

PRELIMINARY SUMMARY OF INFORMATION

SUBMITTED TO THE COMMISSION ON CHICAGO LANDMARKS IN NOVEMBER 2023



**JACKSON STORAGE AND VAN COMPANY WAREHOUSE
3609-3611 W. CERMAK RD.**



**CITY OF CHICAGO
Brandon Johnson, Mayor**

**Department of Planning and Development
Patrick Murphey, Acting Commissioner**

The Commission on Chicago Landmarks, whose nine members are appointed by the Mayor and City Council, was established in 1968 by city ordinance. The Commission is responsible for recommending to the City Council which individual buildings, sites, objects, or districts should be designated as Chicago Landmarks, which protects them by law.

The landmark designation process begins with a staff study and a preliminary summary of information related to the potential designation criteria. The next step is a preliminary vote by the landmarks commission as to whether the proposed landmark is worthy of consideration. This vote not only initiates the formal designation process, but it places the review of city permits for the property under the jurisdiction of the Commission until a final landmark recommendation is acted on by the City Council.

This Landmark Designation Report is subject to possible revision and amendment during the designation process. Only language contained within the designation ordinance adopted by the City Council should be regarded as final.

CONTENTS

Introduction	4
Map	5
Building Design and Construction	5
Venetian Gothic Architecture	11
Architects Hall, Bisbee & Rhenisch	14
Jackson Storage and Van Company	16
Household Moving in Chicago	19
Criteria for Designation	22
Significant Historical and Architectural Features	23
Bibliography	25

JACKSON STORAGE AND VAN COMPANY WAREHOUSE
3609-3611 W. CERMAK RD. (FORMERLY W. 22ND STREET)
CONSTRUCTED: CA 1890; RECONSTRUCTED: 1927
PERIOD OF SIGNIFICANCE: 1927
ARCHITECTS OF RECONSTRUCTION: HALL, BISBEE & RHENISCH

The Jackson Storage and Van Company Warehouse is located on Cermak Road in the South Lawndale community area. Originally built as a loft building in the late nineteenth century, the existing building is from a 1927 reconstruction that added a concrete internal structure, additional height and a completely new and stylish façade.

Household moving and storage companies like the Jackson Storage and Van Company were booming in Chicago and other American cities between the 1910s and the onset of the Great Depression in 1929. Changes in society created demand for the household storage and moving industry. One was urbanization, which led many to smaller living quarters in apartments that required new ways of handling household furnishings and decoration. At the same time, a thriving economy allowed households to consume more goods that could not always be accommodated in smaller spaces, and specialized goods like furs, woven wool rugs and pianos that required special storage environments. Finally, a general increase in mobility led more Americans to move house more frequently.

The growth of the household goods and moving industry led to the creation of a new building type of which the Jackson Storage and Van Company Warehouse is an excellent example. Unlike other commercial and industrial warehouses which could be relegated to manufacturing districts, the new warehouses for household goods had to be located close to customers in neighborhoods. While some of these buildings are utilitarian and monolithic, many storage companies understood that moving a family's possessions was a uniquely personal service, and in many cases their customers were women who took charge of household decor and furnishings during a move. With these sensibilities in mind, savvy storage companies employed high style architecture to advertise a sense of visual elegance as well as security and permanence.

The Jackson Storage and Van Company Warehouse is a remarkable example of Venetian Gothic design applied to a utilitarian building. The building's pointed-arch arcade at its base, the use of tapestry brick in a diaper or lozenge pattern brick, and the use of ogee arches in the cornice are character-defining features of the Gothic architecture of Venice, and the building is obviously inspired by that city's Doge's Palace.



The Jackson Storage and Van Company Warehouse is located at 3609-3611 W. Cermak Rd. in the South Lawndale community area on Chicago's West Side,

BUILDING DESIGN AND CONSTRUCTION

The Jackson Storage and Van Company Warehouse is located 3609-3611 W. Cermak Rd. (formerly W. 22nd Street). The company, discussed further below, was established at this location in 1897, but in an earlier building. It is unknown if the company built this earlier structure or who designed it, but a historic photo of it survives and based on the design of the building it is likely from the 1890s. It was a two-story brick building with a central carriage door, two entrance doors, arched windows and corbelled brick-work. Though the exterior walls were masonry, the floors and roof were wood frame. As a non-fireproof building, by the 1920s it had become substandard within the household moving and storage industry and costly to insure. The company needed to upgrade.

Fortunately for the Jackson Storage and Van Company, the household moving and storage warehouse was at this time becoming an established building type in Chicago and other American

An undated photo of the first Jackson Storage and Van Company Warehouse. In 1927 this circa 1890 building would be reconstructed and expanded as the existing building below. Source: Jacksonmoving.com



As reconstructed in 1927, the Jackson Storage and Van Company Warehouse stands as an unusual example of a utilitarian household moving and storage warehouse expressed as a Venetian Gothic palazzo. Source: Jacksonmoving.com



cities. Indeed, fifteen such buildings are identified as “orange” in the *Chicago Historic Resources Survey*. In the February 1911 issue of *Architectural Record*, architect and critic Peter B. Wight wrote about the emergence of the storage warehouse as a new building type that had resulted from “migratory habits of into which so many American families had fallen.” Wight noted that the “competition for trade has made it necessary that storage warehouses should advertise themselves” architecturally. One of the main design challenges of the furniture storage warehouse were their windows—widely-spaced and small in size and number—which often resulted in heavy and monolithic elevations. A second problem was that unlike other warehouses which were usually confined to manufacturing districts, the household goods storage warehouses had to be located on well-travelled commercial corridors in residential neighborhoods in proximity to customers. Wight warned that failure to design them well would be a “disfigurement of our streets.”

In 1927 the Jackson Storage and Van Company commissioned the architectural firm of Hall, Bisbee & Rhenisch to substantially reconstruct the company’s existing 1890 storage building as a fireproof structure with two added stories and a fashionable front façade. B. J. Begnell was the contractor, and the \$75,000 project was completed in May 1928.

The ship-in-a-bottle reconstruction of the old building involved removing the wood interior structure and installing temporary internal trusses to brace the exterior walls. A new cast-in-place concrete internal structure was placed with columns and footings built 9’ within the exterior walls. The columns carry reinforced-concrete floors which are self-supporting and do not bear on the exterior walls. Because the floor slabs are not bearing on the exterior walls, large concrete beams transfer floor loads to the columns.

The Jackson Storage and Van Company Warehouse is located mid-block on the south side of West Cermak Road. Like many moving and storage warehouses of this vintage, it is located on a commercial street in a neighborhood, making it accessible to and easily seen by potential residential customers. The building occupies its entire lot and is rectangular in plan and form. It is four stories with a height of 46’, and measures 50’ across its front and 200’ deep from sidewalk to alley. The walls are for the most part planar and the roof is flat with the exception of an elevator penthouse.

The front facade faces north onto Cermak Road and is the only elevation with architectural treatment that merits description. The style is Venetian Gothic in general, discussed in more detail below, and more specifically the design is inspired by Venice’s Doge’s Palace from the fifteenth century. The first level is clad in cream terra cotta arranged as a symmetrical arcade of three portals set in pointed arches.

In all three portals, the opening is divided into an upper and lower part by a cast-iron transom. Above the transom, the openings are recessed and glazed with prism glass tiles set within cast-iron frames and mullions. In the lower part of the central arch there is a customer entrance with plate-glass side lights. In the pair of arches flanking the center, original projecting plate glass



The base of the building is a terra cotta arcade. The large wall expanse and small windows on the upper floors are typical of this building type.



The Jackson Storage and Van Co's logo is rendered in a terra cotta tablet. Light-colored brick set in a tapestry pattern relieves the large expanse of masonry wall on the upper floors.

windows have been replaced with glass block. The intrados, or inner curve, of the arches have floral decoration and the architrave is molded.

There are two additional entrance doors located on either side of the arcade. Each is topped with a pair of windows set deeply within the wall conveying the solidity of the building. These openings are fitted with ornamental wrought-iron balconies which are original to the building. There are other steel and wrought gratings on the building that are not original. At the top of the terra-cotta clad first floor is a tablet with the original sign for the “Jackson Storage and Van Co.” rendered in dark yellow, red and white terra cotta with the company’s signature font and smart red-arrow logo.

As with many household moving and storage warehouses, the upper portion of the facade is a monolithic expanse of wall. Window openings are few and small as these were only required for the building’s corridors, not the storage areas. The paucity of window openings for visual relief presented a design problem for this building type, and in the case of this particular design the heavy top visually contradicts the open arcade at the base. Architects Hall, Bisbee & Rhenisch solved these two problems by cladding the building in light-colored yellow and ivory brick to relieve the visual heft of the wall and set the brick in a diaper (diagonal) pattern to add visual relief. This tapestry brick, combined with the arcaded first floor places the building solidly in the Venetian Gothic mode.

Though small, the six window openings on the upper portion of the façade are arched and framed with terra cotta rope molding. The original sash were steel and these have recently been replaced with double-hung aluminum. The corners of the front façade are framed by a narrow terra cotta column also with rope molding. The front façade is topped with a projecting terra cotta cornice composed of three parts: a round-arched band at the base, projecting molding in the middle, and a band of ogee arches at the top, the ogee being another feature of the building inspired by the Venetian Gothic.

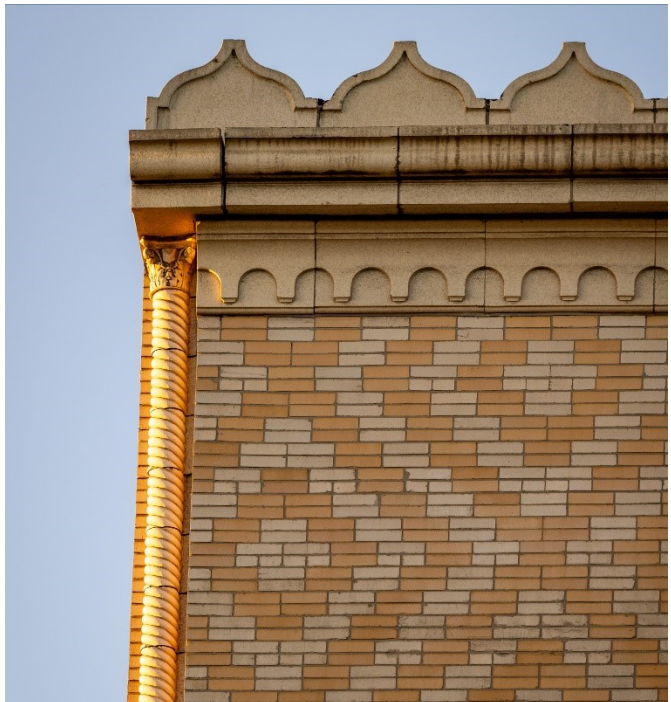
The side elevations facing east and west are for the most part obscured by abutting residential and commercial buildings; they are common brick with no openings. The south elevation faces the rear alley and is also common brick. A large, coiled steel garage door at the alley was where moving trucks and vans entered the building. Many of the windows on this elevation have been bricked up.

Though it is no longer used as a household goods warehouse, the interior of the Jackson Storage and Van Company Warehouse has spaces that still convey its original use. An office and customer lobby near the front of the building includes an ample drinking fountain constructed of color handmade tiles made by Ernest Allan Batchelder (1875-1957) of California. Batchelder is regarded as a leading artist in the Arts and Crafts Movement in America. In the 1920s, Batchelder’s architectural tiles were popular and found in homes, apartment lobbies, shops, restaurant and swimming pools across the country. The fountain at the Jackson Storage and Van Company Warehouse consists of a large tile backsplash set in the wall with a projecting bowl rendered in



The customer lobby features a massive vault (above) of machined steel and brass as well as a tile fountain (right) created by Ernest Allan Batchelder of California.

The ogee arches at the top of the cornice are derived from the Gothic Architecture of Venice. That city's historic trading relationship with the East allowed it to borrow architectural elements like the ogee arch from the Islamic world.



earthtone ceramics decorated with vines, flowers and peacocks. The office also includes a high-grade bank vault with a 2-1/2"-thick steel door. The back-of-the-house portion of the building includes a freight elevator near the center of the building. This was loaded from a raised storage dock inside the building near the garage door at the alley. A stair shaft is located halfway between the front and rear of the building, and it is connected to the street entrance with a fire-proof corridor. In the late-twentieth century, the building was converted from storage to light industrial uses and the new use resulted in the removal of most of the original storage compartments. A few that remain have steel plate doors and clay tile partitions.

VENETIAN GOTHIC ARCHITECTURE

The Jackson Storage and Van Company Warehouse is a fine example of Venetian Gothic architecture. Of the many revivals of historic architecture that rose up in the nineteenth century, the Venetian Gothic was distinct, and examples are rare. Interest in the architecture of Gothic Venice was stoked by John Ruskin (1819-1900), an English historian and art critic whose 1851 book *The Stones of Venice* unveiled the architecture of that city's the medieval period, particularly its polychromatic quality, its juxtaposition of materials, and its borrowing from the Byzantine and Arab worlds.

Gothic architecture in Venice was unlike other iterations of the style that developed elsewhere in mainland Europe. During the Middle Ages, Venice emerged as a wealthy and powerful city-state due to its trading connections between Europe and the East, secured by its strategic location on around 100 islands, its capable navy and a stable government. Wealthy noble families of medieval Venice built *palazzi* that combined their residences with warehouses and businesses. For Ruskin, it was the *Palazzo Ducale*, or Doge's Palace that epitomized Venetian Gothic architecture.

Ruskin's *The Stones of Venice* exerted influence on architects in England and America who were moving beyond the derivative Gothic Revival and exploring a more assertive and polychromatic architecture known as High Victorian Gothic. In America, it was the Philadelphia architect Frank Furness who fully exploited the philosophy of the High Victorian Gothic, as exemplified by his muscular Pennsylvania Academy of Fine Arts (1876) in Philadelphia.

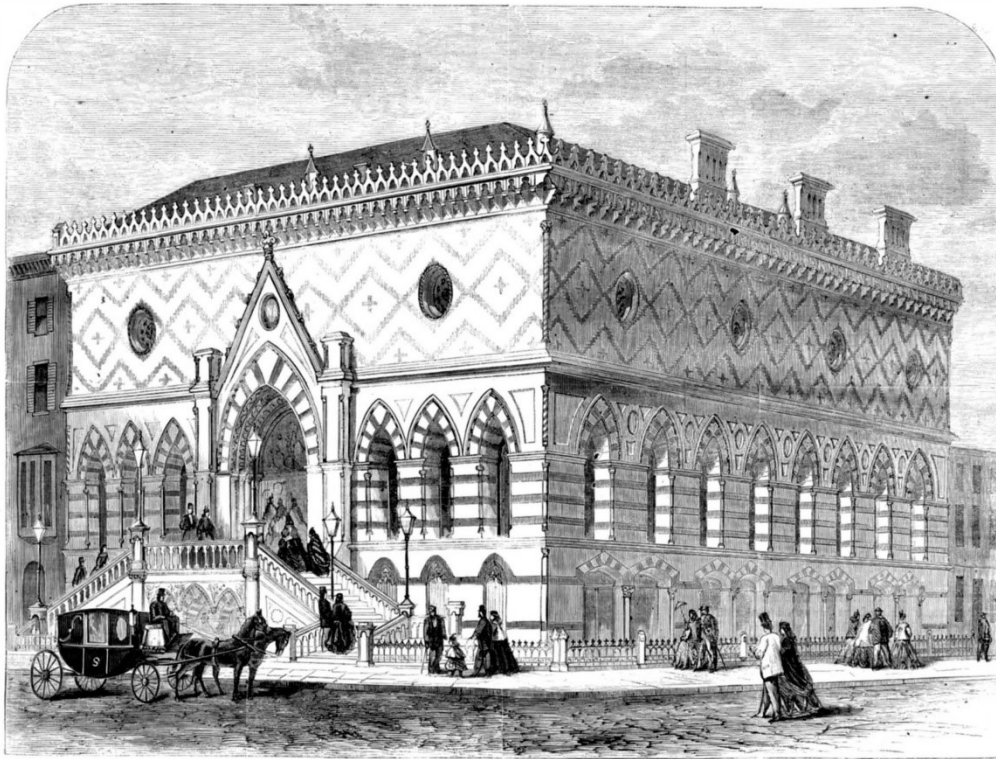
As a substyle within the High Victorian Gothic, Venetian Gothic appeared in England in the 1850s. The Oxford University Museum of Natural History (1850) by the Irish architects Thomas Newenham Deane and Benjamin Woodward stands as an important early English example of Venetian interest. Ruskin's writings were published in the United States, and by 1865 a substantial work of Venetian Gothic appeared in Manhattan: the National Academy of Design, designed by Peter B. Wight (demolished 1901). With its open arcade on the first floor and nearly blank walls on the upper floors, the building was highly influenced by the Doge's Palace which Ruskin described as "the central building of the world."



Built in the 14th and 15th centuries, the Doge's Palace in Venice (above) is regarded as the apogee of that city's Gothic architecture. Source: palazzo-ducale.visitmuve.it

With its tapestry brick, arcaded base and ogee arch cornice, Jackson Storage and Van Company Warehouse (right) is clearly inspired by Venetian Gothic architecture.





NATIONAL ACADEMY OF DESIGN,

The National Academy of Design in New York was one of the first examples of Venetian Gothic architecture in the United States. It was designed in 1865 by architect Peter B. Wight. The building was demolished in 1901. Source: *Scientific American*, February 16, 1867.



Like the Jackson Storage and Van Company Warehouse, the Horace T. Potts & Company Warehouse in Philadelphia from 1897 employed Venetian Gothic design for a utilitarian building. Source: Historic American Buildings Survey.

Similarly, the design of the Jackson Storage and Van Company Warehouse borrows heavily Gothic Venice. The ground level arcade of the building was also used in Venetian *palazzi* to mitigate frequent floods on the marshy islands. The patterned brickwork and nearly windowless upper floors of the building are clearly modelled on the Doge's Palace. Venice's contact with the East exposed the city to Byzantine and Islamic architecture from which it borrowed, for example in the use of the ogee arch, a shape repeated in the cornice of the Jackson building.

As a 1927 design, the Jackson Storage and Van Company Warehouse is a late manifestation of Venetian Gothic, a rare nineteenth century-revival style. Another important example of the style in Chicago is Henry Ives Cobb's Chicago Athletic Association Building from 1893 at 12. S. Michigan Ave., a contributing building to the Historic Michigan Boulevard District. More contemporary with Jackson Storage and Van Company Warehouse is the Wilton Hotel in Uptown from 1926 which also exemplifies the Venetian Gothic. Designed by the architectural firm Huszagh & Hill, the Wilton stands at 1025 W. Lawrence Ave. and is a contributing building in the Uptown Square District.

ARCHITECTS HALL, BISBEE & RHENISCH

The Jackson Storage and Van Company Warehouse was designed by the architectural firm of Hall, Bisbee and Rhenisch. Of Bisbee and Rhenisch nothing is known, but the firm's principal, Emery Stanford Hall, F.A.I.A. (1865-1939) is known for advancing professionalism and standards within the architectural profession. And, in addition to the Jackson warehouse, Hall designed another important building in Chicago for the Y.M.C.A. discussed below.

He was born in Chatsworth, Illinois, in 1869 and in 1895 earned his B.S. in Architecture from the University of Illinois. He began practicing in the university's town of Urbana, Illinois, designing that city's First Baptist Church. The 1896 building still stands as the town's oldest. The following year he came to Chicago forming the architectural practice of Harvey L. Page and Company. In that role he designed a number of churches including the First Baptist Church in Marietta, Ohio (1906); the First Baptist Church in Duluth, Minnesota (1906); and the Tabernacle Baptist Church in Chicago.

In the years that followed, Hall would form a variety of architectural partnerships: Hall and Baker (1909-1919), Hall, Bisbee and Rhenisch (1919-1936). Hall's was a general practice that designed a range of building types including commercial, residential, industrial and institutional work. In the latter category one of his best-known works in Chicago was the Y.M.C.A. College Building, that once stood at the intersection of Drexel Avenue and 53rd Street in Hyde Park. Built in 1915, Hall's design was influenced by the Arts and Crafts Movement and featured patterned brick work of multiple colors with distinct bond patterns to lighten and add visual appeal, similar to the patterned brick work at the Jackson Storage and Van Company Warehouse. In 1976, photographs of the Y.M.C.A. College Building were included in *Chicago Architects*, a



A gouache rendering of the Jackson Storage and Van Company Warehouse created by artist and architect Lawrence Buck in 1927. Source: Chicago History Museum (Accession number X.1448).

book and accompanying exhibit that travelled to Cooper Union in New York, Harvard University, and the Time/Life Building in Chicago to highlight the achievements of overlooked architects and architecture in Chicago of the pre-modern and modern eras. The Y.M.C.A. College Building was demolished in 1989.

Lesser-known works by Hall include a number of buildings and campus planning for the YMCA Institute and Training School at Lake Geneva, Wisconsin; a meat packing plant for Harry Manster Bros., the Stearns Estate Apartments at 1330 N. State (demolished). Following the Iroquois Theater fire of 1903, Hall remodeled nine Chicago theaters to address new life safety standards, including the Peoples, Haymarket, Alhambra and Great Northern theaters.

In his time, Hall was best known as an architect who helped establish architecture as a profession on par with medicine and law. Several articles by Hall on the need for legal regulation and professional standards for architects were published in architectural trade journals. He served as president of the Chicago chapter of the A.I.A. and the Illinois Society of Architects, and for many years edited the Society's annual *Handbook for Architects and Builders*. In 1919, Hall was a founding officer of the National Council of Architectural Registration Boards (NCARB) which sought to establish a national, uniform process for states to license architects. Hall died in 1939 at the age of 70.

JACKSON STORAGE AND VAN COMPANY

Though the Jackson Storage and Van Company Warehouse dates to 1927, the commercial enterprise that constructed the building was established in 1903 by Thomas A. Jackson (1875-1958). The 28-year-old named his new venture the Chicago and Western Suburban Express Company, the term "express" reflecting the common name for moving companies at the time. In the early years, Jackson's express company, like his many competitors in Chicago, relied on horse-and-wagon to haul all kinds of goods, from industrial to commercial to household, from point A to point B. For any distance longer than which could be travelled by horse, the only other option for moving goods was freight transport by rail.

Johnson's timing for entering the moving business was perfect. Beginning in the 1910s, the express business would evolve into a major industry of not just household moving, but also storage. Multiple societal changes gave rise to the moving industry at this time. Urbanization across the nation led to greater population density in cities like Chicago. This compelled many households to living quarters in smaller apartments that required new ways of handling household furnishings and decoration. At the same time, a thriving economy and growing market of consumer products allowed households to acquire more stuff. On top of this, more social mobility led to more frequent household moves. Extended travel overseas and more divorce also created a need for a place to temporarily store household goods. In 1924, Arthur Reebie, the leader of another moving company in Chicago, described the social changes transforming the business:

A moving truck of the Chicago and Western Suburban Express Company which was established by Thomas A. Jackson in 1903 and was the precursor to the Jackson Storage and Van Co. Source: Clymer Floyd. 1953. *Those Wonderful Old Automobiles*. New York: McGraw-Hill.



The Jackson Storage and Van Company's original 1890s warehouse at 3609-3611 W. Cermak Rd. In 1927 this building was reconstructed and transformed into the existing structure. Source: Jacksonmoving.com



Unlike the owners of commercial or industrial warehouses, the owners of household moving and storage warehouses used advertising and stylish architecture to appeal to the general public, and especially women who often managed house moves. Source: *Chicago Tribune*, 1940.



**WHEN YOU ARE AT
YOUR WITS' END**
—about moving

Call a
**JACKSON
STORAGE
HOUSE**



—and let us give you complete information on storage.
It will probably solve your moving problem.

*“Beyond Compare
for Taking Care”*



<p>SUBURBAN 645 Lake St., Oak Park Village 6200 Other Suburban Phones Cicero 3611 Berwyn 1108 Hinsdale 392</p>	<p>CHICAGO 595 W. Madison St. Columbus 4400 3611 W. Cermak Rd. Lawndale 3611 5940 W. Chicago Ave. Austin 0371</p>	<p>SUBURBAN 8th Ave. at Main St. Maywood—Maywood 3 112 E. Burlington Ave. La Grange—La Grange 204</p>
-----------------------------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------------------

Originally there wasn't any furniture stored in Chicago. It was not until about twenty-five years ago that people began storing on a large scale. Then it was a matter of sheer necessity—a matter of death or [similar] circumstances . . . Now it is chiefly a matter of convenience. They've decided to live in a hotel or apartment for a time, or they're going abroad, or there's been a separation.

On top of these lifestyle developments, two technical innovations changed the work of the “expressmen”—the internal combustion engine and pavement. The automobile gave Americans a freedom to explore their cities and region which increased house moving in general. During World War I, motorized trucks and vans proved reliable and effective in moving large quantities of goods quickly and more flexibly than rail. As the number of paved roads expanded in the country throughout the twentieth century, motorized trucks and vans would displace railroads in household moves. But, even as late as 1920, it took the American Red Ball Transit Company two weeks to travel by truck between Indianapolis and New York City. At the time, only 56 miles of the 729-mile route were paved.

After two decades in business, in 1923 Jackson renamed his business the Jackson Storage and Van Co., the new name reflecting the storage service that he added to his business and his adoption of motorized vans. His first storage warehouse was located in an earlier building at the same location as the existing one. The age of Jackson’s first warehouse is not known, nor is it known if Jackson built it. But the location on what was then known as W. 22nd Street was ideal (in 1933 the 22nd Street was renamed for Chicago Mayor Anton J. Cermak [1873-1933], who lived in a substantial brick house two blocks south of the Jackson Storage and Van Company Warehouse. Cermak served as mayor from 1931 until 1933 when he died in Miami after being shot during an assassination attempt on President Franklin D. Roosevelt). The W. 22nd Street location was at the northern boundary of the South Lawndale community area, with North Lawndale lying on the other side of Cermak Road. When Jackson established his business, both of these communities were developing as middle- and working-class neighborhoods supported by commercial streets like Roosevelt Road, Cermak Road and W. 26th Street. By locating his business on Cermak Road, Jackson followed the typical pattern of the storage industry by placing his business close to residential areas that made up his customer base.

Like other household moving and storage companies that were springing up in American cities, the Jackson Storage and Van Company’s services included the packing and preparing household goods before a move, transportation of those goods within cities and between cities, and secure storage of those goods related to a move or other change of household circumstances.

When Thomas A. Jackson substantially reconstructed his old warehouse on W. 22nd Street in 1927, his company was operating six other storage locations on the West Side of Chicago and the city’s western suburbs, including: 5951 W. Madison St., a Classical Revival brick and terra-cotta building from 1920 which still stands the Austin community area; a stunning Art Deco warehouse at 112 E. Burlington Ave. in suburban La Grange; a more utilitarian brick structure

with Art Deco details 8 N. 6th Ave. in suburban Maywood, as well as two in Oak Park and one in West Garfield Park that no longer survive. All of the buildings featured the Jackson Storage and Van Company's smart logo, and though different stylistically, each building used architectural design to convey a sense of security and style, and the company's print advertisements frequently featured drawings of the buildings.

In addition to his company in Chicago, Thomas A. Jackson emerged as an important figure in the national moving industry over the course of his 55-year career. Most notably, in 1928 he was one of the founders of Allied Van Lines, a national cooperative owned by moving companies that became members. Allied Van Lines allowed moving companies in different cities to coordinate in inter-city moves and helped reduce the costly problem of moving companies returning to their home city unloaded. Jackson served as president of both the Chicago Movers Association and the Illinois Warehouseman's Association and served as vice president of the National Furniture Warehousemen's Association. When he died in 1958, the company stock was turned over to the employees of Jackson Storage and Bill Conklin took over as manager and he too became a national leader in the moving industry. Jackson Moving & Storage remains in business in suburban Naperville.

HOUSEHOLD MOVING IN CHICAGO

Always a challenge, moving one's household today is far easier than it was historically in Chicago and other cities that long held to a tradition of dreaded "Moving Days" which generally restricted moving to two days each year, one in fall and one in spring. The Moving Days tradition has even merited its own entry in the *Encyclopedia of Chicago* which traces its origin to rural English and Dutch communities where domestic servants changed households on May 1st and farmhands changed employers on specific days after autumn harvests. As early as 1840, May 1st had become the established Moving Day in Chicago. Later, a second Moving Day was added in October.

Not surprisingly, the Moving Days tradition was stressful for movers and non-movers alike and in 1911 the real estate boards of Chicago and Cook County allowed leases to be made at any time of the year. Nonetheless, the tradition continued well into the 1950s, and the biannual event was well covered by the local press. In 1901, the *Chicago Tribune* reported that one of that year's Moving Days saw one-in-twelve Chicago households relocating, with 9,000 pianos in tow. In 1914, *The Inter Ocean* newspaper reported on Moving Day burdens placed on utility companies like the People's Gas Light and Coke Company which received 15,000-meter change requests in the April Moving Day. In 1920, a housing shortage created a crisis around that year's May Moving Day as many existing tenants were unable to locate new apartments and vacate their dwellings, even though they had been leased to new tenants.

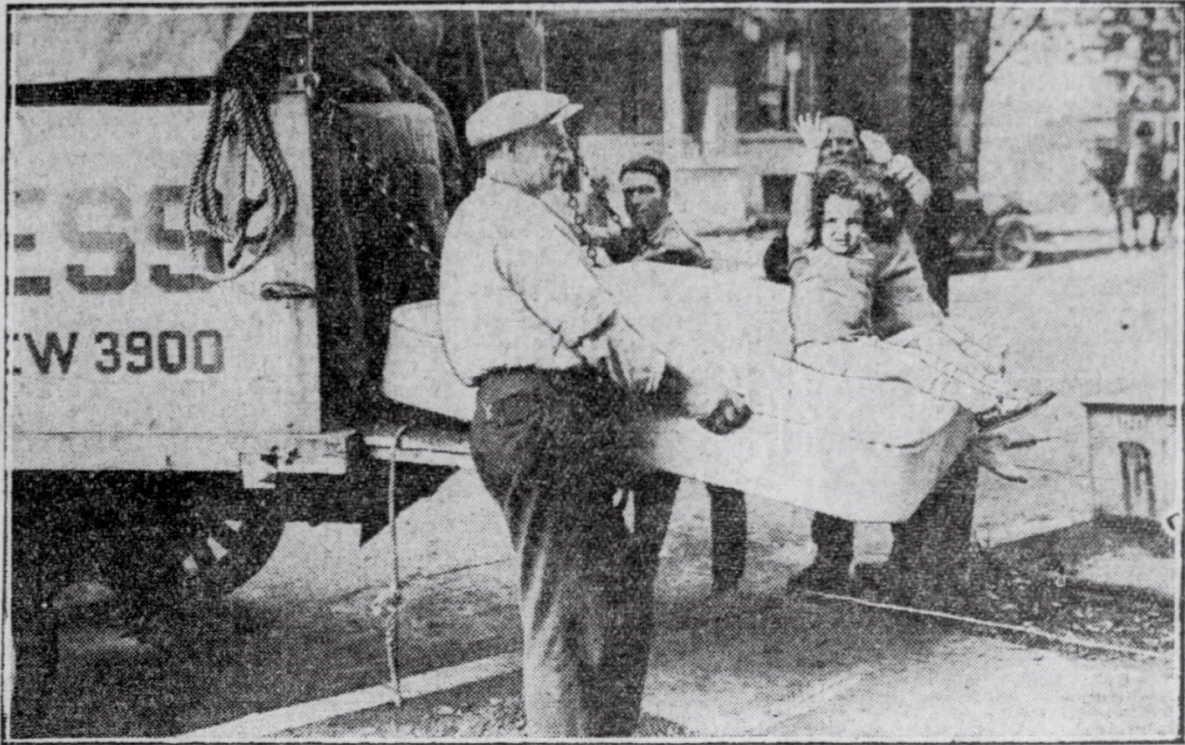
Moving Days also offered the Chicago press fodder for cartoons, humor and satire. A 1901 sat-

APRIL 28, 1901—SEVENTY-TWO PAGES.

Celebration of Moving Day, the Great Annual Event in Chicago.



Chicago's tradition of scheduling all moves on a single day in autumn and spring persisted well into the twentieth century despite its widespread unpopularity. Source: *Chicago Tribune*, April 28, 1901.



[TRIBUNE Photo.]

FALL MOVING DAY BREAKS ALL AUTUMNAL RECORDS FOR CITY. Typical moving day scene at 541 Addison street. Van owners reported that there were more removals during the day than ever before in the autumn.

Source: *Chicago Tribune*, October 2, 1925.

ire in the *Chicago Tribune* offered its women readers *Fashions for Moving Day: What a Woman Wears at the Great Annual Function*:

One of the most popular costumes in prospect is a natty, mannish effect, which will be the inspiration of the moment. The hair will be thrown up on the top of the head in a bird-nesty way and fastened by two wire hairpins. Just any old brown or blue fedora hat belonging to some of the men folks will be tip-tilted jauntily to one side. The bicycle skirt, with dust streaks down the back, may be worn with this if it is short enough, and a short jacket, close-buttoned over any kind of old shirt waist, completes the costume. If desired this effect may be heightened by a pair of gauntleted garden gloves considerably soiled.

The following year, the same paper offered Moving Day readers the poem *Vanitas Vanitatum*, or vanity of vanities, with one passage on the moving company employee:

*What human fiend
Here works his will,
With vandal hands
And demon skill?
Puts andirons in
The cut glass vase?
Piles ruin up
In mighty stack,
Plays football with
The bric-a-brac?
“Pray, stranger, pray,”
In time of need—
It’s Moving Day.”*

As the poem shows, moving companies were often criticized during Moving Days, but Thomas A. Jackson of the Jackson Storage and Van Company took to the press to criticize the tradition and encouraged its abandonment. Peaks and valleys of demand were also not in the interest of the moving industry.

Like any trade or industry in Chicago, moving company workers developed their own slang. In 1929, Thomas A. Jackson was quoted in a *Chicago Tribune* column named “Our Town” where he revealed that

Pianos generally are called ‘fiddles’; grand pianos are ‘babies’; the different floors of apartments are called ‘shelves’; all stairways are ‘ladders,’ sometimes ‘flights’; a heavy piano is ‘soggy’ or ‘nailed to the floor’

CRITERIA FOR DESIGNATION

According to the Municipal Code of Chicago (Section 2-120-620 and -630), the Commission on Chicago Landmarks has the authority to make a preliminary recommendation for an area, district, place, building, structure, work of art, or other object within the City of Chicago if the Commission determines it meets two or more of the stated “criteria for designation” and that it possesses a significant degree of historic integrity to convey its significance. The following should be considered by the Commission on Chicago Landmarks in determining whether to recommend that the Jackson Storage and Van Company Warehouse be designated as a Chicago Landmark.

CRITERION 1: VALUE AS AN EXAMPLE OF CITY, STATE, OR NATIONAL HERITAGE

Its value as an example of the architectural, cultural, economic, historic, social, or other aspect of the heritage of the City of Chicago, the State of Illinois, or the United States.

- Jackson Storage and Van Company Warehouse is emblematic of changing social patterns that emerged in America after World War I and increased through the boom years of the 1920s, especially increased mobility of American households, urbanization that resulted in families living in smaller apartments, and increased consumption of household goods, some of which like pianos, furs, and wool rugs that required special storage.
- To meet the demands for increasing mobility and storage, the Jackson Storage and Van Company was part of the household goods and storage industry that emerged and developed throughout the nation during the twentieth century.

CRITERION 4: EXEMPLARY ARCHITECTURE

Its exemplification of an architectural type or style distinguished by innovation, rarity, uniqueness, or overall quality of design, detail, materials, or craftsmanship.

- The design of the Jackson Storage and Van Company Warehouse is inspired by Venetian Gothic architecture, and specifically that city’s Doge’s Palace. Examples of Venetian Gothic architecture are rare in Chicago and the nation.
- With its tapestry brick façade and terra cotta ground level arcade, the Jackson Storage and Van Company Warehouse displays a high degree of design and craftsmanship in these traditional materials.
- The Jackson Storage and Van Company Warehouse is an example of a household storage and moving warehouse, a building type found throughout Chicago characterized by limited fenestration and designs that, when successful, reduce the monolithic character of this build-

ing type through ornament and detail.

INTEGRITY CRITERION

The integrity of the proposed landmark must be preserved in light of its location, design, setting, materials, workmanship and ability to express its historic community, architecture or aesthetic interest or value.

The Jackson Storage and Van Company Warehouse remains in its original location on Cermak Road and its setting on a commercial street serving the residential communities of North and South Lawndale remains little changed since the building was reconstructed to its present form in 1927. The Venetian Gothic design and materials of the building are largely preserved. Changes to the building include replacement of the upper floor windows and the plate-glass storefront windows at the first floor. In addition, steel grates have been added to several windows, though the grates at the windows above the street-level entrances are original and should be preserved. These changes to the building are typical for a building of this vintage and do not sufficiently diminish its integrity.

SIGNIFICANT HISTORICAL AND ARCHITECTURAL FEATURES

Whenever an area, district, place, building, structure, work of art, or other object is under consideration for landmark designation, the Commission on Chicago Landmarks is required to identify the “significant historical and architectural features” of the property. This is done to enable the owners and the public to understand which elements are considered most important to preserve the historical and architectural character of the proposed landmark. Based on its evaluation of Jackson Storage and Van Company Warehouse, the Commission staff recommends that the significant features be identified as:

- All exterior elevations, including rooflines, of the building.
- The Batchelder tile water fountain in the first-floor office.

The common brick east and west elevations of the Building are devoid of architectural treatment and secondary. The Commission may approve more significant changes to these elevations to support new uses of the Building. The foregoing is not intended to limit the Commission’s discretion to approve other changes.



A comparison of 1928 and current photos of the Jackson Storage and Van Company Warehouse shows that it has survived for nearly a century with little change to the exterior.

Source: *Distribution and Warehousing*, April 1928.



Select Bibliography

- Arslan, Eduardo and Anne Engel. 1972. *Gothic Architecture in Venice*. London: Phaidon.
- Breen, Denis A. "The Basic Needs of Household Goods Carrier Operations: An Economic Analysis." *Transportation Journal*. Vol. 17, No. 1 (FALL 1977), pp. 73-83.
- Cohen, Stuart E. 1976. *Chicago Architects*. Chicago: Swallow Press.
- Encyclopedia of Chicago*. Website available through the Chicago History Museum, <http://encyclopedia.chicagohistory.org/>
- Fletcher, Banister, and Dan. Cruickshank. *Sir Banister Fletcher's a History of Architecture*. Twentieth edition / edited by Dan Cruickshank. Boston, Mass: Architectural Press, 1996
- Goode, Patrick Stanford Anderson and Colin St John Wilson. 2009. *The Oxford Companion to Architecture*. New York: Oxford University Press.
- Hopkins, Owen. 2014. *Architectural Styles : A Visual Guide*. London: Laurence King.
- "Jackson Storage and Van Co. Chicago." *Distribution and Warehousing*. April 1928.
- Pacyga, Dominic A Ellen Skerrett and M. W Newman. 1986. *Chicago City of Neighborhoods : Histories & Tours*. Chicago: Loyola University Press.
- Pinkney, James F. "Motor Carriage-The Long and Short of It." *The Annals of the American Academy of Political and Social Science*, Vol. 345, (Jan. 1963), pp. 66-72.
- Reebie Storage Warehouse, 2325-33 N. Clark St. : Landmark Designation Report*. Chicago: The Commission, 1998.
- Who's Who in America. A biographical dictionary of notable living men and women of the United States*. 1934. Vol. 18. 1934 - 1935. Two years. Chicago: A.N. Marquis Company.
- Whiffen, Marcus, and Frederick. Koeper. *American Architecture, 1607-1976*. Cambridge, Mass: MIT Press, 1981.
- Whiffen, Marcus. 1992. *American Architecture Since 1780 : A Guide to the Styles Rev. ed.* Cambridge Mass: MIT Press.
- Wight, Peter B. "Studies of Design Without Ornament: Recent Demonstration of the Intelligent Use of Economical Materials." 1918. *American Architect*, no. 113 (February).
- Withey, Henry F and Elsie Rathburn Withey. 1970. *Biographical Dictionary of American Architects [Deceased]*. Los Angeles: Hennessey and Ingalls.
- YMCA College Building : (now Chauncey S. Boucher Hall of the Chicago College of Osteopathic Medicine), 5315 South Drexel Avenue, Chicago*. Chicago: The Commission, 1988.

ACKNOWLEDGMENTS

CITY OF CHICAGO

Brandon Johnson, Mayor

Department of Planning and Development

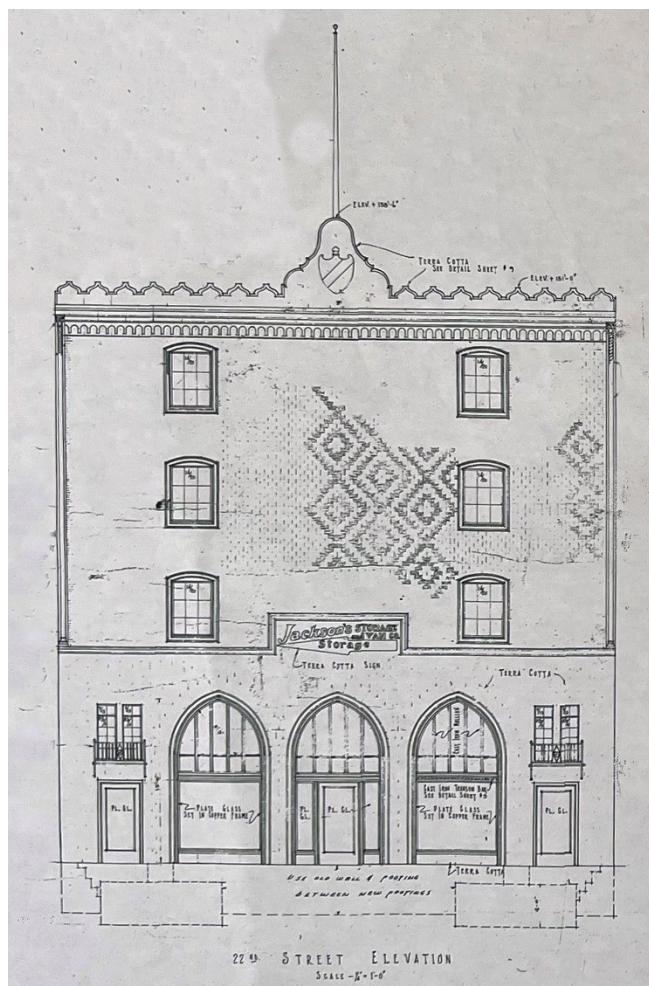
Patrick Murphey, Acting Commissioner

Kathleen Dickhut, Deputy Commissioner, Bureau of Citywide Systems and Historic Preservation

Project Staff

Matt Crawford, author, project manager.

The Bureau of Citywide Systems and Historic Preservation would like to thank Patrick Pyszka, Principal Photographer, City of Chicago Department of Assets, Information and Services (AIS) for the professional photography featured in this report.



Elevation drawing of the Jackson Storage and Van Company Warehouse. Emery Stanford Hall, Bisbee and Rhenisch, 1927.