City of Boston
Landmarks Commission

City of Boston
Mayor Michelle Wu

GHOST SIGNS IN BOSTON'S CENTRAL BUSINESS DISTRICT

COLIN HOUSE, BOSTON LANDMARKS COMMISSION

JUNE 2022

City of Boston
Landmarks Commission

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INTRODUCTION

When beginning this project in early 2022, I was tasked with identifying, cataloging, and researching "ghost signs" in downtown Boston. After working closely with my supervisors, Nicholas Armata and Gabriela Amore of the Boston Landmarks Commission, our collaborative definition of a "ghost sign" came to be a "vintage, hand-painted, advertisement found typically on the side of brick buildings and from a time period of around 1880-to-1950". Upon walking through Boston, a list formed that quickly expanded from the original area intended for research to encompass the entire Central Business District (CBD) of Boston. At the time now (June 2022), this report has been completed to the best of my ability and knowledge, including roughly sixty individual ghost signs around the CBD.

Each sign, from site visits or on Google Street View, has a designated study report that details as much information as possible. This history can include a narrative surrounding the building a sign is located on, the neighborhood its in, owners of the building, the business name and history, what the building's use is today, the sign's appearance today, how neighboring properties have altered the signs, and a brief recommendation of preservation. Each found advertisement has a rich and colored history that remarkably enhances the urban experience of Boston; by finding the extraordinary in the ordinary, a miraculous new appreciation for even the smallest of historical artifacts brings both an excitement for history and

civic pride. Miraculously, such a large number of these signs have survived and lasted for decades and generations, making their existence all the more applaudable today.

While this report is based heavily on research and documentation, its primary purpose is to advocate immensely for the preservation and recognition of our city. Additionally, it must be mentioned that this report is incomplete. New ghost signs will be found every day, and the limits of this internship prevented heavy, intimate research on each sign or thorough identification of every sign in Boston. It is with great hope that others will use this report to create landmarks and incorporate new elements into previous landmark designations. Additionally, it is with anticipation that fellow peers can build off this report, which is a living document, by offering new perspectives and information that one individual could not find. Finally, it is intended that this report facilitates a space that recognizes Boston's ghost signs by documenting their existence and commemorating their intentions.

Sincerely,

Colin House
Boston Landmarks Commission
June 2022

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WEST END / BULFINCH TRIANGLE

OLD MARLOWE WINE CO. - 254-256 FRIEND ST

Historically known as the Petts Building, 254-256 Friend Street holds a rich history associated with Sanford Ferdinand Petts and his business, the Old Marlowe Wine Company.[1] According to the MACRIS form on 254 Friend St, Petts was a major real estate investor in the West End, in an area currently known as the Bulfinch Triangle, who owned the property when it was first constructed around 1890-1895.[2] Furthermore, the 1892 Boston City Directory lists Sanford F. Petts & Co., Liquor at 237 Friend St. Room 45; by 1905, S.F. Petts Co. Liquors was recorded at 256 Friend Street. By 1914 the company's wholesale operation was at 256 Friend St., and another location, and was run by Sanford F. Petts and his son, Sanford Jr., at 144 Canal St.[3]

[1] Massachusetts Cultural Resource Information System, Boston, MA, Records of the Boston Landmarks Commission Building Information Form on 254-256 Friend St, BOS.1756.
[2] IBID.
[3] IBID.

Photo taken on 2/11/22

The 1938 Bromley Map indicates Petts as the owner of 256 Friend St; however, MACRIS disputes this by noting that in the 1920s, the Tinsmiths Commercial Manufacturing Company partially occupied the building.[4] The 1920 US census can cross-reference this information, which mentions that Petts was recently widowed and had since moved to Winchester, Massachusetts, on Myopia

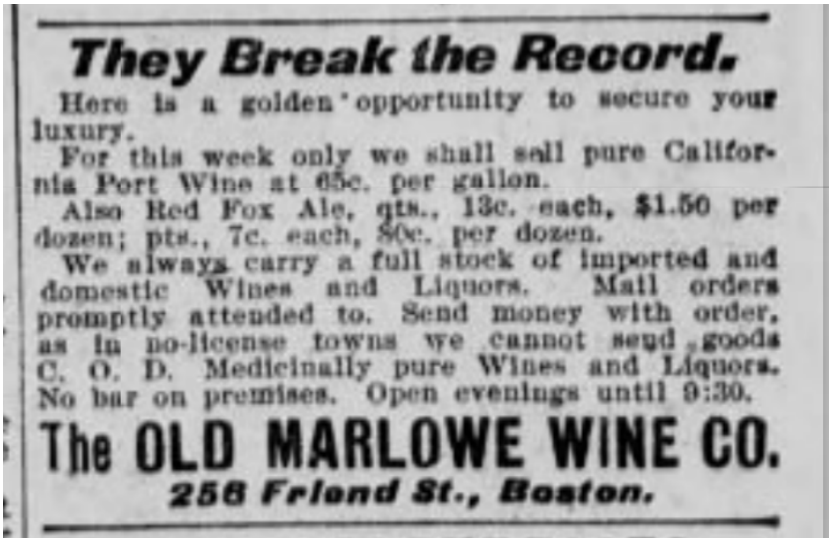
[4] Massachusetts Cultural Resource Information System, Boston, MA, Records of the Boston Landmarks Commission Building Information Form on 254-256 Friend St, BOS.1756.

Road; his occupation had changed from Merchant of Wines to Brewery Manufacturer (1920 census).[5]

Photo from

https://chroniclingamerica.loc.gov/data/batches/vtu_fennal_ver01/data/sn98069146/00415628870/1903022701/0465.pdf

[5] Year: 1920; Census Place: *Winchester*, *Middlesex*, *Massachusetts*; Roll: T625_720; Page: 2A; Enumeration District: 528



They Break the Record.

Here is a golden opportunity to secure your luxury.

For this week only we shall sell pure California Port Wine at 65c. per gallon.

Also Red Fox Ale, qts., 13c. each, $1.50 per dozen; pts., 7c. each, 80c. per dozen.

We always carry a full stock of imported and domestic Wines and Liquors. Mail orders promptly attended to. Send money with order, as in no-license towns we cannot send goods C. O. D. Medicinally pure Wines and Liquors. No bar on premises. Open evenings until 9:30.

The OLD MARLOWE WINE CO.

256 Friend St., Boston.

Clipping from Boston Post July 17, 1901

Serving as the owner of 256 Friend St., Petts created an elaborate four-story painted advertisement on the South-East facade of his building along with a smaller two-story sign. The signs read "THE OLD MARLOWE WINE CO MEDICINALLY PURE LIQUORS," while an adjacent sign reads "BALD EAGLE WHISKEY." Vintage newspaper advertisements confirm these ghost signs belong to Petts, as they boast about imported wines and whiskey, with the Old Marlowe name and 256 Friend St attributed to the promises.[6] Additionally, Petts was born in Marlowe, New Hampshire, presumably where he got the name for his liquor business.

[6]https://chroniclingamerica.loc.gov/data/batches/vtu_fennal_ver01/data/sn98069146/0415628870/1903022701/0465.pdf

Although these signs have faded drastically today, with the help of preservation and possibly slight restoration, Sanford Petts and his liquor business can be remembered within the district.

ALLEN, THOMPSON, WHITNEY CO. CHAIR MANUFACTURING - 112 CANAL ST

MACRIS form 1623, taken in 1986.

Constructed in 1894 by Winslow & Wetherell architects, 112 Canal St was initially used as a horse stable for those arriving and departing from Union Station (now North Station).[7] Four years later, in 1898, the building gained three additional stories adapting it to a more industrial form. This addition was again designed by Winslow & Wetherell and allowed the building to reach its current height of 92 feet,

[7] Massachusetts Cultural Resource Information System, Boston, MA, Records of the Boston Landmarks Commission Building Information Form on 112-118 Canal St, BOS.1623.

used at the time for unspecified light manufacturing and furniture storage.[8] [9] By 1900, the light manufacturers left 112 Canal St, and Allen, Thompson, Whitney Co. Chair Manufacturers moved into the building, claiming all seven stories.[10] At around the same time as their move, Allen, Thompson, and Whitney presumably added the two identical advertisements on the North and South facades of the building, which can still be seen today (pictured above and right).[11] Evidence of the company's formation can be found in a patent applied for on October 18, 1898, by Edwin L Thompson, who ran the company alongside Theo F. Allen and Charles W. Allen.[12]

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[8] Massachusetts Cultural Resource Information System, Boston, MA, Records of the Boston Landmarks Commission Building Information Form on 112-118 Canal St, BOS.1623.
[9] ISD: Massachusetts Long Form Permit No.304, Permit Address ID: 15885. 112 Canal St, February 28, 1898.
[10] Massachusetts Cultural Resource Information System, Boston, MA, Records of the Boston Landmarks Commission Building Information Form on 112-118 Canal St, BOS.1623.
[11] IBID.
[12] Annual Report of the Commissioner of Patents for the Year 1898. United States: U.S. Government Printing Office, 1899.

Photo taken on 2/11/22

ALLEN-THOMPSON-WHITNEY COMPANY

112 Canal Street, Boston

Incorporated under the laws of Maine

President, C. W. Allen — *Secretary*, Horace Mitchell

Treasurer, C. W. Allen

Directors

C. W. Allen — Theo. F. Allen — W. Stuart Allen

Statement of Financial Condition January 1, 1904

Authorized Capital Stock, $60,000

ASSETS		LIABILITIES	
Cash and debts receivable.....	$45,742	Capital stock.....	$60,000
Merchandise and stock in process.....	20,144	Accounts payable.....	1,270
Miscellaneous.....	3,250	Balance profit and loss.....	7,866
	$69,136		$69,136

Photo from The Directory of Directors in the City of Boston and Vicinity. United States: Bankers Service Company, 1905.

It should be noted that the Bulfinch Triangle area of Boston was widely popular for furniture companies, as marked by 112 Canal St being occupied by various other furniture companies such as Haymarket Furniture, Grand Furniture

Co., Roitman & Sterling Wholesale Furniture.[13] Multiple manufacturing and industrial companies occupied 112 Canal St, evident in the 1890 Bromley Map of Boston indicating W. G. Fargo as the owner of 112 Canal St, of the business named "American Express," which was first known for its express mail service before its credit card notability.[14] [15] Despite having numerous other businesses call 112 Canal St home, including furniture competitors, the Whitney Co advertisements remain unmistakable. Even following the addition of windows added in 2000 by Fuller Associates Architects and Interior Designers that partially removed both of the sign's lettering, pedestrians can still make out the words of the sign.[16]

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[13] Massachusetts Cultural Resource Information System, Boston, MA, Records of the Boston Landmarks Commission Building Information Form on 112-118 Canal St, BOS.1623.
[14] IBID.
[15] Bromley, George W. *Atlas of the City of Boston*. 1890.
[16] ISD: Massachusetts Long Form Permit No.2130, Permit Address ID: 15885. 112 Canal St, May 16, 2000.

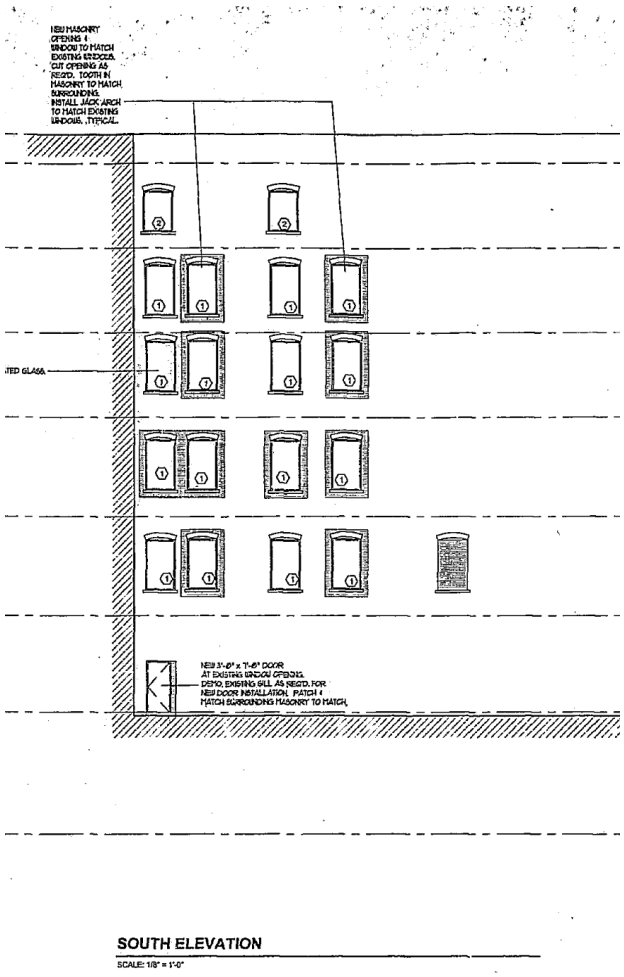

Photo from ISD form 15885. Showing when and where the new windows were punched in, removing pieces of the ghost sign.

The Southern and Northern facade signs read: "ALLEN, THOMPSON, WHITNEY CO MANUFACTURERS OF CHAIRS 112," spanning three stories tall and nearly forty feet wide. Further research about the manufacturers online fails to offer more information, but census records from 1930 indicate Edwin L Thompson

as “retired,” which coincides with the company leaving 112 Canal St and possibly shutting down.[17]

Boston City Archives, *Subway Incline, North Station, looking North.* Boston Elevated Railway Photographs, 9800.0018. August 2, 1901.

[17] Year: 1930; Census Place: *Templeton, Worcester, Massachusetts*; Page: 9A; Enumeration District: 0279; FHL microfilm: 2340701

Boston City Archives, *Temporary Repair Shops Near North Station.* Boston Elevated Railway Photographs, 9800.0018. April 9, 1900.

In addition to the Allen, Thompson, and Whitney ghost sign, photographs in the City Archives show a Quaker Oats advertisement was once present on the Canal St facade—signifying the location of 112 Canal St at the time was highly trafficked and a prominent area for advertising, by local manufacturers and nationwide producers alike.

From a preservation standpoint, these signs are in fair condition. They could benefit from either no repainting or minimal repainting, which are encouraged to undergo chemical treatment to prevent further weathering. However, as of March 2022, the Boston Planning and Development Agency has approved the 104 Canal St Hotel Development, which would make the Southern sign almost entirely invisible from public view.[18] Additionally, this Hotel would completely obstruct and cover neighboring ghost signs at 197 Friend St. Developments of these types at various lots around Boston pose threats to their perseverance and place in our urban setting. The lot adjacent to the Northern ghost signs remains empty, leaving it to be similarly built up like 104 Canal St and possibly obstructing the Northern sign. Being in the Bulfinch Triangle National Register Historic District, 112 Canal St has a right to protect features like the Allen, Thompson, and Whitney ghost signs. While natural causes don't pose an immediate threat to these ghost signs, surrounding development and economic growth do.

[18] http://www.bostonplans.org/projects/development-projects/104-canal-street

MASSACHUSETTS GAS & ELECTRIC CO. - 191-199 FRIEND ST

Directly adjacent to the Allen, Thompson, Whitney Co. ghost sign is a collection of other signs in an unrecognizable state. These signs lay on the North-East facade of 191-199 Friend St, known historically as the Massachusetts Gas and Electric Light Company building. As early as 1930, the first two floors of the building were occupied by Mass Gas & Electric Light Co. and used as a salesroom for their lighting fixtures, while the upper floors were occupied by other tenants.[19] Mass Gas & Light would occupy 191-199 Friend St until the early 1990s, when the building was renovated for occupancy by Greater Boston Legal Services.[20] By cross-referencing site visits, archived photos, and Google Street Views that date back to 2007, it appears there were at least four ghost signs, possibly five. Their distinctive rectangular forms can still be found above the abandoned Bank of America building at 102-108 Canal Street. Though now illegible, their presence in Boston's streetscape shows the importance of preservation. Due to their severely neglected current state, it is recommended that further research be conducted to determine the original look of these signs. From there, a decision should be made regarding potential restoration. Despite these signs being unidentifiable today, it is

[19] Massachusetts Cultural Resource Information System, Boston, MA, Records of the Boston Landmarks Commission Building Information Form on 191-199 Friend Street, BOS.1763.
[20] IBID.

still wise to prevent further weathering by the natural elements. A solution to coat or seal these signs should be considered going forward.

Photo from 1986 MACRIS form BOS.1622 showing the bottom right corner of 191-199 Friend St.'s ghost signs

Photo taken on 2/11/22, with the same sign seen in BOS.1622, now faded severely.

HOLT & BUGBEE CO. - 171 FRIEND ST

Google Street View October 2020

Located at 171 Friend St near North Station is a ghost sign for Holt & Bugbee Co., a hardware flooring company. The company's foundations run deep into the history of Boston, and Holt & Bugbee is still in operation today. John Cutter began his business in Winchester, Massachusetts in 1825 cutting local Mahogany logs. As the supply for timber grew thin in the region, Cutter then turned to rely on trading ice in exchange for logs with South America for the next 25 years.[21] A site on the

21 http://www.fundinguniverse.com/company-histories/holt-and-bugbee-company-history/

genealogy of the corporation describes the history by saying, "[Cutter] was joined in business by his son-in-law, Stephen Holt, in 1850, and together they ran the company, known as Cutter & Holt until Cutter died in 1860. Holt took on a new partner, John Bugbee, and the company was renamed, Holt and Bugbee. A family member of Bugbee, a nephew, named George Tousey, became involved in the business in 1895. The company moved to Boston and was incorporated in the state of Massachusetts in 1906. Then, in 1911, it moved the operations to Charlestown, Massachusetts, the company's home for the next six decades."[22] John Bugbee remained president of Holt & Bugbee until he died in 1928, working a total of 70 years for the business. During the urban renewal of Charlestown in the 1960s, Holt & Bugbee relocated to Tewksbury, Massachusetts, and now can be found in their new home at 199 Boyertown, Pennsylvania.

The ghost sign for Holt & Bugbee lies nestled between two adjacent signs above and to the left. For the hardware floorers, their sign reads: "HOLT & BUGBEE HARDWOOD LUMBER." Above it reads a sign advertising "WHOLESALE CONFECTIONERY" at their 98 Canal St entrance; to the left of the Holt & Bugbee sign is another that vaguely reads along the lines of "ARLOR FURNITURE." While the company has since moved from Boston, its sign remains an everlasting reminder of the deep history of manufacturing and family-run businesses. The preservation of

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22 http://www.fundinguniverse.com/company-histories/holt-and-bugbee-company-history/

this sign and its neighbors is of utmost importance, primarily as they are located within the Bulfinch Triangle Historic District (1986).

HOTEL HAYMARKET - 125 CAUSEWAY ST

On the corner of Causeway and Canal Streets adjacent to North Station is a stately five-story brick mansard roof building. This building is known historically as the Hotel Haymarket and is one of the earliest commercial structures remaining in the area, appearing to have always served as a hotel.[23] In an 1882 survey by Sanborn, the Hotel Haymarket was found to be known as the "Arlington House," and the building as it stands today was constructed (four stories and framed roof).[24] MACRIS notes that: "this original name however changed to the 'Eastern Hotel' for a short time in the 1890s and to the 'Hotel Haymarket' in the early decades of the 20th century… The site appears to have been occupied by a hotel or rooming house as far back as the 1840s, the beginning of the era of railroad travel in the North Station area".[25]

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[23] Massachusetts Cultural Resource Information System, Boston, MA, Records of the Boston Landmarks Commission Building Information Form on 125 Causeway Street, BOS.1642.
[24] Sanborn Map Company. "Sanborn Fire Insurance Maps of Boston: Boston." New York, NY:Sanborn Map & Publishing Co, 1882.
[25] Massachusetts Cultural Resource Information System, Boston, MA, Records of the Boston Landmarks Commission Building Information Form on 125 Causeway Street, BOS.1642.

Historic New England *South side of Causeway, west side of Canal Street, Boston, Mass.*

ABC Pathfinder Railway Guide. United States: New England Railway Publishing Company, 1907.

Today, 125 Causeway St remains in its mostly historically correct form, acting now as a mixed-use bank, restaurant, and office building. Located on the South-West facade is a handsome one-story tall ghost sign that advertises “HOTEL HAYMARKET”. Although significantly faded due to time, the sign’s charming

lettering and distinctive name give an insight into the building's past that contributes to the neighborhood's integrity. The area surrounding North Station was one of the epicenters of both business and rail travel in early 1900s Boston. As a result, hundreds of painted advertisements and billboards were plastered upon buildings throughout the region. This high concentration of signs for newcomers from North Station, shoppers, workers, and commuters on the Boston Elevated is undoubtedly significant to the character and historical narrative of the North Station area. This history most notably includes the Hotel Haymarket: not only for being one of the region's oldest structures but for its continued hotel amenities and legacy within Boston.

Photo taken 6/13/22

It is of utmost importance to preserve this ghost sign as much as possible to continue the story of the Hotel Haymarket. Especially as the Bulfinch Triangle becomes increasingly more appealing to developers and contractors who may not respect historical details such as ghost signs. Countless signs have already been lost in the area, and very few remain, making the rarity and importance of the sign even higher.

WOOD, POLLARD & CO. - 115 CAUSEWAY ST

Historic New England Photo *South Side of Causeway Street, Boston, Mass.* 1909.

In addition to the Hotel Haymarket is a closely related business known as Wood, Pollard & Co. Importers, Manufacturers and Grocers. A Boston Globe newspaper from October 2, 1896 celebrates Wood, Pollard & Co.'s 25th anniversary, indicating that the company was originally founded in 1871.[26] And according to an 1872 directory, Alexander "Sandy" H. Wood and Marshall S. P. Pollard opened their original cigar and grocery store at 204 Washington St with a liquor distribution

[26] Sullivan, Jack. "Alexander 'Sandy' Wood: Friend to the Famous." Alexander "Sandy" Wood: Friend to the Famous. Jack Sullivan, April 23, 2013.

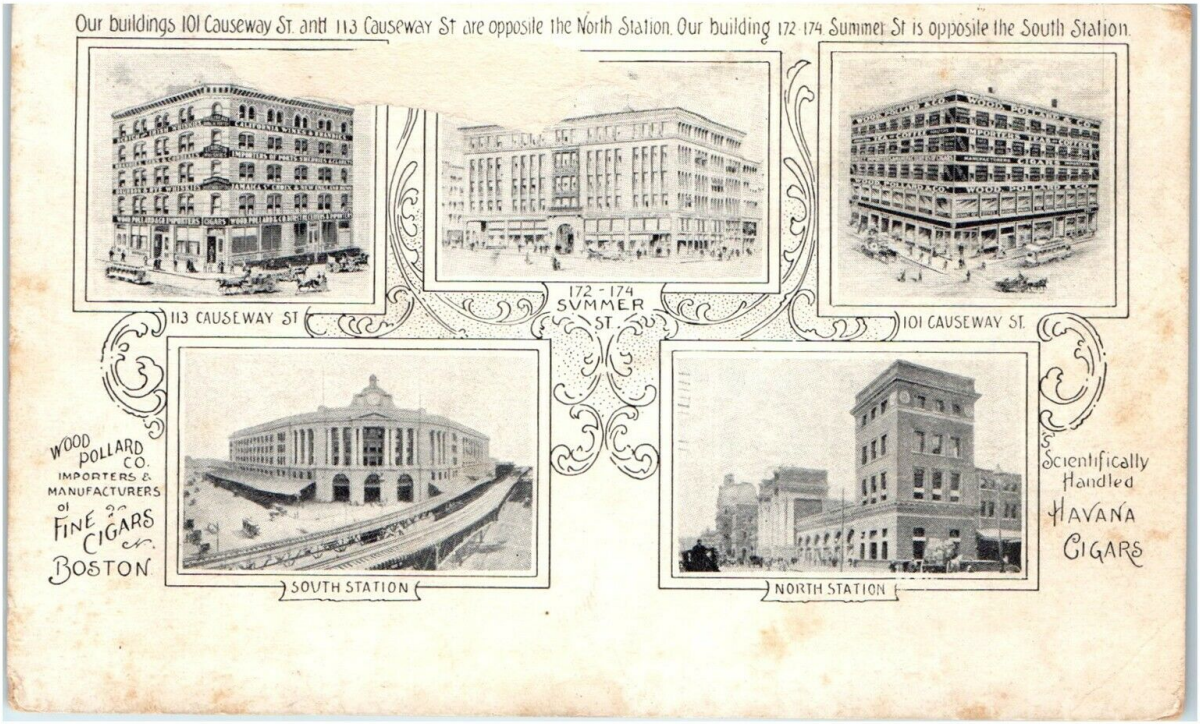
store at 100 & 102 Broadway.[27] The latter store flourished in the coming years, leading the two businessmen to open an even larger store at the corner of Friend and Causeway St that specialized in liquor distribution. According to a blog devoted to whiskey, ___ states that it was "ordinary for grocers to produce their own brand of products, and most notable of Wood & Pollard was their flagship brand of whiskey known as "Lexington A.A.A. Rye" This Lexington whiskey was made by combining both blends of house whiskey and stocks from distilleries, mainly from Kentucky but also from around the US." [28]

Alexander "Sandy" H. Wood died June 1899 and soon after Marshall S. P. Pollard died as well in 1912, leaving their company to be reincorporated and run in 1916 by members of the Pollard family. However, by prohibition in 1919 Wood, Pollard & Co had to close their successful liquor business, and soon after their entire business endeavors.[29]

At their highest, Wood, Pollard & Co ran two extremely successful stores: one in Dewey Square adjacent to South Station and the other at 115 Causeway St adjacent to North (Union) Station. A Boston Globe article from December 20 1896

[27] Sullivan, Jack. "Alexander 'Sandy' Wood: Friend to the Famous." Alexander "Sandy" Wood: Friend to the Famous. Jack Sullivan, April 23, 2013.
[28] Sullivan, Jack. "Alexander 'Sandy' Wood: Friend to the Famous." Alexander "Sandy" Wood: Friend to the Famous. Jack Sullivan, April 23, 2013.
[29] Sullivan, Jack. "Alexander 'Sandy' Wood: Friend to the Famous." Alexander "Sandy" Wood: Friend to the Famous. Jack Sullivan, April 23, 2013.

notes the exchange of properties at 617-619 Atlantic Avenue from Walter G Chase to Capt A. W. Cooke for Wood, Pollard & Co (globe).[30] This five story brick structure was the sister store to the similarly, and already successful, Causeway St store. According to Newspapers at the time and Bromley maps, Wood, Pollard & Co was an established and well known grocery/liquor store in Boston. Having had at least five separate locations, the first established in 1871, Wood, Pollard & Co made their mark as gateway stores for travelers to both Union Station and South Station.



Early 1900s Wood, Pollard & Co postcard for sale, ebay item number 163814516792.

[30] "Real Estate Matters: One More Sale Made in the Business District." *Boston Globe*, December 20, 1896.

The most important recent sale of property in the vicinity of the new southern union station has just been made. The buyers are Wood, Pollard & Co. and the deeds pass next week conveying to them the five-story brick building, Nos. 617 and 619 Atlantic av, running through to Purchase st, numbered 262 and 264.

The property was sold by Walter G. Chase for the estate of Charles G. Chase of Brookline, the figures not being made public. The building will be two doors east of the foot of Summer st, after the widening of the latter. The total land area is 3839 square feet, assessed at $54,500, of which $20,000 is on the building.

Capt A. W. Cooke, Worthington building, made the purchase for Wood, Pollard & Co. and the negotiations for the Chase estate were in the hands of Whitcomb, Wead & Co. The purchasers buy for investment.

Boston Sunday Globe December 20, 1896

Despite their stores no longer serving the community, the memory of Wood, Pollard & Co remains in the form of a ghost sign on the North-East facade of the Causeway St location.

Google Maps November 2020

Photo taken 6/13/22

Although the sign cannot be read well, it is highly inferred to be an advertisement for the Wood company. This inclination was made based on historical photographs of the location, which show a prominent display of signage across the main facades for Wood, Pollard & Co. Additionally, Bromley maps

indicate that the founders of Wood, Pollard & Co. at one point owned the Hotel Haymarket and exchanged it between themselves.* So, it can be inferred that if the businessmen also produced a painted advertisement for the Haymarket Hotel on the building's facade (125 Causeway), they would similarly have a painted advertisement for their grocery store (115 Causeway). Although more research needs to occur to decipher the sign's language, it is still in great interest of the City of Boston to preserve what is left of the ghost sign. Not only for its contribution to the neighborhood's character but the intertwined history that it holds to the Hotel Haymarket and the region's pattern of heavy advertisement.

* The 1895 Bromley map states A. W. Pollard as owner of the Hotel Haymarket (known as the Eastern Hotel). Later in the 1898 Bromley map, Alexander H. Wood is listed as the owner of the Eastern Hotel. Again in the 1902 Bromley map, the owner has changed but is listed as Marshall S. P. Pollard et al., this time with the name change to Hotel Haymarket. By 1917 the New England Trust Company had gained ownership of the Hotel Haymarket and Wood, Pollard & Co.'s neighboring building (Bromley 1917).

NORTH END

TAKHOMA BISCUIT - 119-127 N WASHINGTON ST

Located along the North Washington Street corridor of the North End is a ghost sign that many can't identify but holds a strong relationship to Boston and America's confectionery history. On the southern facade of 119-127 N Washington St. is a predominantly displayed hand-painted sign almost two stories tall and spans more than half the length of the secondary facade. Although the sign has since been partially removed, the bottom word "BISCUIT" can be read, and the top word has all been removed, but the last three letters "OMA."

Photo taken on 6/13/22

The origins of the OMA ghost sign date back to the early 1870s when the Hazen Confectionery Company was first incorporated in Cambridge, MA.[31] Around the early 1900s, they moved their manufacturing to Boston at 119-127 N Washington

[31] Massachusetts Cultural Resource Information System, Boston, MA, Records of the Boston Landmarks Commission Building Information Form on 119-127 N Washington Street, BOS.5419.

St according to the 1909 Sanborn Map, and the corresponding MACRIS form notes that in the building, "shipping and packaging [occupied] the first floor, storage on the second floor, and the factory operations on [floors three-five]."[32] In the same year, Joseph S. Loose and Jacob L. Loose of Kansas City, Missouri, acted as directors of Hazen Confectionary, and in a long-standing effort to overtake the New York Business Company (later known as Nabisco), they established the Loose-Wiles Cracker and Candy Company with John H. Wiles.[33]

Over the next decade, the Loose-Wiles Biscuit Company would rapidly expand its factories to central East Coast and Midwest American cities. Loose-Wiles was constantly competing with Nabisco, developing products that would sound similar to their competitor.[34] Most notably was the Loose-Wiles product, the "Takhoma" ("Take-Home-a") biscuit, which was a direct competitor to Nabisco's widely successful "Uneeda" biscuit.

Throughout the first half of the 20th century, the Loose-Wiles Company struggled legally with rebranding as the "Sunshine Biscuit Company," which consumed most of their financial and physical time. As a result, they won the legal battle in 1946 but would be soon bought out by the American Tobacco Company in 1966, who would then sell to G. F. Industries, which would eventually become the

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[32] Massachusetts Cultural Resource Information System, Boston, MA, Records of the Boston Landmarks Commission Building Information Form on 119-127 N Washington Street, BOS.5419.
[33] IBID.
[34] IBID.

Keebler Company. Although the Takhoma Biscuit has since been discontinued, its ghost sign still reads on North Washington St and in the North End.

Finally, there appears to be two additional ghost signs on the North East facade that are also indecipherable today, but could have a relation to the Sunshine Biscuit Company.

Photo taken 6/13/22 view down N Washington St towards Boston, two indecipherable ghost signs decorate the facade of 123 N Washington

Altercations to the building have caused the centerpiece of the ghost sign to go missing, but either end is still visible. Most notably is the end section, which reads “OMA” over a faded yellow background and a beginning section indistinguishable today. While further research is needed to confirm the sign’s original lettering and advertisement fully, it is quintessential to preserve what is left today from other altercations. Too often are historical artifacts like these removed without thought, and a large majority of the sign has already been, making it more difficult to document or preserve. Additionally, as this area of Boston along N Washington St is being built up, it is crucial to understand what resources we have to prevent any demolition of historical artifacts.

119-127 secondary facade, which holds the beginning portion of the now split “OMA” ghost sign.

EASTERN BAKERS SUPPLY CO. - 145 N WASHINGTON ST

Eastern Bakers Supply Company was a third-generation family-owned company located on North Washington St in the North End (waterfront). The baking company began in 1946 Arlington, MA, and moved to the North End ten years later in 1956. The popular NorthEndWaterfront website notes that "the sign out front was originally converted from an old drug store" and that this area of North Washington was the equivalent of "Boston's Bowery District." At one point, North Washington had eight to ten "Foodservice Equipment & Supplies distributors on one block," but with time, each closed one by one, leaving only Eastern Bakers. Even into their final years, Eastern Bakers continued to serve North End staples like Anna's Taqueria and Pizza Regina. Robert "Bobby" Kalustian ran the business with his wife Julie Kalustian until its closing in 2017, marking the end of the "Bowery" era for North Washington St.

Photo taken 6/13/22

Although Eastern Bakers Supply Co. has now consolidated in the suburbs, an original sign from at least the 1950s decorates the sidewalk with a unique feel that is reminiscent of another time. This sign is white and in an inverted cross shape that reads in blue "EASTERN BAKERS SUPPLY CO." and in red below "145."

Additionally, a hand painted ghost sign can be seen on the South East facade that although completely illegible, can be inferred to be for the Eastern Bakers Supply Co. or another business that formerly was on North Washington.

Photo taken 6/13/22

As this area of N Washington becomes increasingly gentrified and altered, preserving as many historical artifacts as possible, including the ghost signs for Eastern Bakers, is of great interest. Even if 145 N Washington becomes a new business, it should follow tradition by restoring and reusing the white street sign to its appropriate name.

SCOTCH 'N SIRLOIN - 57 N WASHINGTON ST

Located at 57 N Washington St was a former restaurant known as Scotch 'n Sirloin. The restaurant operated from 1973-1991 and was a popular spot for sports fans after Celtics or Bruins games due to its proximity. Founded, owned, and operated by Harry L. Johnson III (born 1935, died January 3, 2016).[35] From a young age, Harry L. Johnson III (Johnson) was known to give back to his community, which he was deeply involved.[36] This characteristic of Johnson carried on to his days as an employer of Scotch 'n Sirloin where he most notably was a "treasured confidant for those struggling with addiction as a sponsor with Alcoholics Anonymous." [37] Johnson is quoted as being "devoted to the fellowship of AA, his family and his faith… [finding] peace in his recovery and [making] it his mission to help others find that same peace".[38] In addition to helping others beat addiction, Johnson was incredibly generous to his employees and would invite them to Thanksgiving dinner when they had nowhere to go.[39]

Following the closing of Scotch 'n Sirloin in the early 90s, Boston has since lost another staple of restaurant and bar culture. The storefront at 57 N Washington

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[35] Borrelli, Katie Sullivan. "Harry L. Johnson III Did the Family Legacy Proud." Press & Sun-Bulletin. pressconnects.com, February 11, 2016.
[36] IBID.
[37] IBID.
[38] Borrelli, Katie Sullivan. "Harry L. Johnson III Did the Family Legacy Proud." Press & Sun-Bulletin. pressconnects.com, February 11, 2016.
[39] IBID.

St is now vacant, but a ghost sign for the popular restaurant stands on the Southern facade at almost two stories tall. Despite the loss of Scotch 'n Sirloin, its legacy as a fan and player favorite post-game spot live on through the ghost sign. The Scotch 'n Sirloin ghost sign is a vicarious representation of the memory of owner Harry L. Johnson III and a memorial to his close connections with the City of Boston and its residents.

Google Maps May 2021

As the area of N Washington St changes rapidly within the coming decades, it is crucial to redevelop consciously and incorporate historical artifacts such as the Scotch 'n Sirloin ghost sign into projects. By preserving the sign's presence, we can prevent the N Washington corridor's rich history and preserve it for future generations.

BANCA STABILE & CO. - 240-246 COMMERCIAL ST AND 273-277 NORTH ST

With such a small presence on the streetscapes of the North End, the Banca Stabile ghost sign holds a history unparalleled to any. Along 240-246 Commercial Street lays a small, roughly ⅓ of a story tall rectangular sign that has become slightly obscured by new construction and faded with time. The ghost sign on Commercial St works alongside an identical sign on the opposite side of the property and faces North St., reading the same.

Photo taken on 6/13 from North and Lewis Streets.

This sign reads BANCA STABILE. Through historical records, it was emphasized that the main business center of the North End, particularly for immigrants, was the early 1900s North Square. It was here that new Americans

could find amenities such as hotels, tenements, food shops, jobs, and most importantly: banks.[40] These early banks not only gave out loans specifically to Italian immigrants but also sent telegrams to families back in Italy and sold steamship tickets across the Atlantic.[41] Banks in the North End were indispensable resources for immigrants and catapulted their survival chances in the New World. The most famous of these North End banks incidentally happens to be the Banca Stabile (Stable Bank).[42] Founded in 1875 by Francisco Stabile in New York City, the Banca Stabile arrived in Boston with Francisco's brother Gabriele Stabile. Gabriele was born in 1859 Castelcivita Italy, immigrating to Boston in the 1870s. Ten years after the New York location was established by Francisco, Gabriele brought the Banca Stabile to the North End neighborhood at 204 North Street.[43] Soon, the bank expanded to its larger complex at 192-196 Hanover Street, the Stabile Building.

Gabriele Stabile owned a multitude of properties within the North End, including 190-196 Hanover Street; 287 Hanover Street; 190-192 North Street; 273 North Street; 277 North Street; 279 North Street; 204 North Street; 135-137 Richmond Street; 100-104 Richmond Street; 244-246 Commercial Street; and most importantly for this report 240-242 Commercial Street. [44]

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[40] Northendwaterfront.com
[41] Aleandri, Emelie. Little Italy. N.p.: Arcadia Publishing Library Editions, 2002.
[42] Northendwaterfront.com
[43] Ancestry.com
[44] Bromley, George W. *Atlas of the City of Boston*. 1908.

Photo taken on 6/13/22 from Commercial Street.

In 1908, Gabriele Stabile purchased 192 North St from Maddalena Poto, a building with a total lot size of 2002 square feet and acquired for $25,000.[45] This

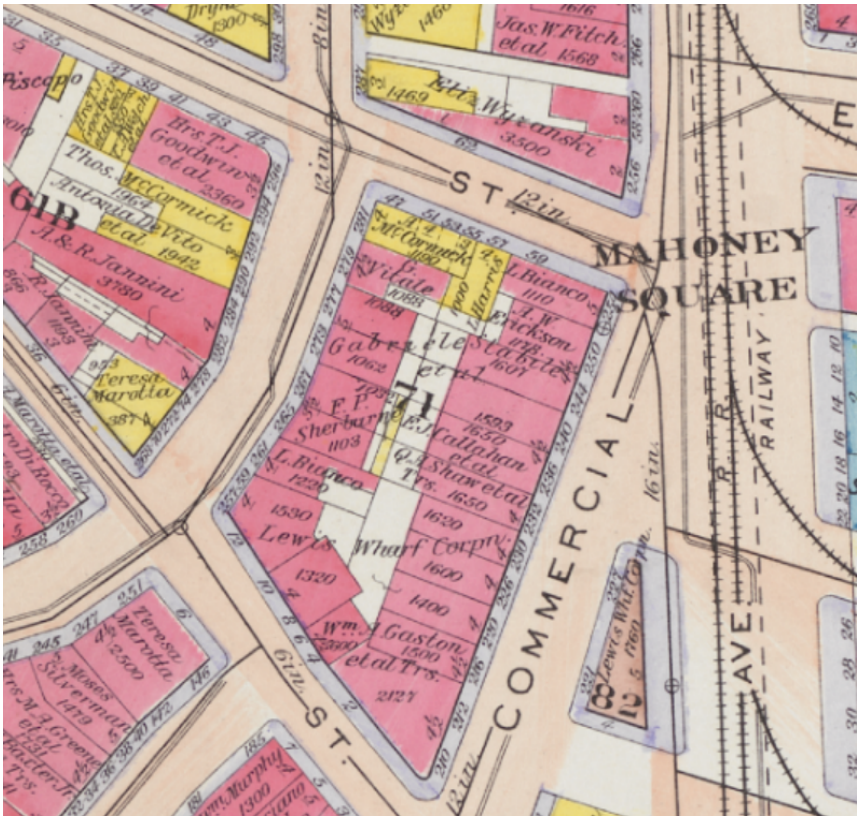
[45] https://www.newspapers.com

location was the first and most prominent location of Banca Stabile within the historic North Square region, being featured prominently on post photographic and illustrated postcards of the time. However, this location was soon forgotten as the bank expanded to their distinctive location at 192-196 Hanover Street.[46] Additionally, a 1908 Bromley map shows that Gabriele Stabile owned the properties along 240-246 Commercial St and 273-277 North St., where the ghost signs are today.

Northendwaterfront.com article *Historical North End Picture: Hotel Rome in North Square*

Note Banca Stabile in the bottom left.

[46] northendwaterfront.com



1908 Bromley Map of Commercial and Fleet Streets (Mahoney Square); center of a prominent Banca Stabile location at 240-256 Commercial St and 273-277 North St, where the ghost signs can be seen today.

The sign for the Banca Stabile (right), established in 1882, overpowers Caffe Bella Napoli at 151 Mulberry Street. Banca Stabile means "stable bank" and was meant to inspire confidence. The sign offers telegraph, postal, travel, and notary services and savings accounts. The building next door, at 149 Mulberry Street, an example of Federalist merchant house architecture, with dormers still intact, was the home of Stephen Van Rensselaer in 1816. The first floor was a shop. In 1903, it became the Italian Free Library. The address later housed the Italian Book Company. The Banca Stabile (below) occupied 189 Grand Street, on the busy southwest corner of Mulberry Street. It still stands, a nostalgic symbol of the past. It has tin ceilings, terrazzo floors, and brass tellers' cages. Gilt lettering on a tellers' cage advertises steamship tickets.

Photo and text from Emelie Aleandri's Little Italy. 2002.

Most of the early 20th century North End banks fell into despair during the Great Depression, along with the Stabile Bank. However, unlike others, the Stabile Bank never broke its trust with depositors, who never lost money.[47] As the effects of the Great Depression took their toll on the Stabile Bank, a candy factory moved into one of its locations on 240-246 Commercial St., and by 1940 the Cole Chocolate Co.

[47] northendwaterfront.com

found themselves in the building.[48] By 1969 the building had taken on multiple uses such as restaurant, housing, and office space while today in 2022 it houses Billy Tse Chinese & Pan-Asian Cuisine.[49] Despite generations of owners and uses, 240-256 Commercial St along with neighboring 273-277 North St still hold the original hand-painted Banca Stabile signs. The Banca Stabile name lives on today within the North End, now located at 287 Hanover St as a branch under the Santander Bank name. Additionally, there is a secondary ghost sign for Banca Stabile found on the building directly behind 240 Commercial St, at 271 North St.

Today, these signs serve as an indication of the deep and rich Italian heritage found within the North End. The Banca Stabile name lives on, and is a reminder of the camaraderie between new and established immigrants that served to help others establish themselves and form a better life. Banca Stabile continues to serve the North End, and the continued preservation of their mark in the North Square area is of utmost importance to maintain a historical and cultural heritage directly linked to a sense of place found only here in Boston.

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[48] Massachusetts Cultural Resource Information System, Boston, MA, Records of the Boston Landmarks Commission Building Information Form on 240-246 Commercial Street, BOS.5234.
[49] IBID.

GOVERNMENT CENTER / BLACKSTONE SQUARE

W. P. B. BROOKS & CO. FURNITURE CARPETS & C. AND BOSTONIA CIGARS - 151 HANOVER ST

Photo taken in 2020 by Jessica TranVo

The building located at 151 Hanover Street, initially owned by the heirs of James Davis in 1874, is home to a collection of mid to late 19th ghost signs in various conditions and configurations.[50] Most prominent on the Hanover Street facade is the Bostonia Cigars sign, yet an often overlooked example is the adjacent W. P. B. Brooks & Co. Furniture and Carpets sign along Blackstone Street. Documented in

[50] Massachusetts Cultural Resource Information System, Boston, MA, Records of the Boston Landmarks Commission Building Information Form on 114-120 Blackstone Street, BOS.1568.

the Landmark's Commission MACRIS building information form 1568, the furniture company was an early occupant of the building, first located there in 1837, where they remained until at least 1890.[51] This is reaffirmed by Boston city directories from 1849 and 1850 that label the furniture store's address as" No. 9 Marshall & 66 Blackstone Sts," prior to the street's renumbering in 1853.[52] [53] The sign's current state of legibility is fair, with a normal fading across most of the sign and the latter portion being the most apparent reading: "Carpets & co." When looking at Sanborn maps of the time, several furniture stores and factories are present around Union Street and the North End, most likely worked by immigrants in the surrounding neighborhoods. Making signs like the W. P. B. Brooks one historically grounding this section of Boston in both its ethnic and manufacturing history contextually.

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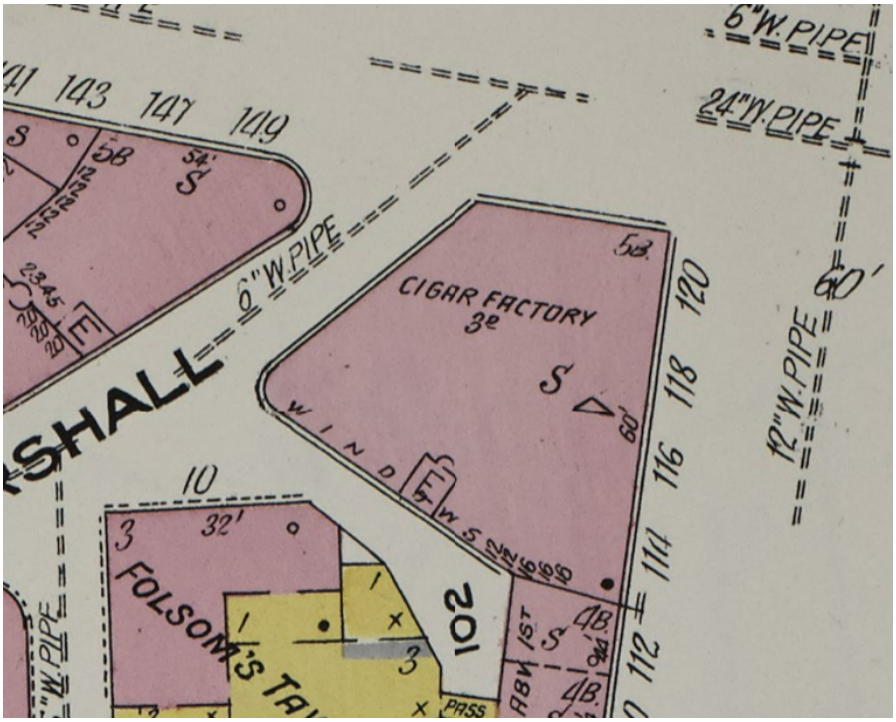
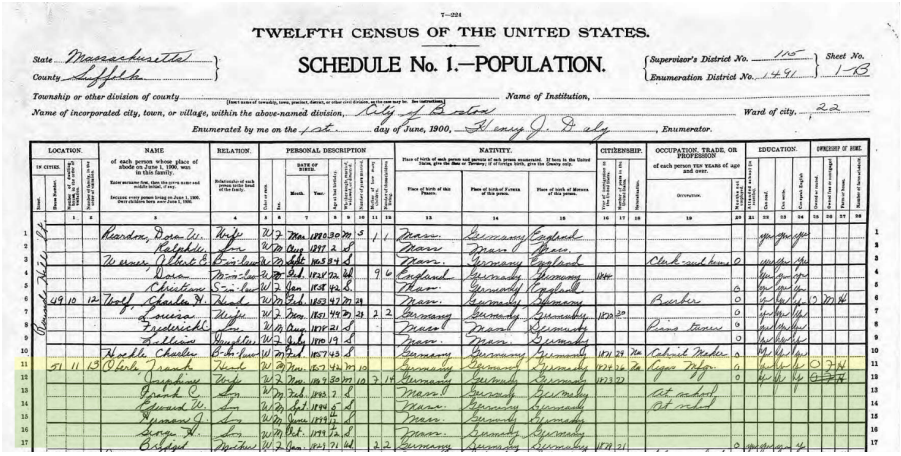
[51] Massachusetts Cultural Resource Information System, Boston, MA, Records of the Boston Landmarks Commission Building Information Form on 114-120 Blackstone Street, BOS.1568.
[52] *Boston City Directory*, 1848-49. Boston Public Library Americana Collection, Page 28 of 349.
[53] Massachusetts Cultural Resource Information System, Boston, MA, Records of the Boston Landmarks Commission Building Information Form on 114-120 Blackstone Street, BOS.1568.



Sanborn 1909 Fire Insurance Map labeling 151 Hanover St as a Cigar Factory.

In terms of preservation, these signs have seen centuries of change and alterations, making their resiliency more important to recognize. Blackstone square serves as a time capsule into 17th-century urban planning; despite these signs being from the 19th century, their significance to the character of the pedestrian streets and alleys is undebatable. Currently, the signs lay within the Blackstone Block National Register District, so there is no immediate threat to their destruction by either demolition or obstruction. There is, however, a threat from weathering by nature, so while repainting would not be appropriate in this instance, some form of chemical treatment for protection is strongly encouraged.



TWELFTH CENSUS OF THE UNITED STATES.

SCHEDULE No. 1.—POPULATION.

State Massachusetts. County Suffolk. Township or other division of county. Name of Institution. Name of incorporated city, town, or village, within the above-named division, City of Boston. Ward of city, 22.

Enumerated by me on the 12th day of June, 1900, Henry J. Daly, Enumerator.

	Street	House number	Dwelling	Family	Name	Relation	Sex	Color or race	Date of birth: Month	Year	Age	Married or single	Number of years married	Mother of how many children	Number living	Place of birth	Father's place of birth	Mother's place of birth	Citizenship	Occupation	Trade or profession	Employer, salary or wage worker, or working on own account	Attended school	Can read	Can write	Can speak English	Owned or rented	Owned free or mortgaged	Farm or house	Number of farm schedule
1					Riordan, Dora M.	Wife	F	W	Mar 1880		20	M	5	1	1	Mass.	Germany	England						yes	yes	yes				
2					Ralphie	Son	M	W	Aug 1897		2	S				Mass.	Mass.	Mass.												
3					Wm. Albert C.	Son-in-law	M	W	Feb 1875		25	M				Mass.	Germany	England		Clerk-out door		O		yes	yes	yes				
4					Dora	Mother-in-law	F	W	Oct 1828		72	Wd		9	6	England	Germany	Germany	1844					yes	yes	yes				
5					Christian	Son-in-law	M	W	Jan 1858		42	S				Mass.	Germany	England						yes	yes	yes				
6	69	10	12	Thorp	Charles H.	Head	M	W	Feb 1863		37	M	4			Mass.	Germany	Germany		Banker		O		yes	yes	yes	O	M	H	
7					Louisa	Wife	F	W	Nov 1857		42	M	23	2	2	Germany	Germany	Germany	1872			O		yes	yes	yes				
8					Friedrich	Son	M	W	Aug 1878		21	S				Mass.	Mass.	Germany		Piano tuner		O		yes	yes	yes				
9					Lillian	Daughter	F	W	July 1880		19	S				Mass.	Mass.	Germany				O		yes	yes	yes				
10					Noedle, Charles	Brother-in-law	M	W	Feb 1857		43	S				Germany	Germany	Germany	1871	29	No	Cabinet Maker		O	yes	yes	yes				
11	71	11	13	Oberle	Frank	Head	M	W	Nov 1857		42	M	10			Germany	Germany	Germany	1872	30	Na	Cigar Mfg.		O	yes	yes	O	M	H	
12					Josephine	Wife	F	W	Nov 1879		20	M	2	1	1	Germany	Germany	Germany	1893	20				O	yes	yes	yes	O	M	H
13					Frank C.	Son	M	W	Feb 1893		7	S				Mass.	Germany	Germany				At school								
14					Edward W.	Son	M	W	Apl 1894		5	S				Mass.	Germany	Germany				At school								
15					Eugene J.	Son	M	W	Nov 1898		1	S				Mass.	Germany	Germany												
16					Louis H.	Son	M	W	Oct 1899		0	S				Mass.	Germany	Germany												
17					Bridget	Mother	F	W	Jan 1829		71	Wd		2	2	Germany	Germany	Germany	1872	31				O	yes	yes	yes			

US Census 1900 for Frank X Oberle, who is labeled as a Cigar Manufacturer

Year: 1900; Census Place: *Boston Ward 22*, *Suffolk*, *Massachusetts*; Page: 1;

Enumeration District: 1491; FHL microfilm: 1240687

Alongside the W. P. B. Brooks sign is the prominent and infamous Bostonia Cigars advertisements. While it is unclear in the 1973 MACRIS form if the Bostonia company resided at 151 Hanover Street, a 1909 fire insurance map by Sanborn Map Company labels the building as a "cigar factory," indicating that they did. Not much could be found about the company when looking online, but it can be confirmed that German immigrant Frank X. Oberle founded Bostonia Cigars in the late 1800s.[54] Through various census records, it was found that Oberle was born in November of

[54] Massachusetts Cultural Resource Information System, Boston, MA, Records of the Boston Landmarks Commission Building Information Form on 114-120 Blackstone Street, BOS.1568.

1857 and immigrated to Boston in 1874, marrying Josephine Oberle in 1890, and as of 1900, he was labeled as a cigar manufacturer.[55]

With such a presence in Boston's cultural and societal history, the signs of Bostonia Cigars are vital to preserving. One prominent sign along Hanover Street reads BOSTONIA CIGARS holds the most potential for historical significance. Adding to the Hanover Street sign, there is another partially deconstructed advertisement on the West facade of the building, which read "STONIA 10¢ CIGARS," which lost the top part of its writing at some point in the 20th century when the original upper stories were removed.[56]

It is in the best interest of the city of Boston to preserve these historical signs as best as possible. This would include (but is not limited to) ideas of partial repainting, chemical restoration, chemical sealing, or overnight art installations with projections. It is further advocated that signs of such importance as the Blackstone square ones should be designated landmarks for the city. Not only for their cultural significance and historical value, but for their age, perseverance through generations of neglect, and their ability to continue to tell a story. This

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[55] Year: 1900; Census Place: *Boston Ward 22*, *Suffolk*, *Massachusetts*; Page: 1; Enumeration District: 1491; FHL microfilm: 1240687

[56] Massachusetts Cultural Resource Information System, Boston, MA, Records of the Boston Landmarks Commission Building Information Form on 114-120 Blackstone Street, BOS.1568.

would ensure their protection and instill their importance for the city's history eternally.

PRIME GOODS.

W. P. B. BROOKS,

Wholesale and Retail Dealer in

CABINET FURNITURE,

Chairs, Clocks & Looking Glasses

OF ALL KINDS.

Also, for sale at the lowest cash prices, an extensive assortment of

FEATHERS, BEDS, MATRESSES, CARPETS, &C.,

OF SUPERIOR QUALITY,

At No. 9 Marshall and 66 Blackstone Streets,

BOSTON.

N. B. Purchasers will do well to call upon Mr. B., who takes particular pains to give perfect satisfaction to all his customers, by dealing upon equitable principles.

Clipping from 1850 Boston Directory

View from SW.

Detail of ghost sign on west facade.

MACRIS form BOS.1568

ALEX DUNCAN & CO. - 41 UNION ST

A ghost sign on the side of the infamous Union Oyster House is facing an alley advertising "ALEX DUNCAN & CO STEAM HOT WATER ___ ___." Much cannot be found through research besides "Alex Duncan & Co." There are a few volumes of the Domestic Engineering and Journal of Mechanical Contracting from 1909 which briefly mention Alex Duncan & Co. but only to the extent of the business' name and their involvement with bidding for the heating, plumbing, and ventilation of 'new city hall'.[57] While little could be found, the information that arose confirms what amateur ghost sign hobbyists have claimed. The claim is that the sign in Blackstone Sq reads along the lines of "ALEX DUNCAN & CO STEAM HOT WATER ___ ____."

[57] Domestic Engineering: DE.. United States: Medalist Publications Incorporated, 1909.

User Podolux on Flickr: *Alex Duncan Ghost*, September 18, 2016

While it is still unconfirmed whether or not Alex Duncan & Co. were involved with the building (the Union Oyster House), it can be inferred that they conducted work around Boston. And that Alex Duncan & Co. were prominent enough to have a commissioned advertisement painted and participate in a competition to provide services for Boston's new city hall at the time (1909). As for preservation, the Blackstone Sq. area is rich in historical character and artifacts, and this ghost sign is no exception. Despite its obscurity and disconnect with the present day, its relevance in creating a unique atmosphere of early 20th century American culture

is undoubtedly occurring. It is in the best interest of the City of Boston to prevent any further natural weathering to the sign and look into possibilities of slight restoration or sealing to protect the ghost sign.

PETE'S PUB - 108 BLACKSTONE ST

In the historic Blackstone Block National Register Historic District is a four-and-a-half structure dating back to the mid-1800s (1567).[58] Within its nearly 200 years, 108 Blackstone St has gone under a number of uses and alterations. This report concerns the most recent uses as a dive bar named "Pete's Pub," in operation from the mid-1970s until 2007, and the current "Dirty Nellie's." Despite Pete's departure in 2007, the legacy of Pete's Pub remains on with a sizeable two-and-a-half-story blue ghost sign with white lettering that reads "PETE'S PUB BAR GRILL & LOUNGE." This incredibly preserved ghost sign holds a great value to the area's history and culture of bars and hand-painted advertisements, meaning the preservation of this sign is of great importance to the City of Boston. It could be argued that the Pete's Pub ghost sign is not historically accurate or in line with neighboring ghost signs like the W.P.B. Brooks & Co. FUrniture Carpets or Bostonia Cigars. While this argument is valid, and the Pete's sign does create some

[58] Massachusetts Cultural Resource Information System, Boston, MA, Records of the Boston Landmarks Commission Building Information Form on 108-112 Blackstone Street, BOS.1567.

discontinuity, it can also be argued that the Blackstone Square area would be benefited by the presence of the blue sign despite its more “modern” appearance.

Photo taken on 2/11/22 from Salt Lane

FINANCIAL DISTRICT

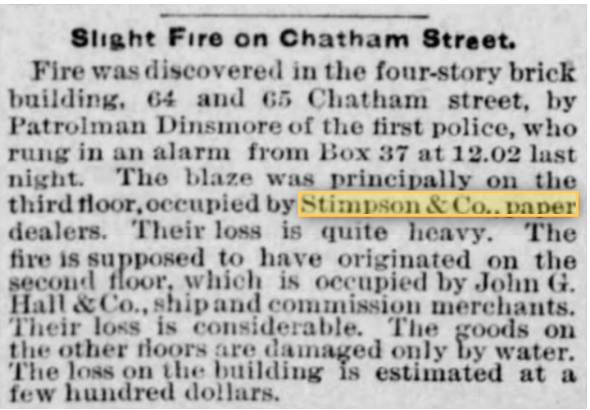
STIMPSON & CO. AND AMERICAN ANILINE - 190-192 HIGH ST

MACRIS Form BOS.1791

Built in 1898, the Charles A. Morss Building (190-192 High St) is a classical revival building by Kendall, Taylor, and Stevens.[59] It was initially inhabited by Charles A. Morss, a wealthy industrialist who eventually was appointed governor of the Boston Federal Reserve Bank in 1917.[60] However, after he died in 1927, 190-192 High Street fell into a trust administered by his brother J. W. Morss and likely went unused until around 1928. The earliest known occupants of the building following the Morss' were Stimpson & Co paper manufacturers who sold paper bags and

[59] Massachusetts Cultural Resource Information System, Boston, MA, Records of the Boston Landmarks Commission Building Information Form on 190-192 High Street, BOS.1791.
[60] IBID.

twine in 1930.[61] Previous to their occupation of 190 High Street, the Stimpson Company resided on 64 and 65 Chatham Street adjacent to Faneuil Hall.[62] On May 6, 1885, a fire broke out on 64 and 65 Chatham Street, and the Boston Globe reported that "The blaze was principally on the third floor, occupied by Stimpson & Co., paper dealers. Their loss is quite heavy. The fire is supposed to have originated on the second floor, occupied by John G. Hall & Co., ship and commission merchants. Their loss is considerable… estimated at a few hundred dollars.[63] It is unclear how destructive the fire was for the company, but newspaper clippings from 1886 and 1920 show advertisements with the Chatham Street location still mentioned.[64]



Slight Fire on Chatham Street.

Fire was discovered in the four-story brick building, 64 and 65 Chatham street, by Patrolman Dinsmore of the first police, who rung in an alarm from Box 37 at 12.02 last night. The blaze was principally on the third floor, occupied by Stimpson & Co., paper dealers. Their loss is quite heavy. The fire is supposed to have originated on the second floor, which is occupied by John G. Hall & Co., ship and commission merchants. Their loss is considerable. The goods on the other floors are damaged only by water. The loss on the building is estimated at a few hundred dollars.

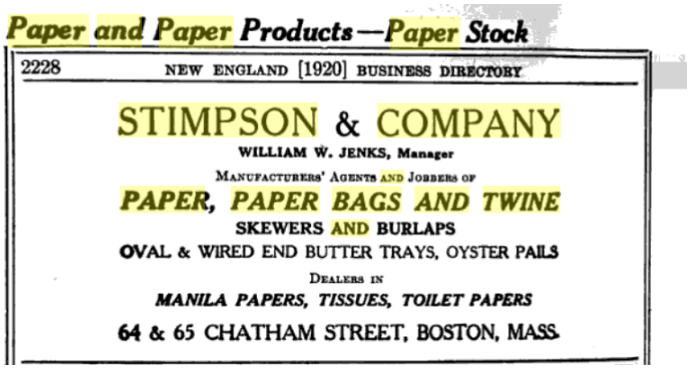
Clipping of Boston Globe from May 6, 1885.

[61] Massachusetts Cultural Resource Information System, Boston, MA, Records of the Boston Landmarks Commission Building Information Form on 190-192 High Street, BOS.1791.
[62] "Fire Loss 1 -- no Title." *Boston Daily Globe* (1872-1922), May 06, 1885.
[63] IBID.
[64] The New England Business Directory and Gazetteer for .... United States: Sampson & Murdock Company, 1920. Page 2228.

During their residency, Stimpson & Company placed a large five-story vertical advertisement on the Western side of 190 High Street facing Leman Place. The ad reads: STIMPSON & CO INC ESTABLISHED 1856 PAPER BAGS TWINE SPECIALIZING. Following Stimpson's short time on High St., American Aniline Products Inc., and Atkinson Haserick inc., occupied the building in 1947. American Aniline Products Inc., which sold dye products and chemicals, placed their advertisement atop the Stimpson & Company, reading: AMERICAN ANILINE PRODUCTS.[65] American Aniline left High St. in 1962, being replaced by Union Color & Chemical Company, and the property was officially assessed as commercial following 1984.[66] Today 190-192 High Street is a combined retail and restaurant space on the first floor, with offices on the upper stories and the large ghost signs for Stimpson and American Aniline still visible on the Western facade.

[65] Massachusetts Cultural Resource Information System, Boston, MA, Records of the Boston Landmarks Commission Building Information Form on 190-192 High Street, BOS.1791.
[66] IBID.

Photo taken on 2/11/22



Paper and Paper Products—Paper Stock

2228 NEW ENGLAND [1920] BUSINESS DIRECTORY

STIMPSON & COMPANY

WILLIAM W. JENKS, Manager

MANUFACTURERS' AGENTS AND JOBBERS OF

PAPER, PAPER BAGS AND TWINE

SKEWERS AND BURLAPS

OVAL & WIRED END BUTTER TRAYS, OYSTER PAILS

DEALERS IN

MANILA PAPERS, TISSUES, TOILET PAPERS

64 & 65 CHATHAM STREET, BOSTON, MASS.

New England Business Directory and Gazetteer 1920.

Regarding preservation, It is in the best interest to find methods to prevent any further weathering of the paint, which is coming up to being 100 years old. The words and lettering are still legible, making the repainting of the sign unnecessary. However, a plastic banner ad for Premier Properties has been hung, covering the lower portion of the ghost signs and obscuring the words, making them illegible to the average viewer. For an area as rich in history as the Customs House National Register District, these ghost signs are significant contributing factors to the character and historic nature of the region. Bringing recognition to the Stimpson and Aniline signs could preserve their details for another 90 years and prevent them from further obstruction or neglect.

DOWNTOWN CROSSING

OLIVER DITSON COMPANY - 179 TREMONT ST

Within the 'Piano Row' Historic District is a ghost sign unlike any other noted in this report. Instead of a traditional hand-painted sign, this advertisement is built of brick and embedded into the secondary facades of the building. Unique in its material, the Oliver Ditson Ghost sign's quality means its presence today is virtually unchanged. Ten stories up reading down Tremont Street and from the Boston Common are the words "OLIVER DITSON COMPANY" in bold red brick. The words are easy to miss due to nearby construction, but the company's history is still cherished. Oliver Distson was Boston born and was a prominent figure in the music industry; starting under Colonel Samuel H. Parker in 1823 in Boston's first music and stationery store.[67] Ditson eventually opened his own business at 107 Washington Street at 24 years old, writing and publishing music under his name.[68] Ditson and Parker began working together again in 1836 and by 1838 moved into the Old Corner Bookstore; by then, the company was making two-million in profits annually.[69]

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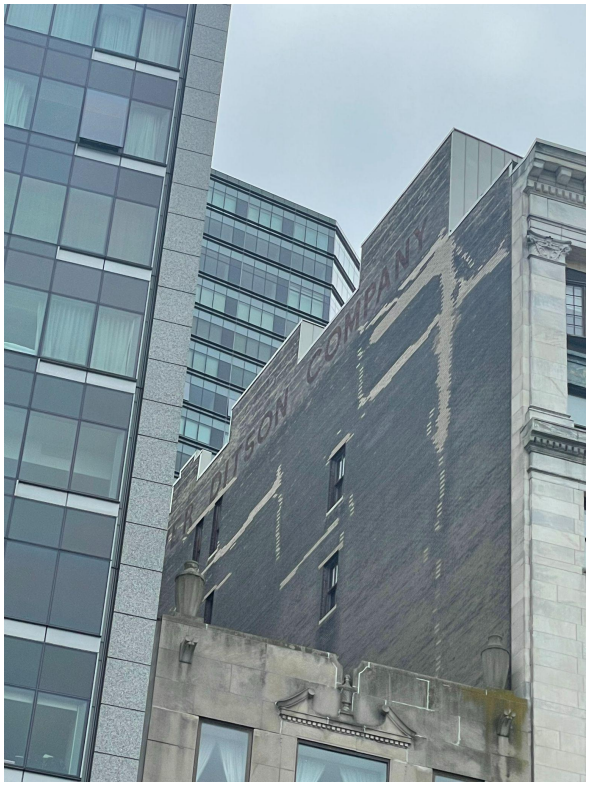
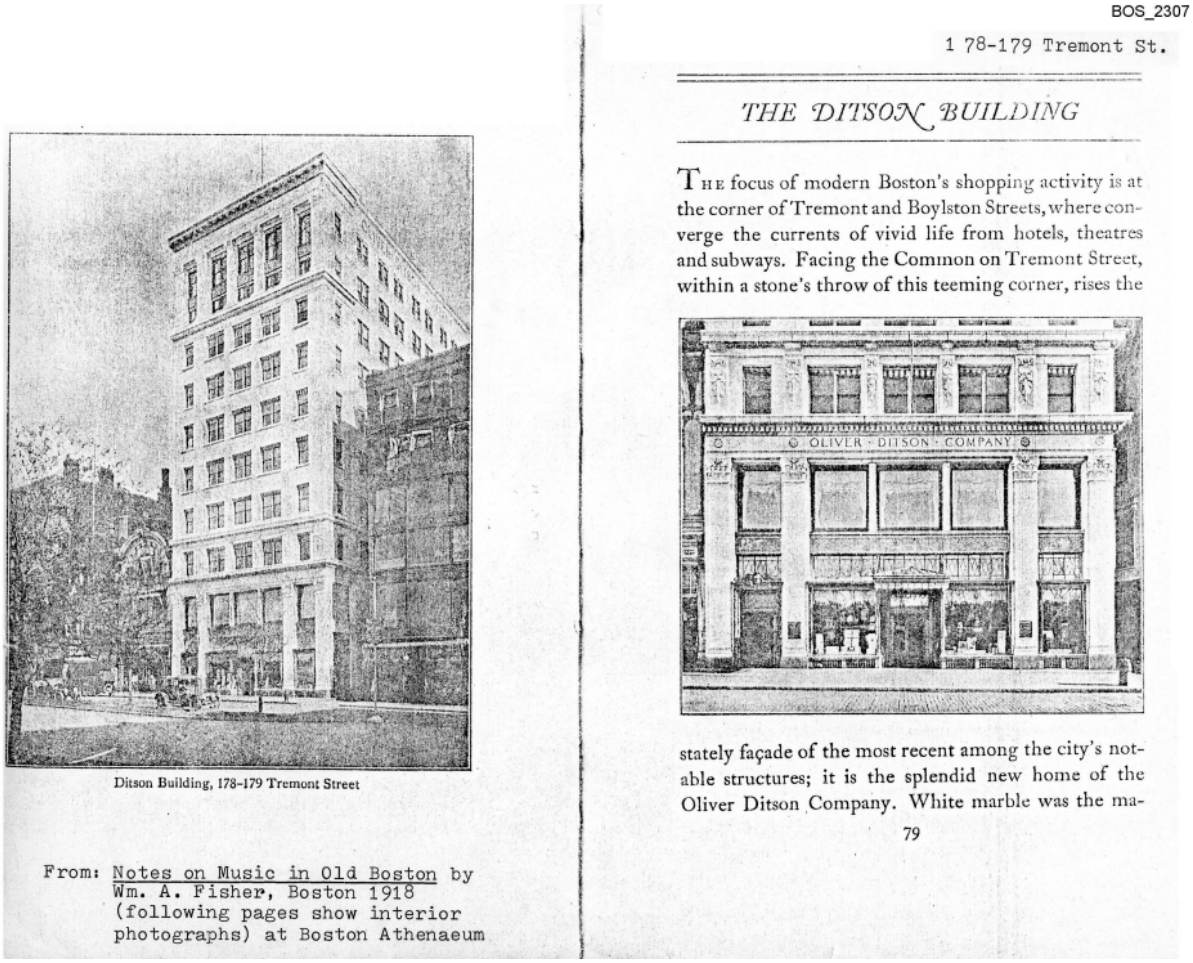
[67] Massachusetts Cultural Resource Information System, Boston, MA, Records of the Boston Landmarks Commission Building Information Form on 178-179 Tremont St, BOS.2307.
[68] IBID.
[69] Massachusetts Cultural Resource Information System, Boston, MA, Records of the Boston Landmarks Commission Building Information Form on 178-179 Tremont St, BOS.2307.



Photos taken on 6/16/22

Eventually, in 1916, the Oliver Ditson Company purchased the “Knickerbocker Building” at 178-179, one with a rich history in hosting music companies, tearing it down to build the current building seen today in 1917. According to the 1979 MACRIS form on 178-179 Tremont St, the Oliver Ditson Company “occupied the building from 1917 to 1931. In addition to publishing and selling periodicals and sheet music, the company also sold phonographs, records and musical instruments… The Oliver Ditson Company represents an important step in the history of Boston's oldest and

largest music publishing company and is a good example of the influence of a client upon architectural forms."[70]



BOS_2307

1 78-179 Tremont St.

Ditson Building, 178-179 Tremont Street

From: Notes on Music in Old Boston by Wm. A. Fisher, Boston 1918 (following pages show interior photographs) at Boston Athenaeum

THE DITSON BUILDING

THE focus of modern Boston's shopping activity is at the corner of Tremont and Boylston Streets, where converge the currents of vivid life from hotels, theatres and subways. Facing the Common on Tremont Street, within a stone's throw of this teeming corner, rises the

stately façade of the most recent among the city's notable structures; it is the splendid new home of the Oliver Ditson Company. White marble was the ma-

79

MACRIS form BOS.2307

As Boston continues to experience a boom in construction, it is important to note the cultural resources at hand, such as the Ditson Building's ghost sign. Today,

[70] Massachusetts Cultural Resource Information System, Boston, MA, Records of the Boston Landmarks Commission Building Information Form on 178-179 Tremont St, BOS.2307.

the facade of 179 Tremont St has been heavily altered beyond recognition, and although the property is in the hands of Emerson, the College should note all aspects of the remaining structure to preserve its appearance best. The Oliver Ditson ghost sign is a prime example of a street language that is lost today, and its unique material of brick and placement within a Historic District makes its preservation of high importance. It is within the best interest of the City of Boston, the Landmarks Commission, and Emerson College to ensure this sign can continue to be both seen from public view and be legible.

R. H. STEARNS DEPARTMENT STORE - 140 TREMONT ST

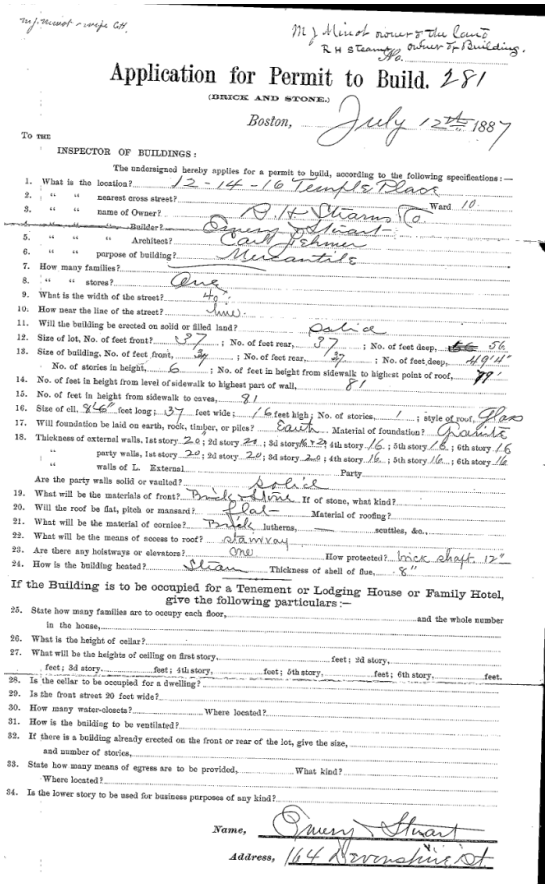
The 1910 R. H. Stearns building located at Tremont St and Temple Pl. Photo courtesy of The Department store Museum website.

Located at 140 Tremont Street, the historic R. H. Stearns Department Store was initially built in 1887.[71] The building was built for the R. H. Stearns Company, founded by the businessman of the same name, and by architect Carl Liehmer.[72] Stearns was a local department store alongside Filene's and Jordan Marsh, selling goods from toys to sportswear, fur coats, and furniture. Today's building came to

[71] Massachusetts Long Form Permit No.281, Permit Address ID: 91692. 12-14-16 Temple Place, July 12, 1887.
[72] IBID.

fruition in 1909 when the original six-story structure was extended to eleven. On this eleventh floor, a ghost sign can be located on the south facade reading "R. H. STEARNS CO," seen from 21 Temple Place. While Stearns closed in the late 70s, a permit was submitted to convert 140 Tremont St from retail space to 140 apartment units from floors 3-11, with commercial space remaining on the first floor.[73] With this conversion came many refurbishments, including new windows, the addition of new roofing, new entrances, removal of non-load-bearing interior walls, and more. The estimated cost of these renovations was $3,250,000 in 1978, but no mention of the ghost sign on the South facade was made in the permit.[74] Since being added to the National Register of Historic Places in 1980, the R. H. Stearns building has remained predominantly preserved to its original 1900s look.

[73] Massachusetts Long Form Permit No.623, Permit Address ID: 91692. 140 Tremont Street, September 27, 1978.
[74] IBID.



Application for Permit to Build. 281

(BRICK AND STONE.)

Boston, July 12th 1887

To THE INSPECTOR OF BUILDINGS:

The undersigned hereby applies for a permit to build, according to the following specifications:—

1. What is the location? 12-14-16 Temple Place
2. " " nearest cross street?
3. " " name of Owner? R. H. Stearns Co. Ward 10
4. " " " Builder? Davis & Stuart
5. " " " Architect? Carl Lehmer
6. " " purpose of building? Mercantile
7. How many families?
8. " " stores? One
9. What is the width of the street? 40'
10. How near the line of the street? line
11. Will the building be erected on solid or filled land? Solid
12. Size of lot, No. of feet front? 37; No. of feet rear, 37; No. of feet deep, 56
13. Size of building, No. of feet front, 37; No. of feet rear, 37; No. of feet deep, 49'4"
No. of stories in height, 6; No. of feet in height from sidewalk to highest point of roof, 77'
14. No. of feet in height from level of sidewalk to highest part of wall, 81
15. No. of feet in height from sidewalk to eaves, 81
16. Size of cil. 26 feet long; 37 feet wide; 16 feet high; No. of stories, 1; style of roof, flat
17. Will foundation be laid on earth, rock, timber, or piles? Earth Material of foundation? Granite
18. Thickness of external walls. 1st story 20; 2d story 20; 3d story 16 & 20; 4th story 16; 5th story 16; 6th story 16
" party walls. 1st story 20; 2d story 20; 3d story 20; 4th story 16; 5th story 16; 6th story 16
" walls of L. External Party
Are the party walls solid or vaulted? Solid
19. What will be the materials of front? Brick & Iron If of stone, what kind?
20. Will the roof be flat, pitch or mansard? Flat Material of roofing?
21. What will be the material of cornice? Brick lutherns, — scuttles, &c.,
22. What will be the means of access to roof? Stairway
23. Are there any hoistways or elevators? One How protected? brick shaft 12"
24. How is the building heated? Steam Thickness of shell of flue, 8"

If the Building is to be occupied for a Tenement or Lodging House or Family Hotel, give the following particulars:—

25. State how many families are to occupy each floor, and the whole number in the house,
26. What is the height of cellar?
27. What will be the heights of ceiling on first story, feet; 2d story, feet; 3d story, feet; 4th story, feet; 5th story, feet; 6th story, feet.
28. Is the cellar to be occupied for a dwelling?
29. Is the front street 20 feet wide?
30. How many water-closets? Where located?
31. How is the building to be ventilated?
32. If there is a building already erected on the front or rear of the lot, give the size, and number of stories,
33. State how many means of egress are to be provided, What kind? Where located?
34. Is the lower story to be used for business purposes of any kind?

Name, Davis & Stuart

Address, 164 Devonshire St

ISD permit 281 from July 12, 1887. The building would be for the R. H. Stearns Company, and the architect was Carl Liehmer. The original structure was six stories in height, not yet gaining its extension to ten stories until 1908.

However, the seemingly minor ghost sign on the rear facade of the building has been largely ignored and not considered when updating the building. Proudly reading “R. H. STEARNS CO,” this ghost sign is a relic of a past Boston that used to be dominated by department stores which defined the area now known as downtown crossing. Though austere in design, this sign greatly reflects the practice of the department store, with its minimalistic motto of “less, is more” and the idea

that simplicity is synonymous with class. For preservation purposes it is recommended to repaint this sign, whether it be partially or fully. Reason being that the sign's fading is so significant that it is almost impossible to even recognize it without being previously informed of it. Additionally, elements of the sign are unreadable such as the "R" and "Co" portions.

Photo taken on 2/27/22 from Temple Pl looking towards Boston Common

CROSBY'S RESTAURANT - 19 SCHOOL ST

Formerly located at 19 School St in downtown Boston was a prominent restaurant that redefined dining standards in the late 19th and early 20th century Boston, known as Crosby's. Before the Civil War, it was common for men and women to eat in separate areas of a restaurant, even having designated "men only" restaurants.[75] Going into the late 1800s, men and women dining together became more common, but that meant that the serving of alcohol was restricted as it would make the men too rowdy.[76] With the rise of the temperance movement, the service of alcohol in restaurants became increasingly scarce, which led to restaurants like Crosby's.[77] In *Dining Out in Boston: A Culinary History' by James* C. O'Connell, it is noted that: "during the first decades of the twentieth century, [Crosby's] eatery was popular with women and families. It was staffed by wholesome uniformed waitresses and did not serve alcoholic beverages".[78] Crosby's acted as a safe place for women to be seen out with their families and enjoy a meal, without fear or temptation of alcohol to disrupt. In an era of Victorian restraint, Crosby's offered a moment to relax and be comfortable in a public setting.

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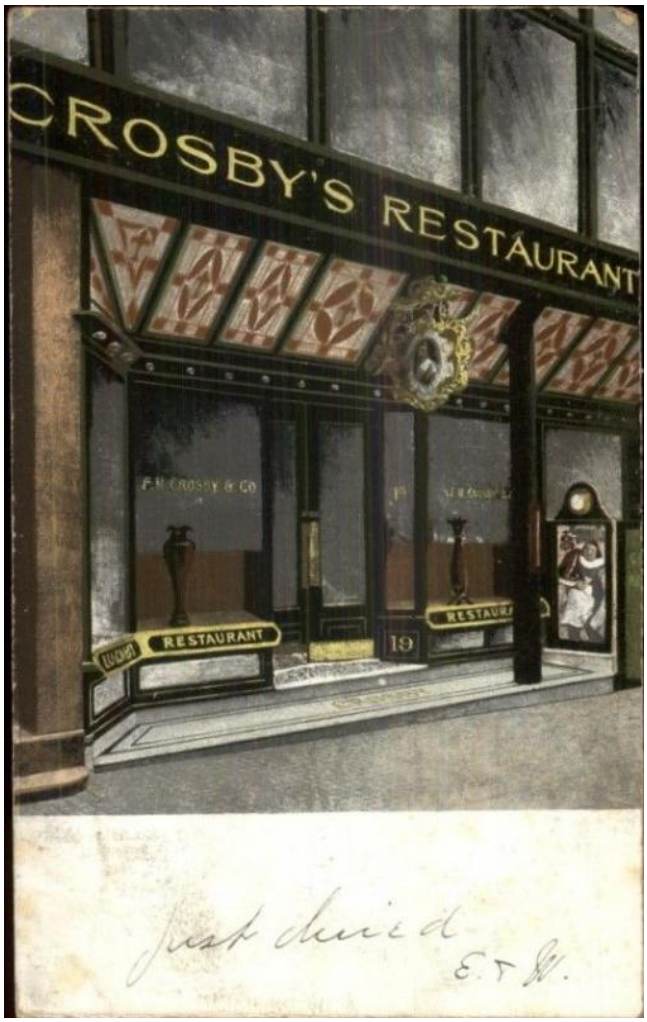
[75] O'Connell, James C. Dining out in Boston : A Culinary History. Hanover: University Press of New England, 2016. 76.
[76] IBID. 94.
[77] IBID. 95.
[78] IBID. 95.

Exterior View of the Old Corner Bookstore, Washington Street, Boston, Mass., 1885-1890. Historic New England. Western ghost sign that no longer exists for Crosby's Restaurant.

Western facade showing the remaining ghost sign for Crosby's, severely weathered. Photo taken on 6/6/22.

A quote from a recreational vintage dining blog by Jan Whitaker recalls her father's legacy in opening Croby's by noting: "Crosby's Restaurant, at 19 School Street in Boston, was opened in 1900 by Freeman Crosby, born 1858, the son of a sea captain. Freeman had previously worked for his uncle, Russell Marston, in Marston's restaurant. Crosby's occupied an entire 5-story building, and the dining area itself had two floors. It was run by a corporation of which Crosby was president. Crosby poisoned himself and died in 1907 at his summer home in Centerville MA, but the restaurant continued in business until 1916 (as far as I can

tell)."[79] Freeman Crosby, born January 1860 in Massachusetts, would by 1885 open Crosby's which became a staple in the Victorian fine dining scene.



1905 postcard for Crosby's Restaurant. Photo courtesy of ThePostcardDude on hippostcard.com listing 26860.

Currently there is one ghost sign that is still readable on the Western facade that simply reads "CROSBY'S", while an even grander sign on the Eastern facade

[79] Whitaker, Jan. Reply comment on *My Project* 12, October, 2021. https://restaurant-ingthroughhistory.com/about/

facing Washington St reads “DINE AT CROSBY’S 19 SCHOOL ST.” This Eastern facade changed drastically throughout the years, featuring a collection of other ghost signs, including one for Insured Savings in the 1970s. Despite the Eastern facade now being bare, it once held a detailed history of elaborate hand-painted signs. While the smaller Crosby’s sign can still be seen today, its location is obscured from public view yet should still be considered extensively in terms of preservation. It is in the best interest of the city of Boston to investigate methods of restoration or weather sealing so the sign can continue to tell a story of our past.

HENRY A. TURNER & CO. - 25 WEST ST

Photos taken on 6/29/22

Built around 1905 is a modest five-story building that rises above narrow West St adjacent to Boston Common.[80] However, the building seen today holds a deeper history that dates back to the 1800s and the Civil War. The original owner of the land was Arthur Amory Codman, at the time there was a brick building with an unknown construction date occupying the site.[81] MACRIS makes no mention of

[80] Massachusetts Cultural Resource Information System, Boston, MA, Records of the Boston Landmarks Commission Building Information Form on 25-31 West St, BOS.2514.
[81] IBID.

Turner's Upholstery, but, a photo from the Historic New England archives shows 25 West St decorated with Turner advertisements circa 1875.[82] Ruth Williams Sears, the wife of George G. Sears, owned 25 West St following this photo, and conveyed it on "December 29, 1904, to the Boston Real Estate Trust— William S. Dexter, Charles E. Cotting, Francis C. Welch, Charles F. Adams II, and Robert H. Gardiner trustees.10 It seems reasonable to suppose that this trust was responsible for redevelopment of the property and construction of the present building, based on its style and commercial usage." [83]

1250 BOSTON DIRECTORY.

HENRY A. TURNER & CO.,

FURNITURE & UPHOLSTERY, INTERIOR DECORATORS,

Rooms over 25, 27, 29, & 31 West Street (Entrance No. 31), Boston.

FURNITURE of all kinds made to Order. Draperies, Curtains and Shades, made and put up. Old Furniture Upholstered and Repaired.

HENRY A. TURNER.] [FRED. W. TURNER.

The Boston Directory. United States: Sampson & Murdock Company, 1877.

[82] *View of West Street looking towards Boston Common, Boston, Mass., ca. 1875.* Historic New England. GUSN-202335.

[83] Massachusetts Cultural Resource Information System, Boston, MA, Records of the Boston Landmarks Commission Building Information Form on 25-31 West St, BOS.2514.

View of West Street looking towards Boston Common, Boston, Mass., ca. 1875. Historic New England. GUSN-202335. Note the curved roof line (which can still be seen today) and the large sign for Turner's.

While no ISD permit can be found for the construction of the present-day building, it appears that the Eastern facade was kept during the process. Comparing the Historic New England photo with the building today, an unusual roof bump out is present on the top floor. This jut out is the same form as in the original brick structure, which also holds a large sign for Turner's Upholstery next to it. While the

ghost sign today is difficult to make out, the words "UPHOLSTERY" can vaguely be made out on the second line, as well as "TURNER'S" on the top line. The inclination that this ghost sign is for Turner's is highly likely, seeing as this portion of the original wall has been virtually unchanged since before the 1900s, and the ghost is in the same position as the original Turner's Sign.

When conducting research on the company, advertisements were found as early as 1872 and as late as 1877, dating Turner's peak within the decade.[84] [85] These advertisements also mention Henry A. Turner and Frederick W. Turner, two brothers who ran the Turner furniture business. Lieutenant Henry Augustus Turner was born on Jan 9, 1825, and fought for the Union in the Civil War; while his brother Frederick William Turner was born on April 10, 1827.[86] [87]

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[84] The Pellet. To be Taken Every Day: A Record of the Massachusetts Homoeopathic Hospital Fair. No. 1-10, April 16-27, 1872. United States: n.p., 1872.
[85] Clark's Boston Blue Book. United States: n.p., 1877.
[86] Ancestry.com. *U.S., Find a Grave Index, 1600s-Current* [database on-line]. Lehi, UT, USA: Ancestry.com Operations, Inc., 2012.
[87]Ancestry.com. *U.S., Find a Grave Index, 1600s-Current* [database on-line]. Lehi, UT, USA: Ancestry.com Operations, Inc., 2012.

Lt Henry Augustus Turner. Ancestry.com. *U.S., Find a Grave Index, 1600s-Current* [database on-line]. Lehi, UT, USA: Ancestry.com Operations, Inc., 2012.

It is unclear whether or not Frederick fought in the Civil War, but both brothers lived well after it dying in 1901 (Henry) and 1899 (Frederick). The deaths of these brothers correspond with the change in hands that 25 West St underwent, which led to the redevelopment of the original building into the one seen today.

While the Turner brother's company was short-lived, their mark in Boston history has continued to be seen even today. The location of this ghost sign within

the Downtown Crossing area makes it even more significant, as it has been well known to be a highly trafficked commercial district. With remnants of past advertising being preserved today, they can mix harmoniously with contemporary ads to create a streetscape that is unique to any other city. The Turner ghost sign, along with the 'ghost building' below, combines to create a narrative of West St and Downtown Crossing's rich history in retail. It is of great importance to preserve details such as the Turner ghost, which likely has been standing since the 1870s, for years to come.

HENRY A. TURNER & CO.

UPHOLSTERY AND FURNITURE,

INTERIOR DECORATORS.

Rooms over Nos. 25, 27, 29 and 31 West St.

BOSTON, MASS.

Furniture of all Kinds in Store or made to Order from Designs.

DRAPERIES, CURTAINS, SHADES.

We import specialties in choice materials of

SILK, WOOL AND COTTON FABRICS,

For Curtain and Furniture Coverings; have a large variety always in store. Also Agents for the sale of the Chairs, Cushions, etc., etc., manufactured by the Shakers of Mt. Lebanon, N.Y.

HENRY A. TURNER. FRED'K W. TURNER.

Clark's Boston Blue Book. United States: n.p., 1877.

CHINATOWN / THEATER DISTRICT

EMPIRE GARDEN RESTAURANT - 38 KNEELAND ST

An example of a “ghost” sign still in use today is the Empire Garden Restaurant sign in Boston’s Chinatown neighborhood at 38 Kneeland Street. This bold red sign with gold lettering advertises the prominent and infamous Empire Garden Restaurant, which is still in operation today. Although the sign lies around the corner from the actual restaurant, its location on a major thoroughfare gives it extensive foot and automobile traffic; adding to the highly decorated and contextual streetscape of Chinatown, giving the neighborhood it's distinctive urbanistic feeling. It is unclear if the owners of the Empire Garden also own the property which the advertisement is on, but it is vital to preserve the sign’s presence as it is a contributing factor to the neighborhood.

Empire Garden Restaurant Sign from Kneeland St and Harrison Ave. Photo taken on 2/11/22.

UNION SAVINGS BANK - 216 TREMONT ST

Completed in 1925-27 the Union Savings Bank (formerly Union Warren Savings Bank) in downtown Boston is a characteristic early American skyscraper.[88] Acting as the Union Saving's primary location, this building operated until 1987, when it changed owners as noted in a Telegraph newspaper article stating a 'White Knight' had purchased the building following the bank's dissolution.[89] [90]

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[88] Massachusetts Cultural Resource Information System, Boston, MA, Records of the Boston Landmarks Commission Building Information Form on 216-218 Tremont Street, BOS.2310.

[89] https://www.waymarking.com/waymarks/WMP2YV_Union_Savings_Bank_216_Tremont_Street_Boston_MA

[90] https://news.google.com/newspapers?nid=2209&dat=19870113&id=lwEmAAAAIBAJ&sjid=JvwFAAAAIBAJ&pg=5549,3349495&

Photos taken on 6/16/22

Much can not be found when researching the bank's history or involvement with the city, but a ghost sign is present on the southern facade. This sign advertises the bank and reads "UNION SAVINGS BANK MONEY FOR MORTGAGES *now* AVAILABLE" with a smaller sign below reading "___RED SAVINGS REPAIR AND PERSONAL LOANS." A prime example of self-advertising, the Union Savings Bank ghost sign not only adds to the urban landscape but also continues a narrative of the building's banking history. Acting not only as a way-finding feature but as a relic of history not yet gone. Adjacent to the Union Savings sign is another significantly more faded ghost. This secondary sign reads "HOME OF DANIEL F. SULLIVAN CO. ADVERTISING." Little was found online for this company, but it was noted that the Daniel F. Sullivan Co. was a local advertising agency that is suspected of producing hand-painted ghost signs in the 1920s.[91] As for preservation, the two signs lay in the hands of Emerson College as the institution has since purchased 216 Tremont St., and it is in their best interest to promote and act on either a form of reverse aging or permanency for the two signs.

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91 https://www.fadingad.com/fadingadblog/2008/11/11/home-of-daniel-f-sullivan-co-advertising-boston-ma/

GAMSUN RESTAURANT AND CANADA DRY - 23 HUDSON ST

Once located on the secondary facade of 23 Hudson St was a pair of ghost signs that read prominently along busy Kneeland St. These signs held their presence in Boston for upwards of half a century, until recent years when they fell into obscurity sometime between August 2019 and November 2020. Now, the entire facade is painted in a discrete red color, with only the decorative pediment which held the Canada Dry sign as a reminder of the building's past. The two signs read "GAMSUN RESTAURANT CHINESE FOOD AT IT'S BEST AROUND CORNER ORDERS TO TAKE OUT" and "CANADA DRY A FLAVOR FOR EVERY ___".

MACRIS Form BOS.1805

According to MACRIS form BOS.1805 (June 1997), the block of 11-23 Hudson St was constructed around 1843-44 by Charles Fuller on plots sold by the South Cove Corporation, who infilled the area in 1839.[92] After the first World War, the area saw a massive growth of Chinese immigrants and saw the first Chinese business in 1926 called Chey Chong at 15 Hudson St.[93] This grouping of buildings held a number of Chinese owned restaurants, yet, the MACRIS form recalls that of these businesses, "most notably [was] the Gam Sun at 21 Hudson St." [94] It was also found that the Gam Sun Low restaurant lived at 21 Hudson St from 1930-1969 until it was remodeled for the Shanghai restaurant in 1970, yet the ghost sign for the restaurant remains on the wall of 23 Hudson St.[95] In addition to the MACRIS form on 11-23 Hudson St, another form on 74 Kneeland St mentions the Gam Sun ghost sign by saying "of the original 1930 design is the rear wall decoration of 23 Hudson St… The back wall also retains two ghost signs: "CANADA DRY" set between the brick tiles ca.1970, and an upper sign 'GUMSUN RESTAURANT' possibly ca.1950 with Chinese characters: 'Gam Sum Low' (Golden Mountain Place)."[96]

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[92] Massachusetts Cultural Resource Information System, Boston, MA, Records of the Boston Landmarks Commission Building Information Form on 11-23 Hudson St, BOS.1805. 7.
[93] IBID. 7.
[94] IBID. 7.
[95] IBID. 8.
[96] IBID. 7.

SIGN, 74 KNEELAND ST. (3-97)

Both photographs from MACRIS Form BOS.1832

In a 2019 archaeological report by Joseph Bagley, the area near 6 Hudson St was excavated to reveal historical artifacts. In the process, a report of the subsequent area was produced where it was revealed that the area surrounding the Gamsun Restaurant ghost sign experienced an immense growth of Chinese restaurants and that by 1935 the block of Hudson St where the sign is located had "five Chinese restaurants, two Chinese barbers, five Chinese clubs, three Chinese grocers, seven firms offering Chinese goods, and two dormitories." [97] Bagley goes on to note that "Another restaurant that opened on 21 Hudson in 1940's called Gamsu[n] or "Gold Mountain" served the community until 1960's when it was sold to make Shanghai Restaurant ([until] 2008). The painted brick billboard remains today on Kneeland Street as a reminder of the past." [98]

In addition to the rich amount of Chinese amenities that arose in early-to-mid twentieth-century Boston, many parades and organizations arose with excellent community involvement, a distinctive characteristic unique to this area of Boston.

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[97] Bagley, Joseph. *Report for Intensive Location and Site Examination Archaeological Survey at 6 Hudson Street, Boston (Chinatown), Massachusetts*. City of Boston Archaeology Program. 201 Rivermoor St. Boston, MA. 2019. 1-68. 35.
[98] IBID. 35.

The subsequent removal of these signs shows the significant need for ghost sign architectural conservation. While the Gamsun restaurant hasn't existed since 1970, the presence of its design and location along the edge of Chinatown helped create a distinct characteristic that roots the neighborhood in its deep history—telling a story of how the urban fabric has changed chronologically and leaving behind what once was to form a collage of memories that can't be replicated or experienced anywhere else in the world. The loss of the Gamsun and Canada Dry ghost signs is a testament to the preservation of the few ghost signs left in Boston.

MASS MEDICAL OFFICE - 17 BEACH ST

Located in the Beach-Knapp National Register District of Chinatown is a building by the renowned firm Shepley, Rutan, and Coolidge in 1906 (2239). Since this project was started in 2020 by Jessica TranVo, two ghost signs were found on the building advertising "MASS MEDICAL OFFICE" in bold letters, and another hand-painted caduceus with the address and phone number below it. However, by February 2022, these signs were nowhere to be found, and only the faded letters "MASS MEDICAL OFFICE" could be seen ingrained into the siding.

Due to negligence by developers, these signs have been removed and no longer serve to contribute to the area's history of medical offices and hospitals. Although a loss in history, the example of 17 Beach St serves as a reminder as to why these artifacts are of great importance to preserve.

Photo by Jessica TranVo - 2020.

17-23 *Beach Street*. Boston Landmarks Commission c 1970-80. Note the sign for 'Mass Medical Office' and caduceus are not present yet, dating the sign to sometime after this photo.

BEACON HILL

QUAKER OATS - 6 GROVE ST

Although the ghost sign for Quaker Oats at 6 Grove St in Beacon Hill can no longer be seen, it serves as a reminder of the importance of preservation. The building on the North Slope of Beacon hill known as 6 Grove St was built in 1898 by Frederick A Norcross for use as a multi-family residence and later a tenement.[99] Due to its deemed negligible use by history, the genealogy of 6 Grove St is cloudy, and not much information can be found on its residents or uses. The ghost sign for Quaker Oats can be estimated to be painted around 1900-1922 based on the colors and typeface used that would be common for the company in those decades.[100] Currently, the ghost sign has been lost to development, as 296 Cambridge St was erected circa 2014, covering the sign formerly visible from Cambridge St. With further recognition of these historical and cultural resources, signs like 6 Grove St's can be saved from development or destruction.

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[99] Massachusetts Cultural Resource Information System, Boston, MA, Records of the Boston Landmarks Commission Building Information Form on 6 Grove Street, BOS.16054.

[100] Brennan, Paul. "How Quaker Oats Became a Household Name." Little Village, April 11, 2019.

Google Street View June 2014

SOUTH END

BOSTON CREAMERY - 45 BRADFORD ST

From around 1885-1895, 256-260 Shawmut Ave operated as the Hotel Johnson and was owned by John F. Johnson and later G. S. Perkins.[101] [102] Sometime between 1895 and 1898 the property switched hands over to Nathan P. Rytler and became known as the Fairfax.[103] By 1912 the property was owned by Jacob Spear and sometime between 1912-1917 lost the name Fairfax.[104] [105] The building remained in the Spear family until 1928 when it was owned by M. Maloof, and again ten years later in 1938 was owned by Kaled Saleh.[106] [107]

Much cannot be found about 256-260 Shawmut Ave, or the two names it was colloquially known as (Hotel Johnson and Fairfax). Even when researching the most recent owner by fire maps, Kaled Saleh, documents under his name contradict themselves frequently. What was found, however, is that Kaled Saleh was a Syrian born immigrant who came to Boston in 1901.[108] Census data from 1930 confirms that Kalid Saleh was a Merchant, at an unspecified dry goods store.[109] Yet, this little

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[101] Bromley, George W. *Atlas of the City of Boston*. 1890.
[102] Bromley, George W. *Atlas of the City of Boston*. 1895.
[103] Bromley, George W. *Atlas of the City of Boston*. 1898.
[104] Bromley, George W. *Atlas of the City of Boston*. 1912.
[105] Bromley, George W. *Atlas of the City of Boston*. 1917.
[106] Bromley, George W. *Atlas of the City of Boston*. 1928
[107] Bromley, George W. *Atlas of the City of Boston*. 1938.
[108] Year: 1930; Census Place: *Boston*, *Suffolk*, *Massachusetts*; Page: 21A; Enumeration District: 0116; FHL microfilm: 2340679
[109] IBID.

information gives great insight into Kalid Saleh's likely association with a ghost sign found on the Bradford St facade of 256-260 Shawmut Ave.

On Bradford St, an incredibly preserved and handsome ghost sign can be found, hidden behind a fire escape advertising "BOSTON CREAMERY TEA BUTTER CHEESE EGGS COFFEE WHOLESALE RETAIL". While, again, much cannot be found about this seemingly once-prominent distributor, it is assumed that Boston Creamery was located within the building, as the facade has always remained a storefront. Given the sign's current condition and relevance to the local area, it is of great importance and interest to the City of Boston to preserve it as is, keeping it intact for generations to come. Further information is still needed to determine Boston Creamery's impact on the neighborhood, and the relationship Kaled Saleh may have had with the business.

WHOLESA
PETAIL

DO NOT
ENTER

Photos taken on 4/2/22

SOUTHERN FRIED CHICKEN, COCA-COLA AND PEPSI-COLA - 488 COLUMBUS AVE

Locally known, a grouping of three ghost signs in Boston's South End is a neighborhood favorite. These signs include one for "SOUTHERN FRIED CHICKEN [and] FRIED CLAMS," another below for "COCA-COLA," and a third on the lower right for "PEPSI COLA." Currently, in 2022, the coke sign is most legible, and its distinctive logo and glass bottle can be made out through the distressed paint. The southern fried chicken sign is less legible, but readable. And the Pepsi-Cola ad has been all but removed due to weathering. The loss of the Pepsi ad is most unfortunate as it has significantly more detail and color than the other two signs. It is also possible that a fourth sign was above the Pepsi ad, as hints of a rectangular form made in white paint is present.

Very little information about the building and the advertisements could be found when researching online. The building seems to have always been residential, giving no indication of either a restaurant or corner store which could have sold these products. Columbus Avenue is a major thoroughfare in the South End, meaning these ads may have nothing to do with the property on which they lay and are simply advertisements for products. Further research is needed to understand the purpose and significance of these ads to the neighborhood. When

cross-referencing historic Coca-Cola ads to the one at 488 Columbus Ave, it was inferred that the sign could be dated from 1886-to-1900. Going into the 20th century, Coke slightly changed its logo to create a space between the top of the "C," which loops through the "L". The ghost sign in Boston has a connected "C" and "L," which hints that this sign, and most likely the others, are dated somewhere at the end of the late 1800s.

Photo taken on 4/2/22

It is of immense importance to preserve and possibly restore these ghost signs. All three of them hold significance and relatability to current-day Bostonians,

and the ads are a quintessential part of early Americana, and their products continue to be a staple of American culture. Additionally, further research into photographic archives should be done to determine the original state of these signs. And to investigate why and how this particular building became a central location for advertisements in the South End.

ELECTRIC CARRIAGE HOUSE - 321 COLUMBUS AVE

Another sign clouded by history is the Electric Carriage House (garage) ghost found at 321 Columbus Ave in Boston's South End. Currently, the sign faces West on Columbus Ave and reads "ELECTRIC CARRIAGE HOUSE WELLS FARGO HOME MORTGAGE RENAISSANCE PROPERTIES COMMERCIAL & RETAIL SPACE FOR LEASE 536-2700". When cross-referencing with previous photographs from ghost sign enthusiasts, it was found that the sign had a more austere appearance in 2009, simply saying "ELECTRIC CARRIAGE HOUSE RENAISSANCE PROPERTIES" in a different configuration than seen in 2022. However, faded beneath these words was an even older arrangement of words that is only recognizable as "ELECTRIC CARRIAGE HOUSE." It appears that the contemporary owners of 321 Columbus Ave, Renaissance Properties, have made changes and updates to the ghost sign at least two times within the past twenty years.

However, research found that the building was always known as the "Electric Carriage House" and, at some point, was a garage owned by Chas. J. Groves (Charles J. Groves) in 1917.[110] The 1910 US Census reveals that in 1910, Charles was 59 years old and lived at 207 St Botolph St with his mother, Ann Groves, who was 84 and

[110] Bromley, George W. *Atlas of the City of Boston*. 1917.

widowed.[111] [112] Charles J. Groves was a Broker who dealt with stocks, and his parents were immigrants from England.[113] Charles owned 321 Columbus Ave from around 1908-1928, inheriting it from Ann Groves as two separate row homes with bow windows.[114] [115] Between 1908 and 1912, Charles demolished the original buildings and established his rectangular garage (massing as seen on Bromley Maps), which is likely the building seen today.[116] [117] The latest Bromley Map that is available from 1938 indicates that 321 Columbus Ave was now known as the First National Bank of Boston. Being around ten years since the property was in the Groves' hands, this is likely when a shift from garage to more traditional retail space occurred.[118]

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[111] Year: 1910; Census Place: *Boston Ward 10*, *Suffolk*, *Massachusetts*; Roll: *T624_617*; Page: *3B*; Enumeration District: *1412*; FHL microfilm: *1374630*
[112] IBID.
[113] IBID.
[114] Bromley, George W. *Atlas of the City of Boston*. 1908.
[115] Bromley, George W. *Atlas of the City of Boston*. 1928.
[116] Bromley, George W. *Atlas of the City of Boston*. 1908.
[117] Bromley, George W. *Atlas of the City of Boston*. 1912.
[118] Bromley, George W. *Atlas of the City of Boston*. 1938.

Photo taken on 4/2/22

In addition to the Western ghost sign for the Electric Carriage House, there was an identical one on the Eastern facade that has since been covered by new construction between 2007-2009.[119] Along with the simple black sign was a hand-painted mural to the right, mimicking the Columbus Ave facade's bay windows in a *trompe l'oeil* fashion, but this illustration was most likely a contemporary addition and not historic. Today, only one ghost sign remains, which does not agree with how the original sign appeared. The property is owned by a

[119] Google Street View 2007-2009.

company named Renaissance Properties, but this is unconfirmed because little to no information about them can be found.

Photo courtesy of Frank H. Jump of fadingad.com. March 13, 2009. Note the likely original advertisement under the more recent reconstructed sign by Renaissance Properties.

Photo courtesy of Frank H. Jump of fadingad.com. March 13, 2009.

Construction begins on the adjacent building to 321 Columbus Ave, soon covering the ghost sign and *trompe l'oeil* wall art.

In regards to preservation, there is the option to further this research and recover the original design of the Electric Carriage House and restore the sign. However, there is validity in the current alterations and the attempt to be historically conscious while updating current services. Arguments can be made either way, but it is pivotal to keep the sign's current placement, massing, and size not to lose it like the Eastern one.

FORT POINT

JONES MCDUFFEE & STRATTON - 41-45 FARNSWORTH ST

Located on 41-45 Farnsworth St in the Fort Point district is a ghost sign that reads "JONES, MCDUFFEE & STRATTON CROCKERY _____." Although now partially illegible due to punch-outs from modern windows, this structure was colloquially known as the Jones, McDuffee & Stratton building and was constructed in 1909 by the Boston Wharf Company's (BWC) Morton D Saffordas.[120] The building is of a stylized classical model that features a projected cornice and large corbelled bracket motifs made of brick. A distinctive style of early 1900s BWC design, the Jones, McDuffee & Stratton Warehouse also featured an unornamented Eastern facade which would feature their hand painted advertisement still seen today.

[120] Massachusetts Cultural Resource Information System, Boston, MA, Records of the Boston
Landmarks Commission Building Information Form on 41-45 Farnsworth Street. BOS.5535

Photo taken on 2/21/22

JEROME JONES	*President.*
SOLOMON P. STRATTON	*Vice-President.*
THEODORE JONES	*Treasurer.*
*FRANKLIN S. WILLIAMS	*Assistant Treasurer.*

Directors.

JEROME JONES.	*FRANKLIN S. WILLIAMS.
LOUIS P. MCDUFFEE.	FREDERICK E. PROCTOR.
SOLOMON P. STRATTON.	THEODORE JONES.

Five of the directors have been associated together in the concern for over forty years and all for over twenty-five years.

Jerome Jones	entered	the	establishment	in 1853
Louis P. McDuffee	"	"	"	" 1863
Solomon P. Stratton	"	"	"	" 1866
*Franklin S. Williams	"	"	"	" 1866
Frederick E. Proctor	"	"	"	" 1870
Theodore Jones	"	"	"	" 1885

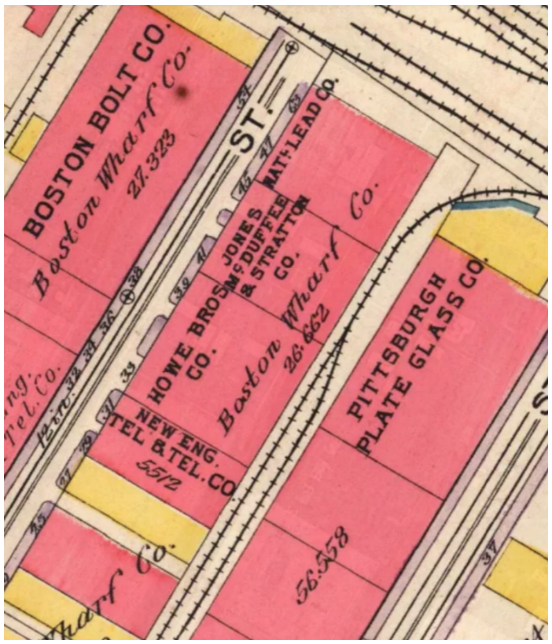
* Deceased July 28, 1910.

Clipping from John Connelly's A *Century-Old Concern…* page 15

The history of the Jones, McDuffee & Stratton Co. dates back to another crockery business named Norcross & Co. Founded by Otis Norcross in 1810 on Fish St (now Atlantic Ave), the company dealt fine china and crockery by shipments, and grew to become Jones McDuffee & Stratton in 1871.[121] From Fish St, to South Market St in 1826 one year before Mr. Otis Norcross died. The store lay in Quincy Market for 48 years until 1874 when it moved to a six-story warehouse on Federal and Franklin St, replacing the old Federal St Theater; this location was made specifically for Jones, McDuffee & Stratton by Gardner Brewer.[122] Moving yet again, Jones McDuffee & Stratton began at their ten-story fireproof headquarters at the corner

[121] Connelly, John. A Century-old Concern: Business of Jones, McDuffee & Stratton Co., Founded by Otis Norcross, the Elder, In 1810 .... [Boston: G.H. Ellis Co., Printers, 1910. 22
[122] IBID. 13.

of Franklin and Hawley streets and their brand new six-story warehouse on Farnsworth St in South Boston (Fort Point) where a ghost sign can be seen today.[123] It was this warehouse in Fort Point that allowed the company to connect with the New York, New Haven & Hartford Railroad as well as the piers of the White Star, Cunard, and Leyland lines that brought crates to the storehouse.[124] Materials were shipped here from various European and Asian countries which were then assembled in Boston and sent for distribution across America.[125]



1910 Bromley Fire Map showing the earliest existence of Jones, McDuffee & Stratton in Fort Point.

[123] Connelly, John. A Century-old Concern: Business of Jones, McDuffee & Stratton Co., Founded by Otis Norcross, the Elder, In 1810 .... [Boston: G.H. Ellis Co., Printers, 1910. 5.
[124] IBID. 5.
[125] IBID. 8.

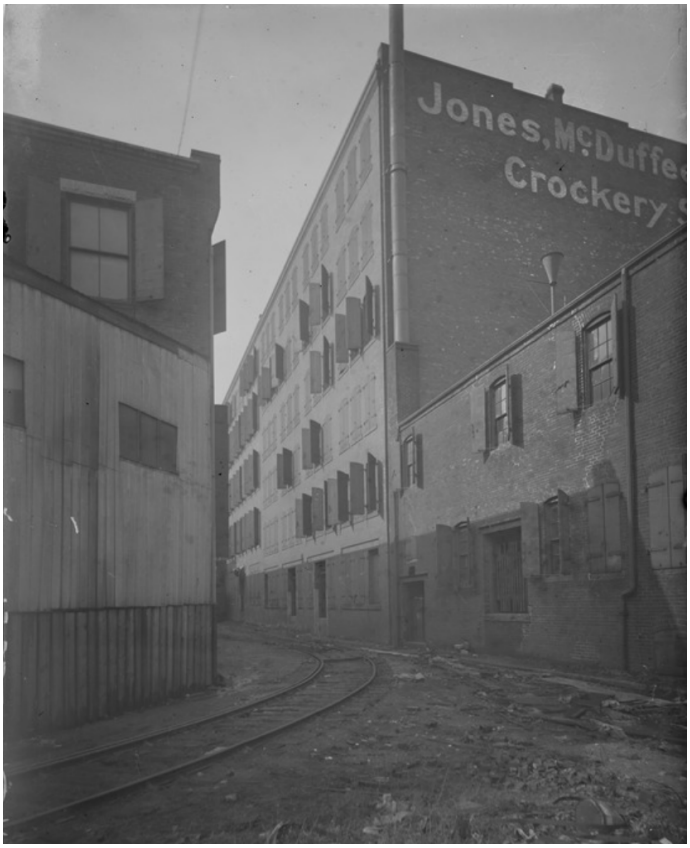


Photo from MACRIS form BOS.5535

This now giant of crockery, fine china and glass producers was headed by Jerome Jones, Louis P. McDuffee, and Solomon P. Stratton. Jerome Jones was born in Athol Ma in 1837, joining Otis Norcross & Co in 1853 as an assistant and traveling salesman. Jones introduced advertising first to the company by stating in the *Transcript* an ad for French porcelain dishes for shirred eggs.[126] Jones was also a pioneer in employing women to the company, advocating for their potential improvement in manufacturing and sales. Louis P McDuffee was born May 13, 1836, at Barnston, Stanstead County, Quebec, eventually entering Otis Norcross & Co in

[126] Connelly, John. A Century-old Concern: Business of Jones, McDuffee & Stratton Co., Founded by Otis Norcross, the Elder, In 1810 .... [Boston: G.H. Ellis Co., Printers, 1910. 19.

1863, first dealing with Western trade and sales.[127] Solomon P. Stratton was born October 5, 1848, in Boston and employed at Otis Norcross & Co in 1866 as an apprentice until Jones McDuffee & Stratton was organized in 1871.[128] Stratton worked as the foreign buyer, traveling across Europe to find representatives for the Boston warehouse.

By their centennial anniversary in 1910, Jones McDuffee & Stratton had not only become the longest-standing wholesaler of crockery, fine china and glass but, most notably was the largest in America and even the World.[129] Most notable of their products was their series of tiled calendars, which featured detailed images of Boston's finest landmarks on one side and a full-year calendar on the back. This series lasted from 1881-1901 and featured icons such as Faneuil Hall, King's Chapel, Bunker Hill Monument, and their own Franklin St store.[130] Another series by the company was their yearly commemorative Wedgwood historical plates that set the standard for historical souvenir plates by collectors, and a series of 78 were made annually.[131] Alongside these two series are decades worth of exquisite and affordable crockery, fine china and glassware sets, and individuals that were sold at wholesale

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[127] Connelly, John. A Century-old Concern: Business of Jones, McDuffee & Stratton Co., Founded by Otis Norcross, the Elder, In 1810 .... [Boston: G.H. Ellis Co., Printers, 1910. 22.
[128] IBID. 23.
[129] IBID. 5.
[130] IBID. 45.
[131] IBID. 49.

prices for any class of American to purchase. It is quoted in their 1910 book that celebrates the company's history that "Crockert goes into all homes. No one is so poor as to get along wholly without it, while the most exquisite work of the present-day potteries reaches the highest of artistic expression".[132]

SECTION OF MAIN FLOOR

Clipping from John Connelly's *A Century-Old Concern…* page 37

[132] Connelly, John. A Century-old Concern: Business of Jones, McDuffee & Stratton Co., Founded by Otis Norcross, the Elder, In 1810 .... [Boston: G.H. Ellis Co., Printers, 1910. 9.

SECTION OF THE GLASS DEPARTMENT

Clipping from John Connelly's *A Century-Old Concern…* page 38

While the Jones McDuffee & Stratton Co eventually was bought out in the 1960s and no longer produces eateries, the memory of their impact on Boston remains with this ghost sign in the Fort Point District. Despite being removed by modern windows, the company name is undoubtedly legible, and it is in most significant interest to preserve what is remaining of this sign before it is negligibly removed. For a company that proudly served our community for over 150 years, it is only appropriate to honor and continue its presence today.

TERKELSEN MACHINE CO - 324 A ST

Located in the Fort Point Historic District of Boston is a large sign spanning across the Eastern facade of 324 A Street. Observable from the Summer Street bridge, the sign spans two stories and reads: "TERKELSEN BUILDING TERKELSEN MACHINE CO MANUFACTURERS OF SPIRAL WRAPPING MACHINES MOLDERS OF THER__ ST__MS COMPOUNDS." While the smaller lettering of the sign is becoming increasingly unreadable with time, it can be inferred to advertise the company's spiral wrapping machines and molding products. Cross-referencing with vintage advertisements confirms that the Terkelsen Company, whose headquarters were located at 324 A Street, produced machines that would wrap tires with material like paper or burlap for packaging; wrap up to 300 tires in one bundle; bundle wires in packaging; or create hot or cold composition moldings.[133] Intended for the fast-growing automotive industry, the Terkelsen Company produced machines that would work with rubber tires to wrap them in materials and package them efficiently.

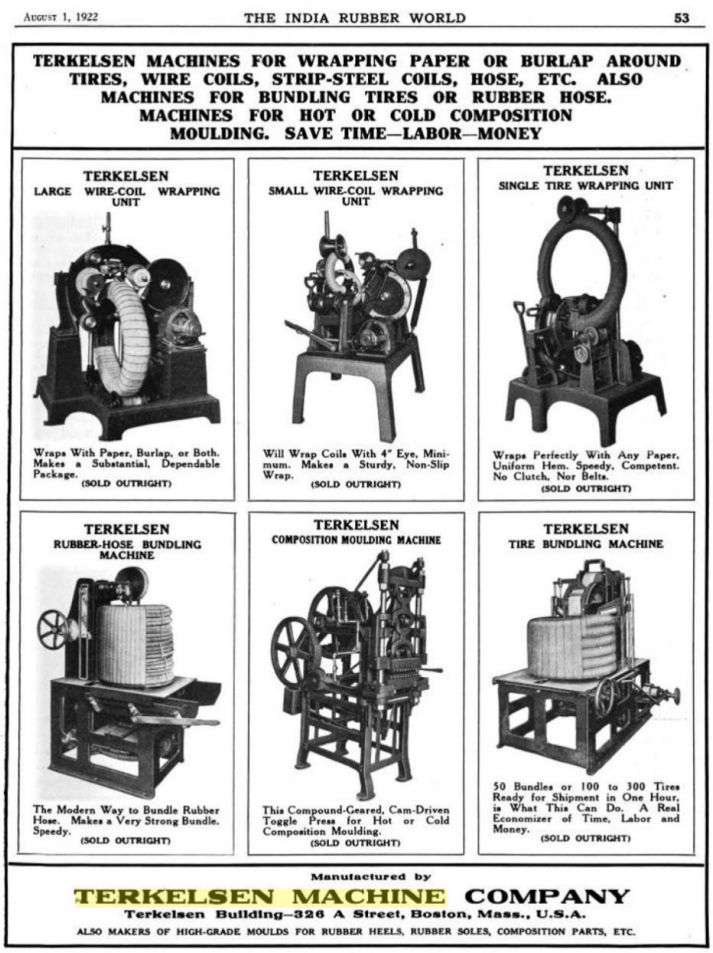
[133] India Rubber & Tire Review. United States: India Rubber Review Company, 1924.

Photo taken on 2/21/22

A MACRIS form for the building (labeled as 326 A St), states that the "original building permit does not exist, [but] it is likely that the building was constructed for the Boston Wharf Company ca 1895 and designed by Morton D. Safford, the firm's staff architect from about 1893 to 1917. The building was probably constructed for use as a warehouse, as were most of the BWC buildings in the FPC."[134] According to the 1910 Bromley Map of Boston, the building was occupied at the time by the

[134] Massachusetts Cultural Resource Information System, Boston, MA, Records of the Boston Landmarks Commission Building Information Form on 324 A Street, BOS.15343.

United Button Company, which is cross-recognized by the MACRIS form labeling the structure as the "Boston Button Company Warehouse."[135] However, the 1919 Bromley Map labels A. Terkelsen, and C. J. Wennenberg as owners of the property[136]; the A. Terkelsen mentioned is Andrew Terkelsen, born March 14, 1874, in Norway. Terkelsen moved to Boston in 1889 and established his own company under his name.[137]



[135] Bromley, George W. *Atlas of the City of Boston*. 1910.
[136] Bromley, George W. *Atlas of the City of Boston*. 1919.
[137] Year: 1900; Census Place: *Boston Ward 23, Suffolk, Massachusetts*; Roll: 687; Page: 10; Enumeration District: 1512; FHL microfilm: 1240687

Rubber World. United States: Bill Brothers Publishing Corporation, 1922. 776.

Clipping from Boston Globe March 22, 1914

From the Bromley Maps, it can be inferred that the Terkelsen Company moved to the Fort Point location sometime between 1910 and 1919. Furthermore, the latest newspaper advertisement for the company was found from March 1914, which suggests that Terkelsen and Wennenberg moved to 326 A Street around 1914. This would date the ghost sign somewhere between 1914 to the late 1930s.

As Fort Point is a designated National Register and Local Historic District, the preservation of the Terkelsen sign is of utmost importance. Additionally, two other signs are located along this facade, but have faded to obscurity. A sign above the Terkelsen one appears to be advertising the manufacturing of women's clothes; while the lower sign is advertising a company named Plaston. Despite their faded recognition, these three signs serve as contributing features to the district's character; most significantly the Terkelsen ghost sign which advertises the building as the "Terkelsen Building."

Photo from emdurso on Flickr, 2007. https://flic.kr/p/LuffE. The image shows the Terkelsen ghost sign and its neighbors in greater condition than today in 2022.

YOULDEN SMITH & HOPKINS - 355 CONGRESS ST

Photo taken on 2/21/22

Located amongst a grouping of signs in the Fort Point District is a low lying rectangular black sign reading "YOULDEN, SMITH & HOPKINS FORWARDERS & CONTRACTORS." Although the contractors didn't reside at their sign's location, 355 Congress St, their services lay in the Fort Point neighborhood and Boston. Youlden, Smith & Hopkins were an early 20th century Company that recruited and employed some 50 horse drivers called "teamsters" that would transport goods on land from port to warehouse in Boston (public document 40). When conducting research on the Company's history, a large scandal was brought to light where the teamsters

conducted a union strike demanding an increase in pay. An agreement was met on January 10th 1905 that drivers would work eleven hours a day, 6 A.M. to 6 P.M. with a one hour break at or around noon. Any overtime would be paid at the rate of 25 cents per hour, except for holidays and Sundays which would be paid double the rate. The union eventually got their wish for an $11 base pay and the minimum wages for all employees at Youlden, Smith & Hopkins was as follows:

One-horse light wagons,	$11 00
One-horse heavy wagons,	12 00
Two-horse wagons,	14 00
Three-horse teams,	15 00
Four-horse teams,	16 00
Five-horse teams,	17 00
Six-horse teams,	18 00

Annual Report of the State Board of Conciliation and Arbitration for the Year Ending December 31, 1900. Wright & Potter Printing Co, Boston, MA, United States: State Printer, 1901. Page 194.

Hubert A. Smith was born in Massachusetts in 1844, and was the manager of rigging divisions for Youlden, Smith & Hopkins (1920 census and obit).[138] [139] He was born in Somerville and died at 33 in Andover from Pneumonia in 1926. Hubert Smith was an innovator in engineering and his most notable and final accomplishment

[138] Year: 1920; Census Place: *Boston Ward 14, Suffolk, Massachusetts*; Roll: T625_736; Page: 12A; Enumeration District: 371

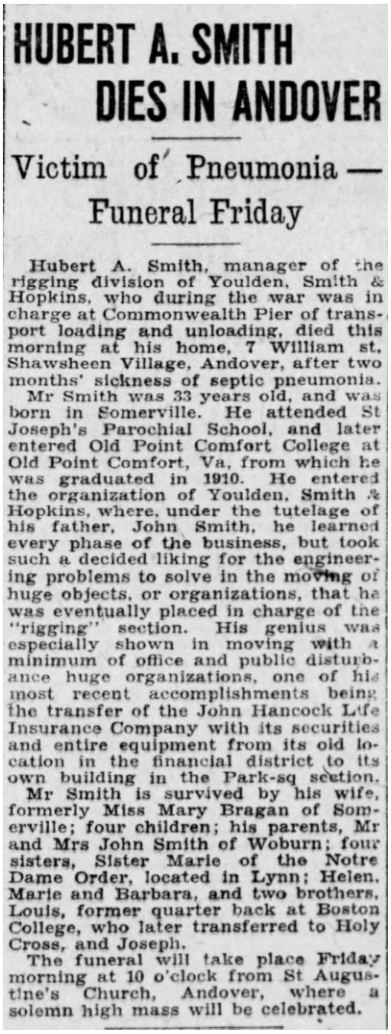
[139] https://www.newspapers.com/clip/37270183/obituary-for-hubert-a-smith-aged-33/

was transporting all of the John Hancock Life Insurance Company from the financial district to Park Square by the Youlden, Smith & Hopkins team.

Somerville, Mass: The Beautiful City of Seven Hills, Its History and Opportunities. United States: A. Martin & sons, 1912. Page 105.

While the contracting company no longer exists, its presence in Boston is left behind with this single ghost sign. Alongside its neighbors, the Youlden, Smith & Hopkins sign offers a glimpse into the past. A vision of what our built environment

used to look like when decorated by hand-painted advertisements and of the services each neighborhood brought. This relic of the industrial era is of best interest to be preserved not only for its unique identity and placement amongst such a dense concentration of ghost signs. A concentration not found anywhere else in the city,



HUBERT A. SMITH DIES IN ANDOVER

Victim of Pneumonia — Funeral Friday

Hubert A. Smith, manager of the rigging division of Youlden, Smith & Hopkins, who during the war was in charge at Commonwealth Pier of transport loading and unloading, died this morning at his home, 7 William st, Shawsheen Village, Andover, after two months' sickness of septic pneumonia.

Mr Smith was 33 years old, and was born in Somerville. He attended St Joseph's Parochial School, and later entered Old Point Comfort College at Old Point Comfort, Va, from which he was graduated in 1910. He entered the organization of Youlden, Smith & Hopkins, where, under the tutelage of his father, John Smith, he learned every phase of the business, but took such a decided liking for the engineering problems to solve in the moving of huge objects, or organizations, that he was eventually placed in charge of the "rigging" section. His genius was especially shown in moving with a minimum of office and public disturbance huge organizations, one of his most recent accomplishments being the transfer of the John Hancock Life Insurance Company with its securities and entire equipment from its old location in the financial district to its own building in the Park-sq section.

Mr Smith is survived by his wife, formerly Miss Mary Bragan of Somerville; four children; his parents, Mr and Mrs John Smith of Woburn; four sisters, Sister Marie of the Notre Dame Order, located in Lynn; Helen, Marie and Barbara, and two brothers, Louis, former quarter back at Boston College, who later transferred to Holy Cross, and Joseph.

The funeral will take place Friday morning at 10 o'clock from St Augustine's Church, Andover, where a solemn high mass will be celebrated.

Boston Globe December 22, 1926, page 9.

UNKNOWN COLLECTION OF SIGNS - 355-357 CONGRESS ST

Situated on the corner of Congress and A st is a large five-story warehouse built by the Boston Wharf Company in 1887.[140] Morton D. Safford originally designed it and the first tenants of the property was the Tremont Electric Lighting Company, with the first two floors dedicated to machinery and presentation.[141]

This building, at the corner of A and Congress Streets, was first occupied by the Tremont Electric Lighting Company. A pioneer in electrical manufacturing, the company turned out meters, motors, and incandescent lamps from "one to 100 candlepower." Constructed in 1887, it is among the Boston Wharf Company's earliest real-estate developments. The building was later widened to twice its capacity. (Boston Public Library.)

Image from Michael J. Tyrell's *Boston's Fort Point District* (2004). pg 38.

[140] Massachusetts Cultural Resource Information System, Boston, MA, Records of the Boston Landmarks Commission Building Information Form on 355-357 Congress St, BOS.5525.
[141] IBID.

As a seemingly ordinary brick warehouse for the area, 355 Congress St holds a plethora of ghost signs unparalleled in Boston, other than in the Blackstone Block. Here, at minimum, a collection of roughly eight signs wrap the facades of the building. Most of them today are unrecognizable such as the large banner ads that appeared to have a black background with white text. Along with many smaller ads on the A St facade, some of the A St ghosts are covered by current-day ads for the new luxury studios inside, but a large yellow rectangular ad can be made out to say "SMITHS FREIGHT TERMINAL OFFICE 355". This yellow sign is most likely about the Youlden, Smith & Hopkins ghost sign on the same facade. However, the other ads appear to be independent of any relation to the building. Above the Freight Terminal ad is another large rectangular yellow ad that spans the top three levels of the building. This black background with yellow text sign advertises "G. E. BERMAN & SONS," and another ad with the same background but white text below reads "HUB STAMPING & ENGRAVING CO. _____ AND FABRICATORS OF METAL AND PLASTICS." It is also inferred that the large banner ads above the third and fourth stories are likely to be for the Tremont Lighting Company itself. However, little information can be found surrounding the Tremont Lighting Company or 355 Congress Street. Additionally, there is a large three-story ad on the building's rear facade, which can be read from the Summer St overpass advertising a "METAL STAMPING AND PLATING" service on Congress St, possibly related to the HUB Stamping & Engraving ad on the A St facade.

Photo taken on 2/12/22 from A St.

Photo taken on 2/12/22 from Summer St overpass looking down A St towards Congress St. Note the large three-story ghost sign with the words “METAL STAMPING AND PLATING” at the end.

Further research must correctly identify and place these signs' significance within Boston's history. But, the sheer number of signs on one building alone and the authenticity of their feeling to the Fort Point neighborhood make these signs some of the most important to preserve. Their ability to communicate a past language that has been forgotten about hand-painted advertisements and the popularity of the hand-painted ad phenomenon gives pedestrians a glimpse into how the built environment of Fort Point once looked at conception. It gives an image of a bustling industrial neighborhood vital to Boston's upbringing and its placement as a global manufacturing and transportation hub. By preserving what is left of these signs and possibly restoring them to their original forms, new landmarks can be formed within the Fort Point district commemorating the Bostonians who built it up.

FENWAY

NAVIN & KELLY CLOTHING CREDIT - 8 CLEARWAY ST

Tucked away in an obscure alley of the Back Bay/Fenway neighborhood is a grand ghost sign that boasts an advertisement for Navin & Kelly's clothing store in downtown Boston. Although the physical store of Navin & Kelly's was located at 757 Washington St, the advertisement seen today is quite a distance away and located adjacent to Massachusetts Avenue. When researching both 757 Washington St, and 8 Clearway St, many roadblocks were found and little information was available to help. What was found in the Bromley fire maps was that from 1908-1922 Laurence Minot owned 757 Washington Street.[142] [143] And the 1920 US Census reported that Laurence Minot [Lawrence Minot] was born around 1866, and lived at 144 Marlboro St in 1920 as a Real Estate Manager and Employer.[144]

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[142] Bromley, George W. *Atlas of the City of Boston*. 1908.
[143] Bromley, George W. *Atlas of the City of Boston*. 1922.
[144] Year: 1920; Census Place: Boston Ward 8, Suffolk, Massachusetts; Roll: T625_742; Page: 5A; Enumeration District: 230

Photo taken on 6/21/22

Several newspaper advertisements were also found in the Boston Post. One particular ad from November 15, 1901, boasts that the store was located at 757-759 Washington St, which has since been redeveloped into Tufts Medical Center; and was near Eliot St, which has since been cut short at Charles St South. In other ads

from the same year, Navin & Kelly advertise their store as a low-price credit outfitter that guarantees money back on every sale if unsatisfied, with credit payments as low as $1.00 per week to finance their clothes.[145]

Boston Post. November 15, 1901.

These newspapers indicate that the clothing store was well established at the beginning of the 1900s. Yet when researching Bromley maps from the time period, the only information provided was that "Wm Minot et al Trs" owned them. When cross-referencing archive websites to find what Wm stood for. It can be inferred

[145] *Credit Wins at Navin & Kelly's*. Boston Post. November 15,1901.

that Wm stands for William, but when checking with census and voter lists, the only 'William Minot' alive at the time was a printer who lived in Dorchester.[146] Additionally, finding any information about the building on which the ghost sign is on at 8 Clearway St in Fenway is complicated. No MACRIS form exists for it, and it is understood that the building is currently a Berklee student dorm.

Photo taken on 6/21/22

[146] Year: 1900; Census Place: *Boston Ward 20*, *Suffolk*, *Massachusetts*; Roll: 686; Page: 11; Enumeration District: 1464; FHL microfilm: 1240686

Boston Post. October 12, 1901.

Although much information cannot be found surrounding the owners of the Navin & Kelly downtown store, the owners of the ghost sign Fenway store, or even Navin & Kelly themselves, the ghost sign still present is a magnificent example of early 1900s advertising. This is one of the more elaborate signs explored within this

report, and despite its unfortunate placement in a tight alleyway (now blocked by a supposedly more current building built in the interwar period), its condition is exceptional. The sign reads “GO TO NAVIN & KELLY CLOTHING TO CREDIT _____”. Given the current condition and being one of the only ghost signs found in the Back Bay/Fenway neighborhood, the Navin & Kelly sign is a prime candidate for historic preservation. The large four-story sign encompasses the entire secondary facade of a quaint, late 1800s brick row house and adds a street character that is undeniably urban and reminiscent of another time. The sign’s content of shopping and the use of credit are concepts that carry on in both neighborhoods today, and the signs' excitement about credit is most admirable today. It is in the greatest interest of the City of Boston to explore several preservation options for the Navin & Kelly sign, including but not limited to: partial restoration, weather sealing, full restoration, or some type of interactive project-based artwork installation to bring this sign to its former condition.

UNIDENTIFIED SIGNS

1 WINTER PL - DOWNTOWN CROSSING

Photo taken on 2/11/22

This unidentified ghost sign lies on the historically known Gilchrist Department Store Building at the heart of downtown crossing. The large ten story building formerly known as the Gilchrist's department store was built in 1911 by the firm Bigelow and Wadsworth for George Turnball and Robert Gilchrist.[147] The store's humble beginnings as a dry goods store founded by a Scottish immigrant in the

[147] Massachusetts Cultural Resource Information System, Boston, MA, Records of the Boston Landmarks Commission Building Information Form on 431-439 Washington St, BOS.2138.

1840s quickly turned into what is argued to be the "first department store in America" in the 1850s.[148] After the Civil War, George Turnball retired, and Gilchrist took over and by 1907, expanded to the corner of Washington and Winter Streets, soon building the current ten-story building in 1911.[149]

The ghost sign seen today is tough to read, but one crucial word can be made out on the bottom reading "PROGRESS." This single word led to a low-quality image from the BPDA that shows a vintage postcard for the department store with the words "GIlchrits's The Store of Progress, Boston, Mass." [150]

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[148] Massachusetts Cultural Resource Information System, Boston, MA, Records of the Boston Landmarks Commission Building Information Form on 431-439 Washington St, BOS.2138.

[149] IBID.

[150] http://www.bostonplans.org/getattachment/d09b579b-5aa0-43aa-99d9-6d1d9cf1c49f

Photo courtesy of BPDA

This slogan, "Store of Progress," matches with the only distinguishable word seen today on the Northern facade, which reads "PROGRESS." While the ghost sign seen today is very likely for the Glichrist's department store and most likely featured the same slogan as seen on the postcard, another sign was painted on top of it. Meaning there were two distinct signs in the exact location, making recording the original sign significantly difficult. Whether there were two signs throughout this building's history or not, the ghost seen today is most definitely for the Glichrist's department store. A relic of the past on a building that has been so heavily altered makes it all the more important to preserve. Further research is needed to identify what the sign(s) accurately represent correctly, but despite that,

their mystery and addition to pedestrian life makes them valuable cultural and historical resources to preserve.

;G NEW STORE OF THE GILCHRIST COMPANY OPENS TOMORROW

ncern Now Has Splendid 10-Story Structure.

..e of Boston's Oldest Firms Doubles Its Floor Space.

Every Effort Made to Reduce Cost Of Handling of Goods.

NEW STORE OF THE GILCHRIST COMPANY WHICH IS OPENED TOMORROW.

Company's Notable Record.

The Corner Taken.

Photo courtesy of http://shoppingdaysinretroboston.blogspot.com

11 BROMFIELD ST - DOWNTOWN CROSSING

Photo taken on 2/11/22

Located on the rear facade of the historic Hutchinson Building is a small ghost sign that cannot be identified. Research within the MACRIS form for 32-54 Province St reveals that the building was built in 1924 by architect Ralph Harrington Doane, and that tenants of the property included but are not limited to; the Boston Casualty Co.; Province Spa; A. Schuite; Cigar store; Ye Olde Province Steps Dining

Room; Joseph Aniello, shoe repair; John F. Freto, shoes; James E. Conlon, antiques.[151] These were all stores listed in the 1930 Boston City Directory, and give a hint as to what the ghost sign today may be advertising. However, deeper research is needed to source through all City Directories and archived photographs to potentially find a match for the sign.

[151] Massachusetts Cultural Resource Information System, Boston, MA, Records of the Boston Landmarks Commission Building Information Form on 32-54 Province Street, BOS.1963.

110 BEVERLY ST - BULFINCH TRIANGLE

Google Street View June 2015

While researching other signs in the Bulfinch Triangle, it was discovered through Google Street View that a large one-and-a-half story green ghost sign was located at 110 Beverly Street. It appears as if half the sign has been completely removed, and windows have been punched through the other side, leaving only a sample of letters to be recognized. While the sign brings up many questions about its past, unfortunately a mid-rise Marriot Hotel built sometime in 2017 has completely covered up the sign eliminating any possibility of preserving it.

1 FOSTER ST - NORTH END

Google Street View October 2018

Another ghost sign that begs to be identified is uniquely located at street level at 1 Foster St in the North End. When researching the location, no MACRIS form had been made, and no information about the building itself, let alone the sign, could be found. It can be inferred that the sign was advertising a local Italian store or product, possibly within the building itself. Today, the words have faded beyond recognition, and it appears a window has been punched through a majority of the sign as well, deeming this ghost sign unknown.

607 TREMONT ST - SOUTH END

Photo taken on 4/2/22

Located on the side of a store front at 607 Tremont St is a large full story pedestrian level ghost sign that has drastically faded with time. No MACRIS form exists for the building but several ISD permits detail the inclusion of street signs for the business; however they don't specify what the business is for.[152] ISD forms indicated that by the 1950s the building was occupied by Ballantine Ale + Beer

[152] ISD: Massachusetts Short Form Permit No.04581, Permit Address ID: 91791. 607 Tremont St, July, 30, 1953.

Bottled Liquors and that they installed extensive signage for their business; however, the ghost sign seen painted most likely details before 1930, and the ISD forms from that period are very vague. Despite the uncertainty about 607 Tremont's ghost sign, its importance to the streetscape of the South End and historical quality make it a valid candidate for preservation.

City of Boston—Building Department

901 CITY HALL ANNEX

LOCATION VERIFIED FROM ATLAS

Clerk

Doc. No. 0 386 Year

IMMEDIATE ACTION

MINOR ALTERATIONS, TAKE DOWNS, ROOFING, ETC.

This form NOT TO BE USED for ADDITIONS or CHANGE OF OCCUPANCY

The undersigned hereby applies for an IMMEDIATE ACTION permit to Erect Sign

the following described building:

FILE ~~2-6 Dartmouth, Tremont~~ Date Feb 19, 1935

Location? 607 Tremont St Boston Ward 9

Name of Owner? Dartmouth Sign Address 607 Tremont St.

Name of Contractor? C. Williams Address 101 Tremont St

Material of building is? Brick Style of roof? Flat Material of roofing? Gravel

Size of building, feet front? 120 ; feet rear? 120 ; feet deep? 80 ; No. of stories? 3

Estimated Cost of work to be done, $ 150.00 How is building occupied? Business & Tenant

Detail of proposed work To erect sign as on reverse side. Sign is all enamel. Weights 80 lbs

2 Signs Lic. 59120

B. 155

[Sign Here] Charles F. Williams (Signature of Licensed Builder or Wrecker)

C. Williams Inc (Signature of Owner or Authorized Representative)

(Address) 101 Tremont St Boston

101 Tremont St Boston (Address)

Lic. No. 145 Class F Signs

My license expires Feb 4, 1936. Telephone number Wilmington 177

Approved (date) Feb-19-35 Permit granted FEB 19 1935

By By

0386-35

INSPECTOR'S FINAL REPORT

607 Tremont St

2/8/35 193

Has the work been completed in accordance with this application and plans filed and approved?

Finished

Law been violated? Doc. No. of 19

Violation removed 19

M. E. Gillan Inspector.

Remarks

INSPECTOR'S MEMORANDA

Date	REMARKS
	Turnbuckle
	Turnbuckle Chain
	Chain
	5
	Enamel Sign
	5
	Material to be used
	7 Ft Rope 4 x 4
	30' Chain 4/0
	1 Boom 1½ x 5
	2 Turnbuckles 1 Ft
	1 Nose iron 4 x 4 x ½

ISD form No.0386. February 19, 1935.

ACKNOWLEDGMENTS

THE BOSTON GHOST SIGN PROJECT IS A PRODUCT OF A HALF-YEAR-LONG EFFORT TO PROMOTE THE PRESERVATION OF ARCHITECTURAL HISTORY TO THE GENERAL PUBLIC. A CONJOINED EFFORT WAS MADE THROUGHOUT THE PROCESS PRIMARILY BY EXPERT PRESERVATIONISTS FROM THE BOSTON LANDMARKS COMMISSION.

THESE MEMBERS, ALONGSIDE THOSE AT BOSTON UNIVERSITY AND MORE, SHARED THEIR IDEAS, FEEDBACK, AND JUDGMENT WHICH PLAYED AN IMPORTANT ROLE IN THE FINALIZATION OF THIS REPORT. WITHOUT THEIR GUIDANCE, THE BOSTON GHOST SIGN PROJECT WOULD HAVE NEVER BEEN REALIZED OR BEEN READILY AVAILABLE TODAY.

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