants' quarters are completely separate and have a stairway from the kitchen. Rooms are 9 feet from floor to ceiling.

Basement An excavated basement under the entire house, 7 feet from floor to joists, lighted with basement sash.

A pair of French doors lead from the stair landing to the deck and a French door from dressing room to front of balcony.

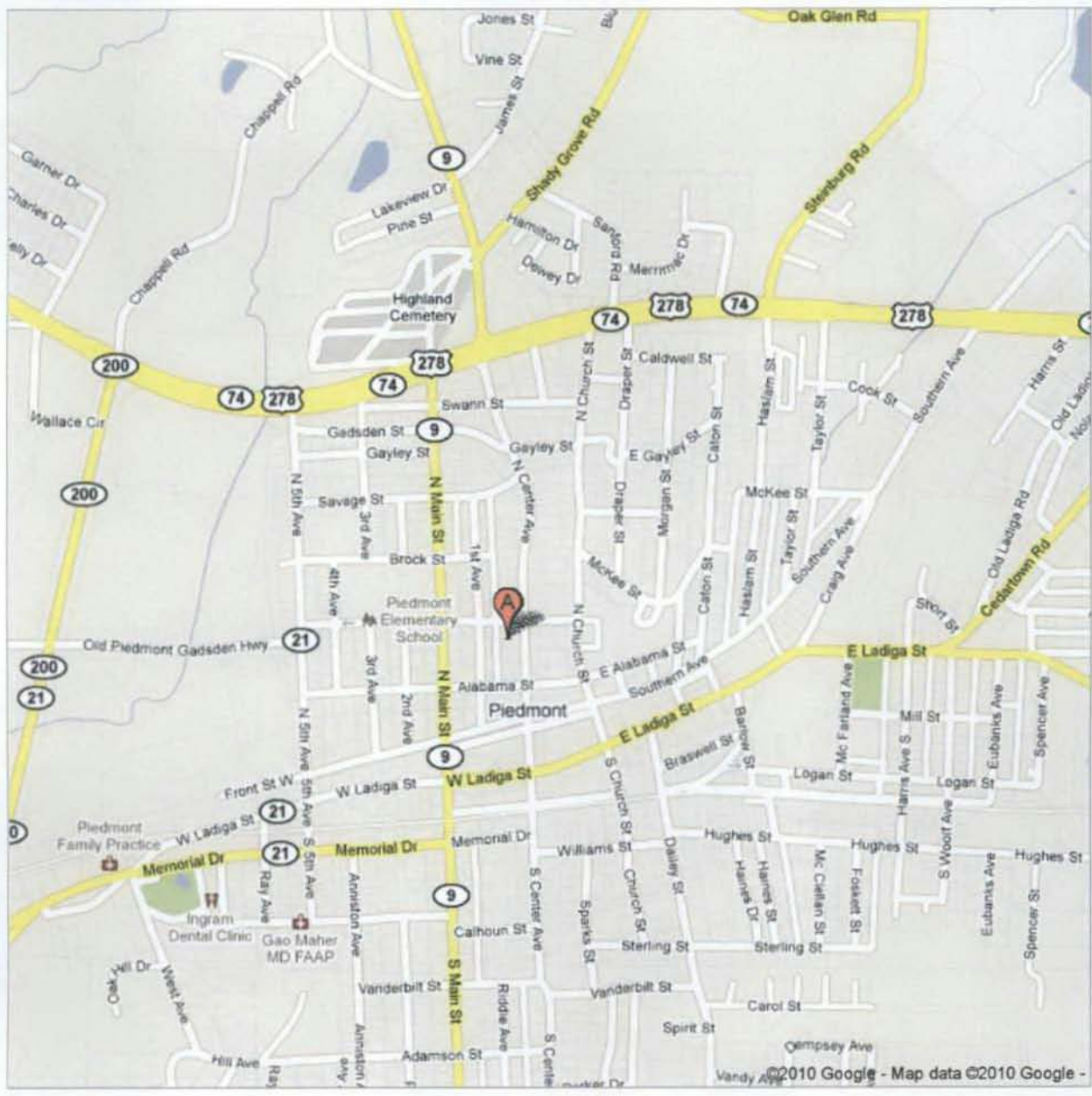
Painted two coats outside, your choice of color. Varnish and wood filler for interior finish.

Built on a concrete and brick foundation, frame construction, No. 1 yellow pine framing and dimension lumber.

Our Guarantee Protects You—Order Your House From This Book.
Price Includes Plans and Specifications.

Google maps Address 311 N Center Ave Piedmont, AL 36272

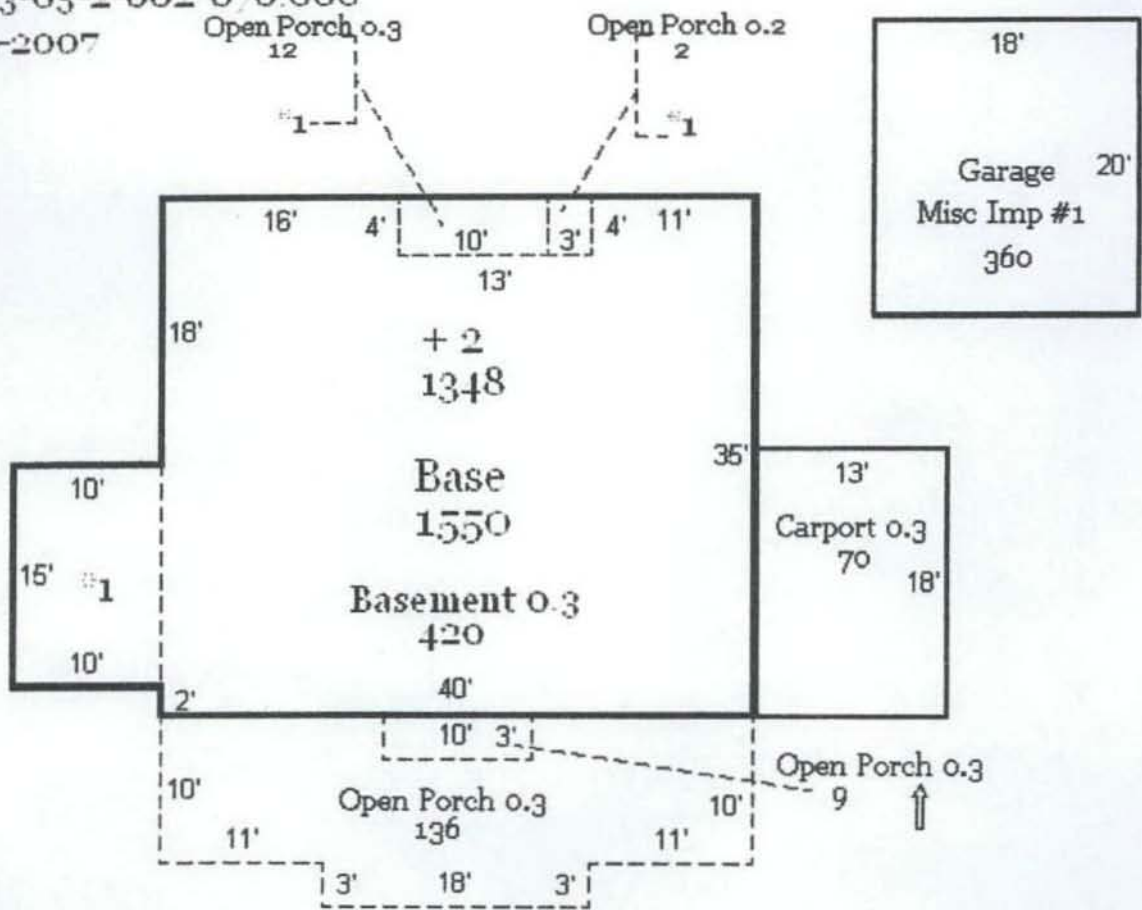
Get Google Maps on your phone Text the word "GMAPS" to 466453



40358-01

09-03-05-2-002-070.000

2-22-2007



Sketch by Apex IV™

Parcel Identification Number: 040358

ZOOM TOOLS
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Help

Pan Full Clear
Map Size

View Map

Calhoun County, Alabama

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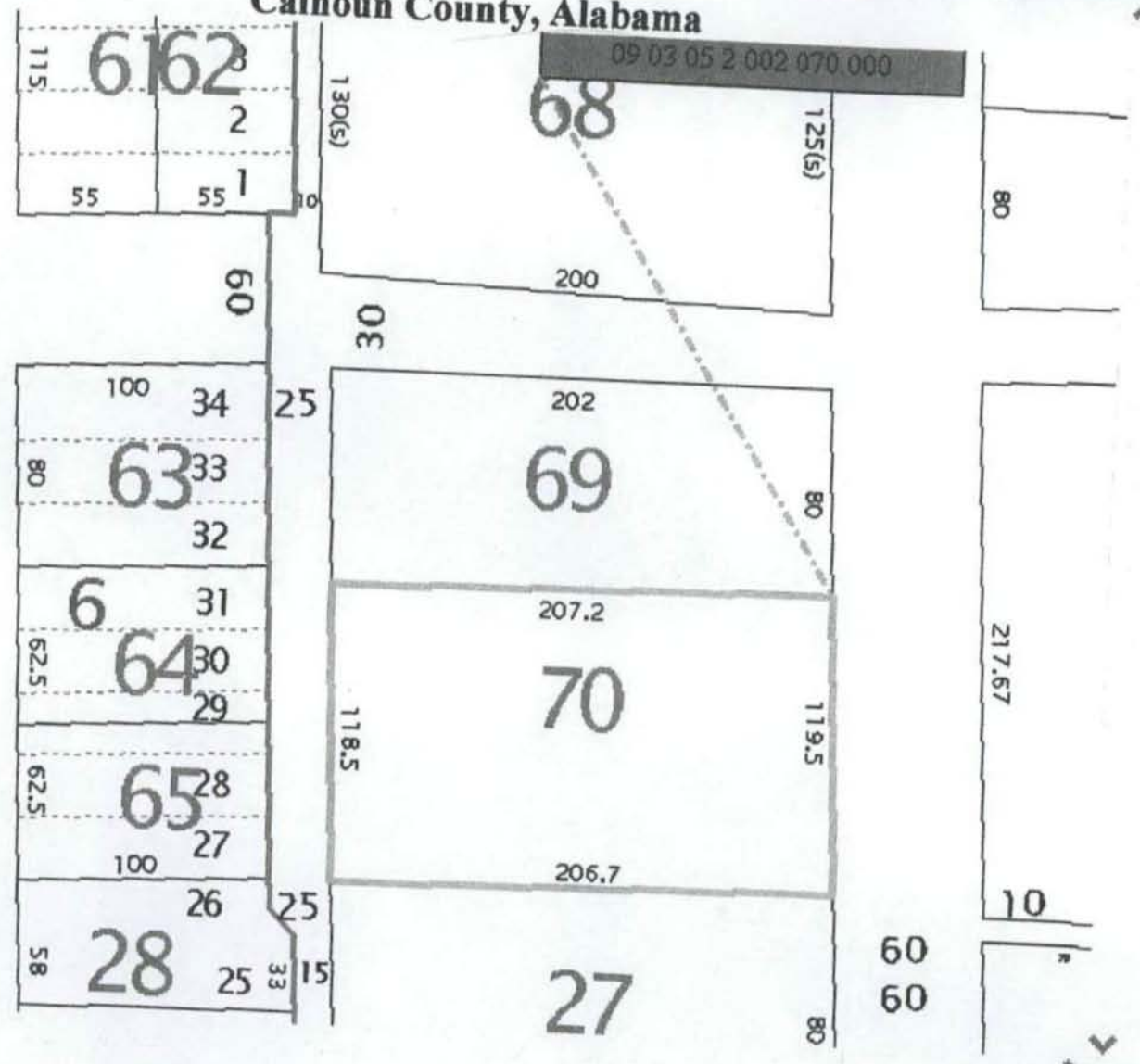
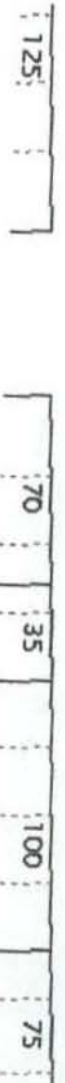
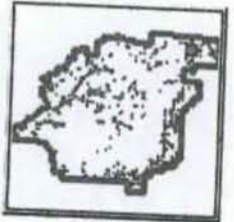
Search

Owner

Select a link below to locate a specific parcel:

09 03 05 2 002 070.000
 0903052002070000
 DORNBUSH THOMAS &
 DEBORAH
 5216 BASILICA DR APT
 293

Found 1 record(s)



6. PHYSICAL DESCRIPTION

Construction Date:	1921	Source:	Sears Honor built homes Anniston Star/ Piedmont Historical Society
Alteration Date:	1985	Source:	Anniston Star/ Piedmont Historical Society
Architect:	Sears Roebuck Homes	Builder:	Mr Loyd and Mr. Boyd Morgan
Physical Condition: (Excellent, Good, Fair, Poor)	Fair/Poor	Remaining Historic Fabric: (High, Medium, Low)	High – Exterior Medium - Interior
No. of stories:	3	No. of front bays:	
Historic use of property:	Restaurant – 1960's Home - Present		
Current use of property:	Private home - occupied		
Architectural Style:	Greek Revival	Building Form:	Four Square
Main roof configuration:	Gable	Roof finish material:	Rubber/Composite Shingle/Asphalt
Exterior wall materials:	Wood/ Aluminum siding over original wood		
Porch type:	Open terrace	Foundation material:	Brick/concrete
Window type and materials:	Wood/ Glass – 9 over 1		
Describe alterations:			
Number and type of all outbuildings:	Partial Carriage house/ shed		
Exterior Architectural Description:			
<p>Three Story Greek Revival with six massive two story fluted columns made of tongue and groove hard wood capped by Roman Corinthian capitols. Original wood siding, now covered with aluminum siding adorned by dentil molding, with an extending sunroom on south side of the house and an extending sunroom on south side of the house and an extending porte cochere. Also, single story detached wood/cinder block storage shed.</p>			
Description of Setting:			
<p>The house is situated on a main city street, surrounded by smaller craftsman style homes. The lot is basically flat with various trees ranging from Oak to Pecan and Pine. There is no planned landscaping, the bulk of the land is covered by grass.</p>			

7. SIGNIFICANCE

Criteria (check all that apply and explain below). See Instructions for more information.

Criterion A: Associated with historical events and activities relating to the property that are important to the history of the community, state, or nation.

Criterion B: Person or group with whom the property is associated is important to the history of the community, state, or nation.

Criterion C: Type, period, or method of construction represents architectural features that are significant in the development of the community, state, or nation.

Criterion D: Property has yielded or may be likely to yield, information important in Alabama's history or prehistory.

AREAS OF SIGNIFICANCE (check all that apply and explain below)

- | | | | |
|--|---|---|---|
| <input type="checkbox"/> archeology-prehistoric | <input type="checkbox"/> community planning | <input type="checkbox"/> industry | <input type="checkbox"/> religion |
| <input type="checkbox"/> archeology-historic | <input type="checkbox"/> conservation | <input type="checkbox"/> landscape architecture | <input type="checkbox"/> scientific |
| <input type="checkbox"/> agriculture | <input type="checkbox"/> education | <input type="checkbox"/> law | <input type="checkbox"/> sculpture |
| <input checked="" type="checkbox"/> architecture | <input type="checkbox"/> engineering | <input type="checkbox"/> literature | <input type="checkbox"/> social history |
| <input type="checkbox"/> art | <input type="checkbox"/> exploration/settlement | <input type="checkbox"/> military | <input type="checkbox"/> theater |
| <input type="checkbox"/> commerce | <input type="checkbox"/> funerary art | <input type="checkbox"/> music | <input type="checkbox"/> other: _____ |
| <input type="checkbox"/> communications | <input type="checkbox"/> humanitarian | <input type="checkbox"/> politics/government | |

STATEMENT OF SIGNIFICANCE

For each area of significance checked above, explain why this property is important. Use additional sheets as necessary.

The Fain Webb House is eligible for the Alabama Register under Criteria C for architecture. It is a locally significant example of a Sears and Roebuck Magnolia model house constructed in 1921.

The beauty of this house alone is its significance. However, the fact that in the entire inventory of National Houses, only three of these particular houses exists. All three homes came in boxes, to the local railroad yard, had to be assembled like a jigsaw puzzle, and were made from some of the finest construction materials that were available at the time. Materials that are either no longer available, or would be cost prohibitive today.

Chronological history of 311 North Center Avenue, Piedmont, AL

The home appeared for the first time on the cover of "Honor Bilt Modern Homes" Sears Roebuck and Co. in 1918. The house was erected in 1921 by Dr. and Mrs Fain Webb Sr. Dr. Webb a socially prominent Dentist in the Piedmont area was killed in an automobile accident in October 1927. Mrs. Webb continued to live in the house until her death in March of 1964. In late 1964 the house was sold to Bernard and Mae Woolf who in January 1965 opened a dinner restaurant on the first floor of the house. Mrs. Woolf died two years later. In 1970, the house was sold to Calvin and Patricia Wingo. In December of 1976, Charlie and Linda Grissom bought the house. The Grisoms failed to pay the taxes, lost the house and in 1984 Winford and Doris Kines bought the house, but gave it up in July 1984 when the Grissoms redeemed it. In September 1999, Howard and Frances Brown took possession of the house. And again, for reason unknown, W. Kines owned the house from July of 2003, until August of 2004, when the house was sold to Jeffrey and Tara Brown. My Husband, Tom and I bought the house from the Browns in July of 2005.

History of Sears Homes

<http://www.searsarchives.com/homes/index.htm>

The Magnolia (Model No. 2089); (\$5,140 to \$5,972)

What is a Sears Modern Home?

From 1908–1940, Sears, Roebuck and Co. sold about 70,000 - 75,000 homes through their mail-order Modern Homes program. Over that time Sears designed 447 different housing styles, from the elaborate multistory Ivanhoe, with its elegant French doors and art glass windows, to the simpler Goldenrod, which served as a quaint, three-room and no-bath cottage for summer vacationers. (An outhouse could be purchased separately for Goldenrod and similar cottage dwellers.) Customers could choose a house to suit their individual tastes and budgets.

Sears was not an innovative home designer. Sears was instead a very able follower of popular home designs but with the added advantage of modifying houses and hardware according to buyer tastes. Individuals could even design their own homes and submit the blueprints to Sears, which would then ship off the appropriate precut and fitted materials, putting the home owner in full creative control. Modern Home customers had the freedom to build their own dream houses, and Sears helped realize these dreams through quality custom design and favorable financing.

Designing a Sears Home

The process of designing your Sears house began as soon as the Modern Homes catalog arrived at your doorstep. Over time, Modern Homes catalogs came to advertise three lines of homes, aimed for customers' differing financial means: Honor Built, Standard Built, and Simplex Sectional.

Honor Built homes were the most expensive and finest quality sold by Sears. Joists, studs, and rafters were to be spaced 14 3/8 inches apart. Attractive cypress siding and cedar shingles adorned most Honor Built exteriors. And, depending on the room, interiors featured clear-grade (i.e., knot-free) flooring and inside trim made from yellow pine, oak, or maple wood. Sears's catalogs also reported that Standard Built homes were best for warmer climates, meaning they did not retain heat very well. The Simplex Sectional line, as the name implies, contained simple designs. Simplex houses were frequently only a couple of rooms and were ideal for summer cottages.

While browsing the Imagebank, you may see many houses that partially or even closely resemble a house that you own or have seen. Look closely, because the floor plan may be reversed, a dormer may have been added, or the original buyer may have chosen brick instead of wood siding. Plumbing may look like it was added after construction, or storm windows may appear on the house but not in the catalog's illustration.

All of this and more are possible, because the Modern Homes program encouraged custom designing houses down to the color of the cabinetry hardware. The difficulty in identifying a Sears home is just a reflection of the unique design and tastes of the original buyer (see FAQs).

Construction

As mentioned above, Sears was not an innovator in home design or construction techniques; however, Modern Home designs did offer distinct advantages over other construction methods. The ability to mass-produce the materials used in Sears homes lessened manufacturing costs, which lowered purchase costs for customers. Not only did precut and fitted materials shrink construction time up to 40% but Sears's use of "balloon style" framing, drywall, and asphalt shingles greatly eased construction for homebuyers.

"Balloon style" framing. These framing systems did not require a team of skilled carpenters, as previous methods did. Balloon frames were built faster and generally only required one carpenter. This system uses precut timber of mostly standard 2_4s and 2_8s for framing. Precut timber, fitted pieces, and the convenience of having everything, including the nails, shipped by railroad directly to the customer added greatly to the popularity of this framing style.

Drywall. Before drywall, plaster and lathe wall-building techniques were used, which again required skilled carpenters. Sears homes took advantage of the new homebuilding material of drywall by shipping large quantities of this inexpensively manufactured product with the rest of the housing materials. Drywall offered advantages of low price, ease of installation, and was added fire-safety protection. It was also a good fit for the square design of Sears homes.

Asphalt shingles. It was during the Modern Homes program that large quantities of asphalt shingles became available. The alternative roofing materials available included, among others, tin and wood. Tin was noisy during storms, looked unattractive, and required a skilled roofer, while wood was highly flammable. Asphalt shingles, however, were cheap to manufacture and ship, as well as easy and inexpensive to install. Asphalt had the added incentive of being fireproof.

Modern Conveniences

Sears helped popularize the latest technology available to modern homebuyers in the early part of the twentieth century. Central heating, indoor plumbing, and electricity were all new developments in home design that Modern Homes incorporated, although not all of the homes were designed with these conveniences. Central heating not only improved the livability of homes with little insulation but it also improved fire safety, always a worry in an era where open flames threatened houses and whole cities, in the case of the Chicago Fire. Indoor plumbing and homes wired for electricity were the first steps to modern kitchens and bathrooms. Sears Modern Homes program stayed abreast of any technology that could ease the lives of its homebuyers and gave them the option to design their homes with modern convenience in mind.

History of Sears Modern Homes

<http://www.searsarchives.com/homes/history.htm>

The hour has arrived. Dad gathers Mom and Sis into the carriage. He hops in the wagon with his brothers to ride off to the railroad station. The day and hour have come to greet the first shipment of your family's

brand-new house. All the lumber will be precut and arrive with instructions for your dad and uncles to assemble and build. Mom and Dad picked out No. 140 from Sears, Roebuck and Company's catalog. It will have two bedrooms and a cobblestone foundation, plus a front porch—but no bath. They really wanted No. 155, with a screened-in front porch, built-in buffet, and inside bath (!), but \$1,100 was twice as much as Dad said he could afford. In just a few days, the whole family will sleep under the roof of your custom-made Sears Modern Home.

Entire homes would arrive by railroad, from precut lumber, to carved staircases, down to the nails and varnish. Families picked out their houses according to their needs, tastes, and pocketbooks. Sears provided all the materials and instructions, and for many years the financing, for homeowners to build their own houses. Sears's Modern Homes stand today as living monuments to the fine, enduring, and solid quality of Sears craftsmanship.

No official tally exists of the number of Sears mail-order houses that still survive today. It is reported that more than 100,000 houses were sold between 1908 and 1940 through Sears's Modern Homes program. The keen interest evoked in current homebuyers, architectural historians, and enthusiasts of American culture indicate that thousands of these houses survive in varying degrees of condition and original appearance.

It is difficult to appreciate just how important the Modern Homes program and others like it were to homebuyers in the first half of the twentieth century. Imagine for a moment buying a house in 1908. Cities were getting more crowded and had always been dirty breeding grounds for disease in an age before vaccines. The United States was experiencing a great economic boom, and millions of immigrants who wanted to share in this wealth and escape hardship were pouring into America's big cities. City housing was scarce, and the strong economy raised labor costs, which sent new-home prices soaring.

The growing middle class was leaving the city for the—literally—greener pastures of suburbia as trolley lines and the railroad extended lifelines for families who needed to travel to the city. Likewise, companies were building factories on distant, empty parcels of land and needed to house their workers. Stately, expensive Victorian-style homes were not options for any but the upper class of homeowner. Affordable, mail-order homes proved to be just the answer to such dilemmas.

Sears was neither the first nor the only company to sell mail-order houses, but they were the largest, selling as many as 324 units in one month (May, 1926). The origin of the Modern Homes program is actually to be found a decade before houses were sold. Sears began selling building materials out of its catalogs in 1895, but by 1906 the department was almost shut down until someone had a better idea. Frank W. Kushel, who was reassigned to the unprofitable program from managing the china department, believed the homebuilding materials could be shipped straight from the factories, thus eliminating storage costs for Sears. This began a successful 25-year relationship between Kushel and the Sears Modern Homes program.

To advertise the company's new and improved line of building supplies, a Modern Homes specialty catalog, the *Book of Modern Homes and Building Plans*, appeared in 1908. For the first time, Sears sold complete houses, including the plans and instructions for construction of 22 different styles, announcing that the featured homes were "complete, ready for occupancy." By 1911, Modern Homes catalogs included illustrations of house interiors, which provided homeowners with blueprints for furnishing the houses with Sears appliances and fixtures.

It should be noted that suburban families were not the only Modern Home dwellers. Sears expanded its line

to reflect the growing demand from rural customers for ready-made buildings. In 1923, Sears introduced two new specialty catalogs, Modern Farm Buildings and Barn. The barn catalog boasted "a big variety of scientifically planned" farm buildings, from corncribs to tool sheds. The simple, durable, and easy-to-construct nature of the Sears farm buildings made them particularly attractive to farmers.

Modern Homes must have seemed like pennies from heaven, especially to budget-conscious first-time homeowners. For example, Sears estimated that, for a precut house with fitted pieces, it would take only 352 carpenter hours as opposed to 583 hours for a conventional house—a 40% reduction! Also, Sears offered loans beginning in 1911, and by 1918 it offered customers credit for almost all building materials as well as offering advanced capital for labor costs. Typical loans ran at 5 years, with 6% interest, but loans could be extended over as many as 15 years.

Sears's liberal loan policies eventually backfired, however, when the Depression hit. 1929 saw the high point of sales with more than \$12 million, but \$5.6 million of that was in mortgage loans. Finally, in 1934, \$11 million in mortgages were liquidated, and despite a brief recovery in the housing market in 1935, the Modern Homes program was doomed. By 1935, Sears was selling only houses, not lots or financing, and despite the ever-brimming optimism of corporate officials, Modern Homes sold its last house in 1940.

Between 1908 and 1940, Modern Homes made an indelible mark on the history of American housing. A remarkable degree of variety marks the three-plus decades of house design by Sears. A skilled but mostly anonymous group of architects designed 447 different houses. Each of the designs, though, could be modified in numerous ways, including reversing floor plans, building with brick instead of wood siding, and many other options.

Sears had the customer in mind when it expanded its line of houses to three different expense levels to appeal to customers of differing means. While Honor Bilt was the highest-quality line of houses, with its clear-grade (no knots) flooring and cypress or cedar shingles, the Standard Built and Simplex Sectional lines were no less sturdy, yet were simpler designs and did not feature precut and fitted pieces. Simplex Sectional houses actually included farm buildings, outhouses, garages, and summer cottages.

The American landscape is dotted by Sears Modern Homes. Few of the original buyers and builders remain to tell the excitement they felt when traveling to greet their new house at the train station. The remaining homes, however, stand as testaments today to that bygone era and to the pride of home built by more than 100,000 Sears customers and fostered by the Modern Homes program.

8. BIBLIOGRAPHICAL REFERENCES

Use attached sheets as necessary

"The House Sears Built" by Rosemary Thornton/Gentle Beam Publications/ Feb 2004 (2nd Edition)

"Houses by Mail" by KC Stevenson & etc.../Preservation Press/1986

"Cross Plains- Piedmont Doctors and Dentists Past and Present/ Higginbotham Inc/1986

"Homes to Remember" Piedmont Historical Society/ Higginbotham Inc/1985

The Anniston Star article, "Piedmont boasts a sears Catalog Mansion/Consolidated Publishing/ Nov. 1. 1984

<http://www.searsarchives.com/index.htm>

9. GEOGRAPHICAL DATA

Acreage of nominated property: approximately 3/4 acre

Attach a map showing the location of the property.

10. FORM PREPARED BY

Name/title: Deborah Dornbush

Organization: _____

Date: 2/23/10

Street & Number: 311 N. Center Ave

Telephone: 256-447-0128

City or Town: Piedmont

State: AL Zip: 36272

Email: debidornbush@aol.com

11. PHOTOGRAPHS:

Images are essential to the review process. They can be 4x6 color prints or digital images on a CD/DVD. All photographs will become the property of the AHC and will not be returned.

12. REMINDER:

Along with this completed application, include attachments for Items 5, 9 and 11 and send them to:

Alabama Historical Commission
Attn: Lee Anne Wofford
P.O. Box 300900
Montgomery, Alabama 36130-0900



The Amman Star

Today's
Living

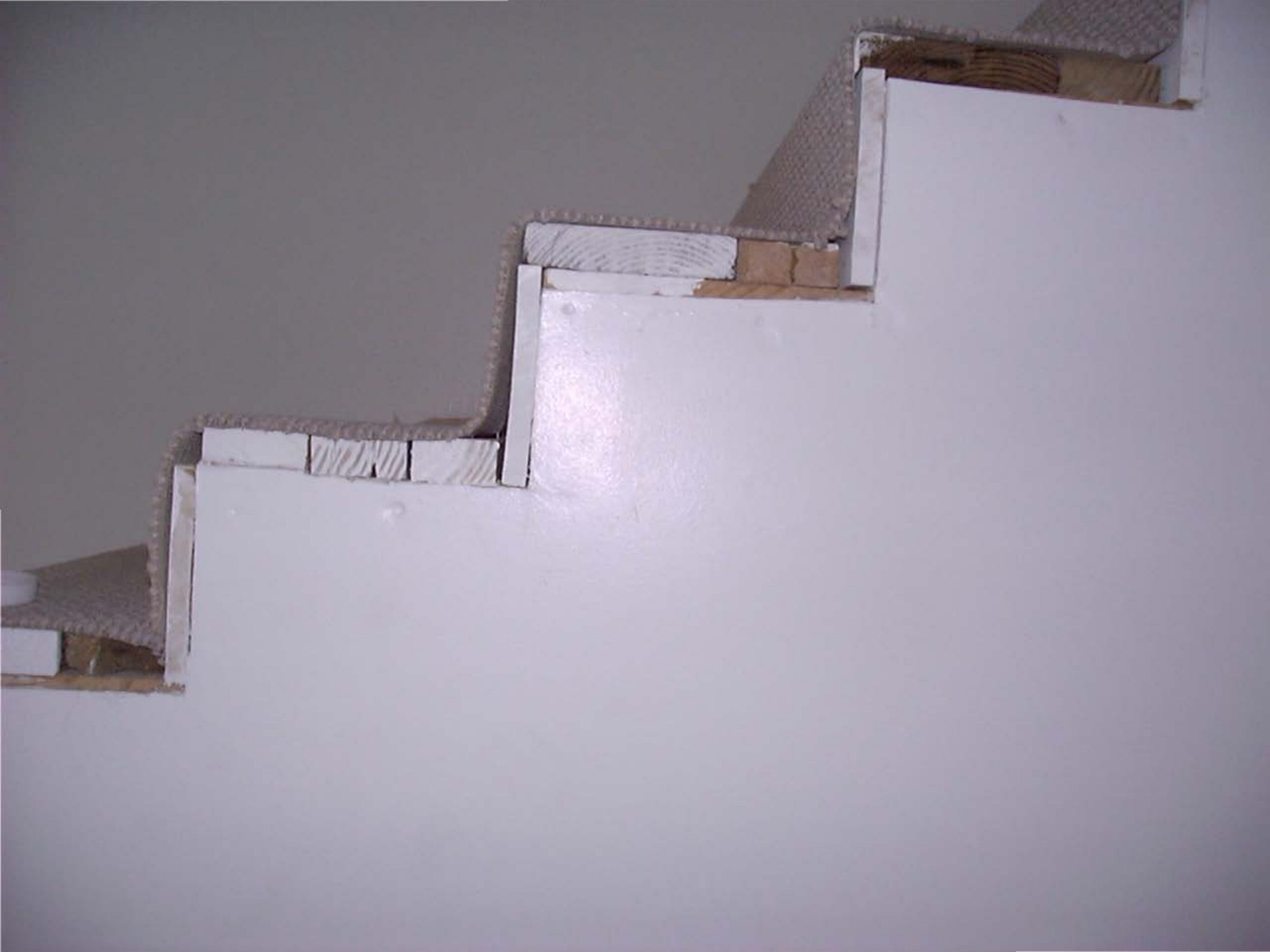
























































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NATURAL HISTORY



























































































































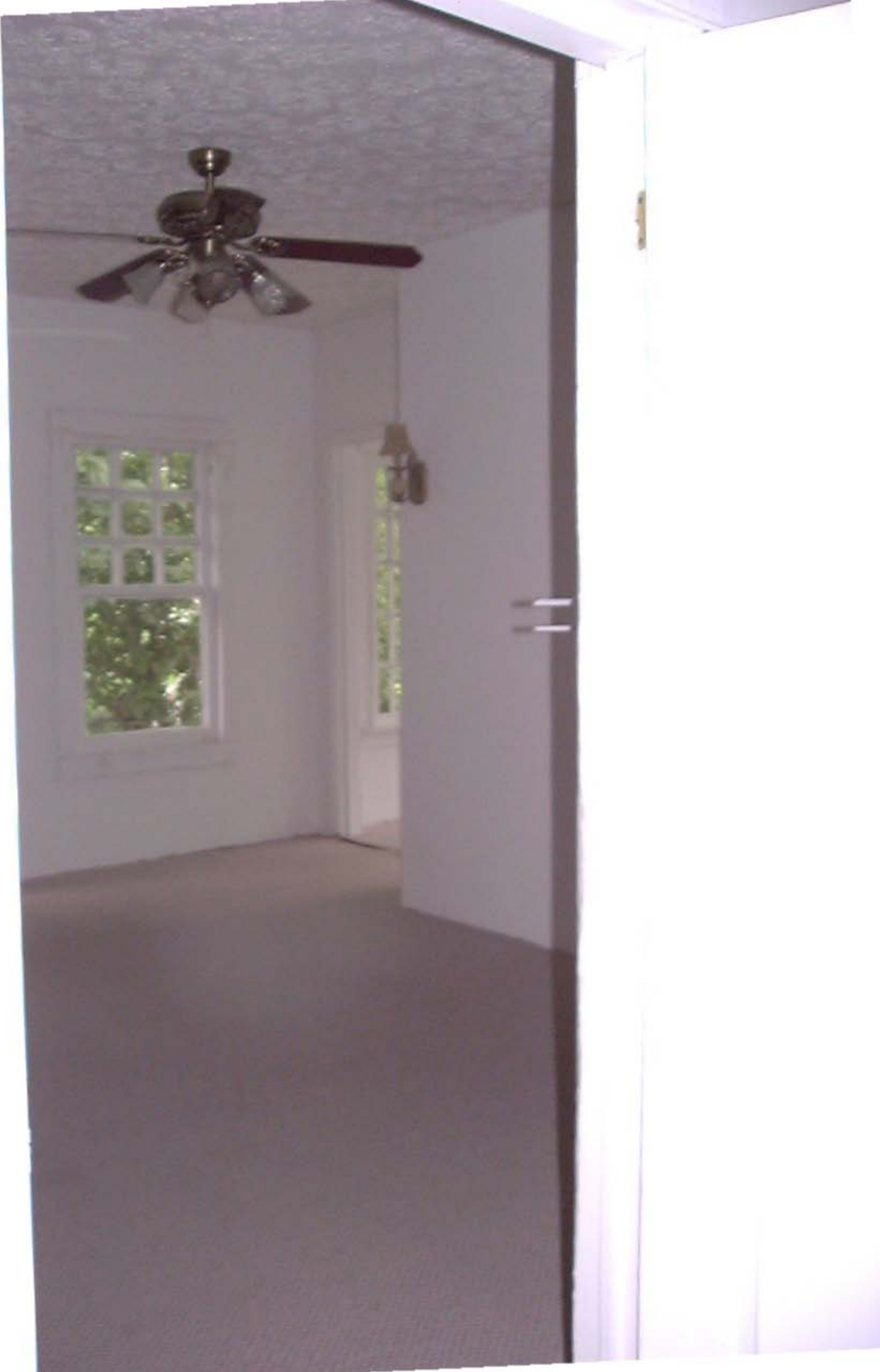




















































































































































A white shelving unit with four shelves. The top shelf holds a colorful figurine, a small table, and other decorative items. The second shelf from the top is empty. The third shelf holds a small jar and a dark object. The bottom shelf holds a small container and other items. A white refrigerator is partially visible behind the shelving unit.

A stack of cardboard boxes. The top box has a label with the following text: "KEEP REFRIGERATED", "FJ", "1/200", "1/200", "NO FRIGORUM", "BY VENTAGE". Below this, another box has the text: "2-13 LBS.", "2-11 LBS.", "2-10 LBS.". A third box has the text: "RON'S HOME STYLE FOODS INC HOUSTON, TEXAS 77001". A fourth box has the number "21301986".

A wooden TV stand with a large framed picture on top. The picture depicts a dark scene with two figures. On the stand, there is a television, a laptop, and other items. The stand is positioned against a white wall.

A doorway leading to another room. The room has a white wall and a doorway. A colorful blanket is draped over a chair. A white object, possibly a bag or a piece of clothing, is hanging on the wall. The room is carpeted and has a window with a view of the outdoors.





AS-8 **BA700X02**
30400-25245

Rolls Per Package:	24
Packs Per Case:	4
Sheets Per Roll:	100
Color:	White
Rolls Per Package:	24
Packs Per Case:	4
Rolls Per Package:	100
Color:	White

Angel Soft
Bath Tissue
Pañal Higiénico

PDO

SG-8













84939519

PO# 9082
SIZE STAR
CONTENTS: 1/67
CTN#:
P691AP
VENDOR #: 02407
A EA
OF 1500





A black and white electric stove with a black control panel. A blue pot is on the front burner. The oven door is black with a glass window.

A dark wood table with a coffee maker, a toaster, a sugar dispenser, a glass, and a red can. A cardboard box is on the floor in front of it.

A tall black shelving unit with five shelves. The top shelf has a white cup, silver shakers, and a blue container. The second shelf has several glasses and mugs. The third shelf has a stack of white plates and a small bowl. The fourth shelf has a stack of white bowls. The bottom shelf has a black and white striped object.

A cardboard box on the floor, partially open, containing a blue cup and other items.













JUN 8 2005



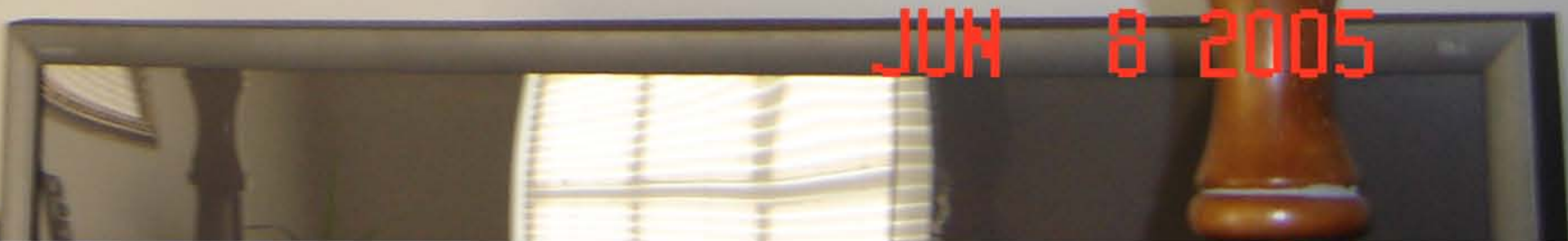
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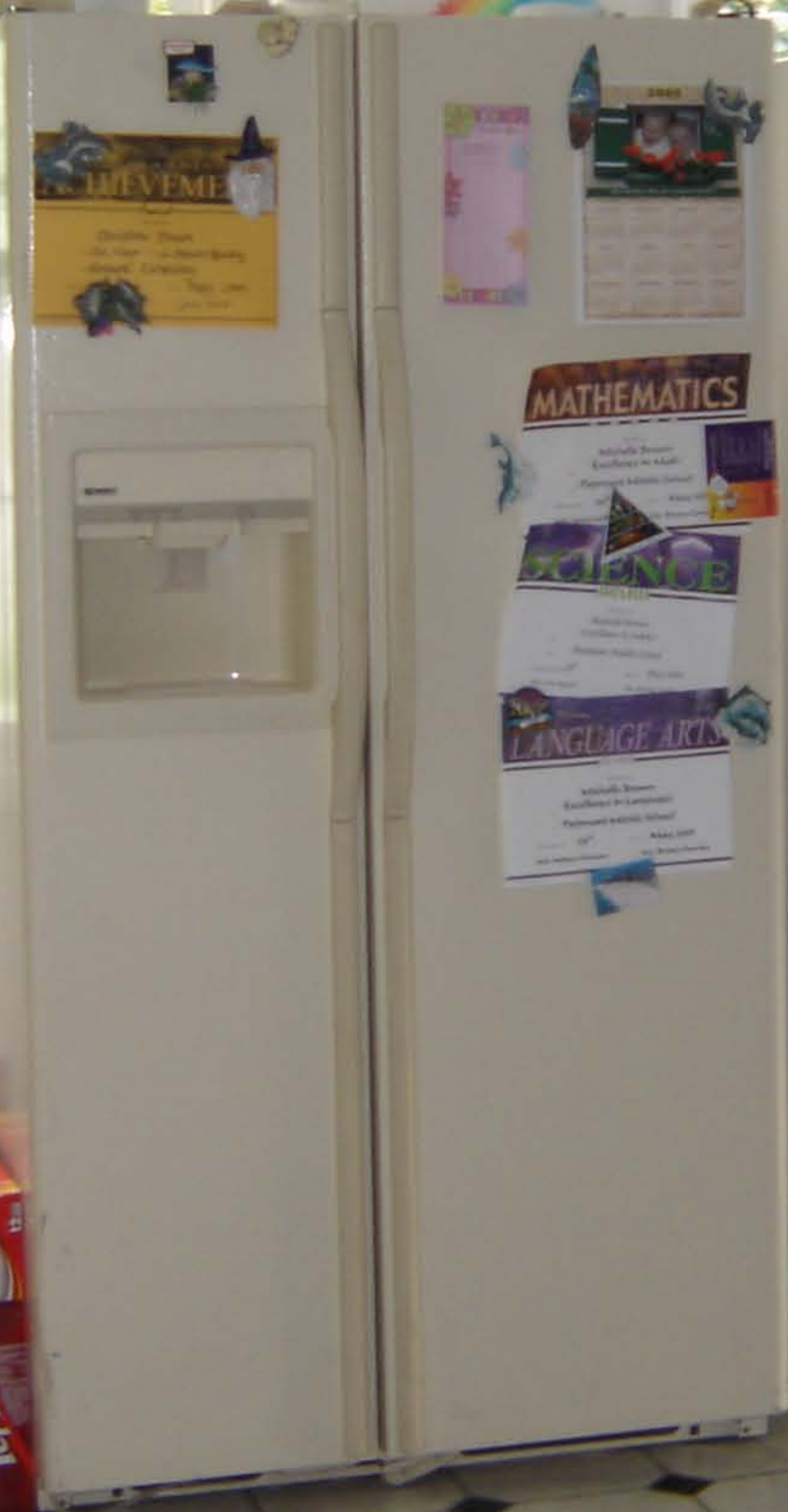
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