

United States Department of the Interior
National Park Service

56-1912

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: Howell & Brothers Paper Hangings Manufactory
Other names/site number: John Wanamaker's Warehouse, Frankford Candy & Chocolate Company Building
Name of related multiple property listing: NA

2. Location

Street & number: 2101 Washington 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Not For Publication: NA Vicinity: NA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

<p style="text-align: center;"><u><i>Andrew MacDonald</i></u></p>	<p style="text-align: center;"><u>11/3/2017</u></p>
<p>Signature of certifying official/Title:</p> <p><u>Pennsylvania Historical & Museum Commission</u></p> <p>State or Federal agency/bureau or Tribal Government</p>	<p>Date</p>
<p>In my opinion, the property <input type="checkbox"/> meets <input type="checkbox"/> does not meet the National Register criteria.</p>	
<p>Signature of commenting official/Title:</p>	<p>Date</p>
<p>State or Federal agency/bureau or Tribal Government</p>	

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:)

Patrick Andrews
Signature of the Keeper

12/21/2017
Date of Action

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5. Classification

Ownership of Property

- Private:
- Public – Local
- Public – State
- Public – Federal

Category of Property

- Building(s)
- District
- Site
- Structure
- Object

Number of Resources within Property

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

INDUSTRY/PROCESSING/EXTRACTION – Manufacturing Facility
COMMERCE/TRADE - Warehouse

Current Functions

VACANT/NOT IN USE

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7. Description

Architectural Classification: No Style

Materials:

Principal exterior materials of the property: Brick, Concrete

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 Howell & Brothers Paper Hangings Manufactory is located in the Graduate Hospital or Southwest Center City neighborhood of Philadelphia, occupying the entire block bounded by Washington Avenue to the south, South 21st Street to the east, Kimball Street to the north, and South 22nd Street to the west. At approximately 2.3 acres in area, the site, which is urban in nature and surrounded by low-rise industrial (or formerly industrial) properties along Washington Avenue, and modest rowhouses to the north, is located about three-quarters of a mile east of the Schuylkill River. The site contains one building consisting of seven interconnected brick sections that were constructed in stages between 1865 and 1970. Prominent features include a tall smokestack and a painted "Frankford Chocolate Company" sign (the name of the occupant in the latter part of the 20th century) on the south side of an early section. On the south side of the site, the areas on either side of Section 5 are open and are either fenced-off loading dock or parking areas. Except for an additional paved loading dock area at the northwest corner of the site, which is enclosed by a chain-link metal fence on the two open sides, all other portions of the site are covered by the seven sections of the building described below. There is no landscaping in or surrounding the complex. The property retains integrity, and clearly reflects its role as a major manufacturing facility constructed primarily in the second half of the 19th and early 20th centuries.

Narrative Description

Section 1 (1865 with 1880 addition)

The first and by far the largest portion of the complex is Section 1, which was built in 1865. This building served as the primary manufacturing space for Howell & Brothers, housing nearly every stage of the wallpaper production process. Constructed largely of heavy timber and faced entirely in red brick, the building is four-stories with a raised basement and spans the full length of the block, measuring about 400' long with 43 bays. The building was originally L-shaped in plan, with the short leg of the L extending fourteen bays on the east elevation (facing 21st Street) and the long leg running parallel to Washington Avenue. The first floor of the long portion of Section 1 (43 bays parallel to Washington Avenue) is largely obscured by the additions of Sections 2, 4, 5 and 6 (see photos #1-3). The window bays of the end elevations are visually divided into sets of two by slightly protruding brick piers or "pilasters" (see photos #5 and 9). On

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the west elevation, the building was originally only six bays wide, but a four-story addition in 1880 enlarged this side by an additional four bays (see photos #8 and 9). Although the original fenestration pattern remains apparent – there are consistent segmental arched openings in nearly all bays on all elevations – all window sash have been removed and the openings infilled with brick. On the first floor of the east elevation, at the north end, is a large rounded arch opening that spans two bays, which has been filled with brick, and a large square opening spanning two bays with a stone lintel and an overhead door (see photos #5 and 6). On the west elevation of the Section 1 addition, at its north end, is a one-story portion with a large square with an iron lintel that corresponds to the opening on the east elevation (see photo #9). Section 1 and its addition have a very low pitched gabled roof. On most sides, there is brick corbelling above the fourth floor windows. There are metal fire balconies and stairs on the north end of both the east and west elevations of Section 1 (see photos #5 and 6). Matching landings and stairs are on the west elevation of the Section 1 addition.

On the interior, Section 1 is largely open in plan on all floors. Nearly all parts of the building have diagonally-laid wood floors and exposed or painted brick perimeter walls. Much of the building's structural system is also exposed, but differs slightly between the 1865 building and the 1880 addition. Throughout the first floor of the 1865 building, there are cylindrical cast iron columns with flared capitals placed on a grid (see photos #14-16). The columns support steel I-beam girders, above which the wood floor joists on the second floor are exposed. On the second and third floors, there are heavy timber square columns with chamfered corners supporting steel I-beams (the original heavy timber beams were replaced in the early twentieth century). In most locations on the second and third floors, the wood joists above and between the steel beams remain but are covered by drywall (see photos #17, 21 and 22). On the fourth floor, there are heavy timber columns again, but the original heavy timber girders, which run the length of the building, remain exposed, as do the roof rafters that are above and run perpendicular to the girders (see photo #24). The joists between the rafters on the fourth floor are covered in drywall. The columns on the fourth floor, which contain bolsters at the top to support the girders, are also connected to the heavy timber girders with of bolted steel channels. Above the girders, there are additional bolsters to support the heavy timber rafters, to which steel channels have been sistered on both sides.

In the 1880 addition, the first through third floors contain heavy timber square columns with chamfered corners and simple capitals that support heavy timber girders (see photos #20 and 25). The floor joists above also remain exposed. There are also heavy timber square columns on the fourth floor, but they support the gabled rafters with both bolsters and diagonal wood braces.

The building has four stairways. Three of the stairs – one near the center of the west elevation, one near the center of the north elevation, and one at the inside corner of the original L-shaped plan – are of simple wood construction with painted beadboard dividers. The fourth stair, which was built on the south elevation in 1967, is modern and consists of metal treads and risers and has a simple metal handrail. The three original stairs provide access between the basement and fourth floor while the fourth stair provides access only between the first and fourth floors. There are also two freight elevators, one adjacent to the stair on the north elevation, and one just north of the stair on the inside corner of the L-shaped plan. The freight elevators appear on the 1918 Sanborn map (Figure 16), but their precise date of installation cannot be determined.

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Section 1 connects to Sections 2, 4 and 6 through original window openings on the south elevation of Section 1 that were cut down to accommodate doors. There is also a below-grade connection between Section 1 and Section 4 by means of a concrete ramp accessed in the southwest corner of the basement in Section 1. Between Section 1 and Section 3, four of the original window openings on the north elevation of Section 1 were cut down to the floor and slightly widened to provide circulation between these two sections. And between Section 1 and Section 5, larger portions of the south elevation of the original building were removed to accommodate the loading dock function of the latter section.

Section 2 (1912)

Located at the southeast corner of the site, this two-story addition was completed in 1912 by John Wanamaker & Company, which occupied the former Howell complex that year for use as a furniture warehouse (see Figure 32). Built of heavy timber and faced in red brick, which complements the earlier sections, this addition is square in plan but is chamfered on the southwest corner, a feature that once allowed a railroad siding to cut into the site from Washington Avenue (unfortunately no evidence of the siding remains). The lower portion is painted. All bays contain large square window openings with concrete lintels, which are infilled with brick and on the first floor contain smaller 1/1 aluminum replacement units. On the west side, Section 2 abuts a later one-story addition (Section 6) and on the north side, a small, one-story, one bay wide linking structure connects Section 2 to Section 1 on the second floor. Above the second floor windows, the brick wall is corbeled and contains terra cotta coping at the roofline. The roof is flat.

On the interior, Section 2 was converted into offices around 1970 by Frankford Chocolate, which purchased the property from Wanamaker's in 1963 (see photos #26-29). The center of each floor remains open with offices and other smaller spaces around the perimeter. There are carpeted floors, drywall partitions, and dropped tile ceilings. In some locations where the ceiling tiles are missing, the original structure, including heavy timber columns and floor joists, remains visible. At the northeast corner, there is a U-return wood stair with beadboard divider that provides access between the first and second floors. On both floors, there are interior passages from the north side of Section 2 into Section 1.

Section 3 (1916)

This one-story, reinforced concrete addition was added between the two end wings of Section 1 and its addition by Wanamaker's in 1916. It was mainly used as a loading area to prepare outbound shipments of furniture (trucks accessed the space through an opening on the west elevation (see the 1918 Sanborn map in Figure 16). Although once visible on the north side of the property, Section 3 is now fully blocked from view on both the exterior and interior by Section 7, which was built along Kimball Street in 1970. The roof is flat with two long sawtooth monitors. On the interior, the building is entirely concrete, including the floors, columns, and ceiling with large beams (see photos #30 and 31). The ceiling opens up into the two sawtooth monitors described above. Between Section 3 and Section 1, four of the original window openings on the north elevation of Section 1 were cut down to the floor and slightly widened to provide circulation between these two sections. Between Section 3 and Section 7, there are three roll-down metal doors that were installed when Section 7 was constructed.

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Section 4 (1917)

Section 4 is a single tall-story boiler house built in 1917 by Wanamaker's. Located at the southwest corner of the site, the section is constructed of reinforced concrete and faced in red brick, the lower portion of which is painted. It is seven-bays wide on the south elevation (facing Washington Avenue). The west elevation (facing 22nd Street) is seven bays wide. The three southernmost bays are taller and consist of the main boiler house space. The additional four bays are approximately half the height of the others and connect Section 4 to the south elevation of Section 1. There are large window openings with concrete lintels on all elevations, the majority of which have been infilled with brick or concrete block but some on the west elevation retain remnants of industrial multi-light sash (see photo #11). The roof has a low-pitch gabled parapet with terra cotta coping above the taller portion of the building. The brick is corbelled above the windows and has terra cotta coping on one side. At the southeast corner, there is a tall, prominent cylindrical brick smokestack, which contains a cluster of cell tower antennae equipment near the top. On the east side of the Boiler House, between it and Section 5, is a loading or parking area with sloping concrete pavement protected by a fence along Washington Avenue.

On the interior, Section 4 is divided into three primary spaces. Only two of the spaces in the southern half of the building were accessible at the time of survey: the western half with concrete floors and the lower eastern half with brick floors (see photos #32 and 33). There are exposed brick walls and a concrete ceiling with large beams. Since the building was used as boiler house, there are various types of boiler equipment and large exposed pipes throughout the two main spaces. At the northwest corner of the Boiler House a concrete ramp leads down into the basement of Section 1.

Section 5 (1967)

This one-story addition was built in 1967 by the Frankford Chocolate & Candy Company as an enclosed loading dock. Built of structural steel and faced in concrete block, it extends from the center portion of the south elevation of Section 1. On the south elevation (facing Washington Avenue), there are four large metal overhead garage doors. There are no windows on the east or west elevations. The building has a flat roof.

On the interior, the space is open in plan and contains a large concrete floor at-grade and a taller concrete loading dock on the north side (see photo #34). The east and west walls are exposed concrete block, the north wall consists of the brick south elevation of Section 1, and the south wall consists of the large garage doors noted above. The structure, consisting of steel columns and roof trusses, is fully exposed. Between Section 5 and Section 1, several rectangular openings were created in south elevation of the original building to accommodate the loading dock function.

Section 6 (1967)

This small one-story addition was built at the same time as Section 5 and served as additional office space with other administrative functions. Only the south elevation is visible. Like Section 5, Section 6 extends from the south elevation of Section 1. It has a funnel-shaped plan, with its widest side abutting the west elevation of Section 2 and its narrowest side connecting to the east elevation of Section 5. Faced in concrete block, it has two single-leaf doors for entrances, a

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larger garage door at the east end, and several 1/1 windows. On the interior, the building is divided into several small spaces containing modern finishes such as carpeted or tiled floors, drywall partitions and dropped tile ceilings. Section 6 connects to Sections 1 and 2 through standard door openings. The openings between Section 6 and Section 1 consist of original window openings on the south elevation of Section 1 that were cut down.

Section 7 (1970)

Added by the Frankford Candy & Chocolate Company in 1970, Section 7 is a mostly one-story, windowless concrete block addition that spans nearly the full length of the complex along Kimball Street. It abuts the north elevation of Section 3 and the easternmost portion of the north elevation of Section 1. A very small portion of Section 7 at the west end of the building is two stories tall (but fits within the high one-story volume) and connects to the east elevation of the 1880 addition in Section 1 through a small, L-shaped passageway. The function of this space is unclear, but it was possibly used for storage. The only exterior openings are a metal garage door on the east elevation and a small single-leaf metal door on the west elevation. On the north elevation, there are several openings with metal louvers for ventilation. On the interior, the building consists of a single large one-story space with concrete floors and columns, drywall sheathed perimeter walls, and dropped tile ceilings (see photo #35). Between Section 7 and Section 3, there are three roll-down metal doors that were installed when Section 7 was constructed.

Integrity

The Howell & Brothers Paper Hangings Manufactory retains integrity. Both the overall form and the defining industrial characteristics of the complex remain, especially in the original 1865 building (with its 1880 addition, together the most prominent portions of the complex), including the brick construction, consistent fenestration pattern, and corbelled cornice detailing. While many of the windows and doors have had their openings infilled with brick, the rhythm and configuration of the fenestration is still clearly evident. The interior continues to reflect the wide open spaces and structural components typical for period manufacturing and warehouse functions. Overall, the quality, placement and condition of the construction materials, as well as the building's industrial vernacular form, are both highly characteristic of regional industrial architecture during the late-nineteenth century. Due to the vast size of the original 1865 portion, the presence of later additions built after the end of the period of significance do not impact the complex's overall integrity, nor limit the retention of its feeling and association as a prominent industrial-type complex. The most intrusive interior changes are those to create or update office or administrative space in the later 20th century, but these have not compromised the underlying resource and are easily removable. The Section 7 addition also detracts from the integrity of the north side of the complex, obscuring early portions built within the period of significance. A collocated antennae array on the smokestack and additional antennas on the roof are also disruptive, but are not substantial enough to negate the complex's overall integrity. The setting, surrounded by similar industrial resources lining busy Washington Avenue and adjacent to neighborhoods of modest worker housing, remains intact as well.

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8. Statement of Significance

Applicable National Register Criteria

- 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

- 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
COMMERCE

Period of Significance

1865-c.1960

Significant Dates

N/A

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Significant Person

N/A

Cultural Affiliation

N/A

Architect/Builder

UNKNOWN

Statement of Significance Summary Paragraph

The Howell & Brothers Paper Hangings Manufactory was by many accounts – from its completion in 1865 until 1900, when the company dissolved – one of the largest wallpaper factories in the United States. By virtue of the company’s immense output, its early adoption of steam-powered machinery, and its regular participation in both national and international expositions, Howell & Brothers became one of the best-known names in wallpaper during this period. Produced in vast quantities of fifty million yards or more annually, Howell wallpaper could be found in countless homes and many landmarks throughout the United States. As a result, the thousands of wallpaper patterns the company produced between 1865 and 1900, designed largely in-house, helped set the tone for interior design in the United States during the Victorian period. After Howell & Brothers dissolved in 1900, the property was occupied for a short period by the American Can Company, which remained only until 1912. Later, from 1912 to 1963, the complex served as a furniture warehouse for the John Wanamaker Department Store in Philadelphia, becoming a central distribution facility for Wanamaker’s nationwide delivery network. Wanamaker’s, which was founded in Philadelphia in the 1860s, pioneered the development of the modern department store and strongly influenced retail practices across the country. For its position as a major producer of wallpaper, the wide availability of its product across the United States, and for its contribution to wallpaper printing technology, the Howell & Brothers Paper Hangings Manufactory is significant under the theme of Industry. The property has a second area of significance, Commerce, due to its important association with the prominent John Wanamaker Department Store. The period of significance begins in 1865, when the immense factory was completed, and ends c.1960, at which point the complex played a diminishing role in Wanamaker’s supply chain. Wanamaker vacated the property only three years later in 1963.

Narrative Statement of Significance

The Early History of Howell & Brothers: 1793-1865

The story of Howell & Brothers begins in 1793, when John Howell and his son John Brazier Howell arrived in the US from England and set up a small wallpaper operation in their home in Albany, New York. The Howells had experience in the wallpaper trade, having been involved in the business in England. Wall coverings in the form of printed or flocked papers had first been developed in Europe in the seventeenth century, typically as inexpensive alternatives to costly tapestries or damasks. In British North America, such wall coverings or “hangings” did not

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become widely used until the mid-eighteenth century, but nearly all papers were imported from England during this period. Only in the 1760s was wallpaper first manufactured in the US. Even then, the market was relatively small and by 1800 there were still only a few modest factories such as the Howells'. Nonetheless, it appears John Howell and his son may have had some success in Albany since they remained there for about twenty years. The younger John married in 1804, having several children with his wife Elizabeth (Carpenter), including son Zophar Carpenter Howell, born in 1811. Little else is known of the Howells' time in Albany. Not long after the birth of Zophar, the family left Albany, spending time in New York City and Baltimore before finally settling permanently in Philadelphia.¹

The Howells brought their small wallpaper business with them to Philadelphia. Although several sources claim the Howells arrived in the city in 1813, the first year any member of the family is found in a Philadelphia directory is 1818, when the younger John was listed as a "paper stainer" at 351 N. 2nd Street, which today is located in the Northern Liberties neighborhood.² Two years later, John was listed as a proper "paper hanging manufacturer" at 125 N. Front Street, closer to the heart of the city's commercial district, today known as Old City.³ As John's five sons grew older, they became deeply involved in the family business and by the mid-1830s, directories suggest that John A., George, Zophar, William, and Darius Howell had taken over their father's small company, moving it to 3rd and Chestnut Streets and officially renaming the firm Howell & Brothers.⁴ The new firm continued to produce their own wallpaper and imported French-made papers, which became popular among the wealthiest consumers after the American Revolution. In 1840, Howell & Brothers was one of only six wallpaper manufacturers or dealers in Philadelphia, only one of which, Isaac Pugh, who maintained a separate manufacturing space from his Old City warehouse, appears to have been larger than the Howells' business.⁵

Over the following decade, Howell & Brothers continued to produce wallpaper in much the same way that their father and grandfather had since they arrived in the US over forty years before. This process, described below, had remained largely unchanged since it was developed in Europe over a century before:

Paper was at that time made only in sheets, and had to be joined before being printed. Color was then applied by means of a brush to form the background of the design, and the latter was subsequently printed upon the paper from wooden blocks, as many blocks being used as there were colors in the pattern, each block having part of the pattern upon it in one color. One block was printed the whole length of the paper before the next color was applied.⁶

¹ Catherine Lynn, *Wallpaper in America from the Seventeenth Century to World War I* (New York: W.W. Norton, 1980), 18-24 and Phyllis Ackerman, *Wallpaper: Its History, Design and Use* (London: William Heinemann Ltd., 1923), 68-69.

² John Adams Paxton, *The Philadelphia Directory and Register for 1818* (Philadelphia, 1818).

³ Edward Whitely, *The Philadelphia Directory and Register for 1820* (Philadelphia, 1820).

⁴ Robert Desilver, *Desilver's Philadelphia Directory and Stranger's Guide for 1835 & 1836* (Robert Desilver: Philadelphia, 1835), 94.

⁵ A. McElroy, *A. McElroy's Philadelphia Directory for 1840* (Philadelphia, 1840).

⁶ *One Hundred Years of American Commerce, Volume II*, edited by Chauncey M. Depew (New York: D.O. Hayes & Co., 1895),

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Although this labor-intensive process resulted in high prices for the most elaborate wallpaper patterns, which were accordingly found only in the homes of the wealthy, simpler wallpapers were available to a much wider range of Americans, including even skilled craftsmen.⁷

As the nineteenth century progressed, some wallpaper manufacturers began to experiment with mechanized printing. During the 1830s, rudimentary wallpaper printing “machines” were developed in New York and New England, but they still required hand operation and even then could reproduce only a very limited number of colors and patterns. The new availability of paper in continuous lengths helped to make wallpaper printing easier, but efficient mechanized production on a large scale and with the ability to produce detailed patterns was still years away.⁸

In 1839, Walmsley Preston, a foreman in a calico textile mill in Lancashire, England, known as Potter & Ross, developed the first steam-powered printing machine. This new technology, which gave power to traditional calico printing methods, was easily transferred to the wallpaper industry completely transforming the commercial prospects in that field. Preston designed the machine with wood rollers arranged around a large rotating drum, through which the paper was continuously fed. Each roller was engraved with a different part of the pattern and imparted a single color, but with this machine the paper was fed through the rollers in quick succession, requiring only one pass to complete the full pattern. Recognizing the great potential of the machine for the wallpaper market, Potter and Preston formed their own firm in 1840 to begin producing wallpaper exclusively.⁹

Over the next few years, knowledge of Preston’s machine gradually made its way across the Atlantic. How precisely the Howells learned of this innovation is unclear, but they were undoubtedly intrigued by the great commercial potential that the new machine presented. Having enough capital from years of successful trade, the Howells purchased and shipped one of the new machines from England to Philadelphia in 1844, making Howell & Brothers the first wallpaper manufacturer in the US to employ a fully mechanized, steam-powered production process.¹⁰

The arrival of the machine likely greatly expanded the Howells’ manufacturing capacity, for it coincided with a period of tremendous growth for the fledgling company. Not only did the Howells move to larger quarters at 116 Chestnut Street in 1847, but they opened a new store in New York City in 1846 (the Howells had also opened a store in Baltimore in 1843, which remained in business).¹¹ Now very likely the largest wallpaper manufacturer in Philadelphia, Howell & Brothers quickly rose in prominence. Gaining recognition even in England, possibly

⁷ Lynn, 160-161.

⁸ Lynn, 41, 312-313.

⁹ *The Grove Encyclopedia of Materials and Techniques in Art*, edited by Gerald W.R. Ward (Oxford: Oxford University Press, 2008), 743-744.

¹⁰ Lynn, 308.

¹¹ Howell & Brothers announced their new stores in the *Baltimore Sun* in 1843 and several New York newspapers, including the *Daily Tribune* and *Evening Post*, in 1846.

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due to their use of English technology, the Howells participated in the Great Exhibition of 1851 in London, displaying a selection of their wallpapers in the Crystal Palace.¹²

Back in the US, Howell & Brothers caught the attention of Andrew Jackson Downing (1815-1852), one of the country's most prominent landscape designers and architectural writers, who is known to have visited the Howells' store in 1852. Downing later wrote to the Howells to express interest in using their wallpaper in his Newburgh, New York home. Unfortunately, Downing died shortly after writing the letter and it is unknown whether Howell & Brothers ever supplied him with any wallpaper.¹³ In Philadelphia, another prominent designer, Thomas Ustick Walter, architect of numerous Greek Revival landmarks in Philadelphia as well as the dome of the US Capitol, used the Howells' wallpaper extensively in his own home. Intended for his retirement, Walter built the house in the Germantown neighborhood in the early 1860s, decorating it with dozens of rolls of wallpaper purchased from the Howells. Unfortunately, the house survived only until the 1920s.¹⁴

By 1858, Howell & Brothers, which until that time had most likely produced their wallpapers directly above their Chestnut Street store, was growing so quickly that a new, separate manufacturing space was needed. It is also likely that a growing amount of machinery – Howell & Brothers gradually came to rely almost exclusively on machine rather than hand printing – necessitated the move. The Howells chose a large site on the south side of Spruce Street between 19th and 20th Streets, just south of Rittenhouse Square, building a four-story, 396' by 80' factory occupying nearly the entire block. According to one source, the factory was "undoubtedly the largest in the US, and probably larger than any similar European manufactory."¹⁵ A year after completing their new factory, the firm also moved into a new, larger store, this time at 622 Chestnut Street.¹⁶

Although the full impact of the Civil War years on Howell & Brothers' business is unknown, they appear to have remained prosperous. In January of 1864, for example, the Howells expanded their retail presence yet again, moving into a larger storefront at the southwest corner of 9th and Chestnut Streets (see figure 29). The new space was described by one guidebook as a "marble palace" and "one of the most elegant stores in the country."¹⁷ The following June, the Howells exhibited a selection of their wallpapers in a large display at the Great Central Fair in Philadelphia.¹⁸ The fair, one of the largest of the many "Sanitary Fairs" that took place across the North during the war, was put on as a fundraiser for the US Sanitary Commission, a private relief organization formed in 1861 to support sick and wounded soldiers. Abraham Lincoln

¹² *Official Catalogue of the Great Exhibition of the Works of All Nations, 1851* (Royal Commission: London, 1851), 194.

¹³ Andrew Jackson Downing to Howell & Brothers, May 25, 1852.

¹⁴ Stephen G. Harrison, "The Thomas Ustick Walter House, 1861-1866, Germantown, Pennsylvania," master's thesis, University of Pennsylvania, 1992.

¹⁵ Edwin T. Freedley, *Philadelphia and its Manufactures* (Edward Young: Philadelphia, 1859), 372.

¹⁶ Howell & Brothers advertisement, *The North American* (Philadelphia, PA), April 4, 1859.

¹⁷ *Guide to Philadelphia* (John Dainty: Philadelphia, 1866), 126.

¹⁸ *Philadelphia Sanitary Fair: Catalogue & Guide*, edited by Thomas Izod (Philadelphia, 1864), 3.

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himself visited the fair, held in a massive, purpose-built exhibition building in Logan Square, on June 16, 1864.¹⁹

Howell & Brothers on Washington Avenue: 1865-1900

As the blocks around Rittenhouse Square evolved into a highly desirable residential area, the value of the Howells' property on Spruce Street likely dramatically increased. At the same time, this location, which lacked close proximity to a rail line, was also increasingly ill-equipped to handle large deliveries and outbound shipments. Therefore, seeking to capitalize on their real estate investment and to locate more closely to the railroad, Howell & Brothers purchased the large block fronting on Washington Avenue between 21st and 22nd Streets in 1865. The company quickly built a factory of similar size to the one they occupied on Spruce Street and subsequently sold their former building, which was quickly demolished to make way for large and elegant houses. The new site, in a relatively sparsely settled area about nine blocks south of Spruce Street, was adjacent to the Philadelphia, Wilmington and Baltimore Railroad, providing the direct rail access Howell & Brothers likely desired.²⁰

Although little is known of the construction process, the new factory appears to have been operational by November of 1865.²¹ The completed building is extensively documented in a series of Hexamer General Surveys, the first of which appeared in 1866. The survey that year showed a 400'-long L-shaped building spanning the full length of the block between 21st and 22nd Streets. There was also a one-story "wash room" building at the southeast corner of the site where Section 2 now stands, and a one-story boiler room and a stable north of the building, located on ground where Section 3 was later constructed. In the long end of the building (facing Washington Avenue), the survey indicates that most production work occurred in the basement while the first through third floors were used for drying rooms and the fourth floor was used as a store room. And, in the bottom leg of the L-shaped plan, the survey shows that color mixing took place on the first floor while some hand printing processes occurred on the second and third floors and gilding and block cutting (for new patterns) happened on the fourth floor (parts of the production process are illustrated in figures 21 and 22).²²

Howell & Brothers continued to use the same steam-powered printing machines that they had for the last decade, and it is likely they added new, improved machines to their new factory on Washington Avenue. In fact, by the mid-1850s, wallpaper printing machines were being manufactured in the US by William Waldron of New Brunswick, New Jersey, whose company became the major American producer, ultimately supplying many machines to Howell & Brothers.²³ In 1870, a correspondent of New York's *Evening Mail* visited the Howell factory and later chronicled the production process in *Scientific American* magazine, noting that the

¹⁹ Kerry L. Bryan, "Civil War Sanitary Fairs" in *The Encyclopedia of Greater Philadelphia*, 2012, accessed March 16, 2017, <http://philadelphiaencyclopedia.org/archive/civil-war-sanitary-fairs/>.

²⁰ The Philadelphia, Wilmington and Baltimore Railroad (PW&BRR) was inaugurated in 1836 and was the first railroad to provide access to points south of Philadelphia. After entering the city, the railroad traveled east on Washington Avenue to the terminus at Broad Street. On April 22, 1865, Abraham Lincoln's funeral train arrived in Philadelphia on the PW&BRR, passing in front of Howell & Brothers' new factory as it was under construction.

²¹ "Building Improvements," *Daily Evening Bulletin* (Philadelphia, PA), November 7, 1865.

²² Ernest Hexamer, "Howell & Brothers, Manufacturers of Paper Hangings, Philadelphia", Hexamer General Survey, Volume 1, Plate 26 (Philadelphia, 1866).

²³ Depew, 506.

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company had ten printing machines each running off 10,000 rolls of wallpaper each week.²⁴ The speed with which the machines allowed the Howells to produce an endless variety of wallpaper patterns impressed many. "The facility with which Wall Paper [sic] is manufactured by the modern processes is most remarkable," Edwin T. Freedley wrote in the updated 1867 edition of his book *Philadelphia and its Manufactures*. Freedley went on to describe how "Hundreds of rolls of blank paper can be printed in a variety of colors, dried, reeled and be ready for market in a few hours." The company, Freedley continued, consumed about forty tons of paper weekly and produced around fifty million yards of wallpaper annually, a quantity greater than the circumference of the Earth.²⁵

Most of Howell & Brothers' wallpaper patterns were designed and carved onto wooden rollers in-house, but the company also employed patterns designed by students from the Philadelphia School of Design for Women, today known as Moore College of Art & Design. They also continued to import patterns from schools in France. No samples have yet been found to illustrate what exactly Howell & Brothers' wallpaper looked like during this early period, but it is clear the company produced a wide variety of types. For one, Freedley mentions that the company was successful in producing the "finer kinds," such as velvet, velvet and gold, and satin surfaced papers. And, in one advertisement in 1866, the Howells advertised their "imitation fresco designs," which, as illustrated by Andrew Jackson Downing in *The Architecture of Country Houses*, "give the same effect as if the walls were formed into compartments or panels with suitable cornices and mouldings."²⁶ As further described by Catherine Lynn, these formal, French-style compositions "gathered the earlier nineteenth-century wallpaper ornaments imitating dados, columns, and friezes into configurations that unified the separate architectural elements...above the chair rail, creating a series of vertical rectangles" or "illusionistic paneling." Strips of wallpaper imitating classical columns or other vertical elements, for example, would frame either monochromatic repeating patterns or more picturesque vignettes of flowers, statues, fountains, or garden ornaments. Although the fresco type represents one of the most elaborate applications of wallpaper during the mid-nineteenth century period, Howell & Brothers also produced more commonplace repeating patterns meant to cover entire walls with only a horizontal border at a cornice.²⁷

Howell & Brothers wallpaper could be found in countless homes throughout the US, particularly in and around Philadelphia, Baltimore and New York, but was also sold by retailers as far west as Chicago beginning in the 1850s. Additionally, newspapers in Maryland, North Carolina and West Virginia frequently advertised the company's Baltimore store until the early 1880s, suggesting that Howell & Brothers wallpaper also decorated homes throughout the southern states. But Howell wallpaper was not only used in domestic settings. In 1866, Howell & Brothers provided wallpaper to the Academy of Music in Philadelphia, suggesting that they also occasionally supplied more prominent public buildings. The Academy, which was originally papered in a dark crimson color on its opening in 1857, an appearance that was "so generally

²⁴ "How Wall Paper is Made," *Scientific American* 22, no. 10 (March 5, 1870), 156.

²⁵ Edwin T. Freedley, *Philadelphia and its Manufactures* (Edward Young: Philadelphia, 1867), 608, and Andrew Jackson Downing, *The Architecture of Country Houses* (New York: D. Appleton, 1850), 398.

²⁶ Howell & Brothers advertisement, *Evening Telegraph* (Philadelphia, PA), May 16, 1866.

²⁷ Lynn, 344.

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complained of,” desired a lighter feel. To that end, the Howells provided a “cheerful” blue, buff and gold pattern that was used throughout the auditorium.²⁸

By 1870, statistics show that Howell & Brothers, now led primarily by Zophar Howell, was by far the largest wallpaper firm in Philadelphia. As recorded by the Manufacturing Census that year, there were four manufacturers in the city employing a total of 385 persons.²⁹ With somewhere between 200 and 250 employees in any given year during the mid- to late-nineteenth century, Howell & Brothers dominated, comprising greater than 50% of the city’s wallpaper workforce. Howell & Brothers’ chief Philadelphia competitors from the period between 1865 and 1880 included Howell & Bourke, which appears to have been formed by one of the Howell brothers and a partner in 1858. Howell & Bourke remained small, however, with less than fifty employees. Another, Nagle, Cooke & Ewing, was formed by former Howell apprentices in 1869.³⁰ In their many advertisements in Philadelphia newspapers during their first year of business, the company always noted they were “late of Howell & Brothers”, suggesting the association conferred an air of respectability.³¹

Building on their experience at the 1851 exhibition in London, Howell & Brothers continued to participate in major fairs around the country and world. In fact, in 1867, the Howells once again gained international notoriety, becoming the only wallpaper manufacturer to achieve an honorable mention at the International Exposition in Paris that year. The honor is notable due to the fact that for decades the French were thought to have produced the finest wallpaper available internationally, and the Howells had themselves previously imported French-made papers to sell in their Philadelphia shop (they also continued to print some papers based on French designs).³²

Back in the US, the Howells also participated in the Centennial Exposition in Philadelphia in 1876, not only displaying a large selection of their papers but also conducting printing demonstrations inside Machinery Hall, one of the primary exhibition spaces (see figure 20). Using the latest Waldron machines with twelve rollers, the Howells amazed onlookers with what was hailed as a “beautiful operation.”³³ The magazine *Potter’s American Monthly* made note of the presentation, remarking that “Howell & Brothers...commands a good deal of attention,” continuing, “Paper-hanging is an industry so universally applied in these days that any process showing the work of making or printing the paper catches the popular eye, and as a real matter of ingenious construction this exhibit is well worthy of study.”³⁴ One notable component of the demonstration was an attachment that Howell & Brothers designed for the Waldron machine to apply ground colors in an innovative way. Before this invention, ground colors, made from clay,

²⁸ “The Academy of Music,” *Daily Evening Bulletin* (Philadelphia, PA), September 17, 1866. The Academy was designated a National Historic Landmark in 1962. It is unclear when, but the blue wallpaper was eventually removed or covered over, and the auditorium regained the original derided crimson color.

²⁹ Lorin Blodget, *The Industries of Philadelphia as shown by the Manufacturing Census of 1870* (Philadelphia, 1877), 24.

³⁰ *Pennsylvania Historical Review: City of Philadelphia, Leading Merchants and Manufacturers* (Philadelphia: Historical Publishing Company, 1886),122.

³¹ Nagle, Cooke & Ewing advertisement, *Evening Telegraph* (Philadelphia, PA), October 27, 1869.

³² Freedley, 608.

³³ Lynn, 310.

³⁴ “Centennial Exposition Memoranda,” *Potter’s American Monthly* 8, no. 57 (September 1876), 233. (229-240).

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were applied by a series of brushes before being imprinted by the rollers to create the desired pattern. Noting that the brushes often damaged the paper or left a streaky, scratchy finish, Howell & Brothers partner William Wilson designed a new type of soft-faced roller to evenly disperse and coat the paper with the ground color, providing a smooth finish without the danger of damaging the paper. Howell & Brothers patented the device in 1871 (see figure 28).³⁵

Since their move to Washington Avenue in 1865, the Howells had maintained a retail presence in Old City. Although their highly praised store at 9th and Chestnut was largely destroyed by a massive fire in January of 1869, a conflagration that made national headlines, the company quickly rebuilt. In 1870, the Howells' opened a large new store on 6th Street just south of Market Street. Howell & Brothers remained in the building until the early 1880s, when they appear to have pulled out of the direct retail business altogether, afterwards selling wholesale to other retailers. The five-story building, with its cast iron, Italianate-style front, was recorded by the Historic American Building Survey (HABS) shortly before it was demolished in 1961 (see figure 30).³⁶

A collection of Howell & Brothers wallpaper samples held by the Cooper Hewitt Smithsonian Design Museum provides an overview of the types of paper made by the company from the 1870s through the end of the nineteenth century. The dozen samples show the wide variety of patterns available and illustrate a major shift in taste that began to occur in wallpaper design beginning around 1870. In many cases, Howell & Brothers wallpaper during this period began to reflect Arts and Crafts design theory as presented by Englishmen John Ruskin, William Morris and others, who advocated a more honest expression of the craftsman's labor. In the field of wallpaper, this meant an embrace of two-dimensional, flat-patterned designs over more realistic and imitative patterns, the latter characterized partly by the fresco-type papers of the mid-nineteenth century. Four surviving Howell patterns (see figures 23-26) may reflect this shift, however Howell & Brothers did continue to produce more realistic, three-dimensional patterns as seen in figure 27.³⁷

Beginning in the 1870s, Howell & Brothers faced increasing competition from a growing number of wallpaper firms both within and outside of Philadelphia, particularly from New York and New Jersey. Although Howell & Bourke and Nagle, Cooke & Ewing appear to have dissolved by the mid-1880s, newcomers, including Wilson & Fenimore, formed around 1873; Cresswell & Washburn, who started in 1878; and the Carey Brothers, incorporated in 1883, presented Howell & Brothers with new challenges as the wallpaper market evolved. Due to the growing number of wallpaper companies during this period, overproduction and a resulting drop in prices became pressing concerns for the Howells and their competitors. In fact, the dangerously competitive market threatened the survival of even the largest manufacturers. Explaining the situation several years later, the *New York Times* reported that "each manufacturer, anxious to dispose of his productions, placed his goods on the market at whatever price he could get," continuing, "the variation of a fractional part of a cent on the price of a roll of even the finest grades of paper frequently wiped out the very small margin of profit possible." As a result, the

³⁵ William Wilson, inventor; Howell & Brothers, assignee. Manufacture of Wall Paper. US Patent 114,632. May 9, 1871.

³⁶ Howell & Brothers Building, Philadelphia, PA, Historic American Building Survey, HABS PA-1428 (1961).

³⁷ Lynn, 374-375.

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manufacturers resorted to “cheap colors, shoddy paper, and starvation wages” in order to make even a miniscule profit.³⁸

By early 1879, the situation facing wallpaper manufacturers had become dire. Suffering financially and believing the entire industry was on the brink of collapse, twelve of the major firms from New York City, Brooklyn, New Jersey and Philadelphia met in May of that year to devise a solution. By June, they had created what became known informally as the “Wall Paper Pool,” later calling themselves the American Wall Paper Association. The association formed as a means of regulating prices, creating a strictly enforced schedule for selling to retailers, and dividing profits under special circumstances, among other measures the company heads believed would stabilize the market. It is notable that Howell & Brothers was the only principal member of the association from Philadelphia. Others, including Wilson & Fenimore and Cresswell & Washburn, became associate members, agreeing to the regulation of prices but not entitled to benefits such as profit sharing.³⁹

The American Wall Paper Association was initially successful. The market had calmed, paper quality improved, and the majority if not all of the association’s principal members survived into the 1880s. By 1885, however, there was growing disagreement over how to equitably divide profits, and some concern among the Philadelphia members that prices were not being fairly regulated. In fact, one particular action by Howell & Brothers caused a major controversy in 1886 and threatened to bring down the entire association. At the time, two types of paper were used for less elaborate wallpaper patterns without gilding: white paper or “blanks”, which sold for 10 cents per eight-yard roll, and lower quality brown paper, which sold for 5 cents per roll (higher quality gilt patterns sold for 32 or 42 cents per roll). In 1885, however, Howell & Brothers developed a type of white paper at a much lower cost that they began selling for less than the agreed upon ten cents. Some accused the Howells of bleaching, whitewashing, or in some other way simply whitening cheaper brown paper. Regardless, the “innovation” was tremendously successful. Within the first year after introducing the new product, the Howells reportedly sold 9,000,000 rolls.⁴⁰

Despite Howell & Brothers’ perceived breach of price regulations set by the association, only Carey Brothers, the Howells’ largest Philadelphia competitor, raised serious objections. Carey, which had apparently grown at least as large as Howell & Brothers with about 200 employees, was most directly affected by the Howells’ pricing game.⁴¹ They demanded the association lower prices across the board so they could compete within the Philadelphia market and later threatened to leave the pool. Despite the belief that the departure of Carey from the pool would result in the association’s collapse – again forcing prices and profits to plummet – the fixed prices were not lowered. Ultimately, Carey Brothers did not pull out, but pricing concerns continued to plague the association. Due to increasing competition from non-pool wallpaper companies, “pushed to such an extreme as to seriously interfere with the business of the pool houses,” numerous manufacturers beyond Howell & Brothers began to sell below the agreed-

³⁸ “Will the Pool Be Broken,” *New York Times*, June 11, 1885.

³⁹ “The Wall-Paper Pool,” *Philadelphia Inquirer*, May 10, 1882.

⁴⁰ “A Troubled Pool,” *Philadelphia Inquirer*, June 15, 1886.

⁴¹ Ernest Hexamer, “Carey Brothers, Paper Hangings Factory, Philadelphia”, Hexamer General Survey, Volume 1, Plate 26 (Philadelphia, 1887).

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upon prices. By May of 1887, the situation had become untenable and the loss of consensus among the manufacturers comprising the pool finally led to the dissolution of the American Wall Paper Association.⁴²

Although the breakup of the pool allowed participating manufacturers to better compete with the non-pool firms, within a few years, prices and profits had begun to plummet yet again. By 1892, there was renewed interest among many wallpaper companies in combining to control prices, but this time it would be as a trust. To that end the manufacturers formed the National Wall Paper Company in New York in June of 1892.⁴³ Again, most of the large firms joined, including Howell & Brothers and, notably, Carey Brothers. Cresswell & Washburn, initially a holdout, also later joined. Like their counterparts, the Howells sold their business to the new trust in 1892, although they retained ownership and management of their Washington Avenue property and buildings. This arrangement was typical of the new trust, in which most of the individual manufacturers remained as branch houses of the larger national company.

Despite its absorption into the National Wall Paper Company, Howell & Brothers, like many of the other trust firms, maintained a certain level of autonomy after 1892. Now known as Howell & Brothers Limited, they continued to produce their own wallpaper patterns on Washington Avenue and still employed about 250 workers.⁴⁴ Zophar C. Howell remained head of the company, but his son Zophar L. Howell, who played a critical role in the formation of the wall paper trust, took on increasing leadership responsibility. In 1893, the Howells were one of twenty-five firms listed as exhibitors in the National Wall Paper Company pavilion at the World's Columbian Exposition in Chicago.⁴⁵

By the late 1890s, a number of independent manufacturers had arisen in opposition to the National Wall Paper Company, starting a price war and ultimately forming their own combination – the Continental Wall Paper Company – in 1898. Although the two trusts ultimately became allies, additional outside competition continued to grow. In July of 1900, the situation had become critical after National had effectively lost control of the market west of Pennsylvania, particularly in Chicago. On July 3, company president Henry Burn remarked that National's profits "have not been commensurate with the expectations of the stockholders due to the fact that its existence has to such an extent stimulated [outside] competition," also indicating the company intended shortly to dissolve. By July 19, the company's stockholders had approved the dissolution.⁴⁶ While some of the 17 firms associated with the National Wallpaper Company continued as independent manufacturers, many, including Howell & Brothers, were unable to survive the breakup of the trust, and quickly went under themselves. Zophar C. Howell, who remained wealthy after his company's failure due to his significant real estate holdings and various corporate board positions, died just two years later in October 1902. It does not appear that any of his sons remained in the wallpaper business after 1900.

⁴² "The Wall Paper Pool," *Philadelphia Inquirer*, May 5, 1887.

⁴³ "The Wall Paper Trust," *The Times* (Philadelphia, PA), June 4, 1892.

⁴⁴ *Historical and Commercial Philadelphia* (Philadelphia, A.F. Parsons, 1892), 112.

⁴⁵ "The National Wall Paper Co.'s Exhibit, Columbian Exposition," *Decorator and Furnisher* 22, no. 4 (July 1893), 138-140.

⁴⁶ "Trust May Be Dissolved," *New York Times*, July 3, 1900.

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American Can Company: 1900-1912

Shortly after the closure of Howell & Brothers in 1900, the American Can Company, a large national manufacturer of tin cans, took over the Washington Avenue building. Founded in 1901 in New York, American Can aggressively acquired can companies around the US, becoming one of the largest manufacturers in the country in less than a decade. Despite its association with a major national manufacturer, the Washington Avenue building does not conform to American Can's typical pattern of expansion during the 1910s and 20s. During this period, the company built many large complexes of reinforced concrete factories, most of which were designed in-house by the company's own architectural and engineering department for the particular needs of each site. In fact, as American Can's Philadelphia operation grew, the old wallpaper factory became increasingly obsolete and by 1911 the company had embarked on the construction of a new, modern factory in the Fishtown neighborhood of Philadelphia, about two miles to the northeast. The spacious new five-story building, constructed of reinforced concrete, was operational by November of 1912, when American Can vacated the Washington Avenue plant.⁴⁷

John Wanamaker Department Store Furniture Warehouse: 1912-1963

From 1912 to 1963 the Howell property was the primary furniture warehouse for the John Wanamaker Department Store in Philadelphia. Prior to Wanamaker's occupancy in 1912, it is likely that American Can removed most of their manufacturing equipment to their new Fishtown plant. Although Wanamaker later built several additions (Sections 2-4), probably very few major changes were made to the interior of Section 1. It is possible that shelving was installed to accommodate the furniture warehousing function.

Wanamaker entered the men's clothing business with his brother-in-law Nathan Brown in Philadelphia in the 1860s, eventually opening his enormous "Grand Depot" at the southwest corner of 13th and Market Streets in 1877. The Grand Depot was one of the first stores to offer a full range of dry goods under one roof, including clothing of all types, linens, and upholstery. Later, in the 1880s, Wanamaker added china, carpets, sporting goods, jewelry, furniture, and books, among other product ranges. This type of all-in-one, departmentalized store subsequently became known as the "department store," and Wanamaker's enormously successful prototype influenced countless other stores around the country. Constantly innovative in his retailing practices, Wanamaker emphasized customer service, including quick and free deliveries, and transparency in pricing, being the first to use price tags. Advertising also became key to Wanamaker's retailing strategy; the store was the first to place full-page ads in local newspapers during the 1870s. By the turn of the twentieth century, the store was so profitable that Wanamaker embarked on the construction of a vast new temple of retail to replace the Grand Depot. Designed by Chicago architect Daniel H. Burnham and constructed in stages between 1906 and 1911, the new twelve-story building covered an entire city block. For its significance in the history of retail in the US, the building was designated a National Historic Landmark (NHL) in 1978. The NHL nomination (NRHP Reference #78002459) contains additional information on the company's history and significance.

⁴⁷ Several American Can factories are in fact individually listed on the National Register, including those in Baltimore, MD; Cincinnati, OH; New Orleans, LA; and Portland, OR, but all were completed later during the company's most aggressive period of expansion between 1910 and 1930. These four buildings are also characteristic of the type of reinforced concrete construction overwhelmingly preferred by American Can.

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Long a part of Wanamaker's Grand Depot, in the new store the furniture department store opened as early as 1908. At the time, the department was located on the fifth and sixth floors, but was expanded into the seventh floor by the early 1920s. At three entire floors or roughly six acres in area, Wanamaker's claimed this department to be the largest furniture store in the world.⁴⁸ Although Wanamaker's maintained vast stock rooms for most products within the store itself, a separate facility was needed to stock the store's extensive inventory of furniture. Initially located in a building at 1823 Market Street, in 1912 the store moved the furniture warehouse into the former Howell & Brothers factory on Washington Avenue, a significantly larger space than the narrow, four-story building on Market Street. Wanamaker's initially leased the building but later acquired it outright in 1914.⁴⁹

Wanamaker's choice of the former wallpaper factory as their new furniture warehouse was a strategic one, allowing the building to become a critical link in the store's furniture supply chain. The store prided itself on its delivery system, not only locally, but regionally and nationally as well. For local deliveries, which were free and provided within days of purchase, the furniture warehouse depended on proximity to the Wanamaker garage. To serve their expansive local delivery system, Wanamaker's initially operated a stable and garage at 20th and Wharton Streets, a few blocks south of the Washington Avenue site, which housed 300 horses and 67 trucks. A new three-story garage, built to house the store's growing fleet of delivery trucks, was built at the southwest corner of 23rd and Walnut Streets, just three quarters of a mile north of Washington Avenue, in 1911. By 1916, however, with the store's fleet of trucks still growing, this building was razed and replaced by a significantly larger garage. The new seven-story building occupied an entire block and became Wanamaker's primary garage, housing hundreds of trucks, including those that served the store's furniture delivery operation (this building still exists and was converted into apartments during the 1990s).⁵⁰ Since the store also offered free freight on furniture deliveries to all cities east of the Mississippi, access to a rail line was key.⁵¹ The PW&BRR line, which lay directly adjacent to the new warehouse, with a siding cutting into the site, offered connections to hundreds of locales west and south of the city, in addition to connections northward.

Department store warehouses like Wanamaker's on Washington Avenue were common during the early twentieth century in Philadelphia. At a time when large downtown stores and their delivery networks were rapidly expanding, separate storage facilities away from the dense urban environment of Center City and with easy rail access were required. Snellenberg's, another large Center City department store, built an eight-story building at N. 10th Street and Montgomery Avenue in 1914; Strawbridge and Clothier, one of Wanamaker's largest competitors, built a ten-story warehouse at 9th and Poplar Streets in 1918; and Harry C. Kahn & Son, a prominent furniture store that was a rival of Wanamaker's in that field, built a six-story warehouse at the corner of West Oxford and West Glenwood Streets in 1922. All three

⁴⁸ *A Friendly Guide to Philadelphia and the Wanamaker Store* (Philadelphia: John Wanamaker, 1926), 52-53.

⁴⁹ "Takes Title to Block of Ground, John Wanamaker Acquires Two Factories and Row of Dwellings in Thirtieth Ward," *Philadelphia Inquirer*, November 12, 1914.

⁵⁰ "Walnut St. Corner Will Be Improved," *Philadelphia Inquirer*, March 9, 1916, and *Horseless Age* 37 (May 1, 1916), 16.

⁵¹ Advertisement in *Suburban Life* 11 (October 1910), 267.

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properties, which survive today, were built directly adjacent to rail lines to facilitate easy deliveries and outbound shipments. The Snellenberg (NRHP #03000725) and Kahn (NRHP #100000857) warehouses were individually listed on the National Register in 2003 and 2017, respectively. The Strawbridge warehouse was determined to be eligible for individual listing on the National Register by the Pennsylvania State Historic Preservation Office in 2017 (PA SHPO Key #205294).

Within the Wanamaker's warehouse, the primary functions were the storage of furniture from various manufacturers, many of which were located in Philadelphia, as well as the preparation and loading of outward shipments for local, regional, or national delivery (like other department stores of the period, Wanamaker's had a large mail-order business). There is some indication that light manufacturing or furniture assembly may have taken place on site – within Section 2, which Wanamaker constructed in 1912, wood sawing took place according to the 1917 Sanborn map – but the building was predominantly devoted to distribution. In fact, in 1916 Wanamaker built Section 3, a large reinforced concrete “shipping department” on the north side of the site, which was designed specifically for the outward shipment of furniture on the store's large inventory of delivery trucks. The following year, Wanamaker also completed Section 4, an independent electrical plant as well as a boiler house, which powered the store's warehousing operation for decades to come.

The complex remained largely focused on furniture through the 1950s, however the 1951 Sanborn map does indicate that the 1880 addition to Section 1 was being used as a garment warehouse at that time. Coincidentally, the Market Street store itself had begun to downsize its furniture department around this time. Like many downtown retailers, Wanamaker's had begun to focus on expansion outside the city as the suburbs grew and as more Philadelphians, like many Americans, began to travel by car. The unfortunate fact was that fewer and fewer customers were coming downtown to shop. As a result, by 1961 the Wanamaker furniture department occupied only the store's seventh floor, indicating a two-thirds reduction in size. By this time, Wanamaker's had also outsourced delivery to other companies and therefore the store's integrated delivery system, in which the Washington Avenue warehouse had played such a major role, no longer existed. Additionally, by the early 1960s, Wanamaker's began an expansion and modernization plan, including the consolidation of their warehousing operations into a single facility at B Street and Allegheny Avenue in North Philadelphia in 1963. (Wanamaker had purchased this building, a seven-story warehouse built in 1924 for the Western Electric Company, in 1961.⁵²) Other stores suffered a similar fate. Harry C. Kahn & Sons moved to suburban Montgomeryville, Pennsylvania, and closed its Philadelphia warehouse in 1965. Snellenburg's closed completely in 1963, leaving its warehouse vacant. Strawbridge closed its warehouse at 9th and Poplar in 1970.

Around the same time that they vacated the Washington Avenue property, Wanamaker's sold it to the Frankford Candy & Chocolate Company, a local manufacturer. It is likely that the Washington Avenue property was not chosen as the site for consolidation because its buildings were virtually obsolete (the building at B Street and Allegheny, although itself about 40 years

⁵² “Wanamaker's Buys Big Phila. Warehouse; Mayor Hails Purchase,” *Philadelphia Inquirer*, October 12, 1961; “Wanamaker's Plans 5-Yr. Expansion,” *Philadelphia Inquirer*, February 7, 1963.

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old, was far more up-to-date than the former Howell buildings, the largest of which was nearly 100 years old by 1963).

The Frankford Candy and Chocolate Company: 1963 to 2005

Founded in 1947 in Philadelphia, Frankford Candy was a producer of seasonal candy and became known for their chocolate Easter bunnies, supplying retailers such as Kresge's and Woolworth's throughout the Philadelphia region. The company was originally based at North American and Jefferson Streets in the Frankford section of the city, but by the early 1960s required more space and moved into the former Wanamaker warehouse in 1963. In 1967, the company began to modernize the complex, building a new enclosed loading dock – Section 5 – after rail service along Washington Avenue was discontinued. Section 6, a small funnel shaped building with offices and other administrative functions between Section 5 and Section 2, was also built in 1967. As Frankford Candy grew, they expanded into two additional facilities in North Philadelphia in the 1980s and 2001, respectively. By 2005, the company decided to consolidate their three locations into a single facility in Northeast Philadelphia. The Washington Avenue factory has remained vacant since Frankford Candy left the building that year.

Evolution of the Site

When Howell & Brothers acquired the property in 1865, it extended north to the rear lot lines of the houses that would eventually be built on the south side of Carpenter Street. That year, the Howells built the large four-story L-shaped building that today comprises the bulk of Section 1. By 1874, as illustrated by the Hexamer survey that year, a row of three-story houses, which were not associated with the Howells, had been built on the south side of Carpenter Street, spanning the full block between 21st and 22nd Streets (see figure 10).

A four-story addition to the west end of Section 1 was built in 1880 (see the 1889 Hexamer Survey in figures 11 and 12), and sometime in the 1880s a railroad siding was extended from the PW&BRR line into the southern portion of the site (unfortunately no evidence of this siding remains). Additionally, between 1874 and 1885, the Howells developed the northern part of the site with two rows of houses on the north and south sides of Kimball Street, respectively, which was likely cut through at the same time the houses were built. The Howells, who operated a real estate development company in addition to the wallpaper factory, retained ownership of the houses. The small size of the houses – they were two-story twins, each measuring only 15' by 30' – suggests they were working class residences, but it is unclear if the houses were reserved exclusively for Howell employees or were made available to the public. Regardless, the houses remained part of the Howell property and were deeded with the factory to John Wanamaker when he acquired the site in 1914.

As described above, John Wanamaker built several additions, including Section 2 in 1912, Section 3 in 1916, and Section 4 in 1917. Later, Frankford Candy & Chocolate built Sections 5 and 6 in 1967. In 1970, the 22 twin houses on the south side of Kimball Street were demolished to make way for Section 7, also built by Frankford Candy. Many houses on the north side of Kimball Street were demolished by individual owners over the following decades. Only five of the original 22 houses built by the Howells on the north side of Kimball Street remain today.

Howell & Brothers Paper Hangings Manufactory
Name of Property

Philadelphia County, PA
County and State

9. Major Bibliographical References

Books and Articles:

Ackerman, Phyllis. *Wallpaper: Its History, Design and Use*. London: William Heinemann Ltd., 1923.

Blodget, Lorin. *The Industries of Philadelphia as shown by the Manufacturing Census of 1870*. Philadelphia, 1877.

"Centennial Exposition Memoranda." *Potter's American Monthly* 8, no. 57 (September 1876), 229-240.

Depew, Chauncey M., editor. *One Hundred Years of American Commerce, Volume II*. New York: D.O. Hayes & Co., 1895.

Freedley, Edwin T. *Philadelphia and its Manufactures*. Philadelphia: Edward Young, 1859.

Historical and Commercial Philadelphia. Philadelphia,: A.F. Parsons, 1892.

"How Wall Paper is Made." *Scientific American* 22, no. 10 (March 5, 1870), 156.

Lynn, Catherine. *Wallpaper in America from the Seventeenth Century to World War I*. New York: W.W. Norton, 1980.

"The National Wall Paper Co.'s Exhibit, Columbian Exposition." *Decorator and Furnisher* 22, no. 4 (July 1893), 138-140.

Pennsylvania Historical Review: City of Philadelphia, Leading Merchants and Manufacturers. Philadelphia: Historical Publishing Company, 1886.

Ward, Gerald W.R., editor. *The Grove Encyclopedia of Materials and Techniques in Art*. Oxford: Oxford University Press, 2008.

Newspapers*:

New York Times

Philadelphia Inquirer

The Times (Philadelphia)

*see footnotes for specific citations

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 # _____

Howell & Brothers Paper Hangings Manufactory
Name of Property

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Primary location of additional data:

- State Historic Preservation Office
 - Other State agency
 - Federal agency
 - Local government
 - University
 - Other
- Name of repository: _____

Historic Resources Survey Number (if assigned): NA

10. Geographical Data

Acreage of Property ~2.3 acres

Latitude/Longitude Coordinates

Datum if other than WGS84: _____
(enter coordinates to 6 decimal places)

Latitude: 39.939863 Longitude: -75.178886

Verbal Boundary Description

The boundary of the property is shown as a dotted line on the accompanying map entitled “Howell & Brothers Paper Hangings Manufactory: Site Plan with National Register Boundary.” The property fills the entire block bounded by Washington Avenue, S. 22nd Street, Kemble Street, and S. 21st Street.

Boundary Justification

The nominated property includes the entire parcel on which the present complex is situated, which matches its historic delineation. No manufacturing or warehousing resources historically associated with the operation of this complex have been excluded. The Howell family also operated a real estate company that built rowhouses along Kemble Street, on the north side of the property. While related to the family those did not directly impact the manufacturing operation of the site, and the remaining homes have lost integrity due to extensive demolition, and so are not appropriate for inclusion within the nominated boundary.

Form Prepared By

name/title: Kevin McMahon, Associate, with PA SHPO staff
organization: Powers & Company, Inc.
street & number: 1315 Walnut Street, Suite 1717
city or town: Philadelphia state: PA zip code: 19107
e-mail: kevin@powersco.net telephone: (215) 636-0192 date: July 26, 2017

Howell & Brothers Paper Hangings Manufactory
 Name of Property

Philadelphia County, PA
 County and State

Additional Documentation

Submit the following items with the completed form:

- **Maps:** A **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

Photo Log

Name of Property: Howell & Brothers Paper Hangings Manufactory
 City or Vicinity: Philadelphia County: Philadelphia State: PA
 Photographer: Robert Powers
 Date Photographed: March 7, 2017

<i>Photograph #</i>	<i>Description of Photograph</i>
1.	South elevation, view north (showing Section 1, 5, 4 and 6), view N
2.	South elevation of Section 6 with Section 1 in the background, view N
3.	Section 2, view from Washington Avenue, view NE
4.	Section 2, view from the corner of 21st Street and Washington, view NW
5.	Section 1, east elevation, view NW
6.	Sections 1 and 7, east elevation, view SW
7.	Section 7, north and west elevations, view SE
8.	Sections 7 and 1, view from the corner of 22nd and Kimball, view SE
9.	Section 1, west elevation, view SE
10.	Section 1 and 4, west elevations, view E
11.	Section 4 and Section 1, view from 22nd and Washington, view NE
12.	Section 1, west part of south elevation, view N
13.	Section 5, south elevation, view N from Washington Avenue
14.	Section 1, first floor, view E
15.	Section 1, first floor, view W
16.	Section 1, first floor, view N
17.	Section 1, second floor, view SW
18.	Section 1, second floor, view E
19.	Section 1, second floor, view S
20.	Section 1 (1880 addition), second floor, view N
21.	Section 1, third floor, view SW
22.	Section 1, third floor, view E
23.	Section 1, fourth floor, stairway, view SW
24.	Section 1, fourth floor, view E
25.	Section 1 (1880 addition), fourth floor, view NW
26.	Section 2, first floor, view S
27.	Section 2, first floor, view S
28.	Section 2, second floor, stairway, view W
29.	Section 2, second floor, view S

Howell & Brothers Paper Hangings Manufactory
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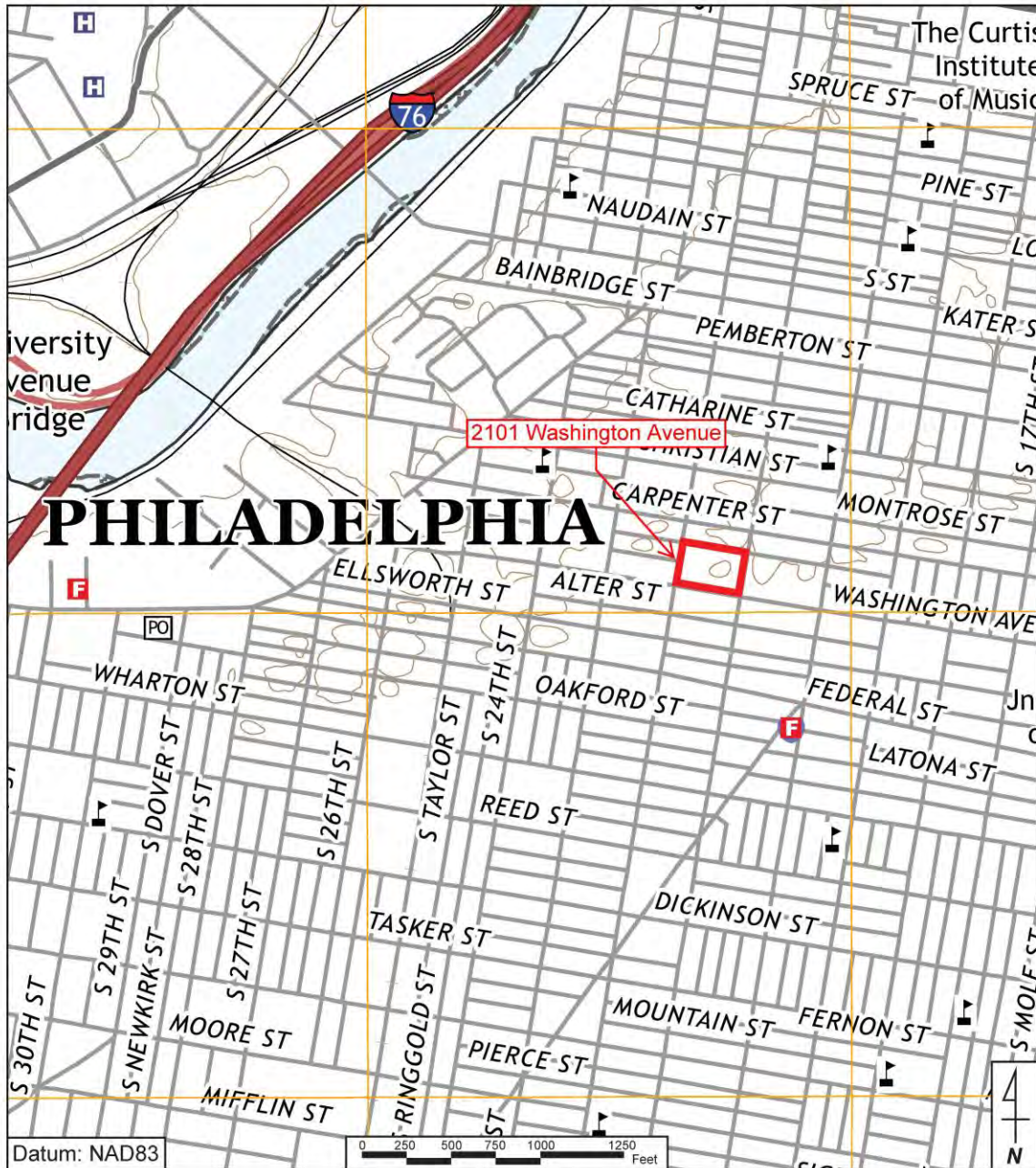
30.	Section 3, first floor, view NW
31.	Section 3, first floor, view SW
32.	Section 4, first floor, view E
33.	Section 4, first floor, view E
34.	Section 5, first floor, view S
35.	Section 7, first floor, view W

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Figure #	Description of Figure
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3.	Photograph Key – Site
4.	Photograph Key – First Floor
5.	Photograph Key – Second Floor
6.	Photograph Key – Third Floor
7.	Photograph Key – Fourth Floor
8.	Hexamer General Survey, 1866 (Volume 1, Plate 26)
9.	Hexamer General Survey, 1874 (Volume 9, Plate 806-807) – Axo. View
10.	Hexamer General Survey, 1874 (Volume 9, Plate 806-807) – Plan View
11.	Hexamer General Survey, 1889 (Volume 23, Plate 2228-2229) – Axo. View
12.	Hexamer General Survey, 1889 (Volume 23, Plate 2228-2229) – Plan View
13.	Bromley Atlas of Philadelphia, 1895
14.	Bromley Atlas of Philadelphia, 1901
15.	Bromley Atlas of Philadelphia, 1910
16.	Sanborn Fire Insurance Map, 1918
17.	Sanborn Fire Insurance Map, 1950
18.	Howell & Brothers advertisement from the <i>Evening Telegraph</i> in 1866
19.	Howell & Brothers advertisement from the <i>Philadelphia Inquirer</i> in 1877
20.	<i>Harpers Weekly</i> engraving of the Howell & Brothers printing demonstration inside Machinery Hall at the Centennial Exhibition in Philadelphia
21.	<i>Scientific American</i> engraving illustrating the printing process in a wallpaper factory
22.	<i>Scientific American</i> engraving illustrating the color mixing and block cutting rooms in a wallpaper factory
23.	Howell & Brothers border pattern no. 2454, c. 1892
24.	Howell & Brothers sidewall pattern no. 996, c. 1880-1900
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26.	Howell & Brothers sidewall pattern no. 2454, c. 1892
27.	Howell & Brothers sidewall pattern no. 1540, c. 1890
28.	U.S. Patent for the “Manufacture of Wall Paper,” Patent 114,632 (1871)
29.	Engraving of Howell & Brothers’ 9 th and Chestnut Street Store, 1866
30.	HABS Photo of the former Howell & Brothers’ store at 12-14 S. 6 th Street
31.	Portraits of Zophar Carpenter Howell and his son Zophar Lanning Howell
32.	City of Philadelphia Archives, 1914, photo showing Section 2 and rail siding
33.	Current aerial views of nominated property and surrounding area

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USGS Map - Philadelphia Quadrangle, Pennsylvania-New Jersey (2016)

Howell & Brothers Paper Hangings Manufactory
2101 Washington Avenue, Philadelphia, PA

Latitude, Longitude
39.939863, -75.178886

Figure 1: USGS Map, Philadelphia Quadrangle

Howell & Brothers Paper Hangings Manufactory
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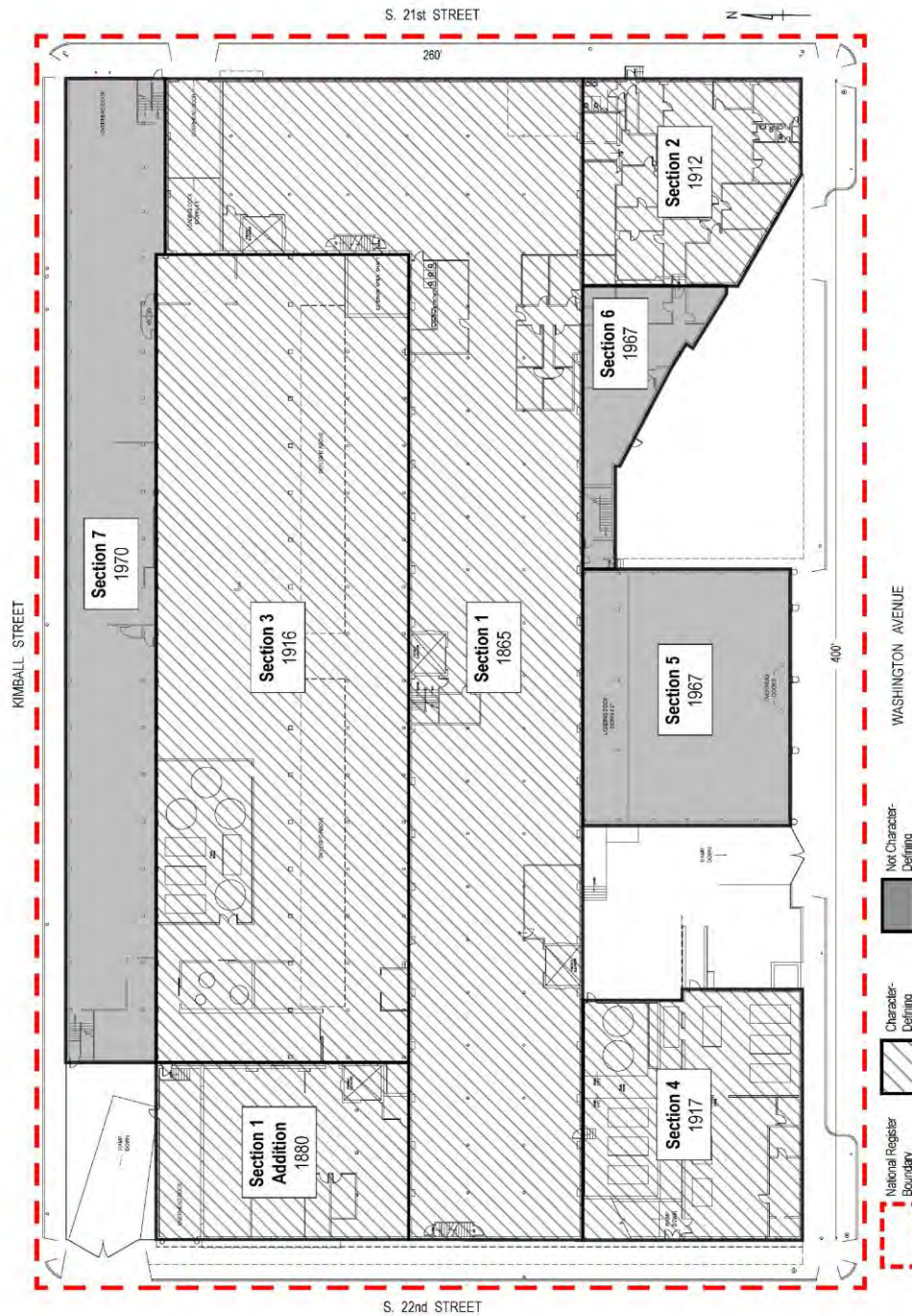


Figure 2 – Site Plan with National Register Boundary. The nominated property fills the entire parcel (and a full block). The boundary aligns with the curb along Washington, S. 22nd, Kimball, and S. 21st Streets. Dates of construction provided for each section; portions without diagonal hatching post-date the period of significance (1865-c.1960).

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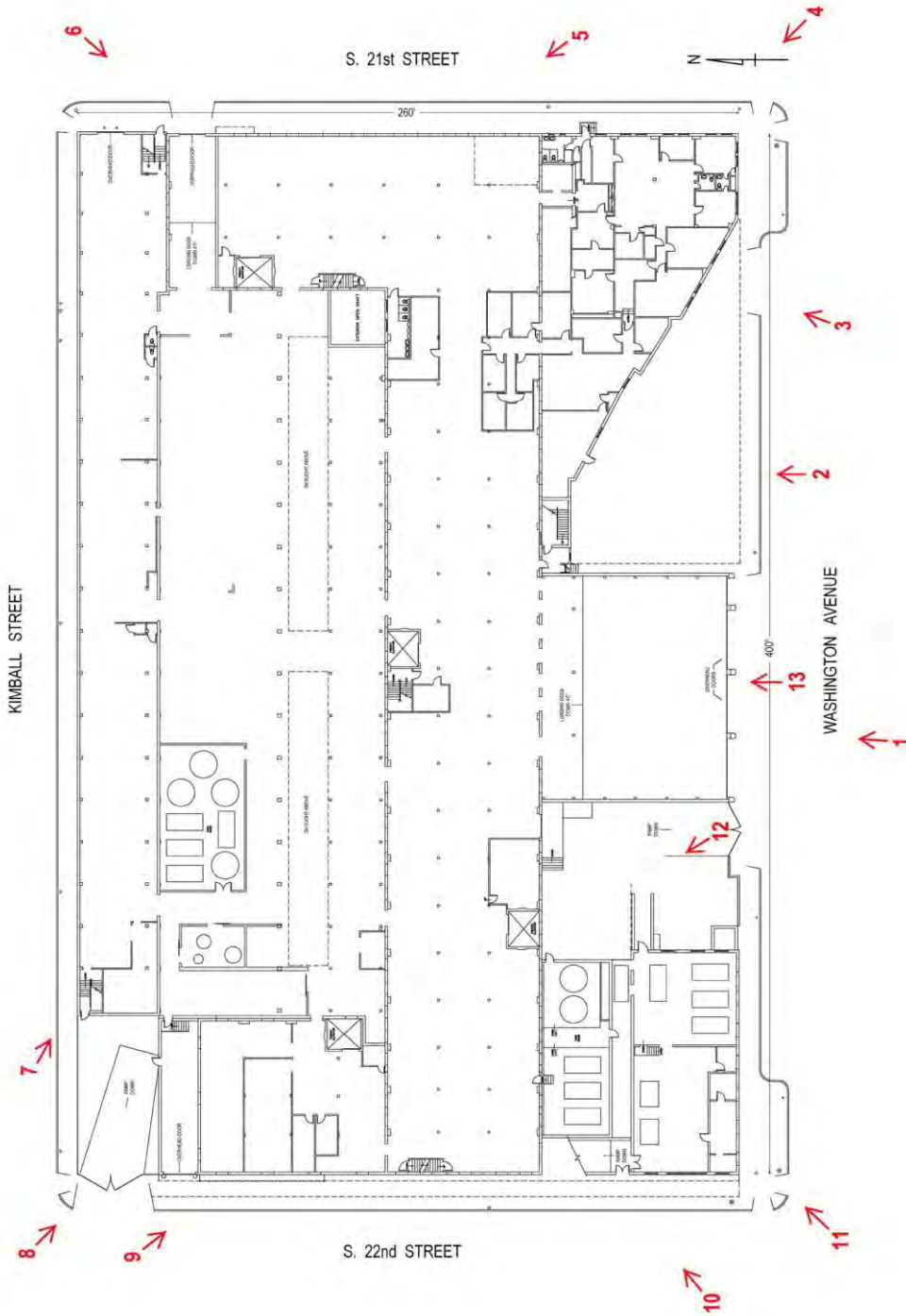


Figure 3 – Site Plan with Exterior Photo Key

Howell & Brothers Paper Hangings Manufactory
Name of Property

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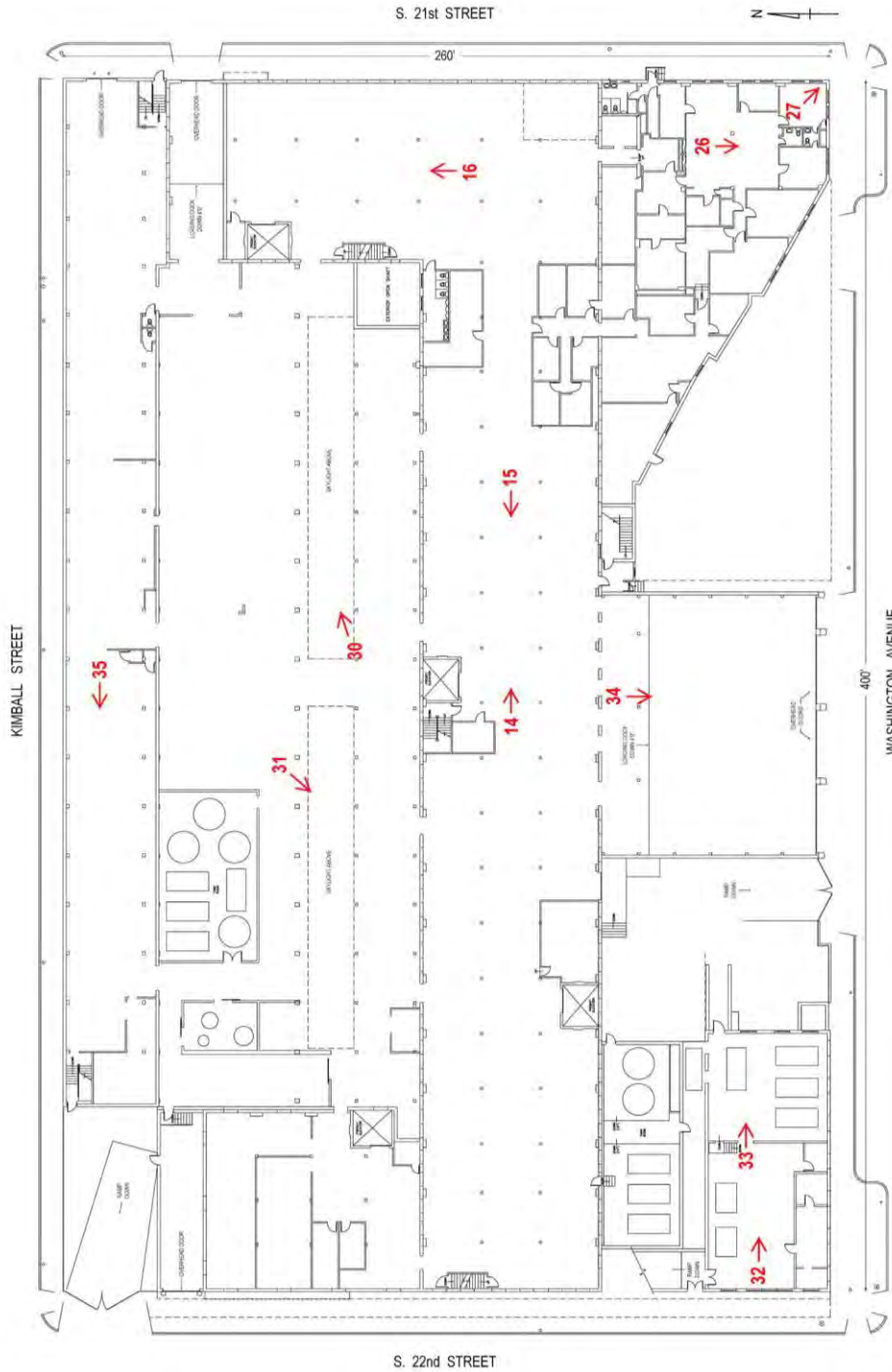


Figure 4 – First Floor Plan with Photo Key

Howell & Brothers Paper Hangings Manufactory
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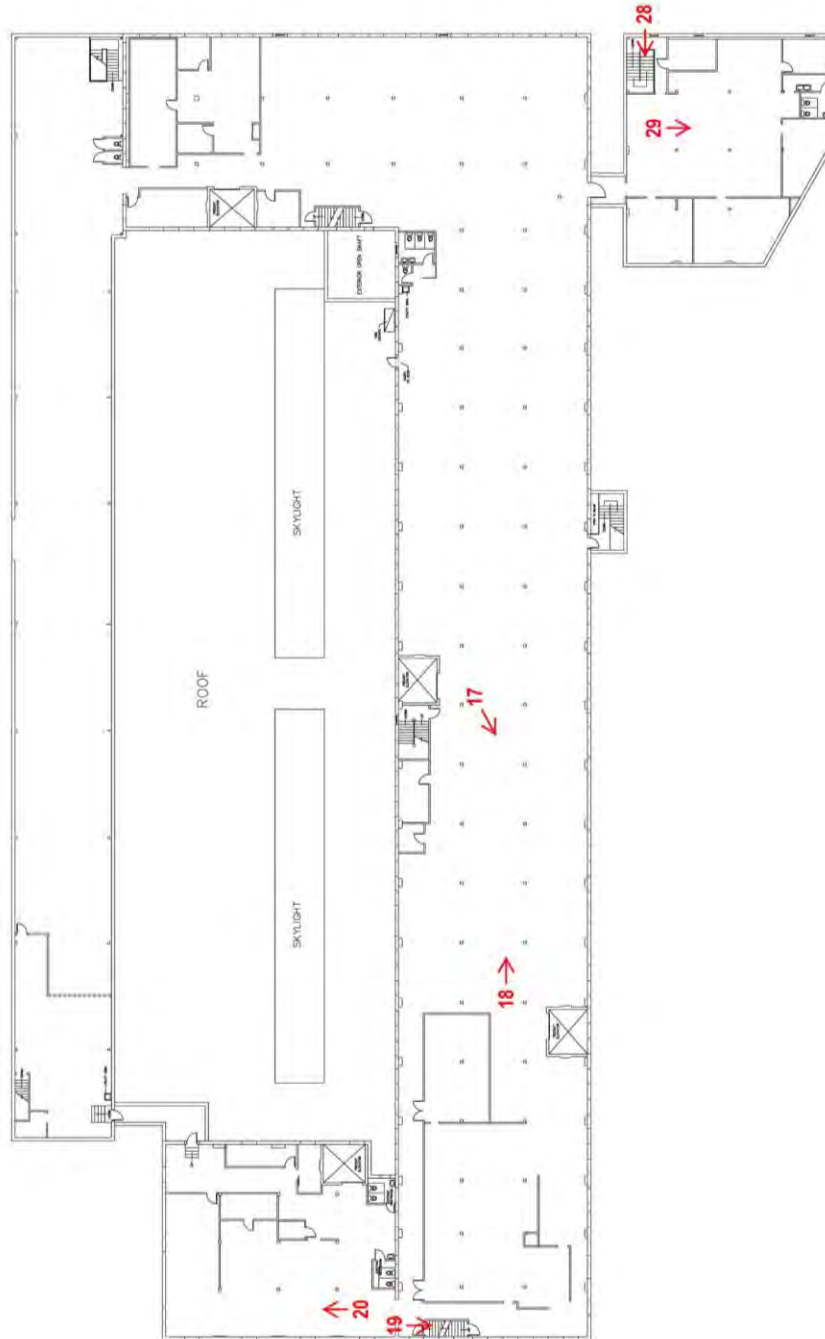


Figure 5 – Second Floor Plan, Sections 1, 2, and 7, with Photo Key

Howell & Brothers Paper Hangings Manufactory
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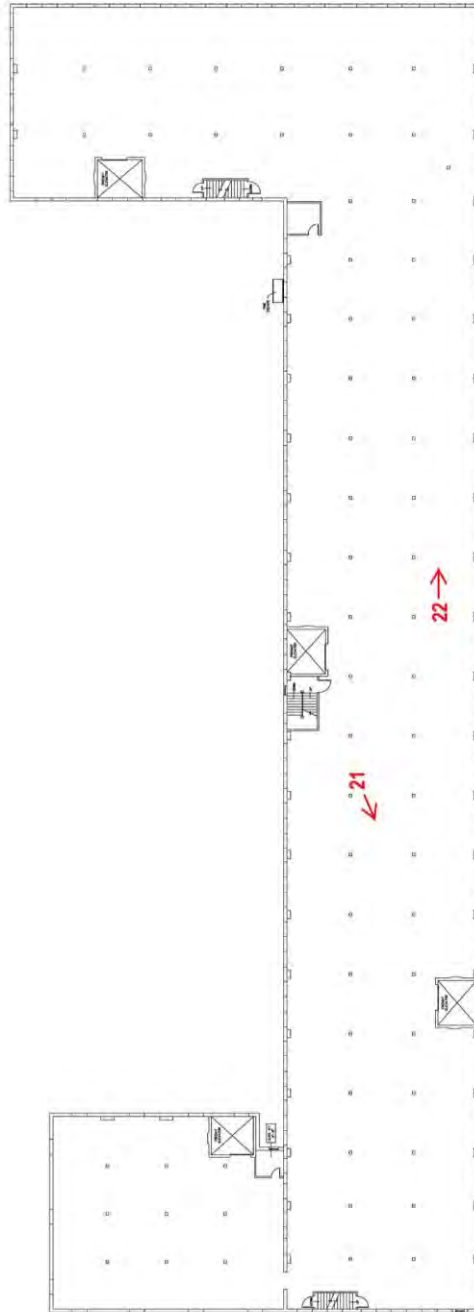


Figure 6 – Third Floor Plan, Section 1, with Photo Key

Howell & Brothers Paper Hangings Manufactory
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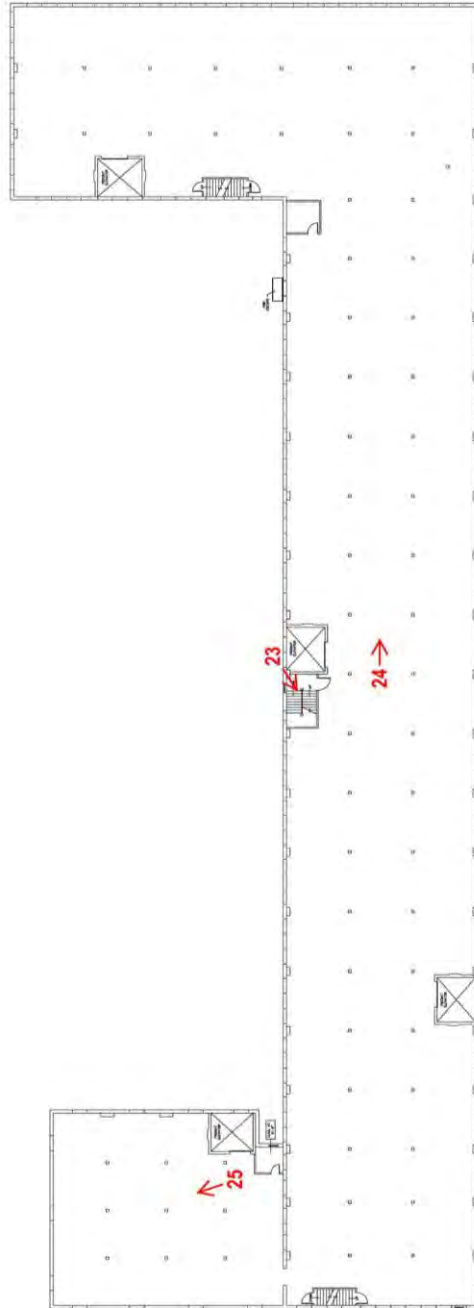


Figure 7 – Fourth Floor Plan, Section 1, with Photo Key

Howell & Brothers Paper Hangings Manufactory
 Name of Property

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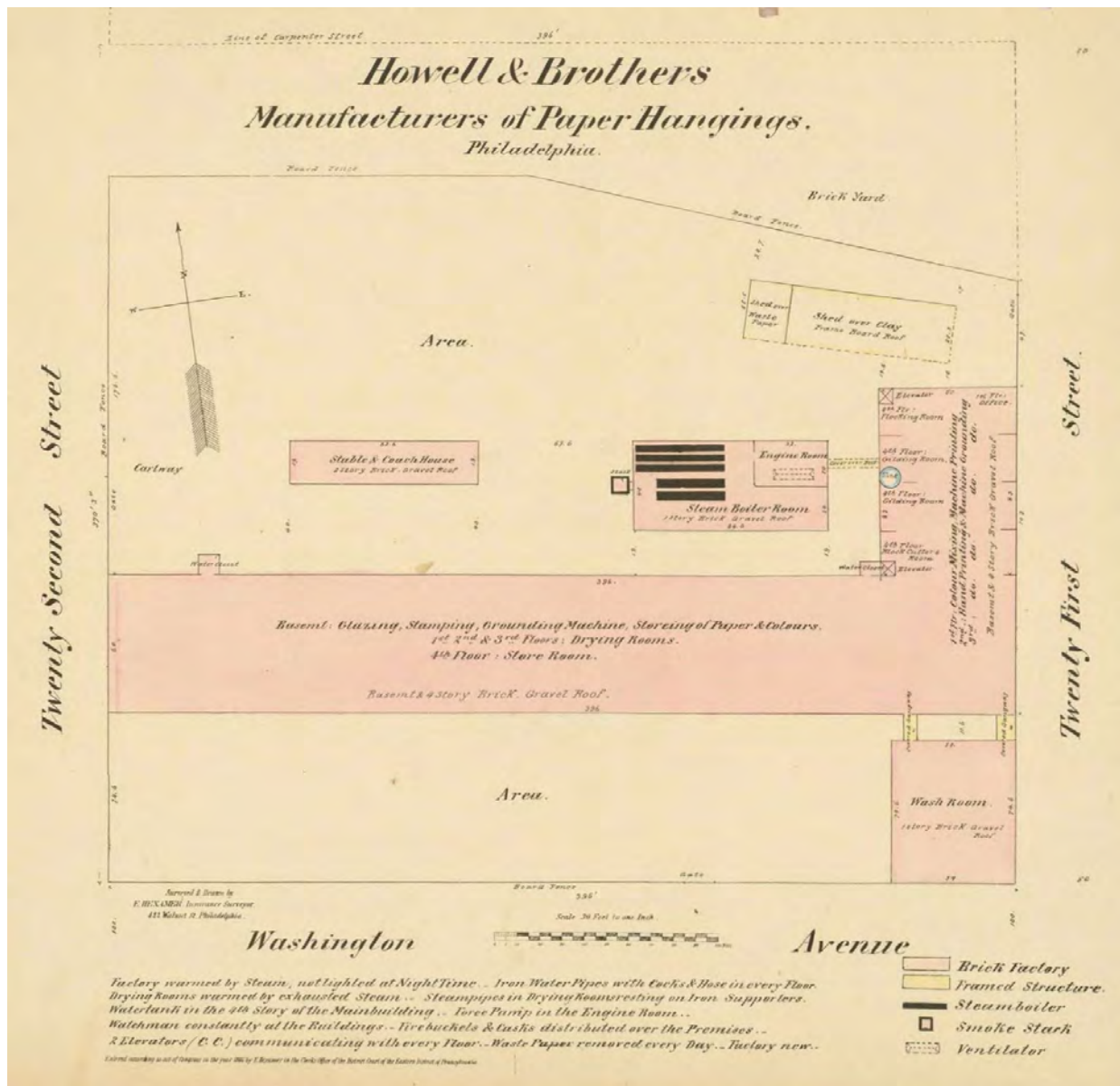


Figure 8 – Hexamer General Survey, 1866 (Volume 1, Plate 26)

Howell & Brothers Paper Hangings Manufactory
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Figure 9 – Hexamer General Survey, 1874 (Volume 9, Plate 806-807)
This axonometric view looks southeast from the northwest corner
of the site (22nd and Kimball Streets).

Howell & Brothers Paper Hangings Manufactory
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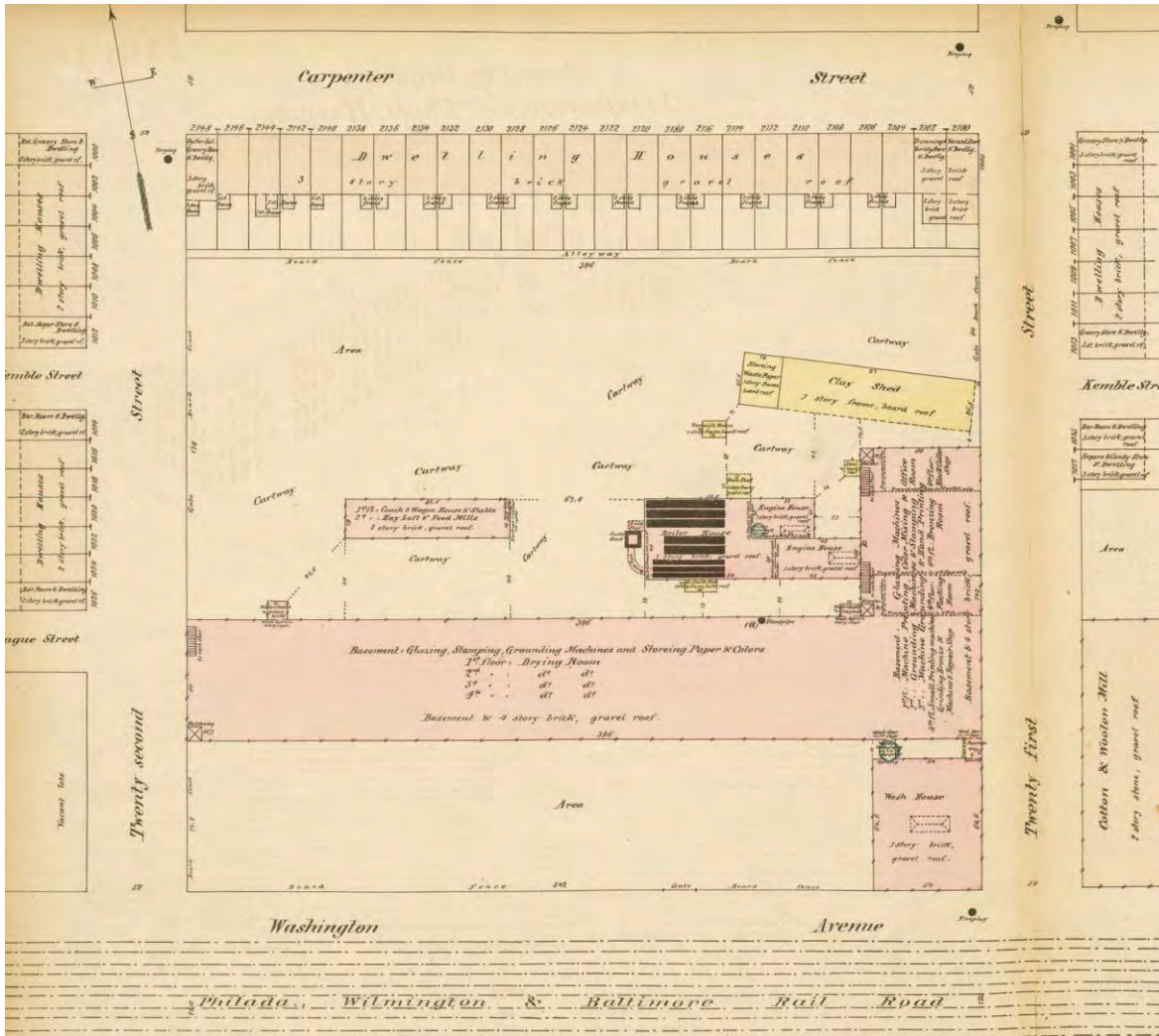


Figure 10 – Hexamer General Survey, 1874 (Volume 9, Plate 806-807)
Plan view. The “Dwelling Houses” north of the site, which face Carpenter Street, were developed separately and were not associated with the Howells.

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Figure 11 – Hexamer General Survey, 1889 (Volume 23, Plate 2228-2229).
This axonometric view looks southeast from the northwest corner of the site (22nd and Kimball Streets) and matches the view from the 1874 survey (figure 9).

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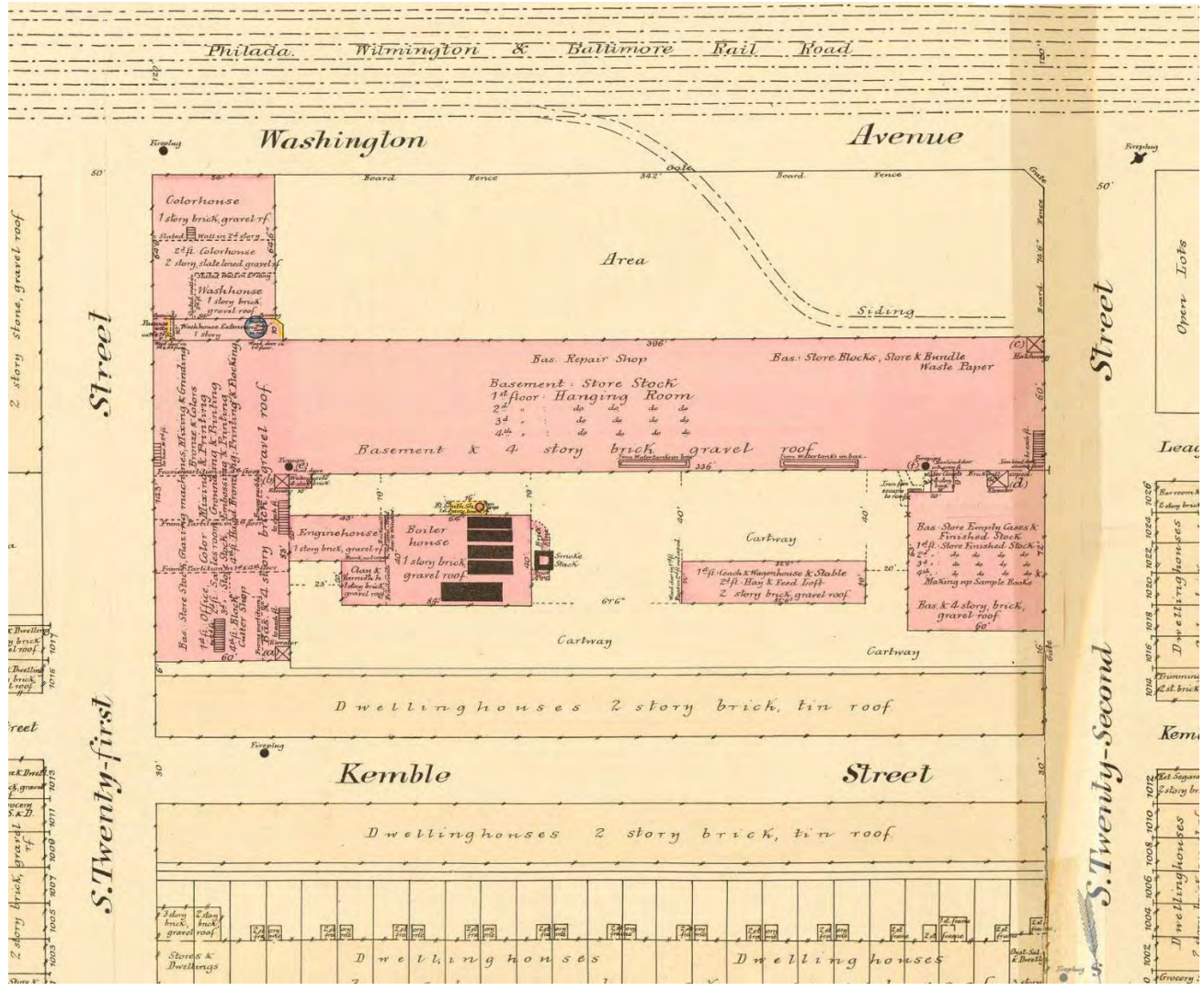


Figure 12 – Hexamer General Survey, 1889 (Volume 23, Plate 2228-2229).

Unlike the 1866 and 1874 surveys, the plan view in the 1889 survey was flipped, with Washington Avenue (the south side of the block) oriented toward the top rather than bottom of the page. The “Dwelling Houses” shown along “Kemble” Street, a variant of “Kimball,” were built by the Howell family after Kimball Street was extended through the block; all but 5 have been demolished on the North side of Kimball, and all those on the South side removed for Section 7 in 1970. Note the railroad siding that enters the property from Washington Avenue, which was common for industries along Washington Avenue, and crucial for Wanamaker’s decision to locate warehouse here.

Howell & Brothers Paper Hangings Manufactory
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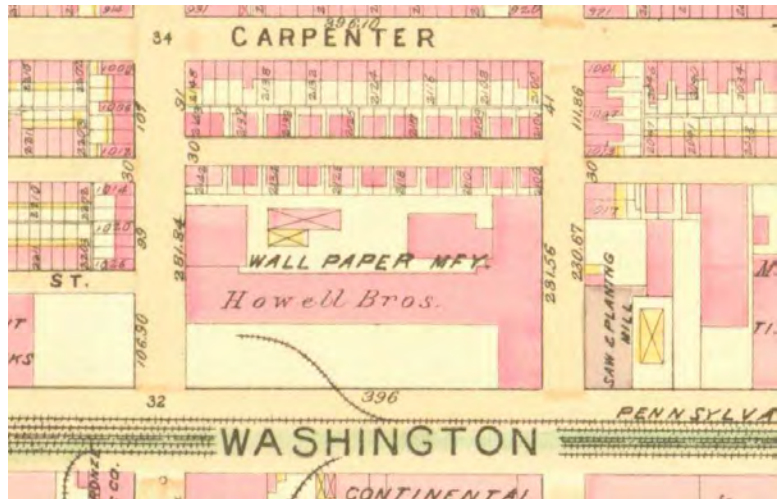


Figure 13
Bromley Atlas of Philadelphia, 1895

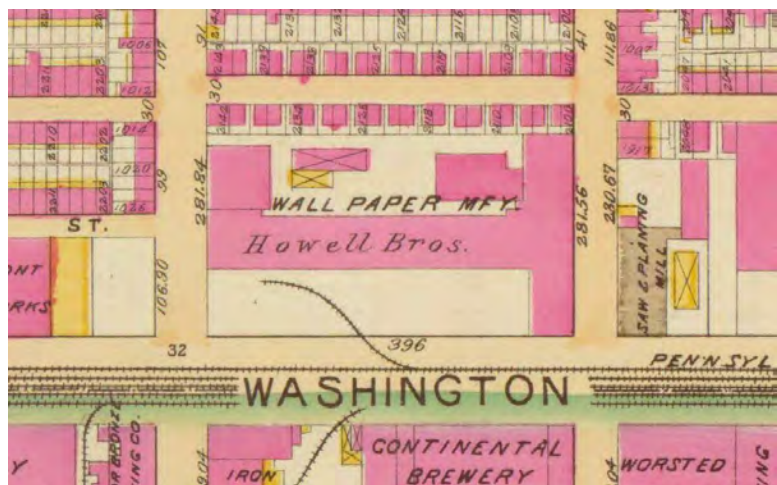


Figure 14
Bromley Atlas of Philadelphia, 1901

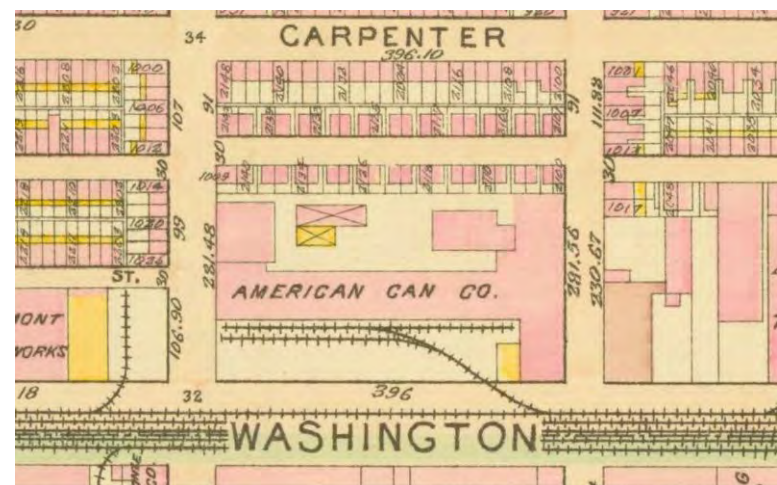


Figure 15
Bromley Atlas of Philadelphia, 1910

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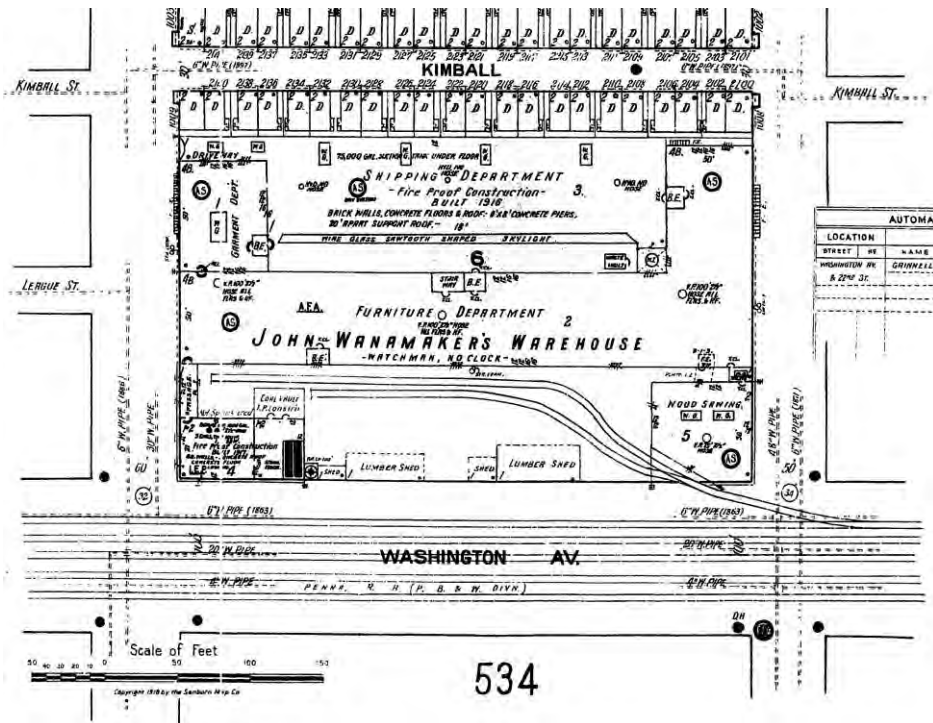


Figure 16 – Sanborn Fire Insurance Map, 1918.

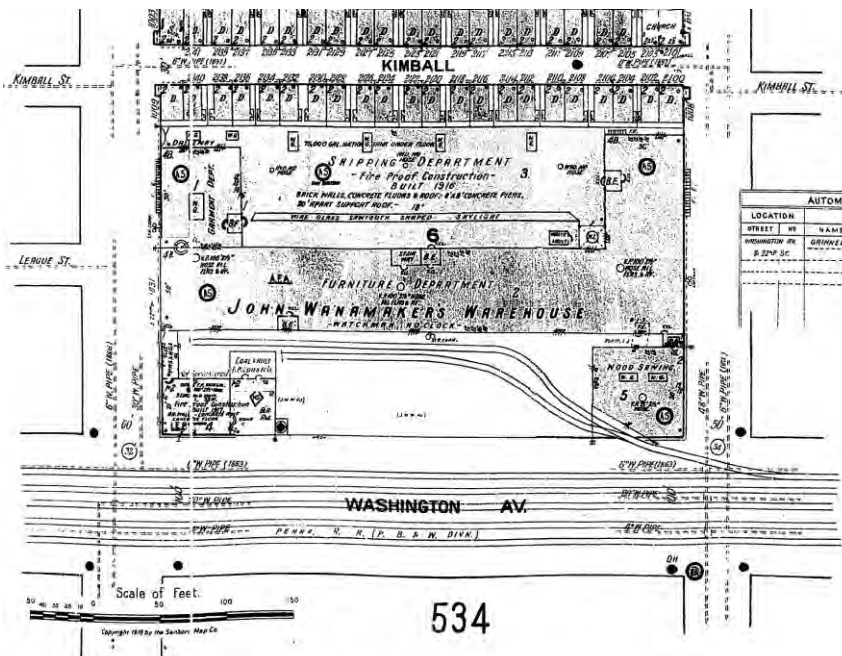


Figure 17 – Sanborn Fire Insurance Map, 1950.

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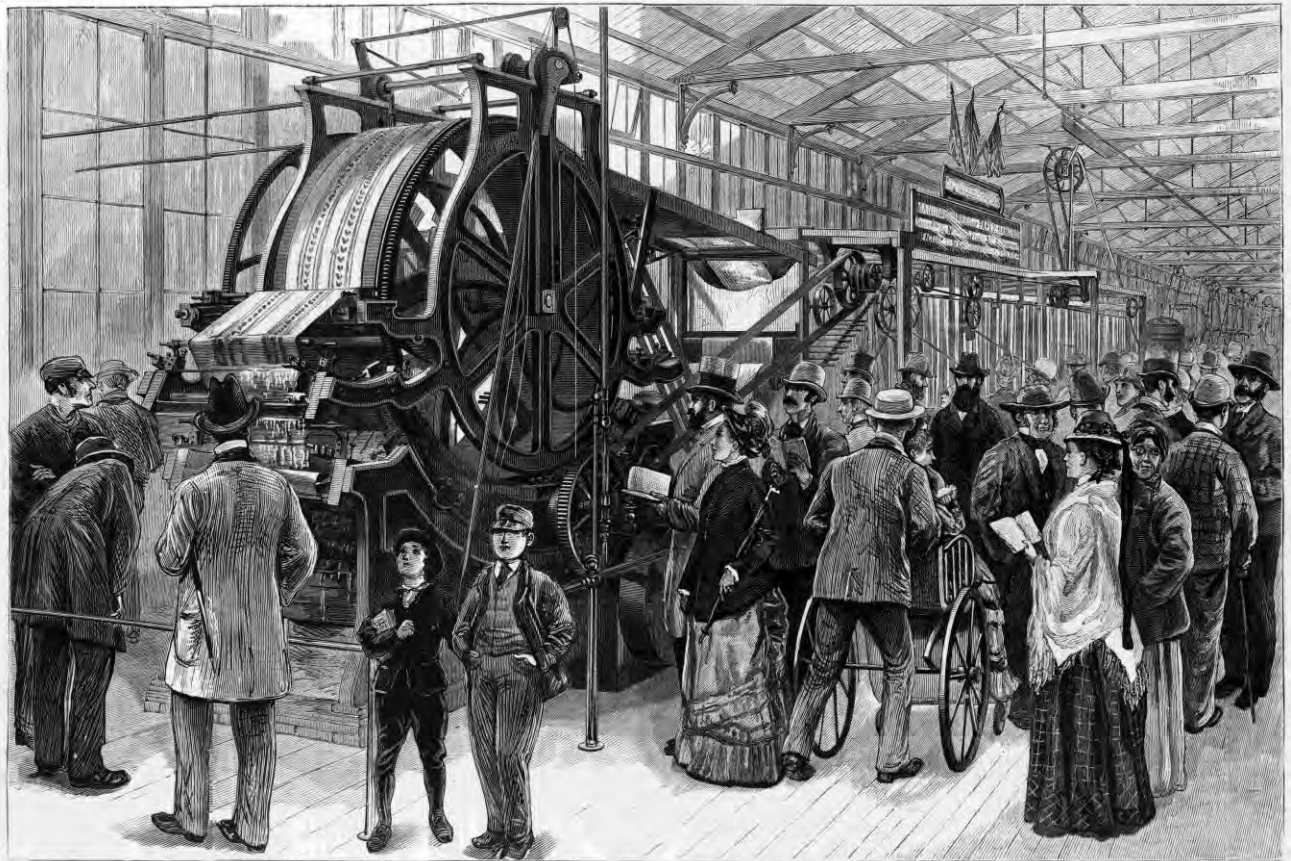
Figure 18 – Howell & Brothers advertisement from the *Evening Telegraph* in 1866.



Figure 19 – Howell & Brothers advertisement from the *Philadelphia Inquirer* in 1877.

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THE CENTENNIAL—WALL PAPER PRINTING PRESS, MACHINERY HALL.—PHOTOGRAPHED BY THE CENTENNIAL PHOTOGRAPHIC COMPANY.—[SEE PAGE 1038.]

Figure 20 – This engraving from the December 23, 1876 edition of *Harper's Weekly* illustrates the Howell & Brothers printing demonstration inside Machinery Hall at the Centennial Exhibition in Philadelphia.

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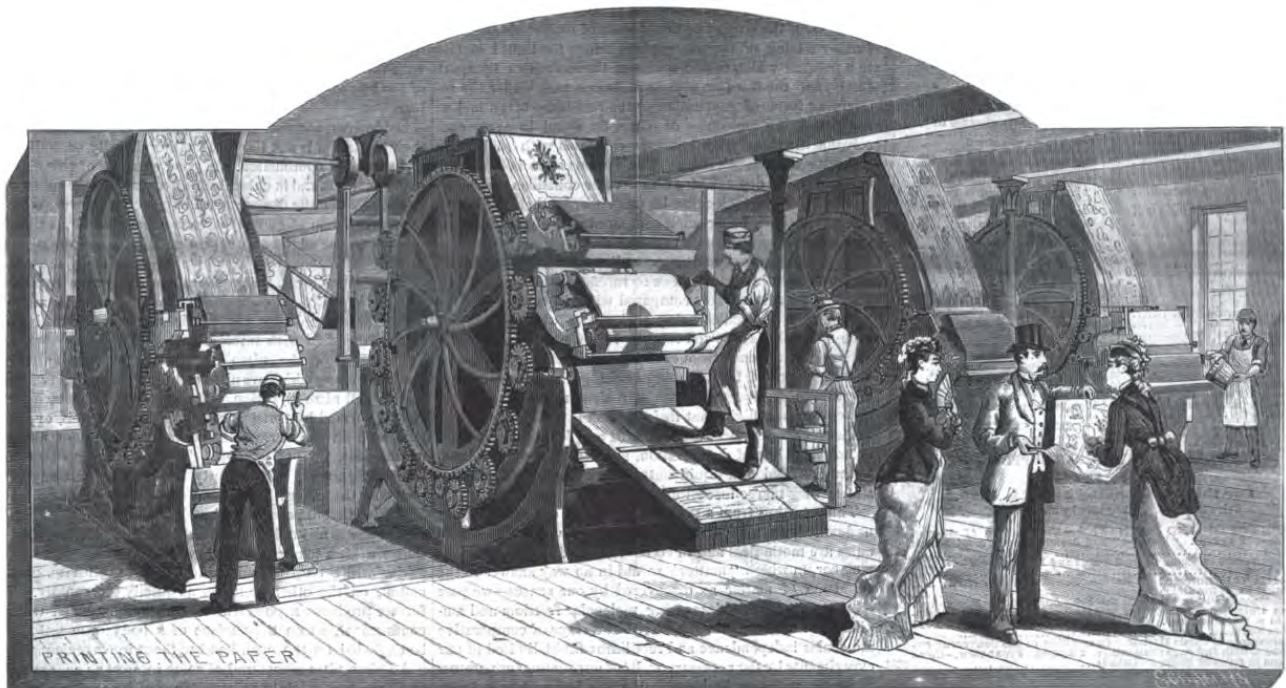


Figure 21 – This 1880 engraving illustrates the printing process in a wallpaper factory. The Waldron machines with twelve rollers, shown here, were used beginning in the 1870s in the Howell & Brothers factory on Washington Avenue (from the July 24, 1880 issue of *Scientific American*).



Figure 22 – Here *Scientific American* illustrates the color mixing and block cutting rooms in a wallpaper factory. These stages of the wallpaper manufacturing process would have looked much the same in the Howell & Brothers' Washington Avenue factory (from the July 24, 1880 issue of *Scientific American*).

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Figure 23 – Howell & Brothers border pattern no. 2454, c.1892.
(Cooper Hewitt, Smithsonian Design Museum)

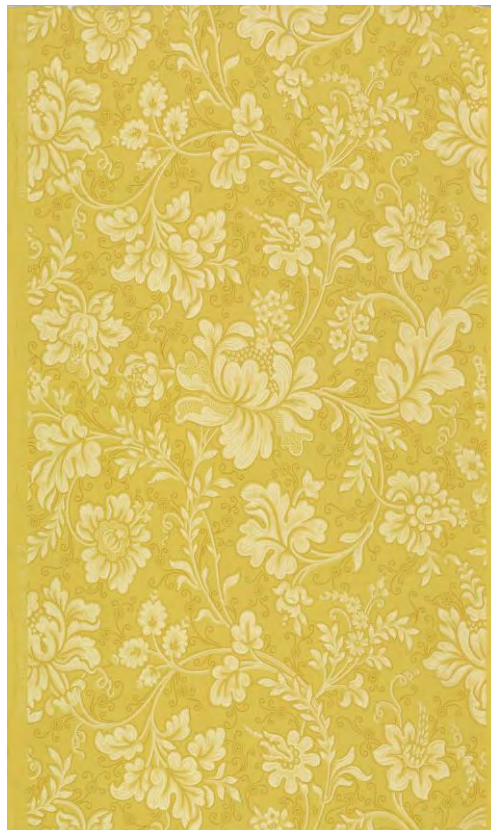


Figure 24 - Howell & Brothers sidewall pattern no. 996, c.1880-1900.
(Cooper Hewitt, Smithsonian Design Museum)

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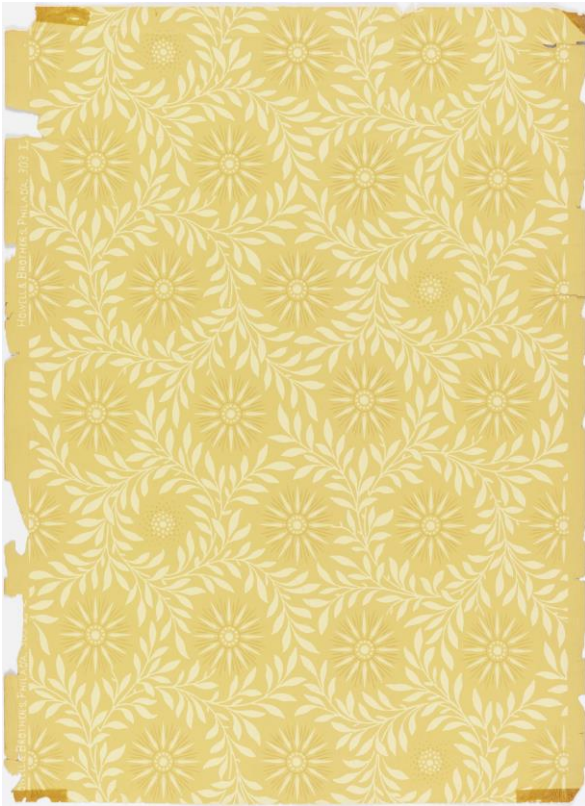


Figure 25 – Howell & Brothers sidewall pattern no. 303 L, c.1880-1900. (left)

Figure 26 – Howell & Brothers sidewall pattern no. 2454, c.1892. (right)



Figure 27 – Howell & Brothers sidewall pattern no. 1540, c.1890.
(all images from Cooper Hewitt, Smithsonian Design Museum)

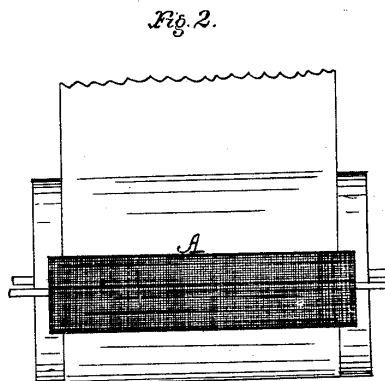
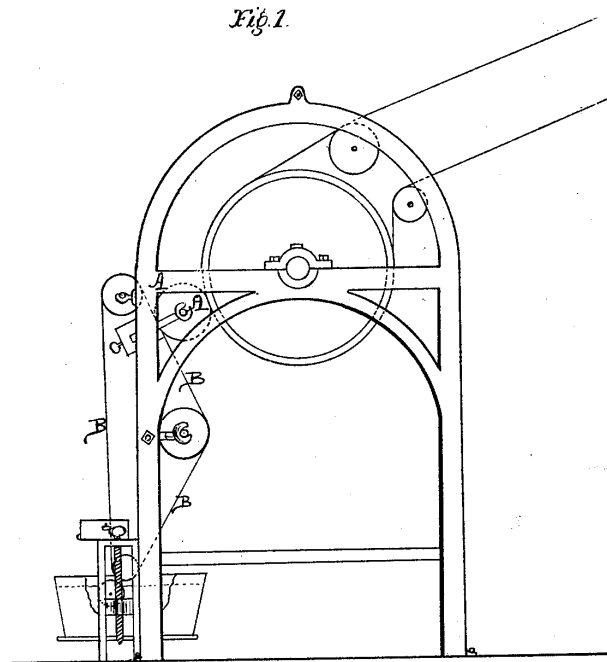
Howell & Brothers Paper Hangings Manufactory
Name of Property

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W. WILSON.
MANUFACTURE OF WALL PAPER.

No. 114,632.

Patented May 9, 1871.



Witnesses:
Sam. A. Henszey.
Percy V. Kneass.

Inventor:
Wm. Wilson
John Diederichsen
Atty.

Figure 28 – “Manufacture of Wall Paper,” U.S. Patent 114,632 (1871).

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Figure 29 – Engraving of Howell & Brothers' 9th and Chestnut Street Store, 1866. From the *Guide to Philadelphia*, 1866.



Figure 30 – Historic American Building Survey, 1961. Photo of the former Howell & Brothers' store at 12-14 S. 6th Street shortly before its demolition (HABS PA-1428).

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ZOPHAR CARPENTER HOWELL
Howell & Brothers
Manufacturers of Wall Paper



ZOPHAR LANNING HOWELL
President Camden National Bank
Z. C. & Z. L. Howell, Mfrs. Paper Hangings

Figure 31 – Photographic portraits of Zophar Carpenter Howell and his son Zophar Lanning Howell from *King's Notable Philadelphians*, 1901.



Figure 32 – Photo from City of Philadelphia Archives, 1914, showing former rail siding entering property, and SE corner of the complex (Section 2, 1912). Compare with current photos 2, 3, 4.

Howell & Brothers Paper Hangings Manufactory
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Figure 33: Current aerial views, showing area surrounding the nominated block.

Howell & Brothers Paper Hangings Manufactory
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2

Howell & Brothers Paper Hangings Manufactory
Name of Property

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3



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Howell & Brothers Paper Hangings Manufactory
Name of Property

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Howell & Brothers Paper Hangings Manufactory
Name of Property

Philadelphia County, PA
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Howell & Brothers Paper Hangings Manufactory
Name of Property

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Name of Property

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Name of Property

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Name of Property

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Howell & Brothers Paper Hangings Manufactory
Name of Property

Philadelphia County, PA
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Howell & Brothers Paper Hangings Manufactory
Name of Property

Philadelphia County, PA
County and State



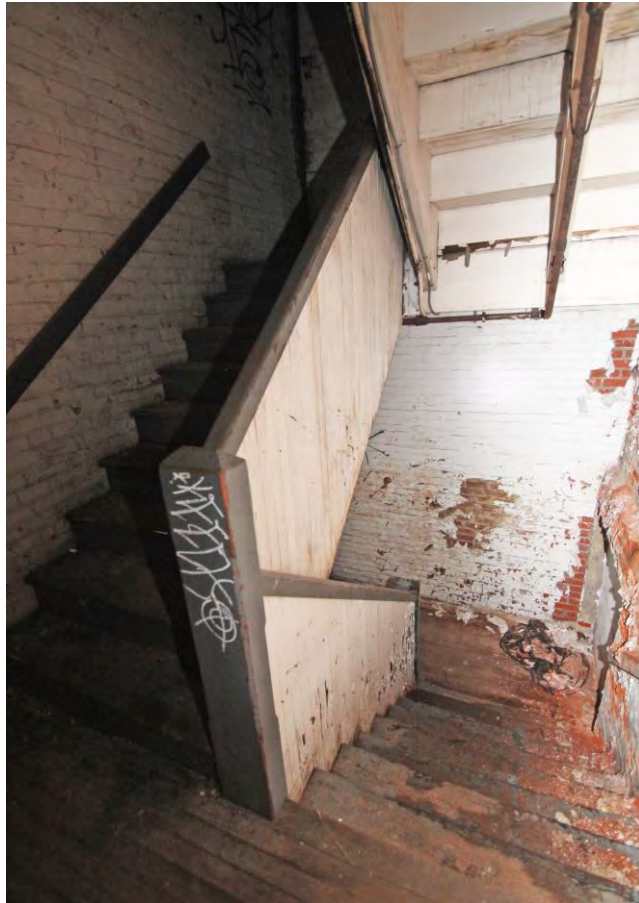
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Howell & Brothers Paper Hangings Manufactory
Name of Property

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Howell & Brothers Paper Hangings Manufactory
Name of Property

Philadelphia County, PA
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Howell & Brothers Paper Hangings Manufactory
Name of Property

Philadelphia County, PA
County and State



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Howell & Brothers Paper Hangings Manufactory
Name of Property

Philadelphia County, PA
County and State



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Howell & Brothers Paper Hangings Manufactory
Name of Property

Philadelphia County, PA
County and State



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Howell & Brothers Paper Hangings Manufactory
Name of Property

Philadelphia County, PA
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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.



FRANKFORD CHOCOLATE CO.

KRA



HOCOL CO.



21st St

21st St
← ONE WAY

WASHINGTON ST
W. AVENUE E.

RIGHT LANE ONLY

NO STANDING
NO PARKING

FRANKLIN RD CHOCOLATE

HALAL FOODS
LARRY WOLF DRIVES
207.007.6880
HALAL FOOD
1 Day Breakfast
3 Day Lunch

NO PARKING







KIMBALL STREET

ONE WAY
←









WMC

Trent

WMC

PG 2

WMC

WMC

WMC 3

No bones
of you

WMC

WMC

RECYCLING
1-845





KRAIL
KOD
KOD

FRANKFORD CHOC

FRANKFORD CHOC

NO
TURN
ON
RED

FRANKFORD CHOC



FRAG

FRAG

FRAG

KRA

SOAR

FRAG



FRANKFORD CHOCOLATE CO.





127









ZONE # 2















427

420











34







EXIT

15

12









UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

Requested Action: Nomination

Property Name: Howell and Brothers Paper Hangings Manufactory

Multiple Name:

State & County: PENNSYLVANIA, Philadelphia

Date Received: 11/6/2017 Date of Pending List: 12/5/2017 Date of 16th Day: 12/20/2017 Date of 45th Day: 12/21/2017 Date of Weekly List:

Reference number: SG100001912

Nominator: State

Reason For Review:

- | | | |
|---------------------------------------|--|---|
| <input type="checkbox"/> Appeal | <input checked="" type="checkbox"/> PDIL | <input type="checkbox"/> Text/Data Issue |
| <input type="checkbox"/> SHPO Request | <input type="checkbox"/> Landscape | <input type="checkbox"/> Photo |
| <input type="checkbox"/> Waiver | <input type="checkbox"/> National | <input type="checkbox"/> Map/Boundary |
| <input type="checkbox"/> Resubmission | <input type="checkbox"/> Mobile Resource | <input type="checkbox"/> Period |
| <input type="checkbox"/> Other | <input type="checkbox"/> TCP | <input type="checkbox"/> Less than 50 years |
| | <input type="checkbox"/> CLG | |

Accept Return Reject 12/21/2017 Date

Abstract/Summary
Comments:

Recommendation/ Criteria Accept, National Register Criterion A.

Reviewer Patrick Andrus Patrick Andrus Discipline Historian

Telephone (202)354-2218 Date 12/21/2017

DOCUMENTATION: see attached comments : No see attached SLR : No

If a nomination is returned to the nomination authority, the nomination is no longer under consideration by the National Park Service.



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 September 2017

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

Re: 2101 WASHINGTON AVENUE, HOWELL & BROTHERS PAPER MANUFACTORY

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 Howell & Brothers Paper Manufactory at 2101 Washington Avenue in Philadelphia to the National Register of Historic Places. At its monthly public meeting on 8 September 2017, the Philadelphia Historical Commission reviewed and discussed the nomination and accepted public testimony. The Commission agreed that the building satisfies National Register Criterion A, for its association with the Howell & Brothers Paper Manufactory. Several members also discussed the longevity of the site's industrial use and its significance as a contributor to the heritage of Washington Avenue, particularly from Broad Street to 25th Street. The Commission noted that those blocks of Washington Avenue in particular were associated with the area's industry and the Philadelphia-Wilmington-Baltimore Railroad.

The Commission contends that the resource retains sufficient integrity to be added to the National Register, acknowledging that the property contains numerous additions constructed over time. One Commission member observed that the City Planning Commission had previously reviewed adaptive reuse schemes for the building and asserted that receiving historic rehabilitation tax credits would be advantageous for the property. A representative of the City's legal department noted that the property has been part of an ongoing court case due to numerous violations, though many of those violations have now been resolved. The Commission supported the National Register nomination for 2101 Washington Avenue and welcomed the building's potential redevelopment. 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 F.", with a long horizontal flourish extending to the right.

Jonathan E. Farnham, Ph.D.
Executive Director



Pennsylvania State Historic Preservation Office

PENNSYLVANIA HISTORICAL AND MUSEUM COMMISSION



November 3, 2017

J. Paul Loether, Deputy Keeper and Chief
National Register and National Historic Landmark Program
National Register of Historic Places
1849 C Street NW Mail Stop 7228
Washington DC 20240

Re: NR nomination discs

Dear Mr. Loether:

The following nomination forms are being submitted electronically per the "Guidance on How to Submit a Nomination to the National Register of Historic Places on Disk Summary (5/06/2013)":

- Boyertown Burial Casket Company, Montgomery County
- Hotel Abraham Lincoln, Berks County
- Lycoming Rubber Company, Lycoming County
- Howell & Brothers Paper Hangings Manufactory, Philadelphia County
- Meyerhoff, Son and Company Building, Montgomery County

The enclosed discs contain the true and correct copies of the nominations listed above. The proposed actions are for listing in the National Register of Historic Places.

If you have any questions regarding the nominations please contact David Maher at 717-783-9918.

Sincerely,

David Maher
National Register section
Preservation Services