

(Oct. 1990)

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
REGISTRATION FORM

992



1. NAME OF PROPERTY

HISTORIC NAME: G&J Manufacturing
OTHER NAME/SITE NUMBER: N/A

2. LOCATION

STREET & NUMBER: 3912 Willow Street
CITY OR TOWN: Dallas
STATE: Texas CODE: TX COUNTY: Dallas CODE: 113
NOT FOR PUBLICATION: N/A
VICINITY: N/A
ZIP CODE: 75226

3. STATE/FEDERAL AGENCY CERTIFICATION

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this (nomination) (request for determination of eligibility) meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property (meets) (does not meet) the National Register criteria. I recommend that this property be considered significant (nationally) (statewide) (locally). (See continuation sheet for additional comments.)

Signature of certifying official

6-25-02
Date

State Historic Preservation Officer, Texas Historical Commission

State or Federal agency and bureau

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

Signature of commenting or other official

Date

State or Federal agency and bureau

4. NATIONAL PARK SERVICE CERTIFICATION

I hereby certify that this property is:

entered in the National Register
 See continuation sheet.

determined eligible for the National Register

See continuation sheet

determined not eligible for the National Register

removed from the National Register

other (explain):

Signature of the Keeper

Date of Action

9/14/02

5. CLASSIFICATION

OWNERSHIP OF PROPERTY: Private

CATEGORY OF PROPERTY: Building

NUMBER OF RESOURCES WITHIN PROPERTY:	CONTRIBUTING	NONCONTRIBUTING
	1	0 BUILDINGS
	0	0 SITES
	0	0 STRUCTURES
	0	0 OBJECTS
	1	0 TOTAL

NUMBER OF CONTRIBUTING RESOURCES PREVIOUSLY LISTED IN THE NATIONAL REGISTER: 0

NAME OF RELATED MULTIPLE PROPERTY LISTING: N/A

6. FUNCTION OR USE

HISTORIC FUNCTIONS: INDUSTRY/PROCESSING/EXTRACTION: Manufacturing facility

CURRENT FUNCTIONS: COMMERCE/TRADE: Business

7. DESCRIPTION

ARCHITECTURAL CLASSIFICATION: MODERN MOVEMENT: International Style

MATERIALS: FOUNDATION Concrete
WALLS Concrete
ROOF Wood; Asphalt
OTHER Glass; Metal: Steel

NARRATIVE DESCRIPTION (see continuation sheets 7-5 through 7-11).

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G&J Manufacturing Company
Dallas, Dallas County, Texas

The two-story G & J Manufacturing Company faces west at 3912 Willow Street at the corner of Willow Street and Hill Avenue roughly half way between the central business district and the State Fair Grounds near Deep Ellum in East Dallas. One- and two-story industrial warehouses and light manufacturing buildings similar in age and materials surround the building and create a wider context of industrial and manufacturing facilities. The now abandoned Texas & Pacific Railroad tracks (owned by DART) lie to the south and east of the building separated by expansive concrete parking areas and landscape elements. Constructed in 1937-38, the 35,000 square-foot rectangular building with flat roof is constructed of painted concrete blocks. Stepped parapets on the north and south facades, raised vertical pilasters, and bands of multi-light steel frame windows provide noteworthy architectural elements for the building. An extensive rehabilitation completed in 2001 created open expanses of interior space now used as offices.

The G & J Manufacturing Company lies on the northwest side of the former Texas & Pacific Railroad track between Deep Ellum and the State Fair Grounds in East Dallas. The roughly half-acre site is bound by Willow Street on the north, Hill Avenue on the east and the T & P Railroad track (now owned by Dallas Area Rapid Transit, DART) on the south and west (see site plan, Figure 1). Concrete parking areas are to the west and south with access to parking from the west along a detached section of Willow Street adjacent to the Mitchell Building, now the Mitchell Lofts. A concrete sidewalk aligns Willow on the west while a concrete drive abuts the building on the north (accessed from Willow). An undeveloped landscaped area highlights the immediate corner of the lot along Willow and Hill while an eight-foot metal fence denotes the property line around the building.

Constructed in 1937-38, the G & J Manufacturing Company is a two-story steel frame and concrete block building set on a poured concrete foundation. The roof is flat with a stepped parapet on both the north and south facades. The building is a modest Art Moderne influenced design mostly noted by raised pilasters on the principal facade and the horizontal emphasis created by the bands of steel casement windows. A published drawing indicates that the architect may have intended a stronger Art Moderne design with horizontal raised bands of brick on the upper facade and more defined pilasters centered on the principal facade (see Figure 2). The building is now painted a distinctive gold color that emphasizes its once industrial and utilitarian function.

The principal and symmetrical west facade consists of a largely flat plane modestly highlighted with two pairs of raised pilasters edged with bullnose bricks framing large double doors near both the north and south ends of the first floor. The pilasters extend from ground level crossing a full width horizontal band of multi-light steel casement windows with eight-light pivoting center sections at the second floor. This band of windows wraps around the building to both the north and south facades. A similar window configuration lies between the double doors on the first floor.

The asymmetrical east facade falls into roughly three bays. On the southernmost end, the first bay includes horizontal bands of horizontal windows wrapping around from the south facade on the second story ending abruptly and doing the same on the first story but allowing for a double door to break the run. Double width glass doors covered by a flat metal awning now provide the principal entry for the building. The second bay is divided into three horizontal units with the upper unit being a band of multi-light windows while the second unit being a set of multi-light windows in an A-B-A-B configuration. The first story unit consists of an unusual configuration of single door with transom, multi-light windows, single door with transom, and double doors with multi-light windows. The third bay on the east facade includes a band of

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multi-light windows on the second story and a single door and a set of multi-light windows on the first story near the corner of the building. A large steel frame structure attached to the building and set on a raised concrete foundation extends toward the east approximately twenty feet at the northernmost end of this façade. This open frame structure appears to cover an area once containing two large door openings.

The north façade contains only a short band of multi-light windows on the east end of the first story and a new exterior steel staircase (fire stair) and door on the west end of the second story. The south façade includes a full-width band of multi-light windows on the second story and a band of multi-light windows centered on the first story with the ends of the wrap-around multi-light windows on the east and west ends.

The interior of the building is defined by large open spaces divided by steel beam supports and a few partition walls (see Figures 3-5). Sets of offices at the southeast corner remain while former production areas fall around mezzanine balconies and serve to break up the second floor. An enclosed set of stairs and freight elevator provides access to the second story from a new double height lobby at the southeast corner. All other partitions are set apart from the original building material with concrete blocks. The oak floors on the first floor remain, but new 2½-inch wood replaces deteriorated material on the second.

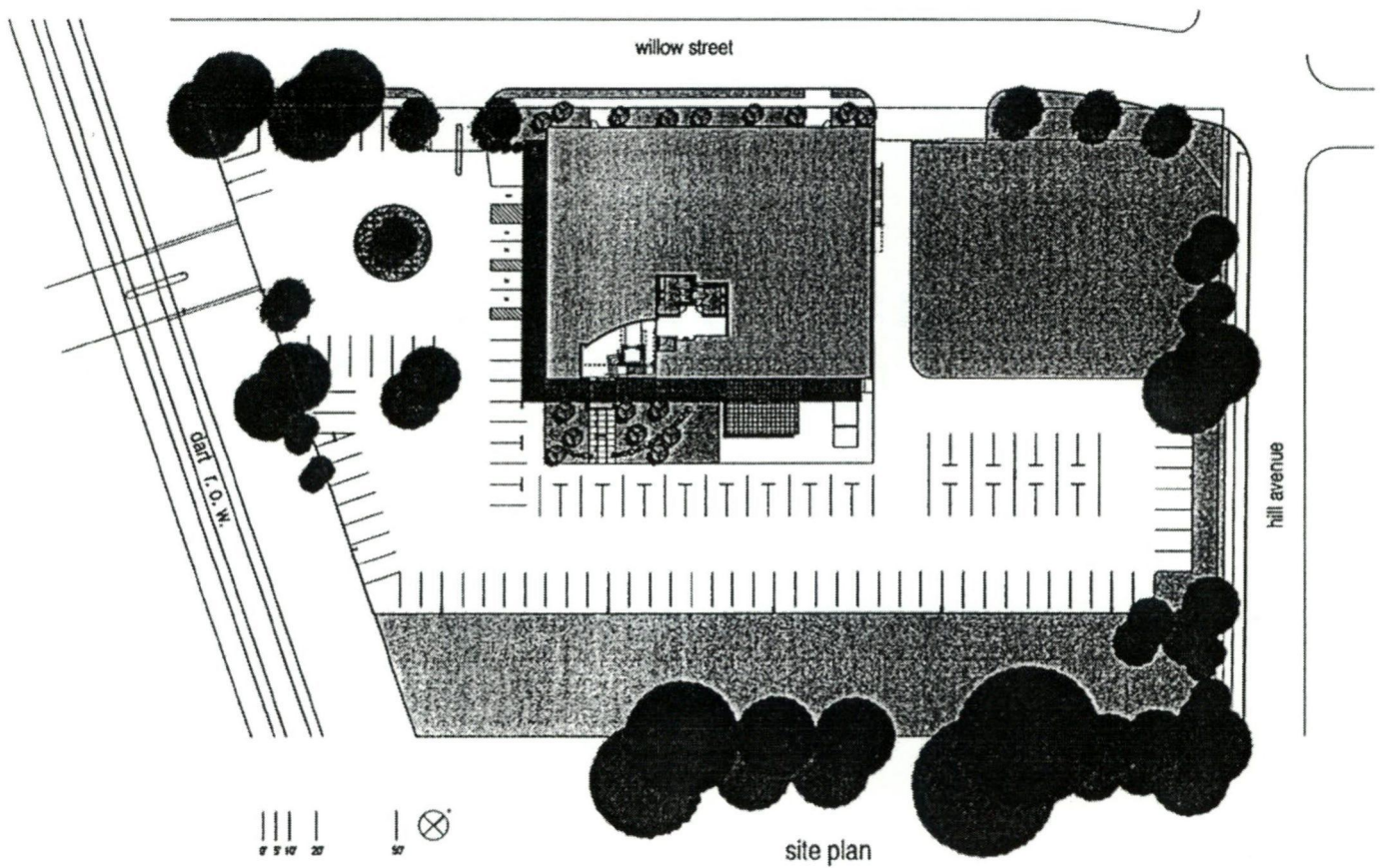
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G&J Manufacturing Company
Dallas, Dallas County, Texas

Figure 1: Site Plan



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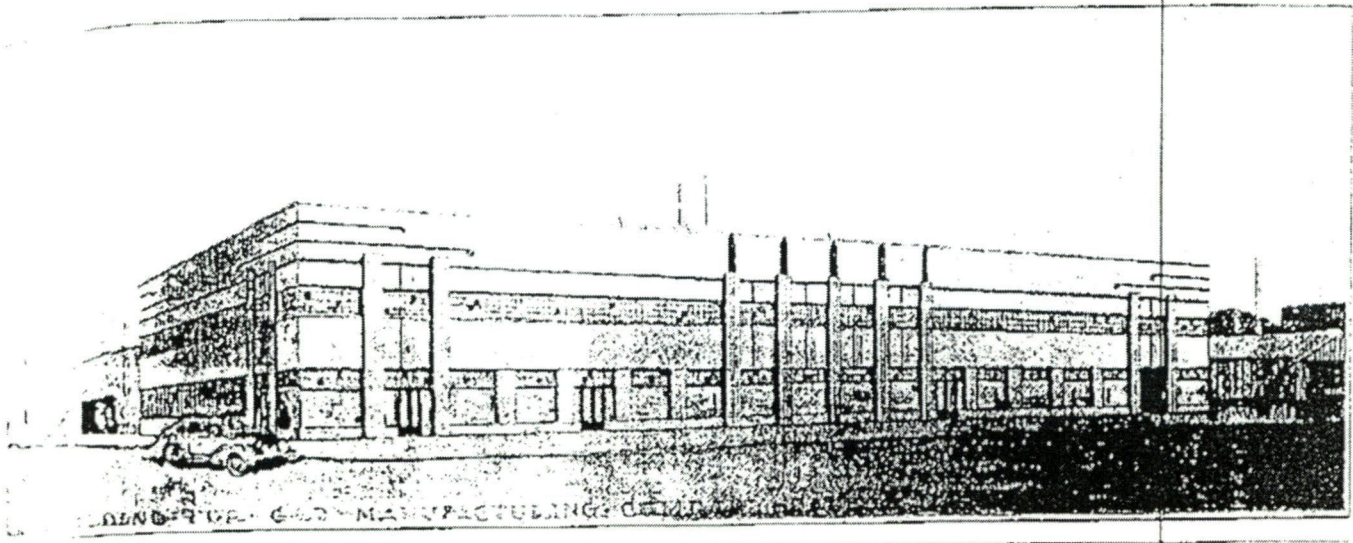
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G&J Manufacturing Company
Dallas, Dallas County, Texas

Figure 2: Original Architectural Drawing

G. & J. Company *Builds Big Plant*



SOUTHWEST BUSINESS • JUNE, 1938

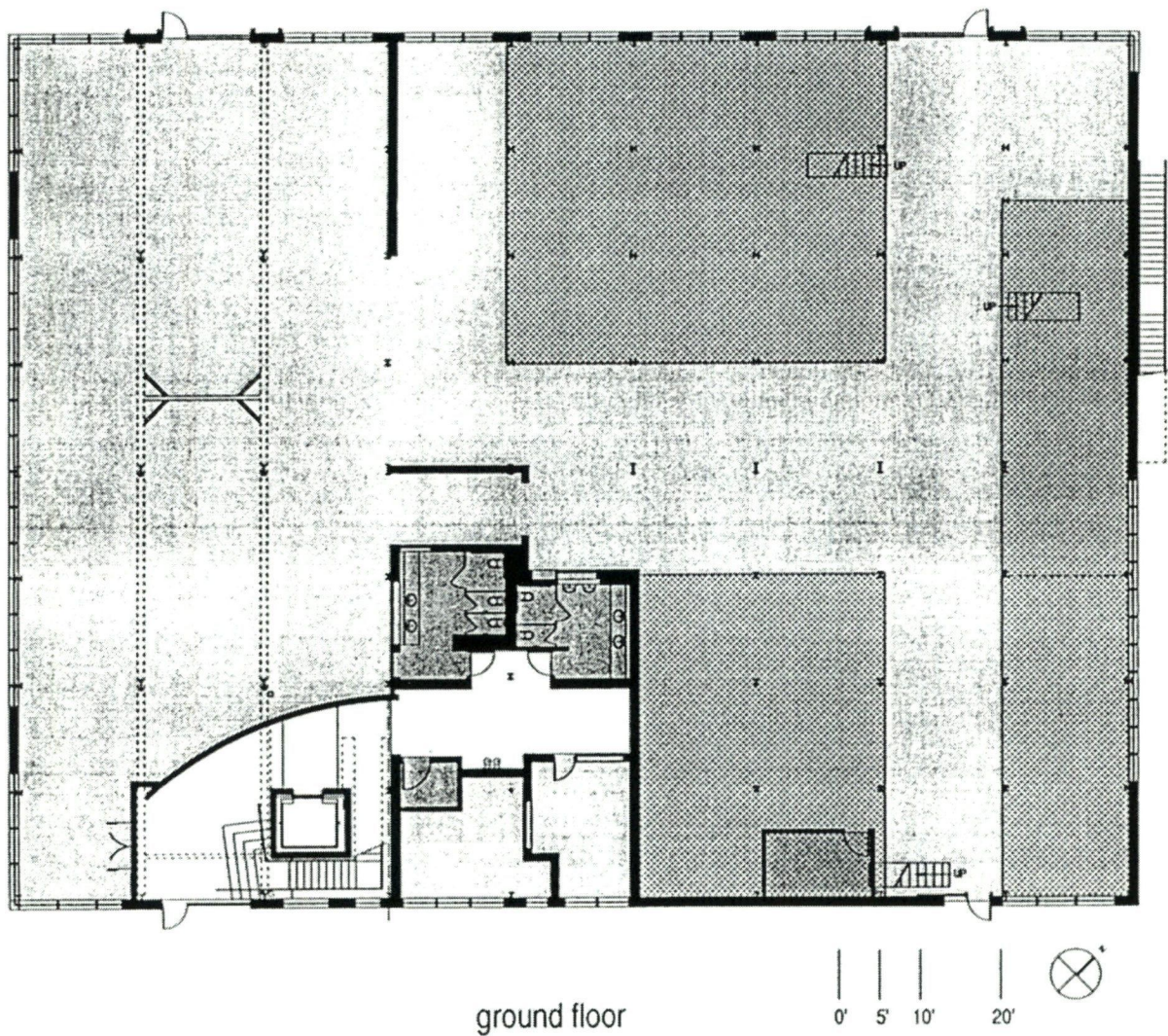
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G&J Manufacturing Company
Dallas, Dallas County, Texas

Figure 3: Ground Floor Plan



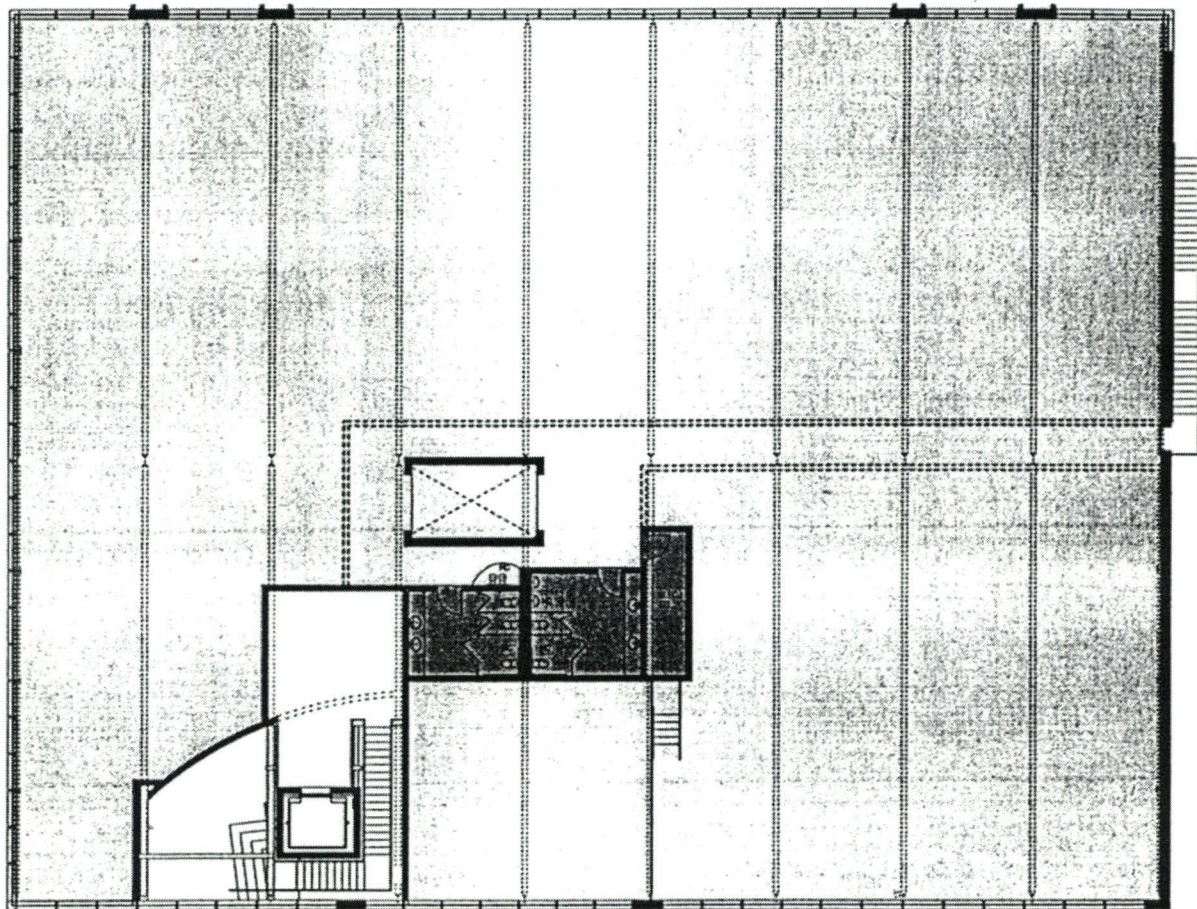
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G&J Manufacturing Company
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Figure 4: Second Floor Plan



second floor



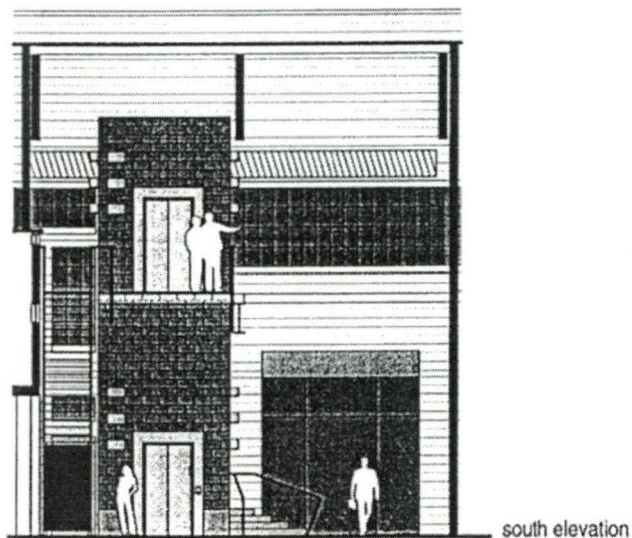
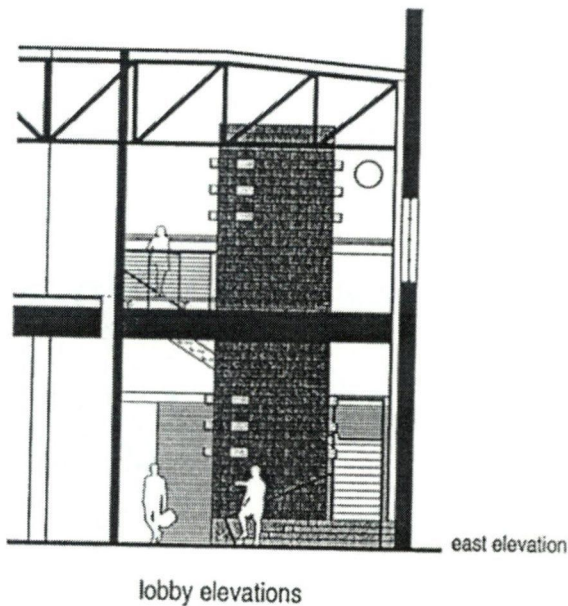
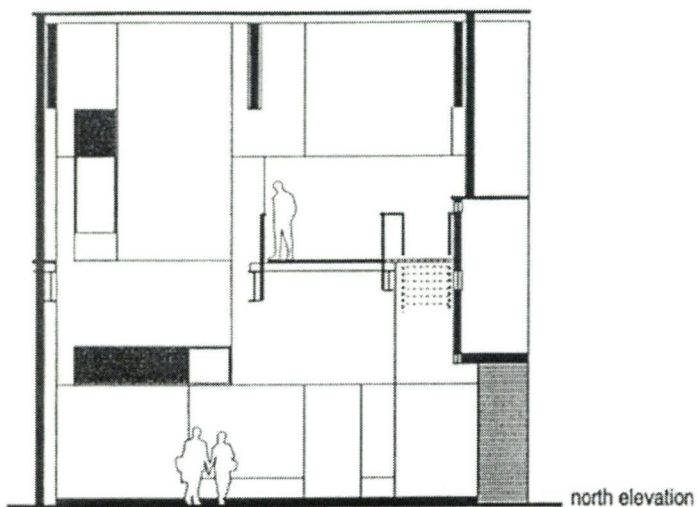
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G&J Manufacturing Company
Dallas, Dallas County, Texas

Figure 5: Interior Elevations



8. STATEMENT OF SIGNIFICANCE

APPLICABLE NATIONAL REGISTER CRITERIA

- A** PROPERTY IS ASSOCIATED WITH EVENTS THAT HAVE MADE A SIGNIFICANT CONTRIBUTION TO THE BROAD PATTERNS OF OUR HISTORY.
- B** PROPERTY IS ASSOCIATED WITH THE LIVES OF PERSONS SIGNIFICANT IN OUR PAST.
- C** PROPERTY EMBODIES THE DISTINCTIVE CHARACTERISTICS OF A TYPE, PERIOD, OR METHOD OF CONSTRUCTION OR REPRESENTS THE WORK OF A MASTER, OR POSSESSES HIGH ARTISTIC VALUE, OR REPRESENTS A SIGNIFICANT AND DISTINGUISHABLE ENTITY WHOSE COMPONENTS LACK INDIVIDUAL DISTINCTION.
- D** PROPERTY HAS YIELDED, OR IS LIKELY TO YIELD, INFORMATION IMPORTANT IN PREHISTORY OR HISTORY.

CRITERIA CONSIDERATIONS: N/A

AREAS OF SIGNIFICANCE: Industry; Education

PERIOD OF SIGNIFICANCE: 1937-1952

SIGNIFICANT DATES: 1937-38; 1947

SIGNIFICANT PERSON: N/A

CULTURAL AFFILIATION: N/A

ARCHITECT/BUILDER: Davis, Eugene

NARRATIVE STATEMENT OF SIGNIFICANCE (see continuation sheets 8-12 through 8-14).

9. MAJOR BIBLIOGRAPHIC REFERENCES

BIBLIOGRAPHY (see continuation sheet 9-15).

PREVIOUS DOCUMENTATION ON FILE (NPS): N/A

- preliminary determination of individual listing (36 CFR 67) has been requested.
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic Landmark
- recorded by Historic American Buildings Survey #
- recorded by Historic American Engineering Record #

PRIMARY LOCATION OF ADDITIONAL DATA:

- State historic preservation office (*Texas Historical Commission*)
- Other state agency
- Federal agency
- Local government
- University
- Other -- Specify Repository:

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G&J Manufacturing Company
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The G & J Manufacturing Company, constructed in 1937-38 and designed by Dallas architect Eugene Davis, is part of a collection of light industrial and manufacturing buildings in East Dallas. Though modest in its architecture, the building remains an important part of the contextual make up of the immediate area being similar to nearby one- and two-story masonry buildings found along the former T&P Railroad. Founded by partners Joseph Addison Gage and Benjamin H. Johnson, the company produced canning equipment and air conditioning supplies from 1937 to 1947. In 1947 until 1952, the building housed a State of Texas vocational school for African-American students under the direction of James Ledbetter. The property is eligible for the National Register of Historic Places under Criterion A in the areas of Industry and Education at the local level of significance. It retains its integrity of location, setting, association, feeling, design, materials and workmanship. The building was recently rehabilitated and adapted for high technology office space.

The G & J Manufacturing Company lies between the central business district, Deep Ellum, and the State Fair Grounds in an area of similar industrial buildings aligning the former Texas & Pacific Railroad. This area of the city had grown during the early 20th century becoming the home to a number of manufacturing facilities. Dallas as a whole had become a regional distribution center after the arrival of the railroad in 1872, and the later addition of other rail lines, but East Dallas especially welcomed moderate sized industrial businesses. The eastern leg of the T&P which came through East Dallas provided easy access for freighting for local businesses requiring a larger trade area in Arkansas, Louisiana, and Oklahoma. A number of these industries focused on agricultural products or equipment, mostly cotton, but a sizeable number of businesses also produced allied products or processed food products from regional agricultural efforts. The Mitchell Company (immediately to the southwest) and the Continental Gin Company (a few blocks west) are two examples of such businesses.

In the mid 1930s, business partners Joseph Addison Gage and Benjamin H. Johnson commissioned local architect Eugene Davis to design a new facility for one of their businesses. Though little is known of Eugene Davis, he appears to have specialized in designing industrial buildings as another example of his work from 1945 is approximately two blocks west at 3800 Main Street.

The G & J Manufacturing Company produced canning equipment but largely focused on a relatively new local business of air conditioning equipment for the preservation of food products. Gage and Johnson also owned the Thrift Packing Company and the J. Delgado Manufacturing Company located to the south of this building at 2914-2920 South Pacific Avenue. These companies specialized in food packing while the Gage Brokerage Company, also owned by J.A. Gage, focused on the sale of food products.

The G & J Manufacturing Company promised to be the "most complete and largest organizations for the fabrication, sale, and installation of air conditioning equipment in the Southwest." The company associated with the Curtis Refrigeration Corporation of St. Louis with its long (83 years) of merchandising refrigeration equipment. Curtis carried some 86 refrigeration units including products by the well-respected Peerless Electric Company of Warren, Ohio, which manufactured exhaust fans, blower wheels, electric motors, and attic fans. In addition, G & J planned to carry products by the Corozone Air Conditioning Corp. and the National Fan and Blower Co. both offering furnace blowers, blast coils, and oil and gas fired units. G & J included accessories such as registers, grilles, sheaves, pulleys, spray nozzles, and controls as well. The breadth of supplies offered by G & J suggests that the business was to fill an important local niche.

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G&J Manufacturing Company
Dallas, Dallas County, Texas

In June 1938, G & J Manufacturing announced their new building in *Southwest Business*. The accompanying architectural drawing indicated that a much larger facility was originally planned than what was built. Gage and Johnson reported that a \$100,000 facility at 3912-14 Willow would be fully operational by August 1938. The company continued at this location until it closed by 1946-47. It is not clear why the company relocated or closed, but it coincided with the end of World War II and perhaps fell victim to the shortage of manufacturing supplies of this nature during the war years.

In 1947, a State of Texas vocational school for African Americans opened under the direction of James Ledbetter. The vocational education movement that began in the early part of the 20th century initially focused on teaching agriculture in rural schools. The Smith-Hughes Act, passed in 1917, provided matching funds to state governments to pay teacher salaries for those specializing in agriculture, home economics and industrial education. The Act set up a dual system of education with vocational education being separated from traditional academic education. In effect, the system allowed lower social classes to be trained, as some educators thought appropriate, so these students would fit their appropriate destiny. Major educators such as John Dewey, however, objected to this philosophy as he felt it undermined democratic principles. Despite his persuasion otherwise, vocational education became common and popular thereby creating sometimes-separate schools as alternatives to the more mainstream educational opportunities.

In 1938, the George-Deen Act supplemented earlier funds and broadened the educational opportunities for vocational training. During World War II, thousands of state residents entered vocational training programs, many in preparation for wartime industry jobs. In 1947, additional funds became available allowing more vocational schools to open in the state. James Ledbetter of Dallas used these new funds to open the school on Willow in the now abandoned G & J Manufacturing Company. The new school offered specialized training in manufacturing probably preparing workers for Dallas' food processing industries. The availability of funding for returning World War II veterans and an exploding work force demand in Dallas and north Texas supported the new school until 1952. By the early 1950s, the area's work force and industries shifted again with more companies providing their own training and a return to more traditional educational practices in the state's schools.

From 1952 until the late 1990s the building held a number of light industrial uses. As railroad shipping had steadily declined throughout the 20th century, the location of the building had attracted fewer industrial uses. In 1999, the current owners purchased the property in order to develop it for new uses. The now 35,000 square foot building fell along the Dallas Area Rapid Transit Authority's new southeast line. The owners began an adaptive use rehabilitation in 2000, which was completed in late 2001 using the federal rehabilitation tax credits. The building is now being used for offices especially designed for high technology occupants requiring flexible office environments. The property is one of a number of recent rehabilitation projects in East Dallas.

The property is largely unaltered. During the rehabilitation, the contractors repaired and repainted the masonry exterior and reconditioned and reglazed all the steel casement windows. New mechanical, electrical and plumbing also were installed. They retained the large open interior spaces and established the main entrance through a two-story lobby at the southeast corner. The property received a Preservation Dallas achievement award in 2002.

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G&J Manufacturing Company
Dallas, Dallas County, Texas

The G & J Manufacturing Company is eligible for the National Register of Historic Places under Criterion A in the areas of Industry and Education at the local level of significance. It retains a high degree of integrity and complements the growing preservation and adaptive use project occurring in East Dallas.

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G&J Manufacturing Company
Dallas, Dallas County, Texas

Bibliography

Bennell, Julie. "Growth of Frozen Foods Industry Makes Dallas Key Distributor Point," *Dallas Morning News*, June 21, 1955.

Fitzgerald, Ross T. "Park Cities Firm Is Building Food, Locker Plant," *Times Herald*, January 14, 1945.

"Food Locker Firm Will Supply Steaks From Its Own Ranges," *Times Herald*, March 22, 1941.

Fuller, Larry Paul, editor, *The American Institute of Architects Guide to Dallas Architecture*, 1999.

"G. & J. Company Builds Big Plant", *Southwest Business*, June 1938.

Historic Preservation Certification Application, Part I & II, written by Terri Gilbert, 2000-2001.

Lazerson, Marvin and W. Norton Grubbs, editors. *American Education and Vocationalism: A Documentary History, 1870-1970*, New York: Teachers College Press, 1974.

"More Schools for Farm Study Open to Youths," *Times Herald*, July 25, 1949.

Rich, John Martin. "Vocational Education," *The Handbook of Texas*, Texas State Historical Association, 1997-2001.

Wasson, Alonzo. "State Education Board's Shelving of Wood's Plans in 1942 Behind Argument", *Dallas Morning News*, December 10, 1943.

10. GEOGRAPHICAL DATA

ACREAGE OF PROPERTY: less than one acre

UTM REFERENCES Zone Easting Northing
 14 708820 3629520

VERBAL BOUNDARY DESCRIPTION City of Dallas, Lots 4-9, Block 826.

BOUNDARY JUSTIFICATION The nominated property includes all land originally associated with the building.

11. FORM PREPARED BY

NAME/TITLE: W. Dwayne Jones

ORGANIZATION: Preservation Dallas

DATE: 2/15/02

STREET & NUMBER: 2922 Swiss

TELEPHONE: 214-821-3290

CITY OR TOWN: Dallas

STATE: TX

ZIP CODE: 75204

ADDITIONAL DOCUMENTATION

CONTINUATION SHEETS

MAPS (see site plan, continuation sheet 7-7)

PHOTOGRAPHS (see continuation sheet Photo-15)

ADDITIONAL ITEMS

PROPERTY OWNER

NAME: Brady K. Wood, Simbalwood

STREET & NUMBER: 1700 Commerce, Suite 250

TELEPHONE: 214-747-9663

CITY OR TOWN: Dallas **STATE:** TX

ZIP CODE: 75201

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National Park Service

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Section PHOTO Page 16

G&J Manufacturing Company
Dallas, Dallas County, Texas

Photograph Inventory

Name of Property: G&J Manufacturing Company
Address: 3912 Willow, Dallas, Dallas County, Texas
Photographer: Brady Wood
Date of Photo: February 2002
Negative Originals: Brady Wood
1700 Commerce, Suite 250
Dallas, Dallas County, Texas

Photo No. 1
Northwest Corner
Camera Facing Northeast

Photo No. 2
West Façade
Camera Facing East

Photo No. 3
Southwest Corner
Camera Facing East/Northeast

Photo No. 4
Southwest Entry
Camera Facing North

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION

PROPERTY G & J Manufacturing
NAME:

MULTIPLE
NAME:

STATE & COUNTY: TEXAS, Dallas

DATE RECEIVED: 8/01/02 DATE OF PENDING LIST: 8/29/02
DATE OF 16TH DAY: 9/14/02 DATE OF 45TH DAY: 9/15/02
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 02000992

REASONS FOR REVIEW:

APPEAL: N DATA PROBLEM: N LANDSCAPE: N LESS THAN 50 YEARS: N
OTHER: N PDIL: N PERIOD: N PROGRAM UNAPPROVED: N
REQUEST: N SAMPLE: N SLR DRAFT: N NATIONAL: N

COMMENT WAIVER: N

ACCEPT RETURN REJECT 9/14/02 DATE

ABSTRACT/SUMMARY COMMENTS:

Entered in the
National Register

RECOM./CRITERIA _____

REVIEWER _____ DISCIPLINE _____

TELEPHONE _____ DATE _____

DOCUMENTATION see attached comments Y/N see attached SLR Y/N



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G E J MANUFACTURING COMPANY

3912 WILLOW

DALLAS, DALLAS CO., TEXAS

PHOTOGRAPH 1 of 4



SPACE AVAILABLE
Call for details
(847) 979-0200

G & J MANUFACTURING COMPANY
3912 WILLOW
DALLAS, DALLAS CO., TEXAS

PHOTOGRAPH 2 of 4

G&J MANUFACTURING COMPANY

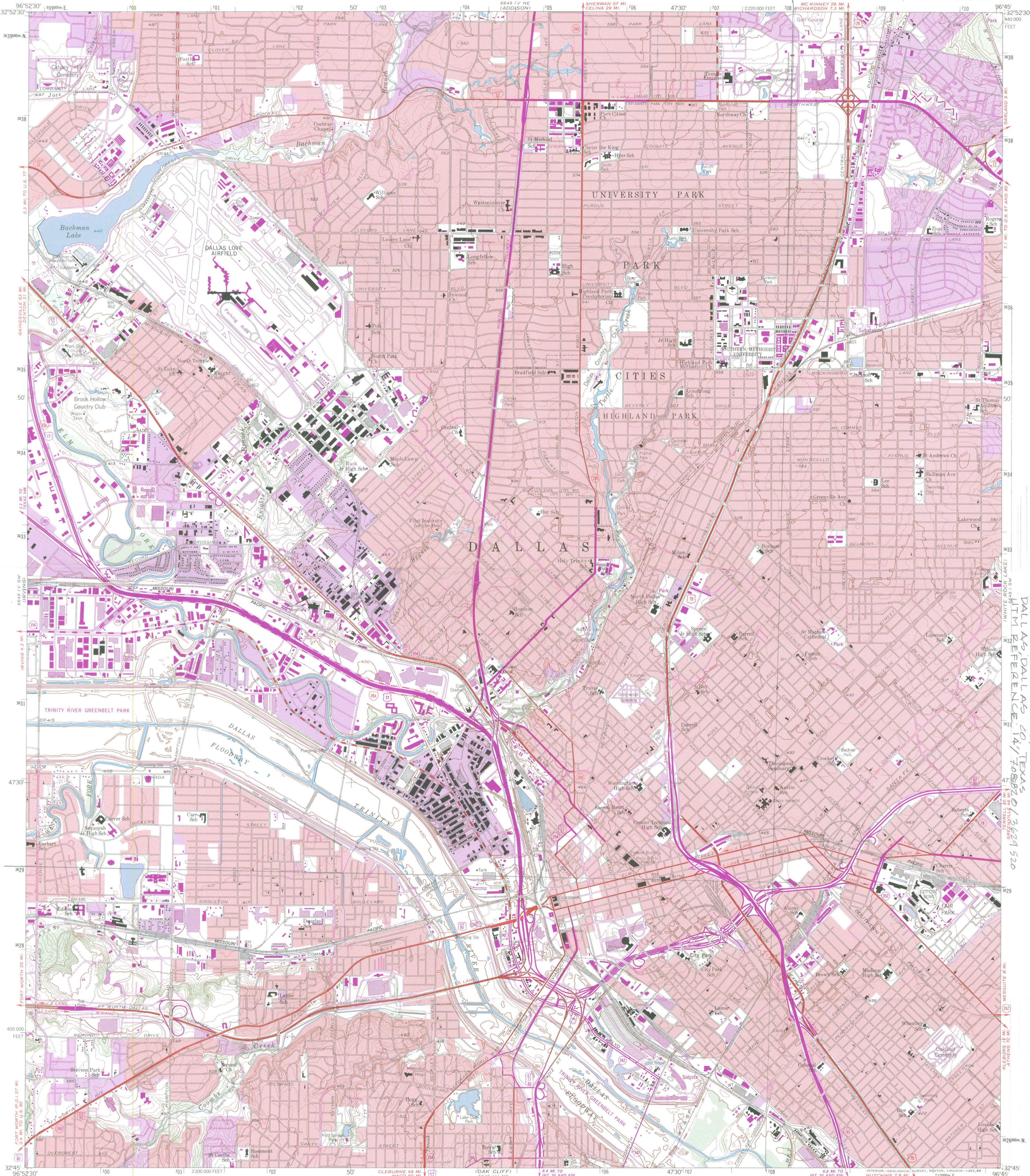
3912 WILLOW

DALLAS, DALLAS CO., TEXAS

PHOTOGRAPH 3 of 4



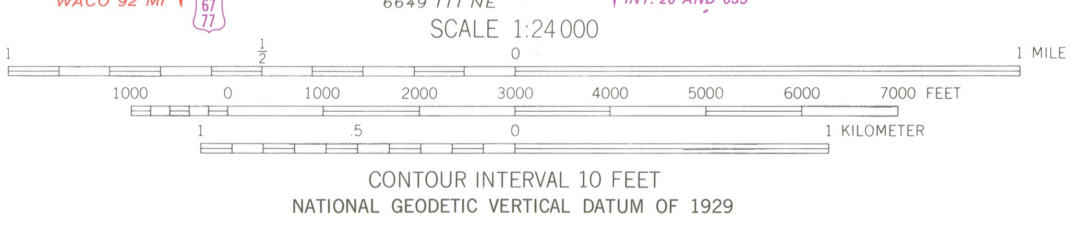
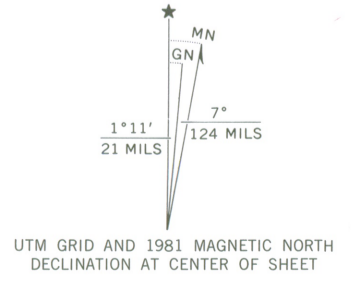
G & J MANUFACTURING COMPANY
3912 WILLOW
DALLAS, DALLAS CO., TEXAS
PHOTOGRAPH 4 of 4



40 J MANUFACTURING COMPANY
3912 WILLOW STREET
DALLAS, TEXAS
ITEM REFERENCE: 14/100887013629520

Mapped, edited, and published by the Geological Survey

Control by USGS and NOS/NOAA
Culture and drainage in part compiled from aerial photographs taken 1952 and 1956. Topography from City of Dallas surveys 1954 and by planetable surveys 1958
Polyconic projection. 10,000-meter grid ticks based on Texas coordinate system, north central zone. 1000-meter Universal Transverse Mercator grid ticks, zone 14, shown in blue. 1927 North American Datum. To place on the predicted North American Datum 1983 move the projection lines 10 meters south and 26 meters east as shown by dashed corner ticks
Red tint indicates areas in which only landmark buildings are shown
Revisions shown in purple and woodland compiled from aerial photographs taken 1978 and other sources. This information not field checked. Map edited 1981
Purple tint indicates extension of urban areas



ROAD CLASSIFICATION

Heavy-duty	Light-duty
Medium-duty	Unimproved dirt
Interstate Route	U.S. Route
	State Route

THIS MAP COMPLIES WITH NATIONAL MAP ACCURACY STANDARDS
FOR SALE BY U. S. GEOLOGICAL SURVEY, DENVER, COLORADO 80225, OR RESTON, VIRGINIA 22092
A FOLDER DESCRIBING TOPOGRAPHIC MAPS AND SYMBOLS IS AVAILABLE ON REQUEST

3296-331

DALLAS, TEX.
SE/4 CARROLLTON 15 QUADRANGLE
N3245-W9645/7.5
1958
PHOTOREVISED 1981
DMA 6649 IV SE-SERIES V882

