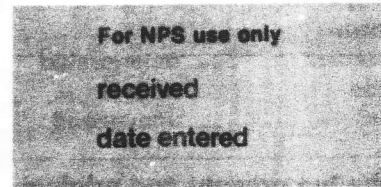


United States Department of the Interior  
National Park Service

National Register of Historic Places  
Inventory—Nomination Form



See instructions in *How to Complete National Register Forms*  
Type all entries—complete applicable sections

1. Name

historic Marott's Shoes Building

and/or common

2. Location

street & number 18-20 East Washington Street N/A not for publication

city, town Indianapolis N/A vicinity of congressional district

state Indiana code 018 county Marion code 097

3. Classification

Category	Ownership	Status	Present Use
<input type="checkbox"/> district	<input type="checkbox"/> public	<input checked="" type="checkbox"/> occupied	<input type="checkbox"/> agriculture
<input checked="" type="checkbox"/> building(s)	<input checked="" type="checkbox"/> private	<input type="checkbox"/> unoccupied	<input checked="" type="checkbox"/> commercial
<input type="checkbox"/> structure	<input type="checkbox"/> both	<input type="checkbox"/> work in progress	<input type="checkbox"/> educational
<input type="checkbox"/> site	<b>Public Acquisition</b>	<b>Accessible</b>	<input type="checkbox"/> entertainment
<input type="checkbox"/> object	<input type="checkbox"/> in process	<input checked="" type="checkbox"/> yes: restricted	<input type="checkbox"/> government
	<input type="checkbox"/> being considered	<input type="checkbox"/> yes: unrestricted	<input type="checkbox"/> industrial
	N/A	<input type="checkbox"/> no	<input type="checkbox"/> military
			<input type="checkbox"/> museum
			<input type="checkbox"/> park
			<input type="checkbox"/> private residence
			<input type="checkbox"/> religious
			<input type="checkbox"/> scientific
			<input type="checkbox"/> transportation
			<input type="checkbox"/> other:

4. Owner of Property

name Lombard Associates

street & number c/o Realty Investment Company, Inc., 11315 Lockwood Drive

city, town Silver Spring N/A vicinity of state Maryland 20904

5. Location of Legal Description

courthouse, registry of deeds, etc. Marion County, Center Township Tax Assessor's Office

street & number City-County Building, Room 1360, 200 E. Washington Street

city, town Indianapolis state Indiana 26404

6. Representation in Existing Surveys

title Union Station has this property been determined eligible?  yes  no

date December 31, 1979  federal  state  county  local

depository for survey records

city, town Indianapolis state Indiana

# 7. Description

<b>Condition</b>		<b>Check one</b>	<b>Check one</b>	
<input type="checkbox"/> excellent	<input type="checkbox"/> deteriorated	<input type="checkbox"/> unaltered	<input checked="" type="checkbox"/> original site	
<input checked="" type="checkbox"/> good	<input type="checkbox"/> ruins	<input checked="" type="checkbox"/> altered	<input type="checkbox"/> moved	date <u>          N/A          </u>
<input type="checkbox"/> fair	<input type="checkbox"/> unexposed			

**Describe the present and original (if known) physical appearance**

The Marott's Shoes Building is a turn-of-the-century commercial structure located on East Washington Street (U. S. 40) in the heart of Indianapolis' central business district. A seven-story building four bays in width, the main facade of the Marott's Shoes Building follows closely the massing and height of the McQuat Building (1901) to the west (photo 1). Completing this row of commercial structures to the east are the Lombard Building (1892) and the Washington Hotel (1912). The Lombard Building was listed on the National Register of Historic Places in 1982; the Washington Hotel was listed on the Register in 1980.

The brick structure is faced with white terra cotta panels which frame the exterior limits of the building (photo 2). The running strapwork and button design is bordered to the interior by a narrower, three-part running rosette design. These framing motifs are broken each side between the second and third floors by the insertion of elaborately worked, three dimensional vases upon projecting brackets. Below each bracket is placed an armorial shield. This decorative vertical composition is completed at the base by a full visored helmet and accompanying upper breast plate. The decorative scheme is completed at the cornice with a crenellated parapet. Each of the four center merlons contains a bas-relief crown below which is a heraldic shield. The shields are connected with attached ribbonwork.

The medieval character of the applied terra cotta decoration is continued in the seventh story fenestration. Each of the five units is finished with a Tudor arch. The windows have now been filled below with brick masonry. The upper portion of the arch contains an open brick lattice infill. A fire in 1947 so damaged the seventh floor, that the roof line was dropped to the sixth floor, necessitating the infill. The course below contains a bas-relief band of small shields and ribbonwork.

All outer windows, originally double-hung, single-light sashes, now contain vertical pivoting panes. All center window frames, floors three to six, have been filled with vertical sliding panels. The mullions, although broken by the floor coursing, rise from the second story through the sixth story where each slightly flares as a supporting element for the ornamented course. The second story windows are now large fixed, metal framed panels. Originally, the center units with small paned upper panels were flanked by double-hung sashes with a portion of the upper sash so divided.

The retail window display areas and the corresponding course above have been altered several times. Originally, a recessed entrance was located at the west side with a two-part display area to the east. A rolled awning extending the full width of the building separated the display area from the small paned transom units. Signage was placed on the course above.

By the 1930's, Marott had covered the facade of the building with an incandescent lighting extravaganza (photo 3). The entire first floor area was recessed featuring a centered kiosk. The first level terra cotta framing elements disappeared under a paneled, arched entrance. Today, the upper portion has a full width, recessed limestone panel from which projects a marquee (photo 1). Narrow display cases flank the recessed, glazed display area and west entrance.

Together with the Lombard Building and the Washington Hotel, the Marott's Shoes Building with its eclectic facade composition, plays a significant role in defining the north side of Washington Street.

## 8. Significance

Period	Areas of Significance—Check and justify below			
<input type="checkbox"/> prehistoric	<input type="checkbox"/> archeology-prehistoric	<input type="checkbox"/> community planning	<input type="checkbox"/> landscape architecture	<input type="checkbox"/> religion
<input type="checkbox"/> 1400-1499	<input type="checkbox"/> archeology-historic	<input type="checkbox"/> conservation	<input type="checkbox"/> law	<input type="checkbox"/> science
<input type="checkbox"/> 1500-1599	<input type="checkbox"/> agriculture	<input type="checkbox"/> economics	<input type="checkbox"/> literature	<input type="checkbox"/> sculpture
<input type="checkbox"/> 1600-1699	<input checked="" type="checkbox"/> architecture	<input type="checkbox"/> education	<input type="checkbox"/> military	<input type="checkbox"/> social/
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> art	<input type="checkbox"/> engineering	<input type="checkbox"/> music	<input type="checkbox"/> humanitarian
<input type="checkbox"/> 1800-1899	<input checked="" type="checkbox"/> commerce	<input type="checkbox"/> exploration/settlement	<input type="checkbox"/> philosophy	<input type="checkbox"/> theater
<input checked="" type="checkbox"/> 1900-	<input type="checkbox"/> communications	<input type="checkbox"/> industry	<input type="checkbox"/> politics/government	<input type="checkbox"/> transportation
		<input type="checkbox"/> invention		<input type="checkbox"/> other (specify)

**Specific dates** 1899-1900

**Builder/Architect** Unknown

### Statement of Significance (~~XXXXXXXXXX~~)

The Marott's Shoes Building is significant for its architecture and for its role in the development of Indianapolis' retail trade. It is also significant for its association with George J. Marott, one of the city's most prominent businessmen and philanthropists. Constructed at the turn of the century, the building housed the Marott's Shoes store for almost 70 years. The building is currently undergoing a major renovation.

Architecturally, the Marott's Shoes Building shows the influence of the Tudor Revival style as adapted to commercial structures. Decorative elements on the main facade include a crenellated parapet with heraldic emblems, Tudor-arched windows, bandings of ribbonwork and small, heraldic shields executed in terra cotta, and representations of a medieval knight's helmet and breastplate. The influence of the Chicago School can be seen in the large expanse of window area on each floor level of the main facade.

The Marott's Shoes Building was built as a speculative commercial structure at the center of Indianapolis' retail district. Until the 1960's, this area provided Central Indiana with a large selection of consumer goods including clothing, jewelry and shoes offered by specialty stores. In addition, this area also gave the regional shopper and visitor an opportunity to browse at the three major department stores: L. S. Ayres and Company, 1 West Washington Street; H. P. Wasson and Company, 2 West Washington Street, and William H. Block Company, 50 North Illinois.

George J. Marott began in the shoe business at the age of 14, working for his father, George P. Marott, owner of a small shoe factory in Daventry, Northamptonshire, England. In 1875, father and son and other members of the family came to America, directly to Indianapolis, where they established a retail shoe store at 16 North Pennsylvania Street in partnership with Joseph Page, who had trained the elder Marott in the manufacture of shoes in England. In 1884, George J. Marott established his own shoe store at 22 East Washington Street, the site of the present Lombard Building, constructed in 1892. He located in the Lombard Building, 26-28 East Washington, after its construction.

From all accounts, George J. Marott was an entrepreneur, providing the clientele with not only the greatest shoe selection possible but also in an atmosphere conducive to the encouragement of sales. The Lombard Building location was furnished with luxurious, comfortable seating amongst the large 20 foot columns. The elaborate stamped tin cornice and coffered ceiling were flooded by nearly three hundred incandescent bulbs, the electricity for which was produced by the independent lighting plant in the basement. By this time, 1902, Marott operated one of the largest retail and wholesale shoe stores in the United States per capita population.

As the shoe business increased, Marott needed larger quarters than those afforded by the basement and ground floor of the Lombard Building. In 1911, the Marott Shoe Shop opened in seven floors of the speculatively built 18-20 East Washington Street. This eight story commercial structure was developed by Carl Von Hake in partnership with his brother-in-law, Franklin Vonnegut and other investors, 1899-1900. The first occupant of this building was the Badger Furniture Company which occupied all of 18-20 East Washington Street, as well as the eight floors of the adjoining building to the west, the McQuat Building, 14-16 East Washington Street.



## 9. Major Bibliographical References

Atlas of Indianapolis and Marion County. Philadelphia: Griffin, Gordon and Co., 1889  
Baist's Property Atlas of City of Indianapolis and Suburbs. Philadelphia: G. Wm. Baist, 1899, 1908, 1916

Please see continuation sheet

## 10. Geographical Data

Acreeage of nominated property less than one acre

Quadrangle name Indianapolis West

Quadrangle scale 1:24,000

UMT References

A 

1	6	5	7	2	1	7	0	4	4	0	2	0	9	0
Zone		Easting				Northing								

B 

Zone		Easting				Northing								

C 

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D 

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

E 

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F 

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G 

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H 

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Verbal boundary description and justification

West one-half of Lot 3, Square 56, of the Donation Lands of the Town, now City of Indianapolis.

List all states and counties for properties overlapping state or county boundaries

state N/A code county code

state code county code

## 11. Form Prepared By

name/title Susan R. Slade, Architectural Historian  
Jacqueline L. Munson, Archival Assistant

organization date April 18, 1983

street & number 4560 N. Broadway telephone 317/283-6114

city or town Indianapolis state Indiana 46205

## 12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:

national  state  local

As the designated State Historic Preservation Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the National Park Service.

State Historic Preservation Officer signature J. M. Pedrin

title Indiana State Historic Preservation Officer date 3-28-83

For NPS use only

I hereby certify that this property is included in the National Register

date

Keeper of the National Register

Attest:

date

Chief of Registration

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

For NPS use only

**National Register of Historic Places  
Inventory—Nomination Form**

received

date entered

Continuation sheet Marott's Shoes Building

Item number 8

Page 1

The Marott Shoe Shop operated at this address under lease from Crawford Fairbanks and his daughter, Sarah F. Failey, of Terre Haute. George J. Marott remained president and owner of the business until his gift of 50% of the stock to 52 employees, in January, 1946. The other half share was given to Butler University to establish an interest-free Student Loan Fund. The business continued under the direction of the employees, Lewis H. Noble, President, and a Board of Directors, Evan B. Walker, Chairman, Butler University. In June, 1946, the company began expansion, purchasing the Schick Shoe Store, 4128 E. 10th Street, as the first of four branches. The ambience of the main store continued. In 1952, the Indiana Room of 1927, featuring murals of various State Parks, was renewed. A free nursery was offered for the convenience of downtown evening shoppers. The store continued to operate at this location until June, 1978.

George J. Marott (1858-1946) was a prominent leader of Indianapolis and Indiana mercantile and financial interests. He became interested in regional transportation systems, purchasing the Logansport Street Railway Company in 1900, the Kokomo Street Railway (Kokomo, Marion and Western Traction Company), 1901. In 1910, he organized the Kokomo Heat Company. Following the development of the Kokomo-Frankfort Traction Company in 1912, Marott consolidated all the properties into the Indiana Railways and Light Company. In Indianapolis, in 1905, Marott led the organization of the Citizens Gas Company under the title of George J. Marott and Associates. He built the Marott Department Store, 342 Massachusetts Avenue, in 1906, beginning operation in 1908. In 1908, Marott also owned a large interest in the Muncie Heat, Light and Power Company. Other interests in Indianapolis included the Claypool Hotel and the Security Trust Company of Indianapolis where he served as a vice-president in both corporations. Marott's major real estate development, which followed the northward growth of Indianapolis' Metropolitan area, was the construction of the grand, luxurious, 500 room Marott Hotel, 2625 N. Meridian Street, in 1926. In the 1920's, Marott was one of the major developers of the Indian Hill Estates, Euclid Avenue, Cleveland, Ohio. He was a founding member of the Indianapolis Chamber of Commerce and the Merchants Association.

Marott was always a leader in philanthropic contributions in Indianapolis, pledging support valued at over \$500,000 during his lifetime. In 1945, he donated to the city an 80 acre tract in the Williams Creek Valley, the Ella P. Marott Park. His gift of the former Hoosier Athletic Club property to Purdue University, creating the Marott-Purdue Agriculture Center, Indianapolis, occurred in 1945.

George J. Marott's participation in the financial and mercantile interests in Central Indiana and Indianapolis was based, initially, on his successful merchandising of a specialty shoe shop, which was located at 18-20 East Washington Street for 67 years.

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

**National Register of Historic Places  
Inventory—Nomination Form**

For NPS use only

received

date entered

Continuation sheet Marott's Shoes Building

Item number 9

Page 2

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- The Indianapolis Times. 1/30/1950, 11/13/1959, 4/6/1960.

# Marott's Shoes Building Indianapolis, Indiana UTM Reference 16/572170/4402090



Primary highway, all weather, Light-duty road, all weather  
 hard surface improved surface  
 Unimproved road, fair or dry  
 weather

○ Interstate Route  
 ○ U S Route  
 ○ State Route

### ROAD CLASSIFICATION

## INDIANAPOLIS WEST, IND.

N3945 — W8607.5/7.5

1967

PHOTOREVISED 1980  
 DMA 3763 1 SW—SERIES V851

Revisions shown in purple compiled in cooperation with State of Indiana agencies from aerial photographs taken 1977 and other source data. This information not field checked. Map edited 1980

CHAGRINALE LOCATION



MAP ACCURACY STANDARDS  
 VEY, RESTON, VIRGINIA 22092  
 SOURCES, INDIANAPOLIS, INDIANA 46204  
 SYMBOLS IS AVAILABLE ON REQUEST

DATE OF 1939  
 SCALE 1:50,000  
 1 MILE  
 1000 FEET  
 300 METERS

3763 1 NE  
 3763 1 SW