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**United States Department of the Interior
Heritage Conservation and Recreation Service**

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received
date entered

**National Register of Historic Places
Inventory—Nomination Form**

See instructions in *How to Complete National Register Forms*
Type all entries—complete applicable sections

1. Name

historic Zollinger-Harned Company Building

and/or common

2. Location

street & number 605-613 Hamilton Mall and 14016 North Sixth Street not for publication

city, town Allentown vicinity of congressional district 15

state Pennsylvania code 42 county Lehigh code 077

3. Classification

Category	Ownership	Status	Present Use
<input type="checkbox"/> district	<input type="checkbox"/> public	<input type="checkbox"/> occupied	<input type="checkbox"/> agriculture
<input checked="" type="checkbox"/> building(s)	<input checked="" type="checkbox"/> private	<input checked="" type="checkbox"/> unoccupied	<input type="checkbox"/> commercial
<input type="checkbox"/> structure	<input type="checkbox"/> both	<input type="checkbox"/> work in progress	<input type="checkbox"/> educational
<input type="checkbox"/> site	Public Acquisition	Accessible	<input type="checkbox"/> entertainment
<input type="checkbox"/> object	<input type="checkbox"/> in process	<input type="checkbox"/> yes: restricted	<input type="checkbox"/> government
	<input type="checkbox"/> being considered	<input checked="" type="checkbox"/> yes: unrestricted	<input type="checkbox"/> industrial
		<input type="checkbox"/> no	<input type="checkbox"/> military
			<input type="checkbox"/> museum
			<input type="checkbox"/> park
			<input type="checkbox"/> private residence
			<input type="checkbox"/> religious
			<input type="checkbox"/> scientific
			<input type="checkbox"/> transportation
			<input type="checkbox"/> other:

4. Owner of Property

name First National Bank of Allentown

street & number Seventh Street on Hamilton Mall

city, town Allentown vicinity of state Pennsylvania 18101

5. Location of Legal Description

courthouse, registry of deeds, etc. Lehigh County Courthouse

street & number 455 Hamilton Street

city, town Allentown state Pennsylvania

6. Representation in Existing Surveys

title Pennsylvania Inventory of Historic Places has this property been determined eligible? yes no

date 7/25/79 federal state county local

depository for survey records PHMC

city, town Harrisburg state Pennsylvania

7. Description

Condition

excellent
 good
 fair

deteriorated
 ruins
 unexposed

Check one

unaltered
 altered

Check one

original site
 moved date _____

Describe the present and original (if known) physical appearance

The Hamilton Mall or main elevation of the Zollinger-Harned Co. Building today remains to a great extent unchanged when compared with Nancy Ochs' rendering which appeared as a feature spread in the Morning Call of April 26, 1925.

The building has an eighty-one (81') foot frontage on Hamilton Mall, a thirty-five (35') foot front on North Sixth Street and a sixty-two (62') foot service front on Court Street. All three elevations are located in the centers of rows of buildings, the result of the original W.R. Lawfer and Company assembly of real estate in the late nineteenth century for that parent department store. All vestigages of these earlier buildings were removed during the 1925-1926 construction. Like the parent store, both the Hamilton Mall and North Sixth Street fronts were public entrances, however, the new building utilized the same proportions and detailing on both facades.

The three story Hamilton Mall facade is finished with a gray stone colored architectural terra cotta and is set on a low base of fine pebble aggregate masonry. There are seven bays across this front, with the center five bays projecting slightly. The building is now entered through a recessed set of six brass faced doors, which appear to be original fabric. On either side of the recess and along Hamilton Mall are large plate glass show windows framed with an original architectural bronze glazing system. The mullions are ornamented with low relief cast bronze floral decoration surrounding medallions with Z. H. & Co. in one, an image of the Liberty Bell with 1776 on it in another, and yet another with a portrait of William Allen, founder of Allentown. At each end of the center display bays are two large recesses, finished with scored stucco.

The above-mentioned recesses and the entrance arrangements are modifications dating from the 1960's. The 1925 Ochs' rendering and a 1956 Tilghman Moyer Company set of architectural drawings indicate that the recessed were display windows and entrance to the store was gained by two openings in the display front which passed around an island display window to a central set of doors. During these alterations, much of the old glazing system was salvaged.

Over the entire center bay of display windows is a weathered architectural bronze hood surmounted with a light open-work cresting, also of weathered bronze. Presumably in 1926, as now, this hood formed a housing for an operable awning system. The hood, without the cresting, continues over the side display windows. Probably this is old fabric but scars on the terra cotta finish suggest it was done after the building was completed.

The sign band level contains elegant gilded bronze letters spelling out Zollinger-Harned Co., and two gilded venetian lanterns and brackets extending from terra cotta cartouches.

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The second floor has five deep set fan-lighted sets of french doors surmounted by stepped voussoirs with a console projecting from each Keystone. Six elongated low relief molded terra cotta panels with urns and flower decorations, suggestive of the Adam Brothers of England, are interspaced with these windows. A projecting terra cotta faced balcony with an ornamental wrought iron railing opens off of these windows. Each end bay contains a single eight over eight lite window with a flat arch over and a terra cotta and wrought iron balcony below. A projecting terra cotta cartouche in the center of each of these railings serves as the base for a gilded flag standard.

The third floor level is composed of five eight over eight lite windows in the center and one similar window on each end. Two large mannerist cartouches made of stone colored terra cotta project from the wall surface.

A simple double belt course and two floral terra cotta panels define the base of the attic. This area contains four simple cartouches spaced above the five windows below and two lions heads, all in terra cotta. A plain nosing and cove molding define the top of the stepped parapet, which at the step in the center and highest bay is ornamented with a horizontal console.

The Sixth Street elevation on the second and third floors is similar in detail and proportion to the Hamilton Mall elevation, however, it is only two bays wide. A ten (10') foot decline in the grade places the entrance and show windows in the basement and required a different treatment of the first floor. This floor contains two large tri-partite windows with transoms, small window panes and a flat arch over head. Below these windows are weathered bronze letters similar to those on the Hamilton Mall elevation spelling out Zollinger-Harned Co.

The ground floor entrance is recessed on the right side of this level, while two small show windows set in a scored stucco wall fill the center and left side of this level. All of the above work dates from the 1960's. The Tilghman Moyer set of drawings from 1956 presumably indicate the original configuration of this entrance, which included a set of doors recessed about twenty-one (21') feet from the front and approached around and by an island show window and side show windows. Portions of the pebble aggregate masonry base are probably original as may be the small segment of "Moravian" tile flooring in the door recess.

The four story red brick Court Street elevation, which is twelve (12') feet below the Hamilton Mall elevation, is strictly utilitarian in appearance. The original industrial metal sash with soldier courses over them are still in place, however, the original loading dock on the ground floor has been modified and a closed opening on the first floor level indicates the location of a bridge which leads to a warehouse building, now demolished.

The interior is composed of large open spaces, which, in recent years have been partitioned off. The structure of the building throughout is reinforced concrete with party walls and some inner walls of brick and/or tile. It was one

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of the first large commercial buildings in the Lehigh Valley to use reinforced concrete.

The interior finishes were simple, presumably not to contrast with the merchandise. The walls and ceilings are plaster on masonry or on wire lath and the floors are maple set on top of wood sleepers over the concrete slabs. The two stairways which lead from the basement to the third floor are elaborate wrought iron and brass, while the bulbous molded paneling which served as a background for the Hamilton Mall display windows is still in place.

8. Significance

Period	Areas of Significance—Check and justify below			
<input type="checkbox"/> prehistoric	<input type="checkbox"/> archeology-prehistoric	<input type="checkbox"/> community planning	<input type="checkbox"/> landscape architecture	<input type="checkbox"/> religion
<input type="checkbox"/> 1400-1499	<input type="checkbox"/> archeology-historic	<input type="checkbox"/> conservation	<input type="checkbox"/> law	<input type="checkbox"/> science
<input type="checkbox"/> 1500-1599	<input type="checkbox"/> agriculture	<input type="checkbox"/> economics	<input type="checkbox"/> literature	<input type="checkbox"/> sculpture
<input type="checkbox"/> 1600-1699	<input checked="" type="checkbox"/> architecture	<input type="checkbox"/> education	<input type="checkbox"/> military	<input type="checkbox"/> social/
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> art	<input type="checkbox"/> engineering	<input type="checkbox"/> music	<input type="checkbox"/> humanitarian
<input type="checkbox"/> 1800-1899	<input checked="" type="checkbox"/> commerce	<input type="checkbox"/> exploration/settlement	<input type="checkbox"/> philosophy	<input type="checkbox"/> theater
<input checked="" type="checkbox"/> 1900-	<input type="checkbox"/> communications	<input type="checkbox"/> industry	<input type="checkbox"/> politics/government	<input type="checkbox"/> transportation
		<input type="checkbox"/> invention		<input type="checkbox"/> other (specify)

Specific date 1825 1925

Builder/Architect George H. Hardner/Jacoby & Everett, John T. Brugger

Statement of Significance (in one paragraph)

Architecturally, the Zollinger-Harned Company department store is unique to Allentown and the Lehigh Valley. It is perhaps the most elegant statement and best preserved example of an eclectic retail structure of the early twentieth century remaining in the area. Nancy Ochs' rendering, which appeared in a feature article in the April 26, 1925 issue of the Morning Call, presented a building which was stylistically unlike anything heretofore seen in the City. The Great Depression, which started two years after the building was completed, surely limited any major influence the structure may have had on contemporary construction. Thus, the Zollinger building remains, locally, as an almost single example of it's architectural treatment.

The 1920's was known for its diverse architectural preferences, growing affluence and sophistication, and technological advances. All three are evident in this structure. Jacoby and Everett, an Allentown firm with roots going back to the 1870's, and John T. Brugger, of Philadelphia, chose an "Italian Treatment" for the Hamilton and North Sixth Street facades. However, very definitely the influences of the neo-classicist, the Georgian revivalists, and the Brothers Adam and perhaps the modernists are present.

The richly detailed architectural bronze display windows and the restrained placement of windows and low relief panels in the terra cotta facade above reflect a sophistication and elegance reminiscent of contemporary stores which lined Fifth Avenue in New York or Market Street in Philadelphia. It is unknown, exactly whether the Allentown firm or the Philadelphia firm was responsible for the exterior design decisions.

The large plate glass display windows along Hamilton Mall are framed with an original architectural bronze glazing system. The mullions are ornamented with low relief cast bronze floral decoration surrounding medallions with Zollinger-Harned Co. in one, an image of the Liberty Bell with 1776 on it on another, and yet another with a portrait of William Allen, founder of Allentown. This is a significant architectural feature not only as it relates to the founding of the city, but also from the fact that during the Revolutionary War the Liberty Bell had been safely stored in Zion's Reformed United Church of Christ, which is located almost directly across the street from the Zollinger-Harned Co building, and in light of the fact that this department store had its origin in Allentown's first such enterprise one year prior to the incorporation of the city.

Although the American cement industry got its start sixty years before, and only ten miles away, nevertheless, this structure was the first major use locally of reinforced concrete for a non-industrial building. The terra cotta clad building is framed and floored in reinforced concrete, and availed itself to the

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latest in building technology. Likewise, in an era when natural lighting was a prime concern in most all designs, the Zollinger-Harned Co. department store, which lacked large banks of windows, skylights or prism screens, depended almost entirely on artificial illumination.

During the construction of the building, business operations continued uninterrupted, for the building was completed in three (3) sections. The first section to be completed was the Hamilton Street front, followed by the Sixth Street and Court Street sections respectively.

COMMERCIAL SIGNIFICANCE

The Zollinger-Harned Co. established the first department store in Allentown, Pennsylvania.

Whereas the architectural significance of the subject building dates back to its construction in 1925, the Zollinger-Harned Co.'s roots date back to 1866, one year prior to Allentown's incorporation as a city, when two local merchants, W.R. Lawfer and W.R. Steckel, formed a general dry goods store at Church and Hamilton Streets in Allentown.

In 1874, W.R. Steckel retired from the business, and G.W. Hartzell succeeded him. The company operated under the name of Lawfer & Hartzell until 1876 when Hartzell sold his interest to Jacob Lawfer, brother of W.R. Lawfer.

The W.R. Lawfer Co. was thereby formed, and in 1879, Jacob Lawfer sold his interest to the sons of W.R. Lawfer, John W., Alvin W., and J. Harry.

The present site of the Zollinger-Harned Co. building at 611-613 Hamilton Street was purchased by the W.R. Lawfer Co. in 1883 from J.C. Kernahan, a china merchant, and by October, 1897, the property extended to Sixth Street on the east and Court Street on the north, as it does today.

A newspaper article dated October 1, 1897, boasted that the store contained three (3) acres of floor space and was the largest store outside Pittsburgh and Philadelphia.

W.R. Lawfer died on September 11, 1900, and out of respect, many of Allentown's merchants closed their doors on the day of the funeral. W.R. Lawfer was acclaimed an outstanding citizen of Allentown, having been involved in many noteworthy, civic-oriented activities and projects, including the development of about one hundred (100) residences in the city, a new YMCA, the Allentown College for Women, and Allentown Hospital.

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W.R. Lawfer's sons conducted the business until 1906 when the company was acquired by Nathan Folwell, owner of Collingswood Mills in Philadelphia.

Nathan Folwell sent two nephews, W.C. Harned and C.J. Early, to Allentown to establish that business as the city's first department store. Thence, the name of W.R. Lawfer Co. was changed, first to Lawfer-Harned Co., then to Harned-Early Co., and finally to Zollinger-Harned Co.

Concurrent with his acquisition of the Allentown store, Nathan Folwell acquired two other stores, one owned by W.R. Zollinger in Canton, Ohio, and the other owned by a man named Smith in Wilmington, Delaware.

Folwell used the name of Zollinger in all three stores, contemplating the idea of forming a chain of department stores.

Ownership of the Allentown store passed to Nathan Folwell's nephew, Charles E. Folwell, and was held in that family until 1960, when it was taken over by Allen P. Vollmer and Robert V.H. Harned. Donald Vollmer became President in 1963 when his father retired.

In January, 1978, the Zollinger-Harned Co. was adjudged bankrupt.

9. Major Bibliographical References

Roberts, Charles Rhoads, History of Lehigh County, Volumes I & III, Lehigh Valley Publishing Company, LTD. 1914
"The Morning Call April 26, 1925, Call-Chronicle Newspapers, 101 North 6th Street, Allentown, Pa. 18101

10. Geographical Data

Acreeage of nominated property .4
Quadrangle name Allentown East, Pa.

Quadrangle scale 1:24,000

UMT References

A

1	2	3	4	5	6	7	8	9	10
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Zone Easting Northing

B

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Zone Easting Northing

C

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D

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E

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F

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G

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H

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Verbal boundary description and justification

See Cont. Sheet

List all states and counties for properties overlapping state or county boundaries

state	code	county	code
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state	code	county	code
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11. Form Prepared By

name/title J. William Brooks & Theodore K. Long, Jr.

organization Industrial Commercial Investments Co. date

street & number Hotel Traylor, Suite 501 telephone (215) 776-0700

city or town Allentown state Pennsylvania 18102

12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:

national state local

As the designated State Historic Preservation Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the Heritage Conservation and Recreation Service.

State Historic Preservation Officer signature

title date

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I hereby certify that this property is included in the National Register

date

Keeper of the National Register

Attest:

date

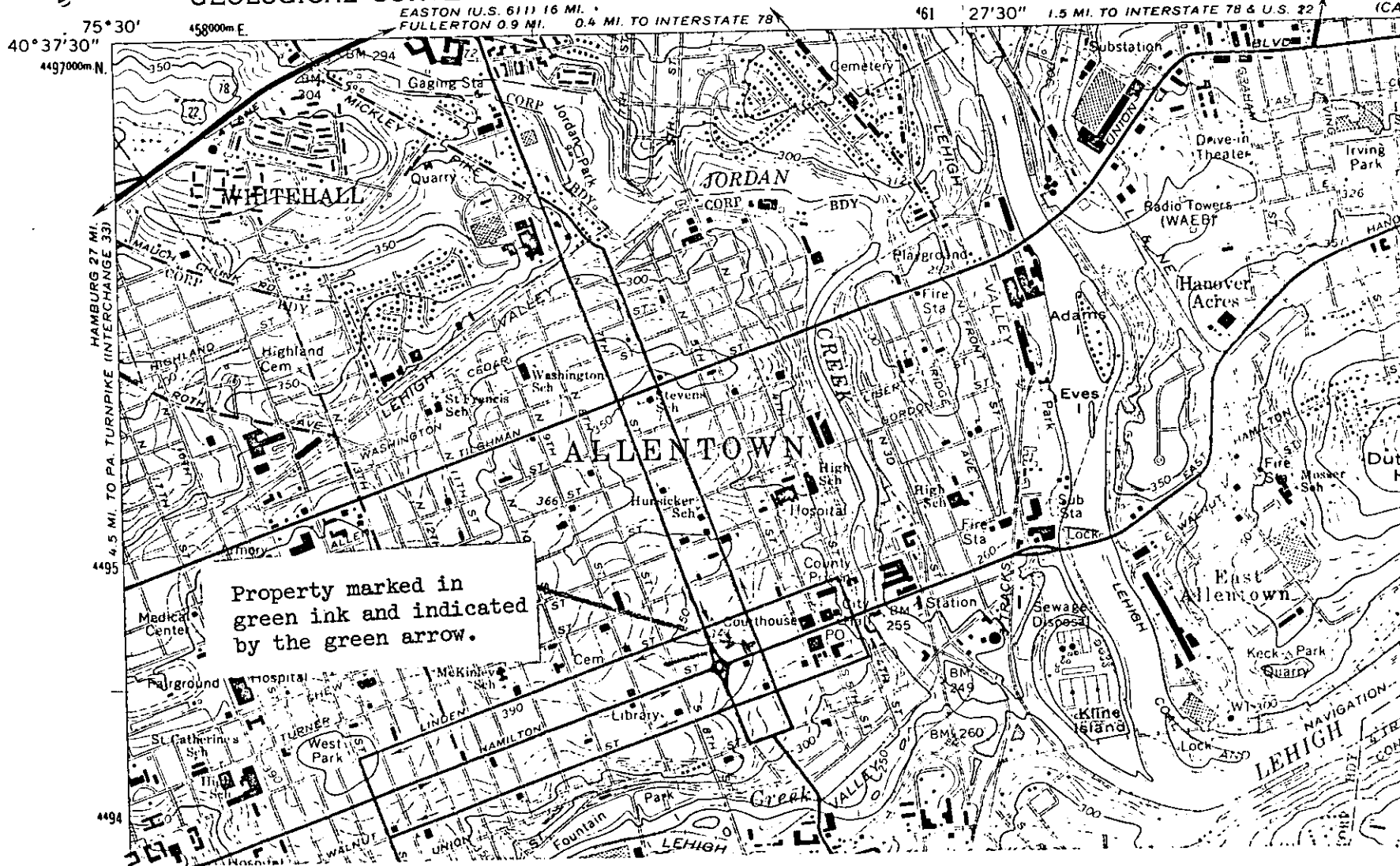
Chief of Registration

5865 J. NE
(CEMENTON)

UNITED STATES
DEPARTMENT OF THE INTERIOR
GEOLOGICAL SURVEY

ZOLLINGER-HARNED CO. BUILDING
605-613 HAMILTON MALL
ALLENTOWN, PENNSYLVANIA

STATE OF
DEPARTMENT OF
TOPOGRAPHIC AND



Property marked in
green ink and indicated
by the green arrow.