

**Dallas Landmark Commission
Landmark Nomination Form**

1. Name

historic: G & J Manufacturing Company
and/or common: 3912 Willow Street
date: 1937

2. Location

address: 3912 Willow Street
location/neighborhood: A.W. Stearn Addition

block: 826 **lot:** 4- 6 **land survey:** John Grigsby **tract size:** 2.02 Acres

3. Current Zoning

current zoning: PD no. 473

4. Classification

Category

district
 building(s)
 structure
 site
 object

Ownership

public
 private
 both
Public
Acquisition
 in progress
 being considered

Status

occupied
 unoccupied
 work in progress
Accessibility
 yes: restricted
 yes: unrestricted
 no

Present Use

agricultural
 commercial
 educational
 entertainment
 government
 industrial
 military

museum
 park
 residence
 religious
 scientific
 transportation
 other, specify

5. Ownership

Current Owner: Brady K. Wood

Contact: Simbolwood

Phone: 214/747-9663 ext.101

Address: 1700 Commerce Street, Suite 250 **City:** Dallas **State:** TX **Zip:** 75201

6. Form Preparation

Date: November 2000

Name & Title: Terri Gilbert, Preservation Consultant

Organization: Lord and Gilbert

Contact: 1038 San Jacinto, #222 Irving, TX 75063

Phone: 972/869-1620

7. Representation on Existing Surveys

Alexander Survey (citywide) local state national National Register
H.P.L. Survey (CBD) A B C D Recorded TX Historic Ldmk
Oak Cliff TX Archaeological Ldmk
Victorian Survey
Dallas Historic Resources Survey, Phase ___ high ___ medium ___ low

For Office Use Only

Date Rec'd: ___ Survey Verified: Y N by: ___ Field Check by: ___ Petitions Needed: Y N
Nomination: Archaeological Site Structure(s) Structure & Site District

8. Historic Ownership

original owner: G & J Manufacturing Company,
Joseph A. Gage and Benjamin H. Johnson
significant later owner(s): State Vocational School, State of Texas

9. Construction Dates

original: 1937-38
alterations/additions: Unknown

10. Architect

original construction: Eugene E. Davis
alterations/additions: Unknown

11. Site Features

natural:
urban design:

12. Physical Description

Condition, check one:

___ excellent
X good
___ fair
___ deteriorated
___ ruins
___ unexposed

___ unaltered
X altered

Check one:

X original site
___ moved(date ___)

Describe present and original (if known) physical appearance. Include style(s) of architecture, current condition and relationship to surrounding fabric (structures, objects, etc). Elaborate on pertinent materials used and style(s) of architectural detailing, embellishments and site details.

Continuation Sheet

Item # 12

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This two-story brick industrial building is located in the 3900 block of Willow Street. It is a sprawling rectangular building that occupies much of the city block centrally located between downtown and the State Fair Grounds in Dallas. Designed by local architect Eugene Davis and built in 1937-38 for the G & J Manufacturing Company, the building has undergone minor exterior alterations and various interior changes.

The painted masonry building is constructed of steel framing and posts with a poured concrete foundation. The roof is flat with a stepped parapet on both the east and west facades. While all four facades are similar, the north is the primary entrance. Two pairs of flat, 3/4-height pilasters edged with bullnose bricks frame large first floor door openings. A horizontal band of continuous five-over-four multiple light windows with four-over-two pivoting sections crosses the length of the building on the second floor, wrapping around each corner. Windows wrap around each corner of the first floor as well and alternate between door openings. A metal fire escape is centered on the second floor.

The west facade has the horizontal band of windows on the second floor along the width of the building, wrapping from the front around to the rear. The first floor windows are separated by two single doors, on either end, that have been enclosed. The east facade is a solid brick wall with six five-over-four windows at the rear corner of the first floor.

The rear of the building, although not symmetrical, has a distinct division of bays. The first bay from the west corner has horizontal band of windows wrapping around from the west side the entire length of the bay. The first floor's band of windows wrap from the corner but stop, allowing for a large door opening. One five-over-four window section flanks the door on the east side. The second bay from the west corner is visually divided into three horizontal sections. There is a horizontal band of pivoting windows two panes high along the top section. The middle horizontal section is divided into four windows; the first is three-over-five with a three-over-two pivoting section, the second is a series of three four-over-five windows with two-over-two pivoting sections, the third is another three-over-five with a two-over-three pivoting section, and the fourth is two four-over-five windows with two-over-two pivoting sections. The first floor has two single entry doors with three pane transoms above flanked by four-over-five window sections, three sections between the doors and two sections to the east side of the second door. The remaining section of the rear of the building has a long band of windows of the same configurations as the west corner on the second floor. The first floor has a steel frame structure on the exterior of the building where two large door openings were enclosed. On the east corner of the first floor are three window sections.

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The G & J Manufacturing Company building was, as many other modern industrial buildings, utilitarian in design but exhibited Art Moderne influences in its style and innovative building methods. The long, horizontal bands of windows wrapping around the corners of the building were possible because the structural supports were moved to the interior of the building, an advanced building method that was indicative of the Art Moderne style. Other Moderne elements are the smooth walls, flat roof and a strong horizontal emphasis and make the building a unique reminder of Dallas' past.

Interior

The building has a 6-inch concrete slab floor on the ground level and oak floors with open joist framing on the upper level. Offices were located on the first and second floors in the rear of the building. Interior walls were constructed of concrete block materials and interior windows were multi-paned with iron framing. Mezzanine balconies with metal framing and stairs filled the remaining space on the first floor. One set of enclosed stairs constructed of poured concrete treads and risers with metal edging, along with a large freight elevator located in the center of the interior, provide access to the second floor.

Alterations

Overall, the G & J Manufacturing Company retains a high degree of integrity of setting, design, material, workmanship, feeling, and association. While modifications have occurred, they have not impacted the building's ability to convey its historic significance as a Depression era industrial building nor its architectural significance as an excellent example of an Art Moderne industrial building.

Minor alterations have been made to the building's exterior. A metal fire escape has been added to the center of the second floor of the west façade. A single metal door has been added within the window opening adjacent to the large door opening at the northwest corner of the west façade and a window opening has been enlarged to a door opening at the southwest corner of the same façade. Two door openings on the south façade have been enclosed. The door at the northeast corner of the east façade has been enlarged. Any decorative elements along the parapet that were present at the time of construction have been removed.

13. Historical Significance

Statement of historical and cultural significance. Include: cultural influences, special events and important personages, influences on neighborhood, on the city, etc.

Summary

The G & J Manufacturing Company is eligible for designation for its association with Dallas industry during the depression era. The building is also eligible as an example of Art Moderne architecture with was employed in a number of buildings in Dallas during this time.

Historical Significance

The G & J Manufacturing Company and other related manufacturers built factories in the early 20th Century between downtown and the State Fair Grounds in Dallas, contributing to the city's growing industrial base. Dallas, founded in 1841, was emerging by the turn of the century as an important regional distribution center, serving the markets in Texas, Oklahoma and Arkansas. While Dallas was not a port city and had no navigable waterways, it established its role in regional trade through railroad transportation. In 1872, the Houston and Texas Central Railroad was built from Houston north to Dallas, and by the end of the century, the city was served by six railroads. With rail services, both raw materials and finished goods could be shipped virtually anywhere. As a network of railroads criss-crossed the state and nation during the late 19th century, manufacturers selected strategically located sites in which to establish new branches, factories and stores, thereby expanding their markets. Dallas sitting at a major railroad hub became one such center thriving through the early years of the 20th century and the great depression.

The Great Depression that swept throughout America in 1929 had very little immediate affect on Texas, or Dallas in particular. Through 1930, Texas persisted in their belief that the depression affected only those money "gamblers" in the stock market and they could always produce enough from their farms to keep from going hungry. Throughout 1930, newspapers printed stories of increased construction, railroad traffic, oil production and cattle and poultry sales. In Dallas, business in construction was flourishing. Federal programs such as the Civilian Conservation Corps, the Works Projects Administration, the National Youth Administration and the Public Works Administration helped bolster the state's economy during the early 1930's and 1940's. Most beneficial to Dallas, however, was the Texas Centennial in 1936. "Despite the depression, the Texas Centennial Commission was formed in September 1934 to plan the celebration and the legislature passed an appropriations bill for the effort in April 1935. With additional federal assistance, the state centered its activities on Dallas, where a \$25 million effort was put into transforming Fair Park into a world's fair with permanent buildings. Work proceeded quickly and with a very positive effect on the economy."¹ Dallas businesses were eager to capitalize on the upturn in the local economy and 1937 was the greatest year of industrial

¹ "Great Depression." The Handbook of Texas Online.

<<http://www.tsha.utexas.edu/handbook/online/articles/view/GG/npgl.htm>>

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and commercial growth in Dallas' history. The boom of 1937 was quickly surmounted by another record breaking year in industrial growth in 1940 and it was projected that with the industries secured, the persons employed and the annual payroll would more than double. Dallas' importance as the manufacturing center of the southwest was greatly strengthened. Companies producing or installing air conditioning equipment played major roles in this economy.

The G & J Manufacturing Company was one such company. They helped Dallas become a center of the air conditioning industry, building the modern \$100,000 facility at 3912 Willow Street in 1937, a building they occupied until 1947. Founded by partners Joseph Addison Gage and Benjamin H. Johnson, the G & J Manufacturing Company was, at the time, one of the most complete and largest organizations for the fabrication, sale and installation of air conditioning equipment in the Southwest. They represented companies such as the Curtis Refrigeration Corporation out of St. Louis, the Peerless Electric Company from Warren Ohio, as well as the Corozone Air Conditioning Corporation and the National Fan and Blower Company.

Although air conditioning equipment had been used in industrial applications for 30 years, the widespread use in homes and businesses was a new industry and in great demand. Business owners were quick to recognize the benefits and advantages of air conditioning installations. "Business men who should wear their coats and keep their ties tied, will look smart in the summer as in the winter. Executives in addition to increasing their comfort, will impress clients with the modern ness of their equipment. The annoying street noises and city grime can be eliminated in the office, for the air conditioning provides comfort while windows remain closed."² Business journals show that an increase in annual business volume averaged 36 percent after air conditioning was installed. Dallas was among the cities leading the nation in the manufacturing and installation of air conditioning equipment during 1938. Companies specializing in air conditioning were making Dallas their headquarters, taking advantage of its strategic location and favorable climate conditions. Because Dallas had been an operating point for contracting businesses, many of the contractors had developed experience, technique and ability in handling the highly specialized type of construction that air conditioning projects required which gave Dallas a competitive edge in related industries as well. "Air conditioning is a completely new industry, not replacing any older existing industries therefore it does not result in an industrial upheaval but rather acts as a stimulant for the insulation, sheet metal, piping and power industries."³ Dallas was enjoying its industrial successes and was able to secure defense contracts totaling \$91,000,000 in 1941. The G & J Manufacturing Company

2 "Air Conditioning Installations Show Increase". Southwest Business Journal. Dallas, Texas. May, 1938. p. 22-23

3 "Air Conditioning Benefits Are Spreading". Southwest Business Journal. Dallas, Texas. April, 1938. p. 9, 44

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manufactured cabinets, complete with cradles for field ranges to fulfill a contract in the amount of \$299,750 during the same year.

The G & J Manufacturing Company also produced canning equipment, no doubt to support their other businesses, the Thrift Packing Company and the J. Delgado Manufacturing Company. Both were well-established food packing companies and were located immediately to the south at 2914-20 South Pacific Avenue.

In 1947, and until 1952, a State Vocational School, an African-American vocational school specializing in electrical and welding trades, occupied the building and was directed by James Ledbetter. The vocational education movement began in the early 20th Century when legislation was passed requiring the teaching of agriculture in all rural schools. In 1917, the passing of the Smith-Hughes Act provided funds that were to be matched states to help pay salaries of agriculture, home economics and industrial education teachers. The act reinforced a dual system of education by separating vocational education from academic training and provided funds for that purpose. It represented a victory for social efficiency reformers, who believed that there were well-defined social classes that it was democratic to make industrial education available to the lower classes, and that students should be sorted out into appropriate schools according to their probable destiny. The Cardinal Principles in 1918 endorsed vocational education, a differentiated curriculum, and a comprehensive high school rather than a separate trade school. John Dewey Opposed separating vocational education from citizenship preparation. He considered it fatal to democracy to permit the formation of fixed classes and saw the trade school approach contributing to it. Although separate trade schools were not generally established, Dewey's ideas of integrating practical and theoretical studies were not usually followed. Instead, differentiated curriculum, testing, ability grouping and vocational guidance spread.

The George-Deen Act of 1936 supplemented funds provided by the Smith-Hughes Act and liberated regulations. Although industrial training slowed during the Great Depression, during World War II more than 600,000 adults in Texas were enrolled in vocational programs. The George-Barden Act provided additional funding in 1947 and by 1948; Texas had one of the three largest vocational education programs in the country.

Although details of the school located in the G & J Manufacturing Company building are unknown, the importance of its location in Dallas cannot be underscored. The Vocational education system provided a vital service to the city's returning servicemen and young adults by giving them the dignity of work, career orientation and preparation for employment.

Architectural Significance

While simplistic in design, the G & J Manufacturing Company building is a good example of the Art Moderne style with International style influences. The building's design was similar to those being constructed at Fair Park in the Art Deco style though it is a streamlined version of the style. Defining characteristics found on the building include, rounded corners at the window sills, long banding of the windows, windows wrapping around corners, smooth surfaces, a flat roof and a strong horizontal emphasis.

Art Moderne architecture was most often built between 1920 and 1940 and on a very limited basis during the depression years when a less decorative and more practical expression of modern architecture was dictated. Introduced into use were common materials such as glass, metal brick, chrome, stucco and glass block. The form became the ornamentation. "Ornament laden buildings using rich materials, vivid colors, and textures were replaced with more economical methods incorporating smooth surfaces, most often of stucco, rounded corners and crisp parapets. It was an outgrowth of the machine aesthetic and of man's preoccupation with technology."⁴ Windows were emphasized in horizontal bands with metal mullions. Many examples of this streamlined style imitated machine forms and built to express speed through the use of horizontal lines and fluid curves. It was a logical conclusion for the symbol of the new age of technology to be dictated by industrial design and designers.

Due to the limited quantities that these buildings originally existed, and the opinion that they are disposable, few buildings in this style and of this size are still standing outside of Fair Park. While the building has been slightly altered, the defining characteristics of the style are still present and the building retains a high degree of integrity of design.

⁴ Collier, Diane M. Hospodka. Art Deco Architecture: Dallas, Texas. University of Texas at Arlington Press, 1980. p. 9-14

14. Bibliography

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"Vocational Education" The Handbook of Texas Online.

<http://www.tsha.utexas.edu/handbook/online/articles/view/VV/kdves.html>

15. Attachments

District or Site Map _____ *Additional descriptive material*
Site Plan _____ *Footnotes*
Photos (historic & current) _____ *Other:* _____

16. Inventory of Structures-Historic District Only (Page ___ of ___)

Please complete this form for each structure in a proposed historic district

a. Location and Name

b. Development History

Original owner: _____

Architect/builder: _____

Construction/alteration dates: _____

c. Architectural Significance

Dominant style: _____

Condition: _____

Alterations: _____

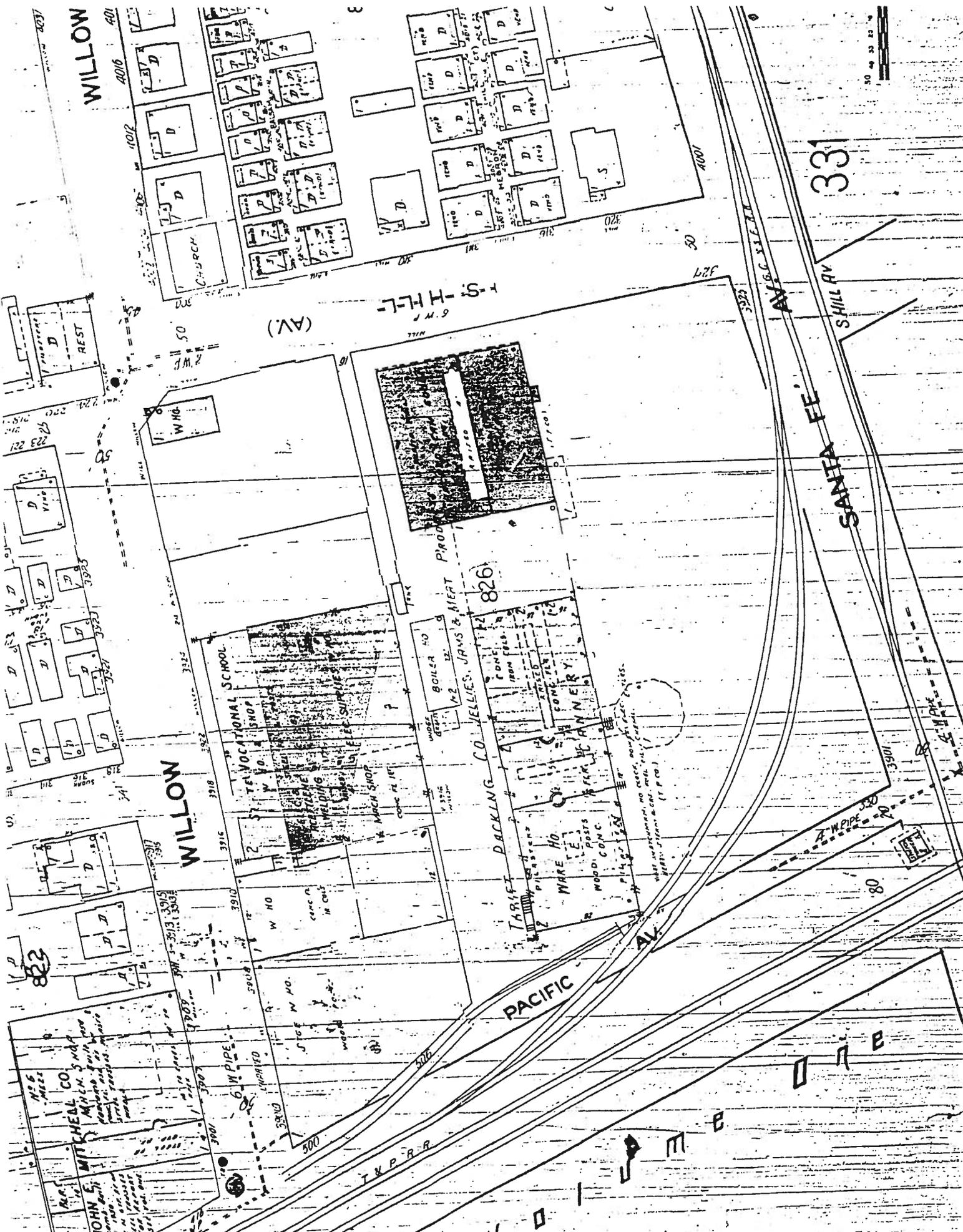
d. Category

Contributing _____
excellent example of an
architectural style that is typical
of or integral to the district;
retaining essential integrity of
design

Compatible _____
supportive of the district in age,
style and massing but is not
representative of the significant
style, period and detailing, or
area of significance typical of the
district

Non-contributing _____
intrusive; detracts from the
character of the district

e. Statement of Significance



WILLOW

WILLOW

T-S-H-T-L-L (AV)

826

TELEVOCAIONAL SCHOOL

WELLES, JAMS & MEAT

DACKING CO

CANNERY

BOILER HO

WELDING

MARE HO

PACIFIC

SANTA FE

331

SHILL AV

80

50 40 30 20 10

JOHN S. MITCHELL CO
 1000 S. 10th St.
 Omaha, Neb.
 1000 S. 10th St.
 Omaha, Neb.
 1000 S. 10th St.
 Omaha, Neb.

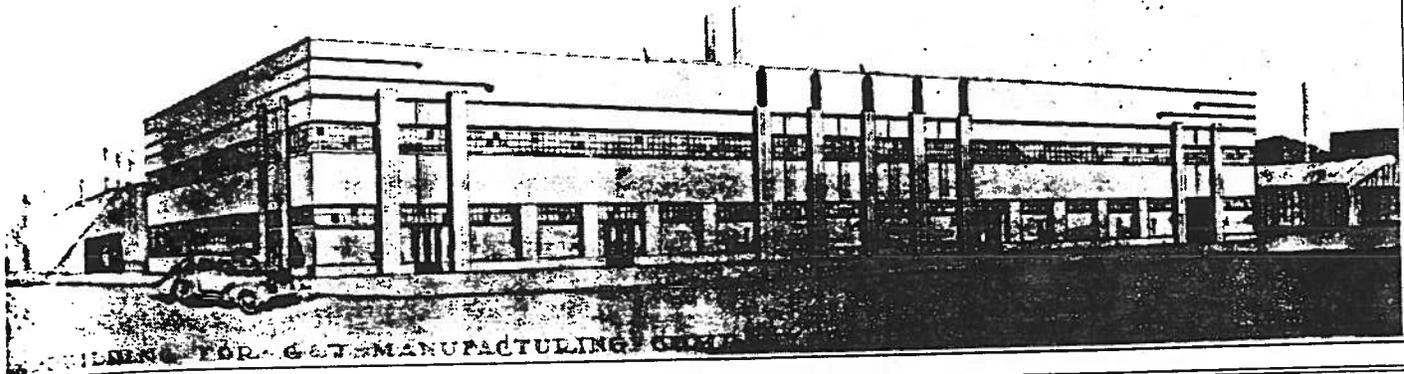
WOOD CONC
 IRON PIPES
 WELDING
 MARE HO
 TARIFF
 PIPES
 WOOD CONC
 IRON PIPES
 WELDING
 MARE HO
 TARIFF
 PIPES

6 W.P.P.E.

A W.P.P.E.

T & P R R

G. & J. Company Builds Big Plant



Under construction at 3914 Willow Street is the \$100,000 plant of the G. & J. Manufacturing Company, designed by Eugene Davis, which will turn out canning equipment and air conditioning supplies. J. A. Gage, general manager, said this will be one of the most complete and largest organizations for the fabrication, sale and installation of air conditioning equipment in the Southwest. The building is nearing completion and will be ready for occupancy in about 30 days. The shops and plant will be housed in the new structure, which will be equipped with the latest modern facilities and equipment.

The G. & J. Manufacturing Company will offer to the Dallas trade territory the line of the Curtis Refrigeration Corporation of St. Louis, which has a background of 83 years of successful merchandising and dealer cooperation, with a complete line of 86 units, from one-sixth horsepower to 30 tons capacity. Products of the Peerless Electric Company, Warren, Ohio, embracing exhaust fans, blower wheels, electric motors, and attic fans, will also be carried. In addition, furnace blowers, blast coils, and oil- and gas-fired floor and suspended types of winter air conditioners of such well known manufacturers as the Corozone Aid Conditioning Corporation, The National Fan and Blower Company, and all kinds of accessories such as registers, grilles, sheaves, pulleys, spray nozzles and controls, will be handled by the G. & J. Company, Mr. Gage said.

Realtors to Meet

The Texas Association of Real Estate Boards is actively cooperating with the Dallas Real Estate Board in making plans for the regional convention of realtors to be held in Dallas next January. At the same time, the board of directors of the National Association of Real Estate Boards will also meet in Dallas.

Sweeney Engineering School Moves From Kansas to Dallas

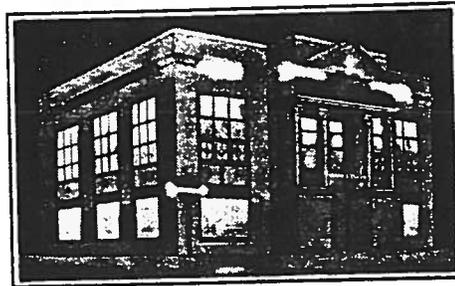
The Sweeney Engineering School, one of the oldest and best known trade schools in the country, recently moved from Wichita, Kansas, to Dallas, leasing the building at Commerce and Preston Streets for administrative offices and classrooms.

E. J. Sweeney, president and operator of the school, explained that the move was made because of the industrialization of the South and Southwest, and the re-

are provided for each student. Actual shop training is offered in the Diesel engineering course.

In the 30 years he has been training men in the mechanical trades. Mr. Sweeney has graduated 85,000 students from his classes. At one time, the government of Soviet Russia sent 30 men to be trained in his school. A number of other foreign countries have been represented in his classes.

Herbert Scheel is sales director as well as chief instructor in the school.



The Sweeney School

sulting demand for trained, skilled workers. He said there is an increasing number of Southwestern youth who are leaving agricultural work to study for the mechanical trades.

The Sweeney School offers day and night classes in complete automobile engineering, welding engineering and Diesel engineering. The automobile engineering course is complete in every detail and covers every phase of the automobile, truck, tractor, marine and stationery engines. The welding engineering course includes both acetylene and electric work. Individual torches and electric welders

Foreign Trade Week Observance Successful

Dallas' city-wide observance of National Foreign Trade Week, May 22-28, was considered highly successful.

The observance was arranged by the foreign trade committee of the Dallas Chamber of Commerce, of which Ben C. Ball is chairman and Harold M. Young is secretary.

All of the principal luncheon clubs heard talks on foreign trade, its relation to Texas industry and agriculture, and its vital importance to the nation. Speakers stressed the relation of foreign trade development to the South's cotton problem.

Retail stores, transportation and communication agencies, and the Interstate Theaters all cooperated in the observance. Special displays were arranged, and the Interstate Theaters showed a motion picture, "Texas in Foreign Trade."

17. Designation Criteria

History, heritage and culture: Represents the historical development, ethnic heritage or cultural characteristics of the city, state, or country.

Historic event: Location of or association with the site of a significant historic event.

Significant persons: Identification with a person or persons who significantly contributed to the culture and development of the city, state, or country.

Architecture: Embodiment of distinguishing characteristics of an architectural style, landscape design, method of construction, exceptional craftsmanship, architectural innovation, or contains details which represent folk or ethnic art.

Architect or master builder: Represents the work of an architect, designer or master builder whose individual work has influenced the development of the city, state or country.

Historic context: Relationship to other distinctive buildings, sites, or areas which are eligible for preservation based on historic, cultural, or architectural characteristics.

Unique visual feature: Unique location of singular physical characteristics representing an established and familiar visual feature of a neighborhood, community or the city that is a source of pride or cultural significance.

Archeological: Archeological or paleontological value in that it has produced or can be expected to produce data affecting theories of historic or prehistoric interest.

National and state recognition: Eligible of or designated as a National Historic Landmark, Recorded Texas Historic Landmark, State Archeological Landmark, American Civil Engineering Landmark, or eligible for inclusion in the National Register of Historic Places.

Historic education: Represents as era of architectural, social, or economic history that allows an understanding of how the place or area was used by past generations.

Recommendation

The Designation Task Force requests the Landmark Commission to deem this nominated landmark meritorious of designation as outlined in Chapter 51 and Chapter 51A, Dallas Development Code.

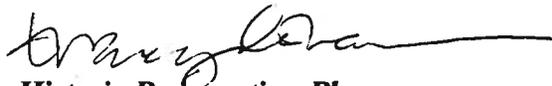
Further, the Designation Task Force endorses the Preservation Criteria, policy recommendations and landmark boundary as presented by the Department of Planning and Development.

Date:

*Chair
Designation Task Force*

*Chair
Designation Task Force*

*Chair
Designation Task Force*


Historic Preservation Planner