

United States Department of the Interior  
National Park Service

National Register of Historic Places  
Inventory—Nomination Form

See instructions in *How to Complete National Register Forms*  
Type all entries—complete applicable sections

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date entered

1. Name

historic Perkins' Addition Streetcar Suburb of Salt Lake City

and/or common

2. Location

street & number See individual structure/site forms not for publication

city, town Salt Lake City vicinity of congressional district

state Utah code 049 county Salt Lake code 035

3. Classification

<b>Category</b>	<b>Ownership</b>	<b>Status</b>	<b>Present Use</b>
<input type="checkbox"/> district	<input type="checkbox"/> public	<input checked="" type="checkbox"/> occupied	<input type="checkbox"/> agriculture
<input type="checkbox"/> building(s)	<input checked="" type="checkbox"/> private	<input type="checkbox"/> unoccupied	<input type="checkbox"/> commercial
<input type="checkbox"/> structure	<input type="checkbox"/> both	<input type="checkbox"/> work in progress	<input type="checkbox"/> educational
<input type="checkbox"/> site	<b>Public Acquisition</b>	<b>Accessible</b>	<input type="checkbox"/> entertainment
<input type="checkbox"/> object	<input type="checkbox"/> in process	<input checked="" type="checkbox"/> yes: restricted	<input type="checkbox"/> government
Thematic Group	N/A <input type="checkbox"/> being considered	<input type="checkbox"/> yes: unrestricted	<input type="checkbox"/> industrial
		<input type="checkbox"/> no	<input type="checkbox"/> military
			<input type="checkbox"/> museum
			<input type="checkbox"/> park
			<input checked="" type="checkbox"/> private residence
			<input type="checkbox"/> religious
			<input type="checkbox"/> scientific
			<input type="checkbox"/> transportation
			<input type="checkbox"/> other:

4. Owner of Property

name Multiple Ownership - See individual structure/site forms

street & number

city, town vicinity of state

5. Location of Legal Description

courthouse, registry of deeds, etc. Salt Lake City and County Building

street & number 400 South State Street

city, town Salt Lake City state Utah

6. Representation in Existing Surveys

Salt Lake City Architectural/Historical Survey  
title Central/ Southern Survey Area has this property been determined eligible?  yes  no

date 1982  federal  state  county  local

depository for survey records Salt Lake City Planning Department

city, town Salt Lake City state Utah

## 7. Description

See individual structure/site forms

**Condition**

excellent  
 good  
 fair

**Check one**

deteriorated  
 ruins  
 unexposed

unaltered  
 altered

**Check one**

original site  
 moved date \_\_\_\_\_

**Describe the present and original (if known) physical appearance**

### General Description

Perkins' Addition Streetcar Suburb of Salt Lake City includes ten large, brick houses built in 1891 as part of Perkins' Addition subdivision. The houses are all easily identified and visually linked with each other because of the similarity of their designs, and the similarity of the building materials, high-quality pressed brick and distinct decorative and structural frame elements. The exterior walls of three of the houses have been painted, concealing the red brick used to build each house, and various minor alterations have been made on almost all of the houses, although none that significantly compromise their integrity. Three of the houses have small frame barns or carriage sheds behind them, which were probably built about the same time as the houses, but are not significant. The large brick carriage house behind the John W. Judd House at 918 E. Logan Avenue is the only significant auxiliary building associated with the Perkins' houses.

The ten houses in Perkins' Addition are located within a one block radius, lining both sides of 1700 South and Logan Avenue. Although they are visually prominent in the neighborhood, they are physically separated and visually isolated from each other by later infill construction in the subdivision. Only two of the Perkins' houses are located on adjacent lots, the Charles H. Weeks House, 935 East Logan Avenue, and the Harper J. Dininny House, 925 East Logan Avenue. The majority of the newer houses are bungalows that were built between about 1905 and 1915, however, there are several single family houses and duplexes in the neighborhood, built as late as the 1960s. There are no landscape features which help unite or identify the original Perkins' houses. The concrete sidewalks that were to have been laid in front of the houses at the time they were built have been replaced by more recent sidewalks, and the original rows of Box Elder trees which were planted along the streets have either been replaced by younger trees or removed altogether.

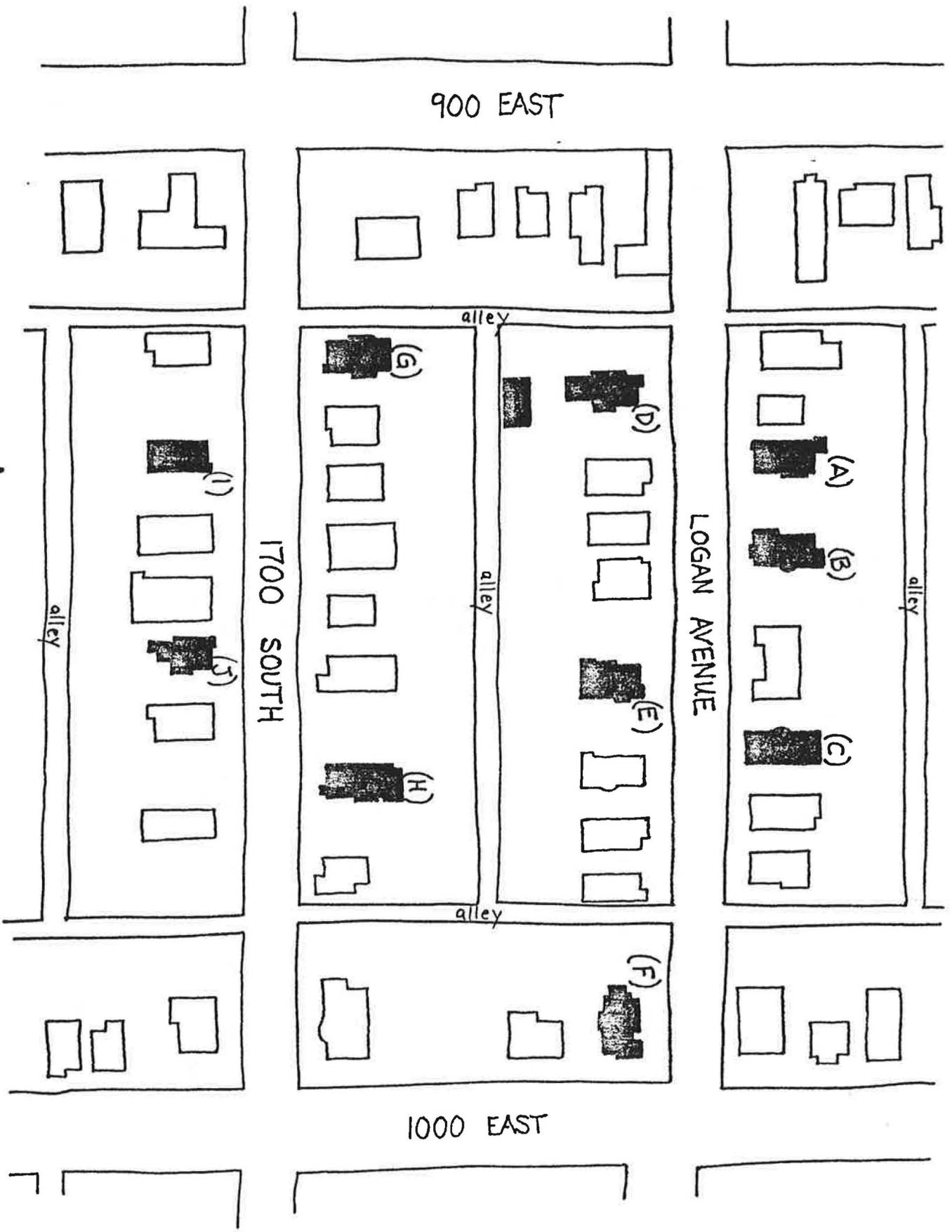
The ten houses included in the Perkins' Addition nomination are listed below, labeled to correspond with the enclosed map of the subdivision.

- (A) Harper J. Dininny House 925 E. Logan Avenue
- (B) Charles H. Weeks House 935 E. Logan Avenue
- (C) Thomas Yardley House 955 E. Logan Avenue
- (D) John W. Judd House 918 E. Logan Avenue
- (E) Clifford R. Pearsall House 950 E. Logan Avenue
- (F) Alexander Mitchell House 1620 S. 1000 East
- (G) Henry Luce House 921 E. 1700 South
- (H) Elgin S. Yankee House 955 E. 1700 South — NOT ELIGIBLE
- (I) Byron Cummings House 936 E. 1700 South
- (J) Mabry-Van Pelt House 946 E. 1700 South

### Architectural Description

The houses in Perkins' Addition represent a unique collection of dwellings which, having been built in the same year by a single development

PERKINS' ADDITION STREETCAR SUBDIVISION



Approximate Scale



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organization, best display in Salt Lake City the ideal sought in popular building during the early period of subdivision development. Ideally each suburban house was to be a unique creation which expressed the personality and taste of the family occupying it. Because the cost of hiring an architect was prohibitive for most prospective homeowners, books filled with house plans became available from which the perfect house could be chosen and plans and specifications purchased at a reasonable cost. That procedure alone tended to standardize the house types built, and, in addition, certain plans were more popular and therefore often repeated. More often than not, however, the family had little to say in the specific design of their home. The majority of moderate cost suburban homes were built on speculation, not for a particular family.<sup>1</sup> Perkins' Addition is clearly a group of houses based on common design principles and elements. It differs from other subdivisions, however, in that instead of consisting of houses that were exact replicas or mirror images of one another, with minor changes in details, it is made up of ten unique houses.

It may be true as stated in the Salt Lake Tribune advertisements that prospective Perkins' owners were able to select the house of their choice from 200 different designs, but, it seems unlikely that the variety that is found in the houses which did get constructed can be completely attributed to the individual preferences of the new homeowners.. Five of the ten houses were speculative adventures, and seven of the ten houses are clearly variations of a single design, indicating that the Metropolitan Investment Corporation was simply marketing and building what it thought would be a popular type of house, one that would satisfy the current ideal for individuality, but which would also meet homeowner needs, announce their financial and social aspirations, and be singular and personal expressions of their taste and preference.<sup>2</sup> Basically the end result was the same, suburban homeowners had individualized houses, but because the process by which they were obtained was more realistic than idealistic, determined primarily by the investors, not homeowners, obvious similarities exist between house types and decorative elements.

Seven of the ten houses are variations of a single design, a two or two and one half story rectangular house distinguished by a four-opening, gable facade and distinctive two story entrance porches.<sup>3</sup> Each of those houses, however, is uniquely different. The Mabry-Van Pelt House has the elegant facade of the other houses, but it is the smallest of the group. The Byron Cummings House, one of the largest of the seven houses, running deeply into the lot and two and one half stories in height, has the simplest massing, lacking the crosswings and projecting bays that were common to the other six houses, but having the most elaborate, individualized facade. The Elgin S. Yankee House, by contrast, has been simplified to its basic elements, a two story brick house with a four bay facade, windows and doors cut clearly into the wall surface with a minimal amount of decorative features. The Thomas Yardley House, too, falls into the same category, being a more modest version of the common type. The John W. Judd House, like the Cummings House, was designed as a kind of show place within the subdivision. Instead of having an elaborate facade, however, its grandeur is stated in its massing, two and one

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half stories with several crosswings, projecting bays, and an interplay of gable forms of differing sizes. Unlike any other house in the addition, both the east and west sides were designed to be seen from the road, and therefore, each was distinctively composed. The Henry Luce House and the Clifford R. Pearsall House are distinctive because each has a secondary gable projection which gives the facade an added dimension. The Luce House is the only one of the seven which has symmetrical crosswings. The single story entrance porch and distinctive second story porch set into a projecting bay on the facade mark the Pearsall facade composition as the most divergent from the standard plan.

Those features common to all seven of the houses, in addition to the four-opening, gable facade, and distinctive front porch are: the combination of brick for the main block and frame in the gable section (except in the Cummings House); the use of belt courses and changes in material to interrupt the vertical thrust of the mass of the house; an open porch either spanning the facade or extending off the front porch around the front corner and down the side of the building; and a common vocabulary of decorative features. Decorative features include: bargeboards with geometric surface patterns; combinations of fishscale, diamond, and regular shingles, recessed panels and other geometric elements in the gable and porch pediments; three part windows of varying types, often including stained glass panels; porches adorned with spindle bands, lathe turned porch piers, and balustrades of geometric patterns or straight posts; and sandstone lintels and sills.

Three of the ten Perkins' Addition houses stand apart from the seven previously discussed, the Harper J. Dininny House, 927 E. Logan Avenue, the Charles H. Weeks House, 935 E. Logan Avenue, and the Alexander Mitchell House, 1620 South 1000 East. They additionally support the possibility that variety and distinction in early subdivision design were sought by investors as well as by prospective homeowners. Both the Weeks House and the Dininny house clearly seem to have been speculative ventures, as compared with the Mitchell House in which the original owner lived for eight years. It is likely that the original owner or investor in each case was presented with a variety of designs from which to choose. It is significant to note, however, that although the types chosen vary from the seven other houses in the subdivision in scale, design, and massing, there are key characteristics which link those three houses to the rest of the subdivision. Characteristics such as the gable facade, and the combination of crosswings and projecting bays in house massing have been maintained, but modified in each house. The gable remains the key focal point in each house, but in the Dininny House it has been reduced, projecting in front of a jerkinhead roof section, the only one in the subdivision. In the Weeks House the gable dominates the facade, but the whole house has been scaled down to one and one half stories. In the Mitchell House the gable has exploded into a complex mass of intersecting gable forms. The combination of materials, brick and frame, in addition to the use of belt courses emphatically serve to negate the vertical thrust of each of these houses, just as was the case in the seven others. In the Weeks and Mitchell Houses, however, shingle siding not only provides a horizontal division, but it is the primary building material for the upper stories of each house. Key

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decorative elements such as bargeboards with geometric patterns, variety in shingle composition, and three part windows clearly tie these buildings to the other buildings in the subdivision, and to a common source, designs that originated in Colorado.

Notes

<sup>1</sup>Gwendolyn Wright, Building the Dream, (New York: Pantheon Books, 1981), p.113.

<sup>2</sup>Ibid.

<sup>3</sup>Following is a list of the seven houses in Perkins' Addition which were derived from a single pattern book design and which represent the range of variation possible with the use of a single design:

1. John W. Judd House, 918 East Logan Avenue
2. Clifford R. Pearsall House, 950 East Logan Avenue
3. Thomas Yardley House, 955 East Logan Avenue
4. Henry Luce House, 921 East 1700 South
5. Elgin S. Yankee House, 955 East 1700 South
6. Byron Cummings House, 936 East 1700 South
7. William D. Mabry-Henry Van Pelt House, 946 East 1700 South

# 8. Significance

Applies to all in group

<b>Period</b>	<b>Areas of Significance—Check and justify below</b>		
<input type="checkbox"/> prehistoric	<input type="checkbox"/> archeology-prehistoric	<input type="checkbox"/> community planning	<input type="checkbox"/> landscape architecture
<input type="checkbox"/> 1400-1499	<input type="checkbox"/> archeology-historic	<input type="checkbox"/> conservation	<input type="checkbox"/> law
<input type="checkbox"/> 1500-1599	<input type="checkbox"/> agriculture	<input type="checkbox"/> economics	<input type="checkbox"/> literature
<input type="checkbox"/> 1600-1699	<input checked="" type="checkbox"/> architecture	<input type="checkbox"/> education	<input type="checkbox"/> military
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> art	<input type="checkbox"/> engineering	<input type="checkbox"/> music
<input checked="" type="checkbox"/> 1800-1899	<input type="checkbox"/> commerce	<input type="checkbox"/> exploration/settlement	<input type="checkbox"/> philosophy
<input type="checkbox"/> 1900-	<input type="checkbox"/> communications	<input type="checkbox"/> industry	<input type="checkbox"/> politics/government
		<input type="checkbox"/> invention	<input type="checkbox"/> religion
			<input type="checkbox"/> science
			<input type="checkbox"/> sculpture
			<input type="checkbox"/> social/humanitarian
			<input type="checkbox"/> theater
			<input checked="" type="checkbox"/> transportation
			<input checked="" type="checkbox"/> other (specify)
			community development

Applies to all in group:

**Specific dates** 1891      **Builder/Architect** Probably W.S. Burhaus/John Vaughan      Applies to all in group:

**Statement of Significance (in one paragraph)**

Perkins' Addition Streetcar Subdivision is architecturally and historically significant as the most visually cohesive example of a streetcar subdivision in Salt Lake City. The history of Perkins' Addition development communicates more effectively than any of its contemporary subdivisions the historical themes of non-Mormon settlement patterns, out-of-state influence on real estate development, and the impact of electric streetcars on the expansion of Salt Lake City. Streetcar suburbs played a major role in the transformation of the land south of the original city from agricultural to residential use in the 1890s. The Perkins' Addition thematic group comprises ten large, brick houses which were all built in 1891 by Metropolitan Investment Company, a Denver-based real estate and investment company. Perkins' Addition, like dozens of other subdivisions that were created in the early 1890s, was never fully developed due to the economic downturn that climaxed in the 1893 depression, but, to the degree that it was developed, it served as the standard of excellence to which other subdivisions of the time were compared. Architecturally, the houses of the original Perkins' Addition create a noticeable and unmatched visual character in their neighborhood through the quality and similarity of their styling, their relatively large scale, the quality of their materials and workmanship, and their proximity to each other. These houses reflect an important development in late nineteenth century building practices - the creation of standard house plans which could be purchased and varied according to the needs and desires of the homeowners. Seven of the houses have plans that originated from one basic design, but because each house is a unique combination of structural and decorative elements, as a unit they document the late nineteenth century demand for houses that met personal needs, announced financial and social aspirations, and were singular and personal expressions of taste and preference.<sup>1</sup> These houses served as the residences of upper- and middle-class non-Mormons who came to Utah in the late 1880s and early 1890s, drawn by the many business opportunities that had been opened up by Utah's booming mining industry. Several of the individuals who lived in these houses made significant contributions in local governmental, business and educational affairs. The Perkins' Addition houses were identified as significant in a recently completed architectural/historical survey conducted for Salt Lake City.

In November 1890, Gilbert L. Chamberlin, a Denver real estate developer, arrived in Salt Lake City and announced his plans to develop a thirty-three acre tract of land, to be known as Perkins' Addition, in the "southeastern suburbs," located on the Ninth East streetcar line at 1700 South. Chamberlin stated that he would be investing over \$500,000<sup>2</sup> "to improve the property handsomely and erect at least 100 first-class residences."<sup>3</sup> He also said that he would construct a \$10,000 residence for himself on the tract.<sup>4</sup>



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Later, he would claim that at least \$1,000,000 would be invested in the addition, that three hundred houses, averaging \$7000 each, would be built, and that his house would be a \$40,000 stone and brick structure.<sup>5</sup>

Although his pronouncements proved to be somewhat exaggerated, his proposal was accepted at that time with optimism by local real estate men and investors, who viewed it as "an investment of more significance to Salt Lake City than the ordinary speculative purchase. ... The gentlemen who have bought it are full of that push and vim that have made a great city of Denver."<sup>6</sup> Several weeks later, a local realtor, H.F. Kennedy, when asked his opinion on the validity of Chamberlin's claims, stated that Chamberlin "not only talks but acts, and when he says that his firm proposes to expend \$1,000,000 on Perkins' Addition, you can bank on the assertion.... The firm of Chamberlin & Company are enterprising and progressive, and having been active participants in the development of Denver they bring to this city the experience of years."<sup>7</sup> Chamberlin proved to be an indefatigable promoter over the next several months, making announcements on almost a daily basis regarding the sale of property, purchasing of materials, arrival of patrons and proposed innovative features of Perkins' Addition.

Chamberlin and his company, later renamed Metropolitan Investment Company<sup>8</sup>, immediately set to work developing Perkins' Addition. It was one of over two dozen streetcar suburbs that were created in the early 1890s in Salt Lake City. Subdivisions such as Norwood, Bellevue, North Waterloo, Waterloo Addition, Lincoln Park Addition, Burlington Addition and Desky's Addition were heavily advertised, and some of them proved to be at least moderately successful, considering that none of the subdivisions of this period were fully developed because of the 1893 depression. Although each one offered its own location advantages, promised improvements, financing terms and housing options, all shared one common feature -- electric streetcar access. The rapid transit service of the streetcar was the one essential ingredient in the success formula of all these subdivisions. Without it, the land upon which they were built would have remained farmland, separated from the city by a mile or two of unimproved dirt roads. The phenomenon of streetcar suburbs was of course not unique to Salt Lake City.

Soon after the introduction of the fast and economical electric streetcar in Richmond, Virginia in 1888, dozens of American cities installed similar systems and began experiencing subdivision expansion into outlying areas, which had previously been impractical locations for residences of people working in the city.<sup>9</sup> Salt Lake City, which had had mule and horse-drawn streetcars since 1872, installed its first electric streetcar line in 1889, and in 1890 lines were extended south of the city<sup>10</sup> into what had been almost exclusively agricultural land, that area known as the Big Field. The land in that area was relatively flat and dry, and it soon came to be favored by the "salaried classes" as a residential area, while the land southwest and west of the city was used more for the homes of the working classes.<sup>11</sup>

Real estate activity increased to near fever pitch in the late 1880s, spurred by the economic activity of the mining industry, and by the promotions of the

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Chamber of Commerce, which had been organized in 1888. Although the first real estate speculators came from Colorado and Iowa in 1887, "(n)ew men and new money came from all directions" as the boom continued into the 1890s.<sup>12</sup> However, most of the real estate investors continued to come from Denver and other Colorado towns, believing that, "Salt Lake is destined to become another Denver."<sup>13</sup> The exponential growth in real estate activity is perhaps best indicated by the growth of the number of real estate firms from six or seven in 1887 to seventy-five in 1888.<sup>14</sup>

The political climate also helped to foster development. Non-Mormon politicians, or Liberals, gained control of the city government in the election of 1890 and became actively engaged in the promotion of the city as a business center and in the improvement of public services, such as police and fire service, public schools, etc. Also, in 1890, the Chamber of Commerce hired Western Investment Company of Chicago to distribute promotional pamphlets on Salt Lake City in over two hundred Eastern cities at hotels and other public places. Thirty thousand such pamphlets were distributed per month. Four separate pamphlets were published, each emphasizing attractions of the Salt Lake area, including recreational, industrial, real estate, business and community advantages.<sup>15</sup> Lured by attractive business and investment opportunities, thousands of non-Mormons came to Utah in the 1880s and 1890s. Some of them established successful businesses and remained in the state for the rest of their lives, but most stayed for only a few years. Charles H. Weeks, for example, was drawn to Utah by one of the promotional pamphlets. He brought his family to Salt Lake City in December 1890 from South Dakota, purchased three lots in Perkins' Addition, and had a house built there at 935 E. Logan Avenue.<sup>16</sup> He brought three other men and their families with him, two of whom also purchased lots in Perkins' Addition with the intention of building houses.<sup>17</sup> It is unclear who those two families were, and whether or not they did indeed have houses built in Perkins'. Weeks was involved in real estate and mining activities in Utah for several years before leaving the area.

The influx of non-Mormons into what what had been a well-ordered, primarily Mormon community created some tensions and resulted in unusual settlement patterns. The city was divided into wards, ecclesiastical units of the LDS Church, which acted not only as religious organizations, but also as social, educational and recreational centers in the neighborhoods. Non-Mormons found it difficult to penetrate those tightly knit groups of the established ward neighborhood. Their children had no church or school at attend, exept ward schools, and no place to play.<sup>18</sup> Their preference for settling in the new streetcar suburbs outside of town was a natural result. Non-Mormons especially concentrated in the popular streetcar suburb area from 1300 to 1700 South, between 900 and 1300 East, which was built up primarily by non-Mormon contractors and developers.<sup>19</sup> Perkins' Addition subdivision was one of the first of those subdivisions in that area.

The frenzied real estate activity of the late 1880s was not entirely limited to non-Mormons. Mommon land owners, although slow to jump into the real estate boom, also became caught up in the spirit of speculation. According to

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historian Andrew Jenson, "Up to that time it had been one of the fundamental policies of the Latter-day Saints to hold on to their 'inheritances in Zion,' but now since there was an opportunity to get fabulous prices for their land holdings, the temptation to gain wealth gained the upper hand...."<sup>20</sup> LDS Church leaders were disturbed by "the love of money and gain" that seemed to take possession of the members as "brethren who ought to have known better were selling out their property to land sharks as fast as they could."<sup>21</sup> The April 1889 semi-annual church general conference was devoted almost entirely to preaching against real estate speculation and the love of money.<sup>22</sup>

That fabulous prices were to be had for prime residential land was not an overstatement. In 1891, Sarah Gibson, a widow whose husband, Jacob, had previously farmed their land at 1700 South and 900 East, sold a five-acre tract to Gilbert L. Chamberlin for \$2500 per acre. That land "would have been considered dear at \$250 per acre" only a few years before.<sup>23</sup> Chamberlin, too, figured on making a healthy profit by subdividing the five acres, as part of Perkins' Addition, into 98 lots, which he anticipated selling for at least \$400 per lot, for a total net profit of over \$5000 per acre.<sup>24</sup> However optimistic, he succeeded in selling only half a dozen lots from this tract.

Although Mormons were eager to sell their land in the peak years of subdivision development, they were not as willing to buy. One real estate broker in 1890 noted that "Mormons are sellers, not purchasers. They seem ever ready to sell, but in eighteen months our firm has been in business here, we have not made a single sale to a Mormon."<sup>25</sup> The unwillingness of the Mormons to buy land, build houses, and relocate in the new subdivisions further contributed to the concentration of non-Mormons in the streetcar suburbs. In later years, however, Mormons too moved into the area in large numbers, especially young people.

A notable exception to the pattern of non-Mormon settlement in streetcar suburbs was the development of Forest Dale, a large, highly successful residential area that was developed beginning in 1890. It was located further south than the majority of the streetcar suburbs, at about 2400 South and 700 East. George M. Cannon, the developer, was a Mormon, as were most of the people who moved there. Cannon advertised only in the LDS Church-owned Deseret News, which was read almost exclusively by Mormons, and he personally invited many people whom he thought would be "good citizens and agreeable neighbors"<sup>26</sup> to settle in Forest Dale. He paid the streetcar company a \$21,000 bonus to extend their streetcar lines down to Forest Dale and guarantee their services for several years. His foresight in providing streetcar lines to the area in 1890 enabled the area to grow so rapidly that by 1902 it was incorporated as the town of Forest Dale.<sup>27</sup> The streetcar line that extended to Forest Dale down 900 East was the principal transit line through the streetcar suburb area where Perkins' Addition was developed.

Sites chosen for subdivisions, both locally and nationally, were usually vacant and flat, easily adaptable to simple, gridiron layouts.<sup>28</sup> Many subdividers were not interested in beautifying or building up the area, but

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simply wanted to plat the subdivision, sell the lots, and "...make money, honestly if they cannot make it any other way."<sup>29</sup> Often, local builders would buy several lots from the subdivider and construct a few speculative houses, or would build on contract, resulting in a piecemeal development. Some developers worked closely with an architect who would design many homes in a subdivision, either on an individual basis for the buyers or in conjunction with the developer and builder. One Salt Lake architect who had success doing so was Frank M. Ulmer, who designed many of the homes in the Lincoln Park subdivision area, east of Perkins' Addition.<sup>30</sup>

Few, if any, of the other streetcar suburbs could match Perkins' Addition in its holistic developmental approach. "Remember we furnish the material, the labor, the knowledge and the plans, and all you have to do is give us about what you are giving the owner of the house you are living in every month."<sup>31</sup> Their motto, "You press the pen--we do the rest," sums up their approach.<sup>32</sup> Included in Metropolitan Investment Company's "team" were a contractor, W.S. Burhaus, and an architect, John Vaughan, both Denver residents, who had apparently worked with Chamberlin on similar projects in Denver.<sup>33</sup> The extent of their work apparently included everything down to the minor, decorative details. Beautiful mantels, for example, were being displayed by Chamberlin in February 1891, "such as he proposes to put in the houses for his patrons."<sup>34</sup> Vaughan, who was probably responsible for much of the design of the "200 different styles" that they offered,<sup>35</sup> lived for several months during 1891 in a house on the Perkins' Addition property.<sup>36</sup> He apparently supervised the construction of the houses and made himself available to adapt plans or to work up new ones to suit buyers who were not satisfied with those already drawn up.<sup>37</sup> In addition to designing and constructing the houses, Metropolitan offered many public improvements and amenities, including concrete sidewalks, Box Elder trees lining the streets, graded and graveled streets, electric street lights, and low-fare electric streetcar service.<sup>38</sup> The "unrivalled Perkins' Addition,"<sup>39</sup> they claimed, would be "the most convenient, the most beautiful, the most sought after" addition in Salt Lake City.<sup>40</sup>

Although Metropolitan's advertising claims may have been somewhat exaggerated, they were, to a large degree, substantiated. Everything previously mentioned, except the electric street lights, apparently was installed as promised. In December 1890, Chamberlin had talked of putting in an electric light tower, like those in Denver, which would provide bright street lighting capable of being seen for fifty miles.<sup>41</sup> One month later, he excited people with his talk of erecting an electric generating plant which would provide electricity for Perkins' and other neighboring additions.<sup>42</sup> Another innovation that Chamberlin proposed was the manufacture of stone brick for the Perkins' Addition residences. The process involved crushing stone, mixing it with clay, then pressing and firing it like regular brick. The product was claimed to resemble sandstone and to be much heavier than common brick.<sup>43</sup> These grand schemes were apparently never realized.

Despite such shortcomings, Perkins' Addition was generally recognized and acknowledged as an exceptional development, even by other real estate

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developers. William G. Hubbard, one of the leaders in the real estate market, conceded that fact in an ad for his Waterloo Addition, stating that "Waterloo will be the best improved addition on the market (except Perkins)...."<sup>44</sup> Others mentioned in their ads that their subdivisions were next to Perkins', and one real estate firm, in an attempt to lure investors into buying their property, adjacent to Perkins', noted in their ad that the value of their property was sure to go up in the next six months, because over \$100,000 in improvements were to be made in Perkins' during that time.<sup>45</sup> Another company decided to compete head-on with Perkins', advertising their South Lawn Subdivision as being one-quarter mile nearer town than Perkins' with lots at costs much lower than Perkins'.<sup>46</sup> Cost, however, was not an area of promotion or competition for Metropolitan Investment Company. They did not advertise the price of their lots, nor did they try to sell their property as an economical purchase, a cheap deal. Their only discussion of price was a simple, succinct statement, "Don't buy suburban lots believing they are cheap. They are not."<sup>47</sup>

Unlike many of the other real estate firms, Metropolitan did not advertise in the classified ads, but limited their promotions to one-third or one-half page ads in the Sunday edition of the Salt Lake Tribune, usually on page 16. Their advertising emphasis was on the quality of workmanship, the attention to "every necessary, every comfort, every luxury,"<sup>48</sup> appealing to the tastes of the discriminating buyers. Chamberlin vowed that no wooden structures would be allowed in Perkins' Addition, only residences of pressed brick,<sup>49</sup> and the finest quality pressed brick at that. In January 1891, a special train of eighteen cars loaded with 500,000 Golden Pressed Brick arrived from Golden, Colorado for Chamberlin, to be used in the Perkins' Addition residences. The famous Golden Pressed Brick was recognized in the intermountain west as the finest quality brick available. At that time, none of the Utah brick manufacturers had the equipment necessary to produce a comparable product.<sup>50</sup> Other materials used on the houses were also to be the best that money could buy.<sup>51</sup>

The investment potential of purchasing Perkins' Addition real estate was also advertised. It was proclaimed to be safer and more profitable than "any savings bank in the world."<sup>52</sup> Too, the ads appealed to "the finer feelings of a domestic man: "Is your wife entitled to it? Are the little ones deserving of it?" "Can you enjoy all the comforts, joys and peace of mind a home carries with it?"<sup>53</sup> Creative financing in the way of low cash downpayments and small monthly installments were devised in order to induce purchasers to "get in on the ground floor"<sup>54</sup> before "the level-headed investors, who know a good thing, jump in and crowd you out."<sup>55</sup>

Another important promotional point was the emphasis on presenting an enticing image of attractive, modern and individually styled homes. The Victorian home owner looked upon his house as not only a visual statement of his social status, but as a unique expression of himself, individualized to suit his tastes and needs.<sup>56</sup> The late nineteenth century practice of creating standard plans which could be purchased and varied according to the needs and desires of the homeowners, though repetitive in their general layout and

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design, offered individual styling through variation of decorative elements and minor structural features. The Perkins' Addition houses significantly document that architectural approach. Seven of the ten houses originated from a one basic design, but their decorative features and plans vary slightly. Perkins' ads claimed that it would be the "addition of beautiful houses" with new designs in every house.<sup>57</sup> Buyers were offered the choice of "200 different styles of houses,"<sup>58</sup> each "the result of experienced Architects' study."<sup>59</sup> "We only insist that every house erected in Perkins' shall be attractive in exterior appearance, shall be of modern design and in keeping with the handsome residences already erected."<sup>60</sup> Although the vision of personalized, individually styled houses was an important selling point for the Perkins' houses and suburban houses in general, half of them were built as speculative houses, as were the majority of moderate-cost suburban houses built throughout the country at that time.<sup>61</sup>

Modern interior features such as indoor plumbing, electric lights, and furnaces became available during this period, and were included in many of the finer new houses.<sup>62</sup> Some of the modern features offered in the Perkins' Addition houses were hot and cold water all through the house, baths, electric lights, furnace heat or steam heat, and a choice of decorative features including sliding or folding doors, and "plain glass, stained glass or memorial windows."<sup>63</sup> Metropolitan proudly proclaimed that these would be "the most complete houses ever erected in any city," and that "(i)n point of architectural beauty, convenience and comfort they stand without comparison."<sup>64</sup>

Despite such claims, the Perkins' houses were overshadowed in terms of scale and architectural exuberance by the houses built at that time in Darlington Place, a subdivision located in the Avenues district of Salt Lake City. The popularity of this subdivision and the elaborateness of its houses can be attributed to its location adjacent to South Temple Street, where the finest residences in the city were built. (Due to the 1893 depression, Darlington Place never completely developed.)

Streetcar subdivisions throughout the country also appealed to the population in other ways. In the 1880s and '90s, the nation became conscious of the benefits of physical health and invigorating, outdoor living. The development of summer camps, national parks, and resort hotels during this period was the result of the craze for exercise, natural beauty and clean air.<sup>65</sup> Streetcar subdivisions located away from the heat, squalor, and crowds of the city, especially away from the business sections, were portrayed as the place a working man could establish a healthy, happy home-life. Perkins' Addition ads, like those of many other subdivisions, extolled the benefits of suburban living: the "pure, healthful, invigorating" atmosphere, "no smoke, no dust, or miasmatic germs," the cool canyon breezes, the "pure and clear as crystal" water pumped from artesian wells, and the unobstructed and breathtaking view, "keeping in sight constantly the everlasting peaks and that mysterious dead sea--Salt Lake."<sup>66</sup>

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Soon after Chamberlin's announcement to develop Perkins' Addition in November 1890, work commenced on the project. During the next several weeks, Chamberlin claimed to have had crews of up to fifty men grading the streets<sup>67</sup> and cutting stone<sup>68</sup>, although only one of the houses has a stone foundation. He purchased 150,000 feet of "choice seasoned lumber" from Parker & Depue, local lumber dealers, who, at the same time, contracted with him to have houses costing \$11,500 and \$10,000 built in Perkins'.<sup>69</sup> The houses were never built for them, however, indicating that perhaps the announcement was intended simply as promotional hype by Chamberlin, and that Parker and Depue went along with the scheme as part of the lumber deal with Chamberlin.

The construction of as many as twenty-five houses was to have begun that fall,<sup>70</sup> but cold winter weather and economic reality resulted in the beginning of, at the most, ten houses that winter.<sup>71</sup> Early in January, the train arrived from Golden, Colorado with the 500,000 Golden Pressed Bricks to be used in the Perkins' Addition residences. These high-quality, ornamental bricks were probably used only on the exterior of the walls, and cheaper, lower-grade bricks were used on the interior, where they would not be seen. The snow and cold temperatures of winter, and the mud and rain of spring no doubt hampered the construction efforts underway in Perkins' during the early months of 1891. Changes in the management of Chamberlin's company also affected the project.

On March 11, 1891, the name of Chamberlin's company was officially changed from G.L. Chamberlin & Company to Metropolitan Investment Company.<sup>72</sup> At that time, several new names and faces emerged as promoters and financial backers of the enterprise, although it is likely that they had been involved with the project from the beginning. Perhaps the impending failure of the enterprise compelled them to become more actively involved in the project. The company appeared to be undergoing difficulties at that time, as evidenced by their lapse of advertising during the entire month of March. After the company changed names, Chamberlin, though listed as vice-president and general manager of the company, played a decreasingly active role in its promotion and transactions. Other officers included F.M. Perkins (for whom Perkins' Addition was probably named), president; C.E. Griffith, secretary; B.A. Ambler, treasurer; and H.J. Dininny, attorney. The board of directors included F.M. Perkins, secretary of Western Farm Mortgage and Trust Company of Denver; G.W.E. Griffith, vice-president and general manager of the same; B.A. Ambler, treasurer of the same; Hon. George J. Barker, attorney for that company; and G.L. Chamberlin.<sup>73</sup> Harper J. Dininny, the attorney for Metropolitan, was assigned to come to Utah to act as the agent for that company, replacing Chamberlin as spokesman and promoter.<sup>74</sup> None of the other officials of the company ever moved to Salt Lake City.

Although purchasers of Perkins' Addition property contracted to buy lots and have houses built on them as early as December 1890, they were not officially granted title to their property until June 1891. At that time George W.E. and Priscilla Griffith of Metropolitan Investment Company were the owners of legal record. Harper J. Dininny acted as agent for Griffith in most of the transfers. Soon after the transfer of land titles, Metropolitan Investment

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Company gave up promoting Perkins' Addition and apparently closed its doors (2nd floor, Commercial Bank Building), leaving only Dininny to act for the company and to promote its interests in whatever small ways he could. Metropolitan's final newspaper ad, placed on July 5, 1891, made a sober, factual appeal to "the good people of Salt Lake City," outlining briefly what their ads for the past six months had been proclaiming. It then explained that "(j)ust at present, while the weather is so warm and so many folk a trifle indifferent, we will have to temporarily postpone our Sunday talks with you in THE TRIBUNE...."<sup>75</sup> The temporary postponement of advertising became permanent, however. Gone for good were their large, enthusiastic ads and the grand schemes of Gilbert L. Chamberlin.

Although Perkins' Addition was intended to be a large, fully developed residential subdivision of over 100 homes,<sup>76</sup> it never grew beyond the original thirteen houses that were constructed that first year in 1891.<sup>77</sup> Several factors contributed to its failure. Metropolitan's "broad-gauge proposition"<sup>78</sup> was apparently not suited to the speculative real estate market at that time. Real estate investors were most interested in "soft snaps," quick and easy deals that would turn a good profit, and were less inclined to invest substantial amounts of money in more permanent, longer-term investments, such as Metropolitan offered. The large majority of purchasers of Perkins' property were speculative investors, and were not interested in building houses, but simply wanted to hold onto the property for a while, then sell it at a profit. In December 1890, Chamberlin claimed that twenty-seven houses had been contracted to be built in Perkins' Addition,<sup>79</sup> and by January 18, 1891, that number had grown to forty-one.<sup>80</sup> Of the thirteen houses that were actually built in Perkins', at least five were built on speculation by out-of-state investors who never lived in Salt Lake City, or if they did, were not in the city long enough to be listed in the annual city directories.

Metropolitan's appeal to the wealthier class, instead of the working class, no doubt limited the scope of their success, as did their focus on attracting mainly non-Mormon buyers by advertising in the non-Mormon Salt Lake Tribune. The non-Mormons who came to Salt Lake City during this period were primarily investors and speculators looking for profitable business ventures, and they were not as interested in settling permanently in the city as they were in making money. Their commitment and interest in the city lasted only as long as the economic boom, as evidenced by the short, 5 1/2 year average length of residence of the first occupants of the Perkins' houses. Most of them had come to Salt Lake only a few years previous to buying their Perkins' homes, and none of them were either life-long residents of the state or Mormons. The majority of them (70%) left the state after moving out of their Perkins' Addition houses.

Another probable contributing factor in the failure of Perkins' Addition was the out-of-state basing of the developer, Metropolitan Investment Company. The personnel of the company were all from Denver, and only two of the principals, Chamberlin and Dininny, ever lived in Salt Lake City. Such long-distance development, separated from their office and the city, no doubt

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gave them less control over the operations and management of their office and certainly limited their ability to respond to any changes in the local real estate market. The fact that problems arose within the Salt Lake office, either due to mismanagement or an unresponsive market, is indicated by the reorganization that took place in March, when Dininny replaced Chamberlin.

Broad economic conditions also affected the success of Perkins' Addition. Real estate activity, which appears to have begun to ebb in mid-1891, never regained the momentum that it had during the previous two or three years. The speculative nature of the market, which everyone had tried to deny,<sup>81</sup> was responsible to a large degree for the market deflation, as prices peaked and demand died off. Prices of houses and land actually decreased dramatically during the mid-1890s, due to the 1893 depression primarily, but the downward trend in prices had been established as early as 1891.

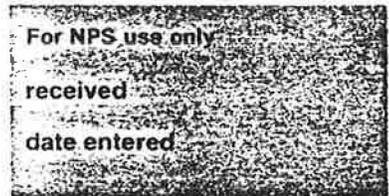
Perkins' Addition was not only distinctive in its visual quality, but in the social make-up of its residents as well. All of the original occupants of the houses were non-Mormon and had come to Salt Lake City just two or three years before buying their Perkins' Addition house (Henry Luce, the only exception, came to the city as early as 1883). Most of those people were business or professional people. Their occupations included a pastor (William D. Mabry), two attorneys (John W. Judd and Harper J. Dininny), a jeweler (Clifford R. Pearsall), a college professor (Byron Cummings), two merchants (Henry Luce and Elgin S. Yankee), a clerk (Thomas Yardley), a real estate broker (Charles H. Weeks), and a railroad official (Alexander Mitchell). They were politically united, too, joining together to push for annexation into the city, which they achieved over the opposition of some of the Mormons and others living in the area.<sup>82</sup> The average length of residence of these first owner/occupants was only 5 1/2 years, with four of the ten remaining for only three years or less. The longest length of residence by one of this group was twelve years (Yardley). Seven of the ten left the area completely after moving out of their Perkins' Addition houses.

The second group of occupants of the houses were generally much more stable, living in the houses for much longer periods of time (14 year average), with two of them, Frobes and Van Pelt, living there for thirty and forty-three years, respectively. Only three of this second group were Mormons, reflecting the continued non-Mormon composition of the neighborhood. Their occupations included a grocer, a teacher, several attorneys, and mining men. Those who bought these houses in the period from about 1895 to 1905, including several of the second owners, lived in them for an average of almost twenty-nine years.

Perkins' Addition, as it was developed in 1891, has remained substantially intact over the years, although three of the original thirteen houses have been demolished, and newer houses have filled in the lots between the Perkins' houses. Seven of the ten remaining houses were converted into apartments, most during the 1930s and '40s, the depression and war years when housing was scarce. For the most part, however, their exterior integrity has been maintained. The alterations that can be noted were primarily made within the historic period.

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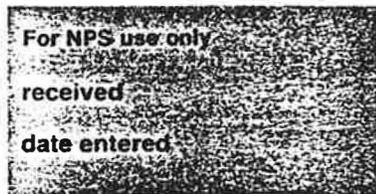
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Notes

- <sup>1</sup>Gwendolyn Wright, Building the Dream, (New York: Pantheon Books, 1981), p. 113.
- <sup>2</sup>Salt Lake Tribune, December 20, 1890, p. 6.
- <sup>3</sup>Ibid., November 30, 1890, p. 6.
- <sup>4</sup>Ibid.
- <sup>5</sup>Ibid., January 17, 1891, p. 6.
- <sup>6</sup>Ibid., November 30, 1890, p. 6.
- <sup>7</sup>Ibid., January 18, 1891, p. 6.
- <sup>8</sup>Ibid., March 12, 1891, p. 6.
- <sup>9</sup>Wright, p. 104.
- <sup>10</sup>Francis W. Kirkham and Harold Lundstrom, editors, Tales of a Triumphant People, (Salt Lake City: Stevens and Wallis Press, Daughters of Utah Pioneers, 1947), p. 201.
- <sup>11</sup>Salt Lake Tribune, December 26, 1890, p. 5.
- <sup>12</sup>Utah: Her Cities, Towns and Resources..., (Chicago: Manly and Litteral, 1891-92), p. 40.
- <sup>13</sup>Salt Lake Tribune, January 4, 1891, p. 6.
- <sup>14</sup>Cecil J. Alter, Utah: The Storied Domain, (Chicago: The American Historical Society, Inc., 1932, 3 vols.), I:453.
- <sup>15</sup>Salt Lake Tribune, December 21, 1890, p. 6.
- <sup>16</sup>Ibid.
- <sup>17</sup>Ibid.
- <sup>18</sup>Ronald R. Boyce, "An Historical Geography of Greater Salt Lake City, Utah," unpublished M.S. thesis, University of Utah, 1957, p. 57.
- <sup>19</sup>Ibid.
- <sup>20</sup>Andrew Jenson, Autobiography of Andrew Jenson, (Salt Lake City: Deseret News Press, 1938), p. 185.
- <sup>21</sup>Ibid.
- <sup>22</sup>Ibid.
- <sup>23</sup>Salt Lake Tribune, January 22, 1891, p. 6.
- <sup>24</sup>Residential lots on the outskirts of the city were selling for \$250 per lot for ordinary lots and \$600 for choice lots. Average size of the lots was 25' X 150' (see Salt Lake Tribune, January 11, 1891, p. 6). The Perkins' lots were 25' X 136'.
- <sup>25</sup>Salt Lake Tribune, December 24, 1890, p. 6.
- <sup>26</sup>Golden Jubilee, Forest Dale Ward, Granite Stake, 1896-1946, (Salt Lake City: The Golden Jubilee Committee, 1946), p. 13.
- <sup>27</sup>Forest Dale was disincorporated in 1912 and annexed into Salt Lake City. In later years, Forest Dale has been bisected by major traffic arteries, 700 East Street and I-80, breaking up the area into several segments.
- <sup>28</sup>Wright, p. 104.
- <sup>29</sup>Ibid.
- <sup>30</sup>Salt Lake Tribune, March 28, 1891, p. 6.
- <sup>31</sup>Ibid., April 5, 1891, p. 16.
- <sup>32</sup>Ibid., January 18, 1891, p. 16.

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33Burhaus and Vaughan performed work on all the lots in Perkins' that had houses built on them, for which they released all claims in July, 1891, as recorded in the title abstract books. Burhaus was identified in the newspaper as one of the contractors for Metropolitan and as a Denver resident (see Salt Lake Tribune, March 25, 1891, p. 6).

34Salt Lake Tribune, February 13, 1891, p. 6.

35Ibid., December 28, 1891, p. 16.

36Salt Lake City Directory, (Salt Lake City: R.L. Polk and Company, 1891-92).

37Salt Lake Tribune, February 22, 1891, p. 16.

38Ibid., April 5, 1891, p. 16.

39Ibid., December 28, 1890, p. 16.

40Ibid., December 21, 1890, p. 12.

41Ibid., December 27, 1890, p. 6.

42Ibid., January 24, 1891, p. 6.

43Ibid., January 30, 1891, p. 6.

44Ibid., July 1, 1891, p. 16.

45Ibid., December 22 1890, p. 8.

46Ibid., January 18, 1891, p. 6.

47Ibid., February 8, 1891, p. 16.

48Ibid., April 5, 1891, p. 16.

49Ibid., December 27, 1890, p. 6.

50Threatened by this importation of Golden Pressed Brick into Utah, John P. Cahoon, a local brick manufacturer, immediately left for St. Louis, where he purchased \$85,000 worth of pressed brick manufacturing equipment. Soon after, he incorporated the Salt Lake Pressed Brick Company, and in March 1891, he announced that their new machinery could manufacture a better quality brick than those made in Golden, Colorado. (See Salt Lake Tribune, January 25, 1891, p. 6, January 31, p. 6, February 14, p. 6, and March 28, p. 6.)

51Salt Lake Tribune, April 5, 1891, p. 16.

52Ibid., February 1, 1891, p. 16.

53Ibid.

54Ibid., December 28, 1890, p. 16.

55Ibid., December 21, 1890, p. 12.

56Wright, p. 113.

57Salt Lake Tribune, February 8, 1891, p. 16.

58Ibid., December 28, 1890, p. 16.

59Ibid., February 22, 1891, p. 16.

60Ibid.

61Wright, p. 113.

62Ibid., p. 103.

63Salt Lake Tribune, February 22, 1891, p. 16.

64Ibid., December 28, 1890, p. 16.

65Wright, p. 105-106.

66Salt Lake Tribune, April 5, 1891, p. 16.

67Ibid., January 14, 1891, p. 6.

68Ibid., January 30, 1891, p. 6.

69Ibid., December 28, 1890, p. 6.

70Ibid., November 30, 1890, p. 6.

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<sup>71</sup>Ibid., December 20, 1890, p. 6. At other times, the number of houses said to have built that winter were eight (Dec. 28, p. 6) and seven (Jan. 6, 1891, p. 6).

<sup>72</sup>Ibid., March 12, 1891, p. 6.

<sup>73</sup>Ibid.

<sup>74</sup>Ibid., also March 4, 1891, p. 6.

<sup>75</sup>Ibid., July 5, 1891, p. 16.

<sup>76</sup>Ibid., November 30, 1890, p. 6.

<sup>77</sup>Ibid., January 1, 1892, p. 36.

<sup>78</sup>Ibid., December 21, 1890, p. 12.

<sup>79</sup>Ibid., December 28, 1890, p. 16.

<sup>80</sup>Ibid., January 18, 1891, p. 16.

<sup>81</sup>Real estate men repeatedly attempted to discredit or deny rumors that the real estate market was riding artificially high on speculation rather than legitimate sales. One dealer emphatically stated that purely speculative real estate sales did not aggregate \$1000 per month (Salt Lake Tribune, December 24, 1890, p. 6), while another stated that they were a thing of the past (November 22, 1890, p. 6).

<sup>82</sup>Kirkham and Lundstrom, p. 200-201. George Arbuckle (747 E. 1700 South), a Mormon and later a bishop of an LDS ward in this area, related how "this clique" of non-Mormons living in Perkins' Addition was very anxious to become a part of the city rather than remain in the county, where they did not have to pay city taxes. He claimed that for many years after the area was annexed, they did not receive police and fire protection, even though they paid city taxes.