

United States Department of the Interior  
National Park Service

National Register of Historic Places  
Registration Form

INTERAGENCY RESOURCES DIVISION  
NATIONAL PARK SERVICE

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in How to Complete the National Register of Historic Places Registration Form (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If an 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. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name Dorrance, Arthur, House

other names/site number Historic Sites Inventory No. 0424-081

2. Location

street & number 28 Franklin Avenue NA  not for publication

city or town Merchantville  vicinity

state New Jersey code 034 county Camden code 007 zip code 08109

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  nationally  statewide  locally. ( See continuation sheet for additional comments.)

Signature of certifying official/Title

Date

1/5/94

Assistant Commissioner for Natural & Historic Resources/DSHPO

State of Federal agency and bureau

In my opinion, the property  meets  does not meet the National Register criteria. ( See continuation sheet for additional comments.)

Signature of certifying official/Title

Date

State or Federal agency and bureau

4. National Park Service Certification

I hereby certify that the property is:

entered in the National Register.

See continuation sheet.

determined eligible for the National Register

See continuation sheet.

determined not eligible for the National Register.

removed from the National Register.

other, (explain:)

Signature of the Keeper

Date of Action

Patrick W. Andrews

5/13/94

Dorrance, Arthur, House  
Name of Property

Camden County, New Jersey  
County and State

**5. Classification**

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

- private
- public-local
- public-State
- public-Federal

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

- building(s)
- district
- site
- structure
- object

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

Contributing	Noncontributing	
<u>2</u>	<u>0</u>	buildings
_____	_____	sites
_____	_____	structures
_____	_____	objects
<u>2</u>	<u>0</u>	Total

**Name of related multiple property listing**  
(Enter "N/A" if property is not part of a multiple property listing.)

N/A

**Number of contributing resources previously listed in the National Register**

0

**6. Function or Use**

**Historic Functions**  
(Enter categories from instructions)

Domestic/single dwelling  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Current Functions**  
(Enter categories from instructions)

Domestic/single dwelling  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**7. Description**

**Architectural Classification**  
(Enter categories from instructions)

Shingle Style  
\_\_\_\_\_  
\_\_\_\_\_

**Materials**  
(Enter categories from instructions)

foundation stone  
walls weatherboard  
asphalt  
roof asphalt  
other \_\_\_\_\_  
\_\_\_\_\_

**Narrative Description**  
(Describe the historic and current condition of the property on one or more continuation sheets.)

See continuation sheets

**8. Statement of Significance**

**Applicable National Register Criteria**

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

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

**Criteria Considerations**      N/A  
(Mark "x" in all the boxes that apply.)

Property is:

- 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 of age or achieved significance within the past 50 years.

**Areas of Significance**

(Enter categories from instructions)

Industry  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Period of Significance**

1896-1909  
\_\_\_\_\_  
\_\_\_\_\_

**Significant Dates**

1896  
\_\_\_\_\_  
\_\_\_\_\_

**Significant Person**

(Complete if Criterion B is marked above)

Dorrance, Arthur  
\_\_\_\_\_

**Cultural Affiliation**

N/A  
\_\_\_\_\_  
\_\_\_\_\_

**Architect/Builder**

unknown  
\_\_\_\_\_  
\_\_\_\_\_

**Narrative Statement of Significance**

(Explain the significance of the property on one or more continuation sheets.)

**9. Major Bibliographical References**

**Bibliography**

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

**Previous documentation on file (NPS):**      N/A

- 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 # \_\_\_\_\_

**Primary location of additional data:**

- State Historic Preservation Office
- Other State agency
- Federal agency
- Local government
- University
- Other

Name of repository: \_\_\_\_\_

Nomination Preparer \_\_\_\_\_

Dorrance, Arthur House  
Name of Property

Camden County, New Jersey  
County and State

**10. Geographical Data**

Acreage of Property less than one acre

Camden NJ-PA Quad

**UTM References**

(Place additional UTM references on a continuation sheet.)

1 

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4	4	2	2	1	4	0
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Zone Easting Northing

3 

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Zone Easting Northing

2 

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4 

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See continuation sheet

**Verbal Boundary Description**

(Describe the boundaries of the property on a continuation sheet.)

Merchantville Block 33/Lot 18

**Boundary Justification**

(Explain why the boundaries were selected on a continuation sheet.)

Boundaries coincide with legal tax parcel.  
Includes land historically associated with  
property.

**11. Form Prepared By**

name/title Carol Benenson Perloff, Principal

organization Carol A. Benenson & Associates date June 4, 1993

street & number 6362 Overbrook Avenue telephone (215) 878-8204

city or town Philadelphia state PA zip code 19151

**Additional Documentation**

Submit the following items with the completed form:

**Continuation Sheets**

**Maps**

A USGS map (7.5 or 15 minute series) indicating the property's location.

A Sketch map for historic districts and properties having large acreage or numerous resources.

**Photographs**

Representative black and white photographs of the property.

**Additional items**

(Check with the SHPO or FPO for any additional items)

**Property Owner**

(Complete this item at the request of SHPO or FPO.)

name Rudolph and Charlotte Klock

street & number 28 Franklin Avenue telephone (609) 663-4919

city or town Merchantville state NJ zip code 08109

**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. 470 *et seq.*).

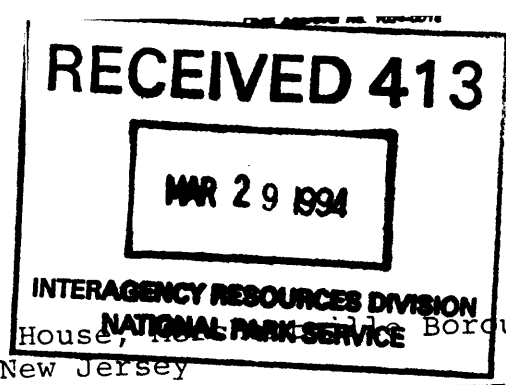
**Estimated Burden Statement:** Public reporting burden for this form is estimated to average 18.1 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Projects (1024-0018), Washington, DC 20503.

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National Park Service

# National Register of Historic Places Continuation Sheet

Section number 7 Page 2

Arthur Dorrance House, Borough,  
Camden County, New Jersey



The Arthur Dorrance House is located on Merchantville's Franklin Avenue, a street laid out in rectangular building lots by 1895. The street is characterized by turn-of-the-century dwellings, with several on the west side of the block, including the Dorrance House, exhibiting variations of the Shingle Style, although no two are identical.

Built in 1896, the Arthur Dorrance House is a 2 1/2-story, gambreled roof subtype of the Shingle Style. With its Palladian windows and simple classical porch columns, the house also displays the influence of the contemporaneous early phases of the Colonial Revival. It is constructed of frame on a stone foundation, and clad with clapboards at the first floor and asphalt shingles above, which likely replaced original cedar shakes. The asphalt sheathed roof has a brick chimney located along the ridge line.

The first floor of the main elevation is divided into a bowed window and wraparound porch. The window is fenestrated by casement sash topped by multipane transoms. The wraparound porch is supported by Tuscan columns on clapboarded bases and embellished by a stick balustrade and pediment along the side gambrel which extends beyond the first floor, giving more square footage at the second floor. The main entrance consists of a glazed and paneled door flanked by 9-light windows on either side. Two, 12/1 double hung windows with thin lipped lintels fenestrate the second floor while a Palladian-inspired window with wooden keystone lights the attic.

The cross-gambreled north side elevation has a secondary entrance consisting of a glazed door and stoop, added for apartment alterations to the building in 1953. The fenestration on this elevation is irregular, reflecting placement of the side stairhall, and typically 12/1 or 16/1 double hung. A Palladian window lights the gambrel attic.

The south side elevation, partially fronted by the wraparound porch, features a bracketed bay window at the first floor and shed dormer above. The rear, hip-roofed, 2-story wing of this elevation has a new wooden deck and fanlighted french doors leading to the kitchen.

The rear elevation features a shed-roofed porch, partially enclosed, and paired second floor windows.

The house is entered through a vestibule with a built-in boot bench in an arched nook and a glazed and 2-paneled door with decorative moldings. The vestibule opens into the living room which features a Colonial Revival mantel with dentils and a dog's ear surround. A front parlor corresponds with the front bowed bay. The dining room, accessed through the living room, is lit by the side bowed bay and is embellished by a chairrail. Archways between rooms spring from wooden columns. The northerly wall of the living room was erected in 1953 to seal off the main, side stairhall for access to upstairs apartments. That stairhall features a square, paneled newel post with fretwork in its capital, a spindled balustrade, and decorative skirting. The kitchen, located in the rear wing, has been modernized. It contains a secondary staircase currently used for access to the upper floors. A hall and bedroom are located beyond the kitchen. Historic finishes throughout the house include milled window and door surrounds, molded baseboards, and 5-panel doors. Two-panel doors are also present from the 1950s renovations.

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## National Register of Historic Places Continuation Sheet

Section number   7   Page   3   Arthur Dorrance House, Merchantville  
Borough, Camden County, New Jersey

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The second floor is organized into five bedrooms, one altered into a kitchen which the owner is currently returning to its original use. The bathroom features original white tile floors and walls and porcelain fixtures including a pedestal sink. The third floor, also remodeled for apartment use, consists of a kitchen, bathroom, and bedroom.

A 2-story, 2-bay, clapboarded and asphalt-shingled, Shingle Style carriage house/garage is located to the rear of the dwelling. It is accessed by glazed and cross-braced paneled doors topped by a molded entablature; there is also a side single door entry along the east elevation. Triple 6/1 double hung windows fenestrate the front and rear gambrels; single 6/1 double hung windows on the east and rear (south) elevations light the first floor. The carriage house has a molded cornice with partial returns. The interior is sided with beaded boards at the first and second floors. The gambrel roof is also shingled with asphalt.

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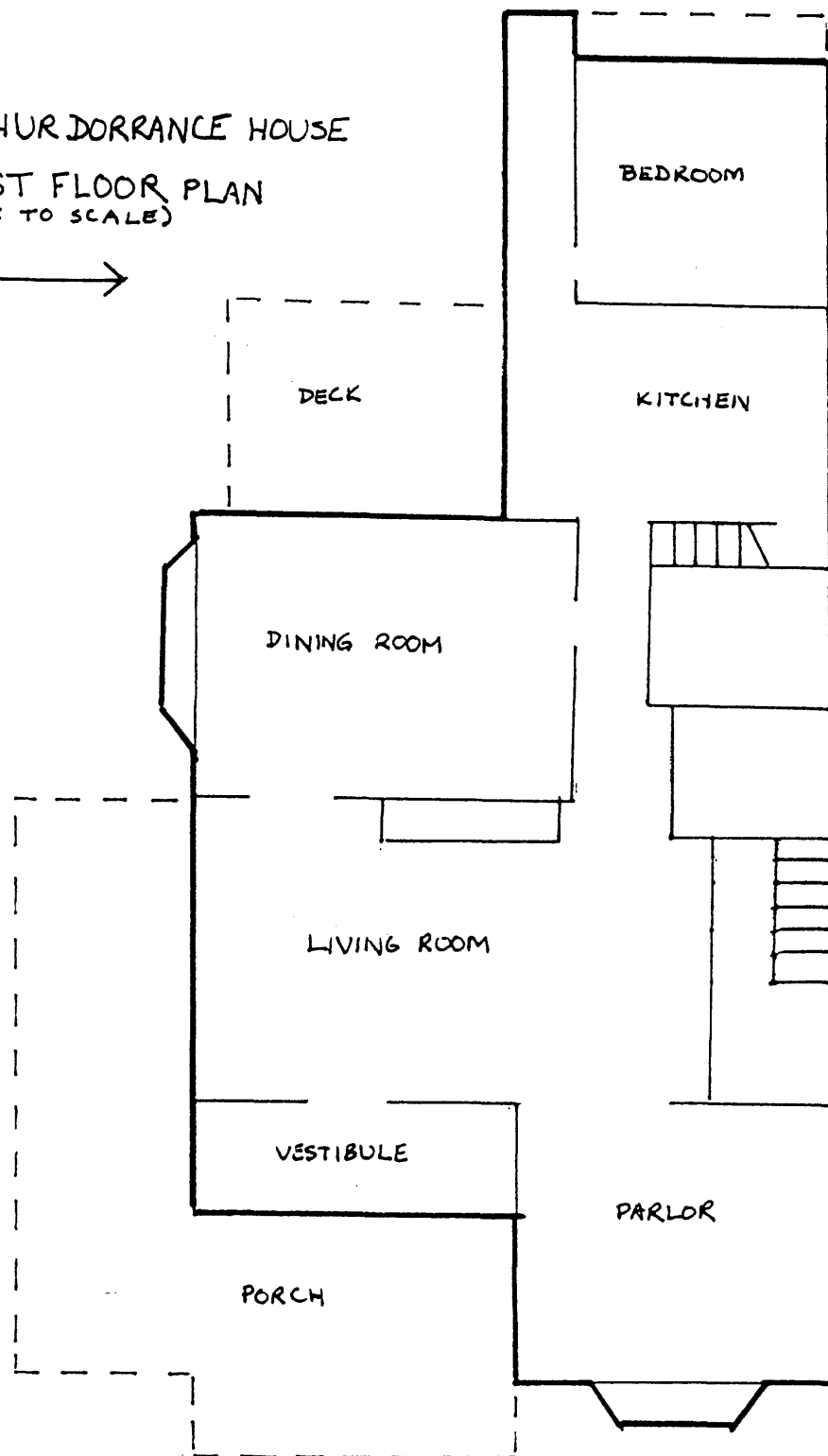
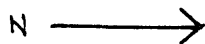
# National Register of Historic Places Continuation Sheet

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Arthur Dorrance House, Merchantville Borough,  
Camden County, New Jersey

ARTHUR DORRANCE HOUSE

FIRST FLOOR PLAN  
(NOT TO SCALE)



United States Department of the Interior  
National Park ServiceNational Register of Historic Places  
Continuation SheetSection number 8 Page 2  
Arthur Dorrance House, Merchantville  
Borough, Camden County, New Jersey

The house located at 28 Franklin Avenue in Merchantville, New Jersey, was built in 1896 for Arthur Dorrance, the originator of Campbell's soups and President of the Joseph Campbell Company from 1894 to 1914. In design, it is a gambreled roof subtype of the Shingle Style, displaying influences of the late-nineteenth-century Colonial Revival. This dwelling was home to Arthur Dorrance and his wife, Charlotte, from 1896 until 1909. Because of the building's association with this important local industrialist during the core of his leadership of Campbell's Soup Company, it appears eligible for the National Register of Historic Places under Criterion B.

Arthur Dorrance (1849-1922), of French-Irish descent, was born and raised in Bristol, Pennsylvania. He was the son of John Dorrance, a famous railroad builder who constructed the first railroad between Philadelphia and Trenton and Camden and Trenton. After receiving his education at Harvard College, Arthur Dorrance operated a wholesale flour, coal, and feed business in Bristol with his brother. In the early 1880s, Walter S. Spackman, a personal friend of Arthur Dorrance and son-in-law of Joseph Campbell, introduced Dorrance to the founder of the Campbell's Soup Company. The '80s had been a prosperous decade for Campbell's factory which canned tomatoes, mince meat, peas, corn, jams, and other products. Campbell recognized the need for improved equipment and enlarged facilities, a need which led to his association with Arthur Dorrance, "a man of wealth who was interested in profitable investment." (Sim 1951:152)

In 1882 Arthur Dorrance entered into a partnership with Joseph Campbell, Walter S. Spackman, and Campbell's nephew, Joseph S. Campbell. The company erected a new brick manufacturing plant at Second and Front Streets in Camden, where canning, preserving, storing, packing, and shipping took place. Within seven years, Arthur Dorrance had acquired the controlling interest in the company which traded as the "Joseph Campbell Preserve Company." By then, he had moved to 1532 Spruce Street in Philadelphia, presumably to be within easier commuting distance of Camden via the ferries. In 1892, Dorrance, a widower of eight years, married Charlotte A. Bournonville and moved to Merchantville to live with his new wife. The location of their first residence in Merchantville is yet to be determined. In 1894, Arthur Dorrance succeeded Joseph Campbell as President. It is likely in response to this promotion that Dorrance took steps to build a new house on Franklin Avenue in Merchantville.

In October of 1895, the Dorrances acquired a 158'x80' parcel of land known as 28 Franklin Street (Avenue) from Charlotte L. Rowbotham, widow of William Rowbotham, for \$900. This parcel was part of a Franklin Avenue subdivision laid out in the Plan of William Rowbotham, a Philadelphian. In 1882 Rowbotham had purchased 3.94 acres of land from Matthias Homer, one of Merchantville's founding fathers. The parcel included Homer's residence, which fronted Maple Avenue (Moorestown Pike Road), and a carriage house near Park Avenue (Jordantown Road). Matthias Homer had first acquired the land that was to become Franklin Avenue through his wife, Rebecca J. Homer, who in 1860 and 1863 purchased tracts of land from Samuel H. McFadden, a Philadelphia land speculator, and Benjamin Martin, respectively. Homer's property was sold through a sheriff's sale in 1882 to satisfy a mortgage held by The Mutual Life Insurance Company of New York. There were several other defendants in the case as Homer apparently had given out a mortgage which subsequently was assigned to the complainant. At a public sale in July of 1882, Homer bid \$5,775 to satisfy the claimant and immediately sold the property to William Rowbotham for \$6,500 (Deed Book 105, Page 548).

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## National Register of Historic Places Continuation Sheet

Section number 8 Page 3

Arthur Dorrance House, Merchantville  
Borough, Camden County, New Jersey

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When the Dorrances acquired their lot from Rowbotham's widow in the fall of 1895, Merchantville was well on its way to becoming a commuter suburb of Camden and Philadelphia. Franklin Avenue was located near the railroad that ran between Mt. Holly and Camden. As was typical of patterns of residential development, housing construction first concentrated near the rail line, then radiated outwards to other parts of a community. Nearly all the houses on Franklin Avenue were erected around the turn of the century. While many residences in Merchantville were designed by prominent Camden and Philadelphia architects, the majority were the works of builders who erected various interpretations of the period's popular styles. Research into available records has not identified an architect for 28 Franklin Avenue although it does not preclude this possibility.

Arthur and Charlotte Dorrance lived at 28 Franklin Avenue with Ellen Therese Dorrance, a daughter from his first marriage. Two servants resided in the house as well. (U.S. Census Records 1900) For many years, Dorrance was a vestryman in Merchantville's Episcopal Church to which he was a generous contributor. He was also an early supporter of the Merchantville Field Club (Country Club) and the Merchantville Gun Club. He supported similar organizations in Riverton later in life. After the First World War, Dorrance was particularly interested in Belgian war relief. In gratitude, the Belgian Government presented Dorrance with the King's Medal and Certificate of Generosity.

During the period of Dorrance's tenure on Franklin Avenue, both the Campbell Company and he prospered. In 1897, Dorrance hired a nephew and chemist, Dr. John T. Dorrance, who originated the concept of canned condensed soup for which the company is well known today. But it was under the leadership of Arthur Dorrance, lauded as a promoter of the company, that the famous red-and-white soup label was introduced, advertising was begun on New York streetcars, Campbell's Soups won the Gold Medallion for excellence at the Paris Exposition of 1900, Campbell's Pork & Beans was introduced, and the Campbell Kids were created. In 1904, Dorrance's company produced 21 kinds of soups and sold 16 million cans. Dorrance pioneered the application of scientific principles to food preparation. "Instead of spending his time in his private office, he donned a big apron, and spent a large part of his time in the factory, inspecting the work." (Camden Daily Courier March 13, 1922) Before turning over the Presidency of the company to Dr. John Dorrance in 1914, Arthur Dorrance entered Campbell's Soups into the California market and national distribution. At home, Dorrance invested in Merchantville real estate, acquiring approximately 38 acres near Browning Road in 1908, which he subsequently sold to George Rhedemeyer for development of "The Oaks." This sale and the sale of the Franklin Avenue residence took place in the summer of 1909.

Dorrance's divestment of Merchantville real estate coincided with his plans to move to Riverton in Burlington County. The previous summer he had commissioned Merchantville architect, Henry Alexander Macomb, to design his retirement home in Riverton. Macomb, a prominent architect at the time, had designed Merchantville's Grace Episcopal Church which likely explains his association with Dorrance. This retirement home, which still stands, is a Colonial Revival mansion that attests to the hard work and leadership undertaken by Dorrance while residing on Franklin Avenue in Merchantville and serving as President of the Campbell's Soup Company. Dorrance retired from Campbell's in 1914 and died in Riverton on March 12, 1922.

In summary, the Arthur Dorrance House in Merchantville stands as a landmark for its association with an important industrialist during the years in which he made his contributions to the Campbell's Soup Company.

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## National Register of Historic Places Continuation Sheet

Section number   8   Page   4   Arthur Dorrance House, Merchantville  
Borough, Camden County, New Jersey

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As the primary residence of this former Campbell's Soup Company President, the property appears eligible for the National Register of Historic Places under Criterion B.

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National Park Service

National Register of Historic Places  
Continuation Sheet

Section number 9 Page 2

Arthur Dorrance House, Merchantville  
Borough, Camden County, New Jersey

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Directory of Merchantville Borough 1904. Camden: George B. Barton.

Directory of Merchantville and Pensaukin 1897. Philadelphia: Knight-Eastlack Company.

Dorrance, Arthur. Obituaries:

Camden Daily Courier, March 13, 1922.

Philadelphia Public Ledger, March 13, 1922.

West Jersey Press, March 18, 1922.

Dorrance, Arthur. Taped interview with Ralph Collier, Campbell Museum, 1985.

Gopsill's Philadelphia City Directory. Philadelphia: James Gopsill's Sons, 1887-1893.

Howe's Camden City Directory. Philadelphia: C.E. Howe, 1883-1894.

McAlester, Virginia and Lee. A Field Guide to American Houses. New York: Alfred A. Knopf, 1991.

Merchantville Directory . . . embracing . . . Pensauken 1898. Merchantville, NJ: F. W. Klein, Jr.

Montgomery, Thomas Lynch, Litt. D. Encyclopedia of Pennsylvania Biography. Vol. XVI. NY: Lewis Historical Publishing Company, 1927. 236-38.

New Jersey State Census, 1895. Camden County Historical Society, Camden, NJ.

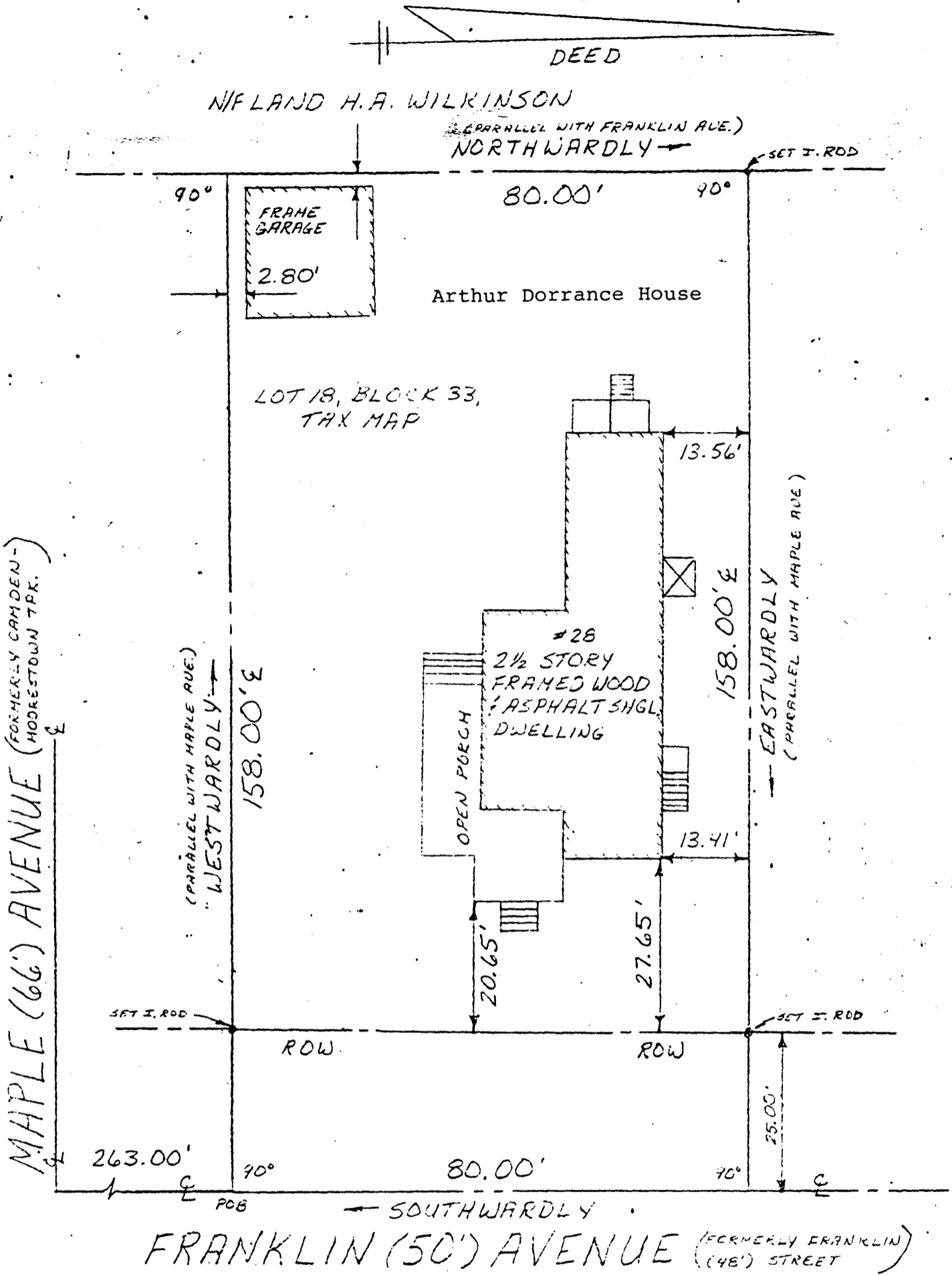
Philadelphia Real Estate Record and Builders' Guide, 23:32:501, August 5, 1908.

Register of Deeds, Camden County. Camden City Hall, Camden, New Jersey.

Sim, Mary B. Commercial Canning in New Jersey: History and Early Development. Trenton, NJ: New Jersey Agricultural Society, 1951.

U.S. Census Records, 1900 and 1910. Camden County Historical Society, Camden, NJ.





JOSEPH J. KLOCK & CHARLOTTE F. KLOCK  
 CONGRESS TITLE  
 10. LIBERTY SAVINGS & LOAN AND  
 ANY INSUROR OF TITLE RELYING HEREON AND ANY  
 OTHER PARTY NOW IN INTEREST "IN CONSIDER-  
 ATION OF THE FEE PAID FOR MAKING THIS SURVEY-  
 I HEREBY CERTIFY TO ITS ACCURACY EX-  
 CEPT SUCH EASEMENTS, IF ANY, THAT MAY BE LO-  
 CATED BELOW THE SURFACE OF THE LANDS AND  
 NOT VISIBLE AS AN INDUCEMENT FOR ANY IN-  
 SUROR OF TITLE TO INSURE THE TITLE TO THE  
 LANDS AND PREMISES SHOWN THEREON"

DATE: \_\_\_\_\_

STEVEN R. KELLY, L.S.

**KELLY** STEVEN R. KELLY, P.A., L.S.  
 P.O. BOX 124 OAKLYN, N.J.  
 PHONE (609) 429-1448

MAP  
 SHOWING SURVEY SITUATE IN  
 BOROUGH OF MERCHANTVILLE  
 COUNTY OF CAMDEN, NJ.  
 NO. 28 FRANKLIN AVENUE

DATE: DEC. 12, 1996 SCALE: 1" = 20' JOB N. 86214001