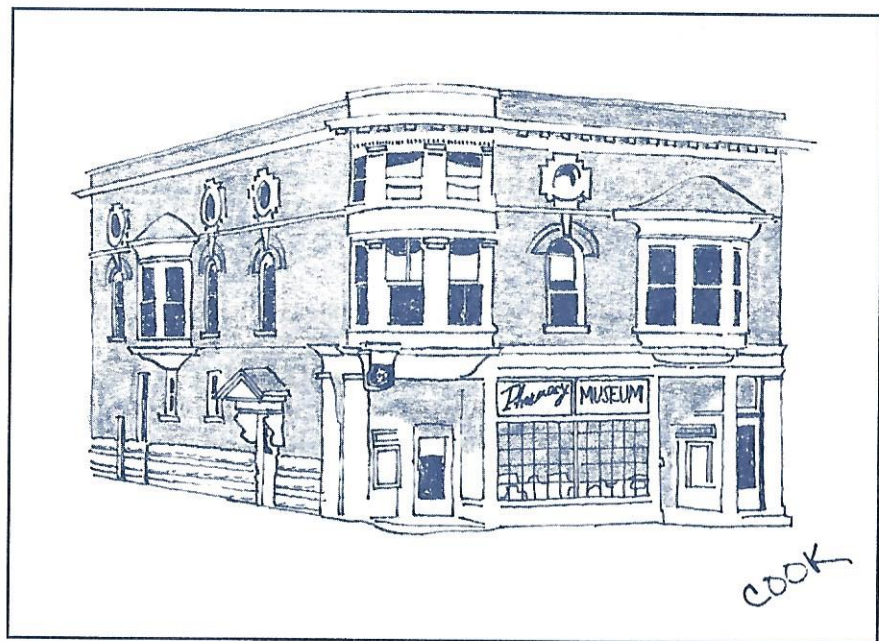




Heidbreder-Hagemann & Co. Drug Store
1001 N. 5th Street • 1905 • Martin Geise, architect
Renaissance Revival Style

Corner stores such as this were once the social and economic anchors of Quincy's neighborhoods. The lion's share of the many that survive were erected at the turn of the century, and this building typifies the type and style. Windows and doors of assorted sizes and shapes, many of them highly embellished, pierce a long rectangular brick block. The corner swells outward into a rounded bay, and the bay is reiterated by oriel windows along the front and side walls.

Victorian corner store fronts were often designed in much the same manner, but they carried wildly eclectic ornament. Here all of the ornament derives from the relatively refined Italian Renaissance vocabulary of triangular pediments, prominently keystone arches, and simple modillions (rather than brackets) under the cornice.

Like the exterior, the inside spaces remain largely unchanged from the building's earliest days. The tin ceiling is intact, and of the original drugstore's complex array of fittings, only the fountain is missing. Upstairs apartments also retain their original appearance.

The Heidbreder Brothers' slogan was "one in your neighborhood." This was the fourth of their chain of six Quincy drug stores. It was also the first to boast an up-to-date building, finished five years before the flagship store at State and Eighth. In 1915, the store listed its products as "drugs, paints, oils, photo supplies, and phonographs."

To make their branches manageable, one or another of the Heidbreder brothers often joined forces with another partner or two. In this case, the principle partner was W. H. Heidbreder's nephew and former employee, W. H. Hagemann. The store remained a Hagemann family operation until 1985, when Ralph Hagemann retired and converted the building and its contents into an unusually complete pharmaceutical museum.

Current owner: Ralph and Millie Hagemann

BEHIND CLOSED DOORS
17, 1997