United States Department of the Interior
National Park Service

National Register of Historic Places Registration Form

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

1. Name of Property

Historic name McDaniel Building

Other names/site number

Name of related Multiple Property Listing N/A

2. Location

Street & number 316 Park Central East [ ] not for publication

City or town Springfield [ ] vicinity

State Missouri Code MO County Greene Code 077 Zip code 65806-2207

3. State/Federal Agency Certification

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

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

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

___ national ___ statewide _x_ local

Applicable National Register Criteria: ___ A ___ B _x_ C ___ D

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

Missouri Department of Natural Resources
State or Federal agency/bureau or Tribal Government

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

Signature of commenting official Date

Title State or Federal agency/bureau or Tribal Government

4. National Park Service Certification

I hereby certify that this property is:

_____ entered in the National Register _____ determined eligible for the National Register

_____ determined not eligible for the National Register _____ removed from the National Register

_____ other (explain:)

Signature of the Keeper Date of Action

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5. Classification

Ownership of Property
(Check as many boxes as apply.)

x	private
	public - Local
	public - State
	public - Federal

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

x	building(s)
	district
	site
	structure
	object

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

Contributing	Noncontributing	
1	0	buildings
1	0	sites
0	0	structures
0	0	objects
2	0	**Total**

Number of contributing resources previously listed in the National Register N/A

6. Function or Use

Historic Functions
(Enter categories from instructions.)

COMMERCE/TRADE: business

Current Functions
(Enter categories from instructions.)

WORK IN PROGRESS

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7. Description

Architectural Classification
(Enter categories from instructions.)

Modern Movement

Materials
(Enter categories from instructions.)

foundation: Stone
walls: Brick
Aluminum
roof: Not visible
other: Steel

x **NARRATIVE DESCRIPTION ON CONTINUTATION PAGES**

8. Statement of Significance

Applicable National Register Criteria
(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

- [ ] A Property is associated with events that have made a significant contribution to the broad patterns of our history.
- [ ] B Property is associated with the lives of persons significant in our past.
- [x] C Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- [ ] D Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations
(Mark "x" in all the boxes that apply.)

Property is:

- [ ] A Owned by a religious institution or used for religious purposes.
- [ ] B removed from its original location.
- [ ] C a birthplace or grave.
- [ ] D a cemetery.
- [ ] E a reconstructed building, object, or structure.
- [ ] F a commemorative property.
- [ ] G less than 50 years old or achieving significance within the past 50 years.

Areas of Significance
Architecture

Period of Significance
1961

Significant Dates
1961

Significant Person
(Complete only if Criterion B is marked above.)
n/a

Cultural Affiliation
n/a

Architect/Builder
Amsbacher, Joe (Architect)
Carson, John (Contractor)

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[x] STATEMENT OF SIGNIFICANCE ON CONTINUATION PAGES

9. Major Bibliographical References

Bibliography (Cite the books, articles, and other sources used in preparing this form.)

Previous documentation on file (NPS):

____preliminary determination of individual listing (36 CFR 67 has been requested)
____previously listed in the National Register
____previously determined eligible by the National Register
____designated a National Historic Landmark
____recorded by Historic American Buildings Survey #_____
____recorded by Historic American Engineering Record # _____
____recorded by Historic American Landscape Survey # _____

Primary location of additional data:

__x__State Historic Preservation Office
____Other State agency
____Federal agency
____Local government
____University
____Other
Name of repository: _____

Historic Resources Survey Number (if assigned): _____

10. Geographical Data

Acreage of Property Less than one acre

Latitude/Longitude Coordinates
Datum if other than WGS84:_____
(enter coordinates to 6 decimal places)

	Latitude:	Longitude:		Latitude:	Longitude:
1	37.208756°	-93.290548°	3		
2			4		

UTM References
(Place additional UTM references on a continuation sheet.)
_____ NAD 1927 or _____ NAD 1983

	Zone	Easting	Northing		Zone	Easting	Northing
1				3			
2				4			

Verbal Boundary Description (On continuation sheet)

Boundary Justification (On continuation sheet)

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11. Form Prepared By

name/title Debbie Sheals
organization Historic Preservation Consultant date June 27, 2014
street & number 29 South Ninth St. #204 telephone 573-874-3779
city or town Columbia state MO zip code 65201
e-mail debsheals@aol.com

Additional Documentation

Submit the following items with the completed form:

- **Maps:**
  - A **USGS map** (7.5 or 15 minute series) indicating the property's location.
  - A **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.
- **Continuation Sheets**
- **Photographs**
- **Owner Name and Contact Information**
- **Additional items:** (Check with the SHPO or FPO for any additional items.)

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.).
Estimated Burden Statement: Public reporting burden for this form is estimated to average 18 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management. U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

Photographs

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels (minimum), 3000x2000 preferred, at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map. Each photograph must be numbered and that number must correspond to the photograph number on the photo log. For simplicity, the name of the photographer, photo date, etc. may be listed once on the photograph log and doesn't need to be labeled on every photograph.

Photo Log:

Name of Property: **McDaniel Building**

City or Vicinity: **Springfield**

County: **Greene** State: **Missouri**

Photographer: **Debbie Sheals**

Date Photographed: **January 2014**

Description of Photograph(s) and number, include description of view indicating direction of camera:

1 of 16. Facade, north wall.
2 of 16. Northeast corner
3 of 16. East wall.
4 of 16. Southeast corner.
5 of 16. South (back) wall.
6 of 16. Northwest corner.
7 of 16. Front wall.
8 of 16. Upper facade.
9 of 16. Lower facade.
10 of 16. Main entrance.
11 of 16. First floor elevator lobby.
12 of 16. Barbershop storefront.
13 of 16. First floor commercial space.
14 of 16. Staircase, third floor.
15 of 16. Office space, third floor.
16 of 16. Building directory sign in first floor lobby.

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Figure Log:

Include figures on continuation pages at the end of the nomination.

1. Aerial photo map from Google Earth, with Coordinates. Accessed May 2014.
2. Aerial photo map of the area, from Google Earth. Accessed May 2014.
3. Site Plan and Boundary Map.
4. 1920s photo of the McDaniel Building.
5. 1967 photo of the McDaniel Building.
6. First Floor Plan.
7. 1961 First Floor Hall Plan.
8. Second Floor Plan.
9. Recent Photo, McDaniel and Woodruff Buildings.
10. 1961 Drawing of the front elevation.
11. General Motor Research Center.
12. Crank's Drug Store, Commercial Street
13. Assembly of God Headquarters, and Ellis Hall.

Summary

The McDaniel Building, at 316 Central Park East in Springfield, Missouri, is a Mid-Century Modern style office building, with buff brick walls, a curtain wall façade, and a flat roof. It faces north to Park Central East, on a lot which is located less than a block east of the Public Square. The main block of the building is six stories tall, and five bays wide. There is also a two-story, two-bay section on the east, and a tall one-story section along the back; those sections have flat roofs as well. Although the core of the building dates to 1911, it was enlarged and remodeled to its current form in 1961, and is for all practical purposes a 1961 building. The 1961 project included the addition of two stories to the main block, as well as new windows all around, and a complete reconstruction of the façade. The façade has flat brick piers and large expanses of aluminum and porcelain-panel curtain walls. The flat side and rear walls are of buff colored brick and lined with even rows of early steel windows. The first floor of the interior features long narrow commercial spaces, as well as a highly intact elevator lobby which features original terrazzo flooring and marble clad walls.[1] Upper floors have central elevator and stair cores, and a variety of office configurations. There have been very few changes of note to the main lobby or any of the exterior finishes since the early 1960s, and the building today looks very much as it did in 1961.

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Elaboration

The McDaniel Building occupies the front half of a deep lot urban lot. (Figures 1-3.) The rectangular lot is bordered on the north (front) by Park Central East, and on the south by McDaniel Street. The back part of the lot contains an open paved parking lot. (See Figure 3, and photos 4 and 5.) The building sits directly on the sidewalk at Park Central East, and extends to the side property lines in the front half of the lot. The west side wall of the building adjoins a neighboring four-story brick commercial building, and the east walls overlooks an open paved parking lot.

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[1] Unless otherwise noted "original" is used in this document to refer to elements which are original to the 1961 construction project.

Facade

The two sections of the façade are nearly identically detailed, with vertical piers of buff brick separating flat grids of curtain wall. The piers run from the ground to the roofline, and there is a matching flat band of brick along the top edge of the six-story main block. The piers appear to correspond to the red brick piers which adorned the facade of the original building. The older piers may have been refaced with buff brick when the facade was rebuilt in 1961. (Figure 4.)

The main block of the facade has five bays, and the two-story section has two. Each bay has a ground floor storefront opening, and curtain walls on the upper floors. The curtain walls feature mill finish aluminum framing and 1/1 windows that have matching aluminum frames. Each bay has four windows per floor, which run in an uninterrupted band from pier to pier. (Photo 8.) The windows are separated by the projecting spines of the curtain wall, which extend from the top to the first floor to the roofline in an unbroken line. The curtain walls above and below the windows feature dark tan porcelain enamel panels which are set at the same depth of the windows. (Photos 6-8.)

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The lower façade of the main block has a central entrance which is flanked by inset angled storefronts. (Photos 6, 9, 10.) The central doorway is surrounded by an open glass and aluminum storefront system which is early or original. The entry doors, which have clear glass and narrow aluminum frames, also appear to be original. The piers on either side of the door are faced with sheets of tan marble, as is the flat sign panel located at the top of the doorway. The marble cladding is early or original, and in good condition. (Photo10.)

Each storefront is flanked by the piers which define the bays of the upper floors. The storefront openings are original; most of the glass and frames are not. The storefronts in the two bays east of the entrance appear to have been installed within a few years of the reconstruction project and those to the west are several decades old. All four storefronts have angled front walls, with single doors set at the deepest part of the angle. (Photo 6.) All have clear glass windows and natural aluminum frames. The west storefronts have tiled bulkheads, and tile-faced piers. Those on the east have red brick bulkheads. One pier on the west is covered with a newer stuccoed panel which matches that stucco coverings of the sign spaces above all four storefronts. The ground floor pier between the main block and the two story ell is of the same type of buff brick used on the upper facade. (Photos 6 and 9.)

The storefronts of the two-story side block are newer. They have dark metal frames and tinted windows. (Photo 3.) Those storefronts are sheltered by a flat metal canopy which is sheathed in newer materials, but similar to a canopy that was in place in the 1960s. (Figure 5.)

Side Walls

The east side walls are of brick, and filled with rows of large window openings. The upper east wall of the six-story section is faced with buff brick that was added in 1961. The side wall of the two-story section is painted, and currently covered with a mural that was added in the late 1970s or early 1980s. (Photo 2.) The window openings each contain three sets of painted steel sashes which are separated by flat mullions. Each set of sashes has a 2/2 configuration, with the muntins placed horizontally. (Photo 4.) The lower four floors of the west side wall are connected to the adjacent commercial building, and the fifth and six floors are faced with buff brick and lined with single window openings. The aluminum sashes there match those on the east walls.

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Back Wall

The back wall is also of brick. (Photos 4 and 5.) The lower four floors appear to be of the original ca. 1911 brick, while the top two floors are of the same type of buff brick used on the front and side walls. The lower wall is painted to match the buff colored brick used on the upper stories. The back wall is filled with the same type of triple windows used on the east side wall. (Photo 4.) A tall early one-story ell runs along the back of both sections of the building. It also has painted brick walls.

The building is separated from the back parking lot by a tall concrete block wall. The side of the concrete wall that faces the parking lot has rough textured blocks and a shallow standing seam metal hood; the other side has smooth block faces. The wall appears to have been added shortly after the building changed hands in 1978. (See Appendix 1 Timeline.) The remainder of the open back lot is covered with asphalt paving.

Interior

The interior of the building contains commercial spaces and a formal elevator lobby on the first floor, and office space on the upper floors. The front doors open to a wide central hallway which runs from the façade to a smaller rear

entrance. (Photo 11.) The hallway accesses two elevators and an enclosed stairway which links all floors of the building. (Photo14.) At the back of the central hall is a small commercial space which is fronted with an aluminum and glass storefront that was installed in 1961. (Figures 5 and 6, Photo 12.) That space was occupied by a barbershop both before and after the 1961 redevelopment project.[2]

Most of the hallway finishes date to 1961; they include tan terrazzo flooring, and smooth stone wall panels. The polished tan marble wall panels match the stone sheathing used around the central doorway on the front wall of the building. (Photos11 and 12.) The hallway also has the framework of an early or original suspended acoustical tile ceiling, plus original recessed fluorescent ceiling light fixtures. (Photo 11.) An aluminum framed building directory sign on the west wall next to the elevators is also early or original. (Photo 16.)

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The long narrow commercial spaces on the first floor have separate entrances to Park Central East, and there are also doorways into the center commercial spaces in the central hallway. The entrance into the commercial space on the west side of the hall includes a large glass and aluminum storefront system which is early or original. The commercial spaces have carpet or tile flooring, gypboard walls, and plaster or suspended ceilings systems. (Photo 13.) Some of the walls and suspended ceiling systems might date to the 1960s; most other finishes appear to be newer.

Upper Floors and Basement

Each upper floor of the building has a central elevator core and an enclosed stairway. There are two elevator shafts which were installed in 1961, plus an enclosed staircase. (Figure 8.) The lower four floors of the staircase are part of the 1911 building. The top two flights of stairs date to 1961, when the top two floors were added to the building. All of the stairs have simple steel treads and risers. The older staircase has paneled square newel posts and slim square balusters, while the new section has simple pipe railings.

The staircase also links to a partial basement, which is located at the back of the building. The west side of the basement has minimal finishes, and the east side has a concrete floor and stone walls. There is a recessed concrete stairway at the southeast corner of the basement which leads to the back alley.

[2] Steve Koehler, "Barber Has Seen Much Change in 70 Years Downtown," Springfield News-Leader, 5 May 1999: 1B.

Integrity

The building was vacant for more than a year, and many of the interior finishes have been heavily damaged by vandals. (Photo 15.) The upper floor plans vary, but most have at least some newer office partitions. (Figure 8.) The drawings for the 1960s remodeling plan show a variety of layouts on the upper floors, and the building appears to have remodeled in 1961 to accommodate frequent plan changes. Some offices have early or original painted concrete ceilings, and most windows have early marble sills. Most existing office finishes are newer; they include carpeted floors, gypboard walls and suspended ceiling systems. (Photo15.) Many walls and finishes on the upper floor have been completely removed.

Overall, the building looks very much as it did in 1961. The curtain wall of the façade is highly intact, and there have been very few exterior alterations since the redevelopment project concluded in 1961. The original 1961 entrance and elevator lobby look very much as they were drawn by architect Joe Amsbacher, and the building clearly evokes a sense of its time and place.

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Summary

The McDaniel Building, at 316 Park Central East, in Springfield, Greene County, Missouri, is locally significant under Criterion C, in the area of Architecture. It is a rare intact example of Mid-Century Modernism in Springfield, and the only example of mid-century curtain wall construction in downtown Springfield today. Built in 1911 for banker H. B. McDaniel, the building was enlarged and remodeled to its current form in 1961 for the Heer-Andres Investment Company. The reconstruction project featured the installation of an all-new facade which included porcelain enamel curtain wall panels framed by flat buff brick piers. The period of significance for the property is 1961, to correspond to that transformation. It was rebuilt for the Heer-Andres Investment Company, which was headed by civic and business leader Dorsey Heer. Under Heer's leadership, the Heer-Andres Company remodeled many of the largest commercial buildings in downtown Springfield in the 1950s and 60s. Other Heers-Andres properties redeveloped in that time period include the Woodruff Building, a large contributing building in the nearby Public Square Historic District, and the Heer's Store, which is individually listed in the National Register.[3] The company's dramatic reconstruction of the McDaniel Building was the last major project overseen by Dorsey Heer, who died in 1964. The 1961 project at the McDaniel Building was designed by Springfield architect Joe Amsbacher, who had also worked on the rehabilitation of the Woodruff Building two years earlier. The McDaniel building today looks very much as it did when the 1961 remodeling project was completed. It is a highly intact example of Mid-Century Modernism in downtown Springfield, Missouri.

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Elaboration

Springfield has two historic commercial centers, the area around the Public Square, which is generally referred to as downtown Springfield, plus a secondary center along Commercial Street in the north part of town. The area around the square is the original commercial district; it was created when the town was platted in the 1830s, and continued to serve as the dominant commercial center after Commercial Street was established for railroad traffic in 1870.

The Public Square and many of the surrounding properties have been listed in the National Register as the Springfield Public Square Historic District. The

[3] The Springfield Public Square Historic District was listed 5/05/06, and the boundary was increased 01/31/2010. The Heer's building was listed 10/24/2002.

district includes several individually listed buildings.[4] The McDaniel Building is located on the east side of the downtown Springfield, just outside the boundaries of that district.

The earliest Sanborn map of Springfield, which was made in 1884, shows that the town's commercial center ringed the square and extended into the blocks immediately south of it. All of the buildings on the square were commercial, and almost all of the lots were filled. As Springfield grew, the commercial center grew outward, and by the turn of the 20th century, several blocks ringing the square were filled with commercial buildings.

The 20th century brought continued growth, and more diversity in building types and functions. Most of the early commercial buildings in the district were relatively modest two-part commercial blocks, with retail space on the ground floor and offices or living spaces above. By the early 1900s, however, the growing town could support a wider variety of businesses, as well as larger, more specialized buildings. New 20th century downtown building types included hotels, theaters, multi-story department stores and several large office buildings.

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Most of the new office buildings were constructed just east of the square, on St. Louis and Olive Streets. Prominent local businessman John T. Woodruff was responsible for much of the new office development of the time period. In 1910, he hired architect Frank T. Hunt to design a pair of multi-story office buildings in that area, the Woodruff Building (St. Louis Street and Jefferson) and the Frisco Building (Olive St. and Jefferson).[5] The ten-story Woodruff Building, which was described as the city's first skyscraper, and the largest office building in the Ozarks at the time, was fully leased almost immediately.[6] The nearby Frisco Building, which was built specifically for the Frisco Railroad Company, was also fully occupied upon completion.

The success of those projects no doubt influenced H. B. McDaniel's plans for the construction of a new multi-tenant commercial building located just a few yards from the Woodruff Building. Less than three months after the Woodruff

[4] Individually listed buildings within the square include the previously mentioned Heer's building, as well as the Holland Building (11/15/2000), the Gillioz Theater (07/09/1991),the Netter Ullman Building (04/18/2003), and the Hotel Sansone (05/05/2000).
[5] "City Turns Out En Masse To Visit Beautiful Trio of Modern Fireproof Office Buildings," Springfield Republican, Feb. 3, 1911, p. 1
[6] John T. Woodruff, Reminiscences of an Ozarkian and Early Tourism Developments, 1941 (Reprint, Springfield: Southwest Missouri State University, 1994.) p. 141.

and Frisco buildings opened to much local fanfare, the local paper announced that H. B. McDaniel had begun work on "a fine business block" on St. Louis Street. That building forms the core of the nominated property. (Figure 4.)

This may have been McDaniel's first foray into real estate development; he was better known as a banker. He and his brother George McDaniel owned the Central National Bank in Springfield in the 1890s, and later teamed up to form the Union National Bank, also in Springfield.[7] He was still a partner in that firm in 1907, but the brothers may have sold the bank soon after, leaving H. B. McDaniel with time to pursue other business opportunities.

The article about the construction project noted that McDaniel had already "been approached by persons desiring locations in the new building and several deals of rental floor space have been closed."[8] Although it is not clear if the building was formally named after McDaniel when it opened, city directories show that it was being called the McDaniel Building by 1920, and it kept the name into the 21st century.

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The commercial district around the Springfield public square continued to be the town's most prominent commercial center into the mid-20th century. After a flurry of new construction in the 1910s and 1920s, the pace of downtown construction slowed, and there were few new building projects in the area until after WWII. A post-war boom in commercial development included both public and private investment. In the late 1940s, the city of Springfield invested in several infrastructure improvements in the area, which included upgrades to sidewalks and streetscapes, as well as the addition of more parking.[9]

Private dollars followed public investment, and several commercial buildings were constructed or significantly remodeled in the late 1940s and 1950s. New construction in the area included buildings for national chain stores, such as S. S. Kresge, which installed an all new facade on an existing building in 1953, and F. W. Woolworth, which moved into a brand new building in 1954. Several buildings also saw partial remodeling projects, including two of the largest buildings on the square. The lower street elevations of the Holland

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[7] "George McDaniel is One of Springfield's Most Highly Esteemed Bankers," Springfield Missouri Republican, 4 Oct. 1924.
[8] "Work on M'Daniel Building Started," Springfield Leader, 27 Apr. 1911: 9.
[9] "Walkways for the Square," Springfield Daily News, 2 July 1947: 1.

Building, located on the east side of the square, received new flat marble cladding in 1948. In 1951, the largest department store in Springfield, the Heer's Department Store, underwent a major expansion and a complete reconstruction of its lower street elevations.[10]

The Heer's Building was owned by the Heer-Andres Investment Company, which was headed by Dorsey Heer. The Heer family played a major role in the city's commercial history. Dorsey Heer's grandfather, German immigrant Charles H. Heer, opened his first store in Springfield in 1869, and by the time he formed his first corporation in 1882, the Heer's Store was the largest retail store in Springfield. Charles Heer retired in 1886, leaving the company in charge of his youngest son, Francis X. Heer, who was Dorsey Heer's father.[11]

The Heer family was also involved with real estate development and property management, under a separate corporation--the Heer-Andres Investment Company. The Heer-Andres company was involved in commercial real estate in Springfield for nearly a century. It was formed in 1905 by F. X. Heer and R. A. Andres, and it remained active until 1994.[12] Dorsey Heer began working there at a young age, and took over as president upon the death of his father F. X. Heer in 1949.

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Dorsey Heer took charge of the company just as the post WWII building boom was getting underway, and he played an important role in downtown development for the next 15 years. He was a staunch supporter of downtown Springfield, and was active in related civic organizations as well as his family's real estate business. A long article which appeared on the front page of the local paper when he died in 1964 described him as an “eminent and unassuming Springfield civic leader…one who never wanted to be in the spotlight…first chairman of the Urban Renewal Program…head of the Downtown Association" and lamented that "downtown has lost its champion."[13]

While Heer was the president of the Heer-Andres Company, he also served as the president of the Board of Public Utilities and of the Downtown Association.

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[10] For a more complete discussion of development in and around the square see the National Register Nominations for the Springfield Public Square Historic District, (5/05/06, boundary increase 01/31/2010).
[11] Stevens, Walter B., Missouri, The Center State 1821-1915, Vol. 4 (Chicago-St. Louis, the S.J. Clarke Publishing Co. 1915,) p. 246.
[12] Missouri Secretary of State Website. “Search by Business Name.” https://www.sos.mo.gov/BusinessEntity/(accessed January 29, 2014.)
[13] "Cancer Claims Dorsey Heer," Springfield Daily News, 30 June 1964: 1.

Heer was also the first chairman of the Land Clearance for Redevelopment Authority, which was formed in 1962 to encourage redevelopment in the central city.[14] His work with the downtown association included efforts to fight growing competition from suburban shopping centers. He headed a successful campaign to introduce free busses in the downtown area and was active in the establishment of new downtown parking facilities. His company purchased land around the Heer's building specifically to be used for parking, and he also helped underwrite the creation of a municipal parking lot near the Woodruff Building, at Olive and Jefferson Streets.[15]

Heer and other civic leaders of the time also encouraged downtown property owners to upgrade and improve their buildings. A description of plans to build a new parking garage downtown which was published in 1960 noted that "This improvement is a potential preface to others foreseen in rehabilitation of outmoded buildings in downtown Springfield in the coming year."[16]

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Dorsey Heer practiced what he preached. Many of the most significant downtown redevelopment projects of the mid 20th century were done for the Heer-Andres Investment Company. By the late 1950s, the company owned several of the largest commercial building in the downtown area, including the Woodruff and McDaniel Buildings, which both saw extensive redevelopment under Dorsey Heer's leadership. The article which announced his death in 1964 noted:

> "Since Mr. (Dorsey) Heer became head of the Heer and Andres Investment Company in 1949…the Heer building was expanded north to Olive; the 10-story Woodruff Building, St. Louis and Jefferson, was enlarged and completely renovated, giving impetus to revitalizing the downtown district; the McDaniel Building…was extended and rebuilt."[17]

The rehabilitation of the Woodruff Building in 1959 had many similarities to the work later done on the McDaniel Building. Both of those projects were done by the same general contractor, John Carson, and both were designed by the same architect, Joe Amsbacher. Amsbacher did not have far to go for those

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[14] Grosenbaugh, Dick, ed. Million Hours of Memories. Springfield: Sesquicentennial Committee, ca. 1979, and "Cancer Claims Dorsey Heer."
[15] "Cancer Claims Dorsey Heer."
[16] "Business Leader Take a Look at City's Future in 1960," Springfield Daily News, 4 Jan. 1960: 5.
[17] "Cancer Claims Dorsey Heer."

two projects. The title blocks on the architectural plans for the McDaniel remodeling project show that his office was located in the McDaniel Building when that work began.

Both projects also included the installation of new windows and porcelain steel wall cladding. The windows in the two buildings are nearly identical, and were most likely fabricated by the same company. The work on the Woodruff Building differed from that of the McDaniel Building, in that the new wall panels there were simply applied over the existing masonry walls, while those on the McDaniel building were integrated into an all-new front curtain wall. The McDaniel building also saw more extensive structural changes, which included nearly gutting existing interior spaces and adding two stories to the main block of the building. As Dorsey Heer was quoted by the local newspaper in 1961, "for all practical purposes, we'll have a completely new building when the work is finished."[18]

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Heer's statement was included in a front page article about the project which was published in the Springfield Leader and Press in March of 1961, titled "$500,000 Job Soon Starts." The paper included a rendering of Amsbacher's new design and described the project as a "major improvement to the city's downtown district."[19] (Figure 10.)

A description of the work to be done which was included in that article described many features that are still in place today: "A terrazzo floor will be a feature of the first floor lobby with the walls to be of light tan marble. Recessed fluorescent lighting facilities are to be installed, with acoustical type ceilings." The article also noted that according to Amspacher, "the exterior will be constructed of new light beige brick with [an] aluminum and porcelain window wall on St. Louis Street."[20] (St. Louis Street was later renamed to Park Central East.)

Architectural Significance

The McDaniel Building provides a good example of what is today referred to as Modern or Mid-Century Modern architecture. Modernism was an early 20th century movement in architecture which rejected applied ornamentation and allusions to past styles in favor of clean lines and a celebration of the latest

[18] "$500,000 Job Soon Starts," Springfield Leader and Press, 22 Mar. 1961: 13.
[19] Ibid.
[20] Ibid.

building technology and materials. As one study of Modern architecture in St. Louis noted, the style "embraced technological advancements in materials and building methods, and rejected ornamentation and specific references to the past."[21]

A good contemporary summary of the movement was given by Modernist architect William Lescaze during a speech in 1953. Lescaze told his audience that

> Modern architecture came about because it was realized--first by a few of us, then by many more--that the copies or adaptations of other architectural styles were inept and had failed completely in the primary task of providing for the *needs* and expressing the *ideals* of the 20th Century. Modern architecture came about...simply as a long overdue attempt to create architecture *again* as the true expression of a civilization--created, mind you, and *not copied* from older civilizations.[22]

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The now-popular term Mid-Century Modern was coined in the 1984 book, *Mid-Century Modern: Furniture of the 1950s,* by Cara Greenburg, but quickly came to be used for architecture as well. That term can also be used to describe buildings of the Modern Movement which exhibit universal Modern characteristics but do not fit neatly into recognized sub-styles. The St. Louis study of Modern architecture, for example, identified four different sub-styles, but in the end categorized 58% of the 200 buildings in the study as simply "Modern."[23] Like the majority of the Modern buildings studied in St. Louis, the McDaniel Building is best categorized under the more general heading of Mid-Century Modern.

The redesigned McDaniel Building exhibits several characteristics of the Modern buildings studied in St. Louis, especially in the materials used for the exterior walls. The McDaniel building features buff colored bricks and curtain wall construction, which were identified as common mid-century building materials in St. Louis. The St. Louis study noted that "An important shift in the use of brick in mid-century design was to emphasize the material as a

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[21] Peter Meijer, "Thematic Survey of Modern Movement Non-Residential Architecture, 1945- 1975, In St. Louis City," (St. Louis: City of St. Louis Cultural Resources Office, 2013) 90.
[22] William Lescaze, "An Architect's Viewpoint of Porcelain Enamel Used Alone and in Combination With Other Materials," in Porcelain Enamel in the Building Industry: November 12 and 13, 1953, (Research Conference Report No. 6., Washington D. C.: Building Research Institute, 1954) 64.
[23] Meijer, 14.

planar element without decorative corbelling or other details...Buff, pink, and tan bricks became more common in St. Louis's Mid-century buildings."[24]

Amsbacher's design for the new McDaniel Building features a deliberate substitution of buff for red brick. All existing red brick was removed from the front wall and buff brick was used for all new construction, including the side and rear walls of the new top floors. Any red brick left in place on the side and back walls was covered or painted to match the new buff bricks. Amsbacher also used flat tan brick piers to frame the new curtain wall panels with which he sheathed the flat new facade. That new curtain wall, which is one of the most striking features of the building, clearly marks this as a Mid-Century Modern commercial building.

Porcelain Enamel Curtain Wall Construction

The Penguin Dictionary of Architecture defines a curtain wall as "a non-load-bearing wall which can be applied in front of a framed structure to keep out the weather."[25] Although that definition techinally applies to masonry and other heavy wall cladding systems, the term curtain wall was used in the mid 20th century to described new lightweight wall cladding systems which were much thinner than early masonry systems, and which frequently employed metal framing systems and generous expanses of glass.[26]

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Curtain wall construction was frequently mentioned in descriptions of building projects in the 1950s and early 1960s. An article which appeared in the Architect and Building News in 1957, for example, noted that the recent surge in popularity for curtain walling in Great Britain "has developed from the large scale use of the technique in the United States, buildings like the United Nations Secretariat Block, the Lever Building and the General Motors Research Centre being well known examples."[27]

The buildings mentioned in that article represent some of the most prominent modernist buildings of the period. Wallace K. Harrison et. al designed the United Nations building, which was constructed in New York from 1948-1951, and the Lever building was a Skidmore, Owings and Merrill project, built in New York in 1951-1952.[28] The General Motors building, also known as the

[24] Meije, p. 94.
[25] John Fleming, et. al. Penguin Dictionary of Architecture and Landscape Architecture, (London: Penguin Books, 1999) 139.
[26] Edward D. Mills, "Curtain Walling," Architect and Building News March 1957, 370.
[27] Mills, 370-396.
[28] David Handlin, American Architecture, (London: Thames and Hudson, 1985) 246-247.

General Motors Technical Center, was built in Warren, Michigan in 1950. [29] It was designed by famed Midwest modernist architect Eero Saarinen, and earned effusive praise in Modern Architecture Since 1900 as a "seminal work...Here, the abstract mechanical processes of American management and industry were translated into a vocabulary combining reductivist volumes and a neutral, yet poetic handling of standardized steel and glass components."[30]

The General Motors building has also been recognized as one of the first buildings to feature curtain walls like the one used on the McDaniel building, featuring integrated spandrel panels of porcelain enamel. It was described in Twentieth Century Building Materials as having "one of the first true porcelain enamel curtain wall systems."[31] Saarinen reportedly worked with the Wolverine Porcelain Enameling Company to create the porcelain enamel curtain wall system used on the General Motors project. (Figure 11.)

Porcelain enamel is formed when thin coatings of glass are fused to metal under high temperature to create a durable finish which could be manufactured in a wide variety of colors. Although porcelain enamel has been in use on a small scale since ancient times, it did not find favor as a building material until the first half of the 20th century, and was not embraced for high style architecture until the 1950s.[32] As one account noted in 1953, "Not too many years ago most of us regarded the use of a porcelain enamel sheet as an inexpensive way of covering the back wall of a butcher shop...Today porcelain enamel is being accepted not only for hamburger stands and the like...but also for the fronts of buildings, spandrels, mullions...others are in the form of an actual curtain wall."[33]

Porcelain enamel was quickly embraced by modern architects as a practical way to integrate color into their designs, and manufactures scrambled to develop new products to meet the growing demand. The Porcelain Enamel Institute, for example, hired architect William Lescaze in the early 1950s to develop a curtain wall system which incorporated porcelain enamel panels. That product found immediate favor, and by 1953 plans were underway for

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[29] Twentieth Century Building Materials: History and Conservation, (United States: McGraw Hill, 1995) 260.
[30] William Curtis, Modern Architecture Since 1900, (New York: Phiadon Press, 1996) 400.
[31] Ibid.
[32] Benjamin Loring, "The Design, Manufacture and Erection of Architectural Porcelain Metal Parts," in Porcelain Enamel in the Building Industry: November 12 and 13, 1953, 57.
[33] Ibid.

several large buildings which would include porcelain enamel curtain walls.[34] Lescaze was particularly taken with the color choices and durability of porcelain enamel building panels. He told an audience in 1953: "Here is a building material that doesn't require costly maintenance and offers an infinite variety of colors…the use of color is becoming extensive--much more than it was before."[35]

Mid-Century Curtain Wall Construction in Springfield

Although porcelain enamel curtain walls began appearing on new buildings in Springfield just a few years after Lescaze made that statement, they appear to have been popular for only a short time, and few extant local examples have been identified. Archival research and a windshield survey of the city's two historic commercial centers identified less than 12 other mid-century modern buildings of any kind, and only four of those utilized curtain wall construction.[36] Of the four, only two are commercial buildings; the others are institutional buildings located outside of the traditional commercial centers. (See Appendix I.) The McDaniel Building is the only known example of curtain wall construction in downtown Springfield.

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The Crank's Drug Store, 213 W. Commercial Street, is the only building in the Commercial Street business district which features curtain wall construction. The Crank's Building on Commercial Street is like the McDaniel Building, in that the curtain walls were installed as part of an extensive remodeling project. (Figure 12.) It occupies a corner lot, and new curtain walls were added to each of the street facing walls around 1956.[37] Those walls feature distinctive aqua blue spandrel panels that are similar to those added to the Woodruff Building in 1959. A photo of the building which was taken during the construction project shows that the curtain wall was considered to be a noteworthy element of the reconstruction. The photo shows a pair of large

[34] William Lescaze, "An Architect's Viewpoint of Porcelain Enamel Used Alone and in Combination With Other Materials," 65.
[35] Ibid.
[36] The windshield survey included a review of a 40-block area around the Springfield Public Square, and another 12 blocks in and around the Commercial Street Historic District in the north part of town. That survey indentified 10 buildings that could be classified as Mid-Century Modern, three with curtain walls. Two more examples of curtain wall construction were found on the campus of Missouri State University.
[37] "History Reveals," Springfield News-Leader, http://php.news-leader.com/beforeafter/?image=48, Accessed April 2014.

signs which each read "Curtain Wall: Southwestern Materials Company."[38] (Figure 12.)

The other local examples of curtain wall construction are institutional buildings which are located away from the business districts. The largest, which is just a few blocks south of Commercial Street, is the headquarters of the Assemblies of God Church, at 1465 N. Boonville. (Figure 13.) Built in 1960-61 at a cost of $3 million, and expanded several times since, the building is sheathed with large expanses of curtain wall which features pale blue porcelain enamel wall panels.[39] A description of the building which was published upon its dedication noted that "the modern outside structure of the building is done in stamped porcelainized metal panels."[40] Finally, there is one building on the campus of Central State University which uses curtain wall construction. Ellis Hall, which was built in 1959, is sheathed with aluminum curtain walls which are accented with light gray panels.[41]

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Later History of the McDaniel Building

The McDaniel Building was returned to service in late 1961 or early 1962, and it functioned as an office building into the early years of the 21st century. It was routinely identified as one of the largest office buildings Springfield, a status it retained into the 21st century. According to a list of "Springfield's Largest Multi-Tenant Office Facilities" which was published by the Springfield Business Journal in 1997, it was the 17th largest office building in the city, and the 4th largest in downtown Springfield.[42] A similar list published in 2003 classified it as the 19th largest in the city.[43]

Office space in the building was in high demand for the first decades after the redevelopment project, and the Heer-Andres owned and operated the building into the late 1970s. The company sold the property in 1978 to a long-time tenant, the accounting form of Baird, Kurtz and Dobson.[44] The newspaper

[38] Ibid. No additional information about the insulation company has been found.
[39] "Assemblies of God National Office," http://www.springfieldmo.org/things-to-do/65686/assemblies-of-god-national-office, Accessed March, 2014.
[40] "Assemblies of God Set for Dedication," Springfield News-Leader, 25 Nov. 1962, 1D.
[41] "Ellis Hall." http://map.missouristate.edu/location.aspx?id=16, and "MSU's 'Warts and All' tour." Springfield News-Leader. 25 May 2013: 1A.
[42] "Springfield's Largest Multi-Tenant Office Facilities," Springfield Business Journal, 22-28 Sept. 1997: 8-10, B11.
[43] "Springfield's Largest Multi-Tenant Office Facilities," Springfield Business Journal, 10 Mar. 2003: 28-29.
[44] Leader and Press, 9-12-1978

article announcing the sale noted that it was 90% occupied when it was sold, but later sources show that it experienced a slow decline after that sale. By the time it was listed by the Business Journal in 1997, it was only 60% occupied, compared to the nearby Woodruff Building--the 8th largest in the city--which was 96% full. That trend continued into the 21st century, and by 2010 the building was vacant.[45]

Current plans for a comprehensive rehabilitation of the property will preserve the Mid-Century Modern features added under Dorsey Heer's management. The project will also renew the longtime link to the Woodruff Building, which is being rehabilitated by the same ownership group.

Conclusion

The 1961 reconstruction of the McDaniel Building represents one of the most dramatic remodeling projects undertaken by the Heer-Andres Investment Company, which played a major role in area commerce for decades. The building is a significant and particularly rare example of porcelain enamel curtain wall construction in Springfield. Those parts of the building that are most visible to the general public, the exterior and the ground floor elevator lobby, have seen remarkably few alterations over the years, and the building provides a veritable snapshot of Mid-Century Modernism in Springfield, Missouri.

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[45] Amos Bridges, "Downtown Renaissance Skips Woodruff, McDaniel Buildings," Springfield News-Leader 17 May 2010: 1,6A.

Appendix I. Mid-Century Curtain Wall Buildings in Springfield, by date.

1. Crank's Drug Store, ca. 1956. 213 W. Commercial, Commercial Street Business District. Remodeling.

2. Ellis Hall, 1959. Missouri State University Campus, southeast of downtown Springfield. New Construction.

3. Assemblies of God Headquarters, 1960-61 (first section). 1465 North Booneville, near the Commercial Street Business District. New Construction.

4. McDaniel Building, 1961. 316 Park Central East, Downtown. Remodeling.

Appendix II. Timeline

1905 Heer-Andres formed, by F. X. Heer and Robert A. Andres.

1911, April. Local banker H. B. McDaniel begins construction on the McDaniel Building on the lot vacated by the Baldwin Theater. An article about the project notes that some spaces have already been leased and that the plan is to have it placed in service by winter.

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1929 Heers-Andres Company buys Woodruff Building, one of the city's largest office buildings.

1949 F. X. Heer dies, and Dorsey Heer takes over as head of Heer-Andres.

1950 Aero Saarinen designs the General Motors Technical Center in Warren Michigan, with one of the first porcelain enamel curtain wall systems ever used.

1951 Under Dorsey Heer's management, the Heer's Building on the square was updated and expanded.

1953 Conference on Porcelain Enamel in the Building Industry includes many papers on curtain wall construction.

1956, ca. Crank Drug Store uses porcelain enamel curtain walls for a large corner building on Commercial Street in the north part of Springfield. The walls were installed by the Southern Insulation Company.

1959 Ellis Hall built on the campus of Missouri State University in Springfield, using curtain wall construction.

1959, March 7. Dorsey Heer of Heer-Andres announces plans to remodel the Woodruff Building. Architect Joe W. Amspacher, contractor John Carson.

1960, August. Assemblies of God begins construction of a new $3 million building

which featured porcelain enamel curtain walls. , Sharp Bros Contracting, of KC. Eugene F. Johnson and Assocs. of Springfield, architects. $3 million.

1961, March. McDaniel Building remodeled. It was described as a "major improvement project for the city's downtown district." Architect Joe Amsbacher, General Contractor John Carson.

1962 Dorsey Heer was the first chairman of the Board of the Urban Renewal program (Land Clearance for Redevelopment,) which was formed to encourage central city redevelopment.

1963 Heer-Andres buys the Landers Building on the Square.

1964 Landers Building gets a new lower front and lobby remodeling, by architect A. C. Esterly, Amsbacher's partner.

1964 June 30. Dorsey Heer, head of Heer-Andres, dies of cancer. At that time the firm owned Landmark/Frisco, Woodruff, McDaniel and Landers buildings, as well as several parking lots and smaller commercial buildings downtown.

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1978 Heers-Andres sells the McDaniel Building to Baird, Kurtz and Dobson, accountants, who had been tenants in the building. It was 90% occupied when it was sold.

1986 John Q. Hammons buys the building from Baird Kurtz, and Dobson.

1994 Warren Davis Properties buys the McDaniel and the Woodruff Buildings.

1997 McDaniel was included in a list of "Springfield's Largest Multi-Tenant Office Facilities."

2002 Downtown Springfield Property, LLC buys McDaniel and Woodruff Buildings from Warren Davis Properties.

2012 Building is vacant.

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Verbal Boundary Description

Beginning on the south line of St. Louis Street, as now located used in the city of Springfield, Missouri, at a point 144.25 feet east of the northwest corner of lot twenty-eight (28), in block eight (8) of the original plat and survey of the town (now city) of Springfield, Missouri, and running thence east along the south line of said St. Louis Street, 121.57 feet more or less to a point 8 feet east of the northeast corner of lot three (3) in Woolley, Porter and Hubbell's second subdivision, according to the recorded plat thereof in said city of Springfield, said subdivision being a part of lot twenty-seven (27) in said block of eight (8) of the original plat and survey of Springfield; thence south 235.16 feet to the north line of McDaniel Street, (formerly called Pickwick Street and South alley); thence west along the said north line 134.46 feet; thence north 110 feet; thence east 53.46 feet, more or less to the east line of lot thirty-nine (39), in said block (8); thence north along the east line of lots thirty-nine (39) and twenty-eight (28), in said block eight (8), 15.08 feet; thence west parallel to the south line of said lot twenty-eight (28) to a point 144.58 feet east of the west line of said lot twenty-eight (28); thence north to the point of beginning, all in the city of Springfield, Greene County, Missouri.

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See also the heavy dashed line in Figure 3.

Boundary Justification

The current boundaries encompass all of the land currently and historically associated with the building.

Figure 1. Aerial photo map from Google Earth, with Coordinates. Accessed May 6, 2014.

McDaniel Building
McDaniel Building 316 Park Central East Springfield, MO 65806 Lat. 37.208768° Long. -93.290620°

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Figure 2. Aerial photo map of the area, from Google Earth. Accessed May 6, 2014. screen shot

Google earth feet 400 meters 100

Figure 3. Site Plan and Boundary Map.
(Plans on file with the property owners.)

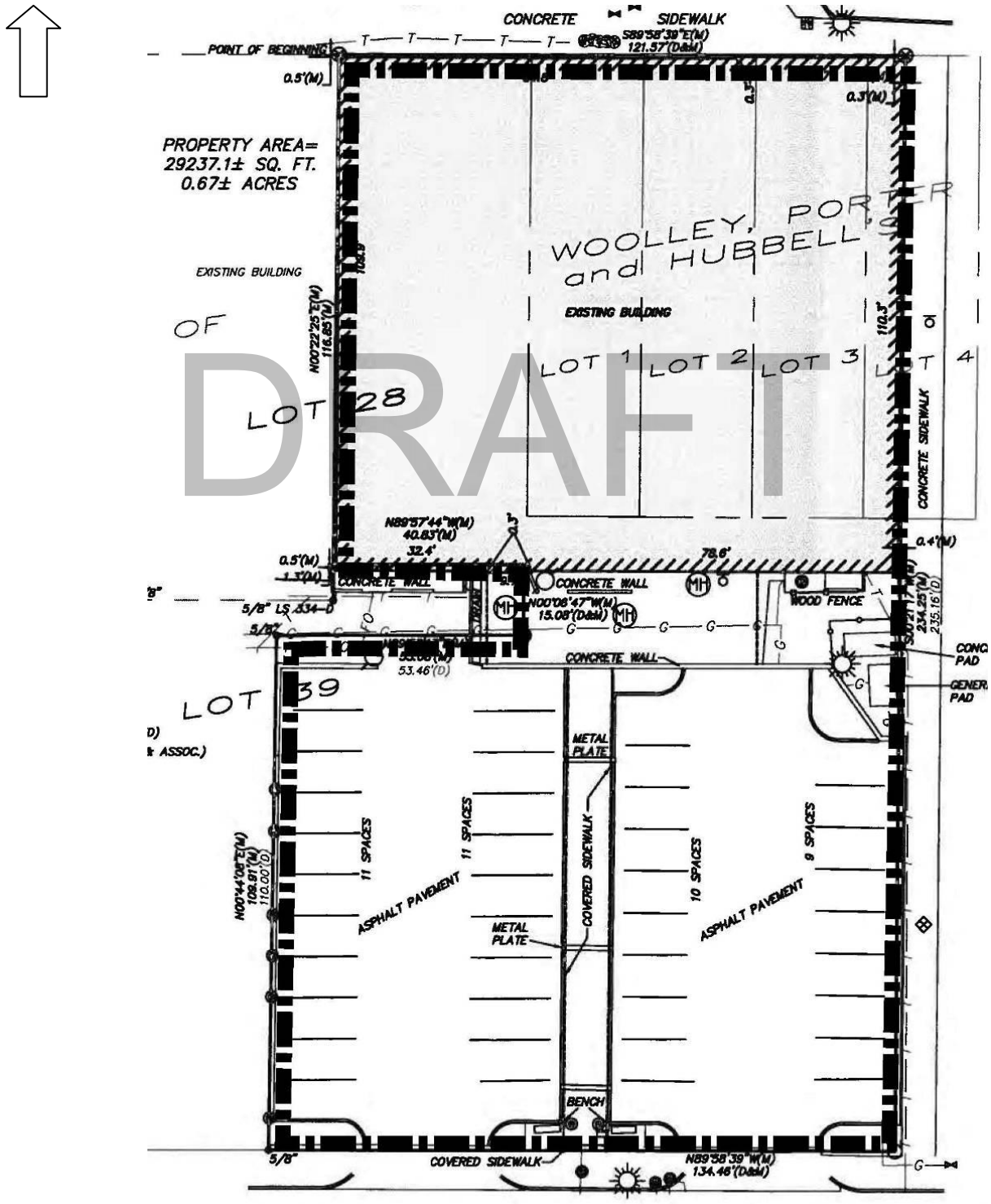

Figure 4. The McDaniel Building as it appeared in the 1920s.
(Boyle, Shanna, et. al. Crossroads at the Spring. Virginia: Doning Publishers, 1997.)

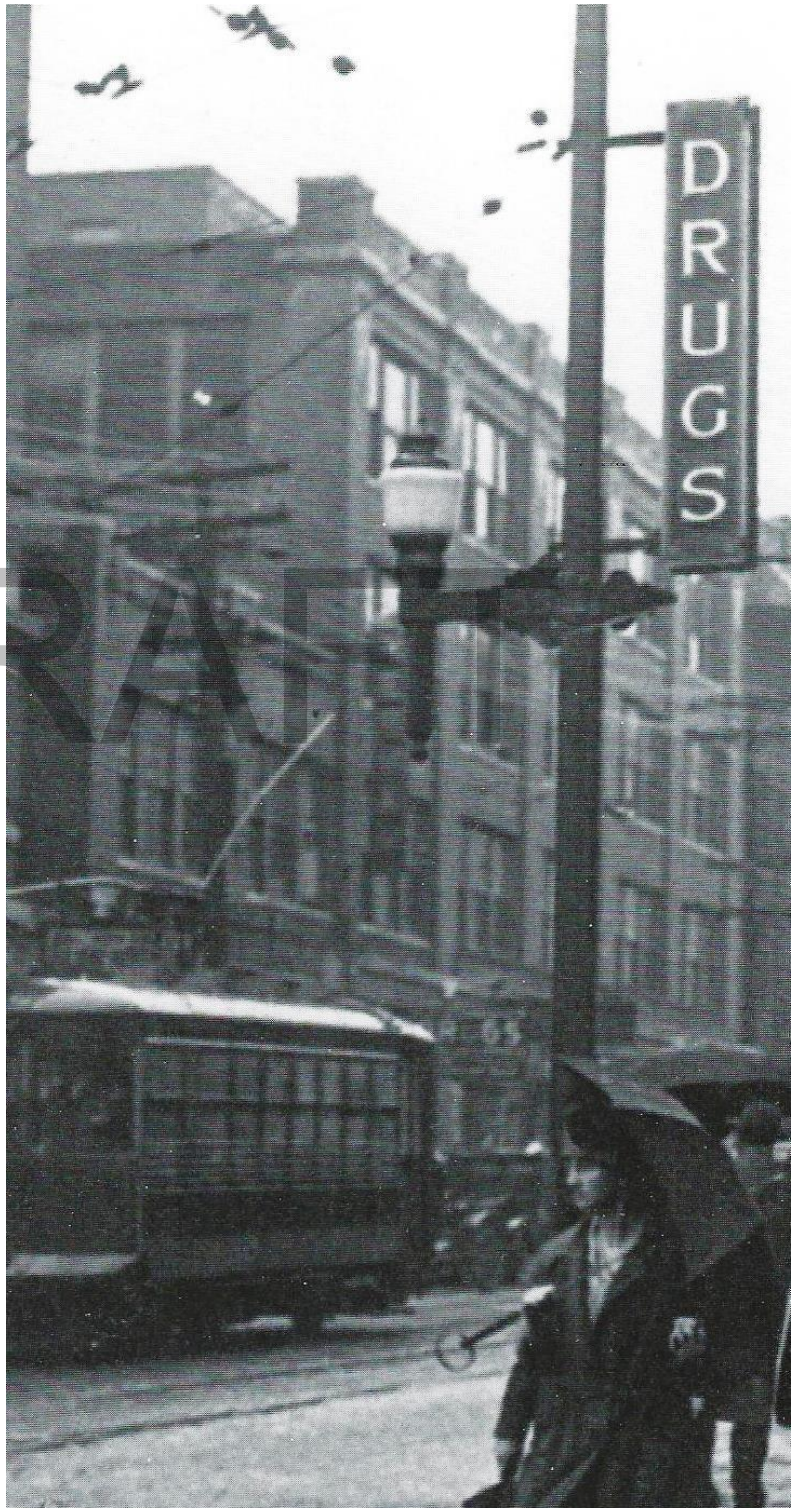

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Figure 5. 1967 Photo of the McDaniel Building
(Springfield Public Library Files.)

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Figure 6.First Floor Plan.
(Buxton Kubic-Dodd Architects, Springfield)

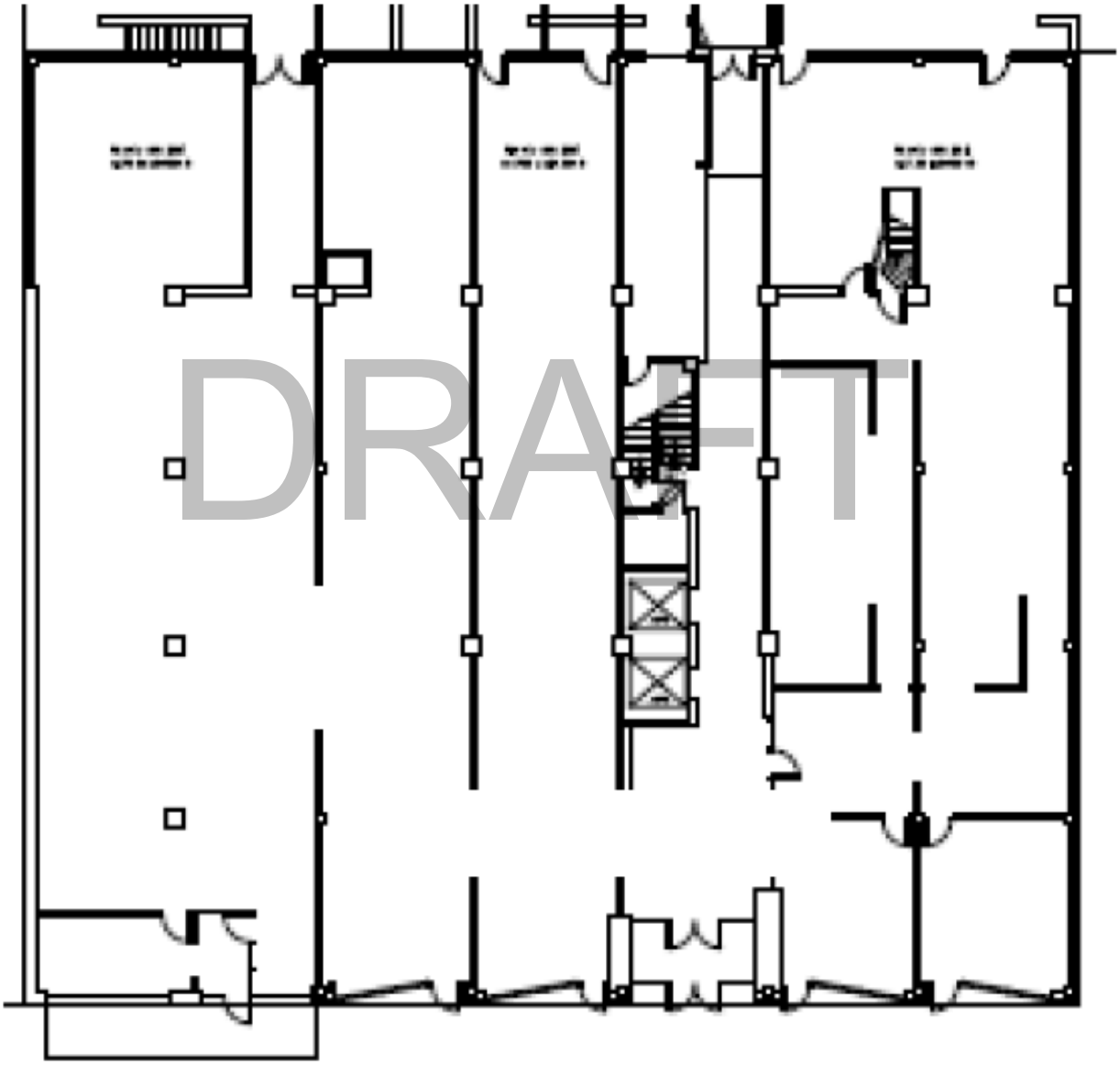

Figure 7. 1961 Hall Plan
(Plans on file with the property owners.)

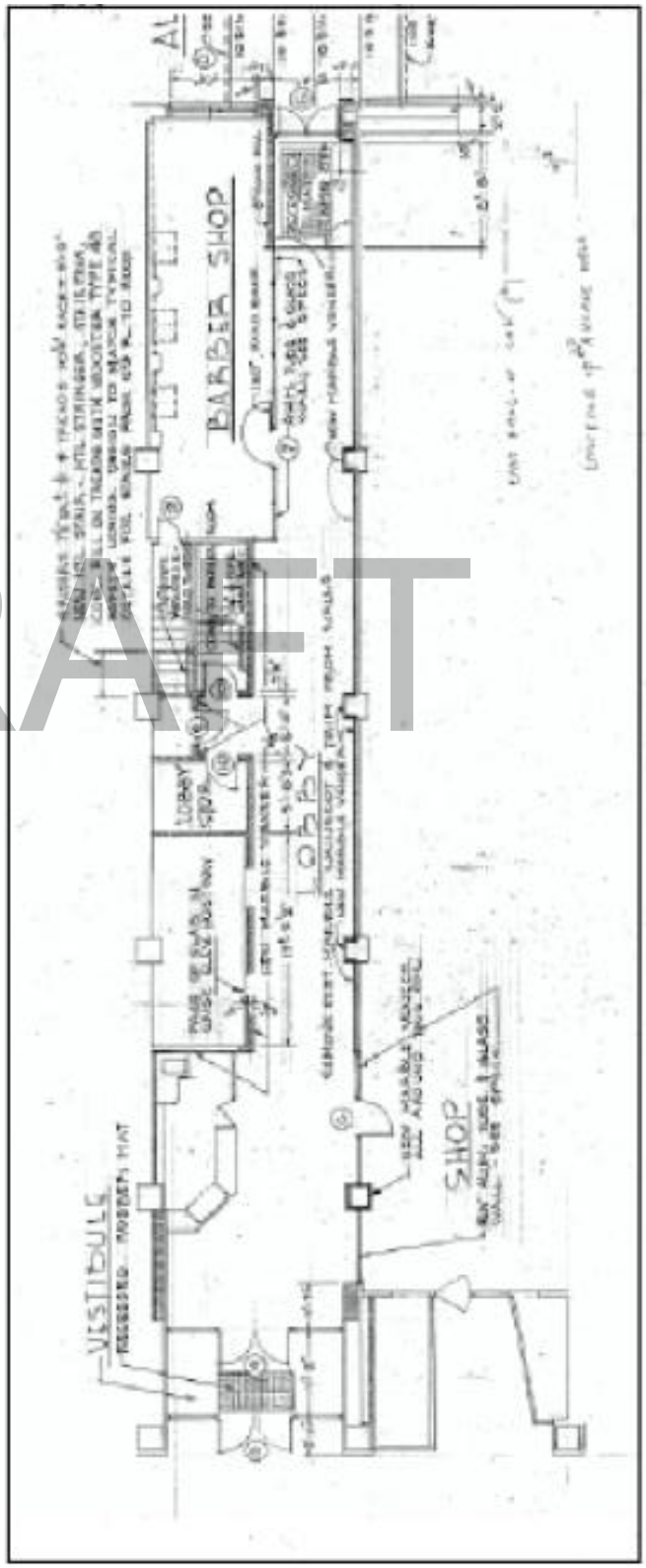

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Figure 8. Second Floor Plan. Upper Floors are similar.
(Buxton Kubic-Dodd Architects, Springfield)

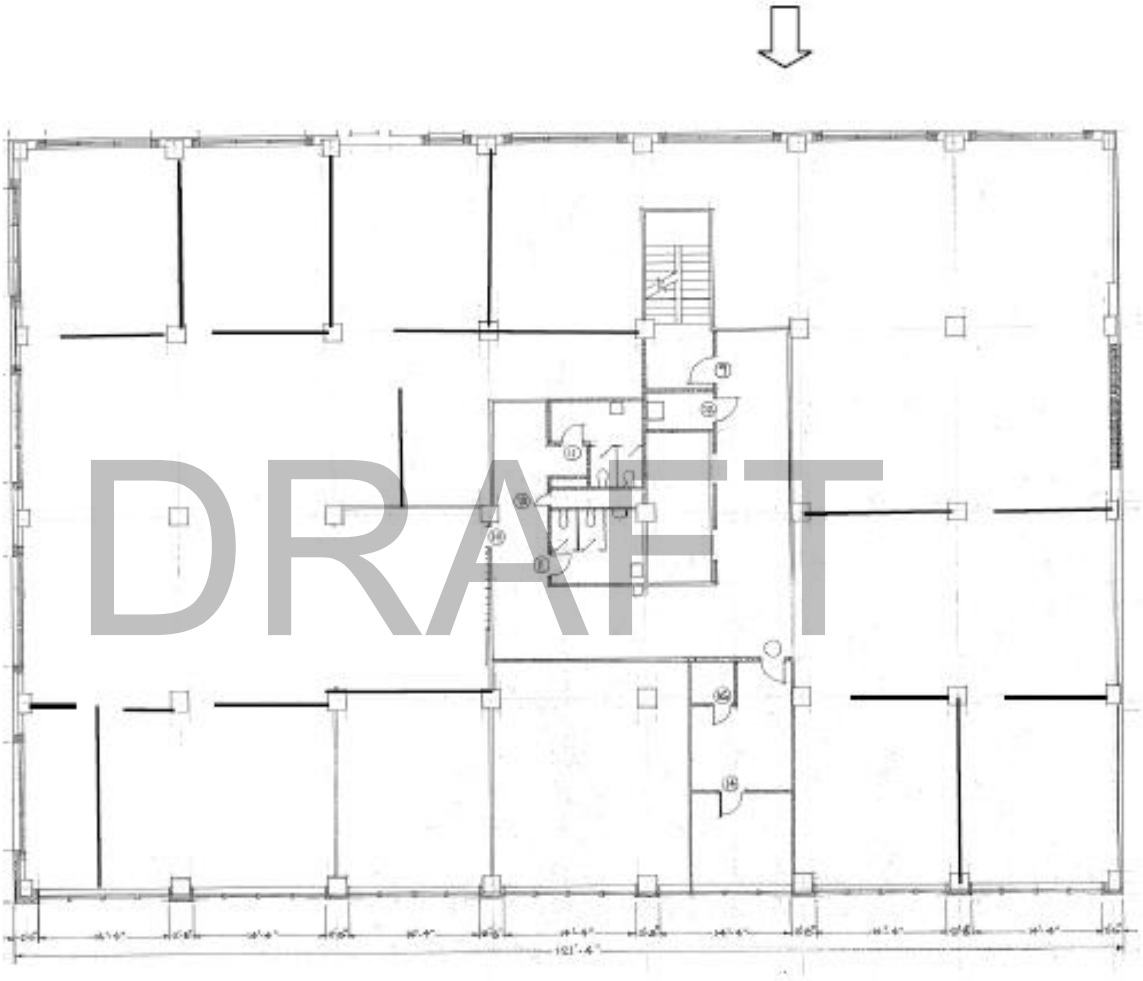

Figure 9. Recent Photo, McDaniel and Woodruff Buildings.
Photo by Deb Sheals 2014.

The back of the McDaniel Building is on the left.

Figure 10. 1961 Drawing of the Facade.
(Plans on file with the property owners.)

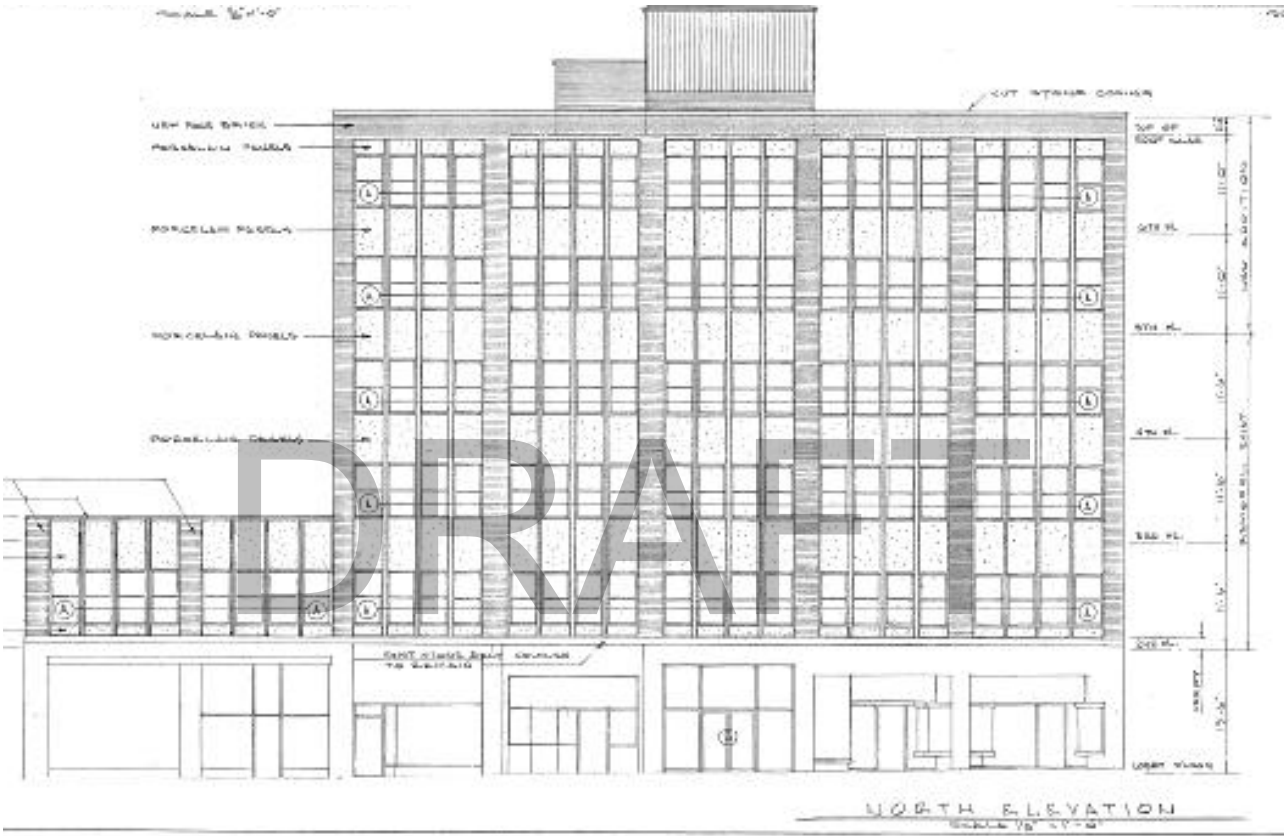

Figure 11. General Motors Research Center.
(Jester, Thomas C. Twentieth Century Building Materials: History and Conservation. United States: McGraw Hill, 1995, 260.)

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Eero Saarinen and the Wolverine Porcelain Enameling Company developed a porcelain enamel curtain wall panel with a honeycomb core for the General Motors Technical Center (1950), Warren, Mich.

Figure 12. Cranks Drug Store, mid-1950s and recently.
"History Reveals," Springfield News-Leader, http://php.news-leader.com/beforeafter/?image=48, Accessed April 2014.

Figure 13. Top: Assembly of God Headquarters. Bottom: Ellis Hall.

FRENCH QUARTER
Cafe
McDANIEL BUILDING
OFFICE SPACE FOR LEASE
(417) 866-2301
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McDANIEL
DAVIS PROPERTIES
LUNCH
BOOKS
FRENCH QUARTER Cafe
McDANIEL BUILDING
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McDANIEL
DAVIS PROPERTIES
BAKERY
LUNCH
BOOKS
Rendevous

McDANIEL
McDANIEL BUILDIN
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FRENCH QUARTER
Caf
McDANIEL BUILDING
OFFICE SPACE FOR LEASE
(417) 866-2381

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FRENCH QUARTER
Cafe
McDANIEL BUILDING
OFFICE SPACE FOR LEASE
FOR SALE
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CJR
A.L "SKIP" LIEBMAN 417.88
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McDANIEL BUILDING
A
ADOPTION BY FAMILY THERAPY 420
B
BUILDING MANAGEMENT WOODRUFF BUILDING
LOBBY
C
CONWAY, RONALD
ATTORNEY AT LAW 406
D
E
ESTERLY, SCHNEIDER &
ASSOCIATES 310
ARCHITECTS, PLANNERS
MARY M. ARNOLD
TIMOTHY GUILLOT 310
MELISSA HIGBIE
KYLE NOTTMEIER 310
THOM LUNDBERG
RANDY PORTER
CRAIG SCHNEIDER 310
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LOOK MODELZ 622
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PRO-FACTORS PAYROLL SERVICE 306
Q
R
REYNOLDS, JERRY, ATTY. 406
ATTORNEY AT LAW
RONALD A. CONWAY 406
ATTORNEY AT LAW
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SHADOWGUARD DEVELOPMENT 306
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