

UNITED STATES DEPARTMENT OF THE INTERIOR  
NATIONAL PARK SERVICE

FOR NPS USE ONLY  
RECEIVED JUN 21 1977  
DATE ENTERED DEC 22 1977

NATIONAL REGISTER OF HISTORIC PLACES  
INVENTORY -- NOMINATION FORM

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

1 NAME

HISTORIC \*\*  
"Breidenhart," name given by Samuel L. Allen

AND/OR COMMON  
Lutheran Home at Moorestown (since 1947 to present)

LOCATION

STREET & NUMBER  
255 East Main Street

NOT FOR PUBLICATION  
CONGRESSIONAL DISTRICT  
6th District

CITY, TOWN  
Moorestown

VICINITY OF

STATE  
New Jersey

CODE  
34

COUNTY  
Burlington

CODE  
005

CLASSIFICATION

CATEGORY	OWNERSHIP	STATUS	PRESENT USE
<input type="checkbox"/> DISTRICT	<input type="checkbox"/> PUBLIC	<input checked="" type="checkbox"/> OCCUPIED	<input type="checkbox"/> AGRICULTURE <input type="checkbox"/> MUSEUM
<input checked="" type="checkbox"/> BUILDING(S)	<input checked="" type="checkbox"/> PRIVATE	<input type="checkbox"/> UNOCCUPIED	<input type="checkbox"/> COMMERCIAL <input type="checkbox"/> PARK
<input type="checkbox"/> STRUCTURE	<input type="checkbox"/> BOTH	<input type="checkbox"/> WORK IN PROGRESS	<input type="checkbox"/> EDUCATIONAL <input type="checkbox"/> PRIVATE RESIDENCE
<input type="checkbox"/> SITE	<b>PUBLIC ACQUISITION</b>	<b>ACCESSIBLE</b>	<input type="checkbox"/> ENTERTAINMENT <input type="checkbox"/> RELIGIOUS
<input type="checkbox"/> OBJECT	<input type="checkbox"/> IN PROCESS	<input checked="" type="checkbox"/> YES: RESTRICTED	<input type="checkbox"/> GOVERNMENT <input type="checkbox"/> SCIENTIFIC
	<input type="checkbox"/> BEING CONSIDERED	<input type="checkbox"/> YES: UNRESTRICTED	<input type="checkbox"/> INDUSTRIAL <input type="checkbox"/> TRANSPORTATION
		<input type="checkbox"/> NO	<input type="checkbox"/> MILITARY <input checked="" type="checkbox"/> OTHER: Home for Aged

OWNER OF PROPERTY

NAME  
Lutheran Home of New Jersey, Inc., Rev. Ralph I. Shockey, Director

STREET & NUMBER  
255 East Main Street

CITY, TOWN  
Moorestown

VICINITY OF

STATE  
New Jersey

LOCATION OF LEGAL DESCRIPTION

COURTHOUSE,  
REGISTRY OF DEEDS, ETC.  
Burlington County Clerk's Office

STREET & NUMBER  
County Office Building, 49 Rancocas Road

CITY, TOWN  
Mount Holly

STATE  
New Jersey

6 REPRESENTATION IN EXISTING SURVEYS

TITLE  
New Jersey Historic Sites Inventory

DATE  
1977  
FEDERAL STATE COUNTY LOCAL

DEPOSITORY FOR  
SURVEY RECORDS  
109 West State Street

CITY, TOWN  
Trenton

STATE  
New Jersey

# 7 DESCRIPTION

CONDITION		CHECK ONE	CHECK ONE
<input checked="" type="checkbox"/> EXCELLENT	<input type="checkbox"/> DETERIORATED	<input type="checkbox"/> UNALTERED	<input checked="" type="checkbox"/> ORIGINAL SITE
<input type="checkbox"/> GOOD	<input type="checkbox"/> RUINS	<input checked="" type="checkbox"/> ALTERED	<input type="checkbox"/> MOVED      DATE _____
<input type="checkbox"/> FAIR	<input type="checkbox"/> UNEXPOSED		

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## DESCRIBE THE PRESENT AND ORIGINAL (IF KNOWN) PHYSICAL APPEARANCE

Breidenhart is a rambling castelated house, set on 10 acres of landscaped ground in the residential section of Moorestown, New Jersey. Built in 1894, the 2 1/2 story house has a Queen Anne plan, laid up in Romanesque rockface stone. The ground floor is dominated by a huge central living hall, which has a polygonal corner turret and rear polygonal library on the west, and a protruding irregularly shaped dining room and service wing on the east. The 2 story service wing shoots away from the main block of the house at 45 degrees. Although the main facade faces south, the principal entrance is on the west through the corner turret. There is also a side carriage port. At one time the second floor had a bedroom above each of the ground floor spaces, but many of these have been subdivided. The third floor occurs under a wide and generous garret with three full stories in the corner turret.

In the 1920's Eldridge Johnson added a rear solarium with an access passage and a bedroom with a rear balcony on the second floor.

Most of the interior woodwork is the result of Johnson's remodeling efforts. The living hall has built-in bookshelves, raised paneling, and a Jacobean fireplace. The room's most notable feature is the elaborate plaster ceiling of Elizabethan strap work with inscribed rosettes and patera. The dining room has the most elaborate paneling in the house with carved pointed arches resting upon engaged columns. The brick fireplace is set within an elliptical niche. The rear library also has raised paneling with shallow niches surmounted by carved strapwork. The diminutive half pace stair is distinguished by a carved lion which rests upon the newel post.

The wildly undulating exterior has a thin pastry-like quality despite the rockface stonework. The corner turret has a crenellated top and a side entrance under a gable. The room above the living hall is lit by a huge oriel window which occurs next to the turret. All other windows are set within the stone walls with casements and leaded panes. Most of the major rooms have fireplaces. These are all serviced by two major flues which emerge from the pitched roof near the center of the main facade, in a pair of massive chimneys. The roof covering is tile.

# 8 SIGNIFICANCE

PERIOD	AREAS OF SIGNIFICANCE -- CHECK AND JUSTIFY BELOW			
<input type="checkbox"/> PREHISTORIC	<input type="checkbox"/> ARCHEOLOGY-PREHISTORIC	<input type="checkbox"/> COMMUNITY PLANNING	<input type="checkbox"/> LANDSCAPE ARCHITECTURE	<input type="checkbox"/> RELIGION
<input type="checkbox"/> 1400-1499	<input type="checkbox"/> ARCHEOLOGY-HISTORIC	<input type="checkbox"/> CONSERVATION	<input type="checkbox"/> LAW	<input type="checkbox"/> SCIENCE
<input type="checkbox"/> 1500-1599	<input type="checkbox"/> AGRICULTURE	<input type="checkbox"/> ECONOMICS	<input type="checkbox"/> LITERATURE	<input type="checkbox"/> SCULPTURE
<input type="checkbox"/> 1600-1699	<input checked="" type="checkbox"/> ARCHITECTURE	<input type="checkbox"/> EDUCATION	<input type="checkbox"/> MILITARY	<input type="checkbox"/> SOCIAL/HUMANITARIAN
<input type="checkbox"/> 1700-1799	<input checked="" type="checkbox"/> ART	<input type="checkbox"/> ENGINEERING	<input checked="" type="checkbox"/> MUSIC	<input type="checkbox"/> THEATER
<input checked="" type="checkbox"/> 1800-1899	<input checked="" type="checkbox"/> COMMERCE	<input type="checkbox"/> EXPLORATION/SETTLEMENT	<input type="checkbox"/> PHILOSOPHY	<input type="checkbox"/> TRANSPORTATION
<input checked="" type="checkbox"/> 1900-	<input type="checkbox"/> COMMUNICATIONS	<input type="checkbox"/> INDUSTRY	<input type="checkbox"/> POLITICS/GOVERNMENT	<input type="checkbox"/> OTHER (SPECIFY)
		<input type="checkbox"/> INVENTION		

SPECIFIC DATES 1892 BUILDER/ARCHITECT Walter Smedley

## STATEMENT OF SIGNIFICANCE

Breidenhart was owned by 2 men who became important both as inventors and as tycoons. Samuel L. Allen developed and produced the "Flexible Flyer" steerable sled. Eldridge R. Johnson, founder of the Victor Talking Machine Company, built a business empire which dominated the American Phonograph and record industry for nearly 30 years.

Walter Smedley was a notable architect of his generation. His design for Breidenhart is an excellent example of the late 19th century rural mansion. It represents a major direction taken by the Queen Anne style, an increasingly medievalizing trend which led ultimately to the more correct manoral residences of the 1920's.

In 1894 Samuel Leeds Allen commissioned the architect Walter Smedley to design his new residence in Moorestown, which he christened "Breidenhart" or broad hearth stone.

Charles Miller, who helped plan Fairmont Park in Philadelphia, acted as consultant in the laying out and planting gardens.

# 9 MAJOR BIBLIOGRAPHICAL REFERENCES

1. Allen, Elizabeth, R. "Samuel L. Allen." Intimate recollections and letters. Privately printed. Franklin Printing Co., Philadelphia. 1920
2. Johnson, Mrs. Eldridge R. "Eldridge Reeves Johnson. (1867-1945) Industrial Pioneer". Privately printed and published. 1951.
3. DeCou, George. "Moorestown and Her Neighbors." 3rd Ed. Hist. Soc. Moorestown, Pubs. 1973.

# 10 GEOGRAPHICAL DATA

ACREAGE OF NOMINATED PROPERTY 10.88A Moorestown Tax Map Sheet #44 Block 282-C, Lot 25

UTM REFERENCES

A	18	505490	4424280	B	18	505690	4424050
	ZONE	EASTING	NORTHING		ZONE	EASTING	NORTHING
C	18	505490	4423940	D	18	505360	4424050
	ZONE	EASTING	NORTHING		ZONE	EASTING	NORTHING

VERBAL BOUNDARY DESCRIPTION

Begin at intersection of Pennsylvania Railroad tracks and Zelle Avenue; proceed east 730 ft.; thence N.N.W. to Main Street; thence, west 100 ft.; thence, S.E. 80 ft.; thence, W.S.W. to Zelle Avenue; thence, to R.R. tracks.

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

Nan Pillsbury, Ph.D.

ORGANIZATION

Historical Society of Moorestown

DATE

January, 1977

STREET & NUMBER

401 Mill Street

TELEPHONE

(609) 235-6080

CITY OR TOWN

Moorestown

STATE

New Jersey

# 12 STATE HISTORIC PRESERVATION OFFICER CERTIFICATION

THE EVALUATED SIGNIFICANCE OF THIS PROPERTY WITHIN THE STATE IS:

NATIONAL XX

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.

Deputy

STATE HISTORIC PRESERVATION OFFICER SIGNATURE

*[Handwritten Signature]*

TITLE

Assistant Commissioner

DATE

*6/18/77*

FOR NPS USE ONLY

I HEREBY CERTIFY THAT THIS PROPERTY IS INCLUDED IN THE NATIONAL REGISTER

DATE

*12/22/77*

DIRECTOR, OFFICE OF ARCHITECTURE AND HISTORIC PRESERVATION

ATTEST:

*[Handwritten Signature]*

KEEPER OF THE NATIONAL REGISTER

DATE

*12-21-77*

KEEPER OF THE NATIONAL REGISTER

UNITED STATES DEPARTMENT OF THE INTERIOR  
NATIONAL PARK SERVICE

**NATIONAL REGISTER OF HISTORIC PLACES  
INVENTORY -- NOMINATION FORM**

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CONTINUATION SHEET

ITEM NUMBER

PAGE

BREIDENHART (2)

Born in 1841, Samuel Allen enjoyed a varied and successful career as a farmer, inventor, and manufacturer. In 1871 he formed S. L. Allen and Co., a firm which manufactured farm equipment. Chief among its products were implements which Allen had developed himself, notably a fertilizer drill and a seed drill. Allen is perhaps best remembered for his invention of the "Flexible Flyer" steerable sled, which he patented in 1889. Sales were slow at first, but by Christmas 1915, Allen was reporting sales of 2000 sleds per day.

After Allen's death in 1918, Breidenhart was sold to Eldridge Reeves Johnson (1867-1945), founder and president of the Victor Talking Machine Co. of Camden, New Jersey. Johnson began his career as a machinist, and by 1894 he had gained control of the former John Scull machine shop in Camden. His manufacturing capability increased, while simultaneously he worked on improving the gramophone. Through shrewd business alliance, he gained control of every major patent relating to production and improvement of disc playing phonographs. After a series of court battles, which ended in 1901, the Victor Talking Machine Co. was formed. Johnson manufactured the "Victroler" under his famous trademark showing a fox terrier listening to a phonograph, with the caption "His Masters Voice."

During the early years of this century, Johnson instituted a policy to establish Victor as the nation's most prestigious record company. Europe's most famous musicians and vocalists were brought to Camden and paid enormous sums to help Johnson produce his "Red Seal" record series. The most notable of these was Enrico Caruso who made many records with Victor. The albums were expensive and elaborately packaged in leather folders. But they gained instant and lasting success. Under Johnson's leadership, Victor dominated the American record industry for much of the first third of the 20th century.

Johnson was at the height of his success when he purchased Breidenhart. He made a number of modifications which have already been described. Johnson commissioned Herman Dleiner, a locally important sculptor, to carve the new paneling. Johnson continued to live at Breidenhart until his death in 1945. Mrs. Johnson sold the house to the Lutheran Home of New Jersey in 1947 for \$30,000.

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CONTINUATION SHEET #1

ITEM NUMBER #9

PAGE

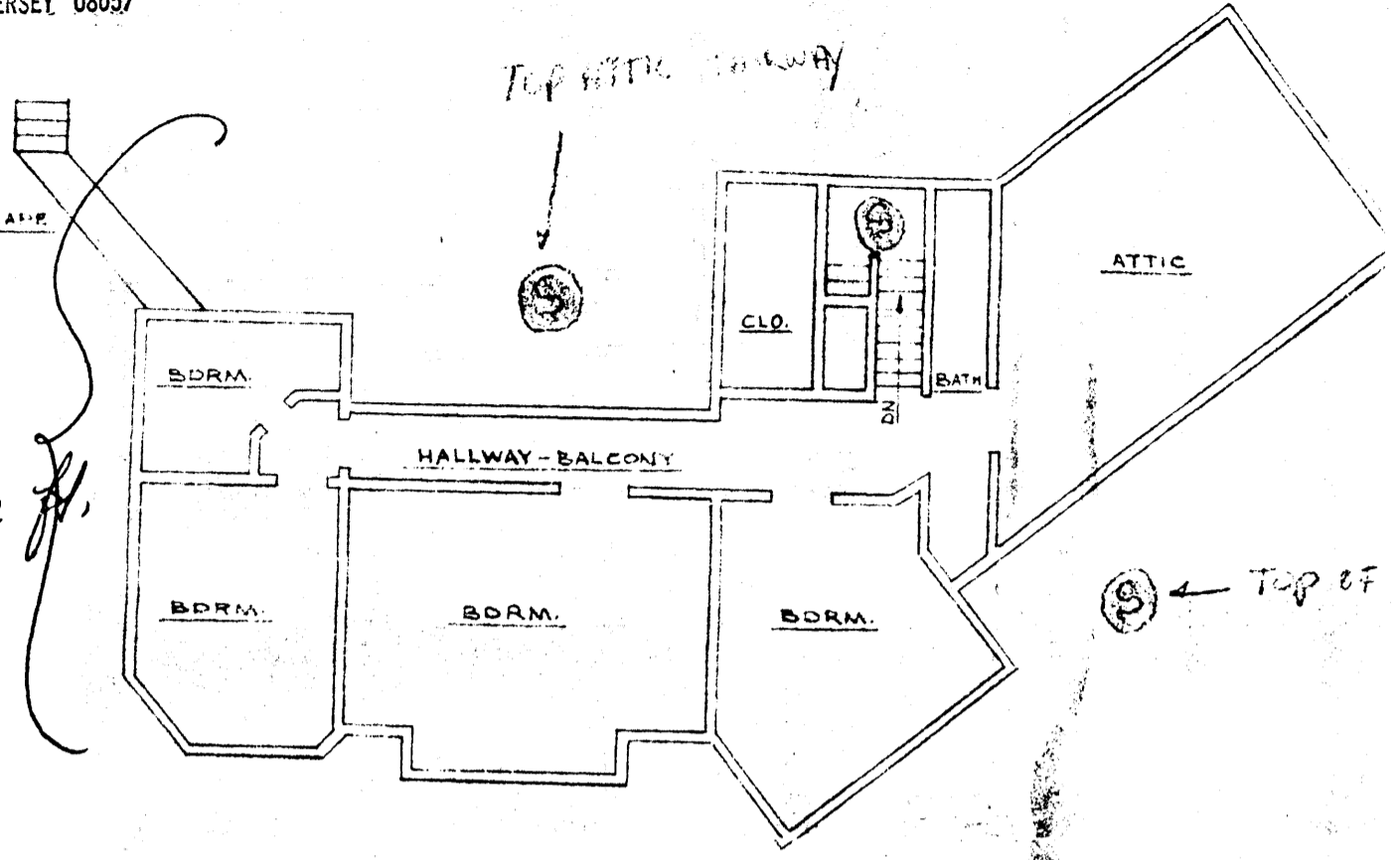
- 
4. Johnson, E. R. Fenimore. "His Master's Voice was Eldridge R. Johnson".  
Gold Star Publ Co. 1974.
  5. Pillsbury, N., Articles in newspaper News Chronicle, on Johnson. Feb. 12, 19,  
and March 4, 1976.
  6. Pillsbury, N., Article in newspaper News Chronicle, on Lutheran Home, entitled  
"Lutheran Home Has Varied History". Jan. 20, 1977.
  7. Title search of property and building in County records in Mt. Holly, N.J.  
by Nan Pillsbury.

BREIDENHART  
 MOORESTOWN  
 BURLINGTON COUNTY  
 NEW JERSEY

LUTHERAN HOME AT MOORESTOWN  
 THE REV. RALPH I. SHOCKEY, D.D.  
 255 EAST MAIN STREET  
 MOORESTOWN, NEW JERSEY 08057

3rd  
 FLOOR

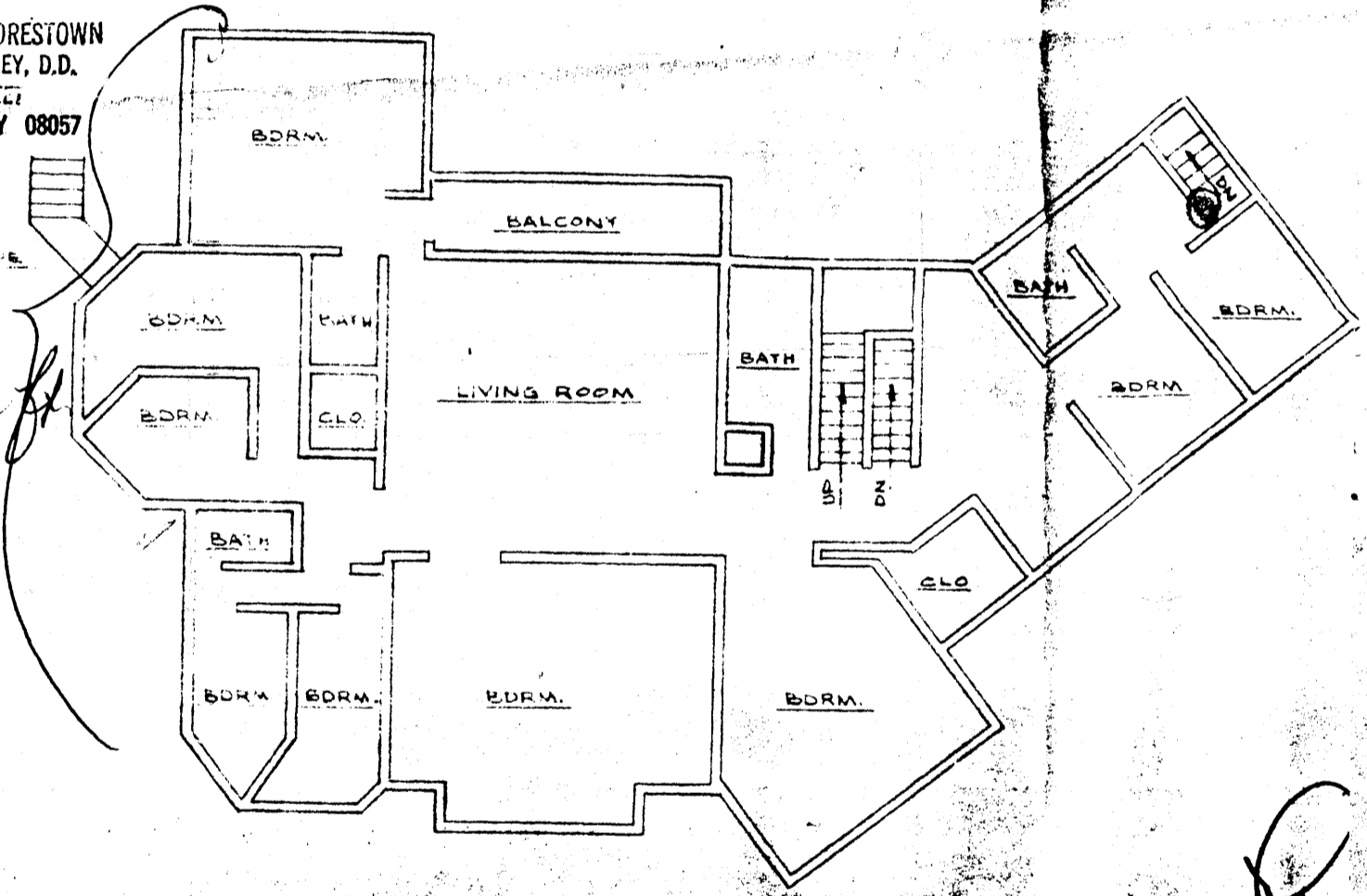
1377 sq ft.



LUTHERAN HOME AT MOORESTOWN  
 THE REV. RALPH I. SHOCKEY, D.D.  
 255 EAST MAIN STREET  
 MOORESTOWN, NEW JERSEY 08057

2nd  
 FLOOR

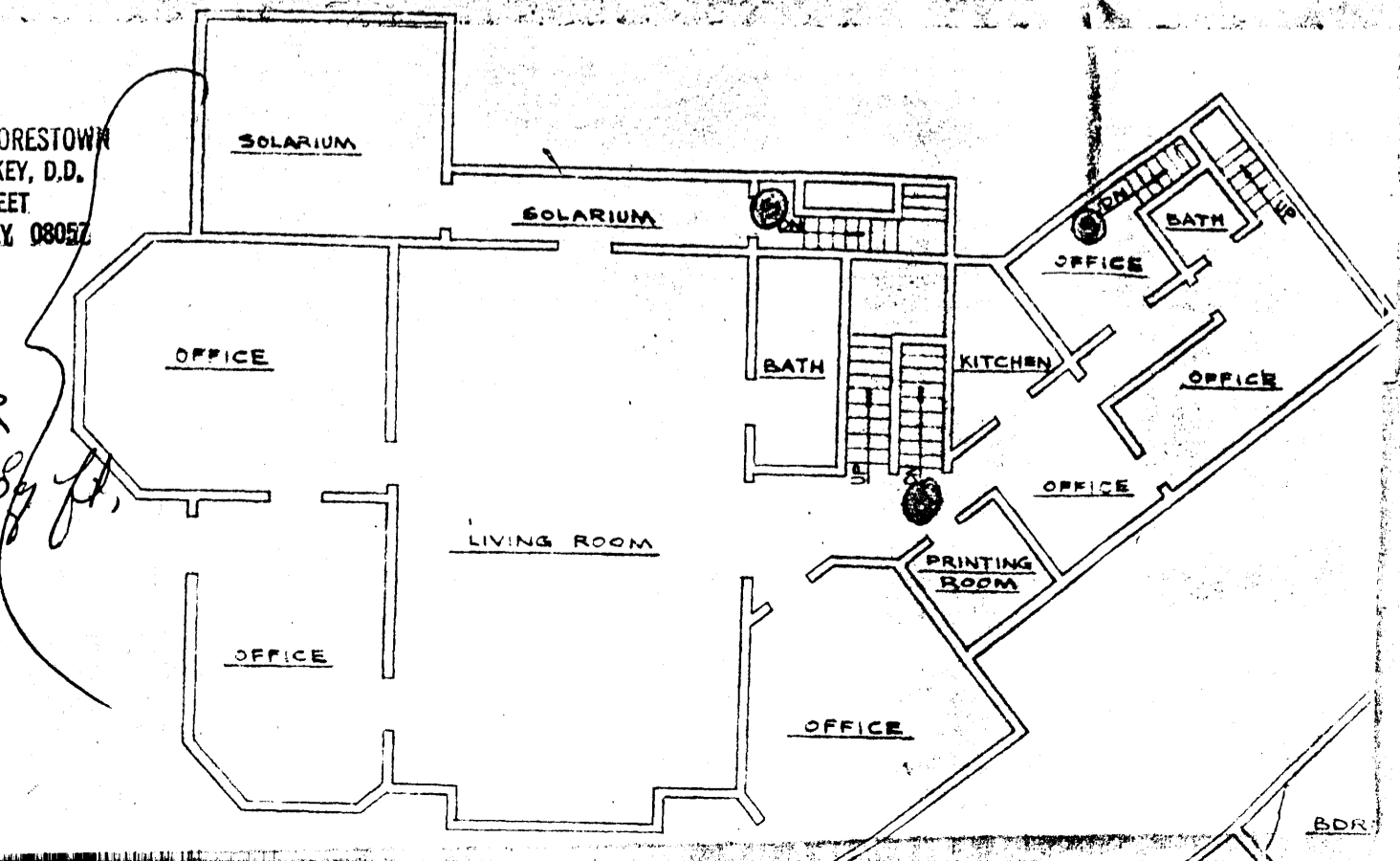
2301 sq ft.



LUTHERAN HOME AT MOORESTOWN  
 THE REV. RALPH I. SHOCKEY, D.D.  
 255 EAST MAIN STREET  
 MOORESTOWN, NEW JERSEY 08057

1st  
 FLOOR

2589 sq ft.



BREIDENHART  
MOORESTOWN  
BURLINGTON COUNTY  
NEW JERSEY

LUTHERAN HOME AT MOORESTOWN  
THE REV. RALPH I. SHOCKEY, D.D.  
255 EAST MAIN STREET  
MOORESTOWN, NEW JERSEY 08057

BASEMENT  
2140 Sq. ft.

