1. NAME OF PROPERTY

Historic Name: NEW CENTURY GUILD

Other Name/Site Number:

2. LOCATION

Street & Number: 1307 Locust Street Not for publication: ___

City/Town: Philadelphia Vicinity: ___

State: PA County: Philadelphia Code: 101 Zip Code: 19107

3. CLASSIFICATION

Ownership of Property
Private: X
Public-local: ___
Public-State: ___
Public-Federal: ___

Category of Property
Building(s): X
District: ___
Site: ___
Structure: ___
Object: ___

Number of Resources within Property

Contributing	Noncontributing	
1	_____	buildings
_____	_____	sites
_____	_____	structures
_____	_____	objects
1	0	Total

Number of Contributing Resources Previously Listed in the National Register: 0

Name of related multiple property listing:

4. STATE/FEDERAL AGENCY CERTIFICATION

As the designated authority under the National Historic Preservation Act of 1966, 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.

_____ _____
Signature of Certifying Official Date

_____
State or Federal Agency and Bureau

In my opinion, the property ____ meets ____ does not meet the National Register criteria.

_____ _____
Signature of Commenting or Other Official Date

_____
State or Federal Agency and Bureau

5. NATIONAL PARK SERVICE CERTIFICATION

I, hereby certify that this property is:

____ Entered in the National Register _____
____ Determined eligible for the _____
National Register
____ Determined not eligible for the _____
National Register
____ Removed from the National Register _____
____ Other (explain): _____

_____ _____
Signature of Keeper Date of Action

6. FUNCTION OR USE

Historic:	Social	Sub:	Clubhouse/Meeting Hall
	Commerce/Trade		Organizational
Current:	Social	Sub:	Clubhouse/Meeting Hall
	Commerce/Trade		Organizational

7. DESCRIPTION

ARCHITECTURAL CLASSIFICATION: Mid-19th Century Italianate

MATERIALS:

Foundation:	Stone
Walls:	Brick
Roof:	Asphalt
Other:	Marble (Sills & Lintels)

Describe Present and Historic Physical Appearance.

DESCRIPTION OF PROPERTY[1]

The facade is typical for an upper-class town house of the mid to late 19th century: four stories on a raised basement, three bays wide, faced with brick and featuring white marble lintels and sills. The lintels exhibit stylistic elements that are Greek Revival (typically 1820's into the 1850's). The facade brick is characteristic of mid-19th century work.

Structurally, the building consists of two adjacent sections with one located behind the other. The rear section above the first floor is recessed from the west property line. Both sections are of brick bearing-wall construction on stone foundations. The building shares a party wall with 1305 Locust to the east, but is free standing on the west side. The front section has no fenestration on the west elevation and appears to have shared a party wall with a building to its west (now demolished). The west side of the rear section is fenestrated on all floors and features a Mansard roof at the fourth floor level.

The entrance to the rowhouse is the right bay of the south facade and is reached by six marble steps with an iron railing. The recessed, double-paneled, wood doors have glass top panels. The plain architrave trim on the sides of the entrance is capped by consoles supporting a cornice with egg and dart molding. There is a marble inset panel that identifies the building and its founder. Because the entrance to the other building surviving in the row has been altered, it is not possible to tell for certain, but it is likely that this entrance feature was added when the New Century Guild took over the building in 1906 (photos 1, 2).

The double-hung 1/1 windows have simple lintels and sills. These are almost certainly not the original windows, which would likely have been 2/2 double-hung. However, by 1906, 1/1 would have been appropriate. At the rear of the building, on the north facade, there is a two-story bay window on the second and third floors (photo 5); this section extends beyond the cornice line of the mansard roof section (see below and photo 4), but there is no window at that level. On the second floor level, these windows have interior wood shutters, with louvered and solid panels.

There were a few alterations to the building after the New Century Guild moved in. At the time they purchased the building in 1906, they had the architectural firm of Bunting and Shrigley

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[1] Portions of this description were prepared by Dr. Barbara J. Howe, Department of History, West Virginia University, and draw heavily on the Pennsylvania Historic Resource Survey Form prepared by N. Rappaport, January 1981; New Century Guild *100th Anniversary, 1882-1982* (Philadelphia: New Century Guild, 1982), 48-50; and a September 1991 site visit by Page Putnam Miller. The remainder of this section was prepared by Bill Bolger of the National Park Service's Mid-Atlantic Regional Office.

prepare recommendations for renovations. A few years after moving in, the laundry, on the first floor rear of the house, was extended and converted into a kitchen. This alteration is reflected on the rear of the building. A short brick wall extends beyond the cornice and extends back as far as the first chimney. The back three bays of the building are evidence of this kitchen addition (photos 3, 4). The exposed side of the building has been stuccoed to cover the "scar" which would have been the party wall to the adjoining building to the west (photos 3, 4). This back section of the facade is not symmetrical, as is the rest of the building, and the first floor extends out into a flat-roofed room below the bay windows described above. There is a door into that one-story area on the west side of the building (photo 5).

The main entrance, situated in the east bay of the facade, opens into a foyer, where, to the left, direct access can be gained to both the office (which occupies the very front of the house), and the waiting room directly behind the office. Straight ahead, a set of double doors with leaded glass lights leads into the main hall (or side passage). The hall, located on the right (or east) side of the front section, connects the stair well and the front entrance. This hall leads directly past a large parlor on the left and terminates at the foot of the main stair case, which rises at the juncture of the two sections. The lower landing of the stairs, which is visible from the foyer entrance, has a banister which is articulated with a projecting bay, which offers a strong visual focus terminating the view from the entrance foyer.

The parlor is a single, large room with wood and plaster detailing, most notably on the ceiling, the cornice band at the top of the wall, and on the fire place breast. It can be reached directly from the waiting room, the main hall, or the stair hall to the rear.

A second office room is located beyond the parlor and directly opposite the stairs. This is a small room (perhaps 5′ x 8′) partitioned from the stair hall by a low wainscot wall with leaded glass above. Additional windows on either side of the office permit an occupant of the room to view both the parlor and the dining room, as well as the stairs.

The dining hall, located beyond the stair hall, is the first room in the rear section of the building and occupies its full width. It is a plainly appointed room that seats roughly 50 people. Directly behind it is the kitchen, which occupies the balance of the first floor. This is the only space in the building that has been subject to any changes after c.1906, and these are limited to equipment.

The basement, which is reached from the kitchen by a rear service stair, is a plain, unfinished space used for storage.

Proceeding from the main hall up the main stairs, the second floor rear is reached first, being at a lower level (approximately three feet) than the second floor front. The library occupies nearly all of the second floor rear space. It is articulated by a partition wall with a wide, unobstructed passage located roughly ¾ths of the way back. To either side of this passage, facing the main section, are Chippendale revival corner cabinets with broken pediment crestings. The rest of the interior is finished with similar revival style woodwork which includes window casings, window shutters, and an elaborate fireplace surround. The rear section of the library terminates in a triple-faceted bay with windows.

Proceeding from the library up the short run of stairs to the second floor front, one enters the auditorium which occupies the front of the building. This room can seat approximately 100 people It is plainly finished; the only ornament is a striking wooden spindle-work valance which forms a proscenium arch setting off the stage platform. The latter is raised one step above the auditorium floor.

Continuing up the main stairs, one next reaches the 3rd floor, rear section which is primarily occupied by the smoking room. This room has the same configuration as the library directly below. The finishes are very plain, however, in contrast to those of the library. Its use as a smoking room is original to the 1906 establishment and is the only room in the building where smoking is allowed.

Also, at this level and adjacent to the stair landing, is a c.1900 bathroom with a full complement of period fixtures. These have survived because they have not been in active use for many years.

The third floor, front section is occupied by two bed rooms, an additional bath, and two hall storage closets. Both bedrooms feature large fire places with decorative woodwork surrounds. Each has two single beds. Located between the bed rooms and accessed by both is a water closet.

The fourth floor, rear section is occupied by a caretakers apartment. This has been its use as long as the Guild can remember. This space is not open to visitors; it is only a support facility for the NCG.

The fourth floor, front is occupied by two bedrooms, a wash room, and a large room that has traditionally been thought to have been the office of the doctor who originally had commissioned the building as his residence. Its location makes this unlikely, and details of the decor strongly indicate that the original use was a billiard room. The prominent fireplace is paneled in a dark wood and features a coat of arms on the central panel flanked by sets of crossed cue sticks. (Billiard rooms were often located on the top floor of residences.) The NCG chose to avoid altering this space even though they had no need for a billiard room.

With the exception of the facade, the building appears to date between 1890 and 1910, and retains an extraordinarily high degree of integrity relating to the period around 1906 when the club was established at the site. The interior woodwork dates either to the period when the club was established or sometime prior to that time when the building served as a private residence. All interior features are either late Victorian or Edwardian, and taken as a whole, present a cohesive image of a private club of its location and era. It is rare for historic properties to possess such a high degree of integrity and to convey, through its materials and continued use, such a strong sense of history.

8. STATEMENT OF SIGNIFICANCE

Certifying official has considered the significance of this property in relation to other properties: Nationally: X Statewide: ___ Locally: ___

Applicable National Register Criteria: A X B ___ C ___ D ___

Criteria Considerations (Exceptions): A ___ B ___ C ___ D ___ E ___ F ___ G ___

NHL Criteria: 1

NHL Theme(s): XXXI. Social and Humanitarian Movements
H. Labor Organizations
L. General Philanthropy

Areas of Significance: Social History

Period(s) of Significance: 1906-1943

Significant Dates:

Significant Person(s):

Cultural Affiliation: N/A

Architect/Builder: Bunting and Shrigley
(alterations for NCG)

State Significance of Property, and Justify Criteria, Criteria Considerations, and Areas and Periods of Significance Noted Above.

HISTORICAL SIGNIFICANCE

The New Century Guild (NCG)[1] building at 1307 Locust St. has served as the location for the organization continuously from 1906 to the present. Founded in 1882, the New Century Guild was one of the earliest, largest, and most successful of the many organizations created across the country in the nineteenth century to deal with the serious problems that arose as more and more women entered the labor force. Although these clubs had several characteristics in common with the middle class women's clubs of the day, they were unique because they directly addressed employment-related problems.[2] Indeed, the New Century Guild explicitly stated from the outset that its goal was to address the specific needs of "self-supporting women," a bold step at a time when many Americans believed that no self-respecting woman would work for pay outside the home. Not only was the Guild among the first such organizations formed anywhere in the United States, but it was also among the most flourishing and long-lived. In 1906, when the Guild moved into its present location, it had about 1,000 members and as late as 1931 still had nearly 900. It continues to this day with about 200 members.[3] What makes the New Century Guild unique is that, while it is representative of this large movement nationwide, it brought together a wide range of comprehensive services, which most clubs offered only in part. These included a working women's newspaper with national circulation founded in 1887 and still published today, a research section that collected statistics on working women and used this information to shape proposals for protective labor legislation locally and nationally, evening classes for pleasure and for professional development, a large library with a full-time librarian, a restaurant that offered noonday meals to any working woman for a modest price, an assembly hall, guest rooms for members, and a health insurance plan. Parts of this model were duplicated in cities throughout the country, but few other organizations ever attempted to offer this array of resources, and none did so while remaining successful over such a long period. According to the

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[1] [This Historical significance Statement was prepared by Dr. Patricia Cooper, Department of History, Drexel University] In 1881 the name was New Century Working Women's Guild; in 1886 it was changed to New Century Guild of Working Women and in 1896 it became the New Century Guild. See *100th Anniversary, 1882-1982: The New Century Guild* (Philadelphia: privately printed, 1982), p. 30.

[2] Joanne Reitano, Working Girls Unite," *American Quarterly* 36, (Spring 1984), pp. 112-34.

[3] *Philadelphia Evening Bulletin*, October 16, 1937; New Century Guild, *100th Anniversary, 1882-1982*, (Philadelphia: privately printed, 1982).

National Park Service Thematic Framework, the New Century Guild falls under theme: XXXI. Social and Humanitarian Movements, H. Labor Organizations; L. General Philanthropy.

The New Century Guild was first located in rented housing at 1109 Girard Street and moved in 1885 to 1131 Girard Street. In 1893, property at 1227 Arch Street was purchased, and the Guild moved there until 1906 when it relocated to the Locust Street property. The buildings on Girard and Arch Streets have been torn down. The Locust Street property is the only one left in the city and although the Guild's founder, Eliza Turner, had died by the time it was occupied, the property is the site of eighty-five years of successful operation.

Other sites that might be considered prove unsatisfactory. The organization most like the Guild was the Women's Educational and Industrial Union, founded in 1877 in Boston. The WEIU initially provided many of the same services as the Guild did, including a noonday meal, library, and recreational activities, and it had a similar mix of white collar and professional working women with middle and upper class reformers. The WEIU, however, differed in important ways. In the 19th century the WEIU supported the idea of women's strikes and public demonstrations, while the Guild did not. By the early 20th century the WEIU, however, was increasingly oriented towards college students and college educated women (although today it is a thriving social service agency). The WEIU moved to its current building in 1976, and its previous location, at 264 Boylston Street, is no longer standing.[4] Other organizations that might be considered include the original buildings of the Eleanor Clubs in Chicago, but these were residential organizations. They serviced a similar segment of urban working women, clericals, and service workers, but did not offer the same activities and services as the Guild.[5] Many of the early working-girls societies in New York and elsewhere had no permanent headquarters and were short lived. The Working Women's Protective Union in New York, for example, folded in 1894. Groups that did endure, such as the National Consumer's League and the Women's Trade Union League (WTUL), contrasted with the Guild--the Consumer's League was composed largely of middle

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[4] Karen J. Blair, *The Club Woman as Feminist: True Womanhood Redefined, 1868-1914* (New York: Holmes & Meier Publishers) pp. 73-92; Lynn Weiner, *From Working Girl to Working Mother: The Female Labor Force in the United States, 1820-1980*, (Chapel Hill: The University of North Carolina Press, 1985), pp. 58,64-65,108; Alice Kessler Harris, *Out to Work: A History of Wage-Earning Women in the United States* (New York: Oxford University Press, 1982) pp. 94-95; Telephone interview with Persis Blanchard, Women's Educational and Industrial Union, Boston, Massachusetts, August 6, 1991. Blanchard joined the WEIU in 1936.

[5] Lisa M. Fine, "Between Two Worlds: Business Women in a Chicago Boarding House, 1900-1930," *Journal of Social History* 19 (Spring 1986), pp. 511-12.

and upper class women and the WTUL emphasized organizing women into unions. A host of small organizations scattered throughout the country offered one or several services, but not the same broad range as the Guild and are not comparable.[6] The New Century Guild is thus the second oldest organization of its kind in the United States, and the only one with a building still intact.

The period from the 1880s through the mid-1920s was truly the age of organization for women. Across the country, in every town and city, thousands of women in every class, race, and ethnic group formed clubs, associations, and societies. Some were literary and culture clubs; some focused on civic reform, women's suffrage, or opposition to the use of alcohol; some organized collegiate women; a number, organized by African-American women, focused on racial "uplift"; some set up settlement houses in urban neighborhoods or worked in various ways on the conditions of the poor, and many, such as the New Century Guild, focused on the needs of women who worked outside the home. Hundreds of these organizations affiliated with the General Federation of Women's Clubs, organized in 1890, or the National Association of Colored Women (NACW), organized in 1896.[7]

As historian Lynn Weiner has pointed out, the proportion of women who worked for pay increased dramatically in the late 19th century. In 1870, women were fourteen percent of the labor force; by 1920 they were over twenty percent, numbering about 8 million. In response to these and other changes, including urbanization and immigration, a diverse array of working women's organizations appeared.[8] They included working girls societies

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[6] Weiner, *From Working Girl*, pp. 60-63; Sara M. Evans, *Born for Liberty: a History of Women in America* (New York: The Free Press, 1989), pp. 148, 151, 158-60.

[7] The story of this massive movement has been generally told by Karen J. Blair, *The Club Woman as Feminist: True Womanhood Redefined, 1868-1914*, (New York: Holmes & Meier Publishers, 1980). See also Rosalyn Terborg Penn, "Discontented Black Feminists: Prelude and Postscript to the Passage of the Nineteenth Amendment" in Lois Scharf and Joan M. Jensen, eds., *Decades of Discontent: The Women's Movement, 1920-1940*, (Boston: Northeastern University Press, 1987 [originally Greenwood Press, 1983]); Evans, *Born for Liberty*, pp. 150-58; Nancy F. Cott, *The Grounding of Modern Feminism*, (New Haven: Yale University Press, 1987); Eleanor Flexner, *Century of Struggle*, (New York: Atheneum, 1968 [originally Harvard Univ. Press, 1959]); Alice Kessler-Harris, *Out to Work: A History of Wage Earning Women in the United States*, (New York: Oxford University Press, 1982); Joanne J. Meyerowitz, *Women Adrift: Independent Wage Earners in Chicago, 1880-1930*, (Chicago: University of Chicago Press, 1988).

[8] Weiner, *From Working Girl*, pp. 3-9, 13, 47-53; Reitano, "Working Girls," pp. 113-116.

of the 1880s and 1890s organized by middle class women to provide wholesome entertainment and other forms of protection for young working women,[9] and the National Consumer's League, organized in 1899 to use middle and upper class women's purchasing habits to persuade employers to improve conditions of employment for working women. The Women's Trade Union League (WTUL), founded in 1903 with branches in New York, Boston, and many other cities, combined the energies of middle class and working class women to improve working conditions, fight for protective labor legislation regulating hours and wages, and help organize women into unions. In working class organizations such as labor unions, working women acted in their own behalf to bargain with employers and win written labor contracts. Other organizations that focused some attention on the needs of working women included settlement houses such as the Young Women's Christian Association (YWCA). Local clubs provided recreational or educational services for working women such as the Boston Women's Educational and Industrial Union (WEIU). A number of clubs in several cities provided housing for women living away from family or other kin, such as the Eleanor Club in Chicago, which provided residences for young white collar women working in the city who wanted a safe, clean, inexpensive place to live in the company of other women.[10] Finally, clubs organized in the early twentieth century to address the concerns of those identified as business

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[9] Weiner, *From Working Girl*, pp. 47-53; Kessler-Harris, *Out to Work*, pp. 93-94; Reitano, "Working Girls", pp. 112-34; Associations of Working Girls' Societies, *Convention*, (New York: Trow's Printing and Bookbinding, 1890), pp. 1-35 at the Historical Society of Pennsylvania (HSP); Edward T. James and Janet Wilson James, eds., *Notable American Women, 1607-1950: A Biographical Dictionary* vol. 1, (Cambridge, Massachusetts: Harvard University Press, 1971), pp. 489-92, (hereafter cited as *NAW*); Grace Hoadley Dodge, reformer and activist in New York organized the Association of Working Girls Societies, a national organization. The Guild was one of the founding groups at this initial conference and continued to participate in the 1890s. In 1897 the name was changed to the National League of Women Workers and it survived until about 1914. Reitano points out the importance of the Working Girls Societies and the fact that although many of the organizers were middle class women, the majority of members were working class women who wanted these organizations to meet their specific needs. See Reitano, "Working Girls," p. 114.

[10] Barbara Klaczynska, "Working Women in Philadelphia, 1900-1930," (Ph.D. dissertation, University of Pennsylvania, 1975), pp. 82, 162-69; Meyerowitz, *Women Adrift*, pp. 96-100; Fine, "Between Two Worlds," pp. 511-520. According to Klaczynska, Philadelphia had many fewer "women adrift"--women living independently away from family or kin--than most cities and there were many fewer residences or residential clubs here than in Chicago, New York, or Boston. There were some, however. For example, the Charlotte Cushman house was a residence for actresses temporarily in the city.

and professional women—including clerical workers, secretaries, stenographers, teachers, professors, physicians, and lawyers. These clubs organized in 1919 into the National Federation of Business and Professional Women's Clubs.[11]

The New Century Guild fits none of these categories perfectly, but significantly, it fits several of them in part and is unique in this respect. The Guild combined interests in working conditions, education, social programs, and a place for young business and professional women to gather and socialize. It predated the formation of most societies for this particular group of working women by 20 to 40 years. It is also unique in terms of its longevity. The early working girls societies had all disappeared by 1920, and the other organizations shifted in emphases or became far less active during that decade. The Guild was as thriving in the 1930s as it had been in the 1880s, perhaps, as one historian has suggested, because its concerns from the outset included so many different activities and goals, which could not easily be accomplished.[12]

Although the New Century Guild and its leaders were nationally known and connected to a vast network of women's organizations that extended across the country at this time, it reflected the history of this movement as a whole by taking a leading role within its own local community. The New Century Guild emerged as one of the two primary organizations in Philadelphia between 1882 and 1920 that provided assistance to working women. The other was the Philadelphia Consumer's League (later known as the Consumer's League of Eastern Pennsylvania), which largely focused on the working conditions of saleswomen in downtown stores and on lobbying in the Pennsylvania state legislature. In addition, suffrage organizations had industrial sections that focused on winning working women's support for the ballot, and the YWCA had branches in center city and in several neighborhoods which addressed some concerns of working women. After 1920, according to historian Barbara Klaczynska, the Philadelphia WTUL, which had been very weak, and the Bryn Mawr Summer School for Women Workers, a nationally known program to train women workers throughout the nation as shop floor and union leaders, also became important organizations for working women. The Guild had a long history of cooperation with the Consumer's League in Philadelphia, which Eliza Turner (NCG's founder) had helped to organize in 1897 (it closed in 1935). A number of its members were active suffragists. While it had few dealings with the

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[11] Nancy Cott, *The Grounding*, p. 88; Meyerowitz, *Women Adrift*, pp. 96-99. Other organizations of business and professional women's clubs included Zonta and Quota International, formed a few years before but superseded by the NFBPW.

[12] Klaczynska, "Working Women", p. 233.

WTUL, it had long been associated with Bryn Mawr, giving modest financial donations to the Summer School while some members also attended its various public events.[13]

The New Century Guild was organized in part by several upper class women who belonged to the New Century Club, formed in 1877. Many of its elite members were nationally-known reformers and leaders. These included, in addition to Guild founder Eliza Turner, women such as Lucretia Longshore Blankenburg and Mary Grew. All three were longtime activists in reform and abolitionist circles. Florence Kelley and Helen Campbell both taught evening classes during the early years of the Guild. Campbell was later well-known for her writings on women and poverty, while Kelley became famous as a longtime resident of Jane Addams' Hull House in Chicago, state factory inspector for Illinois, and president of the National Consumer's League. Later benefactors included M. Carey Thomas, the eminent educator and President of Bryn Mawr College, and Jennie Fels, the Connecticut born reformer and philanthropist whose husband, Samuel, was a wealthy Philadelphia soap manufacturer.[14] Although many of these women remained active in the Guild, gradually control of the organization was turned over to its members, particularly after the death of its founder, Eliza Turner, in 1903. The Guild's first 24 years were spent in what is now a commercial area north

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[13] Klaczynska, "Working Women," pp. 171-192, 196-200; *Working Woman's Journal* (hereafter cited as *Journal*), March 1913, p. 181. The Summer School and the WTUL, Klaczynska explains, focused more specifically on empowering women themselves to improve their conditions. Another organization in Philadelphia concerned with women's employment included the Ladies Depository Association, formed in 1834 for "reduced gentlewomen" so that they could sell goods they made on consignment. See its annual reports at the HSP.

[14] Klaczynska, "Working Women," pp. 214-217, 223-224. See entries for each of these women in *NAW*. Eliza Sproat Turner died in 1903, but her influence in the organization remained visible long after her death. Born in 1826, she taught school, wrote poetry and short stories, and was active in the Philadelphia Female Anti-Slavery Society. She was deeply influenced by the writings of utopian socialist Charles Fourier. She was married and widowed in the 1850s, but married a Chadd's Ford, Pennsylvania, dairy farmer, Joseph C. Turner in 1864. She was active in the Pennsylvania Woman's Suffrage Association, and helped organize the Consumer's League in Philadelphia as well as the New Century Club, formed in the wake of the 1876 Centennial Exposition in Philadelphia. Although interested in "protecting" worker women, Turner was also a firm believer in women's independence and power. Thus, the Guild combined aspects of middle class women's "helping" and "protecting" functions with a desire to see women develop themselves. The force of her presence, however, sometimes conflicted with the latter goal, and it was not really until after her death that the Guild was fully run and controlled by its members.

of the city's central business district. This location became less desirable by the end of the 19th century as the heart of the city moved southward, and the Guild purchased and moved to the Locust Street location, which was more central and residential. It placed the Guild squarely in the middle of the main business district of Philadelphia, known as Center City.[15]

Although the Guild's stated purpose was to assist all self-supporting women regardless of occupation, it was oriented towards women workers in this area, and they were white, native-born, and mostly Protestant, and worked as secretaries, teachers, bookbinders, waitresses, store clerks, cashiers, bookkeepers, nurses, and in other white collar jobs. Other members included several professionals such as dentists, physicians, lawyers, artists, writers, and women in business for themselves, including owners of millinery shops and a travel agency. A number of garment workers belonged to the Guild before 1900, although fewer joined after that time. The NCG included a number of domestic workers who cleaned houses in some of the fashionable neighborhoods nearby. A majority of members were single throughout these years.[16]

Guild activities evolved and shifted over the course of its history, although many of them remained constant throughout. From the outset, the Guild's stated goals included the general improvement of conditions for all women who worked, and the organization combined this general aim with that of improving the lives and work of individual members. Organized initially as a committee of the elite New Century Club, which did not admit working women, the Guild was formed to conduct night classes for women who worked during the day. These classes remained an important part of the Guild's program until the 1930s. Initially

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[15] See Klaczynska, "Working Women," pp. 82-83, for a description of the area.

[16] See NCG Regular meeting minutes and Executive Board minutes at HSP and Guild membership and occupation data, "List of Members 1882-98," and "Consecutive Roll, 1882-1903," NCG Papers, HSP. Membership records after 1903 are held by the Guild and are not available. A sample of members for 1884, 1892, and 1903, checked in the city directories, revealed that they lived alone, with each other, or with their families. Their family members were also white collar--bank clerks, secretaries, and small entrepreneurs. In 1896, the Guild removed the words "working women" from its name and restated the purpose as the "social, industrial, educational, and cultural improvement of members." The updated statement explained that the Guild not only provided for individual members, but wanted to advance the interests of women's work generally. See clipping file (clippings have no names or dates), NCG Papers, HSP. An undated (approx. 1921) clipping in the NCG Papers clipping file states that most members refer to themselves as "bachelor girls," and references in the membership lists and the *Journal* suggest that about ⅓ of the women were married.

they included singing, French, literature, history, drawing, dressmaking, millinery, physiology, German, reading aloud, cooking, gymnastics, and bookkeeping. There were 585 students by 1886. Courses were generally oriented towards self improvement, but several were designed to increase women's work skills. Turner believed that education and training were important goals of the Guild. "Our theory," she explained at the first convention of the Association of Working Girls Societies in 1890, "is that so long as women are obliged to earn their own living, they ought to be as carefully trained to their trades as men."[17] In 1890, the Guild organized a trade school for women during the day to train them for better-paying jobs or self-employment. Initially it offered courses and certificates in dressmaking, millinery, printing, and glass making. In 1891, these classes were transferred to the newly organized Drexel Institute, founded by investment banker Anthony J. Drexel of Philadelphia. The evening classes remained, however, and continued to offer self-improvement and recreational courses such as commercial math, bookkeeping, and accounting.[18]

Several other aspects of Guild activity were also oriented towards members' personal enrichment. Any group of twenty could form a "section" of the Guild, and the earliest, largest, and most successful of these were the Stenographers Association, the Athletic Section, and the Dressmakers Association. In 1915, Dr. Alice Norton, a local dentist and later president of the Guild, formed a Social Activities section providing dramatic and musical entertainment open to all members. During these years, the Guild began offering dinners in its restaurant to members two nights a week. The Guild was well known for its lectures on various subjects from "exercise for the Business woman" to current events, and local newspaper reporters liked to cover Guild discussions, such as one in early 1922 on members' view of

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[17] Guild, *100th Anniversary*, pp. 30-32; Associations of working Girls' Societies, *Convention*, p. 35.

[18] Executive Board Minutes, December 27, 1889, p. 113 and November 29, 1889, p. 107, NCG Papers, HSP; Edward Meredith Fee, *The Origin and Growth of Vocational Industrial Education in Philadelphia to 1917*, (Philadelphia: Westbrook Publishing Co., 1938), pp. 129-31,167; *100th Anniversary*, pp. 30-32. Stories about the relationship between the Guild and the founding of Drexel abound, but Turner was good friends with G.W. Childs, editor of the *Philadelphia Ledger* and close associate and friend of Anthony Drexel. Drexel funded the Guild's experiment, donating $5,000 for a two year period, and then organized the Drexel Institute to teach trades to young men and women. Some claim that the Guild's success convinced him that such a school was desirable. Klaczynska argues that Drexel had intended to build a residence for working women, but was dissuaded by Turner who instead persuaded him to found Drexel Institute via the Guild's trade school experiment. See Klaczynska, "Working Women," pp. 219-21; *Journal*, October 1, 1906, p. 61 and Jan. 1, 1908, p. 166.

men. The library had about 2,000 books by the turn of the century, and by the 1920s had 4,000 volumes. The library had a reading room, and there were several rooms, including one with a piano, in the building for resting or talking with friends. In 1896, the Hospitality Committee was formed to make sure no one felt "out in the cold". Parlor games were common and so were outings to the countryside, including short train trips and hikes, sometimes to Bryn Mawr. The club building offered a private bath for members, at a time, Klaczynska explains, "when a bathtub was still considered a luxury". The Guild held an annual Fair for many years where members sold baked goods and donated household items, but it was discontinued in 1927. The Friendly Visitors Committee visited with members who were ill, had recently had a death in the family, or who had stopped actively participating in the Guild. The Saving Fund provided members with a banking service.[19]

Much of its activity was service oriented, however, and reflected the linkages among hundreds of women's organizations within cities and across the country. The Guild's interest in the cause of working women generally was expressed in its Committee of Women's Work and Cooperation (formerly the Committee on Statistics of Women's Work), which was active from the 1890s through the early 1930s. The committee collected data on women's wages and working conditions. It was through this committee that the Guild and the Philadelphia Consumer's League worked closely to gather information on the conditions of women's work in the city, especially with respect to bills in the state legislature designed to protect working women such as the passage and enforcement of maximum hours laws and factory inspection in the state. The Guild was influential in having two women named as state factory inspectors.[20] However, at no time did the Guild support or endorse unionization or strikes. Instead, leaders called for stressing mutual interests between employers and employees in bringing about improvements in the workplace.

During the Progressive Era, the Guild cooperated with other organizations in various civic reform efforts. For example, it worked with the Philadelphia Civic Club, the Women's Association of Retail Druggists, the Council of Jewish Women, and the

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[19] Guild, *100th Anniversary*, p. 43; clipping files and Executive Board Minutes, October 8, 1927, p. 271, NCG Papers, HSP; Klaczynska, "Working Women", pp. 218-221.

[20] Guild, *100th Anniversary*, pp. 34, 46; *Journal*, March 2, 1889, p. 3; February 1, 1915, p. 341; June 1, 1915, p. 369; Klaczynska, "Working Women," pp. 198-210; Regular Meeting Minutes, June 13, 1891, p. 3; and Executive Board Minutes, April 18, 1892, p. 238, NCG Papers, HSP. The Guild's first foray in lobbying occurred in 1889 when a Guild member testified before the state senate on a factory inspection bill. Boston's WEIU had a similar committee and local branches of the YWCA, Consumer's League, and later the WTUL were all active in these kinds of activities. The Guild frequently gave the League meeting space.

Association of Home Economics in 1914 to enforce food handling and sanitation laws in the city.[21] Other social services the guild extended resembled the so-called "Lend a Hand" clubs popular in many cities. The best example was the Willing Hands Committee, which operated from 1882, the anonymous aid to working women outside the Guild in the 1930s who were experiencing financial difficulty, and other community services such as providing Christmas dinners for children from the College Settlement. The Guild Loan Fund loaned money on a temporary basis to members in need. In 1893, the NCG became the first organization in the city to form a Noon Rest. Modeled after a similar program in Boston run by the WEIU, the Noon Rest offered hot, inexpensive lunches, initially for members only and a year later open to any working woman. The Guild encouraged other groups in the city to follow suit. Later, the YWCA published a list of all organizations serving these meals in the city. The Guild donated money yearly to the Traveler's Aid, which was set up in the late nineteenth century to assist women and children when they arrived in the city from elsewhere. In every aspect of its work, the Guild tapped into and created active networks of women and women's organizations. In 1895, the club joined the Federation of Women's Clubs of Pennsylvania, and in 1923, joined the recently organized Philadelphia Federation of Women's Clubs.[22]

Cooperation with groups elsewhere happened through institutional connections as well as individual ties, but was also affected by the Guild's commitment to publicize its work. It published a Yearbook annually (until 1932 and then began doing so biennially and later triennially), which included information on the club's activities and printed all committee reports from the annual meeting in January. The *Journal of Women's Work* was first published by the Guild on December 10, 1887, and continues to this day--104 years of continuous publication. Throughout the 1890s and continuing to the early 1920s, the journal grew in size and coverage. Much of it focused on local activities, especially those of the Guild, but a considerable amount of material dealt with national issues related to working women generally. By the turn of the century, the *Journal* had subscribers in nineteen states.[23]

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[21] *Journal*, April 1, 1914, p. 270.

[22] Meyerowitz, *Women Adrift*, pp. 98-99; Weiner, *From Working Girl*, pp. 47-51, 61; *Journal*, March 1913, p. 194; *100th Anniversary*, pp. 41, 43, 46, 57.

[23] Occasionally the *Journal* included poetry. In 1891, it included a poem by Charlotte Stetson (later Charlotte Perkins Gilman) who by 1898 had become the well-known author of *Women and Economics*. Gilman was a close friend of Helen Campbell, and early member of the Guild. See *Journal*, March 7, 1891, p. 25.

Although the Guild did not initially take an official stand on suffrage, a number of its members were active in the Pennsylvania Suffrage Association, whose Philadelphia branch frequently met in the Guild. These same women organized a suffrage section within the Guild, which argued that the vote was needed in order to improve conditions for working women.[24] The Guild also contributed money to a local peace society during the second decade of the twentieth century, a time when many women's organizations were beginning to focus on issues of peace in the wake of the war in Europe.[25] During World War I, the Guild opened its doors to soldiers, sailors, and employees of the Emergency Fleet Corporation, a government war agency. The building was used for recruiting nurses and other war workers and Guild members were active in the Liberty Loan drive.[26]

In 1918, the Guild endowed a bed at Woman's Hospital of Philadelphia so that members were entitled to 90 days semi-private service for hospital care. In 1924, Guild member Clara Shrigley endowed a bed in the Women's Southern Homeopathic Hospital, and, in the late 1940s, the Guild set up the Emergency Hospital Bed Fund to be used to loan money for extra hospital days or other services. During the 1920s, the Guild sustained a twenty-piece orchestra and an active dramatics group, which produced several plays each year. A Juniors Club was formed in 1900, but disbanded after World War II. The Noon Rest was discontinued in the wake of food rationing during the war.[27]

Funding for the Guild came from dues, donations from New Century Club members, and from wealthy women unaffiliated with either club. When Turner died in 1903, she left a $20,000 bequest to the Guild.[28]

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[24] *100th Anniversary*, p. 54. In 1915, Mrs. Edith Brubaker and Mrs. Lucretia Blankenburg (whose husband had been mayor in 1911), led 100 Guild members in the large suffrage parade on Broad Street in October.

[25] Executive Board Minutes, Feb. 11, 1916, p. 73, NCG Papers, HSP; Cott, *The Grounding*, pp. 60-61.

[26] Unnamed Philadelphia newspaper, clipping files, NCG Papers, HSP.

[27] Guild, *100th Anniversary*, pp. 40, 45, 55-56; unnamed Philadelphia newspaper, clipping from 1918 and assorted other newspaper clippings, clipping files, NCG Papers, HSP; *Philadelphia Evening Bulletin*, October 16, 1937.

[28] *100th Anniversary*, p. 48; Klaczynska, "Working Women," p. 218; *Journal*, Sept. 1, 1915. Officially, the Guild operated in three parts, the Trust, the Executive Board, and the Guild membership. The Executive Board was controlled by the New Century Club and financial contributors, although one third of it was elected by members. The Board controlled money raised from contributors and was responsible for the library, the evening

The New Century Guild played a crucial role in the history of working women in America. It served a community of working women unlike any other club in the country.

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classes, and publication of the *Journal*. Guild members handled all other business and elected officers. By 1910, the Executive Board included more Guild members and, increasingly, members ran all of its operations.

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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: #_____

Primary Location of Additional Data:

___ State Historic Preservation Office:
_X_ Other State Agency: **Historical Society of Pennsylvania**
___ Federal Agency
_X_ Local Government
___ University
_X_ Other (Specify): **New Century Guild**

10. GEOGRAPHICAL DATA

Acreage of Property: Less than one (1) acre

UTM References: Zone Northing Easting

A 18 4421660 486100

Verbal Boundary Description:

The nominated property is located on the 1300 block of Locust Street, as registered with the city of Philadelphia, deed registry number 2S1587.

Boundary Justification:

The boundary includes all of the building located at the portion of the block numbered 1307, and is that which has historically been associated with the property.

11. FORM PREPARED BY

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for the Promotion of History
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Date: April 9, 1992


PHILADELPHIA
NEW CENTURY GUILD
Philadelphia, Pennsylvania
UTM Coordinate
Zone 18
A 486 100 4421 660
PENNSYLVANIA
INTERCHANGE 40
INTERCHANGE 41
INTERCHANGE 42
INTERCHANGE 43 AND 44
INTERCHANGE 39
Lemon Hill
Gaging Sta
Museum of Art
RIVER
Franklin Field
Penn
Drexel Institute of Technology
30th St Sta
Convention Hall
Franklin Institute
Logan Circle
City Hall
Reading Station
Franklin Square
Police Sta
Independence Hall
Custom House
Washington Square
Rittenhouse Square
Philadelphia Museum of Art
Graduate Hospital
U S Naval Home
Wharton Square
Smith Playground
Wilson Park
Girard Park
Baldwin Sch
Penn Treaty Park
Independence National Historical Park
Thaddeus Kosciuszko National Memorial
Independence Mall State Park
Pier 34 S
Pier
Penn Charter Sch
Girard College
Eastern Correctional Institution
Francisville Playground
Fairmount Park
Zoo
Pool Elev 12
Museum
Hospital
Library
Courthouse
Cathedral
Playground
Playgrnd
Sch
Jr High Sch
Public Sch
Parish
Ave
St
Blvd
Pkwy
Expy
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Cem
Tower
Pier
Ferry
Bridge
Creek
Run
Park
Square
Hill
Point
Gardens
Plaza
Mall
Center
Institute
Academy
Seminary
Monastery
Convent
Rectory
Church
Temple
Synagogue
Mosque
Shrine
Monument
Memorial
Fountain
Statue
Bridge
Tunnel
Overpass
Underpass
Interchange
Ramp
Exit
Entrance
Toll
Gate
Fence
Wall
Building
Factory
Warehouse
Garage
Station
Terminal
Airport
Heliport
Helipad
Runway
Taxiway
Apron
Hangar
Control Tower
Radio Tower
Water Tower
Gas Tank
Oil Tank
Silo
Windmill
Lighthouse
Beacon
Buoy
Channel
Harbor
Dock
Wharf
Pier
Jetty
Breakwater
Seawall
Levee
Dam
Reservoir
Lake
Pond
Swamp
Marsh
Beach
Island
Peninsula
Cape
Bay
Gulf
Ocean
Sea
River
Stream
Creek
Run
Brook
Falls
Rapids
Spring
Well
Cave
Mine
Quarry
Pit
Dump
Landfill
Cemetery
Golf Course
Stadium
Arena
Coliseum
Auditorium
Theater
Opera House
Concert Hall
Museum
Art Gallery
Library
Archive
Record Office
Post Office
Police Station
Fire Station
Jail
Prison
Courthouse
City Hall
Town Hall
Capitol
White House
Embassy
Consulate
Legation
Mission
Chancery
Residence
Hotel
Motel
Inn
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Cafe
Bar
Store
Shop
Market
Supermarket
Department Store
Mall
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Savings and Loan
Credit Union
Insurance
Real Estate
Office
Factory
Warehouse
Garage
Station
Terminal
Airport
Heliport
Helipad
Runway
Taxiway
Apron
Hangar
Control Tower
Radio Tower
Water Tower
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City Hall
Town Hall
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White House
Embassy
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Mission
Chancery
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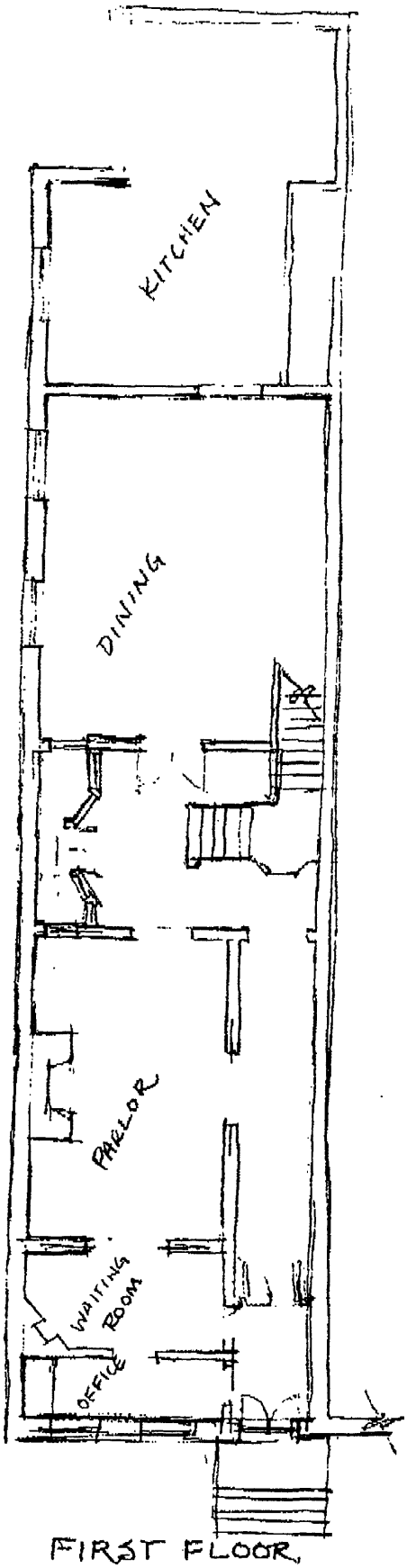
Credit Union
Insurance
Real Estate
Office



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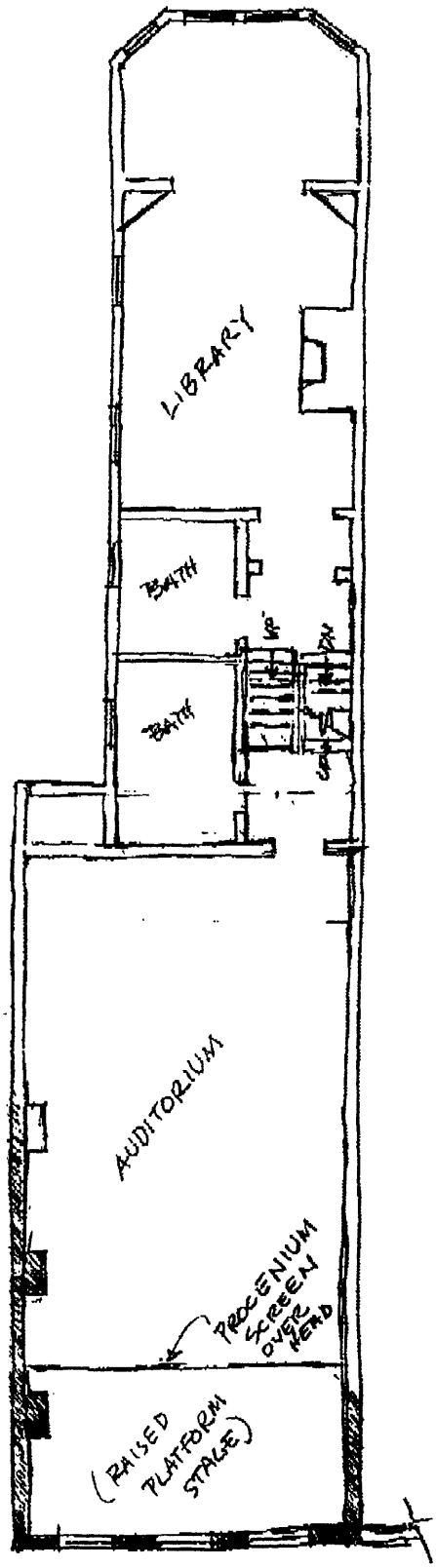

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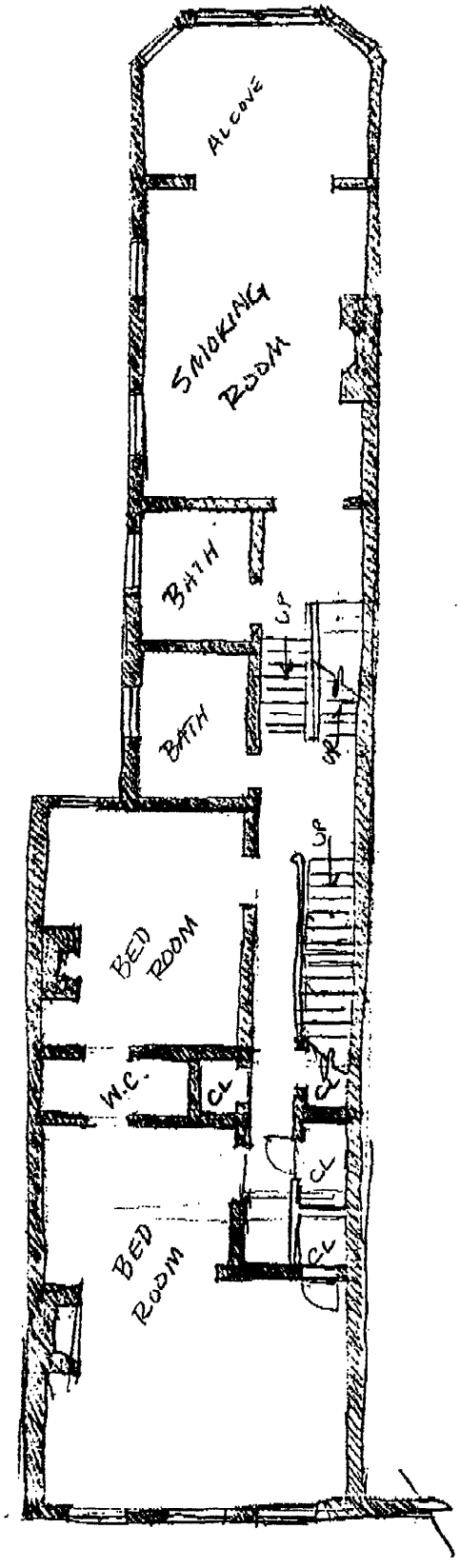

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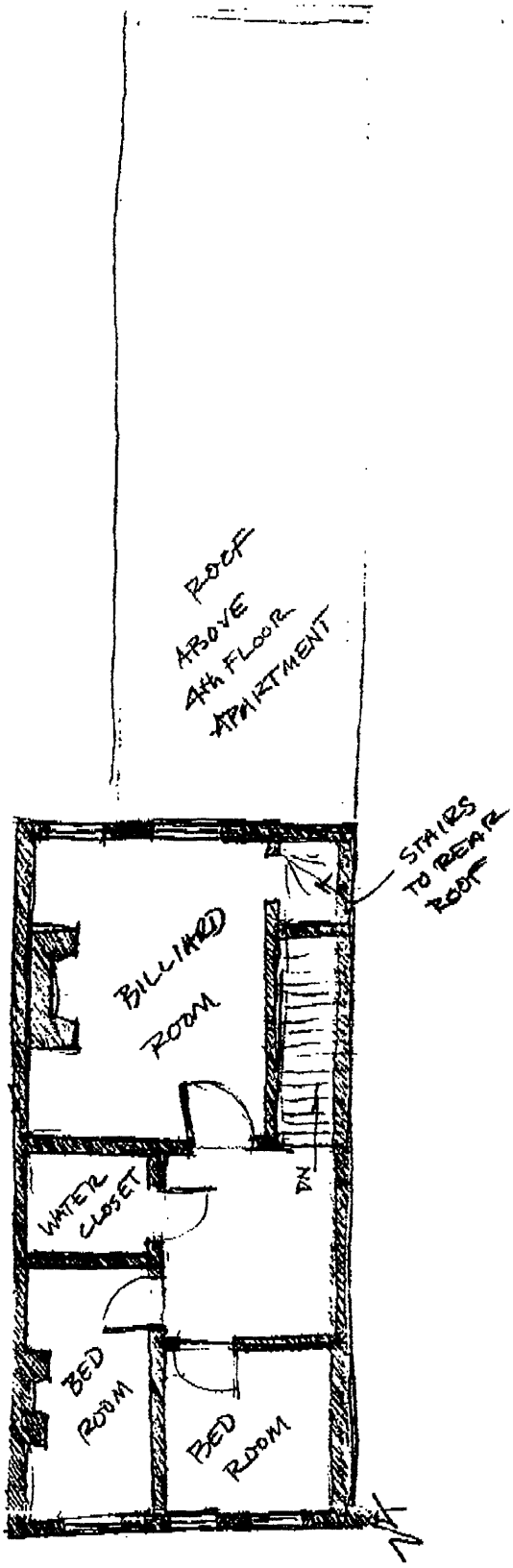

FOURTH FL.