

**United States Department of the Interior  
National Park Service**

**National Register of Historic Places  
Registration Form**

**1. Name of Property**

historic name Gottfried Furniture Company Building

other names/site number N/A

**2. Location**

street & number 326 Boonville Avenue [N/A] not for publication

city or town Springfield [N/A] vicinity

state Missouri code MO county Greene code 077 zip code 65802

**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 ☐ .)

Mark A. Miles  
Signature of certifying official/Title Mark A. Miles/Deputy SHPO

November 2, 2007  
Date

Missouri Department of Natural Resources  
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 certifying official/Title

\_\_\_\_\_  
State or Federal agency and bureau

**4. National Park Service Certification**

I hereby certify that the 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.  
See continuation sheet ☐ .

Signature of the Keeper

Date

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**5. Classification**

Ownership of Property	Category of Property	Number of Resources within Property	
		Contributing	Noncontributing
<input checked="" type="checkbox"/> private	<input checked="" type="checkbox"/> building(s)	<u>1</u>	<u>                    </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>                    </u>	<u>                    </u>
		<u>1</u>	<u>                    </u> Total

**Name of related multiple property listing.**Historic and Architectural Resources of  
Springfield, Missouri**Number of contributing resources  
previously listed in the National  
Register.**

N/A

**6. Function or Use****Historic Function**

COMMERCE/specialty store

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Current Functions**

VACANT/Not in use

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**7. Description****Architectural Classification**

Late Victorian

Other: two part commercial block

\_\_\_\_\_

\_\_\_\_\_

**Materials**

foundation Stone/Limestone

walls Brick

\_\_\_\_\_

roof Synthetics

other                     

**Narrative Description**

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

**Gottfried Furniture Company Building  
Greene County, Missouri****8. Statement of Significance****Applicable National Register Criteria**

☒ **A** Property is associated with events that have made a significant contribution to the broad patterns of our history

☐ **B** Property is associated with the lives of persons significant in our past.

☐ **C** Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic 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**

Property is:

☐ **A** owned by a religious institution or used for religious purposes.

☐ **B** removed from its original location.

☐ **C** a birthplace or 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**

COMMERCE

**Periods of Significance**

c. 1890--1947

**Significant Dates**

N/A

**Significant Person(s)**

N/A

**Cultural Affiliation**

N/A

**Architect/Builder**

Unknown

**Narrative Statement of Significance**

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

**9. Major Bibliographic References****Bibliography**

(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: ~~Springfield - Greene County Library~~

Gottfried Furniture Company Building  
Greene County, Missouri

**10. Geographical Data**

**Acreage of Property** Less than 1 acre

**UTM References**

A. Zone      Easting      Northing  
15          474091      4118269

B. Zone      Easting      Northing

C. Zone      Easting      Northing

D. Zone      Easting      Northing

[ ] See continuation sheet

**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 Jason P. Mitchell, Architect/Preservation Specialist (see cont sheet)

organization Outre Design Collaborative date May 16, 2006

street & number 311 W. Commercial Street telephone 417/866-5920

city or town Springfield state MO zip code 65803

**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 SHPO or FPO.)

name Seth Jackson /Visionering Inc.

street & number 3435 Rockwood Forest telephone 615/300-9091

city or town Arnold state MO zip code 63010

United States Department of the Interior  
National Park Service

National Register of Historic Places  
Continuation Sheet

Section 7 Page 1

Gottfried Furniture Company Building  
Greene County, Missouri

---

**SUMMARY:**

The Gottfried Furniture Company Building, 326 Boonville Ave., in Springfield, Greene County, is a three-story brick Late Victorian-style commercial building with a rectangular plan.

Constructed c. 1890 it is representative of property type "Downtown Commercial Buildings, ca 1870-1948" as described in the "Historic and Architectural Resources of Springfield, Missouri" multiple property cover document. The property has a flat roof and parapet with a central triangulated pediment at its primary west elevation. It rests on a limestone foundation and has a full basement. The façade is constructed of red brick and features a lavish presentation of metal ornamentation and corbeled brick at the roofline, upper-story windows and storefront. The subject property retains its original interior open plan at all three floors. The Gottfried Furniture Company Building is well preserved and displays integrity of design, materials, workmanship, association and location. Some of the metal façade ornamentation is missing, notably pilaster caps that framed the roofline and the exterior brick wall surface has been painted. Otherwise, the subject property remains fairly unaltered. It is the only resource on the site.

**ELABORATION:**

The upper façade of the property's west elevation retains substantially intact its original pressed tin ornamentation, which is some of the most impressive in Springfield. [see photo 1-4] It includes a triangulated pediment faced with a sunflower-design semi-round at the roofline, a bracketed pressed tin cornice, decorative tin pilaster caps and arch in-fills above the upper-story windows. Pressed tin cornice blocks framing the roofline are no longer extant. However, they were intact at the time of the 1984 historic and architectural survey. Therefore, photographic documentation for re-creation of these ornamental elements is available. The elaborately detailed brickwork has been painted. The upper stories are symmetrically fenestrated and consist of three window bays separated by brick pilasters. A brick corbel table spans each of the bays. The first and third bays have arched paired windows with pressed tin arch in-fills. The third-story window of the second bay is paired window supported by corbeled brick brackets. The second-story window is a triple window with a larger, more decorative pressed tin arch in-fill. The windows retain their original double-hung single-pane

United States Department of the Interior  
National Park Service

National Register of Historic Places  
Continuation Sheet

Section 7 Page 2

Gottfried Furniture Company Building  
Greene County, Missouri

wood sashes. The repair of the existing metal ornamentation and replication of missing elements will enhance the overall integrity and historic character of the façade.

Two large original cast iron pilasters frame the storefront opening. The north pilaster retains its original pressed tin pilaster cap. The large display windows have two panels of transom above. Although the display windows and transoms are not original to the date of construction, they are within the period of significance and, therefore, have achieved their own historic value. Original cast iron columns are retained behind the display windows. The large central recessed entrance is square. The recessed entrance is surfaced with wood tongue and groove siding. Double doors are located at each of the north and south faces of the entrance opening.

The north and south side elevations are constructed of brick and have no window openings. The south elevation was previously fully covered by an adjacent three-story historic commercial building, which is no longer extant. The north side elevation is partially covered by an adjacent two-story brick commercial building.

The rear east elevation is constructed of brick and is symmetrically fenestrated with five bays of single arched double hung window. These have wood cut-out arch in-fills, two over one sashes and cast iron sills. A rear freight entrance to the basement level is located at the south side elevation. Two basement windows are located at the north side with a second basement window filled in with brick.

The subject property retains its original interior open plan at all three levels. A freight elevator is located at the northeast corner of the building. Wood staircases run along the side south perimeter wall. Each floor has wood, tongue and groove ceilings, exposed brick wall and wood floors. The floor structures are supported by a central beam and cast iron columns [at the first floor] or wood posts [second and third floors].

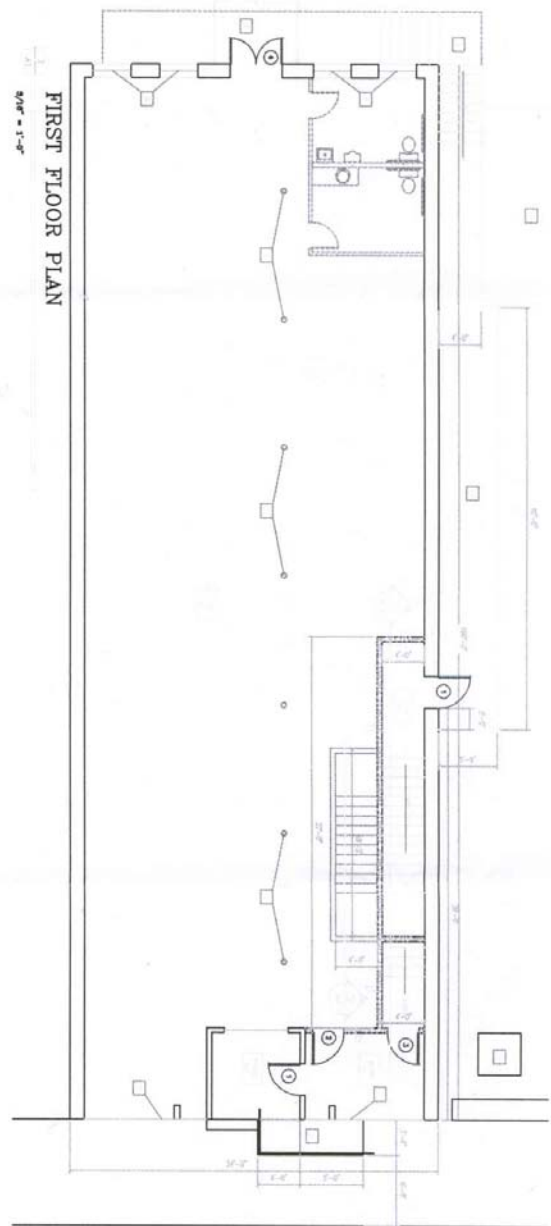
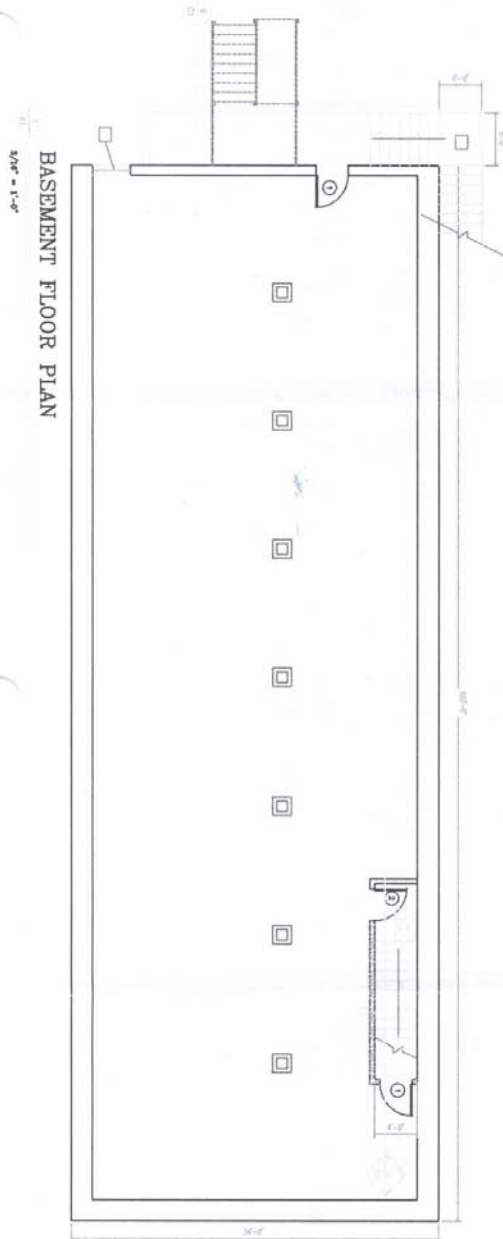
United States Department of the Interior  
National Park Service

National Register of Historic Places  
Continuation Sheet

Section 7 Page 3

Gottfried Furniture Company Building  
Greene County, Missouri

Basement and first floor plans.



United States Department of the Interior  
National Park Service

National Register of Historic Places  
Continuation Sheet

Section 8 Page 4

Gottfried Furniture Company Building  
Greene County, Missouri

**Summary:**

The Gottfried Furniture Company Building, 326 Boonville Ave, Springfield, Greene County, is locally significant under Criterion A in the area of COMMERCE. The subject property meets the registration requirements established in the amended Multiple Property Submission cover document, "Historic and Architectural Resources of Springfield, Missouri," and is within the historic context of "19<sup>th</sup> and Early 20<sup>th</sup> Century Commercial Buildings, ca. 1850-1948." Constructed c. 1890, this three-story Late Victorian-style commercial building is representative example of the property type "Downtown Commercial Buildings, ca. 1870-1948." In the area of COMMERCE, it is significant for its role in the commercial history of Springfield through its association with Gottfried Furniture Company, a furniture retail sales business founded in 1861 by Prussian-born immigrant Conrad Gottfried. Under the subsequent management of his son, William H. Gottfried, Sr., Gottfried Furniture Company [later renamed Gottfried Furniture and Carpet Company] grew to become in the early 20<sup>th</sup> century one the largest furniture retailers along the Frisco line between St. Louis, Missouri and Dallas, Texas.<sup>1</sup> The period of significance is determined as c. 1890 to 1947, beginning with its date of construction and ending when the company discontinued its operations following three generations of family ownership.

**Background:**

Though the nominated building dates to c. 1890, the Gottfried Furniture Company has a much longer history and association with the commercial development of Springfield. In 1858, when company founder Conrad Gottfried arrived in Springfield, a burgeoning community greeted him. Established in 1836, the city grew steadily and by the 1850s had commercial buildings lining the streets along the public square. Additionally, in 1858 a small number of local businesses (16) were reporting combined sales of over \$300,000.<sup>2</sup> Business might have been boosted by the arrival in 1858 of the Butterfield Stage that connected Springfield to other regional outposts.<sup>3</sup>

---

1 "Makers of Springfield." Republican, March 10, 1912.

2 Philip Thomason. "Historic and Architectural Resources of Springfield, Missouri." National Register of Historic Places Multiple Property Documentation Form, 1999, Section E, p. 3.

3 Ibid.



United States Department of the Interior  
National Park Service

National Register of Historic Places  
Continuation Sheet

Section 8 Page 5

Gottfried Furniture Company Building  
Greene County, Missouri

Though unknown, it may have been the newly established Butterfield Stage, on route to California, that brought Conrad Gottfried and his family to Springfield. According to one newspaper account, the Gottfrieds were on the way to the California gold fields when bad weather and the threat of Indian attacks in Kansas delayed their journey.<sup>4</sup> Conrad Gottfried planned to wait out the winter in Springfield and continue with his family to California in the spring. While awaiting the spring thaw, Gottfried "spent his time making four-poster beds and an occasional coffin for the residents of the town."<sup>5</sup> Reports of the deplorable conditions in the gold fields and his growing reputation as a furniture maker in Springfield, convince Gottfried to stay and establish a furniture business in the community.

Conrad Gottfried was born in Prussia in 1826 and emigrated to New York in 1847, where he continued to live for about 12 years.<sup>6</sup> In New York, he met and married Eva Shelhurst in 1851 and started a family. Though unstated, it is likely that Gottfried practiced his trade as a cabinetmaker, a profession he had been trained in as a teenager.<sup>7</sup> His skill as a cabinet and furniture maker prepared him for opening a furniture retail business in Springfield in 1858 or 1859. Holcombe's biographical sketch of Conrad stated that he "worked at his trade for a year and a half" in Springfield before he "embarked in business for himself, opening a furniture store on Boonville Street."<sup>8</sup> Most accounts of the business, however, use 1858 as the starting date for the Gottfried Furniture Company.

Gottfried opened his business with stock ordered from Cincinnati and "pieces [he] had made during the winter."<sup>9</sup> The original store building was located on Boonville Avenue "in a long frame store room." This frame store later "gave way to one of brick to which another three-story building was added as the later growth of the business expanded."<sup>10</sup> This newspaper account does not clearly indicate if this growth occurred on one lot, or in different areas of the city. Most accounts agree that the original location of the store was on Boonville Avenue. The History and Directory of Springfield and North Springfield, published in 1878, lists Conrad Gottfried (furniture dealer) and Charles Gottfried (cabinet

4 "Ill Short Time, Pioneer Expires in His Residence on East Walnut." Daily News, September 16, 1930.

5 Ibid.

6 R. I. Holcombe. History of Greene County, Missouri. St. Louis: Western Historical Company, 1883. Published online <http://thelibrary.org/lohist/history/colcombe/index.html>. Accessed October 31, 2007.

7 Ibid.

8 Ibid.

9 Daily News.

10 Ibid.

United States Department of the Interior  
National Park Service

National Register of Historic Places  
Continuation Sheet

Section 8 Page 6

Gottfried Furniture Company Building  
Greene County, Missouri

maker) as having a business at 234 Boonville and living at 413 Boonville.<sup>11</sup> This may have been the "fine two story brick building on Booneville [sic] street" on which Gottfried was about to begin work in April 1876.<sup>12</sup> Just five years later, Holcombe notes that Gottfried opened furniture store on Boonville that "he kept for about eighteen years. He then moved to his present location on St. Louis Street, where he carries a magnificent stock of furniture."<sup>13</sup> In 1889, Gottfried Furniture was one of eight furniture merchants in Springfield. At that time, these merchants carried about \$66,000 worth of stock and carried yearly sales up to \$151,000 and employed 85 men.<sup>14</sup>

Between 1880 and 1890, Springfield experienced a population boom with an increase from approximately 6500 to 21,850 residents. This increase in population was partially due to the joining of Springfield and North Springfield, but much is due to new settlement in the community.<sup>15</sup> The population growth likely lead to an increase in business for retailers around Springfield's Public Square. In response, Boonville Avenue north of the square underwent a major building campaign. As part of the build-out, Gottfried Furniture Company constructed a new 3-story building in c. 1890. (See figure 1) This c. 1890 building would house the business until it closed in 1947.

The Gottfried Furniture Company building is a Late Victorian-style commercial building with simple massing and a rectangular foot print. The façade is constructed of red brick and features a lavish presentation of metal ornamentation and corbeled brick at the roof-line, upper-story windows and storefront. It includes a triangulated pediment faced with a sunflower-design demi-round at the roof-line, a bracketed pressed tin cornice, decorative tin pilaster caps and arch in-fills above the upper-story windows. Pressed tin cornice blocks framing the roofline also depict the ornate craftsmanship and style of the Late Victorian Style c. late 1880's - early 1900's. A brick corbel table spans each of the window bays. The first and third bays have arched paired windows with pressed tin arch in-fills. The third-story window of the second bay is paired window supported by corbeled brick brackets. The second-story window is a triple window with a larger, more decorative pressed tin arch in-fill. Two large original

11 George S. Escott. History and Directory of Springfield and North Springfield. Springfield: Office of the Patriot-Advertiser, 1878, p. 204. Published online at: <http://thelibrary.org/lochist/directorytoc.html>. Accessed October 31, 2007.

12 "New Buildings." Missouri-Weekly Patriot, 20 April 1876.

13 Holcombe.

14 Handbook of Springfield, Missouri and Surroundings. Chicago: CS Burch, 1889. Published online at: <http://thelibrary.org/lochist/spfd1889.index.htm>. Accessed October 31, 2007.

United States Department of the Interior  
National Park Service

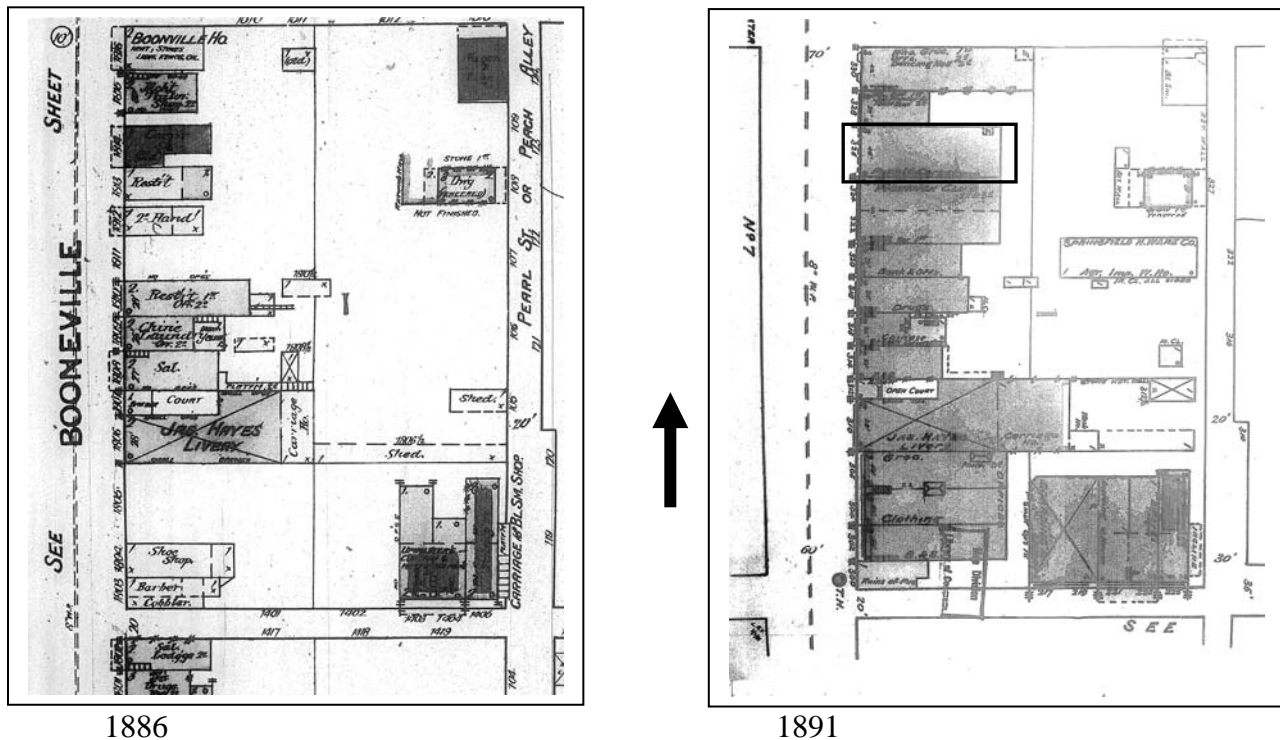
National Register of Historic Places  
Continuation Sheet

Section 8 Page 7

Gottfried Furniture Company Building  
Greene County, Missouri

cast iron pilasters frame the storefront opening. The original cast iron columns are retained behind the display windows.

**Figure 1:** Sanborn Fire Insurance Maps showing the 200 block of Boonville in 1886 and 1891.



The three-story Gottfried Furniture Company building is a two-part commercial block typical of historic commercial buildings in Springfield, though the ornate cornice and cast iron decoration distinguish this building from others on the street and in nearby blocks. Though a good example of late 19<sup>th</sup> century commercial buildings in Springfield, the significance of the building rests in its association with the Gottfried Furniture Company, a company with a nearly 90 year history in Springfield. As noted earlier, the Gottfrieds were not the only furniture dealers in Springfield, but they were one of the oldest businesses in the community.

The longevity of the business is tied to the commitment of Conrad Gottfried and his children. Two of Conrad's eight children, Charles and William, worked for their father. At the death of their father, William was elected president and general manager of the company. William was also a

United States Department of the Interior  
National Park Service

National Register of Historic Places  
Continuation Sheet

Section 8 Page 8

Gottfried Furniture Company Building  
Greene County, Missouri

stockholder in a furniture factory in St. Louis. A small feature written on William in 1912 noted that the company was "the largest establishment of the kind along the Frisco line between St. Louis and Dallas, Tex."<sup>16</sup> There is no way of verifying this claim at this time, though the business was very likely the largest furniture and carpet retailer in Springfield.

William's death in 1930 was front page news in Springfield, and the Daily News carried long article outlining the history of the company and the Gottfried family.<sup>17</sup> At the time of his death, William was the second oldest businessman in Springfield, and the company "was believed to be the oldest [business] of its kind in the southwest."<sup>18</sup> After his death, one of Williams' sons took over the business and it continued in operation until 1947.

The Gottfried Furniture Company Building meets the registration requirements for commercial buildings outlined in the multiple property cover document, "Historic and Architectural Resources of Springfield, Missouri." The building is the site of an important business in the Springfield community and represents a company that was closely associated with the early business development and later commercial boom. During the 90 year history of the business, 57 years of which are associated with the nominated property, the Gottfried furniture company made a name for itself locally and was recognized for its age and size. The building is located in the traditional commercial center of Springfield and retains its historic design features and significant architectural details.

---

<sup>16</sup> Republican.

<sup>17</sup> Daily News.

<sup>18</sup> Ibid.

United States Department of the Interior  
National Park Service

National Register of Historic Places  
Continuation Sheet

Section 9 Page 9

Gottfried Furniture Company Building  
Greene County, Missouri

Escott, George S. History and Directory of Springfield and North Springfield. Springfield: Office of the Patriot-Advertiser, 1878, p. 204. Published online at: <http://thelibrary.org/lochist/directorytoc.html>. Accessed October 31, 2007.

Handbook of Springfield, Missouri and Surroundings. Chicago: CS Burch, 1889. Published online at: <http://thelibrary.org/lochist/spfd1889.index.htm>. Accessed October 31, 2007.

Holcolmbe, R.I. History of Greene County, Missouri. St. Louis: Western Historical Company, 1883. Published online <http://thelibrary.org/lochist/history/colcombe/index.html>. Accessed October 31, 2007.

"Ill Short Time, Pioneer Expires in His Residence on East Walnut." Daily News, September 16, 1930.

"Makers of Springfield." Republican, March 10, 1912.

"New Buildings." Missouri-Weekly Patriot, 20 April 1876.

Thomason, Philip. "Historic and Architectural Resources of Springfield, Missouri." National Register of Historic Places Multiple Property Documentation Form, 1999.

United States Department of the Interior  
National Park Service

National Register of Historic Places  
Continuation Sheet

Section 10 Page 10

Gottfried Furniture Company Building  
Greene County, Missouri

---

**Verbal Boundary Description**

The south 35 feet of the north 91 feet of Lot Two [2], of block one [1], in the original plat of the city of Springfield, in Greene County, Missouri, according to the recorded plat.

**Boundary Justification**

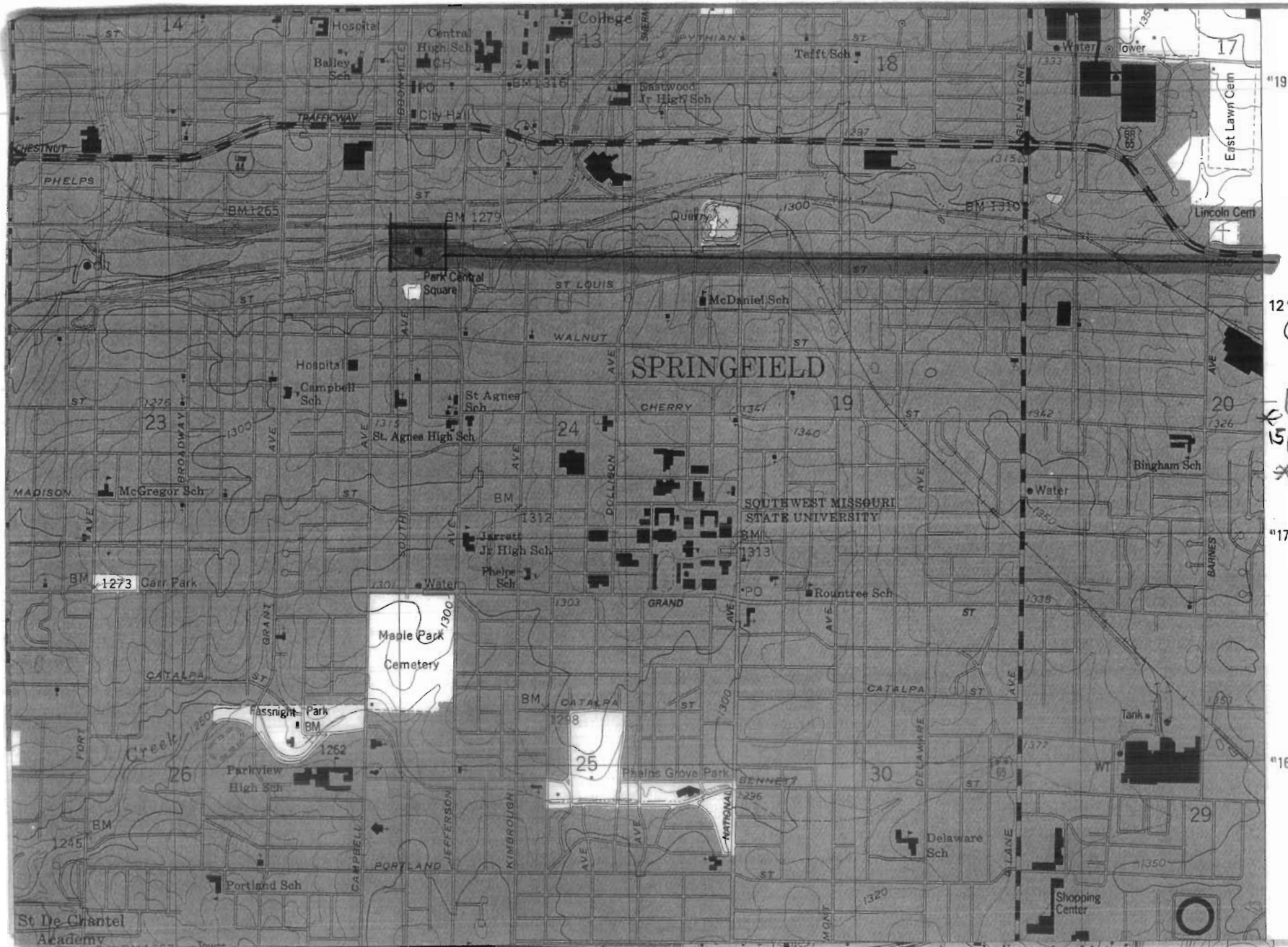
The boundaries include the city lot on which the Gottfried Furniture Company Building was constructed, and excludes property not historically associated with the building.

**Photo Log:**

The following is true for all photographs:

Gottfried Furniture Company Building  
Springfield, Greene County, Missouri  
Photographer: Jason P. Mitchell  
Date photographs taken: 2006  
Location of Negatives: Outre Design Collaborative

1. Façade, looking east.
2. Façade and south elevation, looking northeast.
3. Façade, detail of cornice, looking east.
4. Storefront, looking northeast
5. Rear elevation, looking southwest.
6. First floor interior, looking southwest
7. First floor interior, looking northeast.



THE • 'DOT' INDICATE  
326 N. BOONVILLE  
SPRINGFIELD, MO

12'30"  
Gottfried Furniture  
Co. Building  
Lewine Co. MO  
15/474091/411826  
\*from GIS Approad











AESTHETIC CONCERNS LTD.

FOR LEASE

2  
HOUR  
PARKING



326

Jacob  
Krizan

887-6664  
Cell 840-2757







