

**United States Department of the Interior  
National Park Service**

**NATIONAL REGISTER OF HISTORIC PLACES  
REGISTRATION FORM**

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in How to Complete the National Register of Historic Places Registration Form (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

**1. Name of Property**

Historic name Eastwood Historic District

Other names/site number \_\_\_\_\_

**2. Location**

street & number 5018-5094 E&W Eastwood;5019-5052 Collinwood;5066-5092 Overbrook;4900,4904,4916,4926,5010  
Madison;4911,4915,5005,5007,5009 Duck Creek Rd. N/A  not for publication

city or town Cincinnati N/A  vicinity

state Ohio code 061 county Hamilton zip code 45227

**3. State/Federal Agency Certification**

As the designated authority under the National Historic Preservation Act of 1986, as amended, I hereby certify that this  nomination  request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property  meets  does not meet the National Register Criteria. I recommend that this property be considered significant  nationally  statewide  locally. ( See continuation sheet for additional comments.)

Signature of certifying official \_\_\_\_\_ Date \_\_\_\_\_

State or Federal agency and bureau \_\_\_\_\_

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

Signature of commenting or other official \_\_\_\_\_ Date \_\_\_\_\_

State or Federal agency and bureau \_\_\_\_\_

**4. National Park Service Certification**

I, hereby certify that this property is:  
 entered in the National Register  
 See continuation sheet.  
 determined eligible for the  
National Register  
 See continuation sheet.

determined not eligible for the  
National Register  
 removed from the National Register  
 other (explain): \_\_\_\_\_

Signature of Keeper \_\_\_\_\_ Date of Action \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

**5. Classification**

**Ownership of Property**

(Check as many boxes as apply)

- private
- public-local
- public-State
- public-Federal

**Category of Property**

(Check only one box)

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

**Number of Resources within Property**

(Do not include previously listed resources in the count)

Contributing	Noncontributing	
86	3	buildings
		sites
		structures
		objects
86	3	Total

**Name of related multiple property listing**

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

N/A

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

0

**6. Function or Use**

**Historic Functions**

(Enter categories from instructions)

- DOMESTIC: single dwelling
- DOMESTIC: secondary structure
- HEALTH CARE: medical office
- SOCIAL: clubhouse
- DOMESTIC: camp
- LANDSCAPE: garden
- COMMERCE/TRADE: business

**Current Functions**

(Enter categories from instructions)

- DOMESTIC: single dwelling
- DOMESTIC: secondary structure
- LANDSCAPE: garden

**7. Description**

**Architectural Classification**

(Enter categories from instructions)

- LATE 19<sup>TH</sup> & 20<sup>TH</sup> CENTURY REVIVALS: Colonial Revival, Tudor Revival, Mission/Spanish Colonial Revival
- LATE 19<sup>TH</sup> & 20<sup>TH</sup> CENTURY AMERICAN MOVEMENTS: Bungalow/Craftsman
- MODERN MOVEMENT: California/Ranch

**Materials**

(Enter categories from instructions)

- |            |                                      |
|------------|--------------------------------------|
| Foundation | CONCRETE                             |
| roof       | ASPHALT                              |
| walls      | BRICK, STUCCO,<br>WOOD, METAL, VINYL |
| other      |                                      |

**Narrative Description**

(Describe the historic and current condition of the property on one or more continuation sheets.)

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 a grave.
D a cemetery.
E a reconstructed building, object, or structure.
F a commemorative property.
G less than 50 years of age or achieved significance within the past 50 years.

Areas of Significance

(Enter categories from instructions)

ARCHITECTURE

Period of Significance

1923 - 1954

Significant Dates

N/A

Significant Person

(Complete if Criterion B is marked above)

N/A

Cultural Affiliation

Architect/Builder

Firth, Wilbur M. and Lee P.

Sears Roebuck and Co.

Dawson, Charles

Dell, George C. M Foster

Narrative Statement of Significance

(Explain the significance of the property on one or more continuation sheets.)

9. Major Bibliographical References

Bibliography

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

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 #

Primary location of additional data

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

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

**10. Geographical Data**

**Acreage of Property** 15.228 acres

**UTM References**

(Place additional UTM references on a continuation sheet)

Zone Easting Northing	Zone Easting Northing
1 <u>16 723590 4338055</u> _____	3 <u>16 723820 4337720</u> _____
2 <u>16 723850 4338030</u> _____	4 <u>16 723565 4337735</u> _____
	<input type="checkbox"/> See continuation sheet.

**Verbal Boundary Description**

(Describe the boundaries of the property on a continuation sheet.)

**Boundary Justification**

(Explain why the boundaries were selected on a continuation sheet.)

**11. Form Prepared By**

name/title organization Anne S. Vanoy date 11/02/03; Revised September 2004  
 street & number 5055 W. Eastwood Circle  
 telephone 513-271-4413  
 city or town Cincinnati state Ohio zip code 45227

**Additional Documentation**

Submit the following items with the completed form:

**Continuation Sheets**

**Maps**

A **USGS map** (7.5 or 15 minute series) indicating the property's location.  
 A **Sketch map** for historic districts and properties having large acreage or numerous resources.

**Photographs**

Representative **black and white** photographs of the property.

**Additional items**

(Check with the SHPO or FPO for any additional items)

**Property Owner**

(Complete this item at the request of the SHPO or FPO.)  
 name  multiple owner  multiple owners (see attached list) \_\_\_\_\_  
 street & number \_\_\_\_\_ telephone \_\_\_\_\_  
 city or town \_\_\_\_\_ state \_\_\_\_\_ zip code \_\_\_\_\_

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 et seq.).  
 Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 hours per response including the time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Project (1024-0018), Washington, DC 20503.

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## NATIONAL REGISTER OF HISTORIC PLACES CONTINUATION SHEET

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**Eastwood Historic District**  
**Cincinnati, Hamilton County, Ohio**

### 7. Description

The Eastwood Historic District is located 10 miles from downtown Cincinnati, between Cincinnati's Oakley and Madisonville neighborhoods. The district includes sixty-six modestly-scaled houses built prior to 1950, 19 historic pre-1954 garages and a cabin (2 additional houses and 1 garage are non-contributing). The houses were built in several architectural styles from this time period, including Tudor and Colonial Revival and some Bungalow/Craftsman. Many houses built after 1940 are Cape Cod and Ranch house types. Ten of the houses are Sears kit houses (one non-contributing, see attached copies). The Sears houses are in diverse styles and are frame construction. The rest of the early houses are largely masonry in the Tudor Revival style. At least three houses are the work of Wilbur M. Firth (4900 Madison Road) and his brother, Lee P. Firth (5068 West Eastwood Circle and 5081 West Eastwood Circle). Wilbur Firth was a local architect responsible for parts of Hyde Park and Terrace Park, nearby Cincinnati neighborhoods. He was also the designer of "Home Beautiful" exhibits of the time shown downtown at Music Hall. Firth was a member of Madisonville Masonic Lodge and the Norwood Chapter, Cincinnati Commandery Knights Templar. His work spanned the period from the early 1900s to the middle of the century. Before his death he designed at least one house on Eastwood Drive in a modest neighborhood to the north. Even though each house is unique, there are many commonalities in styles and materials chosen. The streets have the feel of an English village. This is possibly the influence of the nearby planned community of Mariemont (*NR, 1979*). Many of the older houses have the same mail slots and many of the newer houses also have mail slots that match each other. Besides exterior similarities there are interior style and material similarities. Much of the interior flooring, ceiling and archway styles is identical to the other houses from the same decade. Because of the commonalities in the houses and because this neighborhood was planned, it is surmised that most of the houses may be Mr. Firth's work. One of the houses was constructed by the builder Charles E. Dawson, and at least ten others were built by George J. Dell (a company across from the Firth Office in nearby Oakley). The grandson of Wilbur Firth says that his father continued the business and he says they generally retained the same builders.

Outside the district, two houses on contiguous streets are large and very striking, and predate the period of significance. The house across from the neighborhood to the south on Madison Road dates from 1883. The buildings of the Children's Home, which date to the early part of this century, are on the east side of the neighborhood. Some of its original buildings still exist and one house on the circle was moved from there.

The Eastwood houses are well maintained and exist largely in the style and layout of the original plans. The later houses are moderate and attractive and help maintain the character of the original houses. The Eastwood District was platted in 1922 (see plat map) and is bounded by Madison Road,

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Oaklawn, Duck Creek and the wooded acreage of the Children's Home. From a sixty acre farm and forest the developers purchased 30 acres for the residential development. The neighborhood consists of two streets, East and West Eastwood, that form a "circle," or flattened hexagon, and two small streets, Overbrook and Collinwood, that extend to the west of it. All three join through a point on the circle. The Eastwood Realty Co. had restrictions on the deeds in 1924 that required 40-foot setbacks, a minimum value of \$7,000 for single building housing and a "first class residential neighborhood". This is a Sears street and trees were also available in the catalog. These trees may have been ordered through Sears. Many original maple trees with their wide tree lawns still line the streets. In the last ten years the city has replaced about thirty with new trees of many varieties. The landscaping of the tree-lined streets was all done at once, giving the neighborhood an attractive and unified feel.

Descriptions of the buildings are as follows: (a district map identifies their location)

1. 5018 East Eastwood Circle, 1930, Sears house, the Osborn model (see attached), (photo # 1), (original number and owner #6, Kuns, Ray F.). This house is described in the Sears catalog as "stucco and shingle sided bungalow in Spanish mission architecture...(with) massive stucco porches and bulkheads." It is trimmed with "red brick coping...(and) corbels and purlins". All original features are still present. It is 1405 finished square feet. Charles Kratz, nephew of the developer, says there was an office behind the house that the owner had for a mail order motor model business. A secretary worked in this small structure. It is no longer standing. At one time the garage at 5024 East Eastwood belonged to this property.
2. 5024 East Eastwood Circle, 1950, architect unknown, builder George Dell (photo # 2). This modified Cape Cod house is brick with aluminum trim. It is 1365 finished square feet. The contributing garage is original.
3. 5028 East Eastwood Circle, 1931, architect unknown, (photo # 3) (original number and owner #10, Marchal, Wm. F.) This two-story house is a Tudor with a large front facing gable. The house is stucco with stonework extending across the right side of the façade. There is a prominent decorative chimney. The screened-in porch on the front right has an arched top. It is 1710 finished square feet.
4. 5032 East Eastwood Circle, 1923, Sears house, the Verona model (see attached), (photo # 4), (original number and owner #12, Moeller, Phillip and Flora). Builder was Charles E. Dawson of the Dawson Zeh Co. It features a Colonial Revival style door and sidelights flanked by bay windows on either side. There is also a bay window centered above. The side of the attic floor has fanlights. This

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Dutch Colonial Revival style two-story house has a gambrel roof. It has been resided in vinyl. It is 2280 finished square feet. The garage is original.

5. 5036 West Eastwood Circle, 1948, architect unknown, (photo # 5). This is a brick Ranch house with vinyl trim. It is 1352 finished square feet.

6. 5038 East Eastwood Circle, 1932, Sears house, the Puritan model (see attached), (photo #6), (original number and owner #14, Hannika, Elizabeth). This two-story is in the Dutch colonial style with a "colonial doorway with colonial hood". An addition was added during the 1970s to the south gable end. The wood siding is original and the wood siding on the addition was carefully matched. It has a gambrel roof. There is evidence of the original latticed *porte cochere* over the drive. The owner would like to restore that as well as the balustrade feature above the addition side. It is 1699 finished square feet. The garage is original.

7. 5041 East Eastwood Circle, 1940, architect unknown, builder George Dell (photo # 7) (original owner Dugle, Lawrence). It is a colonial style Cape Cod brick with vinyl siding with pitched-roof dormers. There is a breezeway attaching the garage. It is 1466 finished square feet.

8. 5046 East Eastwood Circle, 1933, Sears house, Maplewood with Osborn roofline, (photo # 8) (original number and owner #16, Fisher, F.M.). This small, one and a half story has a matching double, detached original garage with the same flared roof ridge with a steep pitch. The prominent brick and stone chimney sits next to a front-facing gable, which has one flared side sweeping closer to the ground than the other. Stone faces this gable. "S" is stamped on the basement stonework, indicating a Sears house. The siding is covered in vinyl. It is 1534 finished square feet.

9. 5047 East Eastwood Circle, 1933, architect unknown, (photo #9 ) (original number and owner #15, Hatfield, Florence E.). This house has a stucco exterior, decorated with brick ornamentation. There is a projecting center gable that intersects the façade. The steeply - pitched roof is flanked by matching dormers. The house echoes an Elizabethan style cottage. It is 1333 finished square feet. The garage is original.

10. 5050 East Eastwood Circle, 1933, Sears house, the Mitchell model (see attached), (photo # 10), (original number and owner #18, Wynne, John). "English architecture with a touch of the popular California studio type. Two (intersecting) gables...(with a) stone and brick chimney." This house has the original shakes in the gables but not the style of windows listed in the catalog. There were French doors lying in the coal bin. It has had vinyl siding added and windows replaced. It is 974 finished square feet. There is a letter "S" for Sears stamped in the foundation.

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11. 5051 East Eastwood Circle, 1937, architect unknown, (photo #11) (original number and owner #17, Kocher, Walter W.). This painted brick colonial has pitched-roof dormers and an enclosed side porch. It is 1582 finished square feet. The garage is original.
12. 5054 East Eastwood Circle, 1933, Sears house, the Sunbeam model (see attached), (photo # 12), (original number and owner #20, Dickman, Fred B.). It is a one and a half story with a large porch and shed-roofed sleeping porch above. Its solid pillars reflect a very cheerful Bungalow style. The clapboard siding is original, with original wood shingles above. It is 1117 finished square feet. It may have been built by Mr. Dickman.
13. 5057 East Eastwood Circle, 1953, architect unknown, builder George Dell (photo # 13). This Ranch house is brick with original wood trim. It is 1376 finished square feet.
14. 5062 East Eastwood Circle, 1938, architect unknown, (photo # 14) (original number and owner #22, Roth.). This brick Cape Cod Colonial Revival has pitched-roof dormers. The centered front door has a gable roof and pediment over the portico. There is a screened-in side porch. The shutters have a diamond pattern and the trim is original wood. It is 1224 finished square feet.
15. 5065 East Eastwood Circle, 1949, architect unknown, builder George Dell (photo # 15). This house is brick with stone and aluminum trim with an attached garage. It is 1567 finished square feet.
16. 5066 East Eastwood Circle, 1930, Sears house, the Crescent, (see attached; photo # 16) (original number and owner #24, Harvie, Arthur H.). This colonial has a centered portico covered with a prominent pediment. It is faced with original wood siding and shingles. The original wood porch posts have been removed. It is 1559 finished square feet.
17. 5070 East Eastwood Circle, 1950, architect unknown, (photo # 17). This is a painted brick Ranch house. It is 1918 finished square feet.
18. 5075 East Eastwood Circle, 1950, architect unknown, builder purportedly George Dell (photo # 18) (original owner Murphy). This is a brick ranch with aluminum trim and casement windows. The original, vertical wood slats trim the garage facing. It is 1412 finished square feet.
19. 5076 East Eastwood Circle, 1940, architect unknown, (photo # 19) (original number and owner #28, Ziegelmeyer). This modest one and a half story house has several front facing gables including one over the front portico. The materials used are brick and vinyl siding. It is 1414 finished square feet.



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20. 5088 East Eastwood Circle, 1940, architect unknown, (photo # 20) (original number and owner #32, Plimmer, Alf J.). This painted brick and vinyl trimmed, Colonial Revival style Cape Cod has pitched-roof dormers and casement windows. The garage is attached by a breezeway. It is 1466 finished square feet.

21. 5094 East Eastwood Circle, 1941, architect unknown, builder George Dell (photo #21) (original number and owner #34, Wolf, John W.). This is a brick and vinyl trim house with a gable roof. There is a bow window and an original solarium porch enclosed with jalousie windows. It is 1354 finished square feet.

22. 5019 West Eastwood Circle, 1940, architect unknown, builder Edmund Wollenberg (photo #22) (original number and owner #3, Kramer, Edward F. and then Duerler, Robt.). This Colonial Revival features arch-top gables. It is constructed of brick and vinyl siding and has an overhang on the right side. The shutters feature a shamrock pattern. The builder lived in this house several years. He added a back porch enclosure at an early date. There was a more recent front porch enclosure added. The original white wood clapboards show inside this former porch. The original kitchen cabinets show *Hyde Park Lumber* as the supplier. The inside of the toilet is dated 1940. There are rounded arches in the interior and a phone niche. It is 1656 finished square feet. The garage is original.

23. 5023 West Eastwood Circle, 1932, Sears house, Wayne model with modified gable, (see attached; photo # 23) (original number and owner #7, Gruber, Fred, C.). This Sears house has a large front porch and a front-facing gable roof. It is symmetrical, with a triple center window upstairs. There are large windows on either side of the door downstairs. The original clapboards are covered with vinyl siding. It is 1397 finished square feet. The garage is original.

24. 5027 West Eastwood Circle, 1915, moved to present site in 1937, architect unknown, (photo # 24) (original number and owner #9, Christ, Louis R.). This was the caretaker's cottage from the Children's Home. It has an attractive roofline and one and a half stories. The original clapboards are covered with vinyl siding. The random ashlar stone covered porch has a series of three arches. It is 1188 finished square feet. Neighbors originally objected to its move into the neighborhood.

25. 5031 West Eastwood Circle, 1925, Sears house, the Alhambra model (see attached), (photo # 25), (original number and owner #11, Kratz, William H.). This was the house of the father of the neighborhood developer. When the present owner moved in, the house had a full porch, not asymmetrical like the plans. It also had brown vinyl siding and no sign of the originally intended stucco underneath. There was an asphalt shingle siding beneath. The original shaped parapets, surrounding the hipped roof, had been covered in siding and squared off. In 1999, the owners altered

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the siding and gables. It is 1854 finished square feet. The original siding on this house was a light - colored concrete stucco with small stones in it. This house is non-contributing to the district.

26. 5039 West Eastwood Circle, 1939, architect unknown, (photo #26) (original number and owner #13, Rogers, Haze). This Dutch Colonial Revival is constructed of brick with vinyl siding trim. Its two floor plan is topped with a gambrel roof. The asymmetrically placed front door features sidelights. There is an original attached garage on one side and a screened-in porch on the other. A porch off the back was enclosed at an early date. It is 1296 finished square feet.

27. 5040 West Eastwood Circle, ca. 1935-1940, architect unknown, (photo # 27) (original number and owner #14, Arnold, Wm. A.). This brick Cape Cod has pitched-roof dormers and features an attractive clay tile roof. The trim is vinyl siding. There is a glass enclosed portico on the south gable end. This may have been closed during the 1950s. At that time the railing above the porch was removed. The shutters have an evergreen tree design. It is 1469 finished square feet.

28. 5044 West Eastwood Circle, 1938, architect unknown, (photo # 28) (original number and owner #16, Boesch). This two story, brick Colonial has a front door topped with a broken pediment and casement sash. There are bow windows on either side. It features a stone roundel with an intersecting Celtic cross above the door. It is 1494 finished square feet. The garage is original.

29. 5045 West Eastwood Circle, 1932, architect unknown, (photo #29) (original number and owner #15, Colonel Allen). This charming stucco with timbered trim is a Tudor bungalow. It has intersecting gables. There is a roofed archway across the driveway that echoes the arch over the side porch. It is 1646 finished square feet. The garage is original.

30. 5049 West Eastwood Circle, 1932, architect unknown, (photo #30) (original number and owner #17, Barnes, J. Allen). This one and a half story Tudor is brick, stucco and half-timbered. The timbering has a curving pattern. The roof is cement tile and there is a screened corner porch. The prominent chimney flanks a front-facing gable. The bay dining room projects from the side of the house. This house has what is probably the survey tool in the attic and is rumored to be the house of the builder. It does however have some interesting decorative elements. The exterior has original gutter boxes. The interior has plaster molding on the walls, inlaid floors, a telephone niche and amber drop chandeliers. It is 1415 finished square feet.

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31. 5052 West Eastwood Circle, 1938, architect unknown, (photo # 31) (original number and owner #18, Massman). This is a 1 ½ brick and stucco and half-timbered Tudor with battered gable entrance. It has a screened-in front porch with corbelled brackets and an awning-covered side porch. There are decorative features of stone. It is 1540 finished square feet.

32. 5055 West Eastwood Circle, 1932, architect unknown, (photo # 32) (original number and owner #19, Thaman, Harry L.). This Tudor has one and a half stories. There are two front-facing gables with an asymmetrical porch and Tudor archways. The construction is brick, stucco and half-timbering with a concrete block foundation. The chimney has prominent stone trim. There are decorative stone buttresses. The small upstairs windows have a round arch on top. It is 1450 finished square feet.

33. 5056 West Eastwood Circle, 1948, architect unknown, builder George Dell (photo # 33). This modified Ranch house is brick with stone and vinyl trim. It is 1439 finished square feet.

34. 5061 West Eastwood Circle, 1933, Sears house, the Martha Washington model (see attached), (photo #34), (original number and owner #21, Evans Wm. A.; Mack Swigert house from 1944-1949). This is a large, two – story Dutch Colonial Revival with fluted columns and sidelights and a fanlight on the front door. The front portico is covered with an arch-topped roof. There is a central chimney. The rear has a recent (16 years ago) addition with a shed roof. The garage was also added at that time and is non-contributing. There is a gambrel roof. The material is vinyl siding. It is 2384 finished square feet.

35. and 38. \*Note 5068 and 5081 West Eastwood Circle, both 1949, were designed by architect Lee P. Firth, and built by George J. Dell (both of Madison Road, Oakley-Cincinnati). They are yellow toned brick with vinyl/aluminum trim and decorative stone quoins. They are 1772 and 1327 finished square feet respectively. (photos # 35 and #38 respectively)

36. 5069 West Eastwood Circle, 1933, architect unknown, (photo #36) (original number and owner #23, Vaughn, John R.). This is a two story brick, stucco and half-timbered Tudor. The roof is hipped with two front facing gables. The doorway has a round-topped arch and a gable roof. There are decorative stone features and a side porch. This house has a Rookwood tile fireplace. It is 1775 finished square feet.

37. 5073 West Eastwood Circle, 1933, architect unknown, (photo #37) (original number and owner #25, Winn, Stewart D.). This 2-story stucco house has a gabled roof and a gable-topped portico at the front steps. The center front windows on the lower floor are casements with small panes. It is 1123 finished square feet. The garage is original.

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39. 5083 West Eastwood Circle, 1948, architect unknown, (photo # 39). This modest Ranch house is covered in vinyl siding. It is 864 finished square feet.

40. 5089 West Eastwood Circle, 1944, architect unknown, (photo # 40) (original owner Stephany, Carl). This 1 ½ story Cape Cod house is brick with original wood trim. It is 1595 finished square feet.

41. 5019 Collinwood Place, 1941, architect unknown, (photo # 41). It has a stone fireplace in the basement. This 1 ½ story Cape Cod house has original casement windows and is brick with vinyl trim. It is 1520 finished square feet.

42. 5020 Collinwood Place, 1936, architect unknown, (photo #42) (original number and owner #10, Grischy). This brick Colonial Revival Cape Cod house and has pitched roof-dormers and a gable-topped portico with simple pillars. The trim is original wood. There is a screened-in side porch with a decorative balustrade railing. It is 1441 finished square feet.

43. 5025 Collinwood Place, 1937, architect unknown, builder George Dell (photo # 43) (original number and owner #11, Schmeuszer, Carl). This modest brick Ranch house has a bay window on either side. It is 1447 finished square feet.

44. 5026 Collinwood Place, 1928, architect unknown, (photo #44) (original number and owner #12, Gebhardt, Oral A.). This charming Tudor house has flared roof ridges and intersecting gables. It is brick and stucco with decorative stone. There is brick relieving both over the arched doorway and the triple arched windows. It is 1340 finished square feet.

45. 5031 Collinwood Place, 1929, architect unknown, (photo # 45) (original number and owner #15, Hendricks, Howard R.). This cobblestone and stucco Tudor with decorative timbering has a steeply pitched roof. It has two front-facing gables, one with a flared roofline that sweeps closer to the ground on one side. There is an arch over the screened, front side porch. It is 2239 finished square feet.

46. 5032 Collinwood Place, 1929, architect unknown, (photo # 46) (original number and owner #14, McShane). This stone and stucco Tudor has a curved pattern in its half timbering. The roof is tile with intersecting gables. The arched front window is topped with stained glass. It is 1304 finished square feet.

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47. 5035 Collinwood Place, 1929, architect unknown, (photo # 47) (original number and owner #17, Calkins, Geo. W.). This Tudor has stone features on its brick, stucco and timber trimmed façade. There is a glassed-in solarium on the front side and a lower front garage beneath. It is 1840 finished square feet.

48. 5036 Collinwood Place, 1929, architect unknown, (photo # 48) (original number and owner #16, Benham, Wm. R.). This stucco and half-timbered Tudor has a flared roof ridge on its intersecting gables. There is decorative stone trim and an arched doorway. Tudor arches top a screened-in porch. It is 1613 finished square feet.

49. 5042 Collinwood Place, 1941, architect unknown, builder George Dell (photo # 49) (original number and owner #18, Lewis, Nathaniel J.). This 1 ½ story brick and aluminum sided Cape Cod features pitched-roof dormers and a bay window. It is 1592 finished square feet.

50. 5050 Collinwood Place, 1929, architect unknown, (photo # 50) (original number and owner #20, Houser, Wm. A.). This two story brick has a symmetrical façade and a screened-in side porch. Corbel brackets support the small portico roof. It is 1811 finished square feet. The contributing garage is not original but pre-dates 1954.

51. 5052 Collinwood Place, 1920, architect unknown, (photo #52). This is the original building on the property and said to be a hunter's cabin. Several former residents remember when this was turned into a fraternity clubhouse for young adults. The basement piers are poured inside of nail barrels. There is a trap door on the porch. The structure is unhewn log with bark facing (logs from the property). The two large-paned front windows swing up and hook into the porch ceiling. It is 400 finished square feet. The furnace in the basement was put in by Bob Kratz, nephew of the developer.

52. Also at 5052 Collinwood Place, 1929, (photo #51) (original number and owner #21, Kaefer, John). This charming English Revival style house has casement windows and a steeply-pitched, slate roof with intersecting gables. The materials are painted brick and vinyl trim. The interior has divided doors and exposed beams. There is a large, original stone, fishpond in the front yard. It is 1838 finished square feet. The house was designed by its original owner, a French architect.

53. 5066 Overbrook Place, 1933, architect unknown, (photo #53) (original number and owner #7, Gleason, Elmer Frank). This brick and original wood shingled bungalow has a low-pitched roof with projecting eaves. The triple windows on the second floor are multi-paned with a triangular arch. It is 1481 finished square feet.

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54. 5071 Overbrook Place, 1961, architect unknown, Pease Co., builder (photo # 54). This is a brick ranch. It is 1161 finished square feet. This house is *non-contributing* to the district.

55. 5081 Overbrook Place, 1940, architect unknown, (photo # 55) (original number and owner #12, Roy, Harry). This small brick Ranch house has a gabled roof and an attached garage on a lower level. The trim is vinyl. It is 1136 finished square feet.

56. 5082 Overbrook Place, 1932, architect unknown, (photo # 56) (original number and owner #Johnston, J. Maurice). This is a large and very pretty Tudor Revival. There is an arched doorway mirrored in the side walkway. Materials are stone, stucco and half timbering. The many gabled roof features flared ridge - lines and a prominent chimney. The screened, side porch is topped with a pattern similar to the triple curves in the roofline. The windows are diamond-paned. It is 2506 finished square feet.

57. 5084 Overbrook Place, 1952, architect unknown, (photo # 57). This is a brick Ranch house with original wood siding and wood shingle trim. It is 984 finished square feet. The garage is original.

58. 5085 Overbrook Place, 1938, architect unknown, (photo # 58) (original number and owner #14, Hesse, Wm. F.). This is a small brick and aluminum sided Williamsburg Colonial with pitched-roof dormers. It is 1587 finished square feet. The garage is original.

59. 5091 Overbrook Place, 1932, architect unknown, (photo # 59) (original number and owner #16, Rogers, Eliz. J., Mrs.). This charming Tudor is painted brick, stucco and half-timbered. It has an arch-topped door and a screened-in porch with a similar arched top. It is 1771 finished square feet.

60. 5092 Overbrook Place, 1953, architect unknown, (photo # 60). This modest Ranch has vinyl siding. It is 1078 finished square feet. The garage is original.

61. 5010 Madison Rd., 1932, C.M. Foster, architect, (photo #61) (original owner Rudolph J. Schneider). This is a charming Elizabethan Revival with stucco siding and a stone foundation. The roof features rolled-eaves and intersecting gables. The original roof was referred to as "thatch" and was asphalt with wavy edging at one time. There is a bow dining room. Framing is yellow pine; the basement is constructed of heavy steel "I" beams. There is a large wall at the base of the yard of the same stone as the house. It is 2607 finished square feet. The present owner heard that either the original owner or builder built it and then declared bankruptcy. There was a small concrete swimming pool in the backyard and it is now filled in. The owner would like to incorporate it into a fountain.

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62. 4926 Madison Rd., 1938, architect unknown, (photo #62) (original owner Blumenstein). This colonial has pitched-roof dormers and a gable-roofed portico with dentil molding under the eaves. The material is original wood siding. It is 1384 finished square feet.

63. 4916 Madison Rd., 1933, architect unknown, (photo # 63) (original owner Walters, Michael J.). This is a Tudor constructed of brick, stucco and half timbering. It is 1450 finished square feet. The garage is original.

64. 4904 Madison Rd., 1936, architect unknown, (photo #64) (original owner Momberg). This is a Tudor constructed of brick, stucco and half timbering. It is 1478 finished square feet. The garage is original. It is said that either this house or 4916 Madison had a foundation only and remained unbuilt for several years.

65. 4900 Madison Rd., 1928, architect Wilbur M. Firth, (photo #65) (original owner Kratz, Dr. J. Collin). This house was also owned by the family who developed the circle. This English Revival stucco house has a prominent stone chimney. The hipped-roof is intersected by a large gable facade. There are original crescent moon shutters and the original door. It has a sign for the lots on Collinwood (named after and owned by the owner of the house). The lots were advertised at \$95.00 each. It is 2140 finished square feet.

66. 4911 Duck Creek Rd., 1932, architect unknown, (photo #66) (original owner Bricker, D. Arthur). This Dutch Colonial has a large columned porch flanked by a sunroom and side portico. The original wood clapboards are wide and the interior fireplace is flagstone. The built-ins resemble those of the others Sears houses. It has a gambrel roof. It is 1900 finished square feet. The garage is original.

67. 4915 Duck Creek Rd., 1941, architect unknown, (photo # 67). This brick, stucco and half-timbered Tudor has wonderfully decorative columns on the porch. It is 1492 finished square feet.

68. 5005 Duck Creek Rd., 1933, architect unknown, (photo #68) (original owner Wernke, Willis W.). This frame Craftsman house has a gabled roof with gabled facades projecting from the front and side. It has vinyl siding added. It is 1156 finished square feet. The garage is original, with wood clapboards.

69. 5007-5009 Duck Creek Rd., 1931, architect unknown, (photo # 69) (original owner Lutkehaus, Louis F.). This original wood shingle-covered house with Craftsman elements has pitched-roof dormers and a decorative brick chimney. There is a gabled portico with lattice sides and an arched entrance. It is 1512 finished square feet.

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### Eastwood Historic District Cincinnati, Hamilton County, Ohio

#### STATEMENT OF SIGNIFICANCE

The Eastwood Historic District, located between Cincinnati's Oakley and Madisonville neighborhoods, is significant under Criterion C as a highly intact, middle class residential subdivision enclave built during the second quarter of the 20<sup>th</sup> century consisting of modest period - revival and post-World War II houses. Many Eastwood houses were built by local architects and builders using Sears and Roebuck mail order designs or stock builders plans modified to accommodate community preferences. Traditional urban house types were rejected in favor of more suburban cottages [Ford, p. 157]. According to Cincinnati's authority on Sears mail-order houses, what distinguishes Eastwood Circle from other pockets of Sears houses in Cincinnati is that each of the ten Sears houses in Eastwood exemplifies a different house type [Lask]. The proposed district also contains several intact examples of post-1940 Cape Cod and Ranch type houses constructed by local builders respectful of the existing residential fabric and deed requirements. Eastwood Historic District is significant under Criterion A as an example of an early 20<sup>th</sup> century private housing development containing property deed restrictions, curvilinear streets and curbside street trees. Housing setbacks, minimum construction costs and other deed restrictions placed on Eastwood lot purchasers by A. Raymond Kratz (1891-1951), its original owner and developer, convey a sense of self-contained spatial and physical continuity lacking in many other private developments [DB 58, p. 114]. Eastwood's property deed restrictions (1924) are noteworthy in that they predate by 40 years enactment of Cincinnati's municipal zoning code. The district is also significant under Criterion A as it represents the end of an era in American urban housing trends when small scale developer/builders helped meet post-war housing shortages. Spurred by the Federal Housing Act of 1949, the 1950s and early 1960s witnessed a shift toward larger scale suburban developments on streetless tracts of land outside the older, outer-ring suburbs as exemplified by Eastwood. In this respect Eastwood represents the period when modestly scaled houses were built on the margins or a few vacant lots of existing urban neighborhoods within the city limits where housing construction, although interrupted by the Great Depression and World War II, had largely been confined since the late 1920s [Ford, p. 162]. Eastwood also represents those smaller pre-1950 subdivisions where the original landowner/subdivider resided in the neighborhood. Finally, the year 1950 stands as a watershed for Cincinnati's housing patterns and population shifts. At mid-century the city's population peaked at 504,000, after 1950 it underwent a steady decline as residents migrated to the massive suburban developments that lay outside the city limits. The out-migration continues to the present day as residents leave the compact urban lots and modestly scaled city dwellings for a more ex-urban lifestyle.

#### EASTWOOD: A PLANNED SUBDIVISION

Eastwood was one of the few neighborhoods annexed to Cincinnati between World War I and II (see attached *Metropolitan Master Plan*). There are no other "court" style housing developments known in the immediate area. The neighborhood was a planned residential development started by the prominent Kratz family, who exemplified the "operative builders" of the 1920s and 1930s. It is highly likely Eastwood's development was influenced by the Federal Housing Administration's *Planning Neighborhoods for Small Houses (1936)* [Historic Residential Suburbs, pp. 28, 49]. Some of the streets were listed as private in the early 1930s prior to annexation by Cincinnati. The street and lot arrangement the developers laid out so beautifully in 1922 still exist in a largely unchanged form today. Eastwood Circle was the first street platted, followed by Collinwood and Overbrook in 1923 and 1924 respectively (see attached plats). The houses and landscaping are wonderfully unified in feel because of careful planning and deed restrictions. Protected residential suburbs were viewed as a desirable goal since automobiles, gas stations and apartment buildings were emerging as new



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threats to residential autonomy [Ford, pp. 153-54]. Collectively, the houses all have distinct features that make them interesting and enchanting. The architectural styles include Tudor Revival, Colonial Revival, Mission and Bungalow, while Cape Cod and Ranch houses reflect the popular house types of the 1940s and early 1950s. As noted by David Ames and Linda McClelland, "The Cape Cod provided most of the low-cost suburban housing immediately following the war and was built in groups of varying sizes, sometimes numbering the hundreds" [*Historic Residential Suburbs*, p. 66]. Several houses represent the style of the Firth brothers, a local architectural firm of whom little is known. There are indications that many houses may also have been designed by the Firth firm. One house was designed by C. M. Foster, best known in Cincinnati for his whimsical design of the Eden Park Gazebo [1904; HAM-1642-31]. A number of modest brick houses were also built by George Dell, a local builder and real estate investor. There are ten houses that are Sears catalog houses. The range of garage locations from the ends of long driveways to attached and built-ins reflect the increased reliance on the auto and growing integration of garages into the house plans. Garages were still located behind or even with the houses and had not taken on the predominant lot placement they would capture during the 1950s. The Eastwood Historic District was an important and unique community and architectural statement. It is still a neighborhood of mature and beautiful landscaping with architecturally interesting and unique character.

Historical Background and Development:

Madisonville was founded in 1809. Oakley was founded in 1852 as a coach stop. Both were in Columbia Township. Industrial growth expanded the area. Streetcar service between the neighborhoods was available from 1900 - 1910. Madisonville and Oakley were annexed by Cincinnati in 1911 and 1913 respectively. The nearby Cincinnati Milling Machine Co., today known as Milacron, built in 1911, had relocated to the nearby industrial area of Oakley. This company brought many prospective homebuyers to the area (see attached digital photo). World War I brought employment and the postwar era generally brought a building boom between these two neighborhoods, despite the Great Depression. In 1926 the Mill was the country's "largest machine tool company" according to the Bicentennial Guide to Greater Cincinnati. The company remained prosperous by selling a variety of products, because the auto industry was growing and because the company was exporting to the USSR. "By the late 1930s, (they) led the world in making machine tools". The William's Cincinnati Directory of 1929-30 notes in its forward that after "the World War" the government lifted a ban against "unnecessary building." A streetcar route ran nearby and Cincinnati Milling Machine was served by railroads. These lead to the development of the area. The Bicentennial Guide to Greater Cincinnati calls Oakley-Madisonville a "streetcar and railroad suburb".

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Eastwood was a planned neighborhood which started as a 60-acre wood and farmland. Platted in 1922, Eastwood Subdivision largely developed beginning in the 1930s and continued gradually through the early 1950s, during the time of the Great Depression, World War II and the post-war housing boom. As a result of the increased vehicular mobility and access offered by automobiles and buses, suburban development began to fill in Cincinnati's larger undeveloped, pre-suburban tracts. Eastwood was able to develop as a modest, tightly-knit middle-class residential enclave despite hard economic times because of its proximity to relatively stable Cincinnati industries, notably Cincinnati Milling Machine, the nation's largest machine tool manufacturer. Eastwood's housing development during the 1940s reflects the relatively dependable growth of nearby industries, many of which operated at peak capacity during WW II and after. Of the 34 occupations listed in the city directories for property owners during the 1930s, 28 were identified as managers or professionals.

Original plats show Eastwood Subdivision #1 platted by the Eastwood Realty Co. This is now East and West Eastwood Circle and part of Madison and Duck Creek Roads. The deed records of Hamilton County show Eastwood #2 and Eastwood #3 as Collinwood Place and part of Madison Road, and Overbrook Place and part of Duck Creek Road, respectively. There were 30 acres sold from the estate of Phoebe A. Settle (an original Madisonville family) to A. Raymond and Alice G. Kratz on 8/17/22. The Settles had had a farm here with a farmhouse next to the Children's Home. On 9/1/22 the Kratz' began to have the land surveyed into the plats that still exist in what seems to be the same form today. Mr. Kratz is listed in the 1920 city directory as a music teacher living on Woodburn Av. and in the 1929-30 directory as a teacher at Hughes High School and as living on Erie Avenue.

Kratz's obituary indicates he was a well-known music teacher and supervisor, bandmaster and author of teaching guides. His brothers were doctors, one of whom was J. Collin Kratz, who owned the house at 4900 Madison Road and for whom Collinwood is named. In his house today exists the original sign he used to sell the rest of the lots of the street of Collinwood. It advertises them for \$95.00 each. Dr. J.C. Kratz was a prominent citizen of Cincinnati. He founded an osteopathic hospital. He was a close friend to many in the local political scene and an active supporter of the symphony and the fine arts. He was a writer as well as the developer of many landmark medical techniques. His wife Minnie Kratz was a member of the Vanderhertz family who built many area church steeples. They had a sign hanging during the Depression to indicate to hobos that they could receive a free meal at their house. The father of these men, William.H. Kratz (a mechano-therapist), owned the house at 5031 West Eastwood Circle. Plat copy shows G. L. Stichnath as the surveyor. There is interestingly enough a survey tool found in the corner of the attic of 5049 W. Eastwood Circle (a house that is said once belonged to the original builder). The oldest houses are mainly on Collinwood; and on the circle the middle, outside of the circle was built first. The center stayed empty the longest because Ray Kratz, the developer, kept these lots for himself yet never built there.

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Eastwood was annexed along with a smaller neighborhood, Oaklawn, located to the south across Madison Rd., in the early 1930s. The houses on Oaklawn are listed as largely late 1940's although three seem to have been built by the 1940s. In the city directory for 1933-34 (the first listings) there were 34 families listed in the Eastwood area. Many of the occupants were of middle class and quite a few were in managerial jobs. By the time the decade closed there were 40 families listed in the 1941 directory. Telephones were then evident in the directory. Businesses listed to the west on nearby Oakley Square (between 3217-3655 Madison Rd.) were Fire Co. #31, Oakley Recreation Parlor bowling alleys, Oakley Garden restaurant, Eastern Hills Printing Shop, Metropolitan Motor Co., B&O RR freight and passenger station, Oakley School Colony, the Perfect Mfg. Co. (shoe sole compound), the Republic Paper Board Co., Siekmann Sign Co., Harry R. Ludlow filling station and the Cinti. Gas & Electric substation. From 3646-3707 Madison were Rogers Gas & Oil Co., Eden Gas&Oil Co. and Milner Hotel Laundry. The other parts of Madison up to Eastwood were filled with single-family houses and a few apartments. To the east on Madison was single-family housing except for St. Paul's Lutheran Church. It is still there today. In the Bicentennial Guide to Greater Cincinnati the authors say there were many businesses in Oakley in the 1920s but many had difficulties in the Depression although new businesses opened soon after. They mention Aglamesis Ice Cream and St. Cecilia Church of Oakley. They also talk about the Williamson Co. (heating and stoves.) Also in the Bicentennial Guide to Greater Cincinnati the authors state that "North of Madison Road...most of the housing was built for working-class families...especially those nearest the railroad tracks and the factories..." During the 1910s through the 1950s, most of the occupants of this apartment building (Cincinnati Model Houses on Ibsen Ave. in Oakley) were employed at nearby factories, such as LeBlond, Ball Crank, and especially Cincinnati Milling Machine." Eastwood, on the other hand, was built to serve the needs of those who managed or owned many of these businesses. Jill Cobb, an early resident, said that everyone walked to Madisonville and Oakley to shop and see movies. They ate ice cream at Aglamesis, still in business today, and went to movies at the Ambassador Theatre, no longer there. They shopped at Sears in Oakley Square. Ms. Cobb remembers that the streetcar ran to Oakley and no further or Madisonville and no further. Cincinnati Metro states that it only came as far as Erie and Madison past Oakley and Madisonville but did not go by the neighborhood in the 1930's. From there they rode the bus. The men rode to work on the *Madisonville/Mariemont A* bus. Cincinnati Metro states that this motorbus ran along Madison Road from downtown from 1926 and on. He also says that there was a Route Z that ran north of the neighborhood between Oakley and Carthage but not downtown. Ray Wirthlin, another early resident, said Duck Creek and northward was woods until a golf course was built. He helped a Mr. Bush with its construction. On this same site was built Stratford Manor, later known as Eastwood Village. It was built by the Marvin Warner family. It was designed for factory workers in the early 1950's. This was constructed after the area residents sought to keep out GM when they initially proposed building Fisher Body on the site. The city razed Stratford Manor in the 1970's, as it fell into disrepair. Residents feel that the city action, achieved with the help of neighbors Merz, Momper and Newman to close the backside of the circle to

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through traffic in the 1970s, has helped to preserve its integrity and beauty. In 1975 nine houses to the east on Madison Road were placed on the National Register (*NR, 1975*). In 1917, the Children's Home next to Eastwood was built. (The caretaker's cottage was later moved to the Eastwood neighborhood.) The home that housed their superintendent starting in the early 1930s still stands nearby at 5225 Duck Creek Road. The children in the Eastwood subdivision played on the ball field the Children's Home. Another lovely historic house, built in 1883, faces the neighborhood at 4999 Madison Road. This house was owned by Mr. Morris, a prominent criminal attorney. It is now owned by the Kelsch family who was responsible for developing the streets near it.

Between 1923 and 1944 the district contained fifty-two delightfully unique, historic family houses. During the late 1940s fourteen more houses were added, and two more houses were added in 1952 and 1953, respectively. These houses represent several early twentieth century styles including Tudor Revival, Colonial Revival, Mission and Bungalow. The neighborhood developers, the Kratz family, were musicians and physicians. This neighborhood is the only development that they created. They built houses for themselves here. A. Raymond Kratz owned the land and sold several lots to his relatives. Other prominent citizens moved here in the midst of the Depression and World War II: school principals, writers, small business owners and managers, doctors and others in the medical field, lawyers, buyers, teachers, salesmen, and office workers. The manager of the H.J. Heinz Co., supervisors and a researcher at P&G, a foreman at Cincinnati Milling Machine, manager at Pure Oil Co. and the sales manager at Cincinnati Ball Crank Co. all moved here. Starting in 1944, Mack and Alice Swigert lived at 5061 West Eastwood Circle for five years. He is the prominent Cincinnati attorney who wrote the landmark Taft-Hartley Act (the Labor-Management Relations Act of 1947).

The person with the earliest and longest first-hand knowledge of the neighborhood is Jill Mueller Cobb. She remembers it as a wonderful neighborhood that was a fine place to raise a family. The trees made a wonderful canopy over the road. Only a few of the houses had children but these she remembers vividly. She remembers the center being empty of houses except for the victory garden kept by the neighbors during the war. In a deed dated 2/11/24; the building restrictions listed forty foot setbacks, a minimum value of \$7,000 for single building housing and a "first class residential neighborhood". Throughout the history of the area, many families have moved to second houses within the neighborhood so they wouldn't have to move away when needing other sized houses. The story is that the oldest masonry houses, on the outside circle, are all by the same builder. Both 5049 West Eastwood Circle and 5019 Collinwood Place are rumored to belong to the builder. 5068 West Eastwood Circle and 5081 West Eastwood Circle were built by George J. Dell. The nephew of the developer says that the homeowners bought the lots from Ray Kratz and hired their own builders. 5027 West Eastwood Circle was the caretaker's cottage from the Children's Home, moved in 1937 and built in 1915. The workmanship of all of the houses is evident in both their beauty and durability.

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**SEARS, ROEBUCK & COMPANY MAIL ORDER HOUSES:**

**Sears, Roebuck & Company**

The resources with the greatest architectural interest in the district are the Sears & Roebuck catalog houses. Between 1908-1940 Sears & Roebuck sold more than 100,000 residences, apartment buildings, garages, and other building types through their mail-order Modern Homes Department. Its success was linked to a variety of factors. Sears & Roebuck had a reputation for selling quality products at a reasonable price, and it built its Modern Homes Department on pre-existing consumer confidence. A second reason was the relative speed and ease with which a Sears & Roebuck house could be constructed. An entire home was shipped to a customer by rail in one or more boxcars to the nearest station. Upon delivery, a customer could either assemble their own house with the aid of detailed plans and instructions, or hire a local contractor to build part or all the residence for them.

A third reason was Sears & Roebuck's mastery of mass marketing. The Modern Homes Department offered a staggering 447 designs in its 32 years of operation, and a review of available catalogs reveals there is no "typical" Sears & Roebuck house. These facts are not meant to suggest Sears & Roebuck was an innovative force in American architecture. It was not. With rare exception, Modern Homes catalogs carried fundamentally conservative designs that reflected popular trends, designs with wide public appeal. The company also encouraged buyers to customize any model to suit their needs and tastes. While this allowed a customer to be directly involved in designing their home, it can also make identifying a particular model very difficult.

Over time, Modern Homes catalogs advertised three lines: Honor Bilt, Standard Built (also known as Econo Bilt or Lighter-Built), and Simplex Sectional. Honor Bilt homes were the finest quality sold by Sears & Roebuck. These ready-cut homes featured heavy framing and double floors (a subfloor and a clear grade finish floor of pine, oak, or maple). Sears & Roebuck furnished wood lathe for plaster walls or gypsum board, and the molding, like the floor, was clear grade wood. Standard Built homes were less expensive than the Honor Bilt and had a correspondingly lower quality. Lightly framed with unplastered walls and a single layer of flooring, Sears & Roebuck recommended these homes for warmer climates. The third and final category, Simplex Sectional, offered prefabricated designs that could be easily dismantled. Small and utilitarian, these buildings were often purchased for use as summer cottages and cabins. All ten of Eastwood's Sears & Roebuck homes are Honor Bilt designs, ranging in price from approximately \$1,100 to \$4,300. Plumbing, wiring, fixtures, labor, and other items apparently were not included in the price.

Beginning in 1911 Sears & Roebuck offered financial assistance to its customers. At first, these loans were to purchase the house only. By 1918, the company also provided construction loans, and eventually Sears & Roebuck loaned money to purchase the lot. Other companies selling mail order houses were comparatively far more conservative, a decision that ultimately allowed many to weather the Great Depression in the 1930s. Aladdin Homes never provided financing or sold on credit. A negotiable deposit, generally one-third the total cost, was required when an order was placed, and the balance was due 90 days after delivery. Gordon-Van Tine and Sterling Homes gave customers a 2% discount for cash purchases, but it does not appear that either company offered mortgages or loans.

Although Sears & Roebuck was the nation's largest company, other firms also sold house kits and plans by catalog. Among those companies were the Hodgson Company (Dover, Massachusetts), Montgomery Ward (Chicago, Illinois), Pacific Ready-Cut (Los Angeles, California), and the aforementioned Aladdin Homes (Bay City, Michigan), Sterling Homes (Bay City, Michigan), and Gordon-Van Tine (Davenport, Iowa). And clients

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were not limited to American families seeking to fulfill a dream of owning their own home. Sears & Roebuck and other companies dealt directly with organizations and corporations. During World War I, Sears & Roebuck supplied the Red Cross with precut hospital buildings. At a reported cost of \$1 million, Standard Oil Company purchased 192 Sears & Roebuck houses for its coal miners in Carlinville, Illinois. Bethlehem Steel erected Sears & Roebuck homes for its employees in Hellertown, Pennsylvania while DuPont housed employees at its gun-cotton factory in Hopewell, Virginia in homes ordered from Aladdin. Companies also sold mail-order houses to other countries. For example, Aladdin Homes shipped 252 precut worker homes to the Austin Motor Company in Birmingham, England.

### Eastwood

The City of Cincinnati and its suburbs are rich with Sears & Roebuck homes. In 1912, Sears & Roebuck purchased a millwork plant in Norwood, Ohio, and in 1916, Norwood Sash and Door Company began to supply Sears & Roebuck with millwork. In 1921, two years after Sears & Roebuck opened its first Modern Homes sales office in Akron, Ohio, the company opened an office in Cincinnati. Since all shipping was by rail, the presence of numerous railroad lines through Cincinnati also made delivery to the area exceptionally convenient.

Ten examples of Sears & Roebuck houses have been documented in Eastwood; all but 5031 West Eastwood Circle contribute to the district. Only two of the district's ten Sears & Roebuck homes were built in the 1920s. The remaining residences were constructed in the 1930s. As stated earlier, all ten of Eastwood's Sears & Roebuck homes are Honor Bilt designs, and five of the properties included a matching detached garage: 5018 East Eastwood Circle, 5032 East Eastwood Circle, 5038 East Eastwood Circle, 5046 East Eastwood Circle, and 5023 West Eastwood Circle. All of the identified Sears & Roebuck homes are located on Eastwood Circle, with the majority sited on East Eastwood.

Eastwood's first house was a Sears & Roebuck design. Built in 1923 for Flora Moeller, the two-story Dutch Colonial Revival home at 5032 East Eastwood Circle is an Honor Bilt "Verona," and this residence is nearly identical in design and materials to its Sears & Roebuck catalog picture. A letter of agreement with the homeowner identifies the neighborhood as Eastwood Manor. It lists Charles E. Dawson of the Dawson Zeh Company as the builder. Norwood Sash and Door Manufacturing Company, located two miles west of Eastwood, provided the materials. Established in 1916, Norwood Sash and Door was an early Sears & Roebuck supplier of millwork. This company still exists today as "Norco" and just recently moved to nearby Section Road. It is also worth mentioning that various Sears & Roebuck sources cite a label or mark reading "Norwood Sash and Door" on the underside of woodwork (baseboards, window trim and other molding) as an identifying mark of a Sears & Roebuck home.

A second, vastly different Sears & Roebuck home was built in 1925 at 5031 West Eastwood directly across the circle from Flora Moeller's home. The "Alhambra" design of this two-story Mission style residence, prior to subsequent incompatible alterations, was the most distinctive of Eastwood's Sears & Roebuck homes. The nine other residences are bungalows, Cape Cods, or craftsman style residences. Bungalows were the most frequently built of all Sears & Roebuck house types while Colonial Revival and Cape Cod cottages were the longest-lived designs, appearing in every catalog from 1908 to 1940.

Five years passed after the construction of 5031 West Eastwood before another Sears & Roebuck home was built in Eastwood. In 1930 an "Osborn" bungalow was constructed at 5018 East Eastwood Circle. The house as built deviates slightly from the catalog image, but Rosemary Thornton, in her book *The Houses That Sears*

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*Built*, describes this specific house as “a perfect Osborn.” A second home, a “Crescent” Colonial Revival design, was erected that same year at 5066 East Eastwood Circle. Of note is the pedimented porch, which deviates from the catalog image. This feature appears original to the house, and it may represent an example of a customer requested design modification.

The remaining six Sears & Roebuck homes were built in rapid succession between 1932 and 1933, and include two additional Dutch Colonial Revival designs (the “Puritan” at 5038 East Eastwood Circle and the “Martha Washington” at 5061 West Eastwood Circle), two Cape Cod cottages (the “Maplewood” at 5046 East Eastwood Circle and the “Mitchell” at 5050 East Eastwood Circle); two more bungalows (the “Sunbeam” at 5054 East Eastwood Circle and the “Wayne” at 5023 West Eastwood Circle) joined the “Osborn” at 5066 East Eastwood Circle. The Puritan at 5038 East Eastwood Circle provides another opportunity to compare a built model to its catalog image. The chimney is centrally located at 5038 East Eastwood Circle as opposed to centered in the gable end, suggesting a change in floor plan. A pergola is entirely missing, and the enclosed one-story porch is located on the opposite elevation from the one shown in the catalog.

**Eastwood Models, Sears, Roebuck & Company Homes**



**The Verona:** 5032 East Eastwood Circle (1923)



**The Alhambra:** 5031 West Eastwood Circle (1925)

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**The Osborn:** 5018 East Eastwood Circle (1930)



**The Crescent:** 5066 East Eastwood Circle (1930)



**The Wayne:** 5023 West Eastwood Circle (1932)



**The Puritan:** 5038 East Eastwood Circle (1932)

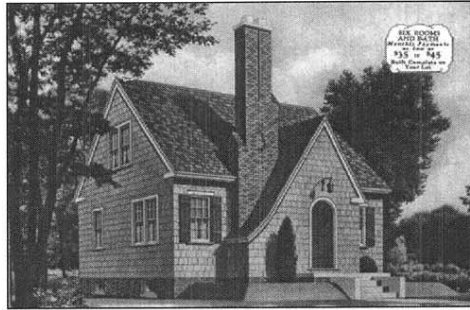


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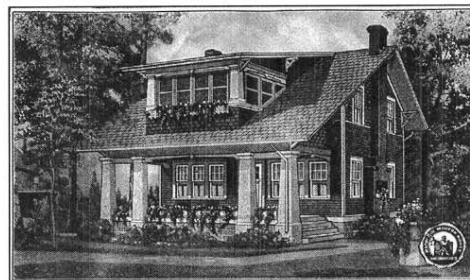
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**The Maplewood:** 5046 East Eastwood Circle (1933)



**The Mitchell:** 5050 East Eastwood Circle (1933)



**The Sunbeam:** 5054 East Eastwood Circle (1933)



**The Martha Washington:** 5061 West Eastwood Circle (1933)

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### AUTHOR:

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Cincinnati, Hamilton County, Ohio**

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**Eastwood Historic District  
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**Eastwood Historic District  
Cincinnati, Hamilton County, Ohio**

Verbal Boundary Description

The Eastwood Historic District consists of the following Hamilton County real estate parcels:

051-0005-0120-00	051-0005-0090-00	051-0005-0054-00
051-0005-0119-00	051-0005-0091-00	051-0005-0081-00
051-0005-0118-00	051-0005-0092-00	051-0005-0055-00
051-0005-0117-00	051-0005-0139-00	051-0005-0080-00
051-0005-0116-00	051-0005-0124-00	051-0005-0056-00
051-0005-0135-00	051-0005-0093-00	051-0005-0079-00
051-0005-0115-00	051-0005-0125-00	051-0005-0078-00
051-0005-0134-00	051-0005-0126-00	051-0005-0057-00
051-0005-0114-00	051-0005-0094-00	051-0005-0077-00
051-0005-0133-00	051-0005-0095-00	051-0005-0173-00
051-0005-0113-00	051-0005-0127-00	051-0005-0059-00
051-0005-0132-00	051-0005-0096-00	051-0005-0058-00
051-0005-0112-00	051-0005-0128-00	051-0005-0074-00
051-0005-0131-00	051-0005-0097-00	051-0005-0060-00
051-0005-0111-00	051-0005-0129-00	051-0005-0063-00
051-0005-0110-00	051-0005-0098-00	051-0005-0064-00
051-0005-0130-00	051-0005-0099-00	051-0005-0068-00
051-0005-0108-00	051-0005-0100-00	051-0005-0167-00
051-0005-0155-00	051-0005-0101-00	051-0005-0065-00
051-0005-0103-00	051-0005-0150-00	051-0005-0066-00
051-0005-0136-00	051-0005-0053-00	051-0005-0166-00
051-0005-0089-00	051-0005-0082-00	051-0005-0083-00
051-0005-0084-00	051-0005-0085-00	051-0005-0088-00
051-0005-0123-00	051-0005-0070-00	051-0005-0102-00
051-0005-0104-00	051-0005-0106-00	051-0005-0107-00

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**Eastwood Historic District  
Cincinnati, Hamilton County, Ohio**

Note\*\* All of these properties are contributing except 5071 Overbrook Place, 5031 West Eastwood and the garage at 5061 West Eastwood. (see attached "Photo Key")

### Boundary Justification

The boundary was chosen since it is the historic boundary of the neighborhood. The original plats for Eastwood Subdivision No. 1, 2 and 3 included West and East Eastwood Circle, Collinwood and Overbrook. A few houses from Madison Road and Duck Creek that are contiguous are included. Two apartment houses at the northwest corner of Collinwood and Madison Road are not included in the district. Early real estate ads always refer to these houses as "Eastwood". Also, the city annexed this property as Eastwood in this boundary form. The county approved the annexation in 1931 and the city is shown to have met on annexation in 1932. On the north side of Duck Creek is a post-1954 industrial park and an elementary school that replaced the razed Eastwood Village.

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**Eastwood Historic District  
Cincinnati, Hamilton County, Ohio**

### Additional Documentation

#### Photographs (see attached Photo Key)

Eastwood Historic District

Hamilton County, Ohio

Photographer: Anne S. Vanoy

Date of Photographs: October 2003

Negatives located at 5055 W. Eastwood Circle, Cincinnati OH

Photo Number	Photo View
1.	5018 East Eastwood Circle, facing east
2.	5024 East Eastwood Circle, facing east
3.	5028 East Eastwood Circle, facing east
4.	5032 East Eastwood Circle, facing east
5.	5036 West Eastwood Circle, facing northwest
6.	5038 East Eastwood Circle, facing east
7.	5041 East Eastwood Circle, facing west
8.	5046 East Eastwood Circle, facing east
9.	5047 East Eastwood Circle, facing west
10.	5050 East Eastwood Circle, facing east
11.	5051 East Eastwood Circle, facing west
12.	5054 East Eastwood Circle, facing east
13.	5057 East Eastwood Circle, facing west

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**Eastwood Historic District  
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14. 5062 East Eastwood Circle, facing east
15. 5065 East Eastwood Circle, facing west
16. 5066 East Eastwood Circle, facing east
17. 5070 East Eastwood Circle, facing east
18. 5075 East Eastwood Circle, facing west
19. 5076 East Eastwood Circle, facing east
20. 5088 East Eastwood Circle, facing east
21. 5094 East Eastwood Circle, facing east
22. 5019 West Eastwood Circle, facing west
23. 5023 West Eastwood Circle, facing west
24. 5027 West Eastwood Circle, facing west
25. 5031 West Eastwood Circle, facing west
26. 5039 West Eastwood Circle, facing west
27. 5040 West Eastwood Circle, facing east
28. 5044 West Eastwood Circle, facing east
29. 5045 West Eastwood Circle, facing west
30. 5049 West Eastwood Circle, facing west
31. 5052 West Eastwood Circle, facing east
32. 5055 West Eastwood Circle, facing west
33. 5056 West Eastwood Circle, facing east
34. 5061 West Eastwood Circle, facing west
35. 5068 West Eastwood Circle, facing east
36. 5069 West Eastwood Circle, facing west
37. 5073 West Eastwood Circle, facing west



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**Eastwood Historic District  
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38. 5081 West Eastwood Circle, facing west
39. 5083 West Eastwood Circle, facing west
40. 5089 West Eastwood Circle, facing west
41. 5019 Collinwood Place, facing west
42. 5020 Collinwood Place, facing east
43. 5025 Collinwood Place, facing west
44. 5026 Collinwood Place, facing east
45. 5031 Collinwood Place, facing west
46. 5032 Collinwood Place, facing east
47. 5035 Collinwood Place, facing west
48. 5036 Collinwood Place, facing east
49. 5042 Collinwood Place, facing east
50. 5050 Collinwood Place, facing northeast
51. 5052 Collinwood Place (house) facing east
52. 5052 Collinwood Place (cabin) facing west
53. 5066 Overbrook Place, facing southeast
54. 5071 Overbrook Place, facing southwest
55. 5081 Overbrook Place, facing west
56. 5082 Overbrook Place, facing east
57. 5084 Overbrook Place, facing east
58. 5085 Overbrook Place, facing west
59. 5091 Overbrook Place, facing west
60. 5092 Overbrook Place, facing east
61. 5010 Madison Road, facing north

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**Eastwood Historic District  
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62. 4926 Madison Road, facing north
63. 4916 Madison Road, facing north
64. 4904 Madison Road, facing north
65. 4900 Madison Road, facing north
66. 4911 Duck Creek Road, facing south
67. 4915 Duck Creek Road, facing southwest
68. 5005 Duck Creek Road, facing south
69. 5007-5009 Duck Creek Road, facing south
70. East Eastwood Circle looking north
71. East Eastwood Circle looking north
72. detail of house in photo # 4
73. second view of photo #5
74. detail of house in photo #11
75. East Eastwood Circle looking south
76. north end of Eastwood Circle looking south
77. details of photo #22 and #23
78. second view of photo #28
79. detail of photo #30
80. West Eastwood Circle looking south
81. second view of photo #34
82. West Eastwood Circle looking south
83. West Eastwood Circle looking south
84. detail of house in photo #37
85. Collinwood looking north
86. looking south on Overbrook

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**Eastwood Historic District  
Cincinnati, Hamilton County, Ohio**

- 87. detail of house in photo #63
- 88. detail of house in photo #65
- 89. home across Madison Road
- 90. home down Duck Creek Road

Note\*\*\* Un-numbered streetscapes are included in photos and are labeled on the photos themselves.

FIVE ROOMS AND SLEEPING PORCH



Honor Bilt

*The Sunbeam*  
No. P3194A "Already Cut" and Fitted  
**\$2,707<sup>00</sup>**

**T**HE SUNBEAM is a one story and a half modern bungalow of the better kind. Built in many exclusive suburbs, sometimes sold at handsome profits, and, at all times, the particular pride of its owners.

The Sunbeam is well planned, of "Honor Bilt" quality and construction, and a mighty good value whether bought for a home, an investment or for speculative purposes.

**The Exterior.** The Sunbeam has a large porch, protected by the main roof which is supported by four massive stuccoed pillars. The porch is 25 feet by 9 feet, has stairs at either end, and is ornamented by a long flower box. The open air sleeping porch, above, carries out the same decorative flower box ornament.

FIRST FLOOR

**The Living Room** is spacious; 15 feet 2 inches by 17 feet. It is graced by a beautiful colonial mantel and fireplace. The open stairway to the second floor is located directly opposite the entrance. A coat closet for guests is near the stairway. Piano and furniture space is liberal, so that almost any kind of arrangement can be effected. Five windows provide a cheerful air.

**The Dining Room.** Buffet faces the wide cased opening to the living room. Size of dining room, 12 feet 8 inches by 11 feet 2 inches. Here, too, are five windows.

**The Kitchen** is modern in every detail. See floor plan for location of the built-in kitchen cabinet, and the broom closet providing storage for vacuum cleaner, brooms, mops, pails, scrub brushes, table leaves, etc. See the built-in folding ironing board; also space for the sink, range, table. A door leads to the rear entry which provides space for a refrigerator, handy to the

room plumbing may be roughed-in on one wall, saving installation expenses. It has a medicine case.

**The Basement.** Room for furnace, laundry and storage.

**Height of Ceilings.** First floor, 9 feet from floor to ceiling. Second floor, 8 feet 2 inches from floor to ceiling. Basement, 7 feet from floor to joists.

What Our Price Includes

At the price quoted we will furnish all the material to build this five-room house, consisting of:

- Lumber; Lath;
- Roofing, Oriental Asphalt Shingles, Guaranteed for 17 Years;
- Siding, Clear Cypress or Clear Red Cedar Bevel, Clear Red Cedar Shingles Above Belt;
- Framing Lumber, No. 1 Quality Douglas Fir or Pacific Coast Hemlock;
- Flooring, Clear Maple in Kitchen and Bathroom, Clear Oak for Balance of First Floor, Clear Douglas Fir or Pacific Coast Hemlock for Balance of Second Floor;
- Porch Flooring, Clear Edge Grain Fir;
- Porch Ceiling, Clear Douglas Fir or Pacific Coast Hemlock;
- Finishing Lumber;
- High Grade Millwork (see pages 110 and 111);
- Interior Doors, Two-Panel Design for First Floor and Five-Cross Panel Design for Second Floor of Douglas Fir;
- Trim, Beautiful Grain Douglas Fir or Yellow Pine;
- Windows, California Clear White Pine;
- Medicine Case;
- Kitchen Cabinet;
- Buffet;
- Built-in Ironing Board;
- Mantel;
- Eaves Trough and Down Spouts;
- 40-Lb. Building Paper; Sash Weights;
- Chicago Design Hardware (see page 132);
- Paint for Three Coats Outside Trim and Siding;
- Stain for Shingles on Gable for Two Brush Coats;
- Shellac and Varnish for Interior Trim and Doors;
- Shellac, Paste Filler and Floor Varnish for Oak and Maple Floors;
- Screens for Sleeping Porch.

Complete Plans and Specifications.

We guarantee enough material to build this house. Price does not include cement, brick or plaster. See

Can be built on a lot 36 feet wide



FIRST FLOOR PLAN

