

FORM B - BUILDING

NRDIS 2/25/1971; 8/2/1984

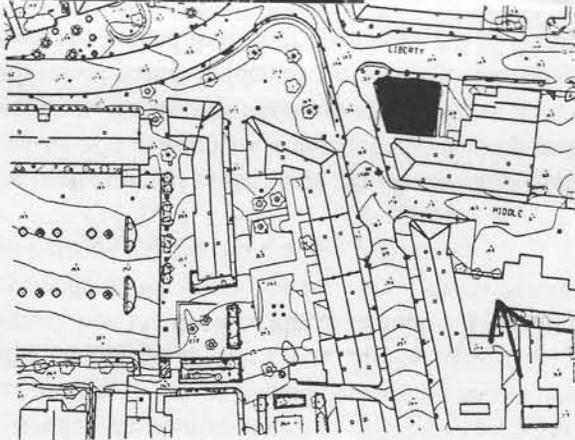
Assessor's number  
9-1,2,3

USGS Quad  
Newburyport

Area(s)  
L,K

Form Number  
1683

Massachusetts Historical Commission  
Massachusetts Archives Building  
220 Morrissey Boulevard



Town Newburyport

Place (neighborhood or village)

Address 23-26 Market Square

Historic Name South Row

Uses: Present Commercial

Original Commercial

Date of Construction 1821

Source marble tablet

Style/Form Federal

Architect/Builder unknown

Exterior Material:

Foundation Granite

Wall/Trim Brick/Sandstone

Roof Asphalt Shingle

Outbuildings/Secondary Structures

none

Major Alterations (with dates) c.1900 - storefront  
renovations; c.1970 - rehabilitation of building

Condition good

Moved  no  yes Date

Acreage 3348 SF

Setting central business district, surrounded by similar  
Federal-era brick buildings

Recorded by Lisa Mausolf

Organization Newburyport Historical Commission

Date (month/year) May 1999

## BUILDING FORM (23-26 Market Square)

### ARCHITECTURAL DESCRIPTION

*Describe architectural features. Evaluate the characteristics of the building in terms of other buildings within the community.*

Located at the southeast corner of Liberty Street and Market Square, South Row is a three-story brick building most of which is capped by a low gable roof, separated into two sections by the exterior extension of fire walls which terminate in stepped gable parapets with chimneys. The building displays a modest brick modillion cornice under the eaves. The brick is laid in a Flemish bond with some glazed headers. The building is organized into three sections; the two sections to the south are three bays wide on the upper stories. The Liberty Street corner is cutaway with a single bay of openings on the angled face and two bays on the Market Square elevation.

The northernmost of the three storefronts, #23 Market Square, displays arched first floor openings. The storefront at #24 consists of a modern six-panel door flanked by multilight display windows set above a modern brick base. In the final storefront, the display windows are set above a wooden bulkhead. Both of these storefronts are capped by a wooden frieze with raised panels hidden by the awning. The frieze terminates with end brackets. On the Liberty Street elevation, 2 Liberty Street has arched first floor openings. All of the upper story windows consist of 6/6 sash with splayed sandstone lintels and sills displaying vertical grooves. An oval marble tablet between the second and third stories of the center section on Market Street reads "South Row 1821". Also visible on the central section is faded painted signage dating back to a turn-of-the-century tenant.

### HISTORICAL NARRATIVE

*Describe the history of the building. Explain its associations with local (or state) history. Include uses of the building and the role(s) the owners/occupants played within the community.*

As documented by the marble tablet on the upper story, South Row was constructed in 1821.

Directories indicate that in 1849 Henry Seidenberg sold furniture and A.A. Call had a book store in South Row. Parker Roberts had a grocery store at 23 Market Square from about 1852 until about 1860. By the 1870s the store was operated by Henry A. Wilson who dealt in West India goods and groceries. Wilson owned the building and remained in business until after the turn-of-the-century. An article on Wilson's business in 1890 reported that he was using the entire three stories and that a new front had recently been added. Occupants of 24 Market Square included Jere Ireland who sold furniture here from about 1852 until about 1880. The storefront at 26 Market Square was occupied by Richard Welch's clothing store located upstairs during the same time period. By 1884 the store was occupied by John Graham, who sold provisions. John Graham & Son continued to occupy the same into the 1950s.

Sanborn insurance maps indicate that in 1888 25 Market Square contained a crockery shop on the first floor, a repair shop on the second and storage on the third floor. The painted advertisements which are still visible on the center portion of the block date to the late 19th century when Kelly Brothers Up-to-Date Clothiers were located here. Lettering was also located on the roof.

In the early 20th century Kalashian and Creeden's liquor store was located at 24 Market Square. Later known simply as K & C Liquors, the business remained here into the 1960s. The corner storefront was occupied by Eastern Auto Parts and then, by Port Auto Stores from 1946 until 1964.

Recommended for listing in the National Register of Historic Places. *If checked, you must attached a completed National Register Criteria Statement form.*

## INVENTORY FORM CONTINUATION SHEET

Town  
NewburyportProperty Address  
23-26 Market Square  
Area(s) Form No.Massachusetts Historical Commission  
Massachusetts Archives Building  
220 Morrissey Boulevard  
Boston, Massachusetts 02125

L,W	1683
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## BIBLIOGRAPHY and/or REFERENCES

- Currier, John J. *History of Newburyport, Massachusetts, 1764-1906*, vols. 1 & 2. Newburyport: 1906 & 1909.
- Erickson, Candace Chapman. "Dooryard and Shipyard: Four Walking Tours of Newburyport".
- Essex County, Register of Deeds.
- Irving, Ron. Unpublished research on Market Square and Water Street.
- Massachusetts Historical Commission. Historic Resources Inventory: Newburyport.
- Newburyport City Directories, various dates.
- Newburyport Daily News, October 11, 1890.
- Photographic collection, Phillips Library, Peabody Essex Museum, Salem, Massachusetts, Negative #10,924.
- Stirgwort, Mary Jane. "Historical Buildings Survey and Inventory, Newburyport, Massachusetts: Narrative History",  
Prepared for the Massachusetts Historical Commission, 1980.

## Maps

- Atlas of Essex County, Massachusetts*. Philadelphia: D.B. Beers & Co., 1872.
- Atlas of Essex County, Massachusetts*. Boston: George H. Walker, 1884.
- Beck & Paul. *City of Newburyport*. Framingham, Mass.: Bigelow and Hazen, 1880.
- Plan of Newburyport*. Philadelphia: H. McIntyre, 1851.
- Sanborn Insurance Maps. Massachusetts State Library, Boston, Massachusetts.

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Source: Phillips Library, Peabody Essex Museum, Salem, Massachusetts, Negative #10,924.