NPS Form 10-900 OMB No. 1024-0018 (Expires 5/31/2012)

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NAT. REGISTER OF HISTORIC PLACES
NATIONAL PARK SERVICE

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United States Department of the Interior
National Park Service

National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form.* If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. **Place additional certification comments, entries, and narrative items on continuation sheets if needed (NPS Form 10-900a).**

1. Name of Property

historic name Woolf Brothers Clothing Company

other names/site number KHRI # 173-5880-08219

2. Location

street & number 135 East Douglas (127 East Douglas and 111 South Market Street) NA not for publication

city or town Wichita NA vicinity

state Kansas code KS county Sedgwick code 173 zip code 67207

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended,

I hereby certify that this x nomination ___ request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60.

In my opinion, the property x meets ___ does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance:

__ national __ statewide x local

Patrick Zollner — Signature of certifying official — Date 3-6-13

DSHPO — Title — State or Federal agency/bureau or Tribal Government

In my opinion, the property ___ meets ___ does not meet the National Register criteria.

Signature of commenting official — Date

Title — State or Federal agency/bureau or Tribal Government

4. National Park Service Certification

I, hereby, certify that this property is:

✓ entered in the National Register

___ determined eligible for the National Register

___ determined not eligible for the National Register

___ removed from the National Register

___ other (explain:)

for Edson H. Beall — Signature of the Keeper — Date of Action 5.1.13

5. Classification

Ownership of Property
(Check as many boxes as apply)

- [X] private
- [ ] public - Local
- [ ] public - State
- [ ] public - Federal

Category of Property
(Check only **one** box)

- [X] building(s)
- [ ] district
- [ ] site
- [ ] structure
- [ ] object

Number of Resources within Property
(Do not include previously listed resources in the count.)

Contributing	Noncontributing	
1	0	buildings
		district
		site
		structure
		object
1	0	**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)

COMMERCE/TRADE; Specialty Store

Current Functions
(Enter categories from instructions)

COMMERCE/TRADE; Specialty Store

7. Description

Architectural Classification
(Enter categories from instructions)

LATE 19TH AND EARLY 20TH CENTURY
AMERICAN MOVEMENT: Chicago

Materials
(Enter categories from instructions)

foundation: CONCRETE
walls: TERRA COTTA
roof: ASPHALT
other: GLASS

Narrative Description

Summary

The Woolf Brothers Clothing Company building, 135 E. Douglas Avenue, was designed in 1922 by the architectural firm of Lorentz Schmidt and Company, Wichita, and built by George H. Siedhoff Construction Company, also of Wichita. The overall design of the steel, stone and light gray terra cotta, three-story building is tied to the Chicago School of Architecture with its tripartite fenestration, large display windows at the first story, and overall composition with base, shaft and highly ornamented cornice. While the Classically derived ornamentation of the Woolf Brothers Clothing Company building recalls a more conservative era of architecture, the overall "grid of intersecting piers and horizontal spandrels,"[1] distinctly exhibited on three facades, eschews typical early 20th century architectural practice found in Wichita. The large expanse of the east façade especially illustrates Schmidt's use of the grid not to carry ornamentation but clearly as function. It should be noted that Schmidt's original curtain-wall design called for a 10-story building with the first three floors and basement to be initially completed. Had the additional seven stories been added, Schmidt's scheme for the Woolf Brothers Clothing Company building would have elongated the middle shaft, thereby more effectively achieving the hallmarks of the Chicago School. Woolf Brothers Clothing Company Building remains in good condition and retains the majority of its historic integrity to convey its significance.

Elaboration

Sited on southwest corner of Douglas Avenue and South Market Street, the Woolf Brothers Clothing Company Building is located on a major thoroughfare in a commercial neighborhood of the Wichita's Central Business District characterized by a variety of architectural styles dating from the early to late 20th century. Measuring approximately 38 feet by 120 feet, the building appears as a five-story building due to the placement of two tall mezzanine floors. To the west of Woolf Brothers is a vacant lot; to the north is an eleven-story early 20th century building, to the east is a two-story building, altered from the original, and to the south is a one-story building sited across an alley.

The main façade of the Woolf Brothers building faces north. A double-leaf entrance is deeply recessed and reached from the north and east by a tiled entryway flanked by large plate glass display windows and a stand-alone display area. Granite bulkheads line the base of the display windows. Fenestration above the first floor (at the original mezzanine level) consists of a large plate glass unit flanked by pairs of fixed units. While the center, fixed units are quite possibly original the original double-hung units have been replaced. Terra cotta piers separate the units, which were originally double-hung, wood sash, one-over one. A wide stone spandrel with a continuous terra cotta water table separates the original mezzanine level from the second story.

Fenestration at the remaining stories (second floor, mezzanine and third floor), are configured the same as the original mezzanine above the first floor, where a large plate glass window is flanked by smaller fixed window units. Terra cotta-clad piers divide the windows. A wide spandrel, articulated with terra cotta tiles, is placed between the second story mezzanine and the third story. A Classically inspired Ionic entablature, displaying an architrave, frieze and cornice–strictly divided and individually embellished–crown the building. The architrave features molded terra cotta; the frieze carries swags in bas-relief at the center and ends, while the cornice is decorated with modillions, dentils. A balustrade panel marks the center of the façade.

The fenestration size and configuration, and the ornamental embellishments of the main or north façade continue to the east and south facades with few exceptions. Ionic piers divide each of the five bays of the east façade, while the window configuration displays a fixed unit flanked by smaller, fixed windows. A additional

1 John C. Poppeliers, Allan Chambers, Jr., and Nancy B. Schwartz, *What Style is it?* (Washington, D.C.: Preservation Press, 1983), 72.

double-leaf entrance flanked by display windows set in prominent molded wood surrounds is set in the center of the east façade. A large canopy lined with decorative copper shelters the east entrance.

Articulation of the south façade mirrors that of the main or north façade, except for the first story where windows and an entrance off what was originally known as Beacon Lane have been infilled or covered with plywood. In addition, vents are located at the center units and a wrought-iron fire escape is placed at the far west bay.

A concrete grid characterizes the west façade. This façade initially shared a party wall with the adjoining building, demolished at an unknown date. There are no openings on this elevation.

The original roof of the Woolf Brothers building was designed and constructed by The Charles E. Mahaney Roofing Company, Wichita. The durable roof was described in an article that appeared in *The Wichita Beacon*: "The roof…is felt and gravel, built to one piece of roofing and sealed between each fly with hot pitch…poured from a dipper and imbedded with Joplin chatt. Three days were consumed in applying."[2]

Per Schmidt's design, Woolf Brothers features steel beams extending from one wall to the other, with no supporting columns in between. This allowed for wide, open interior spaces without the use of supporting columns. This open volume of space can still be seen on the upper floors; however, any original stylistic references (Classical and/or Chicago School) that may have been featured in the building's interior are no longer extant.

Currently, the general layout of the Woolf Brothers Building reflects the original design intent. Upper floors remain open spaces taking advantage of natural light. As expressed by Lorentz Schmidt, the original design of the Woolf Brothers building "takes the daylight right indoors."[3] While the original drawings indicate elevator and bathroom partitions, no dressing rooms were illustrated.

As originally designed, the first floor reflected the open design of a fashionable department store. In the 1980s, this floor was changed to accommodate the needs of the occupant of the building. As part of this change, a large entry lobby, office partitions, wood trim and bathrooms were constructed and are still extant. The first floor also features carpeting and an acoustical tile ceiling.

Originally, the Woolf Brothers store was designed with two mezzanine floors; one for each of the first two stories. In 1948, Woolf Brothers remodeled portions of the interior, including the removal of the first floor mezzanine to make way for "young boys', prep boys' and university age clothing," in addition to "a men's shoe department and official Boy Scout equipment."[4]

Today, the second floor mezzanine is intact and features the original wrought-iron railing at the south and west sides. The upper stories feature concrete floors and ceilings, with walls of masonry infill covered with remnants of plaster. Also extant are the freight elevator placed at the rear of the building and original stairs, made of steel with cast iron and concrete treads, located at the center of the building, along the west wall. No original light fixtures have been found.

Accessed by the main stairway, the basement of the Woolf Brothers building, which remains unfinished and generally divided into two rooms, still features a trapped door that leads directly to the storefront unit north of the main entrance. This allowed designers to change out displays without disrupting store activities. In addition, some of the original retail showcases that were used throughout the store are housed in the basement level.

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2 "Mahaney's Roofs Have Stood Test Quarter Century," *The Wichita Beacon*. 7 January 1923, 6D.

3 "Windows Make Woof Building Unique in City." *The Wichita Beacon*. 7 January 1923, 6F.

4 "Woolf Bros. Modernized," *The Wichita Beacon*. 31 October 1948, n.p. At the time of this writing it is not clear whether or not the first floor mezzanine was actually removed in its entirety. Ongoing, current renovation efforts will reveal if the mezzanine, in whole or in part, is extant.

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)

- [x] 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.
- [x] 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)

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 old or achieving significance within the past 50 years.

Areas of Significance

(Enter categories from instructions)

COMMERCE

ARCHITECTURE

Period of Significance

1922-1963

Significant Dates

1922

1922-1963

Significant Person

(Complete only if Criterion B is marked above)

N/A

Cultural Affiliation

N/A

Architect/Builder

Schmidt, Lorentz, architect

Siedhoff, George, builder

Period of Significance (justification)

1922-1963. The period of significance begins with the construction of the building in 1922 and extends to 1963, the 50-year closing date.

Criteria Considerations (justification)

N/A

Narrative Statement of Significance

Summary

The Woolf Brothers Clothing Company Building located at 135 East Douglas Avenue, Wichita, Sedgwick County, Kansas is locally significant under National Register Criteria A for COMMERCE and C for ARCHITECTURE. The Woolf Brothers Clothing Company Building was constructed in 1922 at the southwest corner of Market and East Douglas as the newest addition to the Woolf Brothers chain of stores, owned by Kansas City, Missouri businessman, Herbert (Herb) Woolf. Herb Woolf completed the real estate transaction on June 30, 1922, to purchase the two-story building that had been home to the Greenfield Clothing Company, a well-known Wichita establishment, for the sum of $300,000, which secured a 99-year lease on the property. In August 1922, the building that had served Greenfield's Clothing and Furnishings for Men for numerous years was razed to make way for the new building thereby ushering in a modernization of Wichita's retail district. At this time, the Woolf Brothers firm was known throughout the southwest as "...the last word in the retail clothing business. . . .Wichita welcomes this institution as a timely addition to the mercantile fabric of the city."[5] When Woolf Brothers opened for business on January 8, 1923, it was the largest building constructed in Kansas used exclusively for the sale of clothing.[6] The Chicago School styled building, as designed by the firm of the prominent Wichita architect, Lorentz Schmidt, stands three-stories high, with two mezzanine floors.[7] Although the original plan was to add additional stories, the building was never increased to the ten-stories as initially reported.[8] The construction firm of George Siedhoff, also of Wichita, was awarded the general contract at $125,000. As it stands, the design of the Woolf Brothers Clothing Company Building best exemplifies the hallmarks of the Chicago School of Architecture in the region, with its exterior grid, prominent tripartite fenestration configuration and overall division of exterior space. The period of significance is 1922 the date of the building's completion and ends in 1963, the fifty-year closing date.

Elaboration

Prior to June 1922, Herbert Woolf, owner of Woolf Brothers Clothing Company, toured numerous states in the southwest in his search to open a branch store. After trips through Oklahoma and Texas he declared that Wichita "...is the livest *[sic]* town in the territory covered and he freely predicted it would boast a population of 150,000 within the next five years."[9] On June 30, 1922, it was announced that Woolf Brothers would build a new store in Wichita. At this time, Herb Woolf secured the southwest corner of Market and East Douglas, which was the site of Greenfield's Clothing and Furnishings for Men, a highly respected clothing company also known as "Quality Corner."[10] Herb Woolf purchased the Greenfield's Clothing and Furnishing Company for the sum of $300,000. The formal sale took place on June 29, 1922.[11]

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5 *The Wichita Beacon Sunday Magazine* 7 January 1923, 1-7D.

6 "Store Will be Ready for Holiday Rush," *The Wichita Beacon Sunday Magazine* 12 Nov. 1922, 1.

7 In 1950, Lorentz Schmidt was inducted into the Fellowship to the American Institute of Architecture for his contributions in his field of architecture, education and civic responsibility.

8 "Woolf Brothers Close Deal for Quality Corner," *The Wichita Beacon* 30 June 1922, Front page.

9 *The Wichita Beacon* 30 June 1922, Front page. Wichita opened the decade of the 1920's with a registered population of 72,217. By the end of the 1920s the population was 111,110, falling short of the 150,000 anticipated by Woolf. Census information gathered from City of Wichita, Online, accessed 11/6/2012 http://www.wichita.gov/cityoffices/police/history/1920s.htm

10 "Greenfield's Clothing and Furnishings for Men," Wichita Public Library, http://www.wichitaphotos.org/searchresults.asp?txtinput=Street+scenes&offset=20

11 *The Wichita Beacon* 30 June 1922, Front page.

Greenfield Brothers was operated by Isaac (Ike), Milton and Walter Greenfield. In 1905, the Greenfield's employed approximately 22 people under Ike Greenfield's management.[12] The store did not open at the 127-29 East Douglas Avenue location until 1904 and no listing for Greenfield's was found prior to 1902, at which time, they were listed at 112 East Douglas Avenue.[13] Their establishment was said to have been one of the most fashionable stores for men located in Wichita and the city expected Woolf Brothers to continue this tradition on a larger and modernized scale. In 1922, when Woolf bought Greenfield's of Wichita it was announced that Ike would take a five-week vacation, after which, he would join his brothers at their clothing business in St. Louis, Missouri.[14]

The property at the corner of Market and Douglas was owned by B. F. McLean and the Throckmorton estate, who Herb Woolf secured a 99-year lease on the property on the stipulation that Woolf Brothers would erect a ten-story building on the site within three years.[15] On July 19, 1922, construction contracts were announced for the immediate construction of the basement and three stories with the foundation and walls strong enough to carry a total of ten floors.[16] George Siedhoff Construction was given the general contract in the sum of $125,000 for the construction of the basement with three-stories. Built of reinforced concrete, fireproof, with an ornamental terra-cotta exterior on the full three-stories, it was "thought to be the most ornate building to be constructed in the city at the time."[17]

Other Wichita firms that were under contract for the construction of the new Woolf Brothers Clothing Company Building include: George Mahaney Roofing; Southwestern Electric Company completed the wiring for the store; Langdon Tent and Awning Company supplied the awning; Western Art Glass Company supplied over 7,000 square feet of plate glass used throughout the building; Simmons Company completed the plumbing and heating work; and American Cornice Works held the contract for the ventilating system and the black oxidized copper surrounding the windows.[18]

The interior layout was described as the first floor and first mezzanine planned exclusively for men's furnishings. The second floor was reserved for men's clothing; the second mezzanine was planned for children's clothing, while the third floor was for the exclusive sale of women's wear and furnishings, which was considered a welcome addition to a corner that had previously featured a store for men only.[19]

Although the building was not ready for several more months, Herb Woolf was determined to begin business in Wichita as quickly as possible. By September, as construction on the new building was just getting underway, Woolf Brothers set up temporary quarters at 115 East Douglas, which had recently been vacated by the State Savings and Mercantile Bank.[20] It was anticipated that construction would be completed by December 10, 1922, and by December 11th Woolf opened the first floor to customers. By December 18th the

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12 "Greenfield," McAvoy's *Wichita City Directory*, 1904-05, XV. Online, accessed 6 Nov 2012, http://skyways.lib.ks.us/genweb/mhgs/1904%201905%20City%20Directory.pdf

13 *Wichita City Directory*, 1902, Onlline, http://skyways.lib.ks.us/genweb/mhgs/1902%20Wichita%20City%20Directory%20Classified%20Business.PDF

14 *The Wichita Beacon* 30 June 1922, front page.

15 "Contract is Let for Woolf Brothers New Structure," *The Wichita Beacon* 13 July 1922, 7. One photo, dated 1900, was found in the archives of the Wichita Public Library. All references to Greenfield were only in relation to the Woolf Brothers building.

16 *Ibid.*

17 *Ibid.*

18 "New Woolf Store Opens Monday Night: Woolf Brothers Welcome Edition," *The Wichita Sunday Beacon* 7 January 1923, 1-7D. At the time of this writing, it is not known if the oxidized copper surrounds remain.

19 *The Wichita Beacon* 13 July 1922, 7.

20 State Savings and Mercantile Bank," McAvoy's *Wichita City Directory*, 1904-05, XV. Online, accessed 6 Nov 2012, http://skyways.lib.ks.us/genweb/mhgs/1904%201905%20City%20Directory.pdf

second and third floors were ready in time for Christmas sales. However, the official opening was set for January 8, 1923.[21]

Herb Woolf's new Woolf Brothers of Wichita provided full-time employment for over thirty men and women. Seventeen of these employees had been retained from the Greenfield staff with several serving in key positions as department managers and buyers. For the position of head manager, Herb Woolf hired Ora C. Matthes, formerly of Vonker Brothers, a large and well-known retail store located in Des Moines, Iowa.[22] As with all of the Woolf Brother branches, F. H. Reed served as Herb Woolf's right hand in all business matters serving mostly as director of merchandise.[23]

When the store opened officially on January 8, 1923, it was with great fan fair. A public announcement was made in the Sunday in a seven-page magazine section paying homage to Herb Woolf and all of the people involved, from the construction companies and suppliers to the stock boys on the floor preparing for the grand opening. Among the numerous articles was a short biography of Herbert Woolf and a public invitation "...to visit city's newest asset. [An] event marks another stride forward in the growth of Wichita."[24]

The magazine also included an article on the building's architect, Lorentz Schmidt and Company of Wichita.[25] The one feature that appears to have stood out in the minds of those viewing the building for the first time was the exquisite display windows that graced the three main façades. The second feature was that of the open floor plan. Although the building was thirty-eight feet in width, there were no interior supports to mar the interior floor plan. Mezzanine levels are supported by slender beams set along one wall so as not to hinder the visual flow of the layout. The interior lighting was designed to enhance the natural light coming from the large display windows. The building was engineered with a passenger elevator and a freight lift, both with the most up to date engineering.[26]

Wichita was one of the most successful markets for Woolf Brothers Clothing Company. The firm took an active part in welcoming new businesses as Wichita grew in population. A series of ads found in scrapbooks kept by Woolf Brothers corporate offices illustrates numerous ads welcoming new businesses to Wichita. One such ad in 1928 welcomed over 20 new industrial, retail and social entities to the city which included: Union National Bank; seven airplane factories, including Cessna; Wichita Terminal Elevators; Osteopathic Hospital and Wichita East High School also referred to as the "Million Dollar High School".[27] In addition, it was this same year that the firm expanded their Boys Clothing department with additional floor space and new clothing lines.

In 1938, after 16 years in business, Woolf Brothers was a successful and well-established part of leading edge fashion sensibility for Wichita. The number of employees had increased from 30 to over 60 with four sales floors. At that time, the anniversary celebration was the largest in the store's history.

In July 1948, Woolf Brothers of Wichita began a major remodel that modernized the entire store. It was announced that the renovations would take approximately three months to complete. During that period the store remained open under partially curtailed operations.[28]

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21 "New Woolf Store Opens Monday Night: Woolf Brothers Welcome Edition," *The Wichita Sunday Beacon* 7 January 1923, 1-7D.

22 *Ibid.*

23 "Bert Reed is Herb Woolf's Man Friday," *The Wichita Beacon* 7 January 1923, 3D.

24 *The Wichita Beacon* 7 January 1923.

25 Windows Make Woolf Building unique in City: Lorentz Schmidt and Co. Did Itself Proud in Engineering Construction," *The Wichita Beacon* 7 January 1923, 2D.

26 *Ibid.*

27 Advertisement, *The Wichita Beacon* 15 April 1928, 3.

28 "Woolf Brothers Modernized," *The Wichita Beacon* 31 Oct 1948.

By August 15, 1948, the fourth floor had reopened as the new women's salon. This was a new division of Woolf Brothers Clothing Company and offered the latest in modern and exclusive women's fashions, possibly the " . . . most beautiful and modern women's shops in the southwest."[29] The floor was redecorated and trimmed with imported mahogany which had been hand rubbed in to a mauve pink while the walls were covered with hand-blocked Chinese wallpaper in a color scheme that included turquoise, brown and gold. Additional colors used throughout the salon were lime, quartz pink, mocha and aqua while the floor was covered with rose carpeting. Each dressing room was individually decorated. Specially designed chairs, dressing tables, and other furniture along with new recessed lighting fixtures rounded out the design of the new department.[30] Undoubtedly, the modernization of the fourth floor appealed to a new clientele and a new age of women becoming major consumers after the war.

With major alterations completed, the store gained approximately 1,500 square feet in additional floor space when the first floor mezzanine was converted into a complete floor. The new second floor became the department for young boys', prep boys' and university age clothing. The new floor also provided additional space for Boy Scout equipment and men's shoes.[31]

Other features of the modernization included "bleached wood finishing throughout, special lighting effects in wall and floor cases, and in each area, picture frame window settings, open-faced units for displaying merchandise, accordion-type doors, special mirror effects and others."[32] Herbert Woolf chose the New York firm of S.S. Silver and Company, Inc., designers, manufacturers and decorators, to implement the modernization. Local Wichita contractors were hired for the installation work.[33]

Herbert Woolf, president of Woolf Brothers, along with F. H. Reid, vice-president, arrived in Wichita on Monday, November 1, 1948, for the grand-reopening celebration of the newly transformed Wichita store. Also in attendance were numerous corporate employees from Kansas City, Missouri, as well as general managers from several other branches and affiliates of Woolf Brothers, Incorporated.[34]

About the time that the Wichita store was undergoing renovations, Woolf Brothers, Inc. in Kansas City, Missouri, began planning for the future as well. Between 1945 and 1962, Alfred Hart Lighton was groomed to take over the family business. In 1962, just two years prior to his uncle's death, Lighton became president of Woolf Brothers Clothing Company. Although Lighton would remain at the helm for the next 20 years, business was changing and it became evident that the company would eventually be sold.[35]

In August 1985, eight remaining Woolf Brothers' Clothing Company stores, including Wichita, were sold by the Woolf family to David Carpenter of Kansas City. The Wichita store, which had been part of the retail fabric of downtown Wichita for 63 years, was under Carpenter's ownership. On November 16, he announced that the Woolf Brothers' Clothing Company would close the Wichita store at the end of the Christmas shopping season. Several key factors were identified in the decision to close: the building was 63 years old and was proving an inconvenience for shoppers; parking in the downtown area was difficult and limited; retail space had been reduced to the first, third and fourth floors; and perhaps most importantly, sales in Wichita were down and all attempts for improvement were unsuccessful. The building was still considered to be a "prime

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29 "Store to Open Women's Shop," *The Wichita Beacon* 15 Aug 1948. Woolf Brothers Company Records: KC0282. Microfilm, The State Historical Society of Missouri, University of Missouri: Kansas City.

30 "Woolf Brothers Modernized," *The Wichita Beacon* 31 Oct 1948. These features no longer exist.

31 *Ibid.*

32 *Ibid.* These features are no longer extant.

33 *Ibid.*

34 *Ibid.*

35 "Owner May Close Store," *The Wichita Eagle-Beacon* 10 Oct 1985, Clippings, Special Collections, Wichita Public Library, Wichita, Kansas.

corner" and beneficial to the downtown. There were four parties interested in purchasing the building, so a quick sale was expected.[36] Since 1986, the building has served as commercial office space.

Woolf Brothers Clothing Company: 1866 - 1986

The history of Woolf Brothers began in 1866 when Samuel Woolf, a former Union Army soldier from New York, arrived in Leavenworth, Kansas. After buying some store bought shirts, studying their construction, then improving on the pattern, Sam started producing shirts under his own name. Sam's younger brother, 16-year old Alfred, left New York and joined Sam in the business that was known as Woolf Brothers' Shirt Depot as listed in the 1866 Leavenworth city directory.[37]
When the Hannibal Bridge was completed across the Missouri River to Kansas City, Missouri, the Woolfs realized that Leavenworth would not grow into the commercial center that they had hoped. They then decided to pack up their families and move their business to Kansas City, Missouri.[38]

On June 26, 1879, the Woolf's opened a store at 557 Main Street in a narrow three-story building. The first two floors were sales and display while the shirt factory was located on the third floor. A seamstress used exclusive fabrics to make premium quality shirts for men. Their customer base included famous men of the frontier era including Bat Masterson and Buffalo Bill Cody. As the business grew, the brothers moved their store several times. At 710 Main Street they added hats, shoes and other articles of clothing to their inventory.[39]

In 1880 Alfred and his wife Phoebe became parents to Herbert (Herb) Maurice Woolf, born on October 11. In 1895, when Herb was 15, his Uncle Sam died leaving Albert with the shirt business. Young Herb graduated from Central High School in 1898 and immediately went to work in his father's store, which was then located at 712 Main Street. Thereafter, the store made several more moves including 927 Main Street and subsequently to 213 W. 10th Street, as business continued to grow. In 1909, Woolf Brothers made their final move to 11th and Walnut, which continued to be the home to Woolf Brothers Clothing Company until it was sold in 1986.[40]

In 1915, Alfred Woolf died, leaving his son Herb, president of Woolf Brothers Clothing Company. Herb made no changes to the way his father had conducted and the company continued to flourish under his leadership. By 1920, Woolf Brothers Clothing had become a highly successful and popular quality men's clothing store which allowed Herb to branch out to other markets, primarily in areas where colleges were located due to his belief that young educated men needed quality clothing to be successful.[41] It was also at this time that Herb began scouting for additional locations outside of Missouri, traveling through Texas, Oklahoma and Kansas.[42]

By 1930, branches located in university towns included Lawrence, Kansas; Norman, Oklahoma; and Columbia, Missouri. Herb saw the oil industry as another source of sales to which branches popped up in Wichita, Kansas; Tulsa, Oklahoma and Dallas, Texas. Cities with airfields were yet another source that he saw

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36 Frank Garafalo, "Woolf Building," *The Wichita Eagle-Beacon* 16 Nov 1985, Clippings, Special Collections, Wichita Public Library, Wichita, Kansas.

37 Dory DeAngelo, "Life in the Good Old Days," *Kansas City Life Downtown*, n.d. Microfilm, Special Collections, Missouri Valley Room, Kansas City Public Library, Kansas City, Missouri.

38 *Ibid.*

39 *Ibid.*

40 *Ibid.*

41 *Ibid.*

42 *Ibid.* Air transportation was just beginning when Woolf Brothers started branching into other markets. Herb owned his own plane which made cities with airstrip an important factor as he was scouting out new territory in which to expand his business.

as being profitable markets. These cities included Memphis, Tennessee and St. Louis, Missouri.[43] The Woolf Brothers Clothing Company was a successful enterprise for over 75 years largely due to Herb Woolf's natural management ability.

Herbert M. Woolf: 1880 - 1964

Woolf Brothers' Clothing Company was not Herb Woolf's only interest and those interests often influenced his business practices. He once stated that he was not out to make money but to play the game. If playing the game meant having a diversified level of interests, then Herb played it well and successfully. He was often said to have had "the Midas Touch" with life.[44]

As previously stated, Herbert M. Woolf was born on October 11, 1880. Upon graduating from Central High School, he joined his father's business. Herb had interests that ranged from farming, horses, livestock, and dogs, to movie theaters, flying and horse racing. In addition, Herb's business relations brought him into contact with numerous people of prominence, which only added to the quality of his business acumen.

Herb held a strong belief in civic duty. Early in WWI there was a shortage of uniforms and guns for the troops being sent to the European front lines. Maj. General Leonard Wood contacted Woolf asking if he had any uniforms or material that could be made into new uniforms. In response to the great need, Herb rounded up over a thousand uniforms and then found the material to make more. As a result, Herb decided to open a store in Junction City, Kansas, where he sold uniforms to the troops at cost. Because of this, Woolf and Wood developed a lifelong friendship.[45]

The business venture in Junction City led to Woolf's partnership with Mr. Shanberg of St. Joseph, Missouri, in building a movie theater in Junction City. The theater business led Woolf to meeting Marcus Loew who was looking to build a theater in Kansas City.[46] This, in turn, led to the establishment of over 70 theaters. The Woolf and Loew partnership resulted in the construction of Loew's Midland Theater, Kansas City, listed in the National Register of Historic Places (9/28/1977).[47] Other venues included the Uptown and the Plaza theaters (the interior of the Plaza Theatre was gutted) in Kansas City, as well as many others in outlying areas of Missouri and other states. Woolf and Shanberg were fortunate in that they sold all interest in their theaters just prior to the stock market crash of 1929.[48]

Perhaps Herbert Woolf's most passionate interest was horses, which began at the age of 15 when he bought his first saddle horse for $75.50. Later, when he was a year out of high school, he was sent to Arizona for his health where, he virtually lived on horseback and developed a lifelong love for the outdoors. When he returned to Kansas City he continued to work at the store but also purchased a farm in Bonner Springs, Kansas, where he raised horses and Hereford cattle. By the time he was in his very early twenties he became a member of the Kansas City Horse Show board alongside other prominent Kansas City businessmen.[49]

In 1925, Herb acquired a farm in Johnson County, Kansas, just west of 75th and Mission Road. Herb called it Woolford Farms, which became one of the top breeding farms in the Midwest. The Hereford cattle that Herb

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43 "Herbert Woolf," *The Kansas City Star*, various dates. Microfilm, Missouri Valley Room, Kansas City Public Library, Kansas City, Missouri. The St. Louis location was not as successful. It remained open for only two years when the depression hit. Woolf lost several hundred thousand dollars on the St. Louis branch that seems to have been the only failure that he experienced throughout his career.

44 *Ibid.*

45 *Ibid.*

46 *Ibid.*

47 Loew's Midland Theater, Jackson County National Register Listing, Missouri State Historic Preservation Office Department of Natural Resources, Online, http://www.dnr.mo.gov/shpo/Jackson.htm

48 "Herbert Woolf," *The Kansas City Star*, various dates.

49 *Ibid.*

had moved to Woolford have their own success story. Early in the years that Herb was building the farm into the show place that it was to become, William Randolph Hearst contacted him about a prize Hereford bull that Herb owned. Hearst sent his ranch manager to Kansas City to look at the bull. As a result, Hearst bought out Herb's entire herd and had them shipped to his ranch in California.[50]

Herb showed and rode his own horses in the old Convention Hall. In addition, Herb was instrumental in starting the historic American Royal of Kansas City, Missouri.[51] Horse breeding had been one of Herb's strongest passions. It was at Woolford Farms that the 1938 Kentucky Derby winner, Lawrin, was trained and bred. Lawrin's son Historian, also bred at Woolford, was considered by Herb to be the greatest horse he ever raised.[52]

Herb was one of the first business owners to own and fly his own airplane at a time in air history when few businesses owned their own planes. Woolf had a monoplane, which he used to maintain close contact with his branch stores as well in the establishment of new markets. When Woolf himself was not in flight, his right hand man and general manager, F. H. Reid, would use the plane (flown by a professional pilot) to visit the various Woolf Brothers Clothing branches.[53]

In addition to all that has been mentioned, Herb was an avid art collector and an active partner in the hotel business with Barney Allis. Together the two men developed the Muehlebach Hotel in Kansas City (1915; Holabird and Roche, architects) and the Allis Hotel in Wichita (demolished 1996). Lastly, having remained a bachelor, Herb was a highly involved uncle to his nieces and nephews, the children of his only sister, especially in overseeing their education and future welfare.[54]

By the end of WWII, Herb had spent 53 years working at building the Woolf Brothers Clothing Company. In 1945, when his nephew Alfred Hart Lighton (1917-1999) left military service, Herb gave him a directorship within the company. In 1948 Lighton became the corporate secretary. In 1953 Lighton was named vice president, and in 1962 he became president of Woolf Brothers Clothing Company. In 1964, at the age of 83, Herbert Woolf died and the business of Woolf Brothers became the responsibility of his nephew.

The company was sold in 1985 to David Carpenter, also of Kansas City. Although several stores were closed at that time, the company continued to operate under the Woolf Brothers' name until 1992 at which time, the last store was closed.[55]

The Architecture of the Woolf Brothers Clothing Company Building

As previously stated, the Woolf Brothers Clothing Company Building is one of the best examples of the Chicago School of Architecture in Wichita and the surrounding region. While a handful of commercial buildings have been identified as designed in (or influenced by) the Chicago School, collectively, their architectural expression does not fully characterize the hallmarks of the style including the exterior grid pattern, fenestration composition and distinctive tripartite division of the exterior.

For example, the 14-story Union National Bank Building, designed by Vitzthum & Burns (1926; NR listed 2/03/12) displays a form and style more typical of the Three-Part Commercial Block property type, a commercial style found throughout the United States during the later part of the 19th Century through the first

50 *Ibid.*
51 *Ibid.*
52 *Ibid.*
53 *Ibid.*
54 *Ibid.*
55 Woolf Brothers' Clothing Company, Country Club Plaza location.

decades of the 20th Century. Unlike the Woolf Brothers Clothing Company Building, it does not exhibit the overall grid patterning and its exterior reads as masonry, (exceeding that of the windows) without the lightness and structural expression. Its high-rise construction does not project the same expression as does, for instance, the Guaranty Building designed by Adler and Sullivan (Buffalo; 1894-1895).

Other buildings classified as Chicago School are located in Topeka: The Palace Clothing Company Building, 709-711 S. Kansas Avenue (c. 1910) and the Guaranty State Bank Building, 435 S. Kansas Avenue (1910; NR listed 4/30/1980). While the former only partially speaks to the Chicago School, with its windows placed in sets of three, the later designed by the firm of Leeper and Smith, is more a blend of eclectic expressions of late 19th and early 20th century styles, although a nod to Chicago style windows are employed.

Lorentz Schmidt's design for the Woolf Brothers Clothing Company Building, on the other hand, renders a personal countenance of the Chicago School, undoubtedly as Schmidt's early career was alongside three prominent Chicago architectural firms, including Holabird and Roche (see below). The walls of the Woolf Brothers building have a skeletal appearance, the result of using steel construction with large expanses of windows. This is especially noticeable on the east façade, where the window units extend the full width of the structural bay. Schmidt's vision for Woolf Brothers was more than likely driven by studying Chicago buildings such as the Marquette Building, designed by Holabird and Roche (1895; NR and NHL), or the Ayer Building (1900), which "clearly reflects its steel frame in the grid pattern of the façade."[56] Furthermore, the exterior of the Woolf Brothers building has much in common with that of the Ayer Building, "where the walls are composed almost entirely of windows."[57]

Architect: Lorentz Schmidt (1884-1952)

Architect Lorentz Schmidt was the eldest of nine children born to Bernhardt and Magdalene Schmidt in Clyde, Kansas. Lorentz began working the farm at a young age and left school after he completed the 7th grade to help work the family farm full time. At the age of 18, he lost his leg in a farming accident. The ten years following the loss of his leg proved Lorentz to own an unwavering spirit to succeed in life. Since his handicap left him unable to work the farm, Lorentz returned to school to finish his education at the 8th grade level alongside children only a little more than half his age.[58]

At the time, Schmidt was walking three miles into town each day. He quickly decided to get a job in town so that he could afford room and board while attending classes. His first choice was to become a bookkeeper at the office of the electric company but the manager suggested that he should continue his education in a field that would give him a solid career in production. The man suggested that in the meantime, Lorentz could take up a trade to help him through school. So Lorentz learned to be a barber.

At the age of 21, Lorentz entered high school in Emporia, Kansas then went on to attend Kansas State Normal School (now Emporia State University) for one year. Lorentz was 24 when he entered the University of Illinois to study architecture while continuing to work as a barber to fund his education. Five years later in 1913, at the age of 29, he graduated with a B.S. in architecture.

For a little over two years following graduation, Lorentz remained in Chicago where he worked as an intern and draughtsman for three prestigious architectural firms. In 1913, Schmidt spent six months at Schmidt, Garden & Martin (no relation). After leaving SG&M, Lorentz worked for nine months at the firm of Patterson and Davidson. The last firm, perhaps the most important and prestigious position in his early career, was Holabird and Roche, one of the most important and influential architectural firms of the twentieth century.

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56 John C. Poppeliers, Allan Chambers, Jr., and Nancy B. Schwartz, *What Style is it?,* 72.

57 *Ibid.*

58 "The Man Who Worked in a Barber's Shop," *The Wichita Beacon* 25 Feb 1923. Microfilm, Wichita Public Library.

Lorentz was with the firm for six months as a draughtsman.[59] It was at this early time of his career that he was introduced to the grand buildings of the Chicago School, Commercial style.

The time Lorentz spent with the three Chicago firms allowed him to observe and gain experience that helped him to open his own firm in Wichita upon his return to Kansas. In 1915 Schmidt began his own firm working with nothing more than a small business loan and a lot of ambition. While his first year was very difficult, by his second year he broke even and by his third year, 1918, Schmidt had made a profit.[60]

In 1917, Cecil F. Boucher, a fellow graduate from the University of Illinois moved to Wichita to join Schmidt's practice as a draughtsman. In 1922, Harrison G. Overend, another graduate of the University of Illinois joined Schmidt and Boucher as a designer. The blueprints for the Woolf Brothers' Clothing Company identify Lorentz Schmidt and Company as the architectural firm, with both Boucher and Overend as part of the design team. It was not until 1923, after the building was completed, that the architectural firm of Schmidt, Boucher and Overend was formed.[61]

The three men remained in partnership until about 1932.The Great Depression had hurt much of the business community in Wichita. With little to no construction there was little to no need for architectural services, so contracts were hard to come by. The partnership of Schmidt, Boucher and Overend ceased when Schmidt decided that financial survival for his family was most important. Also at this time, Schmidt resigned his membership from the American Institute of Architects and went into insurance sales for Equitable Life Assurance of New York for about four years.[62]

When Schmidt returned to architectural practice in 1936, he again practiced on his own for the next ten years. In 1946 a new partnership was formed with Thomas H. Peddie and Wayne M. McVay. The new firm was Lorentz Schmidt, McVay and Peddie.[63]

Lorentz Schmidt practiced in Wichita until his death in 1952. Schmidt was elected to the 1951 College of Fellows of the American Institute of Architects. According to his obituary published on the front page of *The Wichita Eagle*, February 6, 1952, he was the only practicing architect from Kansas ever to receive a Fellowship in the American Institute of Architects. The press release announcing his selection cited that he had been active in the passage of the Kansas Architectural Registration legislation; helped organize the Wichita Association of Architects in 1945 and served as its first president; helped organize the Kansas Builders forum; served on the Wichita Planning Commission; had been active with the Chamber of Commerce, Red Cross, Salvation Army, Community Chest and Boy Scout council and established annual scholarships at Kansas State and Kansas University.[64]

Schmidt designed a wide array of structures that remain part of the Wichita architectural landscape. He is best known for his school buildings. A sampling of the schools he designed for the Wichita School District include the Horace Mann Elementary (demolished), Washington (demolished), Linwood (demolished), East High School, Hamilton Middle School, Blessed Sacrament School, James Allison, and Roosevelt. This association with the Wichita School District helped launch his career throughout the region.[65]

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59 "Lorentz Schmidt," Roster/Register of Architects Qualified for Federal Public Works, American Institute of Architects, Online, http://communities.aia.org/sites/hdoaa/wiki/Wiki%20Pages/ahd1039648.aspx

60 "The Man Who Worked in a Barber's Shop," *The Wichita Beacon* 25 Feb 1923.

61 AIA Roster, Online, http://communities.aia.org/sites/hdoaa/wiki/Wiki%20Pages/ahd1039648.aspx

62 "Lorentz Schmidt Opens New Office: Well Known Architect To Resume Business after Vacation," *The Wichita Beacon* 23 June 1936. In 1932, Boucher and Overend went on to form their own partnership.

63 "New Firm of Architects is Formed Here," *The Wichita Eagle-Beacon* 7 July 1946.

64 "Lorentz Schmidt," Kansapedia: Kansas Historical Society, Online, accessed November 1, 2012. http://www.kshs.org/kansapedia/lorentz-schmidt/16797

65 Ibid.

Schmidt prepared architectural work for the planned war housing projects during World War II at Hilltop Manor and Planeview in Wichita, as well as war housing projects in Great Bend, Independence, Liberal, Pratt, Victoria, Junction City and Independence.[66]

Lorentz Schmidt died at age 67 from cancer in Wichita, where he had resided since 1915, on February 5, 1952. In addition to the buildings already mentioned, Schmidt designed many commercial and institutional buildings in Wichita including: the Allis Hotel for Barney Allis and Herbert M. Woolf of Kansas City, Missouri; the Brown Building; and St. James Episcopal Church. Schmidt is buried in Maple Grove Cemetery in Wichita.[67]

66 Ibid.

67 Obituary, "Lorentz Schmidt, Architect, Dies: At 67 Had Planned Many Local Buildings," *The Wichita Eagle* 4 Feb 1952

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"New Woolf Store Opens Monday Night: Woolf Brothers Welcome Edition." *The Wichita Sunday Beacon* 7 January 1923.

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Poppeliers, John C., S. Allen Chambers, Jr. and Nancy B. Schwartz. *What Style is it?* Washington, D. C., Preservation Press,1983.

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"Woolf Brothers Close Deal for Quality Corner," *The Wichita Beacon* 30 June 1922.

"Woolf Brothers Close Deal for Quality Corner." *The Wichita Beacon* 30 June 1922.

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_____. *The Wichita Eagle.* Microfilm. Wichita Public Library.

Woolf Brothers Company Records: KC0282. The State Historical Society of Missouri. University of Missouri, Kansas City.

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 #_____

Name of repository: Kansas Historical Society, Wichita Public Library, State Historical Society of Missouri, American Institute of Architects.

Primary location of additional data:

_x_State Historic Preservation Office
____Other State agency
____Federal agency
____Local government
____University
____Other

Historic Resources Survey Number (if assigned): N/A

10. Geographical Data

Acreage of Property Less than one acre
(Do not include previously listed resource acreage)

UTM References / Latitude-Longitude Coordinates (See Figure 1)
(Place additional UTM references on a continuation sheet)

	Zone	Easting	Northing		Zone	Easting	Northing
1				3			
2				4			

Verbal Boundary Description (describe the boundaries of the property)

Parcel 1: The west 1.6 feet of the east 3.6 feet of Lot 109, on Douglas Avenue, in Reserve in Greiffenstein's Addition to Wichita, Sedgwick County, Kansas. Parcel 2: The east 2 feet of Lot 109, and all of Lot 111, on Douglas Avenue, in Reserve in Greiffenstein's Addition to Wichita, Sedgwick County, Kansas, and also a tract of land described as follows: Commencing at the NE corner of Lot 111; thence east to the West line of Market Street, as established by the City of Wichita Ordinance No 146; thence south 120 feet; thence west to the Southeast corner of Lot 111; thence north 120 feet to the place of beginning.

Boundary Justification (explain why the boundaries were selected)

The boundary of the Woolf Brothers Clothing Company Building contains all the property historically associated with the building.

11. Form Prepared By

name/title Cydney E. Millstein, AHR, LLC and Maryann Warfield, cultural historian

organization Architectural & Historical Research, LLC date November 20, 2012

street & number 1537 Belleview Avenue telephone 816.472.4154

city or town Kansas City state MO zip code 64108

e-mail Cydney@AHR-kc.com

Additional Documentation

Submit the following items with the completed form:

- **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. Key all photographs to this map.

- **Continuation Sheets**

- **Additional items:** (Historic images, maps, etc.)

Photographs:

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map.

Name of Property: Woolf Brothers Clothing Company Building
City or Vicinity: Wichita
County: Sedgwick County State: Kansas
Photographer: Richard Welnowski
Date Photographed: October 9 and 10, 2012

Description of Photograph(s) and number:

1. Main or north façade; view facing south

2. Detail of the north entrance; view facing south
3. Detail of the storefront windows and display; view facing west, southwest
4. Main and east facades; view facing southwest
5. East façade; view facing west
6. Detail of east entrance and canopy; view facing west
7. East and south facades; view facing northwest
8. South and east facades; view facing northwest
9. West and south facades; view facing northeast
10. First story (west end); view facing south
11. Second story and mezzanine; view facing south
12. Second story and mezzanine; view facing northeast
13. Second story and mezzanine; view facing north

Property Owner: (complete this item at the request of the SHPO or FPO)

name Michael Ramsey; Eyster Properties, LLC

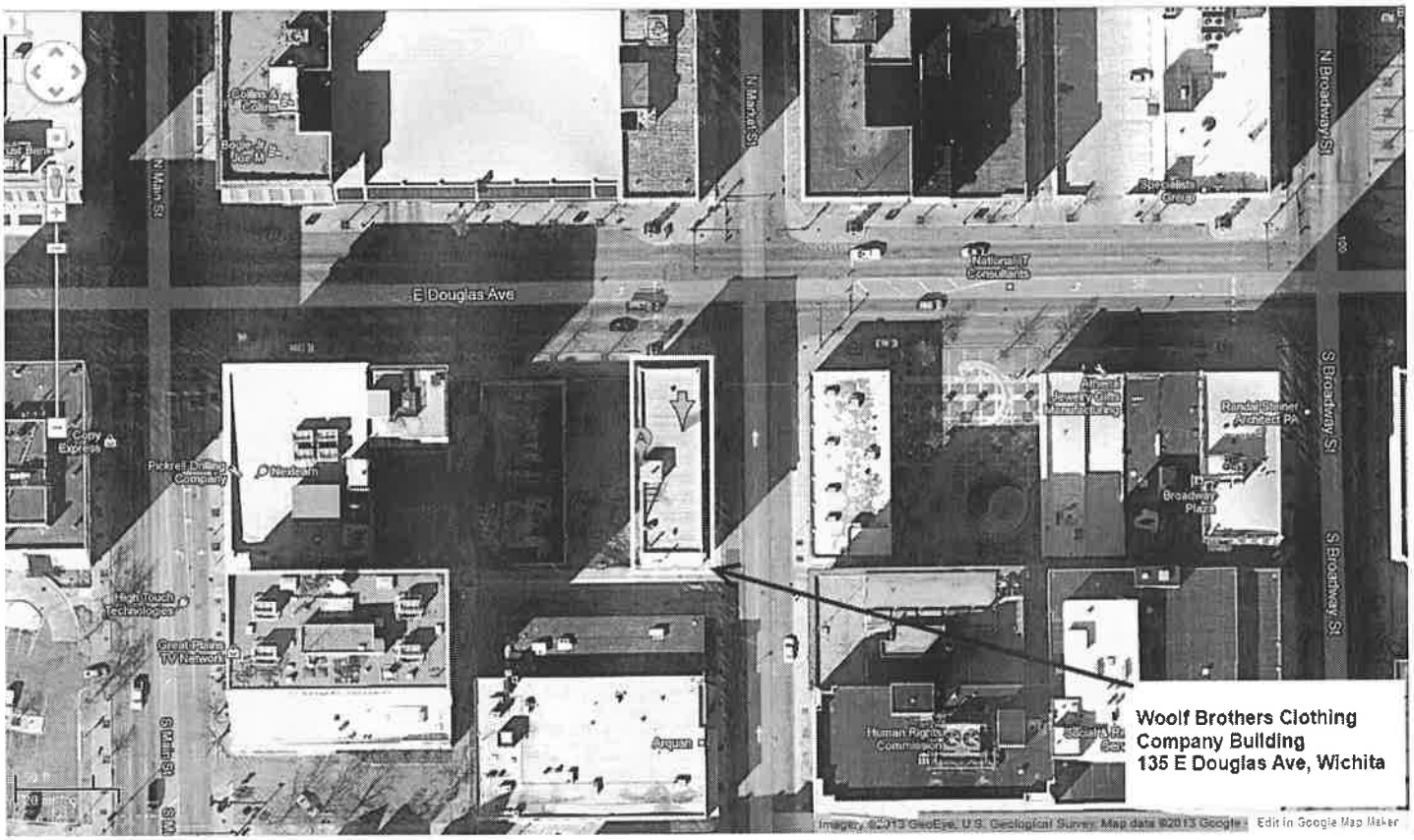
street & number 115 S. Rutan, Apt. 6 K telephone 316.204.9163

city or town Wichita state KS zip code 67218

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management. U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

Figure 1: Location of Woolf Brothers Clothing Company Building (Source: Google.com / Accessed February 2013)



Latitude/Longitude Coordinates: N 37.68576 W 97.33702 (Datum = WGS84)

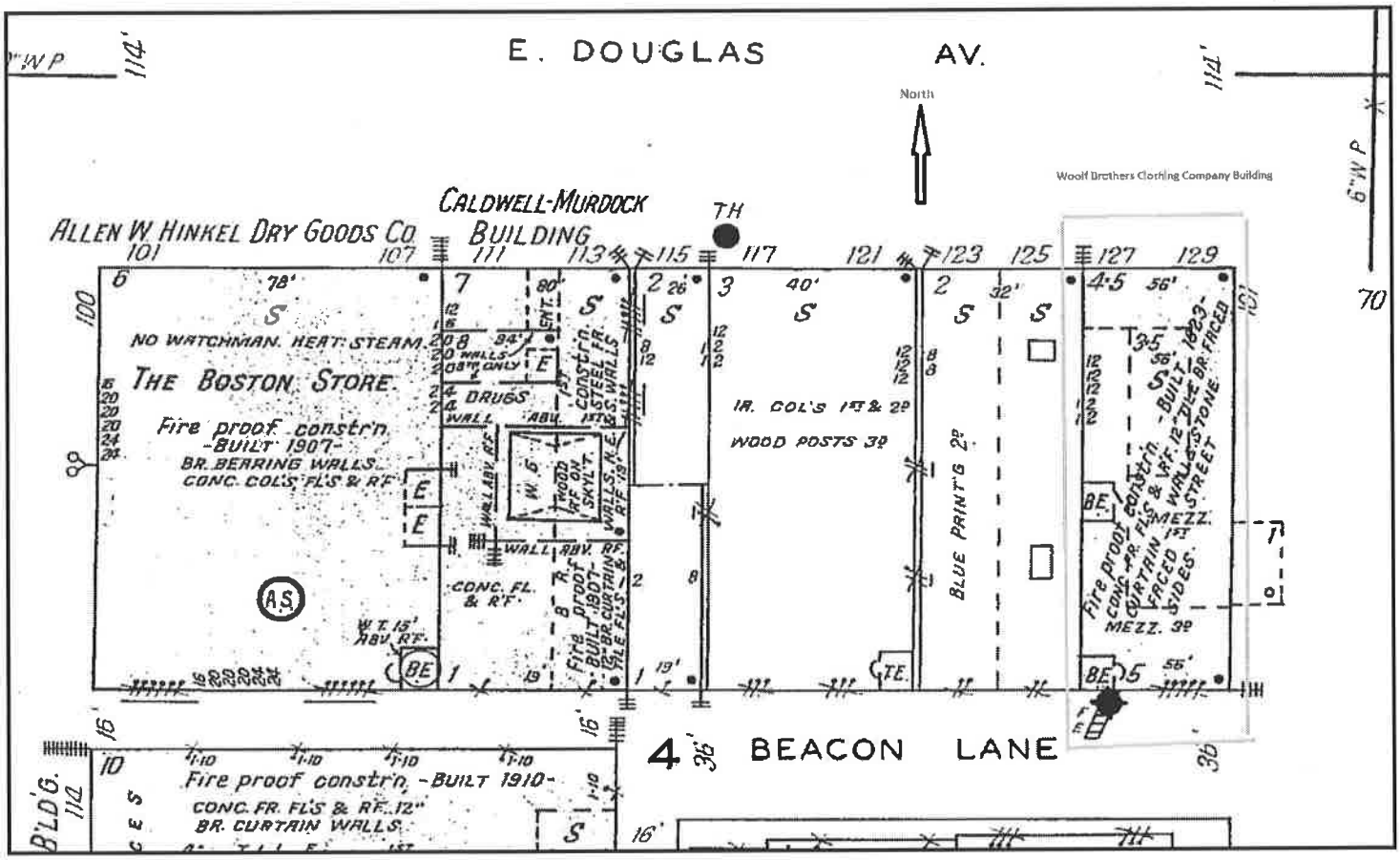


Figure 2
Woolf Brothers Clothing Company Building
127–129 East Douglas
Wichita, Sedgwick County Kansas
Sanborn Insurance Company, *Sanborn Insurance Map,* 1935, Volume 1, Sheet 12. (New York, New York, 1935)

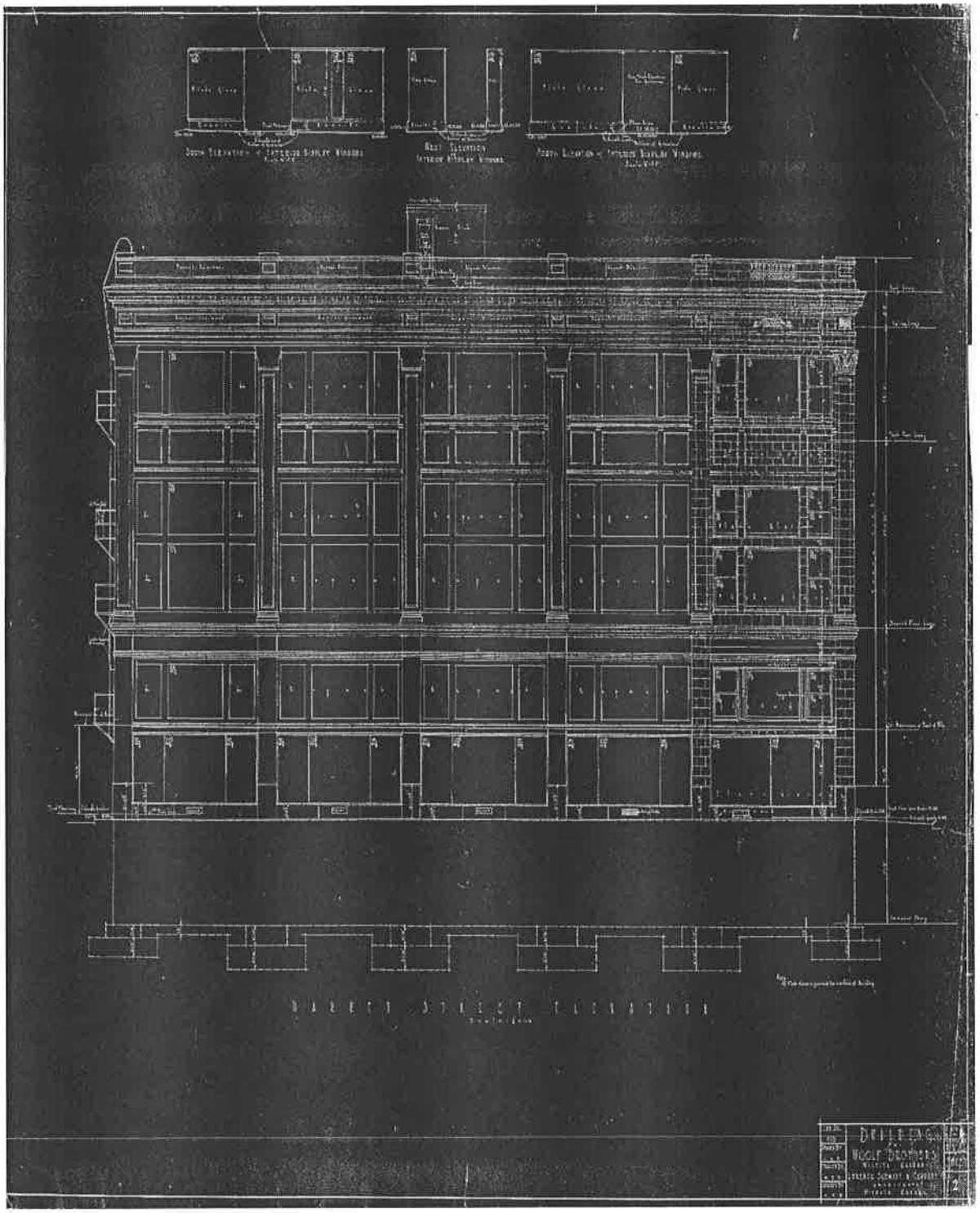


Figure 3
Woolf Brothers Clothing Company Building
East Elevation
Lorentz Schmidt and Company, 1922

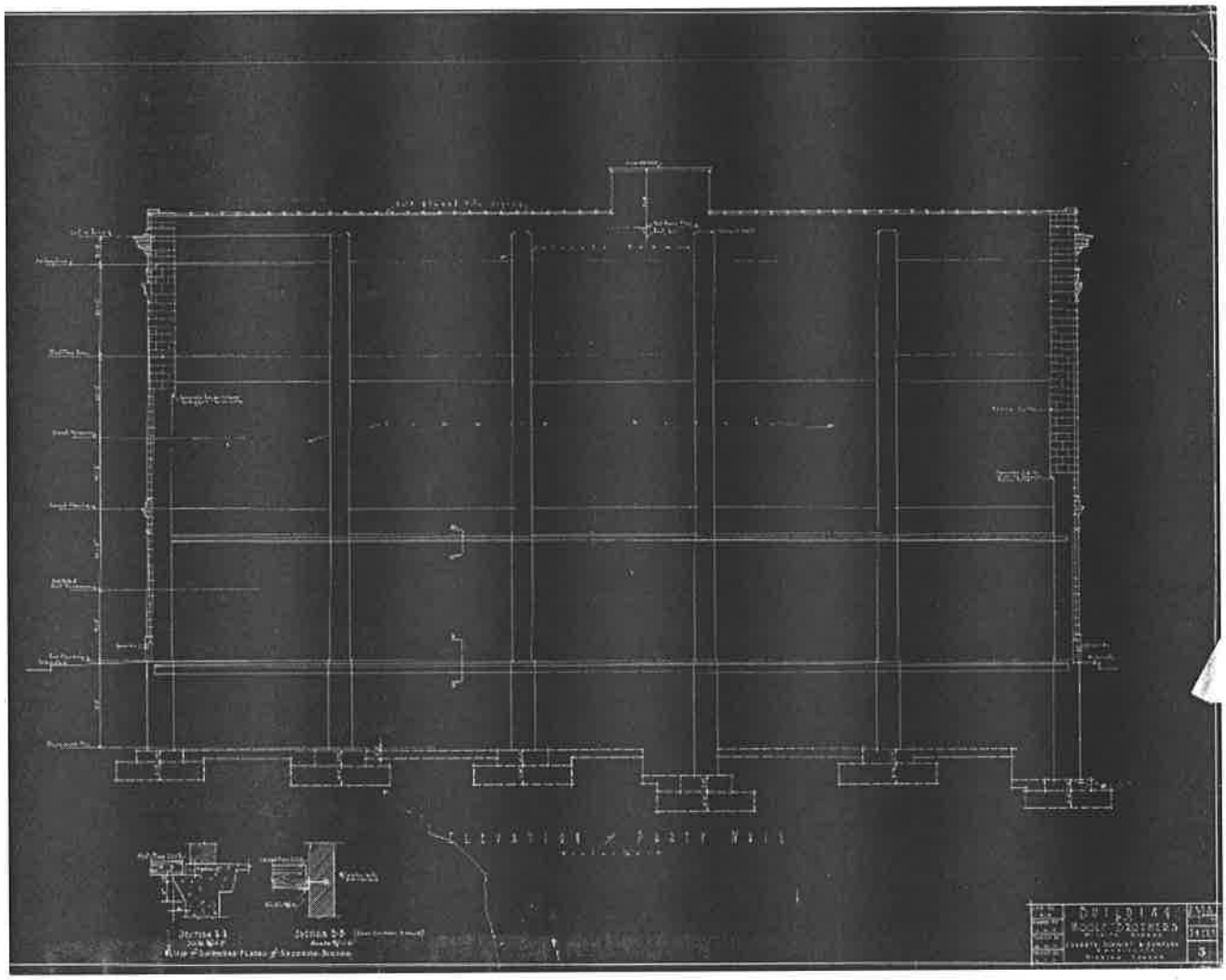


Figure 4
Woolf Brothers Clothing Company Building
West Elevation
Lorentz Schmidt and Company, 1922

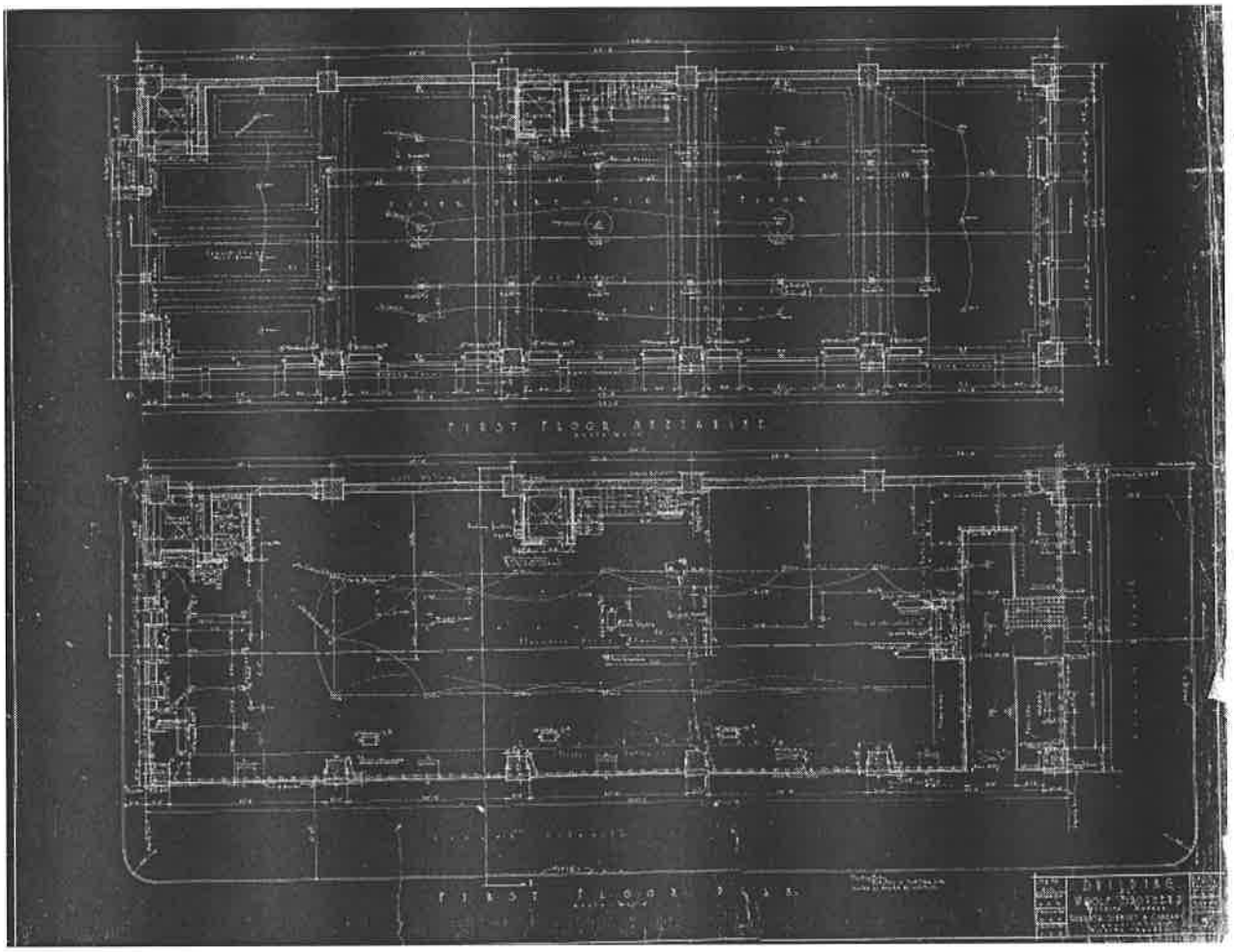


Figure 5
Woolf Brothers Clothing Company Building
First Floor Plan
Lorentz Schmidt and Company, 1922

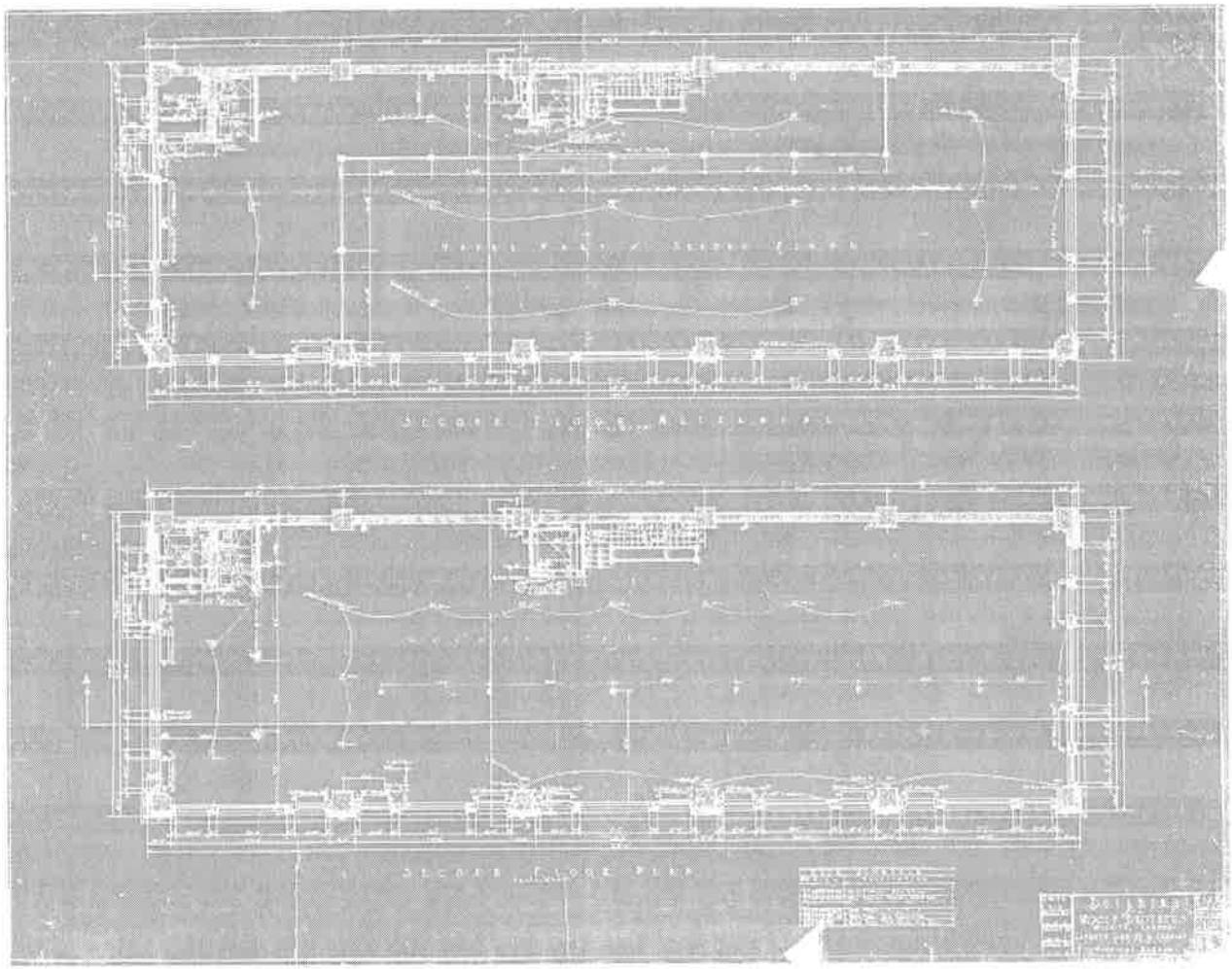


Figure 6
Woolf Brothers Clothing Company Building
Second Floor Plan
Lorentz Schmidt and Company, 1922

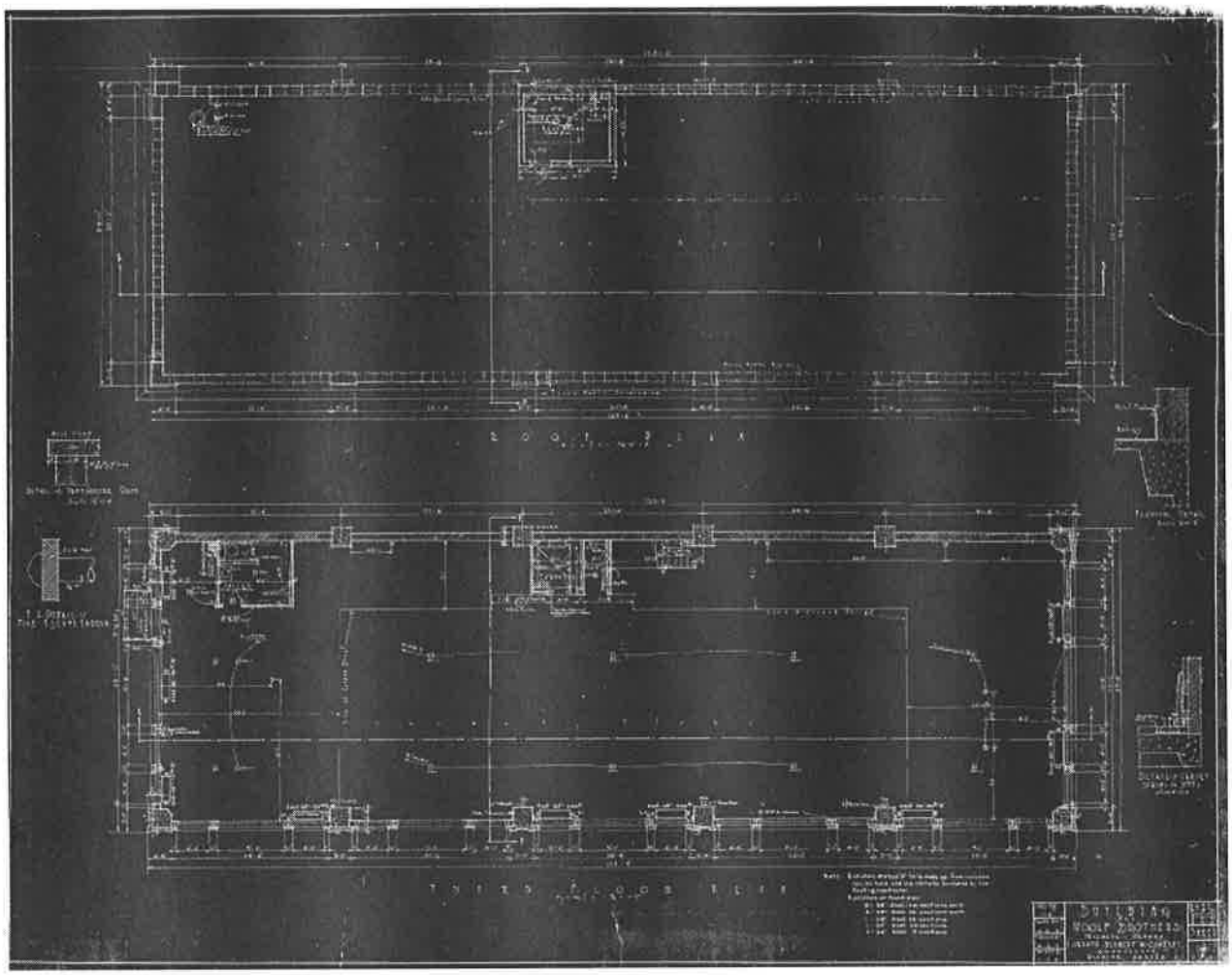


Figure 7
Woolf Brothers Clothing Company Building
Third Floor and Roof Plan
Lorentz Schmidt and Company, 1922

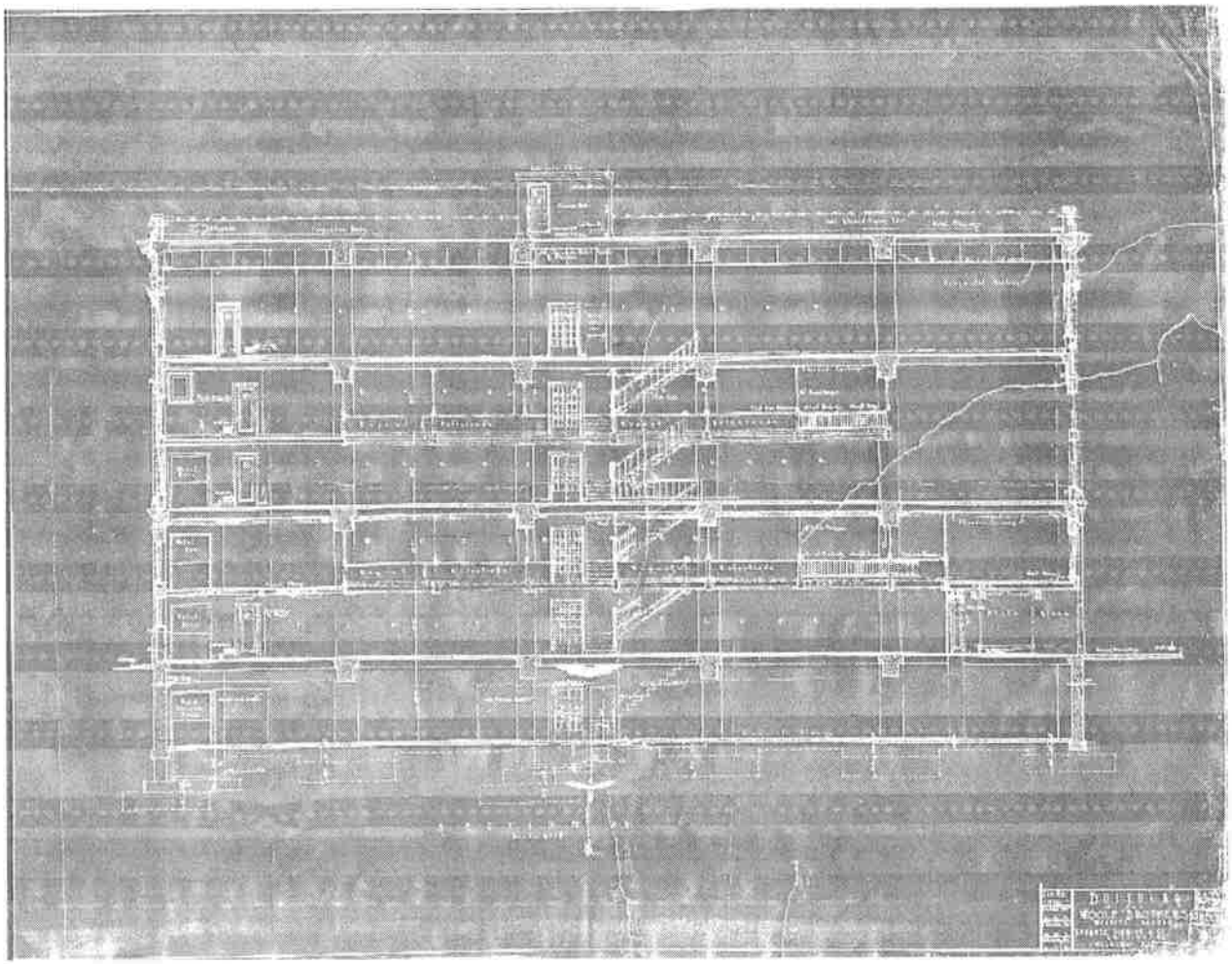


Figure 8
Woolf Brothers Clothing Company Building
Section
Lorentz Schmidt and Company, 1922

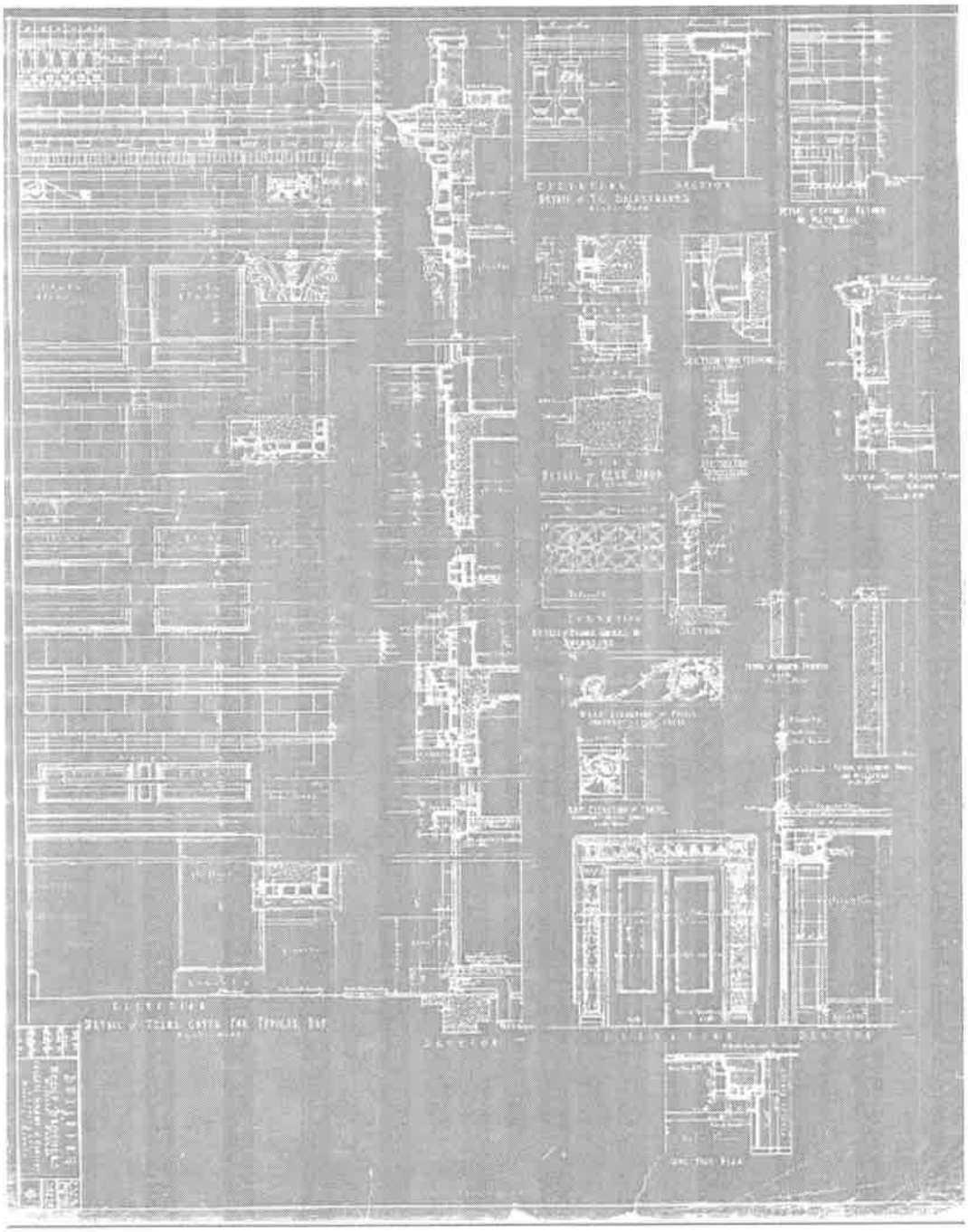


Figure 9
Woolf Brothers Clothing Company Building
Detail Drawing
Lorentz Schmidt and Company, 1922

Figure 10
Greenfield's Clothing and Furnishing for Men c. 1904/05
(demolished 1922 to make way for Woolf Brothers)
Corner of South Market and East Douglas
Photo: Special Collections, Wichita Public Library

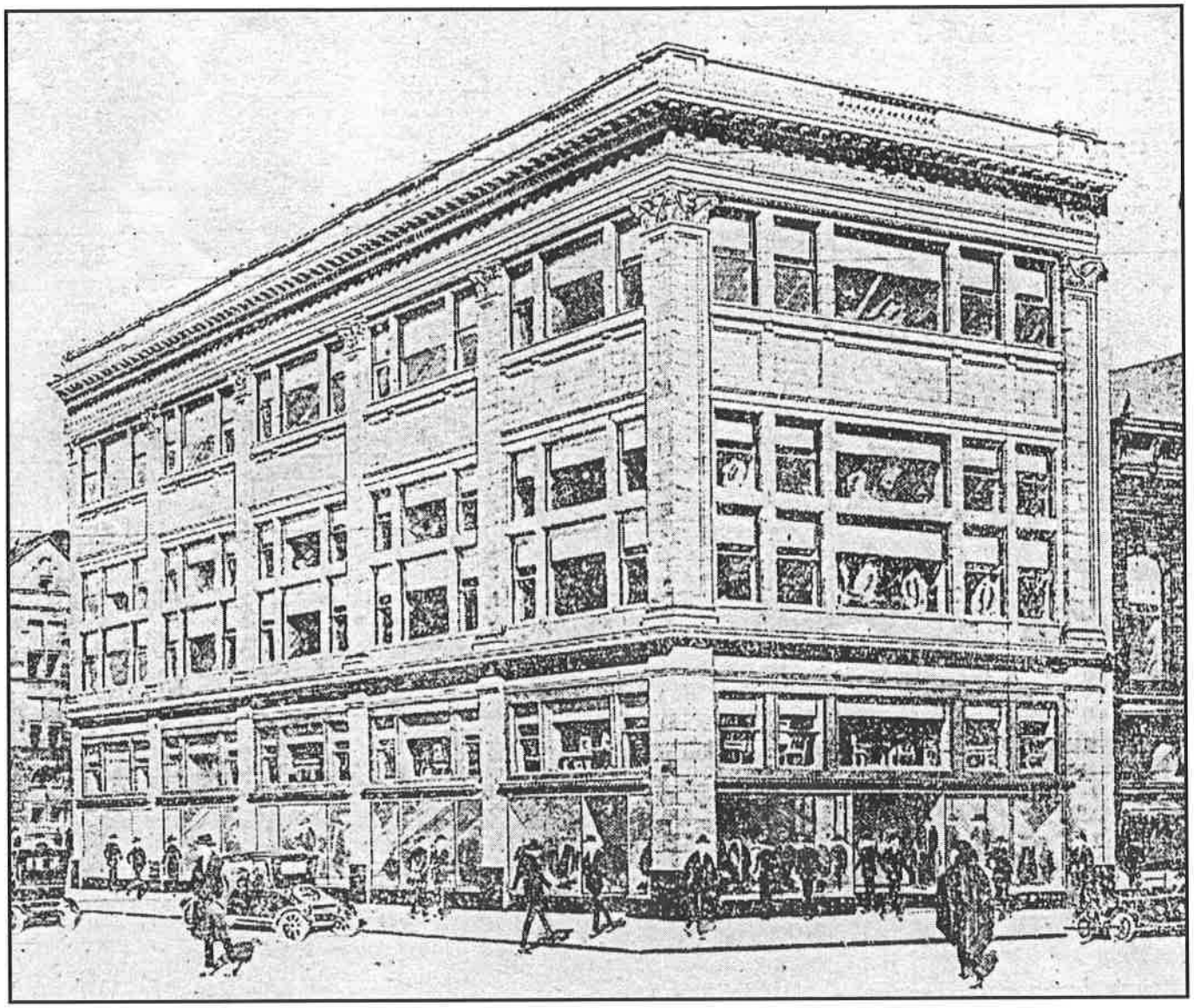


Figure 11
Architect's rendering of Woolf Brothers Clothing Company
127 E. Douglas, Wichita, Kansas
Drawing of the Woolf Brothers Clothing Company
The Wichita Beacon Sunday Magazine 12 Nov 1922.
Microfilm, Special Collections, Wichita Public Library.

Figure 12
Advertisement
Introducing Woolf Brothers as the successor to the former Greenfield's Clothing and Furnishings for Men
The Wichita Beacon c. 1922
Microfilm, Special Collections, Wichita Public Library.

HAVE YOU DISCOVERED--

A NEWSPAPER ADVERTISEMENT HAS

AMONG THE THRIFTY MEN

WHY DO THEY SHOP AT WOOLF BROTHERS?

Woolf Brothers

Men's Wear Boys' Wear Women's Wear

Figure 13
Advertisement for Woolf Brothers
The Wichita Beacon 15 Apr 1928
Microfilm, Special Collections, Wichita Public Library

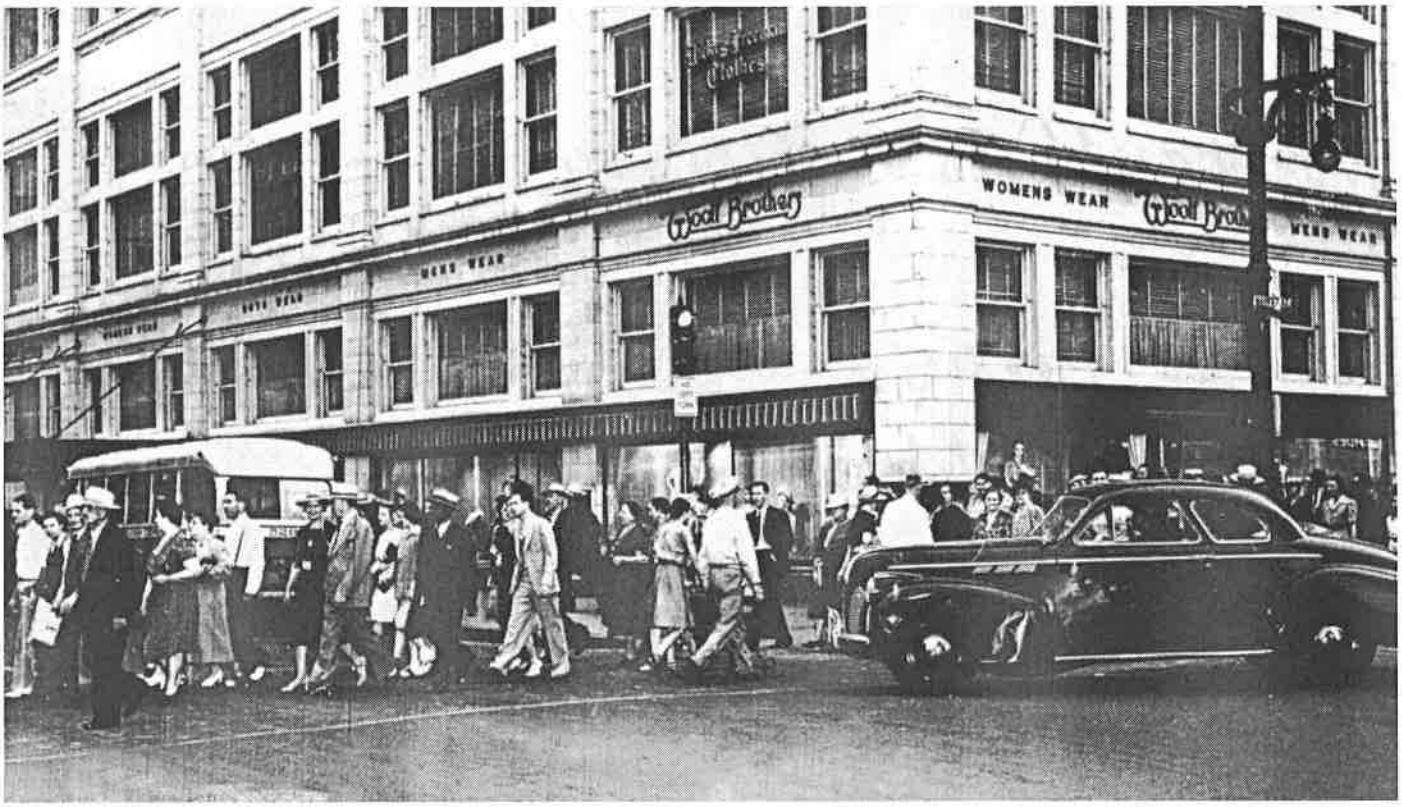


Figure 14
Woolf Brothers Clothing Company Building, c. late 1940s
Photo Archives
Special Collections
Wichita Public Library

Figure 15
Street scene, East Douglas Avenue view facing east c. 1950s
Woolf Brothers appears on the right hand side of photo
Photo Archives
Special Collections
Wichita Public Library

Figure 16
Street scene, East Douglas Avenue view facing west, c. 1950s
Woolf Brothers appears on the left side of photo
Photo Archives
Special Collections
Wichita Public Library

Farha

Farha
CONSTRUCTION INC.
135
East Douglas

ONE WAY

111

ONE WAY

ONE WAY
LEFT LANE
MUST
TURN LEFT
ONE
WAY

EXIT