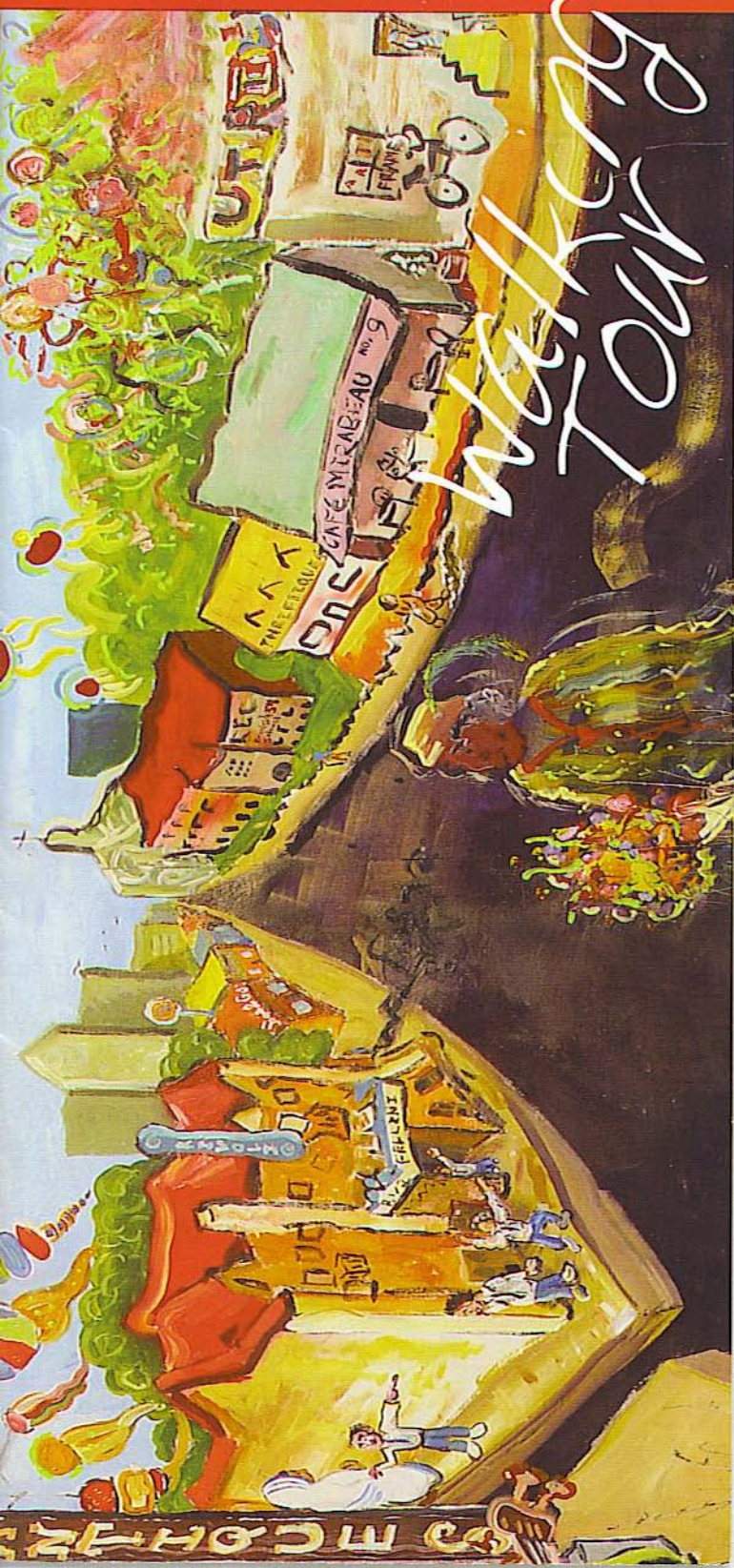


Indianapolis East Tenth Street



Back to
Town

For residents of Indianapolis's east side, Tenth Street serves as an important corridor. It's a major commercial thoroughfare, connecting late-nineteenth-century neighborhoods such as Cottage Home and Woodruff Place on the west end to quaint Arts-and-Crafts communities such as Little Flower and Emerson Heights on the east.

Part of East Tenth Street's appeal is that it has maintained much of its historic character, from the days when it was a dirt road called Clifford Street until now. Here one can see a variety of architectural styles, from the Victorian era to the space age. A walk along it demonstrates well the growth of Indianapolis.

We hope that you'll take this brochure and do just that—walk. While you're at it, explore. Remember. Anticipate. The stories we tell here are just a few of the many you'll discover along East Tenth Street. On your journey, you'll learn about a rich past, better understand present challenges, and become excited about the future.

Welcome to East Tenth Street



Brookside Building, 1930s or '40s
Credit: John H. Boner Community Center

Many groups are working to improve East Tenth Street by redeveloping its commercial districts and revitalizing the neighborhoods around it. We know the historic assets described here will serve as strong anchors for future growth, and we expect that years from now a similar brochure will tell stories of today's renewal and rebirth!



1401 E. Tenth St.

When it opened in 1936, the James E. Roberts School No. 97 was a pioneer in special education, built to accommodate handicapped children from kindergarten through high school. Noted architects McGuire and Shook designed it in the Art Moderne style and installed ramps for the students using wheelchairs. They also included a hydrotherapy pool, medical rooms, and a sundeck. As other Indianapolis public schools began integrating handicapped students, however, the need for a separate school diminished and Roberts closed in 1986. The building later housed IPS's Key Learning Community and its Horizon Middle School. IPS vacated it in 2006, and the community is urging the school board to find another use for it rather than demolish it.



1454 E. Tenth St.

The Prosser house, constructed in 1886, is one of the few extant plaster houses on Indianapolis's near-east side. William Prosser, the builder and first occupant, was a professional plasterer and naturally decorated his home with a stucco exterior and elaborately designed plaster ceilings. The house is listed on the National Register of Historic Places.



2032 E. Tenth St.

This frame commercial building is one of the oldest stores along Tenth Street, dating to the 1890s. It appears that it was built onto the front of an older structure. Zimmerman Drugs was located here from 1898 until the 1920s. Over the years the building also housed a grocery store, upstairs apartments, and taverns, including the Mayfair and the notorious Mustang Sally's. A new owner is currently restoring it to its 1920s appearance, and in it he plans to open a coffee shop and a computer-repair business.



2207-2213 E. Tenth St.

This red-brick apartment building, which dates to the early 1920s, was originally named the Jonquin and was renamed the Jefferson by 1934. A courtyard forms the entryway to the three-story structure. The building houses twenty-one apartments, and its two storefronts have been home to the Great A&P Tea Company (in the 1920s), beauty shops (from the 1930s to the 1950s), and sales offices.



2236 E. Tenth St.

Foster Engineering constructed the Brookside in 1926 as an apartment building with street-level storefronts.

The Rossiter Drug Store, later Ted Br Drugs, was a longtime tenant from the 1920s through the 1960s. The John H. Boner Community Center (originally known as the Near Eastside Multi-Service Center) moved into the building in the 1970s and in 2006 constructed an addition to the west.



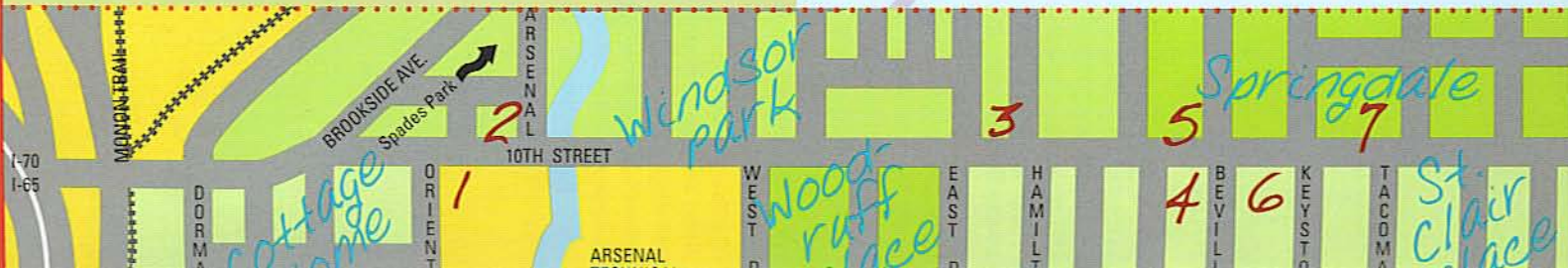
2327 E. Tenth St.

The East Tenth Street United Methodist Church dates to the mid-1880s, when a group of local families formed the Clifford Street Mission (Clifford was the original name for Tenth Street). After a couple of moves and name changes, the congregation settled on this site in 1886 and in 1911 they dedicated this church. They added the education building in 1955 and remodeled the sanctuary in the 1960s. Today the church remains a vital part of the community through its worship services, youth center, and school kitchen.



2424 E. Tenth St.

This building dates to about 1918 when a local judge, Fremont Alford, opened it as an apartment building. The Alford Apartments held four units and housed renters through the late 1990s. In 2000 the Mission of Charity moved into the building and converted it into the Queen of Peace Shelter, which provides overnight lodging for homeless women and children.





structure, opened on the site shortly after the Civil War. Over the years officials added buildings and replaced others, and the school that emerged became known as the Brookside School No. 54, with a section built in 1910 facing Dearborn Street and another (which became the main entrance along Tenth Street) added in 1921. Generations of east-side children received a quality education in this building until 2006, when—amid the protests of many neighbors—Indianapolis Public Schools replaced it with a new structure set back from the street on the far side of the block.



3224-3230 E. Tenth St.
This 1920s or '30s commercial building was designed in the Tudor Revival style, which is common along Tenth Street. It has three storefronts, and the brick facade probably unified older existing structures. Longtime tenants included the Great A&P Tea Company in the late 1920s and '30s, Vonnegut Hardware from the 1930s through the 1960s, and Audrey's Place since the 1990s. A variety of groceries, nonprofits, and used-furniture stores have also leased the space.

a gallery in 2000, the building housed a cleaning business in the 1920s and '30s, a barber shop in the 1950s and '60s, and a beauty salon well into the 1970s.



3425-27 E. Tenth St.

For nearly forty years the Dowers Lock Shop has operated from this early 1920s block building, helping east-side residents deal with lost keys, broken dead bolts, and other locksmith-related matters. The building has also housed other longtime businesses over the years, most notably a Standard Grocery from the 1920s through the 1940s and the Quick Appliance Service Company in the 1940s and '50s.

metal business on what was then the far edge of Indianapolis. Chester Love lived at 4115 for many years, then in the early 1960s his son Elmer tore down the old family home and replaced it with this modern glass-wall office building to house the family's heating and air-conditioning business (an area Elmer focused on after he took the reins in the early 1950s). The fourth generation of the Love family still runs the business, and from this site they continue to serve many loyal east-side neighbors.



4630 E. Tenth St.

This historic theater first opened in 1928 as the Eastland, and three years later its owners renamed it the Emerson. Sometime in the 1930s the owners also remodeled it, giving it the distinct Art Moderne look it still carries today. The Emerson was a vital movie theater until the 1980s. Today it has a renewed life as an all-ages concert venue, featuring touring bands and local talent.

2811-19 E. Tenth St.

This commercial building, located near the southeast corner of Tenth and Rural, was built around 1923, and for forty years the East Tenth Hardware Store anchored its west end. Another longtime tenant was George Catanzariti, who from the 1930s to the 1950s repaired shoes at 2817. Resale shops dominated when Tenth Street was later a destination for antique lovers. By the late 1990s the building was mostly vacant, but a number of community organizations, including Partners in Housing, invested funds to rehabilitate the structure. In 2003 it opened as Mozingo Place, with a credit union and other refurbished storefronts, as well as affordable apartments above.



3102 E. Tenth St.

The Hope Reformed Church (soon renamed the Buttler Memorial Church and later the First Reformed Church) moved to the east side of Indianapolis in 1907. A year later it dedicated this sanctuary, built in the Romanesque Revival style with Arts-and-Crafts features, and in 1928 it added the education wing. Members of First Reformed worshipped here until the late 1970s, when they merged with another church and vacated the property. The church sat empty and deteriorating until the late 1990s, when the current congregation, Neighborhood Fellowship, bought it and began renovating it.

Indiana Historical Society, Bass Photo Co., 333797



3155 E. Tenth St.

When the Rivoli Theater opened in 1927, neighbors couldn't help but be proud. The owner, the Universal Pictures studio, built the Spanish Mission-style structure with the finest materials, and with a seating capacity of 1,500 it was unusually large for a neighborhood theater. The Rivoli hosted both movies and stage performances and was noted for its acoustics.

After Universal sold the theater in 1937, a series of owners bought and sold it, and it closed and reopened several times. Over the years, managers



3229 E. Tenth St.

This brick store on the corner of Tenth and Lasalle was long associated with drugstores. Borst Drugs constructed the building in the 1910s and occupied the site until the late 1930s. During this time it also served as a local postal station, with druggist Harry J. Borst acting as postal clerk. Haag Drugs, a local chain, was next located in the building, followed by the Gibson Drug Store in the 1960s. Since then several antique and used-furniture shops have come and gone.



3524 E. Tenth St.

Part of the east side was once nicknamed Brickville because clay deposits in the area led to the establishment of brickyards in the mid-to-late 1800s. This house was the home of Christian Pothast, a brick manufacturer whose brickyard was on Tenth Street west of Sherman Drive.



2901-05 E. Tenth St.

Merchant Edward Vahle constructed this brick Italianate-style building around the turn of the century to house his hardware store and two upstairs apartments. After Vahle



4805 E. Tenth St.

retired in the 1920s, the space was leased to various tenants, including the Great A&P Tea Company, a Standard Grocery, barbers, photographers, the East Side Art Center, and antique shops. Vahle also built the adjacent brick storefront to house a dentist office.



3135-37 E. Tenth St.

In the early 1940s the City Ice Cream Company constructed this Art Moderne building to house its wholesale and retail operations. The company's entry in the Indianapolis city directory promised "party moulds for all occasions," as well as brick ice cream, sherbets, and novelties. Around 1960 the ice-cream operations moved out, and since then the building has been home to a coin laundry, most recently the A to Z Laundry.



Indiana Historical Society, Bass Photo Co., 5497

continued to book a mix of movies and concerts, and many notable artists performed here, including Linda Ronstadt, Bruce

Springsteen, and John Mellencamp. After years of showing adult movies, the Rivoli closed for good in 1992, and community groups have recently been studying opportunities for revitalizing it.



3317-19 E. Tenth St.

Generations of east-side neighbors purchased clothing at this former dry-goods store. Merchant Louis W. Lohss constructed the Tudor Revival-style building in the early 1930s to house his first-floor store and spacious upstairs apartment. During the 1950s the Lohss family leased the building to the Freeman Department Store, and in 1960 they sold it to the American Legion Post 465, which remained there until 2003. The display windows have been bricked in, but the second-floor leaded-glass windows have survived. The building is currently on the market and awaits a new use.



3201-3209 E. Tenth St.

In the late 1920s physician Benjamin Brown tore down his house on this property, and in its place he constructed this Craftsman-style building, known as the Dearborn. From his upstairs apartment Brown served as landlord to a variety of storefront tenants. Longtime businesses included Myrtle Kenyon's delicatessen and Everett Miller's shoe-repair store, but perhaps the best known was the Ten-De Club, which for decades served drinks from its corner location. Today the Dearborn sits vacant and awaits renovation.



3318 E. Tenth St.

This tiny storefront houses Utrillo's Picture Shop, known for outsider and thrift-store art, as well as the work of local artists who ply their trade well below the art establishment's collective radar. Prior to becoming



The Wallace Street Presbyterian Church dates to 1925, when nearby residents worked with officials to organize a new congregation. The Presbyterian Union donated land to the group, and in 1926 the congregation dedicated a permanent building. According to legend, architects designed it in the style of an apartment building so the congregation could sell it if the church failed. It prospered, however, and added a new sanctuary in 1950, which features Gothic beams and a large west window. Today the church continues to play an important role in the life of the community.

3837 E. Tenth St.

Although this building looks much older, it first appears on maps and in directories in the early 1930s. The Luebking Floral Company occupied the two-story brick structure and four attached greenhouses until the 1980s. The owners of All Occasions Floral Shop took over in 1990. The upstairs has housed a custom bridal shop and apartment. Only one greenhouse survives today and the chimney has been removed, but the building is otherwise mostly unaltered.



5005 E. Tenth St.

Many of the communities east of Sherman Drive date to the 1910s and '20s and feature Arts-and-Crafts bungalows, which were popular at the time. This house illustrates the style well. Emmett Lowery, a manager at the Deep Vein Coal Company, and his wife Maude built it around 1929. Its brick and its red-tile roof make it one of the most attractive homes in the area.



4115 E. Tenth St.

The Love family has been an integral part of East Tenth Street since 1920, when Chester Love opened a sheet-

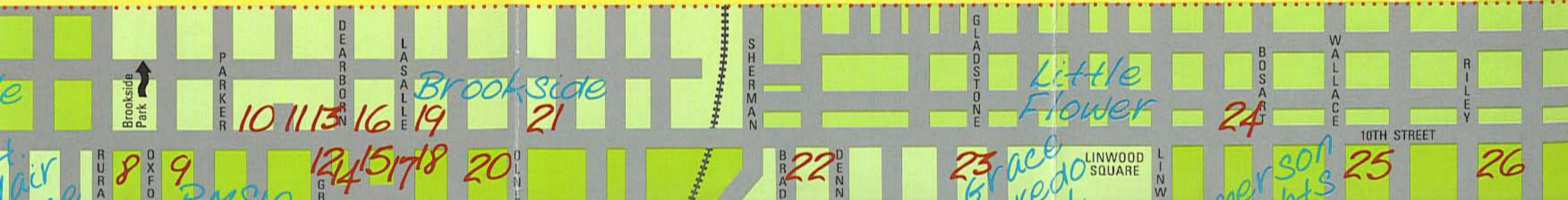
3018 E. Tenth St.

This turn-of-the-century commercial building is home to Arnold's, one of the east side's oldest bars in continuous operation. Arnold's began just after Prohibition, when Guy Arnold opened his bar down the street. The tavern moved to this site in 1980, relocated here by the "new" owners, Arnold and Bonnie Minnix (they bought the bar in 1960, and Bonnie still owns it today). Before Arnold's moved in, this building was the longtime home of the popular Brown's Drug Store, from around 1940 to 1971.



3150 E. Tenth St.

For about 140 years a school was located at or near the corner of what is now Tenth and Dearborn Streets. The first school, a frame



This brochure was produced by the Near East Side Community Organization's History and Preservation Committee. NESCO is a nonprofit organization dedicated to uniting neighbors and building a thriving community on Indianapolis's east side. Its History and Preservation Committee gathers, archives, and shares the history of the area, and it promotes the preservation of east-side architecture through advocacy and education.

Support for the brochure also came from the East Tenth Street Civic Association, which is dedicated to the historical preservation and revitalization of Indianapolis's near-east side through collaboration with members of the business community, social service and community organizations, educational and cultural institutions, and neighborhood associations.

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**EAST 10th STREET
CIVIC ASSOCIATION**
Tenth and Main Street



HISTORIC
LANDMARKS
FOUNDATION OF
INDIANA

Front: Detail from
Tenth and Rural Moon
Block Park murals
painted by Brian Duff.



To learn more or to contribute additional information or historic photographs, visit our website at www.eastsidehistory.org, e-mail heritagephoto@indy.rr.com, or call 317.639.2814.

NESCO

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