

*Reith*

**B & C Grocery Store Building**

**Royal Oak Historic District Study Committee  
Preliminary Report**

March 10, 2005

By ordinance dated December 19, 1994 the Royal Oak City Commission established the Royal Oak Historic District Study Committee in accordance with Michigan's Local Historic Districts Act, Public Act 169 (1970), as amended.

This proposed historic district consists of a **B & C Grocery Store** located at 417-421 South Main Street in the downtown of Royal Oak, Michigan.

**Boundaries**

**"Property" Description:**

Lot(s) 6 and the South 20 feet of Lot 7, "Assessor's Plan No. 20 of Sherman Stevens Plat," as recorded in Liber 53, Page(s) 33 and 33A of Plats, Oakland County Records.

Lots 6 and 7

Assessors Plat No. 20

Sherman Stevens Plat

417-421 Main Street, Royal Oak

Tax Item No.: Part of 25-22-108-012

**The "Property" Excludes:**

Lots 2, 3, and 4 and the South 80.07 feet of Lot 5, Block 23, Assessors Plat No. 20 of Sherman Stevens Plat according to the plat thereof as recorded in Liber 53 Pages 33 and 33A of Plats, Oakland County Records.

### **Verbal Boundary Description**

The B & C Supermarket Historic District is located on Lot 7 of Block 23, Original Plat of the Village of Royal Oak, Oakland County, Michigan, commonly known as the B & C Supermarket, 417-419 South Main Street, City of Royal Oak, Oakland County, Michigan.

The north boundary of the historic district is the line separating lot 7 and lot 6, the west boundary being the east line of the north-south running municipal sidewalk, the south boundary is the north line of the municipal sidewalk running parallel to Fifth Street, the east boundary being the west edge of the municipal alley.

### **Boundary Justification**

The described boundaries comprise the legal limits of the lot containing the subject B&C Supermarket and the front west and side (south) sidewalks serving the building's front and side entrances. Lot 7 is historically associated with a multiple lot holding in Block 23 of the Original Plat of the Village of Royal Oak owned by Louis Storz, a leading local merchant at the turn of the 20<sup>th</sup> Century and the owner of the community's first telephone exchange, sold by his heirs to Detroit grocers Bachman and Chodoroff, who erected the existing building in late 1939-early 1940.

417-419 South Main is an anchor property in the proposed B&C Supermarket Historic District, representing Royal Oak's rise from the depression and redefinition as an urban bedroom community, and as the first modern urban-design supermarket in Royal Oak, able to serve both a motoring and pedestrian customer base, a sharp contrast to the direction taken by the major food retailers towards large suburban stores set in a sea of parking. The building is particularly significant as the only early supermarket to retain its original façade, a rare surviving example of the Macotta wall system, a unique and durable technology that combined porcelain enamel face panels with a concrete backing and stainless-steel edging..

The B&C Supermarket Building is located at an intersection dominated by large-scale urban development, including a multi-use high rise with commercial and residential tenancy, and a major retail store. Other commercial buildings adjacent to the B & C lack distinction or exhibit a tendency to a post-modern approach to rehabilitation. The B&C is a critical gateway into the traditional Royal Oak downtown commercial district. It is hoped by the developer and his supporters that this historic district will inspire other property owners in the downtown to restore their properties, enabling the community to retain ties to its past and to support the continuity that fosters a healthy sense of place.

### **Percentage of Historic and Non-Historic Resources**

The percentage for historic resource is one hundred percent (100%) to zero percent (0%) for non-historic resources. There are no other historic or non-historic contributing resources in

this proposed historic district. There are no outbuildings, structures or landscape features that should be included in this count.

#### Charge of the Study Committee

The Royal Oak Historic District Study Committee is charged with the mission of identifying, researching and studying potential historic sites and districts within the city of Royal Oak. The research results are reported to the City and State in compliance with Michigan's Local Historic Districts Act PA 169 of 1970 (as amended 1992).

#### Members of the Study Committee

Ruth G. Cleaveland

Vice-chair, Royal Oak Historic Dist. Study  
Committee

Chair, Royal Oak Historic District Commission

Member, Roundtable of Royal Oak Historical  
Organizations

Robert R. Duchene

Secretary, Royal Oak Historic District Study  
Committee

Teacher, United States History

Karen P. Burden

Member, Royal Oak Historic Dist. Study Committee

Trustee, Royal Oak Library Board

Heather L. MacDonald, Honor student at Royal Oak  
Kimball High School, Junior year

Owen A. Perkins, Past-president, past Coordinator of  
Historical Research; member of Royal  
Oak Historical Society, and current  
Board of Directors; Past Chairperson  
Royal Oak Historical Commission;  
Historian, Roundtable of Royal Oak  
Historical Organizations

Wallace A. Szumny,

Member, Royal Oak Historical District Study  
Committee

Erik Tungate

Chair, City of Royal Oak DDA/Main Street  
Business Development Center; Direct Sales  
Officer J.P. Margo

### Historical Significance

Royal Oak traces its beginnings to the early years of the republic and the years preceding the opening of the Erie Canal. In 1819 a road was extended from Detroit that followed the Military Road and the Saginaw Indian Trail to a point 12 miles North of Detroit, coming to a large oak tree previously marked with an "H" by the surveyor Horatio Ball and then westerly until it joined Main Street in Pontiac. The township derived its name from this "royal oak" as referenced by the Territorial Governor Cass.

✓ In 1832 Town one was set-aside as Royal Oak Township [Map #1, page 25]. The plat straddled the northeast quarter of section twenty-one and the northwest quarter of section twenty-two. The Village of Royal Oak was laid out in 1836 and formally platted in 1838 by Sherman Stevens. Stevens purchased lands from Joseph Parshall that included about 80 acres. Bound by First Street (Eleven Mile Road) on the north, West Street on the west, Eighth Street (Lincoln Avenue) on the south and Troy Street on the east, the plat contained forty-two blocks and comprises most of the current downtown business district [Map #2, page 26].

The importance of the railroad was central to the early development of Royal Oak. As a station on the railroad, Royal Oak took on a special significance. With the boom in population during the first decades of the 19<sup>th</sup> century, numerous commercial endeavors soon arrived. Stevens was the promoter and one of the main stockholders of the first railroad to be incorporated in the State of Michigan. The railroad terminus reached Royal Oak in 1838.

The Civil War saw many area men volunteering to defend the Union. The village did its best to support the efforts, including rare cooperation between competitors. An example of this was Phillip Storz and George Erb, local shoe and boot makers. Storz opened his shop in 1854 and Erb in 1856. These two men agreed to make certain the soldiers had sturdy boots whenever needed.

By 1877 the village commercial community consisted of the railroad, a steam sawmill, three blacksmith shops, one hotel, three general stores, a milliner, two druggists, and two doctors. In addition there were four churches, the town hall, the District Six schoolhouse and Reverend George Owen's short-lived newspaper, the Royal Oak Experiment.

Growth remained slow in the village. In 1900 the population was 488, only 200 more than in 1860. Thaddeus D. Seeley, in his History of Oakland County, Michigan, 1912, described Royal Oak as being primarily a residential community, the largest businesses on Main Street being J. M. Lawson Lumber and Coal Company and Mellen-Wright Lumber Company.

Village population more than doubled between 1900 and 1910. As Detroit became an industrial giant, growth in the suburb continued. In 1920 the population was slightly over 6,000, up from 1072 in 1910. R. L. Polk reported a local population of 21,840 in 1928, while the 1930 population was estimated at 22,805.

The twentieth century saw a high degree of home-ownership in the community, which was fast becoming an important suburban enclave for Detroit and Pontiac.

### The Community in Recent Years

Enhanced economic opportunities in Royal Oak during the 1970s and early 1980s led to another period of local commercial redefinition. Unique shops and restaurants opened in the downtown area mixing in with existing more traditional businesses. Today the charm of an eclectic downtown along with well maintained residential neighborhoods and high quality schools help Royal Oak continue to be a popular community.

## Property History

The subject building is located on lot seven and the southerly one-third of lot six, block 23. Historically, lots three, six, and seven were associated with Louis Storz. The Storz home straddled lots three and six, while the family business was located on lot seven, at the northeast corner of South Main and Fifth streets (see figures 1-6).

Louis Storz was a German immigrant who was a popular druggist and merchant in Royal Oak. But his biggest commercial contribution lay in his opening of Royal Oak's first telephone exchange. In 1876 Almon Starr, a local brick maker had the opportunity to see Alexander Graham Bell's new invention. Back at home, Starr described the telephone to his son Edwin. Edwin was impressed enough that in 1878 he ran a telephone wire between his and his father's home. The experiment was successful enough that Storz decided to link his store with that of B. Christian, fifty rods away. In 1879, he opened a local telephone exchange, numbering Almon and Edwin Starr among his early subscribers.

In 1880 Storz had the first long distance line in Michigan, connecting his store with Detroit. Initially Storz lacked a switchboard, which meant that Storz had to repeat conversations between the parties. In short order he opted to invest in a switchboard to save both his voice and time.

In 1884 Storz moved his original store a little north to make way for a more substantial gable-front, two-story building to serve his store and telephone company. Around this time he hired his daughter Louise to be the first regular operator of his exchange.

The telephone company moved to a building one block north in 1907 and moved again in 1912 to space in the Detroit Edison building. In the late 1920s Michigan Bell opened a new building on the northeast corner of Williams and Fifth streets, visible from the rear of the subject building (see photo 1). It was during this time that Louis' son Harold Storz, an attorney, was Royal Oak's mayor.

In the early 1920s Otto Fisher and his son Anthony opened an auto parts, battery and vulcanizing business in the original Storz building. Royal Oak's growth was fueled by the rise in the auto industry in Detroit, and this was reflected in a concentration of auto dealers, repair shops and parts dealers in this part of town, as well as lumber and hardware dealers feeding the building boom.

The growth of the community also fueled the need for retail stores, including grocery stores. Royal Oak had numerous grocers, including mom-and-pop operations and the major chains such as the Great Atlantic and Pacific Tea Company (A & P) and Kroger. These grocery stores were alike in that they were service grocers or a combination of service and limited self-service.

The chain stores each had several storefronts in the community. This was partly based on the pedestrian customer base and that by being service oriented, each store was limited in the number of customers that could be accommodated at any given time. Customers ordered items from clerks who would pull the order from shelves lining the store walls. A limited amount of self-service counters might run down the center of the store.

By the late 1920s the concept of the modern supermarket was being developed, but even in 1929 a "model grocery store" advanced by *Domestic Commerce* magazine (March 11, 1929, p.607) is only 20 feet wide by 45 feet deep and features a single egress point, and two aisles. Meat and "rapid moving stock" are still handled by clerks. Products stocked in the store center could be handled by a clerk or could be self-serve, while shelving lining both side walls is self-service.

One of the chain operations in Royal Oak, the B & C market chain, based in Detroit, purchased the Storz property and demolished the buildings. In 1939 they opened one of, if not the first, modern supermarket in Royal Oak, described in the next section.

The modern supermarket surfaced in the 1930s and was a response to a number of factors. Grocers needed to increase business volume and lower overhead costs. This gave a push for larger stores but a corollary need to minimize labor costs. Also influencing the development of the supermarket is the impact of the auto-age.

More and more cars allowed greater mobility, decreasing the need for numerous grocers and sharpening competition. The growing sophistication of the assembly line also created a new focus on efficiency and economy (hinted at above). Single doors serving as entrance and exit created congestion, as did lines at service counters and single cash registers. By increasing the self-service aspect, by creating a logical flow through the aisles, and by using separate dedicated entry and exit points, the grocery store mimicked the factory. With this greater efficiency and economy the grocer could serve a larger customer base at any given time with minimal staffing handling higher-volume sales.

This development also led to new architectural expressions through new materials being promoted in the trades. In the 1920s *Carrera* glass was touted as an ideal cladding for grocers and butchers shops because of sanitary considerations, but also because of the "eye appeal" the tiles offered. This sanitary theme was further carried out through the use of aluminum and stainless steel, two modern materials.

*Metalcraft* magazine, in March 1930, tells readers that "structural shapes for supporting members for storefronts and marqueses are generally produced in one of the strong aluminum alloys [such as aluminum-manganese]. In the heat treated condition, structural shapes in these alloys have the strength and rigidity of steel but at a saving in weight of fifty percent." The Detroit Showcase Company advertised their *Descro* line for attractiveness and the flexibility to protect plate glass units against "abnormal wind pressure", offering the choice of copper, bronze, and other non-ferrous metals (aluminum). The popularity of aluminum and stainless steel was such that designers frequently specified aluminum leaf or paint where the use of metal was impractical or cost-prohibitive.

Macotta, which was introduced in the 1930s, was an alternative to *Carrera* glass and offered a broad palette of colors and patterns. The Macotta system consisted of porcelain enamel panels, treated on the face, edges and back, which were applied directly to a lightweight concrete backing. The panels could then be affixed directly to a wall surface (such as block or brick) or to wood or metal furring (see figure 9).

The Maul Macotta Corporation, located at 1640 East Hancock Street, marketed the system in Detroit. The company was incorporated in 1932 with Peter J. Maul as president, Anthony J. Hartman as vice-president and treasurer, and Bruce F. Carty as secretary. A building plan by architects H. Augustus O'Dell and Wirt C. Rowland was featured in the July, 1932 issue of *Pencil Points* and specified the use of "porcelain enamel sheets backed with light weight concrete," also referenced as "*glasir* on Macotta."

#### B & C SUPERMARKET:

Max Bachman, Peter Chodoroff and Joseph Chodoroff owned the B & C chain. The main store was at 12117 Twelfth Street in Detroit, with branches on Hamilton Avenue and later a store on Joy Road. In the early 1930s they had two stores in Royal Oak, run by Joseph Chodoroff, at 111 South Main Street and 121-123 East Fourth Street.

In 1939 they took over the former Storz property on the northeast corner of South Main and Fifth streets, and erected a new and very modern supermarket on lot seven and the south one-third of lot six. The architecture of the building, and many of the materials, spoke of the modernity of the operation within.

The original plans for this Art Deco store specified the Macotta wall system, aluminum storefront sash frames, and stainless steel detailing (see figures 7-8). In 1939, the year the B & C Supermarket was built, the firm declared capital in the amount of \$100,000.00.

The B & C Supermarket continued in operation until the early to mid 1960s. After closing, the building was divided into multiple offices and still later housed a cardio-pulmonary firm. In 1984 Nevada Bob's, a golf retailer, opened and was here until the late 1990s (see photo 1).

### **Architectural Description**

**West Elevation:** The Main Street elevation of the core block (comprising 417 to 419 South Main Street) is finished in cream-color Macotta panels with red and green detail work. The dual double-door entries were capped by flush marquises rising above the simple stepped parapet concealing the round-arched roof. The double doorways are separated by a three-panel plate glass display window and flanked by two-panel display windows. Historically, partially inset out-swinging doors carried transom lights and were protected by projecting metal hoods. The marquises carry round B&C emblems with stainless steel detailing. Channeled pilasters delineate building corners. To the south is a lower wing that is one story at the west and east ends and two-stories in the middle. This unit, number 421, is linked to the core block by a continuous vertical channeled band and the continuation of the Macotta panels. A single-door entrance was placed on the cut-away corner and is flanked by single-panel plate glass display windows. The Main Street detailing wraps around and continues part way onto the south elevation (see photos 4-6 and figures 7-8). A circa 1970 modernization enveloped the west and south elevations in brick and a mansard-style pentroof (see photo 1).

**South Elevation:** This elevation represents the working aspects of the building. Fenestration here was to serve the delivery and storage functions of the first level and the office functions of the abbreviated upper level. Windows are steel frame on simple limestone sills and the paneled entry door is wood. A rolling metal door secures the opening serving a steel slide that was used to transfer deliveries to the basement. Windows lighting the lower level are raised between about six feet and ten feet above grade. A band of five windows lights the rear portion of the wing, and the office south elevation is lit by a trio of windows (windows are also present on the east and north elevations of the office level) (see photos 7-9).

**East Elevation:** The alley-facing wall continued the working aspects of the building. Access was through a single door located at the southeast corner of the lower one- to two-story south section. The wall rose to a stepped gable and carried a centered, projecting flue. A band of steel-framed windows runs symmetrically about ten feet above grade. The symmetry of this band is broken by the placement of three vent windows, the center one being off-center due to the tall central flue structure. A series of light wells opened into the basement area (see photos 2-3).

**North Elevation:** Initially this wall overlooked a used car lot. The wall was unfenestrated and today abuts the neighboring commercial building comprising 413-415 South Main Street (see figure 8).

In circa 1955 the supermarket was remodeled for the first time. The cut-away corner was softened with the addition of a curved panel that rounded the transition between the Main and Fifth Street facades. A continuous light band was attached to the building above the display windows on the Main Street elevation and wrapped around to the Fifth Street elevation, the whole of the effort giving the Art Deco building a streamlined look. The October, 2002 removal of the 1970s era envelope revealed elements of this remodeling effort (see photo 4).

- A circa 1970 remodeling effort, done with an eye for economy, wrapped a modern shell around the historical building in a theme reflecting McDonald's – style architecture. This was the look associated with Nevada Bob's, a local golf equipment retailer. This envelope was removed in



October of 2002, to reveal the historic Macotta system, albeit damaged during the installation of the brown brick facing, new windows and doors, and mansard-style pentroof (see photo 1).

Roof: Roll roofing material covers a bow-arch roof over the main section. The office section roof, also in the same roll roofing material is almost flat, with a typical minor taper allowing storm water to run back towards a discharge point at the alleyway. HVAC equipment is located on the roof.

Interior: The main sales floor is un-partitioned and comprises one open expanse. Stairways are located at the northeast and southeast corners and at the front center. The Northeast and front stairways represent modifications from the original floor plan. Flooring consists of primarily multiple layers of linoleum over a plywood decking. The open ceiling displays steel bow trusses supporting a tongue-and groove roof deck. The wing area, with a concrete floor, is divided into four areas. At the rear is a vestibule area that opens onto the alley and accesses the basement stairs and the main work and storage area of the wing. This work area is a long, narrow space lit by a band of windows set high into the wall. A side door in this area once opened onto Fifth Street. Adjacent to this room, still moving west, is a narrow room that encloses the delivery chute to the basement. The western most room was a continuation of the main sales floor.

The second floor, accessed by a spiral stairway (from a later remodeling effort), has lost its floor deck and is now open framing. Low window openings allowed office staff to keep an eye on store operations below.

No known original interior plans have survived, it is clear the interior walls were finished in plaster, likely fronted with shelving units (integral and/or independent). Ghosting on the trusses indicates that a finished ceiling was present, further evidence of this is noted in the southeast corner of the wing (vestibule) where a segment of tin ceiling cladding, embossed in an Art Deco design, is still extant.

Basement: Under the main sales floor the basement is open plan, although lines of steel posts support the steel beam and wood floor above. At the back (east) of this large area is a set of small utility rooms defined by lightly constructed wood partition walls. Beneath the south wing portion the basement is divided into small storage rooms.

## **SUMMARY:**

The B&C Supermarket building retains considerable historic integrity and meets National Register criterion C, because it embodies the distinctive characteristics of a type, period, and method of construction. This transitional Art Deco / Art Moderne building is a rare surviving example of the Macotta wall system that can be found in Michigan. The building also meets Criterion A because it reflects a period of time when the American food retailing industry was rethinking how it did business. This culminated in drawing from the tenants of mass production to create new larger interior spaces that promoted efficient traffic flow and effectively reduced labor needs. This change is further reflected in the use of "sanitary" building materials, such as aluminum, stainless steel, *Carrera* glass or in this instance, porcelain steel panels on a concrete backing. As the first modern supermarket in Royal Oak, the B & C is connected with the period when Royal Oak became fully urbanized as a fully functioning bedroom community of Detroit. By the end of World War II the era of the storefront grocer was well on its way out.

## **National Register Site Eligibility**

Public Act 169 of 1970 requires that the Study Committee be guided by the Secretary of the Interior's evaluation criteria for the National Register of Historic Places. The Study Committee finds all National Register criteria apply to the B&C Grocery Store Building.

First, the building is associated with events that significantly contributed to broad patterns of commerce and trade throughout Royal Oak's past. Second, the B&C Grocery Store Building embodies distinctive characteristics of a type and period of construction. As described in this report, the building is associated with every important period in the development of Royal Oak. The Committee believes the B&C Grocery Store Building may be eligible for designation as a National Register of Historic Places site.

### **Conclusion and Recommendation**

We understand historic preservation is a complex sensitive issue in many communities and Royal Oak is no exception. Under normal circumstances, a property owner/developer can propose demolishing an historic building to construct a beautiful new building that the market supports, fulfilling all ordinances and building codes. With such proposals local government, civic groups, business leaders, and citizens can easily forget about any existing historic building on a proposed site.

This year our committee was provided a unique opportunity with the B&C Grocery Store Building. A local developer, Jon A. Carlson, who takes pride in historic properties, restored the historic B&C Grocery Store Building to its 1939's condition. We see this building as a gift - a gift given to the community that must be nurtured and maintained. Today, as our downtown evolves with restaurants, entertainment, retail, urban brownstone town homes, and even a high-rise development, designation of historic properties such as the B&C Grocery Store Building is crucial, not only to preserve our community's past, but also to prepare its future.

This site transformed an area of early pioneer homes into mercantile and business use. Fortunately, with all of the new construction in our downtown, that we still have this original building, the B&C Grocery Store Building on Main and Fifth.

Clearly this building needs to be protected. We see all State requirements for historic designation as being fulfilled. Moreover, designating this building will set a precedent for other local historic building owners to follow in requesting historic designation. What a successful downtown Royal Oak can then have, mixing old with the new.

Therefore, the Royal Oak Historic District Study Committee requests the B&C Grocery Store Building be designated a Historic District, to honor the site, protect its asset to our community, and to demonstrate the beauty and benefits of historic preservation and adaptive reuse to all. The committee further requests the establishment by ordinance of a historic district entitled **B&C Grocery Store Historic District**.

**Photograph Listing: Photographs are property of Jon A. Carlson except as noted.**



Photo 1: The B & C Supermarket in the spring of 2002, still in the guise of Nevada Bob's golf shop. The building has been empty for several years (looking NE).



Photo 2: The east (rear) elevation, facing an active alley and municipal parking. Original windows have been blocked in. The original back entrance is in foreground, left corner. (looking NW).



Photo 3: Light well (typical), east elevation. (looking WSW).

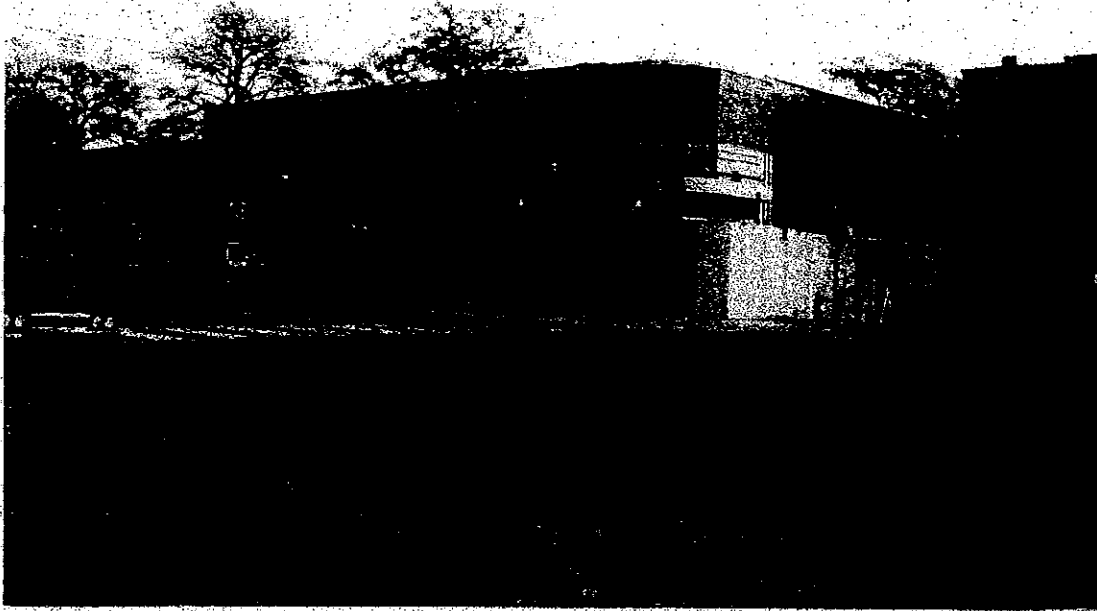


Photo 4: The subject property after the removal of the Nevada Bob's façade but retaining vestiges of a 1950s remodeling effort. (looking NE)

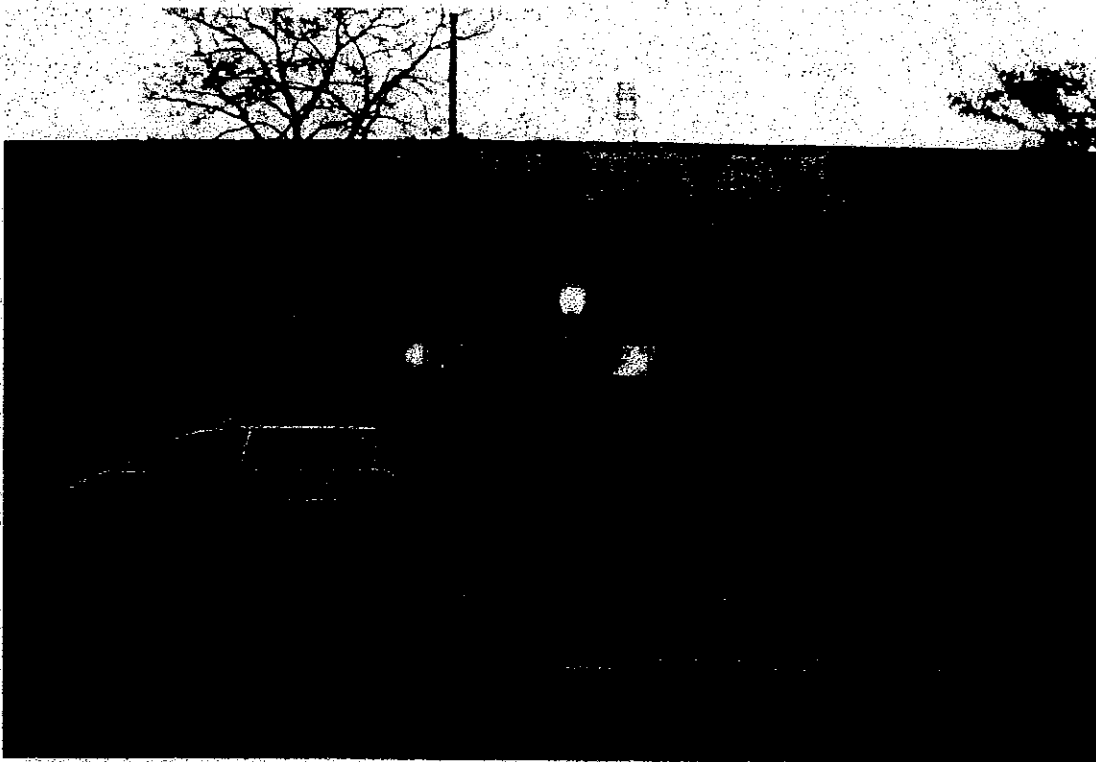


Photo 5: The west (front) elevation, twin B&C logos over original double egress/ingress doorways, flanking ghost lettering. (looking E).



Photo 6: a closer view of photo 5.

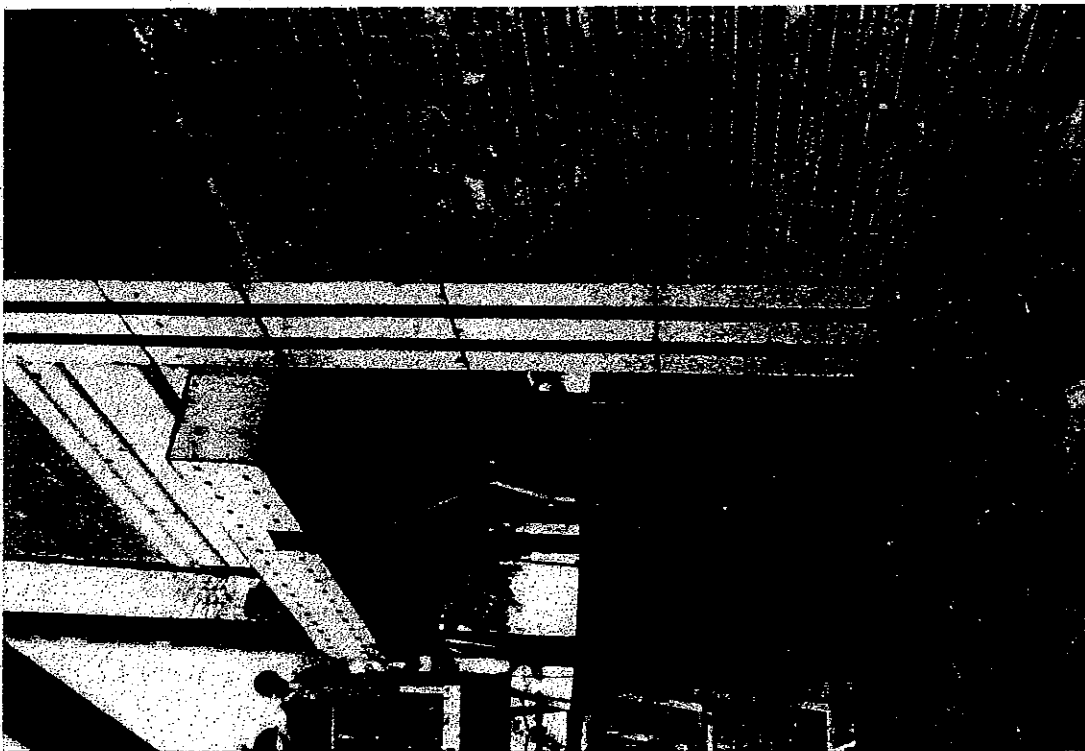


Photo 7: A detail view of the Fifth Street (south) elevation at the junction with the Main Street elevation. (looking WNW).

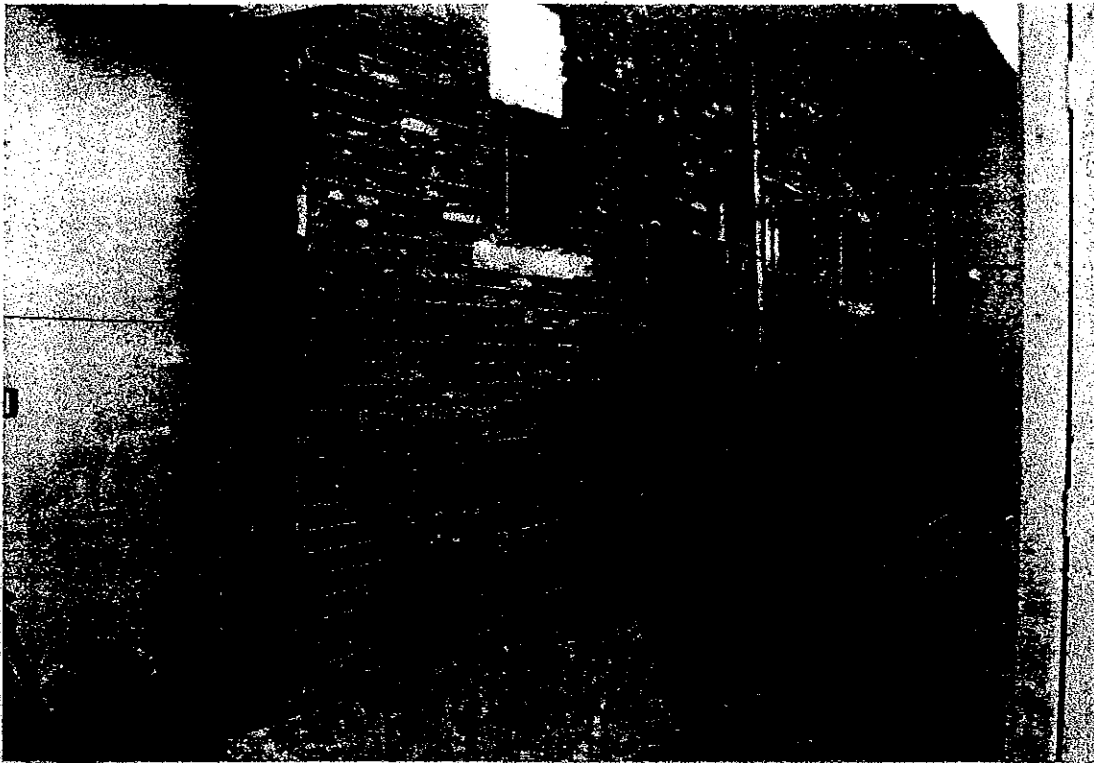


Photo 8: Middle (two-story) segment of the Fifth Street elevation. (looking ENE).



Photo 9: Rear segment of the Fifth Street elevation. The band of steel windows light the work/storage area behind (see interior photographs). (looking ENE).

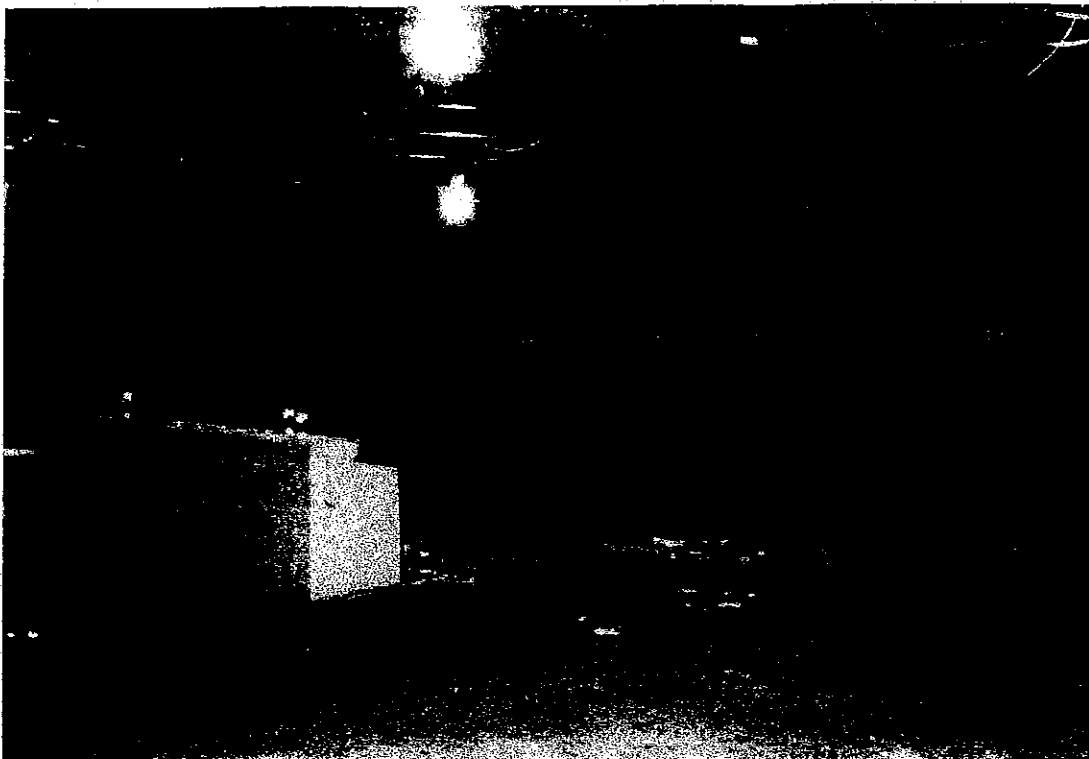


Photo 10: Interior view of the main sales floor/core block. Notable are the bow-arch trusses and the band of square windows at the rear. The windows were blocked in after the B&C tenure, and from the outside (see photo 2) are not visible. (looking SE)

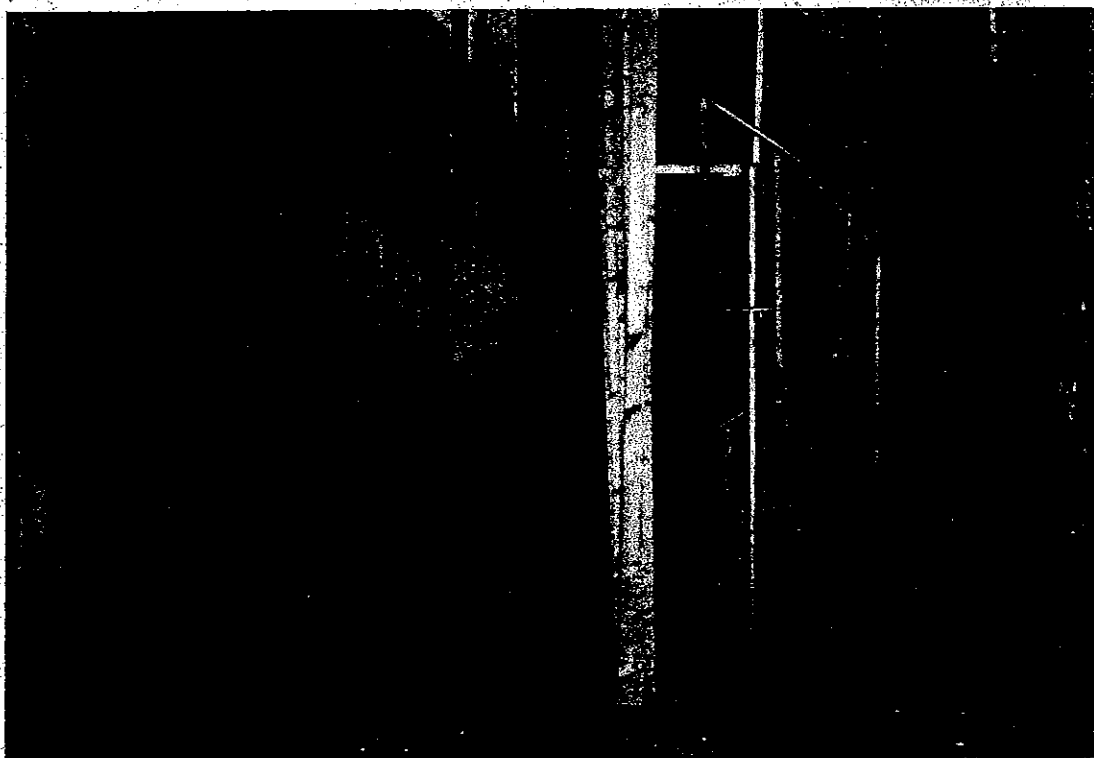


Photo 11: View from sales area/entryway of the wing, looking towards work/storage area. The spiral stairway accesses the second floor office. (looking East).



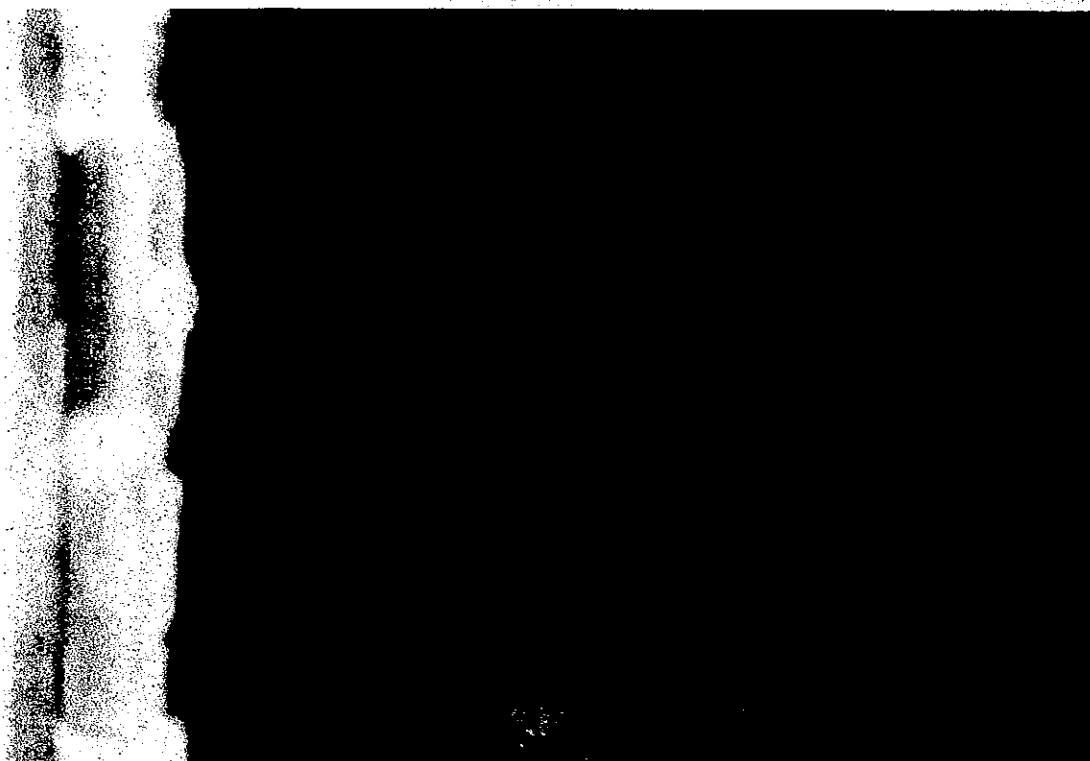


Photo 12: The supermarket office. The small opening on the left allowed the store manager to keep an eye on the main sales floor. At the right of the photo is a boarded window that opens onto the wing roof. (looking East).

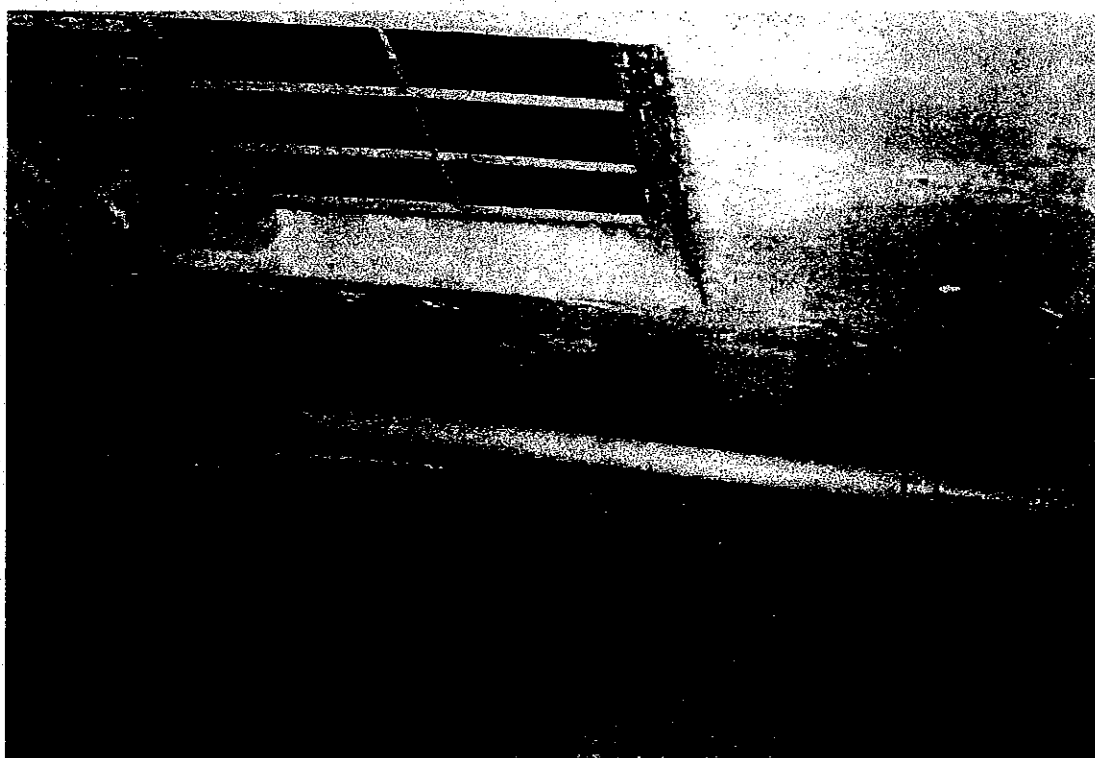


Photo 13: Another view of the office, at the right are steel windows that overlook Fifth Street. (looking East).

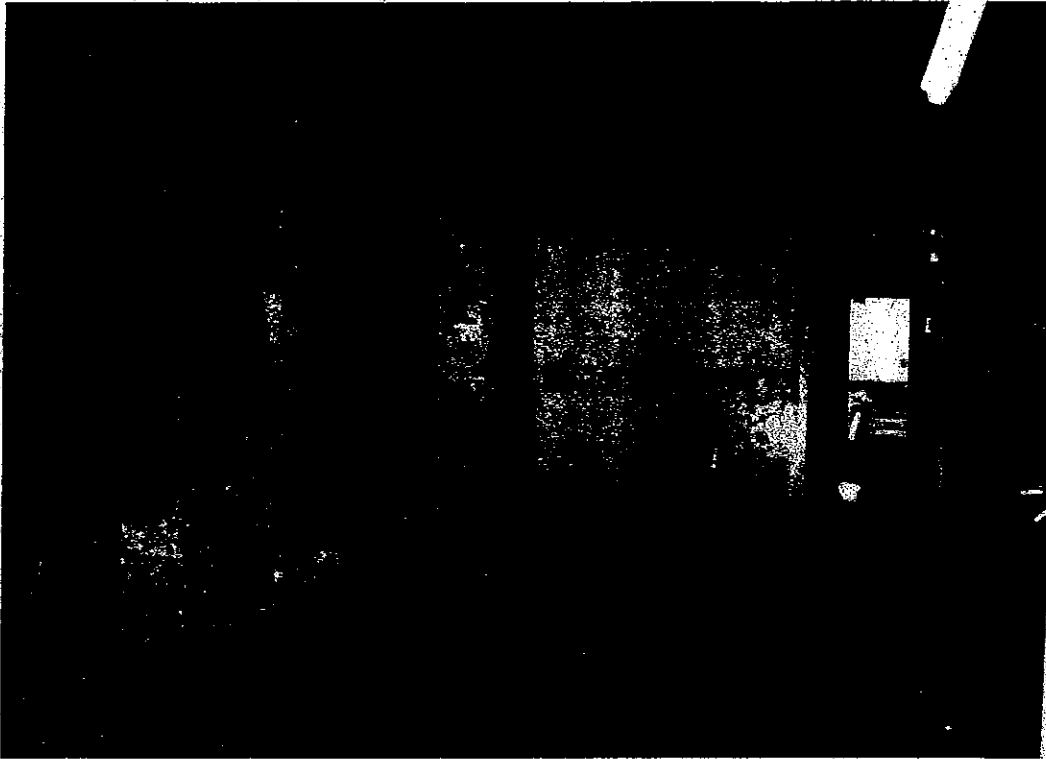


Photo 14: First floor work/storage area of the wing, behind and below the office area, looking towards Main Street. On the left, near the top of the picture is a door accessing Fifth Street. Beyond the adjacent partition wall is a small room housing a rolling door and chute to the basement. (looking West).

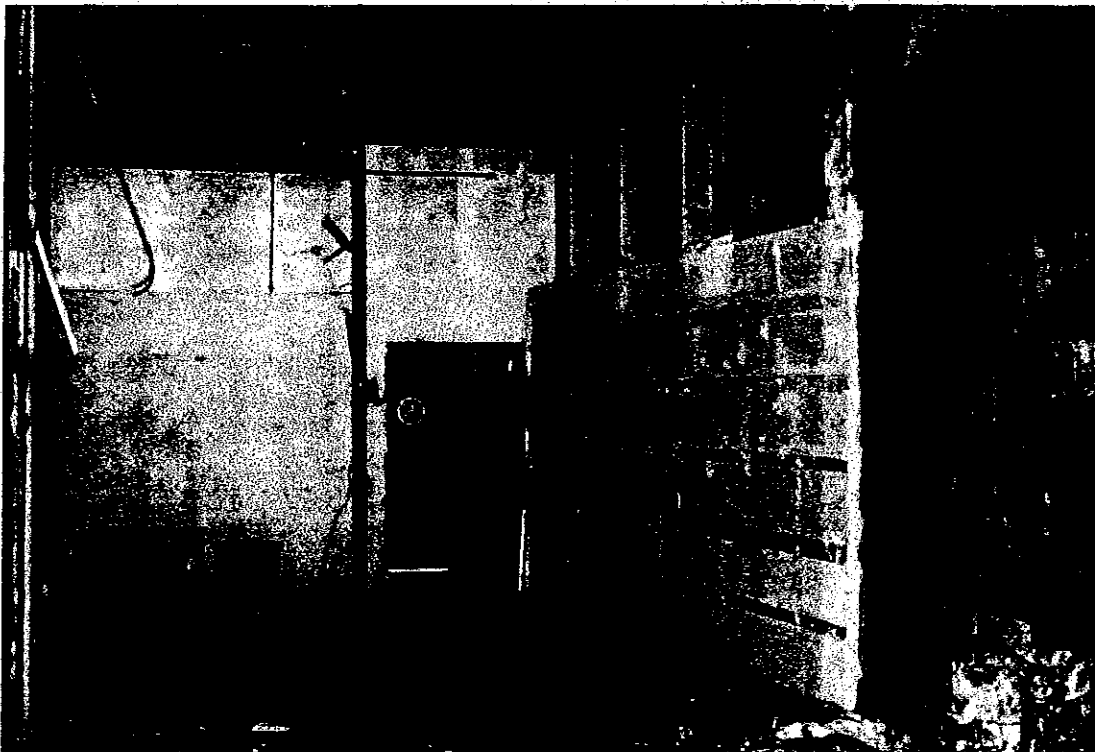


Photo 15: The same work/storage area, looking towards the alley. The band of windows on the right are seen from the exterior in photo 9. The doorway accesses a small vestibule serving the original stairway to the basement. (looking East).

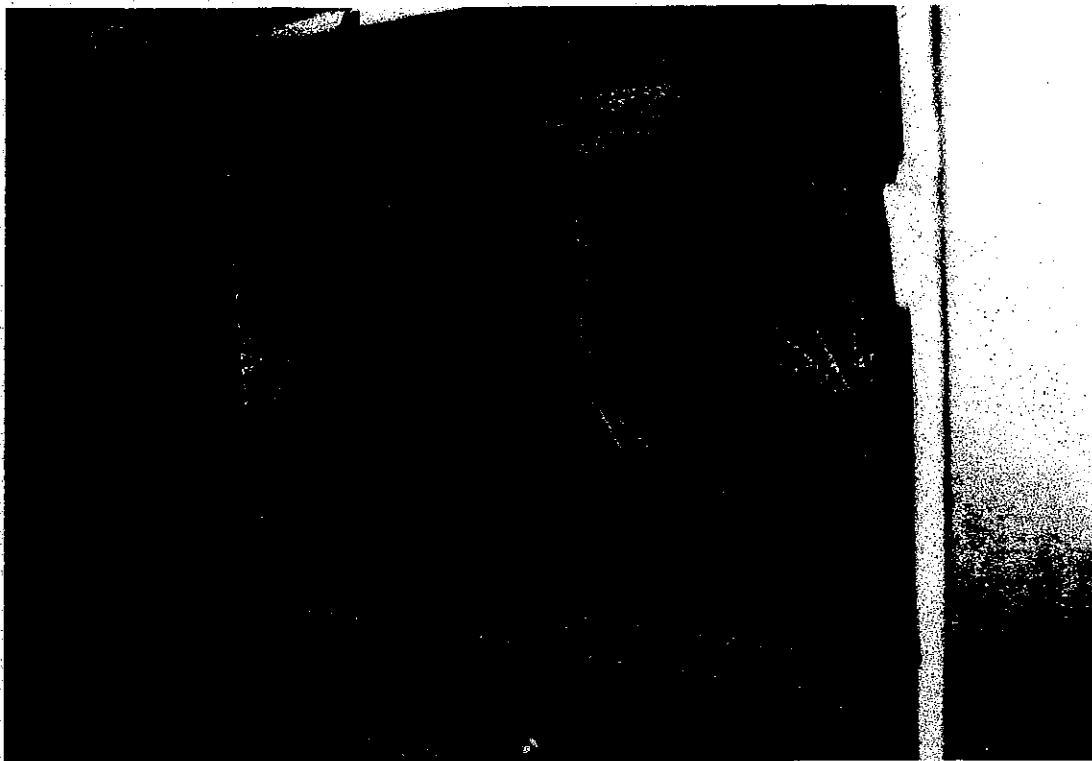


Photo 16: A detail shot of the vestibule area, showing relict tin ceiling in an Art Deco motif and hanging light fixture.



Photo 17: South wall of basement core block. Cutouts in the wall presumably held refrigeration or other equipment. The doorway accesses a storeroom beneath the wing area. Note the bottom end of the delivery chute. (looking SSE).

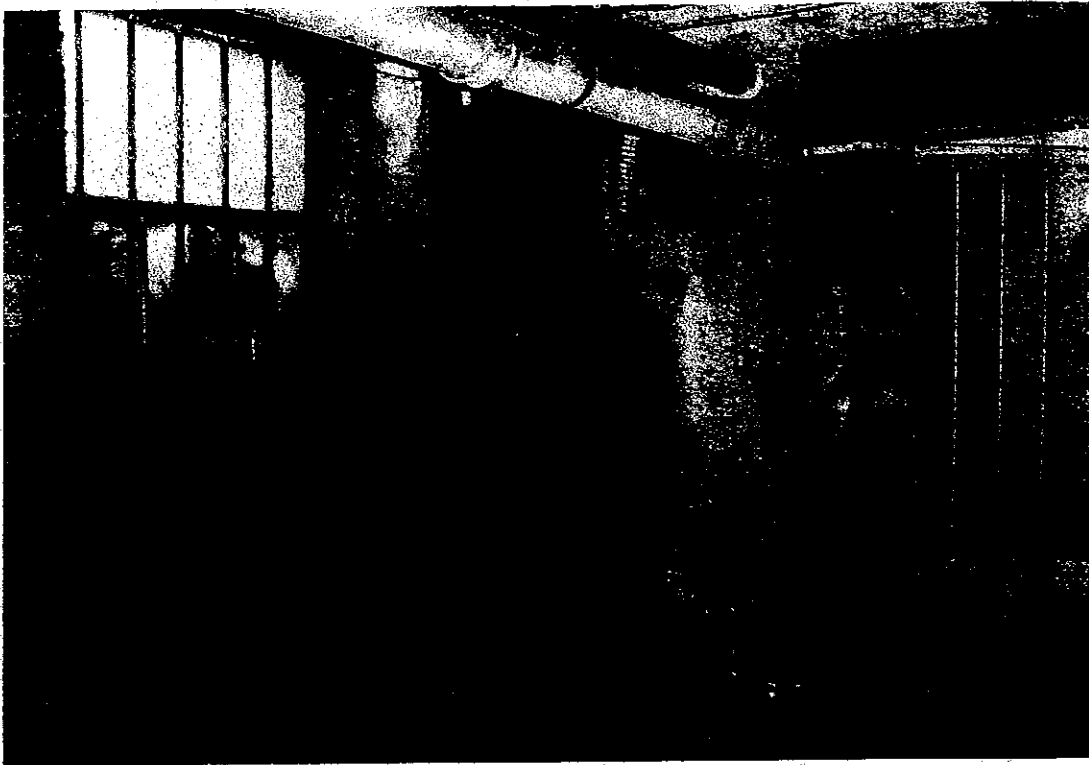


Photo 18: Detail view, showing steel windows in basement utility room. The windows open onto the alley running from Fifth Street north to Fourth Street. (looking SW).

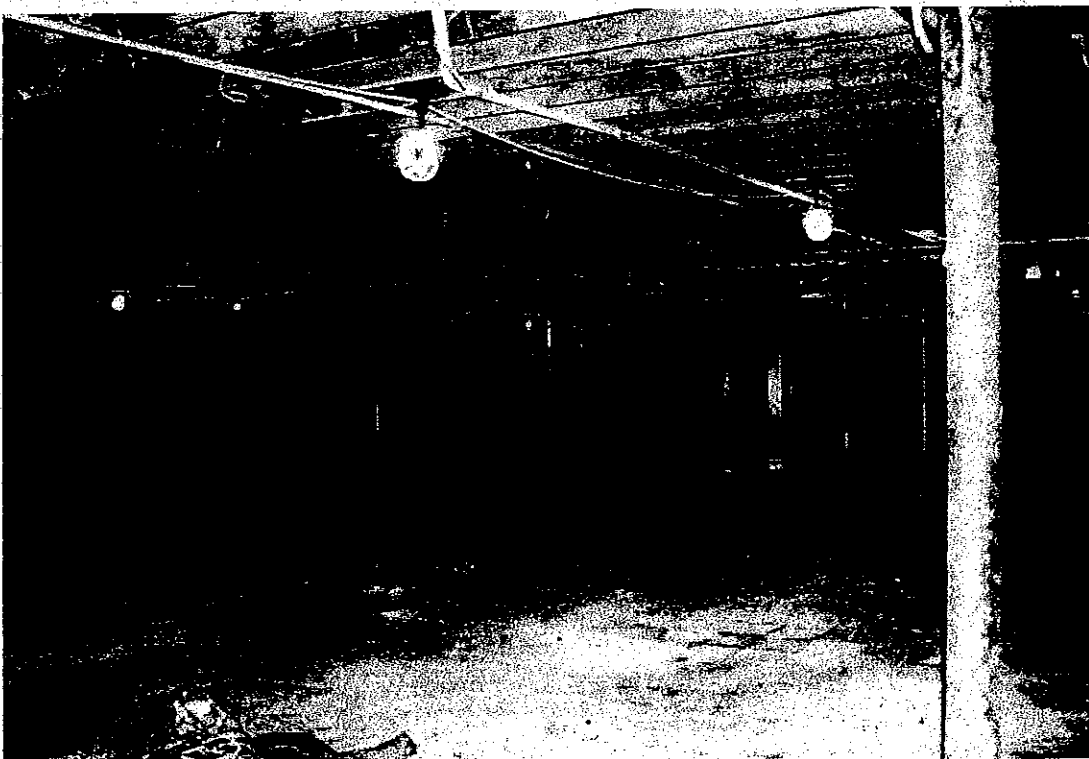
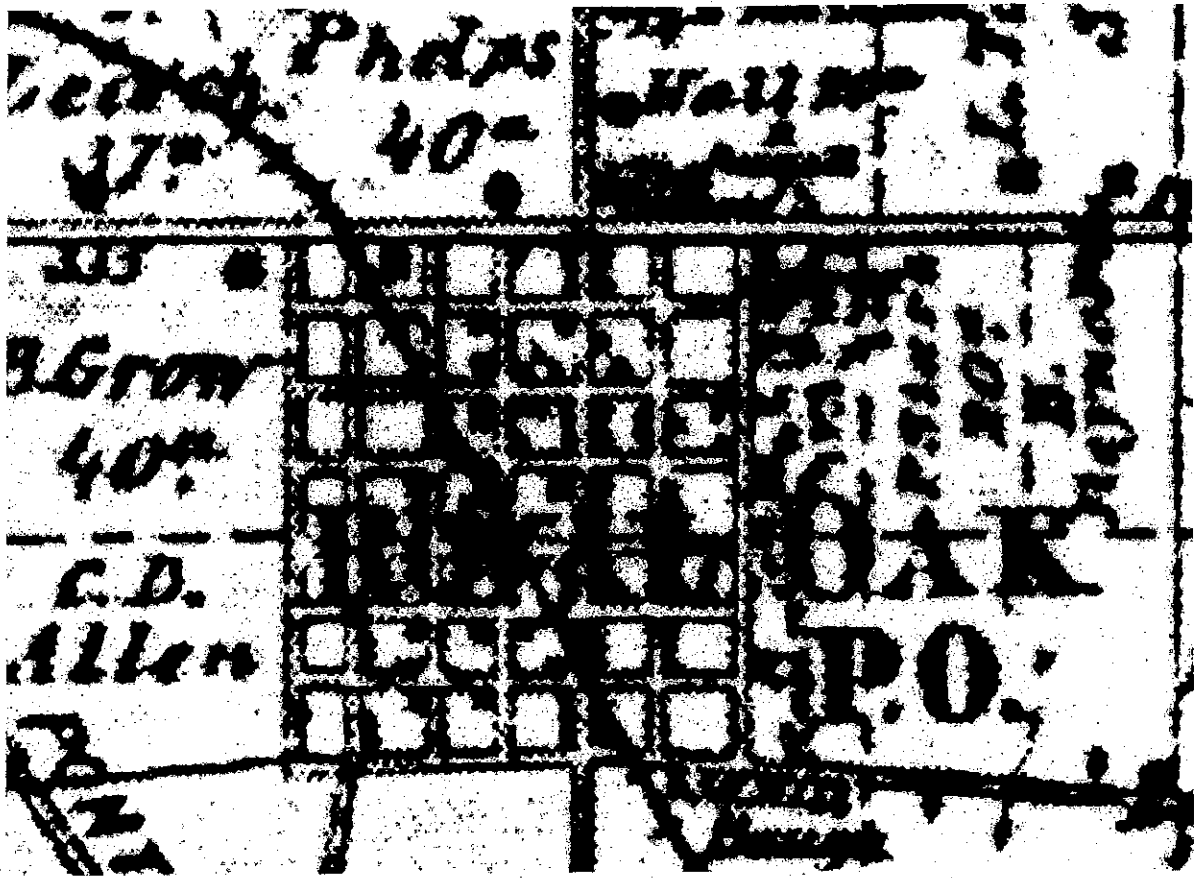


Photo 19: A general view of the basement showing wood joists above steel posts and beams. Stairway at the upper left is from a post-B&C remodeling. (looking ENE).





Map #2: Village of Royal Oak, Royal Oak Township, Oakland County, Michigan, 1872.

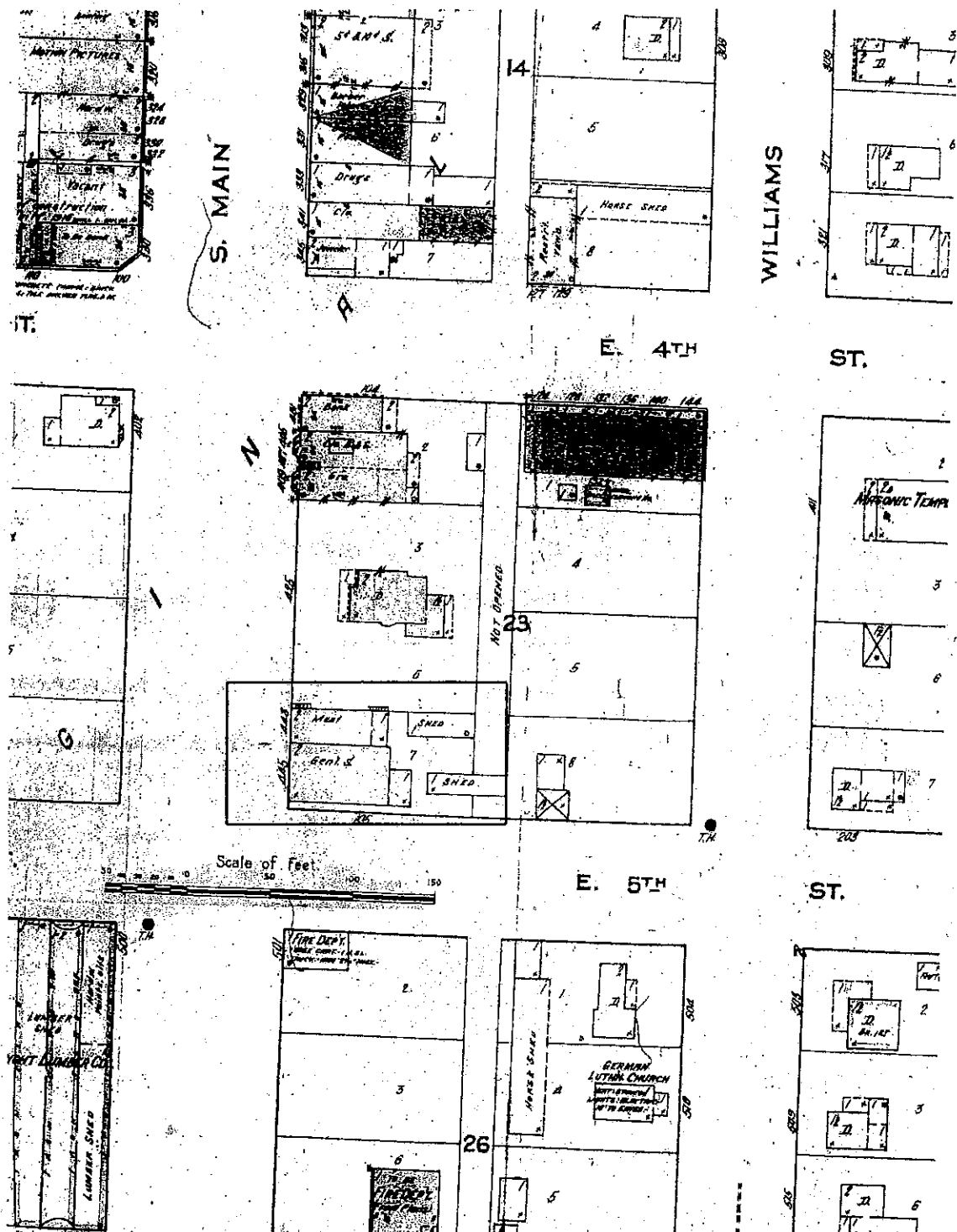


Figure 2: Sanborn Fire Insurance Map, Royal Oak (map 3) for 1916. Subject property is highlighted. Just to the north is the Louis Storz House.

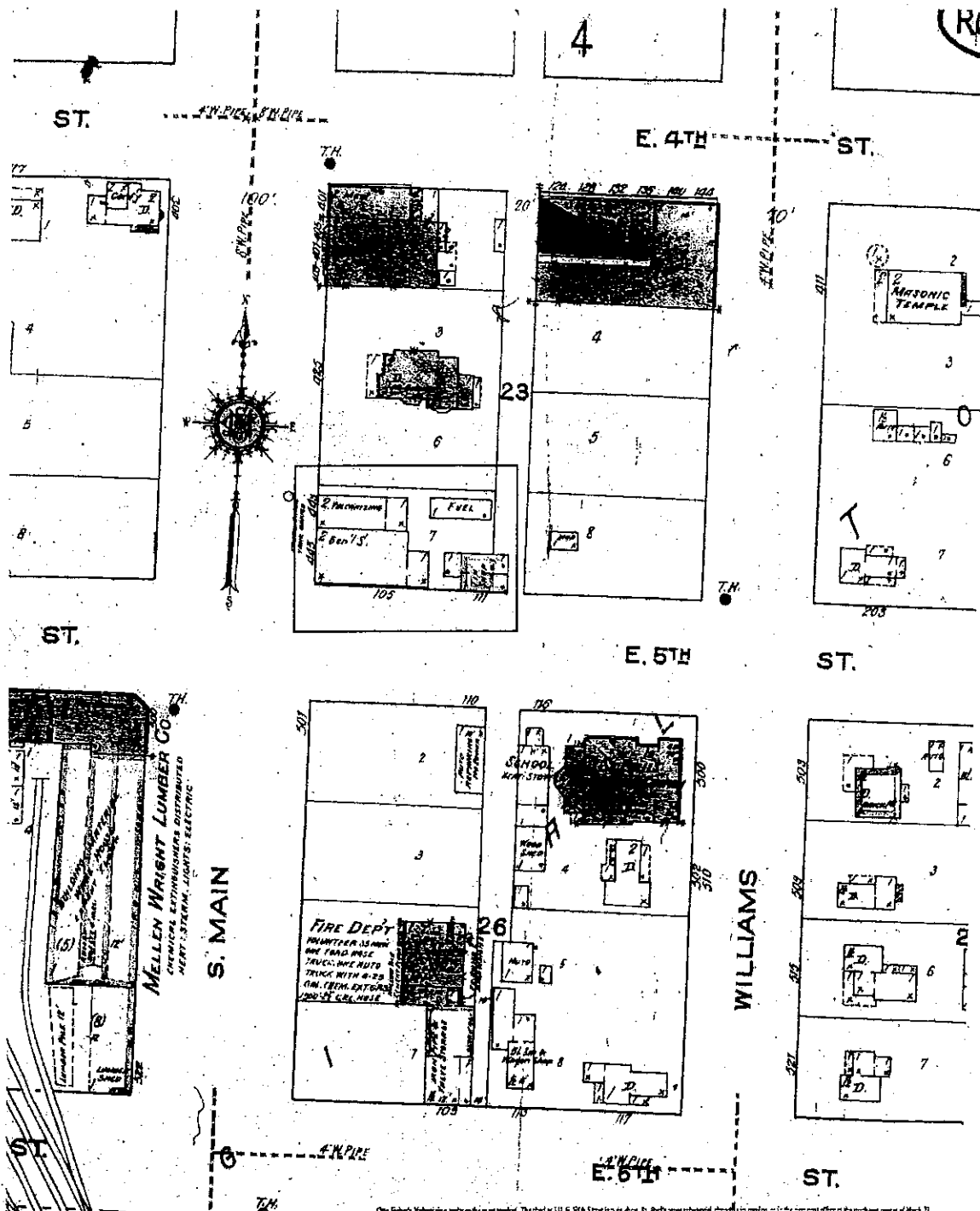
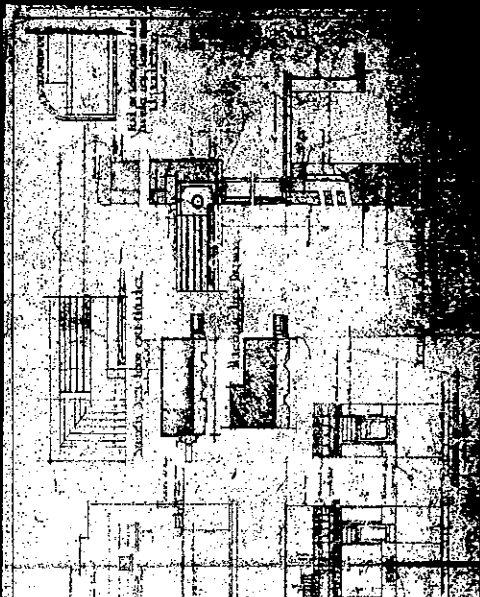
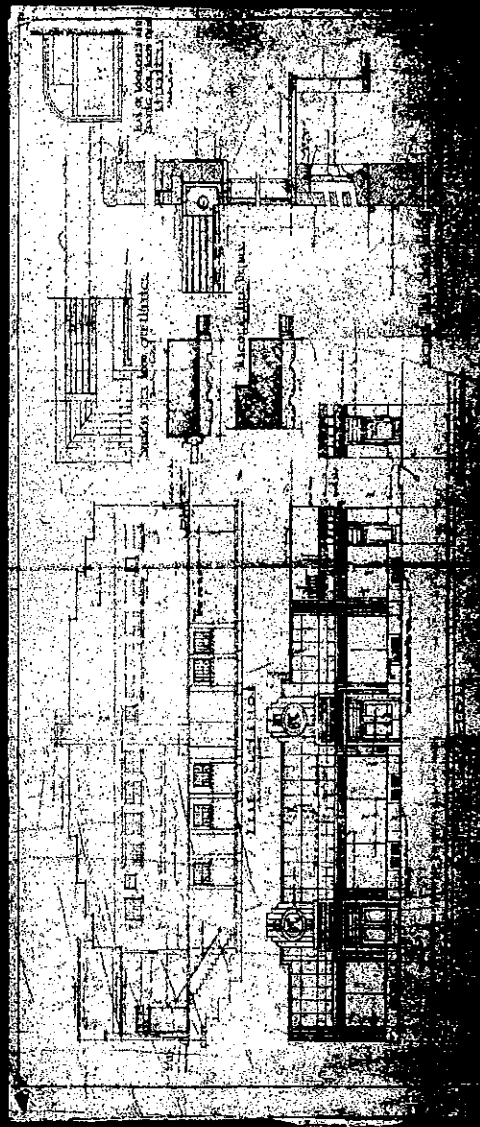


Figure 3: the 1921 Sanborn map for this part of Royal Oak shows some changes. The subject property has experienced functional change, where number 443 is used for "vulcanizing." A new U.S. Post Office has opened at the northeast corner of block 23.





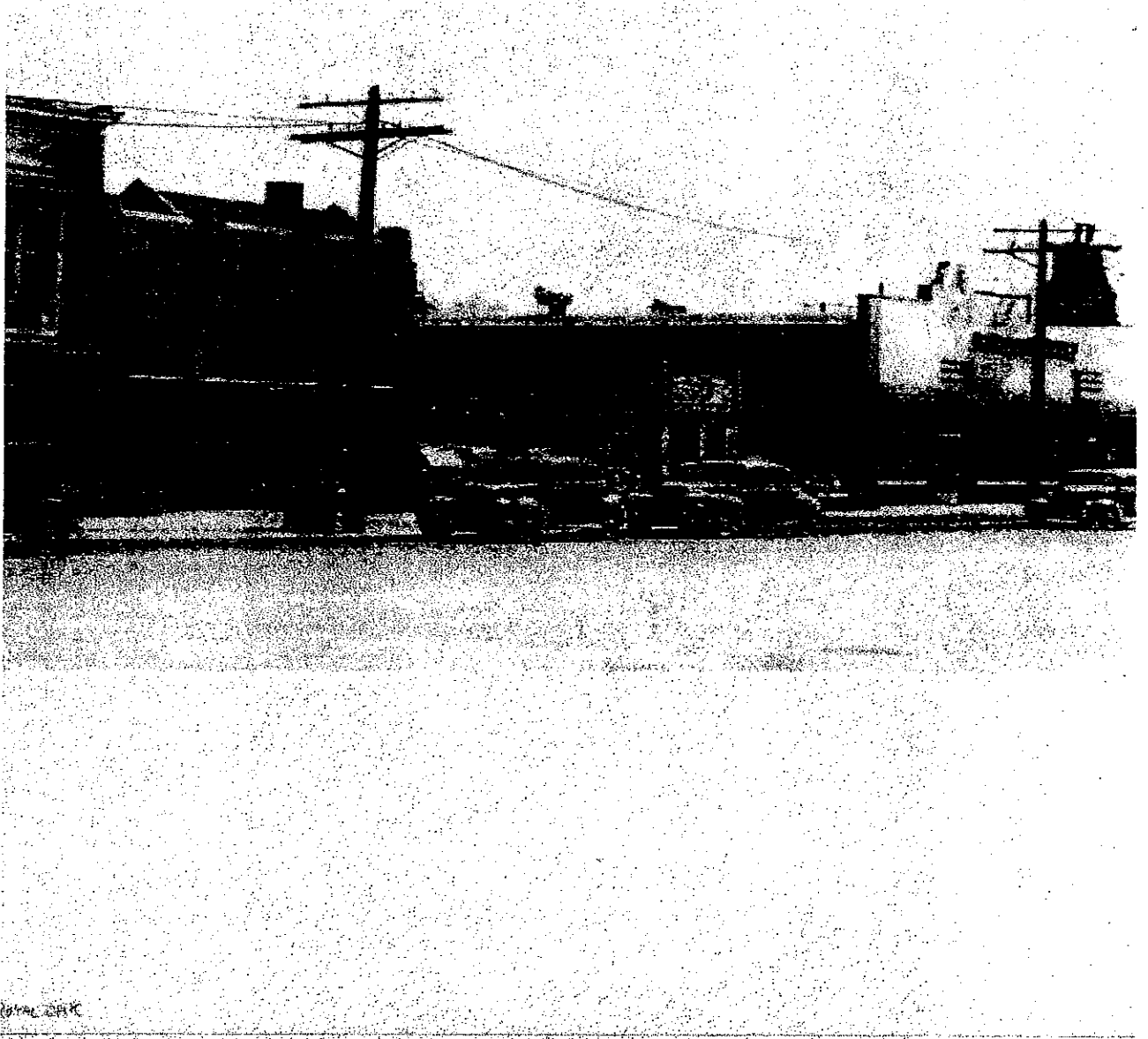


Figure 8: The B& C Supermarket, with Awrey bakery sign, circa 1940, at far right. No attribution for the photograph.

**MACOTTA COMPANY OF CANADA LIMITED**

**LOAD BEARING MACOTTA DETAILS**

**POURCHASE CHIMNEY COLUMNS**

**STAINLESS STEEL COLUMNS**

**HALF INCH MACOTTA SPECIFICATIONS**

All half inch Macotta is fabricated from steel in finished and polished condition. It is available in standard sizes of 1/2 inch, 1 inch, 1 1/2 inch, 2 inch, 3 inch, 4 inch, 6 inch, 8 inch, 10 inch, 12 inch, 14 inch, 16 inch, 18 inch, 20 inch, 24 inch, 30 inch, 36 inch, 42 inch, 48 inch, 54 inch, 60 inch, 72 inch, 84 inch, 96 inch, 108 inch, 120 inch, 144 inch, 168 inch, 192 inch, 216 inch, 240 inch, 270 inch, 300 inch, 324 inch, 360 inch, 396 inch, 432 inch, 468 inch, 504 inch, 540 inch, 576 inch, 612 inch, 648 inch, 684 inch, 720 inch, 756 inch, 792 inch, 828 inch, 864 inch, 900 inch, 936 inch, 972 inch, 1008 inch, 1044 inch, 1080 inch, 1116 inch, 1152 inch, 1188 inch, 1224 inch, 1260 inch, 1296 inch, 1332 inch, 1368 inch, 1404 inch, 1440 inch, 1476 inch, 1512 inch, 1548 inch, 1584 inch, 1620 inch, 1656 inch, 1692 inch, 1728 inch, 1764 inch, 1800 inch, 1836 inch, 1872 inch, 1908 inch, 1944 inch, 1980 inch, 2016 inch, 2052 inch, 2088 inch, 2124 inch, 2160 inch, 2196 inch, 2232 inch, 2268 inch, 2304 inch, 2340 inch, 2376 inch, 2412 inch, 2448 inch, 2484 inch, 2520 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**MACOTTA COMPANY OF CANADA LIMITED**  
85 Main Street South, WESTON, Ontario

**TYPICAL KRESCO BUILDING**  
Entire First Floor Finish Load-Bearing Macotta

**PRODUCT INFORMATION**  
**MACOTTA BUILDING UNITS**

- MACOTTA is a product of the Macotta Company of Canada Limited. General use is being made of this material for new, modern building purposes and for the modernizing of houses and shops, fronts, street fronts, office buildings and like projects.
- MACOTTA offers in the architect a substantial economy of half-inch-thick veneer unit expressing color originality without loss in mass and line. The colors are permanent and easily cleaned, and MACOTTA is impervious to moisture, will not crack, craze or lose its lustre.
- MACOTTA Masonry units are joined and erected in a manner similar to ordinary stone work. Half-inch veneer MACOTTA units are fastened to concrete blocks, steel blocks, iron blocks, concrete blocks, steel channels or wood framing in such a manner as to show no visible anchorage and at the same time have such unit carry its own weight.
- MACOTTA weighs approximately 100 pounds per cubic foot for load-bearing finished units. The half-inch unit weighs approximately 8 pounds per square foot.
- MACOTTA color range is completely unlimited in both the plain and finished finishes. The finished finish adds a texture to the surface of the material which gives direct appeal to the architect whose motif of design tends towards substantiality of construction.
- PORCELAIN MACOTTA combines the strength of steel and concrete with the permanent color and lustre of porcelain enamel. It offers the architect a versatile medium through which to achieve new heights of beauty and design.

THE ARCHITECTURAL AND BUILDING CATALOGUE - 1949

Figure 9: Two pages from a section promoting the Macotta System, from the 1949 Architectural and Building Catalogue.



Figure 9: Front of Building 2004

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**Royal Oak Historic District Study Committee  
c/o City Manager  
City of Royal Oak  
211 Williams Street  
Royal Oak MI 48067**

