

From: gtipler@tds.net
To: [Scanlon, Amy](#)
Subject: Stark building cache of items from the grand opening, May 14-15, 1926. attachments. 7.4 mb
Date: Sunday, January 29, 2012 3:20:59 PM
Attachments: [1926-05-14-Stark-Banquet-Realtors & Madison Club in the building- s.JPG](#)
[1926-05-13-NatlRealEstataeSecHereStarkOpening-img058.JPG](#)
[1926-05-14 Philip Homer img066.JPG](#)
[Stark-French-Opening rendering s.JPG](#)
[1926-05-13-StarkBuildingOpening.JPG](#)
[1926-05-15-a-Athens of Real Estate Education-CT-img079.JPG](#)
[1926-05-15-b-Athens of Real Estate Educ 2 photos-CTimg080.JPG](#)
[1926-05-14-CONTRACTORS-Stark-French-p20-WSJ-img064.JPG](#)
[1926-05-13-Stark-French Building To Open-WSJ-img057.JPG](#)
[3 Stark Interior 02.jpg](#)
[3 Stark Interior 01.jpg](#)
[stark interior later.jpg](#)
[Stark Interior 01.jpg](#)
[Stark Interior 02.jpg](#)
[Stark interior 03 later.jpg](#)

Amy,

Here are a batch of photos of articles on the opening of the Stark (Fairchild) building at 124 W. Mifflin. These are all courtesy of a Mr. Stark for historical purposes. He doesn't advocate preservation, nor demolition. They were lent and scanned thanks to Carolyn Freiwald.

There are several points I'll note:

Several articles state that this was the first building built for a real estate company for their offices in Madison.

Apparently, Stark's partner in the ownership was Harry L. French who was the agent for the Northwestern Mutual Life Insurance franchise that occupied the second floor. For the opening it was called the Stark-French building. I don't know how long French maintained a part ownership but it apparently wasn't long. The name Stark-French doesn't appear after 1928, and the newspapers for Madison aren't part of the NewspaperArchives online database from 1925-1928. This should have little influence on the name used for the building unless more work is done on it.

The photo of the people in the banquet: many, if not most, people were members of the Madison Club, plus out of town dignitaries in the national arena of the realty industry. The location of the banquet was in the building according to one announcement -- I believe it had to have been the second floor.

The architect, Philip Homer worked for the Paul E. Stark Company from the time he got his degree in 1917, I believe, as the staff architect. Stark built a lot of homes to sell.

I've also attached three photos of the interior.

Thanks for your interest.

Gary Tipler

