

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 a Board of Revision of Taxes address)

Street address: 4947-49th Bond St.
Postal code: 19141-3215 Councilmanic District: 8

2. NAME OF HISTORIC RESOURCE

Historic Name: Philadelphia Savings Fund Society: Logan Branch
Common Name: Citizens Bank

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: Citizens Bank Branch Building

5. BOUNDARY DESCRIPTION

Please attach a plot plan and written description of the boundary.

6. DESCRIPTION

Please attach a description of the historic resource.

7. SIGNIFICANCE

Please attach the Statement of Significance.

Period of Significance (from year to year): from 1925 to 1937

Date(s) of construction and/or alteration: 1925-26 (built); 1929 (alteration); 1930-37 (restored)

Architect, engineer, and/or designer: Mellor, Meigs & Howe; Howard Geschke

Builder, contractor, and/or artisan: Samuel Yellin

Original owner: Philadelphia Savings Fund Society

Other significant persons: George Howe

CRITERIA FOR DESIGNATION:

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

- ☒ (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
- ☒ (j) Exemplifies the cultural, political, economic, social or historical heritage of the community.

8. MAJOR BIBLIOGRAPHICAL REFERENCES

Please attach a bibliography.

9. NOMINATOR

Name with Title MS. Lynn Alpert Email Lynn.Alpert@gmail.com
Organization Preservation Alliance Date 2/4/10
Street Address 6817 Milton St. Telephone 215-429-2122
City, State, and Postal Code Philadelphia, PA 19119
Nominator ☐ is ☒ is not the property owner.

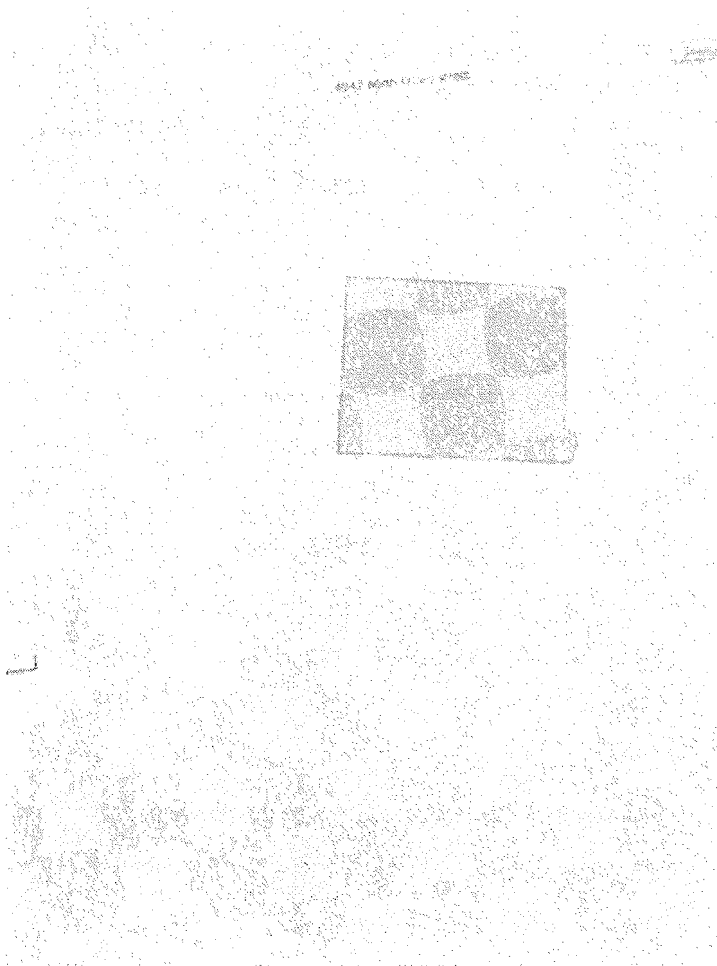
PHC USE ONLY

Date of Receipt: _____
☐ Correct-Complete ☐ Incorrect-Incomplete Date: _____
Date of Notice Issuance: _____
Property Owner at Time of Notice
Name: _____
Address: _____
City: _____ State: _____ Postal Code: _____
Date(s) Reviewed by the Committee on Historic Designation: _____
Date(s) Reviewed by the Historical Commission: _____
Date of Final Action: _____
☐ Designated ☐ Rejected

3/16/07

5. Boundary Description

From a point along the east side of North Broad Street approximately 8.3 feet south of the southeast corner of the intersection of North Broad Street and West Ruscomb Street, the boundary of the property runs south 54.5 feet, thence east 71.2 feet, thence north 54.6 feet, thence west 68.4 feet to the beginning point.



Landmap and boundary measurements are from the [phila.gov Parcel Explorer](https://secure.phila.gov/parcelexplorerauth/Login.aspx) (<https://secure.phila.gov/parcelexplorerauth/Login.aspx>)

6. Physical Description

The Logan Branch of the Philadelphia Savings Fund Society (a) (now Citizens Bank) (b), is a simplified Neoclassical bank building located at 4947-49 North Broad Street, at the intersection of Ruscomb Street, Philadelphia, Pennsylvania. The building was constructed between 1925 and 1926. It is a commercial building built on a corner lot, located on the southeast corner of the intersection. The general plan is rectangular, and the majority of the building is constructed in limestone cladding. The base is of pink granite, and the sparse use of various marbles can be seen throughout the upper portions of the building. The original building was also ornamented with a variety of Samuel Yellin ironwork (c).

Both the north-facing and west-facing facades are symmetrical. The west elevation is divided into equal thirds. The north elevation is also divided into three sections, but the central third is larger than the east and west thirds. These sections are delineated by bands of rectangular limestone cladding, which also help to give a sense of the scale of the structure as a whole. Each limestone piece appears to be the same size. The building stands 32 courses high, plus the granite base and parapet. The west-facing façade is 18 pieces wide, and the north-facing façade is 21 pieces wide. The south- and east-facing sides of the building abut adjoining properties.

West Elevation

The bottom of the west-facing façade is lined with a pink granite base (d). As the structure was built on a slight hill, the northern-most point of the base measures 2'11" while the southern-most point measures only 2'. Separating the granite base from the remaining limestone structure is a limestone belt course in a torus molding with a fillet above (d). The base and belt course are interrupted at the center of the façade by the building's entry (e). This interruption serves to break the façade into three sections. The entry and its surrounding engaged pilasters comprise the central section of the façade. The more minimal north and south sections are identical in design as well as size, making the façade symmetrical.

The north and south thirds of the façade are quite simple. Their main characteristic is that of flat limestone that make up the majority of the building, sparsely interrupted by minimal design elements. In the central area of the lower sections of both the north and south thirds of the façade, there was once placed what Howe referred to as "illuminated transparencies"¹ (f). These transparencies were intended for changeable advertisements as the bank saw fit and it is possible that they were lit from behind to make them readable even at night. Today these spaces are covered with green and white signs reading "Citizens / Bank / OPEN 7 DAYS" (g).

Centered directly above each transparency there was originally a wall lamp (f). Each lamp was an orb-shaped iron structure, hinged to the wall below with a curved iron post and at the top with two short iron posts, one grasping the other at a ninety degree angle. Today the only remnants of the lamps are the horizontal iron posts at the top (g).

¹ George Howe, "The Philadelphia Saving Fund Society Branch Offices," *Architectural Forum*, June 1928, 881.

Centered between the transparencies and the engaged pilasters, just above the belt course, there was originally brass lettering. To the north of the pilasters the signage read "PHILADELPHIA / SAVING FUND" (f), and to the south it read "MAIN OFFICE / 7TH AND WALNUT". Though the brass letters have been removed, the outline of the words can still be seen on the building (h, i).

The central third of the north elevation, in the lower and middle sections of the building, is comprised of the main entrance to the bank and the engaged pilasters that frame the entry. The original entrance doors were inset from the street and preceded by a richly ornamental iron gate (j). In today's building both the gate and the original doors are gone. The doors are still inset but have been replaced by modern glass doors with a device to allow patrons with credit cards off-hour access to the ATM in the lobby. There are two central framed glass doors flanked by glass windows. Both windows consist of one larger panel over a second smaller, central panel, followed by a third large panel at the bottom. Directly above the doors there is also a modern green plastic Citizens Bank sign the width of the entry. Original features of the building can be seen again above this green sign. The metal transom sits directly above the sign, followed immediately upward by a large window composed of 15 rectangular panels (arranged 5 by 3). The window is twice as tall as the doorway (e).

Surrounding the doorway and window are pilasters which begin at the top of the pink granite base directly to the north and south of the doorway. The innermost edges of the pilasters are lined with a thin, engaged spiraled column (k). The outermost edges are lined with a fillet and a leaf patterned molding (k). The pilasters do not terminate at the top of the window, but turn north and south respectively directly above the window and form a frame that surrounds the window and doorway on three sides (l).

The pilasters and the spiral columns terminate at the point where the pink granite base begins (m). The leaf pattern terminates slightly above the base, where it meets with the top of the belt course (n). As the belt course runs below the leaf patterned molding, the fillet at the top comes out at a 45 degree angle and terminates when it reaches each pilaster. Though the spiral columns lay flush with the base, the pattern on the column is different in the space where the belt course would have been (m). Where the spiral pattern stops there is a thin guilloche molding, a larger flat molding, and then a leaf patterned molding. Each of the three sections is separated by fillets. The bottom of each spiral column is rounded.

Centered above the entry is inset historical signage on veined marble (o). The brass letters within read "PHILADELPHIA / SAVING FUND" and the rectangular piece of marble is surrounded entirely by a thin egg-and-dart molding. Directly above the signage is a faux-cornice. Above the faux-cornice, on the original façade, there was an ornamental iron balcony (p). Today this balcony has been replaced with a green, plastic sign reading "Citizens Bank" (o).

Aligned with the inset historical signage, symmetrically to the north and south, are two inset roundels of different veined marbles (q). The roundels are surrounded by cyma reversa molding. They are situated directly above the north and south transparencies respectively.

Howe noted that the use of a slag roof eliminated the need for a typical cornice (Howe 881). The cornice has been replaced with a parapet of inverted cavetto molding

with a thin fillet above and below (r). The parapet runs the length of the roof, from the southernmost point of the west elevation to the easternmost point of the north elevation.

Transition

Like the parapet, the granite base and limestone belt course continue from the west-facing façade around to the north and provide a sense of continuity to the building. The transition from west to north façades is facilitated by the base and belt course, specifically at the north-western corner of the structure (s). Here the belt course is constructed of pink granite. At the corner of the belt course, facing northwest, is a large, pink granite tongue detail, of the same height as the belt course (t). Above the tongue detail, also facing northwest, is an in-filled pink granite niche (u). Today there is also a band of tan paint, close in color to that of the limestone, over the lowest three courses of limestone. Like the base and belt course, this band of paint runs continuously from the southernmost point of the west-facing façade around the building to the easternmost point of the north-facing façade. The paint is only on the limestone and does not cover the granite niche or the spiral column and leaf pattern molding at the entrance, though the lowest three limestone pieces that make up the pilasters are painted.

North Elevation

The north elevation has many of the same elements as the west elevation, though it is slightly wider (v). Again, the structure was built on a slight hill, and the east corner of the base stands 2'3" high as compare with 2'11" at the west corner. At the east and west edges of the façade there are the same simple thirds consisting mainly of limestone cladding and including transparencies and roundels. The central section is wider than that of the west elevation and consists of three tall windows centered under historic signage.

The east and west thirds of the façade greatly resemble the north and south thirds of the west elevation. They contain centered transparencies which originally had iron wall lamps directly above them. Here again the wall lamps are missing from the current façade. Above the transparencies, in the top section of the façade, are marble roundels identical to those on the west elevation.

There are some differences to the east and west thirds. The western transparency is now covered with painted off-white board. The inner construction of the eastern transparency is exposed (w), and the original inscription by Samuel Yellin dated 1926 is visible (x). To the east of this transparency is a second entrance to the bank (y). It appears from early images that this entrance was not a part of the original design. Like the entrance on the west-facing façade, this doorway is inset. Unlike that entrance, though, the edges of the belt course and base do not return on themselves, but are sliced in profile (z).

The central section of the façade consists of three equally sized windows. Each window is made up of three rectangular glass panels, also of equal size, layered upward,

one directly over the other (aa), and the windows are inset. Below each window is a sill of limestone. Moving directly up from either edge of the sill is a thin and flat window frame, also in limestone and raised from the façade to the same level as the sill. The frame runs all the way around each window as the pilasters framed the portal on the west-facing façade. The interior of each frame is lined with a bead molding and the exterior is lined with a cavetto molding.

Inset historic signage is centered above the set of three windows (bb). Each edge of the signage extends slightly beyond the frame of the eastern and western-most windows. As with the west-facing façade, the signage is on veined marble with brass lettering and surrounded by a thin egg-and-dart molding. The brass letters read "THE OLDEST SAVINGS BANK IN / THE UNITED STATES FOUNDED 1816". Above the signage, again, is a faux-cornice which was originally topped by a decorative balcony. The balcony has been replaced by a modern green sign reading "Citizens Bank" identical to the one on the west-facing façade. Also similar to the west-facing façade, the roundels are aligned with the historic signage to the west and east.

The base and belt course terminate at the eastern corner of the building (cc). Both turn inward at 90 degree angles to meet a section of granite that lies flush with the limestone cladding of the façade. This section of granite makes up the easternmost corner of the northern façade and extends slightly higher than the belt course. At the top of this section of granite the limestone begins and make up the remainder of the eastern corner of the building.

Figures

Please refer to the photographs "psfs.a" through "psfs.cc" in the "final pictures" folder for higher quality versions of the following images.



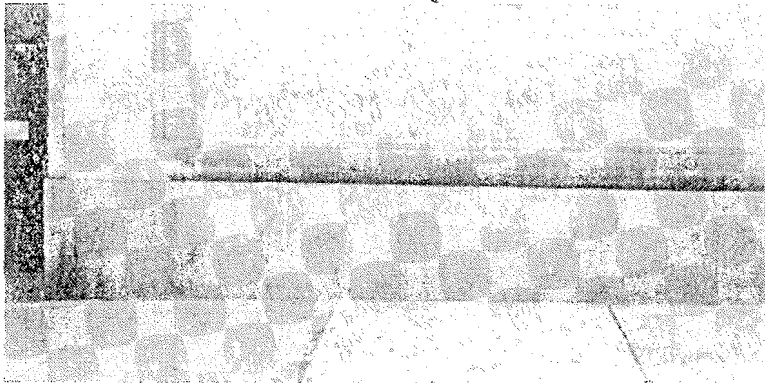
a: Logan Branch c. 1963, west and north elevations
(Philadelphia Historical Commission Files)



b: Logan Branch, west elevation



c: The West Branch of PSFS with complete Yellin ironwork identical to that of the Logan Branch circa 1928, west and south elevations
(Howe 883)



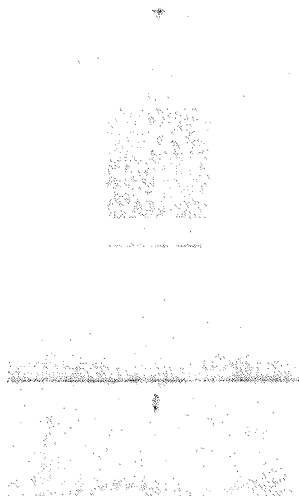
d: detail of base and belt course, west elevation



e: detail of entrance, west elevation



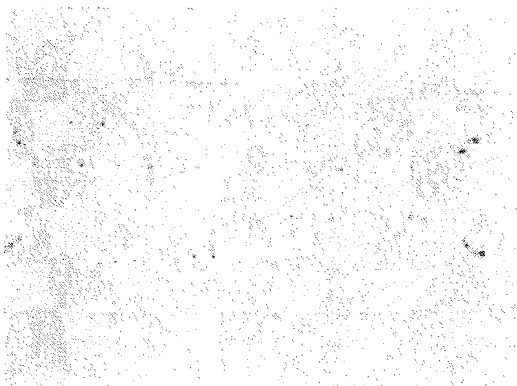
f: detail of wall lamp, transparency,
and historic signage from West
Branch c. 1928, west elevation
(Howe 886)



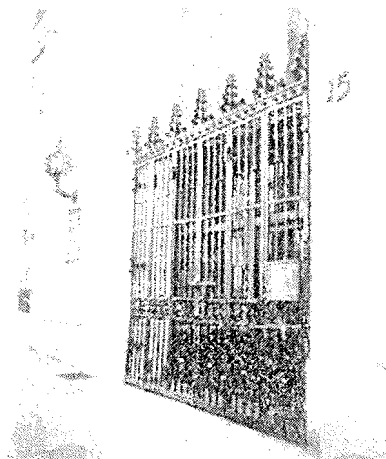
g: detail of signage, west elevation



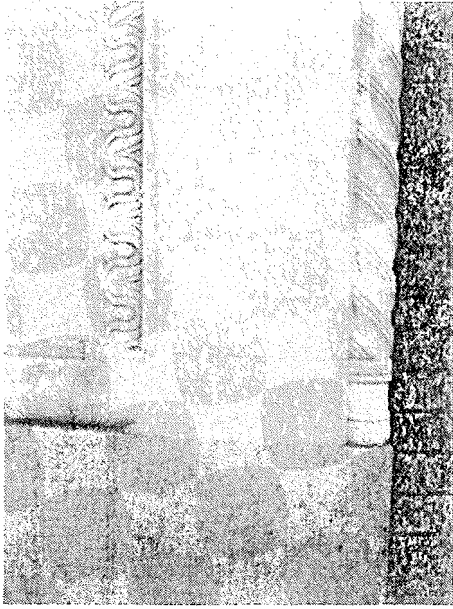
h: detail of removed signage, west elevation



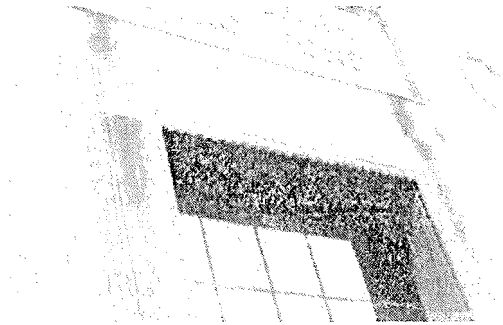
i: detail of removed signage, west elevation



j: detail of iron gate from West Branch c. 1928, west elevation (Howe 886)



k: detail of pilaster, west elevation



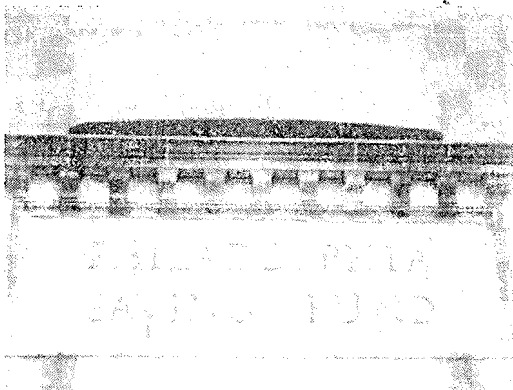
l: detail of pilasters meeting above the entrance, west elevation



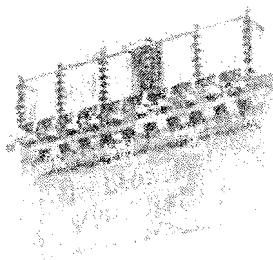
m: detail of spiral column, west elevation



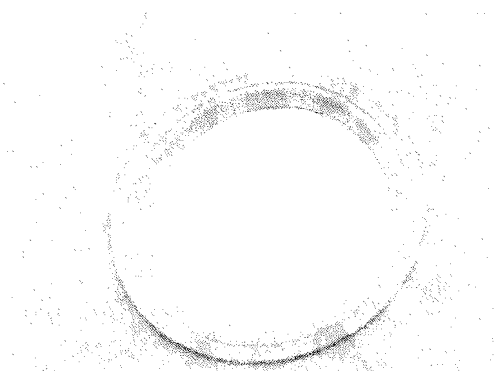
n: detail of leaf molding, west elevation



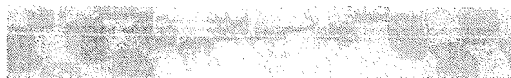
o: detail of historic signage, west elevation



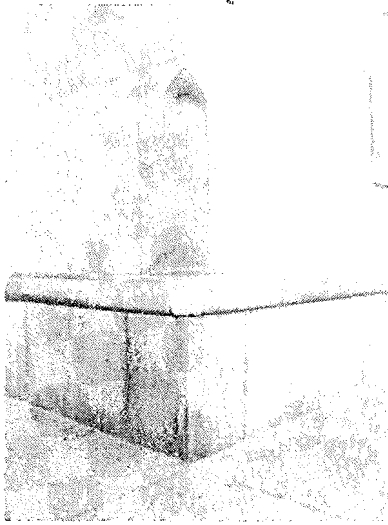
p: detail of iron balcony from West Branch
c. 1928, west elevation (Howe 881)



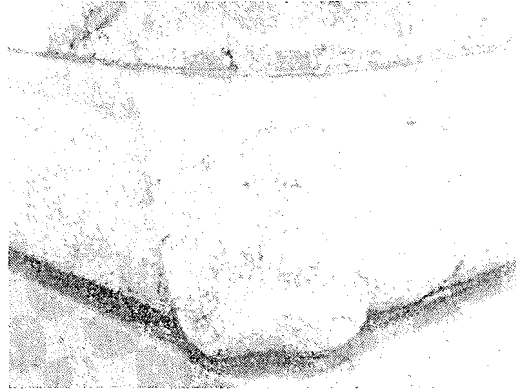
q: detail of roundel, west elevation



r: detail of parapet, west elevation



s: detail of northwest corner



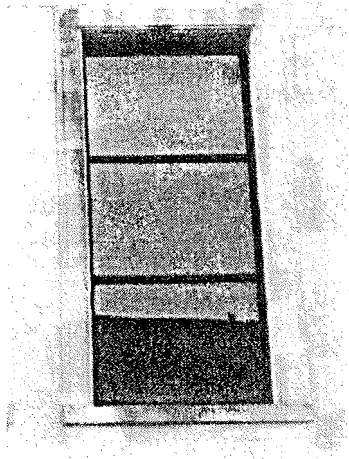
t: tongue detail, northwest corner



u: detail of niche, northwest corner



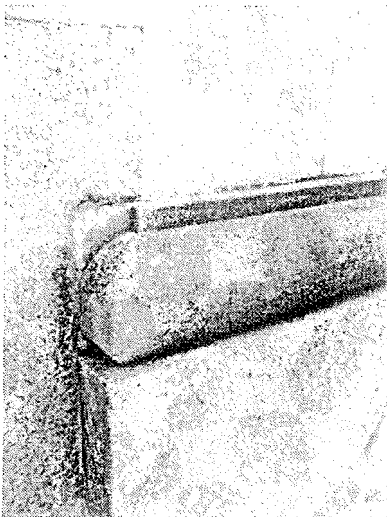
v: north elevation



aa: detail of window, north elevation

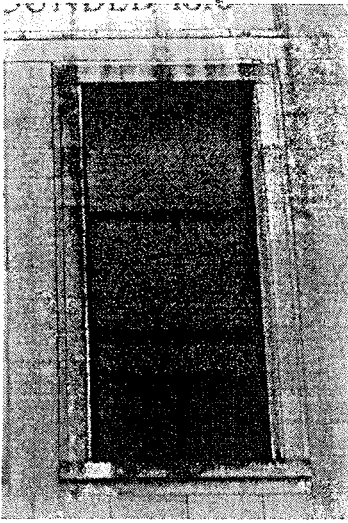


bb: detail of historic signage, north elevation

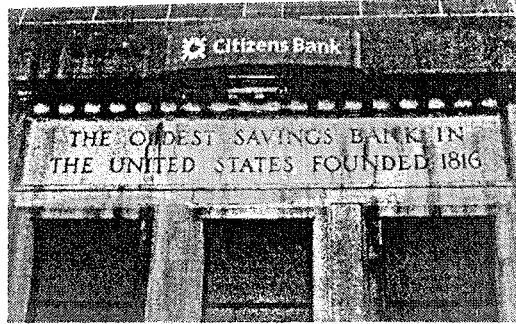


cc: detail of eastern corner, north elevation

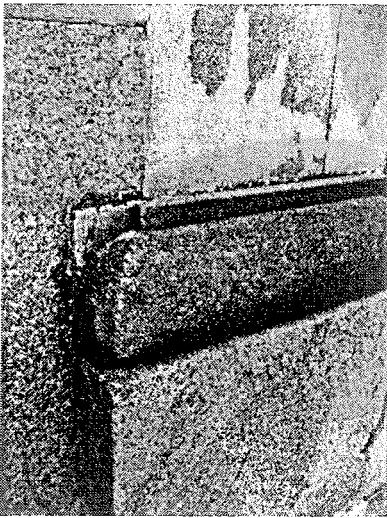
Please note: All photographs are of the Logan Branch of the Philadelphia Saving Fund Society (now Citizens Bank) at 4947-49 North Broad Street in Philadelphia unless otherwise noted. All photographs were taken in 2009 unless otherwise noted. The address of the West Branch of the Philadelphia Saving Fund Society is 15 South 52nd Street in Philadelphia.



aa: detail of window, north elevation



bb: detail of historic signage, north elevation



cc: detail of eastern corner, north elevation

Please note: All photographs are of the Logan Branch of the Philadelphia Saving Fund Society (now Citizens Bank) at 4947-49 North Broad Street in Philadelphia unless otherwise noted. All photographs were taken in 2009 unless otherwise noted. The address of the West Branch of the Philadelphia Saving Fund Society is 15 South 52nd Street in Philadelphia.

7. Statement of Significance

The Logan Branch of the Philadelphia Saving Fund Society at 4947-49 North Broad Street in Philadelphia is a significant historic building in the City and should be listed on the Philadelphia Register of Historic Places. PSFS's Logan Branch fulfills Designation Criteria A, B, E, and J of the Philadelphia Historical Commission Ordinance, section 14-2007 of the Philadelphia Code. PSFS's Logan Branch:

a) Has significant character, interest or value as part of the development, heritage or cultural characteristics of the City, specifically the growth of the City during the 1920s into areas such as Logan, expanding the City as a whole.

b) Is associated with an event of importance to the history of the Nation, the Great Depression and its aftermath.

e) Is the work of an architect, George Howe, whose work has significantly influenced the historical, architectural, and cultural development of the City, Commonwealth and Nation.

j) Exemplifies the cultural, economic and social heritage of the community of Logan.

George Howe

George Howe was born in Worcester, Massachusetts on June 17, 1886. Howe spent much of his young life in Europe. After studies at Harvard, he attended the Ecole des Beaux Arts in Paris. His roots, though, were in Philadelphia, as his wife and mother were both from here, and Howe chose this city as the one in which to settle and begin practicing architecture. He worked from 1914 to 1928 designing mostly suburban residential projects with the firm Mellor, Meigs and Howe.¹ It was at the end of this stage of his career that the firm was asked to design a series of branch banks for the Philadelphia Savings Fund Society (PSFS).

Howe designed four branch banks for PSFS, as well as a temporary bank building at 12th and Market. The first two identical structures were built in 1924 in Lehigh and South Philadelphia. Two years later, in 1926, the Logan branch was completed, along with an identical structure in West Philadelphia. Howe described the design concept for the earliest branches as that of "a magnified strongbox,"² a design that relied highly on references to the Beaux-Arts style he had studied in Paris. His thought process in designing the Logan branch was to deemphasize the strongbox, which can be seen in the cleaner and more simplified façade. Howe said he implemented this change in order to make the building "more inviting to a timid public."³ Though his Beaux-Arts influences are still apparent in this design, Howe applied it in a more thoughtful, less straightforward way.

It is also in the design of this building that Howe embraces modern technologies he had previously shunned. After the construction of the first two banks, Howe refused a

¹ Maxwell Levinson, "George Howe's Contribution to Contemporary Architecture," U.S.A. Tomorrow October 1954, 42.

² George Howe, "The Philadelphia Saving Fund Society Branch Offices," Architectural Forum, June 1928, 881.

³ Howe, 881.

request by PSFS to add lighted signs, arguing that they did not fit with his design aesthetic.⁴ Yet in the design of the Logan branch he found a way to make lighted signs work with the building. Howe describes the use of these signs as a “publicity device” and sees them as fitting in with his newly found desire to make the bank more inviting to the public for which it was intended.⁵

This move towards a strong yet inviting bank building was taken even further in the design of Howe’s next few projects for PSFS. In 1927 Howe designed a temporary Center City office at 8 South 12th Street. It was this building which finally pushed him to the limits of his ability to work creatively within the Beaux-Arts style.⁶ The breaking of this barrier was essential for Howe to then continue on, in 1930, to design the main branch of PSFS at 12th and Market Streets.

This structure, designed at Howe’s new firm, Howe and Lescaze, is possibly Howe’s single most famous achievement. It is considered “a principal landmark in the evolution of the skyscraper... the first devoid of popular fashion or connotations of the past.”⁷ The building is strong, but stripped down and simplified, both inviting to the public but also showing the strength and stability of the company it housed and represented. It was his journey through the creation of the branch banks which led him to arrive at this point. Only through those buildings could Howe have shed his dependence on Beaux-Arts references to create a building so fresh, so lacking in “connotations of the past.” It was an essential journey, and one which birthed his greatest achievement, an achievement which changed the face of architecture.

In 1934, Howe went into a nominal retirement. After that time he worked on few projects, but went on to become the Supervising Architect for the Federal Government from 1942-45 and the Chairman of the Architecture Department at Yale University in 1950.⁸ The PSFS building had a great impact on the architecture of America, and of the world. It is rare to see an example, other than the PSFS skyscraper, of Howe’s non-residential work. The Logan branch is an unusual and fascinating look into the thought process of an essential architect, one that should be preserved.

Branch Banking in America

The PSFS branch banks are an early and rare example of branch banking in the United States. In 1925, only 2.5 percent of all banks had branches.⁹ The majority of banks in the United States were small and local establishments, and it was illegal in many states to practice branch banking. The practice was seen as a threat to the single-office

⁴ Robert A. M. Stern, George Howe: Toward a Modern American Architecture, (New Haven: Yale University Press, 1975), 58.

⁵ Howe, 881.

⁶ Stern, 64.

⁷ Edward Teitelman and Richard W. Longstreth, Architecture in Philadelphia: A Guide, (Cambridge: The MIT Press, 1974), 74.

⁸ Levinson, 46.

⁹ Eugene Nelson White, The Regulation and Reform of the American Banking System, 1900-1929, (Princeton: Princeton University Press, 1983), 219.

banks that were so prevalent in the country. The ban on branch banking was something that greatly effected America's economy in the Great Depression.

When compared with Canada's banking system of the 1920s, it is easy to see that America's system was lagging behind. In his book, *The Regulation and Reform of the American Banking System*, Eugene White states that "in contrast to the United States banking system, which was plagued by bank failures in the 1930s, the Canadian system was relatively unscathed by the Great Depression."¹⁰ In the years between 1920 and 1926, there was only one bank in Canada to have to shut its doors, and White attributes this general banking success to the practice of branch banking. In comparison, the United States had 3,036 failed banks in the same six year span.¹¹

The Philadelphia Saving Fund Society survived the Great Depression and continued to flourish well afterwards. A 1935 advertisement in the *Philadelphia Record* by PSFS stressed to the community the safety and dependability of saving fund societies. PSFS was the first of this particular breed of banks, and they stressed the "thrift, self-control, steadfastness and forethought" of Philadelphians in their two page spread.¹² The ad also points out that PSFS had actually experienced growth between the years of 1932 and 1935. Looking back to White's arguments, this growth in a time of world-wide economic downturn can easily be linked to PSFS's branching practices.

Branch banking is a relatively new practice in the United States. As late as the 1950s, branch openings were still being fought by local governments. In 1953 PSFS was turned down for a branch in the suburb of Jenkintown by the state banking board under the argument that "no additional banking facilities were needed."¹³ In 1955 PSFS had to take its case to Pennsylvania's Supreme Court in order to open a branch in the suburb of Ardmore. Suburban bankers saw themselves as entrenched in a fight to "stem the 'invasion' by city banks," but in the end the Court granted permission to open the branch.¹⁴ The history of branch banking (or the lack thereof) in the United States is something which had a deep impact on the country's economy. The slow and gradual change of our banking system is remembered with rare examples, such as the Logan branch of PSFS.

Logan and the 1920s

PSFS's decision to open one of its four branch banks in Logan reflects the type of community that existed there in the 1920s. In the years leading up to the Great Depression, Logan was a rapidly growing, strong community. This growth began to pick up speed in the 'teens. In 1911 there was a new Catholic chapel¹⁵ dedicated in Logan, as well as demands finally being met for a new school.¹⁶ By 1919 the community in Logan

¹⁰ White, 220.

¹¹ White, 219.

¹² *Philadelphia Record*, 13 October 1935.

¹³ "Bank Board Explains Ruling," *Evening Bulletin - Philadelphia*, 28 November 1953.

¹⁴ A. Joseph Newman, Jr., "Suburban Banks...", *Evening Bulletin - Philadelphia*, 22 November 1955.

¹⁵ "Logan's New Catholic Chapel," *Evening Bulletin - Philadelphia*, 15 April 1911.

¹⁶ "Logan Mass Meeting Demands New School," *Evening Bulletin - Philadelphia*, 8 October 1911.

was petitioning for two more school buildings.¹⁷ A new fire house was petitioned for in 1920, as the population of Logan had grown to 25,000 and the nearest fire house was a mile away.¹⁸

During this time the Broad Street subway line was also being extended north. In 1919 a bill was passed that might have threatened the extension of the subway as far north as Logan and Olney. Under the guidance of the Logan Improvement Association, fifty residents came together to protest the bill and ensure that the subway line carry people north from the center of Philadelphia to the quickly growing neighborhood.¹⁹ The power of the Logan Improvement Association and its great community support shows the importance of this area of Philadelphia. The 1920s were a time of expansion for the city. The extension of the Broad Street Line to the north is one example of the magnitude of this growth.

The completion of the subway line did not happen for another eight years, but with it came a population boom in 1927, as the Improvement Association had anticipated. At this time the now Logan Improvement League merged with the Logan Business Association in preparation for serious growth of the community, based on what they had seen happen to West Philadelphia when the elevated subway line had been completed there.²⁰ The decision of PSFS to build two branches in 1926, one in Logan and one in West Philadelphia, shows how strong the city-wide anticipation of this growth was and what import it held to the community as a whole. The building today is a reminder of the importance of this community to the history of Philadelphia.

Conclusion

The Philadelphia Saving Fund Society chose to build four branches in different areas of the city between the years of 1924 and 1926. The locations chosen were centers of economic activity and growth during that time. The City was expanding outward, growing rapidly. Logan was one of these important areas. Protecting the historic architecture in this area serves to remind the residents of Logan, and everyone who travels up and down Broad Street, how important this area was to the growth of the City in the 1920s.

PSFS chose George Howe as architect for this project. His thought process in the development of these bank buildings took him away from his residential projects and lead him towards one of his, and America's, greatest architectural achievements: the first truly modern skyscraper. The PSFS skyscraper changed how this nation designed the buildings in its cities. The Logan Branch was one essential piece of the puzzle leading up to this amazing work.

PSFS's Logan Branch fulfills Designation Criteria A, B, E, and J from the Philadelphia Historical Commission Ordinance, section 14-2007 of the Philadelphia Code. As stated in Criterion A, the Logan Branch has significant character, interest or

¹⁷ "Want More Logan Schools," Evening Bulletin - Philadelphia, 22 August 1919.

¹⁸ "Logan Wants Fire House," Evening Bulletin - Philadelphia, 12 November 1920.

¹⁹ "Logan to Fight for its Subway," Evening Bulletin - Philadelphia, 10 April 1919.

²⁰ "Logan on its Toes to Welcome Boom," Evening Bulletin - Philadelphia, 3 February 1927

value as part of the development, heritage or cultural characteristics of the City. It stands as a symbol of the economic development of the Logan community in the 1920s, a development that was essential for the growth of the city's transportation lines and its borders. The Bank satisfies Criterion B as it is associated with an event of importance to the history of the Nation. PSFS is one of the few examples from the 1920s of a bank that was able to expand through the Great Depression by using forward-thinking banking methods. Branch banking, though rare in that time, would eventually become our main method of banking today. Satisfying Criterion E, the Logan Branch is the work of an architect, George Howe, whose work has significantly influenced the historical, architectural, and cultural development of the City, Commonwealth and Nation. By building the first truly modern skyscraper, Howe changed the landscape of major cities all over our nation. Finally, the Bank satisfies Criterion J, as it exemplifies the cultural, economic and social heritage of the community of Logan. The Bank stands today as a symbol of the important place Logan holds in the history of Philadelphia's development and as a reminder of the potential the community has in its future.

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