

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 an 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 Breyer, Henry W., Sr., House  
other names/site number Haredith ; Cheltenham Township Municipal Building

2. Location

street & number 8230 Old York Road n/a not for publication  
city or town Elkins Park, Cheltenham Township n/a vicinity  
state Pennsylvania code PA county Montgomery code 091 zip code 19027

3. State/Federal Agency Certification

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

*Sean Cutler* 12-23-03  
Signature of certifying official/title 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 certifying official/title Date

State or Federal agency and bureau

4. National Park Service Certification

I hereby certify that the property is:  
 entered in the National Register.  See continuation sheet  
 determined eligible for the National Register.  See continuation sheet.  
 determined not eligible for the National Register.  
 removed from the National Register.  
 other, (explain)

	Signature of the Keeper	Date of Action

Breyer, Henry W. Sr., House  
Name of Property

Montgomery County, PA  
County and State

### 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 )	
<input type="checkbox"/> private	<input checked="" type="checkbox"/> building(s)	Contributing	Non contributing
<input checked="" type="checkbox"/> public-local	<input type="checkbox"/> district	<u>2</u>	<u>0</u> buildings
<input type="checkbox"/> public-State <input type="checkbox"/> site		<u>0</u>	<u>0</u> sites
<input type="checkbox"/> public-Federal	<input type="checkbox"/> structure	<u>0</u>	<u>0</u> structures
	<input type="checkbox"/> object	<u>0</u>	<u>0</u> objects
		<u>2</u>	<u>0</u> total

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

- n/a 0

### 6. Function or Use

Historic Functions  
(Enter categories from instructions)

Current Functions  
(Enter categories from instructions)

Domestic/single dwelling Government/municipal building

### 7. Description

Architectural Classification  
(Enter categories from instructions)

Materials  
(Enter categories from instructions)

Late 19<sup>th</sup> & 20<sup>th</sup> century Revivals/Colonial Revival

foundation stone

walls stone

roof slate

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.

X B Property is associated with the lives of persons significant in our past.

X 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 of age or achieved significance within the past 50 years

Areas of Significance

(Enter categories from instructions)

Industry

Architecture

Period of Significance

1915-1936

Significant Dates

1915

Significant Person

(Complete if Criterion B is marked above)

Breyer, Henry W. Sr.

Cultural Affiliation

n/a

Architect/Builder

Koelle, Speth & Company.

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

Heritage Conservancy

**10. Geographical Data**

Acreage of Property 1.98

**UTM References**

(Place additional UTM references on a continuation sheet )

Germantown Quad

1	18	489 086	4436597
Zone		Easting	Northing
2			

**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 Michael May, Historic Preservation Specialist (revised by D. Kimmerly)  
organization Heritage Conservancy date April 2002  
street & number 85 Old Dublin Pike telephone 215 345-7020 ext. 109  
city or town Doylestown state PA zip code 18901

**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 SHPO or FPO )

name Township of Cheltenham  
street & number 8230 Old York Road telephone 215-887-6200  
city or town Elkins Park state PA zip code 19027-1589

**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 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 Projects (1024-0018) Washington DC 20503.

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section 7 Page 1

Breyer, Henry W. Sr., House, Montgomery County, PA

The Henry W. Breyer Sr. House (Haredith), constructed in 1915, is a large 2 ½-story Colonial Revival style stone dwelling, now used as a municipal building by Cheltenham Township. The nominated property consists of approximately 2 acres along Old York Road, the major thoroughfare in Cheltenham Township, Montgomery County. The building is found near the crest of Ogontz Hill, about 100 feet from the roadway and several blocks south of the dense commercial center of Jenkintown. The surrounding neighborhood includes a mix of 20<sup>th</sup> century apartment houses, office buildings and religious institutions along Old York Road and single-family residences from the late 19<sup>th</sup> and early 20<sup>th</sup> centuries along side roads. The nominated property includes two contributing buildings, the house and a c. 1915 1 ½ story garage.

In 1956 Cheltenham Township purchased the property and reused the house for its offices. In the 1970s a police building and a justice building were constructed to the north and south of the nominated property. The tax parcel that Cheltenham Township owns is 3.5 acres. However, due to the loss and obscuration of historic landscaping features such as urns and birdbaths, and the intrusion of modern buildings, the nominated property has been reduced to 2 acres. Although the property has been adaptively used, the house and garage retain their architectural integrity.

The house is a large, irregularly shaped, stone building designed in the Colonial Revival style. Although the house has many wings it was built in one section, except that a small addition (c.1999) was added to the west side of the south wing to accommodate a handicap accessible entrance. The house has two principal facades; the eastern elevation along Old York Road, and the other facing west along Westminster Road. The Westminster Road side features the main entryway with a porte cochere. The building is constructed of stone and rises 2 ½ stories. Overall the building is approximately 125 feet long and 60 feet wide. The walls are built of cut limestone with corner quoins. The building is crowned by a slate gable roof pierced by two chimneys as well as dormer windows. Several 2 ½-story wings and one-story flat roof hyphens are found to the north and south of the building's main block.

The Old York Road façade is marked by a full-height porch housed within the main gable roof, supported by four massive Doric columns (Photograph 23). The porch is

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section 7 Page 2

Breyer, Henry W., Sr., House, Montgomery County, PA

flanked on each side by projecting end pavilions that enclose the porch on its sides.

Each pavilion has a first and a second floor tripartite window with lintel decorated with applied roundels. The third floor gable ends hold single double-hung sash lights. An entablature runs across the pavilions and the elevation's six-bay central section. The cornice is molded with a dentil band. The central section is divided in two parts, each containing three bays. The south part projects slightly. Both parts hold large, round arched first-floor openings with blind and stucco-faced fanlights and elongated double-leaf French doors. An elaborate entryway surround is found in the south bay of the northern end. The doorway is comprised of an exaggerated broken arched pediment supported by consoles and holds a double leaf French door (Photograph 8). Applied ornamentation is found in the pediment containing garland, festoons and cartouches. Three gabled-roof dormers crown the central section.

A one-story, three-bay long, flat-roof wing, slightly recessed from the pavilion, is found along the north end of the Old York Road façade (Photograph 23, right side). This section employs similar first floor openings, but the French doors have iron railings and their blind round-arched fanlights are decorated with applied cast stone roundel. The hyphen also holds limestone panels decorated with festoons. A 2 ½-story, two-bay-wide wing rises behind the one-story section employing simple 8/1 second-floor windows. The north end of the building (Photograph 24) features a full lunette window in the gable end, cornice return, and jack arch windows with keystones. The one story flat roof wing has a blind arched fanlight with an applied cast stone roundel and limestone panels with festoons over the windows.

The Westminster Road, or porte cochere elevation, is also irregular in plan (Photograph 2). Its main block, consisting of a five-bay south end, is divided from the three-bay north end by a narrow projecting wing ending with a porte cochere. Overall the elevation holds similar details to the Old York Road façade, including a molded dentil cornice. The five-bay south end is divided into two sections with by a slight recess in the plane of the stone wall. The section employs round arched first floor openings and six second floor windows with 8/1 sashes. Three gable roof dormers top the roof, and one eyebrow dormer is found near the ridgeline. The central dormer holds paired windows. An iron fire escape extends from the dormer to the ground floor. This section of the façade also has a raised basement with 6/6 double-hung sash windows divided at the ground level. A concrete L-shaped staircase leads to a basement entry near the fire escape.

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section 7 Page 3

Breyer, Henry W. Sr., House, Montgomery County, PA

The narrow wing with the porte cochere projects from the main block and rises 2 ½ stories (Photograph 4). It is one bay wide and two bays deep with the one-story porte cochere located at its west end. The wing, excluding the porte cochere, is approximately 12 feet wide and 24 feet long. The wing's west elevation holds a double-leaf doorway surrounded by pink marble surround (Photograph 5). The surround is flat and composed of pink and red layered marble crowned by a scalloped marble lintel. The large doors hold two, ten-paned glass leafs. The door muntins are beveled and have cross hatching decoration. One curved step and marble baseboard mark the entry to the doorway. The elevation's second floor holds a double-leaf door with blind fanlight leading to the roof of the porte cochere. The gable peak employs returns and a central marble date stone inscribed 1915. The wing's south side holds an elaborate two-level surround embracing a four-part first floor opening with French doors and one second-floor French door with gabled pediment (Photograph 7). This elevation also employs a first floor blind Roman arched opening, a second floor eight-paned window and one eyebrow dormer. The wall also retains two lattice plant supports from the Breyer period.

The wing's one-story porte cochere has a flat roof and Doric columns and pilasters in its three-sided entryways (Photograph 4). Limestone roundels carved with the faces of lions are found near the base of each column that supports the porte cochere (Photograph 6).

The north end of the Westminster Road elevation has a semi-circular one-story hyphen along the entrance wing employing two double-hung sash windows with stone cast flower boxes. A square one-story stone hyphen holds an opening with a metal door. Behind the projecting wings is a 2 ½-story, three-bay-wide section employing three 8/1 lights on the second floor. The roof is pierced by one paired gable roof dormer and one eyebrow dormer.

The south wing (Photograph 3) measures 20 feet by 32 feet and has a flat roof. It is lined with French doors with blind Roman arches that run along its three exterior elevations. The doors lead to a large raised flagstone terrace with shaped cast concrete balustrade ending with incised consoles (Photograph 19). An elaborate cast concrete fountain is found above a small semi-circular fish pool lined with ceramic tiles at the terrace's south end. The terrace, wrapping from the Old York Road elevation

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section 7 Page 4

Breyer, Henry W. Sr., House, Montgomery County, PA

terminates along the Westminster elevation adjacent to the basement entry. The south end of the main section holds three windows with 8/1 lights above the one story south wing. Two half lunettes are also found in the gable end.

The interior of the building employs both Colonial Revival features and elements associated with the Art Nouveau and Art Deco styles. Elaborate materials such as mahogany, walnut, various marbles and mirrored glass are found throughout the building. Jambs, capitals and panels are employed around doors and windows, enriched with sunrise, chevron and foliated reliefs. Overall the interior plan is irregular and evolves around a large L-shaped hallway divided into three sections along the building's west side.

The first section of the hallway is found in the narrow porte cochere wing that measures approximately 22 feet long and 12 feet wide. Upon entering the house, there is a marble-lined vestibule with mahogany and glass doors that echo the exterior doors (Photograph 9). The vestibule is illuminated with small, three-sided brass and glass wall lamps containing organic designs (Photograph 10). The walls, floor and ceiling are lined with layered marble. A brass call box remains to the left of the interior doors.

The main portion of the wing's hallway also has a marble floor composed of several types of pink marble inset with smaller black marble squares in a regular pattern. The hallway's walls are lined with walnut and mahogany paneling, terminating in black and white marble baseboard, and a cove cornice with dentil band. Narrow inset mirrors flank the doorway and flat stylized pilasters outline the walls and three paneled doors found along the north wall. The pilasters are topped with stylized wood carved capitals containing foliated elements. The doors lead to a polychromatic mosaic tile bath and storage/closet space. The transom areas above the doors are blind with panels containing carved organic designs similar to the wall's capitals. Three-sided lighting fixtures identical to those found in the vestibule are housed along the north wall. The hallway changes dramatically at its east end where three rising steps lead to the central section of the hallway located in the main portion of the building. This section, running perpendicular to the first section, measures 31 feet long by 15 feet wide. It holds a U-shaped open staircase with a slender decorative iron balustrade containing curvilinear designs and punctuated by tassel elements (Photograph 11). A brass handrail completes the railing. A built-in glass and mirrored display case is



United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section 7 Page 5

Brever, Henry W. Sr., House, Montgomery County, PA

found on the hall's north wall. This wall also houses a small vestibule that leads to the adjoining dining room and kitchen wing. The central hall's longer east wall has two doors that lead to the main reception room of the house. A double-leaf door along the south wall leads to the third section of the hallway.

The end section of the hall, measuring 30 feet long and 14 feet wide, runs along the Westminster Road elevation. It contains chair-rail height wood paneling with applied moldings and plastered walls topped by a wood cove molding with recessed lighting. The hall's four sets of heavy mahogany double leaf doors are decorated with applied wood designs including three large octagonal panels and small rectangular panels. The transom area holds vitruvian scroll motifs flanked by applied rosettes and fleur-de-lis designs. The floor is composed of black and white marble squares with inset black borders laid in an alternating diagonal pattern. The corridor terminates at the ballroom found at the south end of the building. Two other doorways lead to the library and study along the east elevation.

The main rooms on the first floor vary in detail but are all elaborately decorated. The main reception room occupies the area between the central hall and the Old York Road porch. It is approximately 31 feet long and 15 feet wide. It has an ornately carved stone corner fireplace located in the room's southwest corner decorated with cartouches and stylized pilasters that include the overmantel (Photograph 15). Large consoles flank the fireplace containing human head motifs (Photograph 16). The room's walls have raised paneling that is bleached and crowned by a dentil cornice. The room's ceiling has large, exposed, chamfered beams.

The library, found on the south side of the reception room, is approximately 17 feet by 19 feet. Its walls are lined with mahogany bookshelves enclosed by Chippendale-inspired glass doors above blind mahogany paneled cupboards (Photograph 13). A simple mahogany frieze has a vase motif running along the room's perimeter. A mahogany coffered ceiling contains centered rosettes separated by rope moldings. A corner fireplace, found in the northwest corner, is faced with black and white veined marble. The mirrored overmantel is crowned by the Breyer crest composed of a sweetbriar leaf delicately painted with gold leaf and green accents (Photograph 14). Original lighting in the room includes three glass ceiling fixtures and a small central chandelier held by brass chains. The floor is ceramic tile in a red orange color and square block pattern. The door thresholds and hearth of the fireplace are inlaid with

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Mercer tiles in a geometric pattern. The library also has a secret closet accessed by the paneling near the main doorway from the hall. The library is connected to the reception room and the library by double leaf doorways.

A study, or parlor is found to the south of the library. The room measures approximately 18.5 feet by 28.5 feet, and retains its plaster walls, chair railing, and cornice with rope molding and dentil band. Several mirrors are inset in the wall above chair rail level.

The ballroom, an 18.5 foot by 31.5 foot space, occupies the south end of the building. The light-filled room is surrounded on three sides by continuous French doors that lead to the adjoining terrace. The floor is marble, with small black squares set around larger white marble tiles. Cove molding hiding lighting fixtures and mirrored walls is also employed (Photograph 12).

The dining room, located north of the reception room, is 17 feet by 30 feet with more typical Colonial Revival features. A large fireplace with mirror overmantel and black marble with gold and white veined surround is flanked by fluted Ionic pilasters and recessed openings. The south opening holds the main doorway from the adjacent hallway, while the north opening held shelving at one time. Panels containing cartouche and foliated plaster designs top both of these recessed areas. A doorway along the north wall of the room and another along the south wall are also crowned by decorative panels. The room retains its original picture railing and chair railing with applied molded panels.

Other rooms on the first floor were service-oriented and lack the detail found in the main rooms. The northern section of the dwelling was originally divided into several smaller spaces and used as a kitchen with two pantries and breakfast room. This section holds a second service staircase located behind the central hallway. Simple moldings around standard early 20<sup>th</sup> century paneled doors and windows and plaster walls are found throughout this section of the house. A portion of the wing was remodeled extensively in the 1950s for use as the township's police department's prison cells. Today two cells are found along the extreme north end of the building.

The second floor has nine main rooms and three bathrooms served by a hallway running north to south. These rooms retain plastered walls, simple woodwork and

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section 7 Page 7

Brever, Henry W. Sr., House, Montgomery County, PA

wood floors. Several original doors with glass knobs and brass hardware remain. Several doors have recessed panels with linear central designs.

A room now used for an office and known as the Jade Room is found on the second floor at the top of the landing above the entry hallway (Photograph 17). This room is more elaborate than the bedchambers. It has an elongated octagonal plan and its walls are lined with applied moldings. The room has Corinthian pilasters, inset mirrors, and a dentil band with cove cornice with internal lighting. Originally, Corinthian columns also lined the entryway to the room from the staircase. Several bathrooms on the second floor retain their old or original polychrome mosaic and ceramic tiles. The bath off the room in the northeast corner of the building is the most intact, containing a shower with adjoining bathtub, pedestal sink and toilet that appear to date to the early 20<sup>th</sup> century. The tiles are shapes of pink and green with black trim. A small multi-colored incised band contains a wave motif. The sink is recessed within an archway with three-part mirror.

The third floor retains its original plan with plaster walls, wood floor and simple horizontal paneled doors and simple molded woodwork. Most of the space was utilized as a storage room; however, two rooms appear to have been bedrooms. Two early bathrooms are found at opposite ends of the building. The south bathroom retains its original fixtures and square ceramic tiles in shades of gray and peach.

The dwelling also has a full basement. The space is divided by concrete bearing walls, and I-beams are exposed in the ceiling. Two exterior entries are found along the west and north elevations. The west side doorway leads to two rooms, each with a wall of wooden lockers serving as a pool changing room. A stall shower lined with slate is found in each room. The basement also holds a large vault room lined with shelving, as well as storage rooms, wine cellar, coal and furnace rooms.

The original contributing garage is located along the northwestern boundary of the property (Photograph 20). This stone building is 1-½ stories high with a jerkin head slate roof and two large garage doors in the gable end. The roof holds gabled roof dormers. Its stone walls are crowned by a molded cornice with dentil band. The interior consists of an open garage room with concrete flooring and a second floor containing three rooms.

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section 7 Page 8

Breyer, Henry W. Sr., House, Montgomery County, PA

Over the years changes to both the exterior and interior of the buildings have been completed. Exterior alterations are minor and were made for the most part in the late 1950s to accommodate the reuse of the dwelling for municipal office space. These changes include the installation of the iron fire escape along the west elevation, the enclosure of several windows along the north and west sides to accommodate the prison cells, the installation of metal security doors on the west elevation near the prison cells, and most recently the extension of the south ends west exterior wall to accommodate a handicap accessible entry and ramp. Several windows have also been replaced in recent years. No large wings or additions have been constructed on to the building since it was built in 1915.

Edith Breyer, Henry's wife, made interior changes to the house largely involving redecorating rooms. In a 1949 newspaper article it is documented that she did the bleached paneling in the house. She may also have made other interior changes through the 1930s and 40s such as changing light fixtures in the house.

Changes made by Cheltenham Township beginning in the mid 1950s are largely cosmetic and include the covering of original flooring with carpeting, the installation of drop ceilings in the kitchen wing, the installation of florescent lighting, the installation of temporary walls to divide large spaces for offices, the installation of fire glass along the second floor open staircase, the remodeling of the kitchen wing for office space, and the remodeling of one bathroom.

A fire in 1960 caused damage to a portion of the interior, including the central section of the hallway on both the first and second floors. The fire caused the destruction of wall paneling, doors and woodwork along several walls of the first floor hall, a portion of the second floor hall and the second floor room in the central block. The iron staircase and the wall configuration remain.

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

## **National Register of Historic Places Continuation Sheet**

Changes to the landscape during the township's ownership include additions of parking areas, removal of trees and formal gardens, and the construction of two non-contributing buildings. The garage alterations include the installation of new metal garage door openings and the remodeling of interior space for emergency personnel.

Although some changes have been made since Breyer's ownership, those changes are minor and overall the property conveys its original use and association with Henry W. Breyer Sr. The property retains its architectural and historic integrity.

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section 8 Page 1

Breyer, Henry W. Sr., House, Montgomery County, PA

The Henry W. Breyer Sr. House is significant under Criterion C as an important local example of early 20<sup>th</sup> century residential architecture. It is also significant under Criterion B for its association with Henry W. Breyer Sr., a prominent Philadelphia ice cream manufacturer. The building is among the best preserved and one of the extant examples of gilded age architecture in Cheltenham Township. The house displays Colonial Revival, Art Nouveau and Art Deco styles of architecture. The period of significance, 1915 to 1936, reflects the date of construction to the date when Henry W. Breyer Sr. passed away.

Deed research indicates that for much of the 18<sup>th</sup> and early 19<sup>th</sup> century the land upon which the building sits was part of the Cheltenham Flour Mill property operated by the Shoemaker family. Charles Bosler purchased the land and mill from the Shoemakers in 1846, and his son eventually divided the property. Maps of the late 19<sup>th</sup> century show that Joseph Bosler held 74 acres and divided a small section of this land into nine lots. By April 22, 1912, Cynthia Bosler, Executrix, sold the plotted land to J. Watson Craft, who conveyed it three months later to Thomas Burke. A 1915 map identifies the lots as part of the Ogontz Hill subdivision with the present layout of adjoining streets.

On January 13, 1915, Henry W. Breyer purchased two lots (number 4 and 5) at Ogontz Hill from its new owner, Norristown Trust Company. The deed for Breyer's land indicates that Thomas Burke had stipulated restrictions, including that no manufacturing, brewery, distillery or occupied tavern, drinking saloon, tannery or slaughter house were to be constructed. Other provisions of the deed prohibited the construction of shops, stores, flat houses, apartment houses, hospital, asylums, or like institutions. Breyer's new residence also was required to be a detached dwelling with a cost not less than \$12,000, excluding landscaping and grading. Plans, specification, and bids for the house had to be approved by Norristown Trust Company. No other building except a garage conforming to the architecture of the dwelling could be constructed. Other controls included the prohibition of stables, cattle, swine, fowl and fences. All drainage for the new dwelling had to be underground. The deed also stipulated that an easement of 20 feet for a pedestrian walkway was to be enforced along Old York Road.

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section 8 Page 2

Breyer, Henry W. Sr., House, Montgomery County, PA

Breyer added to his property in 1921 by purchasing an adjacent lot, and again in 1928, by purchasing seven additional lots of the Ogontz Hill subdivision. The eight additional lots were numbered 6, 7, 8, 12, 13, 14, 15, and 16 on the plan for Ogontz Hill. The original lots 4 and 5 purchased in 1915 plus the 8 added lots are now Montgomery County tax parcel map number 31, Block 173, Unit 2 purchased by Cheltenham Township in 1956. A part of lots 4 and 5 have been chosen as the National Register boundary for the property.

The construction of the house appears to have been commenced soon after the purchase of the property by Henry Breyer. The Philadelphia Real Estate Record and Building Guide indicates that the architectural firm Koelle, Speth & Company, began preparing plans as early as December 9, 1914. Between February and March 1915, the publication notes that the firm was receiving bids and revising plans.

The name Haredith appears on the property in the 1927 Reading Main Line Property Atlas by Klinge. The name Haredith, while not documented, likely is a derivation of the Hindu word *hare*, which means to worship, praise or chant (e.g. Hare Krishna) and the name Edith, Henry's wife. Loosely translated the name means to worship Edith.

Local histories indicate that Breyer also purchased the nearby Wanamaker estate with approximately 81 acres for a reputed \$1,000,000 in 1929. In 1944, the Wanamaker estate was conveyed with financial support by the Breyer family to the Boy Scouts of America, and named in honor of Henry W. Breyer Sr..

The Breyer fortune, like those of many wealthy families who came to Cheltenham in the late 19<sup>th</sup> and 20<sup>th</sup> centuries, was self-made. Breyer's father, William, founded the famous ice cream company in 1866. William first made ice cream out of his kitchen, hand cranking it and selling it to neighbors. He soon began selling ice cream by wagon in the Kensington and Frankford sections of Philadelphia, with his first means of advertising a large brass dinner bell. His dedication to natural, pure and fresh ingredients set his ice cream apart and served as the goal and model of the company. By the early 1880s, William Breyer had established a retail ice cream store at 2776 Frankford Avenue and expanded rapidly with an additional five locations. Henry W. Breyer learned the business first hand, operating one of these retail outlets and becoming head of the family business in the early 1890s after the death of his father.

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section 8 Page 3

Breyer, Henry W. Sr., House, Montgomery County, PA

Henry W. Breyer had a tremendous impact on the family business. Under his leadership the company grew steadily. In 1896, Henry, his brother Fred, and mother decided to expand operations with the central manufacturing of ice cream. A building located at 2103-07 East Somerset Street in Philadelphia was purchased and converted as the first wholesale manufacturing plant for Breyers Ice Cream. It had mechanical freezers and other modern equipment. In his office at the plant, Breyer is said to have thought up the famous green leaf trademark that still symbolizes Breyer's ice cream.

Breyer also appears to have been instrumental in taking steps to guarantee the company's supply of raw materials. A creamery and receiving station was established at Hancock, Berks County, Pennsylvania, in 1900, and additional creameries were founded over the next 25 years. By 1904, the manufacturing plant was enlarged and new facilities were acquired to produce ice cream. Breyer also began revolutionizing the manufacturing process itself. Among his contributions was replacing the brining process with ice and salt. Breyer also developed a distribution system that supplied mechanical freezers to ice cream dealers thereby ensuring quality. Distribution of ice cream by this time was not only to retail stores, but to dealers throughout the city and most of the surrounding suburbs. With continued success, the family incorporated the business in 1908.

By 1914, the business had expanded greatly selling more than one million gallons of ice cream per year. After the First World War the company continued to grow, and the 1918-1923 period saw the greatest expansion to that time. During this period the business expanded into seven eastern states. The Philadelphia manufacturing plant was added to and was operated night and day. In 1924, a site along the railroad at 43<sup>rd</sup> and Woodland Avenue in Philadelphia was purchased for another plant designed as the world's largest ice cream manufacturing facility. In 1925, yet another plant opened in Long Island City, New York. The excitement of a Breyer's plant in New York was even advertised in lights on Broadway with a sign 170 feet by 190 feet. In 1926, at the company's peak, Breyer sold the business to the National Dairy Products Corporation. Breyer's Ice Cream Company became a division of what later became Kraft Foods. Although a part of a larger corporation, Breyer remained president of the division until 1930. He continued to hold substantial stock in the company throughout his life. In 1930, Breyer and his son, Henry Jr., formed an investment company.



United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section 8 Page 4

Breyer, Henry W. Sr., House, Montgomery County, PA

Henry W. Breyer died of a heart attack on March 5, 1936, at age 57. His death occurred while on vacation at his penthouse in Miami Beach, Florida. Breyer was survived by his wife, Edith, and his two children Henry Jr. and Catherine. His obituary states that his daughter Catherine was married and presumably had moved out of the house. Henry W. Breyer Jr. may have been living at the home in 1936, but by 1949 a newspaper article documents that Edith was living at the house by herself.

The Breyer estate, inventoried in 1936, was valued at \$11,412, 313. The house was appraised for \$93,000, with the lots valued at \$75,000. Breyer's funeral expenses totaled more than \$64,000, the majority used for the purchase of a lot and construction of a mausoleum in North Cedar Hill Cemetery in Philadelphia. Edith Breyer inherited the house by will and retained it until February 1955, when it was sold to the Beth Sholom Congregation for \$70,000. Cheltenham Township purchased the property in April 1956 for \$115,000 and made an additional \$60,000 in improvements that year. On December 14, 1960, the building was damaged by fire. Newspaper accounts indicate that damage was limited to the hallway, stairwell and courtroom that occupied the room near the head of the staircase. Heavy doors to offices were reported badly scorched. Total cost of damage was approximately \$75,000.

The house and garage were designed by Philadelphia architects William F. Koelle and Jonathan V. Speth, whose firm was known as Koelle, Speth & Company. The company was primarily a building/contracting firm operating in Philadelphia between 1904 and 1910 with offices located at 6<sup>th</sup> and Chestnut Streets, and from 1910 to 1919 at 2601 Oxford Street. In 1916, Speth left the firm and it was renamed William F. Koelle & Company. The majority of the firm's projects appear to be for small businesses and manufacturing plants including several breweries such as Orliebs in Philadelphia. The firm was not associated with any one type of style but designed buildings in the eclectic styles of the early 20<sup>th</sup> century and constructed functional buildings for manufacturing purposes. Only a handful of residences are listed in periodical directories of the period for the firm. One of Koelle's major clients was Henry Breyer and his ice cream business. Soon after the construction of the Breyer house, Koelle prepared plans for additions to the Breyer Ice Cream Company at 806-810 Cumberland Street. In 1916 he designed an apartment house and store for Breyer, along with an office building, ice plant, and bottling house, all located in Philadelphia. Koelle added a receiving building in 1920 to the Cumberland Street complex, and a loft and stables in 1924.

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section 8 Page 5

Breyer, Henry W. Sr., House, Montgomery County, PA

The Breyer House, although larger than most dwellings being built in the area in the early 1900s, was still designed in the most common style of the period, the Colonial Revival mode. However, the mansion deviated from the typical Colonial Revival

home in its use of elaborate materials and its original asymmetrical plan with numerous wings. No major additions or wings were added to the house.

The interior of the house, however, was not caught in time, but was constantly changing to reflect the evolution of the family's taste and style, as well as their increasing wealth. Changes to the interior decoration of the house echoed the Breyers' success as well as their interest in modern art and design.

Edith Breyer was known to redecorate often, and many of the interior architectural details reflect state of the art design of the 1920s, 1930s and 1940s. The home displayed a large collection of art and was a showplace of the Old Masters and jade, silver, ceramics and glass from all over the world. Art Nouveau and Art Deco elements dominate the décor of several rooms on the first floor. Edith Breyer's interest in modern design is noted in newspaper accounts of the period, including a 1949 article that describes her redecorating a room every year or two. She also developed interests ranging from Chippendale, in the first decades of the 1900s, to more modern design, such as the sculptured carpeting and bleached paneling of the 1930s and 1940s.

Interior elements such as zigzag, foliage and chevron designs with flat surfaces and rich materials were introduced to complement the Breyer's developing taste. These interior features, often common in city commercial buildings of the period, were rare in residential architecture.

The Breyer home fits into a pattern of palatial estates constructed in Cheltenham Township for wealthy Philadelphians. Today the building is one of several extant mansions associated with this movement. It is also important as one of the later examples of this trend. The gilded age in Cheltenham had begun with the influx of new tycoons in the mid to late 19<sup>th</sup> century coinciding with the construction of the North Pennsylvania Railroad through the township in the 1850s. Cheltenham became one of the early suburbs of Philadelphia where the wealthy could build large homes and still have access to offices and businesses in the city. The homes of rich

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section 8 Page 6

Breyer, Henry W. Sr., House, Montgomery County, PA

families were built throughout Cheltenham, but a large concentration centered along Ogontz Hill near the present Breyer mansion.

Other comparable homes built by wealthy industrialist in Cheltenham Township include Grey Towers, which was the home of William W. Harrison, a sugar magnate. Built in the 1890s in Gothic Revival style Grey towers is a National Historic Landmark. Horace Trumbauer designed Grey Towers. Similar to the Henry W. Breyer House, Grey Towers has been adaptively used, but still retains its historic integrity. Located at Easton Road and Route 309, Grey Towers currently houses the office of the president of Arcadia University, enrollment and financial aid offices, and student residences. Curtis Hall and Arboretum, owned by Cheltenham Township, and listed on the National Register can also be compared with the Henry W. Breyer House. Curtis Hall is located at 1250 Church Road, was owned by Cyrus H.K. Curtis, a prominent publisher. It was constructed in 1903 as a music room addition to a now demolished larger residence. The property is currently used for recreational purposes as an arboretum. The Breyer House has architectural significance, while Curtis Hall is more noted for its landscape architecture.

Another reused estate in Cheltenham Township is the John C. Martin Estate located at 1299 Church Road. It was constructed in 1923 in the Colonial Revival style and designed by Horace Trumbauer. The Martin estate, considered eligible for the National Register of Historic Places, retains its historic integrity and is now used for offices and classrooms for the Reconstructionist Rabbinical College. John C. Martin was Cyrus H.K. Curtis' step-son-in-law and for a time a partner in the Curtis publishing business. Like the Breyer House, the Martin Estate was built during the later part of the gilded age in Cheltenham and is very similar in size, scale and style.

These estates were owned by men with similar backgrounds to Breyer, first or second generation millionaires who ran successful companies. The concentration of homes and estates established Cheltenham as one of the finest enclaves for wealthy families in the United States.

The Henry W. Breyer House also has been evaluated in the context of other buildings associated with the Breyer Ice Cream Company. The first retail store and manufacturing building of the Breyer Ice Cream Company was located at 2776 Frankford Avenue in Philadelphia and was established c.1882. This building achieved significance during the time period when William Breyer, Henry's father, operated the

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section 8 Page 7

Breyer, Henry W. Sr., House, Montgomery County, PA

company. The Frankford Avenue store is not associated with Henry W. Breyer Sr. The first large manufacturing building of the Breyer Ice Cream Company, located at 2103 East Somerset Street in Philadelphia is also extant. It is representative of the company, but was owned by the company only for a short time (1896-1904). Henry W. Breyer

who took over the company in 1896 after his father's death is said to have devised the logo for the company at the East Somerset Street location. In 1904, a large manufacturing facility was established at 8<sup>th</sup> and Cumberland Streets. It is still partially extant and can be associated with both the Breyer Ice Cream Company and with Henry W. Breyer Sr. Another important site associated with the Breyer Ice Cream Company during Henry's ownership was the 43<sup>rd</sup> and Woodland Avenue manufacturing site built in 1924. This site had a large, landmark sign with the Breyer Ice Cream Company logo on it. Unfortunately the sign has been removed and the buildings on the property have been demolished. Henry W. Breyer Sr. sold his interest in the Breyer Ice Cream Company in 1930 and became an investment broker. He established his investment firm at 1516 Locust Street in Philadelphia. He passed away in 1936.

Prior to the construction of Haredith in 1915, Henry W. Breyer Sr. is reputed to have resided at a home on North Broad Street in Philadelphia. Members of the Cheltenham Township Historical Commission and the Old York Road Historical Society researched various Philadelphia City records and found no listing for Henry W. Breyer, Sr. for the years 1900 through 1910.

Additional research needs to be conducted and documentation prepared for other buildings associated with the Breyer Family and the Breyer Ice Cream Company in general. However, the Henry W. Breyer Sr. House (Haredith), located at 8230 Old York Road, Cheltenham Township best represents his historic significance since it was his residence during the greatest period of productivity in his life. During the time he occupied the house the Breyer Ice Cream Company, under his ownership, grew from a neighborhood ice cream store to a major regional ice cream business serving the Philadelphia suburbs and expanding into New York and other states.

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section 9 Page 1

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United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section 9 Page 2

Breyer, Henry W. Sr., House, Montgomery County, PA

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United States Department of the Interior  
National Park Service

# National Register of Historic Places Continuation Sheet

Section Page

Breyer, Henry W. Sr., House, Montgomery County, PA

## Photograph Identification Sheet

Photographs were taken by Michael May in the winter and spring of 2002. Negatives are found in the Historic Preservation Department, Heritage Conservancy, 85 Old Dublin Pike, Doylestown, PA 18901.

#	Description	Orientation
1	East Elevation, Old York Road side	facing north
2	West Elevation, Warminster Road side	facing northeast
3	South Elevation	facing northwest
4	West Elevation, Porte Cochere	facing northeast
5	West Elevation, Main Door	facing northeast
6	West Elevation, Porte Cochere detail	facing northeast
7	South Elevation, Porte Cochere wing	facing northeast
8	East Elevation, Main Door	facing west
9	Interior, Porte Cochere Hallway	facing west
10	Interior, Porte Cochere Hallway Detail	facing north
11	Interior, Stairway	facing north
12	Interior, Ballroom Hallway Doors	facing north
13	Interior, Library	facing southeast
14	Interior, Breyer Crest, Library	facing west
15	Interior, Mantel, Reception Room	facing southwest
16	Interior, Mantel Detail, Reception Room	facing south
17	Interior, Jade Room, Second Floor	facing west
18	Interior, Bathroom, Third Floor	facing south
19	Terrace, South Side of House	facing southeast
20	Garage, South and West Elevations	facing northeast
21	Entry Gates Along Old York Road	facing west
22	Urn in Hedged Garden	facing west