

# NOMINATION OF HISTORIC BUILDING, STRUCTURE, SITE, OR OBJECT

## PHILADELPHIA REGISTER OF HISTORIC PLACES

### PHILADELPHIA HISTORICAL COMMISSION

SUBMIT ALL ATTACHED MATERIALS ON PAPER AND IN ELECTRONIC FORM ON CD (MS WORD FORMAT)

#### 1. ADDRESS OF HISTORIC RESOURCE (must comply with an Office of Property Assessment address)

Street address: **401-29 N. 10<sup>th</sup> Street**

Postal code: **19123**

Councilmanic District: **1**

#### 2. NAME OF HISTORIC RESOURCE

Historic Name: **Esslinger's Inc.**

Other Name: **Esslinger & Son/The Dallett Chandlery**

#### 3. TYPE OF HISTORIC RESOURCE

☒ Building

☐ Structure

☐ Site

☐ Object

#### 4. PROPERTY INFORMATION

Condition: ☐ excellent ☐ good ☒ fair ☐ poor ☐ ruins

Occupancy: ☒ occupied ☐ vacant ☐ under construction ☐ unknown

Current use: **Industrial Complex**

#### 5. BOUNDARY DESCRIPTION

Please attach a plot plan and written description of the boundary. **SEE ATTACHED SHEET.**

#### 6. DESCRIPTION

**SEE ATTACHED SHEET.**

Please attach a description of the historic resource and supplement with current photographs.

#### 7. SIGNIFICANCE

Please attach the Statement of Significance.

[See Attached Sheet]

Period of Significance (from year to year): from

**1826-1964**

Date(s) of construction and/or alteration:

**c. 1826-34, c. 1895-96, etc. (see attached)**

Architect, engineer, and/or designer:

**See attached.**

Builder, contractor, and/or artisan:

**See attached**

Original owner:

**Thomas Dallett/George Esslinger**

Other significant persons:

**The Brown Family**

**CRITERIA FOR DESIGNATION:**

The historic resource satisfies the following criteria for designation (check all that apply):

- X** (a) **Has significant character, interest or value as part of the development, heritage or cultural characteristics of the City, Commonwealth or Nation or is associated with the life of a person significant in the past; or,**  
(b) Is associated with an event of importance to the history of the City, Commonwealth or Nation; or  
(c) Reflects the environment in an era characterized by a distinctive architectural style; or,  
(d) Embodies distinguishing characteristics of an architectural style or engineering specimen; or,  
(e) Is the work of a designer, architect, landscape architect or designer, or engineer whose work has significantly influenced the historical, architectural, economic, social, or cultural development of the City, Commonwealth or Nation; or,  
(f) Contains elements of design, detail, materials or craftsmanship which represent a significant innovation; or,  
(g) Is part of or related to a square, park or other distinctive area which should be preserved according to an historic, cultural or architectural motif; or,  
(h) Owing to its unique location or singular physical characteristic, represents an established and familiar visual feature of the neighborhood, community or City; or,  
(i) Has yielded, or may be likely to yield, information important in pre-history or history; or
- X** (j) **Exemplifies the cultural, political, economic, social or historical heritage of the community.**

**8. MAJOR BIBLIOGRAPHICAL REFERENCES**

Please attach a bibliography.

**SEE ATTACHED SHEET.**

**9. NOMINATOR**

Name with Title	<b>Oscar Beisert, Author</b>	Email	<b>Oscar.Beisert@gmail.com</b>
Organization	<b>Keeping Society of Philadelphia, LLC</b>	Date	<b>11 July 2017</b>
Street Address	<b>1315 Walnut Street, Suite 320</b>	Telephone	<b>(717) 602-5002</b>
City, State, and Postal Code:	<b>Philadelphia, PA 19107</b>	Nominators are not the property owners.	

**PHC USE ONLY**

Date of Receipt: July 11, 2017

☒ Correct-Complete ☐ Incorrect-Incomplete

Date: September 18, 2017

Date of Notice Issuance: September 18, 2017

Property Owner at Time of Notice

Name: NCL Realty LP

Address: 401 N. 10<sup>th</sup> Street

City: Philadelphia

State: PA

Postal Code: 19123

Date(s) Reviewed by the Committee on Historic Designation: February 14, 2018

Date(s) Reviewed by the Historical Commission: April 13, 2018 and May 11, 2018

Date of Final Action: May 11, 2018

☒ Designated ☐ Rejected

4/11/13

Buildings 8A and 8C facades on Callowhill, Ridge and 10th St. including spatial relationships of those facades at their roof lines. Under Criterion J.

**Nomination**  
**for the**  
**Philadelphia Register of Historic Places**



Looking southwest. Source: Oscar Beisert.

**George Esslinger & Son's Brewery**  
*Also known as Esslinger's Inc.*  
**401-29 N. 10<sup>th</sup> Street**  
**Philadelphia, Pennsylvania**

"LOOK, FOLKS! The finest BEER and ALE you ever drank, in bottles made to fit easily into any ice-box! WHAT A COMBINATION!"

# Esslinger's

SINCE 1868

## IN "STEINIES"

Here's the new convenient way to enjoy Esslinger's in bottles! "STEINIES" hold just as much as regular "pints", yet they're shorter . . . take less room. Easier to stack and handle. Packed in handy light-weight cartons. You've sure to like them . . . just as you're sure to like the Beer and Ale that's in them—Esslinger's—the best you ever tasted!

ORDER BY THE CARTON FROM YOUR DISTRIBUTOR — OR TELEPHONE WALNUT 3915

ESSLINGER'S INC., PHILADELPHIA, PA.

Figure 1. *The Philadelphia Inquirer*, 22 January 1937, p. 23.

## **5. BOUNDARY DESCRIPTION**

The boundary description of the proposed designation is as follows:

All that certain lot or piece of land with the buildings and improvements thereon erected, described in accordance with a Plan of Survey thereof made for Myron Harris by Vincent J. Nero, Surveyor and Regulator of the 3rd District, dated May 26, 1965, as follows:

Beginning at a point on the corner formed by the intersection of the Southerly side of Noble Street with the Easterly side of North 10th Street, thence extending along the Southerly side of Noble Street South  $85^{\circ} 10' 22''$  East 30.5 feet to a point in the Southwesterly line of the right of way of the railroad of the Northern Liberties and Penn Township Railroad; thence extending along the Southwesterly line of railroad right of way, Southeastwardly on the arc of a circle having a radius of 483 feet 9 inches (chord bearing to the right) the arc distance 203 feet 9.25 inches to a point and South  $49^{\circ} 24' 14''$  East 10 feet  $5\frac{5}{8}$  inches to a point; thence extending South  $4^{\circ} 10' 19''$  West 96 feet  $3\frac{7}{8}$  inches to a point; thence extending South 78 degrees 59 minutes East 1 foot 7 inches to a point; thence extending South  $4^{\circ} 10' 19''$  West 57 feet 11.5 inches to a point; thence extending South  $81^{\circ} 42' 7''$  East 19 feet  $10\frac{7}{8}$  to a point; thence extending South  $4^{\circ} 10' 19''$  West 73 feet to a point on the Northerly side of Callowhill Street; thence extending North  $78^{\circ} 59'$  West along the Northerly side of Callowhill Street 257 feet 11 inches to a point formed by the intersection of the said Northerly side of Callowhill Street with the Northeasterly side of Ridge Avenue; thence extending North  $29^{\circ} 44' 30''$  West along the Northeasterly side of Ridge Avenue 37 feet  $5\frac{7}{8}$  inches to a point on the corner formed by the intersection of the Northeasterly side of Ridge Avenue with the Easterly side of North 10th Street and thence extending North  $11^{\circ} 21'$  East along the Easterly side of North 10th Street 259 feet 0.75 inch to the first mentioned point and place of beginning.

Being No. 410-429 North 10<sup>th</sup> Street.



Figure 2. The boundary for the subject property is in red. Courtesy Philadelphia Water Dept.

Tax Account No. **011-87990-00401-005**

OPA/BRT Account No. **884031400**

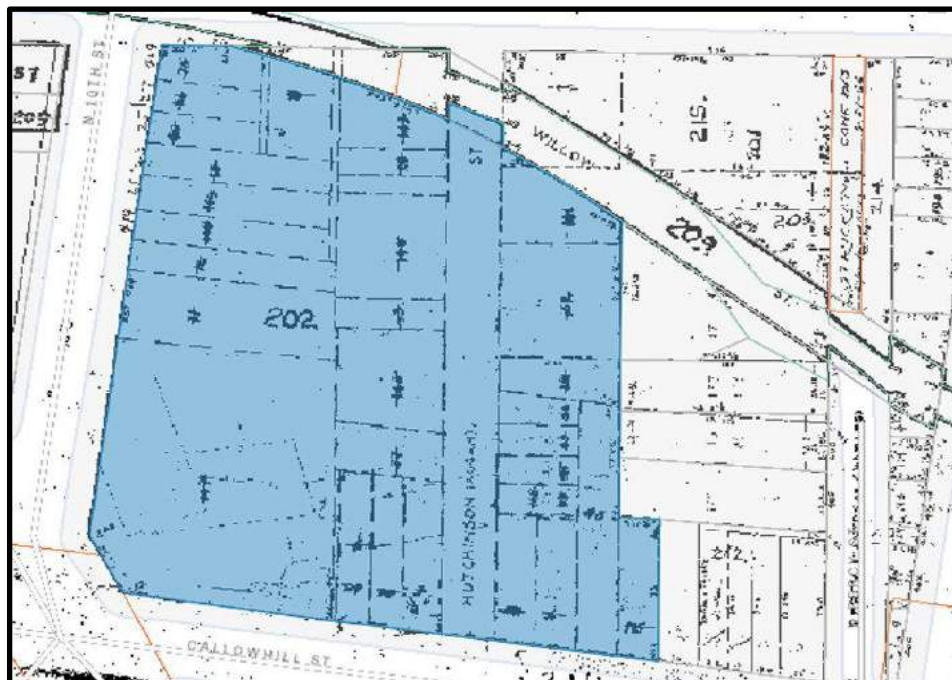


Figure 3. Philadelphia Deed Registry Plan 3N16. Source: ParcelExplorer.





Figure 4. Looking southwest. Source: Oscar Beisert.

## 6. PHYSICAL DESCRIPTION

George Esslinger & Son's Brewery is a complex of Modernist and Victorian style buildings at 401-29 N. 10<sup>th</sup> Street in the Callowhill section of Philadelphia. It occupies much of the block bound by Callowhill Street at the south; N. 10<sup>th</sup> Street at the west; Noble Street at the north; and N. 9<sup>th</sup> Street at the east. The block and the subject complex also contains several other thoroughfares—Hutchinson Street (formerly known as Rugan Street) divides the brewery into two sections with its buildings facing onto the former street in an urban fashion; Canton Street at the eastern margin of the complex; the bend of Willow Street (formerly Pegg's Run), which previously contained a right-of-way of the Penn Township & Northern Liberties Railroad that extended from the Broad Street Freight Terminal near the Baldwin Locomotive Works down through the subject property.

The complex is comprised of one-, two-, three-, four-, and five-story buildings that outwardly appear to be entirely Modernist in style. Known as Esslinger Plant No. 1, the Modernist buildings encompass much of the complex, but also wrap around two tall and slender Victorian buildings that once towered over row houses on opposite sides of then-Hutchinson Street. The earlier buildings are distinctly more ornate than the Modernist buildings and additions, but have been interestingly, however unceremoniously encapsulated into the progress of Esslinger's history. Numbered in relationship to construction of the brewery, the complex of buildings includes the following resources:

1. George Esslinger & Son's Brew House & Mill (1895-96) - Contributing
2. George Esslinger & Son's Beer Storage House (1896-97) – Contributing
3. Esslinger's Inc., Cold Storage (1932) - Contributing
4. Esslinger's Inc., Cold Storage, Packing Room & Barrel Storage (1933) - Contributing
5. Esslinger's Inc., Fermenting House (1934-47) - Contributing
6. Esslinger's Inc., New Brew House (1934-35) - Contributing
7. Esslinger's Inc., Cold Storage (1936) - Contributing
8. Esslinger's Inc., Bottling Department (Building 8C), Loading Docks (Building 8E), Offices (Building 8A), & Storage (Building 8B/8D) (c. 1826-34, alterations: 1936-46) – Contributing
9. Esslinger's Inc., Beer Cellars (1964) – Non-contributing



Figure 5. Looking north. Source: Bing.

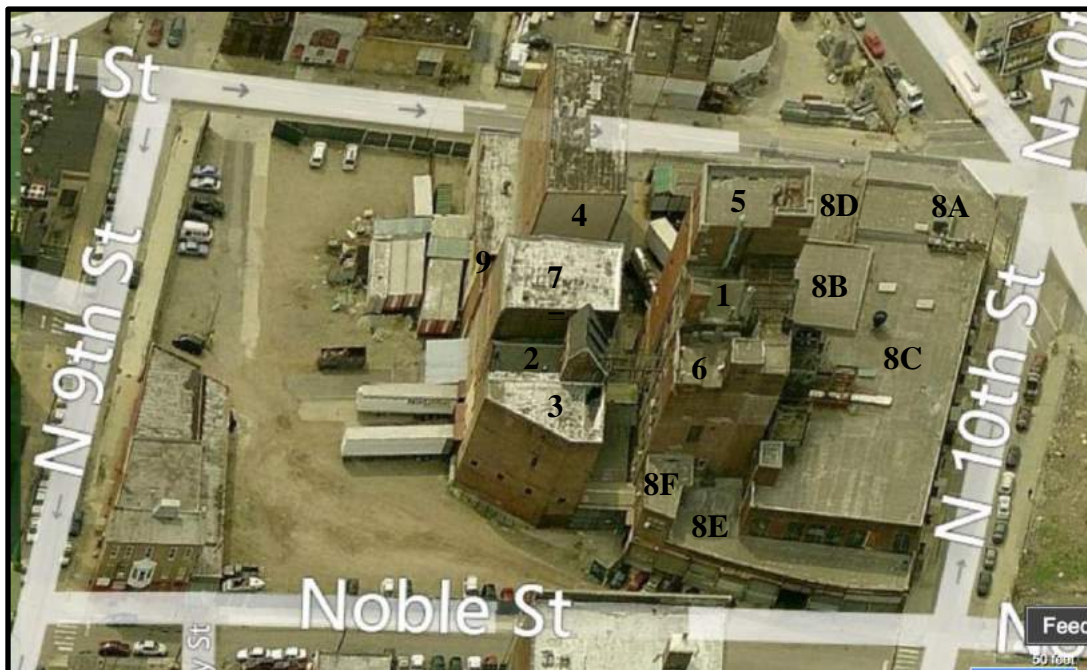


Figure 6. Looking south. Source: Bing.





Figure 7. Looking northeast, the section shown above is labeled herein as Building No. 8A of Building No. 8. Building No 8A is partly the office portion of the building, which includes the Dallett Chandlery. The component shown above is delineated below in the aerial photograph by a red circle to provide a contextual understanding of the complex. Source: Oscar Beisert.



Figure 8. Looking north. Source: Bing.

**Building 8: Esslinger's Inc., Bottling Department, Loading Docks, Offices, & Storage (c. 1826-1834, alterations: 1936-46)**

Building 8: Esslinger's Inc., Bottling Department, Loading Docks, Offices, & Storage (c. c. 1824-1834, alterations: 1936-46) (Building 8) is divided into six distinct sections—Building Nos. 8A, 8B, 8C, 8D, 8E, and 8F. The earliest portion of the complex, Building No. 8A appears to have been constructed as the Dallett Chandlery between 1826 and 1834, later being improved by a previous brewer. Building Nos. 8B and 8D may contain earlier buildings of the Dallett Chandlery and/or an earlier brewery, but outwardly appear to date to Esslinger's ownership. Buildings Nos. 8C, 8E, and 8F were built by Esslinger's between 1936 and 1946. The most prominent sections include Building Nos. 8A and 8C being at the northeast corner of Callowhill and N. 10<sup>th</sup> Streets and along N. 10<sup>th</sup> Street.

**Building No. 8A** is perhaps the most evocative component of the complex, having a distinct Art Deco aesthetic maintained upon a three-part façade—thirty-eight feet per section. The central, corner elevation is divided into three distinct sections by four brick pilasters defined by concrete or stone capitals and bases. The fenestration includes six openings—three at each floor. These apertures are separated by copper spandrels that

feature Art Deco details. The façade is features a distinct copper cornice, extending from the capital and featuring raised lettering “Esslinger’s Inc., Since 1868.” The street facing elevations are divided by similar brick piers and concrete or stone capitols, creating a fenestration of four windows per floor. The spandrels are fashioned of brick corbelling. Rather than a cornice, there is simple concrete or stone coping. The first floor windows are metal, hopper-awning, while those at the section floor have been filled with brick.



Figure 9. Looking north, the Offices section of Building No. 8. Source: Oscar Beisert.

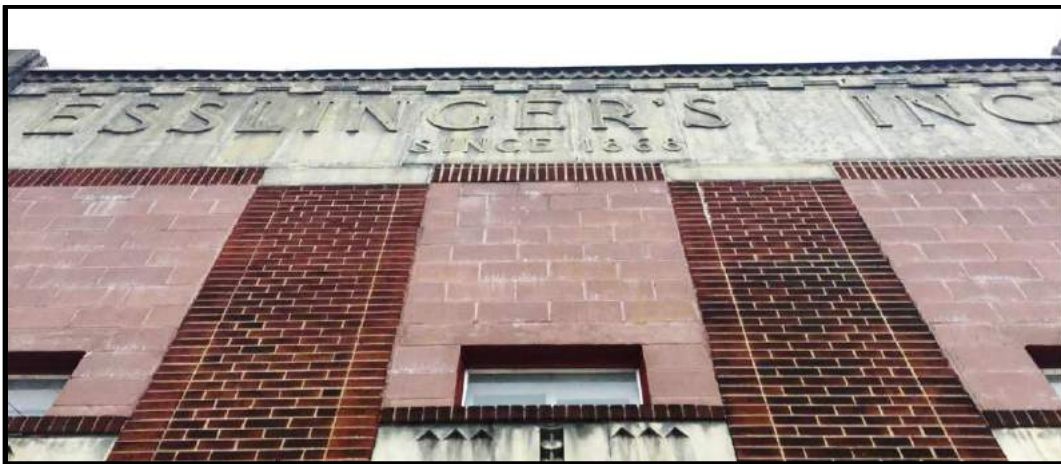


Figure 10. Looking northeast, the raised lettering “Esslinger’s Inc, Circa 1868” in copper upon the primary elevation of Building No. 8. Source: Oscar Beisert.

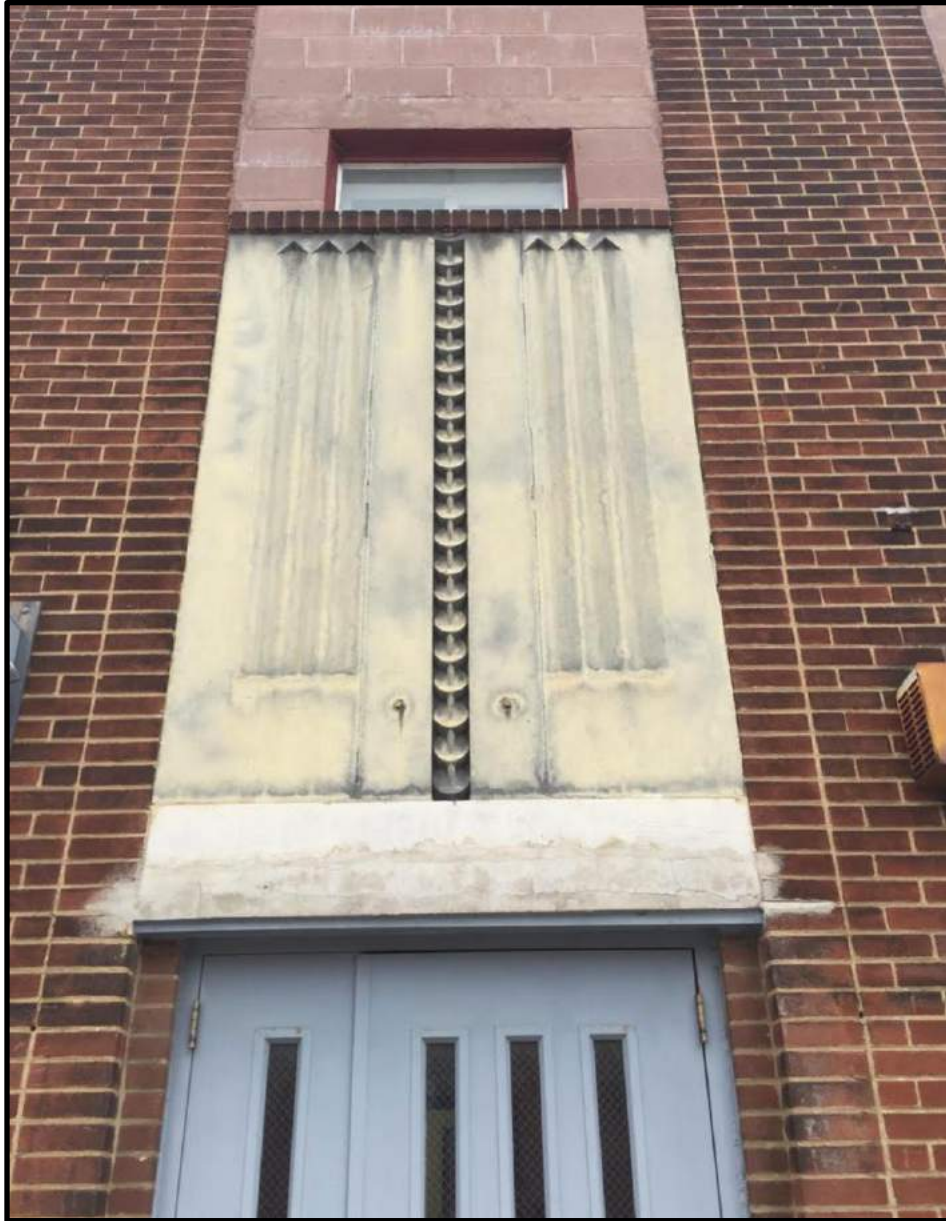


Figure 11. Looking east, one of several copper spandrels with modernist detail within the primary elevation of Building No. 8. Source: Oscar Beisert.





Figure 12. Looking southeast, Building No. 8C, the Bottling Department, of Building No. 8, featuring the stone or concrete tablet with raised lettering “Esslinger’s Inc., Plant No. 1” facing onto N. 10<sup>th</sup> Street, where the earlier office building once stood. The section shown above is delineated below in the aerial photograph by a red circle to provide a contextual understanding of the complex. Source: Oscar Beisert.



Figure 13. Looking east. Source: Bing.

**Building No. 8C**, the Bottling Department, of Building No. 8 is a two-story building of load-bearing masonry and structural steel construction with a single primary elevation facing onto N. 10<sup>th</sup> Street. The primary elevation spans nearly a block in length and has eight pairs of windows. The windows on the first floor appear to span nearly the entire height of the floor, while the second story windows are more modest, squat openings. The openings are delineated by brick piers and brick spandrels and the row of windows are flanked by large sections featuring decorative brickwork and concrete or stone details. The northern end features an aperture, as well as a surround in the Art Deco style with raised lettering, “Esslinger’s Inc., Plant No. 1.” The windows appear to be original metal

hopper awning on the second floor, while the first floor ones are replacement versions. The roofline features a slight parapet and a course of concrete or stone coping along the top of the parapet. The building features a flat roof.



Figure 14. Looking northeast, Building Nos. 8A and 8C of Building No. 8. Source: Oscar Beisert.



Figure 15. Looking east, the brick spandrels within Building No. 8C of Building No. 8. Source: Oscar Beisert.





Figure 16. Looking east, brick detail within primary elevation of Building No. 8C of Building No. 8.  
Source: Oscar Beisert.



Figure 17. Looking east, the brick and stone details of Building No. 8C of Building No. 8. This image further depicts the brick pilasters with stone capitals, etc. with the raised lettering, “Esslinger’s Inc., Plant No. 1” all of which is featuring traditional forms in the Modernist style. Source: Oscar Beisert.





Figure 18. Looking southeast, Building No. 8E on left and Building No. 8C on right. On left are the loading docks of Building No. 8E. Source: Oscar Beisert.



Figure 19. Looking northeast and facing N. 10<sup>th</sup> Street at the southeast corner of Noble Street, the largest of the loading docks of Building No. 8E of Building No. 8. Source: Oscar Beisert.

**Building No. 8E** of Building No. 8 features a one-story loading dock at the north-facing elevation of the Bottling Department. The brick shed features a single narrow opening onto N. 10<sup>th</sup> Street. It has since been in-filled with concrete block and two metal windows to create multiple garage bays. This alteration likely dates to the mid-twentieth century.

The primary elevation of the loading dock spans the depth of the Bottling Department facing onto Noble Street. The brick piers that create the larger, original opening are trimmed with concrete or stone details, including bollards. The shed features a flat roof.



Figure 20. Looking southeast, Building No. 8E and 8F of Building No. 8. The section shown above is delineated below in the aerial photograph by a red circle to provide a contextual understanding of the complex. Source: Oscar Beisert.



Figure 21. Looking south. Source: Bing.





Figure 22. Looking south. Source: Oscar Beisert.



Figure 23. Looking south. Source: Oscar Beisert.





Figure 24. Looking southwest, left to right, Building No. 5; Building No. 1; Building No. 6; and Building No. 8F of Building No. 8. Source: Oscar Beisert.



Figure 25. Looking east, left to right, Building No. 6; Building No. 1; Building No. 5 are in the background. In the foreground is Building No. 8C, the Bottling Department, of Building No. 8. Source: Richard Wagner, Pennsylvania Brewery Historian.



Figure 26. Looking southwest, at center is Building No. 1, designed by A.C. Wagner in 1895 and constructed in 1896. The section shown above is delineated below in the aerial photograph by a red circle to provide a contextual understanding of the complex. Source: Oscar Beisert.



Figure 27. Looking west. Source: Bing.

### **Building No. 1: George Esslinger & Son's Brew House & Mill (1895-96)**

Building No. 1: George Esslinger & Son's Brew House & Mill (1895-96) (Building No. 1) is at the center of several later buildings that appear to have been built in the rear of Building No. 8, but were historically facing onto Hutchinson Street. Built between 1895 and 1896, the original brew house and mill is a load-bearing masonry building of red brick, featuring the typical architectural details used in German breweries of the nineteenth century. Once fully articulated, now only the primary and portions of the rear elevations are visible. The four-and-one-half-story building features a fenestration of windows that is two bays in width. Large rectangular windows are set within brick piers separated by brick spandrels. The fourth story features arch-topped windows. Fifty small, half-story rectangular windows and a large fanlight within a gable-fronted roof are located adjacent to this section of the building. The gable is finished with a stepped

corbeled cornice with copper coping at the roofline. Stone is used in the execution of courses, coping and sills.

**Building No. 5: Esslinger’s Inc., Fermenting House (1934-47)**

Attached at the south of Building No. 1, Building No. 5: Esslinger’s Inc., Fermenting House (1934-47) (Building No. 5) is a large five-story building of load-bearing masonry and structural steel construction. This building is perhaps the most evocative of the modernist style on the site. The simple design includes a light red brick exterior and simple stone and/or concrete coursing with limited extraneous architectural details. The windows are minimal in dimension due to the function of the building.<sup>1</sup>



Figure 28. Looking southwest, Building No. 6 features a parapet (poorly repointed) with a “1935” date stone within the parapet that is modernist in style. Source: Richard Wagner, Pennsylvania Brewery Historian.

**Building No. 6: Esslinger’s Inc., New Brew House (1934-35)**

Immediately adjacent at the north to Building No. 1, Building No. 6: Esslinger’s Inc., New Brew House (1934-35) (Building No. 6) is a four-story building of load-bearing masonry and structural steel construction with a red brick façade. The fenestration is an irregular, but streamlined set of apertures that have been reconfigured throughout the twentieth century via brick and/or block infill and modern replacement windows, however, some original hopper awning windows remain. The form of the building is its most striking and character-defining feature. The Streamline Moderne building features a simple parapet at the Hutchinson Street elevation with an overall restraint in architectural detail; however, not omitting the concrete or stone plaque dating the building to “1935”.

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<sup>1</sup> Primary features to be considered for allowing for adaptive reuse: the form of the building; the red brick; and the concrete or stone coping are the most important characteristics of this designation.





Figure 29. Looking south, Building No. 2 at center. Source: Bing.



Figure 30. Looking west, above is the rear view of Building No. 2. While the primary elevation of this late nineteenth century building has been modernized, the rear elevation features original details at the top floors. Source: Richard Wagner, Pennsylvania Brewery Historian.

### **Building No. 2: George Esslinger & Son's Beer Storage House (c. 1896-97)**

Building No. 2: George Esslinger & Son's Beer Storage House (1896-97) (Building No. 2) is at the center of two later buildings which are all situated on the south side of Hutchinson Street. Built c. 1896-97, the building is a load-bearing masonry structure of red brick, featuring the typical architectural details used in German breweries of the

nineteenth century. Once fully articulated, now only rear elevation survives, being visible from the east. The primary elevation was refaced in the 1930s. The fenestration contains large rectangular windows that are set within brick piers and separated by brick spandrels. The fourth story was once defined as a gable front, which has been obliterated at the primary elevation with the addition of a pent house defined by a side-gable roof. This addition has the unexpected resemblance to a modest Philadelphia row house or trinity. The rear, east-facing elevation retains the gable front. The gable is finished with a stepped, corbeled cornice with copper coping at the roofline. Stone is used in courses, coping and sills.

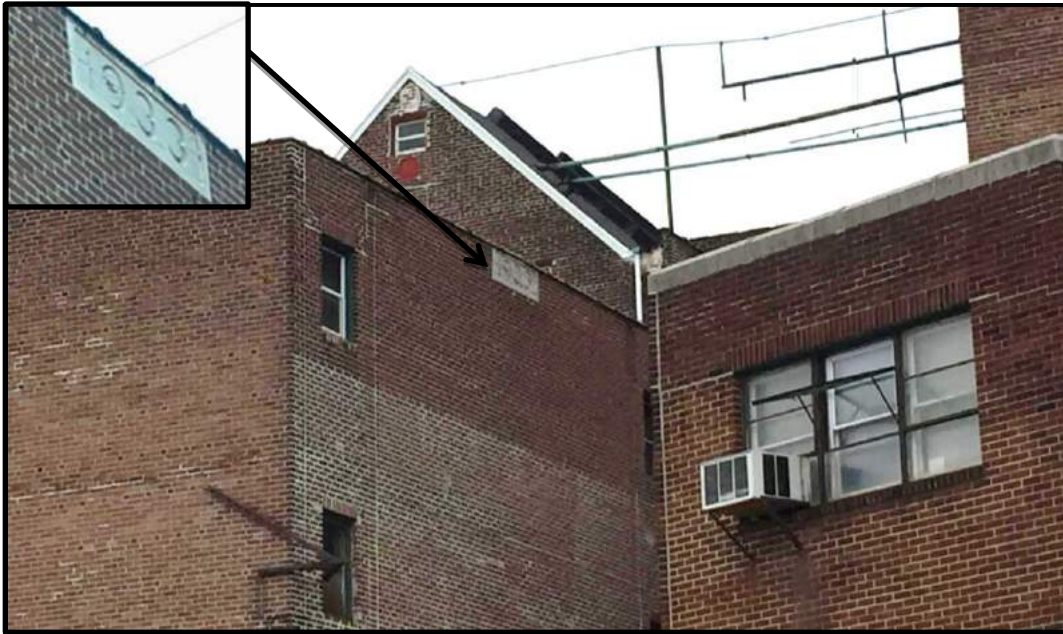


Figure 31. Looking south, Building No. 3 is on left and while a later addition to Building No. 2 is at center. The later addition is a simple, but interesting pent house. The section shown above is delineated below in the aerial photograph by a red circle to provide a contextual understanding of the complex. Source: Oscar Beisert.

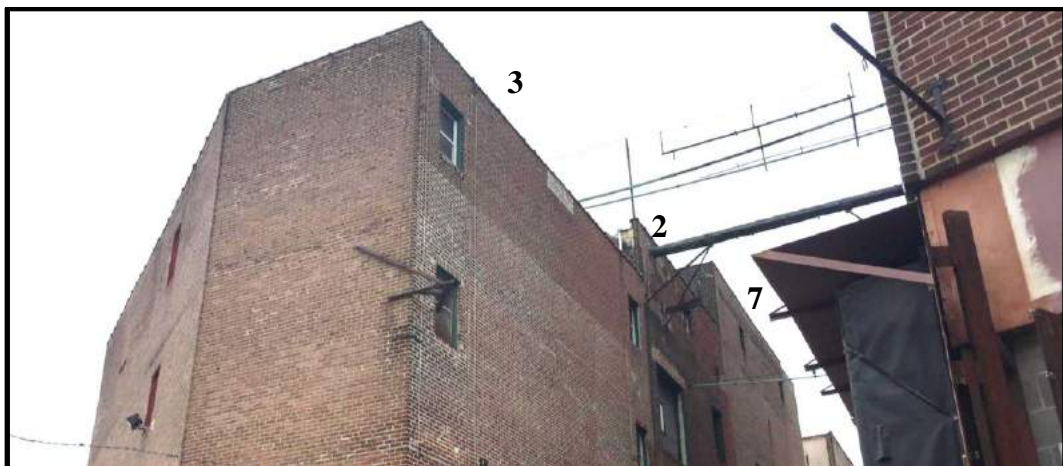


Figure 32. Looking southeast, Building No. 3; Building No. 2, and Building No. 7, shown above, is delineated below in the aerial photograph by a red circle to provide a contextual understanding of the complex. Source: Oscar Beisert.



**Building No. 3: Esslinger's Inc., Cold Storage (1932)**

Building No. 3: Esslinger's Inc., Cold Storage (1932) (Building No. 3) is a massive irregular pentagon of structural steel construction clad with a red brick curtain walls. The building is another example of the restrained modernist design, despite being one of the earlier buildings constructed during the associated building campaign. It features five elevations with fenestrations of small windows that are lost within massive expanses of red brick. The window openings are partly in-filled and partly open to the elements—some original window fabric may survive. The flat roof is trimmed with simple concrete and/or stone coping. Near the roofline at center of the primary elevation is a concrete or stone date stone with “1932” inscribed.<sup>2</sup>

**Building No. 7: Esslinger's Inc., Cold Storage (1936)**

Building No. 7: Esslinger's Inc., Cold Storage (1936) (Building No. 7) is massive, four-story masonry pile of structural steel construction clad with a red brick curtain walls. This building too is streamlined in its lack of ornamentation and/or exterior physical features. Like Building No. 3, the fenestration contains only a few small windows, as was common in storage buildings of this time and type. Some of the small rectangular apertures appear to be in-filled, others retain original window fabric.<sup>3</sup> The primary elevation of this building is not visible from the public right-of-way.

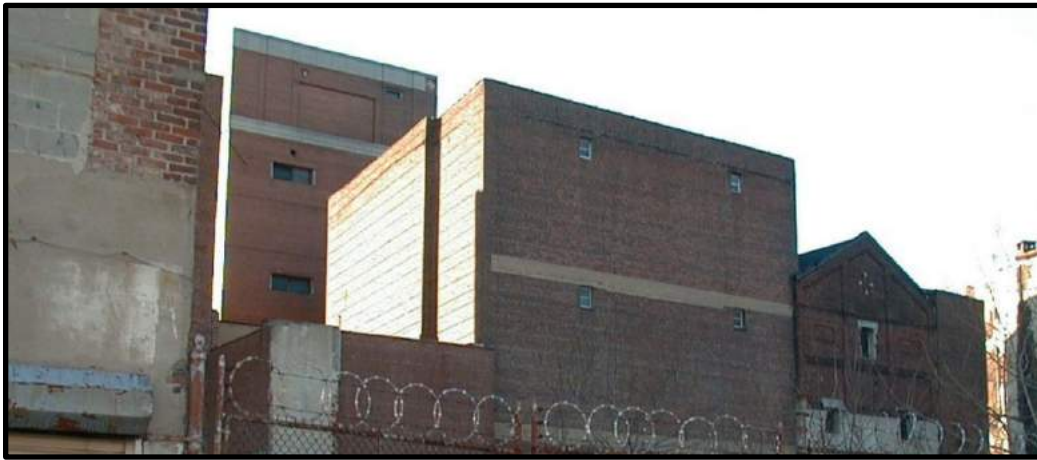


Figure 33. Looking west, Building No. 5; Building No. 4; Building No. 7; Building No. 2; and Building No. 3. Source: Richard Wagner, Pennsylvania Brewery Historian.

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<sup>2</sup> The primary features of this designation include the form of the building, and the red brick façade. An adaptive reuse of the building should keep the original openings, but may employ new openings with modern windows; however, to maintain the severity the windows should be finished in dark color.

<sup>3</sup> The primary features of this designation include the form of the building, and the red brick façade. An adaptive reuse of the building should keep the original openings, but may employ new openings with modern windows; however, to maintain the severity of the design, the new windows should be finished in dark color.



Figure 34. Looking southwest, Building No. 4; Building No. 7, Building No. 2; and Building No. 3. Building No. 5; Building No. 1; and Building No. 6. Source: Oscar Beisert.



Figure 35. Looking west. Source: Bing.



Figure 36. Looking west, the side elevation of Building No. 4; and the rear elevations of Building No. 7; Building No. 2; and Building No. 3. Source: Oscar Beisert.



Figure 37. Looking northwest, the side elevation of Building No. 4; and the rear elevations of Building No. 7; Building No. 2; and Building No. 3. Source: Oscar Beisert.





Figure 38. Looking northwest, the primary and east-facing elevation of Building No. 4. The south- and east-facing elevations of Building No. 7, and the east-facing and rear elevations of Building No. 2 may be seen in the background. The section shown above is delineated below in the aerial photograph by a red circle to provide a contextual understanding of the complex. Source: Oscar Beisert.

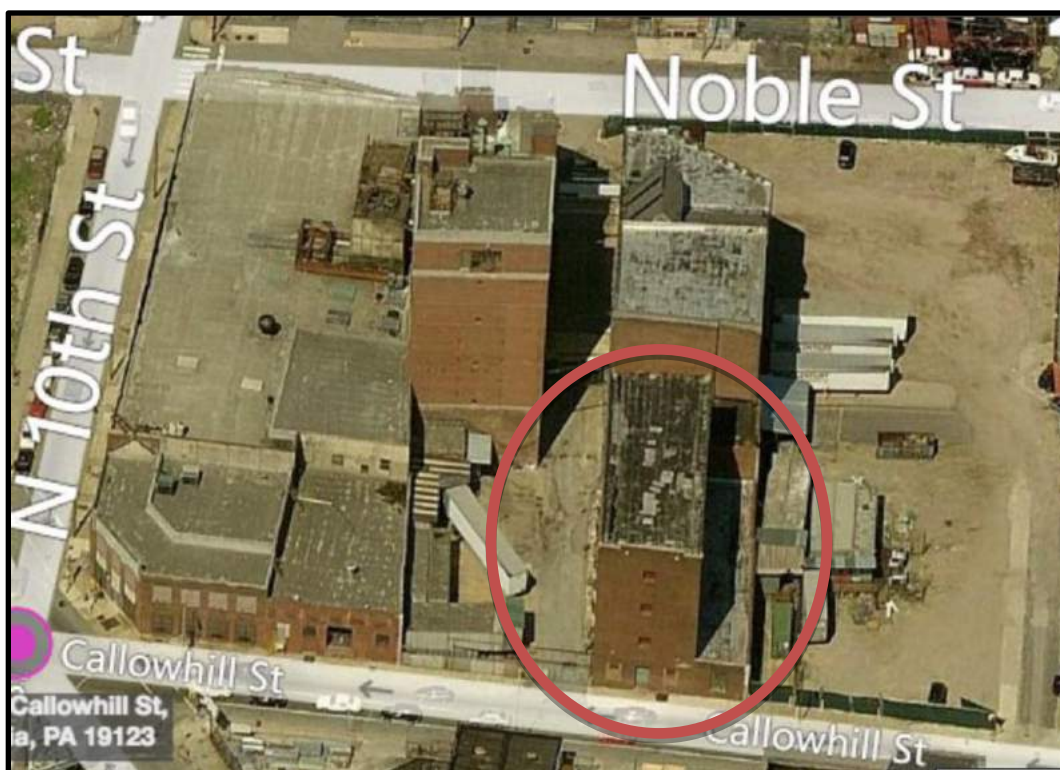


Figure 39. Looking north. Source: Bing.



Figure 40. Looking north, the primary elevation of Building No. 4. Source: Oscar Beisert.

**Building No. 4: Esslinger's Inc., Cold Storage, Packing Room & Barrel Storage (1933)**

Building No. 4: Esslinger's Inc., Cold Storage, Packing Room & Barrel Storage (1933) (Building No. 4) is a hulking, four-story masonry pile of load-bearing and structural steel construction with a red brick façade. The building is also architecturally subdued, but features some subtle elements of style. The fenestration at the primary elevation features a loading bay at center that is flanked by large, single windows that have been in-filled with brick and smaller windows. The upper three floors feature a single small aperture at center, which are filled with sets of mullion windows with original two-over-two wooden sash. The second, third and fourth floors are enframed by a brick frame with stone or concrete key blocks at each corner. The side, east- and west-facing elevations feature four small windows per floor. A one-story component appends the side, east-facing elevation. The windows are few and sparsely arranged.<sup>4</sup>

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<sup>4</sup> Primary features of the building are its form and the red brick façade. An adaptive reuse of the building should retain the original openings, but allow for new openings with modern windows; however, to maintain the severity of the design, the new windows should be finished in dark color.





Figure 41. Looking north, the south-facing elevation of Building No. 5; and Building No. 4. The section shown above is delineated below in the aerial photograph by a red circle to provide a contextual understanding of the complex. Source: Oscar Beisert.

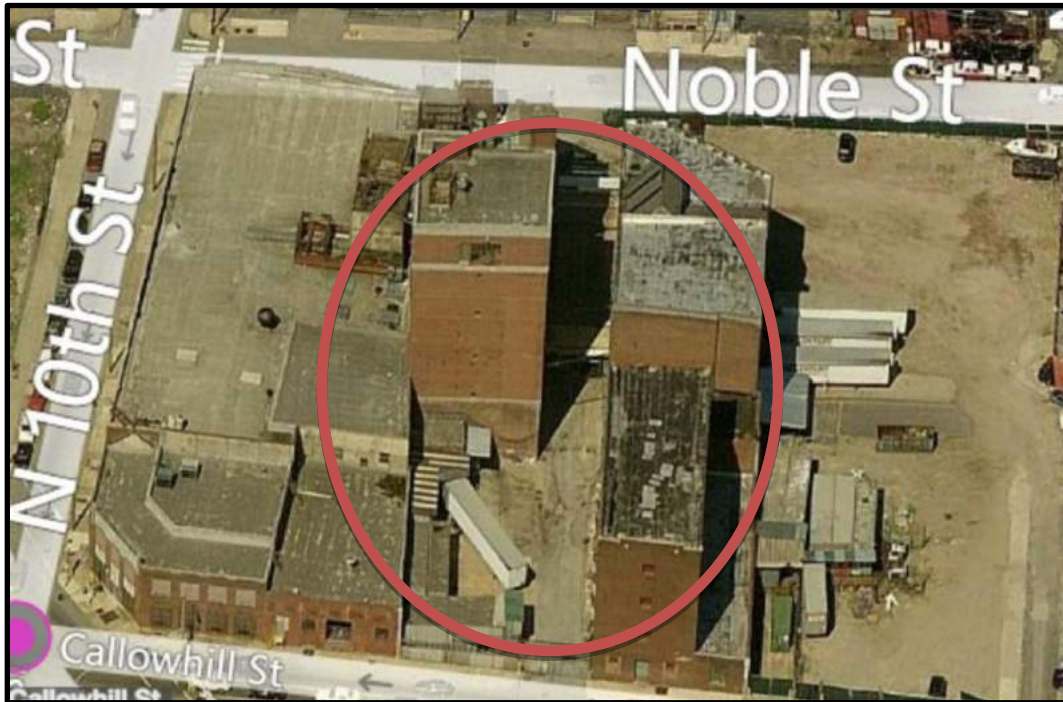


Figure 42. Looking north. Source: Bing.



Figure 43. Looking north, the east-facing and primary elevations of Building No. 5: Esslinger's Inc., Fermenting House (1934-47). Source: Oscar Beisert.



Figure 44. Looking northeast, the west-facing and primary elevations of Building No. 4: Esslinger's Inc., Cold Storage, Packing Room & Barrel Storage (1933). Source: Oscar Beisert.



Figure 45. Looking northeast, Building No. 8A and Building No. 8D of Building No. 8; and the west-facing elevation of Building No. 4: Esslinger's Inc., Cold Storage, Packing Room & Barrel Storage (1933). Building No. 5: Esslinger's Inc., Fermenting House (1934-47) is rising in the back ground from the center of Building No. 8. Source: Oscar Beisert.





Figure 46. Looking north, Building 8D of Building No. 8. The section shown above is delineated below in the aerial photograph by a red circle to provide a contextual understanding of the complex. Source: Oscar Beisert.

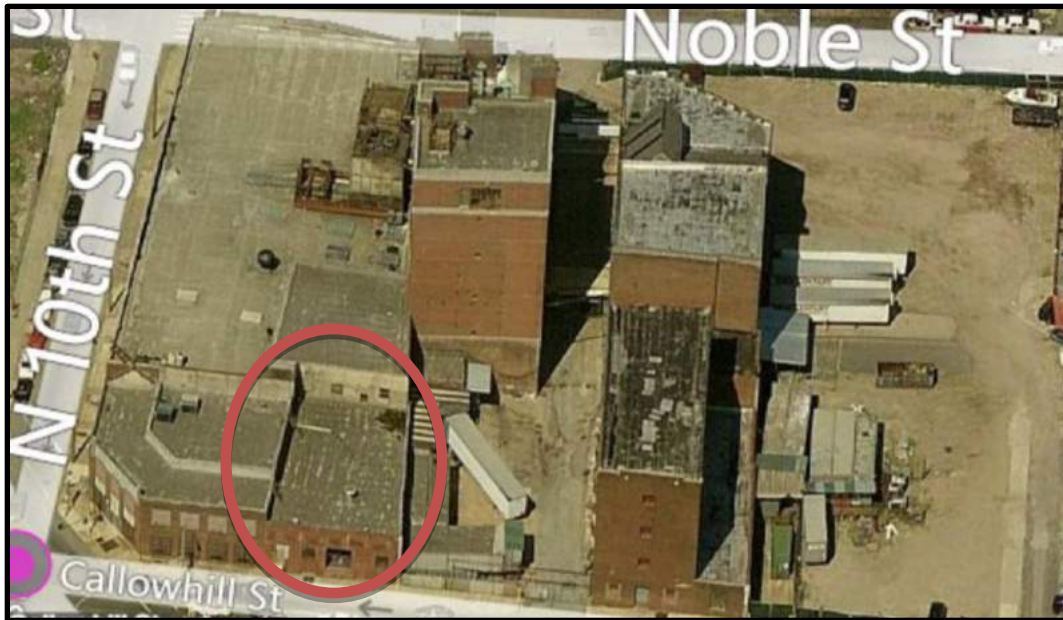


Figure 47. Looking north. Source: Bing.

**Building No. 8: Esslinger's Inc., Bottling Department, Loading Docks, Offices, & Storage (c. 1826-1834, alterations: 1936-46)**

Appending Building No. 8A, Building No. 8D faces onto Callowhill Street, a continuation of that building is another, later section of the loading docks and storage. This is the least significant building on the site, being the most non-descript with a red brick façade, the building appears to be one-story and of load bearing masonry construction. The primary elevation features a central loading entrance flanked by windows.

## **Categorical Designation—Physical Importance of the Subject Site**

### **RECOMMENDATIONS FOR CATEGORICAL DESIGNATION**

#### **Category A**

Category A represents the current design, reuse and/or restoration standards of the Philadelphia Historical Commission (PHC) and the nominator would suggest that the following buildings and/or facades are treated as such:

**Building No. 1: George Esslinger & Son's Brew House & Mill (1895-96).** This designation applies to the east-facing and west-facing elevations of the subject building.

**Building No. 8: Esslinger's Inc., Bottling Department, Loading Docks, Offices, & Storage (c. 1826-1834, alterations: 1936-46).** This designation applies to the street-facing elevations of the subject building. However, the one-story portion of the subject building facing onto Callowhill Street should be treated as a Category B building.

#### **Category B**

Category B is a suggested mechanism that would allow for a less stringent interpretation of the standards for reuse. The nominator contends that the form of the building be maintained, as well as the exterior cladding, but that new apertures and potentially additions be allowed with less traditional design oversight. The following buildings and/or facades should be treated as such:

**Building No. 2: George Esslinger & Son's Beer Storage House (1896-97).** The east-facing elevation might best represent the building's historic appearance, and the other elevation should be adaptively renovated to suit the purposes of reuse.

**Building No. 3: Esslinger's Inc., Cold Storage (1932).**

**Building No. 4: Esslinger's Inc., Cold Storage, Packing Room & Barrel Storage (1933).**

**Building No. 5: Esslinger's Inc., Fermenting House (1934-47).**

**Building No. 6: Esslinger's Inc., New Brew House (1935).**

**Building No. 7: Esslinger's Inc., Cold Storage (1936).**



Figure 48. *The Times* (Philadelphia), 2 April 1898, 12.

## 7. STATEMENT OF SIGNIFICANCE

The complex of buildings that comprise the former George Esslinger's Brewery at 401-29 N. 10<sup>th</sup> Street is a significant historic resource that merits designation by the Philadelphia Historical Commission and inclusion on the Philadelphia Register of Historic Places. Located in the Callowhill section of Philadelphia, the building satisfies the following Criteria for Designation as enumerated in Section 14-1004 of the Philadelphia Code:

- (a) *Has significant character, interest, or value as part of the development, heritage, or cultural characteristics of the City, Commonwealth, or nation or is associated with the life of a person significant in the past;*
- (j) *Exemplifies the cultural, political, economic, social, or historical heritage of the community.*



The following map represents the parcels that were bought over time by George Esslinger, George Esslinger & Sons, and, eventually, Esslinger's Inc. to form the current site:

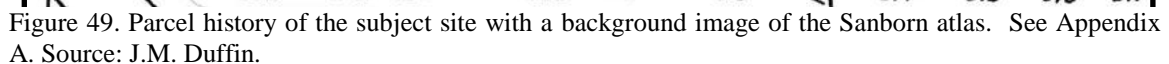




Figure 50. Parcel history of the subject site with a background image of 2004 Philadelphia Aerial Photography, City of Philadelphia. Source: J.M. Duffin.





George Esslinger & Son and eventually Esslinger's Inc. Representing the larger successes of small, evolving family-owned breweries, George Esslinger & Son commissioned Building No. 1, a new "Brew House," in 1895, which was designed by the eminent brewery architect A.C. Wagner. Building No. 2 came a few years later. As time went on, the firm purchased additional parcels and expanded its operations in the first decades of the twentieth century.

Like the rest of the brewing community, George Esslinger & Son was forced to cease production with the passage of the Eighteenth Amendment in 1919.<sup>5</sup> Most of Philadelphia's breweries closed forever. A small number of these firms recalibrated their facilities to produce similar products, which required little alteration. George Esslinger, founder of the firm, died in 1921, and it appears that the company was purchased by the Brown family during that time, though the precise date is unknown. The Browns continued operations as George Esslinger & Son, producing what was known as "near-beer" during prohibition. This appears to have been a successful endeavor as the Browns advertised the product from 1926 through 1932. It was during this time that the locally famous mascot, "Little Man," was created, and would enjoy widespread local familiarity.

Roughly twenty breweries would reopen after the repeal of the Eighteenth Amendment in 1933. The most successful of these firms had the foresight to not only enlarge their facilities, but modernize most aspects of their business including advertising/branding, production, sales, etc. Esslinger's Inc. sponsored a major building campaign between 1933 and 1946 with additional construction later. The firm greatly enlarged and modernized their capacities for production with the construction of a massive complex of buildings. Unlike Building Nos. 1 and 2, the post-1933 buildings were modern both in their aesthetic treatment and their utility. In fact, because the site evolved between 1933 and 1946, the architectural style employed includes both Art Deco and Streamline Modern. These buildings included the following, as listed previously: Building Nos. 3. Esslinger's Inc., Cold Storage (1932); 4. Esslinger's Inc., Cold Storage, Packing Room & Barrel Storage (1933); 5. Esslinger's Inc., Fermenting House (1934-47); 6. Esslinger's Inc., New Brew House (1934-35); 7. Esslinger's Inc., Cold Storage (1936); and 8. Esslinger's Inc., Bottling Department (Building 8C), Loading Docks (Building 8E), Offices (Building 8A), & Storage (Building 8B/8D) (c. 1826-34, alterations: 1936-46). Perhaps the most stylized of these modern edifices was Building No. 8, as it features a distinctive Art Deco façade that was built upon an earlier building.

Not only did the firm enlarge its capacities, it catered to a growing and changing contemporary world of advertising and branding. While all of the breweries were closed by 1987, those that survived the longest proved to be the most endeared products on a local level, but, more importantly, these brewers were part of a larger effort to advertise and brand; and to recalibrate when needed to ensure the success of their product. Esslinger's Inc. was one of these firms. The subject site comprises a

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<sup>5</sup> Richard F. Hamm, *Shaping the Eighteenth Amendment: Temperance Reform, Legal Culture, and the polity, 1880–1920* (UNC Press Books: 1995), 228.

complex of buildings that represents the ongoing business of Esslinger's Inc.; the period of prohibition; and the repeal of the Eighteenth Amendment, which led to the enlargement and modernization of the subject facility. The building campaign and the fashionable styles of the new construction and improvements are part of the larger story, representing the development of Esslinger's Inc. as a representative brewery within the larger brewing community of Philadelphia.



Figure 52. Looking north, Esslinger's Inc., c. 1945-55.  
Source: *Philadelphia Record* Photo Morgue, HSP.

Furthermore, the subject site is perhaps one of the most intact brewery complexes to survive in Philadelphia. As we know, none of the old brewers survive in Philadelphia today. Within the larger context of Philadelphia's built environment, most of the great German establishments and even many of the medium to small producers are represented by component parts of their former facilities. Perhaps the most intact of the larger Victorian-era brewers is the Gretz Brewery in North Philadelphia. Less intact, but certainly represented by large components of its nineteenth century fabric, Poth Brewery survives in part. Of the breweries that came back after the Repeal of the Eighteenth Amendment, many reused nineteenth and early twentieth century buildings, while also constructing modern buildings like Esslinger's Inc. However, this era too is also only represented by component parts of larger brewery facilities. For example, Ortlieb's Bottling Plant, c. 1948, is extant, while earlier buildings—Henry F. Ortlieb's Brew House, 1914, and its large addition, Ortlieb's Brew House, 1946—have been demolished in recent years.<sup>6</sup> Few of the facilities, representative of their entire history survive in the same state of preservation as the subject site.

<sup>6</sup> Roy E. Goodman and David G. Orr, "Henry F. Ortlieb Brewing Company" in *Workshop of the World* (Oliver Evans Press, 1990); on-line: [http://www.workshopoftheworld.com/northern\\_liberties/ortlieb.html](http://www.workshopoftheworld.com/northern_liberties/ortlieb.html).

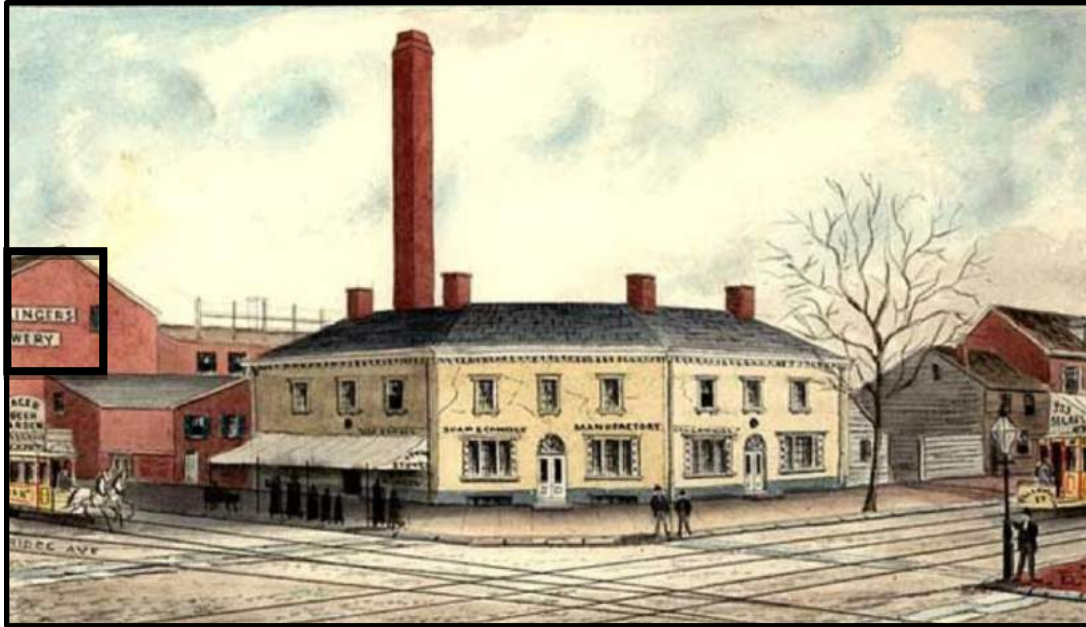


Figure 53. The original brewery building at the northeast corner of Callowhill and N. 10<sup>th</sup> Streets, which is precisely the shape of the modern building. A ghost of the side-gable roof appears above the current modernist building on the south wall of the Bottling Department, indicating that the current building may have simply received a new façade. At the time of this drawing, the building was owned by a different brewery. Note: a building related to Esslinger's, likely the original office, is on left. Source: the Historical Society of Pennsylvania.

### **Historic Context: From George Esslinger's to Esslinger's Inc. 1868-1960**

"Since 1868" memorializes the earliest date that George Esslinger (1838-1921) is known to have brewed under his own auspices in Philadelphia.<sup>7</sup> A German immigrant, Esslinger arrived in Philadelphia in 1861.<sup>8</sup> George Esslinger married Mary and two children were born to their union—Frank and Mary Esslinger. It appears that he first operated a brewery at 1012 Jefferson Street, a tenure that endured from 1868 to 1879.<sup>9</sup> In 1879, he removed to the subject site, which then included 412 and 422 Hutchinson Street (late Rugan), a configuration that lasted from roughly 1879 to 1893.<sup>10</sup> Esslinger's Hutchinson Street brewery was a small, family-operated business. However, as his son Frank Esslinger became involved in the 1890s, the company began to enlarge its capacities and the name was changed to George Esslinger & Son, an incorporation which lasted from 1893 through 1907. However, at the time, Hutchinson Street was still a largely residential street, being made up of row houses and two stables.<sup>11</sup> By 1893, the address had extended to include 417-91 Hutchinson Street.

<sup>7</sup> George Esslinger immigrated to the United States from Wurttemberg. By 1870, he was married to Mary, a thirty-five year old Pennsylvania native. They had one child, Frank Esslinger. Source: 1870 U.S. census, population schedules. NARA microfilm publication M593, 1,761 rolls. Washington, D.C.: National Archives and Records Administration, n.d.

<sup>8</sup> Ancestry.com, *U.S. Passport Applications, 1795-1925* [database on-line], Lehi, UT: Ancestry.com Operations, Inc., 2007.

<sup>9</sup> Philadelphia City Directory. Source: Richard Wagner, Pennsylvania Brewery Historian.

<sup>10</sup> Deed Poll: William F. Temple, sheriff, to George Esslinger, 1 December 1879, Common Pleas Court Sheriff Deed Book No. 92, p. 431, City Archives of Philadelphia.

<sup>11</sup> "More Licenses Issued," *The Times* (Philadelphia), 6 July 1889, 2.



As part of the enlargement of the firm, George Esslinger commissioned a five-story brewery, mill and malt storage building on the subject site in September 1895.<sup>12</sup> The proposed measurements were 35.5 by 53 feet, which aligns with Building No. 1, the Victorian-appearing building on the west side of what was Hutchinson Street.<sup>13</sup> A.C. Wagner, the eminent brewery architect, designed the subject building and “beer storage house” across Hutchinson Street from the “new brew house and mill.”<sup>14</sup> Contractor Charles Auchter oversaw the construction beginning in April 1896.<sup>15</sup> Several years later, in 1902, *The Western Brewer* reported that Esslinger was building a four-story stock house, which appears to be Building No. 2 opposite Building No. 1 on what was Hutchinson Street.<sup>16</sup> However, this building would not be officially completed until 1904, as explained below. In these buildings Esslinger’s Brewery, with their office listed at 417 N. 10<sup>th</sup> Street, produced “STANDARD PORTER and BROWN STOUT,” offering delivery of a case for \$1.00.<sup>17</sup>

Other brewers were in the immediate vicinity earlier than Esslinger. John Weihmann likely commissioned the original portion of Building 1, the three-sided façade seen today being a refacing, at 933 Callowhill Street. However, he was first at the rear of that building, but later expanding to the street front at the corner near Ridge Avenue. Weihmann occupied the site from roughly 1886 to 1897.<sup>18</sup> The Union Brewing Company was also nearby at 401-03 N. 10<sup>th</sup> Street from 1897 to 1901. After this short stint, Esslinger’s purchased the property, which included a bar room, meeting hall, and brewery.<sup>19</sup>

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<sup>12</sup> Built on a lot he acquired in 1895 (Deed: Elijah Dallett and Prosper M. Dallett, executors of the will of Gilles Dallett, Josephine D. Dallett, widow of Gilles, to George Esslinger, brewer, 27 June 1895, for \$11,500, Philadelphia Deed Book J.J.C., No. 108, p. 283, City Archives of Philadelphia).

<sup>13</sup> *The Philadelphia Inquirer*, 16 April 1896, 7.

<sup>14</sup> “The Latest in Real Estate. Builders of Structures for Industrial Purposes Develop Quite a Big Streak of Business,” *The Philadelphia Inquirer*, 27 September 1895, 11.

<sup>15</sup> *The Philadelphia Inquirer*, 16 April 1896, 7.

<sup>16</sup> *The Western Brewer* 28 (15 September 1902), 9.

<sup>17</sup> *The Times* (Philadelphia), 2 April 1898, 12.

<sup>18</sup> Philadelphia city directories. Source: Rich Wagner, Pennsylvania Brewery Historian.

<sup>19</sup> Philadelphia city directories. Source: Richard Wagner, Pennsylvania Brewery Historian.

A. C. Wagner, architect, is making the plans and specifications and will superintend the construction of a grain storage elevator for George Egolf, at Broad and Huntingdon streets, of 100,000 bushels capacity. It will extend 65 feet on Broad street and 170 feet on Huntingdon street. The front on Broad street will be of Pompeian brick with granite trimmings. He is also erecting a stable for twelve horses and building two modern dwelling houses on the lots adjoining for the same party.

Mr. Wagner has also in course of erection a large addition to the boiler and machine house for Weger Bros., at Thirty-second and Thompson streets, and is preparing plans for a new beer storage house on Rugan street for George Esslinger & Son, for whom he is at present erecting a new brew house and mill room.

Figure 54. *The Philadelphia Inquirer*, 16 April 1896, 7.

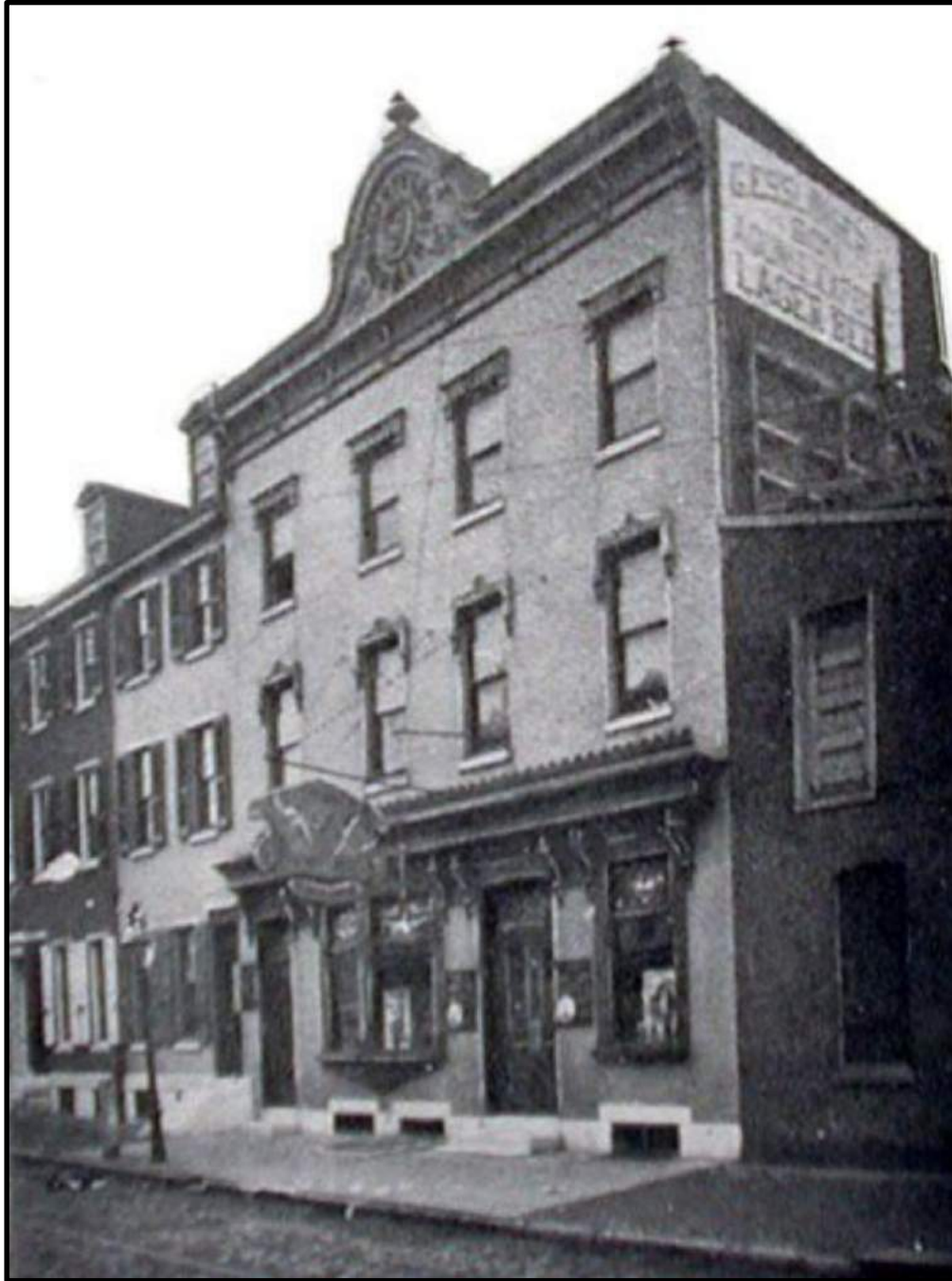


Figure 55. The Offices of George Esslinger & Son's Brewery at 417 N. 10<sup>th</sup> Street. This building represents the early built environment of the brewery and was demolished to make way for a modern Bottling Department in the 1930s. Source: *United States Brewers' Association Souvenir*, 1896.



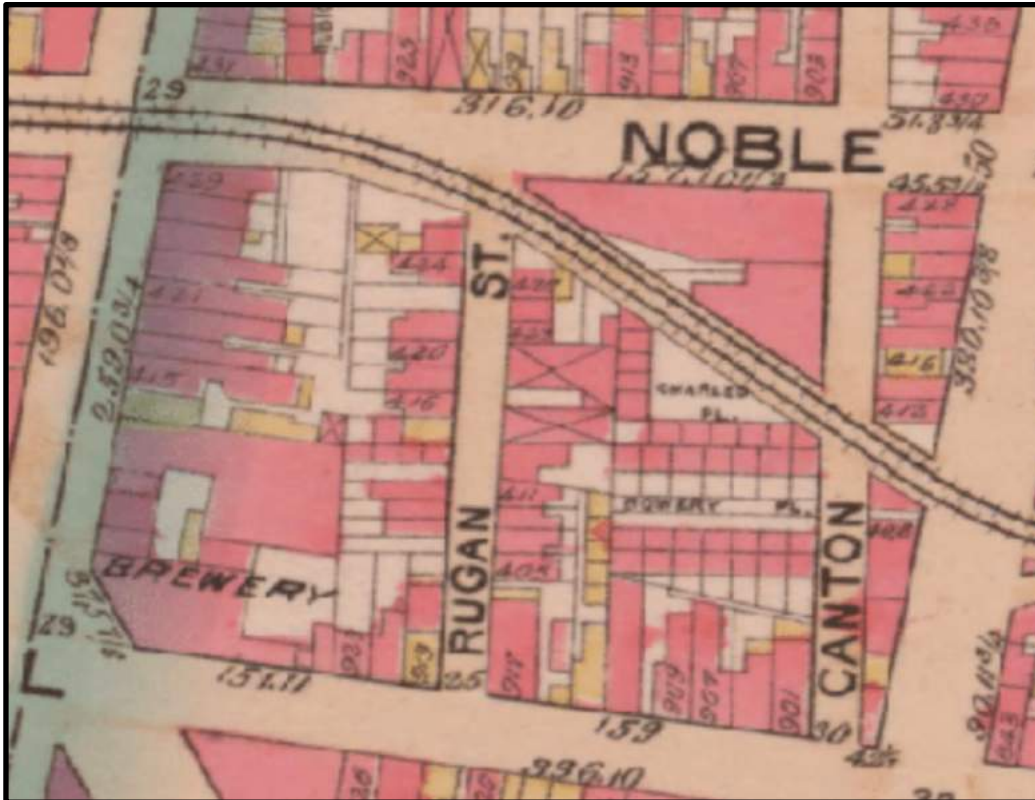


Figure 56. 1895 Philadelphia atlas, G.W. Bromley. Source: Greater Philadelphia GeoHistory Network.

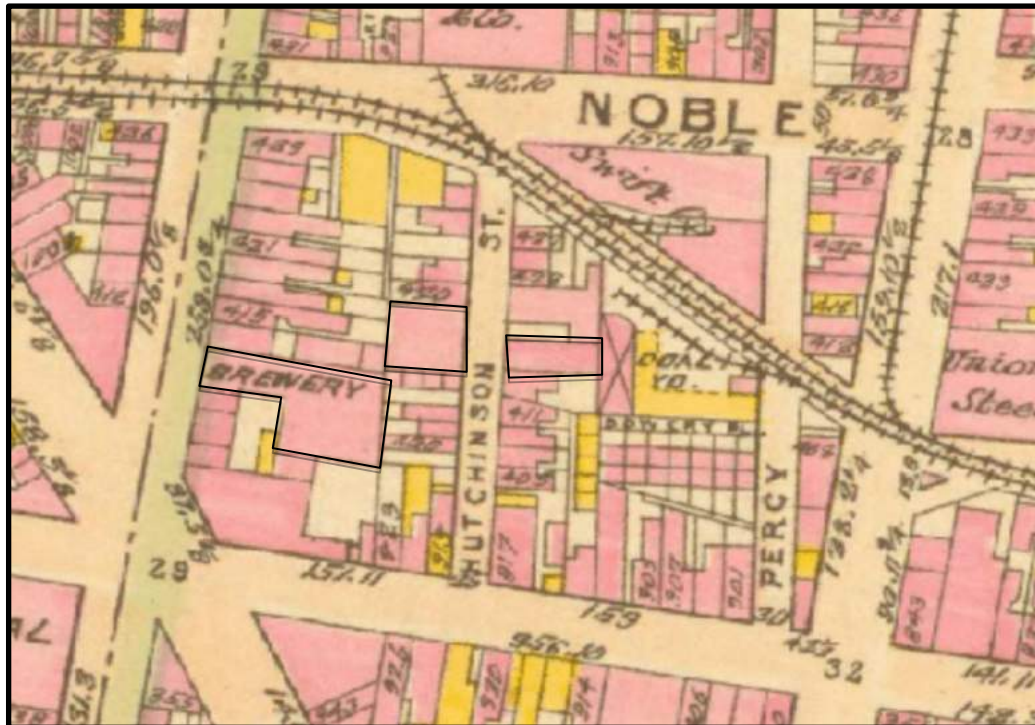


Figure 57. 1910 Philadelphia atlas, G.W. Bromley. The properties owned by George Esslinger & Son, Inc. are outlined in black. Source: Greater Philadelphia GeoHistory Network.

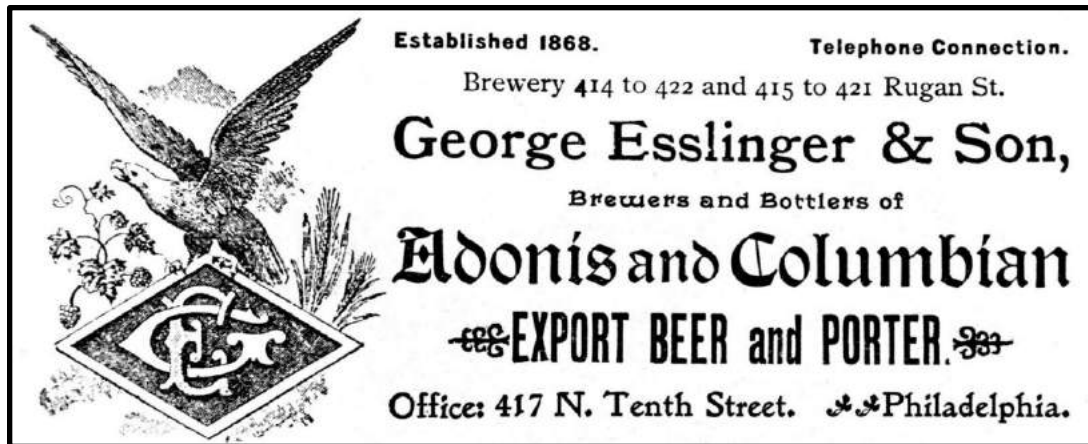


Figure 58. Advertisement for George Esslinger & Son, brewery at 414-22 and 415-21 Hutchinson Street with offices at 417 N. 10<sup>th</sup> Street. Unknown publication, c. 1890-1900. Source: Richard Wagner, Pennsylvania Brewery Historian.

In November 1896, George Esslinger & Son established the George Esslinger & Son Beneficial Society with George Link as the first president; John Manthe as vice president; and Charles Keller as treasurer.<sup>20</sup> In 1900, the firm was officially unionized.<sup>21</sup>

In 1900, George Esslinger & Son purchased what may have been a brewery at 930 Noble Street from Edward W Magill for \$2,000 and a year later commissioned an addition to the brewery.<sup>22</sup> Architect Emil Hartman designed a two-story wagon shed addition, measuring 60 by 32 feet.<sup>23</sup> Esslinger continued to develop his brewery throughout the first years of the twentieth century, purchasing neighboring lots on N. 10<sup>th</sup>, Callowhill and N. Hutchinson Streets. The firm also commissioned Hartman to design additional auxiliary buildings including a four-story stock house, known as Building No. 2.<sup>24</sup>

Between 1905 and 1906, overall beer sales in Philadelphia increased slightly—from 19,773 to 20,963 BBL (barrels), however many Philadelphia-based breweries such as Baltz, Bergner, Bergdoll, Poth, and Schmidt far exceeded this average selling between 100,000 and 250,000 BBL. Other local companies such as Class & Nachod, Consumers', Continental, Finkenauer, Philadelphia, Prospect, and Weisbrod & Hess produced less than 100,000 BBL, which still exceeded Esslinger's by far, along with American, Arnhold & Schaefer, Erdrich, Henry Hess, Liebert & Obert, Rieger & Gretz, Rothacker, Schemm, and Staubmuller. All of these firms produced less than 50,000 BBL between 1905 and 1906. Several of these companies experienced an increase in production between 1906 and 1907. With roughly 47 licensed breweries in Philadelphia, more than

<sup>20</sup> "New Beneficial Society," *The Philadelphia Inquirer*, 22 November 1896, 37.

<sup>21</sup> *The Philadelphia Inquirer*, 14 April 1900, 7.

<sup>22</sup> *The Philadelphia Inquirer*, 22 September 1900, 10; "The Latest News In Real Estate," *The Philadelphia Inquirer*, 19 December 1901, 18; Deed: Edward W. Magill, trustee for Jane C. Robinson of Ridley Park, Delaware Co., to George Esslinger, of Philadelphia, brewer, 23 August 1900, Philadelphia Deed Book J.V., No. 204, p. 15, City Archives of Philadelphia.

<sup>23</sup> "The Latest News In Real Estate," *The Philadelphia Inquirer*, 21 December 1901, 17.

<sup>24</sup> *The Philadelphia Inquirer*, 4 December 1902, 15; "The Latest News In Real Estate," *The Philadelphia Inquirer*, 13 June 1902, 7; "Hutchinson st.," *The Philadelphia Inquirer*, 28 May 1903, 6; *The Philadelphia Inquirer*, 14 July 1905, 9.

half produced less than 20,000 BBL per year during this period. Esslinger's was one of the companies to rise above 20,000 BBL in 1906.<sup>25</sup>

By 1907, the George Esslinger & Son's Hutchinson Street facility was further enlarged and produced the following early brands: Adonis, Columbian, Export Beer, Ale and Porter. In March 1907, the Commonwealth of Pennsylvania issued a charter for George Esslinger & Sons Brewing Company, which was valued at \$100,000 and George Esslinger placed the ownership of the property in the company's name.<sup>26</sup> The thirteenth brewer's license to be issued that year was to George Esslinger & Son, at 417 North Tenth Street, 417 to 421 N. Hutchinson Street, the rear of 412 N. Hutchinson Street, and 414 to 426 N. Hutchinson Street.<sup>27</sup> On March 20, 1907, the Philadelphia Bureau of Building Inspection issued Permit No. 1274, which allowed for the construction of a "Wagon Shed" at 424 N. Hutchinson Street.<sup>28</sup>

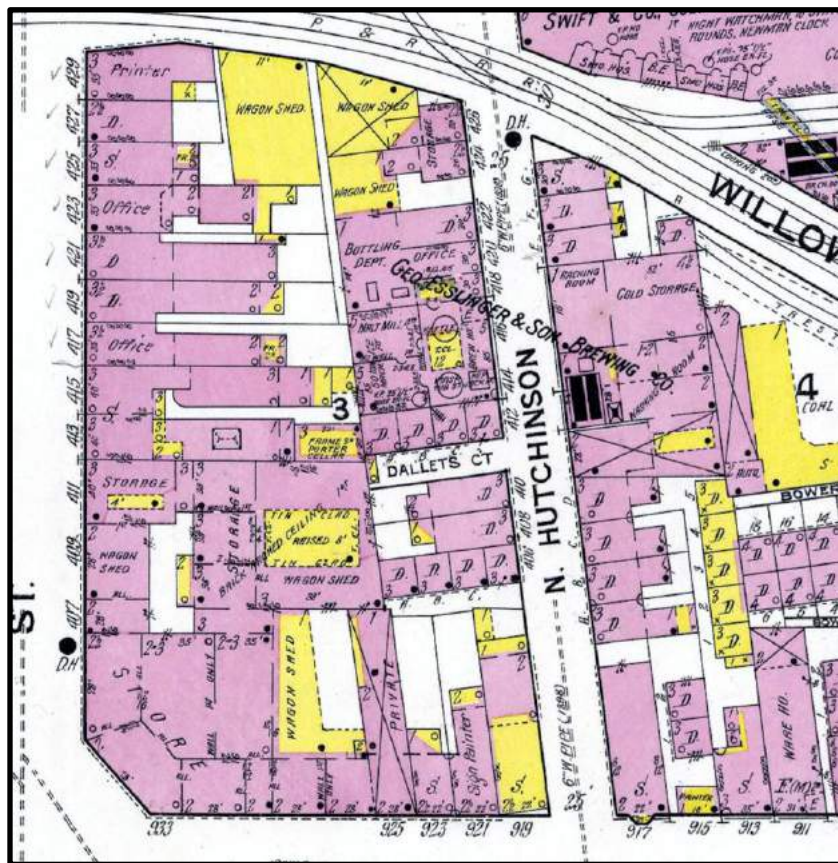


Figure 59. Sanborn's *Insurance Maps of Philadelphia, Pennsylvania*, vol. 3, p. 203, original 1916 ed..

<sup>25</sup> "Sales in Philadelphia [1905]," *The Western Brewer* vol. 32, no. 7 (15 June 1907); "Sales in Philadelphia [1906]," *The Western Brewer* vol. 32, no. 7 (15 June 1907).

<sup>26</sup> "Only Three Charters for Philadelphians," *The Philadelphia Inquirer*, 30 March 1907, 6; Deed: George Esslinger, of Philadelphia, brewer, widower, to George Esslinger and Sons Brewing Company, 26 April 1907, Philadelphia Deed Book W.S.V., No. 825, p. 420, Philadelphia City Archives.

<sup>27</sup> "Imperial's License Was under Fire Gibboney Asks to Have it Revoked and Court Rules Proprietor Must Present Denial," *The Philadelphia Inquirer*, 27 April 1907, 2.

<sup>28</sup> Building Permit No. 1274 of 1907, dated 20 March 1907, City Archives of Philadelphia.



Between 1907 and 1920, the company operated under the auspices of George Esslinger & Son Brewing Company and constantly made improvements and expanded their facility with the improvements of a “Bottlehaus” at 420 N. Hutchinson Street in 1909 and the construction of a “Beer Vault” at 416 N. Hutchinson Street.<sup>29</sup> The company also demolished and reconstructed a “beer storage” at 419-21 Hutchinson Street (late Rugan Street) during this period. The architect and contractor was listed as Koelle, Speth, Co., located at 26<sup>th</sup> and Oxford Streets in Philadelphia. William F. Koelle was the principal agent for the project.<sup>30</sup>

The Eighteenth Amendment was proposed by the U.S. Senate first on December 18, 1917; however, it was not ratified until January 16, 1919 and went into effect on January 17, 1920.<sup>31</sup> Prohibition put an end to most of the breweries in Philadelphia, excepting those who made other uses of their component products, such as “near-beer” and other beverages.

While the precise date is not known, it appears that the Brown brothers took over George Esslinger & Son about 1921, which coincides with the death of George Esslinger.<sup>32</sup> The new owners included Michael J. Brown, who served as president of the company, and James B. Brown, and Louis H. Brown, serving as executive officers. Under their ownership the logo of the “Little Man Ale” — a sort of bell hop or server in a red suite serving Esslinger’s beverages — was created between 1921 and 1926.

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<sup>29</sup> Building Permit No. 7896 of 1909, dated 3 November 1909; Building Permit No. 8381 of 1910, dated 12 December 1910, City Archives of Philadelphia.

<sup>30</sup> Building Permit No. 1274 of 1907, dated 20 March 1907, City Archives of Philadelphia.

<sup>31</sup> Dwight Vick, *Drugs and Alcohol in the 21st Century: Theory, Behavior, and Policy* (Jones & Bartlett Learning, 2010), 128.

<sup>32</sup> “Michael J. Brown, Brewer, Dies At 62,” *The Philadelphia Inquirer*, 22 August 1938, 4.



Figure 60. Left: *The Philadelphia Inquirer*, 23 July 1926, 20.



Figure 61. Right: *The Philadelphia Inquirer*, 19 August 1927, 16.

Evidence that Esslinger's continued to make products during prohibition includes improvements to the subject site, including the replacement of boilers by the Coatesville Boiler Works.<sup>33</sup> In 1926, it appears that the Browns created a "near-beer," which was marketed and sold as a substitute for the firm's former product. In July 1926, *The Philadelphia Inquirer* ran the advertisement shown above, which clearly promotes one to "Step Out," the product being a near-beer sold as "Esslinger Old Style LAGER." The advertisement's fine print stated the following:

Esslinger Lager will surprise you. It is brewed as of old—left to age in the cask until it is as mellow as old wine. Then to bring it within the law it is put through a dealcoholizing process that keeps its original flavor.<sup>34</sup>

In 1927, advertisements use the phrase, "The Kick Within The Law," which clearly was an effort to tempt customers.<sup>35</sup> This advertisement and the bottles

<sup>33</sup> Building Permit No. 2729 of 1922, dated 3 April 1922, City Archives of Philadelphia.

<sup>34</sup> *The Philadelphia Inquirer*, 23 July 1926, 20.

<sup>35</sup> *The Philadelphia Inquirer*, 19 August 1927, 16.

contained “fine print.” Various patents were filed during this time for malt beverages and the like by the company.



Figure 62. Trade-Mark Image for “Esslinger Extra Special” for “Nonalcoholic Cereal and Malt Beverages” c. 1929. Source: Hathi Trust.

In use since October 1, 1926, “Class 48. MALT BEVERAGES AND LIQUORS” were used for “Nonalcoholic Cereal and Malt Beverages” and were subject to a Trade-Mark Application filed on November 29, 1929, Serial No. 292,623.<sup>36</sup>

A few years later, with prohibition still limiting business, the company converted two dwellings into storage.<sup>37</sup> That same year a “Steel Cooling Tower” was constructed on the premises at 412-14 N. Hutchinson Street.<sup>38</sup>

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<sup>36</sup> *Official Gazette of the United States Patent Office* (Washington: The Office, 21 January 1930), 545.

<sup>37</sup> Building Permit No. 9210 of 1922, dated 3 April 1922, City Archives of Philadelphia.

<sup>38</sup> Building Permit No. 10822 of 1927, dated 7 December 1927, City Archives of Philadelphia.





Figure 63. *The Philadelphia Inquirer*, 8 November 1929, 20.

In June 1931, Esslinger's, Inc. filed a Trade-Mark Application for "Malt Beverages."<sup>39</sup> A Trade-Mark Application for malt beverages was repeated again in 1932.<sup>40</sup> That same year, Esslinger's, Inc. acquired the three-story dwellings at 419-21-27 N. 10<sup>th</sup> Street from Kathryn A. Dolaway. The firm also purchased 417 and 429 N. 10<sup>th</sup> Street, as well as additional property the east side of Hutchinson Street.<sup>41</sup> These buildings appear to have been taken down for the construction of Building No. 3, their new cold storage facility. The date of construction is still emblazoned at the top of the building, "1932."

In anticipation of the Twenty-first Amendment, various newspapers discussed the potential for "JOBS FOR 500 MEN" and other news about the reopening of breweries. M. J. Brown was interviewed, which led to the following statement:

Another Philadelphia concern, Esslinger's Inc., said it would need no extensive repairs to make beer. "We have been operating steadily in

<sup>39</sup> *Official Gazette of the United States Patent Office* (Washington: The Office, 1931), v.

<sup>40</sup> *Official Gazette of the United States Patent Office* (Washington: The Office, 1932), v.

<sup>41</sup> "419-21-27 NORTH TENTH ST.," *The Philadelphia Inquirer*, 1 September 1931, 14.

making near-beer,” M.J. Brown, president of the company, said, “and would need little new equipment.”<sup>42</sup>

After a decade of prohibition, President Franklin D. Roosevelt signed the Cullen Harrison Act on March 22, 1933, legalizing beer and wine with an alcohol content of 3.2% or less. By December 5, 1933, the Twenty-first Amendment was ratified, repealing the Eighteenth Amendment.<sup>43</sup> George Esslinger & Son emerged from their forced alcohol hiatus as Esslinger, Inc., which occurred almost immediately as the law allowed. The firm embarked upon an aggressive business plan to launch the return of the brewery. Significant investment occurred with the ratification of the Twenty-first Amendment. Esslinger’s, Inc. continued an aggressive building campaign that had begun in 1932 and would extend into the 1940s. All of these buildings were constructed in the distinct modernist style—the earlier commissions being Art Deco in style, the latter being streamlined modern. Of course, as night follows day, all of it had the typical Colonial Revival undertone with red brick facades and lightly colored trimmings. Roughly eighteen firms emerged from prohibition. All of these new buildings were constructed to increase their business prospects as brewers and to have the latest technologies. As they said in the trade, this allowed the brewer to “turn a tank over” much more expeditiously. Just after repeal, the company constructed Building No. 4 for cold storage, packing rooms, and barrel storage.<sup>44</sup>

In 1934, the firm renovated an unoccupied building on the west side of N. Hutchinson Street to be used as a “Transformer Room.” The architect responsible for this renovation, Richard R. Neely would become a long time designer for the company. Construction was completed by John Robbins, a local contractor.<sup>45</sup> That same year, the firm constructed a 41-foot by 51.75-foot concrete and steel “Beer Garage” and “Brew House”, both the west side of N. Hutchinson Street,<sup>46</sup> This was the origin of Building Nos. 5 and 6.

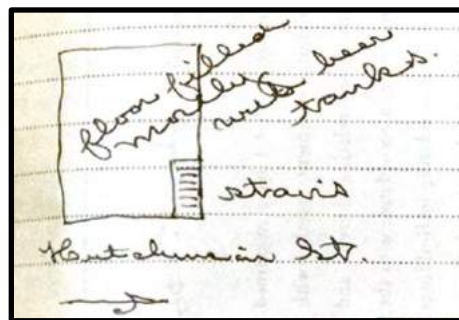


Figure 64. Permit No. 2471 for 1934, Application for Permit for Erection of New Buildings—a “Beer Garage,” City Archives of Philadelphia.

<sup>42</sup> “Beer To Provide Jobs For 500 Men,” *Pottstown Mercury*, 17 January 1933, 2.

<sup>43</sup> David E. Kyvig and Honoree Fanonne Jeffers, *Repealing National Prohibition* (Kent State University Press, 2000).

<sup>44</sup> Building Permit No. 2471 of 1934, “Beer Garage,” City Archives of Philadelphia.

<sup>45</sup> Building Permit No. 749 of 1934, dated 22 March 1934, City Archives of Philadelphia.

<sup>46</sup> Building Permit No. 2471 of 1934, dated 13 July 1934, City Archives of Philadelphia.

Designed by Richard R. Neely and constructed by the John A. Robbins Co., the brew house was a much larger undertaking, as it was to be a 36.25 by 53 foot five-story brick and steel-frame building. The brewery was to also have a stone foundation and “cast stone” trimmings.<sup>47</sup> A year later, the interior of the building was improved upon. The architect was again Richard R. Neely and the contractor was the John A. Robbins, Co.<sup>48</sup>

*American Brewer* reported the following in their issue published in May 1935:

The Esslinger Brewing co. is constructing a new six-story modern brewhouse with which it is planned to increase the production of worth from 185,000 [gallon] barrels to a total of approximately 320,000 [gallon] barrels. The new structure is to be completely furnished with all modern equipment and will work in conjunction with the old brewhouse. A 160-ton ice machine is to be installed and new reinforced concrete malt storage bins 85 feet high and of 11,000 bushels capacity are being built.<sup>49</sup>

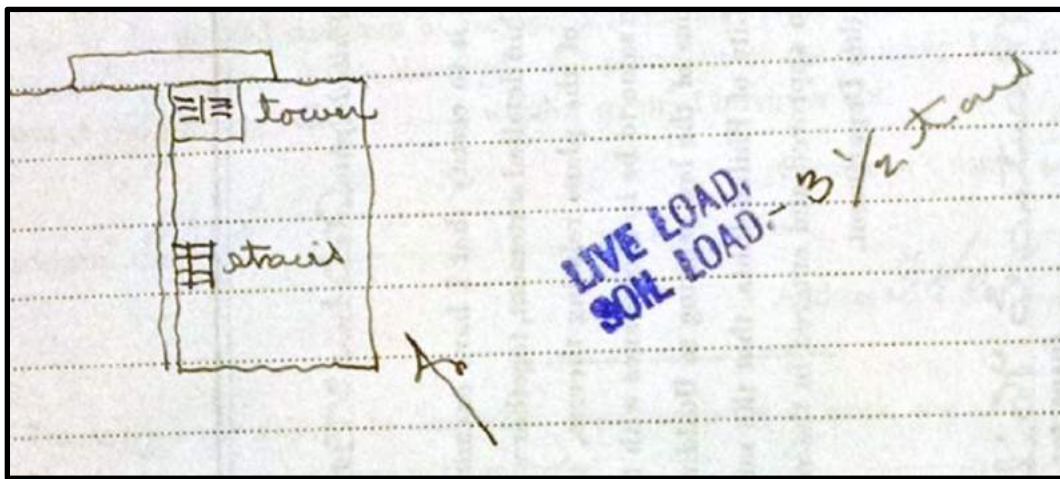


Figure 65. Permit No. 2471 for 1934, Application for Permit for Erection of New Buildings—a “Beer Garage,” City Archives of Philadelphia.

Later that year, the company proposed to “tear down front wall 2 story high and rebuilt 13 " brick wall” of the office portion of Building No. 8 at the northeast corner of Ridge Avenue and Callowhill Street. The architect for the project was again Richard R. Neely and the contractor the John A. Robbins Co. This was likely the creation of the well-known office building at the northeast corner of Ridge Avenue, N. 10<sup>th</sup> Street, and Callowhill Street, which contains a much earlier brewery building. Permit No. 4815 was issued on November 8, 1935.<sup>50</sup>

<sup>47</sup> Building Permit No. 3606 of 1934, dated 2 October 1934, City Archives of Philadelphia.

<sup>48</sup> Building Permit No. 588 of 1935, dated 7 March 1935, City Archives of Philadelphia.

<sup>49</sup> *American Brewer* 68, no. 4 (May 1935).

<sup>50</sup> Building Permit No. 4815 of 1935, dated 8 November 1935, City Archives of Philadelphia.



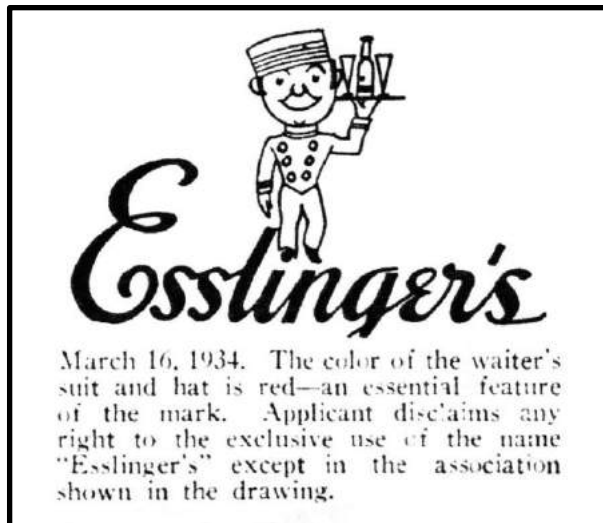


Figure 66. Period explanation and advertisement for Esslinger's regarding "Little Man Ale" as a mascot for the company. Source: Richard Wagner, Pennsylvania Brewery Historian.

In September 1935 expansion plans for Esslinger's were well underway.<sup>51</sup> The company purchased a large, six-story building at the southwest corner of Percy and Noble Streets from Swift & Co. for \$26,700.<sup>52</sup> By November 1935, Esslinger's, Inc. purchased for \$60,000 the Gruenewald Brewery, which leased and occupied 2205-2219 N. American Street.<sup>53</sup>

Esslinger's Inc.'s continued the use of their mascot to represent their brand—"Little Man." *The American Brewer* reported the following in April 1935:

The Esslinger Brewing Co. now is marketing its new product, "Little Man" ale, which is being produced in the recently completed ale house. The firm also is engaged in an enterprising advertising campaign, which features a radio amateur night in which winners obtain a booking at local theaters, with Esslinger paying ten days salary of those engaged.<sup>54</sup>

By 1936, Esslinger's, Inc. demolished the buildings at 417, 419, 421, and 423 N. 10<sup>th</sup> Street, which eliminated the company's early office building.<sup>55</sup> This led to the construction of Building No. 7 for cold storage, and the enlargement of Building No. 8 for a bottling department, loading docks, offices, and storage.

<sup>51</sup> "Activities of Day in Real Estate," *The Philadelphia Inquirer*, 5 September 1935, 22.

<sup>52</sup> "PERCY AND NOBLE STS.," *The Philadelphia Inquirer*, 17 October 1935, 24.

<sup>53</sup> "Esslinger's, Inc., Purchases Gruenewald Brewery for \$60,000," *The Philadelphia Inquirer*, 13 November 1935, 22.

<sup>54</sup> *American Brewer* 68 (4 April 1935): 59-60.

<sup>55</sup> Building Permit No. 339 of 1936, dated 8 February 1936, City Archives of Philadelphia.

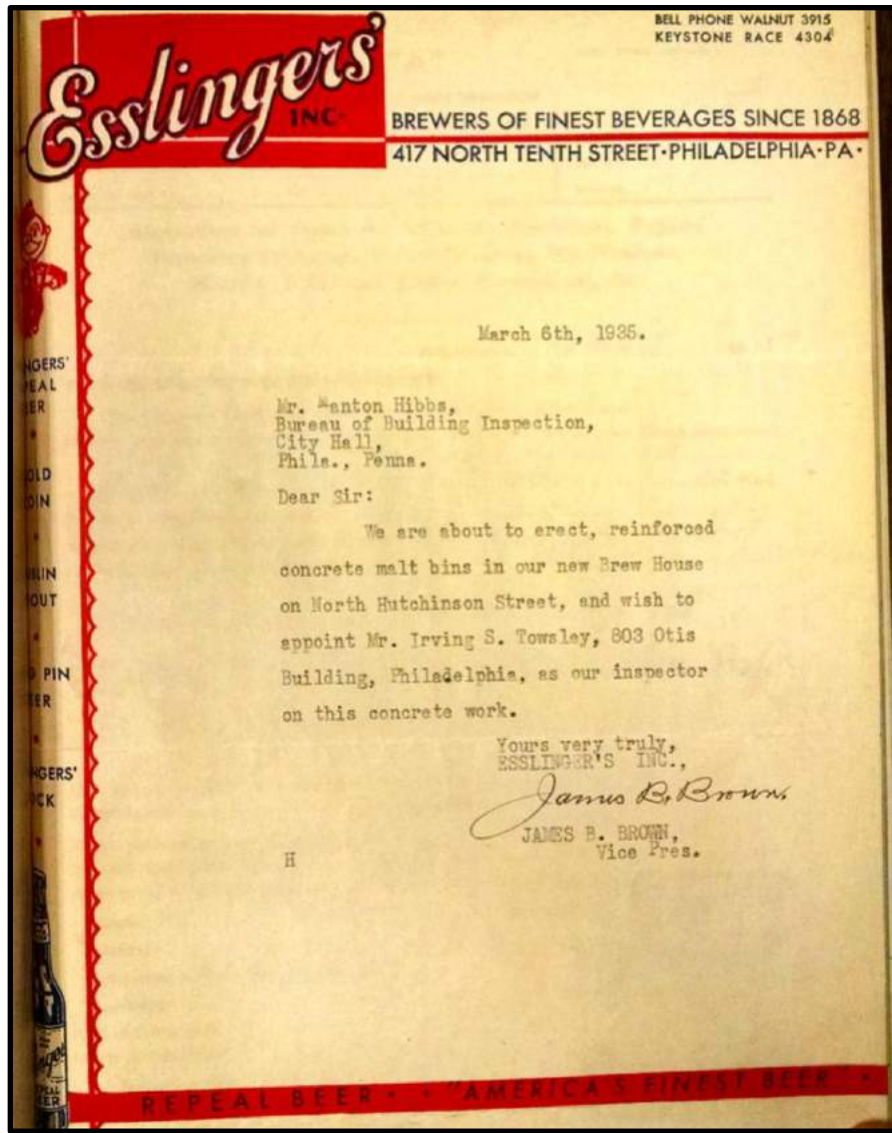


Figure 67. Letter: James B. Brown, Vice President of Esslinger's, Inc., to Manton Hibbs, Bureau of Building Inspection, City Hall, Philadelphia, 6 March 1936, City Archives of Philadelphia.

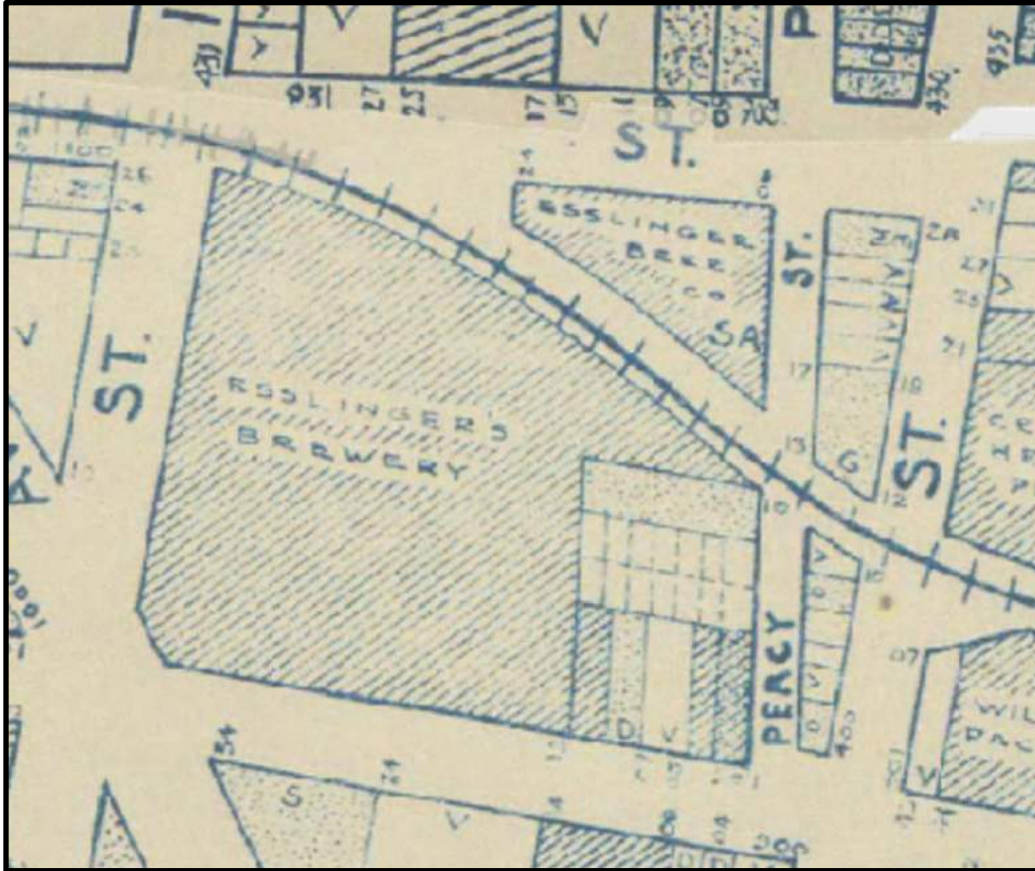


Figure 68. 1942 Land Use Maps, Works Progress Administration. Source: Greater Philadelphia GeoHistory Network.

In 1947, part of Building No. 8, the “Stock House,” on Callowhill Street, forty feet from Hutchinson Street, was further enlarged with additions. Permit No. 2522 was issued on June 20, 1947. The work was to be completed by William F. Koelle Sons, Inc. and would commence in September of that year.<sup>56</sup> By 1958 Hutchinson Street ceased to exist and was referred to as the driveway of the brewery. The last building extant on the site was constructed in 1964 as beer cellars.

<sup>56</sup> Building Permit No. 2522 of 1947, dated 26 May 1947, City Archives of Philadelphia.



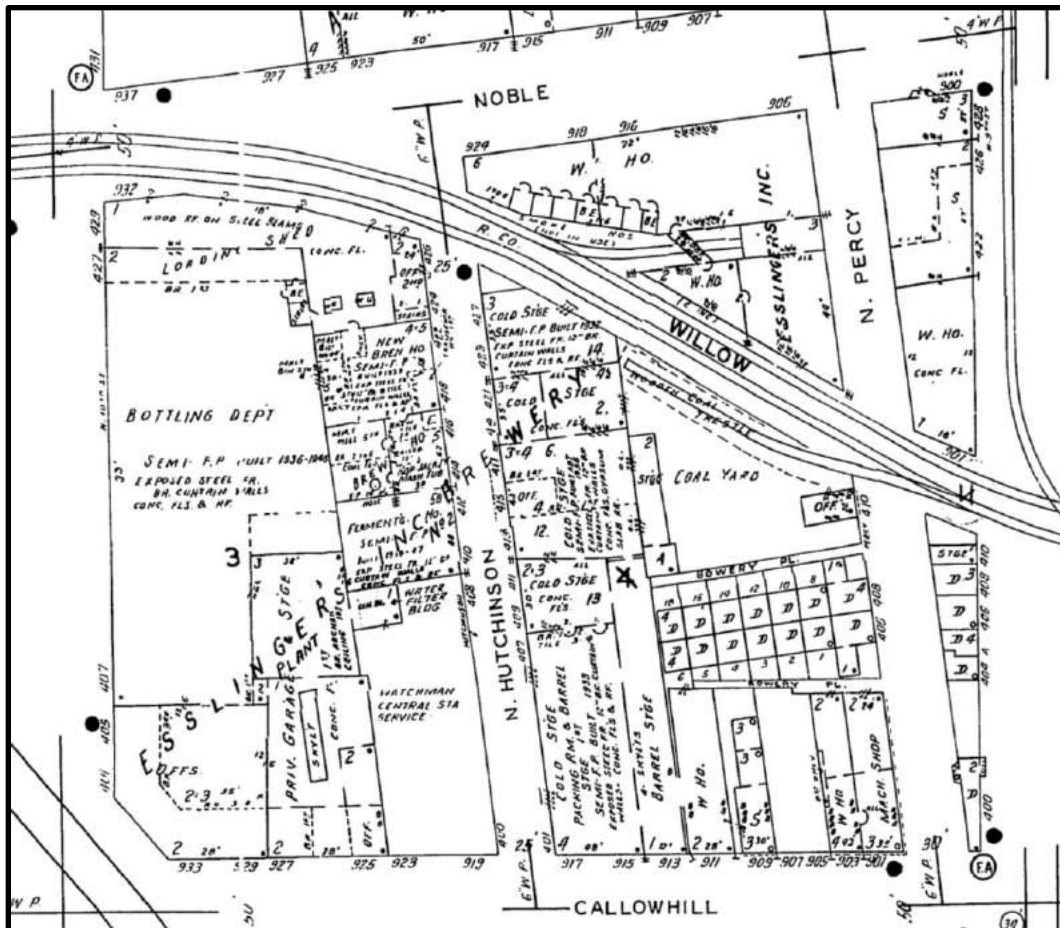


Figure 69. Sanborn's *Insurance Maps of Philadelphia, Pennsylvania*, vol. 3, p. 203, updated to 1951, ProQuest.

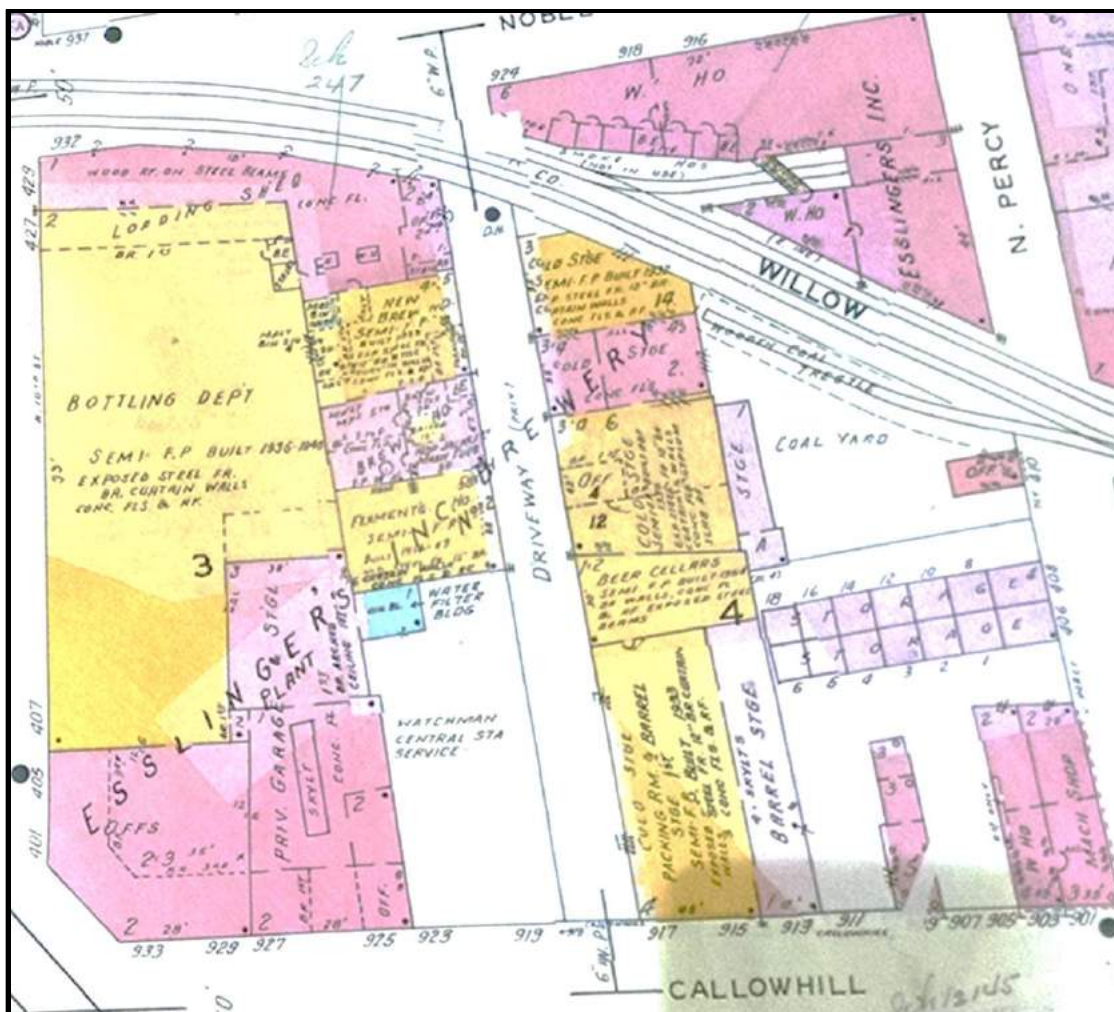
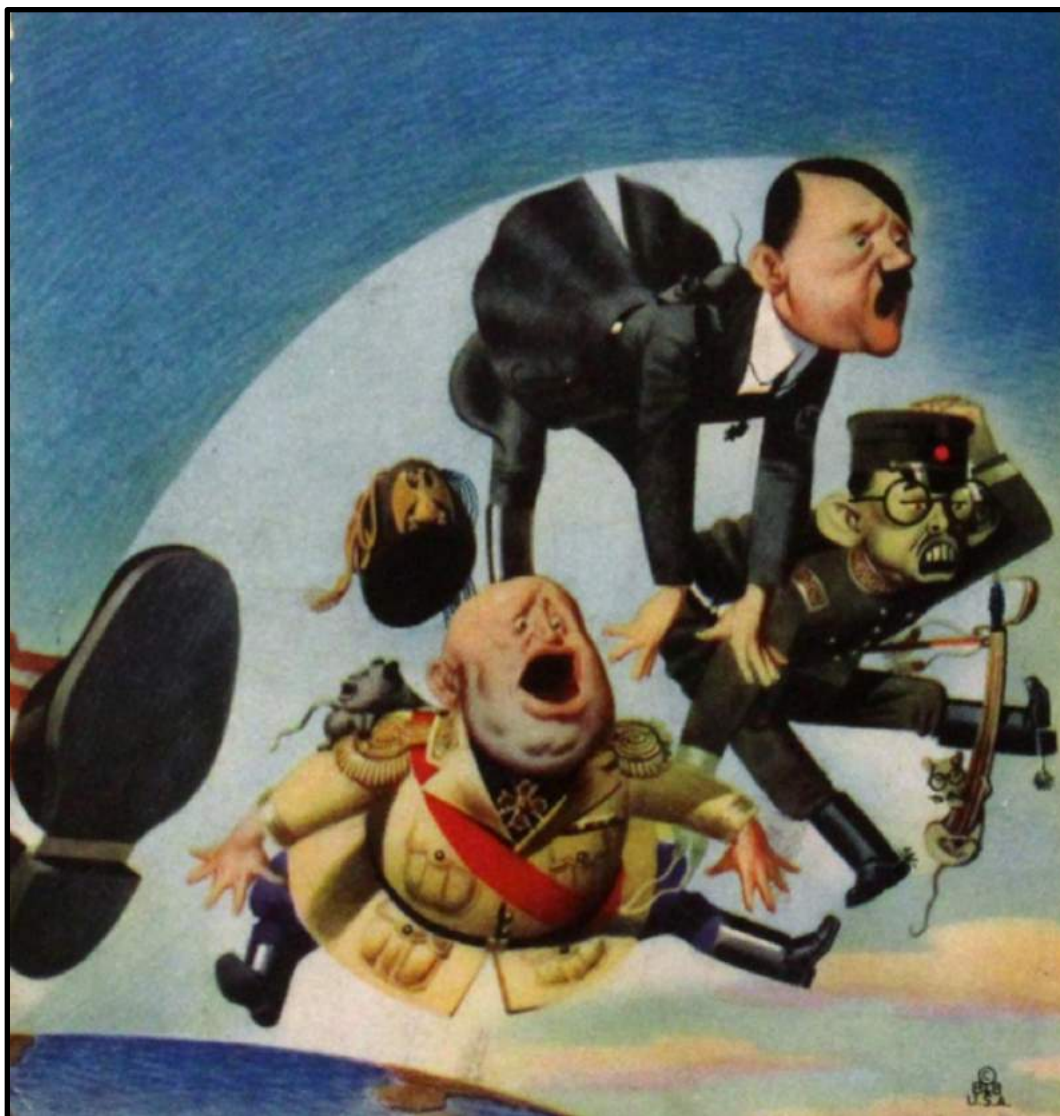



Figure 70. Sanborn's *Insurance Maps of Philadelphia, Pennsylvania*, vol. 3, p. 203, updated to c. 1958, Free Library of Philadelphia.



GETTING A KICK OUT OF OUR JOB



Little Man ALE Premium BEER

**Esslinger's**  
EST. 1848

Walnut 6400  
Race 6441

TENTH AND CALLOWHILL STREETS  
PHILADELPHIA, PA.

1943		AUGUST							1945	
SUN	MON	TUE	WED	THU	FRI	SAT				
1	2	3	4	5	6	7				
8	9	10	11	12	13	14				
15	16	17	18	19	20	21				
22	23	24	25	26	27	28				
29	30	31	*	*	*	*				

L. B. SMITH ARTIST & DESIGNER, ST. LOUIS, MO.

Figure 71. Advertisement for Esslinger's Inc. showing the great dictators of the World War II era. Source: Ebay.



### Historic Context: Modern Advertising and Products at Esslinger's Inc.

In 1934, Esslinger introduced their “easy-pour” quart bottle specially designed for them with a conical neck to permit an easy flow of beer, claiming, “When we couldn’t improve the beer, we improved the bottle.”<sup>57</sup> Esslinger was the first brewer in Philadelphia to introduce its beer in cans.<sup>58</sup>



Figure 72. Delivery truck of Esslinger's Inc., advertising Esslinger's Beer at “417 N. 10<sup>th</sup> Street, Phila, PA,” taken on February 19, 1936. Source: Richard Wagner, Pennsylvania Brewery Historian.

In 1936 Esslinger gave their billboard at Broad and Vine a facelift. Featuring their trademarked Little Man, the message proclaimed “Esslinger's, Philadelphia's Only Premium Beer.” Two years later, they re-tooled their label for bottles and cans, retaining their trademarked Little Man but in a more stylized, modern appearance to emphasize their “Premium Beer” status. Many in the trade said the new look could hold its own among the nationally advertised brands. Supporting the brand were six television shows, two daily radio programs, billboards and newspaper advertising.<sup>59</sup>

In 1952, the company complimented the modernization of their brewing department with the installation of a new bottle soaker, pasteurizer, and 50-spout high-speed filler to their packaging department. After installation was complete, the brewery hired a third shift crew to load company trucks and keep the platform free for distributors during the day. At the same time, the company expanded their television sponsorship to seven programs, which included John Facenda as “the voice of Esslinger” on the Channel 10 News.<sup>60</sup>

<sup>57</sup> Rich Wagner. *Philadelphia Beer* (Charleston, SC: The History Press, 2012).

<sup>58</sup> “Refurbish Esslinger Sign: Other Brewing Trade Notes,” *Observer*, March 13, 1950.

<sup>59</sup> Will Anderson, *Beer U.S.A.* (New York: Morgan & Morgan, Inc., 1986), 52.

<sup>60</sup> Rich Wagner. *Philadelphia Beer* (Charleston, SC: The History Press, 2012).

During this time, Detroit's Goebel brewery sued Esslinger's Inc. over the use of the term "Goblet," for their seven-ounce bottle. A judge ruled in favor of Esslinger's, but the company replaced the name with "Keglet." Marty Needleman, dressed in his red "bell hop" uniform as the "Esslinger Little Man," distributed brewery cigarettes at promotional events.<sup>61</sup>

In the spring of 1953, the company introduced the Parti-Quiz Pak containing six colorful cans in pastel colors with 21 different copyrighted facts arranged around each can.



Figure 73. A bar scene with an advertisement for Esslinger & Son's Beer.  
Source: Richard Wagner, Pennsylvania Brewery Historian.

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<sup>61</sup> Rich Wagner. *Philadelphia Beer* (Charleston, SC: The History Press, 2012).

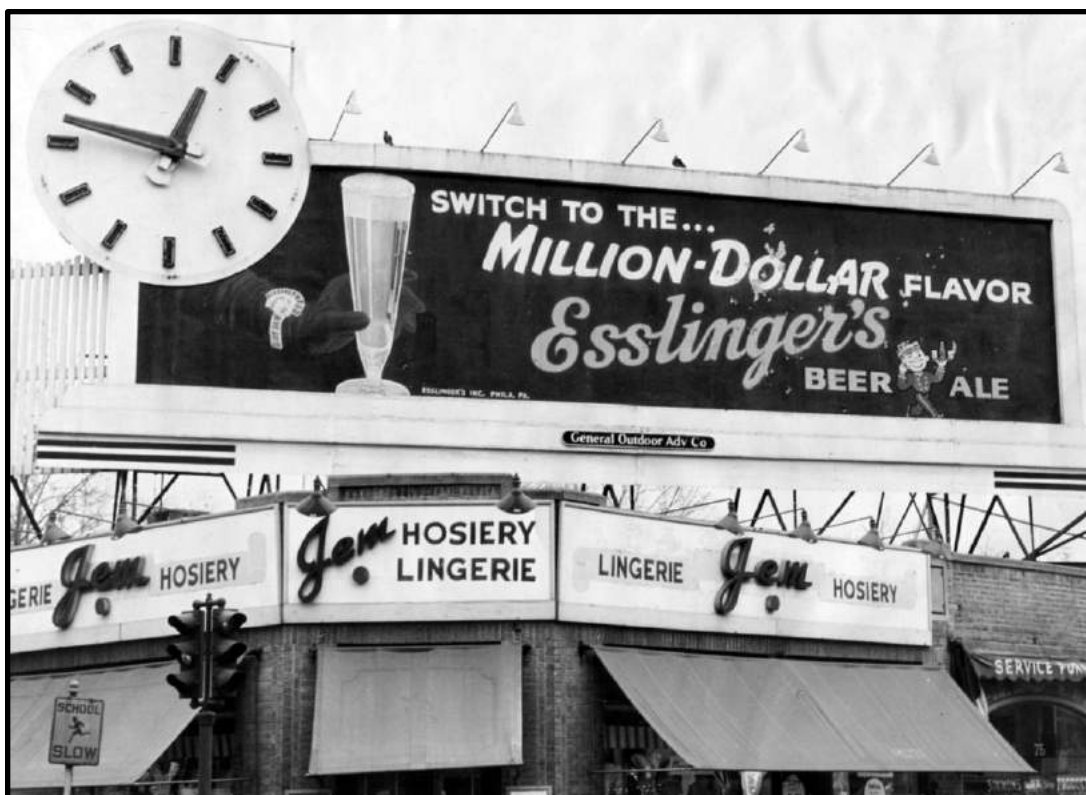


Figure 74. A billboard with an advertisement for Esslinger's Beer & Ale.

Source: Richard Wagner, Pennsylvania Brewery Historian.

In April 1960, Esslinger launched their Buccaneer themed campaign. Chosen to appeal to both men and women, it celebrated the romance associated with pirates in literature and movies as well as identifying Esslinger's hearty and full-bodied flavor. A redesigned label featuring a Buccaneer as well as an extensive advertising campaign including point of sale displays were part of the rebranding effort. The company outfitted one of their salesman in regalia for making personal appearances. In May, they introduced the "Cold Chest" an innovative adaptation of the iceless icebox, a fully insulated container designed to hold six cans for up to eight hours without ice and keep them cool under the hottest weather conditions. That Esslinger began selling cases that summer with 16 ounce returnables for the same price as a 12 ounce case, or three free quarts of beer, much to the chagrin of local competitors who had to do the same or risk declining sales.<sup>62</sup>

In November, competitor Gretz released Brand-X Beer. The brewery said the name had millions of dollars of free publicity and trial marketing outsold their wildest expectations. They were looking forward to customers who wanted to be "Brand-X-perts." The brewery ceased operations on January 20, 1961.<sup>63</sup> Esslinger purchased the brands. Sales had declined to around 80,000 barrels, just a third of the brewery's peak in 1949. In November Karl Gretz announced he would reopen the plant as the Delaware Valley Brewing Company but those plans never materialized.<sup>64</sup>

<sup>62</sup> Rich Wagner. *Philadelphia Beer* (Charleston, SC: The History Press, 2012).

<sup>63</sup> Rich Wagner. *Philadelphia Beer* (Charleston, SC: The History Press, 2012).

<sup>64</sup> Rich Wagner. *Philadelphia Beer* (Charleston, SC: The History Press, 2012).



Ray Perelman orchestrated the buyout and became president of Esslinger's with members of the Brown family still involved in the company. *The Philadelphia Inquirer* described the sale as follows:

Esslinger's, Inc., a Philadelphia brewery for nearly 100 years, will be acquired by a group of Philadelphia business men, it was announced by Robert M. Brown a member of the family that controlled the brewery for three generations.

Brown said he was "gratified to know that this fine old Philadelphia brewery is in the hands of individuals who recognize the traditions associated with the Esslinger name and who have dedicated themselves to preserve them."<sup>65</sup>

Robert M. Brown remained the general manager in charge of operations and Thomas F. Parks, Jr., a grandson of one of the founders, remained the general sales manager.<sup>66</sup>

The brewery began producing Gretz beer and in July announced that sales were up 25% over the previous summer. The firm purchased new delivery trucks and announced plans for new equipment and expansion. In January 1964 the Jacob Ruppert brewery of New York City acquired the Esslinger, Keglet and Gretz brands.<sup>67</sup> The move was aimed at bringing production of the Ruppert brewery to the two million barrel mark. Robert M. Brown, former owner of the Esslinger brewery and his sales manager formed the Esslinger Distributing Company, Inc. to sell the Esslinger and Gretz brands.<sup>68</sup>

In October 1977, Schmidt's acquired the Rheingold brand but not the brewery. At its peak Rheingold had three plants and produced three million barrels a year. The purchase presumably assured 800,000 barrels of production for Schmidt's. Other labels included: Ruppert's Knickerbocker Beer, Gablinger, an early low calorie beer, Kool Mule Malt Liquor, McSorley's Ale which went to Ortlieb's and Esslinger which went to the Lion Inc. in Wilkes-Barre.<sup>69</sup>

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<sup>65</sup> "Esslinger's Brewery Sold, *The Philadelphia Inquirer*, 1 December 1960, 35.

<sup>66</sup> "Esslinger Brewery Sold To Phila. Group," *The Baltimore Sun*, 2 December 1960, 25.

<sup>67</sup> The corporate entity, Esslinger Inc., that owned the subject site went through a name change to P & C Realty Co. at this time as well (Deed: P & C Realty Co. to Morris A. Kravitz, 29 December 1964, Philadelphia Deed Book C.A.D., No. 355, p. 382, Philadelphia City Archives).

<sup>68</sup> Rich Wagner. *Philadelphia Beer* (Charleston, SC: The History Press, 2012).

<sup>69</sup> Rich Wagner. *Philadelphia Beer* (Charleston, SC: The History Press, 2012).



Figure 75. Above is an aerial photograph of the subject site cropped and labeled to show the earliest portion of its history, as related to the proposed designation. At the northeast corner of Callowhill Street, N. 10<sup>th</sup> Street, and Ridge Avenue, the earliest component of Building No. 8, c. 1825, is outlined with a black line. In the rear of Building No. 8, c. 1825, is another section that was constructed between 1825 and 1874, which is outlined in a black dotted line. Before 1825, the Dalletts' chandlery was a wood frame building at the northeast corner of Callowhill and Rugan Streets. This building burned in 1824 and the approximate site is outlined with a white dotted line. Source: Google Earth.

## CRITERION A

**Delineated above with a solid black line and labeled c. 1826-1834, the eight-sided built component of Building No. 8 proves to be one of the oldest industrial buildings in continual use in Philadelphia, representing nearly two hundred years of local industrial development and economic heritage. Appearing as the straightforward, yet wonderful Art Deco brewery facade of Esslinger's Inc., Building No. 8 contains the Dallett Chandlery or Elijah Dallett's Residence, Soap Manufactory, & Stable—the primary elevation and the stable not appearing to survive.**

## CRITERION J

**Originally constructed and used as Dallett's Chandlery or Elijah Dallett's Residence, Soap Manufactory, & Stable, the subject built component of Building No. 8, including the c. 1826-1834 and the c. 1848-62 sections, represents the cultural, economic, and historical heritage of Philadelphia and the Callowhill section of the city. As stated by Scharf & Westcott, the manufacture of soap and candles was historically carried out in more than thirty-one firms in the City of Philadelphia. Seven additional establishments made perfumed soap, and twenty workshops. The 58 firms employed 851, producing an annual income of \$3,161,900. Scharf & Westcott said the following of the Dallett Chandlery:**

**In the manufacture of soap the Dallett family of three generations was makers of fancy as well as common soaps, and of mold and dipped candles.<sup>70</sup>**

<sup>70</sup> J. Thomas Scharf and Thompson Westcott, *History of Philadelphia, 1609 – 1884* (Philadelphia: L.H. Everts & Co., 1884) 3:2283.

The authors note that the Dalletts were one of the most important of such manufacturers in Philadelphia.

In addition, The Dallett Chandlery (that is, the c. 1826-1834 and c. 1848-62 components of Building No. 8) represents a pattern of industrial development at the height of Philadelphia's manufacturing and commercial primacy: the subject site was hardly the only early building retained and incorporated into later renovations of factories, businesses, and dwellings. The repurposing, expansion and renovation of the complex testify to the age-old phenomenon of reuse even in modern industrial facilities through the Second World War. No doubt the decision of Esslinger's Inc. to incorporate the Dallett Chandlery when modernizing its facility was not one of historic and/or nostalgic reasoning, but rather a longstanding conservatism to not waste resources that could be put to other uses. This pragmatism is without a doubt an integral component of both commercial and industrial development and part of the economic and social aspects of Philadelphia's heritage prior to the Second World War. Uses and renovations after the Dalletts' ownership (by John Weihmann, brewer, in 1886, and Esslinger's in 1935) continued to demonstrate the pragmatic repurposing of the original subject buildings.

Brothers Elijah Dallett Sr. (1777-1847) and Thomas Dallett (1775-1832), established their chandlery on in Spring Garden in 1824. They had been in the soap and candle manufacturing business in Philadelphia, but decided to remove from the crowded urban section of the city. They were drawn to the Spring Garden district, where butchers, victuallers, and soap boilers, as well as those who followed other noisome trades, dominated.<sup>71</sup> The Dalletts relocated to a wood frame building at the northeast corner of Callowhill and Rugan Streets. This situation was short-lived, as on September 19, 1824, the entire frame building was consumed by a fire that also damaged and destroyed neighboring properties.<sup>72</sup> After the fire, Elijah Dallett and his then silent older brother, Thomas Dallett, purchased a lot at the northeast corner of Callowhill Street, N. 10<sup>th</sup> Street, and Ridge Avenue upon which they appear to have soon after built or improved a two-story brick and stone building with an unusual three part façade delineating the convergence of the said three streets.<sup>73</sup> Elijah Dallett, Sr. and, his son, Elijah Dallett, Jr. (1802-1873) not only operated a noted soap and candle manufactory, but also resided in the subject building. In time, what was formally known as E. Dallett & Co. became E. & G. Dallett & Co.—Elijah [Jr.] & Gillies Dallett & Co. (Gillies was Elijah's brother)—

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<sup>71</sup> Indeed, a nuisance suit against them in 1817 suggests that neighbors were becoming intolerant of the smelly, miasmatic manufacturing process that was thought to spread contagion ("True Copy of Proceedings In the Mayor's Court of the City of Philadelphia, Dec Sessions 1817, no. 86, Thomas I. Wharton, Legal Papers, Box 24, Coll. 1500, HSP). Nuisance indictment against Elijah Dallett and Thomas Dallett, who did "unlawfully and injuriously ... discharge out of a certain Soap and Candle Manufactory ... certain quantities of foul and nauseous liquors" leading to "pernicious and unwholesome smells." The case was sent to the Commonwealth's Supreme Court (meeting in Philadelphia).

<sup>72</sup> "Fire," *Statesman* (New York), 23 September 1825), 1; "Philadelphia, Sept. 19.," *City Gazette and Daily Advertiser* (Charleston, South Carolina), 27 September 1825, 2.

<sup>73</sup> "Notice," *The Pennsylvanian*, 17 July 1835.



perhaps officially after the death of their father in 1848.<sup>74</sup> Elijah Dallett, Jr. and his family resided in the subject building for many years, eventually removing to a nearby townhouse in the 400 block of N. 10<sup>th</sup> Street, adjacent to where Gillies Dallett had lived for many years. Between 1848 and 1862 the Dalletts enlarged the building, as represented above and labeled c. 1848-1862.<sup>75</sup> These two sections (labeled c. 1826-1834 and c. 1848-1862) include initial buildings and subsequent enlargements and improvements that together represent the entire industrial history of the site and the subject building. In later years the firm of E. & G. Dallett & Co. became G. & T. H. Dallett & Co. -- Gillies & Thomas H. Dallett & Co. -- reflecting yet another generational transition.<sup>76</sup>

The Dallett Chandlery appears to have operated in the subject building through the 1880s, until it was sold to John Weihmann, a brewer, in 1886. A site plan made at that time shows Weihmann's improvements to the property, which retained the subject building.<sup>77</sup> Weihmann used the Soap Room, etc. for a brewery, operating on the site through 1898. It then passed into the hands of other manufacturers until the 1930s when Esslinger's Inc. purchased the subject building and incorporated it into their modern brewery. A permit application proposed to "tear down front wall 2 story high and rebuild 13" brick wall;" this records what was likely the removal of the old Dallett Chandlery façade and replacement with the modern Art Deco façade of Esslinger's Inc. The architect for the project was Richard R. Neely and the contractor the John A. Robbins Co. The new façade was an improvement to the well-known building at the northeast corner of Callowhill Street, N. 10<sup>th</sup> Street, and Ridge Avenue. The permit to complete the façade improvement was issued on November 8, 1935.<sup>78</sup> In the decades after re-facing, a photograph was taken of a nearby gas station by the *Philadelphia Bulletin*, which incidentally captured the subject property. The photograph shows that the original and later roofs were entirely retained. The roofs have since been removed, but the original footprint of the c. 1826-1834 and the c. 1848-62 blocks can be seen from any contemporary aerial photograph, proving that the core of the extant subject industrial complex dates to the first to early second quarter of the nineteenth century.

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<sup>74</sup> *McElroy's Philadelphia Directory For The Year 1849* (Philadelphia: A. McElroy & Co., 1849), 83; and Policy No. 7385, dated 1848, Philadelphia Contributionship, The Philadelphia Contributionship Digital Archives.

<sup>75</sup> Insurance Survey No. 7385, dated 1862, Philadelphia Contributionship, The Philadelphia Contributionship Digital Archives.

<sup>76</sup> *McElroy's Philadelphia Directory For The Year 1865* (Philadelphia: A. McElroy & Co., 1865), 171.

<sup>77</sup> Insurance Survey No. 7385, dated 1886, Philadelphia Contributionship, The Philadelphia Contributionship Digital Archives.

<sup>78</sup> Building Permit No. 4815 of 1935, dated 8 November 1935, City Archives of Philadelphia.

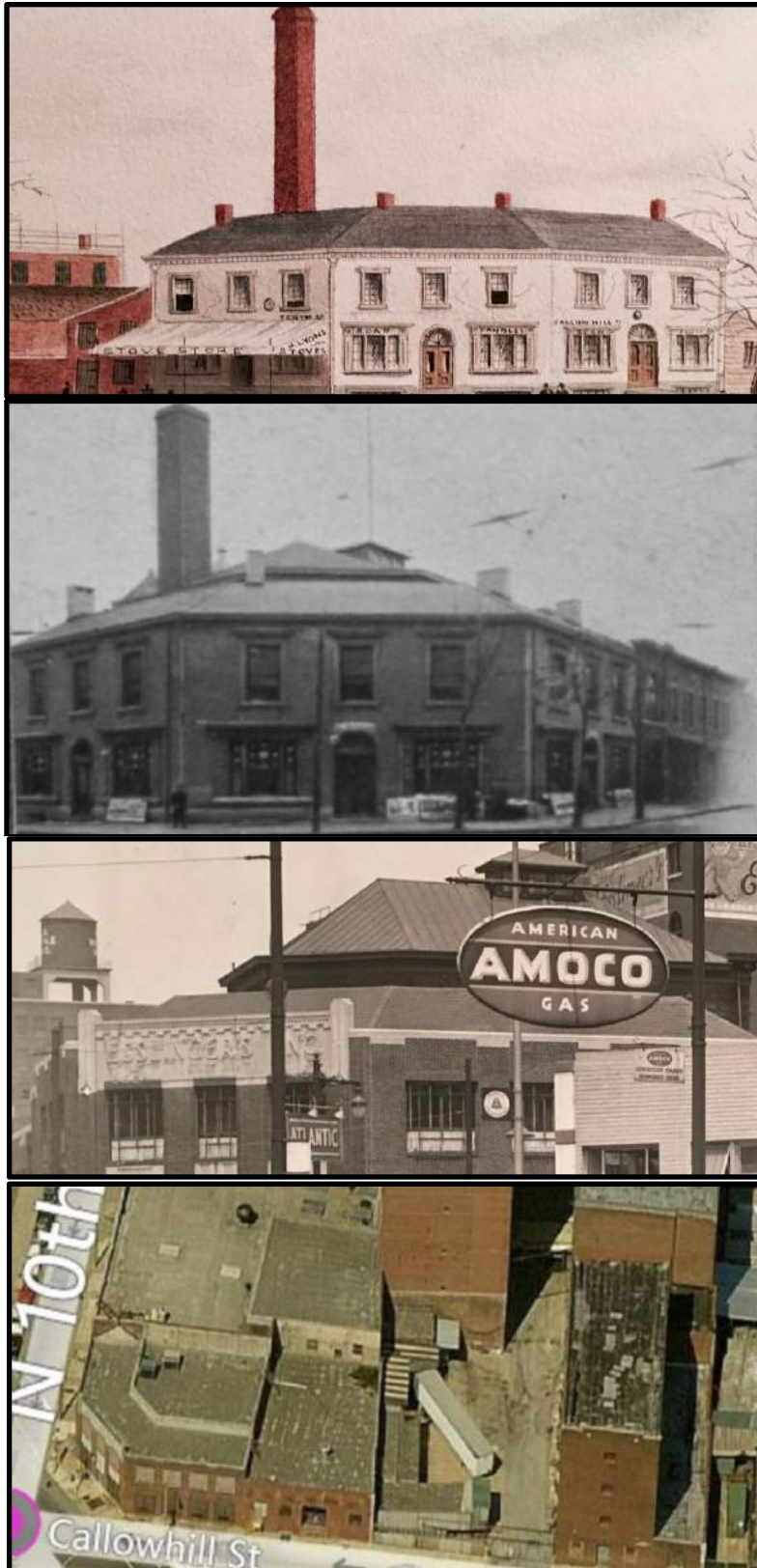


Figure 76. A timeline of photographs showing the subject building over time. Credits later in the document.



Figure 77. Left: Betty Rose Dallett (1744-1832). Source: the Society Photo Collection, HSP. Center: Anne Saunders Dallett (1784-1854)—Mrs. Thomas Dallett. Source: the Society Photo Collection, HSP. Right: Elijah Dallett, Sr. (1777-1847). Source: Dallett, Francis James, Jr. *The Genealogy of the Dallett Family*. (Philadelphia: Innes & Sons, 1946), HSP.

### **Historic Context: The Dallett Chandlery, also known as Elijah Dallett’s Residence, Soap Manufactory, and Stable**

A native of the Great Britain, Thomas Dallett (1775-1832) immigrated through the port of New York in 1805. Dallett immediately engaged in the commercial manufacture of soap and candles, establishing in Philadelphia what would be remembered as the Dallett Chandlery. The firm would continue for three generations and be deemed in its later years the “oldest Soap manufactory in the city and probably ... in the country.”<sup>79</sup> Thomas was listed in *The Philadelphia Directory*, 1806.<sup>80</sup> That same year Thomas Dallett married Ann Saunders, also a native of England, at Christ Church, Philadelphia. They went on to have at least eight children.<sup>81</sup>

Thomas Dallett did not happen upon the soap and candle industry during his early days in Philadelphia; rather he had learned it at home in Putney, an ancient parish in the county of Surrey (later to become part of London Borough), where his father, Thomas Dallett (1741-1786), was also a chandler.<sup>82</sup> While Thomas Dallett, the elder, died long before his son immigrated to America, his wife Betty Rose (1744-1832) and at least four of their children—Thomas (1775-1832); Elijah (1777-1847); James (1783-1855); and Ann Dallett Gillies (1786-1820, married John), almost all of whom also came to America.<sup>83</sup>

<sup>79</sup> Edwin T. Freedley, *Philadelphia and Its Manufactures; A Hand-Book of the Great Manufactories and Representative Mercantile Houses of Philadelphia, in 1867* (Philadelphia, 1867), 455.

<sup>80</sup> *The Philadelphia Directory for 1806*. (Philadelphia: C.W. Stafford, 1806).

<sup>81</sup> The children of Thomas Dallett and Ann Saunders: Mary Ann Saunders Dallett (1807); John Dallett (b. 1809), Richard Dallett (b. 1810), Thomas H. Dallett (b. 1811), James Rush Dallett (b. 1812), Henry Carpenter Dallett, Michael Fortune Dallett (b. 1820/1821), Eliza Dallett (b. 1826-) (Source: <https://www.findagrave.com/cgi-bin/fg.cgi?page=gr&GRid=43941607>)

<sup>82</sup> Ancestry.com. *England, Select Births and Christenings, 1538-1975* [database on-line]. Provo, UT: Ancestry.com Operations, Inc., 2014.

<sup>83</sup> Horatio Connell Snyder, “Rash’s Surname Index” of *The Pennocks of Primitive Hall*, accessed May 12, 2017, <http://www.pennock.ws/surnames/fam/fam56679.html>.

Figure 78. The Signature of Elijah Dallett (1777-1847).  
Source: Will of James Dallett.

While Thomas Dallett and his brother Elijah Dallett (1777-1847), may have immigrated together, it is more likely that Thomas came first, given his early individual listing in the 1806 *City Directory*. Elijah Dallett, his wife, Judith Jenkinson (1776-1853) of Walthamstowe, Essex, England, and their two children, Elijah Dallett, Jr. (1802-1873) and James Dallett (1804-1828), arrived at Philadelphia between 1805 and 1807.<sup>84</sup>

By 1809, Thomas Dallett and Elijah Dallett were together in business as “soap and candle manufacturers” at 34 High Street (later 118 Market Street).<sup>85</sup> The brothers were listed together starting in 1809. According to family lore, the brothers operated in full partnership until 1822 when Thomas gave Elijah power of attorney to “conduct the affairs of their Philadelphia chandlery.” The precise details of this decision, however, are unknown.<sup>86</sup> The firm continued to appear annually in the city directory at the High Street address. However, in 1825, their *Directory* entry changed:<sup>87</sup>

Center St. ab. Moyamensing road  
 Dallas Geo. M. att'y at law 154 Chesnut  
 Dallitt Elijah, soap & tallow chand. 306 High  
 Dallitt Elijah & Thomas, soap & tallow chand-  
 lers 34 and 341 High  
 Dalling James, ware-house man 374 High  
 Dallman John, blacksmith and carriage maker

Figure 79. Excerpt from *The Philadelphia Directory and Stranger's Guide* (Philadelphia: Thomas Wilson, 1825), 41.

<sup>84</sup> The children of Elijah Dallett, Sr. and Judith Jenkinson: Betty Dallett was the third child and first to be born in America, being christened at Christ Church, Philadelphia; however, the other children were born into the First Universalist Church, Philadelphia—Catherine Elizabeth Dallett (1811-1878); and Gillies Dallett (1819-1885) (Snyder, “Rash’s Surname Index”).

<sup>85</sup> *The Philadelphia Directory for 1809* (Philadelphia: C.W. Stafford, 1809), 81.

<sup>86</sup> *Genealogies of Pennsylvania Families from the Pennsylvania Genealogical Magazine* (Baltimore: Genealogical Publishing Co., Inc., 1982), 1:100.

<sup>87</sup> *The Philadelphia Directory and Stranger's Guide* (Philadelphia: Thomas Wilson, 1825), 41.



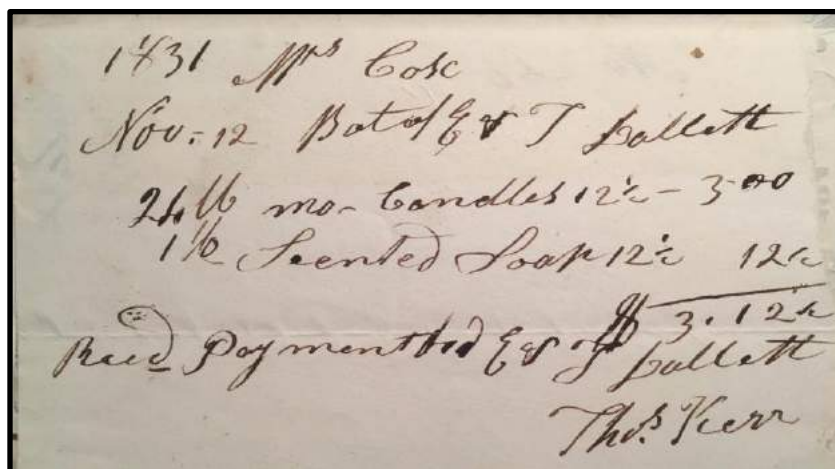


Figure 80. A Receipt for candles and scented soap for Mrs. Cox from E & T Dallett, 12 November 1831, Society Collection, Historical Society of Pennsylvania.

After operating in at least two locations, Elijah Dallett removed the chandlery beyond the city bounds to a wooden manufactory at the northeast corner of Callowhill and Rugan Streets in the Spring Garden District. This situation was short-lived, as on September 19, 1824 the entire frame building was consumed by a fire that also damaged and destroyed neighboring properties.<sup>88</sup>

On October 10, 1825 Elijah and, officially, Thomas purchased the subject lot, the site of the oldest component of Building No. 8, at the northeast corner of Callowhill Street, N. 10<sup>th</sup> Street, and Ridge Avenue, from Jacob Huff, Sr.<sup>89</sup> They purchased two narrow lots on the same day, May 12, 1827, one from Elizabeth Steinmetz and the other from Bartholomew Bussier.<sup>90</sup> A published transcription of the deed indicates that the subject building was constructed about by 1835, and while it could have been built at anytime between 1826 and 1834, it is likely that construction began about 1827 when the land adjacent to the corner lot was acquired. While this may have served as an effort to fireproof operations, it is clear from later fire insurance surveys that the subject building served the next generation of the firm under Elijah Dallett, Jr. as “a Stone & Brick Dwelling, Soap Manufactory, & Stable.”<sup>91</sup>

<sup>88</sup> “Fire,” *Statesman* (New York), 23 September 1825, 1; “Philadelphia, Sept. 19,” *City Gazette and Daily Advertiser* (Charleston, South Carolina), 27 September 1825, 2.

<sup>89</sup> Deed: Jacob Huff, of Penn Township, victualler, to Elijah Dallett and Thomas Dallett, of the City of Philadelphia, tallow chandlers, 10 October 1825, Philadelphia Deed Book G.W.R., No. 8, p. 595, City Archives of Philadelphia.

<sup>90</sup> Deed: Elizabeth Steinmetz to Elijah Dallett and Thomas Dallett, 12 May 1827, Philadelphia Deed Book G.W.R., No. 17, p. 294; Deed: Bartholomew Bussier and wife to Elijah Dallett and Thomas Dallett, 12 May 1827, Philadelphia Deed Book G.W.R., No. 17, p. 294, City Archives of Philadelphia.

<sup>91</sup> Insurance Survey No. 7385, dated 1848, Philadelphia Contributionship, The Philadelphia Contributionship Digital Archives.

In 1834-35, the state tax list records three properties on “Callowhill St. above Rugan St.:

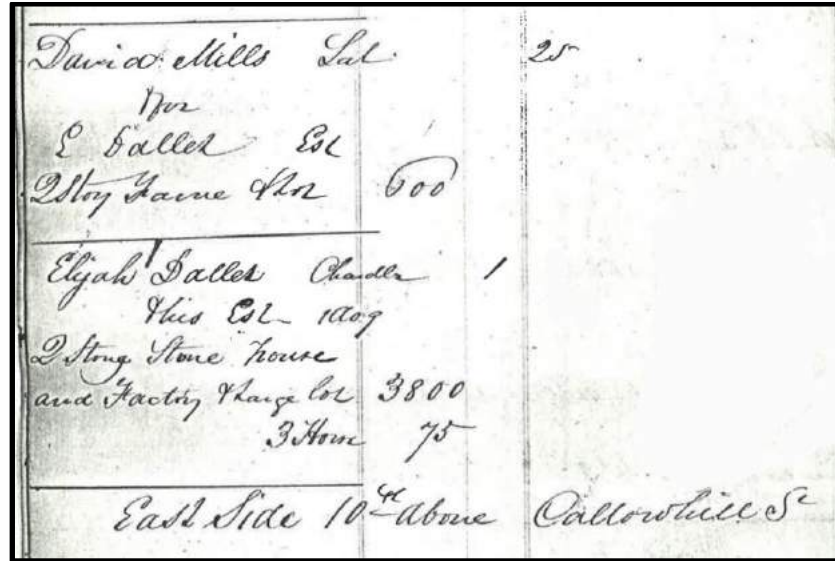


Figure 81. Excerpt from the 1834-35 State Tax list, Spring Garden District, First Ward.  
 Source: Philadelphia City Archives.

The tax list shown above documents Elijah Dallett’s chandlery business at the northeast corner of Callowhill Street, N. 10<sup>th</sup> Street, and Ridge Avenue by 1834-35. He was assessed for “a 2 Story Stone House and Factory & Large Lot,” valued at \$3,800, “1 dog,” and a personal occupational tax of \$1.<sup>92</sup> The tax list also indicates that the properties the Dalletts had purchased in 1827 had included the frame dwellings now occupied by David Mills (but previously part of Elizabeth Steinmetz’s estate).<sup>93</sup> In 1835, Elijah became embroiled in a legal suit against his siblings and in-laws (albeit it may have been an amicable suit that simply required formal adjudication by the courts). While the nature of the suit is unclear, a notice in *The Pennsylvanian* provided the following description of the chandlery property:

[A]ll that certain two story stone messuage or tenement, soap and candle manufactory and lot or piece of ground, situate in the district of Spring Garden in the county of Philadelphia—beginning on the north side of Callowhill Street, and then extending westward 101 feet 9 inches to the northeast side of the Wissahickon Road 37 feet 4 inches to the east side of Tenth Street 105 feet ½ inches, be the distance of more or less, to a point 154 feet southward from the original south line of a 50 feet wide street called James street. Thence eastward at right angles with the said Tenth street 128 feet, be the distance more or less to the east line of a strip of ground conveyed by Elizabeth Steinmetz to the said Elijah Dallett and Thomas Dallett in fee, 146 feet 8 inches, be the distance more or less, to the place of beginning, being part of a large lot of ground which Jacob

<sup>92</sup> One dollar was on the high end of personal taxes, and suggests the assessor considered the business and Elijah’s abilities valuable.

<sup>93</sup> State Tax Assessment, Spring Garden District, First Ward 1834-35, Philadelphia City Archives.

Huff, senior, by indenture dated 10 day October, A.D. 1825, recorded on Deed Book G.W.R., No. 8, page 393 &c. granted and conveyed unto the said Elijah Dallett and Thomas Dallett in fee, as tenants in common, and not as tenants reserving throughout a yearly rent charge of six hundred and fifty silver milled dollars, payable half yearly unto the said Jacob Huff, Sr., his heir, and assigns, without deduction for taxes or assessments...<sup>94</sup>

The large sum associated with the annual ground rent meant that the Dalletts needed to make the business immediately profitability, and suggests that the chandlery was built on the site very shortly after 1825.

Their 1831 directory entry clearly shows that the Dalletts were in residence soon after purchase at the subject site:

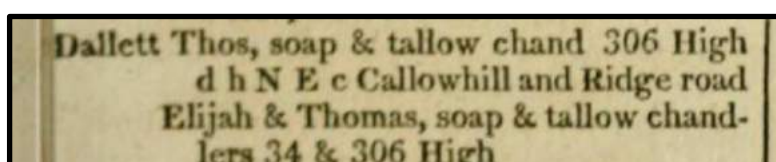


Figure 82. Excerpt from *Desilver's Philadelphia Directory and Strangers Guide* (Philadelphia: Robert Desilver, 1831), 56.

*Desilver's Philadelphia Directory and Strangers Guide, for 1835 & 1836* shows the following:

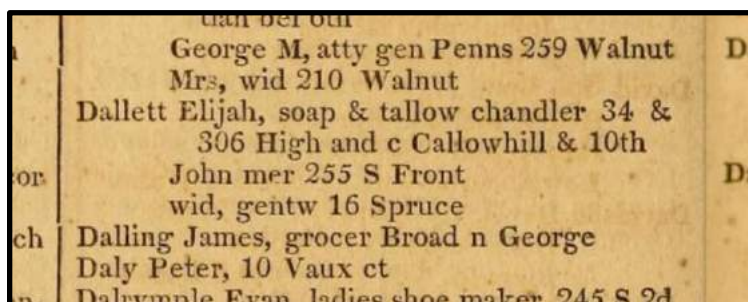


Figure 83. Excerpt from *Desilver's Philadelphia Directory and Strangers Guide* (Philadelphia: Robert Desilver, 1835), 56.

Elijah Dallet continued to reside in the Spring Garden District at the Callowhill site through the 1830s and 1840s. And despite some inconsistency in directories over the years, he always returned to the subject site, indicating that this served as the primary residence for him and his son Elijah, Jr. The Sixth Census of the United States, conducted in 1840, shows that Elijah, Sr. was living in Spring Garden with six other household members. *McElroy's Philadelphia Directory of 1846* indicates that Elijah Dallett, Sr. still maintained a commercial office at 36 High Street, but lived at 59 Marshall Street. His son, Elijah, Jr. is recorded as living at the northeast corner of "10<sup>th</sup> & Callowhill." Elijah

<sup>94</sup> "Notice," *The Pennsylvanian*, 17 July 1835.

Dallett, Sr. died on June 24, 1847; nonetheless, *McElroy's Philadelphia Directory For The Year 1849* listed both men as living at the subject site.<sup>95</sup>

After the death of Elijah, the last surviving founder of the business, Gillies Dallett, was brought into the firm to join his older brother Elijah. They formed E. & G. Dallett & Co. (Elijah & Gillies Dallett & Co.) and continued at the subject site. By this time, the Dalletts had become a prominent name in Philadelphia business. Not only did they manufacture soap and candles, but extended family, including some of Elijah and Gillies' brothers, operated as shipping merchants at the North Wharves with offices at 29 N. Water Street.<sup>96</sup>

Dallas Thos., lab., Philip ab Jefferson (K)	D
DALLETT, BROTHERS, shipping mers., 16	D
N whfs & 29 N Water	D
Dallett Elijah, mer. and pres. Penn T Bank, 36	D
High, h N E 10th and Callowhill	D
Dallett Elijah J., mer., 36 High, h 10th & Cal-	D
lowhill	D
Dallett Elijah Mrs., widow, 59 Marshall	D
DALLETT E. & G. & CO., soap and candles,	D
36 & 491 High & N E 10th & Callowhill	D
Dallett Gillies, mer., 36 High h 288 N 8th	D
Dallett Henry C., mer., 16 N whfs., h Pine bel 10th	D
Dallett John, mer., 16 N whfs., h 239 Pine	D
Dallett Sarah, Front bel Reed	D
Dallett H. & Co., medicines, 225 Chestnut	D

Figure 84. Excerpt from the city directory in 1849 showing all of the Dalletts listed. Source: *McElroy's Philadelphia Directory For The Year 1849* (Philadelphia: A. McElroy & Co., 1849) p. 83.



Figure 85. Left: Elijah Dallett, Jr. Source: the Society Photo Collection, HSP. Right: Gillies Dallett. Source: The Getty.

<sup>95</sup> *Find A Grave*. Find A Grave. <http://www.findagrave.com/cgi-bin/fg.cgi>.

<sup>96</sup> *McElroy's Philadelphia Directory For The Year 1849* (Philadelphia: A. McElroy & Co., 1849), 83.



Brothers Elijah Dallett and Gillies Dallett, Executors of their father's estate, commissioned a fire insurance policy of the subject property in June 1848. The surveyor described the building as follows:

I have surveyed a Stone & Brick Dwelling, Soap Manufactory, & Stable for Elijah Dallett & Gillies Dallett, Executors of Elijah Dallett [Sr.]. Situate on the northeast corner of Callowhill & Tenth Streets. The Dwelling & part of the factory. Being an angle having a front of 38 feet each on Callowhill, Tenth Street, & the Ridge Road, the average depth 22-1/2 feet, two stories high. The Engine & Melting House, 53 feet by 26 feet on the west line & 55-1/2 feet on the East line, building on Callowhill Street east end, 11-1/2 feet by 21-1/2 feet, all one story high. [torn] House, 72 feet by 56 feet. Stable on 10<sup>th</sup> Street, 25-1/2 feet front, making a cartway, 24 feet deep, then narrowing to 14 feet by 17-1/2 feet deep, all two stories high. Kitchen at north end of the Dwelling, 17 feet by 8 feet, two stories high.— The lower story of the dwelling is divided into five rooms—the floor of narrow yellow pine, the middle & Eastern rooms, are a counting room, store room, & pressing room. On the North a parlour, passage & two kitchens, the first finished with moulded base, beaded pilasters, architraves, & marble mantle with fluted pilasters & frieze & one mahogany door, the kitchen with mantle shelves, & a dresser with doors, two windows in the front of each angle [?] with side lights, glass 13 by 20" each having an architrave & flat pediment on the outside, & shutters folding into a recess on each jamb.

The 2<sup>nd</sup> story is divided into seven rooms, bathroom, passage, & large closets at the north end, the floor of clean white pine, moulded base round, one room finished with beaded pilasters, architraves, & the others with double faced architraves, three large closets in three rooms, one marble mantle with columns & four plain do. Six double faced mahogany doors. Some of the doors finished with single mouldings.— Glass in front 13 by 20" paneled inside shutters folding into a box & an architrave & flat pediment outside to all the windows. Glass back 12 by 20 10 by 16<sup>in</sup> outside shutters. An open newel stairs with open string, plain balusters, & ramped mahogany rail, leading from the passage to the 2<sup>nd</sup> story. A bathroom & two large closets in the 2<sup>nd</sup> story at the north end finished with single mouldings, plain base, pipes for cold & hot water. Glass 8 by 10<sup>in</sup> & venetian shutters.—

The Engine & Melting House floor paved partly with brick and partly with course yellow pine, laid rough, divided into two rooms by stone thick wall, with a large door way in it. All rough.—

The Soap House has one room in each story, the floors of course rough yellow pine, two large girders under the 2<sup>nd</sup> floor & two under the rafters,

supported by stout posts.— All the glass in the two last are 8 by 10 outside ledged shutters to the lower story & ledged doors.

The Stable is divided into four rough stalls, the floor partly of 2<sup>nd</sup> plank, partly of brick, circular corner backs & plank mangers.— The loft floor of course white pine gro[o]ved & laid rough. —a rough board partition, dividing the loft from a small room adjoining the Soap House, in the latter is a rough step ladder, from the lower to the 2<sup>nd</sup> story. Ledged doors & shutters to the stable.— A block dentil eave in front of the dwelling & plain eave back tin gutters & pipes. Wooden trunks back the roof of slate. The roof of the other buildings are of tin.

6 Mo' 8' 1848

John C. Evans/Erving  
Surveyor<sup>97</sup>

*"Liberty of Soap and Candle Manufactory and also a Steam Engine."*

The Seventh Census of the United States, taken in 1850, indicates that the following members of the Dallett family lived in the subject building:

736	Jane Cornet	63	Fe			
645/737	Elijah Dallett	47	M	Merchant	9,000	England
	Sarah "	43	F			"
	Thomas H "	23	M	Soap Plant Maker		"
	Sarah "	13	F			Pa
	Catharine L Dallett	10	L			Pa
	Judith "	8	F			"
	Thomas Lay	73	M	None		England
	Catharine "	65	F			"
	Ellen Glover	19	L			Ireland
	Alice M. Hurup	18	F			"
	Catharine M. Barry	12	F			Pa

Figure 86. Excerpt of the Seventh Census of the United States, showing the family of Elijah Dallett living in the subject house. Source: Seventh Census of the United States, 1850; (National Archives Microfilm Publication M432); Records of the Bureau of the Census, Record Group 29; National Archives, Washington, D.C.

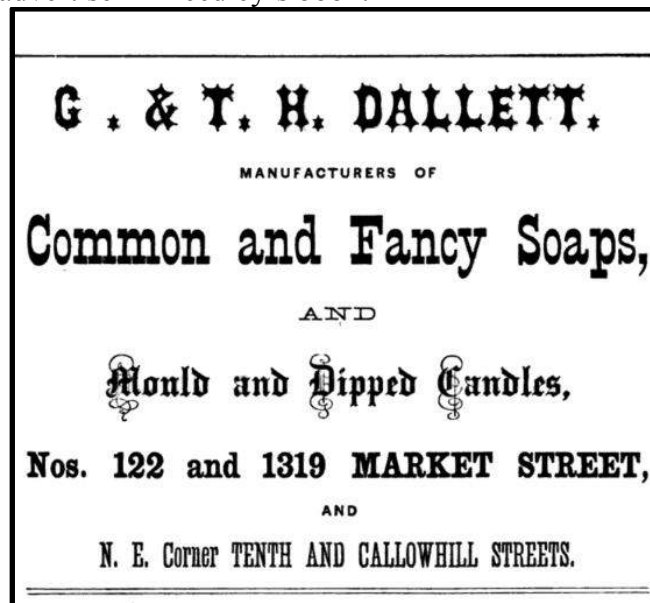
Two years later, on August 2, 1850, Policy No. 7385 was updated by C.R. Knight, Surveyor, to reflect changes made to the manufactory by the brothers. The improvements included a one-story addition to the Soap House, making it three-stories high.<sup>98</sup> This may be the c. 1850-54 component of Building No. 8. Policy No. 7385 was updated on August 3, 1854. Knight observed that the Dalletts had added a second floor to a portion of the Melting House, among other more minor improvements. Knight again visited the site on June 24, 1858 to find that the Dalletts had enlarged the Melting House to include a third-

<sup>97</sup> Insurance Survey No. 7385, dated 1848, Philadelphia Contributionship, The Philadelphia Contributionship Digital Archives.

<sup>98</sup> Insurance Survey No. 7385, dated 1848, Philadelphia Contributionship, The Philadelphia Contributionship Digital Archives.

story over a portion of the building. Further improvements were made in 1862 as well, but after that the policy was not updated for more than twenty years.<sup>99</sup>

By the 1860s, Elijah Dallett had followed in his father's footsteps, serving as the second president of the Bank of Penn Township. He was then listed as living at 415 N. 10<sup>th</sup> Street. His son, Elijah J. Dallett, was associated with the subject site and the chandlery, as was Gillies Dallett, who had always resided in his own house at the northwest corner of Marshall and Noble Streets. By 1865, the business name had changed yet again to G. & T. H. Dallett—Gillies & Thomas H. Dallett with offices at 122 and 1319 Market Street. The subject site was listed as well. In his 1867 work on Philadelphia industry, Edwin Freedley remarked on the sixty-year, three-generation persistence of the firm, which took the opportunity to advertise in Freedley's book:<sup>100</sup>



Thomas H. Dallett, a member of the third generation to enter the firm, by then also lived at the N. 10<sup>th</sup> Street house.<sup>101</sup>

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<sup>99</sup> Insurance Survey No. 7385, dated 1848, Philadelphia Contributionship, The Philadelphia Contributionship Digital Archives.

<sup>100</sup> Edwin T. Freedley, *Philadelphia and Its Manufactures; A Hand-Book of the Great Manufactories and Representative Mercantile Houses of Philadelphia*, in 1867, 453.

<sup>101</sup> *McElroy's Philadelphia Directory For The Year 1865* (Philadelphia: A. McElroy & Co., 1865), 171.

George Esslinger & Son's Brewery, 401-29 N. 10<sup>th</sup> Street, Philadelphia, Pennsylvania  
Nomination to the Philadelphia Register of Historic Places, July 2017—Page 73



Figure 87. A view of the east side of N. 10<sup>th</sup> Street, showing Nos. 417 & 419, the longtime homes of various members of the Dallett family and formerly situated upon the subject site. Source: Philadelphia Contributionship Digital Archives.

Shown throughout this document, the watercolor of the building at the subject site, its building and environs was completed by local artist Benjamin R. Evans in 1886. Whether the drawing accurately depicted the site as it appeared in 1886 is unknown, but that year marked the passing of the property out of the Dallett family.



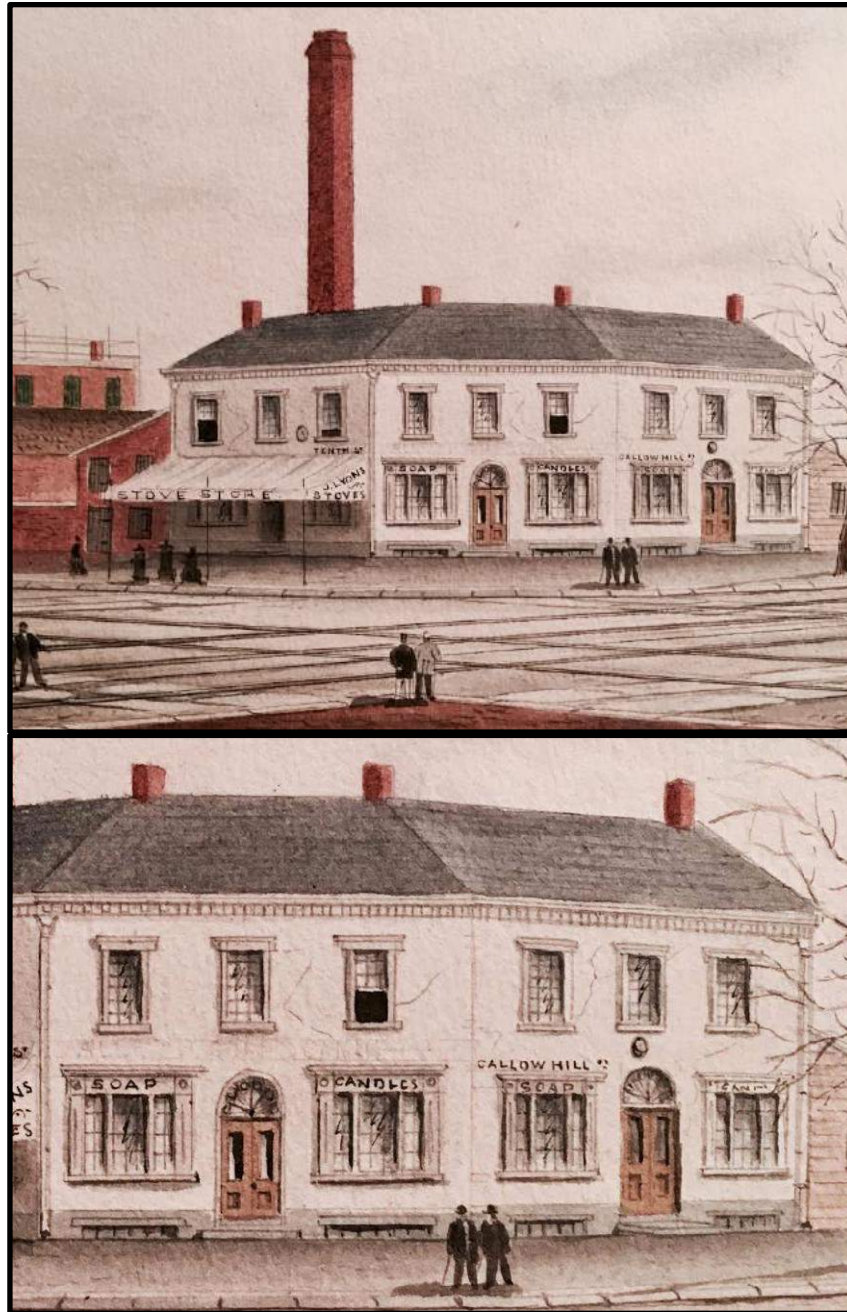


Figure 88. Dallett Chandlery—Candle and Soap Manufactory, 10th Street, Callowhill Street, and Ridge Avenue. By Benjamin R. Evans. Source: Library Company of Philadelphia.

### Historic Context: Post-Dallett Reuse

John Weihmann, a brewer, purchased the subject building in 1886 and began using it as a brewery, residence and social hall. He occupied the site from 1886 to 1898.<sup>102</sup> Based on the dimensions and the physical descriptions in the 1886 update to the insurance survey of 1848. It is clear that Weidman improved the interior of the structure to suit his needs, yet largely retained the building as it had been during Dallett ownership. Areas

<sup>102</sup> Philadelphia city directories. Source: Rich Wagner, Pennsylvania Brewery Historian.

George Esslinger & Son's Brewery, 401-29 N. 10<sup>th</sup> Street, Philadelphia, Pennsylvania  
Nomination to the Philadelphia Register of Historic Places, July 2017–Page 75

previously used for the production of soap and candles were easily fitted for use as a brewery. The site plan shown below provides a layout of the building under Weidman's ownership that in many ways correlates with the earlier 1848 physical description.<sup>103</sup>

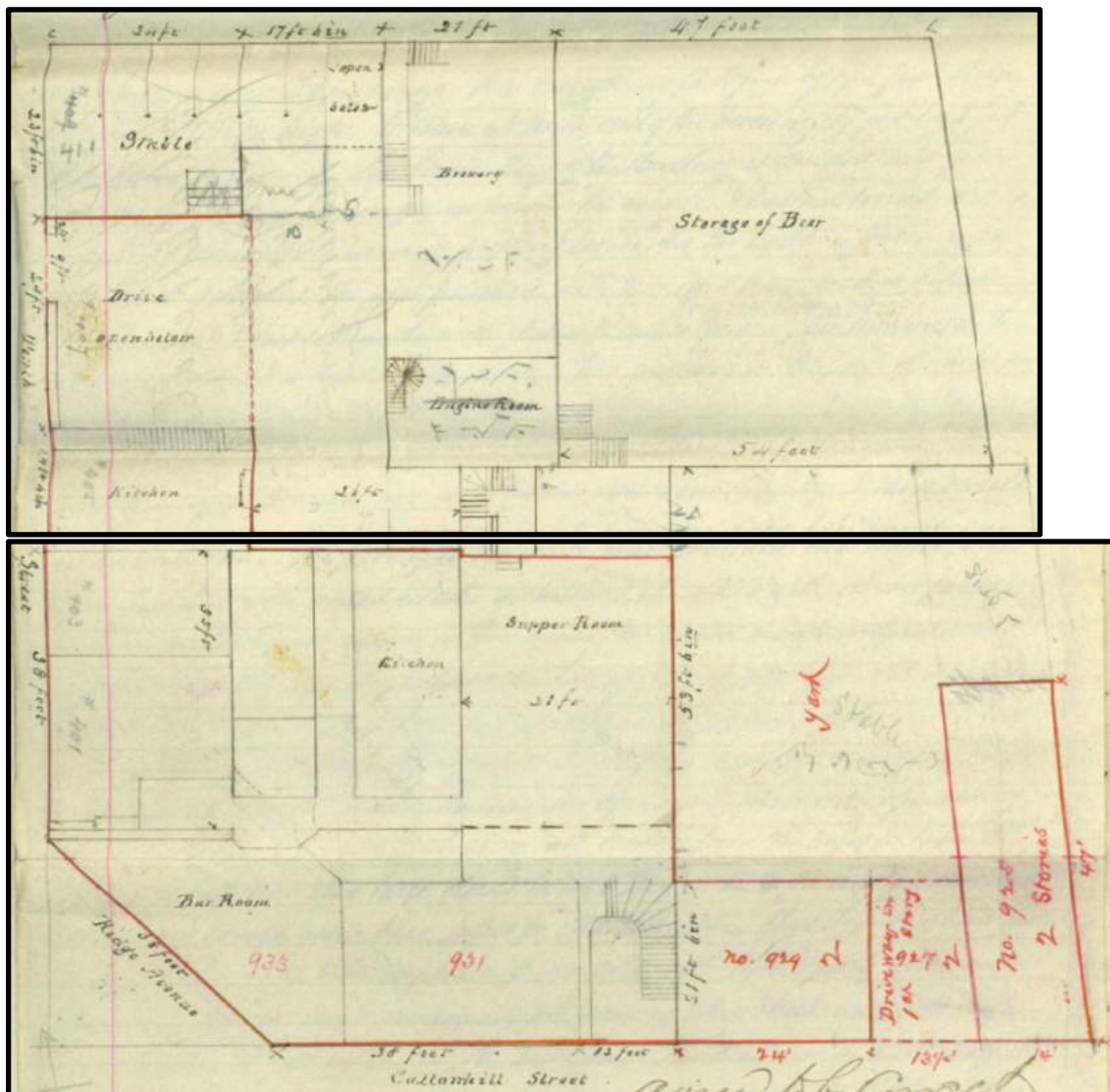


Figure 89. Layout of the subject building under the ownership of John Weihmann, brewery. Source: Insurance Survey No. 7385, dated 1848, Philadelphia Contributionship, The Philadelphia Contributionship Digital Archives

<sup>103</sup> Insurance Survey No. 7385, dated 1886, Philadelphia Contributionship, The Philadelphia Contributionship Digital Archives.

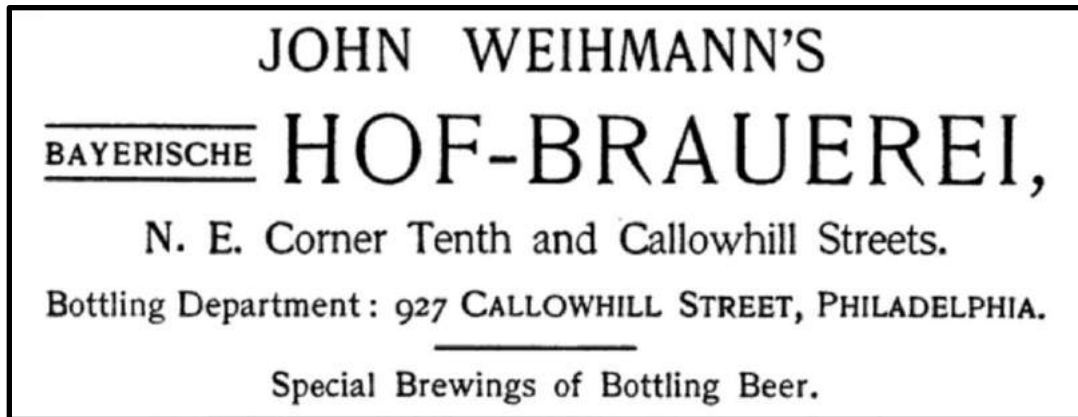


Figure 90. Advertisement for John Weihmann's Hof-Brauerei at the "N.E. Corner of Tenth and Callowhill Streets."



Figure 91. Dallett Chandlery—Candle and Soap Manufactory. Later John Weihmann's Hof-Brauerei at the "N.E. Corner of Tenth and Callowhill Streets." Source: Historical Society of Pennsylvania.

After 1898, the Dallett-Weihmann building passed through the hands of other manufacturers until the 1930s, when it was purchased by Esslinger's Inc. and incorporated into the firm's modern brewery. A permit application proposed to "tear down front wall 2 story high and rebuild 13" brick wall," which records the removal of the old Dallett Chandlery façade for the modern Art Deco façade of Esslinger's Inc. The architect for the project was Richard R. Neely and the contractor the John A. Robbins Co. This was an improvement of the well-known building at the northeast corner of Callowhill Street, N. 10<sup>th</sup> Street, and Ridge Avenue. Permit No. 4815 to complete this

façade improvement was issued on November 8, 1935.<sup>104</sup> In the decades after this re-facing, a *Philadelphia Bulletin* photograph of a nearby gas station incidentally captured the subject property. The photograph shows that the original and later roofs were entirely retained. The roofs have since been removed, but the original footprint of the c. 1826-1834 and the c. 1848-62 can be seen from any modern aerial photograph, proving the core of the subject industrial complex dates to the first quarter of the nineteenth century.

## Appendix A: Additional Information and Areas of Significance

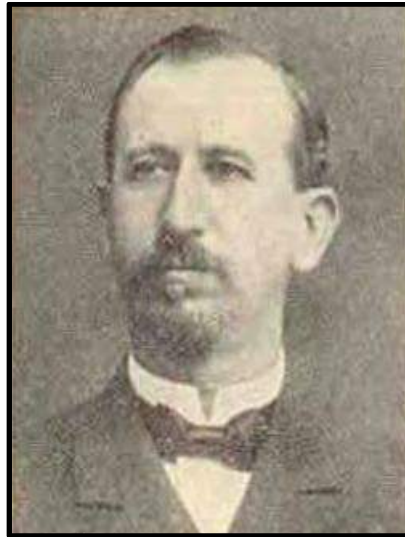


Figure 92. Adam C. Wagner. Courtesy Google Books.

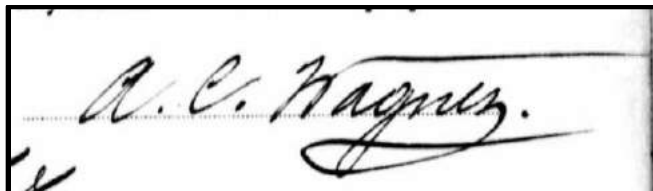


Figure 93. Signature of Adam C. Wagner. Courtesy Ancestry.com.

### CRITERION E

The earliest purpose-built portions of George Esslinger's Brewery were designed by A.C. Wagner, including Building No. 1: George Esslinger & Son's Brew House & Mill (1895-96) and Building No. 2: George Esslinger & Son's Beer Storage House (1896-97). He was a significant architect whose work influenced the architecture of breweries in the City of Philadelphia and beyond. A testament to his prowess as an architect of breweries, it is important to note that Wagner was the architect and designer of more than 50 breweries during his lifetime.<sup>105</sup>

### Historic Context: Adam C. Wagner, Architect & Designer (1860-1935)

<sup>104</sup> Building Permit No. 4815 of 1935, dated 8 November 1935, City Archives of Philadelphia.

<sup>105</sup> "Adam C. Wagner, Builder of Many Breweries, Dead, Head of Yale Brewing Company Passes at Prospect Avenue Home," *The Hartford Courant*, 11 January 1935.



Born on February 19, 1860 at Oberursel, Hessen-Nassau in Germany, Adam C. Wagner (A.C. Wagner) was the son of Charles and Catherine Wagner. He emigrated to the United States when he was about 20 years old, via the Hamburg aboard the *Wieland* on September 1, 1880.<sup>106</sup> He landed in New York City on September 15.<sup>107</sup> Wagner appears in the Philadelphia city directories as either an architect or an engineer between 1883 and 1901.

Breweries were his specialty, and he worked for some of the largest brewing companies including: Kalmbach & Geissel, Springfield, Massachusetts (1890), Theis & Weger Brewery, 21<sup>st</sup> and Thompson Streets, Philadelphia (1890); a brewery for Albert Corry, D Street near 13<sup>th</sup>, Washington, D.C.; Weisbrod & Hess's Oriental Brewery, Philadelphia (1891-1892); a brewery for Frederick Freil, Fairhill Street near Susquehanna Avenue, Philadelphia (1891); a brewery-ice machine house and condenser room, etc. for G. Manz Brewing Co., Philadelphia (1891); alterations and additions to a brewery for Class & Nachold, Marvine Street near Columbia Avenue, Philadelphia; a new brew house for Erdich's Brewery, Bridesburg (1894); a new beer storehouse and ice machine for the Hohenadel Brewery, Falls of the Schuylkill (1894); Peter Breidt's City Brewery, Elizabeth, New Jersey (1894); alterations and additions to the Philadelphia Brewing Company, 6<sup>th</sup> Street near Clearfield, Philadelphia (1894); complex for the Rhode Island Brewing Company, Providence (1894); buildings for the Robert Smith Brewery, 38<sup>th</sup> Street near Girard, Philadelphia (1894); a brew house, 723-725 N. 4<sup>th</sup> Street, Philadelphia (1894); a brewery for Charles Retting & Son, Pottsville, Pennsylvania (1894); alterations to Straubmuller's Brewery, Trenton Avenue near York Street, Philadelphia (1895); storage house for Peter Breidt's brewer, Elizabeth, New Jersey (1895); storage house for C. Rettig & Son's Brewery, Pottsville (1895); storage-, boiler house, and alterations to the Excelsior Brewery, Philadelphia (1895); plans for a brewery, George W. Flack, Philadelphia (1895); a brewery house for the Philadelphia Brewing Company, Philadelphia (1895); plans for Weger Bros. Brewery, Philadelphia (1895); a brew house, mill room, and beer store house for George Esslinger & Son, Hutchinson Street, Philadelphia (1896); plans for the American Brewing Company, Rochester (1896); a brew house, etc., for Theodore R. Helb, York County, Pennsylvania (1896); a stable for Weisbrod & Hess (1896); a beer storage house for Mrs. A. Vollmer in Randolph Street near Jefferson, Philadelphia (1897); a brewery for the Hazelton Brewing Company in Hazelton, Pennsylvania (1897); a brewery building for the Anthracite Brewing Company in Mt. Carmel, Pennsylvania (1897); a brewery for the Hartford Brewing Company, Hartford (1897); a storage house for the Anheuser-Busch Brewers' Association, 9<sup>th</sup> Street near Percy, Philadelphia (1897); a brewery for Messrs. Wildman & Company, Bethlehem, Pennsylvania (1897); a storage house for the Prospect Brewing Company, 11st Street near Oxford, Philadelphia (1898); brew and storage house for J. Marr's Brewery, Baltimore, Maryland (1899); buildings for the Bavarian Brewing Company,

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<sup>106</sup> Staatsarchiv Hamburg, Bestand: 373-7 I, VIII (Auswanderungsamt I). Mikrofilmrollen K 1701 - K 2008, S 17363 - S 17383, 13116 - 13183.

<sup>107</sup> *Passenger Lists of Vessels Arriving at New York, New York, 1820-1897*. Microfilm Publication M237, NAI: 6256867. Records of the U.S. Customs Service, Record Group 36. National Archives at Washington, D.C.

Wilmington, Delaware; etc.<sup>108</sup> In New York State, he designed the Standard Brewing Company, the impressive, facility extant in Cataract Street.<sup>109</sup> According to Pennsylvania Brewery Historian Rich Wagner's collective database of architects and their projects, between 1887 and 1901, Wagner designed no less than 150 buildings and/or facilities, including commercial buildings, club houses, court houses, residences, storage houses, warehouses, etc. Outside of Pennsylvania, his projects included commissions in Maryland, New York, New Jersey, Washington, D.C., and throughout New England.

By the time he left Philadelphia, he had designed more than fifty brewery-related buildings from Washington, D.C., to Rochester, New York and in cities throughout New England. Interestingly, Wagner designed the Kalmbach and Geisel Brewery (later known as the Highland Brewery and then Liberty Brewing Company, but referred to by locals as "Come Back and Guzzle"), the largest in New England before the passage of the Eighteenth Amendment.<sup>110</sup>

During his time in Philadelphia, he married Lena Lauterbach, with whom he had four children, only three of which survived to adulthood—daughters Elsa L., Katchen, and Gladys.<sup>111</sup> In 1897, he and his family made their way to Hartford, Connecticut, where Wagner became involved with the New England Brewery. He was hired by the Hartford Brewing Company to design a six-story fireproof lager and ale brewery with a boiler and bottling house. Shortly after his arrival, Wagner purchased a large house at 228 Prospect Avenue where he lived until this death. According to the 1898-1899 edition of *American Brewers' Review: A Monthly Devoted to the Science and Practice of Brewing*, Wagner was known as "the Philadelphia brewery architect."<sup>112</sup>

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<sup>108</sup> *Philadelphia Real Estate Record and Builders' Guide* (hereafter *PRERBG*), v. 5, n. 33, p. 498 (20 August 1890); *PRERBG*, v. 5, n. 33, p. 498 (20 August 1890); *PRERBG*, v. 5, n. 38, p. 577 (24 September 1890); *PRERBG*, v. 6, n. 42, p. i (28 October 1891); *PRERBG*, v. 9, n. 12, p. i (21 March 1894); *PRERBG*, v. 9, n. 12, p. i (21 March 1894); *PRERBG*, v. 9, n. 12, p. i (21 March 1894); *PRERBG*, v. 9, n. 12, p. i (21 March 1894); *PRERBG*, v. 9, n. 19, p. 219 (9 May 1894); *PRERBG*, v. 9, n. 34, p. i (22 August 1894); *PRERBG*, v. 10, n. 10, p. 109 (6 March 1895); *PRERBG*, v. 10, n. 12, p. 133 (20 May 1895); *PRERBG*, v. 10, n. 12, p. 133 (20 March 1895); *PRERBG*, v. 10, n. 12, p. 133 (20 March 1895); *PRERBG*, v. 10, n. 12, p. 133 (20 March 1895); *PRERBG*, v. 10, n. 12, p. 133 (20 March 1895); *PRERBG*, v. 11, n. 17 (22 April 1896); *PRERBG*, v. 11, n. 33, p. 657 (12 August 1896); *PRERBG*, v. 11, n. 33, p. 657 (12 August 1896); *PRERBG*, v. 11, n. 46, p. 887 (11 November 1896); *PRERBG*, v. 12, n. 6, p. 83 (10 February 1897); *PRERBG*, v. 12, n. 24, p. 373 (16 June 1897); *PRERBG*, v. 12, n. 32, p. 513 (11 August 1897); *PRERBG*, v. 12, n. 32, p. 513 (11 August 1897); *PRERBG*, v. 12, n. 52, p. 845 (29 December 1897); *PRERBG*, v. 12, n. 52, p. 845 (29 December 1897); *PRERBG*, v. 13, n. 19, p. 289 (11 May 1898); and *PRERBG*, v. 14, n. 39, p. 617 (27 September 1899).

<sup>109</sup> *Philadelphia Architects and Buildings*, s.v. "Wagner, Adam C. (fl. 1881–1901)," by Sandra L. Tatman, accessed May 15, 2016, [https://www.philadelphiabuildings.org/pab/app/ar\\_display.cfm/105803](https://www.philadelphiabuildings.org/pab/app/ar_display.cfm/105803)

<sup>110</sup> "Adam C. Wagner," *Hartford Courant*, 11 January 1935.

<sup>111</sup> United States of America, Bureau of the Census. *Twelfth Census of the United States, 1900*. Washington, D.C.: National Archives and Records Administration, 1900. T623.

<sup>112</sup> "The Philadelphia Brewery Architect," *American Brewers' Review: A Monthly Devoted to the Science and Practice of Brewing* 12 (1898-1899).

In 1910, the United States Federal Census shows the Wagners living at the aforementioned address, at which time he was already treasurer of the New England Brewing Company.<sup>113</sup>

A.C. Wagner had extensive training and knowledge as a cooper, brewer, engineer, chemist, contractor and architect. However, by 1913, he was working in the managerial aspects of the New England Brewing Company, serving as treasurer and general manager.<sup>114</sup> His wife, Lena, died a few years later in 1916 and Wagner remarried Anna Wall, whom he was with for the rest of his life.<sup>115</sup>

Wagner was also a successful businessman who was always willing to lend his offices for various social and patriotic causes, such as Jewish relief in Israel and Palestine in 1922 or the sale of Liberty Bonds to support U.S. government involvement in World War I. He was the founder and president of a number of businesses, including the Merchants Ice Company and, in the years before his death, the Yale Brewing Company. He was involved in real estate and was “associated” with the New England Fruit Company.<sup>116</sup> The Yale Brewing Company was organized in 1933 at which time Wagner became the president. He died at the age of 74 on January 10, 1935, in Hartford, “after a short illness.”<sup>117</sup>

## **CRITERION E**

A majority the Modernist-style brewery buildings of Esslinger’s, Inc. plant were designed by Richard Ross Neely (Richard R. Neely), who was a significant Philadelphia architect in the first half of the twentieth century. Neely designed five buildings (Building No. 3: Esslinger’s Inc., Cold Storage, Building No. 4: Esslinger’s Inc., Cold Storage, Packing Room & Barrel Storage, Building No. 5: Esslinger’s Inc., Fermenting House; Building No. 6: Esslinger’s Inc., New Brew House; Building No. 7: Esslinger’s Inc., Cold Storage) between 1932 and 1937 and was responsible for two large-scale alterations to nineteenth-century buildings on the property (Building No. 8: Esslinger’s Inc., Bottling Department, Loading Docks, Offices, & Storage (c. 1826-1834); Building No. 2: George Esslinger & Son’s Beer Storage House (1896-97)).

A prolific local architect, Neely’s œuvre includes apartment houses, churches, dwellings, commercial and industrial buildings, garages, public buildings, etc. Among his commercial and industrial buildings designs, he was responsible for or associated with the following projects: Alterations/additions for Snyder Bros at Sixth Street near Market; alterations/additions to a factory for M.L. Swartz at 326 N. 10<sup>th</sup> Street; a commercial building for the Dobson Estate at 125 Market Street; a restaurant for the Dobson Estate at 828 Arch Street; an office building for the Dobson Estate at the northeast corner of 6<sup>th</sup> and Arch Streets; a factory for F. List & Son at 1822 N. Hancock Street; an office

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<sup>113</sup> Thirteenth Census of the United States, 1910 (NARA microfilm publication T624). Records of the Bureau of the Census, Record Group 29. National Archives, Washington, D.C.

<sup>114</sup> “Connecticut,” *American Brewers’ Review* 27 (1913), 490.

<sup>115</sup> “Mrs. Lena Lauterbach Wagner,” *The Brewers Journal* 40 (1916), 180; 1920 Federal Census.

<sup>116</sup> “Adam C. Wagner,” *Hartford Courant*, 11 January 1935.

<sup>117</sup> “Adam C. Wagner,” *Hartford Courant*, 11 January 1935.

building for the Foreign Mission Board at S. 19<sup>th</sup> and Bainbridge Streets; etc.<sup>118</sup> He also completed several early reuse projects in the 1930s, including the conversion of the Schuylkill Hose, Hook & Ladder Company, No. 24 to a commercial building at 1227 Locust Street.<sup>119</sup>

**Historic Context: Richard Ross Neely, Architect (1892-1949)**

Born in Philadelphia, Richard R. Neely was the son of James K. and Susan (Scott) Neely. He graduated in 1910 from the Coleraine Academic Institution in Coleraine, Ireland. After graduation he apprenticed with Belfast architect Samuel Houston from 1910 to 1914 and returned to Philadelphia in 1915, where he worked first in the office of Edmund B. Gilchrist and later with Wilmington, DE, architect Wallace Hance. By 1920, he was formally associated with Hance and with Charles J. Mitchell in the office of Hance, Mitchell & Neely; however, for much the same time period independent projects are also reported for him in the *Philadelphia Real Estate Record and Builders' Guide*; and during the mid-1920s he worked with E. William Martin.

During the 1930s a team of architects, including Horace Trumbauer and Neely, was established to design housing projects, but that effort never came to fruition. Neely's specialties were apartment houses and churches, but he also served large commercial and industrial clients like the subject brewery.

He was a member of the AIA, the T-Square Club, the Royal Institute of British Architects, and the Pennsylvania Society of Architects.

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<sup>118</sup> *PRERBG*, v. 37, n. 9, (1 March 1922), 137; *PRERBG*, v. 41, n. 14, p. 212 (1926); *PRERBG*, v. 51, n. 37, p. 149 (14 October 1936); *PRERBG*, v. 51, n. 40, p. 161 (11 November 1936); *PRERBG*, v. 52, n. 21, p. 85 (9 June 1937); *PRERBG*, p. 130 (16 August 1939); *PRERBG*, p. 125 (9 October 1940);

<sup>119</sup> *Philadelphia Architects and Buildings*, s.v. "Schuylkill Hose, Hook & Ladder Company No. 24," accessed May 15, 2016, [https://www.philadelphiabuildings.org/pab/app/pj\\_display.cfm/31747](https://www.philadelphiabuildings.org/pab/app/pj_display.cfm/31747)



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**This nomination was prepared by the following *friends* of the Keeping Society of Philadelphia:**

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**Kelly Wiles, Architectural Historian**



## **APPENDIX A**

### **Parcel History**

1879

Deed Poll: William F. Temple, sheriff, to George Esslinger, 1 December 1879, Common Pleas Court Sheriff Deed Book No. 92, p. 431. 414 N. Hutchinson St. and N. 10<sup>th</sup> St.

1885

Deed: Nathan Middleton, iron merchant, and Eliza M., his wife, Allen Middleton, Jr., iron merchant, and Charles Wilmer Middleton, iron merchant, and Emilie P., his wife, to George Esslinger, brewer, 17 October 1885, for \$8,000, Philadelphia Deed Book G.G.P., No. 87, p. 84. 415-21 N. Hutchinson St.

1895

Deed: Elijah Dallett and Prosper M. Dallett, executors of the will of Gilles Dallett, Josephine D. Dallett, widow of Gilles, to George Esslinger, brewer, 27 June 1895, for \$11,500, Philadelphia Deed Book J.J.C., No. 108, p. 283, City Archives of Philadelphia. 416-20 N. Hutchinson St.

1899

Deed: Charles W. Snyder, real estate broker, and Ida E., his wife, to George Esslinger, brewer, 20 February 1899, for \$2,600, Philadelphia Deed Book J.V., No. 40, p. 183. 426 N. Hutchinson Street.

1900

Deed: Edward W. Magill, trustee for Jane C. Robinson of Ridley Park, Delaware Co., to George Esslinger, of Philadelphia, brewer, 23 August 1900, for \$2,000, Philadelphia Deed Book J.V., No. 204, p. 15. Noble St.

1903

Deed: Anthony B. Garrett, clerk, and Anne S., his wife, to George Esslinger, city, brewer, 18 May 1903, for \$2,100, Philadelphia Deed Book W.S.V., No. 209, p. 130. 413 N. Hutchinson St.

1905

Deed: William Wagner and Elias Johnson, executors of the will of Joseph Wagner, blacksmith, to George Esslinger, brewer, 8 July 1905, for \$6,000, Philadelphia Deed Book W.S.V., No. 523, p. 151. 405-411 N. Hutchinson St.<sup>120</sup>

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<sup>120</sup> There properties were conveyed to the Esslinger corporation in 1921 (Deed: George Esslinger, brewer, and Elizabeth, his wife, to George Esslinger and Son Brewing Company, 11 October 1921, Philadelphia Deed Book J.M.H., No. 1144, p. 416).

### 1906

Deed: Julia P. Way, widow, to George Esslinger, brewer, 10 November 1906, for \$2,800, Philadelphia Deed Book W.S.V., No. 756, p. 221. 422-24 N. Hutchinson St.

### 1913

Deed: Bridget Loan, widow, to George Esslinger and Son Brewing Company, 3 January 1913, Philadelphia Deed Book E.L.T., No. 212, p. 66. 915 Callowhill St.

### 1923

Deed: Harriett E. Bruff, of the District of Columbia, single woman, to Michael J. Brown, James B. Brown, and Louis H. Brown, 11 April 1923, for \$1, Philadelphia Deed Book J.M.H., No. 1533, p. 432. N. 10<sup>th</sup> St.<sup>121</sup>

Deed: Henry Kloetz and Matilda A., his wife, Thomas V. Patton and Catharine, his wife, and Amelia Hein, to Michael J. Brown, James B. Brown, and Louis H. Brown, 11 April 1923, for \$1, Philadelphia Deed Book J.M.H., No. 1544, p. 12. 429 N. 10<sup>th</sup> St.<sup>122</sup>

Deed: H. Nelson Hammond and C. Raymond Young, administrators de bonis non cum testament annexo of the will of Samuel K. Hammond, to Michael J. Brown, James B. Brown, and Louis H. Brown, 6 August 1923, for \$10,250, Philadelphia Deed Book J.M.H., No. 1659, p. 189. 423-427 N. Hutchinson St.<sup>123</sup>

Deed: H. Nelson Hammond and C. Raymond Young, administrators de bonis non cum testament annexo of the will of Samuel K. Hammond, to Michael J. Brown, James B. Brown, and Louis H. Brown, 6 August 1923, for \$1, Philadelphia Deed Book J.M.H., No. 1659, p. 192. 429 N. Hutchinson St.<sup>124</sup>

### 1931

Deed: Kathryn A. Dolaway, singlewoman, to Esslinger's Inc., 29 August 1931, for \$1, Philadelphia Deed Book J.M.H., No. 3379, p. 582. 419-21 N. 10<sup>th</sup> St.

### 1932

Deed Poll: Richard Weglein, sheriff, to Esslinger's Inc., 3 October 1932, for \$1,700, Philadelphia Deed Book J.M.H., No. 3575, p. 215. 917 Callowhill St.

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<sup>121</sup> There properties were conveyed to the Esslinger corporation in 1931 (Deed: Michael J. Brown and Marette G., his wife, James B. Brown and Mary, his wife, Louis H. Brown and Elizabeth M., his wife, to Esslinger's Inc., 26 August 1931, for \$1, Philadelphia Deed Book J.M.H., No. 3384, p. 395).

<sup>122</sup> There properties were conveyed to the Esslinger corporation in 1931 (Deed: Michael J. Brown and Marette G., his wife, James B. Brown and Mary, his wife, Louis H. Brown and Elizabeth M., his wife, to Esslinger's Inc., 26 August 1931, for \$1, Philadelphia Deed Book J.M.H., No. 3384, p. 395).

<sup>123</sup> There properties were conveyed to the Esslinger corporation in 1931 (Deed: Michael J. Brown and Marette G., his wife, James B. Brown and Mary, his wife, Louis H. Brown and Elizabeth M., his wife, to Esslinger's Inc., 26 August 1931, for \$1, Philadelphia Deed Book J.M.H., No. 3384, p. 395).

<sup>124</sup> There properties were conveyed to the Esslinger corporation in 1931 (Deed: Michael J. Brown and Marette G., his wife, James B. Brown and Mary, his wife, Louis H. Brown and Elizabeth M., his wife, to Esslinger's Inc., 26 August 1931, for \$1, Philadelphia Deed Book J.M.H., No. 3384, p. 395).

1933

Deed: Kathryn A. Dolaway, singlewoman, to Esslinger's Inc., 26 June 1933, for \$1, Philadelphia Deed Book J.M.H., No. 3675, p. 262. 919-33 Callowhill St./401-07 N. 10<sup>th</sup> St./400-12 N. Hutchinson St.

1935

Deed: Kathryn A. Dolaway, singlewoman, to Esslinger's Inc., 25 April 1935, for \$1, Philadelphia Deed Book D.W.H., No. 65, p. 351. 425 N. 10<sup>th</sup> St.

Deed: A. Leon Sickles, of Melrose Park, PA, and Lydia M., his wife, to Esslinger's Inc., 19 Jun 1935, for \$4,700, Philadelphia Deed Book D.W.H., No. 3974, p. 87. 913 Callowhill St.

Title for All Lots

1964

Deed: P & C Realty Co. (formerly Esslinger's Inc.) to Morris A. Kravitz, 29 December 1964, for \$125,000, Philadelphia Deed Book C.A.D., No. 355, p. 382.

1965

Deed: Morris A. Kravitz and Esther J., his wife, to Alfred Pollack and Samuel Pollack, co-partners trading as Alfred and Samuel Pollack Realty Co., 9 October 1965, for \$122,000, Philadelphia Deed Book C.A.D., No. 568, p. 69.

2002

Deed: Alfred Pollack, sole surviving co-partners trading as Alfred and Samuel Pollack Realty Co, to NCL Realty, LP, 6 June 2002, for \$10, Document No. 50477355.