REFLECTIONS OF THE PAST:
Historic Signs of the Frederick Town Historic District
INTRODUCTION
The purpose of this report is to serve first and foremost as a guide for property owners to identify whether or not a sign on their building may be a historic sign prior to entering the approval process and to serve as a general guide for the Historic Preservation Commission. The report also includes brief histories of the signs including their association with the building, its use and its occupants where information was available. The signs included in this report are representative of the types of signs that are generally considered historic. The signs in this report were identified by Planning Department staff by conducting walking surveys between December 11, 2009 and January 26, 2010.

WHAT IS A HISTORIC SIGN?
A historic sign is one that conveys a significant aspect or period of history related to the specific building to which it is attached or the City in general even long after its commercial or advertising value no longer applies. Historic signs are those that have achieved significance over time. A historic sign may be the only remnant of a building's historic use and the only means by which the past aspects of daily life are conveyed to and preserved for the future. Not every sign that is 50 years old is a historic sign. Historic signs are generally associated with historic figures, events or places, significant as evidence of the history of the product, business or service, significant for reflecting the history of the building or the development of an area, characteristic of a specific historic period (such as gold leaf on glass or neon), integral to the building's design or physical fabric, an outstanding example of the sign maker's art (excellent craftsmanship, use of materials, or design) or elements important in defining the character of a district (such as marquees in a theater district).
HISTORIC SIGNS

1. BANKS & INSURANCE COMPANIES

A. **Address:** 2 East Patrick Street  
   **Type:** Carved  
   **Sign Text:** Citizens National Bank  
   **Condition:** Excellent  
   **Date:** 1908  
   Citizens National Bank was founded in 1886 on this location but after growth and the need for additional space, the building was demolished and this one constructed in its place in 1908. Citizens National Bank was the first local bank to pay interest on savings accounts (Cannon, 116).

B. **Address:** 112-114 North Market Street  
   **Type:** Carved  
   **Sign Text:** Mutual Insurance Company  
   **Condition:** Excellent  
   **Date:** c. 1924  
   The Mutual Insurance Company of Frederick County purchased this property from the Commercial State Bank of Frederick County in 1924. (Frederick County Land Records, l. 348, f. 18).

C. **Address:** 100-102 West Church Street  
   **Type:** Carved  
   **Sign Text:** Peoples Fire Insurance Building 1808  
   **Condition:** Excellent  
   **Date:** c. 1908  
   The People’s Fire Insurance Company was incorporated in 1907 for the purpose of insuring dwellings, churches, schools and farm property and in 1908 moved to general fire insurance business (Williams, 553).
D. **Address:** 244 North Market Street  
   **Type:**  
   **Sign Text:** The Frederick Trust Company  
   **Condition:** Fair  
   The Frederick Trust Company sold property in 1915, Purchased property in 1913. (Frederick County Land Records, l. 314, f. 400)

2. **GOODS & SERVICES**

A. **Address:** 7 East Patrick Street  
   **Type:** Carved or cast  
   **Sign Text:** Rosenstock Bldg  
   **Condition:** Excellent  
   **Date:**  
   Joseph Rosenstock founded a clothing store in 1855 that was later run by his sons Aaron and Jacob. The store was first located at the corner of Patrick and Market Street until it outgrew that space and purchased the adjacent property at 7-11 East Patrick Street and built the new structure which was called “one of the finest places of business in Western Maryland” with 20,000 square feet of floor space (Williams, 1391).

B. **Address:** 44 North Market Street  
   **Type:**  
   **Sign Text:** Dry Goods-Hendrickson-Wraps & c.  
   **Condition:** Good  
   **Date:** c. 1877  
   In 1871, John Hendrickson began working at Parsons, a local dry goods store, and then purchased the establishment in 1877 and moved it to 52 North Market Street in 1882. In 1887 he leased space at 42 North Market Street and was described as carrying “one of the most complete lines of dry goods and ladies’ readymade garments in Western Maryland” (Cannon, 240 and Williams, 1141).
C. **Address:** 37 North Market Street  
   **Type:** Carved  
   **Sign Text:** Rosenour Building  
   **Condition:** Excellent  
   **Date:** c. 1885

Benjamin Rosenour and his sons Benjamin, Abraham and Gerson operated one of the largest mercantile firms in Western Maryland and were known as leading businessmen in the City operating two stores in Frederick, this one on North Market Street and another at 6-8 East Patrick Street. In 1903, they constructed a new building at 101 North Market Street (Williams & McKinsey, p. 1392).

D. **Address:** 37 North Market Street (south wall)  
   **Type:** Painted  
   **Sign Text:** B. Rosenour Bros. Clothing and Shoes  
   **Condition:** Poor  
   **Date:** c. 1885

See above description.

E. **Address:** 37 North Market Street (north wall)  
   **Type:** Painted  
   **Sign Text:** B. Rosenour Bros. Clothing and Shoes  
   **Condition:** Poor  
   **Date:** c. 1885

See above description.
F. **Address:** 37 North Market Street (vestibule)
   **Type:** Mosaic
   **Sign Text:** Rosenour's
   **Condition:** Good
   **Date:** early 20th century
See above description.

G. **Address:** 101 North Market Street
   **Type:** Cast
   **Sign Text:** Rosenour Building
   **Condition:** Excellent
   **Date:** 1903
The Rosenour Brother acquired this property in 1902. In 1903, this new building at 101 North Market Street was constructed and was called “one of the most commodious and up-to-date storerooms in Western Maryland” selling furnishings, clothing, shoes, trunks and suitcases. (Frederick County Land Records, l. 15, f. 107 and Williams, 1392)

H. **Address:** 105 North Market Street
   **Type:** Cast
   **Sign Text:** Shipley
   **Condition:** Excellent
   **Date:** c. 1919
Shipley’s began in 1897 as Shipley and Bopst general merchandise store. Harry F. Shipley purchased this property in 1919 and moved the store to a new location and it became known as Shipley’s Temple of Fancy. Over the years, Shipley’s moved several times and specialized in office supplies, then housewares, then athletic equipment, and, finally, home electronics. (Historical Society of Frederick County, 74, 2007 and Frederick County Land Records, l. 747, f. 82)
I. **Address:** 201-203 North Market Street  
**Type:** Mosaic  
**Sign Text:** Storm and Shipley  
**Condition:** Excellent  
**Date:** c. 1920s-1930s  
Storm & Shipley was a stationary store owned by O. Leonard Storm and Robert L. Shipley. They conducted business at #201 as a tenant of the Columbia Lodge No. 58 before purchasing the property from them in 1926 and the adjacent property at 203 the Doll family in 1932. (Frederick County Land Records, l. 358, f. 392 and l. 382, f. 233)

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J. **Address:** 121 South Market Street  
**Type:** Carved (sidewalk)  
**Sign Text:** U. A. Lough & Son Monuments since 1874 This site since 1912  
**Condition:** Excellent  
**Date:**  
Uriah A. Lough moved his monument and marble cutting business from East Patrick Street to this location after he purchased the property in 1912. The business was sold a couple times but remained at this location through the 1990s. The exact date of this sign is unknown but the company may have also supplied the other marble markers that can be found throughout the City. (Frederick County Land Records l. 575, f. 294, Williams & McKinsey, p. 950 and www.loughmemorials.com)

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K. **Address:** 10-12 North Market Street  
**Type:**  
**Sign Text:** Castle Building  
**Condition:** Excellent  
**Date:** c. 1890  
Charles Castle was a native Frederick County saddle and harness maker. He was a partner in the firm Brish & Castle from 1874-1880 after which he started his own business at 10 North Market Street. In 1881 he expanded to 8 North Market Street and then purchased the property in 1889. The building is still owned by the Castle family. (Frederick County Land Records, l. 397, f. 171 and Williams, 851)
L. **Address:** 27-29 North Market Street  
Type: Cast  
**Sign Text:** Byerly Building 1915  
**Condition:** Excellent  
**Date:** 1915-1916
Jacob Byerly was one of the earliest photographers opening a studio in Frederick prior to the Civil War. His grandson Charles continued to operate the studio when on this site in April 1915, the three story building that housed the studio and Dutrow’s Soda Fountain collapsed. The building was reconstructed shortly thereafter. (Williams, 86-103)

M. **Address:** 33-35 North Market Street  
Type: Cast  
**Sign Text:** Hamburger Building  
**Condition:** Excellent  
**Date:** c. 1926
Abraham and Rebecca Hamburger purchased this property in 1926 and sold it in 1939. Abraham emigrated from Poland in 1885 and worked as a coat presser and a proprietor of a clothing house in Baltimore before moving with his wife to Frederick where he resided on West College Terrace and continued to work as a proprietor of women’s apparel, likely in the shop at 33 North Market Street. (Frederick County Land Records, l.418, f.302-303 and l.356, f.147, U.S. Census).

N. **Address:** 33-35 North Market Street  
Type: Mosaic  
**Sign Text:** H  
**Condition:** Excellent  
**Date:** c. 1926
See description for L above. This sign is located in the vestibule at the entrance to the upper floor.
O. Address: 205-207 North Market Street (north)
   Type: Painted
   Sign Text: Parsons Co Dry Goods Dresses
             Cloaks
   Condition: Poor
   Date: c. 1952
   The text of this sign is not entirely clear, but it likely dates from the mid-20th century. The Doll Brothers constructed the building in 1906 for their department store and operated there until 1931. I. Manning Parsons, Jr. purchased the property from the Doll family in 1952 and sold it in 1984. (Williams, 1080, Frederick County Land Records l. 504, f. 514, l.1250, f. 630 and Frederick News-Post 2/12/1981)

P. Address: 205-207 North Market Street (south)
   Type: Painted
   Sign Text: Parsons [illegible]
   Condition: Poor
   Date: c. 1952
   See description above.

Q. Address: 54 South Market Street (north wall)
   Type: Painted
   Sign Text: Hardware P.L. Hargett Co. and Seed
             Delicious! Refreshing! Coca-Cola Soda Fountains
             5 cents
   Condition: Fair
   Date: After 1888
   In 1877 Peter Lilburn Hargett and his four brothers formed the firm of P.L. Hargett & Co selling hardware, farming implements and seeds
   One account described the store as “…the leader in its own particular branch of trade, the amount of business being exceedingly large…The store, located in South Market Street, covers an area of some 10,000 square feet…” The store closed in 1966. (Williams, 1312).
R. **Address:** 56 South Market Street (south wall)  
**Type:** Painted  
**Sign Text:** P.L. Hargett Co. Hardware & Seed  
**Condition:** Poor  
**Date:**  
See description above.

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S. **Address:** 21 South Carroll Street (1)  
**Type:** Painted  
**Sign Text:** Buick- Ideal Garage Co.  
**Condition:** Good  
**Date:** c. 1924  
The Ideal Garage Company was founded in the early 1900s and had a contract with Buick to sell their vehicles exclusively. In 1924 it acquired a former tannery property on South Carroll Street and expanded the business. The Ideal Garage Company sold new and used cars, provided full maintenance and service, operated a machine shop and provided year-round storage (Cannon, 188).

T. **Address:** 21 South Carroll Street (2)  
**Type:** Painted  
**Sign Text:** Ideal Garage Co. Inc.  
**Condition:** Excellent  
**Date:** c. 1924  
See description above.
U. **Address:** 238 West Patrick Street  
  **Type:** Neon  
  **Sign Text:** TV  
  **Condition:** Fair  
  **Date:** c. 1950  
  Charles A. Faust began developing this property in 1933 for a “bungalow court.” By 1946, forty residential and tourist cabins had been constructed forming the Barbara Fritchie Cabins. The name was an attempt to capitalize on one of Frederick’s most famous historical characters. Neon signs became popular during the 1920s through the 1940s. (Historical Society of Frederick County 2005, 46 and Auer)

![Image of霓虹灯T](image1.jpg)

V. **Address:** 36 South Market Street  
  **Type:**  
  **Sign Text:** John Gomber  
  **Condition:** Good  
  **Date:** c. 1892  
  John Gomber acquired this property in 1892 working there as a machinist and residing there with his family. (Sanborn maps, U.S. Census, Frederick County Land Records, l.1, f.488)

![Image ofJohn Gomber](image2.jpg)

W. **Address:** 27 South Market Street  
  **Type:** Mosaic  
  **Sign Text:** Landis  
  **Condition:** Fair  
  **Date:** c. 1945  
  Landis Jewelers is a long-standing business founded in 1893. This tile mosaic in the shape of a pocket watch in the sidewalk in front of 27 South Market Street marks the original location of the business before it expanded operations to 23 South Market Street in 1945 (Frederick Magazine).

![Image ofLandis](image3.jpg)
X. **Address:** 23 South Market Street  
**Type:** Etched glass  
**Sign Text:** Landis  
**Condition:** Excellent  
**Date:** c. 1945  
Landis Jewelers is a long-standing business founded in 1893 at 27 South Market Street. The business expanded and moved to 27 South Market Street in 1945. This is one of the few historic signs in the district where the associated business is still in operation. This sign is highly characteristic of the 1940s when pigmented structural glass veneers had become synonymous with the “modern look.” (Frederick Magazine and Preservation Brief 12)

Y. **Address:** 101 East 4th Street  
**Type:** Painted  
**Sign Text:** Lewis M. Kintz Groceries & Provisions Sensation Smoke Chew  
**Condition:** Fair  
**Date:** c. 1900  
Lewis M. and Lulu Kintz owned the property from late 1890s until 1922 (Frederick County Land Records, l. 338, f. 228) and operated a grocery at this location.

Z. **Address:** 142 West Patrick Street  
**Type:** Mosaic  
**Sign Text:** Animal Hospital  
**Condition:** Excellent  
**Date:** 1940s-1950s  
The 1920 census listed J. Bernard McClellan’s occupation as veterinarian. McClellan acquired this property when it was vacant in 1922. By 1930 it was a storefront and by 1947 it was a pet hospital. The property was owned by the McClellan family until 1992. (U.S. Census, Frederick County Land Records l. 340, f. 481 and l. 1775, f. 1118)
AA. **Address:** 142 West Patrick Street  
   **Type:** Mosaic  
   **Sign Text:** McClellan  
   **Condition:** Excellent  
   **Date:** 1940s-1950s  
   See description above.

BB. **Address:** 201 South Market Street (rear)  
   **Type:** Painted  
   **Sign Text:** Francis Scott Key Hotel Turn Left  
   **Condition:** Fair  
   **Date:** 1920s-1930s  
   This is the first of two signs providing direction to the (former) Francis Scott Key Hotel at 31 West Patrick Street which opened in the 1920s.

CC. **Address:** 36 South Market Street  
   **Type:** Painted  
   **Sign Text:** Francis Scott Key Hotel Turn Left  
   Next Corner  
   **Condition:** Poor  
   **Date:** 1920s-1930s  
   This is the second of two signs providing direction to the (former) Francis Scott Key Hotel at 31 West Patrick Street which opened in the 1920s.
DD. Address: 69 South Market Street  
Type: Carved  
Sign Text: Jacobsons Building  
Condition: Good  
Date: 1927-1930  
Karl Jacobson emigrated from Russia in 1912 and operated Jacobson’s Department Store until the 1960s. Jacobson acquired 69 South Market Street in 1927 and built this three story building soon thereafter. Prior to this, the store occupied the building at 77 South Market Street. The 1930 Census indicates that Jacobson lived with his family in this building at that time. (Frederick County Land Records, l. 348, f. 120, 1930 Sanborn Map, U.S. Census)

3. INDUSTRY

A. Address: 47 East All Saints Street  
Type: Painted  
Sign Text: Wholesale Confectioner  
Condition: Fair  
Date: c. 1916  
This 1916 building was part of the George B. Kehne’s complex on East All Saints Street adjacent to the B&O Railroad. Kehne advertised himself as a “wholesale confectioner” and “Bottler of High Grade Soda Water.” The business expanded to a new bottling building at 41 East All Saints Street with a row of garages along the back (now 45 East All Saints Street). In the 1950s, the business changed ownership and was operated as the Wachter Bros. Wholesale Confectioner (Reed, MHT NR-Eligibility Review Form).

B. Address: 47 East All Saints Street  
Type: Painted  
Sign Text: Kehne Brothers Wholesale Confectioner  
Condition: Fair  
Date: c. 1916  
See description for A. above.
C. **Address:** 47 East All Saints Street  
**Type:** Painted  
**Sign Text:** Wachter Bros. Wholesale Confectioners Fountain Supplies Paper Goods  
**Condition:** Fair  
**Date:** c. 1955  
See description for A. above.

D. **Address:** 41 East All Saints Street  
**Type:** Painted  
**Sign Text:** Bottling Works  
**Condition:** Good-Fair  
**Date:** c. 1927  
See description for A. above.

E. **Address:** 47 East All Saints Street  
**Type:** Painted  
**Sign Text:** 3-C Nectar The Drink of the Gods  
**Condition:** Good  
**Date:** c. 1920  
This building was originally constructed as a series of garages for the Kehne Brothers Wholesale Confectioner. 3-C Nectar was a cola drink produced by a Roanoke, VA company that was briefly promoted in the 1920s before the company went bankrupt. (http://www.tazewell-orange.com/3ncectar.html)
F. Address: 132 East 4th Street / 317 Chapel Alley  
   Type: Painted  
   Sign Text: Crystal Laundry Co.  
   Condition: Good  
   Date: c. 1925  
Commercial laundries developed from the home-based industries of the 19th century. The Crystal Laundry is a classic example. It was originally established by E. Guy Albaugh at his home at 135 East 3rd Street and then expanded into a new brick building on Chapel Alley around 1925. (Reed, MHT NR-Eligibility Review Form)

G. Address: 103 South Carroll Street  
   Type: Cast iron  
   Sign Text: Winebrener  
   Condition: Excellent  
   Date: c. 1910  
D.C. Winebrener & Co. was operated in this location by D. Charles Winebrener who took over the warehouse grocery business of his father. Winebrener acquired the property from the Frederick County Farmers Exchange in 1908 and the current building was constructed, and likely the associated sign, by 1911. The building was conveniently located adjacent to an extension of the B&O rail line. (Williams, 708-709, Frederick County Land Records, l. 282, f. 126 and Sanborn maps)

H. Address: 310 Chapel Alley (west)  
   Type: Painted  
   Sign Text: Frederick Junk Co. Frank Gastley  
   [illegible]  
   Condition: Fair  
   Date: c. 1930  
The advent of World War II caused many companies to change their output to meet the growing market. Dealers in scrap metal supplied material to larger companies and significantly expanded during this time. One example is the Frederick Junk Company which was located on Chapel Alley and became a partnership in 1936. They produced an estimated monthly average of 500 tons of scrap iron and 30 tons of scrap metal during the war years. (Reed, Industrial Context)
I. **Address:** 310 Chapel Alley (south)  
   **Type:** Painted  
   **Sign Text:** illegible  
   **Condition:** Poor  
   **Date:** c. 1930  
   See description above.

4. **INSTITUTIONS**

   A. **Address:** 116 Record Street  
      **Type:** Carved  
      **Sign Text:** C. Burr Artz Library  
      **Condition:** Excellent  
      **Date:** 1937  
      This building served as the free library for Frederick County from 1938 until 1982. It was designed by local architect Joseph Urner who popularized the Colonial Revival style in Frederick. (City of Frederick Planning Department Historic Site Files) The library’s construction was funded using money left by Margaret Thomas Artz in her will specifically for the building of a library in memory of her husband. (Cannon, p. 215)
B. **Address:** 22 West Church Street  
   **Type:** Metal  
   **Sign Text:** Masonic Temple  
   **Condition:** Good  
   **Date:** 1901-1902  
   The Masonic Temple Association purchased the property in 1900 and dedicated the new building in 1902. The U.S. Post Office was located on the first floor from the building's opening until 1917. (Frederick County Land Records, l. 7, f. 391, Cannon, 150 and Sanborn Maps)

C. **Address:** 20 North Court Street  
   **Type:** Cast  
   **Sign Text:** Pythian Castle  
   **Condition:** Excellent  
   **Date:** 1912  
   This building was constructed around 1912 for the Mountain City Lodge No. 29 of the Knights of Pythias and at the height of its popularity had close to 2,800 members. The Knights of Pythias are a charitable and benevolent fraternal organization founded by Justus Rathbone during the Civil War as a reaction to the turbulent times. (Cannon, 189 and Frederick News Post, April 22, 2004)

D. **Address:** 121 North Bentz Street (east)  
   **Type:** Carved  
   **Sign Text:** M. N. G.  
   **Condition:** Excellent  
   **Date:** 1913  
   This sign dates from the building’s use by the Maryland National Guard armory and is significant for its association with the reorganization and expansion of the National Guard system in the 20th century. Frederick’s armory was the third of 12 constructed across the state between 1901 and the early 1930s. Patriotism surrounding the United State’s involvement in World War I motivated the construction of armories. This building is individually listed on the National Register of Historic Places. (Frederick News-Post, February 15, 1986 and National Register of Historic Places FHD-0793)
E. **Address:** 121 North Bentz Street (west)
   **Type:** Carved
   **Sign Text:** Maryland National Guard
   **Condition:** Excellent
   **Date:** 1913
   See description for D above

F. **Address:** 15 South Court Street
   **Type:** Carved
   **Sign Text:** Citizens Truck Company
   **Condition:** Excellent
   **Date:** 1939
   In 1926, the Citizens Truck Company was formed and their headquarters on South Court Street built in 1939. (Jewell and Jenkins, p. 75, 78)
5. **Other**

A. **Address:** 26 South Market Street  
**Type:** Painted  
**Sign Text:** Park Here For  
**Condition:** Good  
**Date:** c. 1960s  
This sign was likely painted shortly after 1961 when the adjacent building at 28-32 South Market Street was purchased by the City of Frederick and demolished (by 1964) to provide access to parking (Cannon, p. 239, Frederick County Land Records, l. 655, f. 534 and Sanborn maps). The “For” may have been a later addition to the sign.
REFERENCES

Auer, Michael J. “Preservation Brief 25: The Preservation of Historic Signs.”


Frederick Magazine, “Clocking in for 100 Years,” April 1993, p. 52


City of Frederick Planning Department, Historic Site Files

Frederick County Land Records

Frederick News-Post

National Register of Historic Places

Sanborn Fire Insurance maps

United States Census, 1900, 1920, 1930
