

United States Department of the Interior
National Park Service

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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 Goodman Brothers and Hinlein Company

and or common N/A

2. Location

street & number 1238 Callowhill Street

N/A not for publication

city, town Philadelphia

N/Avicinity of

state Pennsylvania

code 42

county Philadelphia

code 101

3. Classification

Category
 district
 building(s)
 structure
 site
 object

Ownership
 public
 private
 both

Public Acquisition
 in process
 N/A being considered

Status
 occupied
 unoccupied
 work in progress
Accessible
 yes: restricted
 yes: unrestricted
 no

Present Use
 agriculture
 commercial
 educational
 entertainment
 government
 industrial
 military

museum
 park
 private residence
 religious
 scientific
 transportation
 other:

4. Owner of Property

name Callowhill Street Associates

street & number 1238 Callowhill Street

city, town Philadelphia

N/Avicinity of

state Pennsylvania

5. Location of Legal Description

courthouse, registry of deeds, etc. Philadelphia City Hall

street & number Room 153 - City Hall

city, town Philadelphia

state Pennsylvania

6. Representation in Existing Surveys

title N/A

has this property been determined eligible? yes no

date

depository for survey records

city, town

federal state county local

state

7. Description

Condition

excellent
 good
 fair

deteriorated
 ruins
 unexposed

Check one

unaltered
 altered

Check one

original site
 moved date N/A

Describe the present and original (if known) physical appearance

Twentieth century design, in sharp contrast to late nineteenth century architecture, followed the prescription of form expresses function. In reaction to the highly detailed structure of the High Victorian period, "modern" architecture reveled in the straight forward streamlined look, often coupled with some classical overtones. Particularly in the area of industrial architecture, the rapid development of sophisticated building techniques enabled warehouse structures to be pared down to the minimum, and therefore, clearly inform the viewer of the expressed purpose of the structure...business.

State of the art construction techniques, most notably reinforced concrete, significantly and permanently altered the shape and appearance of industrial architecture. Freed from the constraints of cumbersome trussing systems, industrial buildings truly began to meet the expectations of the Commercial style, offering large, light filled spaces. Reinforced concrete construction, also enabled buildings to rise in height as greater loads of weight could be carried within the building envelope.

The net result was a subtle shift in emphasis as the architectural "icing", found on nineteenth century structures, gave way to clean, streamlined, almost machine-like structures, all dictated by what building technology would allow.

Ballinger's innovations with reinforced concrete served a dual purpose. It served to create a building which offered the latest in building technology while offering the business community a functional and efficient plant to work within. The design of 1238 Callowhill Street is dominated by its plan and massing and building fenestration. Entered off Callowhill Street, the main nine bay portion of the eight story building spans 13th Street. The building, rectangular in plan, fills the building lot. The adjoining one story brick garage is not part of the Goodman Brothers & Hinlein property; access to the warehouse may not be gained through this structure. The building detail is defined by its spandrel and pier construction with bands of regularly placed windows. The raised molded pilasters define the bay openings infilled with a pattern of double and tripartite windows. The thick muntins and straight stone lintels, off set by the blank spandrel provides a subtle sense of depth around the window openings.

The building is typically void of overblown architectural detailing. Rather, the lion's head cartouches, placed below the seventh floor cornice and the classical style, pedimented stone door surrounds provide simple detail relief.

In this view, the interior of the building is simple in detail, following the conventions of industrial loft design. The floors are characterized by four walls of windows, with columns supporting the floor weights. A continuous run of metal stairs is located in the fire tower, at the southern end of the building. Although intact, the stairs have been enclosed at the ground floor level. The most unique interior feature are the skylights atop the eighth floor roof. Of sawtooth type construction, Ballinger would later perfect this type of skylight into the "super-span" sawtooth roof.

Clearly it is construction technology rather than the architecture which gives this structure significance. There is no mistaking the expressed industrial purpose of the building. Ballinger & Perrot successfully blended the needs of the client for a substantial, multi-story light industrial building with the desire for a visually pleasing design. Such early twentieth century industrial structures set the standard for future building design and innovation, replacing heavy ornamentation with functional, structural detail.

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 checked="" type="checkbox"/> engineering	<input type="checkbox"/> music	<input type="checkbox"/> humanitarian		
<input type="checkbox"/> 1800-1899	<input 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 dates 1909

Builder Architect Ballinger & Perrot

Statement of Significance (in one paragraph)

Philadelphia's industrial legacy owes much to the designs of Ballinger & Perrot, later known as the Ballinger Company. One of the city's oldest and most respected architectural offices, the firm stood in the forefront of building technology and engineering innovation; pioneering the use of reinforced concrete, and introducing state-of-the-art construction techniques, which set the tone for much of Philadelphia's industrial design in the twentieth century. Their designs for 1238 Callowhill Street served as a prototype for Ballinger warehouse construction through the 1950's. Built in 1909, this eight story reinforced concrete structure represents a significant turning point in modern industrial construction technology.

Despite years of experimentation with reinforced concrete techniques and several celebrated applications of this innovation, most industrial architects held to the conventions of steel, cast iron and wood beam structural systems for warehouses constructed through the twentieth century. At the forefront of the new concrete construction experimentation were American engineers Julius Kahn of Detroit, Ernest Ransome of San Francisco and the nationally-based Ferro-Concrete Construction Company. Based on the patented work of Ransome and Europeans Hennibique and Devalliere, the new technology used iron bars set in tension or stress, enabling buildings to rise in height as greater weight stresses could be accommodated. Larger floor areas were created as well, since the vast numbers of smaller structural columns were no longer necessary. The result was a structure which held a higher percentage of usable floor area.

Among the first in Philadelphia to experiment with reinforced concrete was the architectural and engineering firm of Ballinger & Perrot, which began testing in 1902. In the early part of the twentieth century, few local architectural firms were involved in both the engineering and design of reinforced concrete buildings. Rather, they worked in tandem with skilled engineering or construction firms to create these structures. True pioneers in this regard, Ballinger & Perrot tested, engineered, designed and built reinforced concrete structures. By maintaining this in-house capacity, the firm kept a close hold on commissions for industrial buildings throughout the Philadelphia area.

The firm's first design using reinforced concrete technology appeared the same year as Perrot's first scientific testing, 1902, in the five story Hugo Bilgram Machine Shop. The structure represented only the second building in the city to use reinforced concrete for the entire floor and roof construction, and the first building ever designed with a reinforced concrete saw-tooth-roof. Ballinger & Perrot merits particular distinction for its application of this building material in multi-story industrial buildings. While tall reinforced concrete commercial structures proliferated in the early twentieth century, the use of this material in tall factories or warehouses rising 5 to 10 stories was unusual.

Still unusual?

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Ballinger and Perrot are credited with many innovations in industrial design including the unit girder frame for reinforced concrete, the concrete frame and stucco system for residential wall construction, and the patented unit system for reinforced concrete, all inventions of Emile Perrot. A later patented Ballinger invention was the "super-span sawtooth" skylight type of roof construction. The firm was quick to implement these new techniques, demonstrating their applicability to industrial design in such warehouse structures as 1238 Callowhill Street, a multi-story dress trimmings manufactory.

In design and construction, 1238 Callowhill Street represents a formula which the firm would apply to numerous warehouse structures for several decades. Evidence shows some eighteen industrial buildings or warehouses in Philadelphia designed by Ballinger & Perrot between 1902 and 1909, when the Goodman Brothers & Hinlein building was designed. Of these, only three were of reinforced concrete construction, two standing at five stories in height. The firm's Ketterlinus Lithographic Manufacturing Company, built in 1905, was, at the time of its construction, the tallest concrete industrial building in Philadelphia. Exceeding this height by three stories, 1238 Callowhill Street emerged four years later as the tallest reinforced concrete warehouse structure of the period. As late as 1924 it was used to illustrate industrial building types in the firm's publication, Buildings for Commerce and Industry. One of several promotional books put out by the company, this building was held up as a classic example of reinforced concrete design for multi-story buildings. Although intended largely as a means to introduce potential clients to the Company's capabilities, this publication was also distributed to architectural and engineering firms, setting a standard to be emulated and imitated.

The firm's evolution begins with the architectural engineering firm of Geissinger & Hales, which specialized in industrial and commercial projects. Walter Ballinger joined Walter H. Geissinger and Edward Hales' firm in 1889, in a business capacity. In 1895 Ballinger replaced Geissinger as a principal in the firm. The partnership of Hales and Ballinger continued until Hales' retirement in 1901, at which time Ballinger entered into a partnership with Emile G. Perrot, formerly the chief draftsman at Hales and Ballinger.

Unlike Ballinger, Perrot received his professional training in architecture and likely held the lion's share of responsibility for design during his 18 years with the firm. Following academic training at Spring Garden Institute, the Franklin Institute and the University of Pennsylvania, Perrot worked in several offices before joining Hales and Ballinger. It is much of Perrot's early work in the area of building technology which brought prominence to the company, earning it the reputation as a firm which designed structures using state of the art construction and building techniques.

During the twentieth century the partnership expanded their practice to include institutional, residential and ecclesiastical designs, while remaining Philadelphia's pre-eminent industrial design firm. The partnership continued until 1920, at which time Ballinger bought out the concerns of his partner and established the Ballinger Company. By 1924, the expanding company had opened offices in New York City. A prolific architectural firm, the Ballinger Company has continued to maintain a high profile in twentieth century architectural engineering and design.

Goodman Brothers and Hinlein, a dress trimmings concern, remained at 1238 Callowhill Street until the 1930's when, reflecting the growth of the newspaper and printing industries

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in the area of Broad and Vine Streets, the building was taken over by a lithographic printing company.

Demolition has removed a record of much of Ballinger & Perrot's early work, adding significance to their design for 1238 Callowhill Street. At the same time, the geographical shift in industrial development away from Philadelphia's inner city toward outlying areas or suburbs, effected a change in industrial design from compact hi-rise factories to expansive low rise plants, leaving few multi-story landmarks into modern times.

A proto-type for later reinforced concrete industrial design, 1238 Callowhill Street represents the achievements in technology and engineering pioneered by the architectural firm of Ballinger & Perrot. With the design of this massive warehouse, the firm established a critical building precedent which shaped industrial design in the twentieth century city.

9. Major Bibliographical References

Ballinger Company, Buildings for Commerce and Industry, n.p.:1924
 Condit, Carl W. American Building. New York: 1961
 Onderdorck, Francis K. The Ferro-Concrete Style: Reinforced Concrete in Modern Architecture
 (N.Y. Architectural Book Publishing Co. 1928) (See Attached for Continuation)

10. Geographical Data

Acreege of nominated property .32
 Quadrangle name Phila, PA:N.J.

Quadrangle scale 1:24,000

UTM References

A

1	8	4	8	6	3	0	0	4	4	2	3	0	0	0
Zone			Easting				Northing							

B

Zone			Easting				Northing							

C

Zone			Easting				Northing							

D

Zone			Easting				Northing							

E

Zone			Easting				Northing							

F

Zone			Easting				Northing							

G

Zone			Easting				Northing							

H

Zone			Easting				Northing							

Verbal boundary description and justification Beginning at a point at the south side of Callowhill Street, containing in front 100'. Along said south side, thence southward along the east side of 13th Street. A depth of 140'; thence east along the north side of Carlton Street 100 to the eastern boundary, thence north along the east side of partywall to Callowhill St. and point of beginning

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

state N/A code N/A county N/A code N/A

state _____ code _____ county _____ code _____

11. Form Prepared By

name/title Elizabeth R. Mintz

organization Elizabeth R. Mintz date 8/13/84

street & number 301 Cherry Street telephone (215) 592-0465

city or town Philadelphia state Pennsylvania

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 National Park Service.

State Historic Preservation Officer signature 

title Larry E. Tise, State Historic Preservation Officer date 1/17/85

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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

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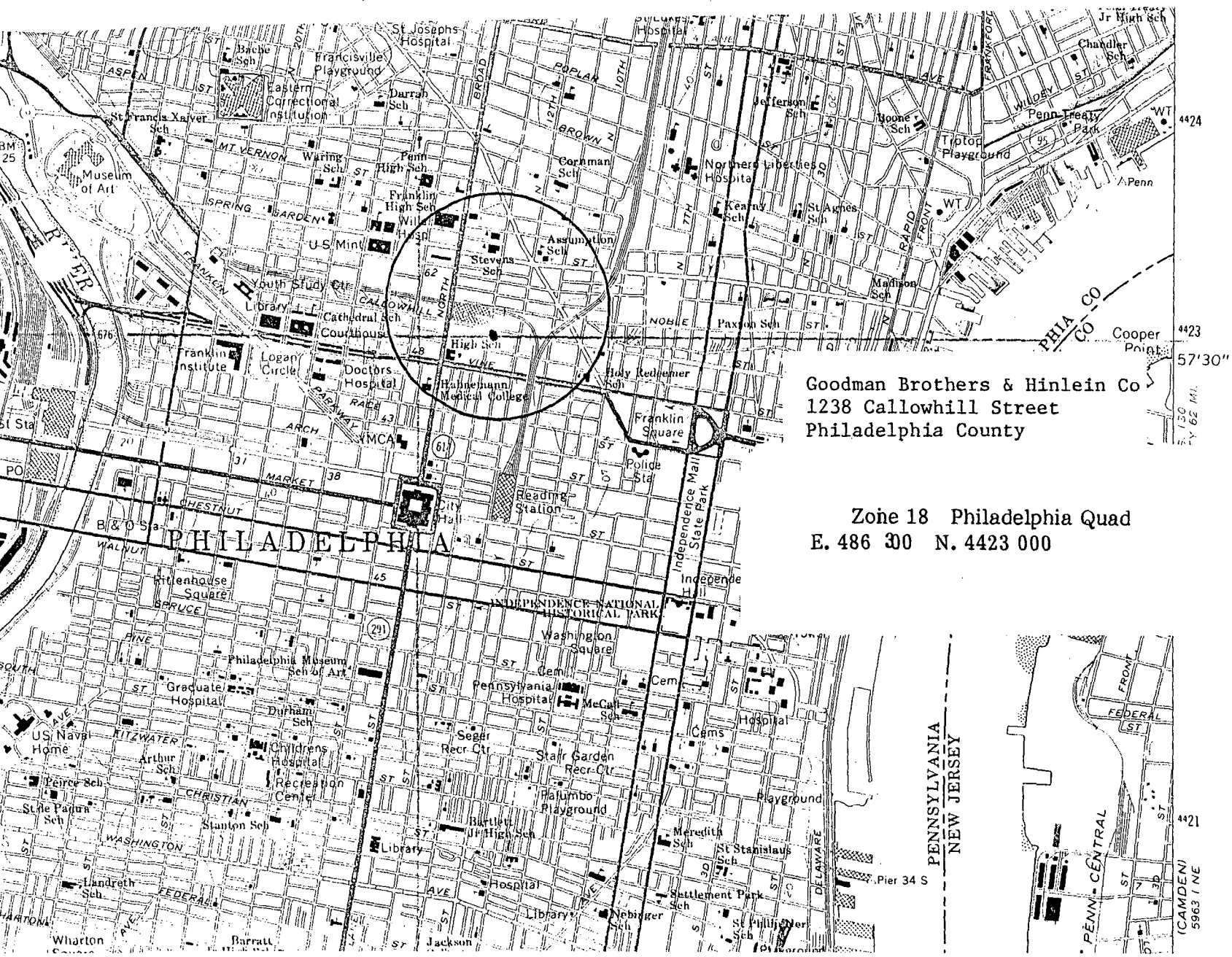
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Perrot, Emile, "Reinforced Concrete in Building Construction," American Architect and Building News, June 4, 1904

Prudon, Theodore, "Confronting Concrete Realities," Progressive Architecture, Nov. 1981.

Philadelphia Athenaeum - Vertical Files



Goodman Brothers & Hinlein Co
 1238 Callowhill Street
 Philadelphia County

Zone 18 Philadelphia Quad
 E. 486 30 N. 4423 000

PENNSYLVANIA
 NEW JERSEY

