Form No. 10-300 (Rev. 10-74)

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES INVENTORY -- NOMINATION FORM

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SEE INSTRUCTIONS IN *HOW TO COMPLETE NATIONAL REGISTER FORMS*
TYPE ALL ENTRIES -- COMPLETE APPLICABLE SECTIONS

1 NAME

HISTORIC: THE PHILADELPHIA SAVINGS FUND SOCIETY BUILDING

AND/OR COMMON: PSFS

2 LOCATION

STREET & NUMBER: 12 South 12th Street — NOT FOR PUBLICATION

CITY, TOWN: Philadelphia — VICINITY OF

CONGRESSIONAL DISTRICT: 2nd

STATE: Pennsylvania CODE

COUNTY: Philadelphia CODE

3 CLASSIFICATION

CATEGORY	OWNERSHIP	STATUS	PRESENT USE	
—DISTRICT	—PUBLIC	X OCCUPIED	—AGRICULTURE	—MUSEUM
X BUILDING(S)	X PRIVATE	—UNOCCUPIED	X COMMERCIAL	—PARK
—STRUCTURE	—BOTH	—WORK IN PROGRESS	—EDUCATIONAL	—PRIVATE RESIDENCE
—SITE	**PUBLIC ACQUISITION**	**ACCESSIBLE**	—ENTERTAINMENT	—RELIGIOUS
—OBJECT	—IN PROCESS	X YES: RESTRICTED	—GOVERNMENT	—SCIENTIFIC
	—BEING CONSIDERED	—YES: UNRESTRICTED	—INDUSTRIAL	—TRANSPORTATION
		—NO	—MILITARY	—OTHER:

4 OWNER OF PROPERTY

NAME: Mr. R.Stewart Rauch, Chairman, Board of Directors, PSFS

STREET & NUMBER: 12 South 12th Street (215) 629-2131

CITY, TOWN: Philadelphia — VICINITY OF

STATE: Pennsylvania 19107

5 LOCATION OF LEGAL DESCRIPTION

COURTHOUSE, REGISTRY OF DEEDS, ETC.: Philadelphia City Hall

STREET & NUMBER: Broad and Market Streets

CITY, TOWN: Philadelphia

STATE: Pennsylvania

6 REPRESENTATION IN EXISTING SURVEYS

TITLE

DATE

—FEDERAL —STATE —COUNTY —LOCAL

DEPOSITORY FOR SURVEY RECORDS

CITY, TOWN

STATE

7 DESCRIPTION

CONDITION		CHECK ONE	CHECK ONE
X EXCELLENT	__DETERIORATED	X UNALTERED	X ORIGINAL SITE
__GOOD	__RUINS	__ALTERED	__MOVED DATE_____
__FAIR	__UNEXPOSED		

DESCRIBE THE PRESENT AND ORIGINAL (IF KNOWN) PHYSICAL APPEARANCE

The PSFS Building, with its 36 stories, is 491 feet high, and is the tallest office building in the Philadelphia area. It is surpassed in height only by William Penn's statue atop the City Hall Building, which rises 547 feet above the city.

The Building contains 374,628 square feet of office space, of which 112, 723 are occupied by the Society and 228,867 are available for rental to tenants. In addition, it has 28,755 square feet of rentable store space at the street and basement levels and 4,283 square feet of roof space. More than 2,000 persons work within its walls.

The innovative design placing the banking facility on the second floor required a heavy truss to carry the office tower. Structural columns for the tower rise four abreast from a 16-1/2 foot deep truss that spans the banking floor in a 63 foot span. The plan of the building rests on the contrast between open space at the slab and a high density of subdivisions in the tower. Howe said later "the functioaal architect delights in the huge torso swaying on tendoned ankles. He would no more attach false stone pedestals on them than he would put lead shoes on Pegasus." The supports of the major truss provide the monumental columns appropriate for a banking floor."[4]

The designs underwent several transformations, with Wilcox, the president of the bank, working closely with Howe and Lescaze. It was Wilcox who insisted on the final vertical character of PSFS. For all of its seemingly clear, smooth, simple surfaces and lines, the building is enormously complex beneath its finish. William Jordy has given the most precise structural analysis.

ARCHITECTURAL ANALYSIS OF THE PROPOSED BUILDING FOR THE PHILADELPHIA SAVING FUND SOCIETY AT 12TH & MARKET STREETS.[15]

The design for the Society's building may be described in a general way as 'modern' in tendency.

In applying the word 'modern' to a type of design, however, it is essential to distinguish between two tendencies in modernism which are diametrically opposed to each other. In the one, which may be called 'functional', the forms are allowed to grow out of the requirements of our civilization and the modern technique of building as developed in various trades, architectural or other. The result is a democratic community architecture, applicable to every problem, whether commercial or monumental. This architecture, though limited in the number of its examples, has been consistently and successfully applied to every type of building since the war, and bids fair to establish that recognizable and coherent modern style which has so long been heralded in vain. In the other tendency, which may be called 'decorative', forms are applied without relation over utilitarian and structural functions at the whim of the individual designer. The result is an individualistic and pseudo-aristocratic decoration, rather than an architecture, without any framework of basic principles. It includes all those sporadic and eccentric manifestations popularly called 'modernistic' and has shown no consistent development.

The design of the present building follows the first tendency. Though at first sight it may appear to be based on a search for startling and original forms an examination will show that on the contrary every element is the result of a careful search for the best solution of the economic and structural problem.

Since the exterior is a result of the interior economic and structural functions these must be given first consideration. In the financial analysis the reasons for and financial results of laying out a building containing three superposed elements, store spaces, banking space and twenty-seven floors of office space have already been discussed. It has also been shown that the cost of the building

[4]PSFS pamphlet, p. 5

8 SIGNIFICANCE

PERIOD	AREAS OF SIGNIFICANCE -- CHECK AND JUSTIFY BELOW			
__PREHISTORIC	__ARCHEOLOGY-PREHISTORIC	__COMMUNITY PLANNING	__LANDSCAPE ARCHITECTURE	__RELIGION
__1400-1499	__ARCHEOLOGY-HISTORIC	__CONSERVATION	__LAW	__SCIENCE
__1500-1599	__AGRICULTURE	__ECONOMICS	__LITERATURE	__SCULPTURE
__1600-1699	X ARCHITECTURE	__EDUCATION	__MILITARY	__SOCIAL/HUMANITARIAN
__1700-1799	__ART	X ENGINEERING	__MUSIC	__THEATER
__1800-1899	X COMMERCE	__EXPLORATION/SETTLEMENT	__PHILOSOPHY	__TRANSPORTATION
X 1900-	__COMMUNICATIONS	__INDUSTRY	__POLITICS/GOVERNMENT	__OTHER (SPECIFY)
		__INVENTION		

SPECIFIC DATES 1932 BUILDER/ARCHITECT George Howe and William Lescaze

STATEMENT OF SIGNIFICANCE

The PSFS building is perhaps the most important skyscraper built in America between the Chicago School of the 1880's-1890's and the International Style of the 1950's. It is one of the most carefully executed buildings of modern times. PSFS evolved from theories of European modernism, but also spawned ideas that are finally being accepted today.

One of the most remarkable qualities of the building is its timelessness--it hasn't aged nor gone "old-fashioned." PSFS was a great structure from the time of its first conception because the bank was willing to permit the best and it hired a fine architect, who had the opportunity, rare in any architect's career, to do his very best. The fabric is of the most luxurious materials--stainless steel, many varieties of marble, rare woods and leather--the kind of building nobody can afford to build, even at the time it was built.

William Jordy has written: "Although it [PSFS] does epitomize the coming [to America] of the European functionalist style of the twenties, this event occurred so late as to make it seem more of a synthesis of previous developments than a herald of new departures. Yet, . . . as a synthesis, then as an American synthesis, PSFS is worthy of study today. . . . it is rather more innovative than its appearance, date, and provincial position suggest . . . PSFS is not even quite the unadulterated exemplar of the International Style that it seems to be. It depends as well on Beaux-Arts theory, which it ostensibly repudiates."[1]

The PSFS achievement was the result of a unique client-architect relationship. This savings bank is America's oldest mutual savings bank, founded in 1816 to "afford a profitable mode of investment to mechanics, tradesmen, laborers, servants and others . . . . PSFS has served generations of immigrants, once employing tellers who spoke five languages. . . it is one of the largest savings banks in the United States with the largest number of customer accounts. That the Philadelphia Savings Fund Society, an old and conservative Philadelphia institution, commissioned and built the most radical departure from traditional bank architecture in a century is due primarily to one man, James M. Willcox, president of PSFS from 1924-34."[2]

[1]William Jordy, "PSFS: Its Development and Its Significance in Modern Architecture," Journal of the Society of Architectural Historians, Vol. XXI, no. 2, May,'62,p.47-48
[2]"The PSFS Building" Pamphlet, May, 1976, page 4.

9 MAJOR BIBLIOGRAPHICAL REFERENCES

The PSFS Building, pamphlet, May, 1976.
Jordy, William. PSFS: Its Development and Its Significance in Modern Architecture. Journal of the Society of Architectural Historians, May, 1962, Vol. XXI, No. 2.
Stern, Robert A. M. George Howe: Toward an American Architecture. Yale University Press, New Haven, 1975.

10 GEOGRAPHICAL DATA

ACREAGE OF NOMINATED PROPERTY less than one acre

UTM REFERENCES

	ZONE	EASTING	NORTHING
A	18	486280	4422180
B			
C			
D			

VERBAL BOUNDARY DESCRIPTION

The PSFS Building is located at the S.W. corner of 12th and Market Streets in Philadelphia. It occupies 144' 3-1/4" fronting on Market Street and 183' 4-1/4" fronting on S. 12th Street. Immediately adjacent to this property is PSFS Plaza, which occupies 132' fronting on Clover Street and 143' facing on S. 12th Street.

LIST ALL STATES AND COUNTIES FOR PROPERTIES OVERLAPPING STATE OR COUNTY BOUNDARIES

STATE	CODE	COUNTY	CODE
STATE	CODE	COUNTY	CODE

11 FORM PREPARED BY

NAME / TITLE
Carolyn Pitts, Architectural Historian

ORGANIZATION
Historic Sites Survey/NPS

DATE
7/27/76

STREET & NUMBER
1100 L Street, N.W.

TELEPHONE
202-523-5464

CITY OR TOWN
Washington, D.C. 20240

STATE

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.

FEDERAL REPRESENTATIVE SIGNATURE

TITLE DATE

FOR NPS USE ONLY
I HEREBY CERTIFY THAT THIS PROPERTY IS INCLUDED IN THE NATIONAL REGISTER

DATE

DIRECTOR, OFFICE OF ARCHEOLOGY AND HISTORIC PRESERVATION
ATTEST: DATE

KEEPER OF THE NATIONAL REGISTER

per cubic foot and per square foot of gross rentable area is reasonable in view of its character. It remains to be shown in the larger economic sense that

1. the working-spaces are first class as regards availability, light, and mechanical equipment, for the operations of the Society and to attract tenants to the stores and offices, and that

2. the working-spaces and communications are distributed in the most convenient relations to each other to meet the requirements of the problem.

THE STORE SPACES

These spaces consist of uninterrupted floor areas which may be subdivided in any way to suit the tenants. Those at the subway level are approached by an extension of the subway platform on the south side of Market Street, connecting both the 11th and 13th Sts. stations, and connected in its turn by a passage over the tracks to the north platform and to the P[hiladelphia] & R[eading] terminal. A sidewalk vault leads from the platform along the entire 12th Street front of the building and gives direct underground access to the elevator lobby of the office space. The subway stores have continuous show windows on the platform and the sidewalk vaults. The store space at the street level is also provided with continuous show windows on Market and 12th Streets, so that any portion divided from the remainder will be as advantageous as any other. In other words the store space is 100% available and desirable.

THE BANKING SPACE

The main banking room on the 2nd floor, above the stores, is 100% available and lighted by continuous windows on two street fronts. To overcome any possible disadvantage arising from the fact that it is situated 20'0" above the sidewalk level an imposing entrance, marked by an electric sign, is provided on Market Street. In order not to obstruct the floor area the only location for the entrance is at the N. W. corner of the building. With its sign it will serve as an indicator to depositors. It leads to a large vestibule in which the depositor has the choice of approaching the banking floor in three ways: by a wide stair, by escalator, or by elevator. Behind the vestibule in the dark corner of the building are situated the various necessary conveniences for the public and the banking force. Above these are two mezzanines for additional working space, and a safe deposit department of ample proportions in a third mezzanine extending over the vestibule and partially over the ceiling of the banking room. These spaces are conveniently accessible from the banking floor by stairs and elevators and also directly from the elevator lobby of the office space if desired. A special elevator may be assigned at certain times of day to tenants who rent safe-deposit boxes from the Society, so that they may obtain direct access to the safe-deposit department.

The officers are placed at the S. E. corner of the building over the entrance to the elevator lobby of the office space in two fully lighted floors which are connected by a private staircase and elevator. The President's room on the second floor has direct access to the mezzanines, an advantage in case the society should ever wish to establish special departments under his supervision in these overflow working spaces.

The third floor, which consists of ordinary working space, may be used in the future to house administrative departments should they prove necessary or desirable, and is conveniently accessible by the same means as the mezzanines.

THE OFFICE SPACE

The form of the tower containing the twenty-seven floors of office space is the result of a careful study. It provides the maximum amount of rentable area per floor given the definite requirements of 100% light and sound economic office depths. As previously explained a further requirement in the present problem is uninterrupted floor area at the lower levels for banking and store purposes, as well as a bank entrance on Market Street at the N. W. corner of the building. Only the S. E. corner of the building, therefore is left available for the entrance to the elevator lobby and its location at this point is dictated by necessity.

The lobby at all floors with elevators on both sides is in direct communication with the office space. The block of building containing the lobby runs across the entire width of the property and provides additional office spaces with ideal north light at both ends of the lobby.

The tower is set back about twenty feet on the 12th St. front and about forty feet on the party line, assuring 100% light to all offices for all time, even if tall buildings are subsequently erected on both sides. Continuous windows running from sill to ceiling assure a maximum use of the available light.

The fourth and fifth floors are somewhat differently disposed from the floors above. They cover a large part of the lot and provide bulk space for administrative purposes or for use as a mart.

Every floor of office space is 100% available and no valuable rentable area or idle dollars are wasted in meaningless set backs, breaks, pinnacles, or domes.

EXTERIOR

The exterior form and appearance of the building are a result of meeting all the economic conditions without compromise. An expression has been sought based not on any preconceived traditional form but on the actual conditions of the modern office building problem. In order to obtain 100% glass area throughout all working-spaces the columns have been set back from the outside wall.

Complete daylight is thus assured at the window line and less obstruction to light in the rear portions of the offices and other working-spaces, as well as continuous show-windows for the store spaces. The additional light obtained more than compensates for any obstruction the columns may offer in bulk spaces. In normal offices the columns will be contained in the partitions.

The result is a sound economic working building which acknowledges itself frankly as such instead of pretending to be a temple or a cathedral. Steel construction has made such a design possible and the result of following out the possibilities it offers to their logical conclusion is a building which announces itself to the seeing eye as a steel skeleton on which the outer shell of masonry and glass is suspended independently. No false stone piers or buttresses interfere with the economic availability of the working spaces.

The relative importance of the banking facilities of the Society has been emphasized by keeping the show windows of the store spaces low and by frankly expressing and accenting the steel trusses which span the banking room in a broad band above the continuous banking room window. These trusses actually occupy in height the entire space indicated by the band, and the voids between them are occupied by the necessary mechanical equipment for the heating and ventilation of the stores and banking facilities. This frank introduction of apparent weight where it belongs in a steel building, instead of at the base where it is demanded by stability in a masonry building, as well as the absence of all vertical elements in the tower, accentuates the significance of steel construction and eliminates the feeling of unsatisfactory support produced by buildings in which large glass areas at the base apparently carry solid masonry walls or vertical piers.

The whole design is given coherence by the treatment of the various elements in their logical forms. The block containing the vertical communications, elevators and stairs, is treated as a vertical spine. To this the superposed horizontal spaces which house the stores, banking-room and office floors are attached more or less like ribs of varying character and importance. Thus the exterior is made significant of the internal functions.

It has been stated above that the cost of the building, 84c per cu.ft. including subway approaches, bank finish, and other non-revenue-producing elements and $11.32 per sq.ft. of gross rentable area, is low.[16] The economy in construction has been obtained by intelligent planning. The finish of the building, while not extravagant, is more than adequate to its character. The base is of dark gray polished granite up to the top of the banking room, the tower is of light gray[17] limestone, and the elevator lobby block of good quality brick in black and gray. The interior will be finished in sound practical materials of good design, simply and without extravagance. The whole scheme of materials and color will be sober and harmonious.

In conclusion the architects state it as their conviction that economic pressure will make the development of buildings of similar design inevitable in the immediate future, and agree with Mr. R. J. Seltzer and Mr. Scott of the George A. Fuller Co. that all buildings not so designed will be obsolete before long. In the keen competition for tenants the production of ideal working spaces at reasonable construction costs is essential. Furthermore, though the design is not intended to startle, it will inevitably do so until the public has overcome the long-standing optical habit of judging beauty in architecture according to standards of masonry stability instead of steel flexibility. It will therefore be spoken of from one end of the country to the other. Though some of the comment it will cause will be unfavorable at first it cannot fail to elicit praise from intelligent architects, real estate men and builders. Both praise and blame will serve as valuable free publicity and tenants will flock to share in the notoriety of the Society's building. Marble halls and fantastic domes have been overdone and no longer excite the public's interest. They have had their day. An era of sound and handsome but 100% practical building is at hand.

ARCHITECTURAL DESIGN OF THE PROPOSED P.S.F.S. BUILDING AT 12TH & MARKET STREET[18]

The design is 'modern' in the sense that it is based on economic and structural logic. It is, however, subdued and dignified in ornament and coloring.

The plan achieves the following:

1. 100% clear and available floor space and show-windows for stores
2. 100% clear and available floor space and light for banking purposes
3. 100% clear and available floor space and light for offices
4. Ample elevator service, lobbies, and other communications

The height is determined as nearly as possible scientifically. Approximately twenty-five office floors appear to be a reasonable number to assume in the district and on the property according to experience. The assumption is justified in the present design which contains twenty-seven. It meets the various tests applied to office buildings as follows:

a. Cost per cu.ft. 84c everything inc.
Fuller Bldg. 95c
Chrysler Bldg. 1.00
Girard Trust—new 90c

None of these buildings contains a banking room or includes subway approaches and other items in the PSFS. Bldg.

b. Cost per sq. ft. of gross rentable area 11.32
Average of five similar new buildings 16.29

c. Cost of steel required per cu.ft. is very reasonable.

d. The elevator service is ample yet does not occupy a disproportionate area of the tower.

e. The relation of one sq.ft. of rentable area to every 14 cu.ft. of content is good.

f. The relation of the cost of the building to the land is 6.6 to 4.8 or about 1.4. The rule of relation is 1.5. However this relation is limited by the size of the lot and the amount of rentable area it is reasonable to provide in the district.

The elevation is a result of meeting all economic and utilitarian requirements without compromise. It possesses the beauty and dignity of an honest piece of work. It does not aim to compete with temples and cathedrals designed for non-utilitarian purposes. Its character seems peculiarly appropriate to the ideals of the Philadelphia Saving Fund Society.

GH

JOB: 1200 MARKET STREET

Memo: Mr. Howe
To Mr. Willcox Dec. 2nd, 1930

Remarks regarding Scheme 7:

Up to the present only the external structural appearance of the building as affected by the use of internal or external supports has been discussed.

In discussing the overhang of the office tower as shown on Scheme 7 we are touching on the functional and structural foundation of the design.[19]

This overhang is the result of solving the economic problem. It can be done away with in only two ways:

1. By bringing the columns supporting the banking room out to the building line. If this is done the show windows will be reduced to the size of the spaces between the columns and the view of them from the street will be obstructed. The desirability of the stores will be greatly impaired as in the notorious case of the Fidelity Building.[20]

2. By placing the face of the tower four feet back of the building line on the same vertical plane as the curtain wall of the banking-room. If this is done the rentable area will be reduced about 280 sq.ft. per floor or 7,000 sq.ft. for 25 floors, representing a rental loss of $17,500 a year. The reduction in area takes place in the most desirable space in the building.

The overhang, which is small in size as compared to the volume of the whole building, amounting to no more than a single cornice member in many existing buildings, is nevertheless vital from an economic standpoint. From an architectural standpoint it is also vital as expressing the intelligent moulding of a building to its purpose.

When the present scheme was undertaken you asked me if I could design a good bank building with stores below and offices above. I answered yes on the assumption that the possibilities of steel construction could be more boldly developed than they have been up to the present. If a stone tradition is imposed on the steel design the result cannot be entirely satisfactory either economically or architecturally.

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33rd Floor of PSFS Building

Along the hallway to the Board Room and Solarium are hat and coat hooks for the members of the Board of Trustees and the senior officers of the Society.

On the wall of the foyer is a chart listing the Presidents and Trustees of the Society through the years and their seat numbers at the Board table. It shows a sketch of the 7th and Walnut Streets office and lists locations of other offices and dates on which they were opened.

Displayed on the Macassar ebony and rotary walnut walls of the Board Room are portraits of the founders and Presidents of the Society. Of special interest are those of Condy Raguet (second on the right upon entering the Board Room), chief among the founders; and of R. Stewart Rauch, Jr., PSFS President from 1955 to 1971, now Chairman, whose portrait hangs on the (south) wall, immediately to the left of the entrance.

The unusual oval Board table has a veneer of Macasser ebony, a wood imported from the Isle of Celebes in the South Pacific.

On the back of each chair at the Board table is a plaque showing its number and the name of the Trustees in the past who held that chair dating back to 1816, the year of the Society's founding. The small plaque on the top of each chair bears the name of the incumbent Trustee and year he was first appointed.

On a clear day, the adjoining Solarium affords a view of approximately 20 miles. The west wall of the Solarium is of Italian travertine marble.

The PSFS sign on top of the Building, with letters 27 feet high, can be seen for more than 20 miles on a clear night. It is one of Philadelphia's best-known beacons, and was originally illuminated 24 hours a day, 7 days a week, from November through April; from May through October, dusk to dawn. In an effort to conserve energy during the current energy crunch, however, PSFS has curtailed its illumination to three hours a day--8 p.m. to 11 p.m.

Atop the Building, the Bell Telephone Company maintains a 258-foot tower on which are mounted various "dishes" and "whips" (antennae) for receiving and relaying TV and radio-telephone signals. Also mounted on this tower is the transmission antenna for station WMMR-FM.

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Willcox was to take an enthusiastic and active part in the design process and is now generally credited with the final appearance of the tower. The PSFS board was able to be quite comfortable with George Howe, who was a member of the firm Mellor, Meigs and Howe. This firm had designed elegant Main Line estates in "English" and "French Chateau" styles for Philadelphia's most fashionable families (Howe called this his "Wall Street Pastoral"period). Howe also did two branch banks for PSFS in 1924-26 in the Beaux Arts idiom. Willcox knew Howe personally, and although he did not favor "modern" he was practical--he wanted a major banking office combined with rentable space. The final design incorporates the second floor banking facility with street level stores and an office tower that has had a consistently high rental since its completion. George Howe, in one great leap, became a modern architect. Jordy writes: "that a man of his years in a conservative milieu could have ventured so boldly and astutely into an enterprise new to his experience is extraordinary. When Philadelphians praised PSFS to Howe, he frequently waved aside the compliments with, 'It's Mr. Wilcox's building.' " [3]

Howe left Mellor and Meigs to form a partnership with the Swiss architect, William Lescaze in 1929. Lescaze had come to America in 1920 and had designed the Paris Modern interiors for the Macy's Exposition in 1928--his familiarity with modern European forms was of great value to the new partnership. In the final design, Lescaze created the base of the building carrying the off center tower and the peripheral entrances to bank and offices with a sleek curve that is derived from Cubist composition. The curve was expanded to wrap around eight stories enclosing the base of the cantilevers and increased the amount of usable space creating an economic advantage over an earlier, more bulky scheme.

The PSFS building was the second skyscraper in the United States to be completely air conditioned. Elevators were designed by Otis, electronically controlled, they still function swiftly, silently and well. The building is design controlled down to the smallest detail, from the use of varied marble panels, bathroom fixtures, graphics used for signs, to the clocks, manufactured by Cartier. The most luxurious rooms are on the roof where the Board of Directors meet; rich woods, brass fixtures and sliding walls of ebony and walnut make the area ceremonial yet warm and inviting. Tubular steel furniture was designed and custom made for the banking floor. All this is even more remarkable because the stock market crash

[3]Jordy, p. 50.

had occurred and depression gripped the country--yet construction went ahead. The final total cost was $8,000,000.

Technically superb, innovative in the use of materials and equipment, PSFS is the undisputed masterpiece of George Howe and William Lescaze and a landmark in the history of architecture in America.

Form No. 10-300a
(Rev. 10-74)

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CONTINUATION SHEET ITEM NUMBER PAGE

Photographs and Their Descriptions

Location: PSFS, Philadelphia, Pa.

Photo credit: PSFS

Photos: 1. Banking Floor

2. Banking Floor

3. Banking Floor

4. Board Room

5. Facade

GPO 892 455