

United States Department of the Interior
National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES
REGISTRATION FORM**

1. Name of Property

historic name Feldman's Department Store
other names/site number Teal Professional Building

2. Location

street & number 800 20th St. not for publication N/A
city or town Haleyville vicinity N/A
state Alabama code AL county Winston code 133 zip code 35565

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1986, 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.)

Suzanne Ann Brown 24 June 2009
Signature of certifying official/Title Date

Alabama Historical Commission (State Historic Preservation Office)
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 Keeper Date of Action

5. Classification

Ownership of Property (Check as many boxes as apply)	Category of Property (Check only one box)	Number of Resources within Property	
		Contributing	Noncontributing
<input checked="" type="checkbox"/> private	<input checked="" type="checkbox"/> building(s)	<u> 1 </u>	<u> 0 </u> buildings
<input type="checkbox"/> public-local	<input type="checkbox"/> district	<u> </u>	<u> </u> sites
<input type="checkbox"/> public-State	<input type="checkbox"/> site	<u> </u>	<u> </u> structures
<input type="checkbox"/> public-Federal	<input type="checkbox"/> structure	<u> </u>	<u> </u> objects
	<input type="checkbox"/> object	<u> 1 </u>	<u> 0 </u> Total

Name of related multiple property listing
(Enter "N/A" if property is not part of a multiple property listing.)
N/A

Number of contributing resources previously listed in the National Register:
N/A

6. Function or Use

Historic Functions (Enter categories from instructions)

Cat: COMMERCE/TRADE Sub: department store
business
professional

Current Functions (Enter categories from instructions)

Cat: OTHER Sub: _____

7. Description

Architectural Classification (Enter categories from instructions)

OTHER: Two-part Commercial Block

Materials (Enter categories from instructions)

foundation: Brick
roof: Metal
walls: Brick
other: _____

Narrative Description (Describe the historic and current condition of the property on one or more continuation sheets.)

8. Statement of Significance

Applicable National Register Criteria (Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing)

- A Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B Property is associated with the lives of persons significant in our past.
- C Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D Property has yielded, or is likely to yield information important in prehistory or history.

Criteria Considerations (Mark "X" in all the boxes that apply.)

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

Areas of Significance (Enter categories from instructions)

Architecture _____

Commerce _____

Period of Significance 1911-1959

Significant Dates 1911, 1914

Significant Person (Complete if Criterion B is marked above) N/A

Cultural Affiliation _____

Architect/Builder _____

Narrative Statement of Significance (Explain the significance of the property on one or more continuation sheets.)

9. Major Bibliographical References

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

Previous documentation on file (NPS):

- preliminary determination of individual listing (36 CFR 67) has been requested.
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic Landmark
- recorded by Historic American Buildings Survey # _____
- recorded by Historic American Engineering Record # _____

Primary Location of Additional Data:

- State Historic Preservation Office
- Other State agency
- Federal agency
- Local government
- University
- Other

Name of repository: _____

10. Geographical Data

Acreage of Property .28 acres

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

	Zone	Easting	Northing	Zone	Easting	Northing
1	<u>16</u>	<u>442430</u>	<u>3787220</u>	4	_____	_____
2	_____	_____	_____	5	_____	_____
3	_____	_____	_____	6	_____	_____

Verbal Boundary Description (Describe the boundaries of the property on a continuation sheet.)

Boundary Justification (Explain why the boundaries were selected on a continuation sheet.)

11. Form Prepared By

name/title Judy Teal (owner) and David Ray and Susan Enzweiler (AHC NR Coordinators)

organization _____ date 9-5-2008

street & number 8605 Cartersville Highway telephone 770/445-1190

city or town Dallas state GA zip code 30132

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

Maps

- A USGS map (7.5 or 15 minute series) indicating the property's location.
- A sketch map for historic districts and properties having large acreage or numerous resources.

Photographs

Representative black and white photographs of the property.

Additional items (Check with the SHPO or FPO for any additional items)

Property Owner

(Complete this item at the request of the SHPO or FPO.)

name Dr. Joe and Judy Teal

street & number 8605 Cartersville Highway telephone 770/445-1190

city or town Dallas state GA zip code 30132

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CONTINUATION SHEET

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county and State Winston, Alabama

#7 NARRATIVE DESCRIPTION

Feldman's Department Store is a two-part commercial block, brick building located in downtown Haleyville at the corner of 20th Street and Alabama Avenue. The railroad line that brought prosperity to the town runs down the middle of the latter street. By at least the 1930s, if not earlier, the block of 20th Street between Alabama Avenue and 9th Avenue comprised the heart of Haleyville's commercial center. Feldman's Department Store visually dominates this area. 20th Street widens significantly where it meets Alabama Avenue and the railroad tracks, creating a plaza-like public space in front of the store. This enhances the building's position as a downtown landmark. In the 1930s, Feldman's Department Store anchored the west corner of the north side of 20th Street near the railroad while the 2 story Winston Hotel did the same on the eastern end of the block. Between them stretched a row of narrow, 1 story commercial buildings. On the south side of this block were four 2 story buildings (of which two were banks) interspersed among a greater number of one story structures.

This two-story building, constructed in 1911, still retains its original appearance, although some of the windows and interior walls have been replaced and the utilities have been upgraded. The exterior walls (front, sides and rear) are 3-4 bricks thick, of the original red brick, and still reflect the historic character of their time. The building has a rectangular form, 50 feet by 100 feet. The pitched roof slopes toward the back of the building. It has a base of wide wood planks, and is covered with metal and tar.

The front façade is symmetrical, and its tripartite configuration is based on the alignment of the second floor's three individual windows and the three separate entrances on the first floor. The two separate store bays each consist of large display windows flanking recessed, double-leaf doors with large lights. The central, first story bay consists of a single-leaf door which allows access to the second story. This door is flanked by pilasters. A transom of large lights spans the façade above these entrances. On the façade's second story are three 1/1 double hung sash windows. The wide, central one is crowned with a semicircle fanlight and has a round-arched header. The other two windows have segmental arched headers. The headers are connected by a brick beltcourse. Above is a mildly decorative parapet, consisting of stepped corbelling, with a band of projecting brick crosses immediately below.

The front fixed flat canopy, with an overhead roof, which covers the sidewalk, is about 8 feet by 50 feet long. Ten cast iron lion heads, painted gold, with black chains, hold up the wood and metal canopy. Square metal posts which support the canopy are covered with square wooden pillars.

The canopy, storefront window and transom wrap around the southwest corner of the building. Towards the rear of this western (side) elevation is a new double-leaf door with large lights, a two-light transom and a segmental header. On either side of it is a cast iron lion head. The second story features four 1/1 double hung sash windows with segmental headers and a paired 1/1 double hung sash window with a straight header. A stepped parapet delineates the top of the building on this side.

The entire first floor of the building housed Feldman's Department Store. It is comprised of two large rooms, each 100 feet by 25 feet. The original pine floors are still intact except for a 30 foot by 25 foot area that was destroyed by termites and could not be saved. This area now has plywood and carpeting. The interior walls are plastered. The 12 foot high ceilings are clad in tongue-and-groove wood. At this time, both ballrooms are decorated with antiques and new furniture. The new lighting on this floor includes chandeliers, simpler light fixtures and ceiling fans.

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Dropped boxed partitions were added to the ceiling to accommodate new heating, air and electrical components but the original ceilings are very visible. A couple mantels and fireplaces were added also. Another addition to the first floor were 3 half baths and 1 full bath. The bathroom floors are marble and the sinks are antiques. A stage covered by strips of original wood was salvaged during the renovation of the building.

The second floor also retains its integrity. The staircase has been covered with carpet, but its railings are the original dark wood. The floors are all pine and, except for the hallway which was restored, are covered with carpet. The original tongue-and-groove wood ceilings are mostly still intact. On some walls the plaster remains, other walls have sheetrock and still others are exposed brick where the original plaster has fallen off. The window trims reflect the original design. All of the doors are original with their original glass and hardware. The additions to the second floor are 2 full baths. The lighting on the second floor is comprised of chandeliers, simpler light fixtures and ceiling fans. Wallpaper was added to the hallway and some of the rooms.

Minor landscaping and a paved parking lot for 8 cars were added behind the building.

Archaeological Component: Although no archaeological testing has been conducted, the potential for subsurface material remains is probable.

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#8 STATEMENT OF SIGNIFICANCE

Period of Significance: The period of significance is 1911-1959. The beginning date is the year the building was constructed. The ending date reflects the fifty-year cut-off date. Members of the Feldman family operated a store here until the late 1990s after acquiring the building in 1914.

Criterion A, Commerce: The building which houses Feldman's Department Store, built in 1911 for John Dodd, is a locally significant example of an early 20th century department store in Haleyville. It represents a typical commercial development pattern that occurred in small towns across Alabama in the late nineteenth and early twentieth centuries. The penetration of railroads into isolated areas of the state allowed access to the natural resources in those regions. The speculators, workers and others who came to exploit those resources needed supplies and services which were provided by businessmen and professionals.

Winston County was blessed with vast timber and coal reserves but lacked a reliable transportation network to move these products to market. In 1885 work began on a section of the Northern Alabama Railroad that would connect Sheffield in Colbert County with Parrish in Walker County by passing through Winston. The line reached Haleyville in 1887 and was completed to Parrish by 1906 at the latest. Haleyville grew into an important shipping point on this route. Local industry included cotton ginneries and a cottonseed oil mill, a gristmill and sawmills, a fertilizer plant, an ice factory and a canning factory. There were railroad repair shops and a terminal plus five coal mines. This industrial expansion in turn led to a vital retail economy, making the town a regional trade center.

Only 100 people lived in Haleyville in 1880. Just 225 resided there twenty years later, but by 1910 Haleyville's population exploded to 1,111. The town was poised for expansion. John Dodd built what is believed to be the first brick commercial building in Haleyville the following year. Soon the town had a new city hall, paved streets and sidewalks, street lights and a waterworks system. There was also a volunteer fire department.

One of the town's most important deals in terms of commercial development occurred in 1914 when Moses Feldman and his wife Fanny Royal, both East European Jewish immigrants, bought Dodd's building to house their department store. By the time their son Abe joined the family business in the 1930s, Feldman's Department Store was known as "an institution in this section of Alabama. . . ." Most people remember it as the place where they bought their first pair of overalls or jeans or shoes.

The store occupied only the first floor of this building. The second floor provided office space for Haleyville's professional and business classes. The O. P. Drake Cotton Gin Offices were housed here in the early 20th century and its signs are still visible on the doors and a transom. The medical office of one of the first local doctors was also here.

Feldman's Department Store was closed and the building sold after the death of the younger Feldman son David in the late 1990s. It is believed to be the oldest mercantile building in Haleyville and one of the very few remaining from the early twentieth century. Most of the other commercial resources from this time period have been destroyed either by fires or a tornado that swept through the downtown several years ago.

Criterion C, Architecture: Feldman's Department Store is a significant example of an early 20th century two-part commercial block within the context of Haleyville. Architectural historian Richard Longstreth describes this commercial building typology as "Generally limited to structures of two to four stories, this type is characterized by a horizontal division into two distinct zones. . . . The two-part division reflects differences in use inside. The single-story lower zone, at street level, indicates public spaces such as retail stores, a banking room, insurance office or hotel lobby. The upper

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zone suggests more private spaces, including offices, hotel rooms or a meeting hall. The type . . . is readily found in almost all forms of commercial development, dominating the core of small cities and towns as well as many neighborhood commercial areas." Feldman's Department Store illustrates this typology not only in terms of its physical characteristics but also in terms of its historic uses with the retail space on the first floor and the offices above.

Although the building's architecture might be unremarkable in a more urban setting, here it illustrates a small town's awareness of modern commercial building trends and styles. During this time period, property owners in communities across the country were replacing their wood frame commercial buildings with substantial brick structures for reasons of fire safety and to demonstrate their own prosperity. Just as with the Feldman's Department Store, these buildings often displayed modest design details such as corbelling and beltcourses.

Narrative History: John Dodd built his two-story, brick commercial building on a prominent corner near the railroad line in downtown Haleyville in 1911. The building replaced a two-story, wood-frame structure which had burned down. The earlier building had been the location of the Shipman Brothers Store and the town post office. No doubt Dodd was capitalizing on the industrial growth and economic development which had come to Haleyville with the construction of the railroad. Moses and Fanny Feldman bought the building in 1914, operating their department store on the first floor and renting out the second story offices. The Feldman family owned the building and operated the store until the late twentieth century when the building was sold to Dr. and Mrs. Joe Teal who converted it into a place for social events.

#9 MAJOR BIBLIOGRAPHICAL REFERENCES

Cline, Wayne. 1997. *Alabama Railroads*. Tuscaloosa: The University of Alabama Press.

Gamble, Robert. AHC Architectural Historian. Interview conducted by Susan Enzweiler, NR Coordinator, at AHC offices. 11 September 2008.

Longstreth, Richard. 2000. *The Buildings of Main Street: A Guide to American Commercial Architecture*. Walnut Creek, CA: AltaMira Press.

Owen, Thomas McAdory. 1921. *History of Alabama and Dictionary of Alabama Biography*. 4 vols. Chicago: The J. S. Clarke Publishing Company.

Sanborn Fire Insurance Company. Feb. 1930 and Aug. 1939. *Fire Insurance Maps for Haleyville, AL*. Birmingham, AL: Birmingham Public Library. On-line. Available from Internet, <http://www.bham.lib.al.us>, accessed 11 September 2008 via AHC account.

Thompson, Wesley S. 1968. *"The Free State of Winston": A History of Winston County, Alabama*. Winfield, AL: Pareil Press.

W. H. S. 1939. "Native of Latvia, Russia, Feldman outstanding businessman." *Winston Whirl-Around. The Advertiser-Journal*, 5 January, 1. Photocopy of newspaper article submitted by Judy Teal and in NR file.

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Section photo log Page 5

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#10 VERBAL BOUNDARY DESCRIPTION

Lots 1 and 6 in Block 22 of the Urban Renewal Plat as recorded in Map Book 1 page 197 in the Office of the Probate of Winston County, Alabama

#10 BOUNDARY JUSTIFICATION

These are the boundaries currently associated with the property.

PHOTO LOG

1. Feldman's Department Store, 800 20th Street, Haleyville
2. Winston County, AL
3. Photographer: Chad Fell
4. Date of Photograph: 29 March 2005
5. Alabama Historical Commission

Photo 1: Front façade, camera facing N

Photo 2: Side elevation, camera facing E

Photo 3: First floor, camera facing S

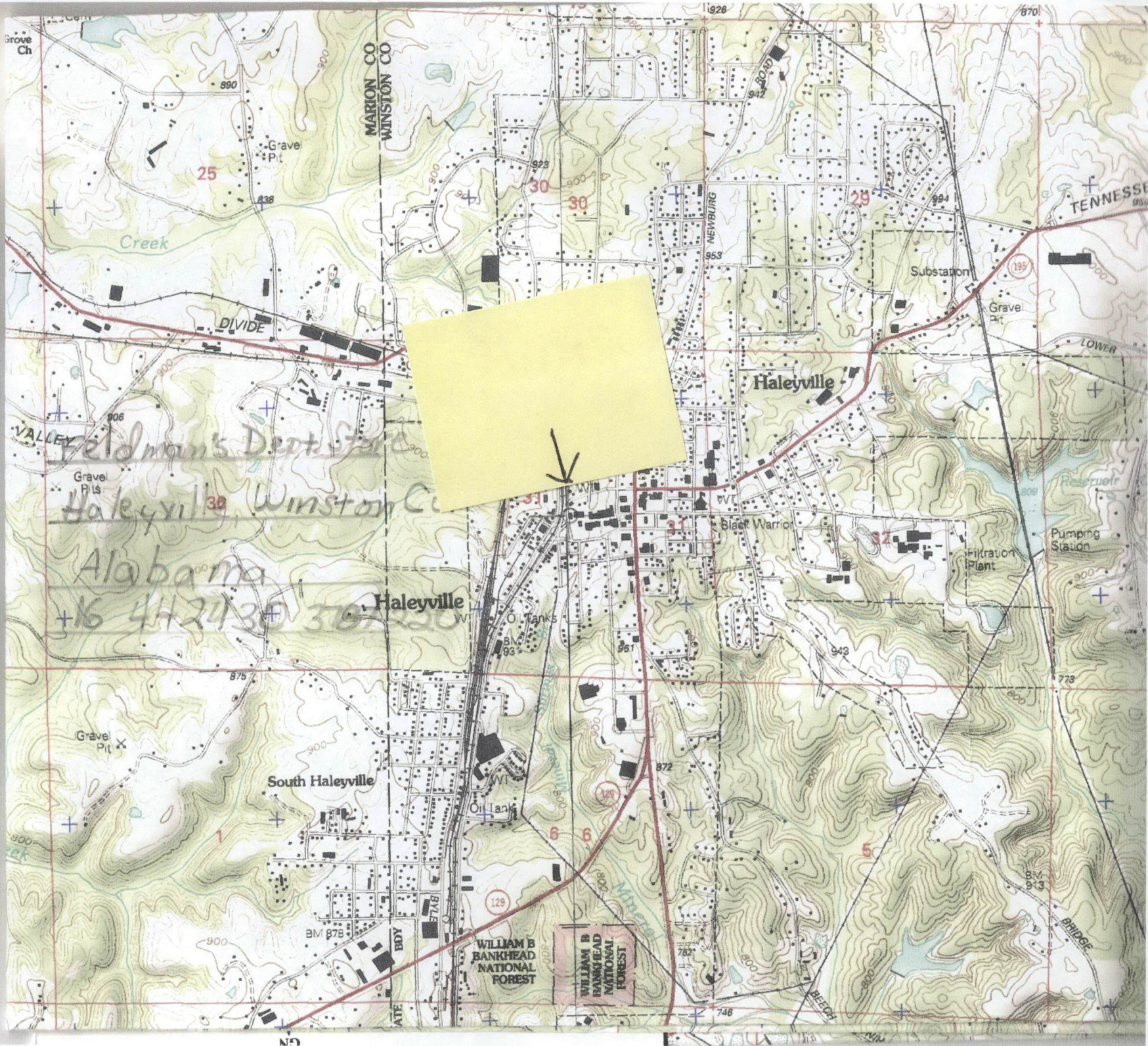
Photo 4: First floor, camera facing S

Photo 5: Second floor hall, camera facing S

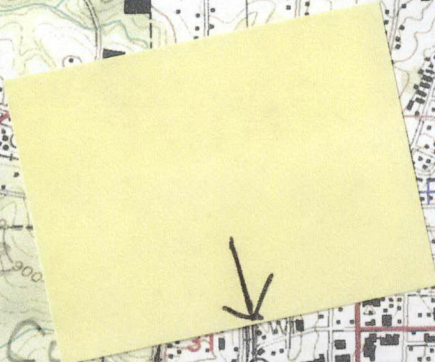
Photo 6: Second floor ceiling and sign, camera facing S

Photo 7: Second floor door with transom, camera facing SW

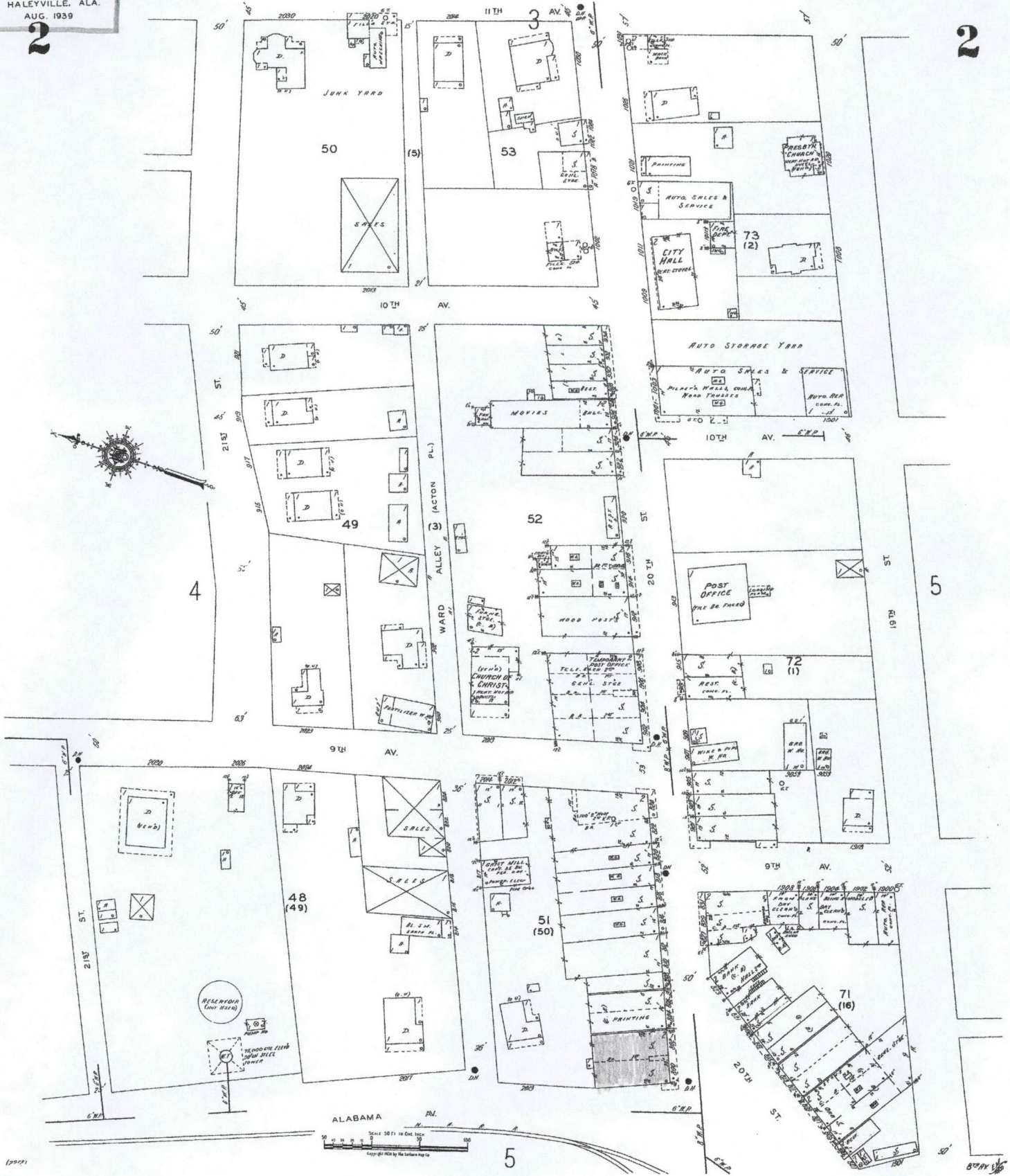
Photo 8: Second floor door with transom, camera facing W



Feldman's Dept. Store
Haleyville, Winston Co.
Alabama
+16 442430 307 20



WILLIAM B BANKHEAD NATIONAL FOREST



O.P. DRAKE COTTON



























PRIVATE

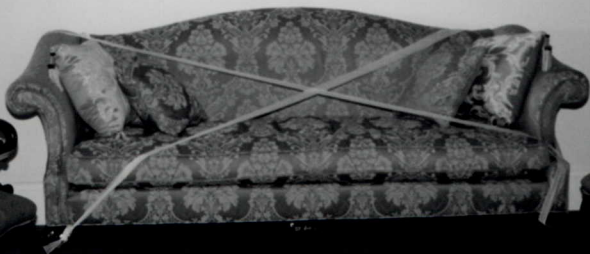


**STAR BRAND
SHOES**

WEAR LONGER — COST LESS

M. FELDMAN

The sign features a five-pointed star with a sunburst border. Inside the star, the letters 'S', '&', 'C', 'S', and 'S' are arranged in a circular pattern. The text is bold and black on a light background.







**STAR BRAND
SHOES**

WEAR LONGER — COST LESS

M. FELDMAN

The sign features a five-pointed star with a sunburst border. Inside the star, the letters 'J', 'C', 'R', and 'S' are arranged around a central circle containing the letter 'O'. The text 'STAR BRAND SHOES' is in large, bold, sans-serif font. Below it, 'WEAR LONGER — COST LESS' is in a smaller font. At the bottom, 'M. FELDMAN' is enclosed in a white oval.

