

ARCHITECTURAL SURVEY OF MAIL-ORDER
KIT HOUSES IN THE A VILLAGE, B VILLAGE,
MANSION HILLS, AND CRESCENT HILLS
NEIGHBORHOODS OF HOPEWELL, VIRGINIA



PREPARED FOR:

City of Hopewell

PREPARED BY:

William and Mary Center for Archaeological Research

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WMCAR Project No. 07-26

PREPARED FOR:

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MANAGEMENT SUMMARY

Between November 2007 and July 2008, the William and Mary Center for Archaeological Research conducted windshield and reconnaissance architectural surveys of the A Village, B Village (116-5032), Crescent Hills (116-5035), and Mansion Hills neighborhoods in Hopewell, Virginia. The purpose of this study was to identify and document potential mail-order kit houses, particularly those produced in the early twentieth century by Sears, Roebuck and Company (Sears) and the Aladdin Company (Aladdin). The project was sponsored by the City of Hopewell.

A Village, established in 1915 by the E. I. du Pont de Nemours Company (DuPont), consists of roughly six city blocks containing moderate-to-large single-family dwellings, many of which can be matched with Aladdin plans. A considerable portion of the A village neighborhood lies within the existing City Point Historic District (116-0006) (listed in the National Register of Historic Places (NRHP) in 1979), although the historic boundaries of the A village encompass a much larger area than the current City Point Historic District. The A village has sufficient integrity and potential to contribute significantly to broad patterns of history, and embodies many of the distinct characteristics of early twentieth-century planned industrial communities and their associated residential architectural styles. It is recommended that **extant portions of the A village be subjected to intensive architectural survey with the purpose of expanding the boundaries, significance statement, and NRHP nomination documentation for the City Point Historic District to include the A village given its potential to contribute to the eligibility of the City Point Historic District under Criteria A and C.**

Also established by DuPont in 1915, B Village contains about 300 historic single- and multiple-dwellings and commercial, religious, social, and public buildings. Several of the dwellings can be matched with Aladdin plans. Generally, the historic buildings are in good condition. Despite alterations, large sections of the original B Village retain the overall character of the industrial community. In

2004 the Virginia Department of Historic Resources recommended that a proposed B Village Historic District (116-5032) would be eligible for listing in the NRHP. **Results of the present reconnaissance survey confirm the potential eligibility of the proposed B Village Historic District for the NRHP under Criteria A and C;** in addition, the eligibility of the district could be strengthened by expanding the context and significance statement to document the importance of B village as an example of an early twentieth-century planned industrial community, in addition to the historical significance of mail-order housing exemplified by the proposed district.

Crescent Hills, platted in the 1920s, consists of six city blocks containing nearly 50 single-family dwellings laid out according to a comprehensive plan. Several of the dwellings have been matched with Sears models. Overall, the buildings are in good-to-excellent condition; alterations are generally minor and detract little from the overall streetscape. The Crescent Hills neighborhood embodies ideals of planning and landscape design, and contributes to the historical significance of continued industrial growth in Hopewell after World War I, given that it represents a planned community for factory managers and their families. **Accordingly, Crescent Hills is considered potentially eligible for the NRHP as a historic district under Criteria A and C.**

Mansion Hills, platted in the 1920s, consists of roughly 12 city blocks. The historic focal point of the neighborhood is located along Mansion Drive, Prince George Avenue, and Park Avenue. Several of the dwellings can be matched with Sears models. Overall, the buildings are in excellent condition, retain a high amount of integrity, and have few or minor alterations. Although Mansion Hills originated as a planned residential subdivision, archival data indicates that the neighborhood developed very gradually over a period of several decades, rather than shortly after it was designed and established. Given this lack of unifying neighborhood characteristics and historical integrity, **Mansion Hills is considered not eligible for the NRHP as a historic district.**

ACKNOWLEDGMENTS

This project came about due in no small measure to the visionary support, interests, and concerns of the members of the Hopewell Historic Preservation Committee (HHPC) and the Hopewell City Council. In particular, HHPC members Christina Bailey, Kenneth Emerson, LuAnne Fortenberry, Paul Karnes, Jane McCullen, and Steven R. Taylor were especially helpful in coordinating the logistics of the survey, and in facilitating the cooperation of homeowners for the intensive surveys of two selected houses in the Crescent Hills neighborhood. We are also indebted to the pioneering efforts to document and interpret kit houses in the Crescent Hills neighborhood by former Director of Tourism for the City of Hopewell, Mary M. Calos, and to Carol Moore and Joyce Pritchard

who conducted initial architectural survey and research of Du Pont work cottages in the B Village in 2004. Thanks to the staff of the Appomattox Regional Library for their generous assistance, and to homeowners Tracey Beets and Mr. and Mrs. Ted Sweetland who graciously provided access for intensive surveys of their homes and shared knowledge of local history.

The kit house survey was completed under the general supervision of the WMCAR Director Joe B. Jones. Architectural Historian Elizabeth André conducted the survey and prepared this report. The report was produced by Project Manager David Lewes, and final illustrations and maps were prepared by Eric Agin.

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1: Introduction

Between November 2007 and November 2008, the William and Mary Center for Archaeological Research (WMCAR) conducted both windshield and reconnaissance architectural surveys of the A Village, B Village (116-5032), and Mansion Hills neighborhoods and both reconnaissance and intensive surveys of the Crescent Hills (116-5035) neighborhood, all of which are located in Hopewell, Virginia (Figures 1–6). The purpose of this study was to identify and document potential mail-order kit houses, particularly those produced in the early twentieth century by Sears, Roebuck & Company (Sears) of Chicago and the Aladdin Company (Aladdin) of Bay City, Michigan. The project was conducted under an agreement between WMCAR and the City of Hopewell.

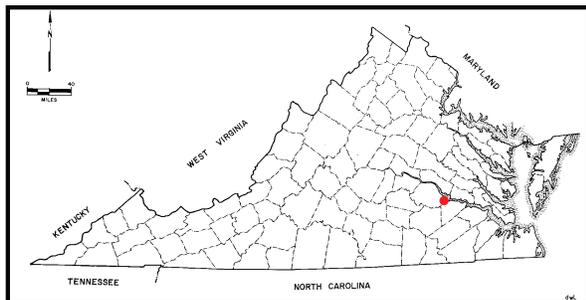


Figure 1. Study area location.

A survey of B Village was originally conducted between January and May of 2004 by Carol Moore and Joyce Pritchard. The purpose of the survey was to seek historic designation for one of the original DuPont worker cottages. The survey team documented existing DuPont dwellings and prepared a Preliminary Information Form (PIF).

A district form was entered into the Data Sharing System (DSS) at the Virginia Department of Historic Resources (VDHR) with the identification number 116-5032. The PIF was evaluated by the VDHR staff and a determination was made of potential National Register of Historic Places (NRHP) eligibility for the B Village Historic District.

A survey of Crescent Hills was originally conducted in the 1990s by Mary M. Calos, Director of Tourism in Hopewell. Residents of Crescent Hills were interviewed, court house records were consulted, and Sears catalog plans were uncovered in an attempt to verify original owners, dates of construction, and possibly Sears house models. The culmination of the survey efforts was a driving tour brochure that highlighted the possible Sears homes in the neighborhood and espoused their historic character. Plans were also drawn up for the erection of signage at the entrance to Crescent Hills and on identified Sears model homes; to date, the proposed signage has not been erected, however. No previous survey has been conducted in the A Village and Mansion Hills neighborhoods.

Due to continued speculation about the authenticity of both the Aladdin and Sears mail-order homes, as well as increased redevelopment pressures in and around the B Village neighborhood, the City of Hopewell initiated additional background research and field survey in the potential kit house neighborhoods in order to determine their historical and architectural significance.

Following this introduction, the document is organized in four chapters. Chapter 2 defines the

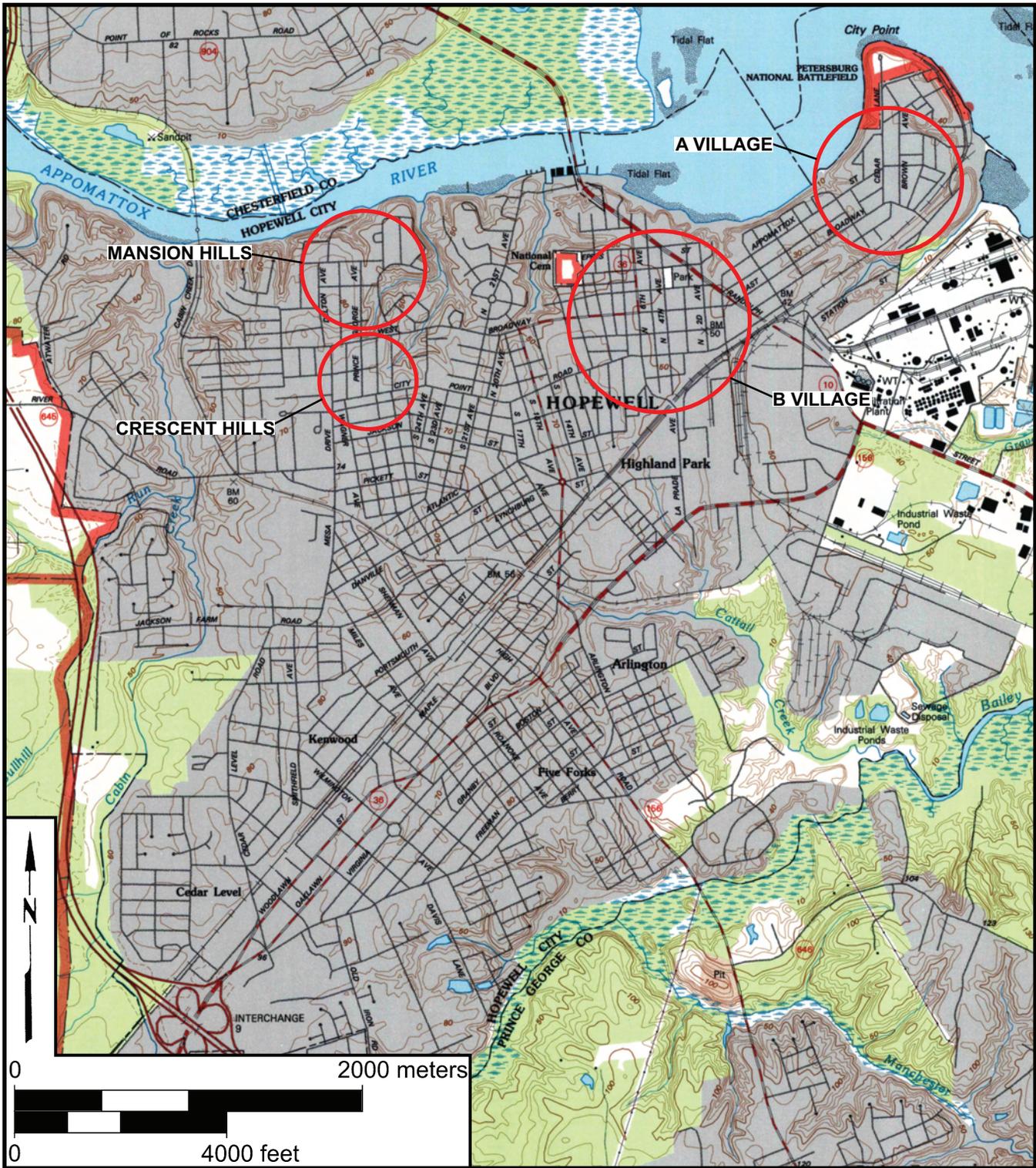


Figure 2. Locations of A Village, B Village, Crescent Hills, and Mansion Hills (U.S. Geological Survey [USGS] 1994).

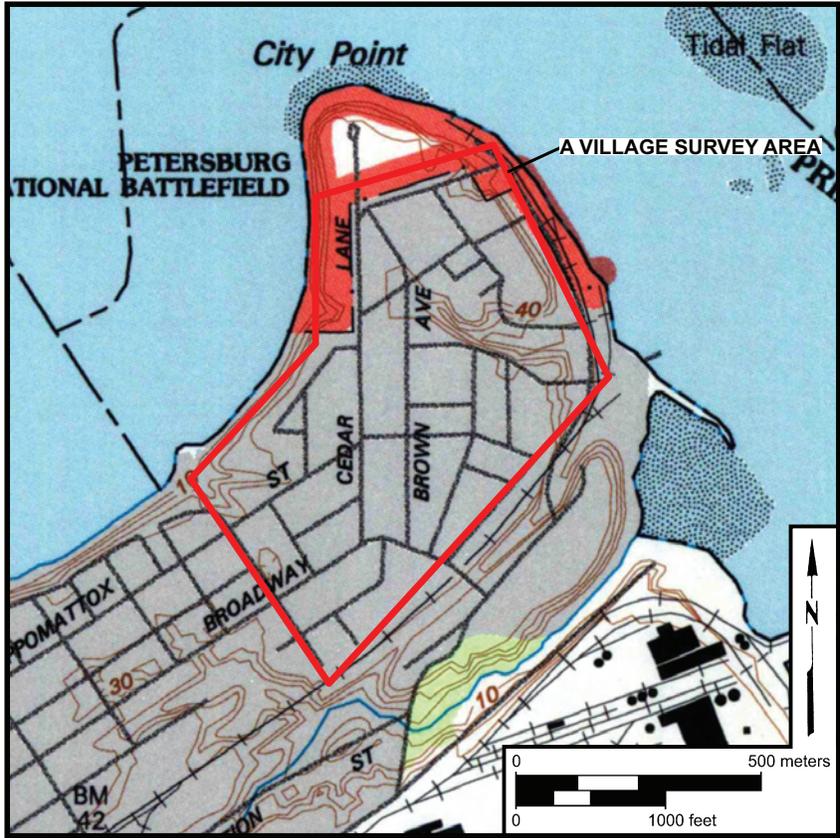


Figure 3. A Village survey area (USGS 1994).

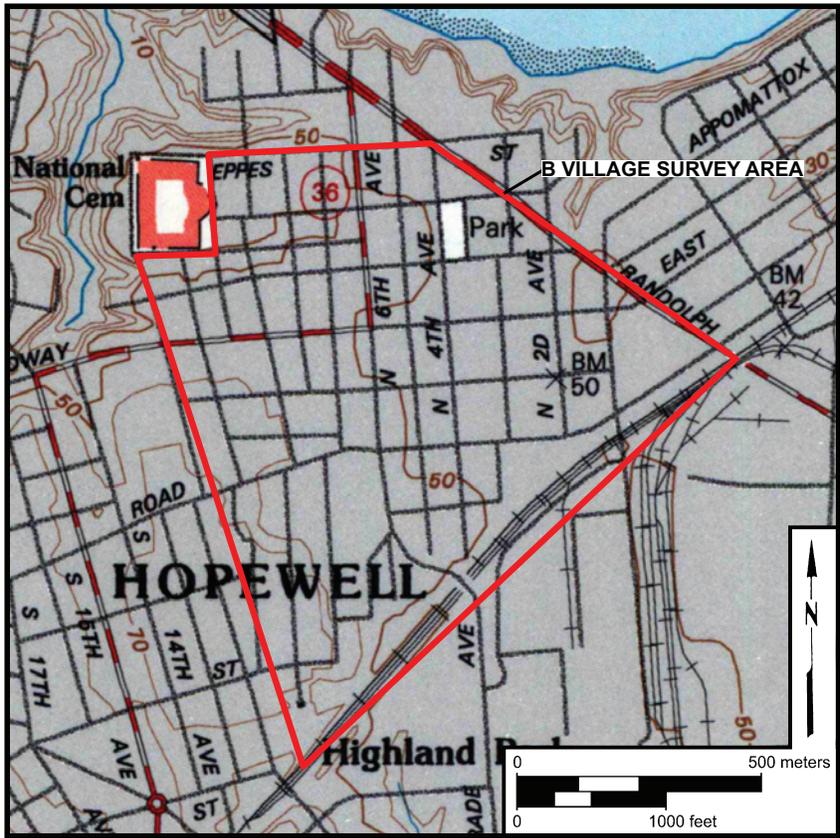


Figure 4. B Village survey area (USGS 1994).

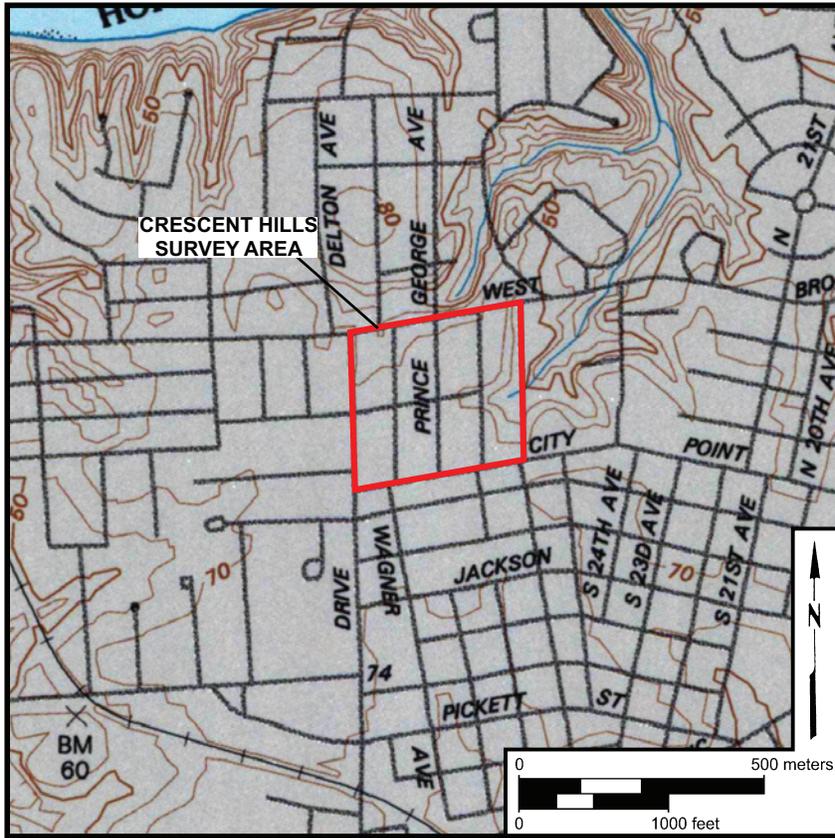


Figure 5. Crescent Hills survey area (USGS 1994).

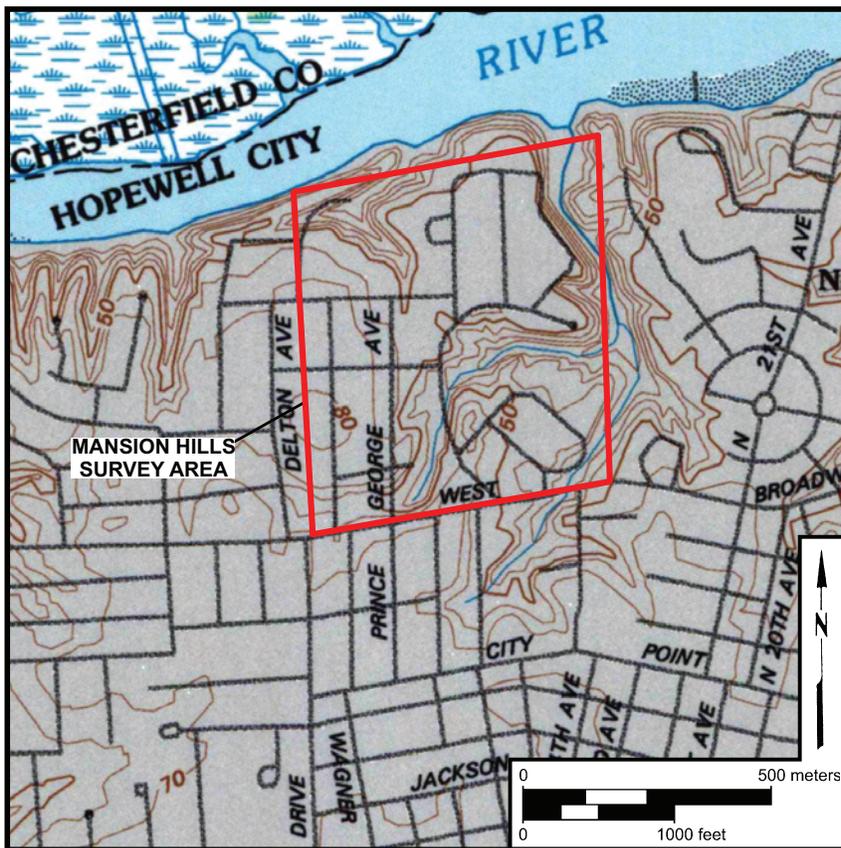


Figure 6. Mansion Hills survey area (USGS 1994).

survey objectives and outlines the methodology employed in both the background research and the field survey. Chapter 3 provides background information on the City of Hopewell and the major themes that contribute to the history and development of the four survey areas. This background information creates an historical context within which the surveyed resources can be evaluated. Chapter 4 details the survey results for the A Village, B Village, Crescent Hills, and Mansion Hills neighborhoods, including: information on the number of resources surveyed within each of the four neighborhoods; types of resources present; building type, e.g., single dwelling, duplex, commercial building, etc.; architectural styles and forms; significant architectural features; integrity and condition of resources; and potential kit-house construction. Chapter 5 evaluates the significance of the surveyed resources and provides recommendations for the preservation of indi-

vidual resources and the economic revitalization of the threatened B Village neighborhood.

The information provided in this document can be used as a planning tool for the City, a guide for property owners, and a source of local history for Hopewell residents. With a grasp of significant local history and by taking stock of the historic resources that contribute to the unique character of the community, the City can effectively steward significant resources and incorporate historic preservation initiatives into tourism and revitalization efforts. Design guidelines can aid property owners in the best methods for rehabilitation of historic properties; appropriate rehabilitation projects within NRHP-eligible historic districts may allow property owners to take advantage of federal and state tax incentives. Finally, through an understanding of local history and the events that have shaped the city, residents will be able to garner pride in their community.

2: Research and Survey Methodology

The following chapter defines the survey objectives and outlines the research and field survey methodology. The survey was divided into two phases: background research and fieldwork. The objectives of the background research were three-pronged: gain familiarity with mail-order kit house designs, identify historical and architectural significance within the survey areas, and develop an historic context within which resources could be evaluated. The objectives of the fieldwork were to identify and document potential mail-order kit houses produced by either Sears or Aladdin and to identify and document resources possessing architectural and/or historical significance that qualify them for inclusion in the NRHP.

Background research built upon the existing primary and secondary research conducted by the original surveyors of B Village and Crescent Hills. Initial research involved reviewing the results of the B Village survey and consulting the previous research compiled at the Appomattox Regional Library in Hopewell. Additional primary research involved inspecting Sanborn Fire Insurance Maps from the Library of Virginia in Richmond and browsing records and plat maps at the Hopewell Courthouse. Mail-order catalogs of the Sears and Aladdin companies also were consulted to gain familiarity with kit house models and identify possible models uncovered during fieldwork. Secondary research was conducted at the Earl Gregg Swem Library at the College of William and Mary in Williamsburg and at VDHR and the Library of Virginia in Richmond.

Prior to conducting the fieldwork, early-twentieth-century Sanborn Fire Insurance Company

(Sanborn) maps of Hopewell were consulted to discern the community's patterns of development, identify the locations of the key neighborhoods that may contain mail-order kit houses, and prioritize resources and/or neighborhoods. The field survey was then staged in three levels of intensity: windshield, reconnaissance, and intensive. Windshield survey involved a cursory documentation of overall features within a neighborhood, including notes on common architectural and landscaping features, photographs of selected resources, and a rough sketch of the neighborhood plan and composition. Windshield surveys were conducted within neighborhoods that were not initially selected by the City of Hopewell for reconnaissance or intensive survey but for which an overall assessment would provide significant information into the history and development of Hopewell. Potential was low in neighborhoods selected for windshield surveys for the existence of mail-order housing. Expectations for kit-house potential were based on overall integrity of the neighborhood and on written documentation. A Village was selected for windshield survey due to its overall loss of historic integrity. The southern portion of B Village was also selected for windshield survey, as an examination of Sanborn maps revealed that the area was constructed after the departure of DuPont. Mansion Hills also was selected for windshield survey because an examination of Sanborn maps and historic plat maps revealed that much of the neighborhood was constructed after the period of mail-order housing construction.

Reconnaissance-level surveys involved a walk-through of the neighborhood and full exterior

documentation of all visible building elevations, secondary resources (e.g., garages, carports, and sheds) and landscaping features. The documentation consisted of recording architectural features on a field survey form, three to four exterior photographs of the primary resource (the main dwelling), one exterior photograph of each secondary resource, and a sketch site plan of the property. Streetscapes and non-contributing resources were photographed and documented in order to gather the overall character of the district and provide adequate recommendations for NRHP eligibility, preservation, and rehabilitation. Reconnaissance surveys were conducted within neighborhoods with a high potential for Sears or Aladdin mail-order homes and with a potential for NRHP historic district eligibility. These neighborhoods were specifically targeted as areas of interest by the City of Hopewell. The original 1910s area of B Village was selected for reconnaissance-level survey because of its association with DuPont and the incorporation of Hopewell, and the speculation over the existence of Aladdin mail-order homes. Crescent Hills was also selected for reconnaissance-level survey based on its high integrity

and written documentation that indicated a high potential for Sears mail-order homes.

Intensive-level surveys involved full interior and exterior documentation, in the form of photographs and floor plans, and were conducted on selected resource with high integrity and the potential to reveal clues about mail-order home design and construction. Selection of resources for intensive survey was based on kit house potential and voluntary homeowner participation. Not all potential kit houses were surveyed at the intensive level. Initial consultation with the City of Hopewell revealed a desire for intensive-level surveys in both B Village and Crescent Hills. However, interior access could only be coordinated with Crescent Hills homeowners.

Information obtained through reconnaissance- and intensive-level surveys, including location information, historic context, building type and style, and architectural and landscaping features, was entered into the DSS, which can be searched at the VDHR in Richmond. Hard copies of the completed survey forms, sketch site plans, and 35 mm black-and-white photographs are archived at the VDHR.

3: Historical Context

The following chapter provides background information on the City of Hopewell and the major themes that contribute to the history and development of the four survey areas. The architectural historian identified four themes—industrial worker housing, residential subdivisions, mail-order housing, and early twentieth-century architectural styles—after conducting the field survey and preliminary background research. The background information on the City of Hopewell and the four major themes provides a historical context within which the surveyed resources can be evaluated.

HOPEWELL

In 1912, the E. I. du Pont de Nemours Company (DuPont), a major American chemical manufacturing company, erected a dynamite plant just outside of City Point. The advantages offered by the confluence of the James and Appomattox rivers, both deepwater and railroad transportation, and the strategic location between Petersburg and Richmond certified City Point as a prime industrial location. DuPont secured roughly 800 acres of farmland from the Eppes estate. The DuPont plant was named “Hopewell” upon the request of the Eppes family. By 1914, the plant was in full operation, supplying dynamite to southern states and nations abroad. Upon the outbreak of World War I in Europe, DuPont received massive orders from the British and Russian governments for smokeless gunpowder. The Hopewell plant soon began manufacturing the guncotton and nitric and sulfuric acids necessary for the powder. An additional 1,600 acres of farmland were purchased

from the Eppes estate, and the Hopewell factory soon grew into the largest guncotton plant in the world (Calos et al. 1983:47).

DuPont initially provided bunkhouses for its workers, who were typically men temporarily relocated to Hopewell in order to earn money before returning to their families. The housing accommodations quickly became overcrowded. Once the bunkhouses could no longer accommodate the large influx of workers, the demand for additional worker housing caused rents in the area to escalate. Squatters pitched tents and erected wooden shacks on private land adjacent to the plant. Rough wood-frame buildings lined the commercial corridor along the railroad tracks, and saloons, gambling houses, and dance halls flourished side-by-side with the general stores, restaurants, and banks (Figures 7 and 8). DuPont was unable to control the unchecked activity and development occurring on land outside its own property lines. Private landowners, in reaction to the squatters, sold off 500 lots in April of 1915 for the formal development of the city (Calos et al. 1983:47).

With the expectation of more than 20,000 people relocating to Hopewell to work in the guncotton plant, DuPont rapidly developed an aggressive housing plan to provide accommodations for factory laborers as well as middle and upper management. The company erected facilities, which included single- and multiple-family dwellings, dormitories, hotels, schools, churches, and clubs, for 1,850 families in two adjacent villages. A grid-iron street plan with wooden sidewalks was laid out, water and sewer lines were installed, and



Figure 7. Wood-frame commercial district, ca. 1915 (Calos et al. 1983:46).

a commissary was established where employees could purchase food at cost. Prior to the new development, few facilities had been available for families (Calos et al. 1983:47). In 1915, wives and children were able to join their husbands in Hopewell:

Comfortable bungalows and the village YMCAs helped create a good community atmosphere. Throughout the close-knit neighborhoods rang a pioneer spirit and vitality kindled by patriotism and good fellowship. A special closeness was made stronger by the knowledge that a new city was being built (Calos et al. 1983:48).

Ironically, the development of Hopewell was furthered by a fire that swept through the commercial district in December of 1915. Only those business owners with strong financial backing and an interest in establishing a more permanent city remained in Hopewell. The stragglers agitated for a stable government to rebuild the city (Calos et al. 1983:48). The commercial district was reconstructed in brick and began to thrive anew with the increased influx of families into the DuPont villages (Figure 9). Hopewell was subsequently incorporated in 1916 (Lutz 1957:233).

When World War I ended in 1918, the DuPont guncotton plant abruptly shut down,

and the city was virtually evacuated. However, rather than demolish its facilities, DuPont actively recruited a buyer for both the factory buildings and the worker communities. More than twenty companies moved into Hopewell after the war, including Mayhew Corporation, a tool manufacturing company; Stamsocott Company, manufacturers of cellulose produces; and Tubize Artificial Silk Corporation (later Tubize-Chatillon Corporation), manufacturers of rayon and artificial silk. An article in the *Baltimore Sun* said of Hopewell: “Hopewell, Va., can, in reality, claim priority as the champion mushroom city of them all, for twice... the magic finger of modern industrialism has touched that spot on the map and the treasure seekers have trekked to it” (Calos et al. 1983:93). Hopewell was one of the few World War I manufacturing cities to survive after the war.

Although a number of manufactories moved into Hopewell, only the industrial giant Tubize fueled the rebirth of the company town. The Tubize Artificial Silk Company was the largest of its kind in the United States, and at its peak employed 4,200 workers. “Tubize brought to the city a spirit of camaraderie. The fifteen years the company existed at full capacity were times of organized frivolity and glory which spilled over to encompass the entire community” (Calos et al. 1983:93). The existing DuPont dwellings were refurbished, and a number of new dwellings were



Figure 8. Wood-frame buildings on Lower Railroad Avenue, ca. 1915 (Calos et al. 1983:52).



Figure 9. Brick commercial buildings on Poythress Street, ca. 1920 (Calos et al. 1983:70).

constructed to accommodate the still-growing population. Hopewell continued to develop new residential and commercial districts and annex outlying development. In 1923, City Point, A and B Villages, and the old DuPont industrial campus were all annexed by Hopewell. Industrial pursuits and population further boomed in the 1920s with the arrival of the Atmospheric Nitrogen Corporation (ANCO), which brought a fresh influx of workers and spurred the establishment of new schools, a library, and public and commercial buildings. The population of Hopewell in 1920, only two years after the DuPont plant closed, was 1,369. By 1930, the population had soared to 11,325, an 800% increase (Calos et al. 1983:94).

Recognizing the demand for new and better housing opportunities, local real estate developers purchased and subdivided land for the development of residential neighborhoods. During the late 1910s and 1920s, a wealth of new subdivisions were established on the outer edges of the city that were particularly marketed toward the middle and upper management factory employees and their families. Large-scale subdivisions, such as the Battleground Addition, which was platted in 1916 and began to see substantial development in the 1930s and 1940s, spread over 100 city blocks. Smaller subdivisions, such as Mansion

Hills, Crescent Hills, the Moody subdivision, and the Dolin subdivision, encompassed fewer than ten city blocks (Sanborn Fire Insurance maps; City of Hopewell plats).

The Great Depression significantly impacted Hopewell's industrial economy. Companies cut corners, laid off workers, and closed portions of their plants. Local banks and businesses failed, and Tubize closed its doors in 1934. Growth in Hopewell slowed considerably. The building boom of the 1910s and 1920s declined during the 1930s. Despite the economic slump, Hopewell's broad manufacturing base allowed for the retention of jobs and the recouping of a relatively stable market (Calos et al. 1983:94–95).

B Village

B Village was the first of the industrial villages erected by DuPont in 1915. B Village was established for the mid-level and skilled employees of the factory and contained small single-family dwellings and two- and six-family apartment units (Figures 10 and 11) (Calos 1983:76–77; Joselow 1998). A YMCA facility was also constructed in the village as a community gathering space and contained bowling alleys, billiard tables, lunch counters, soda fountains, and playgrounds (Calos et al. 1983:76–77). Educational opportunities



Figure 10. B Village worker cottages, ca. 1915 (Calos et al. 1983:76).

Figure 11. B Village apartments, ca. 1915 (Calos et al. 1983:77).

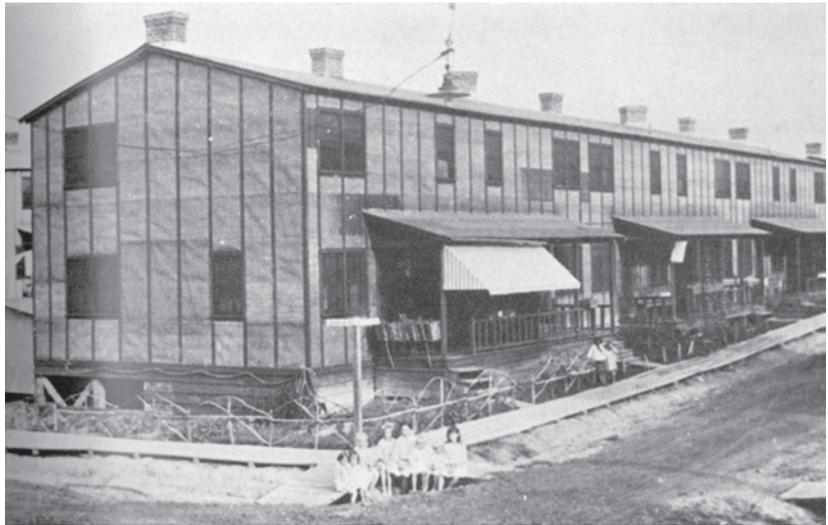


Figure 12. A Village, ca. 1915 (Calos et al. 1983:61).

were offered to B Village residents, including foreign language, English, and stenography courses (Calos et al. 1983:56–57).

A Village

A Village was established further north and east of B Village at City Point (Figure 12). A Village was designed for the higher salaried workers and their families and contained primarily single-family dwellings that ranged from modest to large in size. Purchase orders for homes from the Aladdin Company of Bay City, Michigan, indicate dozens of the single-family dwellings were purchased from Aladdin's mail-order catalogs. As the more fashionable of the DuPont neighborhoods, A Village was the site of the DuPont Club and the DuPont Hotel (Joselow 1998).

Crescent Hills

Crescent Hills was established in the 1920s for upper management employees of the area factories. A local real estate developer, M. T. Broyhill, purchased a parcel of undeveloped land known as the Mitchell Plantation on the outskirts of the city. He subdivided and sold off nearly fifty lots for single-family residential development. In 1928, a model home was erected in the subdivision, promotional materials were mailed to prospective buyers, and advertisements were placed in local newspapers touting the amenities of the new neighborhood. Buyers were able to select models and floor plans from illustrations furnished by Broyhill. Both background research and survey work indicate that most of the original houses in Crescent Hills likely were ordered from Sears.

Mansion Hills

Mansion Hills was originally platted in the 1920s by local real estate developer M. T. Broyhill on a parcel of undeveloped farmland on the outskirts of the city. Like Crescent Hills, the Mansion Hills subdivision was established as a suburban-style community for upper management factory

employees and other higher-income professionals. Mansion Hills was planned more informally than Crescent Hills and developed and expanded gradually over several decades. Several of the dwellings within the neighborhood have been identified as potential models from Sears, Roebuck, and Company.

INDUSTRIAL HOUSING

Mills, factories, mines, quarries, and other industrial companies have often provided housing for their employees. Like the industrial buildings themselves, worker housing has evolved to accommodate changing buildings styles and trends and more enlightened notions of labor relations. Prior to the twentieth century, industrial housing was closely tied to the industrial landscape and was practical in the strictest sense of the word. "Based on expediency, structured by habit, and laid out by pragmatic owners or company engineers, their patterns mirrored the demands of industrial processes" (Crawford 1999:49). Early company towns were steeped in the vernacular—constructed from local materials in local construction techniques and sited to follow the patterns of the local terrain—and therefore followed no single model. Often, companies paid little heed to the wants and needs of its workers and erected the most basic, if not temporary, accommodations necessary (Crawford 1999:49–50).

Victorian-era progressivism spawned a rethinking of labor conditions and a growing concern for the health and well-being of low-wage earners. Massive labor strikes after 1870 and the growing rift between labor and capital urged progressive reformers into the role of mediator between the working class and large corporations. Improved living and working conditions were at the top of the social welfare reforms. Coupled with these social reforms was an increasing interest in both "City Beautiful" planning, a late-nineteenth- and early-twentieth-century movement that sought to eradicate the congested, dirty, often seedy

elements of urban infrastructure and promote nature, aesthetics, and equality; and English “Garden City” planning, an early-twentieth-century movement that brought formal landscape design into the development of new communities (Crawford 1999:50–51).

The primary solution to the problem of living and working conditions at factories and in company towns was the planned industrial community. Companies contracted the work of building their industrial communities to professional architects and planners, who “designed the settlements as both social and physical entities, focusing their plans around town centers with social and community facilities and providing numerous parks, playgrounds, and other recreational amenities” (Crawford 1999:49). The decentralization of the new communities from the industrial campus not only reduced the congestion induced by the close living quarters in slums and factory housing, but it also allowed workers an escape from their workplace and instilled a sense of independence from the once paternalistic industrial hierarchy. The planned industrial communities benefited the workers by providing a more orderly living space, and they benefited the corporations by creating a more systematic industrial order (Crawford 1999:51–52).

The progressive company towns of the early twentieth century touted single-family dwellings in fashionable architectural styles in lush, park-like settings. In contrast to the cheap, temporary, vernacular dwellings constructed in earlier company towns, workers in new planned communities were often housed in dwellings that reflected popular national tastes and espoused the ideals of cozy domesticity—i.e., Craftsman bungalows, American Four-Squares, Colonial Revivals, and Tudor Revivals. During the 1910s and 1920s, mail-order catalog housing “filled an important niche as a practical and desirable type of industrial housing” (Joselow 1998:346). Mail-order housing answered to the needs of affordability, durability, and desirability of styles, and the

wide range of models offered options for both low-wage laborers and upper-level management. Finally, the culmination of the ideals of company town planning was the English “Garden City.” Low-density development, professional landscape planning, picturesque architecture, town squares, and loosely-arranged streets characterized these communities, which sought to recreate a “rural” landscape within minutes of an industrial campus (Crawford 1999:53–54).

RESIDENTIAL SUBDIVISIONS

As early as 1830, the residential suburb emerged as one of the most important planning developments in the United States, a movement that, over the course of the nineteenth and twentieth centuries, has greatly impacted the American landscape. Fueled by the evolving transportation networks, residential suburbs provided urban dwellers an opportunity to escape the congestion of the city while maintaining a link to the commercial, business, industrial, cultural, and social opportunities therein offered. From the original railroad, horse-car, and streetcar suburbs of the nineteenth century to the automobile-oriented suburbs that rapidly developed during the twentieth century, residential suburbs organized around the infrastructure of new circulation patterns.

Suburbanization occurred on a relatively small scale until the development of the first electric-powered streetcar system in Richmond in 1887. Streetcar lines radiated outward from urban centers into the surrounding countryside, greatly opening up development opportunities along these linear corridors. As the urban core continued to grow more congested in the late nineteenth and early twentieth centuries, particularly due to the massive influx of immigrant laborers, the exodus of the middle and upper classes into the suburban vicinity was vast. The proliferation of the automobile into middle-class households during the early-to-mid-twentieth century further compounded the mass exodus of urban dwellers

into the quieter confines of suburban life. “The rapid adoption of the mass-produced automobile by Americans led to the creation of the automobile-oriented suburb of single-family houses on spacious lots that has become the quintessential American landscape of the twentieth century” (McClelland et al. 2004).

Annexation and subdivision of parcels of undeveloped agricultural land became key to the formation of residential suburbs. Real estate developers typically purchased and surveyed the land, and implemented graded roads, curbs and sidewalks, storm drains, utility lines, graded lots, and landscaped vegetation. Unimproved lots were then sold to prospective homeowners, builders, or land speculators. During the late nineteenth and early twentieth centuries, subdivisions generally expanded outward from the city in small increments along the existing street grid. The grid-iron street plan remained the most profitable method of developing and selling subdivided land for residential use. Lots could be uniformly divided and laid out, and the subdivision could utilize the existing infrastructure (McClelland et al. 2004).

During the early twentieth century, land developers began constructing homes for prospective buyers or presenting building plans from which buyers could choose a pre-approved home model. Restrictive zoning established within many residential subdivisions dictated the style and size of dwellings, the size of setbacks, and the type of landscaping. Upon the heels of the City Beautiful movement, early twentieth-century suburban planning sought to maintain uniformity in design and create a comprehensive aesthetic. These subdivisions embodied the ideals of broader reform movements that characterize the early twentieth century—improvements in working and living conditions, promotion of democracy and equality, embrace of nature, installation of order and efficiency, and evolving notions of the family life and the domestic sphere (McClelland et al. 2004).

During the nineteenth century and into the twentieth century, only the wealthier classes were

able to enjoy home ownership and the suburban landscape. During the early twentieth century, banks, building and loan associations, real estate developers, and private companies began offering financing for middle-class families. Most notable to this roster of organizations is Sears, Roebuck, and Company, which began selling high-quality, low-cost houses by mail and offering financing to their customers. The mail-order housing boom revolutionized the development of suburbs in the United States, as it allowed the rapid development of stylish dwellings at an affordable price (McClelland et al. 2004).

In the years following World War I, home ownership, standardized home building practices, and neighborhood improvements were heavily promoted. From the “Better Homes in America” movement, a campaign that celebrated home ownership and improvements, to the establishment of the Federal Housing Administration (FHA) standards, this interwar period saw a dramatic reconfiguration of the residential neighborhood and the domestic sphere. Small dwellings, traditionally-inspired styles, modern appliances and fixtures, well-tended lawns and gardens, family living spaces, and efficiently run households coalesced in the suburban landscape to form the quintessential American residential neighborhood (Hutchison 1986; McClelland et al. 2004).

Formal landscaping of the suburban subdivision was a critical component of the overall design aesthetic of the community, with horticulture and landscaping found on both private lawns and the public right-of-way. Graded lawns, ornamental trees and shrubs, foundation plantings, walkways, fences, stairways, and shade trees worked together to form the idealized suburban streetscape (Hutchison 1986; McClelland et al. 2004).

MAIL-ORDER HOUSING

Tracing its origins back to pattern books of the nineteenth century and the picturesque cottages promoted by Alexander Jackson Davis and

Andrew Jackson Downing, mail-order catalog housing emerged in the American consumer culture of the early twentieth century as an answer to the demands of democratic, domestic reform. Combining traditionally-inspired architectural styles, modern conveniences, affordable yet high-quality construction, and suburban landscape design, the kit-house movement supplied many American consumers with the ideal home (Joselow 1998; Malvasi 2006).

Between 1883 and 1951, more than 75 mail-order companies offered fully-illustrated catalogs featuring plans for hundreds of different house models, along with garages, barns, summer cottages, and worker cottages. Companies offered plans in a wide range of already popular architectural styles, including Colonial Revival, Tudor Revival, Dutch Colonial, Mission, Craftsman, and Prairie. Companies catered to the largest possible audience, thus strengthening the ideal of democratic architecture—that all Americans should be able to own a comfortable home. Both small and large models were offered in a range of prices, and the standardization of pre-cut materials and modern construction techniques ensured the widespread affordability of kit-housing (Malvasi 2006; Joselow 1998).

Sears, Roebuck and Company

Sears, Roebuck, and Company is unarguably the largest and most successful of the mail-order catalog companies. During its tenure as the mail-order housing giant, Sears offered 447 different house plans and sold over 100,000 houses to communities across the nation. The company established its Modern Homes program in 1895 for the sale of mail-order building supplies. By 1906, due to poor sales, the department was on the verge of collapse. In an attempt to salvage the program, Sears assigned manager Frank W. Kushel to the task of reorganizing the department. Kushel discovered that the company was losing money storing materials that were shipped from the factory. By

cutting out the middleman and shipping factory-produced materials directly to the consumer, the company saved thousands of dollars and was able to continue the Modern Homes program (Malvasi 2006; Joselow 1998).

In 1908, Sears issued its first home catalog, the “Book of Modern Homes and Building Plans,” advertising 22 models based on popular contemporary architectural styles. In 1911, Sears began including illustrations of house interiors with home furnishings. Over the next four decades, the company’s designers kept pace with popular trends and continued to issue catalogs featuring the latest architectural trends, interior fashions and modern amenities. Although the Sears models were popular, customers were given the opportunity to customize the individual plans to create a unique, personal house design. Floor plans could be reversed, brick could be substituted for wood, dormers could be added, window, door, and chimney placement could be shifted, and architectural features from different plans could be mixed and matched (Malvasi 2006; Joselow 1998).

The Modern Homes program was part of the comprehensive domestic reform movement that was transforming American residential neighborhoods during the early twentieth century. The ideal of democratic architecture was emphasized in Sears’ affordable plans and low-interest financing. Through the use of manufactured, pre-cut materials, the company was able to pass savings on to the customer. Only high quality materials were utilized, allowing all customers the benefit of a durable, well-built home. The corollary relationship between the mail-order housing movement and the urban exodus to the suburbs ensured that Sears houses were frequently purchased by land developers for the wholesale construction of planned suburban communities. Due to the range of styles and flexibility of plans, Sears kit houses were well-suited to large-scale residential development (Malvasi 2006; Joselow 1998).

Sears' popularity peaked during the 1920s, which were the height of the American consumer culture. Sales plummeted when the Depression hit. Although still making a healthy profit, the company was saddled with more than 5.6 million dollars in mortgage loans, many of which were defaulted. Sears discontinued its financing program in 1935 and issued its last Modern Homes catalog in 1940.

Aladdin Company

The Aladdin Company, initially established as the North American Construction Company, originated in Bay City, Michigan, in the early twentieth century. Two brothers, already entrenched in the family construction business, developed the Redi-Cut Homes Company in 1906 for the sale of "knocked-down" houses. Although Sears is the best-known kit-house company, the concept of mail-order housing has been attributed to the Sovereign brothers, who founded Aladdin. Like Sears, Aladdin offered nearly 450 house models, promoted ideals in home furnishing and décor, and provided the highest quality of materials. The Aladdin Company went so far as to promote the "Dollar a Knot" guarantee: the company would pay the client one dollar for ever knot found in their "Redi-Cut" lumber (Joselow 1998).

Whereas Sears excelled in suburban development, Aladdin carved out its niche in providing worker housing for mines and factories. Aladdin was the first mail-order housing company to develop distinct design specifications for the construction of industrial housing communities. One of the first and most important business connections to be secured between a mail-order catalog company and a large manufacturing corporation was between DuPont and Aladdin. DuPont's use of mail-order housing can be attributed to the company's efforts to promote "kindred welfare and community" and to provide workers with comfortable homes, recreational activities, educational facilities, and opportunities for moral

development. An Aladdin catalog of industrial housing not only advertised individual house plans for worker and management cottages, it also advertised fully appointed industrial communities with dwellings, commercial buildings, schools, churches, hotels, banks, public buildings, planned street patterns, and landscaping designs. The company offered four purchase plans for industrial communities: the cheapest plan supplied only the materials and the most expensive plan included complete construction of the entire community. Catalog illustrations advertise a wide variety of building types and styles. The predominantly vernacular worker cottages were modest, simple, and lacked any specific architectural detail. The larger models, intended for management, displayed the most contemporary architectural styles and amenities (Joselow 1998).

Aladdin's relationship with industrial corporations was further secured by the federal government's promotion of mail-order designs for war-time housing. The success of this campaign is evidenced in the company's sales figures, which nearly doubled between 1913 and 1915. The company's first large industrial order was placed by DuPont in 1914 for the erection of company housing in Hopewell. Receipts over the next year reveal a number of large orders from Hopewell and other DuPont communities. Despite an eventual downturn in the mail-order housing market, the Aladdin Company did not close its doors until 1983 (Joselow 1998).

EARLY TWENTIETH-CENTURY ARCHITECTURAL STYLES

The early twentieth century was one of tumult, both socially and economically. Within roughly two decades, the United States fought a world war, experienced unprecedented prosperity, sunk into the nation's greatest economic depression, and was catapulted again into a second world war. Much of the traditional ethos of the nineteenth

century was replaced by an innate desire for innovation and forward-thinking. But while a great number of Americans sought to physically and psychologically break free from the conventions of Victorian society, many looked back nostalgically to the previous centuries as simpler times that were not corrupted by the rampant commercialism of the interwar period. The tensions of the era were manifested in the competing architectural orthodoxies, which were epitomized in high-style examples of domestic architecture and rapidly diffused throughout the burgeoning middle class neighborhoods (Gelernter 1999).

Early twentieth-century domestic architecture can be characterized by both its eclecticism and its revival of period designs of the seventeenth, eighteenth and nineteenth centuries. Vernacular interpretations of the major domestic architectural styles fused the varying components into what can be recognized as specific building types. Adding to the spread of the domestic styles were the mail-order catalog companies that popularized kit houses. Whereas the mail-order home styles were influenced by the popular residential styles of the era, these catalog homes also served to influence the evolving democratic ideals of modest, cozy, affordable dwellings in picturesque, truly American styles (Gelernter 1999).

Colonial Revival

Traditionalists continued to hark back to the classicism of the colonial period, a time that Americans increasingly viewed as simpler and more pure. Although the Colonial Revival influence first appeared in 1876, the style did not become dominant until the early part of the twentieth century for the average working and middle-class neighborhoods. Colonial Revival designs drew from a range of early American prototypes from the seventeenth, eighteenth, and early nineteenth centuries, including the George, Federal, Dutch Colonial, and Cape Cod styles. While some architects strove to exact the proportion and detail

of one style, many selected elements from a range of styles and time periods to produce unique, eclectic, and often exaggerated forms (Gelernter 1999; McAlester and McAlester 1982).

The Georgian Revival, perhaps the most popular of the Colonial Revival subtypes, typically features a symmetrical, two-story plan; a side-gable roof; evenly-spaced sash windows with multi-light glazing patterns; cornice returns; classically-inspired door surrounds; side and transom lights; columned porticos; and gable-end chimneys. More elaborately-detailed examples boast cornice embellishments, such as dentils or modillions; two-story porticos with full pediment and entablature and detailed columns; or decorative chimneys. The most basic examples display little more than a simple machine-cut door surround (Figure 13) (Gelernter 1999; McAlester and McAlester 1982).

The Dutch Colonial Revival displays many of the same details as the Georgian Revival but with a gambrel instead of a gable roof. During the 1920s and 1930s, a distinct building form developed that features a gambrel roof; full-width shed-roof dormer; classically-inspired door surround or portico; sash windows; and end chimneys. Unlike the Georgian Revival, the Dutch Colonial Revival possessed a more flexible plan that allowed an asymmetrical façade and a front-facing gambrel roof (Figure 14) (Gelernter 1999; McAlester and McAlester 1982).

During the 1940s, the Cape Cod Revival dwelling gained popularity within the rapidly expanding suburban neighborhoods. With its simple, modest form, this subtype endured through the 1950s, as it suited the needs of the growing post-World War II middle class. Common to the Cape Cod Revival are the one-and-one-half-story, side-gable massing; gable-roof dormers; gable-end chimneys; sash windows; and classically-inspired door surround. The Cape Cod Revival generally varies from a half-cape, two- or three-bay, side-entry form to a full-cape, three- or five-bay, sym-

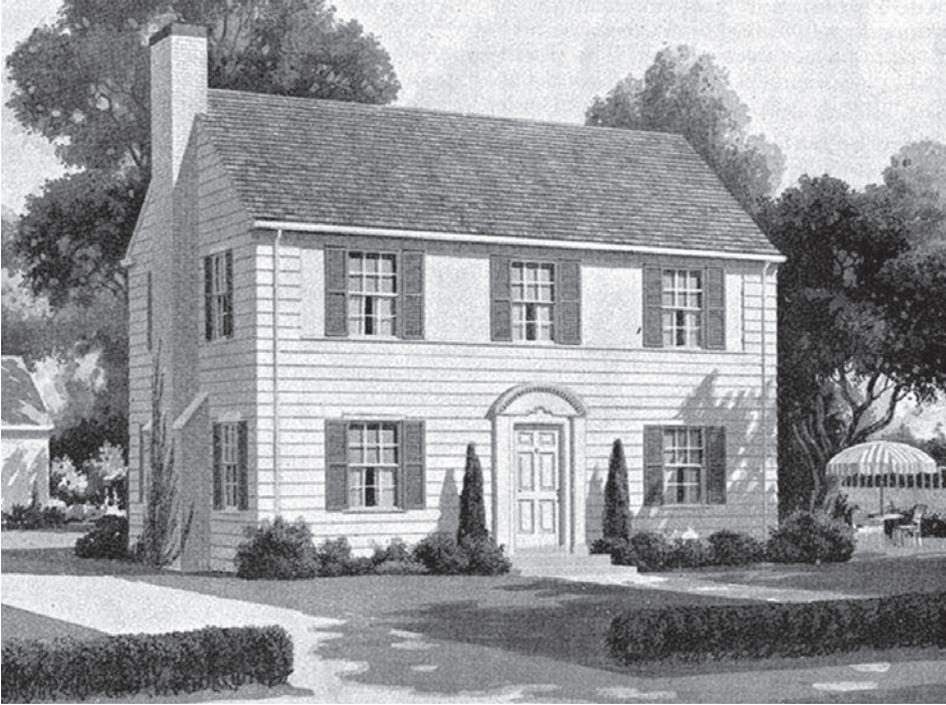


Figure 13. Georgian Revival style.



Figure 14. Dutch Colonial Revival style.

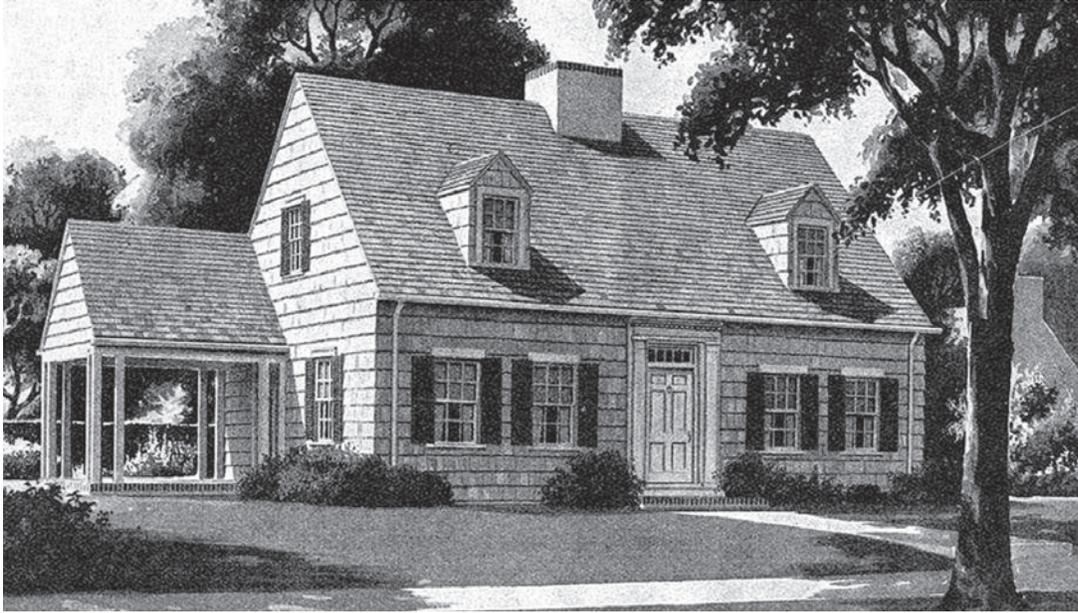


Figure 15. Cape Cod Revival style.



Figure 16. Tudor Revival style.

metrical form. Extraneous architectural detail is minimal (Figure 15) (Gelernter 1999; McAlester and McAlester 1982).

Tudor Revival

Unlike the Colonial Revival style, which drew heavily from early American precedents and espoused the ideals of the Renaissance, the Tudor Revival style was based upon Late Medieval English prototypes. Fusing elements from both grand manor houses and vernacular thatched-roof cottages, the Tudor Revival style emerged as an eclectic American building form that epitomized picturesque, romantic, “cottage-style” design (Gelernter 1999; McAlester and McAlester 1982).

Tudor Revival dwellings typically boast stucco cladding; false half-timbering; steeply-pitched gables of varying height and arrangement; massive masonry chimneys; quarreled casement windows; rusticated corner quoins; oriel windows; batten doors with wrought-iron hardware; and stone or brick window and door surrounds. Although larger, more elaborate examples of the Tudor Revival style boast some combination of the afore-

mentioned architectural features, the numerous modest “cottage-like” examples that proliferated suburban neighborhoods during the 1920s and 1920s often featured little more than a steeply-pitched façade gable (Figure 16) (Gelernter 1999; McAlester and McAlester 1982).

Mission/Spanish Revival

Derived from the architecture of Spanish colonization in the American Southwest, this eclectic style blends the simplicity of mission design with the richness of Spanish Baroque. Initially a regional style found in such distinct locations as Florida, California, New Mexico, and Arizona, Mission/Spanish Revival-style dwellings gained widespread popularity during the 1920s and 1930s as an “exotic” house style for the rapidly growing suburban neighborhoods (Gelernter 1999; McAlester and McAlester 1982).

Mission/Spanish Revival-style dwellings typically boast stucco cladding; ceramic barrel tile roofs; arcuated or columned loggias; round or square towers; decorative tile; wrought-iron balconies; elaborate chimneys; casement windows; batten doors; and detailed plaster-work surround-



Figure 17. Mission style / Spanish Revival style.

ing window and door openings. The building form is typically asymmetrical and ranges from sprawling to compact. More elaborate examples feature interior embellishments that compliment the exterior detailing, while the more modest examples maintain a fairly inconspicuous design palate (Figure 17) (Gelernter 1999; McAlester and McAlester 1982).

Arts and Crafts (Craftsman)

Progressives, in a rejection of the materialism of the Victorian era, conceived of purified building forms that would part from historical precedent and embrace a more romanticized, democratic vision of home life. The Arts and Crafts style, more commonly known as the Craftsman style, abandoned the artificiality and perceived immorality of late-nineteenth-century architecture and returned to the ideologies of medieval architecture, celebrating the picturesque qualities of the irregular form; the honesty of the craftsmanship, as expressed in the exposed joinery and heavy wood trim; the integration with nature and vernacular building materials; and cozy domesticity. Whereas high-style Arts and Crafts homes served as paradigms for these ideals, the diffusion of the style into the more modest middle-class neighborhoods resulted in significantly more distilled detail and a lack of the honesty for which original proponents of the Arts and Crafts philosophy strove. Although the Arts and Crafts style comprised idealized, handcrafted workmanship, American architects such as Frank Lloyd Wright revered the machine and its ability to produce clean, efficient lines. The use of the machine, as well, would aid in the availability of these building styles to a broader market (Gelernter 1999; McAlester and McAlester 1982).

The form of these dwellings varies considerably, as Arts and Crafts was more of a philosophical movement than a comprehensive style. Common exterior elements found on Craftsman dwellings are broad, raking eaves; exposed rafter tails; deep

porches; battered columns; oversized brackets; rusticated stonework, particularly on chimneys, porches, and foundations; wood trim; and gable stickwork. Interior architectural elements are equally as elaborate and focus on heavy woodwork and exposed joinery (Figure 18) (Gelernter 1999; McAlester and McAlester 1982).

Bungalow

The most common vernacular Craftsman form, and arguably one of the most successful American building forms, is the bungalow. Although derived as a subtype of the Craftsman style, Bungalow became distinct in its own right as an individual style. Born out of a need for an economical building form for both urban and suburban lot sizes, the bungalow boasts a modest one- or one-and-one-half-story plan that contains all of the living space on the first floor and provides a small attic space in the upper half story. Rooms were typically arranged in a linear fashion from front to rear, allowing a narrow form for urban lots (Gelernter 1999; McAlester and McAlester 1982).

While the bungalow form is not synonymous with the Arts and Crafts ethos, Craftsman details were commonplace on the small dwellings. Low-hipped roofs; deep porches with heavy posts or battered columns; exposed rafter tails; oversized brackets; rusticated stonework; and gable stickwork are typical architectural features of the bungalow. Dormers are also common along the façade slope of the roof, providing additional light for upper living space (Figure 19) (Gelernter 1999; McAlester and McAlester 1982).

Prairie School

Like the Arts and Crafts movement, the school of thought behind the Prairie School idealized honesty in construction and the virtues of nature. Influenced by Japanese design, the Prairie School, as synthesized by notable Chicago architect Frank Lloyd Wright, emphasized simplicity of form, open room plans, horizontal lines, a fusion of

indoor and outdoor spaces, and a central hearth that would symbolize the warmth of the domestic sphere (Gelernter 1999; McAlester and McAlester 1982).

The form of Prairie School dwellings also varies considerably but is typically characterized by a sprawling, asymmetrical plan with low, horizontal lines. Common to this style are low-hipped roofs with broad, overhanging eaves; long, deep porches with massive posts and columns; banks of casement windows; geometric or stylized floral motifs, particularly around doors, windows, and porch columns; and hipped-roof dormers. The long porches and banks of windows serve to both emphasize the horizontal lines and merge the indoor and outdoor spaces (Figure 20) (Gelernter 1999; McAlester and McAlester 1982).

American Four Square

The most common vernacular form of the Prairie School is the American Four Square. Although derived as a subtype of the Prairie School, American Four Square is also considered distinct in its own right as an individual style. Having a compact form, this building type was suitable for both urban and suburban lots. Named for its simple floor plan, the American Four Square has a cubic shape and boasts four square rooms on each of two stories. Other standard features include the low-hipped roof with broad eaves; full-width porch; and façade dormer with hipped roof. Along with the geometric lines of Prairie School detailing, many American Four Squares fuse Craftsman and Colonial Revival motifs (Figure 21) (Gelernter 1999; McAlester and McAlester 1982).



Figure 18. Arts and Crafts Movement / Craftsman style.

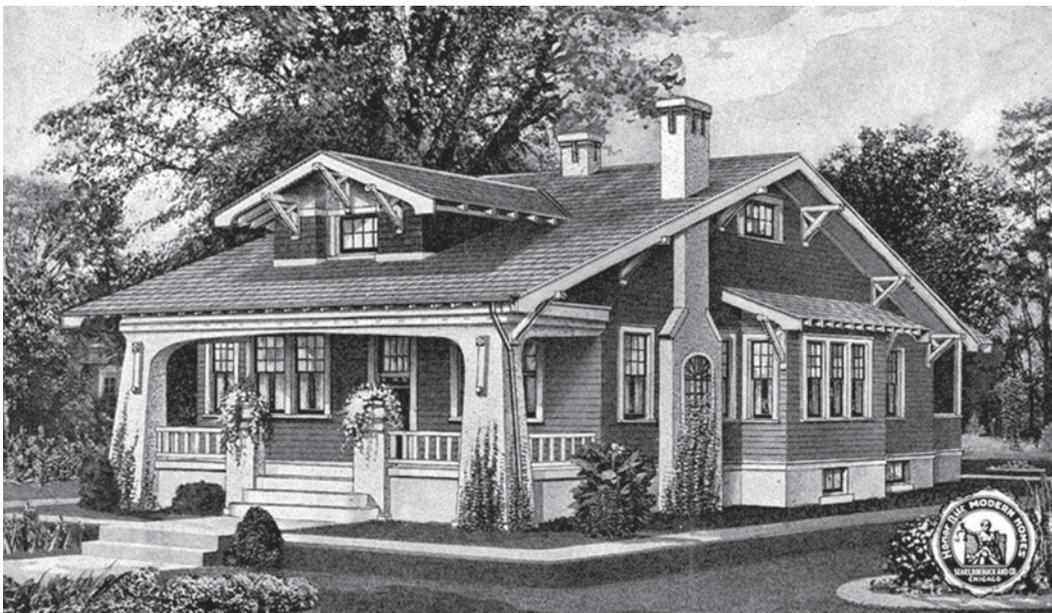


Figure 19. Craftsman bungalow.



Figure 20. Prairie School.



Figure 21. American Four Square.

4: Survey Results

The following chapter presents the results of survey of the A Village, B Village, Crescent Hills, and Mansion Hills neighborhoods. Survey results provide information on the number of resources surveyed within each of the four neighborhoods; types of resources found, i.e. single dwelling, duplex, commercial building; architectural styles and forms; significant architectural features; and integrity and condition of resources. Potential mail-order homes are matched with illustrations from Sears and Aladdin catalog models; these comparisons are supplemented by a discussion of architectural features that are characteristic of specific models or are character-defining features of a particular mail-order company.

Historic resources within Hopewell were prioritized, and surveys performed according to three levels of intensity: windshield, reconnaissance, and intensive. Windshield surveys involved a cursory documentation of overall features within a neighborhood, including notes on common architectural and landscaping features, photographs of selective resources, and a rough sketch of the neighborhood plan and composition. Windshield surveys were conducted within neighborhoods that were not initially selected by the City of Hopewell for reconnaissance or intensive survey but for which an overall assessment would provide significant information into the history and development of Hopewell. Neighborhoods selected for windshield surveys were considered to have low potential for the existence of mail-order housing. Expectations for kit-house potential were based on overall integrity of the neighborhood and on written documentation.

Reconnaissance-level surveys involved full exterior documentation of all visible building elevations, all visible secondary resources, and landscaping features. Reconnaissance surveys were conducted within neighborhoods with a high potential for Sears or Aladdin mail-order homes and with a potential for NRHP historic district eligibility. These neighborhoods were specifically targeted as areas of interest by the City of Hopewell.

Intensive-level surveys involved full interior and exterior documentation. Two resources in Crescent Hills were selected for survey based on their high integrity and potential to reveal clues about mail-order home design and construction: 102 Crescent Avenue (116-5035-0015) and 209 Prince George Avenue (116-5035-0035).

A VILLAGE

Only the most cursory of windshield surveys was conducted within A Village due to its overall loss of historical integrity. The brief survey revealed nearly a dozen dwellings that are suggestive of mail-order housing and may be either Aladdin or Sears models. Clusters of potential kit houses can be found overlooking the river and along upper Appomattox Street near City Point. One notable example was found at 806 Appomattox Street (Figure 22). Although not an exact match, this dwelling closely resembles the Cedars model, which was available in Sears mail-order catalogs from 1928 through 1931 and cost \$2,334 (Figure 23). The overall form of the dwelling is a close match with the catalog model, as are the wood shingles and the door surround with flat pilasters,



Figure 22. 806 Appomattox Street, potential Sears Cedars model of 1928–1931.

swans neck pediment, and urn motif. Note, however, that the placement of the chimney along the façade strays from the catalog design. This distinction may be either a customization or a feature that was available on a different permutation of the Cedars model.

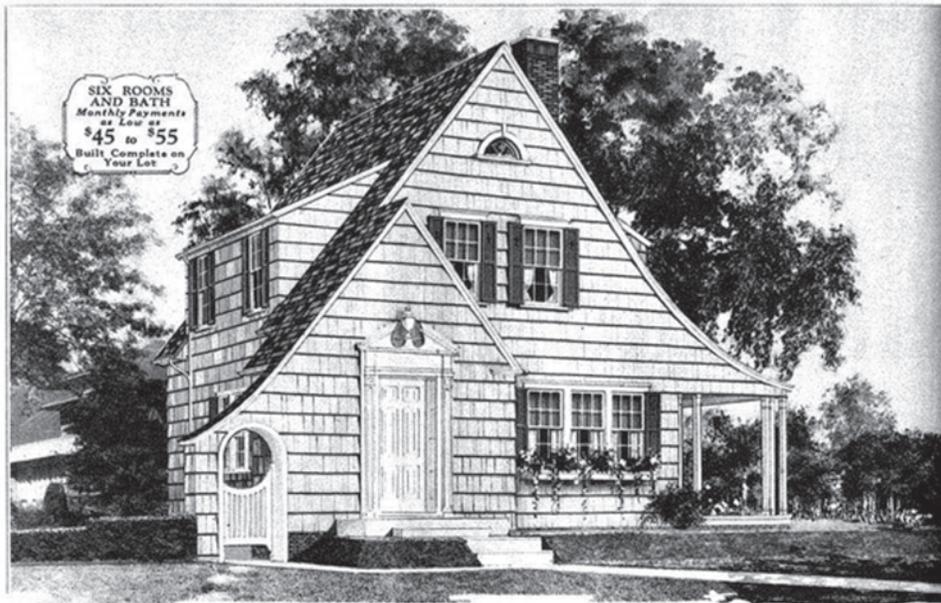
B VILLAGE

A total of 406 historic buildings were surveyed within B Village (Figure 24). One-hundred ninety-three historic buildings were surveyed at the reconnaissance level, and an additional 213 were recorded during a windshield survey. Those buildings targeted for reconnaissance survey are located on the east side of 6th Avenue in what was the original B Village development. According to Sanborn maps, those buildings lying to the west of 6th Avenue appear to have been part of a later development that was spurred by the establishment of the Tubize Artificial Silk Company in the 1920s.

Surveyed buildings primarily consist of single dwellings, along with several multiple-dwell-

ings, commercial blocks, public buildings, and churches. Buildings are generally in good condition and require little more than cosmetic work. Few buildings display signs of wood decay or structural deficiency. A handful of buildings are in excellent condition, having already undergone recent rehabilitations or renovations. The nature of modest, vernacular architecture breeds continual update of outdated features or replacement of older materials. The buildings maintain varying states of integrity, and few retain all of their original integrity. However, only a small number are no longer recognizable as historic worker cottages. The majority of alterations revolve around the replacement of materials or the enclosure of porches.

Of the 193 historic buildings surveyed at the reconnaissance level, six primary dwelling types were identified. Three of these dwelling types could be matched with models from Aladdin mail-order catalogs. The remaining three dwelling types represent the vernacular worker cottages that proliferated within B Village during the 1910s and 1920s and could not be closely matched with



SIX ROOMS
AND BATH
Monthly Payments
as Low as
\$45 to \$55
Built Complete on
Your Lot

Honor Bill
The Cedars
No. C3278 "Already Cut" and Fitted
\$2,236.00

IT IS impossible to add a single feature that will improve the exterior appearance of this beautiful home. It would be hard to find a more attractive entrance than that which forms the main feature of the front of this house. The door is of 6-panel design, built of clear white pine, the balance of the entrance of clear cypress. While the sloping roof over the porch at the right and over the colonial gate at the left has a tendency to give this house the appearance of being large, by studying the floor plan you will note it is very compact and will give you a very practical and conveniently arranged home at low cost.

The material used to cover the exterior walls is Royal Red Cedar 24-inch Shingles, planned to be laid 10-inch face. All windows with the exception of those in the rear wall are equipped with shutters. We suggest staining the shingles a very light gray, with ivory or white trim, with dark shutters and roof.

FIRST FLOOR
The projection at the front of the house forms a passageway with a good size clothes closet on each side, which you will find convenient for outer wraps.

Upon entering the living room you immediately become impressed by the effect gained by the use of the plastered arch forming the opening between the living room and dining room, and also the arched opening which forms the entrance to the main stairway, which is given additional charm by the use of a small wrought iron railing on the exposed tread. A group of four sliding windows gives this room plenty of light. It is 12 feet 5 inches wide by 21 feet 3 inches deep. A telephone stand is another convenient feature located on the stair landing. The right of the plan is devoted to the dining room and kitchen, the dining room being 10 feet 5 inches wide by 14 feet 3 inches deep, and contains four large windows and also a French door which forms the opening to the porch at the right which is 8 feet wide by 16 feet long. Both living room and dining room in this house are floored with clear oak flooring, while the flooring used for the kitchen is clear maple.

In the kitchen you will note that we have obtained a very attractive arrangement for all features, the left wall being arranged for kitchen table, and the right wall for kitchen cabinets and sink. The space underneath the main stairs is the opening to grade and cellar stairs which also forms a platform for refrigerator.

SECOND FLOOR

Every inch of floor space has been used to best advantage in the arrangement of the second floor of this home. By eliminating the usual large hall we have been able to obtain exceptionally large bedrooms, the two at the front being 12 feet 5 inches by 12 feet and 11 feet 5 inches by 13 feet. The rear bedroom is 11 feet 5 inches by 9 feet 1 inch. Each bedroom contains a good size closet, and linen closet for additional storage opens off the hall. The bathroom will accommodate our fixtures as shown by specification No. 20, and also contains an attractive Venetian mirror medicine case. **Basement:** The basement is planned to be excavated under the main part of the house only and contains space for laundry, heating plant, fuel and storage.

Height of Ceilings: Basement, 7 feet from floor to joists. First floor, 8 feet 6 inches. Second floor, 8 feet 6 inches.

What Our Price Includes

At the price quoted we will furnish all the material to build this six-room house, consisting of:
Lumber; Lath;
Roofing, Best Grade Clear Red Cedar Shingles;
Sliding, Best Grade Extra Thick 24-inch Clear Red Cedar Shingles;
Framing Lumber, No. 1 Quality Yellow Pine;
Flooring, 1/2 x 1 1/4 inch Clear Oak, Living Room, Dining Room, and Vestibule; 1/2 x 1 1/4 inch Clear Maple, Kitchen and Bathroom; 1/2 x 1 1/4 inch Yellow Pine, Balance of Rooms;
Porch Flooring, Clear Edge Grain Fir;
Porch Ceiling, Clear Yellow Pine;
Finishing Lumber;
High Grade Mill work (see pages 18, 19, 20 and 21);
Interior Doors, Two-Cross Panel Design of White Pine with Fir Panels;

Can be built on a lot 42 feet wide



Trim, Back Band Style, of Beautiful Grain Yellow Pine;
Windows of California Clear White Pine;
Medicine Case; Kitchen Cabinets; Colonial Shutters;
Flower Box; Wrought Iron Stair Rail;
Leaves Troughs and Durn Spout;
Heavy Waterproof Building Paper; Sash Weights;
Narcissus Design Hardware (see page 101);
Paint for Three Coats Outside Trim;
Stain for Shingles on Walls for One Dip Coat;
Shelfice and Two Coats of Varnish for Interior Doors and Trim;
Wood Filler and Two Coats Varnish for Oak Floors;
Two Coats Varnish for Maple and Yellow Pine Floors.
Complete Plans and Specifications.

Price does not include cement, brick or plaster. We guarantee enough material to build this house. See description of "Honor Bill" houses on pages 12, 13, 14 and 15.

OPTIONS

Sheet Plaster and Plaster Finish, to take the place of wood lath, \$138.00 extra.
Oriental Asphalt Shingles, guaranteed for 17 years, instead of wood shingles for roof, \$45.00 extra.
1/2 x 1 1/4 inch Oriental Asphalt Side Sawned Strip Shingles, 1 1/4 in. wide, guaranteed for 17 years, instead of wood shingles for roof, \$40.00 extra.
Oak Doors and Trim in living room, dining room and vestibule; also oak sills, \$15.00 extra.
Storm Doors and Windows, \$61.00 extra.
Screen Doors and Windows, galvanized wire, \$40.00 extra.
Sodite Block Foundation for Outside Walls and Over Ceiling Joists, \$138.00 extra.

For prices of Plumbing, Heating, Wiring, Electric Fixtures and Shades see pages 121 and 122.
For Garages see pages 102 and 103.

For Our Easy Payment Plans See Pages 2 and 3—For Our Information Blanks See Pages 123 and 124

Figure 23. Sears Cedars Model, 1928–1931 (Sears Archives 2008).



Figure 25. Building Type 1, Original Worker Cottage, with some characteristics of the Aladdin Florence model of the 1910s.

a catalog model. The six primary dwelling types are as follows:

Type 1: One-story dwelling with shed-roof porch

Type 2: The Denver model

Type 3: The Rodney model

Type 4: The Florence model

Type 5: The two-story, side-gable, attached row-house

Type 6: One-story dwelling with gable-roof porch

Type 1

The predominant type of dwelling constructed in B Village is the one-story, side-gable, rectangular single dwelling. Ninety-eight of these dwellings were found in the B Village survey area (Figure 25). Although no definitive evidence exists to link this house type to any plan produced by the Aladdin, the dwelling type does exhibit a few characteristics of the Florence model, which was available in

catalogs during the 1910s (Figure 26). Both historic photographs and maps indicate this dwelling type was the original model used by the DuPont Company when they established B Village in 1915. Therefore, they are the oldest of the extant resources within B Village. The following are the original features of this early dwelling type:

- Long, rectangular massing
- One story
- Very low-pitched, side-gable roof
- Broad, raking eaves
- Five-bay façade with center-bay entrance
- Three-bay, shed-roof porch centered on façade and supported by square posts
- Wood, six-over-six, double-hung sash windows
- Brick piers
- One or two interior metal flues
- Tar-paper sheathing



THE FLORENCE

THE Florence is a delightfully modeled home with several original features. Notice that the steps lead to porch from the side instead of the ordinary way from the front. This results really in more available space on the porch. Handsome square columns support the projecting roof in perfect harmony. The interior is very well balanced, three excellent bed rooms being secured in a house of such moderate cost. A wide arch separates living room and dining room, and convenient entrance is had with all rooms. Bath, pantry, and closets complete this altogether attractive bungalow.

SPECIFICATIONS

Size, 36 x 24 ft. Price, \$829.00. Cash Discount, 5%. Net Price, \$787.55. See Terms.



Floor Plan, The Florence

All lumber selected Yellow Pine, Red Cedar, and Huron Pine.
 Height of ceilings, 9 ft. All ceilings square, not hipped.
 Sill 6 x 8 in.
 Joists, 2 x 8 in. Studding and rafters, 2 x 4 in.
 Joists, studding and ceiling joist placed every 16 in.
 Flooring, 1-inch matched, 3 inches wide. Sheathing and shingles for all sides.
 Roof, 1-inch lumber, overlaid with shingles.
 Patent plaster board or lath and plaster.
 Base board and all interior trim and finish, clear Yellow Pine.
 Windows, sash, 30 x 32 in., two sliding sash, glass double strength, also special sizes.
 Doors, outside, 2 ft. 8 in. x 6 ft. 8 in., inside, 2 ft. 8 in. x 6 ft. 8 in.; front door, special design.
 Porch columns, square, with railing.
 Front and rear steps.
 Hardware, locks, hinges, knobs, nails, and paint for two coats inside and outside.

Figure 26. Aladdin Florence Model, 1910s (Aladdin Archives 2008).

When originally erected, these dwellings were covered in tar paper and had metal flues. The dwellings were later clad in wood shingles, and the chimneys were later covered in brick. These changes likely occurred in the 1920s when B Village was redeveloped by Tubize. Historic photographs indicate the original dwellings had square porch posts and open porches and that the roof eaves were bare. Survey results suggest that, likely during the 1920s, the posts on a few of the dwellings were replaced with Tuscan columns, many of the porches were screened, and rafter tails were added to stylize the roof eaves. Windows were replaced on nearly all the extant examples. A few displayed wood, three-over-one windows, however, which were likely added during the 1920s to update the dwellings with details reflecting contemporary trends.

Most of the extant dwellings have undergone a number of minor alterations. These alterations reflect the evolving building and architectural trends over the past century, as well as the evolving values of the community. Although widespread, most of the alterations do not detract from the historic character of the dwellings. The basic form and simplicity of most of these dwelling types remains identifiable. A summary of the common alterations are as follows:

- New sheathing material, including asbestos shingles, asphalt shingles, aluminum siding, vinyl siding, and brick veneer
- New porch posts in updated styles, such as Tuscan, battered, or wrought-iron, or replaced with pressure-treated lumber
- New windows, generally either aluminum or vinyl
- Foundation infill, generally either brick or concrete block
- Enclosed or expanded porches
- New doors

Few dwellings have additions, new fenestration patterns, rooftop dormers, and second-story

“pop-top” additions, all of which would more significantly alter the historic character.

Type 2

The Denver model is another dwelling type that was erected in the early stages of B Village development (Figures 27 and 28). The model was offered in Aladdin catalogs already in 1910s, placing its availability at the time of B Village’s construction. Only seven Denver models were found in the B Village survey area. Several of the Denver models appear in clusters of two or three and often hold prominent corner lot locations. Historic photographs suggest that only a few of these Denver models were constructed, and due to their durable construction and more stylish architectural details, it is likely that many of the original Denver models remain. The actual models constructed in B Village display slight variations from the catalog plans. The original characteristics of the Denver models constructed in B Village are as follows:

- Modest, square massing
- One-and-one-half stories
- Steeply-pitched, hipped, almost pyramidal, roof
- Deep, raking eaves
- Exposed rafter tails
- Full-width, inset porches supported by battered columns
- Five-bay façade with center-bay entrance
- Quarreled windows
- Small windows flanking main door
- Hipped-roof, two-bay dormer centered on façade slope
- Brick, interior chimneys
- Brick piers
- Wood-single cladding

No single Denver model exists that retains all its original integrity. However, all the extant examples still exhibit the original form, massing,



Figure 27. Building Type 2, Aladdin Denver model of 1910s.

and roof shape, all features that characterize this dwelling type. The porches on a couple of the more well-preserved examples are enclosed only on the left bay, suggesting this was an option available in the early plans. Some of the common alterations are as follows:

- New siding, particularly asbestos shingles and vinyl siding
- New windows
- Fully enclosed porches

As with the previous dwelling type, there are no major alterations, significant reconfigurations of fenestration patterns or roof lines, or removal of major features that define the dwelling type.

Type 3

The Rodney model is another dwelling type erected in the early stages of B Village’s development (Figures 29 and 30). Only five Rodney models were identified in the B Village neighborhood. All are located in the 100 and 200 blocks

of N. 3rd Avenue. As with the Denver model, it is unlikely that many more Rodney models existed in B Village. A well-preserved example at 209 N. 3rd Avenue exhibits the following original characteristics:

- Rectangular massing
- One story
- Side-gable roof with standard pitch
- Raking eaves
- Full-width, shed-roof porch supported by Tuscan columns
- Two-bay façade with left-bay entrance
- Interior brick chimney on rear slope
- Wood, double-hung sash windows—possibly 6-over-6 or 6-over-1
- Small casement window on side elevation
- Wood, paneled, one-light door
- Wood clapboard sheathing

ALADDIN DWELLINGS



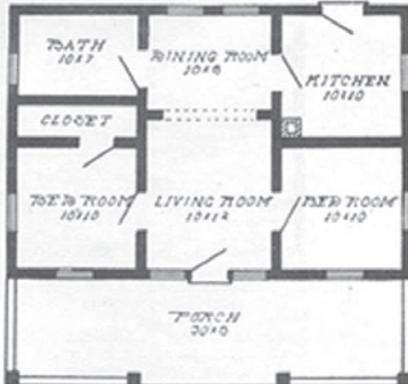
THE DENVER

WE believe you will agree with us in our assertion that The Denver is one of the prettiest little bungalows you ever saw. It is harmonious in outline, attractive to the eye, novel in design, and distinct in detail. Note the broad, sweeping roof lines, with flaring eaves. The outside window and door trim is broad at the base and tapers slightly toward the top. The entire exterior is shingled.

The Denver has two bed rooms, living room, dining room, bath room, kitchen, and closet. The living room is separated from the dining room by a very wide arch. While separating the two rooms, still they are so designed as to give the living room greater size than simply 10 x 12 ft.

SPECIFICATIONS

Size, 30 x 28 ft. Price, \$790. Cash Discount, 5%.
 Net Price, \$750.50.
 See Terms.



Floor Plan, The Denver

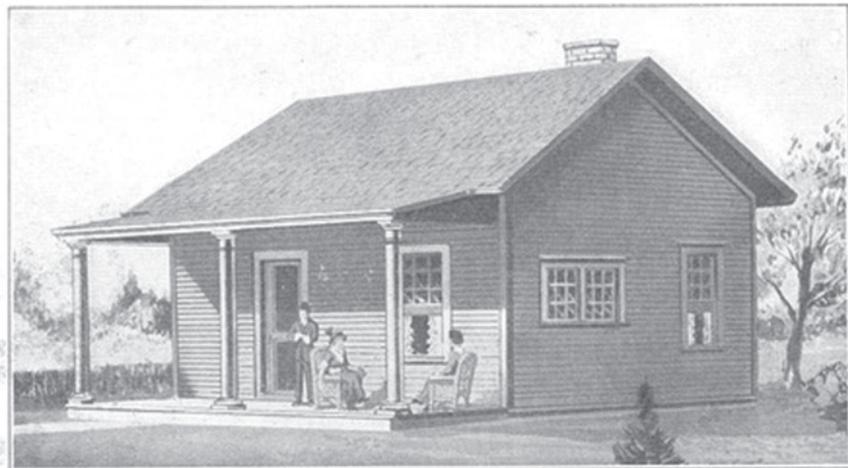
All lumber selected Yellow Pine, Red Cedar, and Huron Pine.
 Height of ceilings, 9 ft. All ceilings square, not hipped.
 Sill, 6 x 8 in.
 Joist, 2 x 8 in. Studding, ceiling joist, and rafters, 2 x 4 in.
 Joists, studding and ceiling joist placed every 16 in.
 Flooring, 1-inch matched, 3 inches wide. Sheathing and shingles for all sides.
 Roof, 1-inch lumber, overlaid with shingles.
 Patent plaster board or lath and plaster.
 Base board and all interior trim and finish clear Yellow Pine.
 Windows, sash, 30 x 32 in., two sliding sash, glass double strength, also special sizes.
 Doors, outside, 2 ft. 8 in. x 6 ft. 8 in., inside, 2 ft. 8 in. x 6 ft. 8 in.; front door, special design.
 Porch columns, square, with railing.
 Front and rear steps.
 Hardware, locks, hinges, knobs, nails, and paint for two coats inside and outside.

Figure 28. Aladdin Denver Model, 1910s (Aladdin Archives 2008).



Figure 29. Building Type 3, Aladdin Rodney model of 1910s.

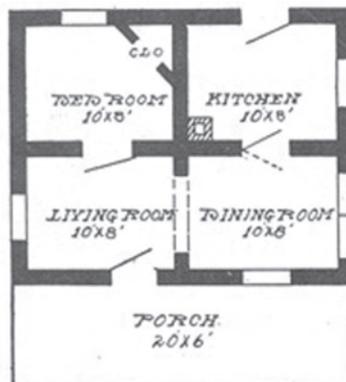
Figure 30. Aladdin Rodney Model, 1910s (Aladdin Archives 2008).



THE RODNEY

FOUR rooms, a 20 x 6 ft. porch, double casement window in dining room, and generally of harmonious design—these are the special features of The Rodney. It is a particularly good seller and always gives the highest pleasure to its owners. Whenever another room or two is desired it can be added to the rear at very slight effort and expense. Size, 24 x 26 ft., has four 10 x 12 ft. rooms.

The Rodney is well lighted and ventilated. Note the direct line of openings formed by front window, rear door, and the door between dining room and kitchen.



Floor Plan, The Rodney

SPECIFICATIONS

- No. 1. Size, 20 x 22 ft. Price, \$345. Cash Discount, 5%. Net Price, \$327.75. See Terms on Page 2.
- No. 2. Size, 24 x 26 ft. Price, \$390. Cash Discount, 5%. Net Price, \$370.50. See Terms on Page 2.

All lumber selected Yellow Pine, Red Cedar, and Huron Pine.
 Height of ceilings, 8 ft. All ceilings square, not hipped.
 Joists, 2 x 6 in.
 Studding, ceiling joists, and rafters, 2 x 4 in.
 Flooring, clear and knotless.
 Sheathing lumber, 1 in. Sub-floor. Building paper. Side walls, siding or shingles.
 Roof, 1-in. lumber, overlaid with best prepared roofing or shingles.
 Lath and plaster or patent plaster board.
 Base board and all interior trim and finish clear and knotless Oregon Fir.
 Windows, two sliding sash, glass double strength.
 Doors, outside, 2 ft. 8 in. x 6 ft. 8 in., inside, 2 ft. 8 in. x 6 ft. 8 in.; double-action door between dining room and kitchen; front door, upper half glass.
 Turned porch columns.
 Hardware, locks, hinges, knobs, nails, paint for two coats outside; oils, stains, and varnishes inside.



Figure 31. Building Type 4, Aladdin Florence Model of 1910s..

The form and massing, roof line, and fenestration patterns remain visible on the other extant Rodney models. The placement of the chimney and the small casement window on the side elevation help to more positively identify extant models. The other four models that are not as well-preserved have new sheathing, windows, doors, and porch posts. One model boasts an entirely new gable-roof porch.

Type 4

The Florence is another type of early Aladdin dwelling erected in B Village (Figure 31; see Figure 26). Only seven Florence models were identified in the B Village neighborhood. The extant examples are a bit more simplistic than the plans offered in the catalog, but the overall form of the buildings closely matches the model. Additionally, Florence models have been identified in a DuPont development in Hermitage, Tennessee, that was constructed in tandem with the Hopewell development. The following characteristics appear to be common to the original Florence models erected in Hopewell:

- Long, rectangular massing

- One story
- Steeply-pitched, side-gable roof
- Raking eaves
- Five-bay façade with central entrance
- Shed-roof porch, the roof of which has a different slope from the main roof, that spans the center three bays and is supported by square columns
- Interior, brick chimney
- Wood clapboard sheathing
- Wood, double-hung sash windows
- Exposed rafter tails

None of the Florence models retain all their original integrity. Most have received new siding, windows, and doors. One model boasts a shed-roof dormer along the façade, a feature that appears on some of the plans for the Florence and Kentucky models. Although a closer match to the Florence model, a few of the extant examples seem to display a feature or two from the Gretna model, which is similar in form and style. Documentation exists that indicates Gretna models were ordered for Hopewell, but these may have been constructed in A Village.

Type 5

The extant attached rowhouses were originally constructed as dormitories for employees without spouses and families. Three complete four-unit rowhouses have been identified and one two-unit building that has, according to historic maps, lost its other two units. Four of these dormitories were originally clustered between present-day Davis and Cawson streets and N. 3rd and 3 ½ avenues. Three of these buildings remain (Figure 32). The other two dormitories were located one block south along N. 3rd Avenue and W. Broadway. A portion of one of those buildings still exists. The original features common to these multiple-dwellings are as follows:

- Four attached, rectangular units
- Two stories
- Low-pitched, side-gable roof
- Deep, raking eaves
- Wood, six-over-six, double-hung sash windows
- Four-bay façade

- Long, shed-roof porch that connects across the façades of all four units

Common 1920s-era alterations to these units are the replacement of the long, shed-roof porches with smaller, gable-roof porches that are centered on the façade of each unit. The porch roofs boast false half-timbering and exposed rafter tails (Figure 33). These features have gained historic significance in their own right and contribute to the period of community redevelopment and growth that followed the arrival of Tubize. Like the first type of worker cottages, these multiple-dwellings were likely covered in tar-paper upon construction and later upgraded to wood shingles. At least one unit has original six-over-six sash windows, and one is still clad in wood shingles. Otherwise, new windows and siding are common to the rowhouses.

Type 6

The predominant worker cottage that was likely constructed upon the arrival of Tubize is the side-gable dwelling with gable-roof porch. Forty-nine



Figure 32. Building Type 5, Attached Rowhouses.



Figure 33. False half-timbering on rowhouse porch.

dwellings of this type were surveyed at the reconnaissance level, and dozens more were identified on a windshield survey of neighborhoods west of 6th Avenue (Figure 34). The form and simplicity of this dwelling type is similar to that of the original worker cottages constructed by DuPont, and they are not identifiable with any model in an Aladdin catalog. The following features characterize this dwelling type:

- Long, rectangular massing
- One story
- Side-gable roof with standard pitch
- Shallow eaves
- Five-bay façade with central entrance
- Gable-roof porch on the center three bays of the façade and supported by square posts
- Brick piers
- Interior or exterior, brick chimney
- Wood, double-hung sash windows—three-over-one or six-over-six
- Exposed rafter tails on some of the examples
- Wood shingle cladding

Most of the extant dwellings have undergone a number of minor alterations. These alterations

reflect the evolving building and architectural trends over the past century, as well as the evolving values of the community. Although widespread, most of the alterations do not detract from the historic character of the dwellings. The basic form and simplicity of most of these dwelling types remains identifiable. A summary of the common alterations are as follows:

- New sheathing material, including asbestos shingles, asphalt shingles, aluminum siding, vinyl siding, and brick veneer
- New porch posts in updated styles, such as Tuscan, battered, or wrought-iron
- New windows, generally either aluminum or vinyl
- Foundation infill, generally either brick or concrete block
- Enclosed porches
- New doors
- Rooftop dormers

Miscellaneous

A handful of miscellaneous dwellings were surveyed that are suggestive of trends in mail-order catalog housing but could not be directly at-



Figure 34. Building Type 6, 1920s Worker Cottage, not identifiable with any kit-house model.

tributed to any one Aladdin model. A couple examples loosely exhibit some of the characteristics of the Geneva model, which did indeed appear in catalogs in 1915 (Figures 35 and 36). The possibility also exists that these dwellings were ordered from one of the other myriad catalog companies in business during the early twentieth century. Nonetheless, these dwellings reflect common architectural styles and design trends of the time period (Figure 37).

Commercial, Public, Religious, and Social Resources

Roughly twenty supporting commercial and public buildings, churches, and social halls were surveyed along W. City Point Road, W. Broadway, N. 2nd Avenue, and N. and S. 6th avenues. The three churches and associated convents and parsonages, the post office, and the Masonic hall are all in very good condition and maintain high integrity. These masonry-clad buildings all display common early twentieth-century architectural styles,

such as Colonial or Classical Revival, Beaux-Arts Classicism, and Art Deco (Figure 38).

The more than one dozen commercial buildings are more threatened than the churches, post office, and Masonic hall. These attached, masonry-clad, two- and three-story, early twentieth-century blocks have fair-to-good integrity but are falling into disrepair. A number of these buildings are vacant and boarded over and are exhibiting mortar failure, spalling, and structural cracking (Figure 39).

Community Plan

Historic maps indicate the original plan of B Village consisted of a grid-iron of east-west and north-south streets. Blocks were subdivided from north to south by narrow alleys, and six long, narrow lots were laid out on each side of the alley (Figure 40). A few larger blocks accommodated dormitories and community buildings. Several blocks were further subdivided in the 1920s as part of such developments as the Dolin and Day



THE GENEVA



WE show here two houses that you will notice to be very similar to the ever-popular Gretna. They are larger and offer you a selection between two floor plans at practically the same price. It is our aim to give as large a selection as possible, to conform to the tastes and needs of different people. The double casement window in the end, with diamond-paned windows, the two square windows, one on each side of the front door, the large oval glass door, are all very attractive features.

SPECIFICATIONS

Geneva, No. 1. Size, 28 x 30 ft. Price, \$620. Cash Discount, 5%. Net Price, \$589.

See Terms on Page 2.

Geneva, No. 2. Size, 28 x 30 ft. Price, \$627. Cash Discount, 5%. Net Price, \$595.65.

See Terms on Page 2.

All lumber selected Yellow Pine, Red Cedar, and Huron Pine.

Height of ceiling, 9 ft.

All ceilings square, not hipped.

Joists, 2 x 6 in. Sill, 6 x 6 in. Studding, ceiling joist, and rafters, 2 x 4 in.

Sheathing lumber, 1 in. Flooring, clear and knotless. Sub-flooring. Building paper. Side walls, siding or shingles. Steps for front and rear.

Roof, 1-in. lumber overlaid with best prepared roofing or shingles.

Lath and plaster or patent plaster board.

Base board and all interior trim and finish clear and knotless Oregon Fir.

Windows, sliding sash, glass double strength.

Doors, outside, 2 ft. 8 in. x 6 ft. 8 in., inside, 2 ft. 8 in. x 6 ft. 8 in.; front door, upper half glass.

Turned porch columns, with railing.

Hardware, locks, hinges, knobs, nails, stain or paint for two coats outside; oils, stains, and varnishes inside.



Floor Plan, The Geneva No. 1



Floor Plan, The Geneva No. 2

ALADDIN Read carefully pages 2-10, 101, and 127 of this catalog READ-OUT

Figure 35. Aladdin Geneva Model, 1910s (Aladdin Archives 2008).



Figure 36. Aladdin Geneva Model of 1910s, without porch.



Figure 37. Tudor Revival dwelling suggestive of a kit-house model.



Figure 38. Classical Revival church on W. Broadway.



Figure 39. Commercial blocks on W. Broadway.

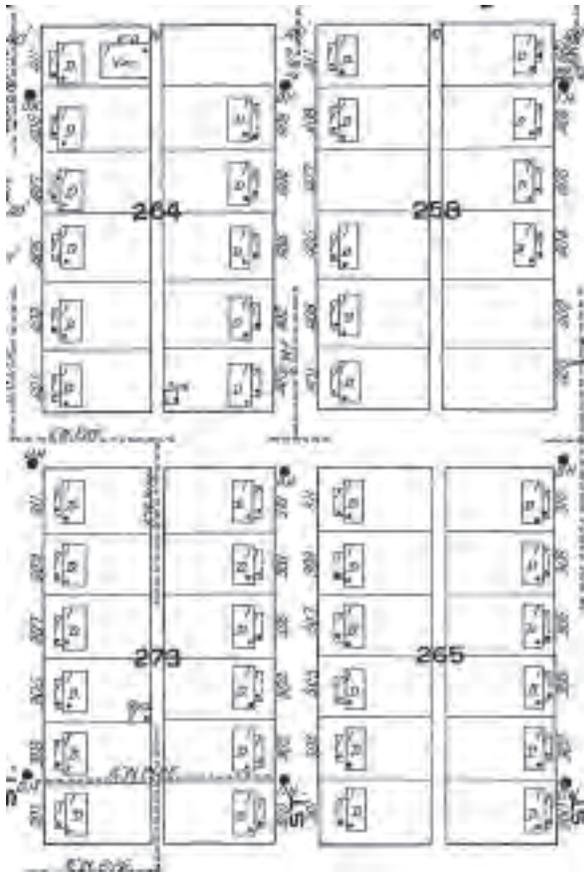


Figure 40. B Village street grid from 1921 Sanborn map.

subdivisions. In the southwestern portion of the survey area, smaller blocks have been engulfed by large blocks to accommodate modern development. However, the residential neighborhoods have largely maintained their original street plan (see Figure 24).

Distribution of Resources

The heaviest concentration of residential development lies within the east half and north half of the survey area. Historic commercial, public, and religious buildings are focused along W. City Point Road and W. Broadway. Modern commercial and office development has sprouted along 2nd Avenue, along the railroad tracks on the southern end of B Village, and along 6th Avenue. Although areas of residential development have been lost in

recent years, the newer development is primarily focused around the historic commercial districts, thus preserving the predominantly residential character of much of B Village. The distribution of resources can be viewed in more detail on the site plan in Figure 4. The small rectangular blocks represent the dwellings, while larger blocks represent the commercial, public, religious, or office buildings.

CRESCENT HILLS

Forty-one historic dwellings were surveyed at the reconnaissance level in the Crescent Hills neighborhood. Overall the buildings are in good-to-excellent condition, and most of the dwellings retain a high level of integrity. Common 1920s- and 1930s-era, traditionally-inspired architectural styles are well-represented in the development, including Colonial Revival, Tudor Revival, Craftsman, Dutch Colonial, and Mission. Currently several of the dwellings can be linked to specific Sears models, while others, although suggestive of mail-order designs, could not be reliably linked with a specific plan based on available evidence. Further intensive survey of these dwellings will provide more clues into their status as Sears homes. Following is a detailed discussion of Crescent Hills resources.

102 Oakwood Avenue (116-5035-0001)

This dwelling closely resembles the Walton model, which was available in Sears mail-order catalogs from 1921 through 1929 and ranged in price from \$2,225 to \$2,489. The plan and design of the dwelling was somewhat customized, and there have been alterations to the building since its original construction. The design of the Walton model evolved from its introduction in Sears mail-order catalogs through to the end of its availability. The example at 102 Oakwood Avenue most closely resembles the model as it was offered in 1929. The strong similarity between the actual dwelling and the catalog model further the



Figure 41. 102 Oakwood Avenue, potential Sears Walton model of 1921–1929.

evidence that this dwelling is indeed a Sears home (Figures 41 and 42).

The architectural characteristics of this dwelling that identify it as a possible Walton model are:

- the shape and slope of the roofline, particularly the very shallow slope of the porch roof, which differs from the steeper slope of the main roof
- the location of the porch, particularly that it spans the left two bays of the façade and wraps around the side elevation
- the battered porch columns
- the matchstick porch balustrade
- the broad roof eaves
- the projecting gable on the side elevation
- the placement of the chimney on the exterior side elevation, particularly that it extends through the roof of the porch
- the paired and tripartite sash windows

Several architectural characteristics differ from the catalog model, suggesting either customization by the homeowner or adaptation to local materials

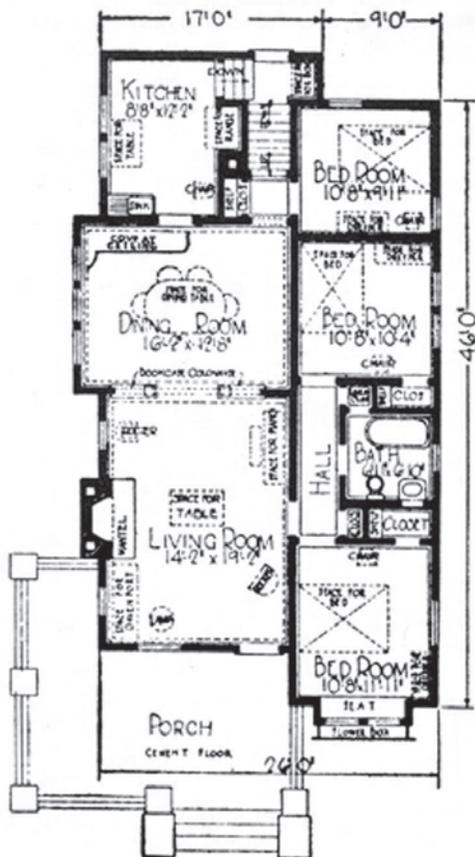
and conditions. For example, the use of brick over stone, a seemingly common customization in the Crescent Hills neighborhood, may indicate the low cost of brick within the region and reflect a widespread use of brick masonry in early colonial construction in Virginia relative to other regions in the United States. The elevated foundation may be a regional adaptation to a wetter climate. The differing architectural characteristics are:

- brick porch piers rather than stone
- porch columns longer and thinner
- additional porch columns atop central piers on front and side of porch
- paired windows to the left of main door rather than picture window
- brick foundation rather than stone; foundation raised higher

In addition to the customized architectural features, there have been alterations to the dwelling over the years, including:

- aluminum siding replaced weatherboards and/or wood shingles, probably in the mid-twentieth century

THE WALTON



This design embodies dignity, strength and gracefulness. It presents a most pleasing appearance and is of a character that will long retain popular favor.

Details and features: Six rooms and one bath. Wraparound front porch with wood piers and notched bargeboards. Fireplace in living room; bookcase colonnade between living and dining rooms; cove ceiling in dining room.

Years and catalog numbers: 1921 (3050); 1922 (13050); 1925 (13050X); 1926 (P13050); 1929 (P13050)

Price: \$2,225 to \$2,489

Location: Tama, Iowa

Figure 42. Sears Walton Model, 1921–1929 (Stevenson and Jandl 1986:72).

- roof brackets likely removed with addition of new siding
- the attic window on the façade may have been sealed over the addition of the aluminum siding
- vinyl windows replaced wood windows, probably in the late twentieth century; vinyl shutters were also added
- vinyl railing added to porch steps, probably in the late twentieth century

Despite the changes accrued over the course of the twentieth century, the dwelling still retains the primary architectural features that characterize the Walton model. Additionally, the squat, one-story, gable-roof bungalow with deep porch and battered columns was a popular 1920s-era building form that served middle-class families of modest means and revolutionized suburban residential development.

104 Oakwood Avenue (116-5035-0002)

This dwelling is a fairly good match to the Rochelle model, which was available in Sears mail-order catalogs from 1929 through 1933 and was priced at \$972. The plan and design of the dwelling was somewhat customized, and there have been alterations to the building since its original construction. It is worth noting that this Rochelle model is strikingly similar to the examples at 102 Crescent Avenue, 104 Prince George Avenue, 109 Prince George Avenue, and 2705 City Point Road. The five dwellings boast nearly all the same “customizations,” suggesting either that four homeowners mimicked the other’s design choices or that the Rochelle model evolved over time and that the details found on the Crescent Hills examples are common to an early or later iteration of the design than the 1931 design found in publication (Figures 43 and 44).

The architectural characteristics of this dwelling that identify it as a possible Rochelle model are:

- overall shape and massing
- arrangement of steeply-pitched, Tudor-style gables
- arched entry bay
- glazing patterns of the windows

Several architectural characteristics differ from the catalog model, suggesting either customization by the homeowner or adaptation to local materials and conditions. For example, stucco was seemingly a popular exterior treatment in the Crescent Hills neighborhood, and the elevated foundation may be a regional adaptation to a wetter climate. Many features that appear to be customizations, such as the small casement windows, were common to other Sears models available at the time. The differing architectural characteristics are:

- slope of the façade gables, most notably that the slopes of the projecting entry gable are symmetrical, whereas they are of varying lengths in the catalog model
- paired and tripartite façade windows without shutters
- addition of the small casement windows flanking the main door
- use of an end chimney rather than a central interior chimney
- paneled, multi-light door rather than the batten door with strap-hinges
- stucco cladding rather than wood shingles
- raised, brick foundation

Nonetheless, 104 Oakwood Avenue is an excellent, very well-preserved example of a modest, Tudor Revival-style dwelling prevalent in the 1920s and 1930s, and it exemplifies the larger, national movement toward quaint, traditionally-inspired, cottage-style dwellings and the evolved domestic sphere. A contemporaneous, matching garage, which may also be a Sears model, is also located to the rear of the dwelling.



Figure 43. 104 Oakwood Avenue, potential Sears Rochelle model of 1929–1933.

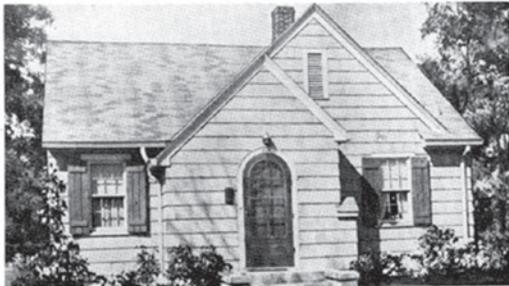
THE ROCHELLE

By careful planning, it is possible to obtain an efficient, practical arrangement in a small design. Americanized English architecture has been expressed in the lines of this home. Good window arrangement, with batten-type shutters, solid white pine batten front door and wood shingles for siding—all a few of the noticeable exterior details.

.....

Details and features: Four rooms and one bath. Batten shutters; arched front door with strap hinges.

Years and catalog numbers: 1929 (P3282); 1931 (3282); 1932 (3282); 1933 (3282)



Price: \$1,170

.....

Similar to: The Fair Oaks

Difference: Front gable reversed

Year and catalog number: 1933 (13282)

Price: \$972

Figure 44. Sears Rochelle Model, 1929–1933 (Stevenson and Jandl 1986:156).

106 Oakwood Avenue (116-5035-0003)

This dwelling closely resembles the Wellington model, which was available in Sears mail-order catalogs from 1925 through 1929 and priced from \$1,760 to \$1,998. The plan has been somewhat customized, but the resemblance to the catalog model is strong. There have been few, if any, exterior alterations to the original design (Figures 45 and 46).

The architectural characteristics of this dwelling that identify it as a possible Wellington model are:

- overall size and massing
- shape and slope of main roof and porch roof
- placement of porch
- projecting side gable
- broad, bracketed eaves
- exterior-end chimney
- fenestration patterns—i.e., placement of single and paired windows
- diamond-shaped gable light

There are few noticeable differences, most of which can be attributed to personal taste and the desire for customization. Again, brick cladding was quite popular in the Crescent Hills development for its availability and its historicism. Other features, like the battered porch columns on brick piers and five-part roof brackets, were common to many of the Sears models and widely available for customization.

- brick cladding rather than wood siding
- reverse plan
- style of brackets—five-part instead of single
- style of porch columns and balustrade—battered wood rather than square brick

106 Oakwood Avenue is in excellent condition and remains very well preserved. The only noticeable exterior alterations are the addition of a storm door and storm windows. There also appears to be a contemporaneous garage in the rear that may also be a catalog model.

200 Oakwood Avenue (116-5035-0004)

This dwelling closely resembles the Lexington model, which was available in Sears mail-order catalogs from 1921 through 1933 and ranged in price from \$2,958 to \$4,365. The design of the Lexington model evolved from its introduction in Sears mail-order catalogs through to the end of its availability. The example at 200 Oakwood Avenue most closely resembles the model as it was offered in 1928, which featured a seven-room plan. There appear to be few customizations and alterations to this dwelling (Figures 47 and 48).

The architectural characteristics of this dwelling that identify it as a possible Lexington model are:

- two-story, side-gable massing
- symmetrical, five-bay façade
- fenestration patterns
- portico style—i.e., broken pediment, entablature, and narrow Tuscan columns
- fan molding and full sidelights around entrance
- quarter-round gable lights
- exterior-end chimney
- side wings with rooftop balconies

The differences between this dwelling and the catalog model are few. Again, the brick cladding and raised foundation are common features within the neighborhood.

- brick cladding rather than wood siding
- raised, brick foundation
- tripartite windows flanking façade entrance
- boxed eaves rather than cornice returns

The only noticeable alterations to the original design are the large rear addition, which has no impact on the façade or visible elevations, and the enclosed left porch. Otherwise, 200 Oakwood Avenue is an excellent, well-preserved example of a potential Lexington model and of the many Georgian Revival dwellings constructed during



Figure 45. 106 Oakwood Avenue, potential Sears Wellington model of 1925–1929.

THE WELLINGTON

Here is a masterpiece in a five-room Honor Bilt bungalow. The covered porch with its massive stucco columns and stucco gable, the soft-toned shingle sides and the wood gable siding produce a perfect, harmonious effect. The Wellington has been built in many of the choicest locations and is admired wherever it is built. An artistic touch is added by the flower box beneath the front window and the massive brick chimney on the right elevation.



Details and features: Five rooms and one bath. Front porch with square stucco columns and stucco gable. Fireplace in living room; molded paneled walls in dining room.

Years and catalog numbers: 1925 (3223); 1926 (P3223); 1928 (C3223); 1929 (P3223)

Price: \$1,760 to \$1,998

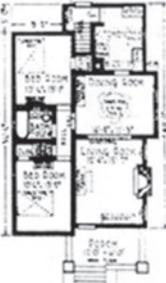


Figure 46. Sears Wellington Model, 1925–1929 (Stevenson and Jandl 1986:51).



Figure 47. 200 Oakwood Avenue. potential Sears Lexington model of 1928.

SEVEN-ROOM COLONIAL



THE LEXINGTON, two-story residence, is an imposing and dignified study in modern colonial architecture. Observe the wide expanse of pure white, ornamented with green shutters and the red brick chimneys. Observe, also, the stately colonial hooded porch, supported by a pair of slender columns, in perfect harmony with the rest. The side porch, with its masonry columns and tiled roof completes the interesting exterior.

FIRST FLOOR

The Reception Hall. On entering, you pass through a colonial entrance, which has a quarter colored door with side lights on either side, giving light and cheer. This reception hall connects through French doors to the living room on the left and the dining room on the right. Here, too, is a beautiful colonial stairway to the second floor, a door leading to the first floor laundry, and a door connecting with the rear entry.

The Living Room. From the reception hall you pass through a pair of French doors on the left and enter the large living room, 13 feet 3 inches wide by 23 feet 3 inches deep, which has a real colonial fireplace. There are two windows in the front, a double window overlooking the flower garden in the rear, while a window on one side of the fireplace is balanced by a French door to the porch on the other. Ample wall space and seat area affords a wide choice of placing the furniture.

The Side Porch. Directly connecting with the living room is a large side porch, which is practically an outdoor living room during the summer.

The Dining Room. Retracing back to the hall to the right, you enter the dining room through a pair of French doors. Floor size, 11 feet 3 inches wide by 13 feet 7 inches deep. Two front windows and a double window on the side assure a cheerful atmosphere.

The Kitchen. A swinging door from the dining room leads to the well appointed kitchen. On the right

Honor Bill

The Lexington
No. P3255 "Already Cut" and Fitted
\$4,030⁰⁰

wall is our Kitchen De Luxe Outfit, illustrated on page 279. On the left wall is our built-in Kitchen Cabinet, also shown on page 109. Sinks for the range and refrigerator are provided for convenience and saving of effort. A double window on the side and a single window in the rear provide light and cross ventilation. A door leads to the rear entry, which has stairs to the basement, and a door to the stoop and grade.

SECOND FLOOR

The Bedrooms. A hall connects with each of the four bedrooms, linen closet, bathroom, and a door that connects with a stairway leading to a large attic. Each bedroom has light on two sides with cross current of air and a good sized clothes closet. The master bedroom has room for twin beds, while in each of the other three bedrooms there is room for one bed and the usual furniture.

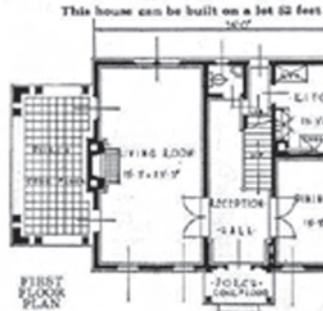
The Bathroom has one window, and a built-in medicine case.

Basement. Room for furnace, laundry and storage.

Height of Ceilings. Basement is 7 feet from floor to walls. Main floor rooms are 9 feet from floor to ceiling. Second floor rooms are 8 feet 6 inches from floor to ceiling.

What Our Price Includes
At the price quoted we will furnish all the materials to build this seven-room colonial house, consisting of:
Roofing: 1/2 inch Clear Red Cedar Shingles for Roof; Siding, Clear Cypress, Board; Framing Lumber, No. 2 Douglas Fir or Pacific Coast Hemlock;
Flooring: First Floor, Clear Oak, except Kitchen and Entry, which are Clear Maple; Second Floor, Bookcase, Clear Maple; Balance of Rooms and Hall, Clear Oak, 1/2 inch, red stained and finished; Douglas Fir or Pacific Coast Hemlock;
Porch Ceiling, Clear Grade Douglas Fir or Pacific Coast Hemlock;
Finishing Lumber;
High Grade Millwork (see pages 108 and 109); Interior Doors, Two-Case Panel Design of Douglas Fir;
Trim, Recessed Grade Douglas Fir, except Main Entrance, Stairs and Bath, which are Birch;
Kitchen Cabinet, Machine Case; Colonial Brick Mantel; Colonial Shutters; Kitchen De Luxe Outfit;
Windows of California Clear White Pine; Building Paper, Best Weights; 40-Pound Building Paper;
Even Trough and Down Spouts;
Necessary Castings Hardware (see page 120); Paint for Stone Colors (optional); White Enamel for trim and Mahogany Stain, Shellac and Varnish for Doors;
Shellac and Varnish for Maple Floor;
Veneer and Wood Filler for Oak Floors;
Complete Plans and Specifications;
Built on a concrete and brick foundation and excavated under entire house;
We guarantee enough material to build this house. Price does not include gravel, brick or plaster. See descriptions of "Honor Bill" Houses on pages 12 and 13.

OPTIONS
Slate Floor and Plaster Finish, to take the place of wood only, \$11.00 extra. See page 142.
Tile Floor in bathroom and hall, instead of marble, \$11.00 extra.
Sawn Doors and Windows, \$11.00 extra.
Satin Doors and Windows, polished with, \$11.00 extra.
Original Asphalt Shingles, guaranteed for 10 years, instead of wood shingles for roof, \$10.00 extra.
4 in. x 2 in. One and a Half Inch Stone Surface Strip Shingles, guaranteed for seventeen years, instead of wood shingles for roof, \$12.00 extra.



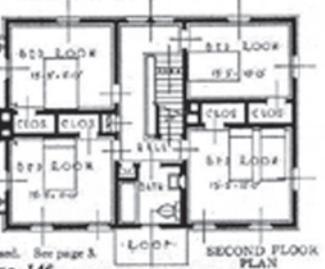
For prices of Plumbing, Heating, Wiring, Electric Fixtures and Shades see pages 140 and 141.

4201 Ingomar St., Washington, D. C.

Sears, Roebuck and Co.
Customers: I am the purchaser of one of your "Honor Bill" Homes, "The Lexington." I am a hard worker, having built a number of homes of local material. I take pleasure in recommending your excellent A-1 quality building material that you furnish and your quick attention to your customers' needs.

The ready cut idea reduces labor costs, and saved from \$1,500.00 to \$2,000.00.

Very truly yours,
RICHARD F. ERWIN
Contractor and Builder



SEARS, ROEBUCK AND CO. 1902 Page 21

Figure 48. Sears Lexington Model, 1928 (Sears Archives 2008).

the 1920s that meld modern domestic ideals with historic building trends. A contemporaneous garage is also located to the rear of the dwelling.

201 Oakwood Avenue (116-5035-0005)

This dwelling closely resembles the Lexington model, which was available in Sears mail-order catalogs from 1921 through 1933 and ranged in price from \$2,958 to \$4,365. The design of the Lexington model evolved from its introduction in Sears mail-order catalogs through to the end of its availability. The example at 201 Oakwood Avenue most closely resembles the model as it was offered in 1926, which featured a nine-room plan. There appear to be few customizations to this dwelling, and the handful of alterations detract little from the original design (Figures 49 and 50).

The architectural characteristics of this dwelling that identify it as a possible Lexington model are:

- two-story, side-gable massing
- symmetrical, three-bay façade
- fenestration patterns
- portico style—i.e., low-sloping pediment, entablature, and heavy Tuscan columns
- half-sidelights over recessed panels
- exterior-end chimneys
- cornice returns
- quarter-round gable lights

The differences between this dwelling and the catalog model are few. Again, the brick cladding and raised foundation are common features within the neighborhood.

- brick cladding rather than wood siding
- raised, brick foundation
- only one side wing rather than two

A few exterior alterations to the original design are visible, including the second-story addition on the side wing, the rear addition, the roof dormer, and the removal of the shutters. Nonetheless, 201 Oakwood Avenue is an excellent, well-preserved

example of a potential Lexington model and of the many Georgian Revival dwellings constructed during the 1920s that meld modern domestic ideals with historic building trends. A contemporaneous garage is also located to the rear of the dwelling.

202 Oakwood Avenue (116-5035-0006)

This dwelling could not be matched with any available Sears model. However, 202 Oakwood bears a modest resemblance to the Hamilton model found in Aladdin catalogs during the 1920s and 1930s. The presence of Aladdin homes in A Village and B Village strongly supports the finding of a potential Aladdin model within Crescent Hills. While the overall composition is more comparable to the Aladdin Hamilton model than any model found in the Sears catalogs, there does appear to be a bit of influence from the Sears designs. The homeowners may have selected components from different catalogs in an attempt to personalize their dwelling or mimic popular features found on neighboring Sears homes; or a local builder may have constructed this dwelling as a reflection of the popular architectural trends within the Crescent Hills neighborhood (Figures 51 and 52).

The architectural characteristics of this dwelling that identify it as a possible Hamilton model are:

- overall size and massing
- cross-gable roof
- location of the gabled entrance
- exterior-end chimney
- glazing patterns of the windows
- paired windows on the gable-front block

The differences between 202 Oakwood and the Hamilton model lend more skepticism to the match. The side wing with rooftop balcony is more reminiscent of Sears designs, and the stucco cladding and raised foundation reflect popular customizations within the neighborhood.



Figure 49. 201 Oakwood Avenue, potential Sears Lexington model of 1928.

THE LEXINGTON



Where can you find a more imposing and dignified study in modern colonial architecture? The wide entrance of pure white, contrasted with the green shutters, red brick chimney and green roof, surely will appeal even to the most aesthetic. Observe the stately pilasters at the corners, the dentils beneath the eaves and in the gables, the balance of design afforded by the sun parlor at the

left and the dining porch on the right. Observe the stately colonial porch, in harmony with the rest. This house can be built with the rooms reversed.

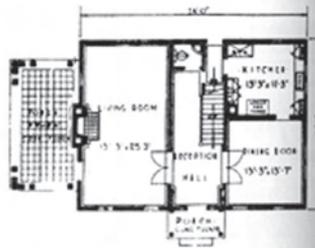
Details and features: Seven or nine rooms and one and a half baths. Gabled porch over front door; roof deck over sun room. Fireplace with brick mantel in living room; French doors throughout ground floor; open stairs. Floor plan and exterior details change slightly in years 1928-33.

Years and catalog numbers: 1921 (3045); 1925 (13045); 1926 (P13045); 1928 (C3255); 1929 (P3255); 1932 (3255); 1933 (3255)

Price: \$2,958 to \$4,365



No. 13045



No. P3255



No. 13045

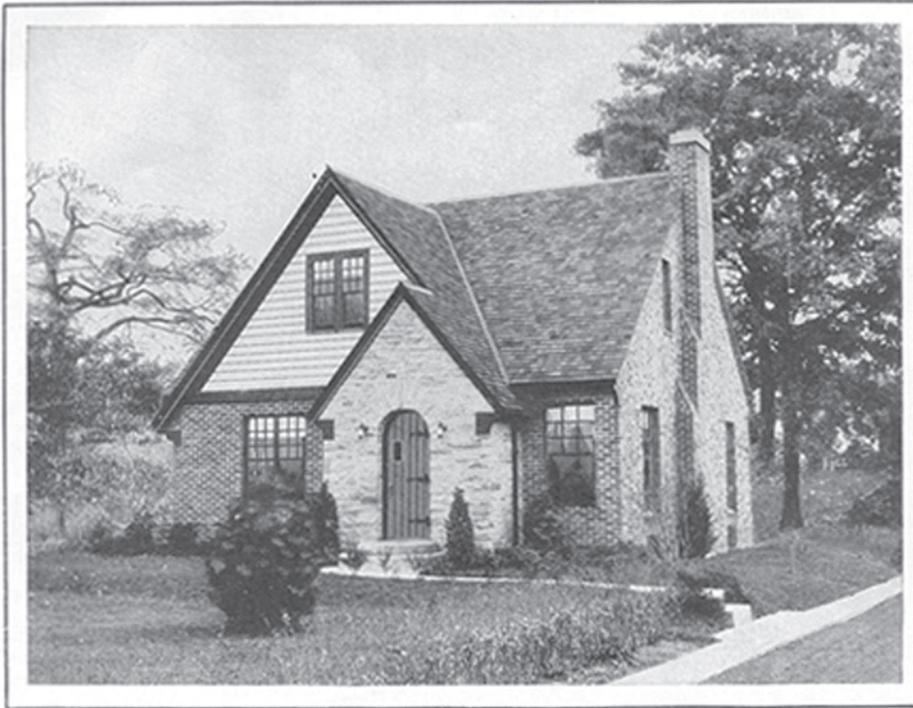


No. C3255

Figure 50. Sears Lexington Model, 1926 (Stevenson and Jandl 1986:178).



Figure 51. 202 Oakwood Avenue, with similarities to the Aladdin Hamilton model of the 1920s and 1930s as well as some general characteristics of Sears models.



THE HAMILTON—A Tremendously Popular Design— Price Given On Enclosed Price List **And We Pay The Freight**

Many Aladdin houses have been built of brick veneer. We, of course, will quote on any design in the book, omitting siding and casings and furnishing special window and door jams. The Hamilton illustrates the attractions of the type. While the vestibule entrance shown above is of stone, it can be constructed of brick or, as is sometimes done, in wide siding. The Hamilton is a beautifully proportioned structure and will match the finest homes in any neighborhood. We will, of course, furnish this design with siding if preferred. Every modern thought is expressed in the arrangement of the interior. Note the large vestibule with cloak closet, arched opening leading from living room. Kitchen design is planned for step saving. Two splendid bedrooms are found on second floor with linen closet and bath.

We are proud to present this new Aladdin home, confident that it will give the highest satisfaction to every owner. We would like to give you more information about it if you will write us. Sills are built up size 6" x 8", joists are 2" x 10", rafters are 2" x 6" and ceiling height 8'6" first floor and 8' second floor. Complete detail specifications will be mailed on request.



Figure 52. Aladdin Hamilton model, 1920s and 1930s (Aladdin Archives 2008).

- steeper gable pitch
- reverse plan
- cornice returns
- rectangular rather than arched entry
- tripartite windows on the side-gable block
- stucco cladding
- raised, brick foundation
- side wing with rooftop balcony
- shutters

There have also been a few alterations to the original design of the dwelling, including the large shed-roof dormers flanking the façade gable, the awnings, and the modern door and storm door. The current balustrade atop the side wing appears to be a replacement. Regardless of the alterations, customizations, or doubt about its authenticity, 202 Oakwood Avenue is an excellent, relatively well-preserved example of the Tudor Revival style, which was prevalent in the 1920s and 1930s and exemplified the larger, national movement toward

quaint, traditionally-inspired, cottage-style dwellings and the evolved domestic sphere.

205 Oakwood Avenue (116-5035-0007)

This dwelling bears a fair resemblance to the Lexington model, which was a popular choice within Crescent Hills. The model was available from 1921 through 1933 and ranged in price from \$2,958 to \$4,365. The design of the Lexington model evolved throughout the thirteen years of its availability. The example at 205 Oakwood Avenue more closely resembles the model as it was offered in 1928, which featured a seven-room plan, but still displays a number of customizations that diverge from the catalog design (Figure 53; see Figure 48).

The architectural characteristics of this dwelling that identify it as a possible Lexington model are:

- two-story, side-gable massing
- symmetrical, five-bay façade
- glazing patterns of the windows



Figure 53. 205 Oakwood Avenue, potential Sears Lexington model of 1921–1933.

- half sidelights flanking entrance
- quarter-round gable lights
- exterior-end chimney
- side wings with rooftop balconies

The differences between this dwelling and the catalog model are few. Again, the brick cladding and raised foundation are common features within the neighborhood.

- brick cladding rather than wood siding
- raised, brick foundation
- tripartite windows flanking façade entrance
- boxed eaves rather than cornice returns
- style of entry portico—i.e., round design, fluted columns, balcony
- carport on left rather than porch

The modern door on the façade and the vinyl cladding on the side wing are the only noticeable alterations to the original design. 205 Oakwood Avenue is an excellent, well-preserved example of a potential Lexington model and of the many Georgian Revival dwellings constructed during the 1920s that meld modern domestic ideals with historic building trends. A contemporaneous garage is also located to the rear of the dwelling.

206 Oakwood Avenue (116-5035-0008)

This dwelling could not be matched with any model from the Sears or Aladdin catalogs. However, there are a number of features that may have been drawn from other home designs within Crescent Hills. 206 Oakwood Avenue may have been constructed by a local building using common architectural features of the neighborhood, or the homeowners may have highly customized the design by selecting features from a wide array of catalog plans. A contemporaneous garage is located to the rear of the dwelling (Figure 54).

The features that are common to designs within Crescent Hills are:

- gabled entry

- columned carport wing
- glazing patterns of the windows
- brick cladding
- side-gable roof
- shed-roof dormer
- asymmetrical plan

208 Oakwood Avenue (116-5035-0009)

This dwelling closely resembles the Oak Park model, which was available in Sears mail-order catalogs from 1926 through 1933 and ranged in price from \$2,227 to \$3,265. The design of the Oak Park model evolved from its introduction in Sears mail-order catalogs through to the end of its availability. The example at 208 Oakwood Avenue most closely resembles the model as it was offered in 1928, which featured an eight-room plan. There appear to be few customizations to this dwelling, and the handful of alterations detract little from the original design (Figures 55 and 56).

The architectural characteristics of this dwelling that identify it as a possible Oak Park model are:

- overall size and massing
- three-bay façade with right-bay entrance
- gambrel roof with flared eaves and overhang
- shed-roof dormer
- style of entry portico—i.e., open pediment, entablature, and narrow Tuscan columns
- fan molding over door
- fenestration pattern
- shutters
- semi-circular gable lights
- exterior-end chimney
- side wing on left

The differences between this dwelling and the catalog model are few. Again, the brick cladding and raised foundation are common features within the neighborhood.

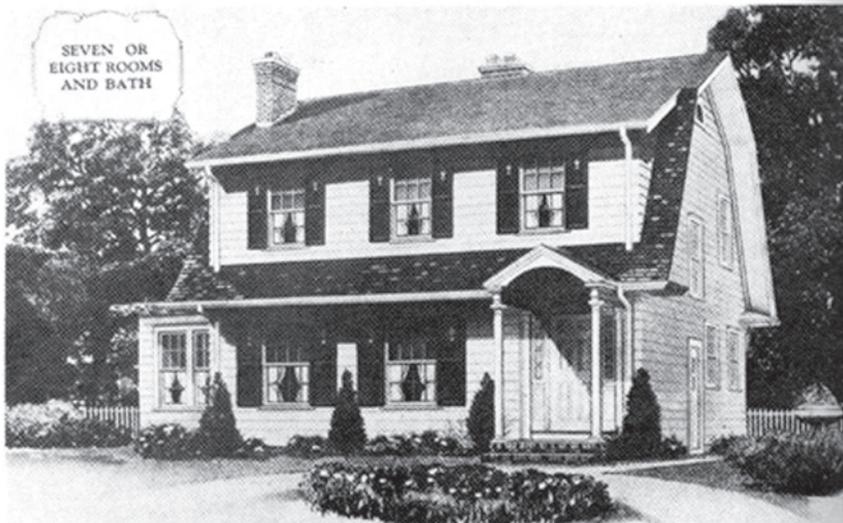


Figure 54. 206 Oakwood Avenue, showing common mail-order design characteristics in the gabled entry, columned carport wing, window glazing patterns, brick cladding, side-gable roof, shed-roof dormer, and asymmetrical plan.



Figure 55. 208 Oakwood Avenue, potential Sears Oak Park model of 1928.

THE OAK PARK



The Oak Park two-story home was designed to reflect the modern trend in Dutch colonial architecture. Here are the self-same beautiful lines that have won the admiration of all generations since Dutch colonial architecture was introduced. Here, too, you can choose from two of the newest and most approved modern interior arrangements. See the beautiful colonial entrance with its sidelights and fan over the door, hood and the brick porch. Then again, the colonial windows and green shutters are offset by pure white siding. Its brick fireplace chimney overlooks the wide, overhanging roof.

Details and features: Seven or eight rooms and one bath. Full-width shed dormer in front; front portico with gabled roof and wood columns. Two floor plans; fireplace in living room; French doors between living and dining rooms; semiopen stairs.

Years and catalog numbers: 1926 (P3237A, P3237B); 1928 (P3237A, P3237B); 1929 (P3288); 1932 (3288); 1933 (3288)

Price: \$2,227 to \$3,265

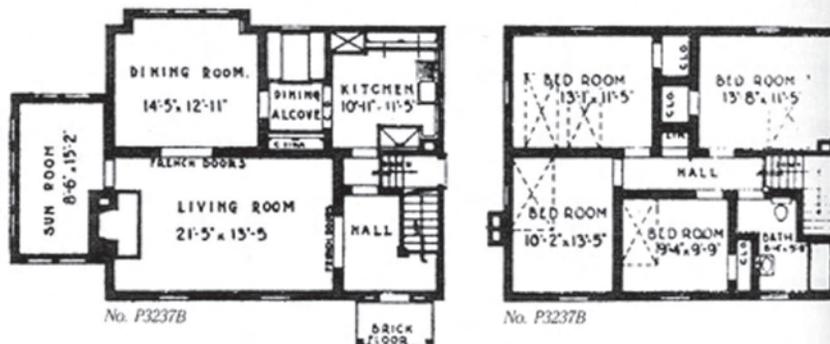


Figure 56. Sears Oak Park Model, 1928 (Stevenson and Jandl 1986:330).

- brick cladding rather than wood siding
- raised, brick foundation
- no sidelights
- boxed eaves rather than cornice returns

The only discernible exterior alterations to the original design are the storm windows and door. 208 Oakwood Avenue is an excellent, well-preserved example of a potential Oak Park model and of the many modest Dutch Colonial Revival-style dwellings constructed during the 1920s and 1930s.

209 Oakwood Avenue (116-5035-0010)

This dwelling closely resembles the Cambridge model, which was available in Sears mail-order catalogs in 1931. The Cambridge is the brick version of the Barrington model, which was available between 1926 and 1929 and ranged in price from

\$2,329 to \$2,606. 209 Oakwood Avenue is a very close match and displays few customizations and alterations (Figures 57–59).

The architectural characteristics of this dwelling that identify it as a possible Lexington model are:

- overall size and massing
- side-gable roof with steeply-pitched façade cross gable
- fenestration patterns, including quarreled casement windows on the facade cross gable
- segmental-arch entry and engaged dormer
- exterior-end chimney
- brick cladding

The differences between this dwelling and the catalog model are few. The side wing with balcony is not present on the catalog model but



Figure 57. 209 Oakwood Avenue, potential Sears Cambridge model of 1931.



FOR those who appreciate the value of economical design in a big, attractive house, the Barrington will have a strong appeal. Exterior features which dominate are the well balanced projection which forms the entrance, the attractive fireplace chimney, good window arrangement and exterior wall covering of shingles with a wide exposure.

A good color scheme is to use a light gray shingle stain for the side walls, with the window frames and outside trim members painted ivory, shutters and front door a light blue, with roof of variegated color shingles.

FIRST FLOOR

The Vestibule. From the open terrace, which has an attractive porch seat, you enter the vestibule.

The Living Room is 19 feet 3 inches by 33 feet 3 inches and contains a fireplace and high corner windows on each side. This room is well lighted by a large triple window in the front.



Honor Bill
The Barrington
 No. C1260 "Already Cut" and Fitted
 \$2,425.00

Very good wall space is provided along the two inside walls. The entrance to the stair hall from the living room is designed to have a plastered arched opening. A large, well lighted closet also opens off the hall at the bottom of the main stairs.

The Dining Room opens from the living room through a splendidly plastered arched opening and is 11 feet 5 inches by 13 feet 5 inches. It is well lighted by a medium window in the right side and a triple window at the rear.

The Kitchen arrangement is ideal and contains a convenient place for the range next to dining room wall, with kitchen cabinets, sink and work table along the outer wall. A built-in dining table occupies the space between the rear door and the breakfast alcove. The opening between kitchen and breakfast alcove is framed by a plastered arch. The rear door opens under a covered back porch which gives it the necessary protection. The space underneath the main stairs is used for grade and cellar stairs and on the platform is a convenient place for the refrigerator.

SECOND FLOOR

The Bedrooms. The second floor plan has three bedrooms, the one at the right front being planned for the Master's room. The left front room contains an entrance to the attic, which is floored over with rough boarding, providing a good storage space. Each bedroom is more than average size, and contains exceptionally large closets and either two or three windows, each room having cross ventilation.

The Bathroom, size 6 feet 2 inches by 9 feet 3 inches, is located directly over the kitchen which keeps plumbing installation out to a minimum. A door opens out of the bathroom onto a back porch, which is convenient for an airing porch. A medicine case equipped with a Venetian mirror is furnished.

The Basement is 7 feet from floor to joists, and contains plenty of space for laundry plans, fuel, laundry and storage.

Height of Ceilings. First floor, 8 feet 6 inches; second floor, 8 feet 6 inches. Height from attic floor up to ridge, 8 feet.

What Our Price Includes

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

- Lumber: Lath
- Roofing, Best Grade Clear Red Cedar Shingles
- Siding, Best Grade Extra Thick 2x4s, Clear Red Cedar Slatings
- Framing Lumber, No. 1 Quality Yellow Pine
- Flooring, 3/4" (1 1/2" Clear Oak, Living Room, Dining Room and Vestibule; 1/2" (3/4" Clear Maple, Kitchen, Living Alcove and Bathroom; 1" (1 1/2" Clear Yellow Pine, Balance of Rooms)
- Porch Flooring, Clear Edge Gumbo Fir
- Porch Ceiling, Clear Yellow Pine
- Finishing Lumber
- Hills Grade Millwork (see pages 18, 19, 20 and 21)
- Interior Doors, Two-Leaf Panel Doors of White Pine with Fir Panels
- Trim, Best Wood Mould, of Shoups' Grade Yellow Pine
- Windows of California Clear White Pine

Can be built on a lot 30 feet wide



- Medicine Case; Flower Box; Telephone Cabinet
 - Built-In Ironing Board; Kitchen Cabinet
 - Mantel, Bookcase Above Table and Seats
 - Colonial Shuttered Parch Seats
 - Faux Trough and Down Spout
 - Heavy Waterproof Building Paper; Sash
 - Weights; Coal Chutes
 - Necessaries Design Hardware (see page 103)
 - Paint for Three Coats Outside Trim
 - Stain for Shingles on Walls for One Day Coat
 - Shutters and Two Coats of Varnish for Entrance Doors and Trim
 - Wood Filler and Two Coats Varnish for Oak Floor
 - Two Coats Varnish for Maple and Yellow Pine Floors
- We guarantee enough material to build this house. Price does not include cement, brick or plaster.
- OPTIONS**
 Best Plaster and Plaster Finish, to take the place of wood lath, \$150.00 extra.
 Stone Doors and Windows, \$21.00 extra.
 Screen Doors and Windows, galvanized wire, \$51.00 extra.
 Oriental Slate Surface Shingles, in place of wood shingles for roof, \$100.00 extra.
 4-in. x 2-in. Oriented Asphalt Slate Surface Strip Shingles, 12" x 16" wide, guaranteed for 27 years, instead of wood shingles for roof, \$65.00 extra.
 Sash or Plywood Insulation for Outside Walls and Over Ceiling Joists \$120.00 extra.
- For prices of Plumbing, Heating, Wiring, Electric Fixtures and Shades, see pages 121 and 122. For Consumers, see pages 103 and 104. See description of "Honor Bill" Homes on pages 12, 13, 14 and 15.

For Our Easy Payment Plans See Pages 2 and 3—For Our Information Blanks See Pages 123 and 124

Figure 58. Sears Barrington model, first offered in 1926 (Sears Archives 2008).

Similar to: The Cambridge

Differences: Brick exterior; half-timbered and stucco gables; batten door with wrought iron hinges; diamond-paned casement windows

Year and catalog number: 1931 (3289)

Price: No price given

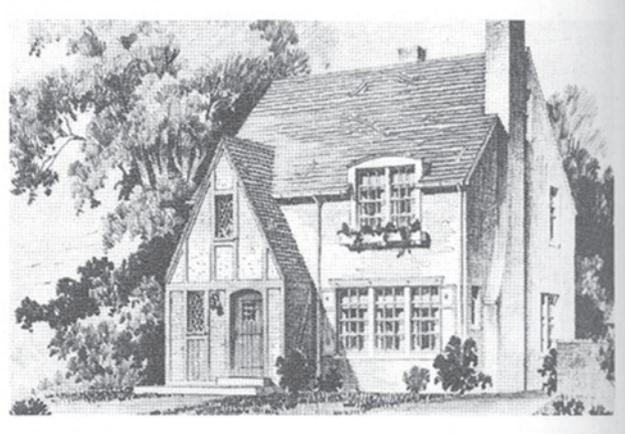


Figure 59. Sears Cambridge model, 1931 (Stevenson and Jandl 1986:154).

is a common feature to many Sears designs and is prevalent within Crescent Hills.

- no false half-timbering in gables
- reverse plan
- side wing with rooftop balcony

The only discernible exterior alterations to the original design are the storm windows and the aluminum siding on the wing. The original garage, which may also be a Sears model, still stands to the rear of the dwelling. 208 Oakwood Avenue is an excellent, well-preserved example of a potential Oak Park model and of the many modest Dutch Colonial Revival-style dwellings constructed during the 1920s and 1930s.

210 Oakwood Avenue (116-5035-0011)

This dwelling may be loosely based on the Maywood model, which was available in Sears mail-order catalogs in 1928 and 1929 and ranged in price from \$2,658 and \$2,914. This dwelling may have been constructed by a local builder using the Maywood model as a rough guide; or the dwelling may be a highly customized design that incorporates features from the Maywood model with a variety of other popular architectural trends. Although a number of strong characteristics differ between 210 Oakwood and the catalog model, the uniqueness of the form lends credence to the idea

that the Maywood model influenced the design of this dwelling (Figures 60 and 61).

The only major features that suggest Maywood influence are:

- overall shape and massing
- hipped roof and first-story roof overhang
- side wings topped with steep shed roofs and dormers
- central chimney

The major features that differ between this dwelling and the Maywood model are:

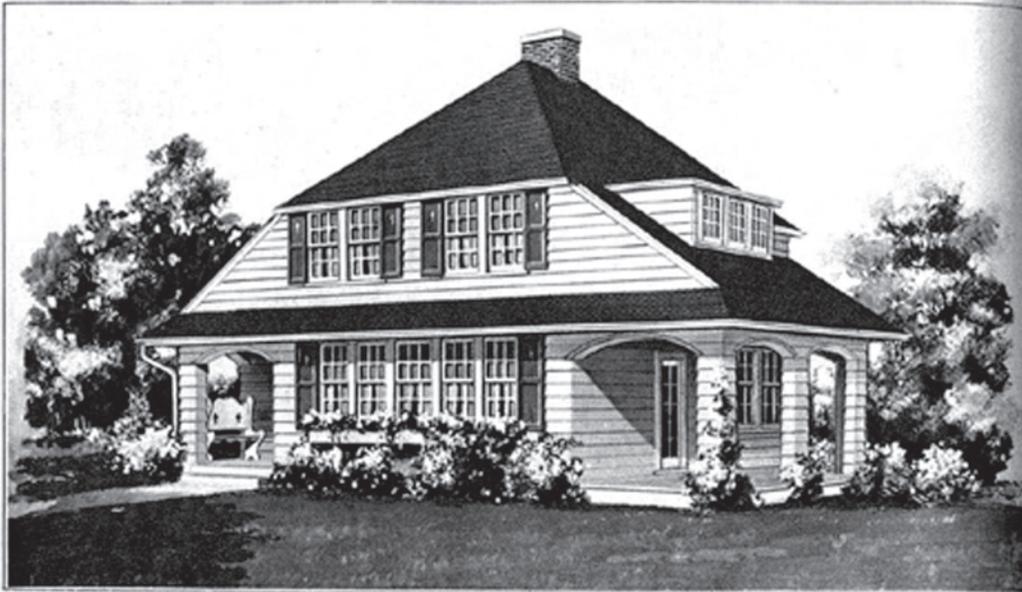
- brick cladding and false half-timbering rather than wood shingles
- center-bay entrance rather than side wing entrance
- fenestration patterns
- eyebrow dormer
- shallow slope of main roof
- style of side wings—i.e., columned carport and enclosed porch rather than arched open porches with shingled posts

Aside from the storm windows and storm door, there do not appear to be any major exterior alterations to the original design. Regardless of its Sears authenticity, the dwelling boasts a unique form that is adorned with a number of architectural features that are common to Crescent Hills,



Figure 60. 210 Oakwood Avenue, potential Sears Maywood model of 1928–1929.

SIX ROOMS, BATH AND PORCH



THE MAYWOOD two-story home bespeaks simplicity and worth. Designed after the finest in modern architecture, it makes an ideal home. Viewed from any angle its lovely proportion and balance is outstanding. Every line is expressive of quality, durability and good taste. The roof is of the cottage type, an effect produced by the projection across the middle and by the peak, attractively broken by the colonial white siding to the front and the white corner at the side of the upper floor, combined with green shutters, a clever color contrast is obtained. The inset front porch with artistic seat and large side porch, with cement floor and pillars, are features that surely please. The Maywood home is "Honor Bill" throughout and comes direct from factory-to-you. These are the reasons why you are able to save money.

FIRST FLOOR

The Vestibule. Having a large closet, the vestibule is most convenient for removing wraps upon entering. Ahead and to the left are the stairs to the second floor. At the right is the spacious living room.

The Living Room. The plaster arch forming the doorway to the friendly living room helps give a favorable impression. In the center of the rear wall is a colonial mantel and fireplace. The dimensions of the living room are 21 feet 2 inches by 12 feet 11 inches. Five windows compete nearby the whole front side. There are three doors in addition to the entrance, leading from the living room. A door to the kitchen, an outside door to the side porch, and French doors to the dining room.

The Dining Room. Nearly square in shape and of good size, 11 feet 5 inches by 12 feet 11 inches, this is an ideal dining room. It is planned to give out the greatest ease in serving. The French doors and three windows make it light and airy.

The Kitchen. Connected with the dining room by a swinging door. The kitchen is 9 feet 5 inches by 13 feet 11 inches. It has two cupboards, the one a complete cupboard, the other an upper cupboard under which is room for a refrigerator. There are two windows, one over the sink and the other in the rear wall. A door connects with the stairs to the basement and rear entry.

SECOND FLOOR

At the head of the stairway is a long hall which connects with three bedrooms, bathroom and linen closet.

The Bedrooms. Each of the two front bedrooms has five windows. The rear bedroom has three windows. You will find every bedroom light, airy and cheery, splendid for sleeping. Each bedroom has a clothes closet.

The Bathroom is conveniently located to the bedrooms. It has a built-in medicine cabinet and a window.

The Basement. Space for furnace, laundry and storage.

Height of Ceilings. First floor, 8 feet 6 inches from floor to ceiling. Second floor, 8 feet 6 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 six-room house, consisting of:

- Lumber: Lath;
- Roofing, Clear Red Cedar Shingles;
- Siding, Cypress Bevel;
- Framing Lumber, No. 1 Quality Yellow Pine;
- Flooring, Clear Yellow Pine;
- Porch Ceiling, Clear Yellow Pine;
- Finishing Lumber;
- High Grade Millwork (see pages 108 and 109);
- Interior Doors, White Pine, with two cross panels of fir;
- Trim, Beautiful Grade Yellow Pine;
- Windows of California Clear White Pine;
- Medicine Case; Kitchen Cabinets;
- Mantel Sash; Colonial Shutters;
- Eaves Trough and Down Spouts;
- 60-Lb. Building Paper; Sash Weights;
- Chicago Design Hardware (see page 120);
- Paint for Three Coats Outside Trim and Siding;
- Varnish and Shellac for Interior Doors and Trim.

We guarantee enough material to build this house. Price does not include cement, block or plaster. See description of "Honor Bill" Houses on pages 12 and 13.

OPTIONS

Sheet Plaster and Plaster Finish, in place of wood lath, \$158.00 extra. See page 140.

Storm Doors and Windows, \$128.00 extra.

Screen Doors and Windows, galvanized wire, \$84.00 extra.

Oriental Slate Surfaced Shingles, in place of wood shingles for roof, \$40.00 extra.

For prices of Plumbing, Heating, Wiring, Electric Fixtures and Shades, see pages 138 and 139.

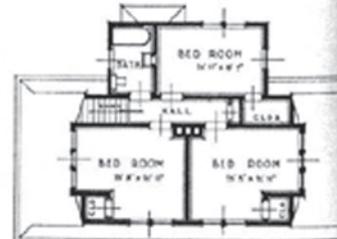
Honor Bill

The Maywood
No. C3246 "Already Cut" and Fitted
\$2,635⁰⁰

Can be built on a lot 50 feet wide



FIRST FLOOR PLAN



SECOND FLOOR PLAN

For Our Easy Payment Plan See Page 144

Figure 61. Sears Maywood model, 1928-1929 (Sears Archives 2008).

such as the columned carport, enclosed porch, brick cladding, tripartite windows, and crescent-moon shutters. 210 Oakwood stands in excellent, well-preserved condition. A contemporaneous, matching garage is also located to the rear of the dwelling.

211 Oakwood Avenue (116-5035-0012)

Although an excellent, well-preserved example of a 1930s Georgian Revival, this dwelling does not match any of the designs published in the Sears or Aladdin mail-order catalogs. While its form and many of its architectural features are common to Sears and Aladdin models, the dwelling is more representative of the myriad Georgian Revival-style dwellings constructed in expanding suburban neighborhoods during the early twentieth-century. Unlike the Sears Lexington model that was popular in Crescent Hills, 211 Oakwood Avenue boasts a more elaborate portico and entry surround, rectangular casement windows in the gable ends, and a one-and-one-half-story side wing with a steeply-pitched gable roof. Although customization was encouraged in selecting house designs from mail-order catalogs, the features of this dwelling that stray from the model plan are not strongly characteristic of features available from Sears. The gable-roof wing is highly unusual on models of this style, the portico and chimneys are more massive than those available for mail order, and the slate was not typically offered as a roofing material. Nonetheless, this dwelling reflects the design ethos and domestic reform of the era and is a complementary addition to the 1920s- and 1930s-era neighborhood (Figure 62).

101 Crescent Avenue (116-5035-0013)

This dwelling bears a fair resemblance to the Branford model, which was available in Sears mail-order catalogs in 1939 at a cost of \$2,010. Although seemingly influenced by the Sears model, the dwelling at 101 Crescent Avenue displays the common simplicity in design of the myriad

Cape Cod Revival-style dwellings constructed in expanding suburban developments during the 1940s and 1950s (Figures 63 and 64).

The architectural characteristics of this dwelling that identify it as a possible Branford model are:

- overall size and massing
- symmetrical, three-bay façade
- steeply-pitched, side-gable roof
- two gable-roof dormers
- fenestration patterns
- shutters
- exterior end chimney
- gable-roof side wing on right

The differences between this dwelling and the catalog model are few and likely reflect the personal needs of the homeowners. The gabled entry, although not on the catalog model, is a popular feature in the Crescent Hills neighborhood.

- projecting, gabled entrance with door surround
- two-bay wing instead of one-bay wing
- no attached garage and breezeway on left

The exterior alterations to the original design are few and consist of the vinyl siding, shutters, and storm windows. Otherwise the dwelling is in excellent condition and stands fairly well preserved.

102 Crescent Avenue (116-5035-0014)

This dwelling is a fairly good match to the Rochelle model, which was available in Sears mail-order catalogs from 1929 through 1933 and was priced at \$972. The plan and design of the dwelling was somewhat customized, and there have been alterations to the building since its original construction. It is worth noting that this Rochelle model is strikingly similar to the examples at 104 Oakwood Avenue, 104 Prince George Avenue, 109 Prince George Avenue, and 2705 City Point Road. The five dwellings boast nearly all the same

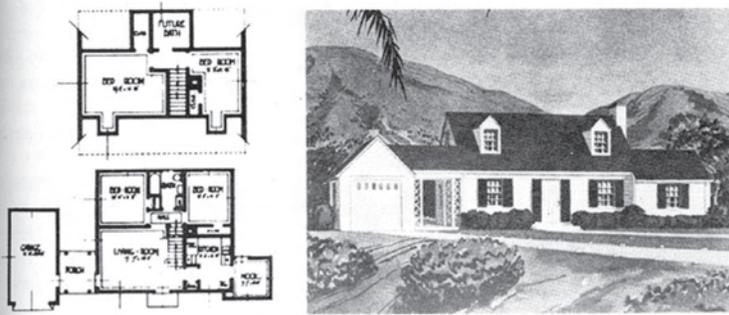


Figure 62. 211 Oakwood Avenue, an excellent example of the many Georgian Revival dwellings built during the early twentieth century.



Figure 63. 101 Crescent Avenue, potential Sears Branford model of 1939.

THE BRANFORD



A gracious, seven-room house with a thought to the future—you may add a second-floor bath whenever you feel you can afford it. The porch off this living room serves as a shelter for you to reach the garage in bad weather. (It's an efficient, time-saving idea to connect the garage to the house. You'll appreciate it.) The elongated plan balances itself on the opposite side by an extended, very compact kitchen.

Details and features: Seven rooms and one or two baths. Detached garage connected by breezeway; two gabled dormers. Six-panel front door with shutters; semiopen stairs.

Year and catalog number: 1939 (13712)

Price: \$2,010

Figure 64. Sears Branford Model, 1939 (Stevenson and Jandl 1986:151).

casement windows, were common to other Sears models available at the time. The differing architectural characteristics are:

- slope of the façade gables, most notably that the slopes of the projecting entry gable are symmetrical, whereas they are of varying lengths in the catalog model
- reverse plan
- paired and tripartite façade windows without shutters

“customizations,” suggesting either that four homeowners mimicked the other’s design choices or that the Rochelle model evolved over time and that the details found on the Crescent Hills examples are common to an early or later iteration of the design than the 1931 design found in publication (Figure 65; see Figure 44).

The architectural characteristics of this dwelling that identify it as a possible Rochelle model are:

- overall shape and massing
- arrangement of steeply-pitched, Tudor-style gables
- arched entry bay
- glazing patterns of the windows

Several architectural characteristics differ from the catalog model, suggesting either customization by the homeowner or adaptation to local materials and conditions, such as the brick cladding and raised foundation. Many features that appear to be customizations, such as the small

- addition of the small casement windows flanking the main door
- use of an end chimney rather than a central interior chimney
- paneled, multi-light door rather than the batten door with strap-hinges
- brick cladding rather than wood shingles
- raised, brick foundation
- dormer
- side wing on right

An interior survey of 102 Crescent Avenue revealed a number of interesting features that further support the Sears house authenticity. Unfortunately, the original floor plan for the Rochelle model was not available for comparison, so the layout of 102 Crescent Avenue does not offer any supporting evidence. However, documented within the interior architectural features are arched doorways, glass doorknobs, window and door moldings, built-in kitchen cabinets, oak flooring, fireplace, radiators, and ceramic bathroom tile (Figures 66–71).



Figure 65. 102 Crescent Avenue, potential Sears Rochelle model of 1929–1933.



*Figure 66. Glass doorknobs,
102 Crescent Avenue.*



Figure 67. Interior molding, 102 Crescent Avenue.



Figure 68. Built-in kitchen cabinets, 102 Crescent Avenue.



Figure 69. Built-in kitchen cabinets, 102 Crescent Avenue.

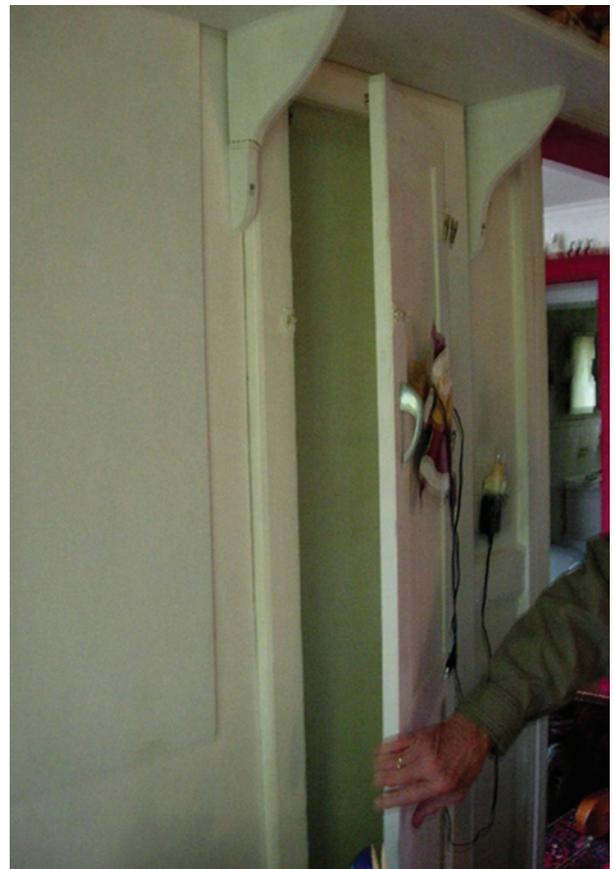


Figure 70. Built-in kitchen cabinets, 102 Crescent Avenue.



Figure 71. Ceramic bathroom tile and radiator, 102 Crescent Avenue.

A few alterations from the original design are visible on the exterior, including the aluminum storm windows and door, the awnings, and the enclosure of the side porch. Nonetheless, 102 Crescent Avenue is an excellent, very well-preserved example of a modest, Tudor Revival-style dwelling prevalent in the 1920s and 1930s, and it exemplifies the larger, national movement toward quaint, traditionally-inspired, cottage-style dwellings and the evolved domestic sphere.

104 Crescent Avenue (116-5035-0015)

This dwelling is a very close match to the Belmont model, which was available in Sears mail-order catalogs in 1932 and 1933 and was priced at

\$2,600. The Belmont is a brick version of the Lynnhaven, which was also introduced in 1932 and remained available until 1937. There appear to be few, if any, exterior customizations or alterations to the original Belmont design. 104 Crescent Avenue is an excellent, well-preserved example of a potential Belmont model and of the numerous, modest, Tudor Revival-style dwellings prevalent in the 1920s and 1930s (Figures 72 and 73).

The following architectural features characterize this model:

- the overall shape and massing
- steeply pitched cross-gables
- brick veneer
- recessed, ogee-arch entry, with paneled reveals
- small casement windows flanking entry
- cornice returns
- fenestration and glazing patterns, particularly the tripartite sash windows
- exterior end chimney on left
- flared eaves

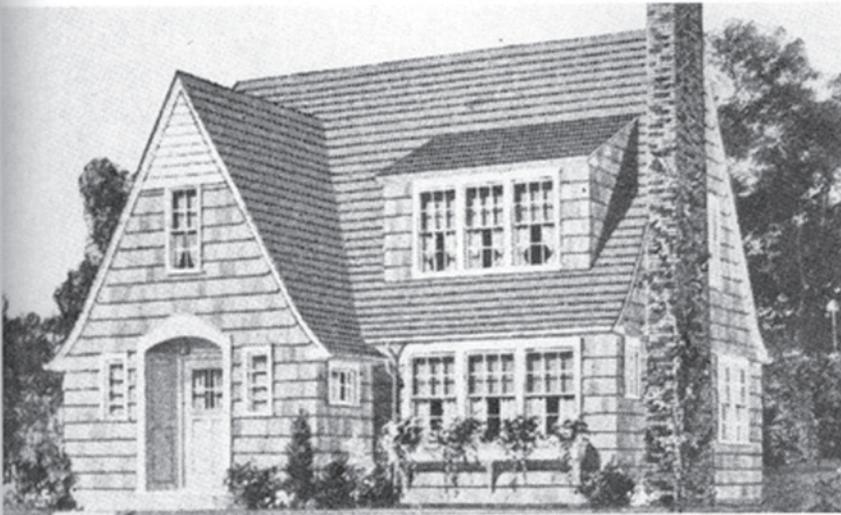
105 Crescent Avenue (116-5035-0016)

Although this dwelling could not be matched with any model found in the Sears or Aladdin catalogs, the overall design is suggestive of mail-order house types. Additionally, 105 Crescent Avenue closely resembles the dwellings at 205 Prince George Avenue, 210 Prince George Avenue, and 2803 City Point Road. All four dwellings convey the same modest Georgian Revival style that was popular in mail-order catalogs, and the details, particularly the door surrounds, suggest mass-produced pre-fabrication. It is possible that these dwellings were constructed by a local builder with the architectural ornament ordered either from catalogs or local suppliers or that they represent mail-order house models from one of the other myriad catalog companies in business during the early twentieth century. A contemporaneous garage is also located to the rear of the dwelling (Figure 74)



Figure 72. 104 Crescent Avenue., potential Sears Belmont model of 1932–1933

THE LYNNHAVEN



English influence is seen in this cheerful, well-proportioned residence with deep-set door and flower boxes. Fitted within the steep front gable are a vestibule, closet, lavatory and upstairs bath. Cross ventilation throughout. The china closet in the breakfast room simplifies entertaining and saves steps.

.....
 Details and features: Six rooms and one and a half baths. Shed dormer on front; front door recessed behind arch. Breakfast alcove off kitchen; semiopen stairs.

Years and catalog numbers: 1932 (3309); 1933 (3309); 1934 (3309); 1935 (3309); 1937 (3309)

Price: \$2,227 to \$2,393

Location: Waukesha, Wis.

.....
 Similar to: The Belmont

Differences: Brick exterior; floor plan reversed

Years and catalog numbers: 1932 (3345); 1933 (3345)

Price: \$2,600



The Belmont



Figure 73. Sears Belmont (1932–1933) and Lynnhaven (1932–1937) models (Stevenson and Jandl 1986:161).

Both dwellings feature these architectural characteristics:

- two-story, two-bay, side-gable massing
- left- or right-bay entrance
- classically-inspired, applied, wood door surround or portico
- exterior end chimney on opposite side from door
- gable peak fanlights
- sash windows
- shed-roof wing on same side as chimney
- louvered window shutters

106 Crescent Avenue (116-5035-0017)

This dwelling could not be closely matched with any of the Sears or Aladdin models. However, it shares some similarity with both the Ashland and Newbury models found in the Sears mail-order catalogs. The Ashland was available in catalogs

in 1927 and 1928 and ranged in price from \$2,847 to \$2,998. The Newbury was available from 1934 through 1939 and ranged in price from \$1,791 to \$2,042. Sanborn Fire Insurance Maps of Crescent Hills indicate 106 Crescent Avenue was likely constructed between 1927 and 1930. Therefore, assuming these dates are correct, the dwelling could have been influenced by the Ashland design but not the Newbury. The main difference between the dwelling at 106 Crescent Avenue and the Ashland model is the size. The Ashland is more compact and has a left-bay entrance. 106 Crescent Avenue is a wider building with a central entrance. It is reasonable to suggest that the homeowners needed more space than offered by the catalog plan. The size of the dwelling is also the primary characteristic that draws attention to the Newbury model. The Newbury boasts the same three-bay, symmetrical façade with center-bay entrance. Moreover, the entrance is flanked by half sidelights and single



Figure 74. 105 Crescent Avenue, showing characteristics generally suggestive of mail-order house types and very similar to dwellings at 205 and 210 Prince George Avenue, and 2803 City Point Road, all possibly built from the same set of plans.



Figure 75. 106 Crescent Avenue, potential Sears Ashland (1927–1928) or Newbury (1934–1939) model.

sash windows that match those of the Newbury design. These features, however, may only suggest the desire for customization and could have been drawn from a number of Sears house plans of the time period. Therefore, evidence more strongly points toward influence of the Ashland model (Figures 75–77).

The similarities, although seemingly few, are significant, particularly the landscaping details. Architectural characteristics that identify this dwelling as a possible Ashland model are:

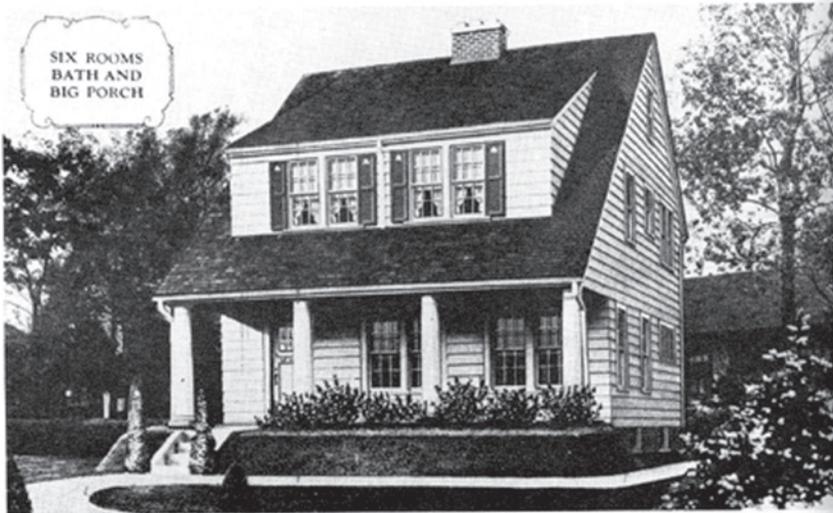
- height and roof shape, particularly the roof slope
- shed-roof dormer
- style, shape, and arrangement of the four oversized columns
- glazing pattern of the windows
- terraced lawn with concrete steps to the front porch

Characteristics that differ from the Ashland model are:

- overall size of the building
- fenestration pattern—single sash windows instead of paired
- exterior end instead of central chimney
- sidelights around entrance
- broad eaves
- size of dormer

The vinyl siding and windows are the only visible exterior alterations to the original design. While the Ashland status cannot be rigidly confirmed, 106 Crescent Avenue is a very well preserved example of a modest, 1920s-era, Colonial Revival-style dwelling. The uniqueness of the oversized columns and terraced lawn set this dwelling apart within the neighborhood. A possibly contemporaneous garage is located to the rear of the dwelling.

THE ASHLAND



The Ashland, a two-story home of Dutch colonial adaptation, is one of our most distinctive designs. It is the kind of a home that is always popular, has the most livable space for its size, is economical to erect and maintain, because it is square, and has a ready and profitable resale value. Typical of Dutch colonial architecture are the beautiful downward sweep of the roof, the dormer windows with their green shutters, the sheltered porch and snow-white columns, terraced front lawn, etc. Each architectural feature has its own historical or modernized background, even to the wood shingled roof, red brick chimney, cypress siding and divided light windows.

Details and features: Six rooms and one bath. Full-width front porch; shed dormer. Fireplace with built-in bookcase in living room; semiopen stairs.

Years and catalog numbers: 1927 (C5253); 1928 (C5253)

Price: \$2,847
to \$2,998

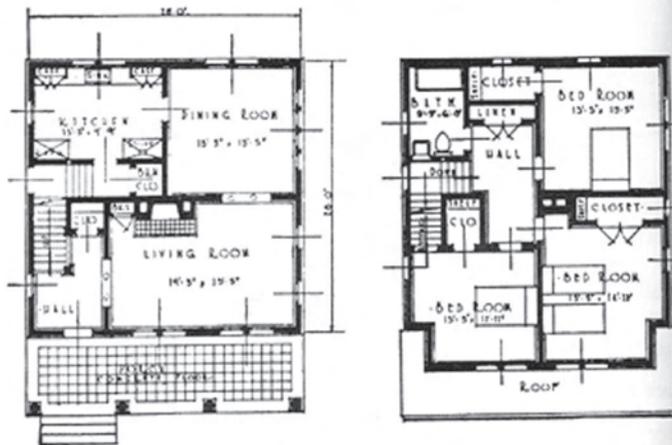
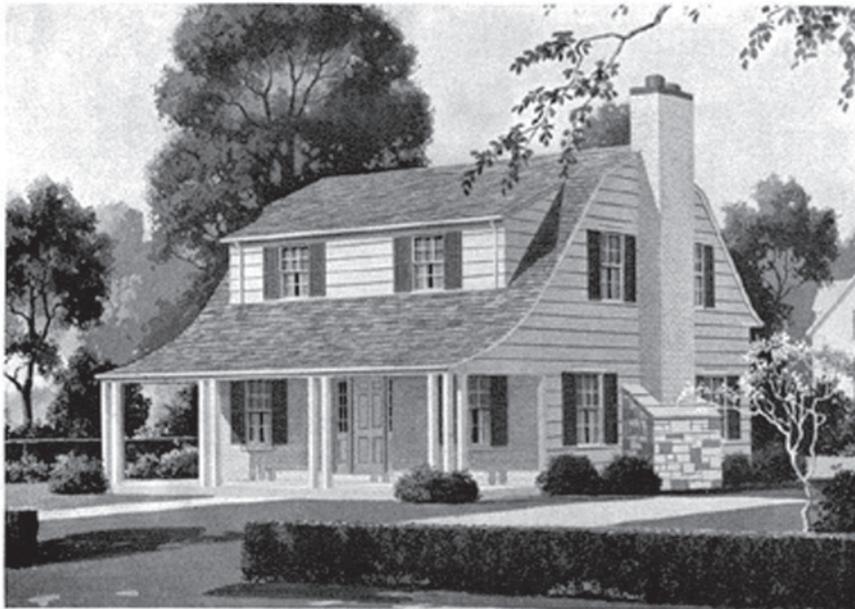


Figure 76. Sears Ashland Model, 1927–1928 (Stevenson and Jandl 1986:140).

THE NEWBURY ▲ ▲

▲ SIX ROOMS, BATH AND LARGE PORCH



MODERN HOME No. 3397

ALREADY CUT AND FITTED . . . PRICE \$1953⁰⁰

DIGNIFIED in every line and proportion, this aristocratic member of the Colonial period has many prototypes in all parts of the United States. Some of the original homes built by early settlers along the Atlantic seaboard, have stood and served as lovely homes for more than a century—testifying to the permanence of design and good construction.

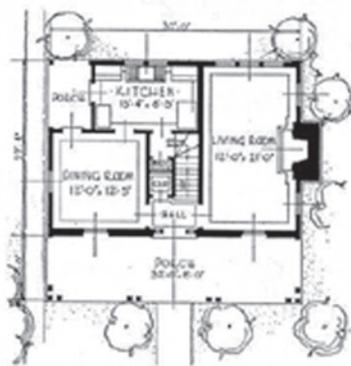
Inviting indeed, is the large front porch inset under the graceful sweep of the main roof. Well proportioned square columns tie it in as a part of the main structure. Screened in summer, it forms a most popular place.

The dormer shown on the front perspective is repeated on the rear and helps to break up the otherwise large roof areas. The stone base of the chimney is an unusual and interesting detail. The front wall under the porch roof is planned to be covered with brick, while the balance of the walls are of wide bevel siding which we suggest painting white or cream.



SECOND FLOOR PLAN

If second bathroom is needed, it will work out nicely in alcove and closet space.



FIRST FLOOR PLAN

► Page 28 ◀ 642

THE FLOOR PLANS

One each side of the six panel Colonial front, glazed sidelights furnish brightness and necessary light to the central hall where you also have a convenient closet for wraps. Every home builder will enjoy planning and furnishing the large living room with open fireplace. The rear porch is accessible from both dining room and kitchen and gives the necessary protection. The kitchen is a real efficient work center with good light and wall space for all necessary equipment. Cellar stairs and broom closet are located under the main stairs.

The wide enclosed stairway leads to upstairs hall which connects the three bedrooms and bath. The Master bedroom is above the average size with dressing alcove, two closets and three exposures. No waste space in this home. Every foot is used to the best advantage. The location of the bath enables all plumbing fixtures to "plumb in" in one stack.

The plan is 32 ft. wide and 30 ft. 4 in. deep and will look attractive on a lot 50 feet wide.

Modern Homes Division

Figure 77. Sears Newbury model, 1934–1939 (Sears Archives 2008).

108 Crescent Avenue (116-5035-0018)

This dwelling could not be matched with any of the Sears catalog models. A close inspection of the chimney, however, revealed the potential for an Aladdin model. The battered chimney, which is narrow at the top and wider at the bottom, is a common feature on Aladdin designs and does not appear on any Sears models. Perusal of available Aladdin catalogs did not reveal a close match, but there exists similarities between the details on 108 Crescent Avenue and many of the Tudor Revival examples. The most notable similarities can be found between this dwelling and the Stratford model, which was available during the 1930s, at which time 108 Crescent Avenue was constructed. The comprehensive design seems to differ greatly from the Crescent Hills example, but a number of features hint at potential influence (Figures 78 and 79).

The architectural characteristics that suggest potential Stratford influence are:

- one-and-one-half-story massing
- cross-gable roof

- slope of the façade gable—longer on one side and shorter on the other
- placement and style of the chimney—particularly the battered shape and small step
- arched entrance
- front steps with wrought-iron railings

The notable differences between the two designs are:

- larger size
- end gables are not clipped
- brick veneer instead of wood shingles
- fenestration pattern
- the long slope of the façade gable is not flared

There are also a number of alterations that may have caused further disparities between the two designs. The following features appear to be exterior alterations:

- metal casement windows likely replaced wood sash windows
- addition of aluminum storm door
- addition of side wing



Figure 78. 108 Crescent Avenue, showing battered chimney (tapering from bottom to top), which was common on Aladdin designs but absent from Sears models.



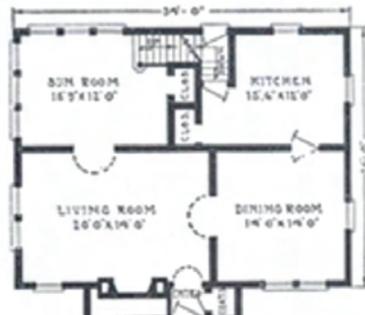
THE STRATFORD — Enduring Beauty — \$1397 And We Pay The Freight

Modern architecture combined with skillful interior design distinguishes the Stratford—an immensely popular Aladdin home offered in two different sizes and plan arrangements. The Stratford is substantial—a lifetime home. Many distinctive touches lift the Stratford out of the ordinary. The snubbed gables—the shutters on the front windows—the gable roofed projection at the front providing for the entry and coat closet—the massive, circle top front door with heavy, ornamental hinges and Colonial style cylinder lock set—these are only a few of the many features that will appeal to you in this home. It is a home that will attract attention and cause favorable comment in any locality. At the prices quoted, siding is furnished for the outside walls. However, if wall sheathing is purchased with the home as quoted separately below, Cedar shingles as shown in the illustration can be furnished for the outside walls at no difference in price. The iron railing on the front terrace is included. Curved, plastered arches are suggested for the openings between the living rooms, dining rooms and entries and for the opening between the living room and sun room of the

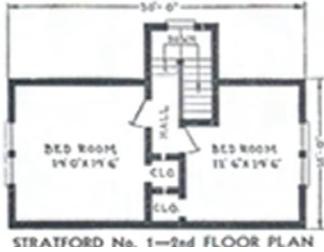
Number 2 plan but square, cased arches can be furnished if desired at no difference in price. With the Stratford home you receive 6" x 8" built-up center girders, 2" x 8" first and second floor joists on 16-inch centers and 2" x 6" rafters on 16-inch centers. Ceiling height 8'6" first floor, 8' second floor sloping to a minimum of 6' at front and rear. The roof has one-half pitch. Asphalt strip shingles are furnished for the roof covering. See complete specifications on Page 7.



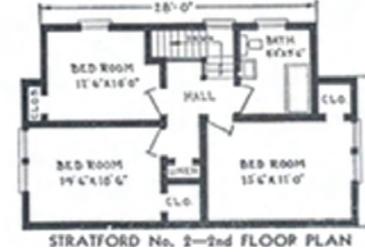
STRATFORD No. 1—1st FLOOR PLAN



STRATFORD No. 2—1st FLOOR PLAN



STRATFORD No. 1—2nd FLOOR PLAN



STRATFORD No. 2—2nd FLOOR PLAN

THE STRATFORD Freight Paid Prices	
Plan No. 1.....	\$1397
Plan No. 2.....	1657
Sub-Flooring, Wall Sheathing and Building Paper—	
No. 1 Plan.....	189
No. 2 Plan.....	209
Wood Lath—	
No. 1 Plan.....	98
No. 2 Plan.....	116
Asphalt Strip Shingles—Included in Price of Both Plans.	

Figure 79. Aladdin Stratford model, 1930s (Aladdin Archives 2008).

- a ghost outline around the main entrance indicates that a door surround was once present; it is unknown whether or not this door surround was original or a later addition

Although there is no positive identification that 108 Crescent Avenue is indeed a mail-order home, there are a number of features—primarily the chimney, arched entrance, and cross-gables—that strongly suggests influence of catalog designs. Additionally, despite the alterations, this dwelling is an excellent example of the Tudor Revival style, which was prevalent in the 1920s and 1930s and exemplified the larger, national movement toward quaint, traditionally-inspired, cottage-style dwellings and the evolved domestic sphere. A contemporaneous, matching garage is also located to the rear of the dwelling.

200 Crescent Avenue (116-5035-0019)

This interesting dwelling appears to draw influence from a number of mail-order designs but could not closely be matched with any one model. The overall size and massing of the building seems to correlate with the Sears Belmont model, as can be seen in the one-and-one-half-story, cross-gable design and shed-roof dormer. The tripartite sash windows and small casement windows on the first-story façade and the exterior-end chimney also match those of the Belmont model. The steep pitch of the façade gable, arched door, and rusticated masonry quoins more closely resembles those details found on such Sears models as the Hillsboro. Aside from those few details, there are no other strong similarities between 200 Crescent Avenue and the Hillsboro design. The style of the shed-roof dormer, which passes through the façade gable, somewhat matches the that of the Aladdin Yorkshire model. The Yorkshire also boasts a small side wing, as does 200 Crescent Avenue. Further muddying the waters is the date of construction. Sanborn Fire Insurance Maps of Crescent Hills indicate this dwelling was constructed between 1927 and 1930. Only the Yorkshire model ap-

pears to have been available at this time, seemingly making it impossible for 200 Crescent Avenue to be influenced by either of the Sears models. There is a strong likelihood that this dwelling merely demonstrates a compilation of popular 1920s-era Tudor Revival details that coincidentally correlate with those offered by the catalog companies of the time period. Regardless of its mail-order status, 200 Crescent Avenue is an excellent, well-preserved example of the Tudor Revival style that has undergone few noticeable exterior alterations. Only the aluminum storm windows and small rear addition are recognizable alterations to the original design. A contemporaneous, matching garage is also located to the rear of the dwelling (Figures 80-82; see Figure 73).

201 Crescent Avenue (116-5035-0020)

This dwelling bears a fair resemblance to the Lexington model, which was a popular choice within Crescent Hills. The model was available from 1921 through 1933 and ranged in price from \$2,958 to \$4,365. The design of the Lexington model evolved throughout the thirteen years of its availability. The example at 201 Crescent Avenue more closely resembles the model as it was offered in 1926, which featured a nine-room plan, but still displays a number of customizations that diverge from the catalog design (Figure 83; see Figure 50).

The architectural characteristics of this dwelling that identify it as a possible Lexington model are:

- two-story, side-gable massing
- symmetrical, three-bay façade
- half sidelights flanking entrance
- exterior-end chimneys
- side wings, one of which boasts a rooftop balcony
- cornice returns and broad eaves
- presence of entry portico
- window shutters



Figure 80. 200 Crescent Avenue, showing characteristics of Sears Belmont (1932–1933) and Hillsboro (1932–1937) models and Aladdin Yorkshire (1920s) model.

THE HILLSBORO

The exterior walls of this most attractive home are planned to be finished with old English or tavern face brick. We suggest colors ranging from light reds and browns to dark blues and a few blacks. Lots of color and a little careless touch to the stonework, shutters and wrought iron rail will give the right feeling. Warm shades of cream and brown in the stone will be helpful.

.....

Details and features: Six rooms and one and a half baths. Brick and stone exterior; attached garage; front terrace; arched front door with strap hinges. Fireplace flanked by built-in window seats in living room; semiopen stairs.

Years and catalog numbers: 1932 (3308); 1933 (3308); 1934 (3308); 1935 (3308); 1937 (3308)

Price: \$2,215 to \$2,803

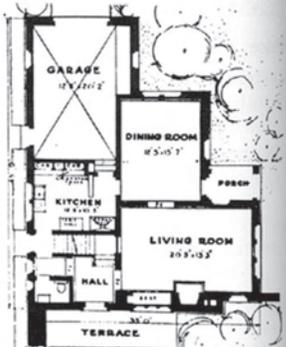



Figure 81. Sears Hillsboro model, 1932–1937 (Stevenson and Jandl 1986:160).

The Yorkshire :: Priced Including Heating, Lighting, Plumbing



THE Yorkshire is a splendidly proportioned house, worthy of the admiration of the most critical judges. The modern architectural theme found in the high English gable, sweeping roof lines, attractive shutters, and other predominating features, lend a wealth of beauty and grace to this distinctive home. An outstanding feature of the Yorkshire is the large sunroom off the living-room, affording the joys of summer light and air, the whole year 'round. The living-room, sunroom and dining-room entrance-ways are of the popular curved, plastered arch type. The bath-room on the second floor presents an interesting picture of modern design and appointments. A curved, plastered arch separates the built-in bath tub from the bathroom itself and another arch of the same kind opens to the toilet. Three large, well-lighted bed-rooms complete the upstairs, with lots of closet space and a window in the front closet. See price list enclosed.

What You Get

Readi-cut materials for "The Yorkshire" Home (see pages 8 and 9).
 In addition, the following equipment as shown on pages 6 and 7.
 Grecian bath-room set.
 White enameled bath wall fixtures.
 Inset bath wall cabinet.
 Aladdin Pipe Furnace.
 "De Luxe" Lighting Fixtures.
 Built-in kitchen cabinet, two sections.
 Kitchen Sink No. Three.
 Freight is paid to your station. Write for Detailed Specifications. Any of the above items will be omitted, if desired, and deduction from the price will be made. We will also make deduction for omitting wall sheathing, or sub-flooring or building paper. If interested in steam or hot water heating instead of a pipe furnace, we will furnish prices.

First Floor Plan—The Yorkshire—Second Floor Plan

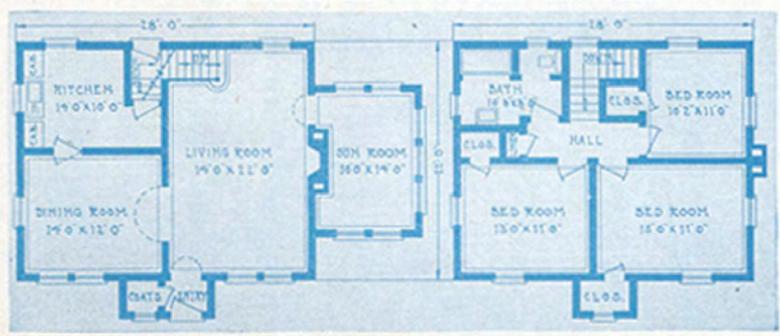


Figure 82. Aladdin Yorkshire model, 1920s (Aladdin Archives 2008).



Figure 83. 201 Crescent Avenue, potential Sears Lexington model of 1926.

The differences between this dwelling and the catalog model are few.

- brick cladding rather than wood siding (again, the brick cladding is a common feature within the neighborhood)
- glazing pattern of the windows—six-over-one rather than ten-over-one
- rooftop dormers
- style of entry portico—i.e., square columns and hipped roof
- lack of rooftop balcony on left side wing (may have been removed)

Aside from the potential removal of the second balcony (it is unclear whether the dwelling originally had the balcony atop the left wing), there are no visible exterior alterations. 201 Crescent Avenue is an excellent, well-preserved example of a potential Lexington model and of the many Georgian Revival dwellings constructed during

the 1920s that meld modern domestic ideals with historic building trends.

202 Crescent Avenue (116-5035-0021)

This dwelling can be closely matched to the Colchester model, which was available in Sears mail-order catalogs in 1932 and 1933 and ranged in price from \$1,988 to \$2,256. The Colchester model is the brick and stone version of the Lewiston model, which was available from 1929 through 1939. The example at 202 Crescent Avenue is almost spot-on, with the exception of a few minor customizations (Figures 84 and 85).

The architectural characteristics of this dwelling that identify it as a possible Colchester model are:

- overall size and massing
- arrangement and pitch of the gables, specifically the location of the façade gable and the staggered gables on the right side



Figure 84. 202 Crescent Avenue, potential Sears Colchester model of 1932–1933.

THE LEWISTON



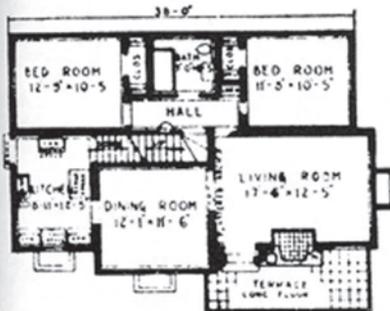
A home of such outstanding beauty as the Lewiston is a source of pride to the entire family. The first floor forms a complete five-room home, while upstairs two good bedrooms and four closets may be finished whenever desired. Quiet sleeping quarters in back, with cross ventilation, bath, three closets, phone nook and closed stair. Compact kitchen, well equipped and sunny.

Details and features: Five or seven rooms and one bath. Brick chimney in front; crescent window in front gable; round-arched front door. Optional second floor; fireplace in living room; arched opening between dining and living rooms; telephone nook in hall.

Years and catalog numbers: 1929 (P3287); 1932 (3287, 3287A); 1933 (3287, 3287A); 1934 (3287-5, 3287-7); 1935 (3287-5, 3287-7); 1937 (3287, 3287A); 1939 (3287, 3287A)

Price: \$1,527 to \$2,037

Location: Farmington, Mich.



The Colchester

Similar to: The Colchester

Difference: Brick and stone exterior

Years and catalog numbers: 1932 (3292); 1933 (3292, 3292A)

Price: \$1,988 to \$2,256



Figure 85. Sears Lewiston model (1929–1939) and brick/stone Colchester variation (1932–1933) (Stevenson and Jandl 1986:101).

- style and location of the entrance—arched and located between gable and chimney
- shed-roof door hood
- style and location of chimney—stepped and located on façade
- fenestration patterns—particularly the paired quarreled windows on the right, the tripartite sash and round-arch windows on the façade gable, and the single sash window on the left
- small cornice returns on gable ends

The few differences between this dwelling and the catalog model are:

- the lack of rusticated stonework on chimney and wall junctions
- the stucco and false half-timbering on the façade gable

Aside from the addition of aluminum storm sashes, there are no noticeable exterior alterations to the original design of this dwelling. 202 Crescent Avenue is an excellent, well-preserved example of a potential Colchester model and of the numerous modest Tudor Revival dwellings constructed in expanding suburban developments during the 1920s and 1930s.

101 Prince George Avenue (116-5035-0022)

This dwelling could not be closely matched with any model in the Sears or Aladdin catalogs. However, it may be loosely based on the Davenport model, which was available in Sears mail-order catalogs in 1931. The argument is not strong, as the only major similarities are the overall shape and massing, the hipped roof, and the two-bay façade. Having a simple and popular design, 101 Prince George Avenue could have been influenced by any number of sources. The lack of a porch seems peculiar and may be the indicating factor that this is not a true Davenport; the weathered concrete steps and wrought-iron railings suggest that there never was a porch. Major exterior alterations, including the vinyl siding, vinyl windows, and modern door, make it

even more difficult to assess this dwelling's origins (Figures 86 and 87).

102 Prince George Avenue (116-5035-0023)

This dwelling is a very close match to the Maplewood model, which was available in Sears mail-order catalogs in 1932 and 1933. Aside from a reverse floor plan and the addition of a side wing, 102 Prince George Avenue is an almost spot-on match. Although the design of the front doors are slightly different—the catalog model shows three horizontal strap-hinges and the Crescent Hills example boasts an arched strap-hinge at the top—the door featured on 102 Prince George Avenue was individually sold in Sears catalogs and was a popular customization among homeowners. The raised foundation of the dwelling indicates a local adaptation and is common in Crescent Hills (Figures 88 and 89).

The architectural characteristics of this dwelling that identify it as a possible Maplewood model are:

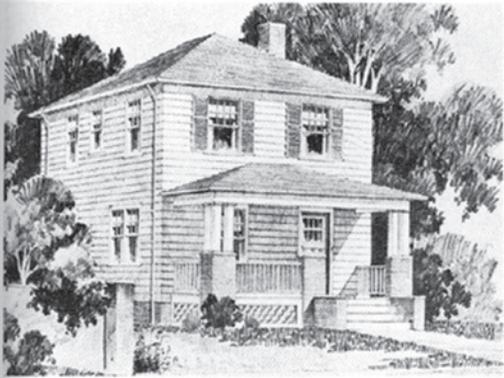
- overall size and massing
- arrangement and pitch of gables
- slope of façade gable—shorter on one side and longer and curved on the other
- arched entryway
- light fixture over entrance
- style and location of chimney—stepped and located along the curving slope of the façade gable
- fenestration and glazing patterns
- window shutters

The addition of the aluminum siding and possibly the enclosure of the side wing, which may have at one time been an open porch), are the only visible exterior alterations to the original design. 102 Prince George Avenue is an excellent, well-preserved example of a potential Maplewood model and of the numerous quaint Tudor Revival “cottages” that proliferated suburban developments in the 1920s and 1930s. A contemporane-



Figure 86. 101 Prince George Avenue, showing some similarities to the Sears Davenport model of 1931.

THE DAVENPORT



Designed for a narrow city lot, this comfortable two-story home offers many possibilities for the home owner who needs lots of room at low cost. Wide siding, which we suggest painting white or ivory, window shutters and also a comfortable front porch are a few of the noteworthy details of the exterior.

.....

Details and features: Six rooms and one bath. Full-width front porch with hipped roof supported by brick and wood piers; shutters on front windows on second floor; glazed front door. Arched opening between living and dining rooms; open stairs.

Year and catalog number: 1931 (3346)

Price: No price given

Figure 87. Sears Davenport Model, 1931 (Stevenson and Jandl 1986:295).



Figure 88. 102 Prince George Avenue, potential Sears Mapewood model of 1932–1933.



The MAPLEWOOD Six Rooms and Bath

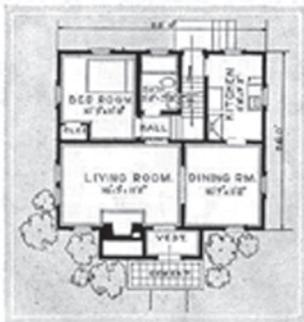
No. 3302—Honor Bill Home. Already Cut and Fitted
 Monthly Payments as Low as \$35 to \$45

THE MAPLEWOOD is a story and a half English type in which the front gable projection and fireplace chimney form an important part. The exterior walls are planned to be covered with gray prestained wood shingles laid with a wide exposure to form a pleasing background for the dark colored shutters, roof and chimney. A batten type front door with ornamental iron strap hinges and English lantern above add considerable to the front elevation. The gable projection at the front forms the necessary protection for the front entrance and contains the vestibule. The opening from the vestibule to the living room is planned for a

plastered arch in harmony with the openings between the living room and dining room and hall. This room is 16 ft. 3 in. wide by 11 ft. 2 in. deep—contains attractive fireplace, good wall space and three large windows. The rest of the front of the first floor is devoted to dining room, size 10 ft. 7 in. by 11 ft. 2 in.

A good size bedroom, bath and kitchen complete the first floor plan.

Two Large Bedrooms each with good closets open off the upstairs hall. A complete description of the guaranteed specifications for this home, together with a copy of the original 1/8 inch architectural drawings and complete delivered price on all materials will be sent on request. Requires a 35-ft. lot.



FIRST FLOOR



SECOND FLOOR

Page 26

SEARS, ROEBUCK and CO.

Figure 89. Sears Maplewood Model, 1932–1933 (Sears Archives 2008).



Figure 90. 104 Prince George Avenue, potential Sears Rochelle model of 1929–1933.

ous, matching garage, which may also be a Sears model, is located to the rear of the dwelling.

104 Prince George Avenue (116-5035-0024)

This dwelling is a fairly good match to the Rochelle model, which was available in Sears mail-order catalogs from 1929 through 1933 and was priced at \$972. The plan and design of the dwelling was somewhat customized, and there have been alterations to the building since its original construction. It is worth noting that this Rochelle model is strikingly similar to the examples at 102 Crescent Avenue, 104 Oakwood Avenue, 109 Prince George Avenue, and 2705 City Point Road. The five dwellings boast nearly all the same “customizations,” suggesting either that four homeowners mimicked the other’s design choices or that the Rochelle model evolved over time and that the details found on the Crescent Hills examples are common to an early or later

iteration of the design than the 1931 design found in publication (Figure 90; see Figure 44).

The architectural characteristics of this dwelling that identify it as a possible Rochelle model are:

- overall shape and massing
- arrangement of steeply-pitched, Tudor-style gables
- arched entry bay
- glazing patterns of the windows

Several architectural characteristics differ from the catalog model, suggesting either customization by the homeowner or adaptation to local materials and conditions, such as the brick cladding and raised foundation. Many features that appear to be customizations, such as the small casement windows, were common to other Sears models available at the time. The differing architectural characteristics are:

- slope of the façade gables, most notably that the slopes of the projecting entry gable are symmetrical, whereas they are of varying lengths in the catalog model
- reverse plan
- paired and tripartite façade windows without shutters
- addition of the small casement windows flanking the main door
- use of an end chimney rather than a central interior chimney
- paneled, multi-light door rather than the batten door with strap-hinges
- brick cladding rather than wood shingles
- raised, brick foundation
- dormer
- side wing on left

A few alterations from the original design are visible on the exterior, including the aluminum storm windows, the entry portico, and the enclosure of the side porch. Nonetheless, 104 Prince George Avenue is an excellent, fairly well preserved example of a modest, Tudor Revival-style dwelling prevalent in the 1920s and 1930s, and it exemplifies the larger, national movement toward quaint, traditionally-inspired, cottage-style dwellings and the evolved domestic sphere.

106 Prince George Avenue (116-5035-0025)

This dwelling is a close match to the Bellewood model, which was available in Sears mail-order catalogs from 1931 through 1933. With the exception of the exterior end chimney, rather than a central interior chimney, this dwelling does not boast any exterior customizations to the catalog model. And the new vinyl siding appears to be the only exterior alterations to the original design. Therefore, 106 Prince George Avenue is an excellent, fairly well-preserved example of a potential Bellewood model and of the numerous quaint Tudor Revival “cottages” that proliferated suburban developments in the 1920s and 1930s.

A contemporaneous garage is also located to the rear of the dwelling (Figures 91 and 92).

The following architectural features characterize this model:

- overall shape and massing
- cross-gable roof
- sweeping right slope of façade gable
- style and placement of entrance—arched and at right end of façade gable
- fenestration patterns—particularly the paired sash windows on the first story of the façade gable and the small sash window in the gable peak
- small rear wing
- terraced lawn with concrete steps (the terrace at 106 Prince George Avenue is only slight and may have eroded a bit over time)

107 Prince George Avenue (116-5035-0026)

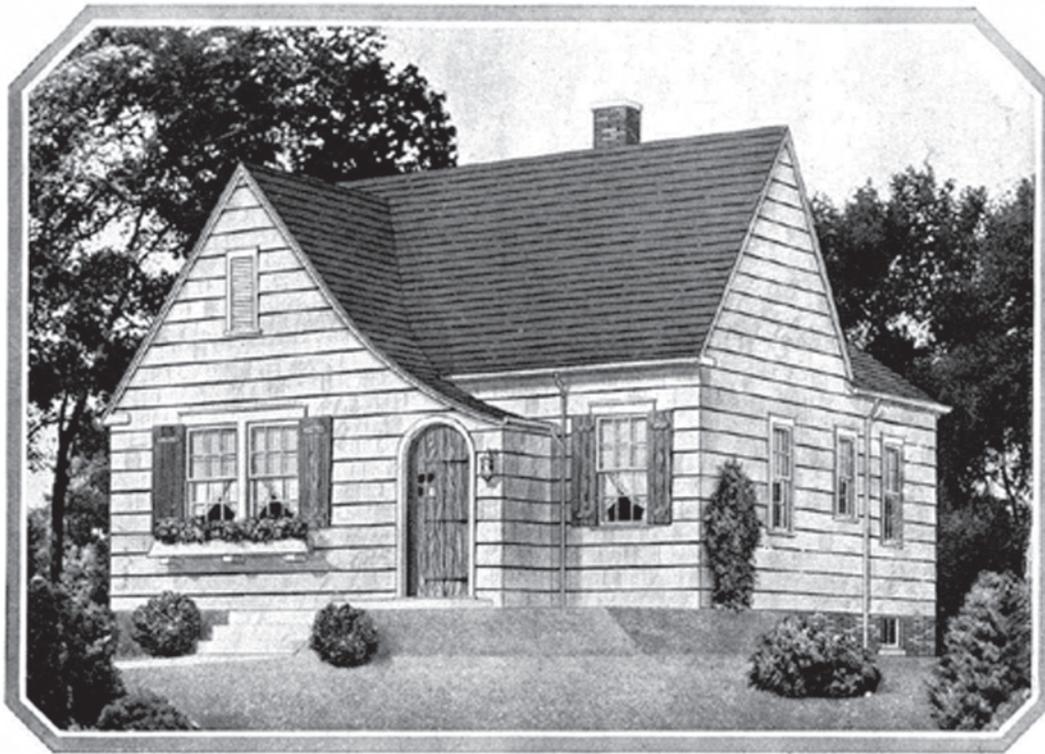
This dwelling could not be matched with any model found in either the Sears or Aladdin catalogs. However, the modest Mission-style design with stucco cladding and arched entry is suggestive of the modest Spanish eclectic dwellings that gained popularity in during the 1920s and 1930s and are common to mail-order catalogs. The arched door in particular is a very common feature on mail-order houses, particularly those offered by Sears. The door may have been separately ordered from a Sears catalog or heavily influenced by the popular trends of the neighborhood. Although altered with vinyl windows and what appears to be an enclosed porch that is clad in vinyl siding, 107 Prince George Avenue is a good example of a modest, eclectic, Spanish Revival/Mission-style dwelling (Figure 93).

108 Prince George Avenue (116-5035-0027)

The exterior of this dwelling cannot be closely matched with any one Sears catalog plan. Rather, the dwelling appears loosely based on both the Richmond and Belfast models. The Richmond



Figure 91. 106 Prince George Avenue, potential Sears Bellewood model of 1931–1933.



The BELLEWOOD Five Rooms and Bath

No. 3304—Honor Built Home—Already Cut and Fitted.
 Monthly Payments As Low As \$30 to \$45

THE "BELLEWOOD" is another happy combination of a well laid out floor plan with a modern attractive exterior. The design is an adaptation of a small English cottage. Exterior walls are planned to be covered with gray pe-stained clear Red Cedar shingles, laid with 10-inch exposure.

The graceful manner in which the front gable roof curves over the vestibule gives this home an unusually inviting entrance. Careful grouping of the windows and batten type shutters also add to the exterior.

THE FLOOR PLAN. A clear White Pine batten type front door, equipped with ornamental wrought iron hinges, is used at the entrance to the vestibule which in turn connects with the living room with a plastered arch.

THE LIVING ROOM is 13 ft. 5 in. by 15 ft. 5 in. and lends itself to varied arrangements on account of good wall space. The balance of the left side of the plan is devoted to dining room, kitchen and rear hall with cellar stairs and refrigerator platform. Kitchen cabinets consist of one wall and one counter unit.

TWO LARGE BEDROOMS and bath complete the plan. The bath is planned to be equipped with Venetian mirrored medicine case and (Triple A-A-A) quality bath fixtures.

The Bellewood can be built on a 32-foot lot.

For complete delivered price, fill out Information Blank enclosed.



FLOOR PLAN

HOME CONSTRUCTION DIVISION

Page 43

Figure 92. Sears Bellewood Model, 1931–1933 (Sears Archives 2008).



Figure 93. 107 Prince George Avenue, showing Mission-style characteristics common in a variety of modest Spanish-Revival kit house models offered during the 1920s and 1930s.

model was available in Sears mail-order catalogs in 1932 and 1933 and was priced at \$1,692. Very similar to the Richmond, the Belfast model was available in Sears catalogs in 1934, 1935, and 1937 and ranged in price from \$1,604 to \$1,698. The exterior comparisons are tenuous, but an interior investigation at 209 Prince George Avenue, which very closely resembles this dwelling in reverse, revealed that the interior floor plans are a very close match to the catalog models. See 209 Prince George Avenue for further discussion on the interior plan (Figures 94–96).

In addition to the interior plan, several exterior architectural details indicate potential influence of either the Richmond or Belfast models, including the two-story, gable-front massing; the side-hall entrance; and the side wing. The arched door and gabled entry vestibule are common features found on other Sears models and are prevalent within the Crescent Hills neighborhood. In summary, the major differences on the exterior details to

not necessarily preclude this dwelling from being an authentic Sears model, as the interior plans suggest. The presence of another similarly-styled dwelling found at 209 Prince George Avenue further compounds the evidence that this is indeed a catalog home.

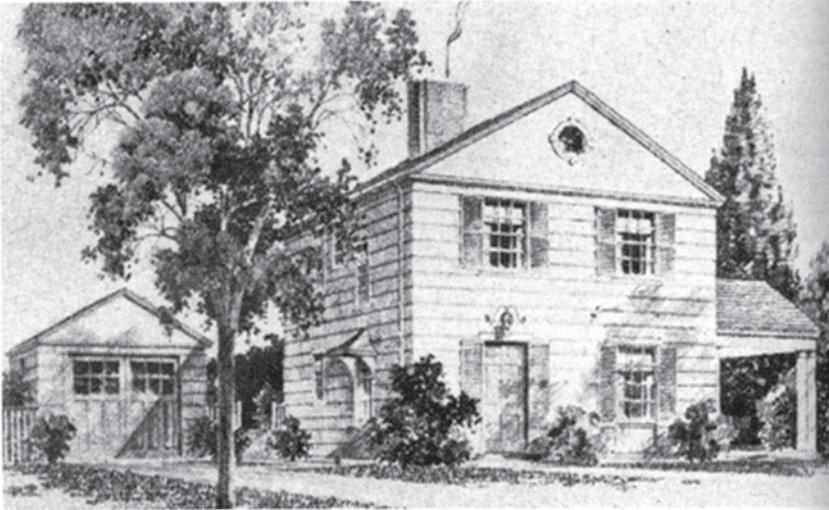
109 Prince George Avenue (116-5035-0028)

This dwelling is a fairly good match to the Rochelle model, which was available in Sears mail-order catalogs from 1929 through 1933 and was priced at \$972. The plan and design of the dwelling was somewhat customized, and there have been alterations to the building since its original construction. It is worth noting that this Rochelle model is strikingly similar to the examples at 102 Crescent Avenue, 104 Oakwood Avenue, 104 Prince George Avenue, and 2705 City Point Road. The five dwellings boast nearly all the same “customizations,” suggesting either that four homeowners mimicked the other’s design



Figure 94. 108 Prince George Avenue, potential Sears Richmond (1932–1933) or Belfast (1934–1935 and 1937) model.

THE RICHMOND

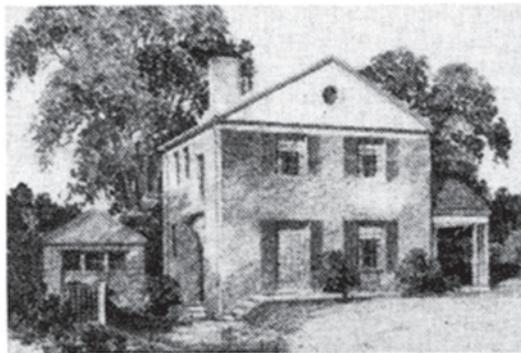


An American colonial home of exceptional beauty. Stately, with an air of real hospitality, this six-room Sears home is far lower in cost than its beautiful appearance suggests. The living room is 18 feet long, the dining room has a delightful bay window, and the kitchen is really modern.

Details and features: Six rooms and one bath. Side and end entrances; wood siding exterior; side porch with paired columns; bay window in dining room.

Years and catalog numbers: 1932 (3360); 1933 (3360)

Price: \$1,692



The Berkshire

Similar to: The Berkshire

Difference: Brick exterior

Year and catalog number: 1933 (3374) Price: \$1,564



Figure 95. Sears Richmond model, 1932–1933 (Stevenson and Jandl 1986:186).

THE BELFAST ▲ ▲

▲ SIX ROOMS AND BATH



FIRST FLOOR PLAN



SECOND FLOOR PLAN

MODERN HOME
No. 3367-A
NOT ALREADY CUT

THE Belfast, reminiscent of the beautiful Colonial architecture so popular among the home builders of the early United States, reflects that good cheer and gracious dignity which made their hospitality famous. There is economy in its simplicity and cozy comfort within its well-built walls.

Each exterior detail has been studied for best results. The Colonial front entrance is a replica of the design which stands so invitingly on the entrance to the Perkins House, built at Costine, Maine in 1769.

The exterior walls up to the eaves, are planned to be covered with clear bevel siding to receive three coats of Master-Mixed paint. The gables are of flush type siding. Dark brown or blue-green on the stationary slat shutters gives a pleasing contrast to the light walls.

If you decide to place on narrow city lot, the side porch can be changed to the back with opening from the dining room.

The living room and dining room at the right of the plan are designed to give the appearance of one large room. Careful planning on the left side results in comfortable hall with semi-open stairs, service passage, grade entrance, lavatory and well arranged kitchen.

Upstairs you find three good corner bedrooms, four closets and bath. Not much chance for improvement.

Study pages 8, 9, 10 and 11 for complete specifications of all materials included in above low cash price.

Complete information on heating, lighting and plumbing on pages 12 to 15. Garages are on pages 62 and 63.



Sears, Roebuck and Co.

641 ▶ Page 43 ◀

Figure 96. Sears Belfast model, 1934–1935 and 1937 (Sears Archives 2008).

choices or that the Rochelle model evolved over time and that the details found on the Crescent Hills examples are common to an early or later iteration of the design than the 1931 design found in publication (Figure 97; see Figure 44).

The architectural characteristics of this dwelling that identify it as a possible Rochelle model are:

- overall shape and massing
- arrangement of steeply-pitched, Tudor-style gables
- arched entry bay
- glazing patterns of the windows

Several architectural characteristics differ from the catalog model, suggesting either customization by the homeowner or adaptation to local conditions, such as the raised foundation. Many features that appear to be customizations, such as the small casement windows, were common to other Sears models available at the time. The differing architectural characteristics are:

- slope of the façade gables, most notably that the slopes of the projecting entry gable are symmetrical, whereas they are of varying lengths in the catalog model
- reverse plan
- paired and tripartite façade windows without shutters
- addition of the small casement windows flanking the main door
- use of an end chimney rather than a central interior chimney
- paneled, multi-light door rather than the batten door with strap-hinges
- raised, brick foundation
- dormer

The addition of an aluminum storm door is the only noticeable exterior alteration to the original design. Therefore, 109 Prince George Avenue is an excellent, well-preserved example of a modest, Tudor Revival-style dwelling prevalent in the

1920s and 1930s, and it exemplifies the larger, national movement toward quaint, traditionally-inspired, cottage-style dwellings and the evolved domestic sphere. A contemporaneous garage, which may also be a Sears model, is located to the rear of the dwelling.

200 Prince George Avenue (116-5035-0029)

This dwelling is a very close match to the Belmont model, which was available in Sears mail-order catalogs in 1932 and 1933 and was priced at \$2,600. The Belmont is a brick version of the Lynnhaven, which was also introduced in 1932 and remained available until 1937. There appear to be few, if any, exterior customizations or alterations to the original Belmont design. 200 Prince George Avenue is an excellent, well-preserved example of a potential Belmont model and of the numerous, modest, Tudor Revival-style dwellings prevalent in the 1920s and 1930s. A contemporaneous garage is also located to the rear of the dwelling (Figure 98; see Figure 73).

The following architectural features characterize this model:

- the overall shape and massing
- steeply pitched cross-gables
- brick veneer
- recessed, ogee-arch entry, with paneled reveals
- small casement windows flanking entry
- cornice returns
- fenestration and glazing patterns, particularly the tripartite sash windows
- exterior end chimney on left
- flared eaves

201 Prince George Avenue (116-5035-0030)

This dwelling somewhat resembles the Van Jean model, which was available in Sears mail-order catalogs in 1928 and 1929 and ranged in price from \$2,499 to \$2,899. A number of small details differ between 201 Prince George Avenue and



Figure 97. 109 Prince George Avenue, potential Sears Rochelle model of 1929–1933.



Figure 98. 200 Prince George Avenue, potential Sears Belmont model of 1932–1933.

the catalog model. The differences may indicate customizations on the part of the homeowners. However, this type of Dutch Colonial Revival dwelling was extremely popular during the 1920s and 1930s, suggesting that 201 Prince George Avenue is merely a reflection of broader national trends. There are also some exterior alterations that make the comparison more difficult (Figures 99 and 100).

The architectural characteristics of this dwelling that identify it as a possible Van Jean model are:

- overall size, shape, and massing
- eaves-oriented gambrel roof
- symmetrical, three-bay façade
- shed-roof dormers on front and rear roof slopes
- paired windows on first-story façade
- window shutters
- side wing with rooftop balcony on right

The major features that differ between this dwelling and the Van Jean model are:

- door hood rather than portico
- different fenestration pattern on the façade dormer—reversal of paired and single windows
- different glazing patterns on windows—six-over-one rather than eight-over-one
- interior chimney rather than exterior-end chimneys
- boxed eaves rather than cornice returns

The following alterations have been identified on the exterior of the dwelling:

- vinyl siding and shutters
- vinyl storm sashes and metal storm door
- vinyl covering the soffits and fascia may have altered the boxed shape of the eaves
- modern door
- door hood appears to be a new addition, potentially replacing an older version of the same style of a different type of hood or portico
- side wing has been enclosed with vinyl and plate-glass windows

Despite the alterations for the original design, 201 Prince George Avenue is an excellent example



Figure 99. 201 Prince George Avenue, potential Sears Van Jean model of 1928–1929.



SIX-ROOM COLONIAL

THE VAN JEAN is an unusually well arranged Dutch Colonial house. It has many special features not generally found in houses of this price. It has a charming entrance that gives an atmosphere of welcome. It has Colonial windows with divided lights above and one light below. Add to this the white siding and contrasting red or green roof with the red brick chimney and you have a home that is sure to charm the most critical.

The interior is deeply planned. While it has the latest conveniences, the price is unusually low. Why? Because of careful planning and no wasted space. If a house of this size meets with your requirements, you will make no mistake in selecting the Van Jean.

Honor Bill

The Van Jean

"Already Cut" and Fitted

P3267A Price with Sun Room, \$2,887.00

P3267B Price without Sun Room, \$2,636.00

What Our Prices Include

All the prices quoted we will furnish all the material to build this six-room colonial house, consisting of:

- Lumber (with)
- Roofing, Colonial Style Shingles, Guaranteed for 17 years.
- Siding, 1/2" Spanish Cedar Cypress or Clear Red Cedar, Sued Framing Lumber, No. 1 Quality Douglas Fir or Pacific Coast Hemlock.
- Flooring, 1/2" x 3/4" Clear Oak throughout except Kitchen and Bathroom which are 1/2" x 1/4" Clear Oak Hardwood.
- Finish Ceiling, Clear Grade Douglas Fir or Pacific Coast Hemlock.
- Finishing Lumber, High Grade Millwork (see pages 154 and 163).
- Interior Doors, One-Panel Sub-Framer Design of Clear Pine.
- Trimmings, Best Style of Beautiful Grain Douglas Fir or Yellow Pine; Best Mouldings, Nails and Sails, Mantel Sash.
- Kitchen Cabinets, Medicine Chest.
- Windows of California Cedar White Pine.
- Heavy Waterproof Building Paper; Sash Weights.
- Eaves Trough and Down Spout.
- Napoleon Design Hardware (see page 155).
- Paints for Interior and Outside Walls and Siding.
- Fire-Proof Enamel Finish for Trimmings, Mahogany Stain, Shellac, Two Coats of Varnish for Doors, Sash, Trim, Rail, and Newel.
- Wood Filler and Two Coats of Varnish for Oak Floors.
- Two Coats of Varnish for Maple Floors.
- Complete Plans and Specifications.

Built on a concrete and brick foundation and excavated under entire house.

We guarantee enough material to build this house. Prices do not include concrete, brick or plaster.

See description of "Honor Bill" Home on pages 12 and 13.

The Dining Room. To the left of the hall is the dining room. It is of good size. Windows on two sides give the clearest light and ventilation.

The Kitchen. From the dining room you pass a swinging door into the modern kitchen. Here the sink, the kitchen cabinets, the pantry closet and space for stove and table have been arranged with a thought to save the housewife her strength; every step counts. A high, easy glass screen allows light over the range and sink. The rear entry provides space for an ice box, which can be used without kitchen trucking the kitchen floor. To the right are stairs leading to the basement and to the left is the grade door to yard.

SECOND FLOOR

The Bedrooms. The stairway hall has a good-sized window at the landing. A short hall connects with all bedrooms and bath. On one side is the main bedroom of large size which accommodates twin beds, dresser, chest, and other furniture. Two closets are at one end of room. Between the closets and underneath a window is a built-in seat, with chest underneath. There are two other bedrooms, each with chest and closet. Ample ventilation and light are secured by the correct number of windows in each room. Close to the bathroom and handy to the bedrooms is a linen closet in the second floor hall.

The Bathroom. Rooms for furnace, laundry and storage.

Height of Ceilings. Basement, 7 feet high from floor to joists, with concrete floor. First floor, 9 feet from floor to ceiling. Second floor, 8 feet 7 inches from floor to ceiling.

FIRST FLOOR

The Reception Hall. Entry into the reception hall reveals the colonial character of this Dutch Colonial home. An open stairway leads to the second floor. To the left of stairway is a coat closet with hanging rods and a hat shelf, accommodating a large number of guests' clothes. A grand-father clock can be set along the left wall. On each side of this reception hall are wide openings with French doors, giving an excellent view of the large living room and the dining room on the opposite side.

The Living Room. To the right of hall you enter the living room, which is of the proper proportions to accommodate a large group of the best furniture. It is a wonderful large for a house of the size of the Van Jean. See the floor plan. Almost directly opposite the side opening with French doors is a built-in seat and fireplace which is the central feature. All furniture may be grouped to your liking, as the space is ample. Windows on three sides afford plenty of light and air, making a cheery room.

The Sun Room. A French door opens into the sun room from the living room if P3267A is ordered. Room large windows flood this room with sunshine. Easily furnished and draped, it can be made the chosen spot in winter or summer.



Can be built on a lot 30 feet wide with sun room, and on a lot 40 feet wide without sun room.



For Our Easy Payment Plan See Page 144—For Our Information Blank See Page 141

Page 30 **See Interior Views of The "Van Jean" Home on opposite Page** Page 31

Figure 100. Sears Van Jean model, 1928-1929 (Sears Archives 2008).

of the numerous Dutch Colonial Revival-style dwellings that proliferated expanding suburban neighborhoods during the 1920s and 1930s.

204 Prince George Avenue (116-5035-0031)

The exterior of this dwelling cannot be closely matched with any one Sears catalog plan. Rather, the dwelling may be loosely based on the Belfast model, which was available in Sears catalogs in 1934, 1935, and 1937 and ranged in price from \$1,604 to \$1,698. The only architectural characteristics that identify this dwelling as a possible Belfast model are the two-story, gable-front massing; the classically-inspired door surround; and the side-hall entrance. Otherwise, the designs share little in the way of comparable details. Of particular note is the bracketed, overhanging second story found on 204 Prince George Avenue. This detail was quite common in early twentieth-century period-revival architecture, as it harked back to Post-Medieval English cottages. However, it only appears on the Sears models that have side-gable roofs and a masonry veneer to offset the recessed wall of the first-story façade. Likewise, the decorative brackets and small dentils do not appear on any of the catalog designs. The details, particularly the door surround and overhang adornments, suggest mass-produced pre-fabrication. It is likely that this dwelling was constructed by a local builder with the architectural ornament ordered either from a catalog or a local supplier (Figure 101; see Figure 96).

205 Prince George Avenue (116-5035-0032)

Although this dwelling could not be matched with any model found in the Sears or Aladdin catalogs, the overall design is suggestive of mail-order house types. Additionally, 205 Prince George Avenue closely resembles the dwellings at 105 Crescent Avenue, 210 Prince George Avenue, and 2803 City Point Road. All four dwellings convey the same modest Georgian Revival style that was popular in mail-order catalogs, and the details,

particularly the door surrounds, suggest mass-produced pre-fabrication. It is possible that these dwellings were constructed by a local builder with the architectural ornament ordered either from catalogs or local suppliers or that they represent mail-order house models from one of the other myriad catalog companies in business during the early twentieth century. A contemporaneous garage is located to the rear of the dwelling (Figure 102).

Both dwellings feature these architectural characteristics:

- two-story, two-bay, side-gable massing
- left- or right-bay entrance
- classically-inspired, applied, wood door surround or portico
- exterior end chimney on opposite side from door
- gable peak fanlights
- sash windows
- shed-roof wing on same side as chimney
- louvered window shutters

206 Prince George Avenue (116-5035-0033)

This dwelling closely matches the Hawthorne model, which was available in Sears mail-order catalogs from 1931 through 1933. The dwelling display a few small customizations and has undergone a few minor alterations since its original construction. Unlike 201 Prince George Avenue, which boasts a ubiquitous Dutch Colonial design that may or may not have been influenced by catalog models, 206 Prince George Street is a more confirming example. The relative uniqueness of the design—i.e., the shed-roof entry block, segmental-arch door, inset rear porch, and stepped chimney—lend credence to its Sears home authenticity (Figures 103 and 104).

The architectural characteristics of this dwelling that identify it as a possible Hawthorne model are:



Figure 101. 204 Prince George Avenue potential Sears Belfast model of 1934–1935 and 1937.



Figure 102. 205 Prince George Avenue, showing characteristics generally suggestive of mail-order house types and very similar to dwellings at 105 Crescent Avenue, 210 Prince George Avenue, and 2803 City Point Road, all possibly built from the same set of plans.



Figure 103. 206 Prince George Avenue, potential Sears Hawthorne model of 1931–1933.

THE HAWTHORNE

The Hawthorne fits modern conditions by turning the living and dining rooms toward the garden and building a garden porch under the main roof. The side entrance prevents tradesmen from intruding. With the kitchen in front, the housewife can keep an eye on things and reach either front or back door in a few steps. A compact, comfortable and up-to-date colonial home at a real saving.

.....

Details and features: Six rooms and one bath. Enclosed vestibule; shed dormer. Arched opening between living room and dining room and rear porch off living room.

Years and catalog numbers: 1931 (3311); 1932 (3311); 1933 (3311)

Price: No price given

Figure 104. Sears Hawthorne model, 1931–1933 (Stevenson and Jandl 1986:145).

- overall size, shape, and massing
- high, steeply-pitched side-gable roof
- symmetrical, three-bay façade
- shed-roof dormer
- shed-roof entry block
- segmental-arch batten door with accentuated strap-hinges
- fenestration and glazing patterns
- cornice returns
- stepped, exterior-end chimney on left
- window shutters
- rear inset porch
- tradesman entrance on right

The few differences between this dwelling and the catalog model are:

- thin pilasters flanking entry
- sweeping curve on the shed roof of the entry block
- quarter-round and semi-circular lights in gable peaks

Aside from the vinyl siding and the aluminum storm sashes, there do not appear to be any exterior alterations to the original design. Therefore, 206 Prince George Street is an excellent, well-preserved example of a potential Hawthorne model. A contemporaneous garage, which may also be a Sears model, is located to the rear of the dwelling.

208 Prince George Avenue (116-5035-0034)

This dwelling is a fairly close match to the Oak Park model, which was available in Sears mail-order catalogs from 1926 through 1933 and ranged in price from \$2,227 to \$3,265. The design of the Oak Park model evolved from its introduction in Sears mail-order catalogs through to the end of its availability. The example at 208 Prince George Avenue most closely resembles the model as it was offered in 1928, which featured an eight-room plan. The primary difference between this dwell-

ing and the catalog model is the size. 208 Prince George Avenue is smaller than the catalog plan: the main part of the house is only two bays wide instead of three. The size of the dwelling is likely due to the spatial needs or budgetary considerations of the original homeowners. While this dwelling is reminiscent of the numerous modest Dutch Colonial Revival-style dwellings constructed in expanding suburban neighborhoods during the 1920s and 1930s, the similarities, particularly the portico style, strongly support the Sears authenticity (Figure 105; see Figure 56).

The architectural characteristics of this dwelling that identify it as a possible Oak Park model are:

- gambrel roof with flared eaves and overhang
- shed-roof dormer
- right-bay entrance
- style of entry portico—i.e., open pediment, entablature, and narrow Tuscan columns
- glazing patterns of the windows
- shutters
- semi-circular gable lights
- exterior-end chimney on left
- side wing on left

Aside from the overall size, the differences between this dwelling and the catalog model are few:

- no sidelights or fan molding around door
- boxed eaves rather than cornice returns
- paired windows on first- and second-story façade

The vinyl siding and shutters, aluminum storm sashes and door, and the small addition atop the side wing are the only discernible exterior alterations to the original design. 209 Prince George Avenue is an excellent, well-preserved example of a potential Oak Park model and of popular Dutch Colonial Revival style. A contemporaneous garage is also located to the rear of the dwelling.



Figure 105. 208 Prince George Avenue, potential Sears Oak Park model of 1928.

209 Prince George Avenue (116-5035-0035)

The exterior of this dwelling cannot be closely matched with any one Sears catalog plan. Rather, the dwelling appears loosely based on both the Richmond and Belfast models. The Richmond model was available in Sears mail-order catalogs in 1932 and 1933 and was priced at \$1,692. Very similar to the Richmond, the Belfast model was available in Sears catalogs in 1934, 1935, and 1937 and ranged in price from \$1,604 to \$1,698. Although the exterior comparisons are tenuous, an investigation of the interior of 209 Prince George Avenue revealed that the floor plans of the two models are a close match to the layout of this dwelling. The major difference between the interior plan of this dwelling and the catalog plans is the absence of a hallway from the entry vestibule back toward the kitchen. The possibility does exist, however, that the hallway was later closed off to provide additional space in the living room. Further evidence supporting this theory was found in the first-floor bathroom.

Both the Richmond and Belmont floor plans offer a small coat closet at the end of the main hallway underneath the stairs. 209 Prince George Avenue featured a very small bathroom in that same location that was connected to the kitchen. As the bathroom was very small and had no sink or tile, it seems likely it had once been a closet. It appears, then, that the front half of the passage and entry hall were merged with the living room and closed off from the rear half of the passage, which was merged with the kitchen. The closet was then subsequently turned into a small quarter bath. Further interior details support Sears house authenticity, including arched doorways, French doors, glass doorknobs, window and door moldings, crown moldings, chair rails, carved banister and newel post, oak flooring, built-in kitchen cabinets, radiators, ceramic bathroom tile, brick fireplace, and the original heater with a Sears label (Figures 106–120; see Figures 95 and 96).

In addition to the interior details, several exterior architectural details indicate potential influ-

ence of either the Richmond or Belfast models, including the two-story, gable-front massing; the left-bay entrance; and the side wing on the right. The arched door, gabled entry vestibule, and stucco cladding do not appear on either design but are common features found on other Sears models and are prevalent within the Crescent Hills neighborhood. The use of raking eaves and exposed rafter-tails suggests an interest in the Craftsman style over the Colonial Revival-inspired designs of the catalog models. Modern updates to the windows, particularly the addition of a large picture window on the first-story façade, make comparisons in the fenestration patterns difficult.

In summary, the major differences on the exterior details to not necessarily preclude this dwelling from being an authentic Sears model, as the interior details suggest. The presence of another similarly-styled dwelling found at 108 Prince George Avenue further compounds the evidence that this is indeed a catalog home.

210 Prince George Avenue (116-5035-0036)

Although this dwelling could not be matched with any model found in the Sears or Aladdin catalogs, the overall design is suggestive of mail-order house types. Additionally, 210 Prince George Avenue closely resembles the dwellings at 105 Crescent Avenue, 205 Prince George Avenue, and 2803 City Point Road. All four dwellings convey the same modest Georgian Revival style that was popular in mail-order catalogs, and the details, particularly the door surrounds, suggest mass-produced pre-fabrication. It is possible that these dwellings were constructed by a local builder with the architectural ornament ordered either from catalogs or local suppliers or that they represent mail-order house models from one of the other myriad catalog companies in business during the early twentieth century. A contemporaneous garage is located to the rear of the dwelling (Figure 121).



Figure 106. 209 Prince George Avenue, potential Richmond (1932–1933) or Belfast (1934–1935 and 1937) model.



Figure 107. Former closet, 209 Prince George Avenue.



Figure 108. Arched doorway, 209 Prince George Avenue.



Figure 109. French door, 209 Prince George Avenue.



Figure 110. Glass doorknob, 209 Prince George Avenue.



Figure 111. Moldings, 209 Prince George Avenue.



*Figure 112. Newel post and banister,
209 Prince George Avenue.*



*Figure 113. Oak flooring,
209 Prince George Avenue.*

*Figure 114. Kitchen cabinets,
209 Prince George Avenue.*





Figure 115. Radiator, 209 Prince George Avenue.



Figure 116. Ceramic bathroom tile, 209 Prince George Avenue.



Figure 117. Bathroom floor tile, 209 Prince George Avenue.



Figure 118. Brick fireplace, 209 Prince George Avenue.



Figure 119. Original heater, 209 Prince George Avenue.



Figure 120. Hercules Damper Motor, 209 Prince George Avenue.



Figure 121. 210 Prince George Avenue, showing characteristics generally suggestive of mail-order house types and very similar to dwellings at 205 Prince George Avenue, 105 Crescent Avenue, and 2803 City Point Road, all possibly built from the same set of plans.

Both dwellings feature these architectural characteristics:

- two-story, two-bay, side-gable massing
- left- or right-bay entrance
- classically-inspired, applied, wood door surround or portico
- exterior end chimney on opposite side from door
- gable peak fanlights
- sash windows
- shed-roof wing on same side as chimney
- louvered window shutters

2603 City Point Road (116-5035-0037)

According to research compiled for the Crescent Hills driving tour brochure, this dwelling was featured in the letterhead for the 1928 Crescent

Hills promotional campaign and was the residence of developer M. T. Broyhill. This dwelling does not closely match any of the models available in the Sears or Aladdin catalogs. It is possible that this is a customized take on the popular Lexington model, of which numerous other examples have been identified in the neighborhood. Seeing as how this was the initial model home that was open to prospective homeowners and that so many chose to construct the Lexington model, that theory is very plausible. Regardless of its lack of strong similarity of one model, 2603 City Point Road boasts a number of exterior architectural details that were very common to Sears mail-order designs, including the side porch and carport, columned portico with rooftop balcony, entry sidelights, and paired and tripartite window sashes (see Figures 48 and 50).

The architectural characteristics of this dwelling that identify it as a possible Lexington model are:

- two-story, side-gable massing
- cornice returns
- side wings
- entry sidelights
- glazing pattern on the windows
- presence of a classically-inspired portico

The major differences between this dwelling and the catalog model are:

- smaller size—two bays wide instead of three or five
- fenestration patterns—particularly the paired windows on the façade
- style of portico—flat roof with rooftop balcony
- no chimney on left gable end
- brick veneer rather than wood clapboards

There are no noticeable exterior alterations to the original design. 2603 City Point Road is an excellent, well-preserved example of a potential Lexington model and of the many Georgian Revival dwellings constructed during the 1920s that meld modern domestic ideals with historic building trends.

2701 City Point Road (116-5035-0038)

This dwelling may be very loosely based on the San Jose model, which was available in Sears mail-order catalogs in 1928 and 1929 and ranged in price from \$2,026 to \$2,138. This dwelling is not a close match to the catalog design, but some similarities suggest possible influence of the San Jose on the design and construction of 2701 City Point Road. The primary difference between the two designs is the size, a factor that may have been influenced by the budgetary needs of the original homeowners (Figures 122 and 123).

The architectural characteristics of this dwelling that identify it as having a potential San Jose influence are:

- one-story, gable-roof, ell-plan design
- square entry portico at the junction of the two ells
- stucco cladding
- clay barrel tile roof
- rear wing

The major features that differ between this dwelling and the San Jose model are:

- overall size is smaller than catalog model
- portico is only single story and has a gable roof rather than a hipped roof
- fenestration and glazing patterns (casement windows may be replacements of original sash windows)
- flat roof on rear wing rather than gable roof
- exterior-end chimney on opposite side
- lack of arched gate to rear

As previously stated, the casement windows found on the façade of 2701 City Point Road are not common to the period of construction for this dwelling and may have replaced the original sash windows. Without original fenestration patterns, it is difficult to draw conclusions about the authenticity of this dwelling. Nonetheless, 2701 City Point Road is an excellent, fairly well preserved example of the type of modest, eclectic, Spanish Revival/Mission-style dwellings that gained popularity for expanding suburban developments during the 1920s and 1930s.

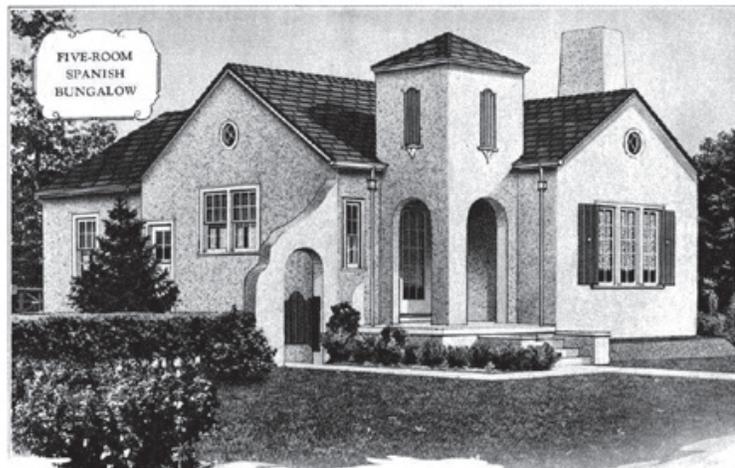
2705 City Point Road (116-5035-0039)

This dwelling is a fairly good match to the Rochelle model, which was available in Sears mail-order catalogs from 1929 through 1933 and was priced at \$972. The plan and design of the dwelling was somewhat customized, and there have been alterations to the building since its original



Figure 122. 2701 City Point Road, potential Sears San Jose model of 1928–1929.

Figure 123. Sears San Jose Model, 1928–1929 (Sears Archives 2008).



THE SAN JOSE bungalow architecture is derived from the time when old Spain ruled our Southern Pacific Coast. It is another example of combining the beautiful Spanish mission lines, with the latest idea in a splendid floor plan. Adaptable to any section of the country, it offers every modern comfort possible in a design of this kind. There is a double saving in its sturdy "Honor Bill" construction, and our factory-to-you system. The rooms are carefully planned, providing ample space. The housework is a pleasurable duty. The exterior is sided with stucco, the roof is shingled, and the eaves are shortened. Among the attractive features are the tower with its grided windows, the louvre in the gables, louvered shutters that serve as a decoration to the French windows, and swinging gate in the arched passageway that leads to the side entry.

The Vestibule. A French door welcomes you into the hospitable San Jose. A coat closet is at the left, another door leads to the kitchen, so that the busy housewife can greet callers without the need of going through the living room, and to the right is a plastered arch opening to the living room.

The Living Room. Floor space, 14 feet 3 inches by 17 feet 5 inches. In the center of the right wall is a mantel and fireplace, with a high sash on either side. Here, the book lover comes into his own, for next to the fireplace are book shelves. Triple French windows provide light and ventilation. Plenty of wall space for a piano, and the usual customary furniture.

The Dining Room is entered from the living room through a plastered arch wide opening. Here, a bay, with a triple window on the right wall, gives this room a pleasing air. Floor space, 11 feet 5 inches by 10 feet 4 inches.

The Kitchen. To the left of the dining room is a swinging door that connects with the delightful kitchen. At your right is a built-in cupboard, and close by is space for a work table. At the left is space for a cabinet, and directly opposite is space for a range. A double window is directly above the space for sink. A door leads to the side entry, which has space for refrigerator, stairs to basement, and door to stoop.

Honor Bill
The San Jose
 No. P3268 "Already Cut" and Fitted
\$2,138⁰⁰

The Bedrooms. A central hall, conveniently off the dining room, connects with the two bedrooms and bathroom. Each bedroom has two windows, with cross ventilation, and a clothes closet.
The Bathroom is built out so that all plumbing fixtures can be roughed in on one wall, thereby saving installation expense. It has a built-in medicine cabinet, and is lighted by a window.
The Basement. Room for heating plant, laundry and storage.
Height of Ceilings. First floor, 8 feet 6 inches from door to ceiling. Basement, 7 feet from door to joists.

What Our Price Includes

At the price quoted we will furnish all material to build this five-room bungalow, consisting of:
 Lumber; Lath;
 Roofing; Best Grade Clear Red Cedar Shingles;
 Framing Lumber, No. 1 Quality Douglas Fir or Pacific Coast Hemlock;
 Flooring, 1/2" x 3/4" each Clear Oak, Living Room, Dining Room and Vestibule, 1/2" x 1/4" each Clear Maple, Kitchen and Bathroom; 1/2" x 3/4" each Clear Douglas Fir or Pacific Coast Hemlock, Balance of Rooms;
 Finishing Lumber, High Grade Millwork (see page 128 and 129);
 Interior Doors, Two-Cross Panel Design of White Pine Trim, Best Hand Style, of Beautiful Grain Yellow Pine; Windows of California Clear White Pine;
 Medicine Case, Mantels, Book Shelves; Kitchen Cabinet;
 Shutters;
 Eaves Trough and Down Spout;
 Heavy Water-Proof Building Paper;
 Sash Weights;
 Necessities Design Hardware (see page 130);
 Metal Lath;
 Paint for 150 sq. Yds. Outside Trim;
 Shingles and Two Coats Varnish, Interior Trim and Doors;
 Wood Filler and Two Coats of Varnish for Oak Floor;
 Two Coats of Varnish for Maple and Douglas Fir or Pacific Coast Hemlock Floors.
 We guarantee enough material to build this house. Price does not include cement, brick, plaster or stucco. See description of "Honor Bill" Houses on page 12 and 13.
 For prices of Plumbing, Heating, Wiring and Electric Fixtures or Shades see pages 128 and 129.



OPTIONS
 Sheet Glass and Plaster 1 inch to take the place of wood lath, \$123.00 extra. See page 128.
 Screen Doors and Windows, \$45.00 extra.
 Screen Doors and Windows, galvanized wire, \$35.00 extra.
 Original State Vertical Slats, in place of Wood Shingles for roof, \$80.00 extra.
 A 1/2" x 1/4" Shingle (instead of 1/2" x 1/4" State Vertical Slats Shingles, warranted for 17 years, instead of Wood Shingles for roof, \$11.00 extra.
 Oak Trim and Doors for Living Room and Dining Room, \$47.00 extra.
 For prices of Plumbing, Heating, Wiring and Electric Fixtures or Shades see pages 128 and 129.

For Our Easy Payment Plan See Page 144—For Our Information Blank See Page 141



Figure 124. 2705 City Point Road, potential Sears Rochelle model of 1929–1933.

construction. It is worth noting that this Rochelle model is strikingly similar to the examples at 102 Crescent Avenue, 104 Oakwood Avenue, 104 Prince George Avenue, and 109 Prince George Avenue. The five dwellings boast nearly all the same “customizations,” suggesting either that four homeowners mimicked the other’s design choices or that the Rochelle model evolved over time and that the details found on the Crescent Hills examples are common to an early or later iteration of the design than the 1931 design found in publication (Figure 124; see Figure 44).

The following architectural characteristics identify this house as a possible Rochelle model:

- overall shape and massing
- arrangement of steeply-pitched, Tudor-style gables
- arched entry bay
- glazing patterns of the windows

Several architectural characteristics differ from the catalog model, suggesting either customization by the homeowner or adaptation to local conditions, such as the raised foundation. Many features that appear to be customizations, such as the small casement windows, were common to other Sears models available at the time. The differing architectural characteristics are:

- slope of the façade gables, most notably that the slopes of the projecting entry gable are symmetrical, whereas they are of varying lengths in the catalog model
- reverse plan
- paired and tripartite façade windows without shutters
- addition of the small casement windows flanking the main door
- use of an end chimney rather than a central interior chimney

- paneled, multi-light door rather than the batten door with strap-hinges
- raised, brick foundation
- dormer
- side wing on left

There do not appear to be any exterior alterations to the original design of this dwelling. Therefore, 2705 City Point Road is an excellent, well-preserved example of a modest, Tudor Revival-style dwelling prevalent in the 1920s and 1930s, and it exemplifies the larger, national movement toward quaint, traditionally-inspired, cottage-style dwellings and the evolved domestic sphere. A contemporaneous garage is also located to the rear of the dwelling.

2802 City Point Road (116-5035-0040)

This dwelling could not be matched with any model from the Sears or Aladdin catalogs. The overall composition of the building, however, bears some minor resemblance to examples found in the Sears catalog, the most notable being the Hathaway model. The Hathaway was available from 1921 through 1929 and ranged in price from \$1,196 to \$1,970. The similarities between the two are sparse, and the difference cast significant doubt. The overall size and shape, featuring the clipped-gable roof and side porch, are roughly comparable, as are the two sets of paired sash windows along the façade. Strikingly different is the roof shape. While both have clipped gables, the catalog model boasts a steep pitch and very small eaves. The example at 2801 City Point Road bears a shallow roof with very deep, broad eaves that indicate Craftsman influence. The styles of the two porches are also quite dissident. The catalog porch features a clipped gable roof that matches the main roof and is supported by paired posts are spaced with latticework; this porch projects out slightly from the façade. The porch on the Crescent Hills example is encompassed beneath a shed roof that slopes down from the main roof and is supported by simple columns; this porch

is recessed back from the façade. The major differences may indicate that a local builder loosely based the design of this dwelling on catalog plan supplied by the homeowner, or the similarities may be completely coincidental, reflecting nothing more than the popularity of the national architectural trends. Nonetheless, this dwelling is an excellent, well-preserved example of the modest, traditionally-inspired architecture prevalent within expanding suburban developments of the 1920s and 1930s and boasts a relatively unique design with the Crescent Hills subdivision (Figures 125 and 126).

2803 City Point Road (116-5035-0041)

Although this dwelling could not be matched with any model found in the Sears or Aladdin catalogs, the overall design is suggestive of mail-order house types. Additionally, 2803 City Point Road closely resembles the dwellings at 105 Crescent Avenue, 205 Prince George Avenue, and 210 Prince George Avenue. All four dwellings convey the same modest Georgian Revival style that was popular in mail-order catalogs, and the details, particularly the door surrounds, suggest mass-produced pre-fabrication. It is possible that these dwellings were constructed by a local builder with the architectural ornament ordered either from catalogs or local suppliers or that they represent mail-order house models from one of the other myriad catalog companies in business during the early twentieth century (Figure 127).

Both dwellings feature these architectural characteristics:

- two-story, two-bay, side-gable massing
- left- or right-bay entrance
- classically-inspired, applied, wood door surround or portico
- exterior end chimney on opposite side from door
- gable peak fanlights
- sash windows

- shed-roof wing on same side as chimney
- louvered window shutters

The addition of a large, two-story, vinyl-clad addition on the right elevation alters the massing of this dwelling, but its original overall composition and details are still recognizable.

Cultural Landscape

In addition to the historic buildings within Crescent Hills, the overall cultural landscape was assessed. The Crescent Hills subdivision is characterized by the following features:

- Paved, graded streets
- Sidewalks
- Curbs
- Grassy medians
- Greenways/parkways
- Tree-lined streetscapes
- Graded or terraced lots

- Uniform building setbacks
- Concrete or brick walkways and driveways
- Landscaped lawns

The comprehensive landscape of the residential development retains a high amount of integrity and continues to convey the original vision of M. T. Broyhill (Figures 128-132).

MANSION HILLS

During the windshield survey of Mansion Hills, roughly twenty historic buildings were identified as potential mail-order houses from Sears. Of the 16 resources that are suggestive of mail-order housing, only six were matched to specific Sears models. Those not specifically identified as models displayed a number of features frequently found on mail-order houses, such as prominent exterior chimneys on the façade, arched entries, half-timbered cross-gables, classical door surrounds or porticos, roof dormers, battered columns, and



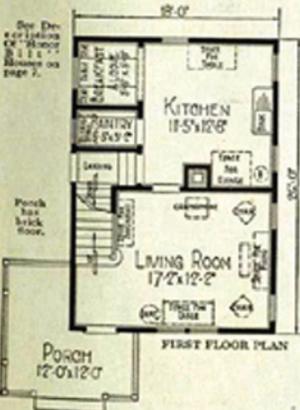
Figure 125. 2802 City Point Road, potential Sears Hathaway model of 1921–1929.

FOUR ROOMS, BATH AND PORCH



The HATHAWAY Honor Bill **\$1,299⁰⁰**
No. 3082 "Already Cut" and Fitted.

At the price quoted we will furnish all the material to build this four-room cottage, consisting of mill work, lumber, lath, Fire-Chief Roofing, porch ceiling, flooring, finishing lumber, building paper, eaves trough, down spout, sash weights, hardware and painting material. We guarantee enough material to build this house. Price does not include cement, brick or plaster.

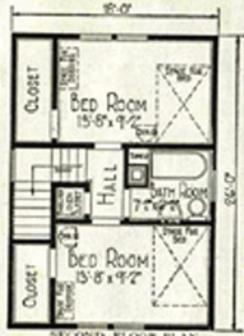


FIRST FLOOR PLAN

AMERICAN tourists in Europe are always favorably impressed by the cottage homes of England. They speak enthusiastically of the appearance of solid comfort they convey and describe them as covered with vines and climbing roses. Most of these English homes are constructed of stone, brick or concrete. Here is a striking example of this style of architecture, in frame construction, made to closely resemble the original by the aid of stucco finish. It makes a home suitable for suburb or country. The treatment is unique and artistic, the result being achieved at comparatively small cost. The ornamental trellised porch is a typical English feature. It is easy and graceful and the house at home in any American community. The proud possessor will quickly avail himself of the special advantages which an artistic grouping of shrubs and flowers will secure. Vines or ivy on the trellis and side walls will transform this house into a bower of beauty.

First Floor A door from the trellised porch leads into the good size living room in which there is an open stairway to the second floor. The living room has ample space for piano, downspout, photograph, table, reading lamp, chairs and other necessary articles of furniture. It is lighted by four windows, two in the front and two on the side. A swinging door leads into the kitchen which has the popular breakfast alcove, lighted by a good size window. In this kitchen there is also a large, well lighted pantry which has space for a refrigerator. The kitchen has three windows, two on the right side and one in the rear. This is a kitchen that the housewife will be proud of, as there is plenty of space for work and the breakfast alcove is handy to the range, sink and work table. Height of rooms, 8 feet 2 inches from floor to ceiling.

Second Floor There are two nice bedrooms with large closets and bathroom and linen closet off the hall on this floor. Bathroom has shelves for towels. Both bedrooms are well lighted and ventilated. The flower boxes on the outside lend an air of cheerfulness and brightness to the rooms during the Spring, Summer and Fall months. Rooms are 8 feet 2 inches from floor to ceiling.



SECOND FLOOR PLAN

Basement Excavated basement under the entire house, 7 feet from floor to joists, lighted with basement sash.

We furnish our best "Quality Guaranteed" mill work, shown on pages 104 and 106. Interior doors are five-cross panel, with trim and flooring to match, all yellow pine, in beautiful grain and color. Windows are made of clear California white pine with good quality glass set in with best grade of putty.

Paint for three coats outside; your choice of color. Varnish and wood filler for interior finish. Stairford Devlin hardware, see page 117.

Built on a concrete and brick foundation; No. 1 yellow pine framing lumber. Sided with stucco. Roofed with Fire-Chief Shingle Roll Roofing, guaranteed for seventeen years.

For prices of Plumbing, Heating, Wiring, Electric Fixtures and Shades, see page 118.

Our Guarantee Protects You—Order Your House From This Book.
Price Includes Plans and Specifications.

SEARS ROEBUCK AND CO. CHICAGO-PHILADELPHIA

Figure 126. Sears Hathaway Model, 1921–1929 (Sears Archives 2008).



Figure 127. 2803 City Point Road, showing characteristics generally suggestive of mail-order house types and very similar to dwellings at 205 Prince George Avenue, 210 Prince George Avenue, and 105 Crescent Avenue, all possibly built from the same set of plans.



Figure 128. Crescent Hills, streetscape with tree-lined median.



Figure 129. Crescent Hills, graded lots.



Figure 130. Crescent Hills, landscaping.



Figure 131. Crescent Hills, sidewalks and curbs.



Figure 132. Crescent Hills, typical driveway.

eaves brackets. Following is a summary of those resources that were matched with models from Sears catalogs.

500 Mansion Drive

This two-and-one-half-story, hipped-roof, brick-clad, American Foursquare dwelling closely matches the Rockford model, which was available from 1926 through 1929 and ranged in price from \$2,086 to \$2,278. The model is a near perfect match. The size and massing, fenestration pattern, materials, and architectural features and details are identical. The only noticeable differences are the addition of false shutters and the small wing that projects from the southerly elevation. 500 Mansion Drive is in very good condition and retains a high amount of integrity (Figures 133 and 134).

502 Mansion Drive

This one-and-one-half-story, clipped-gable, wood-frame, Tudor Revival dwelling closely matches the Dover model, which was available from 1928 through 1939 and ranged in price from \$1,613 to \$2,311. The model is a very close match. Notable are the clipped-gable roof, the location and shape of the prominent chimney, the steeply-pitched cross-gable, the arched entrance, and the fenestration pattern. The only noticeable difference in the execution of the model is the roof slope on the façade cross-gable. The catalog illustration boasts a sweeping curve on the left slope of the cross-gable, while the slope of the cross-gable on 502 Mansion Drive is completely linear. A few minor alterations have accrued since the original construction of the dwelling, including the addition of aluminum siding and the removal of the façade shutters. A



Figure 133. 500 Mansion Drive, potential Sears Rockford model of 1926–1929.

THE ROCKFORD



The Rockford two-story home is finished with a veneer of brick. Substantial strength is expressed in its dignified exterior. The roof is of a hipped type, and any suggestion of plainness is eliminated by the use of a dormer in the front elevation, the tall brick fireplace chimney and the porch trellis for climbing plants. The solid brick rail gives the porch added privacy, thus increasing its usefulness to the family. The Rockford is conveniently planned to allow the greatest use of space consistent with good architecture.

Details and features: Six rooms and one bath. Brick exterior; full-width front porch with hipped roof and brick piers; hipped-gable dormer. Fireplace in living room flanked by windows; open stairs.

Years and catalog numbers: 1926 (P3251); 1928 (C3251); 1929 (P3251)

Price: \$2,086 to \$2,278

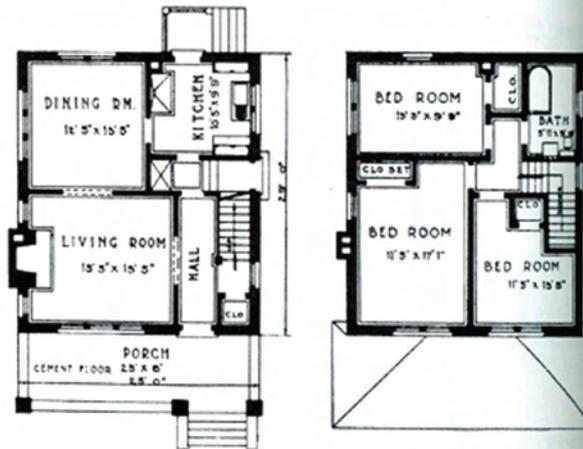


Figure 134. Sears Rockford Model, 1926–1929 (Stevenson and Jandl 1986:294).



Figure 135. 502 Mansion Drive, potential Sears Dover model of 1928–1939.

small screened porch has also been attached to the rear of the dwelling. The alterations do not detract for the overall character of the dwelling, which remains in very good conditions (Figures 135 and 136).

504 Mansion Drive

This two-story, hipped-roof, wood-frame, Craftsman dwelling closely matches the Americus model, which was available from 1921 through 1929 and ranged in price from \$1,924 to \$2,173. Despite a large number of alterations to the original design of the building, a number of notable features are still recognizable, including the original massing and roof shape, the original fenestration pattern, the clustered, Craftsman-style porch posts, and the chimney placement. The only notable difference in the execution of the model is the lack of battered porch piers. The alterations include aluminum siding, new window sashes, the

removal of the rafter-tails beneath the main roof and porch roof, and the possible removal of the keystone arches over the porch openings and the porch balustrade. A carport has been constructed on the southerly elevation, and a one-story wing has been constructed on the northerly elevation. The dwelling is in good condition, and, despite detracting alterations, still reflects its kit-house roots (Figures 137 and 138).

604 Mansion Drive

This two-story, gambrel-roof, brick-clad, Dutch Colonial Revival dwelling closely matches the Oak Park model, which was available in Sears mail-order catalogs from 1926 through 1933 and ranged in price from \$2,227 to \$3,265. The model is a very close match. Notable are the size and massing, the fenestration pattern, the gambrel roof, the shed-roof dormer, the arched entrance, the classically-inspired portico, and the chimney

THE DOVER



The Dover is an Americanized English-type colonial story-and-a-half cottage with a convenient floor plan. The massive chimney helps to "tie in" the front gable, and the cowled roof lines help to give a compact appearance. The exterior walls are planned for clear beveled siding but will look equally attractive if shingles are used.

Details and features: Six rooms and one and a half baths. Freestanding chimney; vestibule with sloping gabled roof; arched front door. Fireplace in living room; arched opening between living and dining rooms.

Years and catalog numbers: 1928 (P3262); 1929 (P3262); 1932 (3262); 1933 (3262); 1934 (3262); 1935 (3262); 1937 (3262); 1939 (3262)

Price: \$1,613 to \$2,311

Similar to: The Mansfield

Difference: Brick exterior

Years and catalog numbers: 1932 (3296); 1933 (3296)

Price: \$2,292



The Mansfield



Figure 136. Sears Dover model, 1928–1939 (Stevenson and Jandl 1986:311).

placement. The noticeable differences are the brick-cladding, the shutter style, the lack of a second, central chimney, the lack of sidelights, and the boxed eaves. Additions to the original design of the building include a rear, one-story wing with rooftop balcony and a screened porch attached to the southerly elevation. The dwelling is in excellent condition and retains a high amount of integrity (Figure 139; see Figure 56).

605 Park Avenue

This one-and-one-half-story, gable-roof, brick-and stucco-clad, Tudor Revival dwelling appears to combine elements of both the Rochelle model, which was available in Sears mail-order catalogs from 1929 through 1933 and cost \$1,170, and the Lenox model, which was available in 1933 and cost \$1,164. The dwelling may reflect the desire of many prospective homeowners to personalize their plans and select features from multiple models; the

tendency for local builders to loosely copy plans illustrated in mail-order catalogs; or tendency for mail-order companies to design their models in popular contemporary styles with widespread architectural features. This dwelling may be a compilation of kit-house components, or it may be a traditional Tudor Revival dwelling that closely resembles designs offered by kit-house companies. The fact that both models were offered in 1933 supports the theory of a personalized selection of components from the two models. Elements of the Rochelle model are seen in the side-gable massing, the arrangement of the façade gables, and the arched entrance. Elements of the Lenox model are seen in the arrangement of and roof pitch of the façade gables and the half-timbering. The dwelling is in excellent condition, and the only noticeable alteration is the small, one-story wing that is attached to the northerly elevation (Figures 140 and 141; see Figure 44).



Figure 137. 504 Mansion Drive, potential Sears Americus model of 1921–1929.



Can be built on a lot 32 feet wide



Honor Bill
The Americus
 No. P13663 "Already Cut" and Fitted.
\$2,146⁰⁰

HERE is a fine two-story home that any American can be proud of and in which he can find comfort for a lifetime. It is a dignified, substantial home that will stand out among its neighbors and never get "out of style." The rooms of the Americus are all of good size and well lighted and ventilated. Lots of big closets just where needed, and a kitchen that will save a great many steps.

FIRST FLOOR
 The Porch is almost a living room during the summer. It may be screened, or it glazed can be used as a sun room. Size, 24 feet by 9 feet.

The Living Room is of excellent proportions and has good wall space. It measures 11 feet 6 inches by 10 feet 5 inches. The stairway to the second floor is located directly opposite the front door, near which is a spacious coat closet with a mirror door. Furniture can be grouped to effect almost any kind of arrangement, and there is wall space for a piano. Light and air from windows at the side and front.

The Dining Room, A 7-foot casual opening connects the living room and the dining room. Here is a place enough for a side buffet, as well as for a china cabinet, serving table or tea wagon. Four big windows allow light and air.

The Kitchen connects with the dining room by a swinging door. A couple of steps from the sink is the space for a range, with good light for oven and top. At one corner of the kitchen is a modern kitchen cabinet, and nearby is space for the table-chair set underneath a window. Now, if you bake, you have everything together. Even the ordinary cooking line, all utensils and ingredients, without crossing the room again. At the main entrance and on the same level with the kitchen door is space for entertainment. Over the refrigerator space is a big shelf for things wanted near the kitchen but not used daily. All your work is concentrated on the same walls within the dining room. Notice the grape arbor and the square hole for basement stairs—no winding stairs. A refrigerator and icebox cannot stack up your clean kitchen floor, and the kitchen is always warm in winter. There are windows on the side.

SECOND FLOOR
 The Bedrooms. The stairs make a turn and bring you to a small hall from which all rooms and a closet open. A window light a room and hall. At the head of the stairs is the bathroom, all plumbing on one wall, and plenty of space for towel rack. At the end of the hall is a generous cupboard, over 3 feet high and 3 feet deep, in the back of which are deep shelves for storage and in the front of which, out of the reach of children, is ample room for towels and a handy shelf for bottles. All three bedrooms are large. Each has windows on two sides and a closet with a shelf. Windows are so arranged that beds can be placed away from them in winter and near them in summer. On the hall is another closet for bed linen, or storage, or for an extra broom, etc., so that it will not be necessary to carry the cleaning things up and down stairs.

The Basement. Room for furnace, laundry and storage. Height of Ceiling. First floor, 9 feet from floor to ceiling. Second floor, 8 feet 11 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 six-room two-story home, consisting of:
 Lumber: Lath;
 Roofing: Oriental Asphalt Shingles, Guaranteed 17 Years
 Siding: Sashless Cedar Sycamore or Clear Red Cedar. Special
 Finishing Lumber, No. 1 Quality Douglas Fir or Pacific
 Coast Hemlock;
 Flooring: 1/2" x 1/2" x 1/2" Clear Oak for Living Room and
 Dining Room; 1/2" x 1/2" x 1/2" Clear Maple, Kitchen and
 Bathroom; 1/2" x 1/2" x 1/2" Douglas Fir or Pacific
 Coast Hemlock, Balance of Rooms;
 Porch Ceiling, Clear Douglas Fir or Pacific Coast Hemlock;
 Finishing Lumber: Heavy Water-proof Builders
 High Grade Millwork (see
 pages 128 and 129);
 Interior Doors, Two-Cross
 Panel Design, of Douglas
 Fir;
 Trim, Back Band Style of
 Bevelled Grain, Douglas
 Fir or Yellow Pine;
 Windows of California Clear
 White Pine;
 Medicine Cases;
 Kitchen Cabinet;
 Kerose Lamp and Dawn
 Sprock;
 Heavy Water-proof Builders
 Paper; Sash Weights;
 Chicago Design Hardware
 (see page 128);
 Paint (or Three Coats Out-
 side Trim and Siding);
 Shingles and Two Coats of
 Varnish for Interior Doors
 and Trim;
 Wood Filler and Two Coats
 Varnish for Oak Floors;
 Two Coats Varnish for
 Maple and Douglas Fir or
 Pacific Coast Hemlock
 Floors.
 Concrete Plans and Specifications.
 We guarantee enough material to build this house. Price
 does not include concrete, brick or glass.
 See description of "Honor Bill" Homes on pages 12 and 13.

OPTIONS
 4-1/2" x 1/2" x 1/2" Oriented Asphalt Slate Surface Strip Shingles, guar-
 anteed for seventeen years, instead of Oriental Asphalt Shingles
 for roof, \$2.00 extra.
 Sash Floor and Floor Finish to suit the place of wood latk,
 \$14.00 extra. See page 128.
 Oak Doors and Trim in living room and dining room, \$24.00
 extra.
 Wood Floor Material for the porch, \$67.00 extra.
 Stone Doors and Windows, guaranteed work, \$41.00 extra.
 For prices of Plumbing, Heating, Wiring, Electric
 Fixtures and Shades see pages 128 and 129.



View of Living Room, showing stairway and mirror door.

For Our Easy Payment Plan See Page 144—For Our Information Blank See Page 141

Figure 138. Sears Americus model, 1921–1929 (Sears Archives 2008).



Figure 139. 604 Mansion Drive, potential Sears Oak Park model of 1926–1933.



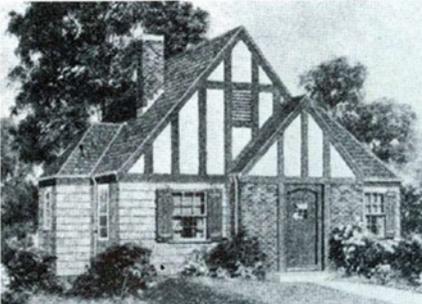
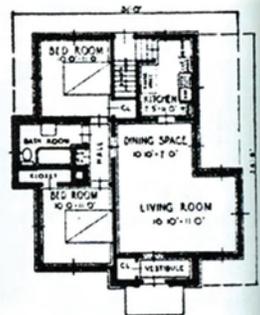
Figure 140. 605 Park Avenue, potential Sears Rochelle (1929–1933) or Lenox (1933) model.

2800 Princess Anne Avenue

This two-story, symmetrical, side-gable, wood-frame, Colonial Revival dwelling is a fairly close match to the Newcastle model, which was available in Sears mail-order catalogs from 1934 through 1939 and ranged in price from \$1,576 to \$1,813. Notable are the symmetrical, side-gable massing, three-bay façade, and classically-inspired door surround. Major differences include the width of the façade, the window size, and the chimney placement. The door surround is a near

perfect match to the catalog model. It is possible that 2800 Princess Anne Avenue is not a mail-order house. The door surround itself may have been ordered from a Sears catalog and applied to a traditional dwelling. Further interior investigations may help determine the dwelling's association with Sears. Overall, the dwelling is in very good condition; the only noticeable alteration is the addition of composition siding (Figures 142 and 143).

LENOX

Once more Sears answers America's demand for *good* low-cost homes. This charming half-timbered English cottage has two bedrooms, a hall, one bath, four closets, a vestibule and a combined living and dining room with a sun room effect.

.....

Details and features: Four rooms and one bath. Half-timbered front gable; brick-faced vestibule; glazed front door.

Year and catalog number: 1933 (3395) Price: \$1,164

Figure 141. Sears Lenox Model, 1933
(Stevenson and Jandl 1986:82).



Figure 142. 2800 Princess Anne Avenue, potential Sears Newcastle (1934–1939) model.

THE NEWCASTLE ▲ ▲

▲ SIX ROOMS AND BATH

STANDING four square to cheerful sunshine and admitting plenty of light in every room on cloudy days, this plan employs every inch of floor space advantageously. Here is a design of perfect symmetry in the disposition of windows and front doorway, graced by a dignity of line and perspective in which you would take constant pride.

The Exterior Walls are planned of clear bevel siding except second floor portion of front wall which is to have flush pattern boards. All exterior wood members to receive three coats of Master Mixed paint, which we suggest a light color in contrast to the dark roof and shutters.

The Front Entrance. You will be proud to know that this front entrance graced the homes of some of our famous early settlers. The original Richards House, built at Litchfield, Connecticut in 1730 (over two hundred years ago and still standing) and details almost identical to ones shown on the Newcastle.

The Floor Plans. This is another very good example of a practical "center entrance" design which has worked out nicely without the expense of a large center stair hall. The first floor has a large living room, dining room and kitchen. Note the suggested location for all kitchen equipment leaves plenty of room for drop leaf table and chairs.

The Second Floor. Three corner rooms with good closets and cross ventilation open off the upstairs hall.

The basement is planned for full excavation to contain laundry, fruit storage, heater, fuel and plenty of room for recreation.

WHAT OUR PRICE INCLUDES

At the price quoted, we guarantee to furnish all the material for this six-room Colonial home, consisting of lumber, lath, millwork, flooring, shingles, building paper, hardware, metal and paint materials according to plans and specifications.

Instructions for erection and complete plans.

Option prices on insert.

Fill out information blank for complete delivered price.

MODERN HOME
No. 3402
ALREADY CUT AND FITTED
PRICE \$1631 00



FIRST FLOOR PLAN



SECOND FLOOR PLAN



See pages 62 and 63
for Colonial garages
to match this home.

Sears, Roebuck and Co.

642 ▶ Page 45 ◀

Figure 143. Sears Newcastle Model, 1934–1939 (Sears Archives 2008).

5: Evaluation and Recommendations

The following chapter evaluates the significance of the historic resources surveyed within A Village, B Village, Crescent Hills, and Mansion Hills and provides recommendations for the preservation of both individual resources and historic districts. The chapter is broken down into four sections: “Evaluation of Significance,” “Design Guidelines,” “Economics of Historic Preservation,” and “Neighborhood Revitalization.” The first section provides an evaluation of the significance of the surveyed resources, discusses criteria for individual NRHP eligibility and for potential historic district designation, and provides recommendations for further survey and evaluation of select resources and neighborhoods. The second section discusses the economics of historic preservation and provides readers with a set of arguments that demonstrate how historic preservation efforts can be cost effective and boost the local economy. The third section provides a set of design guidelines for the preservation, restoration, and/or rehabilitation of significant historic resources and for the construction of new resources within historic neighborhoods. The design guidelines specifically focus on B Village, as the resources were found to be threatened by demolition, redevelopment, and incompatible building renovations and infill construction. The final section provides recommendations for incorporating historic preservation into economic revitalization efforts. The section on neighborhood revitalization also specifically targets B Village, which was found to be threatened by deterioration and development pressures.

EVALUATION OF SIGNIFICANCE

A Village

The City Point Historic District (116-0006) was placed on the National Register of Historic Places in 1979. The historic district is bound by the James and Appomattox rivers to the north, east, and west and an irregular line that encompasses Maplewood and Pelham streets to the south. The historic district encompasses the eighteenth- and nineteenth-century development that characterizes the early City Point settlement, as well as a portion of A Village, the DuPont Company neighborhood that was established around 1915 for the salaried employees and their families.

Historic Sanborn Fire Insurance Maps from 1921 suggest the original A Village community extended south along Cedar Lane and Brown Avenue and east to the railroad tracks, encompassing present-day Haskell Street, Burnside Street, Allen Avenue, Spruance Street, Pierce Street, Park Street, and Riverside Avenue. These original boundaries encompass a much larger area than the current City Point Historic District. Further in-depth survey work should aim toward identifying the extant dwellings erected for the A Village community. The documentation and evaluation of significant resources within the original boundaries of the A Village community may reveal potential for the expansion of the City Point Historic District boundaries.

Fifty dwellings were reported to have been constructed in A Village in a January 1915 issue of the

Petersburg Daily Index-Appeal, three months prior to the delivery of the initial sixty-one mail-order houses purchased from Aladdin (Joselow 1998: 366). Aladdin record books indicate that the models initially selected by DuPont included ten Gretna models, six each of the Denver, Geneva, Forsyth, Lorain, Carnation, Florence, Royton, and Texas models, and one each of the Brighton and Kentucky models. Another reference to the construction of A Village in a May 1915 issue of the *Petersburg Daily Index-Appeal* indicates that the construction of one hundred bungalows erected near the Hotel DuPont was outsourced to another contracting company (Joselow 1998: 370). Both historical research and field research strongly support the existence of Aladdin homes in the A Village community and also strongly suggest that not all dwellings within the community were purchased from Aladdin.

Upon the potential expansion of the City Point Historic District boundaries to encompass A Village development, both the significance of Aladdin homes and the significance of planned industrial communities should be incorporated into an expanded historic context that is developed around National Register Criteria A and C.

Criterion A: According to the National Park Service (NPS), a district can be eligible under Criterion A for its association with “a pattern of events or a historic trend that made a significant contribution to the development of a community, a state, or the nation.” (NPS 1997: 12). A Village contributes to the broad patterns of residential development within Hopewell, which are characterized by the continued subdivision of farm land for the establishment of residential neighborhoods for factory laborers and management. A Village contributes to the industrial history of Hopewell, as its development is closely tied to the initial establishment of the DuPont factory in the 1910s and the subsequent establishment of a number of other industrial enterprises following World War I. A Village also contributes to the broader patterns of industrial history in the United States, as it

represents a distinct transitional period in planned industrial communities and therefore embodies larger ideals of Progressivism and social reform.

Criterion C: According to the NPS, a district can be eligible under Criterion C for its embodiment of “distinctive characteristic of type, period, and method of construction.” (NPS 1997: 17). The A Village development is emblematic of the type of worker housing commonly produced for management and salaried employees within industrial villages during the early twentieth century, and it also contributes to the trends in mail-order catalog housing that proliferated in the first half of the twentieth century. The A Village resources embody many of the distinct characteristics of early twentieth-century residential architectural styles.

B Village

In 2004, a Preliminary Information Form (PIF) was submitted as a prefatory measure in the designation of the B Village Historic District (116-5032). The district was recommended potentially eligible to the National Register of Historic Places (NRHP) by the Virginia Department of Historic Resources (VDHR). The context for the district was primarily developed around the existence of mail-order housing produced by Aladdin. The existing historic context focuses on the significance of the Aladdin homes but should be strengthened to include B Village’s significance as an early twentieth-century planned industrial community.

Whereas unambiguous confirmation of specific Aladdin mail-order homes may strengthen the case for the significance of B Village, as described in the existing PIF context, the overall focus on kit houses, to the exclusion of other potentially significant themes represented by B Village, may actually hinder the eventual revitalization and, hence, preservation of the neighborhood. A focus on the Aladdin context may fuel a desire to restore existing B Village dwellings to their original appearance, rigidly restrict updates to properties, prohibit infill development, and neglect historic

fabric that does not fall within the limited period of significance. On the other hand, development of a revised and expanded statement of significance that shifts the emphasis of the historic context towards characterizing the historic district as representative of a planned industrial community is considered to be more appropriate for this resource. Specifically, characterizing B Village as a planned industrial community would recognize the inherent organic nature of vernacular architecture and the evolving character of working-class neighborhoods. This in turn will more readily allow for the necessary economic revitalization efforts that may enhance the long-term stability, and thus, preservation of B Village. These issues are discussed further in the final section of this report entitled, "Neighborhood Revitalization."

The existence of Aladdin homes in the B Village community was thoroughly investigated by Evie T. Joselow for her 1998 doctoral dissertation entitled, *The Ideal Catalog House: Mail-Order Architecture and Consumer Culture, 1914-1930*. Despite the existence of both DuPont and Aladdin records, unambiguous confirmation of individual mail-order houses proved difficult. Joselow states: "While there are contemporary descriptions of the construction of houses fitting the mail-order type, and even specific references to the erection of ready-cuts found in the extensive contemporary documentation of the communities, the association of such houses with the Aladdin name remains elusive, and as a result inconclusive." (Joselow 1998: 362). References to Aladdin were also absent in the archival materials reviewed by Joselow at the Hagley Museum and Library in Wilmington, Delaware. (Joselow 1998: 362).

Official documentation provides information on DuPont's relationship with Aladdin, and receipts indicate that Aladdin models were ordered and erected in Hopewell around 1914 and 1915. However, most of these models were specifically intended for the A Village community, which housed management and their families. Nearly two dozen dwellings in B Village have been identi-

fied as potential Aladdin models, however the majority of early worker cottages cannot be traced in either the official company documentation or the Aladdin catalogs. Discrepancies in order numbers on DuPont and Aladdin documentation provide inconclusive information on the total number of homes purchased by DuPont for Hopewell. Additionally, DuPont constructed several other communities in other cities and towns during World War I, and receipts do not always specify the destination city for housing orders (Joselow 1998).

A December 1916 article in the *Petersburg Daily Index-Appeal* reported on the intended erection of 355 cottages in the B Village community and that a contract for their construction had been awarded to the D. W. Hancock & Company of Lynchburg, Virginia. The article further stated that "erection will begin as soon as material can be secured." (Joselow 1998: 447). The possibility remains, then, that the materials were supplied by Aladdin and that construction work was completed by the Lynchburg contractors. However, it should be dually noted that Aladdin offered full construction services to its industrial clients. DuPont may have outsourced to a lower bidder in order to minimize costs and maximize profit. Aladdin advertised a number of packages for the design and construction of industrial communities. The most comprehensive, and expensive, packages offered complete communities that were equipped with dwellings, commercial buildings, churches, schools, and civic buildings and provided planned road networks and landscaping design. These communities were shipped ready-cut and fully erected by Aladdin employees. The most basic options allowed for an "a la carte" selection of ready-cut homes to be shipped to the construction site; the erection of the dwellings and the plan of the community was the responsibility of the client (Aladdin 1918). Regardless of the actual number of Aladdin homes purchased for the A and B Village communities in Hopewell, it seems likely, due to the use of a local

construction company, that DuPont selected one of the more basic packages for the construction of its worker housing.

As evidenced by the Sanborn Fire Insurance Maps of Hopewell, a few hundred dwellings and commercial buildings were constructed in B Village during the second phase of industrial growth in Hopewell, a phase during which Hopewell evolved from a temporary boomtown into a stable, permanently-inhabited city. The 1920s, 1930s, and 1940s dwellings complement the earlier DuPont worker housing, as they retain the modest bungalow massing and simplistic detail. The subsequent commercial, religious, social, and public buildings that rounded out B Village during this period contribute to establishment of Hopewell as a city.

Based on the results of this study and the characterization of the potential historic district as a planned industrial community, it is recommended that the B Village Historic District boundaries be drawn along Randolph Road, from N. 10th Avenue to Main Street; along Main Street to the Norfolk & Western Railroad tracks; along the railroad tracks to S. 6th Avenue; along S. 6th Avenue to W. City Point Road; along W. City Point Road to N. 11th Avenue; along N. 11th Avenue to W. Cawson Street; along W. Cawson Street to N. 10th Avenue; and along N. 10th Avenue to Randolph Road (Figure 144).

Specific justification for the district boundaries follows:

- Although B Village originally extended further north and east past Randolph Road and Main Street, these major thoroughfares now sever the connection between those few blocks and the main concentration of B Village, and a significant amount of historic fabric has been lost to commercial development along those blocks.
- The Norfolk & Western Railroad tracks have historically served as a major dividing line between the residential neighborhoods and the industrial complexes and continue to define the southern boundary of B Village.

- A few blocks have been carved out of the original B Village development south of S. 6th Avenue and west of W. City Point Road due to the significant loss of historic fabric.
- Historic maps suggest that, although additional land was annexed and subdivided west of 11th Avenue, little development took place until after World War II.

B Village should be considered NRHP eligible under both Criteria A and C:

Criterion A: According to the National Park Service (NPS), a district can be eligible under Criterion A for its association with “a pattern of events or a historic trend that made a significant contribution to the development of a community, a state, or the nation.” (NPS 1997: 12). B Village contributes to the broad patterns of residential development within Hopewell, which are characterized by the continued subdivision of farm land for the establishment of residential neighborhoods for factory laborers and management. B Village contributes to the industrial history of Hopewell, as its development is closely tied to the initial establishment of the DuPont factory in the 1910s and the subsequent establishment of a number of other industrial enterprises following World War I. B Village also contributes to the broader patterns of industrial history in the United States, as it represents a distinct transitional period in planned industrial communities and therefore embodies larger ideals of Progressivism and social reform.

Criterion C: According to the NPS, a district can be eligible under Criterion C for its embodiment of “distinctive characteristic of type, period, and method of construction.” (NPS 1997: 17). The B Village development is emblematic of the type of worker housing commonly produced for industrial villages during the early twentieth century, and it also contributes to the trends in mail-order catalog housing that proliferated in the first half of the twentieth century. The identification of several mail-order house types further emphasizes the community’s contribution to the context of mail-order housing. The use of broad eaves and

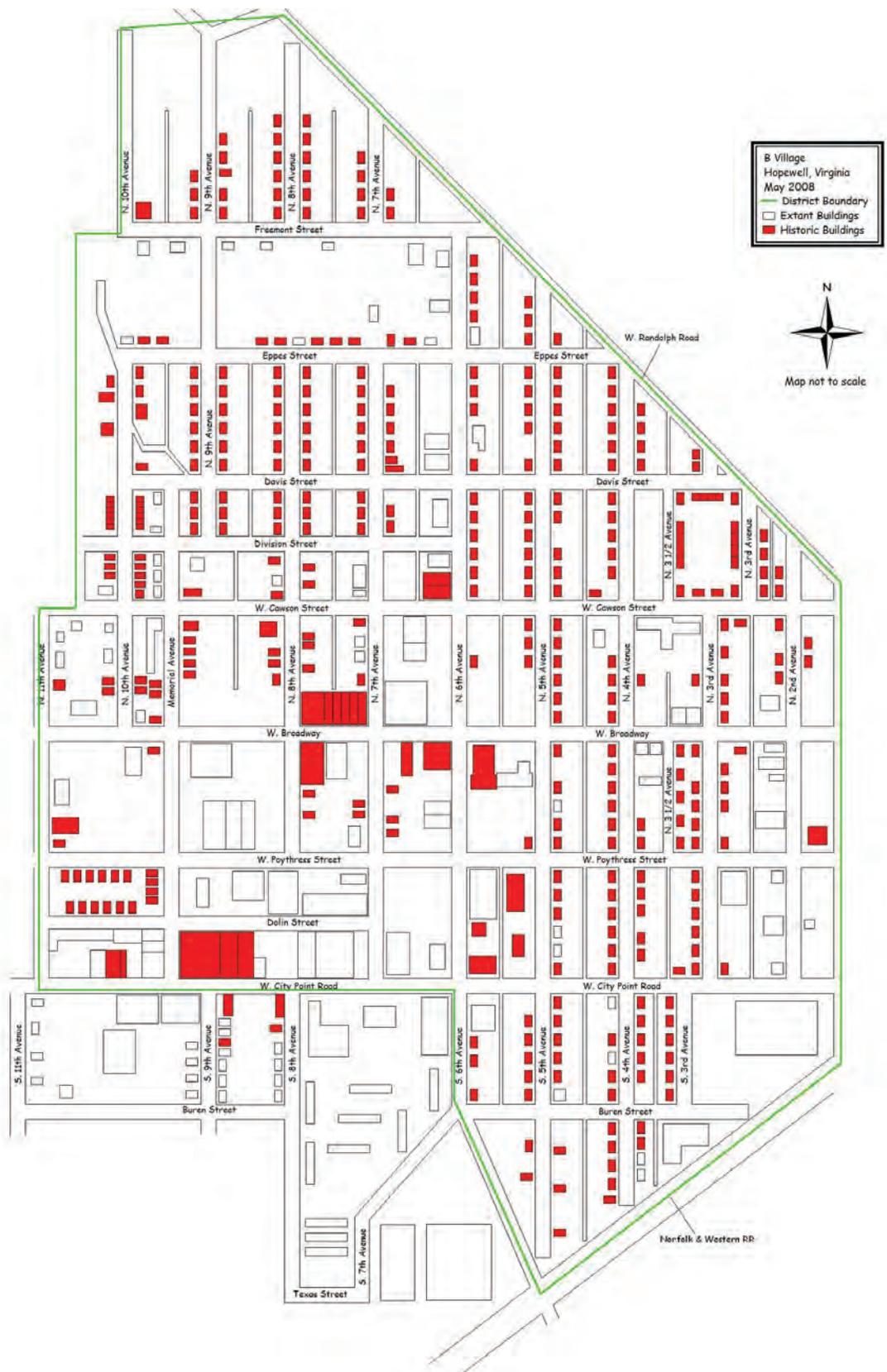


Figure 144. B Village site plan with proposed district boundary.

low-pitched roofs on even the simplest of worker cottages embody the Craftsman and Prairie-style ideals emerging during the early twentieth century, and the accumulated alterations observed on these modest dwellings attest to the organic, adaptable nature of vernacular architecture.

Crescent Hills

A survey of the Crescent Hills neighborhood was undertaken in the 1990s to document mail-order homes from Sears, Roebuck and Company. Although only a few Sears homes have been positively identified through the location of stamped lumber or other features bearing the Sears name, original plans, courthouse records, or owner confirmation, the majority of the Crescent Hills dwellings have been closely linked to house plans from Sears catalogs. Whereas definitive documentation on the authenticity of many of these dwellings as Sears kit houses has not been secured, again it may be better to consider the potential significance of the Crescent Hills neighborhood within a broader historical context.

The Crescent Hills neighborhood was a planned subdivision intended to provide more upscale housing for factory managers and their families. The development was laid out in a grid-iron plan with tree-lined medians, graded streets, concrete curbs and sidewalks, and suburban-sized lots, and potential buyers were encouraged to select their homes from plans (Joselow 1998:340–344). The neighborhood as a comprehensive unit embodies ideals of planning and landscape design and contributes to the continued growth of Hopewell in the years following World War I and the closing of the DuPont plant.

The historic district boundaries should be drawn along W. Broadway to the north, Oakwood Avenue to the east, W. City Point Road to the south, and Mesa Drive to the west. These boundaries historically defined the Crescent Hills subdivision, which has retained a significant amount of overall integrity and has thusly maintained its original boundaries.

Crescent Hills should be considered eligible under both Criteria A and C:

Criterion A: According to the NPS a district can be eligible under Criterion A for its association with “a pattern of events or a historic trend that made a significant contribution to the development of a community, a state, or the nation.” (NPS 1997: 12). Crescent Hills contributes to the patterns of residential development in Hopewell, as well as the broader national patterns of suburban planning. Crescent Hills also contributes to the industrial history of Hopewell, as its development is closely linked with the establishment of new industrial opportunities after World War I.

Criterion C: According to the NPS, a district can be eligible under Criterion C for its embodiment of “distinctive characteristic of type, period, and method of construction.” (NPS 1997: 17). Crescent Hills embodies many of the distinct characteristics of early twentieth-century residential architectural styles and contributes, at least in part, to the trends in mail-order catalog housing that proliferated in the first half of the twentieth century. As a cultural landscape, Crescent Hills also embodies that distinct characteristics of residential landscape and subdivision planning during the first half of the twentieth century.

Mansion Hills

Six dwellings were identified as potential Sears mail-order houses, but there is not an explicit concentration of such in Mansion Hills to merit designation as a NRHP historic district. Additionally, although Mansion Hills originated as a planned residential subdivision, both historic maps and physical evidence suggest that the neighborhood developed slowly over several decades, rather than shortly after it was established; and survey results suggest that the neighborhood contains a large number of dwellings that are not yet fifty years of age, which is, with few exceptions, the qualifying age for NRHP eligibility.

Despite the lack of unifying neighborhood characteristics that may qualify Mansion Hills as

an historic district, the six potential Sears catalog homes that were identified during the survey may be individually eligible to the NRHP. Due to the time restrictions of the field survey, the architectural historian was not able to coordinate interior access for intensive surveys of these six dwellings. It is recommended that property owners be encouraged to participate in future intensive surveys. An investigation of interior floor plans and architectural features may provide further evidence to confirm the Sears association and will allow the architectural historian to further evaluate the building's integrity. Following is an assessment of the significance of the individual resources based on the windshield survey:

- 604 Mansion Drive, a potential Oak Park model, is in excellent condition and retains a high amount of exterior integrity. The few small differences between this example and the catalog model – i.e. the brick cladding, enclosed porch, shutter style, and boxed eaves – are customizations that are common to the mail-order dwellings found in Hopewell and detract little from the overall design. A well-preserved interior that provides clues to the dwelling's mail-order origins may qualify the resource for individual inclusion in the NRHP.
- 500 Mansion drive, a potential Rockford model, is in very good condition and retains a high amount of exterior integrity. The example is almost a perfect match to the catalog design, with the exception of the addition of shutters and the small side wing, both customizations that were common to the mail-order dwellings in Hopewell. Further enhancing this resources significance is its uniqueness; while the American Foursquare was a common architectural style within the United States in the early twentieth century, the style is rare within Hopewell. The majority of the potential mail-order homes identified can be classified as Georgian Revival, Dutch Colonial Revival, Tudor Revival, and Craftsman bungalow. A well-preserved interior that provides clues to the dwelling's mail-order origins may qualify the resource for individual inclusion in the NRHP.
- 2800 Princess Anne Avenue, a potential Newcastle model, is in very good condition and retains a fair amount of exterior integrity. The only noticeable exterior alteration is the addition of composition siding, which was likely added during the mid-to-late twentieth century. The removal of this siding may reveal the original wood weatherboard or shingles. The reversal of the siding replacement and a well-preserved interior that provides clues to the dwelling's mail-order origins may qualify the resource for individual inclusion in the NRHP.
- 502 Mansion Drive, a potential Dover model, is in good condition and retains a fair amount of exterior integrity. The example is a very close match to the catalog design, the most noticeable exception being the lack of a curving slope on the gabled entry. The only noticeable exterior alterations are the addition of aluminum siding, which was likely added during the mid-to-late twentieth century, and the removal of the façade shutters. The reversal of the siding replacement and a well-preserved interior that provides clues to the dwelling's mail-order origins may qualify the resource for individual inclusion in the NRHP.
- 504 Mansion Drive, a potential Americus model, is in good condition but has lost a fair amount of integrity. Significant alterations include the addition of aluminum siding and vinyl window sashes and the removal of the exposed rafter-tails beneath the main roof and the keystone arches over the porch openings. Although an intensive survey may reveal a well-preserved interior, the exterior alterations likely preclude the dwelling from being individually eligible to the NRHP. Although this is the only example of an Americus model identified in Hopewell, there may be more well-preserved examples found in many other locations in Virginia or the rest of the nation.
- 605 Park Avenue, which exhibits elements of both the Rochelle and Lenox models, is in excellent condition and retains a high amount of integrity. An intensive survey of the property, including an interior investigation, consultation of court house records, and an interview

with the owner. Any of the above may confirm the building's status as a Sears kit-house and reveal the actual model, two valuable pieces of information that may qualify the resource for individual inclusion in the NRHP.

ECONOMICS OF HISTORIC PRESERVATION

Historic preservation is often looked upon with skepticism as being a costly waste of funds, an obstruction to change, and a novelty that provides little to communities in search of revitalization. Contrary to popular belief, historic preservation efforts can provide a number of economic incentives over new construction, can be an impetus for change, and can be a major component to an overall revitalization plan for historic communities. Following is a summary of several important economic factors to consider in the undertaking of historic preservation projects. (Rypkema 1994)

Tax Incentives

Property owners may be able take advantage of tax incentives offered by both the state and federal governments for sensitive rehabilitations of historic properties. The federal government offers a 20% tax credit to income-producing properties, and the state government offers an additional 25% tax credit to both residential and income-producing properties. Rehabilitation efforts must follow the Secretary of the Interior's Standards for the Rehabilitation of Historic Buildings. Restoration of historic buildings to their original form is not required. The majority of the dwellings in B Village have already undergone numerous alterations, particularly in the addition of new siding, replacement windows, and enclosed porches. These features need not be removed during the rehabilitation process. Property owners can also donate preservation easements to government or non-profit organizations and receive tax credits for the value of the easement. For example, the owner of an historic building can donate the development rights of a building façade to an

organization in exchange for a tax credit equal to the value of that donation.

Historic Preservation Grants

Matching grants are available to local governments, non-profit organizations, historical organizations, and historic sites that need extra funding for operations, rehabilitations, or collections maintenance. Although these grants are not available to private property owners, a local historical society could pursue a grant for the establishment of a B Village historical museum or the local government could pursue a grant for the rehabilitation of public buildings or sites within an NRHP historic district.

A specific and important program offered by VDHR for municipalities is the Certified Local Government (CLG) program, which, in addition to other benefits, provides funding for architectural surveys, evaluation of resources for NRHP eligibility and preparation of NRHP nominations, stewardship programs, public education programs, review board training, and rehabilitation of publicly owned NRHP-registered buildings. It is strongly recommended that the City consider applying for membership in the CLG program, and pursue the many benefits that program offers in support of City stewardship of significant architectural and other cultural resources.

Job Growth

"Dollar for dollar, historic preservation is one of the highest job-generating economic development options available" (Rypkema 1994:13). Demolition and new construction projects do indeed provide local jobs but only during the immediacy of the project, and these jobs require specialized labor. Jobs generated by historic preservation projects are often more enduring, as large-scale rehabilitation projects are often completed over longer periods of time. As well, the small scale of rehabilitation projects allows the use of unskilled labor with minimal training. A simple paint or plaster job, the installation of a new win-

dow or door, or the replacement of roof shingles can be tackled by workers with little-to-no formal construction experience. The project expenditures for new construction are typically split between labor and materials. However, 60–70 percent of the costs for rehabilitation projects go toward labor, allowing the bulk of the budget to be allocated for job creation. The labor will typically be hired locally, and the money earned by those workers likely will be spent locally. Materials for new construction projects often have to be purchased on a large scale from sites outside the local community. Materials for smaller-scale rehabilitation projects can easily be purchased from local hardware or home building stores, further stimulating job growth in the local retail sector.

Growth of New Businesses

Historic buildings serve as excellent incubator space for emerging businesses and help attract and retain small businesses. Smaller businesses need less space, and historic buildings are typically more compact than the office and retail space that is constructed in newer buildings. The smaller space can typically be acquired at lower cost, and the rehabilitation efforts will generally be cheaper than the cost of new construction. As well, the location of small businesses within an historic core will allow easier access to local banks, public offices, and other necessary supporting entities, thus stimulating the establishment of additional businesses.

Business District Revitalization

Residential and commercial districts are highly interdependent. The vitality of one can seriously impact the vitality of the other. A healthy commercial district will attract residents who either work in the business district or wish to be close to the amenities therein provided. Likewise, a vital residential neighborhood will attract businesses that hope to take advantage of the increasing wealth of the community. The proximity of B

Village to the downtown core is key to both the revitalization of B Village and the revitalization of that core. Similarly, the existing stock of unutilized or underutilized commercial buildings within the boundaries of B Village provide opportunity for extending and strengthening the commercial district. The economic vitality of these districts will continue to attract new residents, and the economic vitality of B Village will continue to attract businesses.

Economic Stabilization

Historic preservation is often a counter-cyclical activity that stabilizes the local economy. “Many cities have found that historic preservation is one of the few bright spots when the rest of the local economy is in the doldrums” (Rypkema 1994:20). Rehabilitation projects are often more affordable than large-scale construction projects and are also more feasible for low-income homeowners than large-scale renovation projects. “Owning a property within a historic district provides a sense of security that an inappropriate, out-of-scale new project won’t adversely affect the owner’s investment when the real estate cycle swings into the ‘boom’ phase again” (Rypkema 1994:20). The lower-income homeowners in the historic neighborhoods typically have more attachment to the community than the wealthier residents that are drawn in by the construction of upscale condominiums or private subdivisions. The preservation of historic neighborhoods, like B Village, will lead to the preservation and stabilization of the city’s population. Alternatively, new residents drawn in by new construction are just as apt to move out.

Growth of Residential Neighborhoods

“Economically, historic preservation stabilizes property values, encourages reinvestment, maintains and ensures tax revenue collections, and provides housing and jobs” (Rypkema 1994:69). Historic residential neighborhoods generally reside in close proximity to the commercial, of-

fice, and civic buildings of the local community. The central location of these neighborhoods can attract a wide variety of income levels, which is key to maintaining a stable, vibrant neighborhood and stimulating property values. The neglect of historic neighborhoods leads to vacant properties, vacant lots, and blighted buildings or blocks. Further decay leads to a greater exodus from the city core and, thus, further decay and plummeting property values. Vacant lots in the B Village neighborhood break up the aesthetic of the streetscape, attract litter, and are unsafe. Rehabilitation is a catalytic activity: one rehabilitation spurs another. One person's investment in their community will stimulate the next person's investment, and those who are invested in their community are much more likely to remain within the neighborhood and patronize local businesses. The cost of rehabilitation the existing residential housing is a fraction of the cost of new construction. A 1989 study by the U.S. Department of Defense demonstrated that rehabilitation costs were one-quarter to one-third of the costs of replacing the historic structures (Rypkema 1994:52). And constructing new housing to accommodate moderate- and low-income households is difficult without subsidy. The growing body of minimum-wage earners can typically not afford to live in newer housing. Many low-income wage earners cannot afford automobiles, and newer residential developments are often not convenient to workplaces.

Public Money Savings

The public money saved by opting for the rehabilitation of existing buildings over the wholesale construction of new buildings can help provide for purchasing rental properties for conversion into single-family, owner-occupied homes; beautify the neighborhoods with landscaping, outdoor fixtures, signage, repaved roadways, and new sidewalks; and promote tourism. New construction often calls for new or improved public utilities and new roads or traffic patterns, whereas historic buildings utilize and are well-suited to the existing

infrastructure. Expanded infrastructure is costly to tax-payers. Historic buildings also save on energy costs. Not only is the embodied energy (embodied energy being the cumulative energy that has gone into constructing and maintaining the building over the course of its life) being thrown away, but new construction seldom offers the same energy-saving amenities as historic buildings. A typical dwelling in B Village, for example, boasts an open or screened porch that provides a cooling shade in the summer, ample windows for both light and cross ventilation, and small rooms for efficient heating in colder months.

Quality of Life

Revitalizing historic neighborhoods leads to an enhanced quality of life. When pride in history, well-tended buildings with character, aesthetically-pleasing streetscapes, and proximity to commercial and public buildings merge, an enhanced quality of life arises that attracts new residents. With the rapid development of exurban communities with cookie-cutter housing, many home-buyers are seeking out that which defines their history and community and provides unique character and amenities not found within newer developments.

Tourism

"Historic resources are among the strongest community assets for attracting visitors" (Rypkema 1994:77). Discovering what is unique about an individual place more often than not involves looking at the history and the historic fabric that remains. Hopewell has a unique status as the "The Magic City" and "The Wonder City" (Weaver 191-). Much of that status is wrapped up in the remnants of the early industrial city, of which B Village represents. As Hopewell provided temporary housing for thousands of workers during World War I who later abandoned the city and returned home to their families, a large number of descendants of those early Hopewell factory

workers are scattered across the nation. Electronic guestbook comments from visitors to several interpretive websites created by WMCAR for the City of Hopewell reveal that many former residents are interested in revisiting their home town and recalling its unique history. A well-preserved company town offers these tourists a peek back into the important past. Likewise, the tourists already lured into the city by the historic buildings and archaeological sites at City Point can be further enticed into a well-preserved historic neighborhood and the amenities that it provides.

Increased Life Expectancy of Buildings

Historic buildings have one thing in common: they have lasted for at least fifty years. Those surviving buildings have stood the test of time and demonstrated the quality and enduring nature of their construction. New construction is rarely built with the consideration of longevity. The large scale of new construction projects often demands cutting corners and using less expensive materials and construction methods. The dwellings within B Village, although rapidly constructed at a low cost, have stood for nearly a century. Mail-order housing companies frequently touted the quality of their materials. The long-lasting mail-order neighborhoods in Hopewell and other towns and cities across the nation attest to that.

DESIGN GUIDELINES

The City of Hopewell currently maintains a Board of Architectural Review (BAR) within its planning division. The BAR reviews proposals and grants Certificates of Appropriateness for the erection, reconstruction, alteration, restoration, demolition, or removal of any historic building, structure, or site within the City's Tourist/Historic District, which is defined as the City Point Historic District (City of Hopewell 2009). Upon the designation of B Village and Crescent Hills as local historic districts, the BAR may extend its regulatory review to these neighborhoods. Design guidelines that

oversee the alteration or demolition of existing buildings and the design and placement of new construction can be drawn up for the two districts. Design guidelines should be strict enough to minimize any arbitrary judgments or loose interpretation, yet they should be flexible enough to allow property owners to maintain a sense of individuality, a characteristic often sought out in historic neighborhoods. Guidelines should also be flexible enough to accommodate necessary repairs and updates for low-income families. Although not required unless receiving federal or state tax incentives, it is recommended that design guidelines adhere to the Secretary of the Interior's Standards for Rehabilitation. Currently, B Village suffers the highest threat from deterioration, inappropriate building renovations, and development pressures. Therefore, a summary of suggested guidelines for both alterations to existing buildings and compatible new construction is recommended as follows:

Alterations to Historic Buildings

Though alterations to historic buildings may be periodically necessary for routine maintenance, general upkeep, and modernization, they do not have to result in an adverse effect to the elements that contribute to the historic significance of a building. Generally speaking, in order to avoid such adverse effects, alterations should not comprise the original massing and form of the building. Important to the character of the resource is the overall shape, height, relationship of various massings (i.e. porches, wings, attached garages etc.), and roofline. These features are significant to maintaining the overall identity of the building, and they serve to create a unity in the streetscape.

- Additions should be relegated to the rear whenever possible and not visible from the street.
- Side wing additions should be strongly discouraged, as they alter the visible building shape. If necessary, they should be stepped back from the façade, and their rooflines should be slightly



Figure 145. Compatible side wing addition stepped back from facade.

lower than the original roofline. Therefore, the wing will be recognizable as a later addition (Figure 145).

- “Pop-tops”—second-story additions on one- or one-and-one-half-story dwellings—should be avoided. If additional second-story space is necessary, the use of moderately-scaled dormers on rear roof slopes should be encouraged.
- Original dormers, such as on the Denver model, should not be removed.
- Front porches should remain open or screened. If a porch enclosure is necessary, the original shape of the porch should be maintained. This means that the porch should not be fully encompassed into the massing of the building, thus creating an entirely new shape and concealing the existence of the porch. A sensitive porch enclosure should include large windows that reflect the original porch openings and display the original porch posts or columns (Figures 146 and 147).
- Original fenestration patterns should not be altered. The various dwelling types in B Village display distinctive arrangements of window and door openings that should be preserved to maintain the cohesive character of each model.
- Window replacements should be discouraged. If replacement is necessary, due to significant decay or failure, the new windows should display a similar glazing pattern to the original sashes (i.e., three-over-one, six-over-six, diamond-pane). Double-hung sash windows should remain as such, as should casement windows. Large bay windows or picture windows should not replace sashes. A number of Aladdin designs boast small casement windows on either side of the primary entrance. These should not be enlarged.
- New siding should be discouraged on those buildings that maintain the original wood shingles that replaced the tar-paper walls of the early dwellings. A dwindling number of wood shingle dwellings exist, and they should therefore be protected.
- Never apply architectural details that are not reflective of the era of construction. The majority of the B Village was constructed in the 1910s



Figure 146. Compatible porch enclosure with large windows.



Figure 147. Incompatible porch enclosure (porch encompassed into the building facade).

and 1920s, and most of the resources display simple Craftsman or Colonial Revival-style details (Figure 148). The addition of elaborate details or details of an early era would both alter the simple, vernacular character and display a false historicism.

- Residential buildings should remain primarily residential, the most viable function for the modest dwellings. Small commercial enterprises can be undertaken, with minimal alteration and signage. The residential features—sash windows, single-leaf doors, and porches should be retained. Signage should be discrete (Figure 149).
- Whereas the standards allow for the restoration of a building to a specific period, certain elements of the homes have gained significance since their construction, particularly the removal of the tarpaper and addition of wood shingles or clapboards. Added features that have gained significance since their construction should be respected as contributing elements to the building's character. Often a neighborhood's character is not only defined by the original integrity of the buildings but also by the cumulative changes that have taken place (Figure 150).

Compatible New Construction

- New construction should also follow the form and massing of existing buildings. Nearly all the dwellings in B Village are modest in scale and rise only one or one-and-one-half stories in height. On streets where those dwelling types predominate, new construction should mimic that scale. The important features of the massing and form that should be side-gable roof, the low roof pitch, the square or rectangular massing, and the one- or one-and-one-half-story height (Figure 151).
- As stated above, avoid the use of architectural details that fall outside the period of construction of the historic buildings.
- Employ such details as wide eaves, front porches, and rows of sash windows.

- Respect building setbacks. B Village was a planned community within which a uniform street grid was established, uniform lots were plotted out, and buildings were sited with uniform setbacks. The overall character of the neighborhood does not only lie within the individual appearance of the buildings but also in the relationship of the buildings to each other. Most residential blocks, when originally developed, held six narrow lots on each side of an alley. A residential block should not contain more than six dwellings on each side.
- In neighborhoods with historically single-family dwellings, new development should remain as such. In select locations, multiple-family rowhouses were constructed. New rowhouses that echo the character of the original buildings could be constructed on those blocks that historically held and/or continue to hold rowhouses.
- New construction can be more intense in the existing business districts that have been established along such corridors as Broadway, City Point Road, and 6th Avenue. Like the residential development, commercial and public buildings should be on the same scale as the existing historic buildings and should attempt to echo the early twentieth-century character—i.e., the brick construction, embellished cornices, corner pilasters, storefront display windows, and upper-story sash windows. New commercial construction should also respect the minimal setbacks of existing buildings and be of the same density—i.e., attached, two or three stories in height, mixed-use etc.
- In the interest of community vitality and in keeping with the ideals of a company town, commercial and public building construction should be encouraged in suitable locations. Commercial architecture should be modest in scale and keep with the vernacular feeling of the neighborhood. These building types should be relegated to areas where commercial architecture may already exist, where large swaths of land have already been cleared, or along street corners and major thoroughfares. It should avoid disrupting a continuous residential fabric.



Figure 148. Craftsman details.



Figure 149. Sensitive conversion of residential use into commercial use.



Figure 150. Alterations such as wrought-iron porch and composite shingles that have since gained historic status.



Figure 151. Compatible new construction that maintains massing and setback.



Figure 152. Compatible new commercial construction (the building on the far left); note scale, setbacks, density, and use of popular architectural details from several Hopewell dwellings.

Commercial buildings should also encourage mixed-use development when possible to maintain a more vibrant community. Public buildings should also not dominate residential areas and should follow vernacular traditions of Hopewell architecture (Figure 152).

Secretary of the Interior's Standards for Rehabilitation

The following list outlines the Secretary of the Interior's Standards for Rehabilitation, which are required for the rehabilitation of properties receiving tax incentives and should serve as a guideline for assessing the appropriateness of alterations and new construction projects within local historic districts (Morton 1997).

- A property shall be used for its historic purpose or be placed in a new use that requires minimal

change to the defining characteristics of the building and its site and environment.

- The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided.
- Each property shall be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or architectural elements from other buildings, shall not be undertaken.
- Most properties change over time; those changes that have acquired historic significance in their own right shall be retained and preserved.
- Distinctive features, finishes, and construction techniques or examples of craftsmanship that characterize a property shall be preserved.

- Deteriorated historic features shall be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature shall match the old in design, color, texture, and other visual qualities and, where possible, materials. Replacement of missing features shall be substantiated by documentary, physical, or pictorial evidence.
- Chemical or physical treatments, such as sand-blasting, that cause damage to historic materials shall not be used. The surface cleaning of structures, if appropriate, shall be undertaken using the gentlest means possible.
- Significant archaeological resources affected by a project shall be protected and preserved. If such resources must be disturbed, mitigation measures shall be undertaken.
- New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment.
- New additions and adjacent or related new construction shall be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

NEIGHBORHOOD REVITALIZATION

Historic preservation is not just about preserving physical appearance of the individual buildings or comprehensive district, it is also about maintaining communities that are vital and livable. Historic preservation is an important tool in the economic revitalization of neighborhoods and should be incorporated into broader city planning measures. With its central location and proximity to the commercial and civic buildings downtown, B Village is in a prime location for redevelopment and revitalization. The following discussion expounds upon the virtues of revitalization and illustrates a number of concepts both small and

large that, when implemented with a wider range of planning measures, can help in renewing B Village as a vital, stable community that is not only at the physical core of Hopewell but also the economic core.

While large-scale construction projects, such as condominiums, apartment complexes, shopping centers, or casinos—all projects typically undertaken by cities in revitalization efforts—provide “quick” and “easy” fixes to deeper economic problems, they rarely have the endurance of a stabilized, mixed-use community. Upscale condominiums and shopping centers have high hopes of attracting new wealth, which, conceivably, should attract new business. However, the projects fail to accommodate for the needs of the existing population of the historic neighborhoods - a population that often has been rooted within the community for generations and provides the backbone for its stability. Residents drawn in by lofty, large-scale projects will not necessarily have an investment in the community and will not necessarily remain. Large projects are often boom-and-bust operations. A superficial solution to a deeply-ingrained problem provides only a superficial fix and will often be abandoned like a passing fad. The key to healthy revitalization is to begin with the backbone of the community: its long-time residents, its historic buildings, and its unique character. Whereas the immediate pay-off from preservation projects appears quite small compared to large-scale projects, the cumulative effects over time will significantly outweigh the economic boost stimulated by new construction. And preservation projects can begin small and inexpensive. There is no need to tackle the toughest problems first. Small steps will compound into large results down the road.

Beautification

Simple steps toward neighborhood can dramatically enhance the quality of life in a community, thus eliciting greater pride of ownership from existing residents and having greater appeal to

potential home-buyers. A beautified streetscape will also serve as a more pleasant, safer atmosphere for walking and interacting with the community. A stronger community life is key to ongoing revitalization. The following beautifications initiatives could greatly benefit B Village.

- Shade trees: Few shade trees were documented within B Village. The addition of shade trees along the streetscape will not only enhance the aesthetics of the streetscape, it will also provide more cooling shade in the hot summer months.
- Greenways/Parkways: Most of the streets in B Village lack any type of greenway or parkway to delineate the sidewalk from the street. Many of the major thoroughfares were wide enough to accommodate the incorporation of greenways, and the side streets were quiet enough to accommodate a slight narrowing of the roadway. The greenway enhances the aesthetic and also provides a space for the planting of shade trees and flowers.
- Gardens: In the early years of B Village, women were educated in growing and canning their own vegetables, and annual contests were held

for the most beautiful garden (Figure 153). Encouraging homeowners to beautify their own properties by setting up annual garden contests and tours will reflect traditions of early twentieth-century B Village life and further community involvement and pride from residents. Garden tours may also attract tourists.

- Street lamps: Currently, B Village contains no residential-scale street lighting. Larger highway-scale sodium vapor floodlights have been installed along the busier thoroughfares, but the side streets lack sufficient lighting fixtures. Removing the floodlights and installing small-scale traditionally-inspired fixtures uniformly along the main and side roads will present a more unified, aesthetically-pleasing streetscape. The erection of street lamps will create safer neighborhoods and stimulate more nighttime activity.
- Street signs: Replace the current street signs with historically-inspired wooden signs. Writing or a small logo at the top can indicate the streets are part of the historic B Village neighborhood. Replacing utilitarian objects with more stylized designs can elevate the neighborhood from a

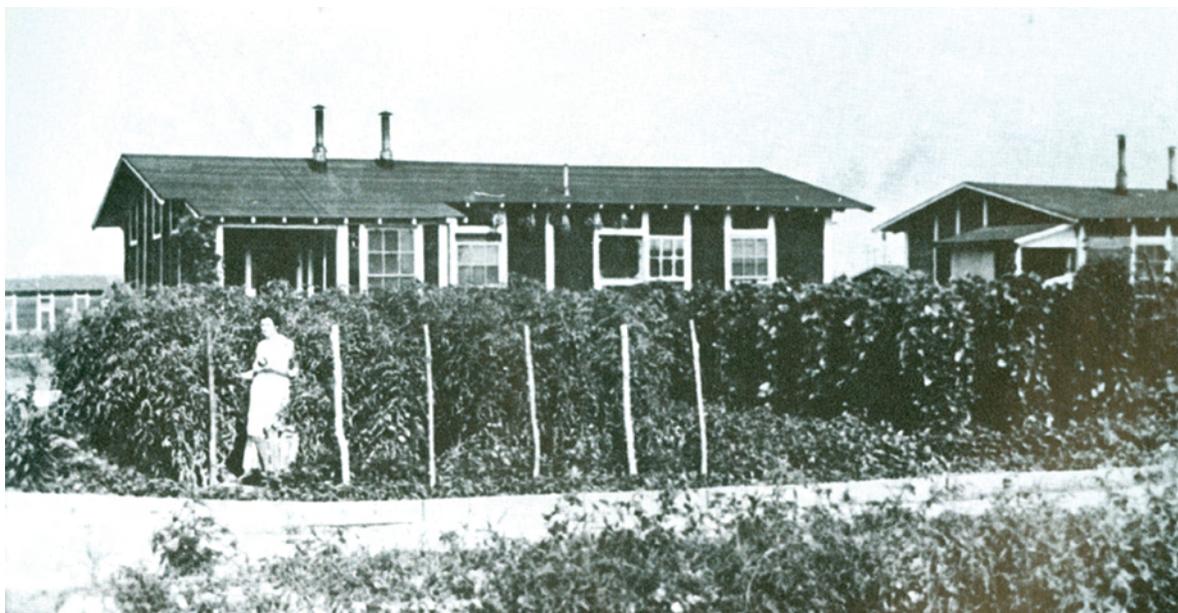


Figure 153. B Village worker cottage with vegetable garden, ca. 1915 (Calos et al. 1983:77).

basic grid of streets to a distinct community with unique character.

- **Public art:** Sculpture on street corners or in commercial districts, decorative fountains, and murals on the side of large building façades, all produced by local artists, can have a significant impact on the resident's pride in a community and the quality of life in a neighborhood. Artwork could reflect the industrial history of Hopewell.
- **Sidewalks and streets:** Repaving any sidewalks and streets in need of repair can enhance the quality of the neighborhood. It is not recommended to fully pave sidewalks in brick, as that would present a false sense of historicism. However, a concrete sidewalk lined in brick or with brick dividers between concrete squares can equally enhance the streetscape.
- **Power lines:** Although historic photographs indicate the presence of power lines within B Village, they detract from the overall character of the streetscape and can impede the growth of large shade trees. Burying the lines will free up space along the roadside for more trees, plantings, street lamps, and other fixtures.
- **Trash clean-up:** Organize volunteers to clean streets of litter.

Community Amenities

Along with beautification, a number of other simple amenities can be provided within the neighborhood that can strengthen the community. Like the beautification measures, these are not historic preservation efforts but merely steps toward creating a desirable residential community.

- **Parks:** One large playground and a skate park are present in B Village. The parks provide excellent community gathering and recreation space. Some of the lots that are currently vacant would provide excellent opportunity for redevelopment as park space. Large areas of surface parking lot are located around many of the commercial and public buildings located in B Village also offer redevelopment opportunities for park space. Parks can dually serve as sites

for outdoor concerts, art festivals, and farmer's markets.

- **Benches:** The placement of benches in parks, near public buildings, or along commercial corridors will encourage more pedestrian activity and community interaction. Well-designed benches can also serve as beautifying features.
- **Bicycle racks:** Placing bicycle racks at parks and within commercial districts and other public spaces will encourage outdoor activity within the neighborhood and will provide more stimulus for Hopewell residents to patronize the commercial districts within the center of the city rather than drive to the outskirts of the city.
- **Trash/Recycling bins:** Stylized, traditionally-inspired, small-scale trash and recycling receptacles will encourage a clean, well-tended streetscape.

Home Ownership

Rental properties are often neglected by landlords and that neglect can spill over into the overall character of the neighborhood. Homeowners generally take pride in their properties, tending to their lawns and keeping up their historic homes. Working with housing and economic development programs or developers, rental properties can be purchased when they come on the market and resold to lower-income families with special financing. Not only will reselling properties to existing residents provide a stable base for the continued growth of the community, it will also help ensure the neighborhood will maintain a mix of incomes. As the quality of life is enhanced, the neighborhood will attract more moderate- and higher-income families.

Interpretive Planning

B Village will be enhanced as both a tourist attraction and desirable residential community through interpretation of its unique history. The following initiatives can help promote that history.

- **Interpretive signs:** Place interpretive signs along the major roads that enter B Village. Signs

should introduce the neighborhood and provide a brief history of the community. The signs will also serve to establish a gateway into the community. Interpretive signs can also be placed at the corner of a block of restored worker cottages and at locations of significant, now-demolished buildings.

- Aladdin model signs: Homeowners of properties that have been identified as Aladdin models can opt to display signs that display the name of the model.
- Historical museum: A local history museum could be established in one of the well-preserved worker cottages in B Village.

Commercial District Revitalization

The revitalization of commercial districts and residential neighborhoods are inextricably linked. The viability of B Village as a vibrant community depends in part upon the success of the commercial district, and the viability of the commercial district depends upon the success of B Village. Three distinct commercial corridors have been identified in B Village: W. Broadway, W. City Point Road, and 6th Avenue. Both W. Broadway and W. City Point Road were historically commercial corridors and retain a number of extant, early twentieth-century commercial blocks. N. and S. 6th avenues were originally filled with residential worker cottages, but the thoroughfare now contains large, low-density commercial and office buildings surrounded by surface parking. The three commercial corridors are prime locations for both the rehabilitation of historic commercial buildings and the construction of new infill development.

Linkages

One of the most important factors in maintaining vibrant, stable communities is the ability of

residential and commercial districts to be easily linked. Too often broad thoroughfares, large parking lots, and large-scale developments break up streetscapes and cut off communities from other residential neighborhoods and commercial and public buildings. Links can be established between the commercial districts of B Village and the primary downtown district by the contiguous, high-density development of W. Broadway. As well, redevelopment of the commercial corridors of 6th Avenue, W. Broadway, and W. City Point Road can provide further linkage between the residential neighborhoods that fall on either side of those roads. 6th Avenue in particular is wide and heavily trafficked, making it difficult to maintain connections between the residential neighborhoods on both sides of the road. Looking at the site plan for the surveyed B Village area, one can see that large voids and low density development break up the streetscapes along the commercial corridors. These streets should be redeveloped with attached, mixed-use commercial and office buildings that incorporate smaller, rear parking lots or a centrally-located parking garage. The buildings should reflect the historic brick commercial blocks that fill the downtown and are indicative of the period of development for Hopewell. The streetscape should also be beautified with trees, plantings, benches, small-scale street lamps, artwork, and trash bins. The wide road should be pulled together and made more pedestrian friendly with a narrow median down the center, which can be planted with flowers. Also strips of parkway should separate the sidewalks from the street. More crosswalks and lights should be placed to encourage safe pedestrian access. This central space between the two residential neighborhoods will link them into one community, with the focus around the intersection of W. Broadway and 6th Avenue (Figure 154).



Figure 154. Site plan indicating commercial corridors, low-density development, and a proposed commercial center.

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