

USDI/NPS NRHP Registration Form
Woman's Christian Temperance Union
Cook County, Illinois

NPS Form 10-900
(Rev. 10-90)

OMB No. 1024-0018

SENT TO D.C.

6-27-02

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
REGISTRATION FORM

1. Name of Property

historic name Woman's Christian Temperance Union Administration Building

other names/site number N/A

2. Location

street & number 1730 Chicago Avenue not for publication N/A
city or town Evanston vicinity N/A
state Illinois code IL county Cook code 031
zip code 60201

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1986, as amended, I hereby certify that this nomination ___ request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property meets ___ does not meet the National Register Criteria. I recommend that this property be considered significant nationally ___ statewide ___ locally. (___ See continuation sheet for additional comments.)

Cristin C. White SHPO
Signature of certifying official
State or Federal agency and bureau

6-25-02
Date

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Number of contributing resources previously listed in the National
Register none

Name of related multiple property listing N/A

6. Function or Use

Historic Functions (Enter categories from instructions)

Cat: Social _____ Sub: Civic _____
Education _____ Library _____

Current Functions (Enter categories from instructions)

Cat: Social _____ Sub: Civic _____
Education _____ Library _____

7. Description

Architectural Classification (Enter categories from instructions)

Colonial Revival
Other: Georgian Revival _____

Materials (Enter categories from instructions)

foundation BRICK _____
roof ASPHALT _____
walls BRICK _____
other CONCRETE _____
STONE _____

Narrative Description (Describe the historic and current condition of the property on one or more continuation sheets.)

8. Statement of Significance

Applicable National Register Criteria (Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing)

- A Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B Property is associated with the lives of persons significant in our past.
- C Property embodies the distinctive characteristics of a type,

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period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.

D Property has yielded, or is likely to yield information important in prehistory or history.

Criteria Considerations (Mark "X" in all the boxes that apply.)

A owned by a religious institution or used for religious purposes.

B removed from its original location.

C a birthplace or a grave.

D a cemetery.

E a reconstructed building, object, or structure.

F a commemorative property.

G less than 50 years of age or achieved significance within the past 50 years.

Areas of Significance (Enter categories from instructions)

SOCIAL HISTORY

POLITICS/GOVERNMENT _____

Period of Significance 1910 - 1952 _____

Significant Dates 1910

1922

1940

Significant Person (Complete if Criterion B is marked above)
N/A _____

Cultural Affiliation N/A _____

Architect/Builder Ayars, Charles R. (architect)

Reed, Earl H. (architect)

Narrative Statement of Significance (Explain the significance of the property on one or more continuation sheets.)

9. Major Bibliographical References

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

Previous documentation on file (NPS)

- preliminary determination of individual listing (36 CFR 67) has been requested.
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic Landmark
- recorded by Historic American Buildings Survey # _____
- recorded by Historic American Engineering Record # _____

Primary Location of Additional Data

- State Historic Preservation Office
- Other State agency
- Federal agency
- Local government
- University
- Other

Name of repository: Willard Memorial Library

10. Geographical Data

Acreage of Property less than one acre

UTM References (Place additional UTM references on a continuation sheet)

	Zone	Easting	Northing	Zone	Easting	Northing
1	16	443866	4655449	3	_____	_____
2	_____	_____	_____	4	_____	_____
See continuation sheet.						

Verbal Boundary Description (Describe the boundaries of the property on a continuation sheet.)

Boundary Justification (Explain why the boundaries were selected on a continuation sheet.)

11. Form Prepared By

name/title_ Lori Osborne

organization _____ date January, 2002

street & number 2608 Park Place telephone (847) 328-8130
city or town Evanston state IL zip code 60201

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Additional Documentation

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Submit the following items with the completed form:

Continuation Sheets

Maps

- A USGS map (7.5 or 15 minute series) indicating the property's location.
- A sketch map for historic districts and properties having large acreage or numerous resources.

Photographs

Representative black and white photographs of the property.

Additional items (Check with the SHPO or FPO for any additional items)

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Property Owner

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(Complete this item at the request of the SHPO or FPO.)

name Woman's Christian Temperance Union

street & number 1730 Chicago Avenue telephone (847) 864-1397

city or town Evanston state IL zip code 60201

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Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 hours per response including the time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Project (1024-0018), Washington, DC 20503.

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**WCTU Administration Building
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Narrative Description

Summary

The National Woman's Christian Temperance Union (WCTU) Administration Building, the national headquarters for the WCTU, is located at 1730 Chicago Avenue in downtown Evanston, Illinois. Evanston is the first city north of Chicago and was one of the earliest suburbs of the city. Chicago Avenue is one of the main arteries running north and south in Evanston, connecting downtown Evanston with Northwestern University to the north and the city of Chicago to the south. The 1700 block of Chicago Avenue was originally filled with single family homes but now, although still primarily residential, has several large apartment buildings and dormitories located within it, as well as the Woman's Club of Evanston and the Evanston Public Library. In front of the WCTU Administration Building, on the eastern portion of the lot, is the Frances Willard House, constructed in 1865. This house is a National Historic Landmark and serves as a museum and memorial to Frances Willard (1839-1898), the well-known 19th century reformer. The WCTU Administration Building sits on the western portion of the lot. It was not included in the 1965 NHL designation of the Willard House.

The oldest part of the Administration Building was constructed in 1910. Two additions were constructed in 1922 and 1940. The 1910 building was called the "Literature Building" or "WCTU Publishing House" and was built to provide space for the publishing business of the WCTU. Designed by architect Charles R. Ayars, the Literature Building is rectangular in shape and approximately 36 feet wide by 50 feet deep. It is of the size and shape typical of early 20th century medium-sized office buildings and has Georgian Revival details (Illustrations 1 and 2). In 1922, the WCTU

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residential area just south of the proposed university campus. In 1865, Frances Willard's father leased lots 16, 17 and part of 18 from the university, and built a house on the eastern portion of lot 16 (Illustration 9). When he died in 1868, the university sold the land to his widow, Mary Hill Willard. Later, an addition was made to the house which extended it north into lot 17. The northern portion of lot 17 and the southern portion of lot 18 were eventually sold. The area around the Willard house filled up with large and beautiful houses, establishing the early residential character of the neighborhood. This character lasted until the turn of the century, when the city and the university began to grow more rapidly. The commercial area began to move north, and the university began to move south.

In 1910, when the Literature Building was built, much of the surrounding area had lost its residential feel as apartment buildings, a large public library building, a middle school, and larger university buildings began to be built nearby (Illustration 10). Between the years 1894 and 1900, two three-story apartment buildings were built on Clark Street, and one on Orrington Avenue. The public library was built at Church and Orrington in 1907, was 3 stories tall and took up half the block on Church Street. The three-story Woman's Club building was built in 1912 at Chicago and Church. By 1922, when the addition to the Literature Building was built, many of the buildings in downtown Evanston were six to eight stories tall, and the blocks surrounding the building were largely commercial with many new office buildings and hotels (Illustration 11).

After 1930, university housing and administration continued to move south, and apartment buildings and offices came to dominate the area. In 1940, the library addition was made to the Administration Building. In 1936 and 1950 the WCTU purchased the

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houses on either side of the Willard House, at lot 15 and the north 40 feet of lot 17, in order to maintain some of the residential feel of the property and to protect the Willard House from further development. The Administration Building now sits within a complex of five buildings (including the three houses and a garage) owned and maintained by the WCTU. The buildings in the WCTU complex together represent the scale and use of much of the property of downtown Evanston from the 19th through the early 20th century.

Exterior Characteristics and Features

The WCTU Administration Building is two and a half stories tall with a raised basement and is of masonry construction, common bond alternating with flemish bond every sixth row. The building has a low pitched, hipped asphalt shingle roof with a brick parapet and a wood cornice with a wide band of undecorated trim below. The top story is marked by two gabled wall dormers on the front, with one dormer at the back and at each side. The ornament on the building is simple, and mainly revealed in decorative brickwork and stone tiles at the corners of the second floor windows, which have a simplified floral design. The building has a recessed brick foundation with four rows of five bricks apiece, blind arches over the first-floor windows, a string course of brick at the bottom of the first-floor windows, and a second string course at and around the tops of the second-floor windows, creating an architrave which runs the length of the building.

From the front or east you can see the front elevations of both the 1922 building (to the south) and the 1940 library addition (to the north). The front elevation of the

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1922 building is asymmetrically arranged with the front entrance to the right of center, three windows to the south and two to the north. The entrance is at ground level and is crowned by a semi-circular arched hood with a matching semi-circular fan light. The door has one rectangular light and one cross panel. All lights have clear leaded glasswork. The porch had brackets (now missing due to deterioration) with hanging sidelights. There are five double-hung windows on the first floor and six on the second floor, all with fifteen lights over one. There are two casement windows on the third floor, with twelve lights on each side.

At the northern end of the front or east elevation is the 1940 library addition. It is of masonry construction, approximately 16 feet wide on the front, and lacks exterior surface ornament. It is three stories tall, with the first floor beginning below grade. There is no separate entrance for the library addition, with access to the library through the first floor of the 1922 building. On the front elevation, the first and second floors project approximately three feet out from the front of the 1922 building. The third floor is flush with the 1922 building. On the first floor of the front elevation of the library addition there are two single-hung windows at the sides of the projecting walls. On the second floor there are six metal tripartite projected windows, two on the sides of the projecting walls and four on the front. The first-floor and second-floor window sills are stone. The third-floor windows match the windows of the 1922 building. There are two double-hung windows on the third floor, each with twelve lights over one. The roof of the library addition is flat membrane and has wide eaves. The brick parapet and wood cornice and trim of the 1922 building are continued over the library addition.

From the north you can see the northern elevation of both the 1940 library

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addition (to the east) and the 1910 Literature Building (to the west). The library addition is set back approximately two feet from the 1910 building. On the first floor of the library addition there are four windows, one double-hung window with twelve lights over one, and three metal tripartite projected windows. On the second floor there are three metal tripartite projected windows. On the third floor there are three double-hung windows that match the windows of the 1910 building, two with twelve lights over one and one with fifteen lights over one. On the first floor of the north elevation of the 1910 building, there are three double-hung windows with fifteen lights over one and three with twelve lights over one. The second floor windows are the same as the first floor, with the addition of one single-hung window with fifteen lights at the most eastern edge. The roof of the 1910 building is flat membrane with the same brick parapet and wood cornice as the library and the 1922 building.

From the west you can see the western elevations of the 1910 building (to the north) and the 1922 building (to the south). From this view you can also see the "L" shape of the entire structure where the two buildings are joined. The western elevation of the 1910 building is constructed of common brick and has three double-hung windows with fifteen lights over one on the first floor and a large shipping entrance on the far north end. On the second floor there are four double-hung windows, two with fifteen lights over one and two with nine lights over one. The back roof line of the 1910 building is constructed without a parapet or cornice. The western elevation of the 1922 building has four double-hung windows on the first floor and four double-hung windows on the second floor, all with fifteen lights over one, and fire escape doors on the second and third floors. There is one casement window on the third floor with eight lights on

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each side. A basement service entrance is at the northern end of the 1922 building, where the two buildings are joined.

From the south you can see the south elevations of both the 1910 building (to the west) and the 1922 building (to the east). On the south elevation of the 1910 building there are two double-hung windows with twelve lights over one and two with nine lights over one on the first floor. The original service entrance on the first floor is bricked in. On the second floor there are three double-hung windows with twelve lights over one and two with nine lights over one. On the south elevation of the 1922 building there are four double-hung windows on the first floor, two with fifteen lights over one and two with nine lights over one. On the second floor, there are four double-hung windows, two with fifteen lights over one and two with six lights over one. On the third floor of the 1922 building there is one casement window with twelve lights on each side.

Interior Features

The front entrance of the Administration Building leads to a vestibule with stairs to an interior door (Illustration 12). This door opens onto the first-floor entrance hall. To the right of the front entrance are two small rooms, used at various times by the publications department, and now for a receptionist and a storage area for state publications held by the library. A small room also to the right serves as a display area for publications. The entrance to the Willard Memorial Library is located beyond this small room to the right (the interior plan of the library is described at the end of this section). West of the library are the rooms of the 1910 building. Along the north wall is the book room, where books are stored and orders are processed for the publishing house.

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Behind the book room is a large storage room, which is made up of four rooms connected by floor-to-ceiling built-in shelves and extends across the building to the south wall. The first-floor bathroom is accessible through this storage room. At the back of the storage room is the service entrance and shipping area. Two dumb waiters in the shipping area connect the first-floor storage area with the basement and with the second floor.

To the left of the front entrance of the Administration Building are the seven offices of the Publications Department around a wide central hall. Over time these offices have had various functions, but they continue to be used for the running of the Publications Department, including the offices for the manager, the business office, and the circulation and subscription offices, as well as space for secretaries and assistants. The room at the southwest corner was sometimes used for the addressograph machine which would mark packages for delivery. Directly opposite the front entrance are the stairs to the second floor, along the west or back wall of the 1922 building.

The second floor of the Administration Building has a large reception area at the top of the stairs (Illustration 13). To the left, along the north and west walls, are the seven rooms of the 1910 building. These rooms are used for storage, and the room at the southwest corner is a conference room. To the right, seven offices are arranged along the east and south walls of the building along a central hall, and these rooms are used by the national officers of the WCTU and the managing editors of the publications. Traditionally, the WCTU president's office has been located in the far southeast corner, but the use of the rooms has changed depending on the needs and desires of the various officers. The other rooms in this part of the building are used by the treasurer and the

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promotion director, as well as secretaries and assistants. At the time the 1922 addition was built, the third floor was left unfinished. In 1937, the WCTU finished the third floor, creating a large classroom and storage space (Illustration 14). The basement continues to be used for storage, and the printing press of the publishing house, as well as the furnace and water heater for the entire building, are located here.

The interior finishes of the rooms of the Administration Building are almost all simple oak trim and hardwood floors. The only ornamentation is in the public spaces of the entrance hall and second-floor reception area. Here the trim is slightly more elaborate, with classical influences. There are free-standing and pilastered doric columns, and the spindles of the stairway are turned. On the first floor there is also a small memorial space for Frances Willard with an original Tiffany window portrait of her on display. The rooms on the first and second floors of the 1910 building have plain wood doors and no glass detailing. The interior hallway doors of the rooms in the 1922 building all have transoms with translucent patterned glass, and although most are solid wood there is one with translucent patterned glass in the door itself. Many of the rooms in the 1922 building are linked by connecting doors with other rooms. There are also many interior windows in the rooms, also with translucent patterned glass.

The entrance to the library is on the first floor in the northeast corner of the 1922 building (Illustrations 15 and 16). There are five steps down into the first floor of the library. At the entrance there are files, a display area, card catalog and librarian's desk. To the right is the main reading room and shelving area on the first floor. There are work tables and storage areas here. On the eastern wall is a memorial alcove dedicated to Frances Willard, with a bust of her by Lorado Taft, and display cases. The stairs to the

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second floor of the library are in the middle of the south wall. On the second floor are more stacks and a large area for archival storage. The second floor is open as a balcony above the reading and memorial spaces of the first floor. The stairs to the third floor of the library are in the middle of the south wall, and open onto two offices, now used for storage. On this level there is access via a small hallway and stairs to the second floor of the 1922 building. The interior walls of the library are knotty pine with a natural finish and there is no trim or molding. The balcony is finished in stucco.

Exterior and Interior Changes

The front elevation of the original 1910 building has had the most changes, as it is now completely covered by the 1922 and 1940 additions. It was originally asymmetrically arranged with an entrance to the left of center, and one double-hung window to the south and two to the north. This entrance was covered by a small rectangular raised porch, with square doric columns and a roof with wide eaves. The front entrance windows and doors were reused in the 1922 addition. The south elevation was also changed when the 1922 addition was made. The south elevation had a large stairway window toward the front wall, between the first and second floors, and a service entrance near the back of the building on the first floor. The back wall of the addition covered the stairway window, as well as a set of double hung windows on the south wall, and the service entrance was bricked in. Other than these changes, the exterior of the 1910 building remains as it was constructed.

The interior of the 1910 building was not substantially changed except where the stairway, first-floor entrance hall and second-floor reception area were built and replaced

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the front vestibule, stairway and stair hall (Illustrations 17, 18 and 19). The first-floor rooms of the 1910 building are still located behind the library entrance in the northwest corner of the building. On the north wall of the first floor of the 1910 building was the office of the publication department and the stock and shipping room. The publication department office is now used as the book room. On the south wall of the first floor of the 1910 building was the circulation department, with two separate rooms for an office and a machine room, and a small bathroom. During the 1922 addition, the stock and shipping room was connected with the circulation department office and machine room through the use of built-in floor-to-ceiling shelves and the relocation of two interior walls. This created a much larger stock and shipping area. The 1910 bathroom was also replaced with a larger bathroom. Other than these changes, the interior walls and doorways of the first-floor rooms remain as constructed in 1910. On the second floor of the 1910 building the seven offices were originally reserved for the directors of the two WCTU youth groups, the Loyal Temperance Legion and the Youth Temperance Council, as well as the managing editors of *The Union Signal* and *The Young Crusader*, and their secretaries and assistants. The office at the northwest corner was also used as a library and archive space. These rooms are still as constructed in 1910, but used for storage and meeting space.

The 1922 building and the 1940 library addition have undergone very little change since construction (Illustration 20). Other than routine upkeep and changes in the use of the rooms, the exterior and interior of the Administration Building have remained largely untouched since the library addition was completed in 1940.

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Current Condition

In May 2000 an inspection of the WCTU Administration Building, was completed. The report concluded that the exterior masonry walls needed tuckpointing, the flat membrane roofs needed repair, the slate roof should be replaced, and most of the windows in the building needed minor repairs. The report also noted that the front entrance needed repair and restoration as it is missing the original brackets and sidelights. The electrical and heating systems were adequate and some repairs were needed in the plumbing systems. Interior walls needed plastering and painting. Overall the condition was rated as fair to good. In Fall 2001 the tuckpointing work was completed, the slate roof was replaced with an asphalt shingle roof and the flat membrane roof was repaired.

Statement of Significance

Summary

The Woman's Christian Temperance Union Administration Building is historically significant and eligible for listing in the National Register of Historic Places under Criterion A for association with events that have made a significant contribution to the broad patterns of our nation's history. Since construction in 1910, and additions in 1922 and 1940, the Administration Building has served as the publishing house and national headquarters of the National Woman's Christian Temperance Union (WCTU). The WCTU has long been associated with the temperance and prohibition movements in the United States. These movements greatly influenced the social and political

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history of the United States from their inception in the 1820's through the repeal of national prohibition in 1933. The WCTU was founded in 1874 and from that time was a major, if not the leading, organization in the temperance movement in the United States. It grew to be the largest women's organization of the 19th century, and played a significant role in the 19th and 20th century prohibition and woman's suffrage movements. In addition to this national significance, the WCTU Administration Building represents the city of Evanston's historical association with temperance and prohibition. From Evanston's founding, the issue of alcohol regulation was primary to Evanston's social and political history.

When Frances Willard, famed 19th century reformer and Evanston resident, was elected president of the WCTU in 1879, she used her home, "Rest Cottage," as an informal headquarters. The WCTU officially moved its headquarters to Rest Cottage in 1900, after Frances Willard's death. The oldest part of the WCTU Administration Building was constructed directly behind Rest Cottage in 1910. An addition was constructed in 1922, and a library added in 1940. The period of significance for the WCTU Administration Building dates from the original construction date, 1910, through 1952, the 50-year cut-off date for the National Register. The building saw the WCTU through the campaign for national prohibition, the triumph of the adoption and enforcement of the 18th amendment, and the reevaluation which took place after repeal. It tells the story of a great social and political movement in United States history. It also tells the story of Evanston's commitment to temperance and prohibition, as the WCTU served as the leading organization of Evanston's local movement for maintaining strict control of alcohol.

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Historic Context -- National

Temperance -- through 1874

The American temperance movement marks its beginning with the publication in 1784 of Dr. Benjamin Rush's pamphlet "An Inquiry into the Effects of Ardent Spirits Upon the Human Body and Mind." After the American Revolution, drinking habits had changed, with drinking on the rise and an increase in the number of saloons. In 1813, the first society for the promotion of temperance was founded in Massachusetts, the Society for the Suppression of Intemperance. The initial movement did not promote abstinence, but emphasized moderation in consumption of alcohol and mostly concerned itself with the consumption of distilled liquors, not beer and wine.

With the expansion of industrialization and the market economy, and the rapid growth of cities and towns in the 1840's, Americans increasingly feared the loss of the cohesive and restraining nature of their communities. The temperance movement grew as a response to this rapid change as Americans sensed a need to reestablish order and self-discipline. From the 1820's to the Civil War the American temperance movement flourished with many national organizations founded and various methods employed to encourage personal abstinence. The primary method involved "moral suasion" which emphasized personal change through religious conviction, but gradually the movement turned to legislative measures to establish control over the distribution and sale of alcohol. The movement was predominately middle-class, Protestant, and based in small towns and cities throughout the northern regions of the country. With the advent of the Civil War, the nation turned its attention to the struggle over slavery. The temperance movement did not return to national consciousness until the 1870's when a new threat

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emerged and a new organization took charge.

Woman's Christian Temperance Union

In the winter of 1873-74, the largest mass movement of women the country had ever seen occurred in small towns and cities throughout the United States.² Beginning in Ohio, thousands of women took to the streets protesting the sale of beer and alcohol in the saloons of their towns. They were reacting to a climate of greatly increased consumption of alcohol and the pressure of economic forces outside their control. The brewery and distilling businesses had grown to be national industries, and they had begun using national methods and influence to continue this growth. The Prohibition Party had been formed in 1869 and was actively pushing for further legislative control and prohibition of the national alcohol industry. But the women who participated in what came to be called the "Crusades" perceived an immediate and local threat to their families and communities, which a national political party seemed unable to address.

Throughout the winter, regular prayer meetings and protests took place, and the women succeeded in persuading thousands of saloon owners to shut down their businesses. The National Woman's Christian Temperance Union (WCTU) was founded in November 1874 to insure that the gains of the Crusades would have lasting influence. The WCTU institutionalized, nationalized and expanded on the methods of the Crusade in order to further combat the national market and trade in alcohol. Initially this new development in the temperance movement returned to the method of "moral suasion" and invoked the moral authority of women to create individual and local change. Local unions were formed, and prayer meetings, signings of temperance pledges,

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personal visits to homes and saloons, and personal contact with drinkers were the methods employed around the country. The national union, under the leadership of first President Annie Wittenmeyer, focused on developing methods to campaign for the regulation of alcohol nationally, and these included the creation of a national weekly paper, the development of literature on the many issues surrounding the harmful affects of alcohol consumption, and the use of petitions to be presented to Congress.

In 1879, the Union elected its second president, Frances E. Willard.³ Willard broadened the WCTU's methods and its program for reform. Under her leadership, the Union increasingly saw its role as an organization advocating for broad social as well as political change. The WCTU began working to reform labor laws, child welfare laws, and age of consent laws, and advocated for prison reform, temperance education in schools, and women's suffrage. All this while it continued to seek individual commitments to personal abstinence, and legislative mandates for local, state, and national prohibition. Willard called this wide program of reform her "Do Everything" policy and under her leadership the Union grew to be the largest organization of women in the 19th century. As historian Catherine Murdoch notes, the WCTU was "the most popular, and by many accounts the most progressive, women's association of the nineteenth century." By 1890 more than half of the counties in the United States had a WCTU organization.⁴

When Frances Willard died in 1898, the WCTU was left without its primary source of inspiration and leadership. Throughout much of the early 1900s it continued Willard's broad program, but slowly its national leadership began to narrow its focus. Like much of the temperance movement at this time, the WCTU began to question the

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approach which had emphasized local change. The victories achieved under local option could be short-lived or unenforceable, as "dry" communities and states could be over-run by an industry with a national outlook and power. The WCTU and the Prohibition Party had been joined in the prohibition effort by the Anti-Saloon League in 1895, and by 1913 the three organizations were focused on working for national legislative prohibition.⁹

Most historians place the campaign for national prohibition firmly within the progressive political movement of the early 20th century. It was part of the broad reform movement that worked to clean up the cities and reform an economy where one person could profit by another's misfortune. Progressives believed both in process and in justice. They had faith that efficient organizations, using proper procedures and disseminating scientific information, could change the world, correcting those things that were wrong with modern society. The progressive movement and the prohibition movement were both based on an optimism that society could be reformed, and a fear of what would happen without reform. Prohibition advocates were more conservative than many of their fellow progressives, in that they advocated reforming society by restraining it, but their campaign to remove what they perceived to be a real threat to public health and community placed them firmly within the overall campaign for progressive reform.

One of the most successful of the progressive causes was the campaign for woman's suffrage. The WCTU and the Prohibition Party had early in their histories fought for the vote for women. The WCTU was instrumental in creating a widespread feeling among women that they could and should participate in movements for social change, including the suffrage movement. Many historians now acknowledge that

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without the WCTU and the prohibition movement, the suffrage movement would not have developed the broad base of support needed for passage of the 19th amendment. For many Americans, the campaigns for prohibition and suffrage were inextricably linked. In fact, some of the largest groups opposing suffrage were the organizations of the brewers and distillers, which feared what women would do once they had the vote. Although the WCTU was primarily focused on the campaign for prohibition after 1910 especially, its earlier work in the movement and its continuing support were significant factors in creating a climate for change. The WCTU celebrated when the 19th amendment was ratified in 1919.

The campaign for national prohibition consisted of a massive mobilization of public opinion, and a nationwide pursuit of legislative control by prohibition forces. In 1911, WCTU President Lillian Stevens made a "Proclamation for National Prohibition," outlining the WCTU's plan for the campaign. The WCTU continued to use many of the strategies and methods it had developed in the 19th century, including holding public meetings and giving speeches, having thousands of people sign petitions to be delivered to Congress, and distributing thousands of pages of prohibition literature. The WCTU also developed new methods, which placed it at the vanguard of what is now called "pressure politics." The WCTU organized massive letter and telegram-writing campaigns, and, through its legislative office in Washington D.C., inundated congressmen with appeals for prohibition.⁶ The WCTU, like the Prohibition Party and the Anti-Saloon League, was also active in local and national elections, supporting candidates who were pro-prohibition.

In 1914, WCTU leaders throughout the country participated in "The Flying

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Squadron” campaign, which included large public meetings with speakers and music to promote the prohibition cause. It is estimated that a million people attended these meetings. By December 1917, when the House and Senate voted on the 18th amendment, there was so much support around the country and within Congress that the vote was almost a foregone conclusion. In little more than a year, January 1919, 36 states had voted to ratify the amendment, and after the waiting period of one year national prohibition was the law of the land in January 1920.

The WCTU celebrated, but had already sounded a cautionary note. In the Jubilee campaign started in 1919 and meant to culminate in a celebration of their 50th year in 1924, WCTU President Anna Gordon called for increased vigilance in law enforcement, and greater emphasis on education to keep people informed and concerned about the problems of alcohol use. When confronted by increasingly vocal opposition to the 18th amendment, the WCTU continued to call for increased enforcement of the law, and collected and distributed information which outlined the successes of prohibition and the need for renewed vigilance. In 1933, when it became clear that the 18th amendment would be repealed, the WCTU did not fade into the background but stepped up its call for increased education and actively worked to prevent repeal.

Most historians agree that repeal of the 18th amendment was brought about by a complex mixture of factors.⁷ Fundamental changes in American society and values occurred in a very short span of time, so that by 1933 Americans no longer agreed that national prohibition was either necessary or possible. After World War I Americans grew to be less interested in societal reform and more interested in personal prosperity.

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The middle class values of self-restraint and hard work were replaced by more individualistic, secular and materialistic values. The great faith in law and government of the progressive movement gave way as Prohibition seemed to be unenforceable and government seemed unworkable. Once the Great Depression hit in 1929, the economic and social conditions were overwhelming, and Americans looked to return in any way possible to better times. The great fear of the Depression era was further social disintegration and lawlessness, and it seemed to many Americans that repeal of the 18th amendment was one way to prevent any further weakening of society.

After 1933, the WCTU continued to advocate for personal abstinence, and participated in local and state campaigns for prohibition ordinances. It increased its focus on alcohol education, and looked to new methods and technologies to get its message out. The WCTU modernized its materials and publicity, and used radio, movies and advertising to educate the public about the dangers of the use of alcohol. It worked to further strengthen its two youth organizations, the Loyal Temperance Legion and the Youth Temperance Council. By 1943, the WCTU was once again the largest temperance organization in the nation. In 1951 the WCTU had more than 250,000 members.⁸

Historic Context -- Local

Evanston and Temperance

Evanston and the American temperance and prohibition movements have a long and intertwined history.⁹ In 1853, a group of men looking for the perfect site for a new Methodist-affiliated institution of "sanctified learning" were persuaded that marshy

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lands north of the city of Chicago, in a township called Ridgeville, were exactly right for their purposes. The board of the newly chartered Northwestern University purchased land from Dr. John Foster for the university campus, and board members also bought up surrounding land to be platted for a new town. Their plan was to promote the new university and the town together, and to sell the plots to raise funds to finance the university. Their promotion centered around the establishment of both the university and the town far from the influences of Chicago. They assured parents that students would be “at a distance from temptation and brought up under the most wholesome influences.”¹⁰

The original university charter was granted in 1851. The town was platted in 1854, and in 1857 the township was renamed Evanston, after one of the most distinguished of the university’s founders, Dr. John Evans. In 1855, the university began welcoming its first students. That same year, with the coming of the railroad from Chicago and the beginnings of settlement in the town, the university petitioned the state to amend its charter to establish what came to be called the “four-mile limit.” The amendment read, in part, that “no spirituous, vinous, or other fermented liquors shall be sold under license, or otherwise, within four miles of the location of said University ... under penalty of twenty-five dollars for each offense.” When the town of Evanston was officially incorporated in 1863, the board of trustees’ first official act was to enact an ordinance that enforced the four-mile limit.

Michael Ebner, in *Creating Chicago’s North Shore*, notes that from the beginning these sentiments in favor of controlling the consumption and distribution of alcohol gave Evanston its definition. Ebner states that “a matter of high moral principle, the

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temperance movement, set Evanston apart.” From the beginning, Evanston “possessed a true missionary spirit...[and] the embodiment of this spirit was temperance.”¹¹ The temperance movement, which had influenced much of the social history of America already, defined and controlled Evanston’s early growth and development.

Most of the early residents were either affiliated with the University or were attracted to the town because of the educational opportunities and sober environment. Residents of the town favored the four-mile limit, but from the earliest days there was pressure from tavern owners whose businesses were located outside the town but inside the four-mile radius, either north of town in Grosse Pointe (now the western part of Wilmette), west in Niles Center (now downtown Skokie) or south towards Chicago on what came to be Devon Avenue. Throughout the 1860’s the town struggled to enforce the limit, and after confronting many challenges to the law, finally persuaded an opponent to join them in a case to test its legality in the Illinois Supreme Court. In a story that became something of a legend in early Evanston history, Harvey B. Hurd, a prominent local lawyer, had to present both the town’s case and the opposition’s case, as the opposition’s lawyer was said to be too drunk to represent his client. Needless to say, the city’s law was allowed to stay on the books.

After the Great Chicago Fire in 1871, Evanston’s population grew dramatically. By 1880, the city had 4,400 residents. Although most of the new residents supported the strict control of alcohol in Evanston, their reasons were based on the residential climate this control created, not the moral cause of temperance. The city kept up its struggle to enforce the limit, battling “blind pigs” (which were legitimate businesses where one could also purchase a drink on the side) and liquor wagons that rolled through town

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selling drinks to people in the downtown area and near construction sites. Evanston voted to become a village in 1872, mainly to ensure the continued enforcement of the four-mile limit.

Around this time, the first official temperance organization in Evanston was founded.¹² Most of the early temperance activity of the town was conducted through the local churches and the university. The "Temperance Alliance" was founded by Luther L. Greenleaf and was meant to protect the city from "the sickening atmosphere of the saloon."¹³ Other organizations were created as need and sentiment developed. The Citizens League, the Prohibition Club, the Four-Mile League and the Village Improvement Society, as well as a local lodge of Good Templars and the Law and Order Society, were active in the 19th century working to enforce the four-mile limit and maintain the city's wholesome and now decidedly suburban atmosphere.

Although other organizations supported the control of alcohol in Evanston, the organization which was most identified with this cause was the Woman's Christian Temperance Union. As Ebner notes, "the Woman's Christian Temperance Union was beyond doubt the most important force in perpetuating the distinctive ethos of Evanston."¹⁴ A group of local women had come together in March of 1874 to form the Woman's Temperance Alliance in response to the Crusades of the previous winter. This organization joined the National Woman's Christian Temperance Union, becoming a local union, in 1875.¹⁵ Frances Willard, in her history of Evanston, *Classic Town*, notes the importance of this group's work in maintaining Evanston's control over alcohol: "their objects were the prosecution of violators of the university charter law, the circulation of the pledge, and the visiting of all places within the four-mile limit where liquors were

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secretly sold."¹⁶

Most important in this stage of Evanston's temperance history was the personal history of one its most famous residents. In the spring of 1874, Frances Willard was dean of women and professor of aesthetics at Northwestern University. She and her family had come to Evanston in 1858 because her father had been convinced of the moral and educational advantages of Evanston. She had attended Northwestern Female College, and went on to develop a reputation as a leading educator of women. While serving as dean at Northwestern University she encountered difficulties with the university president over her independent running of the Woman's College. These difficulties came to a head in the spring of 1874 and Willard resigned in June.

Willard had followed the Temperance Crusades in the winter of 1874, and traveled to the east coast, met with temperance leaders and participated in a crusade that summer. In November 1874 she attended the founding convention of the National Woman's Christian Temperance Union and was elected corresponding secretary. From that moment, Evanston's history was linked with the national temperance movement through Willard and the WCTU. When Willard was elected president of the National WCTU in 1879, this link became even stronger as Willard and Evanston became known the world round for temperance and the many other causes she and the WCTU fought for. From this time forward, both the local union and the national WCTU played significant roles in the continuing battle to keep the use of alcohol strictly regulated in Evanston.

Evanston entered the 1890's with another change in its municipal status -- it officially became a city in 1892 with the annexation of large portions of land to the south

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and west. During this time there was also a continuing fight over whether or not Evanston should become part of Chicago. Much of the debate centered around whether or not Evanston could remain independent and of a "higher order" if it joined with its less temperate neighbor to the south.

In 1890 Evanston had a population of 13,059. By 1910 the population had grown to 25,000. Evanston now had many of the problems that cities had -- crime, labor unrest, growth of industry, and racial discrimination. It also had the continuing problem of how to enforce the four-mile limit. Many of the citizens groups had remained active in working to enforce the limit, but the problem was more than diligent volunteers could handle. In 1915 a city attorney was elected to strictly enforce the limit. He began using detectives to covertly uncover "blind pigs," and he published the names of the owners as well as the patrons of these illegal establishments in the local newspaper. He sought the help of the sheriff of Cook County and the Illinois state's attorney, and in 1918 reported that he had prosecuted 450 cases and levied \$2,600 in fines.

Throughout this time the national WCTU served as the leading temperance organization in Evanston. In partnership with the local chapter, but lending a national presence and prestige to their cause, the WCTU worked to maintain Evanston's place as foremost among dry communities. The local newspapers reported on the national WCTU's response to any legislation or activity to do with alcohol, both nationally and locally. The newspapers also gave extensive coverage to national WCTU elections and conventions, and noted the travels and activities of the national officers. The women of the WCTU were among the prominent citizens of the city and were regarded as ambassadors from Evanston around the world. The location of the national headquarters

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in Evanston was proudly noted in newspaper and promotional pieces about the city.

Evanston followed the campaign and debate over national prohibition closely, with regular and detailed reports in the local paper over each development. When it was finally enacted on January 16, 1919, the city celebrated with a meeting at the Presbyterian Church where prohibition leaders gave speeches and made presentations. Prominent in this celebration was WCTU President Anna Gordon, who was thanked for her role in bringing about national prohibition.¹⁷ It was noted with some pride that the only visible change in Evanston, with the beginning of national prohibition the following year, was the flying of a prohibition flag over Rest Cottage – the nation had finally caught up with Evanston regarding liquor control.

Evanston was relatively quiet during the prohibition years. There were some accounts of the personal stocks of the wealthy citizens being stolen for resale, and stories of bootleggers leaving unsolicited deliveries on the steps of Evanston homes, but by and large life in Evanston remained unchanged. As it became clear in 1933 that the 18th amendment would be repealed, Evanstonians became worried that their long temperance history was threatened. The city council passed an emergency liquor ordinance in November 1933 to prevent any change in Evanston's status. Prohibition was repealed by ratification of the 21st amendment in December 1933. The Illinois legislature repealed state prohibition in January 1934, nullifying any previous local ordinances, including the four-mile limit and the city's November 1933 ordinance, and set a deadline of April for each municipality to hold a referendum on liquor control.

Evanstonians hurriedly formed the "Home Protective League" and the "All Evanston Committee," which included almost all the social and civic organizations of the

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town, to organize a petition drive to place a referendum on the April ballot, and campaigned for its adoption. The local paper summed up the community sentiment: "People who live in Evanston live here...because they want the peace, the leisure, and the generosity that are outstanding characteristics of [the town].... Saloons would tend to destroy the residential character of the community.... Evanston is more than a place on the map. It is a state of mind and heart."¹⁸ In April 1934, Evanstonians voted to continue the strict control of alcohol by a three to one margin.

Throughout all the changes in the 1920s and 30s regarding alcohol regulation, the WCTU served as Evanston's expert source of information, as well as its advocate and protector. Newspapers once again featured long stories about the national and local issues surrounding alcohol control, with the WCTU featured prominently as the leading advocate for prohibition. When the 18th amendment was repealed, newspapers turned to the WCTU officers for their official response, and outlined the WCTU's plans after repeal. The local and national officers of the WCTU were actively involved in the fight to maintain Evanston's dry status after repeal. After repeal the city settled in with its liquor policy and enjoyed some years of quiet regarding it. It was not until the 1970s that changes were made to allow the controlled sale and distribution of alcohol in Evanston.

History of WCTU Administration Building

The history of the national WCTU in Evanston begins in 1874, with the decision Frances Willard made to join the national temperance movement. The national WCTU was organized in the fall of 1874 and Frances Willard was elected the first corresponding secretary. Her home in Evanston, Rest Cottage, became a local center for national

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temperance work. When she was elected president of the WCTU in 1879, Rest Cottage became an informal national headquarters. The house functioned as both a workplace and residence for Willard and many WCTU women as many of its rooms were converted to offices and dormitory space. Until the death of her mother in 1892, Willard lived and worked and ran the WCTU from Evanston. As historian Michael Ebner notes, “because of Willard’s role as national president of the WCTU from 1879 until her death in 1898, many associated the organization and her career with Evanston.”¹⁹

After Willard’s death in 1898, it was at first unclear what would happen to the house in Evanston. The WCTU national headquarters had been officially located in the Woman’s Temple building in downtown Chicago since the Temple’s opening in 1890. Designed by the architecture firm Burnham and Root, the Woman’s Temple was a grand statement in stone and terra cotta, meant to express the strength and influence of the WCTU (Illustration 21). The WCTU leased its offices in the building, and the organization distanced itself when the building came under financial difficulties in the late 1890’s. Willard was one of the most ardent of the Woman’s Temple’s supporters, and had pledged near the end of her life to see it through to better financial condition. After her death, though, the WCTU quickly lost interest in working to repair the Temple’s finances. Willard had left Rest Cottage to the WCTU in her will for the purpose of continuing its alcohol education program. Once it became clear that the Temple finances could not be salvaged, the WCTU decided to move its national headquarters to Rest Cottage. In 1900, the WCTU held an opening dedication, and began its long official history in Evanston.

In 1904, after the purchase by the WCTU of its two official publications, *The*

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Union Signal and *The Young Crusader*, the WCTU decided to build a one-story addition to Rest Cottage for its Literature Department. With the purchase of the rest of its literature stock in 1909, it soon became clear that Rest Cottage, now informally known as Willard House, was not large enough to run what had grown to be an important part of the WCTU's mission. At the national convention in October 1909, the WCTU voted to construct a "business building" behind Willard House. It was carefully noted that construction would not take place unless "a sufficient amount can be secured to pay outright, and in full, for the building, before it is erected."²⁰ In order to raise funds the WCTU began a "Gift Day" campaign. Its appeal for funds for the new building was based on an increased demand for literature, a need for greater efficiency and space, and a sense that the public "needs only to be more fully informed concerning our work to lend it cordial and practical support."²¹ The campaign was successful, raising more than \$10,000 for the building, and by March 1910 the WCTU was working with architect Charles R. Ayars on plans for a "substantial and convenient structure."²² In August 1910 the city approved the plans, and by December 1910 the building, called the Literature Building, or WCTU Publishing House, was ready for use. In an opening ceremony held December 10, 1910, WCTU President Lillian Stevens dedicated the "handsome and modest" building to "the cause of temperance, the cause of total abstinence and prohibition, the cause of humanity."²³

Charles R. Ayars was not a stranger to Evanston when he designed the Literature Building for the WCTU. Although he was born in Kentucky in 1861, his family had moved to Chicago when he was seven years old, and had come to Evanston in 1883. His father served as president of the village board from 1885 through 1888. Ayars attended

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two years of the three year program at Northwestern Preparatory School, from 1878 through 1880, studying advanced math and physical sciences. He began his architectural career as one of the many draftsmen employed by the large and prestigious firm of Holabird and Roche in Chicago. In 1893 he opened his own firm and over the next forty years built a successful practice with offices in Chicago and Evanston.²⁴ He is known to have designed more than thirty houses in Evanston alone, including his own home at 2419 Lincoln Street (1904). He also designed a number of public buildings other than the WCTU building: Annie May Swift Hall (1895) and Chapin Hall (1901) on the Northwestern University campus, Ebenezer AME Church (1896), the old Evanston High School (1899) and the Century Bank Building (1900). Annie May Swift Hall and Chapin Hall show some similarities to the WCTU building in their size and use of a mixture of architectural styles (Illustration 22). The three buildings show that Ayars had developed a style for medium-sized public buildings that mixed elements of the commercial style with the size and scale of structures used for educational or organizational purposes.

Soon after the Literature Building was constructed, the WCTU began its official campaign for national prohibition. In 1911 WCTU President Lillian Stevens formally opened the campaign and announced that national prohibition would be the focus of both national and local union activity. National headquarters at Willard House served as the center of the planning for and execution of the campaign. From there the national officers developed their strategy and directed the production of materials which would help coordinate their message both throughout the local unions and within the wider print media. The Literature Building played a prominent role in this campaign, as the

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editorial and circulation offices of the Literature Department were located there and it was where all of the printed campaign material and the WCTU's two weekly newspapers, *The Union Signal* and *The Young Crusader*, were produced and distributed. The campaign literature, which included pamphlets, fliers and posters, was meant to communicate both with members and potential supporters. Pledge cards, pins, books, pamphlets, printed music and postcards were among the materials assembled in campaign packets. The newspapers provided the WCTU with an important link to its membership during the busy days of the campaign, keeping members motivated and working toward the same goal. Special campaign editions of the *Union Signal* were produced for wider distribution. In 1914 alone the Literature Department had \$35,000 worth of orders for literature and \$33,000 in revenue from the two newspapers. That same year the total number of pages of literature distributed was estimated to be 64 million.²⁵ At a time when television was as yet unknown and radio was just beginning, print media was one of the WCTU's most important methods of communication, both with its members and those who still needed to be persuaded.

In 1915, the WCTU began making plans to celebrate its 50th anniversary in 1924. In 1917, the "WCTU Jubilee Foundation for the Advancement of Total Abstinence and Prohibition" was created to raise one million dollars for national and international work, and to increase membership to one million members. Thirty-three thousand dollars was allocated for work on the Literature Building in Evanston. The WCTU decided that these funds would be used to make an addition to the Literature Building to create a national headquarters, providing office space for national officers as well as more work space for the literature and publishing department. It was noted that "so rapid and

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continuous has been the growth of the work of the WCTU in the past few years [due to Prohibition and its enforcement] that a new headquarters building had become an absolute necessity."²⁶ The entire building, the Literature Building and the addition, was named the WCTU Administration Building upon completion of the work.

The WCTU contacted architect Ayars and had him design the addition, which, although substantially larger, echoed the scale and style of the original building. Although they applied for a building permit in December 1920, the final permit was not granted until May 1921. The delay may have been due to concern over the building's compliance with the city's new zoning law which was adopted in January 1921. Construction began on August 8, 1921 and was complete in May 1922. An "Open House" was held on May 19, 1922. The new building was described as "a substantial yet artistic piece of architecture, manifestly a house built for serious business but withal having a homelike atmosphere not found in the ordinary commercial establishment." From this new national headquarters "the wheels of the WCTU machinery in every state, every county, every local union, begin to turn, and there are set in motion plans of vital moment to the interests of society."²⁷

The new Administration Building served as the center of the WCTU's defense of prohibition. The 18th amendment, banning the sale and distribution of alcohol, went into affect in January 1920. *The Union Signal* noted in 1922 that from president Anna Gordon's office in the Administration Building, "the women of the United States are being mobilized in the greatest campaign of the century, to talk, to pray, to work for the observance of the 18th amendment..."²⁸ In this new campaign the WCTU emphasized the need for law enforcement and personal abstinence, and increased its involvement in

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governmental oversight and analysis of the effects of prohibition. It continued working to elect government officials who would support the amendment, and WCTU leaders traveled the country, holding rallies, making speeches and radio and newsreel presentations. The national officers continued to direct the lobbying efforts of the legislative office in Washington D.C. from Evanston, and directed their members to work on the local level to increase the support for prohibition. The Department of Organization, which developed new local unions, and the Publicity Bureau, which focused on getting the WCTU's message out to the media, also had their offices in the Administration Building. The Literature Department continued to use its offices in the building, providing a wide variety of printed materials for the WCTU. A 1929 catalogue includes leaflets, pamphlets, posters, membership cards and organizational materials, as well as materials on specific topics of current interest like morality and citizenship, law enforcement and legislation, and scientific temperance instruction. *The Union Signal* and *The Young Crusader* continued their work to galvanize the membership of the WCTU and also worked to reach a wider audience, presenting the WCTU's point of view to the general public about the successes of prohibition. In 1929 the Literature Department had \$50,000 in revenue from sales of materials, and the two newspapers brought in \$45,000 in revenue.²⁹ Although the campaign to prevent repeal of the 18th amendment was not successful, it was not because of lack of effort or resolve on the part of the WCTU.

In 1935, WCTU President Ida B. Wise Smith announced what she called her "five-point plan," which outlined the WCTU's program after the 1933 repeal of prohibition and its plans for the 1939 celebration of the centenary of Frances Willard's

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birth. This plan included a call for all members to work to promote spirituality, morality, citizenship and peace, and to increase the WCTU's focus on alcohol education.

President Smith and the other national officers directed the national and local unions in following this plan from their offices in the Administration Building. The Publicity Bureau and Publishing House, as well as the offices of many other WCTU Departments, were also located in the Administration Building. The WCTU continued its focus on producing and distributing up-to-date information about alcohol and narcotics. Along with a continued use of a wide variety of written materials, the WCTU increased its use of radio and began to produce movies to be used by schools and other organizations. These materials all were produced and distributed from the Administration Building.

The Administration Building also played a key role in the WCTU's new focus on alcohol education. In 1935 the WCTU began to offer courses in alcohol education for the general public in the Administration Building. These courses lasted for three months, were offered twice a year, and were taught by WCTU educators and professors from Northwestern University and other local colleges. In 1936, an office in the Administration Building was converted to a library to store the growing collection of books and other materials, and provide workspace for librarians handling the many research requests. In 1937, the WCTU converted the third floor into classroom space. Also in 1937, a plan was developed for the construction of a library addition to the Administration Building. The library was to be dedicated both to the history of the temperance and prohibition movements, and the most current scientific information about alcohol. This first plan included a design by architect Meyer J. Sturm.³⁹

In 1938 it was decided by the WCTU that the library would be dedicated as a

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memorial to Frances Willard, and would function as an archives of Willard's life and WCTU history as well as a research library. The WCTU hired architect Earl H. Reed, Jr. to design plans for a large library building adjoining the Administration Building on the south side. Earl H. Reed, Jr. was born in Norwood Park, Illinois, in 1884. He graduated from the architecture school at MIT in 1907 and completed two years of study at the Ecoles des Beaux Arts in Paris in 1913. While home for summers in Chicago, he worked for various architecture and engineering firms including Holabird and Roche. In 1914 he opened his own practice in Chicago. He served from 1924 to 1936 as chairman of the architecture department of the Armour Institute, which later became the Illinois Institute of Technology. He emphasized the teaching of architectural history, believing it was important to "present architecture in its true light as the resultant of a given time and place, and in its relation to the history of the people whose deeds it records."³ Reed was district officer of the Northern Illinois office of the Historic American Building Survey from 1934 through at least 1937, and was actively involved in HABS until his death in 1968. He was president of the Chicago Chapter of the American Institute of Architects in 1933-34, served as chairman of the national AIA committee for historic buildings from 1951 through 1962, and received their award for his work in the preservation of historic American architecture in 1961. He served on the Advisory Board for National Parks, Buildings and Monuments for the Secretary of the Interior from 1957 through 1963.

Reed lived in Evanston from 1922 through 1941. Reed's only other architecture project in Evanston was the remodeling of the Evanston Country Club in 1942 for use as the Evanston Municipal Building. He was known to be a specialist in libraries and

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served on the Burnham Library Committee for the Art Institute of Chicago. When asked by the WCTU to design its memorial library, he first asked for a history of the organization and a biography of Frances Willard so that he might “catch the spirit, and embody in ‘frozen music’ the atmosphere of both.”³² In April 1939, the Zoning Board of Appeals rejected Reed’s first plan due to its location in a district zoned for single family residences. Neighbors and city officials were afraid that its construction would further encourage the construction of larger structures on the block. A new plan was developed and in June 1940 the zoning board approved plans for a much smaller library addition in the northeast corner of the building. A building permit was issued in July 1940.

In August 1940 the WCTU Convention was held in Chicago and a dedication of the library building, just beginning construction, was also held. Reed spoke at the dedication and noted that although it would not be large, “the library will have a cameo-like beauty.”³³ On New Year’s Day 1941, an “Open House” was held and the Frances E. Willard Memorial Library for Alcohol Research was officially opened. The library had cost the WCTU \$14,309. The finished building, although of a more modern style than the original, echoes key details, such as the decorative brickwork of the recessed foundation and the third floor windows and roof line, and is not out of scale with the original. Reed obviously made an effort to make the library addition both compatible with the original building and clearly identifiable as an addition with its own time period. The addition provided the WCTU with a modern, efficient structure that also fit in with the overall plan and design of the entire building.

After the library was completed in 1940 the WCTU made no further additions to the building. The national officers continued to have their offices in the building, the

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publishing house continued to produce and distribute all the printed materials for the WCTU, and the library functioned as a center for research and public information. Although the use of the interior spaces varied as times and issues changed, the exterior and interior of the building today remains much as it was in 1940. The WCTU continues to use the Administration Building as its national headquarters, publishing house and educational center.

Conclusion

The Woman's Christian Temperance Union Administration Building is historically significant and eligible for listing in the National Register of Historic Places under Criterion A for association with events that have made a significant contribution to the broad patterns of our nation's history. The WCTU has long been associated with the temperance and prohibition movements in the United States. These movements greatly influenced the social and political history of the United States from their inception in the 1820's through the repeal of national prohibition in 1933. The WCTU was founded in 1874 and from that time was a major, if not the leading, organization in the temperance movement in the United States. It grew to be the largest women's organization of the 19th century, and played a significant role in the 19th and 20th century prohibition and woman's suffrage movements. In addition to this national significance, the WCTU Administration Building represents the city of Evanston's historical association with temperance and prohibition. From Evanston's founding, the issue of alcohol regulation was primary to its social and political history.

The period of significance for the WCTU Administration Building dates from

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the original construction date, 1910, through 1952, the 50-year cut-off date for the National Register. The building saw the WCTU through the campaign for national prohibition, the triumph of the adoption and enforcement of the 18th amendment, and the reevaluation which took place after repeal. From its construction in 1910, through 1922, the building served primarily as a publishing house. The publication and circulation departments of the WCTU, which served the important function of producing and distributing the various materials used by the WCTU in their work supporting the campaigns for prohibition and suffrage, were located in the building. In 1922, when the headquarters addition was made, the building took on the additional functions of serving as a national headquarters for the WCTU. The building was the site of the WCTU's campaign to prevent the repeal of prohibition, which involved not only the distribution of printed materials, but public appearances and political lobbying, all organized from the Administration Building. After repeal, the building became the center of the WCTU's renewed emphasis on alcohol education. This became especially clear when the WCTU completed a library addition to the Administration Building in 1940, making its extensive archives and alcohol research available to the public. Primarily in association and feeling, but also in location, setting and design, the WCTU Administration Building continues to convey its historic significance, and therefore retains its historic integrity. The building still serves as the national headquarters, publishing house and resource library and archives of the National WCTU.

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- ¹ For detailed histories of the American temperance and prohibition movements see Blocker, *American Temperance Movements: Cycles of Reform* (Boston: Twayne Publishers, 1989) and Jimerson "The Temperance and Prohibition Movement in America, 1830-1933," Introduction to the *Temperance and Prohibition Papers* Joint Ohio Historical Society-Michigan Historical Collections-Women's Christian Temperance Union, microfilm edition. See also Beatty, William K. "Who was Benjamin Rush?" *The Union Signal*: vol. 123, no. 4, Fall 1997, p18-23.
- ² See Bordin, *Woman and Temperance: The Quest for Power and Liberty, 1873-1900* (New Jersey: Rutgers Univ. Press, 1990); Gordon, *Women Torchbearers: The Story of the Woman's Christian Temperance Union* (Evanston: NWCTU Publishing House, 1924); Murdoch, *Domesticating Drink: Women, Men and Alcohol in America, 1870-1940* (Baltimore: Johns Hopkins Univ. Press, 1998); and Ward, *The White Ribbon Story: 125 Years of Service to Humanity* (Evanston: Signal Press, 1999) for complete histories of the Crusades and the beginnings of the WCTU.
- ³ Ruth Bordin, *Frances Willard: A Biography* (Chapel Hill: Univ. of North Carolina Press, 1986) is the most recent and reliable source of biographical information about Willard.
- ⁴ Murdoch, *Domesticating Drink*, 9, and Blocker, *American Temperance Movements*, 83.
- ⁵ For more information on the 20th century Prohibition movement see Freidel and Brinkley, *American in the Twentieth Century* (New York: Alfred A. Knopf, 1982) and Weibe, *The Search for Order: 1877-1920* (New York: Hill and Wang, 1967).
- ⁶ Through-out this period the WCTU rented office space in various buildings in Washington D.C.
- ⁷ Kyvig, *Repealing National Prohibition* (Chicago: Univ. of Chicago Press, 1979) gives a full account of the factors involved in the repeal of the 18th amendment.
- ⁸ Murdoch, *Domesticating Drink*, 157.
- ⁹ Willard, *Classic Town: The Story of Evanston* (Chicago: Woman's Temperance Publishing Association, 1892) gives a good early history of Evanston. Ebner, *Creating Chicago's North Shore* and Perkins, *Evanstoniana* (Chicago: Chicago Review Press, 1984) provide more recent accounts of Evanston's history and its early association with temperance.
- ¹⁰ Perkins, Marjorie Blair. *Evanstoniana*, 35.
- ¹¹ Ebner, *Creating Chicago's North Shore*, 23 and 24.
- ¹² Frances E. Willard, *Classic Town*, 168-169. Willard does not always give dates, but it appears that soon after Greenleaf moved to Evanston in 1868 he formed the Alliance.

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¹³ *ibid*, 168.

¹⁴ Ebner, *Creating Chicago's North Shore*, 94.

¹⁵ The local Evanston WCTU met in members homes and churches in Evanston. The buildings under discussion in this nomination were National WCTU structures and were only used by the local Evanston WCTU incidentally.

¹⁶ Willard, *Classic Town*, 169.

¹⁷ *Evanston News-Index*, Jan 16 and Jan 20, 1919.

¹⁸ *Evanston News-Index*, March 3, 1934.

¹⁹ Ebner, Michael. *Creating Chicago's North Shore* (Chicago: Univ. of Chicago Press, 1988), 94.

²⁰ *Union Signal*, Nov. 4, 1909, 14.

²¹ *ibid*, February 3, 1910, 9.

²² *ibid*, March 24, 1910.

²³ *Evanston Index*, Dec. 10, 1910, 5.

²⁴ On the original plans for the Literature Building, Ayars' office is 90 E. Washington, Chicago.

²⁵ *Report of the 40th Annual Convention of National Women's Christian Temperance Union* (Evanston: National WCTU Publishing House, 1914). See Treasurer's Report.

²⁶ *Union Signal*, May 25, 1922, 5 and 9.

²⁷ *ibid*.

²⁸ *ibid*.

²⁹ *Report of the 55th Annual Convention of the National Women's Christian Temperance Union* (Evanston: National WCTU Publishing House, 1929). See Treasurer's Report.

³⁰ I could find no reference as to why this plan was not adopted. It was considerably larger than the final plan chosen by the WCTU.

³¹ *The Architectural Historian in America: A Symposium* (National Gallery of Art, 1990). Chicago Historical Society Collection.

³² From a speech given by the first librarian, Mabel Eamen, at the opening. Library Vertical File, Willard Memorial Library.

³³ *Union Signal*, August 24, 1940, 3.

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Selected Bibliography

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- Ebner, Michael H. *Creating Chicago's North Shore*. Chicago: Univ. of Chicago Press, 1988. *Evanston News-Index, 1910-1940*.
- Freidel, Frank and Alan Brinkley. *America in the Twentieth Century*. New York: Alfred A. Knopf, 1982.
- Gordon, Elizabeth Putnam. *Women Torchbearers: The Story of the Woman's Christian Temperance Union*. Evanston: NWCTU Publishing House, 1924.
- Jimerson, Randall C. "The Temperance and Prohibition Movement in America, 1830-1933," Introduction to the *Temperance and Prohibition Papers*. Joint Ohio Historical Society-Michigan Historical Collections-Woman's Christian Temperance Union, microfilm edition.
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- Murdoch, Catherine Gilbert. *Domesticating Drink: Women, Men and Alcohol in America, 1870-1940*. Baltimore: Johns Hopkins Univ. Press, 1998.
- Perkins, Marjorie Blair. *Evanstoniana*. Chicago: Chicago Review Press, 1984

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Union Signal, 1883-1940.

Ward, Sarah. *The White Ribbon Story: 125 Years of Service to Humanity*. Evanston: Signal Press, 1999.

Weibe, Robert H. *The Search for Order, 1877-1920*. New York: Hill and Wang, 1967.

Willard, Frances. *Classic Town: The Story of Evanston*. Chicago: Woman's Temperance Publishing Association, 1892.

Verbal Boundary Description

The western 80 feet of lot 16 and the western 80 feet of the southern 16 feet of Lot 17 of Block 15 of the original village of Evanston.

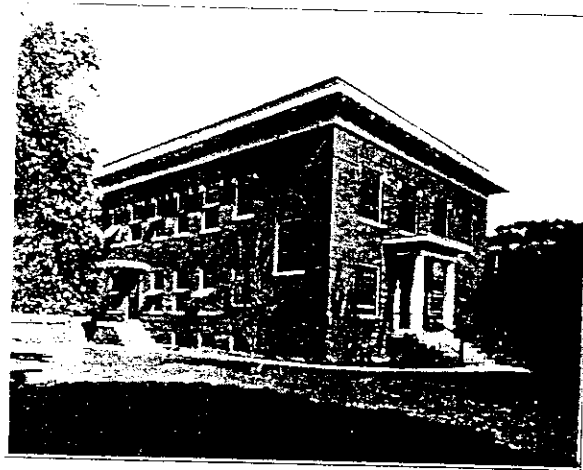
Verbal Boundary Justification

The boundary includes the lots historically associated with the building.

Owner Information

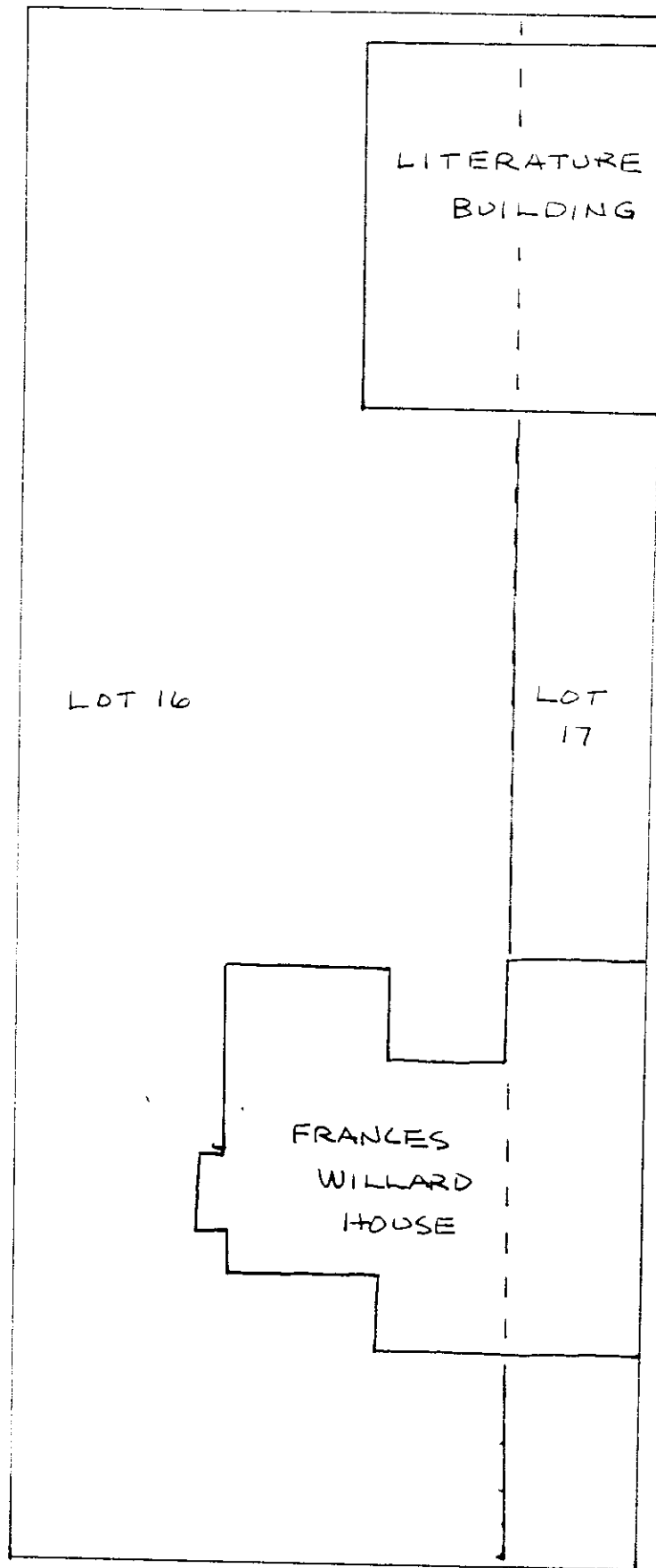
The WCTU Administration Building is owned by the National Woman's Christian Temperance Union, 1730 Chicago Avenue, Evanston, Illinois.

Our Literature Building

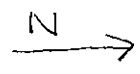


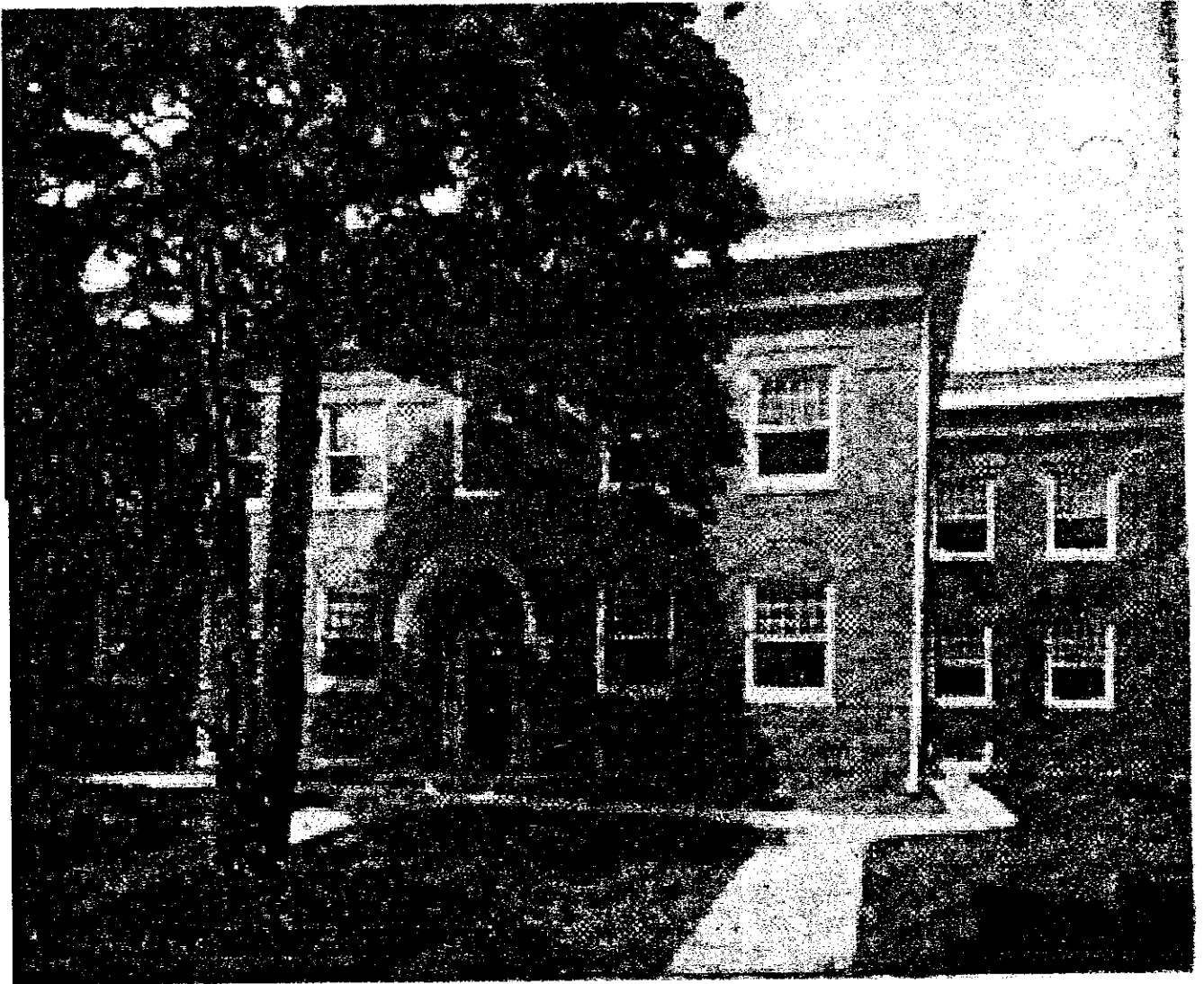
National
Woman's Christian Temperance Union
EVANSTON, ILLINOIS

SITE
MAP
1910

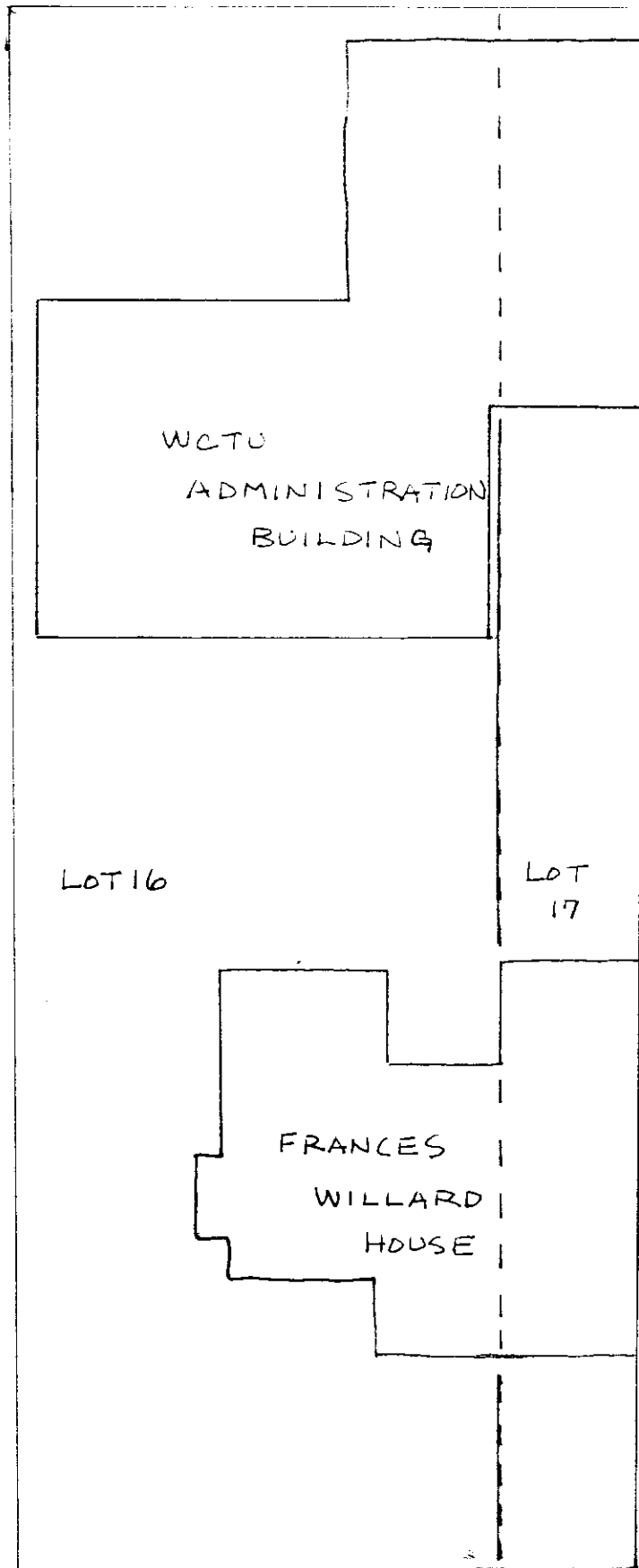


CHICAGO AVE

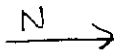


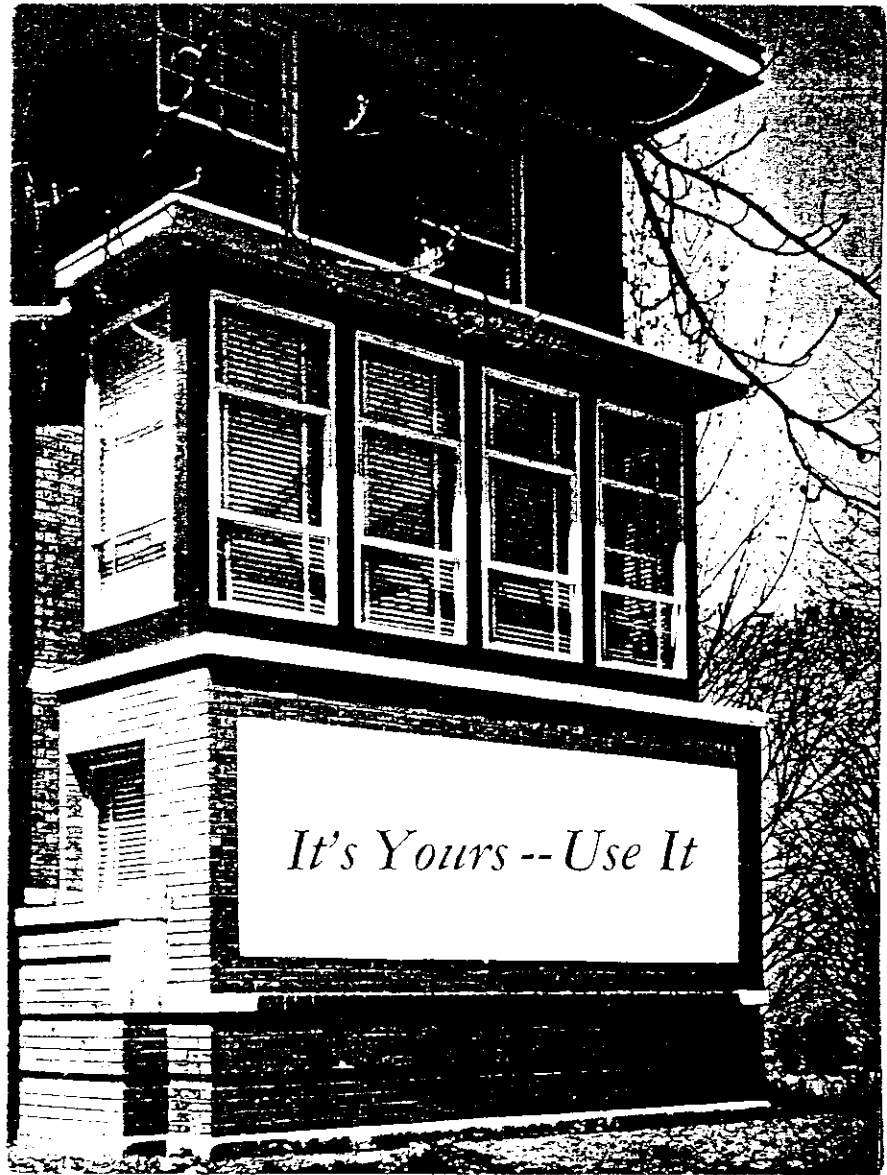


SITE
MAP
1922

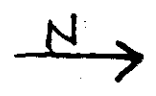
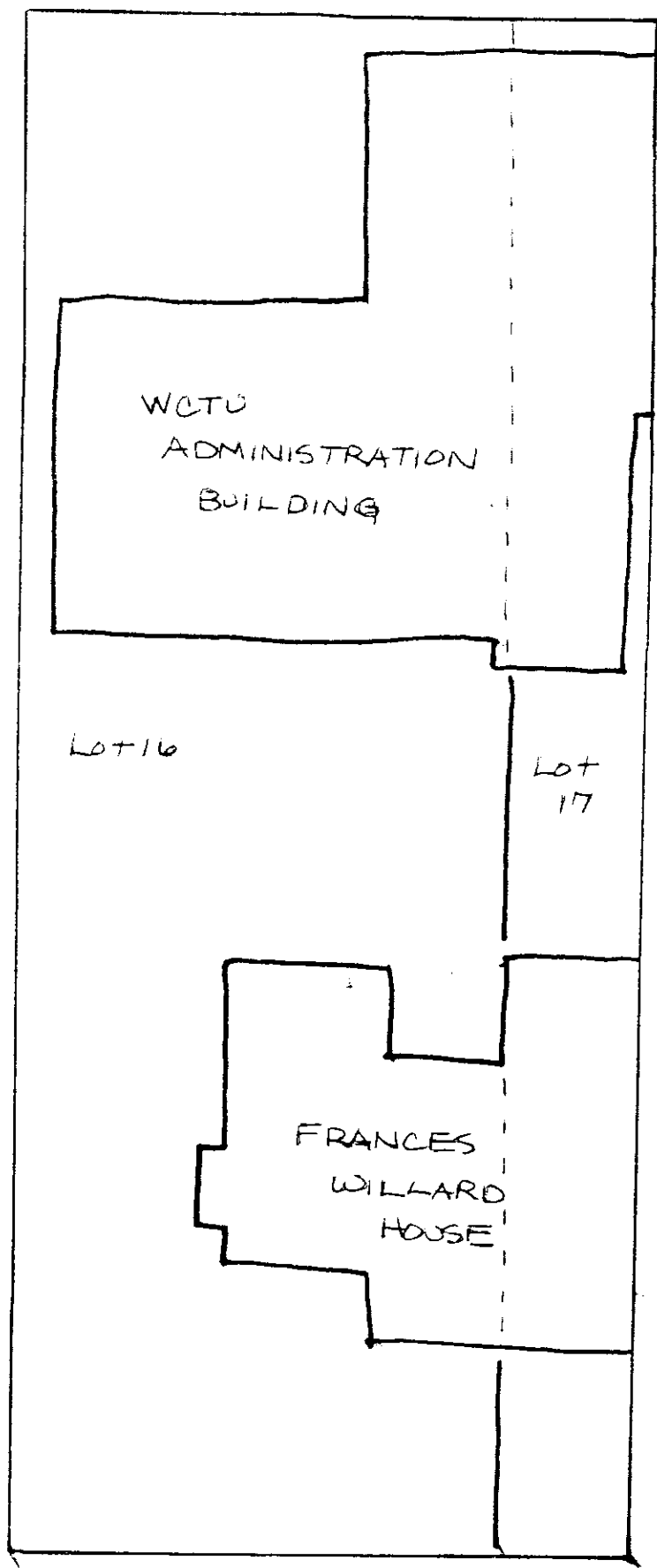


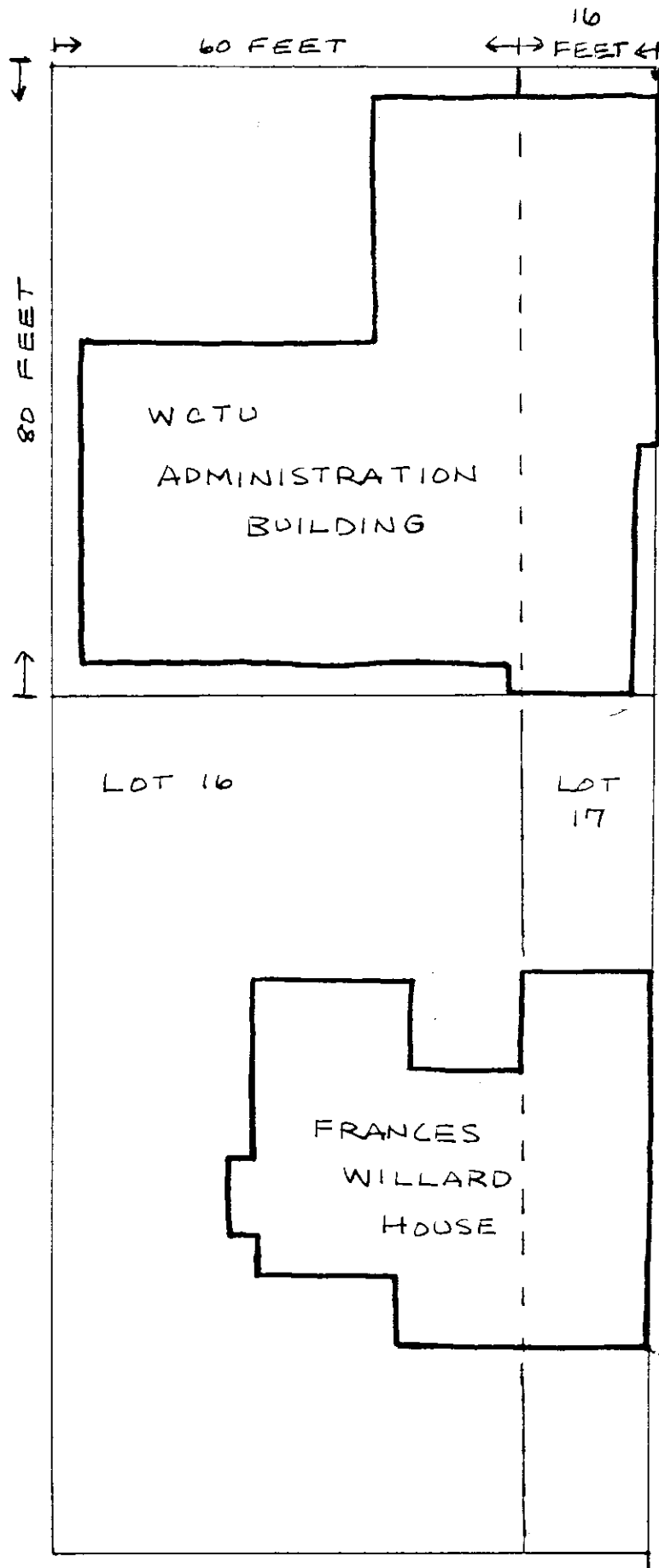
CHILAGO AVE





SITE
MAP
1940





WCTU
Administration
Building
Site

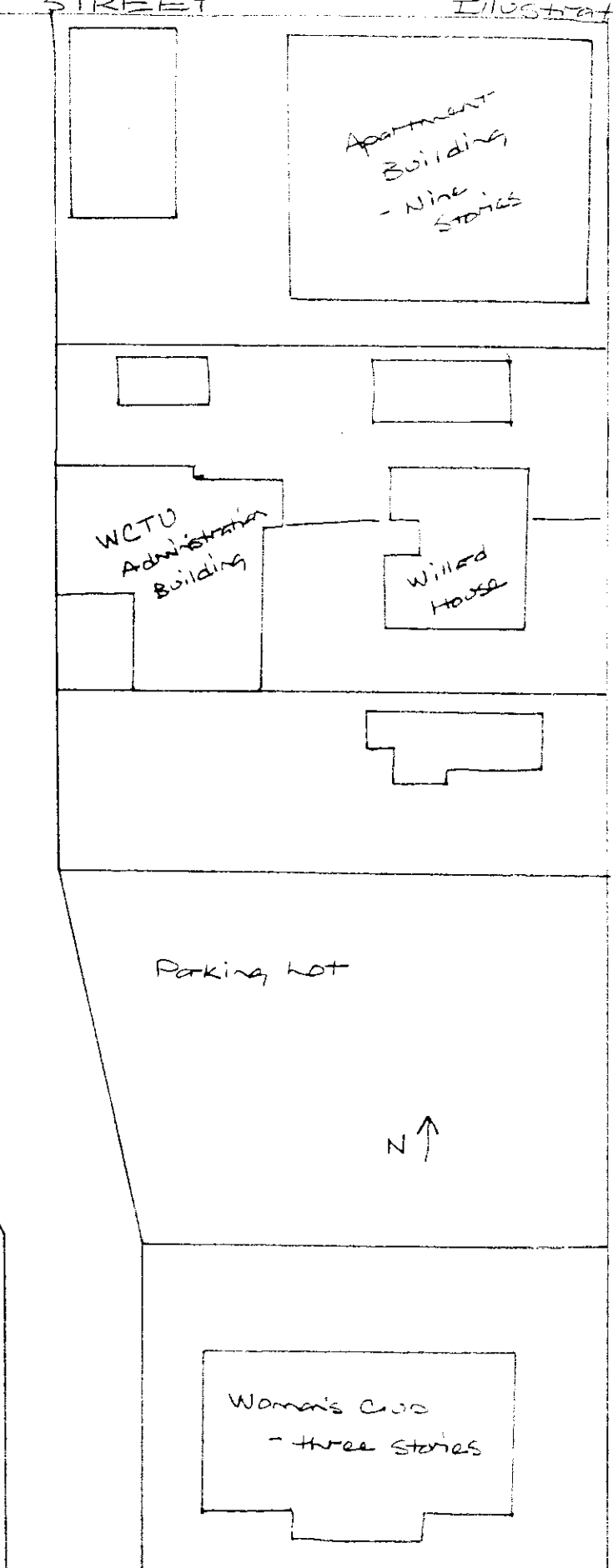
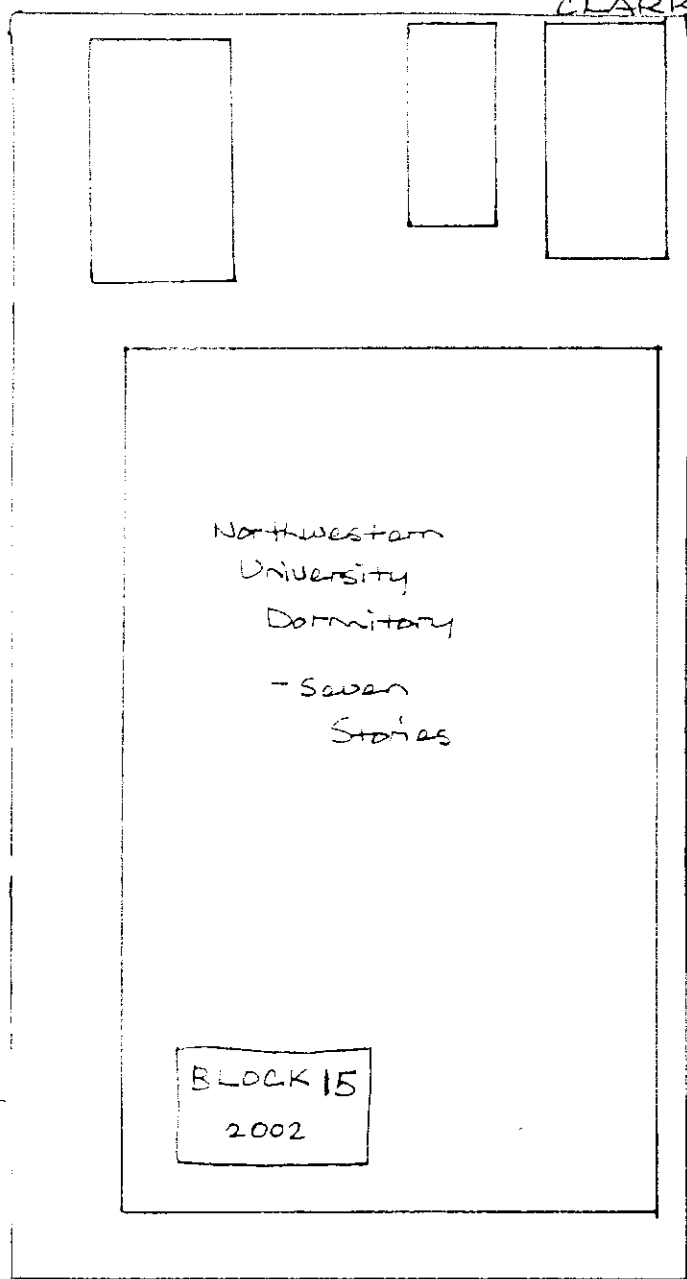
SITE
MAP
2002

Note:
The WCTU
Administration
Building and the
Frances Willard H
share all of Lot 16
and part of Lot 17
The lots have never
been subdivided

CHICAGO AVE

CLARK STREET

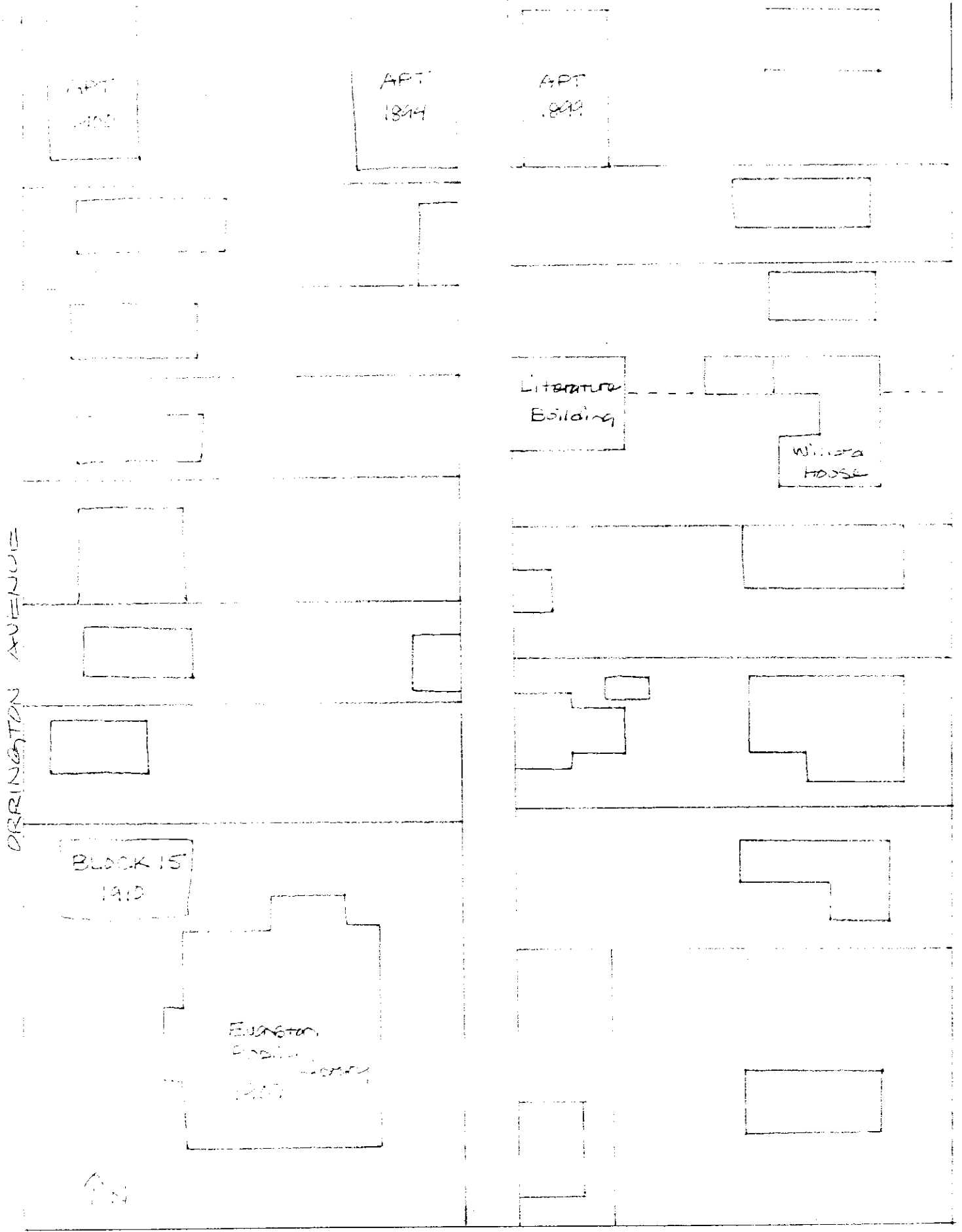
ORRINGTON AVENUE



CHURCH STREET

CLARK STREET

ILLUSTRATION



APT
1810

APT
1814

APT
1818

Literature
Building

Winters
House

BLOCK 15
1910

Eugston
Building
1910

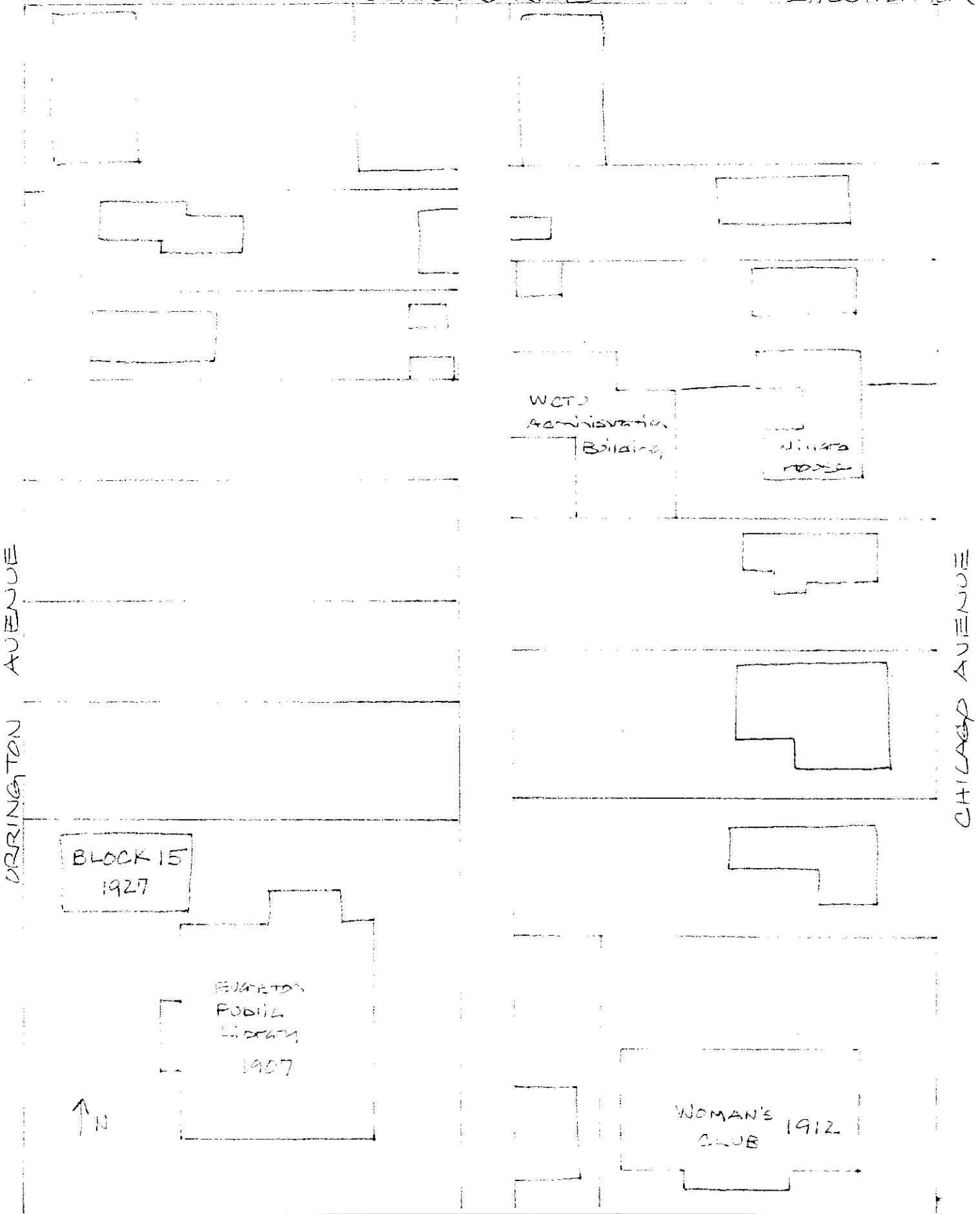


CHURCH STREET

BLOCK MAP 1910

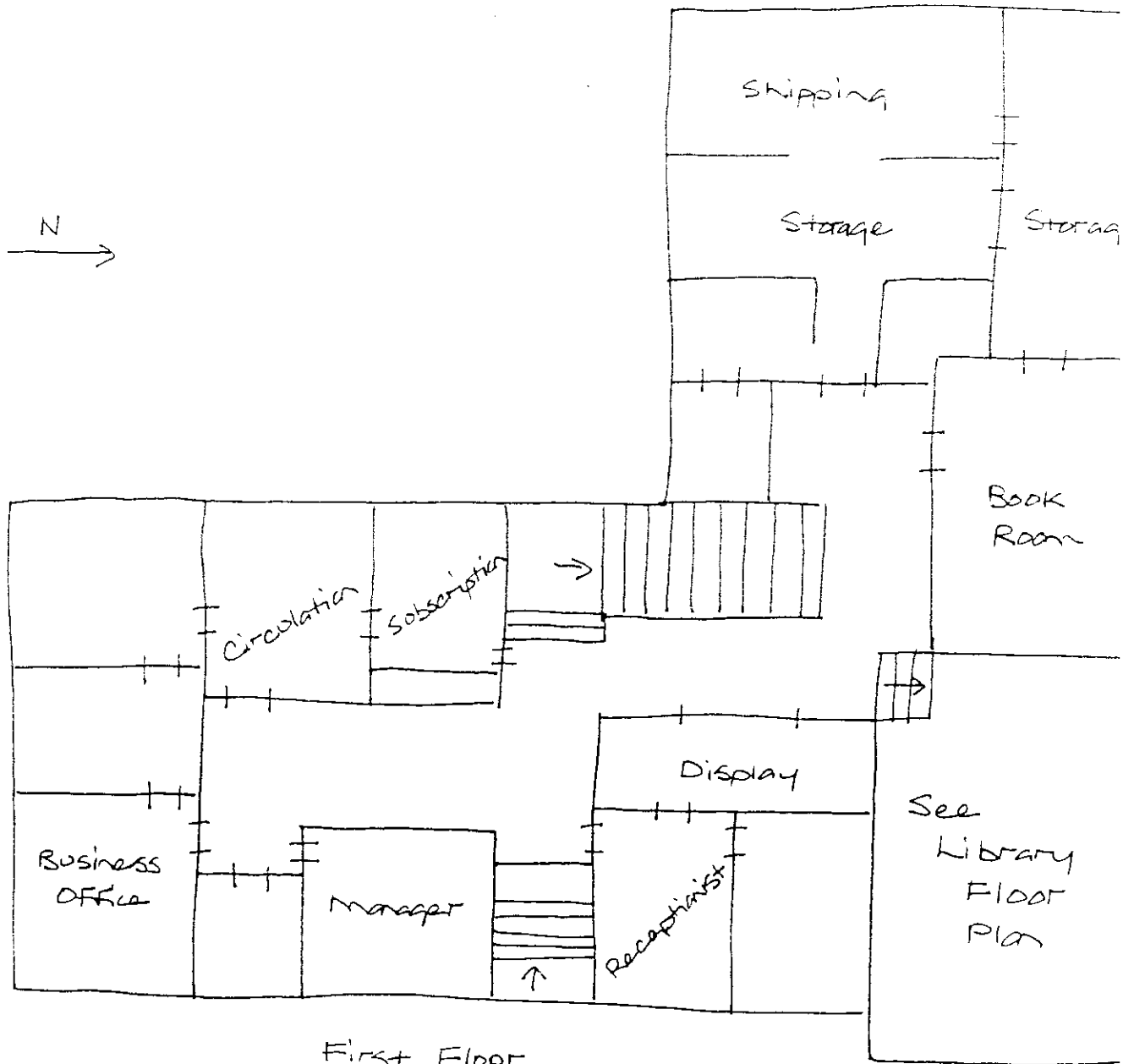
CLARK STREET

Illustration



CHURCH STREET

BLOCK MAP 1927



First Floor
WCTU Administration Building

(traditional room uses)

(Spaces are the same today)

Tallahassee, 02000836, LISTED, 8/16/02

GEORGIA, FULTON COUNTY, Southern Dairies, 593 Glen Iris Dr., Atlanta, 02000872, LISTED, 8/21/02

ILLINOIS, COOK COUNTY, Woman's Christian Temperance Union Administration Building, 1730 Chicago Ave., Evanston, 02000849, LISTED, 8/13/02

ILLINOIS, MADISON COUNTY, Brooks Catsup Bottle Water Tower, 800 Morrison Ave., Collinsville, 02000847, LISTED, 8/13/02

KENTUCKY, BOONE COUNTY, Big Bone Lick Archeological District, Along Big Bone Creek, Union vicinity, 00000284, LISTED, 8/22/02

MISSISSIPPI, HARRISON COUNTY, Hewes, Finley B., House, 604 E. Beach Blvd., Gulfport, 02000852, LISTED, 8/15/02

MISSOURI, COLE COUNTY, Lincoln University Hilltop Campus Historic District (Boundary Increase I), 820 Chestnut St., Jefferson City, 00001513, LISTED, 8/21/02

MISSOURI, JACKSON COUNTY, BMA Tower, 700 Karnes Blvd., Kansas City, 02000886, LISTED, 8/21/02

NEBRASKA, DAWES COUNTY, Hotel Chadron, 115 Main St., Chadron, 02000859, LISTED, 8/15/02

NEVADA, WASHOE COUNTY, Barnard, W.E., 950 Joaquin Miller Dr., Reno, 02000874, LISTED, 8/22/02

NEVADA, WASHOE COUNTY, Greystone Castle, 970 Joaquin Miller Dr., Reno, 02000875, LISTED, 8/22/02

NEW YORK, GREENE COUNTY, Rowena Memorial School, NY 23A, Palenville, 02000879, LISTED, 8/22/02

NEW YORK, ORANGE COUNTY, Hays, John R., House, 45 Maple St., Walden, 02000880, LISTED, 8/22/02

NEW YORK, ORANGE COUNTY, Mould, Moses, House, 1743 NY 17K, Montgomery, 02000876, LISTED, 8/22/02

NEW YORK, SARATOGA COUNTY, Marshall House, 136 NY 32N, Schuylerville vicinity, 02000878, LISTED, 8/22/02

NEW YORK, STEUBEN COUNTY, Younglove, Timothy M., Octagon House, 8329 Pleasant Valley Rd., Urbana, 02000877, LISTED, 8/22/02

OHIO, CUYAHOGA COUNTY, Ambler Heights Historic District, Roughly bounded by Martin Luther King, Jr. Blvd., Cedar Glen, N. Park Blvd., and along Harcourt Dr., Cleveland Heights, 02000883, LISTED, 8/22/02

OHIO, HARRISON COUNTY, Law, Henry, Farm Historic District, 87675 Reed Rd., Uhrichsville vicinity, 02000882, LISTED, 8/22/02

OHIO, MIAMI COUNTY, Pleasant Hill United Church of Christ, 10 W. Monument St., Pleasant Hill, 02000881, LISTED, 8/22/02

OHIO, MONTGOMERY COUNTY, Bixler, George, Farm, 13213 Providence Pike, Brookville vicinity, 02000888, LISTED, 8/22/02

OKLAHOMA, LATIMER COUNTY, Robbers Cave State Park, 7.3 mi. N of jct. of OK 2 and OK 270, Wilburton vicinity, 96000489, LISTED, 8/23/02