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United States Department of the Interior
National Park Service

Nat. Register of Historic Places
Registration Form
National Park Service

National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions.

1. Name of Property

Historic name: Progress Lighting Manufacturing Company
Other names/site number: B. Bernheim and Sons Company
Name of related multiple property listing: N/A

2. Location

Street & number: 1401-1409 Germantown Avenue
City or town: Philadelphia State: PA County: Philadelphia
Not For Publication: NA Vicinity: NA

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this nomination ___ request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60.

In my opinion, the property meets ___ does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance:

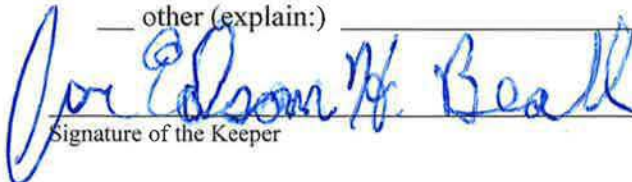
___ national statewide ___ local Applicable National Register Criteria: A ___ B ___ C ___ D

	<u>6/21/2016</u>
Signature of certifying official/Title:	Date
<u>Pennsylvania Historical & Museum Commission</u>	
State or Federal Agency/Bureau or Tribal Government	

In my opinion, the property ___ meets ___ does not meet the National Register criteria.	
Signature of commenting official/Title:	Date
State or Federal Agency/Bureau or Tribal Government	

4. National Park Service Certification

- I hereby certify that this property is:
- entered in the National Register
 - ___ determined eligible for the National Register
 - ___ determined not eligible for the National Register
 - ___ removed from the National Register
 - ___ other (explain:)


Signature of the Keeper

8.29.16
Date of Action

Progress Lighting Manufacturing Company Building
Name of Property

Philadelphia County, PA
County and State

5. Classification

Ownership of Property (Check as many boxes as apply.)

Private:

Public – Local

Public – State

Public – Federal

Category of Property (Check only **one** box.)

Building(s)

District

Site

Structure

Object

Number of Resources within Property (Do not include previously listed resources in the count)

Contributing	Noncontributing	
<u>1</u>	<u>0</u>	buildings
<u>0</u>	<u>0</u>	sites
<u>0</u>	<u>0</u>	structures
<u>0</u>	<u>0</u>	objects
<u>1</u>	<u>0</u>	Total

Number of contributing resources previously listed in the National Register: 0

6. Function or Use

Historic Functions

INDSUTRY/PROCESSING/EXTRACTION – Manufacturing facility

Current Functions

VACANT/NOT IN USE

Progress Lighting Manufacturing Company Building
Name of Property

Philadelphia County, PA
County and State

7. Description

Architectural Classification

No style

Materials:

Principal exterior materials of the property: Brick and Stucco

Narrative Description

(Describe the historic and current physical appearance and condition of the property. Describe contributing and noncontributing resources if applicable. Begin with a **summary paragraph** that briefly describes the general characteristics of the property, such as its location, type, style, method of construction, setting, size, and significant features. Indicate whether the property has historic integrity.)

Summary Paragraph

The property at 1401-1409 Germantown Avenue in Philadelphia, PA, consists of a single brick industrial building known originally as the B. Bernheim and Sons Company building, and later as the Progress Lighting Manufacturing Company building. For the purposes of this nomination, the property will be hereafter primarily referred to as Progress Lighting. Built in phases between c.1890 and 1944, the building fills the southern portion of the block bounded by Germantown Avenue, Jefferson Street, Cadwallader, and West Master Street in a neighborhood known historically as Kensington. It is situated on a flat parcel of land that is devoid of any landscape features other than scattered utility poles and concrete sidewalks on its east, south and west sides. Abutting the west end of the north elevation is a non-associated single-story industrial building and abutting the east end is an open lot with a painted wooden fence. The remainder of the block contains open lots and low-scale industrial and residential buildings. The building stands approximately one-and-a-half miles west of Interstate 95 and the Delaware River. The surrounding neighborhood consists of a mix of late 19th century two- and three-story brick row houses and scattered late 19th century low-rise industrial buildings. The 1-, 2- and 4-story building was constructed in six phases: c.1890, c.1905, 1921, 1923, 1942 and 1944 (Figure 18 – Building Chronology). Despite the phased construction, the consistency of building material and fenestration pattern gives the building a unified appearance. The B. Bernheim and Sons Company/Progress Lighting Manufacturing Company building retains its integrity, as both the overall form and defining industrial characteristics remain intact since the last period of major construction in 1944.

Narrative Description

The building has a rectangular footprint and was constructed in six contiguous sections (See Figure 18, Sections A, B, C, D, E and F). Sections A through D have the most street frontage and equally dominate the primary facades. Section A, the earliest portion, was constructed c.1890, and is flanked by Sections D and B. Section A was initially constructed as a 4-story independent building with a rectangular footprint and faces W. Master Street to the south. It is

Progress Lighting Manufacturing Company Building
Name of Property

Philadelphia County, PA
County and State

entirely clad in painted stucco. It also has a shallow pitched roof with a penthouse in the southwest corner and remnants of a monitor in the center of the floor plate.

Section B is located to the east of Section A. The 4-story, rectangular section was constructed in c.1905 and is entirely clad in painted stucco. It also has a shallow pitched roof, a truncated penthouse in the southeast corner and remnants of a monitor in the center of the floor plate.

Section C is located to the east of Section B. The 4-story, rectangular section was constructed in 1921 and extends to N. Cadwallader Street to the east. It is clad in painted stucco on all elevations and has a shallow pitched roof. It was constructed by Potts Brothers and Cooperson.

Section D is located to the west of Section A and extends to Germantown Avenue to the west. The 4-story, rectangular section was constructed in 1923. It is clad in brown brick, which has been painted on the 1st floor and the bays are separated by brick pilasters with brick capitals. There is a metal sign band and stringcourse between the 1st and 2nd floors and a metal blade sign at the southwest corner between the 2nd and 3rd floors. It has a flat roof with a penthouse in the southeast corner and scattered mechanical equipment. It was designed by Edwin Leo Rothschild and the contractor was N. Nardy and Company.¹

Section E is located between Sections C and F. The 1-story section dates to 1942 and is clad in red brick with a metal cornice along the roofline. It has a flat roof.

Section F extends the length of the north elevation between Germantown Avenue and N. Cadwallader Street. The 2-story, T-shaped section directly abuts the north elevations of Sections D and E but it recessed from the north elevations of Sections A and B, creating a narrow lightwell. It was constructed in 1944 and designed by Max Haupt.² The east and west elevations are clad in painted brick on the 1st floor and red brick on the 2nd floor. Between the 1st and 2nd floor on the west elevation is a painted metal stringcourse and along the roofline is a corbelled brick cornice with stylized brick brackets. The north elevation is entirely clad in painted stucco. It has a flat roof.

The south elevation, facing W. Master Street, is 4-stories in height and fourteen bays wide (Photographs #1 and 4-6). It is composed of Sections D, A, B and C from west to east. On the 1st floor, the westernmost bay contains a recessed, angled opening with a double-leaf replacement wood door, recessed behind a painted brick column. The fourth bay from the west contains two flush painted metal doors. The sixth bay from the west contains a replacement

¹ Rothschild attended the University of Pennsylvania and worked as both an architect and a real estate developer. He repeatedly designed projects for the Jewish community, including community homes, cultural centers and religious buildings, which perhaps explains his commission by the company, as Bernheim was Jewish. *Philadelphia Real Estate Record and Builders' Guide* 38:10 (7 March 1923): 149.

² He is associated with minor projects throughout Philadelphia in the early 20th century and is usually referenced as being an engineer.

Progress Lighting Manufacturing Company Building
Name of Property

Philadelphia County, PA
County and State

single-leaf wood door with plywood infill. The eighth bay from the west contains a recessed double-leaf, 2-light wood replacement door with a reinforced metal lintel. The tenth bay from the west contains a single-leaf metal door with an arched head. The eleventh bay from the west contains a single-leaf door opening with painted cinderblock infill. On the 2nd through 4th floors, there are two metal fire balconies with pipe metal railings, which are each accessed by two flush painted metal doors. The remaining window openings are arranged at regular intervals and contain a combination of historic and non-historic infill, including multi-light industrial metal windows, aluminum siding, painted stucco and plywood. Many of the original brick heads and sills remain visible and there is evidence that many of the original windows remain behind the contemporary infill.

The west elevation, facing Germantown Avenue, is five bays wide and composed of Sections F and D, from north to south (Photographs #1-3). On the 1st floor, the northernmost bay contains a garage-style metal door located up three painted concrete steps and the remaining bays contain plywood infill. On the 2nd floor, all openings are arranged at regular intervals and contain a combination of multi-light industrial metal windows and plywood. Many of the original brick heads and sills remain visible and there is evidence that many of the original windows remain behind the contemporary infill.

The east elevation, facing N. Cadwallader Street, is eight bays wide and composed of Sections C, E and F, from south to north (Photographs #6-8). The seventh bay from the south contains a single-leaf metal door. The eighth bay from the south contains a garage-style metal door. The remaining window openings are arranged at regular intervals and contain a combination of historic and non-historic infill, including multi-light industrial metal windows, asphalt shingle and plywood. Many of the original brick heads and sills remain visible and there is evidence that many of the original windows remain behind the contemporary infill.

The north elevation, facing the interior of the block, has no openings (Photograph #3). It consists entirely of Section F, with the exception of the westernmost end, where the 3rd and 4th floors of Section D extend, recessed, above the roofline.

The configuration of the five building sections creates a narrow lightwell in the interior of the floor plate. The south elevation of the lightwell is part of Sections A, B and C (Photographs #3, 7 and 8). It is entirely clad in painted stucco and is eleven bays wide on all floors. All floors contain industrial multi-light metal windows. The west elevation of the lightwell is part of Section D. It is entirely clad in painted stucco and is three bays wide on all floors. All floors contain industrial multi-light metal windows. The north elevation of the lightwell is part of Section F. It is clad in red brick and contains a single garage-style metal door. The west elevation of the lightwell is part of Section E. It is entirely clad in painted stucco with no openings.

The interior of the building has two freight elevators and five stairways (Photographs #9, 12, 13, 16 and 28). The freight elevators are located in the southwest corner of Section A and in

Progress Lighting Manufacturing Company Building
Name of Property

Philadelphia County, PA
County and State

the southeast corner of Section D. Both elevators provide access between all floors. Section A has a straight-run stairway in the center of the west elevation. Section B has a U-return stairway in the southeast corner. Section C has a straight-run stairway at the south end of the west elevation. Section D has an L-shaped stairway in the southwest corner. Section F has a straight-run stairway in the southeast corner. The stairways in Sections A and C provide access between the basement and 4th floors. The stairways in Sections B, D and F provide access between the 1st and 4th floors. All stairways have painted and unpainted wood treads and risers and appear to be original to their respective building sections.

On the interior of the building, each building campaign is clearly delineated by painted brick walls and metal fire doors (Photographs #9-33). The floor areas within each section, however, are primarily open with painted and unpainted wood and steel columns set on axial grids. The interior finishes are consistent throughout and are original to the building. The existing finishes include unpainted and painted brick walls, painted and unpainted wood floor joists, painted and unpainted wood and metal columns, wood floors and exposed lighting and mechanicals. In a few locations, the spaces have been finished with contemporary materials, including acoustical tile ceilings, painted drywall partitions, fluorescent lighting, linoleum flooring, faux wood paneling and insulation. These latter materials are the most substantial changes to the building since the last phase of construction in 1944.

Because of the continued industrial use of the building, there is no visible evidence of either the machinery or processes of either the B. Bernheim and Sons Company or the Progress Lighting Manufacturing Company or any particular indication of the way in which either company utilized the building. The multiple later industrial occupants included a chemical storage facility, a general warehouse and a wholesale crafts supplier, none of which had a particular functional overlap with either Bernheim or Progress Lighting.

Integrity

The Progress Lighting Manufacturing Company building retains integrity. Both the overall form and the defining industrial characteristics remain, including its expanses of masonry and stucco, brick detailing, regular window openings, wood and steel columns, exposed wood flooring and ceiling systems, exposed masonry walls and large, industrial windows. While some of the windows have been infilled, the newer elements do not detract from the overall appearance and the original fenestration patterns remain visible. Moreover, as can be seen in Photograph #21, many of the covered openings retain the original windows behind the contemporary material. Additionally, the remaining windows clearly indicate the original window configuration for each elevation and campaign of the building. The quality, placement and condition of the construction materials, as well as the vernacular architectural style are both highly characteristic of the period and remain wholly intact.

The building remains intact from the last phase of major construction in 1944 with no subsequent demolition or significant new construction since that time. On the interior of the

Progress Lighting Manufacturing Company Building
Name of Property

Philadelphia County, PA
County and State

building, the vast majority of the workspaces and finishes remain similarly intact. The floor plates maintain their open configuration and none of the minor alterations, such as the addition of drywall on some of the perimeter walls, negate the industrial feeling or association of the building. Although the machinery was removed in the late 20th century, the overall arrangements and volumes sufficiently relate the function of the spaces. The function of the building, as a manufacturing and storage facility, also continued through the early 21st century. The building is currently vacant, with no remaining equipment or machinery inside.

The location and setting of the building remains intact since the initial construction. The design and materials similarly retain their integrity. The workmanship is expressed in a consistent architectural style, is of good quality and is in keeping with contemporary trends. Most importantly, the feeling and associations of the building also have retained integrity, in large part because of the integrity of the previously described five aspects. Although the equipment, furnishings and people have long since departed, the intact finishes, the voluminous spaces and the periodic building campaigns reflecting growth effectively relay the sense of place and the notable industrial history of once prominent manufacturers.

Progress Lighting Manufacturing Company Building
Name of Property

Philadelphia County, PA
County and State

8. Statement of Significance

Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

- A. Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B. Property is associated with the lives of persons significant in our past.
- C. Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D. Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations (Mark "x" in all the boxes that apply.)

- A. Owned by a religious institution or used for religious purposes
- B. Removed from its original location
- C. A birthplace or grave
- D. A cemetery
- E. A reconstructed building, object, or structure
- F. A commemorative property
- G. Less than 50 years old or achieving significance within the past 50 years

Areas of Significance

INDUSTRY

Period of Significance

c.1890 - 1964

Significant Dates

c. 1890

1905

Progress Lighting Manufacturing Company Building
Name of Property

Philadelphia County, PA
County and State

1921

1923

1942

1944

Significant Person (Complete only if Criterion B is marked above.)

N/A

Cultural Affiliation

N/A

Architect/Builder

Potts Brothers and Cooperson, builders

Edwin Leo Rothschild, architect

N. Nardy and Company, builders

Max Haupt, engineer

Statement of Significance Summary Paragraph (Provide a summary paragraph that includes level of significance, applicable criteria, justification for the period of significance, and any applicable criteria considerations.)

The B. Bernheim and Sons Company/Progress Lighting Manufacturing Company Building, hereafter referred to as Progress Lighting, was constructed between c.1890 and 1944 and is significant under Criterion A, Industry, for its association with a prominent Philadelphia-based residential lighting fixture manufacturer. While located at 1401-1409 Germantown Avenue from 1938-1964, the Progress Lighting Manufacturing Company Building both specialized in the design and manufacture of fluorescent³ and incandescent residential lighting fixtures and was also well known for their innovative contributions to the lighting industry. Prior to the use of the building by the Progress Lighting Manufacturing Company, the building was wholly occupied by the B. Bernheim and Sons Company, manufacturers and refinishers of show and display cases. The period of significance begins in c.1890, with the earliest phase of construction, and ends in 1964, when the Progress Lighting Manufacturing Company relocated to a larger facility in Philadelphia. Although the Progress Lighting Manufacturing Company was not responsible for the construction of Sections A through D, those areas were retained by Progress Lighting for continued use without any significant alterations. Following Progress Lighting's departure in 1964, the building has been occupied by various commercial and industrial tenants, none who had any apparent industrial significance. Available evidence (to date) has not shown that the B. Bernheim and Sons Company was an important industry leader.

³ Fluorescent lighting uses mercury vapor and a phosphor coating to produce a glow. Incandescent lighting uses an electric current applied to a heated filament to produce a glow.

Progress Lighting Manufacturing Company Building
Name of Property

Philadelphia County, PA
County and State

Narrative Statement of Significance (Provide at least **one** paragraph for each area of significance.)

Construction History of the Building, c.1890-1944

The building was constructed in six contiguous sections (Sections A, B, C, D, E and F), which were constructed to fill the existing parcel as the companies that owned the property grew. Section A, the original factory building for B. Bernheim and Sons, faces W. Master Street with Sections B and C to the east and Section D to the west. Section E is north of Section C and Section F extends the length of the north elevation.

An 1888 Baist Survey shows a series of small buildings or structures construction fronting along Germantown Avenue, W. Master Street and N. Cadwallader Street with the exception of an empty lot at the future site of Section A, also known as 315 W. Master Street. These would eventually be demolished for the construction of the existing building. An 1895 Bromley Atlas shows that a rectangular building has been constructed, which matches the dimensions of Section A (Figure 1). A 1901 Bromley Atlas shows no change from the 1895 edition. A 1910 Bromley Atlas shows that Section B has been constructed and is roughly the same size as Section A (Figure 2). A 1917 Sanborn Fire Insurance Map shows that a 3- and 4-story building was constructed for the company at 1401-1405 Germantown Avenue, in the location of Section D, but at a slightly smaller size than the existing section. A 1922 Bromley Atlas shows that Section C has been constructed (Figure 3). A 1951 Sanborn shows both that Sections D, E and F have been constructed and that there have been no additions or demolitions since that time (Figure 4).

The B. Bernheim and Sons Company, 1904-1938

The first record of Benjamin Theophilus Bernheim (1846-1928) on Germantown Avenue is in 1890 when he is recorded as living at 1400-1404 Germantown Avenue, directly across the street from the subject property. He is noted as both living there and operating a business, which sold new and secondhand fixtures for business such as cigars and confectionary, as well as “fine scales.”

In 1904, Bernheim expanded his business, purchasing 1401-1405 Germantown Avenue and 315-317 W. Master Street from Samuel W. Cooper.⁴ Despite the collective sale, period maps record the properties as four separate buildings and they had distinctly different uses as late as 1900. At that time, 1401 Germantown Avenue was occupied by Martin Mateer, a small grocer; 1403 Germantown Avenue was occupied by Thomas Laycock, who operated an oyster house; 1405 Germantown Avenue was occupied by W.F. and Mary E. Dolan, who were boot and shoe dealers; 315 W. Master Street was occupied by John Hey and Company, who worked in paper stock and rag; and 317 W. Master Street, which is shown as a wood building on the 1901 Bromley Atlas, was the home of Charles Muhlberger, a tailor.

Later in 1904, an advertisement in *The Philadelphia Inquirer* stated,

Do you want to start in business and open a butcher store or a grocery or cigars and confectionery or drugs or hat or millinery? You would require store fittings, such as self

⁴ “New Store Contemplated.” *The Philadelphia Inquirer* (19 February 1904): np.

Progress Lighting Manufacturing Company Building
Name of Property

Philadelphia County, PA
County and State

or wall cases, counters or floor cases, ice boxes or meat racks, scale of any article you would need. Call at the largest uptown store fixtures emporium.⁵

A 1913 advertisement in *The Philadelphia Inquirer* also promotes the business as, “Originators, Not Imitators. ... See us before buying elsewhere. Do not be stung by snide dealers of fakers. We have in stock, no matter for what kind of business... All goods delivered and set up free of charge.”⁶

From the beginning, the company, which was known as B. Bernheim and Sons, advertised itself as one-stop shopping for any new small, commercial business. In an era when Philadelphia and the surrounding area was rapidly expanding and its industrial prowess was churning out goods nearly faster than they could be sold, this type of infrastructure was vital in starting and getting and keeping the many businesses up and running.

Later advertisements confirm that the company continued to operate in the business of showcases and store fixtures in “nine acres of floor space.”⁷ Additional offerings include office partitions for \$2 per square foot; wire frame chairs for \$13 per dozen; butchers and grocers’ ice boxes, office tables, lunch counters and stools and cabinet work and storage.

One of their specialties was ice cream cabinets, which were billed as “the best built in the world. ...Our cabinets are the result of 30 years’ experience in the construction of same. Results show all we claim. See them, see our patent water outlet; they do not sweat.”⁸

In their first decade at this location, the company had between forty-six and forty-eight employees. A 1917 Sanborn Fire Insurance Map shows that all floors in Sections A and B were used for woodworking and factory space with additional painting services on the 4th floor. According to period maps, at the northeast corner of Germantown Avenue and W. Master Street, the building that predated Section D contained a tin shop and office and storage space on the 1st through 3rd floors and glazing on the 4th floor. Section C, which dates to 1921, was constructed by Potts Brothers and Cooperson. Section D, which was constructed shortly thereafter, in 1923, was designed by Edwin Leo Rothschild. The contractor was N. Nardy and Company.

This expanded B. Bernheim and Sons enterprise was advertised as offering,
Store fixtures, showcases. All sizes, new, second-hand counters, shelving, tables.
Millinery wall cases; mirrors, dressing tables; cigar store fixtures; office partitions and tables, lunch counters and stools; drug store fixtures; Light lunch café, 50 tables, 400 chairs, bar stools; millinery hat cases.⁹

⁵ “For Sale.” *The Philadelphia Inquirer* (18 December 1904): np.

⁶ “Stores.” *The Philadelphia Inquirer* (1903): np.

⁷ “For Sale.” *The Philadelphia Inquirer* (2 February 1925): np.

⁸ “For Sale.” *The Philadelphia Inquirer* (18 April 1913): np.

⁹ “For Sale.” *The Philadelphia Inquirer* (1924): np.

Progress Lighting Manufacturing Company Building
Name of Property

Philadelphia County, PA
County and State

The company employed seventy-one people in 1923, a number that remained consistent until its closure. Because of the somewhat broad product scope of the company and its lack of any manufacturing output, it is difficult to assess its significance or contribution within the context of the larger industry, based on available information.

In 1938, for reasons that are unclear, the company disbanded. Shortly thereafter, three similar establishments were established in Philadelphia by Benjamin Bernheim's sons. The Friell-Bernheim Company was located at 2235 E. Ontario Street. The Bernheim Store Equipment Company was located at 512 Arch Street. [Milton B.] Bernheim's was located at 622 Arch Street. None of these buildings appear to remain.

The Progress Lighting Manufacturing Company, 1938-1964

In 1906, Frank Rosen founded the Victory Lamp Company in Philadelphia. Between that time and 1929, it specialized in the manufacture of gas lanterns. The company went bankrupt during the Depression, but Rosen afterward regrouped and established the Progress Lighting Manufacturing Company in 1932. The company was located at Emerald and Hagert Streets in the north Kensington neighborhood of Philadelphia in a 6,000 square foot building.¹⁰ Its initial offerings were gas mantles, which were manufactured by twelve employees.¹¹ In 1936, the company doubled its square footage and Ruben P. Rosen joined his father at the firm. In October 1938, needing to expand again, the company moved to the building at Germantown Avenue and W. Master Street (Sections A, B, C and D). At that time, the larger square footage allowed for the employment of 500 people. By this time, the company had already expanded its offerings to include semi-recessed and box ceiling lights, lumiline fixtures and wall brackets.¹² From this point until the 1950s, the entire company was consolidated at this location.

A trade catalog elucidates the manufacturing process at the new location with both text and photographs (Figures 5 and 6).¹³ It references 150 presses, which were used for metal stamping; an automatic chrome, nickel and copper plating system; hundreds of semi- and fully automatic polishing machines; conveyor belt assembly lines; which led to "better workmanship, greater uniformity and higher output;" and large warehouses with inventories that allowed them to "ship from stock."¹⁴

¹⁰ 1401 Germantown Avenue is located approximately 1.3 miles southwest.

¹¹ A gas mantle is a device that produces incandescent light by heating a kerosene wick within a mesh cover. They were first introduced in 1890 and were quickly the standard alternative to an open gas flame.

¹² Lumiline lamps were a specific type of tubular fluorescent lamp that was manufactured by General Electric.

¹³ Courtesy of the Smithsonian Libraries, Trade Catalog Collection.

¹⁴ These warehouses were in separate locations in the general neighborhood, eventually consolidating at Tulip and Sepviva Streets in the 1950s, which is 1.5 miles northeast of the project site.

Progress Lighting Manufacturing Company Building
Name of Property

Philadelphia County, PA
County and State

The catalog also references the company's "Self-Sufficiency Policy", which meant that they had their own tool and die department within the building for complete independent manufacturing capabilities. In order to ensure the quality of their products, all metal elements of the fixtures were washed and degreased after manufacture. A non-metallic, hard crystalline coating was then applied to prevent corrosion of the metal and bond the paint or lacquer. This work was primarily done in Section C.¹⁵ All of these elements continually supported the objectives of the company to keep an emphasis "on low cost production and automation."¹⁶

In 1942, a small 1-story projection was constructed to the north of Section C (Section E). It provided vehicular access from N. Cadwallader Street to the interior courtyard of the building. In 1944, Max Haupt was hired to design a 2-story addition along the north elevation of the building (Section F), which was used for manufacturing.¹⁷ In 1945, the expanded plant reported \$544,000 in sales.¹⁸

In 1955, Ruben P. Rosen became Chairman of the Board and Maurice M. Rosen, another of Frank's sons, became president of the company.¹⁹ Although the other newly elected officers of the company were not related to the Rosens, the company was a wholly family-owned business until this point. That year also happened to be "the most prosperous year in the history of the lighting fixture industry."²⁰ This was attributed to a continued rise in population and earning power and a record national income that led to a high volume of residential construction and suburban expansion. The company consequently reported approximately \$16,000,000 in sales, which was "the tenth consecutive record-breaking year for the company."²¹

An article from *The Philadelphia Inquirer* that year also reinforced this saying that the company had "grown in spectacular fashion after World War II" making it "the world's largest manufacturer of fluorescent and incandescent lighting fixtures for homes" with a daily output of over 30,000 items.²² The article goes on to describe the company's operations saying that the "plant today is completely integrated, enabling the firm to turn out its products from the raw material stage through the various operations to the completed unit."²³ Moreover, it "is the only company in its field with a fully integrated plant. And that factor... has contributed in a substantial measure to the firm's ability to market its products at an average cost of from 10 to 20 percent under that of its competitors."²⁴ In addition to lower costs, it also allowed for complete quality control of the products. By this time, the Progress Lighting Manufacturing

¹⁵ 1951 Sanborn Fire Insurance Map.

¹⁶ "Progress Mfg." *Financial World* 111 (1959): 66.

¹⁷ 1951 Sanborn Fire Insurance Map.

¹⁸ "Progress Mfg. Expects Another Record Year." *The Philadelphia Inquirer* (19 September 1955): 33.

¹⁹ "Progress Mfg. Elects Officers." *The Philadelphia Inquirer* (5 June 1955): 9.

²⁰ "\$20,000,000 Year Goal of Progress." *The Philadelphia Inquirer* (5 January 1956): 35.

²¹ "\$20,000,000 Year Goal of Progress."

²² "Progress Mfg. Expects Another Record Year."

²³ "Progress Mfg. Expects Another Record Year."

²⁴ "Progress Mfg. Expects Another Record Year."

Progress Lighting Manufacturing Company Building
Name of Property

Philadelphia County, PA
County and State

Company was known as “the world’s largest producer of fluorescent and incandescent fixtures for home use.”²⁵

The accessibility of the lighting industry at this time had also changed. Where light fixtures were once under the purview of the interior designer, electrical contractor or builder, the 1950s and 1960s brought them under the scope of the homeowner. The concept of “Do It Yourself” became commonplace and the company actively sought to market their products as easy to install and accessible to everyone. Additionally, “buyers of new homes made greater demands for attractive lighting fixtures than ever before. In addition, innovations in lighting have quickly been accepted, helping to raise the standard of living. Fluorescent fixtures, once considered in the class of luxury lighting, have been accepted as inexpensive basics in new homes.”²⁶

In 1958, the company undertook the “most extensive product development and product campaign in its history” with three new catalogs and a new line of products.²⁷ At this time, and throughout the 1950s and 1960s, the company ranged from between 450 and 500 employees.²⁸ To put this in the larger context, all other firms listed under the category of “gas and electric fixtures” in Philadelphia, had between two and fifty-nine employees, with the exception of the Gill Glass and Fixture Company, which had 456 employees. The Gill Glass and Fixture Company, however, primarily manufactured glass components of fixtures, such as the shades, with less emphasis on the more technical lighting elements.

Another external development that boosted the profile of the company was the Housing Act of 1961. The act provided \$4.9 billion in funding, which could in part be put toward low-interest loans for home improvement and rehabilitation. This was a large reason why, at this time, while one-half of the company’s inventory was used in new residential construction, the other half was used for modernization and repair.²⁹

In 1962, the company sold 24% of the residential lighting in the country, making it the largest residential lighting manufacturer in the country.³⁰ Not only is this statistic independently impressive, but that both the trade journal *Printers’ Ink* and *The New York Times* also noted this achievement solidifies the presence of the company on a national level.

²⁵ “Progress Manufacturing.” *The New York Times* (10 April 1965): 41.

²⁶ “Lighting Fixtures Gain.” *The New York Times* (3 January 1956): 60.

²⁷ “Over 100 Years of Progress Lighting.” <https://progresslighting.com/about-us/history/>. Accessed on December 23, 2015.

²⁸ *Industrial Directories of the Commonwealth of Pennsylvania* (Harrisburg, PA: Bureau of Statistics, 1950, 1955, 1958).

²⁹ “Progress Mfg. Expects Another Record Year.”

³⁰ “Progress Manufacturing Co.” *Printers’ Ink* (281), 1962: np; “New Director Elected by Progress MFG. Co.” *The New York Times* (25 April 1962): 61.

Progress Lighting Manufacturing Company Building
Name of Property

Philadelphia County, PA
County and State

In the late 1950s and 1960s, Progress acquired several smaller companies, including the Reading (PA) Tube Corporation, who was an integrated manufacturer of copper and brass tubing, the Webster (MA) Pneumatic Corp. and Roberts Industries, Inc. All of the acquired firms were in the electronics field and were complementary industries. They all continued to operate in their original locations but as separate companies, although their profits were certainly incorporated into the company returns.

Partially because of this expansion, the company also acquired additional space on Castor Street between Tulip and Sepviva Streets in the north Kensington neighborhood of Philadelphia beginning in the 1950s.³¹ According to period sources, it was primarily used for the warehousing of finished products, as well as shipping. This was the only other building in Philadelphia associated with the company during the period of significance. The headquarters and offices of the company, as well as its manufacturing function, was completely operated from 1401-1409 Germantown Avenue throughout the period of significance.

The success of the company is perhaps best measured by its earnings. In 1954, the company made \$12,308,455.³² In 1955, the number grew to \$15,882,328 and reached \$20,020,702 in 1958 and \$25,215,870 in 1959.³³ Considering the trajectory many other Philadelphia manufacturers in the post-World War II years, these numbers are astounding. While so many other Philadelphia industries failed because of their interdependence on each other, the Progress Lighting Manufacturing Company found success with its “Self-Sufficiency Policy” and comprehensive manufacturing capabilities.³⁴ These were undoubtedly two of the reasons why they remained in business far after the majority of others in industrial Philadelphia became a distant memory. For a company to not only have remained in business, but to also remained in its original, urban location is a testament to both the strength and independence of the company and the quality of its product.³⁵

In 1964, needing to expand yet again, the company relocated to a 300,000 square foot building at G Street and E. Erie Avenue.³⁶ The new building was the “largest lighting fixture plant and distribution facility in the nation.”³⁷ From that time onward, the building at Germantown Avenue was used for various small tenants, including chemical storage, general warehousing and wholesale crafts.

³¹ This additional space is approximately 3.5 miles northeast of the Germantown Avenue building.

³² “Progress Mfg. Expects Another Record Year.”

³³ “Financial Shorts.” *The Philadelphia Inquirer* (9 April 1960): 23.

³⁴ This policy was not unique to this company. Other industries, such as textile manufacturing, would often include weaving, dyeing and finishing under one roof.

³⁵ It is not specifically known why the company remained in Philadelphia, but given their significant financial resources and successful product lines, they clearly would have moved if they had needed to.

³⁶ “New Plants.” *Ports of Philadelphia 7:5* (1964): 83. This is approximately 3.5 miles northeast of the subject property.

³⁷ Belinda Hulin-Salkin, *Greater Philadelphia: Into the Future* (New York: Windsor Publications, 1991): 178. The company remained in business in Philadelphia through the 20th century. During this time, it slowly relocated its manufacturing to South Carolina and it is currently based in Greenville, SC.

Progress Lighting Manufacturing Company Building
Name of Property

Philadelphia County, PA
County and State

A Brief History of the Development of Interior Lighting

The history of light and lighting is a far more extensive and technical field than can be addressed in a few paragraphs. In the interest of brevity and relevance to the subject property, this greatly summarized history will begin in the late 19th and early 20th centuries with gas mantles, which were the predominant source for interior, residential light among the middle and upper classes.³⁸ Although these mantles were far safer, easier to manipulate and two-thirds cheaper than their oil counterparts, they also shared the disadvantages of consuming oxygen from the air and releasing carbon monoxide, heating the room and staining adjacent walls, ceilings and objects, in addition to the risks of fires and explosions.³⁹ Gas mantles continued to be widely used throughout the first one-third of the 20th century.⁴⁰

The late 19th century saw the invention of the light bulb by Thomas A. Edison in 1879 and of the electric light switch and pull socket by Harvey Hubbell in 1891 and 1896, respectively. Despite this, electric lighting only became widely popular in the 1910s and was still often considered as merely an alternative to gas, with many lighting fixtures either wired for both options or adapted to accommodate the new technology.⁴¹ By the 1920s, “the price of generating electricity dropped steadily, lamps grew more powerful, and people became accustomed to brighter lights in their offices and homes.”⁴² In newly built homes, which could most easily adapt to the new technology, the “luxury of electric lighting” became a strong selling point.⁴³ One of the myriad benefits of this implementation of electricity was the freedom that it brought to lighting and the lighting industry. It had the advantages of health, cleanliness, safety and, as the bulb was only connected to the lamp by a thin wire, convenience and aesthetics.⁴⁴

The next great technological advance was the introduction of fluorescent lighting.⁴⁵ It was first introduced by both the General Electric Company and Westinghouse on April 1, 1938, and quickly found favor during World War II because of its efficiency and affordability, particularly in the construction of so many large manufacturing plants. Additionally, the New

³⁸ Maureen Dillon, *Artificial Sunlight: A Social History of Domestic Lighting* (London: National Trust, 2002): 142.

³⁹ Brian Bowers, *Lengthening the Day: A History of Lighting Technology* (New York: Oxford University Press, 1998): 129; Arthur A. Bright, *The Electric-Lamp Industry: Technological Change and Economic Development from 1800 to 1947* (New York: The Macmillan Company, 1949): 127.

⁴⁰ Bowers, 129.

⁴¹ David L. DiLaura, *A History of Light and Lighting: In Celebration of the Centenary of the Illuminating Engineering Society of North America* (New York: Illuminating Engineering Society of North America, 2006): 247; Dillon, 191.

⁴² “Light Project.” http://americanhistory.si.edu/lightproject/residential/res_m.htm. Accessed on December 21, 2015.

⁴³ Dillon, 187.

⁴⁴ Dillon, 161.

⁴⁵ In fluorescent lighting, an “electric discharge in mercury vapor produces ultraviolet light, which a phosphor coating on the inside of the glass tube converts into visible light.” Bowers, 184.

Progress Lighting Manufacturing Company Building
Name of Property

Philadelphia County, PA
County and State

York World's Fair of 1939 and the San Francisco World's Fair of 1940 served as the introduction of fluorescent bulbs to the general public. One of the challenges in translating this public interest into a more standard residential or commercial application, an initial obstacle in the development of fluorescent lighting, was that they "could not be put straight into incandescent lamp sockets and the cost of the associated control gear was a discouragement to potential purchasers."⁴⁶ By 1951, fluorescent lighting was the dominant type in the United States overall.⁴⁷

Products of the Progress Lighting Manufacturing Company

Although the Progress Lighting Manufacturing Company originally manufactured gas mantles, they switched to a significant inventory of electric products in the early 1940s. Their first offerings were for semi-recessed and box ceiling lights, lumiline fixtures and wall brackets. Within a decade however, their product lines extended to over 4,300 items, including switches, brass holders, bracket lamps, sockets and outlets and incandescent and fluorescent semi-recessed lights, ceiling and wall fixtures, indoor and outdoor lanterns and lampposts. Period trade catalogs list their inventory as being applicable to "stores, public buildings, homes, apartments, recreation centers and gymnasiums."⁴⁸ Known as "one of the largest manufacturers of contemporary lighting fixtures" in the country, they operated under the slogans of "A better product at a lower price," "Light means Progress" and "Better lighting for better living."

It was this latter emphasis that also established their standing as "the largest producer of residential fixtures in the United States. ... Progress is probably best known as the main supplier of lighting fixtures for the new residential construction industry."⁴⁹ In the mid-20th century, the residential construction industry saw a massive increase in both volume and modern efficiency. A well-lit home, both inside and out, came to be emblematic of modern, suburban America and the Progress Lighting Manufacturing Company ably stepped in to corner the market.

In keeping with their focus on the residential market, the company put a particular emphasis on aesthetics. As the first half of the 20th century is considered to be "the single most creative period in the annals of domestic lighting," this directly correlated to the larger trend in the industry at the time.⁵⁰ They also sensibly capitalized on the two aesthetic philosophies of the early to mid-20th century, which was divided into the more American-influenced styles, including Colonial Revival and Arts and Crafts, and the more European-influenced styles, including Victorian and Classical Revival. Their inventory was rounded out by an extensive

⁴⁶ Bowers, 184-185.

⁴⁷ "The History of the Light Bulb." <http://energy.gov/articles/history-light-bulb>. Accessed on December 22, 2015.

⁴⁸ Progress Lighting Manufacturing Company, *Presenting... A Product of Progress, Bulletin No. 36-30*. Courtesy of the Smithsonian Libraries, Trade Literature Collection.

⁴⁹ Hulin-Salkin, 260.

⁵⁰ Roger Moss, *Lighting for Historic Buildings: A Guide to Selecting Reproductions* (Washington, D.C.: Preservation Press, 1988): 129.

Progress Lighting Manufacturing Company Building
Name of Property

Philadelphia County, PA
County and State

line of more streamlined, modern fixtures, which was an approach often used by “manufacturers for the electric fittings, [as] the New Art [was] perhaps considered eminently appropriate for the new technology” (Figure 7).⁵¹ A period advertisement speaks both to this and to how the company perceived themselves,

We moderns are always striving for something new and different, something that will stand out from the commonplace and be smart. Because Lighting Equipment is one of the most appropriate mediums for the expression of Modern Art, Progress has designed and created a unique line of Modern Fixtures for Lumiline Lamps.... It has particular importance because of its perfect relation to the architectural vogue of today.⁵²

In a 1981 catalog of the Progress Lighting Manufacturing Company, Inc., architectural historian Dr. Roger Moss addressed the aesthetic development of the company and described this range of styles by saying, “this mixture, this eclecticism, was part of the distinctive character of American homes. Americans furnished and decorated their houses for homeyness and livability – for *comfort*.”⁵³ This broad-based approach promoted accessibility to and therefore popularity among the homeowner, whoever they may be.

Their residential fixtures were so well received that the company was commissioned to supply all of the fixtures for the “London House,” which was the submission of a “typical American home” for the 1961 Ideal Home Exhibition in London by the National Association of Home Builders’. The company also supplied the lamplights for each of the original 1,584 floodlights in Dodger Stadium in 1962. Closer to home, Progress supplied the fixtures for Park Towne Place (NR 2011) in 1959, “in what is probably the largest single order for residential lighting fixtures ever given in the Greater Philadelphia area.”⁵⁴

An advertisement for the mid-20th century states,

From chandelier to bent glass, from pendant to post lantern, Progress lighting fixtures lend variety to your homes, the touch of spice that makes sales easier. Increases value, too, by adding individuality at surprisingly low cost. And only Progress meets ALL your residential lighting needs, indoors and out!⁵⁵

In this, it is possible to see how the company was beginning to shift its focus from the electrician and contractor to the average homeowner. Certainly apace with, if not ahead of its time, the Progress Lighting Manufacturing Company marketed itself to a new consumer base. This rhetoric was also accompanied by tangible applications as period trade catalogs repeatedly emphasized the compatibility of the inventory with the Do-It-Yourself homeowner, proffering

⁵¹ Dillon, 194.

⁵² Progress Lighting Manufacturing Company, *The Latest Creations in Lumiline Lamp Fixtures by Progress*, 1937. Courtesy of the Trade Literature Collection, Smithsonian Libraries.

⁵³ Progress Lighting, *American Victorian, Authentic Reproductions* (Philadelphia, PA: Progress Lighting, 1981): 13.

⁵⁴ *Electrical Consultant* 74-75 (1959): 66.

⁵⁵ *House & Home* 24 (1963): 259.

Progress Lighting Manufacturing Company Building
Name of Property

Philadelphia County, PA
County and State

“Instant Ease” hinges, “Budget boxes,” “Budget brackets” and compatibility with existing wiring and sockets (Figures 8 and 9). The placement of this advertisement in a national publication, and not merely a local newspaper, also indicates the reach of the company.

Also in keeping with the larger trends of the industry was the focus on women as their target audience. A 1920 article about lighting from *Ladies Home Journal* references this larger notion by saying,

The old idea that a lamp is primarily designed to give light in dark places has become a mere matter of course in the midst of the constant flux of delightful possibilities we are growing daily to associate with the new lamps. We are learning to demand and to appreciate such factors as beauty of shape, a fine choice of materials, a decorative relationship between the lamp base and shade, stunning color and, whether we make or buy our lamps, we are learning to require a rich simplicity that is colorful and in good taste.⁵⁶

The idea of lighting being a tangible method for transforming a house into a home was summarized in a 1950 trade catalog for the company, which stated, “We are continuing, through foresighted Research, Engineering, and Ultra-Modern Production Methods, to design and produce for Homemakers throughout the world, lighting fixtures which combine the ultimate in beauty, efficiency, quality and value.”⁵⁷ The company even offered bulbs in more aesthetically pleasing colors, including clear, white, moonlight blue, orange, straw, emerald and surprise pink, with the hope of enticing more women to be interested in light fixture options.⁵⁸

Parallel products manufactured by the company, and in keeping with this approach, included “Art Squares”, which were a series of square, painted shades of colored glass that should be installed over a bulb as a ceiling fixture. Unsurprisingly, their aesthetic was in keeping with the period, including such lines as “Cook’s Lure”, which was decorated with green peas, peppers and broccoli, “Rodeo”, which features red bulls being pursued by lasso-wielding cowboys on horseback and “Atlantis”, which had scalloped edges (Figure 10).

The company was also well known for its innovations in the lighting industry. In and of itself, this was remarkable, as most companies solely focused on the improvement of their own manufacturing methods and not on contributing research to the larger field. While located on Germantown Avenue and W. Master Street, the company filed nine patents. These patents, which were filed between 1946 and 1955, all specialized in lighting design. Several of them were even filed by Ruben P. Rosen, the son of Frank Rosen and an employee and, later president of, the company.⁵⁹ It is notable that this kind of family business had members

⁵⁶ *Ladies Home Journal* (April 1929): 207.

⁵⁷ Progress Manufacturing Co., Inc., “Products of Progress,” Catalog No. 100 (Philadelphia, PA: Progress Manufacturing Co., Inc., 1950).

⁵⁸ *The Latest Creations in Lumiline Lamp Fixtures by Progress*.

⁵⁹ As an equal number of patents were submitted by other employees on behalf of the company, there is

Progress Lighting Manufacturing Company Building
Name of Property

Philadelphia County, PA
County and State

involved in both administration and product development. The issued patents included two for sockets of tube-type incandescent lamps, which allowed them to more easily receive the tube, detach from the tube so it isn't accidentally thrown out and fit to the tube so that friction from the spring was reduced (Figure 11).⁶⁰ There were also five patents that focused on fluorescent lighting: one for a latch to easily remove the socket from the base; one for a decorative design for a lamp base; one for a twin socket with prongs that allowed for movement independent of the lamp, one for a wire connector enclosure and one for a socket that could not be easily displaced from a tubular lamp (Figure 12).⁶¹ Of the remaining two patents, one was for an illuminated house number lighting fixture with a translucent numbered fixed panel and one was for a ventilating fan grille with the fan incorporated into the design of the fan (Figure 13).⁶²

Of these patents, the Lumileader system was the most heavily marketed by the company. It consisted of a slim, cylindrical incandescent lamp, as opposed to a fluorescent lamp, that could be operated with a dimmer switch. The dimming option was also one that was heavily featured by the company and used by them in a variety of lighting formats. The once-piece, "Perma-Grip" lamp holder was advertised as being perfect for flanking bathroom vanities or being installed above or alongside a headboard.

In 1941, the company debuted their "Fleur-O-Ray" line, which was one of the earliest fluorescent options in production in the country and was advertised as "the only complete fluorescent line made by modern methods of mass production" (Figures 14 and 15).⁶³ Not only was the company able to incorporate this new technology, it did so with exceptional speed, quickly recognizing the potential of such an item, long before it had been accepted into widespread use. The fixtures were made from one piece of heavy gauge steel with white or black porcelain enamel. There were options for one, two or four forty-watt bulbs, some of which were concealed behind louvers for maximum flexibility. In total, there were forty-six different models, with a range of profiles, finishes, and locations for attachment. They also had the unusual capability of attaching to any standard socket, which was both a major general limitation of most fluorescent products and in keeping with the overall approach of the company, which touted its DIY-ethos to the average homeowner. The entire line of products was also approved by the Underwriters' Laboratories, Inc. for added reliability.⁶⁴

Between 1942 and 1946, the government issued an edict preventing the manufacture of lighting fixtures unless they were essential to the war effort. Consequently, Progress Lighting suspended their standard manufacturing with the exception of limited military commissions

no reason to suspect that the designs were anything other than Rosen's own.

⁶⁰ United States Patent #2554541 and 2688668.

⁶¹ United States Patent #2737635, 160870, 2688690, 2708713 and 2567731.

⁶² United States Patent # 2817914 and 179906.

⁶³ Progress Lighting Manufacturing Company, "Fleur-O-Ray Is a Product of Progress," Catalog FL-41, 1941. Courtesy of the Trade Literature Collection, Smithsonian Libraries.

⁶⁴ Underwriters' Laboratories, Inc. was an independent safety reviewer and supplier of safety standards throughout the 20th century.

Progress Lighting Manufacturing Company Building
Name of Property

Philadelphia County, PA
County and State

that included small outdoor lanterns, which were nicknamed ‘jelly jars’ because such jars were originally used for the lantern globe. The company also used their machinery and materials to manufacture brass shell casings.⁶⁵

After the war, the company returned to its place of prominence and, by 1947, there were still only thirty-three companies in the entire country that made fluorescent fixtures.⁶⁶ Progress Lighting continued with their pre-war product lines and productivity at this site through the period of significance.

In the 1980s, although this is beyond the period of significance, the company was still a leading producer of reproductions of period fixtures, including those by Philadelphia manufacturers Cornelius and Company, who was the largest fixture manufacturer in the country in the mid-19th century, Gibson Fixture Works, and Archer and Warner.⁶⁷ They also reproduced items from their own collections, including their Art Nouveau, Classical and Rococo lines. In the early 2000s, the company relocated to Greenville, SC and continues to produce light fixtures.

⁶⁵ “Progress Lighting: Growing the Green Market.” http://www.neuconcept.com/wp-content/uploads/2012/05/Green-Market_Progress-Lighting_Coleman.pdf. Accessed on December 23, 2015.

⁶⁶ DiLaura, 93.

⁶⁷ Moss, 104. All of these companies pre-dated Progress Lighting to the point that they were not in direct competition.

Progress Lighting Manufacturing Company Building
Name of Property

Philadelphia County, PA
County and State

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Progress Lighting Manufacturing Company Building
Name of Property

Philadelphia County, PA
County and State

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“\$20,000,000 Year Goal of Progress.” *The Philadelphia Inquirer* (5 January 1956): 35.

United States Patent #2554541, 2688668, 2737635, 160870, 2688690, 2708713, 2567731, 2817914 and 179906.

Progress Lighting Manufacturing Company Building
Name of Property

Philadelphia County, PA
County and State

Previous documentation on file (NPS):

- preliminary determination of individual listing (36 CFR 67) has been requested
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic Landmark
- recorded by Historic American Buildings Survey # _____
- recorded by Historic American Engineering Record # _____
- recorded by Historic American Landscape Survey # _____

Primary location of additional data:

- State Historic Preservation Office
- Other State agency
- Federal agency
- Local government
- University
- Other/ Name of repository: Library of Congress

Historic Resources Survey Number (if assigned): N/A

Geographical Data

Acreeage of Property Less than one acre

Use either the UTM system or latitude/longitude coordinates

Latitude/Longitude Coordinates

Datum if other than WGS84: _____

1. Latitude: 39.972723

Longitude: -75.141039

Verbal Boundary Description (Describe the boundaries of the property.)

The boundary is shown on the accompanying map entitled "Progress Lighting Manufacturing Company: National Register Boundary" at a scale of 1/16" = 1' (Figure #17).

Boundary Justification (Explain why the boundaries were selected.)

The nominated property includes the entire parcel on which the building is situated and all property historically associated with the nominated property. The building abutting the north elevation of Section F has no historic functional or operational relationship and is not within the boundary. No extant resources historically associated with this site have been excluded. Other buildings, such as warehouses, that had an association with the company but are not geographically proximate would need to be evaluated independently.

Progress Lighting Manufacturing Company Building
 Name of Property

Philadelphia County, PA
 County and State

10. Form Prepared By

name/title: Logan I. Ferguson, Senior Associate organization: Powers and Company, Inc.
 street & number: 1315 Walnut Street, Suite 1717
 city or town: Philadelphia state: PA zip code: 19107
 e-mail: logan@powersco.net telephone: (215) 636-0192 date: February 19, 2016

Additional Documentation

Submit the following items with the completed form:

- **USGS map** or equivalent (7.5 or 15 minute series) indicating the property's location.
- **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.
- **Additional items:** (Check with the SHPO, TPO, or FPO for any additional items.)

Photographs

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels (minimum), 3000x2000 preferred, at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map. Each photograph must be numbered and that number must correspond to the photograph number on the photo log. For simplicity, the name of the photographer, photo date, etc. may be listed once on the photograph log and doesn't need to be labeled on every photograph.

Photograph Log

Name of Property: Progress Lighting Manufacturing Company
 City or Vicinity: Philadelphia County: Philadelphia State: PA
 Photographer: Robert Powers Date Photographed: December 2015

Description of Photograph(s) and number, include description of view indicating direction of camera:

<i>Photograph #</i>	<i>Description of Photograph</i>
1.	West and south elevations, view northeast
2.	West elevation, view southeast
3.	West and north elevations, view southeast
4.	South elevation, view northwest
5.	South elevation, Entrance detail, view north
6.	South and east elevations, view northwest
7.	East and north elevations, view southwest
8.	East and north elevations, view southwest
9.	1 st floor, Section D, view northeast
10.	1 st floor, Section D, view northwest
11.	1 st floor, Section D, view southwest
12.	1 st floor, Section A, Stairway, view north
13.	1 st floor, Section A, Elevator, view south

Progress Lighting Manufacturing Company Building
Name of Property

Philadelphia County, PA
County and State

14.	1 st floor, Section B, Entrance, view south
15.	1 st floor, Section B, view southwest
16.	1 st floor, Section C, Stairway, view north
17.	1 st floor, Section C, view northeast
18.	1 st floor, Section C, view southwest
19.	1 st floor, Section F, view west
20.	1 st floor, Section F, view east
21.	2 nd floor, Section D, Window detail, view west
22.	2 nd floor, Section A, view southeast
23.	2 nd floor, Section B, view west
24.	2 nd floor, Section C, view northeast
25.	2 nd floor, Section C, view west
26.	2 nd floor, Section F, view west
27.	3 rd floor, Section D, view north
28.	3 rd floor, Section A, Stairway, view north
29.	3 rd floor, Section B, view northwest
30.	3 rd floor, Section C, view southwest
31.	4 th floor, Section A, view east
32.	4 th floor, Section C, view west
33.	4 th floor, Section C, view east

Index of Figures:

<i>Figure #</i>	<i>Description of Figure</i>
1.	Bromley Atlas, 1895.
2.	Bromley Atlas, 1910.
3.	Bromley Atlas, 1922.
4.	Sanborn Fire Insurance Map, 1951.
5.	"Toolmaking Shop." <i>Progress Lighting Manufacturing Company</i> , Catalog 100, 1950.
6.	"Device Production." <i>Progress Lighting Manufacturing Company</i> , Catalog 100, 1950.
7.	"Lanterns in the Modern Manner." <i>Progress Lighting Manufacturing Company</i> , Catalog 100, 1950.
8.	"Recessed and Semi-Recessed Units." <i>Progress Lighting Manufacturing Company</i> , Catalog 100, 1950.
9.	"The Quick Change Unit." <i>Progress Lighting Manufacturing Company</i> , Catalog FL-41, 1941.
10.	"Art Squares." <i>Progress Lighting Manufacturing Company</i> , Catalog 100, 1950.
11.	"Socket for Tube Type Incandescent Lamps." United States Patent #2,554,541, 29 May 1951.
12.	"Fluorescent Lighting Unit." United States Patent #2,688,690, 7 September 1954.
13.	"Illuminated House Number Lighting Fixture." United States Patent #2,817,914,

Progress Lighting Manufacturing Company Building
Name of Property

Philadelphia County, PA
County and State

	31 December, 1957.
14.	“Fleur-O-Ray Is a Product of Progress.” <i>Progress Lighting Manufacturing Company</i> , Catalog FL-41, 1941.
15.	“The 77000 Line and the 7600 Line.” <i>Progress Lighting Manufacturing Company</i> , Catalog FL-41, 1941.
16.	National Register Nomination Photograph Key
17.	National Register Nomination Property Boundary Map
18.	Building Chronology
19.	USGS Map
20.	Aerial view; April 2016
21.	Aerial view, showing surrounding area; April 2016

Progress Lighting Manufacturing Company Building
Name of Property

Philadelphia County, PA
County and State

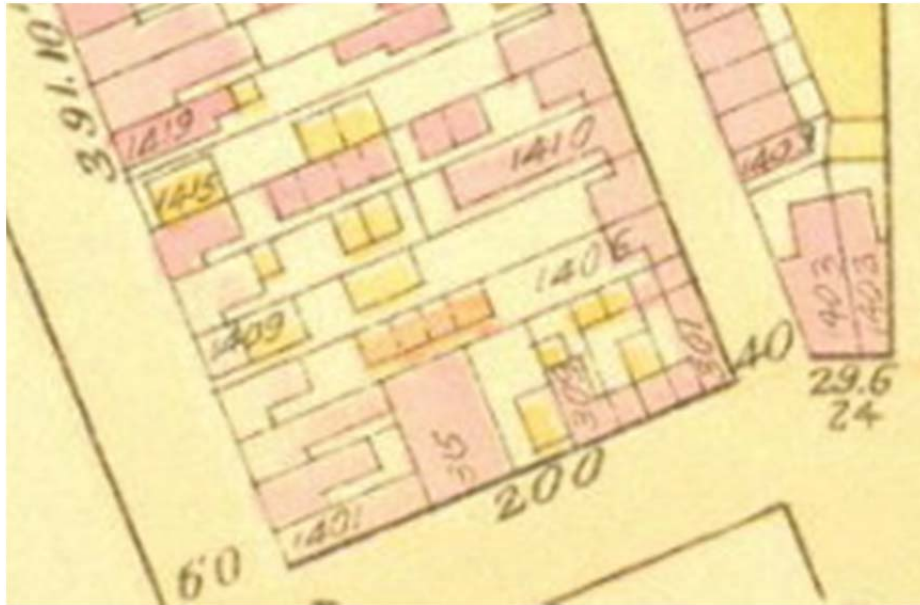


Figure 1 – Bromley Atlas, 1895. 315 Master Street, labeled as “315” on the above map, is the oldest section of the building, constructed c.1890.

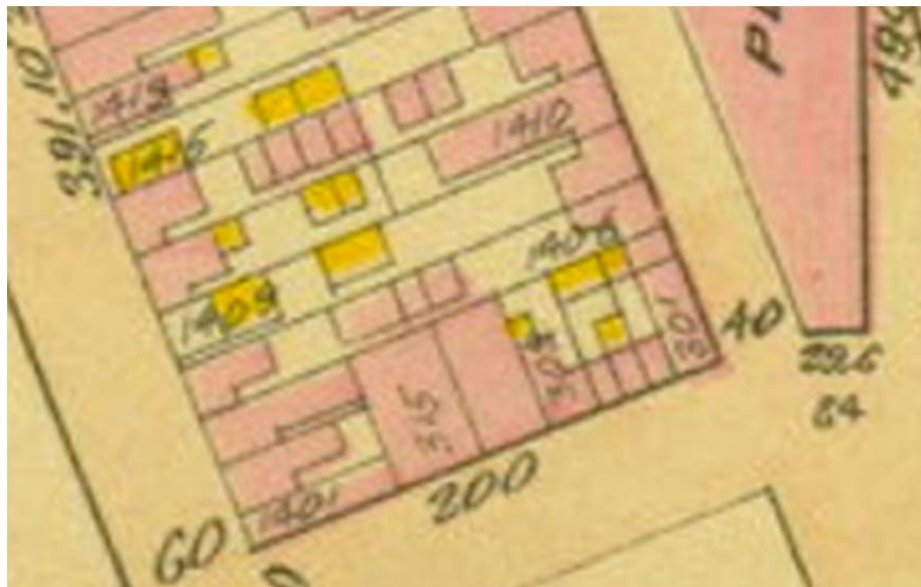


Figure 2 – Bromley Atlas, 1910. 317 Master Street, located to the right of the “315” parcel, was constructed c.1905.

Progress Lighting Manufacturing Company Building
Name of Property

Philadelphia County, PA
County and State



Figure 5 – “Toolmaking Shop.” *Progress Lighting Manufacturing Company*, Catalog 100, 1950. The Toolmaking Department at 1401-1409 Germantown Avenue. Courtesy of the Smithsonian Libraries, Trade Literature Collection.



Figure 6 – “Device Production.” *Progress Lighting Manufacturing Company*, Catalog 100, 1950. The Device Production Department at 1401-1409 Germantown Avenue. Courtesy of the Smithsonian Libraries, Trade Literature Collection.

Progress Lighting Manufacturing Company Building
Name of Property

Philadelphia County, PA
County and State

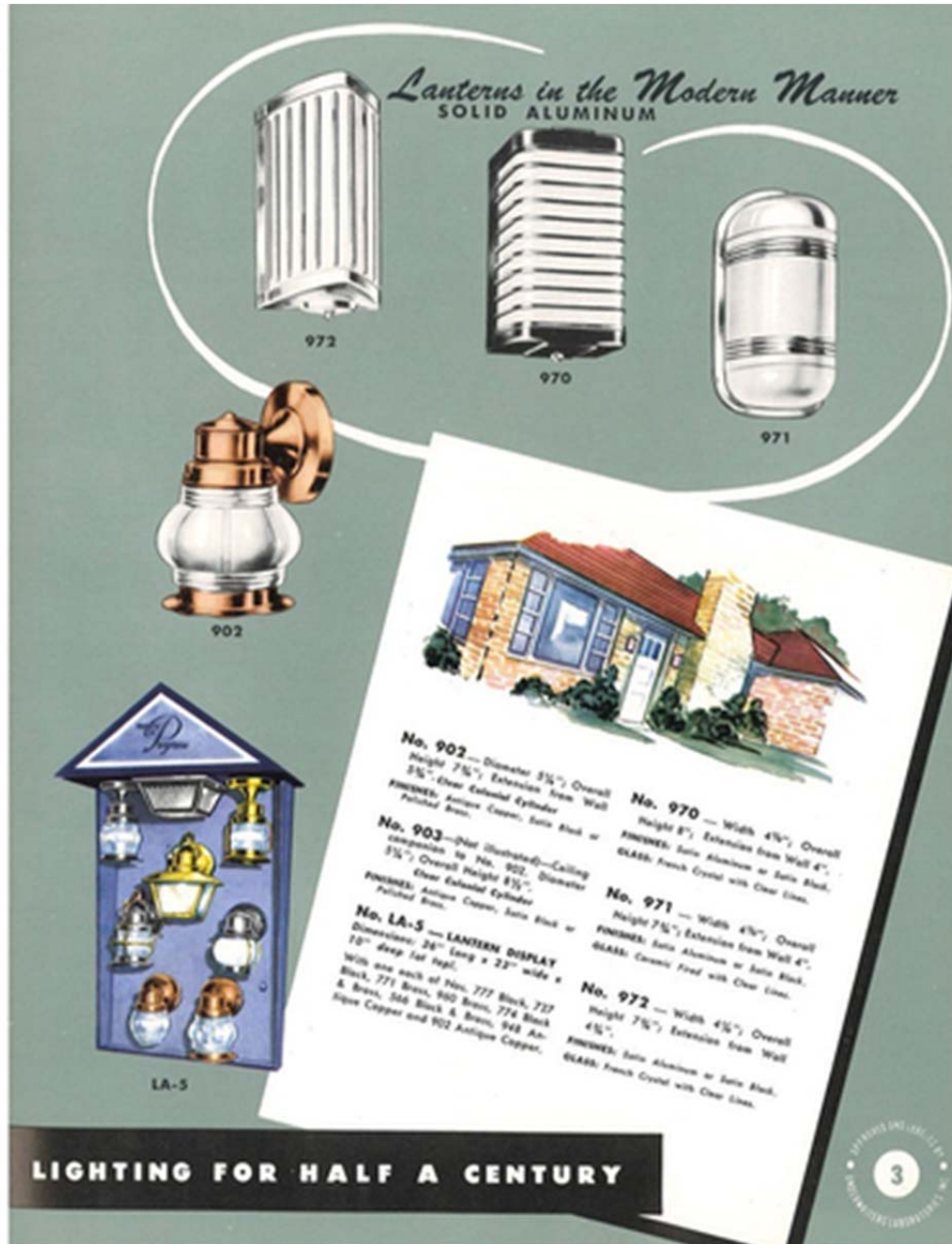


Figure 7 – “Lanterns in the Modern Manner.” *Progress Lighting Manufacturing Company*, Catalog 100, 1950.

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County and State

RECESSED and SEMI-RECESSED UNITS

UL

EQUIPPED WITH THE EXCLUSIVE NEW PROGRESS "INSTANT EASE" HINGED FRAMES

Hinges are fully concealed inside box but designed for free, easy swing. Frame clears ceiling when box is opened for relamping or maintenance. No scratched or marred ceilings.

"PRISM LENS" RECESSED UNITS
CLEAR CRYSTAL PRISMATIC GLASS

No. 602 — For lamps up to 60W
Box size—6 $\frac{1}{2}$ " x 6 $\frac{1}{2}$ " x 4 $\frac{1}{2}$ " high
Frame size—8 $\frac{1}{2}$ " x 8 $\frac{1}{2}$ "

No. 603 — For lamps up to 60W
Box size—6 $\frac{1}{2}$ " x 7 $\frac{1}{2}$ " x 4 $\frac{1}{2}$ " high
Frame size—8 $\frac{1}{2}$ " x 9 $\frac{1}{2}$ "

No. 604 — For lamps up to 70W
Box size—8 $\frac{1}{2}$ " x 8 $\frac{1}{2}$ " x 4 $\frac{1}{2}$ " high
Frame size—10 $\frac{1}{2}$ " x 10 $\frac{1}{2}$ "

No. 605 — For lamps up to 100W
Box size—6 $\frac{1}{2}$ " x 10 $\frac{1}{2}$ " x 4 $\frac{1}{2}$ " high
Frame size—8 $\frac{1}{2}$ " x 12 $\frac{1}{2}$ "

No. 606 — For lamps up to 70W
Box size—11" x 11" x 4 $\frac{1}{2}$ " high
Frame size—13 $\frac{1}{2}$ " x 13 $\frac{1}{2}$ "

"PRISM LENS" SEMI-RECESSED UNITS
FROSTED PRISMATIC GLASS WITH CLEAR CENTER PANEL

No. 702 — For lamps up to 60W
Box size—6 $\frac{1}{2}$ " x 6 $\frac{1}{2}$ " x 4 $\frac{1}{2}$ " high
Frame size—8 $\frac{1}{2}$ " x 8 $\frac{1}{2}$ "

No. 703 — For lamps up to 60W
Box size—6 $\frac{1}{2}$ " x 7 $\frac{1}{2}$ " x 4 $\frac{1}{2}$ " high
Frame size—8 $\frac{1}{2}$ " x 9 $\frac{1}{2}$ "

No. 704 — For lamps up to 70W
Box size—8 $\frac{1}{2}$ " x 8 $\frac{1}{2}$ " x 4 $\frac{1}{2}$ " high
Frame size—10 $\frac{1}{2}$ " x 10 $\frac{1}{2}$ "

No. 705 — For lamps up to 70W
Box size—6 $\frac{1}{2}$ " x 10 $\frac{1}{2}$ " x 4 $\frac{1}{2}$ " high
Frame size—8 $\frac{1}{2}$ " x 12 $\frac{1}{2}$ "

No. 706 — For lamps up to 70W
Box size—11" x 11" x 4 $\frac{1}{2}$ " high
Frame size—13 $\frac{1}{2}$ " x 13 $\frac{1}{2}$ "

SHOWING UNIT OPEN FOR RELAMPING OR MAINTENANCE

LIGHT MANUFACTURING PROGRESS **PRODUCTS**

Figure 8 – “Recessed and Semi-Recessed Units.” Progress Lighting Manufacturing Company, Catalog 100, 1950.

Progress Lighting Manufacturing Company Building
Name of Property

Philadelphia County, PA
County and State



Figure 9 – “The Quick Change Unit.” Progress Lighting Manufacturing Company, Catalog FL-41, 1941.

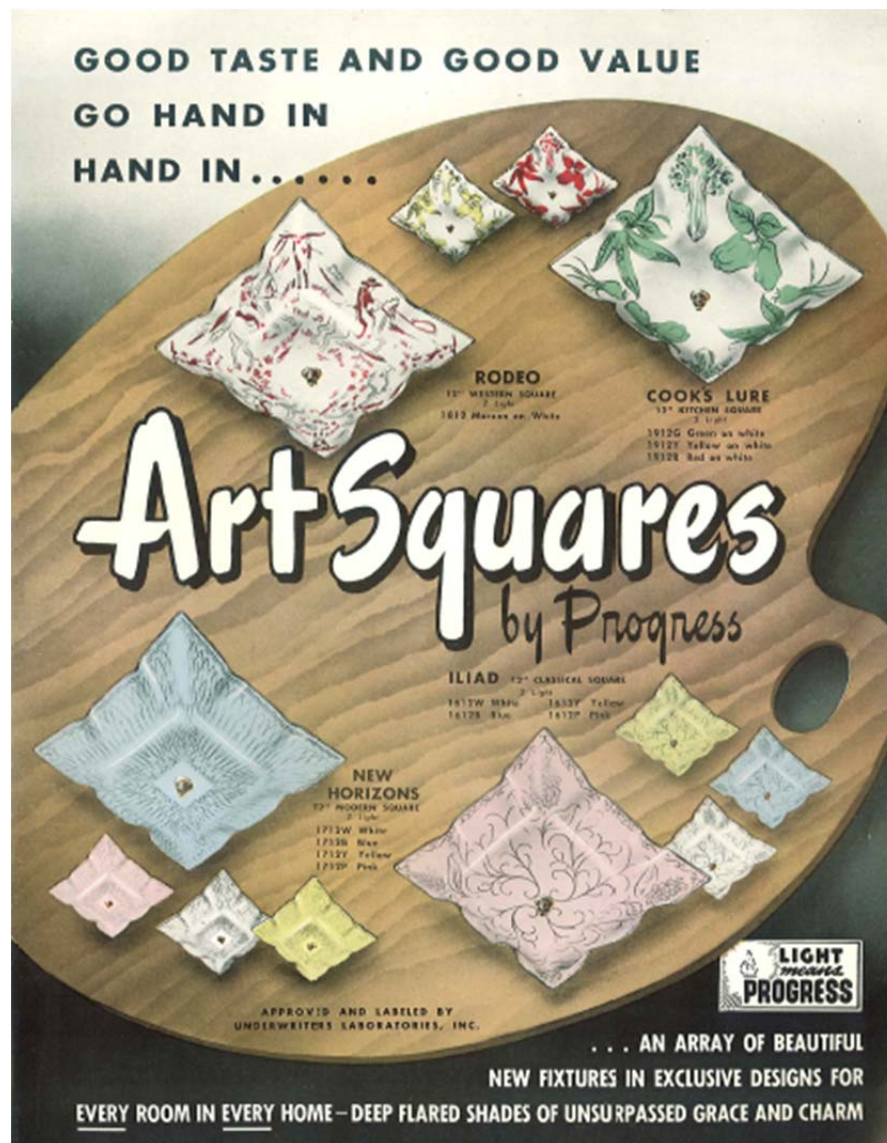


Figure 10 - “Art Squares.” Progress Lighting Manufacturing Company, Catalog 100, 1950.

May 29, 1951

R. P. ROSEN

2,554,541

SOCKET FOR TUBE TYPE INCANDESCENT LAMPS

Filed May 20, 1949

2 Sheets-Sheet 1

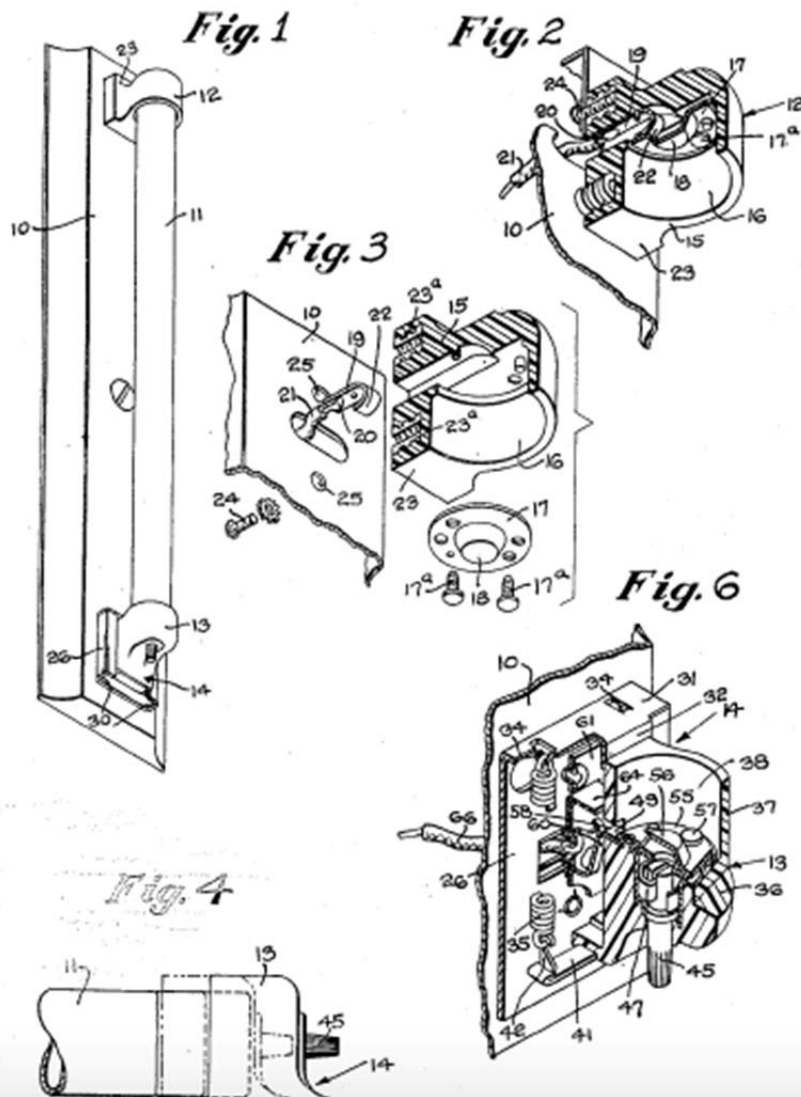


Figure 11 – “Socket for Tube Type Incandescent Lamps.” United States Patent #2,554,541, 29 May 1951.

Progress Lighting Manufacturing Company Building
Name of Property

Philadelphia County, PA
County and State

Sept. 7, 1954

D. LANE

2,688,690

FLUORESCENT LIGHTING UNIT

Filed April 7, 1950

2 Sheets-Sheet 1

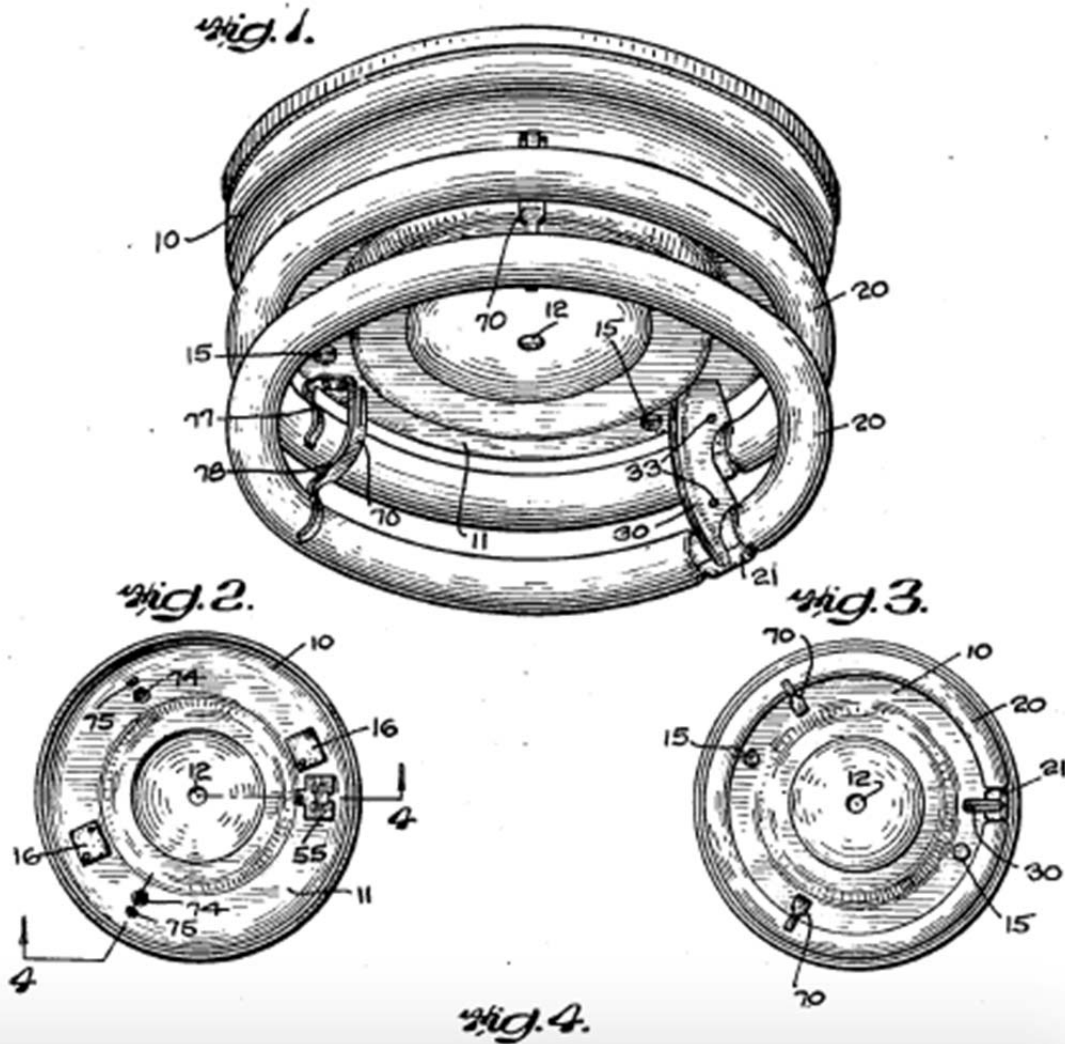


Figure 12 – “Fluorescent Lighting Unit.” United States Patent #2,688,690, 7 September 1954.

Progress Lighting Manufacturing Company Building
Name of Property

Philadelphia County, PA
County and State

Dec. 31, 1957 R. P. ROSEN 2,817,914
ILLUMINATED HOUSE NUMBER LIGHTING FIXTURE
Filed Jan. 7, 1954

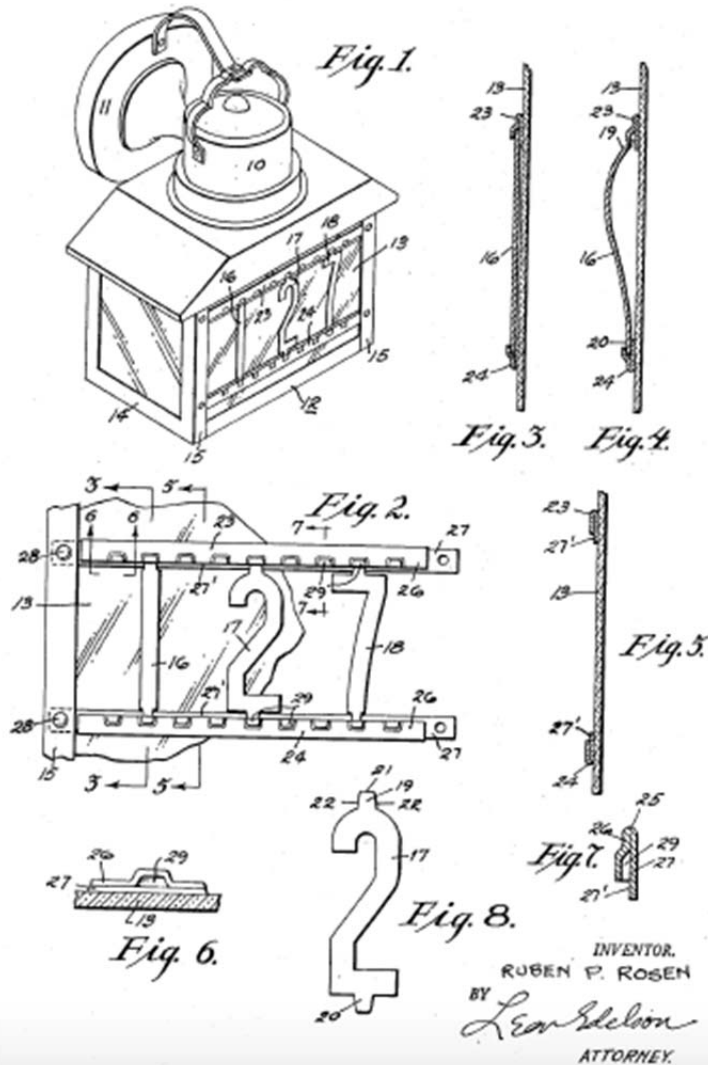


Figure 13 – “Illuminated House Number Lighting Fixture.” United States Patent #2,817,914, 31 December, 1957.

Progress Lighting Manufacturing Company Building
Name of Property

Philadelphia County, PA
County and State



Figure 14 – “Fleur-O-Ray Is a Product of Progress.” *Progress Lighting Manufacturing Company, Catalog FL-41, 1941.*

Progress Lighting Manufacturing Company Building
Name of Property

Philadelphia County, PA
County and State

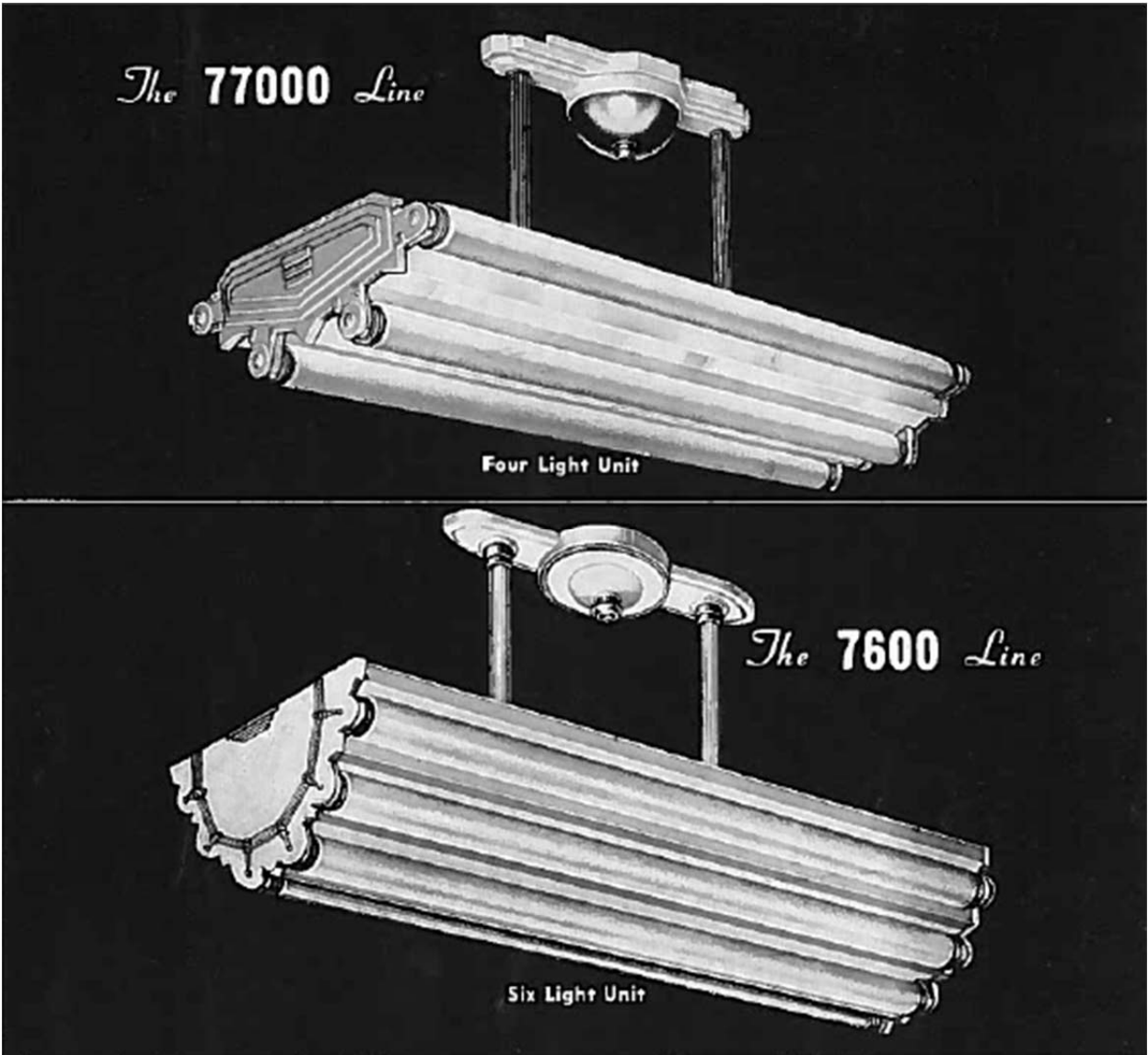


Figure 15 – “The 77000 Line and the 7600 Line.” *Progress Lighting Manufacturing Company*, Catalog FL-41, 1941.

Progress Lighting Manufacturing Company Building
Name of Property

Philadelphia County, PA
County and State

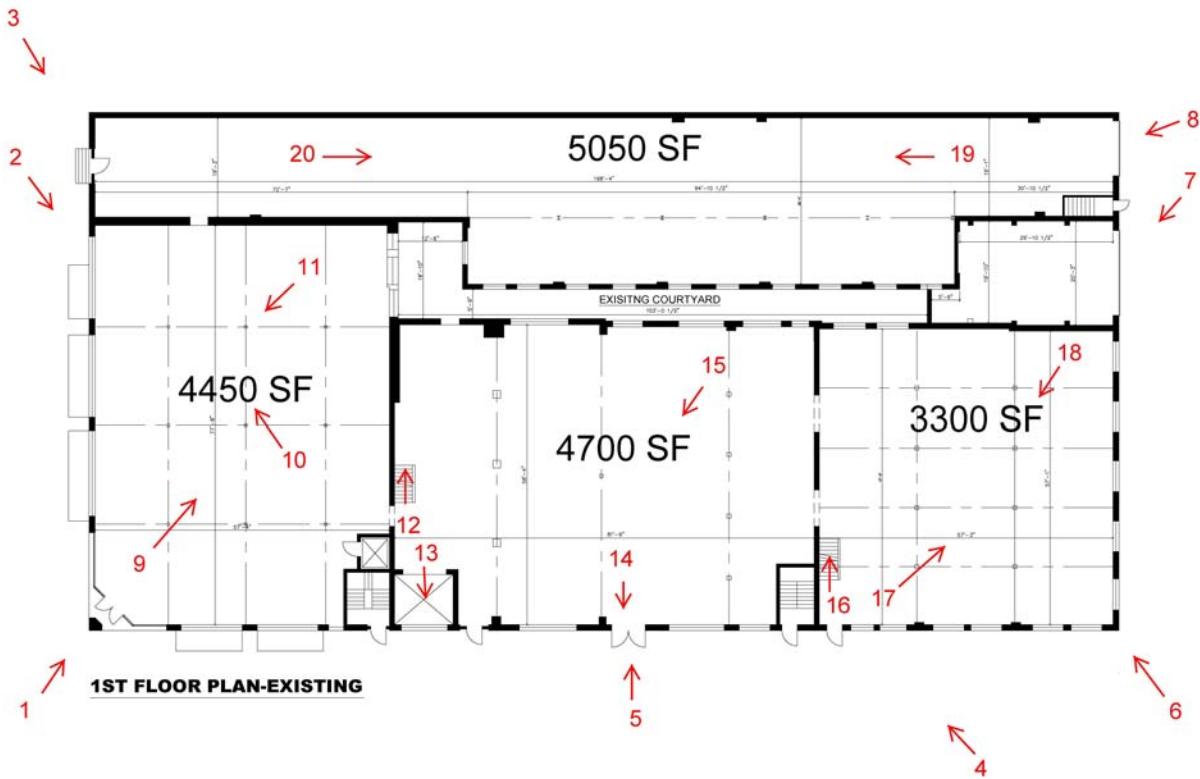


Figure 16A: Site and First Floor Plan Exterior and Interior Photo Key.

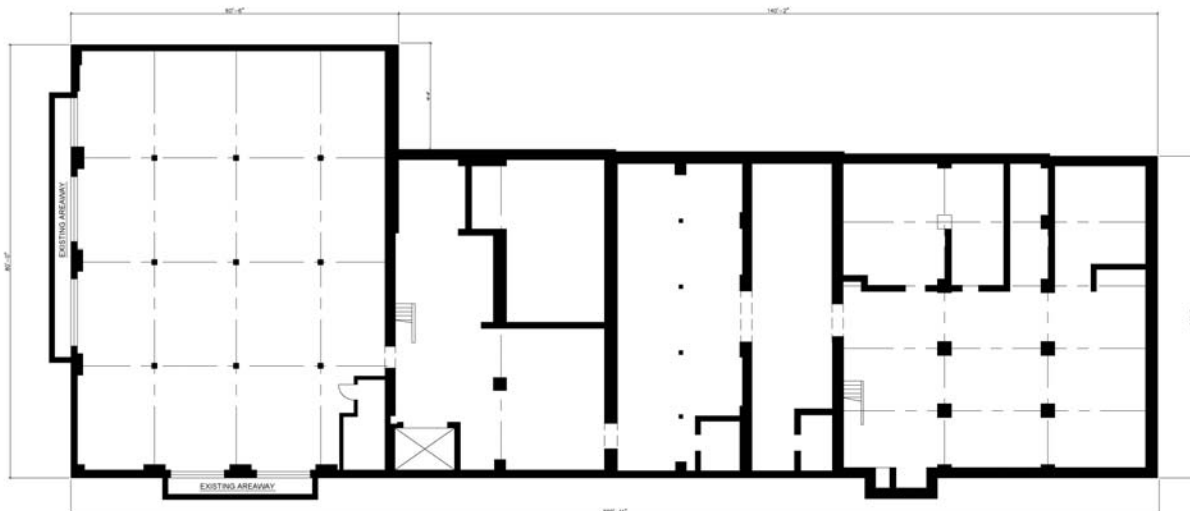


Figure 16B: Basement Plan Exterior and Interior Photo Key.

Progress Lighting Manufacturing Company Building
Name of Property

Philadelphia County, PA
County and State

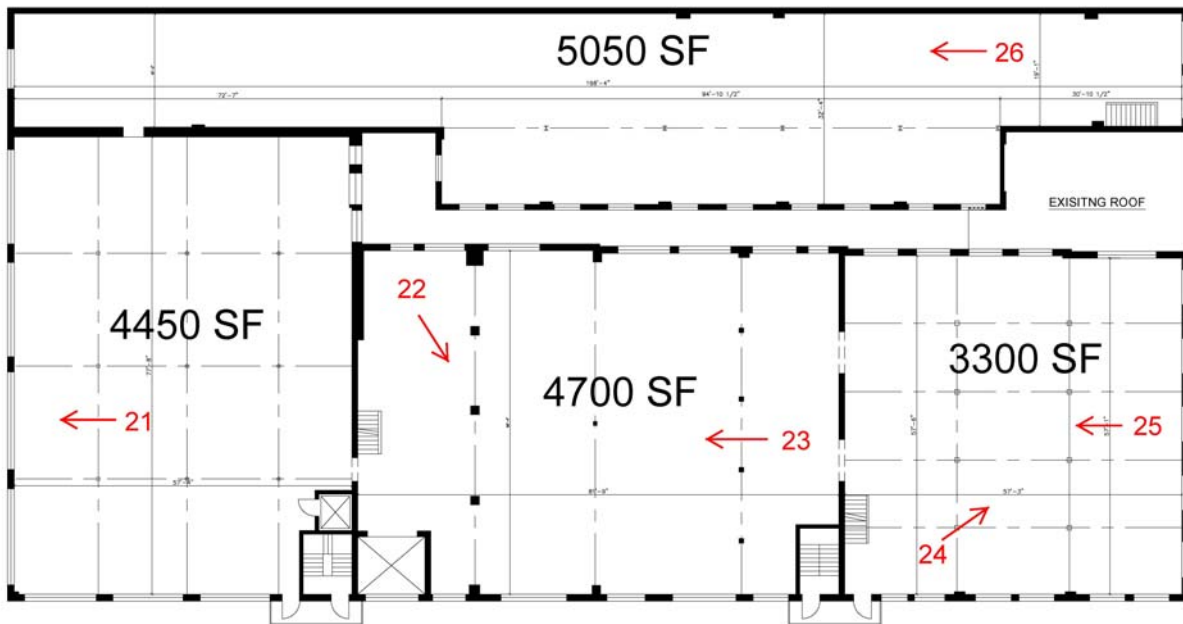


Figure 16C: Second Floor Plan Exterior and Interior Photo Key.

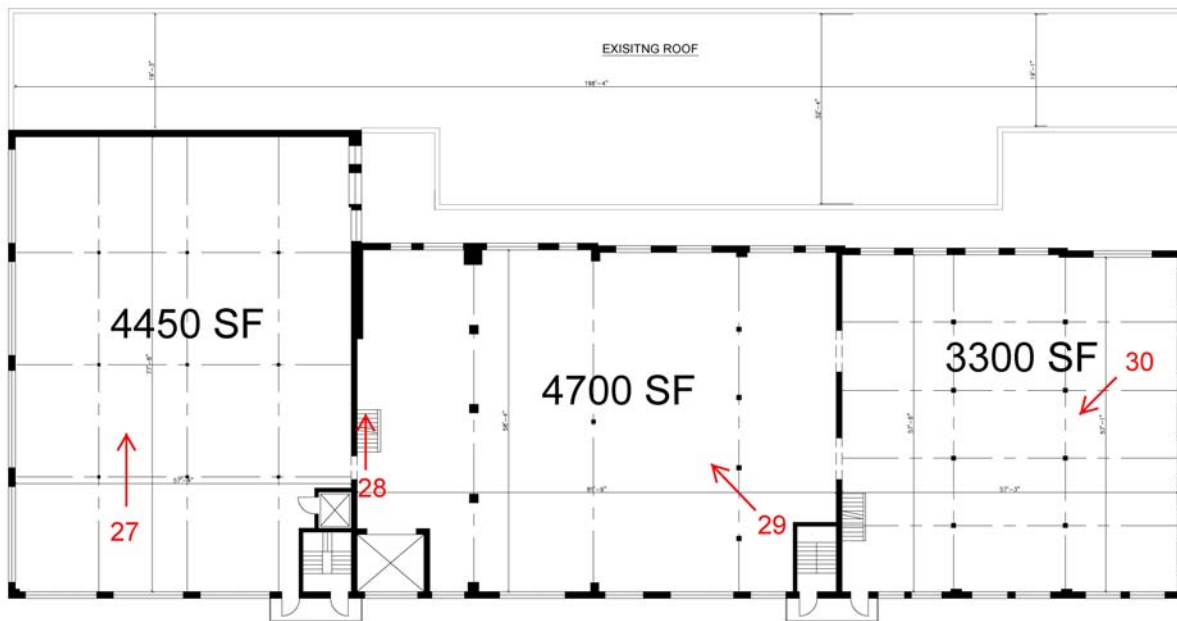


Figure 16D: Third Floor Plan Exterior and Interior Photo Key.

Progress Lighting Manufacturing Company Building
Name of Property

Philadelphia County, PA
County and State

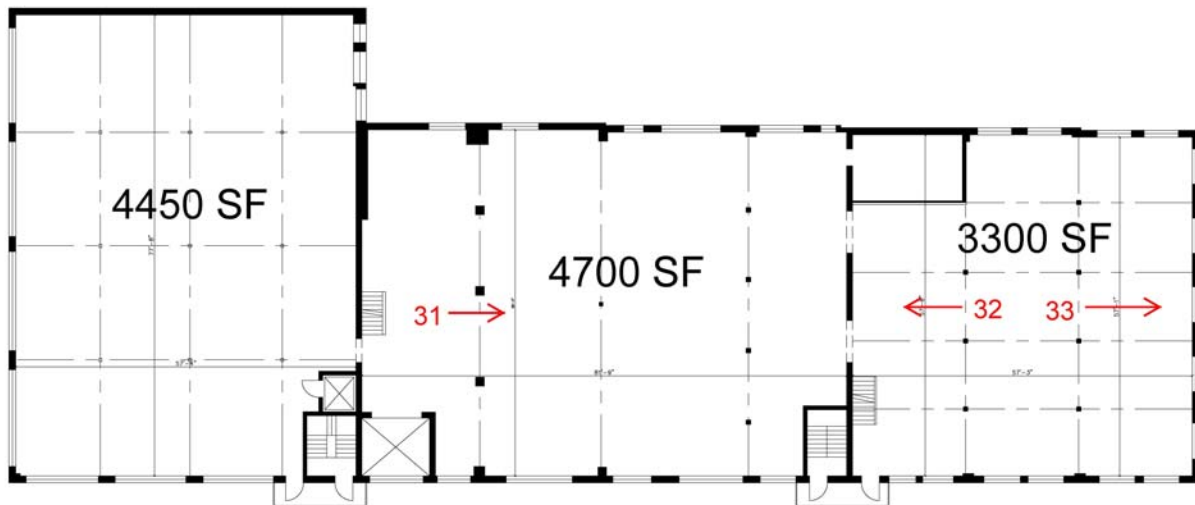


Figure 16E: Fourth Floor Plan Exterior and Interior Photo Key.

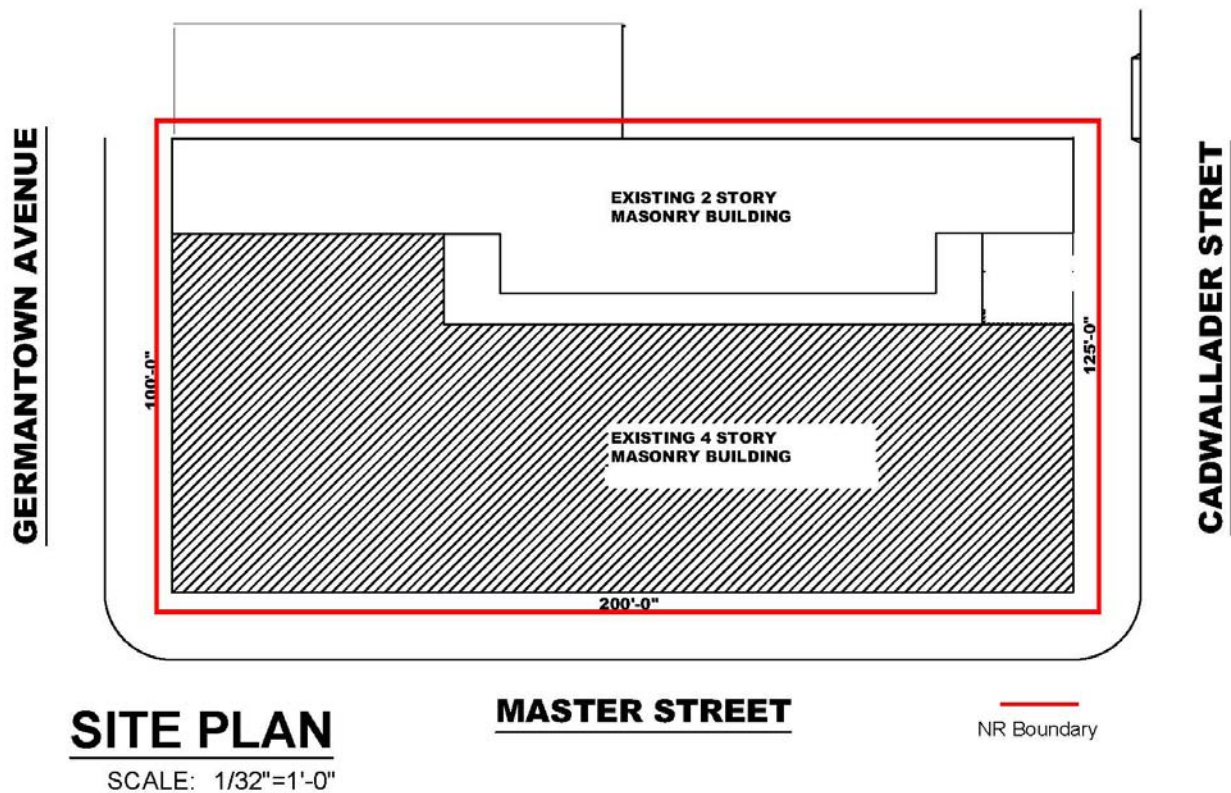


Figure 17 – National Register Nomination Boundary Map; nominated property is within the red line.

Progress Lighting Manufacturing Company Building
Name of Property

Philadelphia County, PA
County and State

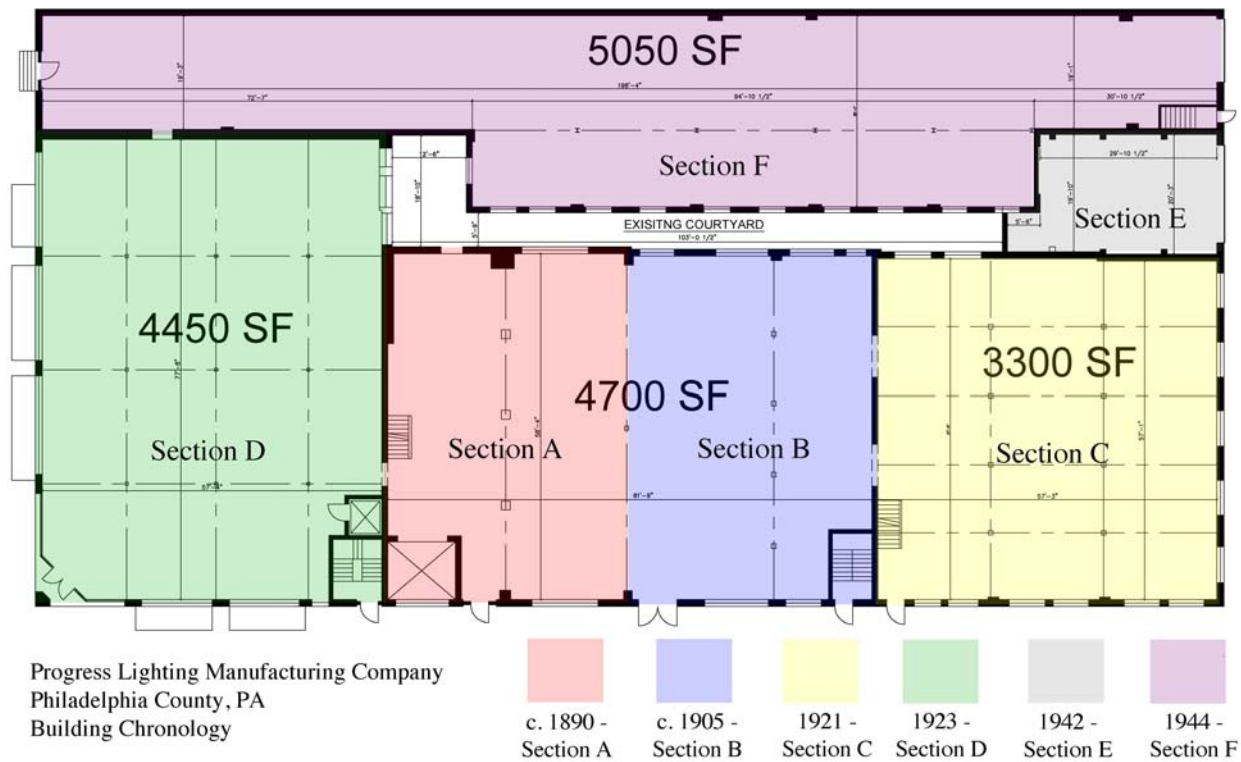


Figure 18 – Building Chronology

Progress Lighting Manufacturing Company Building
Name of Property

Philadelphia County, PA
County and State



Figure 19 – USGS Map, property marked with solid red rectangle.
Latitude: 39.972723 Longitude: -75.141039

Progress Lighting Manufacturing Company Building
Name of Property

Philadelphia County, PA
County and State

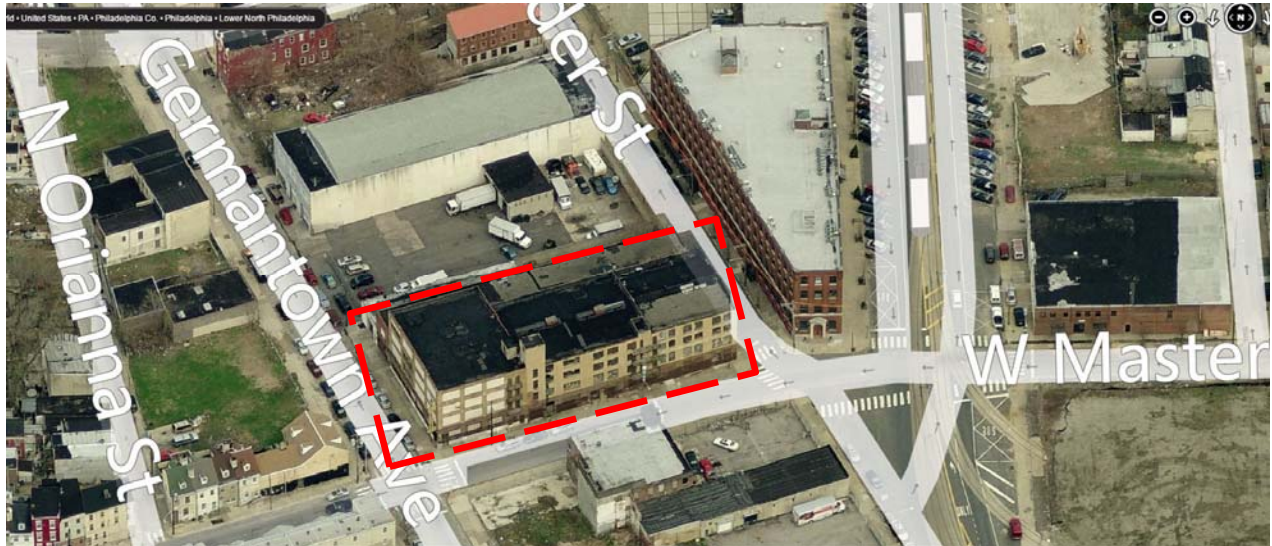


Figure 20 – Aerial view; property shown (roughly) within dashed line. Bing.com/maps accessed June, 2016.



Figure 21—Current aerial view, showing surrounding area; Bing.com/maps accessed April, 2016.

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 460 et seq.).
Estimated Burden Statement: Public reporting burden for this form is estimated to average 100 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.









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Way to Move
Anything

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The only lie
I ever
told you
is that I
liked you
when I
already knew
I loved you.

WHEDESMITH





LA PALM
Get Low Closets
Make Your Move
EASIER!

Green street sign



NO
NO PARKING g PARKING



NO PARKIN 9 PARKING

NO

1409

VALEM
VHYE
ASK.













EXIT
SUITE











MW





























UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION

PROPERTY NAME: Progress Lighting Manufacturing Company

MULTIPLE NAME:

STATE & COUNTY: PENNSYLVANIA, Philadelphia

DATE RECEIVED: 7/15/16 DATE OF PENDING LIST: 8/10/16
DATE OF 16TH DAY: 8/25/16 DATE OF 45TH DAY: 8/30/16
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 16000572

REASONS FOR REVIEW:

APPEAL: N DATA PROBLEM: N LANDSCAPE: N LESS THAN 50 YEARS: N
OTHER: N PDIL: N PERIOD: N PROGRAM UNAPPROVED: N
REQUEST: N SAMPLE: N SLR DRAFT: N NATIONAL: N

COMMENT WAIVER: N

ACCEPT RETURN REJECT 8.29.16 DATE

ABSTRACT/SUMMARY COMMENTS:

Entered in
The National Register
of
Historic Places

RECOM./CRITERIA _____

REVIEWER _____ DISCIPLINE _____

TELEPHONE _____ DATE _____

DOCUMENTATION see attached comments Y/N see attached SLR Y/N

If a nomination is returned to the nominating authority, the nomination is no longer under consideration by the NPS.



CITY OF PHILADELPHIA

PHILADELPHIA HISTORICAL
COMMISSION

1515 Arch Street, 13th Floor
Philadelphia, Pennsylvania 19102
Tel: 215.686.7660

Robert Thomas, AIA
Chair

Jonathan E. Farnham, Ph.D.
Executive Director

22 June 2016

April E. Frantz
National Register Reviewer/Eastern Region
PA State Historic Preservation Office
400 North Street
Harrisburg, PA 17120-0093

Re: 1401-09 Germantown Avenue, Progress Lighting Manufacturing Company

Dear Ms. Frantz:

I am writing in response to your request that the Philadelphia Historical Commission provide its official Certified Local Government recommendations on the nomination proposing to add the Progress Lighting Manufacturing Company building at 1401-09 Germantown Avenue in Philadelphia to the National Register of Historic Places. At its monthly public meeting on 10 June 2016, the Philadelphia Historical Commission reviewed and discussed the nomination and accepted public testimony. The Commission agreed that the building satisfies National Register Criterion A, in the area of Industry. The Commission contends that the resource retains sufficient integrity to be added to the National Register.

A minor suggested edit from a Commissioner is that the summary paragraph should read "Criterion A, in the area of Industry" rather than "Criterion A, Industry." Public comment was received from Paul Steinke, Executive Director of the Preservation Alliance for Greater Philadelphia, who suggested that the Philadelphia Historical Commission consider this and other National Register buildings for listing on the local register, as they are brought to the Commission's attention.

The Philadelphia Historical Commission voted unanimously to support the listing of the Progress Lighting Manufacturing Company building at 1401-09 Germantown Avenue in Philadelphia in the National Register of Historic Places. Thank you for providing the Philadelphia Historical Commission with the opportunity to comment on this nomination.

Yours truly,

A handwritten signature in black ink, appearing to read "Jon Farnham", with a long horizontal flourish extending to the right.

Jonathan E. Farnham, Ph.D.
Executive Director



Pennsylvania
Historical & Museum
Commission

RECEIVED 2280

JUL 15 2016

Nat. Register of Historic Places
National Park Service

June 30, 2016

Stephanie Toothman, Keeper
National Register of Historic Places
National Park Service, US Department of Interior
1201 "I" (Eye) Street, NW, 8th Floor
Washington D.C. 20005

Re: Paupack School, Wayne County; Perkasio Park Camp Meeting, Bucks County; and Progress
Lighting Manufacturing Company, Philadelphia, National Register nominations

Dear Ms. Toothman:

Enclosed please find three National Register nominations for your review. Included are signed first pages, CDs containing the true and correct copy of the nominations, and CDs with tif images. Copies of correspondence are enclosed as well.

The proposed action for each nomination is listing in the National Register. Our staff and Historic Preservation Board members support these nominations. If you have any questions please contact April Frantz at 717-783-9922 or afrantz@pa.gov. Thank you for your consideration of these properties.

Sincerely,

Andrea L. MacDonald, Director
State Historic Preservation Office

enc.

Historic Preservation Services
Commonwealth Keystone Building
400 North Street
Harrisburg, PA 17120-0093
www.phmc.state.pa.us
The Commonwealth's Official History Agency