

United States Department of the Interior  
National Park Service

# National Register of Historic Places Registration Form



1047

### 1. Name of Property

historic name Goodall Building  
other names/site number Palm Beach Suit Company, Plant No. 4, BO-D-493

### 2. Location

street & number 470 Stanford Road

NA	not for publication
NA	vicinity

city or town Danville

state Kentucky code KY County Boyle code 021 zip code 40422

### 3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended,  
I hereby certify that this X 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 X meets \_\_\_ does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance:  
\_\_\_ national \_\_\_ statewide X local

*Craig Potts* 11-5-13  
Signature of certifying official/Title Craig Potts/SHPO Date

**Kentucky Heritage Council/State Historic Preservation Office**  
State or Federal agency/bureau or Tribal Government

In my opinion, the property \_\_\_ meets \_\_\_ does not meet the National Register criteria.

Signature of commenting official \_\_\_\_\_ Date \_\_\_\_\_

Title \_\_\_\_\_ State or Federal agency/bureau or Tribal Government

### 4. National Park Service Certification

I hereby certify that this property is:  
 entered in the National Register  
 determined not eligible for the National Register  
 other (explain) \_\_\_\_\_  
 determined eligible for the National Register  
 removed from the National Register

*for Edison H. Beall* 1-8-14  
Signature of the Keeper Date of Action

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**5. Classification**

**Ownership of Property**  
 (Check as many boxes as apply.)

**Category of Property**  
 (Check only one box.)

**Number of Resources within Property**  
 (Do not include previously listed resources in the count.)

- private
- public - Local
- public - State
- public - Federal

- building(s)
- district
- site
- structure
- object

Contributing	Noncontributing	
1		buildings
		district
		site
		structure
		object
1		<b>Total</b>

**Name of related multiple property listing**  
 (Enter "N/A" if property is not part of a multiple property listing)

**Number of contributing resources previously listed in the National Register**

Boyle County, Kentucky, MRA

0

**6. Function or Use**

**Historic Functions**  
 (Enter categories from instructions.)

**Current Functions**  
 (Enter categories from instructions.)

Industry - Manufacturing Facility  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Vacant  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**7. Description**

**Architectural Classification**  
 (Enter categories from instructions.)

**Materials**  
 (Enter categories from instructions.)

Modern Movement – Architectural Minimalism  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

foundation: Poured Concrete  
 walls: Concrete Block/Brick Masonry/Glass  
 \_\_\_\_\_  
 roof: Flat/tar  
 other: Steel Frame  
 \_\_\_\_\_

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## Narrative Description

### Summary Paragraph

The Goodall Building (BO-D-493) is located at 470 Stanford Road, slightly south of Danville's historic downtown. The nominated property includes the entire 1.99-acre lot and the contributing building, with no other associated historic resources. The lot serves for parking as well as shipping and receiving. The building is a three-story (basement, 1<sup>st</sup> floor, 2<sup>nd</sup> floor) steel-framed rectangular building. Its structural system was built on a steel beam grid. The beams rest on poured concrete piers and there is a poured concrete foundation with a composite of concrete block and brick masonry walls throughout. The building is characterized by 10 bays with a north elevation that features windows that are divided panes, louvered, and set in metal frames. The windows are installed on the first and second floors and they are significant features in the design and function of the structure. The south elevation has similar bays and windows that are interrupted by a protruding stairwell enclosure that also houses employee restrooms and lockers. There is also a service elevator that protrudes from the rear elevation. The building is typical of Modernist industrial architecture that placed emphasis on the geometric form of the structure in its horizontal and vertical planes. Likewise, its design prioritizes function over form through an emphasis on utility and simplicity in plan and elevation. The building is being interpreted as part of Danville's industrial past.

## Narrative Description

### Goodall Building, North Elevation

To be sure, the Goodall Building is a good example of a type and period of architecture that was constructed during an early stage of minimalist design in Kentucky, occurring during the 1930s. The structure was constructed by the George H. Rommel Company out of Louisville, Kentucky and it clearly showcases an attitude of rigid horizontal and vertical profiles that allowed the structural membrane of the building to project its overall aesthetic value (figure 1; figures found at the conclusion of the Description). The building is approximately two hundred feet long, eighty feet wide and comprised of standardized repeating steel structural elements that are spaced roughly twenty feet apart. The steel frame, clad in masonry, is made up of vertical columns with intersecting horizontal I-beams. Taken together, the profile of the building relies on its structural massing to create its Modernist aesthetic. Likewise, the structural system embodies principles of geometric regularity with an emphasis on its horizontal plane. The vertical columns are narrow, while the horizontal band is much wider, thus drawing attention to the horizontal character of the building. The Goodall Building's exposure of its structural system is a hallmark feature of the Minimalist tradition in design. Later modernist architects would go as far as to simply leave the steel beams exposed with no cladding, as with the Seagram's Building, in New York City (1958).

### Front Facade

As Modernism and Architectural Minimalism evolved through the 1920s and 1930s, many architects, including Wright, were reluctant to totally exclude stylistic elements to soften the harsh geometry and utilitarian character of their designs.<sup>1</sup> E.C. Landberg, the building's architect, provided a touch of Art Deco relief to the façade in the capped pilasters and floral insets that flank the nameplate along the upper band on the façade. The façade is symmetrical, and a set of smaller pilasters flank the entrance. The door casing is aluminum, and the entire shell of the building is brick, using a common bond

<sup>1</sup> See: Sweeney, Robert, Wright in Hollywood: Visions of a New Architecture, (New York: Architecture History Foundation, Cambridge), 1994.

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throughout. The front entrance is further accented by a set of poured concrete steps with metal rails and the roofline is capped using cut stones to accent the terminus of the elevation. Cut stones are also used at the base of the façade, between the pilasters, to provide additional artistic relief.

### **South Elevation**

The south elevation features an elevator shaft that extends out from the building to rise above the roofline. Likewise, there is a wing on the side of the building that is two stories in height, which housed employee bathrooms and lockers. It also contains a stairwell leading from the basement floor to the second story. Between the elevator and the stairwell wing is a continuation of a series of windows similar to the north elevation on both stories (figure 4). Once beyond the stairwell wing, the windows continue to extend to the rear of the building (figure 5). There is a two-bay shed-roof loading dock that was a later addition (figure 3).

### **Rear Elevation**

The rear of the building repeats the window pattern that largely defines the structure and there is a stairwell enclosure that leads from the basement to the second floor. The enclosure appears to be metal framing with a corrugated metal cladding. The stairwell is a break from the brick membrane that encloses the building and it may be a modification or addition to the original structure (figure 7). Likewise, there is a boiler stack that runs from the basement to become flush with the roofline. There is a concrete block rear addition with two overhead doors installed along its back end (figure 8).

### **Plans, Basement, First Floor, Second Floor**

The plans provided for this evaluation were drawn by a staff architect at the Oracle Design Group, of Louisville, Kentucky, and they show very little alteration to the intended design of the original building. The plan for the basement (figure 9) was designed to contain a nurse's station, cafeteria, and boiler rooms with maintenance shops. The boiler rooms, maintenance shops, and nurse's station are still intact, along with the restrooms and stairwell wing. The structural matrix of the building is also represented in the plan as a grid that shows the pattern of steel beams and their relationship to each other in plan. The first floor (figure 10) is also intact, showing the open work space and the plant manager's office toward the front of the building. The original shipping bay was altered through an addition that removed one of the office suites. The Second Floor is also intact as an open plan.

### **Windows**

The structure was originally referred to as a "Daylight Building" because it relied on the repetition of large windows that filled in the bays entirely on the north elevation and about sixty percent of the south elevation, including light wells for the basement and each end of the building. The windows occupy so much of the building's walls that it is apparent that natural light illuminated most of the interior spaces. Each window segment is roughly twenty feet wide and ten feet high.

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All of the windows are metal framed with divided panes of glass. The windows were designed for ventilation and most of them were louvered at the top and bottom. There are stone sills throughout.

### **Signage**

The building retains its original tablet insets that display the company's name and its function as a the Palm Beach Suit manufacturing division. The Danville operation was referred to as "Plant No. 4" as seen in a separate tablet inset above the main entrance. Records indicate that Plant 1 was in Cincinnati, Plant 2 was in a location north of Cincinnati, and Plant 3 was in Knoxville, Tennessee.

### **Changes to the building Since the Period of Significance**

The building has undergone minor changes since it was constructed. Those changes include a loading bay addition on its south side. In so doing, a first floor window on the front and side elevations was removed and enclosed with brick. This change also reconfigured the interior space to eliminate an office and opened the space up to become a shipping and receiving zone. The only other alteration is a rear concrete-block maintenance shed that has paired overhead doors with a shed roof. Although it is an addition, it appears to be more than fifty years old, and was likely installed not long after the plant went into operation.

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Figure 2: North Elevation facing south east

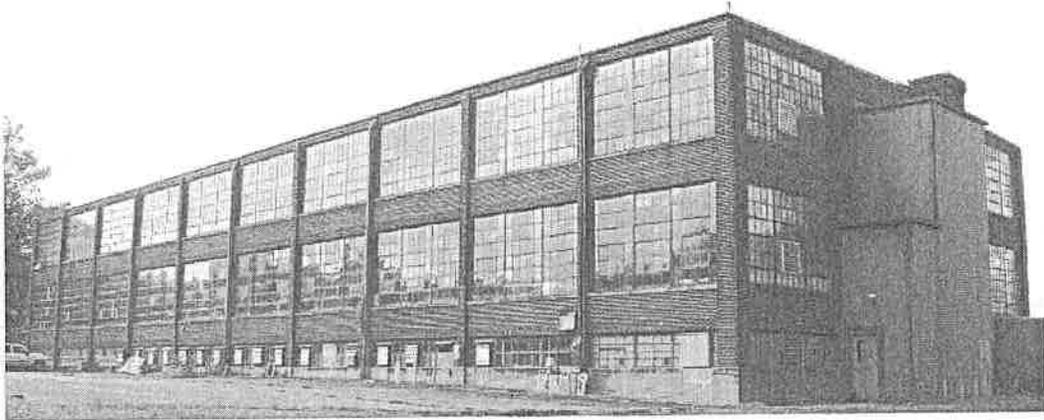


Figure 3: Front Facade facing east.

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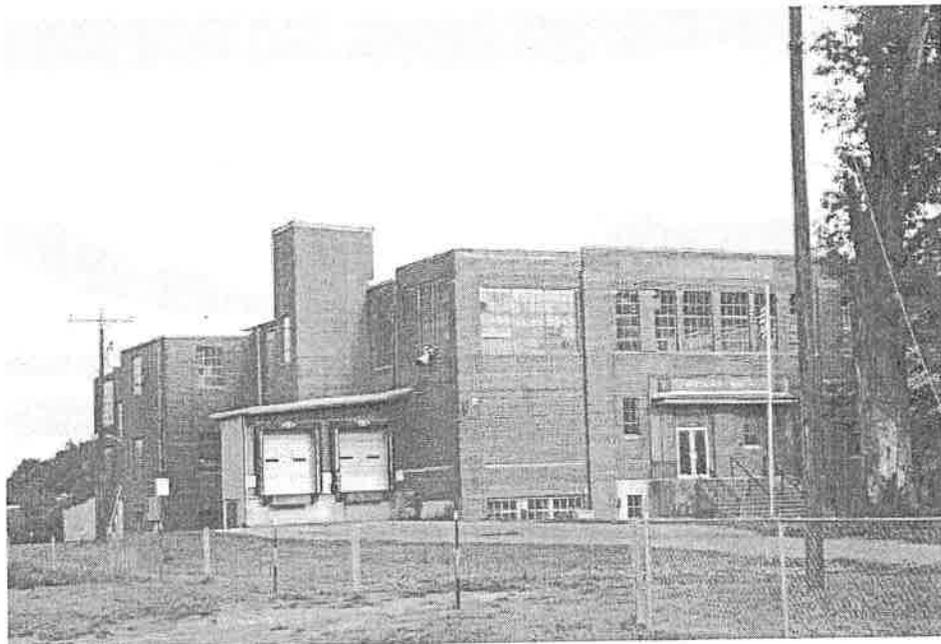


Figure 4: South Elevation facing west.

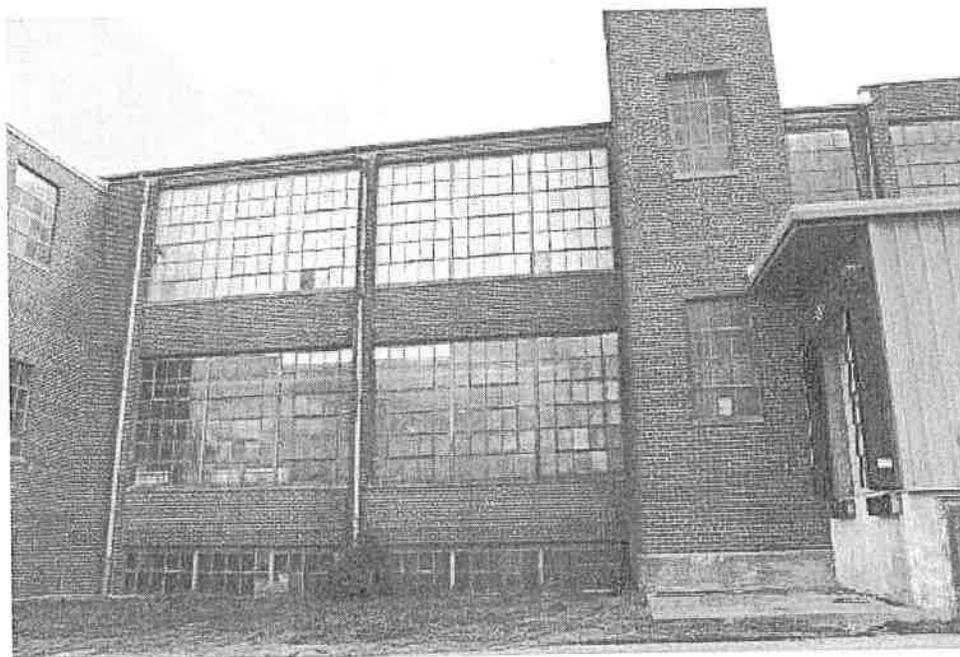


Figure 5: Elevator and window features.

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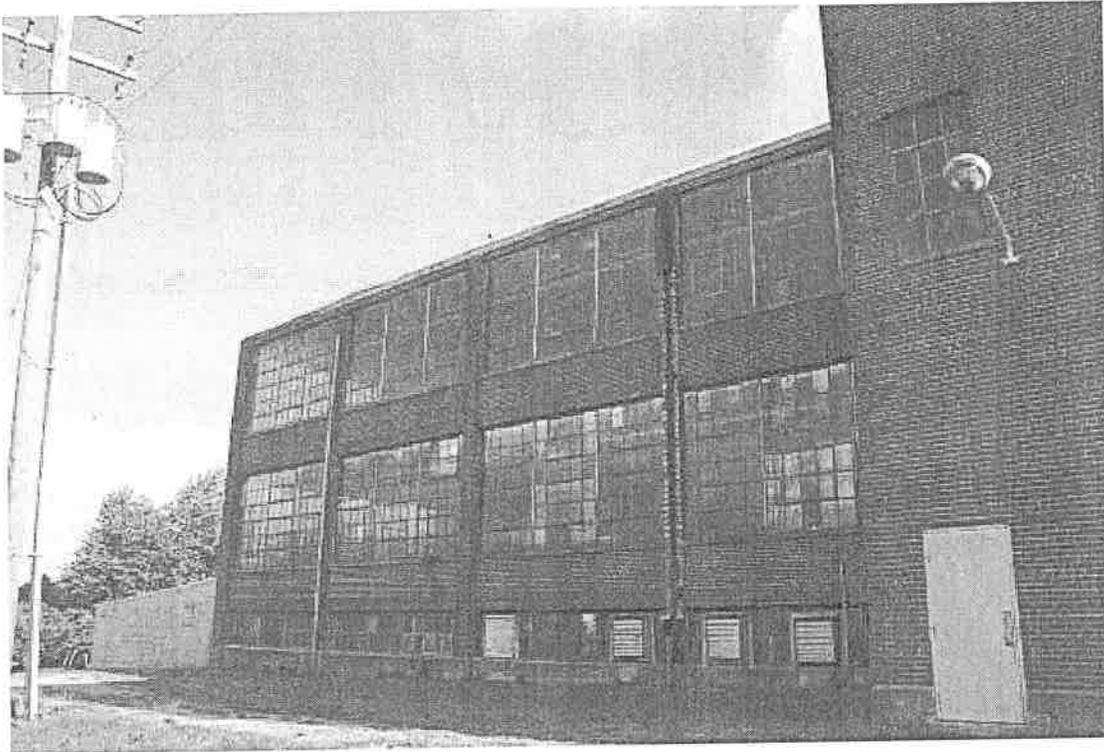


Figure 6: Stairwell Wing and continuation of windows.

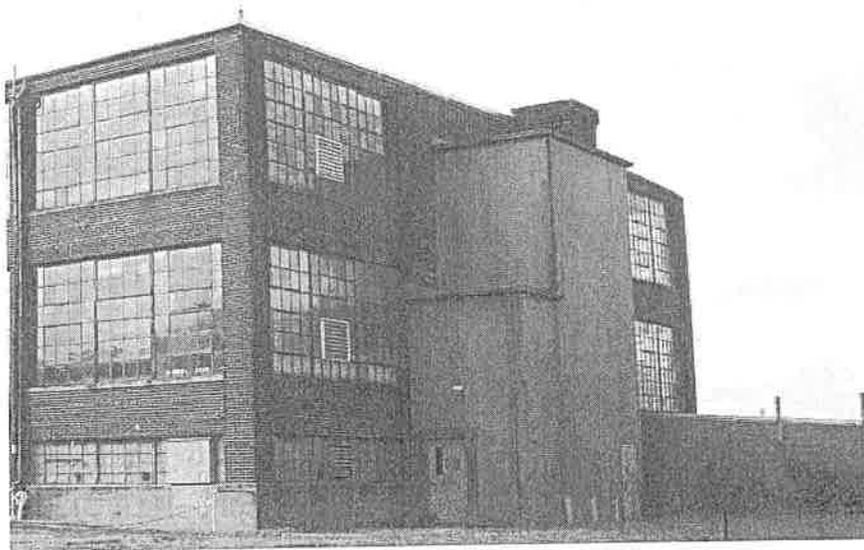


Figure 7: Rear Elevation facing south east.

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Figure 8: Rear stairwell enclosure.

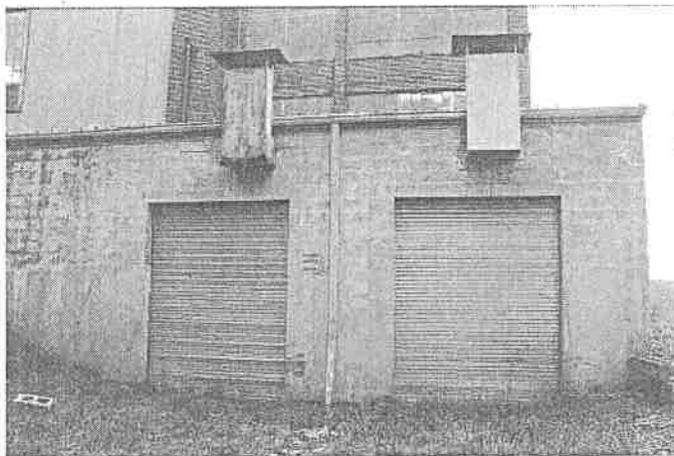


Figure 9: Rear concrete block addition.

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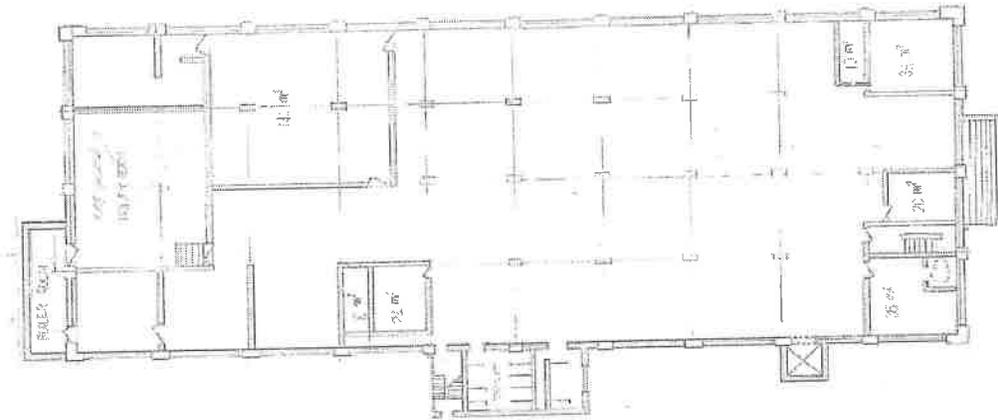


Figure 10: Basement Plan

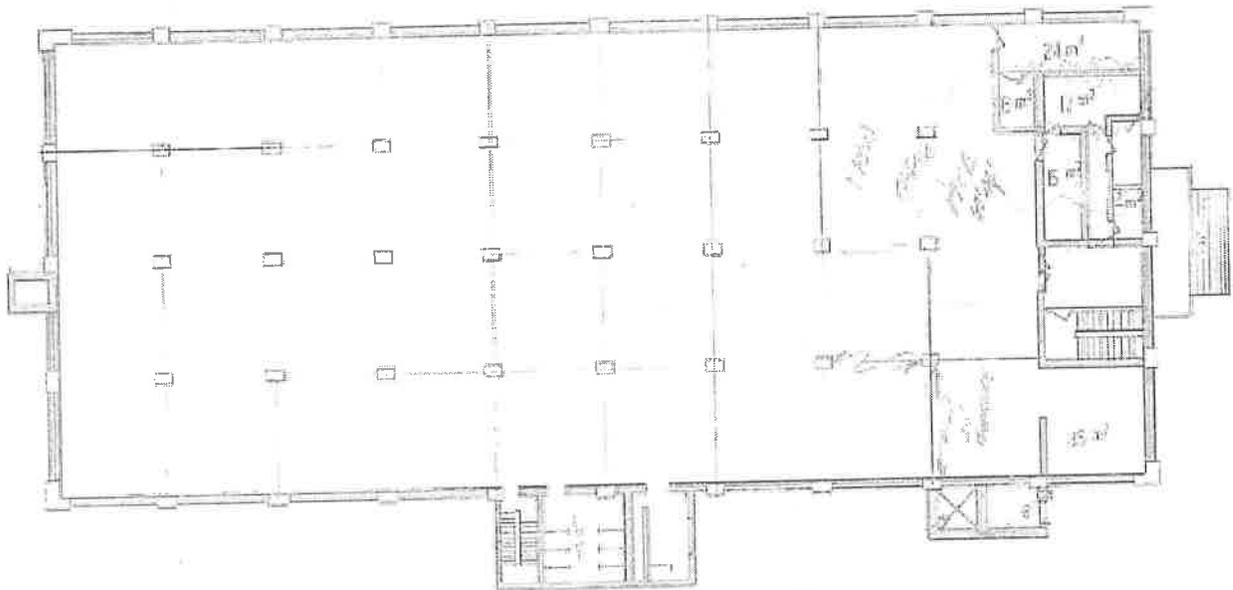


Figure 11: First Floor Plan

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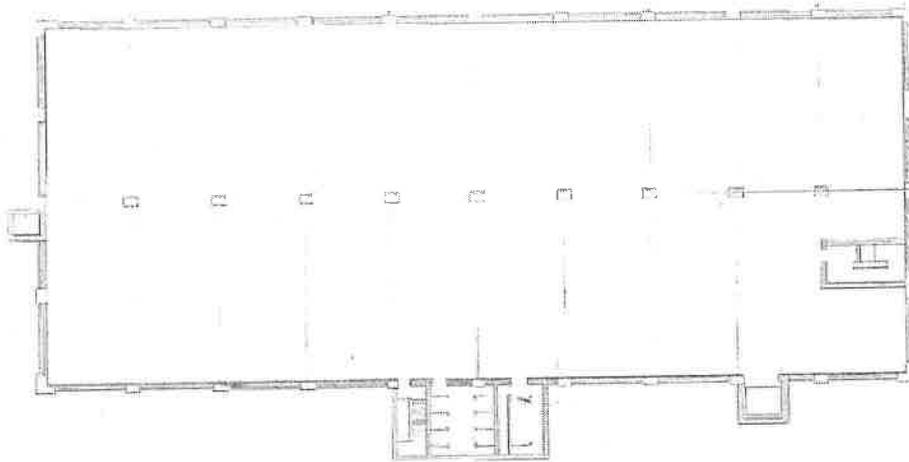


Figure 12: Third Floor Plan

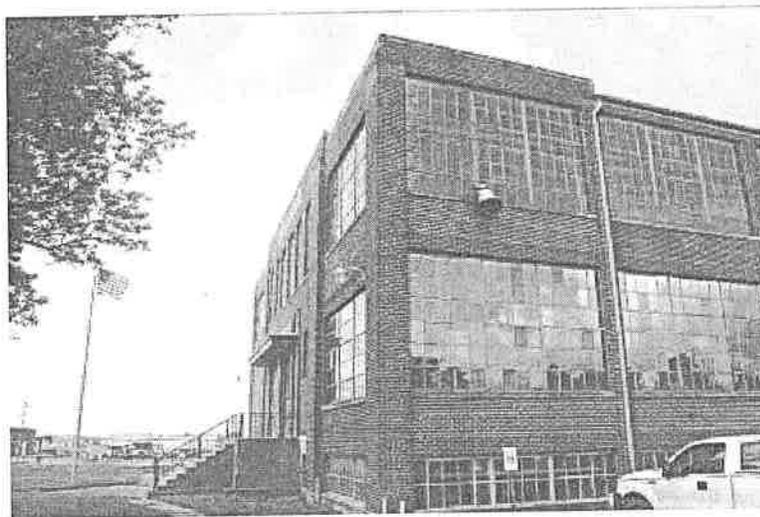


Figure 13: View showing basement, first and second floor windows.

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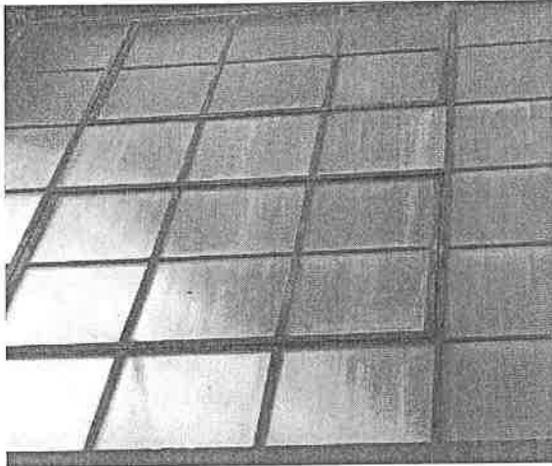


Figure 14: View showing metal frames and louvered panel

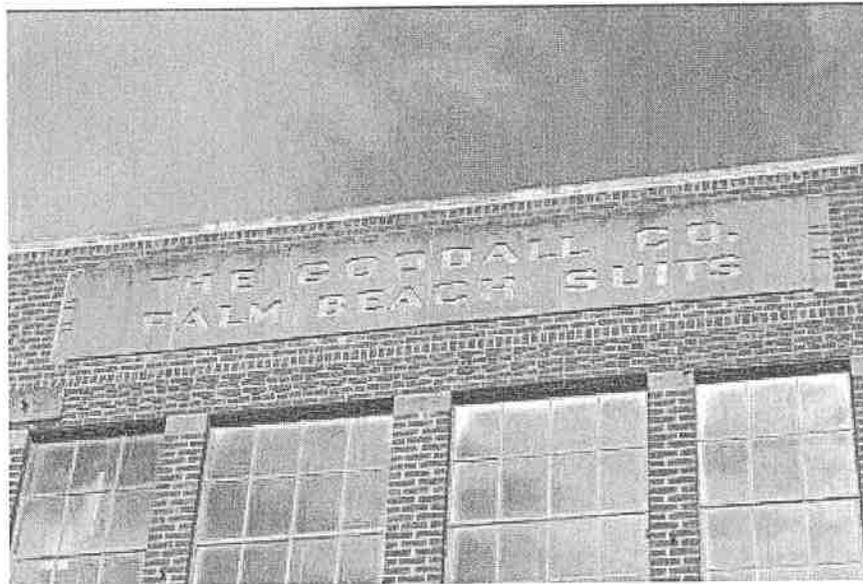


Figure 15: Company Designation

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Figure 16: Plant Designation.

Interior

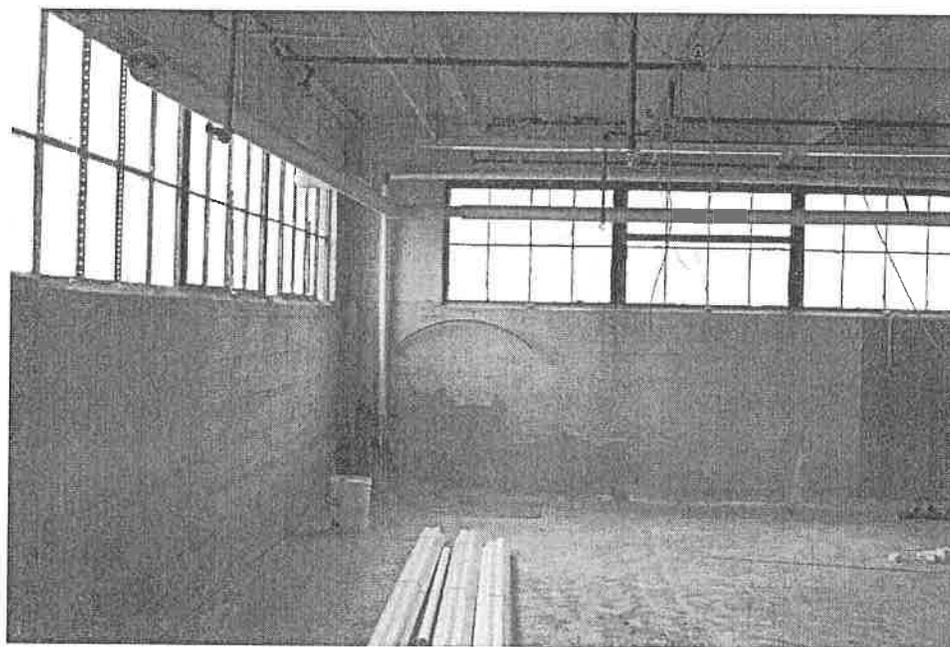


Figure 17: Basement windows.

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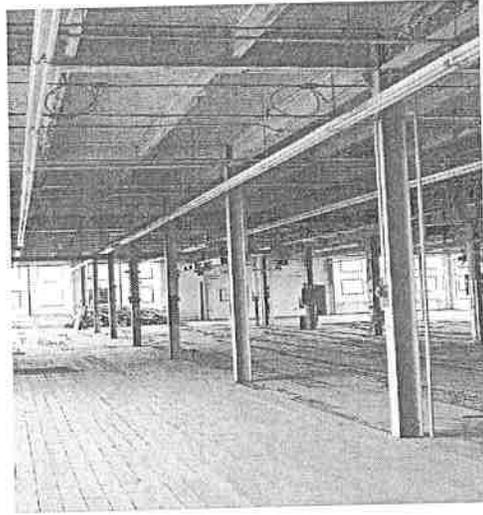


Figure 18: Structural elements on second floor

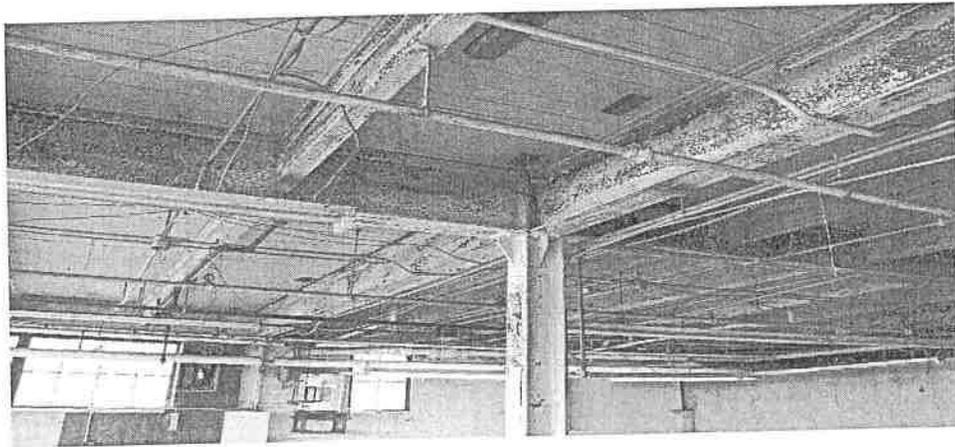


Figure 19: Structural elements in basement

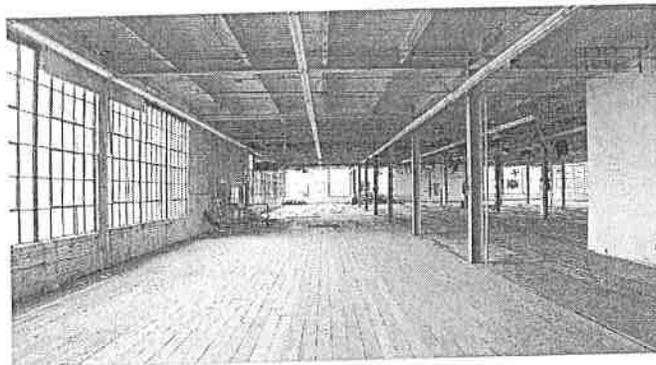


Figure 20: Third Floor showing ceiling trusses and open floor space.

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**8. Statement of Significance**

**Applicable National Register Criteria**

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

- 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 values, 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**

(Mark "x" in all the boxes that apply.)

Property is:

- A Owned by a religious institution or used for religious purposes.
- B removed from its original location.
- C a birthplace or grave.
- D a cemetery.
- E a reconstructed building, object, or structure.
- F a commemorative property.
- G less than 50 years old or achieving significance within the past 50 years.

**Areas of Significance**

(Enter categories from instructions.)

Industry  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Period of Significance**

1937-1963  
\_\_\_\_\_

**Significant Dates**

1937, Dates of Planning and Construction  
\_\_\_\_\_  
\_\_\_\_\_

**Significant Person**

(Complete only if Criterion B is marked above.)

NA  
\_\_\_\_\_

**Cultural Affiliation**

NA  
\_\_\_\_\_

**Architect/Builder**

Landberg, E.C. (architect)  
George H. Rommel Company (builders)  
\_\_\_\_\_

**Period of Significance (justification)**

Goodall was the first industrial manufacturing plant of its kind to be located in Danville, KY. It was built at the height of the Great Depression after a time when the Kentucky Progress Commission had widely promoted the state's industrial/manufacturing potential (1928-1932). The factory remained a key employer of the citizens of Danville, Boyle County, and the surrounding area until the 1980s. Also, the Period of Significance represents the time that the Goodall Company expanded into regional and global markets with sustainable corporate growth until its decline and demise in the 1980s.

**Criteria Considerations: NA**

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## Statement of Significance

### Summary Paragraph

The Goodall Building (BO-D-493) also known as the Palm Beach Suits, Plant No. 4, is locally significant under Criterion A for its association with the Goodall Clothing Company in the United States, 1850-1985. The building's period of significance is 1936 to 1963, with the significant dates of 1936-1937. The Goodall-Sanford Company was formed in Maine in the 1850s, and it came to prominence during the Civil War as a maker of horse blankets for the Union Army. After successive generations of the Goodall family running the company, it was expanded and restructured in the 1890s to include the Goodall-Worsted Company. During the first quarter of the twentieth century, Goodall-Worsted was one of the largest and most successful clothing providers in the entire country. The operation had extended off shores to reach many foreign markets and it was able to thrive even during the Great Depression. The organization was restructured and expanded again in the early 1930s, becoming the Goodall Company, and its headquarters were moved to Cincinnati, Ohio. In 1932, Elmer Ward took over as the Goodall Company president. Under his leadership the company grew to attain a global reach that made it a one of the most successful corporations in all of America. It was during Ward's early years as president that he expanded the Palm Beach Suits manufacturing arm of the enterprise into Kentucky. Danville had no textile manufacturing facilities located in the city prior to the Goodall Company's Palm Beach Suit operation in 1937. The factory was important to the local economy in several ways because it created more than five hundred jobs, mostly for women, and it spawned the construction of Danville's municipal airport called Goodall Field. The plant opened Danville up to the age of modern industry and introduced the community to more advanced commercial aviation in the span of a few short years.

The factory was also designed and built during the period of Architectural Minimalism that was part of the country's Modernist movement at large. The factory was responsible for making Palm Beach Suits, one of America's premier clothing and apparel fashion leaders. The Palm Beach suits were made from a blend of cotton and mohair (Angora) fabric that was light, durable, and comfortable. The Palm Beach suits were also highly sought after in Europe and other parts of the world. The Goodall Building anchors Danville to the beginnings of its non-agricultural industrial past, specifically in the area of textile processing.

### Research Overview

Previous National Register nominations in Danville, as well as the 1986 Multiple Resource Area of Danville, Kentucky (Danville MRA), were consulted; they provide little perspective on industrial development in Danville during the years when the Goodall Building operated. Those resources mentioned in the MRA provide a diverse overview of the historical past for Danville. While they do represent key events, important people, and great examples of architecture, none of them represent the specific notions of non-agricultural textile industries. That is no surprise, considering Danville and Boyle County have historically been associated with farmers and agriculture. As a result, little research attention has been paid to industries in the town that focused on textile manufacturing.

Consequently, there is a lack of available data to inform us of the industrial impact the Goodall Company in Danville or the inner Bluegrass Region in general. Because there were no other textile plants in Danville before, or immediately after the Goodall plant, there are no ways to compare it to other similar industries in the town. Nor do we have statistics that show us how the plant in Danville compared

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to other Goodall branch locations in terms of productivity, labor, expenditures, and so on. Instead, agricultural statistics by far overshadow the industrial concerns for Danville.

This nomination will, however, examine a specific industry during a specific period of time that was very important to Danville. This nomination will help to answer some questions about the Goodall Company, the first of its kind in the town. In so doing, it is believed that we can ascertain the importance of those events in a way that allows us to better understand and value the Goodall Building. The central questions being examined in this nomination are in the context of Criterion A, and examples include:

- Who/what was the Goodall Company
- Why did they choose Danville for their Palm Brach Suits, No. 4 plant
- What was the social impact of their decision to locate in the town
- How did the operation affect the local economy
- Who were the important people involved
- What is the nature of the building and its architect

An example of social issues that the Goodall Company sheds light on is its announcement in 1936 that the company was looking for a location to expand its operation, and solicited only white females of "good moral character." Inherent in their operation was a clear racial intolerance against black female workers, and perhaps white women of a lower economic status. One might ask; to what extent was that policy simply a local factor in the Danville operation when compared to their overall views on hiring minorities in other areas of the country during the 1930s? This nomination does not seek to answer that question; however, it is a valid research inquiry for those who study labor, race, and gender.

Other questions persist concerning the complex organizational structures associated with the Goodall Company in general. By the 1930s the company was international in its scope and was very instrumental in the fashion industry at large. It had ties to the government through defense contracts for the military and was a major research and development leader in the area of synthetic and natural fabrics of all kinds. Its corporate leaders, especially Elmer Ward, were pioneers in corporate sponsorships of major PGA sporting events, and they overtly targeted exclusive men's clubs for charitable donations. The company aligned itself with an image of corporate elitism and its founding members were successful bankers, politicians, and railroad tycoons from New England. An examination of the regional contrasts between northern industrialist and the agrarian south would certainly introduce even more depth to what is already a much layered story concerning Goodall. While such research is beyond the scope of this nomination, this author is aware of these issues and will incorporate relevant information on them as it is encountered.

### **Historic Overview of the Goodall Company and Palm Beach Suits, 1850-Present**

Thomas Goodall was a textile industrialist in Sanford, Maine. He was born in Dewsbury, Yorkshire, England, on September 1, 1832. He was orphaned at age three, and apprenticed in woolen manufacturing at age eleven. He came to the United States in 1846 and was placed in charge of the establishment at age seventeen. After spending short periods in various places around New England, Mr. Goodall settled in Troy, New Hampshire where he first engaged in the manufacture of satinets and beavers. According to local historical accounts, one day Mr. Goodall observed a farmer struggling to secure a blanket on a horse, when he realized there was a market for specially-made horse blankets. He produced bales of them for

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the Union Army and made his first fortune. Mr. Goodall sold his business in Troy and returned to England with the intent of retiring.

After just a few years he returned to the U.S. looking for new opportunities and settled in Sanford in October 1867. His factory beside the Mousam River first manufactured carriage robes and blankets. It expanded to make mohair plush for upholstering railroad seats, carpets, draperies, auto fabrics, military uniform fabric and Palm Beach fabric for summer suits.<sup>2</sup> Thomas Goodall passed away in 1910.

Ernest M. Goodall was the youngest son of Thomas and Ruth Goodall. He was born in Troy, New Hampshire on August 15, 1853, during the heyday of his father's blanket-making operation. He came with his family to reside in Sanford, Maine, in 1867. When his father retired from the textile business, Ernest was promoted to president of the Goodall-Sanford Mills. The Goodalls were some of the wealthiest people in Maine, and Ernest turned his attention to government and other industries that depended upon railroads. He was the first president of the Sanford Light and Water Company in 1886, as well as the president of the Mousam River Railway Company, the Sanford and Cape Porpoise Railway Company and the Atlantic Shore Line Railway Company. He was president of the Sanford Power Company, formed to furnish electric power to all the textile mills in Sanford. Goodall was a Sanford selectman, representative to the state Legislature and a state senator. Despite his involvement in advancing Sanford's modern industrial agenda, he continued to make the Goodall-Sanford Mills one of the most advanced and productive textile operations in America. The company's textiles were known for brilliant and sleek colors, and attracted buyers worldwide. From 1880 to 1910, Sanford's population swelled from 2,700 to over 9,000, some living in houses built by the company and sold to workers at cost. In 1914, the Goodall family built Goodall Park, a 784 seat roofed stadium and they also helped build the library, town hall, hospital, airport and golf club. A bronze statue was erected by the citizens of Sanford in 1917 to the memory of Thomas Goodall. He died in Miami, Florida, January 29, 1919 at age 65.

In 1911, William Nutter, a research developer at the Goodall-Worsted Company, developed a lightweight fabric that was suited for warm summer weather. It was a special blend of mohair and cotton warp that produced a smooth and appealing look that was ideal for clothing. The company executives realized this product would help to transform their operation and launch them into the custom clothing market.

The creators of the fabric wanted to come up with a memorable name for the product that promoted something tropical and cool. The Goodall family had spent many summer vacations in the tropical town of Palm Beach, Florida, a resort area that attracted wealthy people. The name was thought to evoke an image of elaborate lawn parties that showcased a life of leisure and sophistication. They felt that the Palm Beach name would convey how they personally felt about their new fabric. Clearly, a sporty and modern fashion associated with the name would further elevate that image in the minds of those who could afford it.<sup>3</sup> Once chosen and then trade-marked, a legal controversy over the name of the fabric ensued; however, the Goodall Company prevailed, thus was born the Goodall Company's Palm Beach Suit brand.

<sup>2</sup> See: Emery, Edwin; William Morrell Emery, *The History of Sanford, Maine 1661-1900*. (Boston, Massachusetts), 1901

<sup>3</sup> "Island Provided Inspiration for Lightweight Suit" in the *Palm Beach Daily News*, May 18, 1988

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The fabric caught on and developed into a separate branch of the Goodall Company. The iconic white variety of the fabric was immediately adopted in the South, but took some time to catch on in Northern states. The Palm Beach line of the company made suits and other apparel items for men, with a focus on sales strategies that targeted those who could afford separate wardrobes for the warmer season. As a result of their marketing strategy, the Palm Beach suit became the most popular suit brand in America among wealthy elites. Early ads showcase well-known executives sporting their suits with captions that touted which country clubs they belonged to. By 1923, Palm Beach cloth was being produced in more than 140 colors and patterns and the name Palm Beach had become a laymen's term for imitation fabrics used in light colored men's suits.<sup>4</sup>

In 1931, a second "Palm Beach" plant opened in Cincinnati, Ohio. As with many large corporations, the Goodall-Sanford Company in Maine had previously restructured part of its operation, and became the Goodall-Worsted Company. Once they relocated to Cincinnati, they created another branch of their corporation simply called the "Goodall Company" that dealt exclusively with manufacturing the Palm Beach Suits. In addition to the manufacturing plant in Cincinnati, the company headquarters were established in the city.

They hired an enterprising executive, Elmer Ward, to run the company. Ward was an ambitious man who proved to be a skilled promoter of Palm Beach suits, while at the same time he grew the manufacturing arm of the business into other parts of Ohio, Tennessee, and Kentucky. He was a firm believer in national advertising, publicity, and merchandising, as well as while using his influence to align the company's image with the Professional Golfers Association (PGA). Ward was an avid golfer with ties to the PGA's elite pros and the most prestigious country clubs in America. He capitalized on his associations through the promotion of the Goodall Palm Beach Round-Robin golf tournament, which later became the Palm Beach Open. Under Ward's direction, the Palm Beach division of the Goodall Company became the first commercial company to sponsor a professional golf tournament.<sup>5</sup> In addition to maintaining an elite image for the Palm Beach suits (and company), the tournament was a successful fundraiser for the Boys' Club of New York, and the New Rochelle Hospital, as well as other charities.

The 1930s were a time of great prosperity for the Goodall Company, despite the Great Depression. One reason was likely based on Goodall's clientele of wealthy elites who were less affected by the depression, and other reasons likely stem from the company's ability to readily align its product base with national and global market demands in all kinds of industries. However, the Palm Beach Suits remained popular and the newly formed Goodall Company opened numerous manufacturing facilities to keep up with global demands for their suits, which eventually were marketed towards mid-level wage earners who could buy directly from the factory outlet in Cincinnati or at authorized retail outlets. By the end of the decade, the Goodall Company owned a staggering 80% of the market for men's summer clothing.<sup>6</sup>

<sup>4</sup> Ibid

<sup>5</sup> See Elmer Ward's obituary published in the *New York Times*, April 24, 1984, available at: <http://www.nytimes.com/1982/04/24/obituaries/elmer-ward-founder-of-palm-beach-clothes.html>

<sup>6</sup> "Palm Beach Puts its Brand on 33 Brands of Clothing" in *The Miami News*, August, 1979 online at: <http://news.google.com/newspapers?nid=2206&dat=19790815&id=0tjWAAAAI1BAJ&sjid=bEINAAAAI1BAJ&pg=2237,1219546>

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Things began to change in the 1940s when many of the Goodall plants in Maine and elsewhere were re-tooled for the war effort to produce military uniforms. Despite that, the company headquarters remained in Cincinnati, which had control over the fabric and tailoring aspects of the industry. The Goodall Company began opening their own line of Palm Beach stores, to sell direct to the public, a move that Ward thought would expand the company into more diversified markets. In 1944, Elmer Ward bought the Goodall Mills from the family, and he placed it on the New York Stock Exchange. By 1946, the company returned to making suits as the need for uniforms was drastically reduced from war time levels. Ward's success in expanding the company led to the production of about 25,000 suits per week in the early 1950s. Additionally, the Palm Beach cloth was licensed to other manufacturers to make neck ties and women's clothing.<sup>7</sup>

During the 1950s, Ward's involvement with the company began to shift control slowly to his son, Elmer Ward, Jr. After graduating from Phillips Academy in Andover, Massachusetts in 1943, Ward Jr. served as a Naval pilot during the remainder of WWII. Afterward, he attended Harvard College (1947) and the Harvard Business School (1950). Like his father, he was an avid golfer who competed in the British Open amateur championship and a member of numerous exclusive golf clubs in Europe and America. It was during the 1950s that he helped his father evolve the company into a Fortune 500 conglomeration of apparel manufacturers. By the 1960s, he had taken over as President and eventually as CEO in the 1970s; a position he held until 1987. Ward also served on several Boards of Directors, including Eastern Airlines, MidLantic Bank, Coca-Cola Bottling Company of NY, and Callaway Golf Company, where he became a manager for the apparel licensing division into the 1990s.<sup>8</sup>

While the Wards were successfully building and growing the apparel line of their business, the Goodall Mills in Sanford Maine experienced a downturn in production and sales. Competitor Burlington Mills bought controlling interest in the Goodall Sanford Mills in July of 1954, and by November of that same year Goodall-Sanford sold all five of its fabric mills in Maine, leasing one back with the intention of continuing production of the Palm Beach fabric. By 1956, however, the production of Palm Beach fabric was suspended and all that was left was the name, which the Wards owned. Throughout the 1960s, the Wards marketed the Palm Beach name and Elmer Ward, Jr. retained control of the "Palm Beach" company until 1979, when he was succeeded by his son, Lawrence Ward.

In 1975, the holding company "Palm Beach Inc." was created, which expanded to include the brands of Varsity Town, Gant, Austin Hill, Evan Picone, John Weitz, Calvin children's wear, Eagle shirts, Haspel, and Country Set. Elmer Ward, Sr. passed away in 1982 and in 1985, a 62% controlling interest of the company was bought out by Merrill Lynch Capital Markets. In 1988, the Palm Beach name was sold again, to Southport, a Connecticut based company responsible for the Crystal Brands line of product.<sup>9</sup> The name was re-sold to HMX, LLC in 2010, after which it was merged into the Austin Reed line of clothing.

<sup>7</sup> Island Provided Inspiration for Lightweight Suit" in the *Palm Beach Daily News*, May 18, 1988

<sup>8</sup> See: See Ward's obituary as published online at:

<http://www.seacoastonline.com/apps/pbcs.dll/article?AID=/20041223/Obituaries/312239967>, Accessed June, 2013

<sup>9</sup> "Cincinnati Based Palm Beach Inc., Only Name Same", in *The Palm Beach Post*, Nov. 1, 1988, Online at:

<http://news.google.com/newspapers?nid=1964&dat=19881121&id=BggjAAAIBA&sjid=z80FAAAAIBA&pg=3041,7961351>, Accessed June, 2013

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### **Industry in Boyle County, Kentucky, 1900-1970s**

Despite the economic diversity introduced by the railroad in the 19<sup>th</sup> century, Boyle County remained primarily an agricultural community. In 1870, county farmers raised 2,335 horses, 1,703 mules, 1,496 dairy cattle, 4,034 cattle, 3,811 sheep, and 12,663 hogs valued at \$730,132. A decade later they raised 3,184 horses, 1,309 mules, 6,685 cattle, 13,176 sheep, and 14,115 hogs. While only dropping in the number of mules raised, area farmers expanded the sheep herd by nearly 10,000 animals. Despite maintaining a herd of 8,925 sheep in 1890, the herd numbered 16,148 in 1900. They also raised 9,109 cattle, 3,075 horses, and 11,131 hogs valued at \$693,836 (Amos: 133-134; Brown: 57).

In 1880, Boyle County farmers raised 16 tons of hemp, 140,541 bushels of wheat, 570,943 bushels of corn, 28,245 bushels of oats, 11,930 bushels of rye, and only 6,262 pounds of tobacco. The cultivation of white burley tobacco in Kentucky transformed farms in the bluegrass region. In 1900 production of corn dropped to 436,660 bushels, and production of oats dropped to 1,440 bushels. The county produced 34 tons of hemp, 205,330 bushels of wheat, and 19,170 bushels of rye. The most significant increase, however, was tobacco, to 426,520 pounds in 1900. Nine years later the county's tobacco crop was valued at \$203,000, and by 1919 Boyle County farmers grew 3,250,305 pounds, worth over \$1.1 million (Amos: 136; Brown: 57, 106).

The 20<sup>th</sup> century ushered in increased industrialization to Danville and Boyle County. Investors started the Riems Electric Clock Company and three carriage factories in Danville at the tail end of the 19<sup>th</sup> century, and the Burkmann Mills were founded just after the turn of the century and continued to operate into the 1990s. In 1937 the Goodall Company (the subject of this nomination) a clothing manufacturer based in Cincinnati, opened a plant in Danville, and within two years it employed more than 500 people, mostly women who worked at stitching together the company's main product, the Palm Beach suit (Brown: 131-132).

World War II interrupted local industrial production, but farming continued as a local industry during the War. Boyle County was the recipient of an interesting piece of fallout from World War II. In 1945 the U.S. government located a German prisoner-of-war camp in the county, and 250 prisoners were housed in tents near Danville. The prisoners worked for more than 12,000 hours on 38 different farms in the county helping harvest tobacco. The camp became a local attraction when townspeople stopped to watch the workers (Brown: 122).

After the war, industry continued to expand in the county. In 1947 Genesco opened a small operation in a building provided by the Danville-Boyle County Chamber of Commerce, which was very active in attracting business and industry to the area. Later Strickler Chair Company moved there, and the Sellers Engineering Company left Chicago to come to Boyle County (Brown: 133-135).

In the early 1960s business and civic leaders organized the Boyle County Industrial Foundation. The Foundation conducted negotiations with industrial firms to locate their enterprises in the county, and it acted as a conduit for local governments in the proceedings. It also purchased land and established an industrial park west of Danville. A by-pass was constructed through the fledgling industrial park, and development increased rapidly in that area of the county. Restaurants, motels, and strip malls developed along the route, and in 1971 the Whirlpool Corporation built a plant near the industrial park. The

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operation later employed more than 1100 workers, but Whirlpool later shut down the plant. The Industrial Foundation oversaw the transfer of the facility to Matsushita Floor Care Company (Brown: 137).

### **The Goodall Company, Palm Beach Suits, Plant No. 4, Danville, KY, 1936-37**

By the first quarter of the twentieth century, Kentucky had made little progress in an effort to keep up with the emerging industrial world that was developing in many parts of the country. Perhaps the biggest obstacle was a lack of roads, which were so extreme in Kentucky that it earned the nickname "detour state" by those who considered the roads to be among the worst in the US.<sup>10</sup> While railroads were the predominant mode of transportation in Danville and the rest of Kentucky for many decades, by the 1920s, commercial bus lines and automobiles were rapidly becoming an alternative way to travel and to conduct interstate commerce. With a system of underdeveloped highways, though, the option to travel through Kentucky remained limited. In 1920, Kentucky had a little over 200 miles of roads that were maintained by the state, causing it to lag behind much of the nation's developing industrial areas. If Kentucky was ever to advance into the twentieth century, it would have to find a way to improve its transportation infrastructure and attract industry.

With numerous legislative actions and funding, the state began to pour money into its highway system. By 1925, it had grown to maintain 1,900 miles of modern highways and by the end of the decade that number increased to more than 4,400 miles. The increases were due in part to growing numbers of privately owned automobiles, but the biggest factor was "the wonderful growth of the bus and truck transportation" industries.<sup>11</sup> The rapid improvements to the state's roads meant that by 1930, the state now generated more than 8 million dollars annually in gasoline taxes, which provided much of the revenue needed to continue building and maintaining its massive highway infrastructure. The formula seemed simple; the more roads that were built, the better the state would be at attracting new sources of revenue. To be sure, the development of the highway system facilitated commerce in ways that were not possible before. Many Kentuckians at the time agreed that "the greatest gain has been in the tourist travel – so richly beneficial and desirable to the state". But the new roads also meant that shipping and receiving merchandise along modern interstate routes was now possible at a pace and scale that modern industry demanded.<sup>12</sup>

With its new roads and flourishing tourism potential, Kentucky further embarked on a statewide campaign for attracting industries to locate their operations in the state. To make that idea more plausible, Kentucky officially began to "modernize" the state through the Kentucky "Progress Commission." Established in 1928 as a government-sponsored attempt to promote the state throughout the country, the Progress Commission published and circulated a monthly magazine. At its peak in early 1930, the *Kentucky Progress Magazine* was one of the most successful of its kind in all of America. Its pages were full of nostalgic images that emphasized the state's loyalty to a romantic view of the antebellum south, while at the same time it advanced hard and fast devotions to promoting progress and industry.

<sup>10</sup> *Kentucky Progress Magazine*, 1932, v 4, no 7, p. 7

<sup>11</sup> *Kentucky Progress Magazine*, 1930, v3, no 3, p. 47

<sup>12</sup> *Ibid*

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As the Great Depression set in, the notion of Kentucky as a modern state had advanced well enough for it to be able to continue its push to attract industry. In particular, road improvements that took place during the late 1920s spurred on Kentucky's ability to brag about its transportation system as one of the best in all of America. Specifically, Danville benefitted directly through the modernization of US 27, which linked Stanford to Lexington, continuing north to Newport, and across the river into Cincinnati. Likewise, State Highway 35 was greatly improved, which linked Danville with Stanford. Perhaps the most significant road improvement was US 25 (the Dixie Highway) that ran from Michigan to Florida, while passing through central Kentucky along 2 parallel routes, called Dixie Highway East and Dixie Highway West. US Route 150 from Stanford to US 25 at Mount Vernon was also opened up. This development meant that Danville was easily accessible to touring buses, and more importantly, to modern truck transportation. Therefore, the town became a competitive regional location that was ripe for industry, rich in history and full of "Southern charm."

Perhaps no other body of leaders understood this new potential better than Danville's Chamber of Commerce. The country at large embarked on a campaign to create the U. S. Chamber of Commerce during the previous decade and local chambers across the country aligned themselves with the national interests of promoting industries of all kinds within their own state. Danville was no exception. The town had formed its Chamber of Commerce in 1919 to promote local interests, but it is certain that by the mid-1930s, it was aggressively on track to target and go after new industries for the city. Heading up the organization was a local business man, Pat H. Best. Best owned the Chestnut-Saller-Best Hardware Company and by all accounts he was an aggressive promoter of the town.<sup>13</sup>

Under Best's leadership, the Chamber of Commerce formed the Industrial Committee near the middle of the 1930s. That committee was led by another of the town's businessmen, Scott Glore. Best and Glore energized the chamber, and in the early months of 1936, they began seeking national corporations to establish branch facilities in Danville. In so doing, they caught the attention of the Goodall Company, headquartered in Cincinnati, Ohio.<sup>14</sup>

While it is not known for sure what tactics Best and Glore used to get Goodall to consider Danville, it was certain that the modern roads, strong labor base, attractive and historic location, active country club, and the town's proximity to other regional amenities, were all pluses. One of the local papers would later report that "they [Goodall] came, they saw, were well pleased and literally conquered, for the president of the concern phoned to Sanford, Maine, while in Danville to his friend and co-worker, Elmer Ward, that he had just begun to live since being introduced to Danville, so much for the brand of entertainment being handed out by our hospitable people."<sup>15</sup> The benchmark standards of the Kentucky Progress Commission's efforts to promote the genteel Southern charms of Kentucky triumphed in the recruiting process. The paper went on to proclaim that W. N. Campbell, President of the Goodall-Worsted Company, was "a real, full-fledged Southerner, and he is certainly that, for he is a hail fellow well met and just the kind of gentleman the Danville party was glad to meet..."<sup>16</sup>

<sup>13</sup> *Kentucky Advocate*, March 11, 1937. The date of 1919 for the Chamber of Commerce was calculated from a statement in the *Kentucky Advocate* for March 11, 1937. In that issue it said the Chamber was celebrating its 18<sup>th</sup> anniversary.

<sup>14</sup> *Ibid*

<sup>15</sup> *Kentucky Advocate*, September 11, 1937, brackets mine.

<sup>16</sup> *Ibid*

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In July of 1936, the Goodall Company began the process of evaluating Danville's potential for locating a branch facility of their internationally popular Palm Beach Suits. Southern charm, however, could not be the sole basis for attracting the company. The local paper announced that "a survey is scheduled to be made Wednesday, July 22, at 11 a.m., at the Danville High School, by representatives of the company, for the purpose of determining the number of available employees."<sup>17</sup> Finding the right labor base for the operation was critical, considering it was targeting women as its preferred workers. The branch operation had the mission of sewing together pre-cut garments that would in-turn be shipped to Cincinnati for refinement and custom tailoring.

Women, the company felt, were better able to sew, and the company announced that "eighty percent of the employees in the proposed factory are to be girls and young women who could expect to work under excellent conditions and environment and receive 35 cents an hour pay."<sup>18</sup> The company went on to announce that the branch plant would employ an estimated five-to-six hundred workers and that the plant would operate five days per-week in forty hour shifts. The search for workers extended into the surrounding counties, and meetings were held in different locations to evaluate women on the basis of their "education and good moral character."

An advertisement placed in the *Danville Messenger* reflected the gender and racial characteristics that defined much of America at that time. "Before a final decision is made as to the location of the new plant, it is necessary to obtain accurately the number of high type white female employees, between the ages of eighteen and thirty five, living within reasonable distance of Danville..." Extra emphasis was added that proclaimed that many employees in the company "have had some vocational training of one kind or another, such as clerks, sales ladies, stenographers, teachers, nurses, etc., so their standard is high, and the work and environment very pleasant."<sup>19</sup> From the start, the Danville operation clearly eliminated, or otherwise intimidated black and under-classed white females from pursuing employment at the factory. Nevertheless, the paper later reported that hundreds of women from all over turned out to learn more about the prospects of working for the plant.

In its advertisements during July, 1936, the papers reported that the economic impact for the city would be very substantial. The factory was expected to bring in an estimated three to four hundred thousand dollars in worker's wages alone. The boost to the economy would be seen in other areas as well. Additional tax revenues, increased consumer spending, and the establishment of a municipal airport were all riding on Goodall's decision to locate its plant in Danville. Enthusiasm was high, and in August of that same year, the city received funding through the WPA for seven hundred twenty one miles of new roads and the installation of new gutters, sewers, and sidewalks. Other intangible benefits included the visibility Danville would gain as an emerging regional center for textile or other non-agricultural industries, and the enormous boost in morale among the town's citizens who were strapped by the Depression.<sup>20</sup>

As the search for qualified workers came to an end during the summer of 1936, an estimated two thousand women (and others) responded from Danville and the surrounding areas of Lancaster,

<sup>17</sup> *Danville Daily Messenger*, July 15, 1936

<sup>18</sup> *Ibid*, July 20, 1936

<sup>19</sup> *Ibid*

<sup>20</sup> *Danville Daily Messenger*, July 23 & 24, 1936

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Harrodsburg, and Stanford. To be sure, the Goodall officials who were conducting the evaluation were met with great enthusiasm by the Chamber of Commerce, City officials, and the community at-large. By all accounts, Danville was shaping up to be a great candidate for the new Palm Beach Suit branch facility. Nevertheless, Goodall was also conducting similar evaluations in the Kentucky towns of Lexington, Maysville, and Winchester, along with the states of Alabama, Tennessee, and Georgia. By August, 1936, the papers had gone silent on the Goodall Company's plans, and for the next several months the hopes and aspirations of the town's folk remained in a state of limbo.

On February 8, 1937, citizens awoke to the headline, "Danville Gets Goodall Manufacturing Plant!" The announcement occupied the entire header of the paper and it continued on into the column heading "As Best Site To Establish Plant - Will Work 500."<sup>21</sup> While the announcement was just what the Chamber and others hoped for, the paper awkwardly proclaimed that the "plant will not only be a big booster in a business way for Danville, but will be a boon for womanhood of the locality, which it will make independent - it will be a moral and financial uplift for them."<sup>22</sup> That statement was certainly to the exclusion of many women, and perhaps men, who found the announcement to be of no real consequence to aid their own struggles. Regardless, the deal was done, and it was "signed on the dotted line" at the Hotel Netherlands-Plaza in Cincinnati.<sup>23</sup>

The good news spread throughout Boyle, Garrard, Mercer, and Lincoln Counties. The announcement heralded that, "the Goodall Manufacturing Company, it may be said in this connection, is one of the best known and most successful concerns in America...". Everything from wages, working conditions, and women's independence, to Goodall's grade-A credit, quality products, and high moral character were covered in the announcement on February 8<sup>th</sup>. Likewise, the article indicated that the company had selected 783 potential applicants from its survey during the previous year. Of that number, "a personnel expert marked 400 as A-grade people, or in short, people who would make expert and efficient workmen."<sup>24</sup>

## The Building

While the Chamber was busy celebrating their accomplishments, they were also busy securing land for the new plant. Stanford Road, slightly southeast from downtown Danville, had undergone improvements in the previous years to become a viable artery linking the town with Stanford. In turn, Stanford provided access to U. S. 27, which opened the area up to interstate traffic in all directions along Kentucky's best roads. Selecting a location with road frontage on Stanford Road was a critical feature in the overall selection of the site. Large trucks would have no problem accessing the loading facilities with plenty of room to turn around and to park.

Acquiring the ideal location involved several parties and some compromise as well. There was a "pasture lot" along Stanford Road that was a piece of land owned by the Kentucky School for the Deaf (KSD). The lot was approximately two acres and perfectly situated along Stanford Road. The KSD was in need of additional facilities for the school, and they had their eye on a two-story brick Colonial style

<sup>21</sup> *Kentucky Advocate*, February 8, 1937

<sup>22</sup> *Ibid*

<sup>23</sup> *Ibid*

<sup>24</sup> *Ibid*

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residence known as the Lillard (or Stone) property, located on Second Street. In order for the pasture lot to be sold to Goodall, the KSD wanted in return to be able to buy the Lillard property. Even before a formal transaction had occurred, the Goodall officials erected a fence around the property in preparation for construction to begin.<sup>25</sup>

On March 31<sup>st</sup>, members from the KSD and the Chamber met in Frankfort, along with Goodall's attorney J. W. Harlan. A deal was struck that involved the Kentucky Real Estate Board, which had oversight for the KSD property. That board was represented at the meeting by acting Governor, Keen Johnson, Attorney General Hubert Meredith, Secretary of State Charles Arnell, Treasurer John E. Buckingham, State Auditor Ernest E. Shannon, and Walter Mulbery, the secretary to the governor. To be sure, the level of the state's representation for the transaction was at the highest it could be, demonstrating to some degree the amount of attention and visibility the Goodall Company earned by its decision to locate in Kentucky. The board unanimously approved the sale of the KSD property to Goodall in the amount of six thousand dollars. Likewise, it immediately approved the purchase of the Lillard property on behalf of the KSD in the amount of six thousand dollars. In the end, everyone got what they wanted and Goodall was officially anchored along Stanford Road.<sup>26</sup>

Sometime prior to the acquisition of the property, Goodall retained the services of architect Edwin C. Landberg. Landberg was a prominent architect in the greater Cincinnati area, with a strong background in modern structural design and engineering. On March 23<sup>rd</sup>, he and the general contractor George H. Rommel Company of Louisville revealed the plans for the building. "The building" proclaimed the local paper "will consist of a basement, first and second floors. It has been so designed that it will have 100 per cent daylight efficiency and will be equipped with sprinklers, elevators, electric lighting, most modern plumbing and heating..." Lighting was clearly a big issue in terms of efficiency. The building's entire interior was to be painted white, including the ceilings. The paper went on to describe the plant in more detail. "Air-cooled drinking fountains will be provided on each floor. The basement, which will soon be constructed to give natural light and sunshine, will be set one-half in the ground and one half exposed. It will be equipped with Kitchens for the employees, rest rooms, first aid rooms and locker rooms. Part of the basement will also be used for recreation purposes."<sup>27</sup> It should be said here that the building today continues to retain evidence of all these interior features.

Construction got underway in a hurry. The building was scheduled to be finished by July 15<sup>th</sup>, after which it was to be stocked and opened for business. Crews worked on the building nearly non-stop, but not to the satisfaction of the Goodall executives who, by June, perceived that construction was moving along too slowly. Landberg and Rommel announced plans that construction would be stepped up to meet approaching deadlines. Also, in June Goodall announced plans to donate twenty five thousand dollars to the city for a new recreation center that would be equipped with a swimming pool and tennis courts. The new facility would bear the name "Goodall Recreation Center" and it was indented to be a community goodwill effort to boost the town's overall public image.<sup>28</sup>

Despite efforts to speed up construction, a new date of August 15<sup>th</sup> was set for the building to be

<sup>25</sup> *Kentucky Advocate*, March 23, 1937.

<sup>26</sup> *Kentucky Advocate*, March 31, 1937.

<sup>27</sup> *Ibid*

<sup>28</sup> *Kentucky Advocate*, June 2 and 25, 1937.

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completed. During the month of July, Goodall began sending representatives from its other factories to Danville to train the first waves of female employees. They installed some training equipment at the Danville High School gym and within a few days the chief officer for training came down from Cincinnati to inspect and examine the trainees. The process of training the new help took from eight to twelve weeks on average and the women were placed in groups of thirty at a time.<sup>29</sup>

One of the newspapers outlined the operational functions of the new plant. The Goodall-Sanford Company in Sanford, Maine, was where the Palm Beach cloth was manufactured. From there, it went to Cincinnati where it was further processed for color. Once it was colored, it then went to other specialists within the Cincinnati plant who styled the fabric using patterned templates for the various suits and apparels that were to be made. Once the patterned cuts were prepared, they were bundled and shipped to the branch locations that included Lorain, Ohio, and Knoxville, Tennessee. Once the Danville plant came online, it too would receive the pre-cut patterns. Its job was to sew the patterns together to form the completed suits. Once completed, the suits were then shipped back to Cincinnati where they underwent custom tailoring for Goodall clients all over the world.

Finally, on September 11, 1937, the building was ready for inspection by the company executives. The setback for the building was about seventy five feet from Stanford Road, and the lawn was attractively landscaped with adequate parking for the employees. The exterior of the building was an imposing contrast to the farmland around it, as well as the modest housing development that was adjacent to the Goodall property. It was two hundred feet long and eighty feet wide with an obvious modern, utilitarian character about it. Its most noticeable features were the large metal swing-out windows that occupied two stories and ran the entire two hundred feet in length and eighty feet in width. "The building recently constructed by the George C. Rommel Construction Company of Louisville" announced the *Kentucky Advocate* "is the most modern of its kind in the United States, according to visiting architects who have inspected other plants throughout the country."<sup>30</sup>

Once the inspection concluded and the building's final touches were added, the next thing to do was install the machinery. By October, there were a total of 90 pressing machines and 80-100 sewing machines installed in the plant. A total of 355 women were trained and set to begin work as soon as the factory got underway. In late October, Ward and McGreal conducted a final inspection and on November 1, 1937, the Goodall Company began making Palm Beach Suits in its branch facility No. 4.<sup>31</sup>

A story that began in March of 1936, had fully materialized in the form of Danville's most celebrated and modern industry to ever come to the town up to that period. The Goodall factory represented many different things to many different people, and it remained part of the local business community for decades to come. Goodall transformed Danville in many ways, through the creation of jobs, the creation of its modern, monumental factory, and community projects that ultimately included a new municipal airport.<sup>32</sup> The Goodall name was associated with many educational, recreational, and civic undertakings over the years and the company even went as far as to hire Mrs. Chas. A. Thomas, the first

<sup>29</sup> *Kentucky Advocate*, July 19, 1937.

<sup>30</sup> *Kentucky Advocate*, September 11, 1937.

<sup>31</sup> *Kentucky Advocate*, October 27, 1937.

<sup>32</sup> *The Kentucky Standard*, October 10, 1940.

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deaf employee.<sup>33</sup> During WWII, the plant was converted to make military uniforms, and during that time it relied heavily on hiring deaf employees due to its loss of men and women to the military causes.<sup>34</sup> The company's generosity continued to be a hallmark trait of its executives, and its overall business ethic was to contribute everything it could to the betterment of the Danville community. The company ultimately closed its doors in the 1980s.

### The Goodall Building's Design

The Goodall Building can be better understood through an examination of its design, the conventions of Modernism and Architectural Minimalism, and its physical characteristics of design, materials, and workmanship. The following architectural information is intended to provide a more holistic interpretation of the building.

### Architect E. C. Landberg (1894-1963)

Edwin Carl Landberg was a prominent Cincinnati-based architect who designed dozens of buildings during his career, including the Goodall Building.<sup>35</sup> His practice was centered in the greater Cincinnati area, although his influence extended as far away as Alaska. Landberg was a well-educated architect with a structural engineering background. He earned his degree in architecture from the University of Cincinnati's Institute of Applied Arts in 1913, and afterwards gained advanced education in structural engineering. While a student, he worked as a draftsman for J. L. Montgomery, and later for J. Russ Warne, the State Architect for West Virginia. As his studies continued, Landberg took a job with the Ferro Concrete Construction Company, a leader in the innovation of concrete structural forms. It is not known for certain what role he played while at Ferro, but his design and engineering background would have certainly advanced their use of concrete as a mode and method of construction.

During the formative years of Landberg's training and his early career, he traveled to Europe, and perhaps was exposed to early Modernist constructions.<sup>36</sup> One of his earliest designs was the Dayton (Kentucky) High School, built in the Tudor Style in 1924, listed on the National Register in 1985 (CP-D-15; NRIS 85001579).<sup>37</sup> Sometime after his return from Europe, he wrote and had published *A Monograph of the Work of E.C. Landberg, Architect*. According to the *Biographical Dictionary of Cincinnati Architects, 1788-1940*, the publication showcased a varied body of Landberg's work that includes residential and apartment houses in a range of scales and styles. Likewise, it shows schools, lodge halls, churches, and a few commercial buildings that include the Silvia Theatre (CP-B-210) in Bellevue, Kentucky. The illustrations indicate his range of styles that included Arts and Crafts, Tudor Revival, and Collegiate Gothic, which were all popular conventions of the early-twentieth century.

By 1928, Landberg had returned to Cincinnati and took up residence in Covington, Kentucky. As the 1930s dawned, he gained a reputation for his design of public buildings and followed up his Dayton High School with an elaborate Art Deco design for the Lincoln-Grant School (KE-C-454, 1931) in Covington. That school was individually listed in the National Register in 2013 (NRIS 1300) and before that, as a contributing building within the Emory Price National Register Historic District in 1987 (NRIS

<sup>33</sup> Ibid, November 23, 1939.

<sup>34</sup> Ibid, November 26, 1942

<sup>35</sup> "Ticket Sale for Banquet Progressing" *Kentucky Advocate*, March 15, 1937 "Ticket Sale for Banquet Progressing"

<sup>36</sup> Langsam, Walter, *Biographical Dictionary of Cincinnati Architects, 1788-1940*, (Cincinnati: Architectural Foundation of Cincinnati), 2008

<sup>37</sup> Walter Langsam, National Register Nomination, *The Dayton High School*, 1985

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86003484).<sup>38</sup> The remainder of the 1930s was a time of great prosperity for Landberg, as he continued to produce Cincinnati's prestigious Mariemont High School (1936-1939), and the city's North Avondale School (now demolished). During WWII, he served as a Colonel in the Army Corps of Engineers (1941-46) where he served time in Alaska on road projects that opened up the territory to advanced overland travel.

Landberg was among the Cincinnati area's leading architects, and upon his return from military service, he spent his remaining years practicing architecture in his firm E. C. Landberg and Associates, located at 114 Garfield Place, Cincinnati, Ohio. Perhaps one of his most compelling works was the Scottish Rites Temple (unsurveyed), built in Covington, Kentucky, in 1953. That building demonstrates through its rigid lines, massing, and geometry the extent to which Landberg had embraced modern architecture design. It is an imposing building constructed of large granite stones with vivid symmetry. Despite its modern design, it clearly makes reference to Middle Eastern (Arabic or Persian) temple forms that underscore the mystical orders of the Scottish Rite masons.

In 1955, Landberg was the President of the Cincinnati Chapter of the American Institute of Architects (AIA), through which he was registered in 1948. He continued in his practice until his death in 1963, and he was remembered for his many accomplishments in architecture and engineering, as well as his associations with the many organizations he was involved in personally and professionally.

An examination of Landberg's work shows a man who was willing to adjust his design vision and practice to encompass virtually all types of architectural objectives. Many of those objectives are rooted in changing conventions of design that were continuously affecting the ways architects maintained a competitive practice, while also advancing the broader notions of a "modern" society through architecture. Therefore, to better understand the design of the Goodall Building (1937), it is useful to appreciate that Landberg approached his design for that building during a time when the process of streamlining buildings down to their most simple form was widely becoming a convention within certain principles of architectural disciplines. Those disciplines represented elaborate social changes and ideological shifts occurring in America and Europe that resulted in a rich period of architectural history often termed Modernism.

### Overview of Modernism and Architectural Minimalism

It is through the lenses of Modernism and Architectural Minimalism that the Goodall Building's design can be best described and understood as a product of its times. The term "Modernism" is used in a broad array of circumstances to describe art, literature, and other aspects of society all over the world. With regard to architecture, it is generically used to distinguish a school of design that placed emphasis on function with little or no attention given to traditional stylistic elements from previous generations of architects. Said another way, Modernism generally shunned the notions of architectural eclecticism and ornament that defined the so-called "Victorian Age", and in many ways it was a direct response to it. The movement stressed utilitarian needs rather than an imitation of nature or other types of art that advocated themes of social and/or moral reforms or classical orders. Modernism was also a response to the industrial age that introduced rigid standardization and repetition of basic geometric shapes that came to express a number of stylistic ideas that included Structuralism, Formalism, Bauhaus,

<sup>38</sup> Thomas and Langsam, National Register Nomination, *Emery Price Historic District*, 1987

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International Style, Brutalism, and Minimalism.<sup>39</sup>

The Goodall Building was erected during a time when Architectural Minimalism was starting to emerge as a distinct architectural style. The roots of minimalism in architecture can be found in pre-WWII concepts of design that became more widely accepted during and after the war. One of the most influential modernists was Ludwig Mies van der Rohe who imported the Bauhaus architectural ideas from Germany to the United States through the Illinois Institute of Technology and numerous building commissions. While those buildings emphasized rigidly defined angles and lines, their geometric massing featured offsets in plan and relief in plane and elevations.<sup>40</sup> As others practiced their own approach to modern design, they often took Mies' basic principles of geometric rigidity and further simplified it to represent simple squares and rectangles that represented the overall massing of the building. Mies came to promote a design scheme that said "less is more" as his way to describe the aesthetic tactic of arranging all of the necessary components of a building to create an impression of extreme simplicity. In so doing, he brought together every element and detail of a design to serve multiple visual and functional purposes. More importantly to his design formula was the idea that a building's structural superstructure formed the basis for its aesthetic quality; a feature that was greatly exaggerated during the 1950s through the Seagram's Building in New York.<sup>41</sup>

### **Evaluation of the significance of the Goodall Building within the context of the "Goodall Clothing Company in the United States, 1850-1985"**

The Goodall Company chose to expand its Palm Beach Suits operation based on its growth of over seven hundred percent from 1931-36. In so doing, it considered locating its new plant in Georgia, Tennessee, or Alabama (while also considering Kentucky). Likewise, the towns of Lexington, Winchester, and Maysville in Kentucky were candidates for the plant. Goodall chose Danville. Not only does the building represent a significant transitional period in Goodall's corporate expansion and development, it likewise diversified Danville's local economy to include a textile industry alongside agriculture. Taken together, the building informs us of a critical period of corporate growth for Goodall, as well as a critical period of economic stimulation for Danville during the Great Depression.

The building is also a significant piece of Goodall's ability to showcase its attitude about modern manufacturing facilities that were state of the art in form and function. The building embodies a design ethic that, when it was built, was an emerging discipline among the world's leading architects that had not fully come into its own. The utilitarian design, repetitious forms, and lack of significant stylistic features, combined with rigid horizontal and vertical lines introduced a building type that the local papers said was the most advanced building of its kind in America. While that was certainly an exaggeration to some extent, it does show how locals perceived the building at the time. It also shows that Goodall was not afraid to embrace the most modern design it could as an expression of its elite status

<sup>39</sup> See: Jordy, Wm., *American Buildings and Their Architects: The Impact of European Modernism in the Mid-Twentieth Century*, Volume 4, (Garden City New York: Double Day Publishing), 1972. Jordy's book is a collection of essays that explain numerous variations and applications of Modernism. For a good description of Modernism and Architecture see [http://en.wikipedia.org/wiki/Modern\\_architecture#cite\\_ref-Frampton1\\_11-0](http://en.wikipedia.org/wiki/Modern_architecture#cite_ref-Frampton1_11-0)

<sup>40</sup> See: Twombly, Robert, *Frank Lloyd Wright: His Life and His Architecture*, (New York:Wiley), 1987

<sup>41</sup> See: Blaser, Werner, *Mies van der Rohe : The Art of Structure*, (London:Thames and Hudson), 1965

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in the country's textile industries at large. Clearly the building stood as a local monument to the triumph of an industry that made its way to the rural town of Danville.

The building's significance also points to a time when the local community of Danville was able to utilize its regional location and local leadership to successfully attract a national clothing firm. The Danville Chamber of Commerce was on the forefront of preparing the community to receive the plant, while also mobilizing support for its vision through local, state, and to some extent the national government. The building was the pride of the community for many years as a symbol of community spirit, community revitalization, and community development. The plant's presence in the town transformed the community through the creation of jobs, but also through educational and civic sponsorships. For example, in 1937, the High School adopted the name "The Goodall Glee Club" and the local airport was re-named "Goodall Field" in 1940.

Within the larger corporate schemes for the Goodall Company, the building was just one part of a larger conglomeration of production facilities that were intricately dependent on one another for the total good of the company. The company relied heavily on its branch facilities to perform the critical steps in sewing and pressing the suits together and the company-wide production quotas were relentless in the expanding global markets for Goodall products. In turn, Goodall captured 80% of the national market for men's summer clothing industry by 1939. It stands to reason that the building was very important in Goodall's success as a company, which by 1946 was made public and became a "Fortune 500" corporation nearly over night.

Though not a claimed basis for eligibility (due to the absence of an evaluative architectural context narrative) the building is significant for its association with both Elmer Ward and architect Edwin Landberg. Both men were giants in their respective fields. Although this nomination claims Criterion A, it is the judgment of this author that the property could also be considered individually significant within the terms of Criteria B or C as well.

### **Evaluation of the Integrity of the significance of the Goodall Building in light of its current physical condition**

The Goodall Building has integrity of **Location** and **Setting**. The building was constructed on a two-acre lot, slightly southeast of downtown Danville along Stanford Road. From its beginnings the Goodall Building was set back about 75 feet from the road and the lot was cleared of any obstructing vegetation. The front lawn of the site was originally landscaped with modest features that included trees and shrubbery and there was a paved parking lot on the north side of the building. The shipping and receiving bay was on the south side of the building, as was the egress point for trucks. The remaining portion of the two acres was never developed and it is not clear what it was used for (if anything).

The lot once belonged to the Kentucky School for the Deaf and the area was a rural pastureland surrounded by open fields to the west and south east. The vicinity east of the plant (along Alta Street) consists of residential and commercial properties that date from 1910-1940. The historic vista and historic setting for the Goodall Building have changed very little since 1937. As a result, the historic

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character of the site is intact and it (together with the building) is sufficient to convey Integrity of Feeling.

The property retains integrity of **Design, Materials, and Workmanship**. The architect's design intent was to construct a steel framed building in a repeating pattern of linear bays for a distance of two hundred feet. Additionally, his intention was to design a building that maximized on the natural light potential through the installation of large metal swing-out windows that spanned the entire distance of each bay (a distance of about 20'), on both the first and second floors. The basement was partially below grade and the architect deployed a system of similar windows to facilitate light into that space as well. The building was supported by poured concrete piers, flooring, and foundation walls. The overall workmanship demonstrates conventions that were typical for masonry bonds, bolted steel beams, molded concrete forms, and metal window framing during the 1930s. Preformed decorative elements that were molded offsite were then put into place as the finishing touches were applied to the building. Taken together, the steel, brick masonry, glass, and concrete were all materials that were intended to provide the overall structural massing (form), and to facilitate the building's purpose as a manufacturing operation (function).

The building has not undergone any significant or unsympathetic alterations to its design, materials, or workmanship. The building has enough integrity in those areas to clearly demonstrate the design intent of the building.

The property retains its integrity of important **associations**. The aim of this nomination was to demonstrate that the building had an Association with important events in Danville's history, and within the context of the Goodall Clothing Company in the United States, 1850-1985. Both Danville and Goodall share a mutual connection in the building, which is part of both a local and a national legacy simultaneously. The building becomes eligible by retaining the integrity between its significance and its physical qualities.

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## 9. Major Bibliographical References

**Bibliography** (Cite the books, articles, and other sources used in preparing this form.)

### Books

- Blaser, Werner, *Mies van der Rohe : The Art of Structure*, (London:Thames and Hudson), 1965
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News Papers

- The Palm Beach Post*
- Palm Beach Daily News*
- New York Times*
- The Miami News*
- Kentucky Advocate*
- Danville Daily Messenger*
- The Kentucky Standard*

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- Danville Multiple Resource Area Evaluation, 1986*
- Thomas and Langsam, National Register Nomination, *Emery Price Historic District, 1987*
- Walter Langsam, National Register Nomination, *The Dayton High School, 1985*

Periodicals

- Kentucky Progress Magazine*

Websites

- [http://en.wikipedia.org/wiki/Modern\\_architecture#cite\\_ref-Frampton1\\_11-0](http://en.wikipedia.org/wiki/Modern_architecture#cite_ref-Frampton1_11-0)
- <http://news.google.com/newspapers?nid=1964&dat=19881121&id=BggjAAAAIABJ&sjid=z80FAA AAIBAJ&pg=3041,7961351>
- <http://www.seacoastonline.com/apps/pbcs.dll/article?AID=/20041223/Obituaries/312239967>
- <http://news.google.com/newspapers?nid=2206&dat=19790815&id=0tJWAAAABAJ&sjid=bEINA AAAIBAJ&pg=2237,1219546>
- <http://www.nytimes.com/1982/04/24/obituaries/elmer-ward-founder-of-palm-beach-clothes.html>

Google Maps was consulted for this nomination.

Previous documentation on file (NPS):

- 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 # \_\_\_\_\_
- recorded by Historic American Landscape Survey # \_\_\_\_\_

Primary location of additional data:

- State Historic Preservation Office
- Other State agency
- Federal agency
- Local government
- University
- Other

Name of repository: \_\_\_\_\_

Historic Resources Survey Number (if assigned): \_BOD-493

**10. Geographical Data**

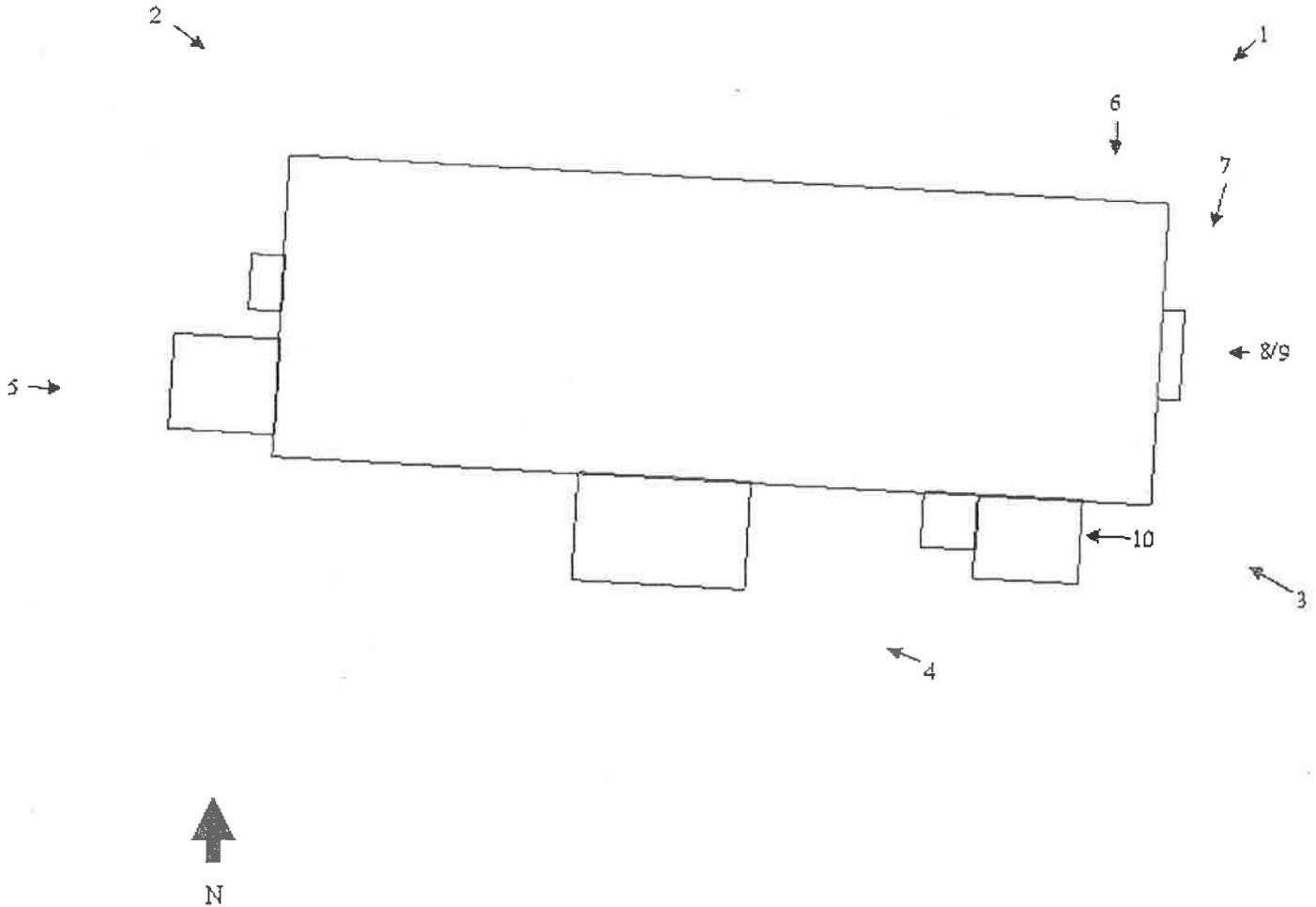
Acreeage of Property 1.99 acres



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Name of Property

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- 7. Entrance details, view facing S
- 8. Concrete steps, view facing W
- 9. Tablet insets showing company name and plant number, view facing W
- 10. Loading bay addition, view facing W



**Property Owner:**

name Brian Jones  
street & number 470 Sanford Road telephone 859-516-2226  
city or town Danville state KY zip code 40422

# The Goodall Building Boyle Co., KY Verbal Boundary Description Map

ZONED H/C & IBD  
DANVILLE BATE MIDDLE SCHOOL  
DB 192 / 254



## CERTIFICATE OF ACCURACY

I DO HEREBY CERTIFY THAT THE SURVEY HEREON WAS PERFORMED UNDER MY DIRECT SUPERVISION AND THE METHOD OF RANDOM TRAVERSE. THE JUSTIFIED MATHEMATICAL ERROR OF CLOSURE OF THE RANDOM TRAVERSE WAS 1: 10. AND THE DISTANCES SHOWN HAVE BEEN FOR CLOSURE. 3/8" REBARS, W/ALUM. RLS. # 3095, HAVE BEEN SET AS SHOWN. THIS IS A CLASS "A" SURVEY.

LAND SURVEYOR



ZONED H/C & IBD  
DANVILLE BATE MIDDLE SCHOOL  
DB 192 / 254

3" DIA METAL FP IN CONC.

TRACT 1

2.000 ACRES

O/H UTILITY

APPROXIMATE ZONE BOUNDARY LINE

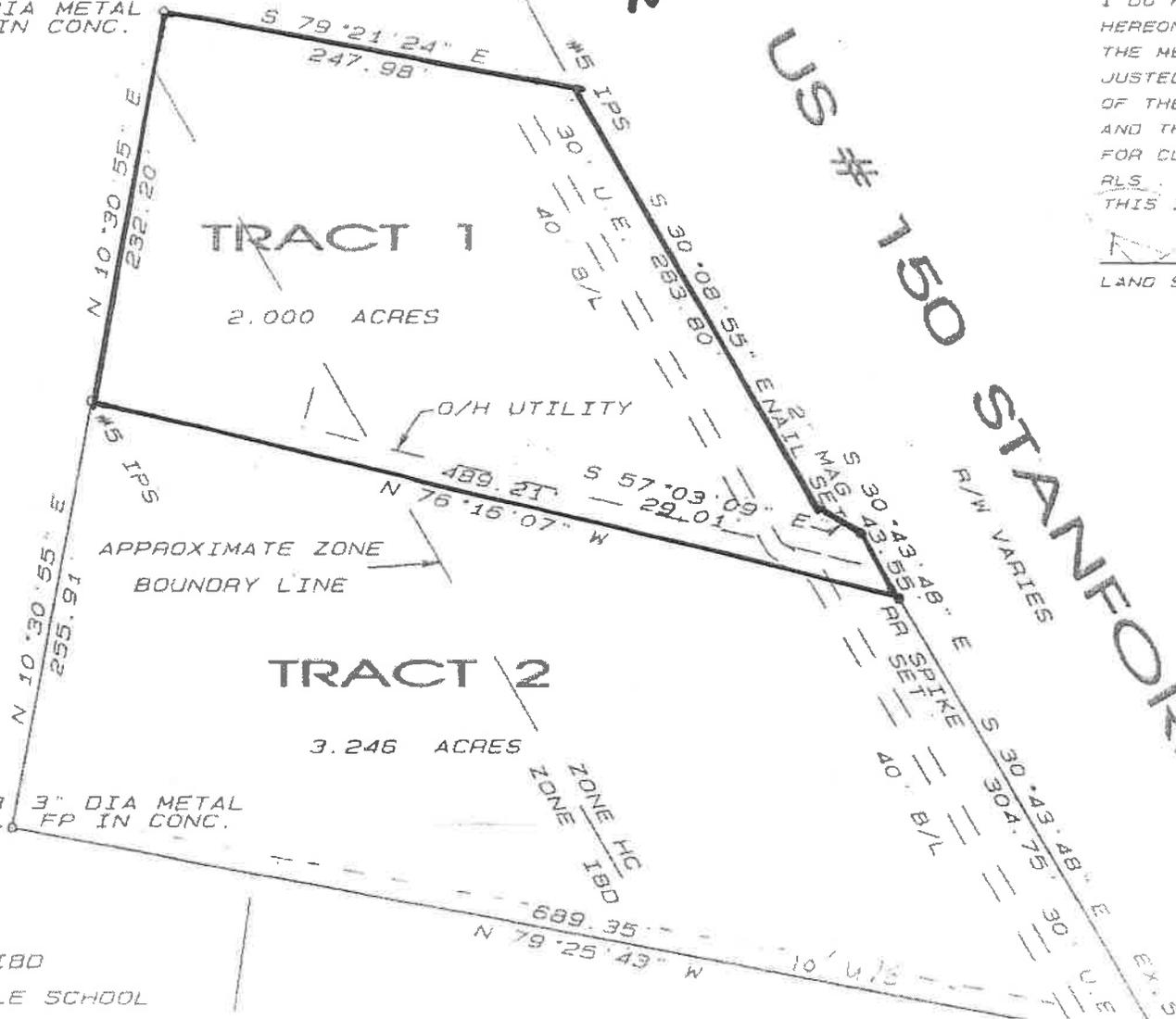
TRACT 2

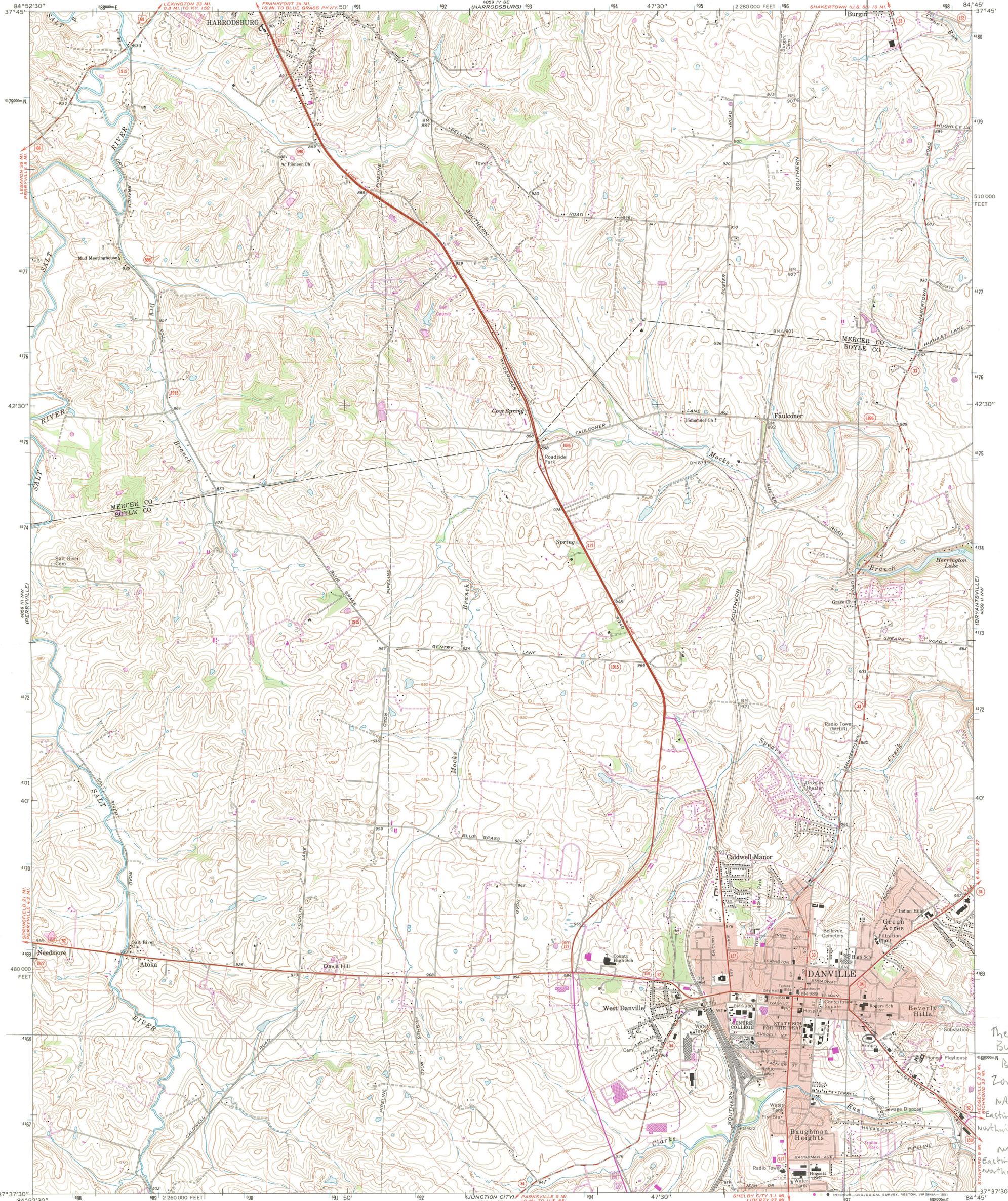
3.246 ACRES

EX. IPC # 3118  
3" DIA METAL FP IN CONC.

ZONED H/C & IBD  
DANVILLE BATE MIDDLE SCHOOL

US # 150 STANFORD AVE.  
R/W VARIES





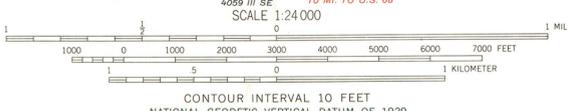
Mapped, edited, and published by the Geological Survey  
Control by USGS and USC&GS

Topography by photogrammetric methods from aerial photographs  
taken 1950. Field checked 1952. Revised from aerial  
photographs taken 1967. Field checked 1967

Polyconic projection. 1927 North American datum  
10,000-foot grid based on Kentucky coordinate system, south zone  
1000-meter Universal Transverse Mercator grid ticks, zone 16,  
shown in blue

Fine red dashed lines indicate selected fence and field lines where  
generally visible on aerial photographs. This information is unchecked  
Red tint indicates areas in which only landmark buildings are shown

The difference between 1927 North American Datum and North  
American Datum of 1983 (NAD 83) for 7.5-minute intersections  
is given in USGS Bulletin 1875. The NAD 83 is shown by  
dashed corner ticks



THIS MAP COMPLIES WITH NATIONAL MAP ACCURACY STANDARDS  
FOR SALE BY U. S. GEOLOGICAL SURVEY, DENVER, COLORADO 80225, OR RESTON, VIRGINIA 22092  
KENTUCKY GEOLOGICAL SURVEY, LEXINGTON, KENTUCKY 40506  
AND KENTUCKY DEPARTMENT OF COMMERCE, FRANKFORT, KENTUCKY 40601  
A FOLDER DESCRIBING TOPOGRAPHIC MAPS AND SYMBOLS IS AVAILABLE ON REQUEST

ROAD CLASSIFICATION

Primary highway, all weather, hard surface	Light-duty road, all weather, improved surface
Secondary highway, all weather, hard surface	Unimproved road, fair or dry weather

U. S. Route      State Route



DANVILLE, KY.  
37084-F7-TF-024  
PHOTOINSPECTED 1985  
1967  
PHOTOREVISED 1979  
DMA 4059 III NE—SERIES V853

The Goodall Building  
Boyle Co., Ky  
Zone 16  
NAD 27  
Easting 697 300.29  
Northing 4168 153.66  
NAD 83  
Easting 697 295.40  
Northing 4168 358.40







PLANT NO. 4





W.A. PIPER  
171-17-2100  
1000 1/2 St.



PLANT NO. 4





THE GOODALL CO.  
PALM BEACH SUITS



PLANT NO. 4





DRIVERS  
BEST REPORT  
TO  
CITY OFFICE

DRIVERS  
BEST REPORT  
TO  
CITY OFFICE  
NO  
PARKING  
EXCEPT  
LOADING  
UNLOADING

DRIVERS  
BEST REPORT  
TO  
CITY OFFICE