**Name, Location and Ownership** (Items 1-6; see Instructions, page 4)

<table>
<thead>
<tr>
<th><strong>HISTORIC NAME</strong></th>
<th>Ohringer Home Furniture Company</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CURRENT/COMMON NAME</strong></td>
<td>Braddock Redux, 416 Library Street, Braddock, PA 15104</td>
</tr>
<tr>
<td><strong>OWNER NAME/ADDRESS</strong></td>
<td>Braddock Redux, 416 Library Street, Braddock, PA 15104</td>
</tr>
<tr>
<td><strong>TOTAL NUMBER OF RESOURCES</strong></td>
<td>1</td>
</tr>
<tr>
<td><strong>COUNTY</strong></td>
<td>Allegheny</td>
</tr>
<tr>
<td><strong>USGS QUAD</strong></td>
<td>Braddock</td>
</tr>
<tr>
<td><strong>LOCATION</strong></td>
<td>640 Braddock Avenue, Braddock, PA</td>
</tr>
<tr>
<td><strong>MUNICIPALITY</strong></td>
<td>Borough of Braddock</td>
</tr>
<tr>
<td><strong>STREET ADDRESS</strong></td>
<td>Braddock, PA</td>
</tr>
<tr>
<td><strong>ZIP</strong></td>
<td>15104</td>
</tr>
<tr>
<td><strong>CATEGORY OF PROPERTY</strong></td>
<td>Building</td>
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<td><strong>OWNERSHIP</strong></td>
<td>Private</td>
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<tr>
<td><strong>TAX PARCEL #/YEAR</strong></td>
<td>237-D-174</td>
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**Function** (Items 7-8; see Instructions, pages 4-6)

<table>
<thead>
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<th><strong>Historic Function</strong></th>
<th><strong>Subcategory</strong></th>
<th><strong>Particular Type</strong></th>
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</thead>
<tbody>
<tr>
<td>Commerce/Trade</td>
<td>Commerce/Trade - Specialty Store</td>
<td>Furniture store</td>
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<tr>
<td></td>
<td></td>
<td></td>
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</table>

<table>
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<th><strong>Subcategory</strong></th>
<th><strong>Particular Type</strong></th>
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</thead>
<tbody>
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**Property Features** (Items 15-17; see Instructions, pages 7-8)

<table>
<thead>
<tr>
<th><strong>Setting</strong></th>
<th><strong>Ancillary Features</strong></th>
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</thead>
<tbody>
<tr>
<td>Downtown Business District</td>
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</tbody>
</table>

| **Acreage (round to nearest tenth)** | 0.2 |

09/2013
Architectural/Property Information (Items 9-14; see Instructions, pages 6-7)

ARCHITECTURAL CLASSIFICATION

International Style

EXTERIOR MATERIALS and STRUCTURAL SYSTEM

| Foundation | Concrete |
| Walls      | Terra Cotta |
| Roof       | Rubber |
| Other      | Brick |
| Structural System | Steel Frame |

WIDTH 40 (feet) or ___ (# bays)  DEPTH 120 (feet) or ___ (# rooms)  STORIES/HEIGHT 8

Historical Information (Items 18-21; see instructions, page 8)

Year Construction Began 1940  □ Circa  Year Completed 1941  □ Circa
Date of Major Additions, Alterations 2004  □ Circa  □ Circa
Basis for Dating □ Documentary  □ Physical

Cultural/Ethnic Affiliation(s)
Associated Individual(s) Abraham Ohringer
Associated Event(s)
Architect(s) Harry H. Lefkowitz
Builder(s)

Explain Well-documented in local media. Extensive advertising.

Submission Information (Items 22-23; see instructions, page 8)

Previous Survey/Determinations

Threats □ None  □ Neglect  □ Public Development  □ Private Development  □ Other

Explain Proposed federal tax credit project.

This submission is related to a □ non-profit grant application  □ business tax incentive  □ NHPA/PA History Code Project Review  □ other

Preparer Information (Items 24-30; see Instructions, page 9)

Name & Title Charles Uhl
Date Surveyed June 2017
Organization/Company Historic Preservation Services
Mailing Address 6711 Stanton Avenue, Pittsburgh, PA 15206-1767
Phone (412) 492-9100
Email cuh627@verizon.net
National Register Evaluation (Item 31; see Instructions, page 9)
(To be completed by Survey Director, Agency Consultant, or for Project Reviews ONLY.)

☐ Not Eligible (due to ☐ lack of significance and/or ☐ lack of integrity)
☐ Eligible

Area(s) of Significance __________
Criteria Considerations __________
Period of Significance __________

☐ Contributes to Potential or Eligible District
District Name __________

Bibliography (Item 32; cite major references consulted. Attach additional page if needed. See Instructions, page 9.)

American Institute for Architects, Member Listings., 1955, 1962.


National Council of Jewish Women, Pittsburgh Section
Oral History Collection at the University of Pittsburgh
Archives Service Center
1985 interview with Helen Ohringer, wife of Abraham Ohringer

The Ohringer Family Collection, Rauh Jewish Archives, Senator John Heinz History Center, Pittsburgh, PA

Pittsburgh Press March 12, 1941, March 13, 1941, and March 15, 1941
Multiple articles on Ohringer / Braddock grand opening

Additional Information
The following must be submitted with form. Check the appropriate box as each piece is completed and attach to form with paperclip.

☐ Narrative Sheets—Description/Integrity and History/Significance (See Instructions, pages 13-14)
☐ Current Photos (See Instructions, page 10)
☐ Photo List (See Instructions, page 11)
☐ Site Map (sketch site map on 8.5x11 page; include North arrow, approximate scale; label all resources, street names, and geographic features; show exterior photo locations; See Instructions, page 11)
☐ Floor Plan (sketch main building plans on 8.5x11 page; include North arrow, scale bar or length/width dimensions; label rooms; show interior photo locations; See Instructions, page 11)
☐ USGS Map (submit original, photocopy, or download; See Instructions, page 11)

Send Completed Form and Additional Information to:
National Register Program
Bureau for Historic Preservation/PHMC
Keystone Bldg., 2nd Floor
400 North St.
Harrisburg, PA 17120-0093

09/2013
The former Ohringer Home Furniture store at 640 Braddock Avenue, in Braddock, Allegheny County, is an 8-story rectangular-footprint commercial building done in International Style. Pittsburgh architect Harry H. Lefkowitz designed the building. The building was completed and opened in 1941 on Braddock Avenue, a short distance west of the Edgar Thomson Works of US Steel. It served as a furniture store until 1964 before being converted to other uses.

Braddock Avenue is the Borough of Braddock's two-mile-long main street, once one of the busiest commercial thoroughfares in the region. The building's site is at the southwest corner of Braddock Avenue and Seventh Street. It slopes slightly to the south, toward the Monongahela River about a quarter mile away. Before Ohringer Furniture was constructed on the lot, it was occupied by one and two story frame commercial buildings facing either Braddock Avenue or Seventh Street.

The masonry building measures 40' on Braddock Avenue by 120' along Seventh Street. It has two bays facing Braddock Avenue and six on Seventh Street, with the distinctive curved corner adding a half bay on each elevation. It was built in International Style, with smooth and unornamented surfaces, stacked horizontal elements, and the curved corner, all unusual for the Pittsburgh region. The area saw little new construction in the Great Depression generally, and the commercial buildings constructed then tended to be done in Art Deco or a Revival style. The most significant architectural feature is the curved corner wall at the street intersection, mostly filled with glass block.

The Braddock Avenue and Seventh Street elevations are finished architecturally, while the rear (south) and west elevations are done in red field brick, utilitarian in appearance. The finished elevations are stacked bands of cream-colored terra cotta and slightly darker buff-colored brick above the first floor storefront areas. The terra cotta bands are mostly continuous, wrapping around the curved corner. The brick bands are interrupted by windows. The building's signature feature, the curved corner has large rectangular glass block windows on the third through seventh floors. The windows curve through the corner and wrap into the Braddock Avenue and Seventh Street elevations. The second floor apparently had a clear glass window in the curve, now infilled. The eighth floor is featureless buff brick.

Originally there were storefronts on Braddock Avenue and Seventh Street. At the curved corner there was a curved glass storefront with a revolving display. The original storefronts, including the curved glass front, have been replaced with a modern aluminum storefront in the center of the façade on Braddock Avenue, and a variety of metal and masonry infill elsewhere. The replaced storefronts on Seventh Avenue first floor are mostly covered with graffiti. The second floor of both elevations also is largely replacement material, with later glass block and concrete block infilling the openings. Small modern double-hung windows were added to most of the second floor bays.

The east bay of the Braddock Avenue façade and third bay of the Seventh Street elevation - the approximate center of the east elevation - have stacks of horizontal window openings that once had rolled-steel sash and now have aluminum replacement...
windows in the third through seventh floors. There also is an opening in the eighth floor of the façade; the only opening on that floor facing Braddock Avenue. All the other openings from the second through seventh floors held glass block.

The southern bay of the Seventh Avenue elevation is featureless buff brick from the second through the seventh floors. This is the location of one of the elevators and sets of stairs. The eighth floor apparently had store offices and has bands of horizontal window openings in the southern bay, and four square window openings in the remainder of the eastern elevation.

The building once had a wide blade sign on Braddock Avenue with OHRINGER spelled vertically above HOME FURNITURE with the two words stacked horizontally. There also were OHRINGER HOME FURNITURE signs above both the Braddock Avenue and Seventh Street storefronts. None of the signs survive.

The rear (south) face of the building is red brick with two columns of stacked rectangular window openings filled with rolled steel sash above the third floor. The openings below the third floor have been infilled. One column of windows is near the eastern edge of the elevation, in a staircase, and the other is about a third of the elevation width from the west side. This western column of windows is adjacent to the building’s freight elevator, the penthouse of which projects above the elevation.

The long western elevation is mostly featureless red brick. There is a column of wide window openings from the third to the seventh floors about a quarter of the elevation width from the rear elevation. The openings house modern aluminum windows. It is not clear whether these masonry openings are original. There are four small window openings evenly-spaced on the eighth floor, and a balcony-like notch of uncertain vintage adjacent to the freight elevator penthouse at the southwest corner.

Interior:

When the furniture store opened, each floor was a different color and had different styles and types of furniture. It was mostly open in plan. The building has short floor-to-floor heights, likely to maximize floor space within the footprint, and possibly to display furniture in lower-ceilinged settings similar to local homes. No interior identity of the building as a furniture store survives.

In plan there are metal stairs in masonry enclosures at the northwest and southeast corners. There is a passenger elevator on the east wall about two-thirds of the elevation’s width from Braddock Avenue. There also is a freight elevator in the southwest corner of the building, opening through the rear elevation.

The building was frequently remodeled, most notably being converted to offices for Allegheny County. This was done by installing drywall-partitioned offices along the long walls, with a wide longitudinal corridor connecting the rear elevator and stair area with the front stairs. Dropped ceilings were installed. The surviving modern interior
components are partially demolished and are in poor condition. The modern partitions have been removed from the sixth and seventh floors, leaving them mostly open.

The first floor commercial space on Braddock Avenue has modern finishes and last housed a cellular telephone store.

In the 2000s the roof was removed over about three-quarters of the eighth floor, and the seventh floor ceiling / eighth floor floor became the roof. The building’s steel structure was exposed, and the perimeter walls retained. Plaster was removed from the exterior walls. Windows were removed leaving unfilled masonry openings. Raised planter beds were installed in the opened area, not now maintained.

Integrity:

The former furniture store retains its location, setting, and feeling in a commercial setting on Braddock Avenue in Braddock. Some of its exterior design elements survive, including the smooth, banded terra cotta and brick exterior walls, and signature curved corner windows of glass block. The storefronts and original signs have been removed, and the interior remodeled. Exterior materials and workmanship survive, minus the storefronts and signs. Almost no historic interior materials remain. Its association with the Ohringer family and furniture retailing has been lost.

It remains instantly recognizable as a rare-for-the-region International Style building.
The former Ohringer Home Furniture Company store at 640 Braddock Avenue in Braddock, Allegheny County is an unusual International Style commercial building, built for a regionally important furniture retailer. Pittsburgh architect Harry H. Lefkowitz designed the building. It opened on March 12, 1941. Abraham Ohringer started the Braddock Furniture Company in 1912. When his new store opened, Ohringer also operated furniture stores in the business districts of both Greensburg and McKeesport. The building may meet National Register Criterion A for its association with a regionally important retailer. It may also meet Criterion C for its architectural contribution.

Braddock:

Prior to the 1870s, Braddock (originally Braddock’s Field) was a small river town, distinguished by being the site of the Battle of the Monongahela (Braddock’s Defeat) in 1755. Before 1853 Braddock did not rate a post office. In the 1870s Andrew Carnegie developed his first steel mill, choosing a site in Braddock for the still-functioning Edgar Thomson Works (E.T.). The site was an extraordinarily good one for a steel mill: it was on a navigable river, served by multiple rail lines, and convenient to the coke production facility developed by Henry Clay Frick in Fayette County. “E.T.” expanded enormously over the decades, replacing Bessemer converters with open hearth steel furnaces around 1900. E.T. and the offshoot industries it spawned led to tenfold increase in population from a couple thousand at the time of the borough’s incorporation in 1867, to more than 20,000 in 1920. By the end of the 19th century the borough’s main street, Braddock Avenue, developed a reputation as a rowdy, 24-hour-a-day thoroughfare, lined with legitimate and nefarious businesses. Abraham Ohringer and his future wife Helen arrived in this boomtown and prospered.

Ohringers:

Abraham Ohringer (1888-1975) was one of six siblings who immigrated to the United States from Austria in the 1890s and settled in Western Pennsylvania. He had relatives in Braddock, and worked in a brother’s furniture store. The brother died, the business foundered, and in 1912 Abraham Ohringer and his wife Helen invested their savings of $1,000 in a new furniture business in a rented three-story building. Helen, a native of Hungary, served as bookkeeper for the store. The Ohringer’s business thrived, despite competition that included at least a half dozen other furniture stores in Braddock. While wealthier Pittsburgers shopped in downtown department and specialty stores, or in the nearby commercial district of East Liberty, Ohringer Home Furniture served blue- and white-collar industrial workers and their families by selling furniture and appliances on installment plans, with payments usually due in cash at the store on mill paydays. Drive, ambition, and good business practices led to the company adding stores in Greensburg and McKeesport, 110,000 square feet of warehouse space in two buildings, and a fleet of delivery trucks. The new eight-story building on Braddock Avenue was the largest furniture store in Braddock, as well as being the tallest building built on Braddock Avenue, which bustled with activity around the clock because of “E.T.”. By March 12, 1941 when the store opened with great fanfare, World War II had
been raging in Europe for 18 months, and the business generated by war was ending America's Great Depression. Steel towns like Braddock were among the first to benefit from war-time demand. Concerning the investment in the new store, Abraham Ohringer was quoted in the Pittsburgh Press:

"Opening of our new building at this particular time is, in a sense, an expression of our confidence in this nation, in the democratic way of life as we know it. America is one of the few spots left where a business such as Ohringer still has the opportunity to "build from the ground up" and flourish, and our new structure is a symbol of our belief that that condition will continue."

The "ultra-modern" new store was "departmentalized" so shoppers would know exactly where to go for the room or type of furniture for which they were shopping. Each floor was done in a different color combination, and each was "thickly carpeted." Indirect lighting came from fluorescent bulbs in "spun aluminum" fixtures. "Giant motors" in the basement provided heat and air conditioning. The "gleaming" exterior matched the beauty of the interior of the store.

The furniture business brought the Ohringers great prosperity, allowing them to build a large house in Pittsburgh's Squirrel Hill neighborhood in the 1930s. Later they became major benefactors of Jewish schools and other organizations, and supported the founding of the State of Israel.

The Ohringer company was sold to a New York concern in 1957. Business continued under the Ohringer Home Furniture Company name until bankruptcy was declared and a final sale was conducted on July 24, 1964.

Improvements in steel-making efficiency were reducing jobs before the catastrophic collapse of the U.S. industry in the 1970s and 1980s. The steel collapse, combined with related issues, saw a rapid depopulation of Braddock. The borough had barely 2,000 residents in the 2010 census, one-tenth its 1920 population. Many commercial buildings on Braddock Avenue were abandoned, began to collapse, and were demolished. As one of the newer and better-built buildings on Braddock Avenue, the Ohringer Building survived, soldiering on into the 21st century as an office building. The building currently is vacant, and has been subject to several different redevelopment plans.

Architecture:

Harry H. Lefkowitz, architect of the Ohringer Building, was born in Budapest, Hungary in 1900 and immigrated to the United States as a child. He graduated from Pittsburgh's Carnegie Tech, now Carnegie-Mellon University, with a Bachelor of Science in Architecture in 1923, and formed his own firm that year. A comprehensive list of Mr. Lefkowitz's projects has not been discovered. Brief member-listings for Lefkowitz in American Institute of Architects publications of 1956 and 1962 both lead with the "Ohringer Home Furniture Co." Other projects of Lefkowitz include the Westmoreland
Country Club in Export, PA, additions to Rodef Shalom Temple in Pittsburgh, Webster Hall on the University of Pittsburgh campus, and Braddock General Hospital (demolished). Lefkowitz also designed the Ohringer’s grand home in Pittsburgh’s Squirrel Hill neighborhood in the 1930s. In 1959 he used the International Style in the design of Quentin Roosevelt Elementary School for the Pittsburgh Board of Education. Mr. Lefkowitz died in 1973.

Why the Ohringer Company and Lefkowitz chose the International Style for Ohringer’s signature building may be explained by national trends and local events. German architect and Bauhaus founder Walter Gropius, and Lefkowitz’s and Helen Ohringer’s fellow countryman, architect Marcel Breuer, moved from Europe to the Harvard Graduate School of Design in 1937. Breuer was a student of Gropius, and both were prominent International Style architects, much celebrated in their day. Breuer also designed furniture. Gropius lectured in Pittsburgh in the late 1930s, a significant event for local architects. One attendee was Robert Frank, an engineer and founder of Pittsburgh’s Copperweld Company. Frank commissioned Gropius and Breuer to design a house for his family. The Robert and Cecelia Frank house was designed and built from 1937-39 in the Ohringers’ Squirrel Hill neighborhood. The house is the largest designed by Gropius and Breuer, and an International-style landmark. Among other duties, Breuer designed the furniture for the house. The Frank House was finished when the new Ohringer Building was literally on the drawing board. The Ohringer and Frank families knew each other. In 1942, Ruth Ohringer, daughter of Abraham and Helen Ohringer, married James Frank, brother of Robert Frank.

Context:

The context for the Ohringer store is commercial districts of the nearby steel and industrial towns, especially Duquesne, Homestead, Turtle Creek, and also nearby sections of Pittsburgh adjacent to heavy industry: the South Side and Hazelwood districts. Although the main streets are (or were) lined with commercial buildings, steel-era buildings over 4-stories are rare, and International Style buildings other than Ohringer’s do not exist or do not survive. Little was built in the Depression decade of the 1930s. High-style architecture in these communities includes a number of ponderous, temple-form bank buildings of 3-4 stories. Braddock and Carnegie have significant libraries, though neither is on the main street. The Pittsburgh Mercantile Company is a seven-story department store constructed on Carson Street in Pittsburgh, opposite Jones & Laughlin Steel Company’s South Side Works (National Register 2014). It is a Renaissance Revival-style building built in 1907, and is much larger in footprint than the Ohringer Building. In nearby Wilkinsburg, which evolved into a bedroom community for the mill towns, the 6-story Penn Lincoln Hotel was built in restrained Art Deco style in 1927. It has been demolished. A few other Art Deco buildings survive in the mill communities; most are 2-3 stories. The Ohringer building’s use of terra cotta also was not unique. The old newspaper building in Braddock, 522-528 Braddock Avenue, is a 1920s building with a English Renaissance / Elizabethan / Gothic Revival terra cotta front.
Site Plan (Item 34)
See page 11 of the Instructions for more information regarding the site plan. Create a sketch of the property, showing the footprint of all buildings, structures, landscape features, streets, etc. Label all resources and streets. Include a North arrow and a scale bar (note if scale is approximate). This sheet may be used to sketch a plan or another map/plan may be substituted.
FORMER OHRINGER STORE
640 BRADDOCK AVENUE
BRADDOCK

BRADDOCK AVE
ELEVATION CN)
FORMER OHRINGER STORE
640 BRADDOCK AVE. BRADDOCK

WEST ELEVATION
Site Plan (Item 34)

See page 11 of the Instructions for more information regarding the site plan. Create a sketch of the property, showing the footprint of all buildings, structures, landscape features, streets, etc. Label all resources and streets. Include a North arrow and a scale bar (note if scale is approximate). This sheet may be used to sketch a plan or another map/plan may be substituted.

Formal Home Furniture
640 Braddock Ave
Braddock, Allegheny County
PA

09/2013
SECOND FLOOR PLAN - EXISTING

1/16" = 1' - 0"
4TH FLOOR TO SEVENTH FLOOR PLAN - EXISTING

1/16" = 1'-0"
THIRD TO SEVENTH FLOOR PLAN ~ EXISTING
1/16" = 1'-0"
THIRD TO SEVENTH FLOOR PLAN - EXISTING

1/16" = 1'-0"
EIGHTH/ROOF FLOOR PLAN~EXISTING

1/16" = 1'-0"
Braddock Quadrangle

Former Ohringer Home Furniture Store
640 Braddock Avenue
Braddock, Allegheny County, PA 15104

This map is incorrect. CR17S mapping from 09/18/2017 is correct. - EMS
August 16, 2017

Mr. Keith Heinrich  
National Register Reviewer  
Pennsylvania State Historic Preservation Office  
400 North Street, 2nd Floor  
Harrisburg, PA 17120

Re: Ohringer Building, Braddock Borough, Allegheny County, Key #206275

Dear Mr. Heinrich:

As the developer of the Ohringer Building rehabilitation project, I thank you for your willingness to consider further information in connection with the Ohringer Building’s eligibility for the National Register of Historic Places. In response to your August 1 letter to Charlie Uhl, the eight-story Ohringer Building deserves to be included in the National Register of Historic Places. As the tallest structure in Braddock Borough, it housed Ohringer Furniture, the town’s pre-eminent furniture store for more than 30 years. From its grand opening in 1941 until it closed in the 1970s, Ohringer Furniture carried merchandise which fit all budgets and tastes. 

(Attachment A). The store represented the pinnacle of vibrant retail in Braddock, holding out after all the established businesses in the borough, except banks, had shuttered their doors. Ohringer Furniture was “the last man standing,” as Susan Brandt, Vice President of Preservation Pittsburgh, a community-based advocacy organization, and former staff person for Braddock Economic Development Corp., put it to me recently.

The Ohringer Building exemplifies the broad-based wealth generated in pre-suburban industrial America through the late 1960s. Much of that prosperity was generated by the nearby Edgar Thomson Steel Works up the Monongahela River in Braddock, which is still operating, and the now-shuttered Carrie Furnace, located down the Monongahela River in the adjacent borough of Swissvale. Furnaces 6 and 7 have been preserved, and they were recognized in 2006 as a National Historic Landmark. Even closer to the Ohringer Building, along the Braddock Avenue corridor, buildings such as the Carnegie Library and beautiful bank facades continue to hold their historic qualities, although some are woefully under-occupied. At eight stories, the Ohringer Building significantly towers over them all.

(continued)
The Ohringer Building’s place in people’s memories is exemplified by the fact that, on the social media site Pinterest, there are myriad references to the Ohringer Building and Ohringer Furniture, and no references to the six other furniture stores operating simultaneously in the Borough. (i.e., Levitt Brothers, Kalabas, Hershberger’s, Kweller, Peoples and Thompson’s – Attachment B). Likewise, online searches reveal minimal or no information about Ohringer’s competitors while a plethora of content related to Ohringer’s is available.

Through conversations with Abe Ohringer’s daughters, Ruth and Betty, I learned that the store’s semi-annual sales attracted customers throughout Allegheny County, creating traffic jams into Braddock Borough. I also learned from longtime Braddock resident Tony Buba, founder of Braddock Films and maker of award-winning documentaries, that Ohringer Furniture’s first floor display windows were decorated exquisitely during the holiday season, making “window-shopping” at Ohringer’s a Christmas ritual for Braddock residents and visitors alike.

Today, people of all ages refer to the large structure at the corner of Braddock Avenue and 7th Street as the Ohringer Building. In fact, the business entity I created in conjunction with Ohringer Building rehabilitation activities is called Ohringer Arts, LLC. In contrast, the names of other long-departed furniture retailers in Braddock have faded away, and with the exception of the much smaller Levitt Brothers furniture store, the buildings they formerly occupied do not continue to carry their names.

With respect to loss of the sign at the northeast corner of the building, Ohringer Arts, LLC is prepared to invest $65K-$85K in a replica of the iconic vertical sign marker, which reads “Ohringer Home Furniture,” and which would be subject to National Park Service specifications and approval. (Attachment C) I envision this proposed project to house approximately 35 artists in Braddock and I selected the Ohringer Building exclusively because of the lure and popularity of this historic structure. In fact, at the outset of this project, I purchased an antique Ohringer piggy bank off of Ebay (Attachment D), based upon my enthusiasm of housing artists in this well-known grand building. For that reason, I did not consider investing in a building that housed another furniture store, nor another type of retail business. Notably, these piggy bank building replicas were not made for any of Braddock’s other furniture stores.

A Building Worth Saving
Regarding the historical significance of Ohringer Furniture, the fact that the namesake building lives on more than 40 years after the last piece of merchandise was sold there demonstrates the business’s importance to western Pennsylvania’s rich industrial past, and to the Braddock’s revival, which is accelerating with the recent opening of Superior Motors restaurant in a former car dealership. Because owner Abe Ohringer offered customers “the finest to be seen between New York and Chicago,” (Attachment E) the business prospered by attracting customers from a wide geographic radius (for the period before Parkway East (I-376) was built), enabling Mr. Ohringer to open locations in McKeesport and Greensburg. Former Ohringer customers, and people knowledgeable about the history of Braddock Borough, remember Abe Ohringer as a
merchant who kept up with the latest trends in furniture, and who showed compassion toward customers by taking care of their outstanding account balances if they fell on hard times.

The architect and general contractor engaged to review the site have indicated that various steel supporting beams are beginning to shift, making time of the essence to begin construction and revitalization of this significant building. If left to decay further, it would become too costly to renovate this monument to the past, and there would be no alternative but to demolish the structure.

Furthermore, the business’s significance to the larger world is illustrated by the fact that Abe Ohringer and his wife, Helen, were generous donors to philanthropic causes, while no evidence of philanthropic activities of the other furniture store owners in Braddock can be found. For examples, the Ohringers gave $50,000 to help Hillel Academy, an orthodox Jewish day school, purchase property for its high school in Pittsburgh’s Squirrel Hill neighborhood, and Helen Ohringer became one of the country’s first women to sell more than $100,000 in State of Israel Bonds to help fund infrastructure development and social services in the Jewish state.

Although there are written historical records, it is only by preserving a diverse array of buildings that America’s Industrial Era will continue to have a physical manifestation. By honoring the significance of the Ohringer Building, it will become a living monument to a glorious past, as well as a catalyst for preserving other key landmarks along Braddock Avenue and throughout Braddock Borough.

Thank you for your consideration, and I welcome the opportunity to answer any questions you may have related to the Ohringer Building’s eligibility to be included in the National Register of Historic Places.

Respectfully submitted,

Gregg Kander
Sole Member and Manager
Ohringer Arts, LLC

cc: Charles Uhl, Historic Preservation Services

Attachments
NEW OHRINGER FURNITURE STORE OPENS WEDNESDAY IN BRaddock

ULTRA-MODERN STRUCTURE HAILD AS SHOWPLACE

Outstanding Merchandising Ideas of A. Ohringer Incorporated in New Building's Plans

Firm expresses faith in future: traditional policy of friendliness continues in new location

ONE MAN'S DREAM REALLY COMES TRUE

New Store Opened 56 Years Ago

LARGE PERSONNEL AIDS ORGANIZATION

New store easily reached from all points in district
Attachment B – List of Furniture Stores in Braddock (left column, 4th block of text)

---

**Done The Avenue Apartments Bin...**

---

### Do You Remember? —— Braddock Avenue in the 1930s, 1920s

The following are some of the stores, mainly along the Avenue — as I remember their names and confirmed them with a few old newspapers. The ones with the asterisks were probably there in the 1920s. — Lida Sell

<table>
<thead>
<tr>
<th>DRUG STORES</th>
<th>LADIES WEAR</th>
<th>RESTAURANTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Miller's</td>
<td>Mendel's</td>
<td>The Puritan</td>
</tr>
<tr>
<td>Sun Drug</td>
<td>Jaison's</td>
<td>Ochs</td>
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<td>Forsythe's</td>
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Attachment C – Ohringer Furniture Vertical Sign
Attachment D – Ohringer Furniture Promotional Piggy Bank
People Who Appreciate the Finer Things in Life and Take Pride in a Beautiful Home

Have An Unmatched Opportunity In An Extraordinary Sale of the Choice, Decorative Pieces of FURNITURE which were collected for the Exposition and display during the recent formal opening of the New Ohringer Store in Braddock

The thousands of people who have been thronging through this magnificent new store have been entranced with the unusual decorative pieces and Art Objects collected by Mr. A. Ohringer for special display during the Formal Opening. These pieces, having served their purpose, will now be sold at

35% to 50% Less THAN THEIR TRUE WORTH

This Auction has been evaluated by renowned decorators and collectors as the kind to be seen between New York and Chicago. It includes the notable Bedroom and Living Room pieces conservatively valued now from close to $1000.

There are beautifully-made Sofas and Chairs, unusual Tables, Commodes, Desks, High-boys, Wallpapers, Sculptures, Art Frames and Lamps of striking beauty! This is the type of furniture chosen by society, and those to whom “price is no object”! It is an opportunity to choose something especially fine for your home, and for a girl at prices that are nothing short of absurdity!

In some cases, pieces that there is but one other or piece of a kind, and, when sold, cannot be replaced, at any price. The entire exhibition will be placed on bid immediately at 25 to 50 percent less than their true worth.

OHRINGER

At the Corner of Braddock Ave. at Seventh Street . . . BRADDOCK
New Ohringer Furniture Store Opens Wednesday In Braddock

ULTRA-MODERN STRUCTURE
HAILED AS SHOWPLACE
Outstanding Merchandising Ideas of A. Ohringer Incorporated in New Building's Plans

Traditional Policy Of Friendliness
Continues In New Location

New Store Easily Reached From All Points In District

LARGE PERSONNEL
AIDS ORGANIZATION

WIDEST APPEAL IN STOCK
STORE SUPPLIED BY 2 WAREHOUSES;
Former Ohringer Store
640 Braddock Avenue  #49
Braddock, PA 15104

View: 8th floor front