

WI-585
Salisbury News & Advertiser Building
Salisbury
Private

c. 1918

The longest operating newspaper in Wicomico County, *The Salisbury News & Advertiser*, occupied 120-122 East Main Street for many years beginning with the construction of the commercial block around 1918. The enameled block front was designed in a modern material for the time with its gleaming and smooth white surface that contrasted sharply with the more common red brick fronts of the adjacent buildings. Introduced during the late years of the nineteenth century, enameled blocks were distributed across the country in a variety of forms and decorative shapes. One of the largest firms, Tiffany Enameled Brick Company of Momence, Illinois, was established in 1884. The front of the old News & Advertiser building is distinguished by neoclassical cornices supported by large decorative console brackets and are enhanced as well by chunky modillion blocks. The East Main Street façade has remained essentially unchanged since its construction.

The Salisbury News & Advertiser has occupied an important place in the business history of Wicomico County with its establishment in 1867 and its continuous operation since then. R. Reese Morgan, who with its father John Morgan started Salisbury's first paper, *The Sentinel* in 1859, returned from the Civil War and began the *Salisbury Advertiser* with partner Samuel Q. Parker. *The Salisbury Advertiser* grew into one of the region's principal newspapers during the decades that followed, absorbing other papers along the way. Long time publishers of the *Salisbury Advertiser* during the early twentieth century were S. King White and J. Roscoe White. The Salisbury Advertiser

Company acquired a portion of the Lakeside property on East Main Street from William E. Wailes in July 1917, and less than a year later the company negotiated a \$10,000 mortgage with builder William J. Downing. Various Salisbury News & Advertiser owners held title to this commercial block until the mid 1950s.

7. Description

Inventory No. WI-585

Condition

excellent deteriorated
 good ruins
 fair altered

Prepare both a one paragraph summary and a comprehensive description of the resource and its various elements as it exists today.

Formerly housing the offices of *The Salisbury News & Advertiser*, the three-story, enameled front commercial block stands at 120-122 East Main Street in downtown Salisbury, Wicomico County, Maryland.

Built around 1918, the three-story commercial block has an enameled brick front and common bond side and rear walls. The common bond pattern varies from the norm with a Flemish bond row in lieu of the typical header row, and a line of soldier bricks stretches across at the level of the window headers and a rowlock row at the window sill level. The brick walls are finished with a parapet covered with a terra cotta cap. Attached to the back of the brick block is a three-story frame addition covered with asbestos shingles and capped by a shed roof.

The north (main) elevation is a symmetrical façade of white enameled blocks. The first floor is defined by a large window in the center which is flanked by door openings on each side. The window is sheltered by a canvas awning. The door openings are enhanced by neoclassical cornices executed in enameled blocks. Pairs of large, intricately molded console brackets support the cornices for each door opening, and each cornice is topped by a shallow pediment of enameled blocks. The doors are partially glazed. The second floor is defined by two paired sets of single-pane sash windows that are bounded by a plain beltcourse of enameled blocks at the window sill level and a molded beltcourse at window header height. The third floor is finished in the same manner. Capping the enameled front is an elaborate neoclassical cornice with large modillion blocks interspersed with four intricately molded console brackets evenly spaced along the front. Stretching along the front wall below the cornice is a molded stringcourse that intersects the foot of each console bracket. The top of the parapet wall is finished with a curved pediment framed on each side by console brackets.

The rear (south) wall of the main block is covered by a three-story frame addition sheathed with asbestos shingles on the second and third floors. The first floor has been altered with the substitution of a frame section with a mid twentieth century brick walled addition. The second and third floors of the frame section are defined by paired single-pane sash windows flanking centrally located door openings that open onto a rear fire escape. Rising from the southwest corner of the main block is a brick furnace flue.

The interior contains professional offices that have been reworked over the years.

8. Significance

Inventory No. WI-585

Period	Areas of Significance	Check and justify below			
<input type="checkbox"/> 1600-1699	<input type="checkbox"/> agriculture	<input type="checkbox"/> economics	<input type="checkbox"/> health/medicine	<input type="checkbox"/> performing arts	
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> archeology	<input type="checkbox"/> education	<input type="checkbox"/> industry	<input type="checkbox"/> philosophy	
<input type="checkbox"/> 1800-1899	<input checked="" type="checkbox"/> architecture	<input type="checkbox"/> engineering	<input type="checkbox"/> invention	<input type="checkbox"/> politics/government	
<input checked="" type="checkbox"/> 1900-1999	<input type="checkbox"/> art	<input type="checkbox"/> entertainment/ recreation	<input type="checkbox"/> landscape architecture	<input checked="" type="checkbox"/> religion	
<input type="checkbox"/> 2000-	<input type="checkbox"/> commerce	<input type="checkbox"/> ethnic heritage	<input type="checkbox"/> law	<input type="checkbox"/> science	
	<input type="checkbox"/> communications	<input type="checkbox"/> exploration/ settlement	<input type="checkbox"/> literature	<input type="checkbox"/> social history	
	<input type="checkbox"/> community planning		<input type="checkbox"/> maritime history	<input type="checkbox"/> transportation	
	<input type="checkbox"/> conservation		<input type="checkbox"/> military	<input type="checkbox"/> other:	

Specific dates _____ **Architect/Builder** Builder William J. Downing

Construction dates _____

Evaluation for:
 National Register Maryland Register not evaluated

Prepare a one-paragraph summary statement of significance addressing applicable criteria, followed by a narrative discussion of the history of the resource and its context. (For compliance projects, complete evaluation on a DOE Form – see manual.)

The longest operating newspaper in Wicomico County, *The Salisbury News & Advertiser*, occupied 120-122 East Main Street for many years beginning with the construction of the commercial block around 1918. The enameled block front was designed in a modern material for the time with its gleaming and smooth white surface that contrasted sharply with the more common red brick fronts. Introduced during the late years of the nineteenth century, enameled blocks were distributed across the country in a variety of forms and decorative shapes. One of the largest firms, Tiffany Enameled Brick Company of Momence, Illinois, was established in 1884.¹ The front of the old News & Advertiser office is distinguished by neoclassical cornices supported by large decorative console brackets as well as chunky modillion blocks. The East Main Street façade has remained essentially intact since its construction.

The Salisbury News & Advertiser has occupied an important place in the business history of Wicomico County with its establishment in 1867 and its continuous operation since then. R. Reese Morgan, who with his father John Morgan started Salisbury's first paper *The Sentinel* in 1859, returned from the Civil War and began the *Salisbury Advertiser* with partner Samuel Q. Parker in 1867.² The *Salisbury Advertiser* grew into one of the region's principal newspapers during the decades that followed, absorbing other papers along the way. Longtime publishers of the *Salisbury Advertiser* during the early twentieth century were S. King White and J. Roscoe White.³ The Salisbury Advertiser Company acquired a portion of the Lakeside property on East Main Street from William E. Wailes in July 1917 and less than a year later negotiated a \$10,000 mortgage with builder William J. Downing.⁴ Various *Salisbury News & Advertiser* owners held title to this building until the mid 1950s.⁵

¹ "Sweet's" *Indexed Catalogue of Building Construction*, 1906, Architectural Record Co.: New York and Chicago, pp. 51-54.
² Dickson J. Preston, *Newspapers of Maryland's Eastern Shore*,
³ Charles J. Truitt, *Historic Salisbury Updated, 1662-1982*, Historical Books, Inc.: Salisbury, MD, 1982, p. 120.
⁴ Wicomico County Land Record, JCK 107/205, 24 July 1917; Wicomico County Land Record JCK 108/144, 11 February 1918.
⁵ Wicomico County Land Record, JWTS 369/269, 1 December 1954.

**Maryland Historical Trust
Maryland Inventory of
Historic Properties Form**

Inventory No. WI-585

Name The Salisbury Advertiser Building
Continuation Sheet

Number 8 Page 1

The Salisbury Advertiser Building
120-122 East Main Street
Salisbury, Wicomico County, Maryland

Map 107, Parcel 851

1728/551

F. L. Johnson Family Partnership LLLP

to

1/27/2000

Barbara R. Trader and Erick R. Trader

MSB 1651/433

Franklin L. Johnson
Bridget H. Johnson

to

12/30/1998

F. L. Johnson Partnership

AJS 976/483

Market Village Corporation

to

7/29/1982

Franklin L. Johnson
Bridget H. Johnson

**Maryland Historical Trust
Maryland Inventory of
Historic Properties Form**

Inventory No. WI-585

Name The Salisbury Advertiser Building
Continuation Sheet

Number 8 Page 2

AJS 847/26 Richards Realty Company, Inc.

to

11/1/1975 Market Village Corporation

JWTS 481/61 Vernon W. Richards, et al.

to

2/27/1959 Richards Realty Company, Inc.

JWTS 369/269 William Henry Wallace White
Pauline T. White

to

12/1/1954 Anna Louise Richards
Vernon W. Richards
Mildred R. Parks
35' frontage on Main Street and 110' depth

JWTS 337/401 White-Jones Company

to

3/18/1952 William Henry Wallace White

**Maryland Historical Trust
Maryland Inventory of
Historic Properties Form**

inventory No. WI-585

Name The Salisbury Advertiser Building
Continuation Sheet

Number 8 Page 3

JWTS 271/195 The Wicomico Publishing Company

to

8/1/1945 White-Jones Company

JCK 128/290 The Salisbury Advertiser Company

to

12/11/1922 The Wicomico Publishing Company

Mortgage
JCK 108/144 The Salisbury Advertiser Company

to

2/11/1918 William J. Downing

JCK 107/205 William E. Wailes, et al.

to

7/24/1917 The Salisbury Advertiser Company
part of Lakeside-homeplace of Annie T. Wailes

9. Major Bibliographical References

Inventory No. WI-585

- Preston, Dickson J. Newspapers of Maryland's Eastern Shore, Tidewater Publishers, 1986.
Truitt, Charles J. Historic Salisbury Updated, 1662-1982, Historical Books, Inc. 1982.
Wicomico County Land Records, various volumes, Wicomico County Courthouse.

10. Geographical Data

Acreege of surveyed property 3080 square feet
Acreege of historical setting 3080 square feet
Quadrangle name Salisbury, Maryland Quadrangle scale: 1:24,000

Verbal boundary description and justification

The metes and bounds of this property are coincidental with the current boundary of the lot.

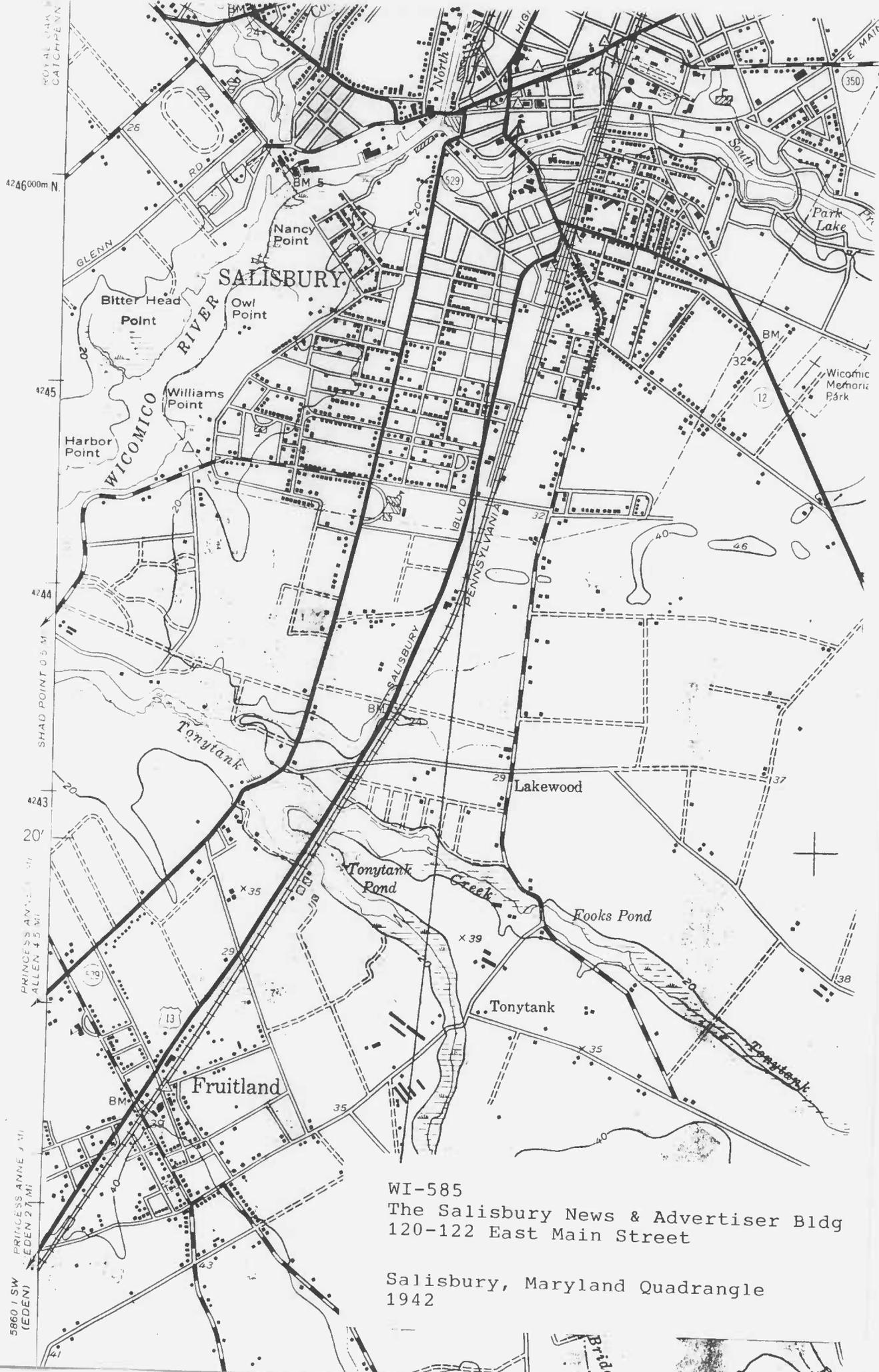
11. Form Prepared by

name/title	Paul B. Touart		
organization	Private Consultant	date	3/28/2001
street & number	P. O. Box 5	telephone	410-651-1094
city or town	Westover	state	Maryland 21871

The Maryland Inventory of Historic Properties was officially created by an Act of the Maryland Legislature to be found in the Annotated Code of Maryland, Article 41, Section 181 KA, 1974 supplement.

The survey and inventory are being prepared for information and record purposes only and do not constitute any infringement of individual property rights.

return to: Maryland Historical Trust
DHCD/DHCP
100 Community Place
Crownsville, MD 21032-2023
410-514-7600



ROYAL OAK
CATCHPENN

4246000m N

4245

4244

4243

20'

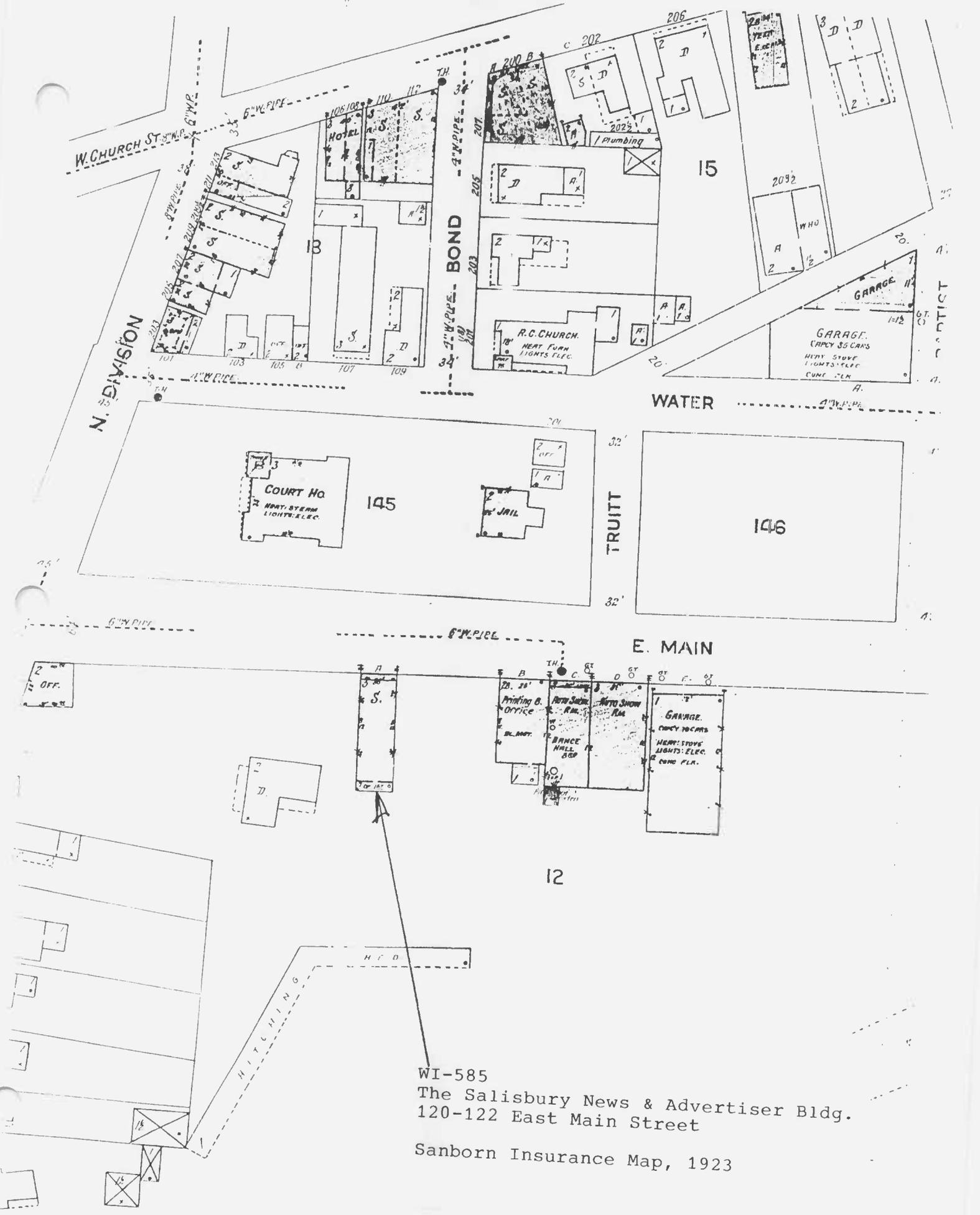
SHAD POINT 0.5 MI

PRINCESS ANNE 2.5 MI
ALLEN 4.5 MI

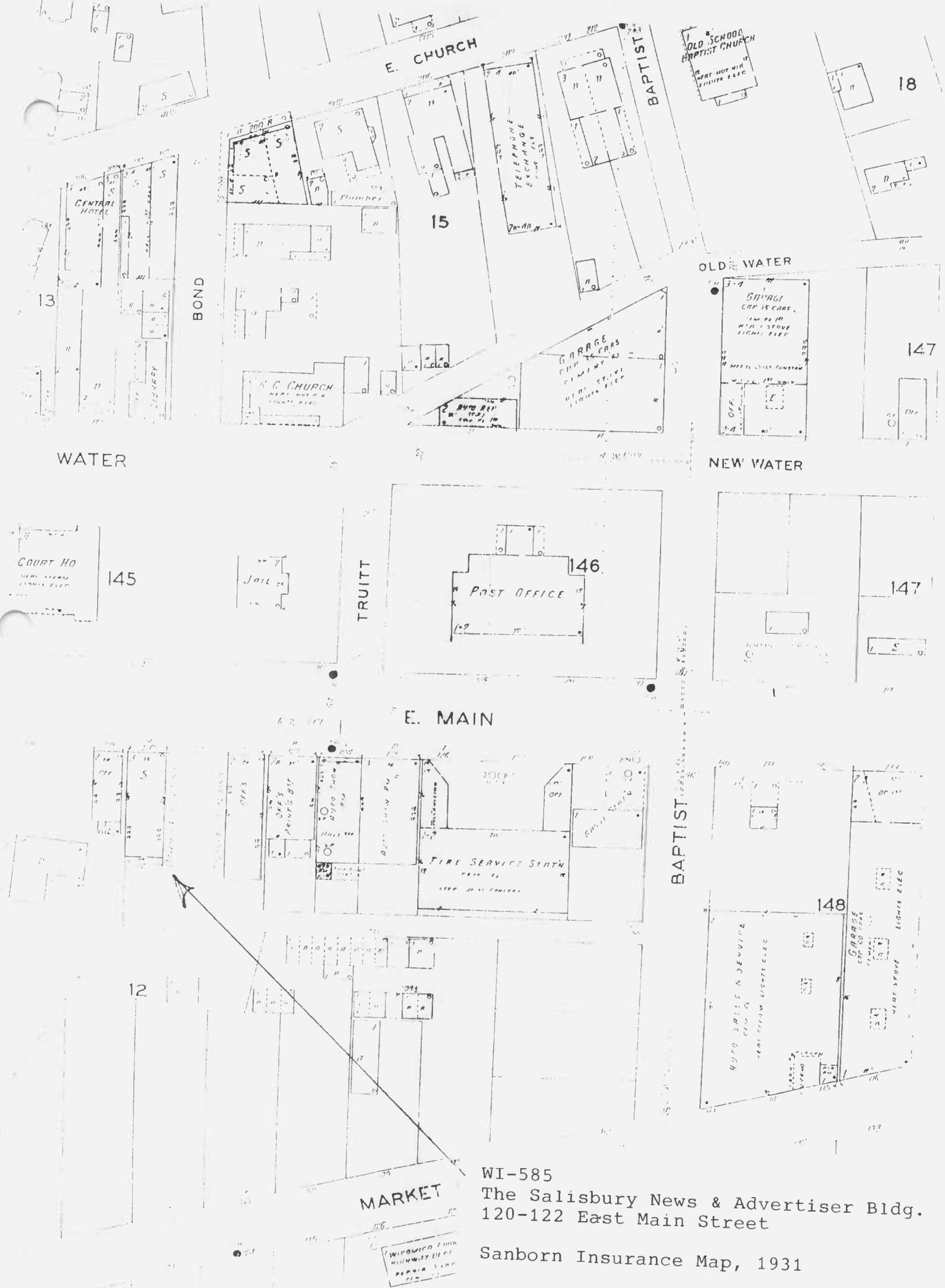
5860 1 SW
(EDEN)
PRINCESS ANNE 7 MI
EDEN 2.7 MI

WI-585
The Salisbury News & Advertiser Bldg
120-122 East Main Street

Salisbury, Maryland Quadrangle
1942

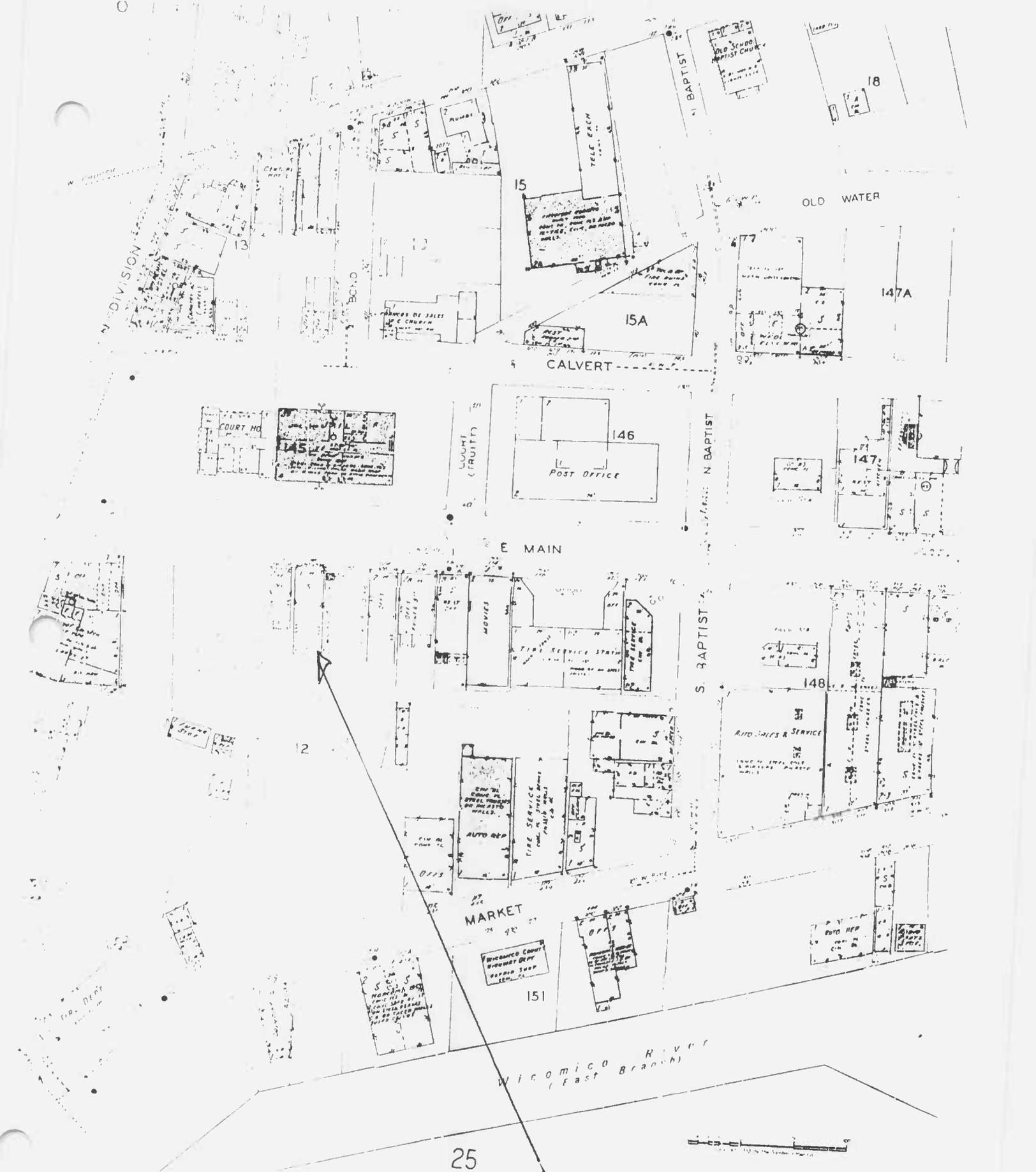


WI-585
 The Salisbury News & Advertiser Bldg.
 120-122 East Main Street
 Sanborn Insurance Map, 1923



WI-585
 The Salisbury News & Advertiser Bldg.
 120-122 East Main Street

Sanborn Insurance Map, 1931



WI-585
 The Salisbury News & Advertiser Bldg.
 120-122 East Main Street

Sanborn Insurance Map, 1953



WI-585

SALISBURY ADVERTISER BUILDING
SALISBURY, WILMOT CO., MD.

NORTH ELEVATION

3/01, PAUL TOWNSEND PRODUCTIONS
NEE/MD. HISTORICAL TRUST

1 OF 2



W1-585

SALISBURY ADVENTIST BUILDING
SALISBURY, WISCONSIN Co., MD.
SOUTH ELEVATION

3/01, PAUL TOWN, PHOTOGRAPHER

NEG / M.D. HISTORICAL TRUST

2 OF 2