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Historic advertising returns to the downtown

By ROY CHURCH

Mike and Angie Beauchamp wanted to buy the building on the southeast corner of Wabash and Market streets.

When that failed, they approached Tony Armas, the building's new owner, and worked out a deal to lease the Market Street side of the building for advertising space.

The side of the building will be seperated into four quadrants.

The Beauchamps, of course, wanted to advertise their business, Modoc's Market, located one block west on the southeast corner of Market and Miami streets. Their advertisement, located in the upper righthand quadrant is being done by Wabash artist Kenny Martin.

Market Street Grill's advertisement in the upper lefthand quadrant was completed earlier by Martin. Bill Gerding's restaurant is located at 90 W. Market St., across Market Street from Modoc's Market.

The Wabash County Historical Museum, located across Market Street from the wall of advertisements, has signed on for one of the two remaining quadrants and Mike Beauchamp said Schlemmer Brothers Sheet Metal Works, 108 W. Canal St., signed on last week for the fourth and final spot.

Each quadrant is 13 feet by 6 inches tall.

Beauchamp said he hopes to have the wall completed "before the snow flies."

"We wanted to do some thing good for Wabash," he said. "In the old days, there were signs like these on the sides of buildings all over town. We thought it would restore some of the historic flavor."

Martin, who works at The Ford Meter Box Co., previously did the Modoc circus mural on the side of the New Bradley Building/Modoc's Market. He also did the mural on the side of the Schlemmer Bros. building on West Canal Street.