



ViewPoints



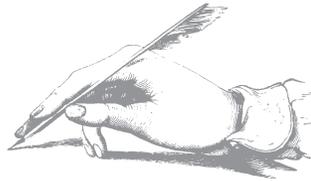
March 2004

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A N OCCASIONAL NEWSLETTER OF THE GRANDVIEW HEIGHTS/MARBLE CLIFF HISTORICAL SOCIETY

PRESIDENT'S LETTER



Dear Members and Friends,

Have no fear! Spring will be here sooner than you think! In a couple of weeks I'll bet we'll get our first glimpse of snowdrops, followed by daffodils!

Your Society has been busy working to keep history alive! We have been working to obtain old records from the City of Grandview Heights, so that we may file and digitize them. We continue our efforts to obtain any abstracts from homes as ownership is transferred. If you, or a friend, perhaps, have an abstract available, please let us know. We would like to borrow it to make a copy for our files.

As always, documents, pictures, or materials that you would be willing to share would be most appreciated. We would be happy to copy and return the originals to you, if you prefer. Many times, items thought not to be important are the single link to a piece of history! It is also worth noting that while antiques must be 100 years old, yesterday is history! Where are those mementoes from the Tri-Village Bicentennial Celebration in 1976?

Currently, your Society is busy preparing for the 2004 Tour of Homes. For more information, see elsewhere in this newsletter. We will add extras this year, such as transportation for those who find some sites a challenge. Watch Grandview ThisWeek for a March-through-April series of articles about homes on the tour.

As always, I ask if you are willing to donate time or effort to any project—especially this year the Tour of Homes—please feel free to contact me at TPENNL@AOL.COM or at my home 488-0425.

Sincerely,

Tracy P. Liberatore
President

THE GH/MCHS TOUR OF HOMES

MOTHER'S DAY EVENT

Grandview Heights/Marble Cliff Historical Society's Tour of Homes 2004 is scheduled for Mother's Day, May 9, from 1 to 4 pm. With the gracious cooperation of the owners of five Grandview Heights homes, the society will focus this year's tour on homes both east and west of Grandview Avenue. Construction dates of homes on the tour range from the oldest structure in the community (1830s) to 1939. Styles of homes range from Victorian to an "Italian cottage", and include two homes designed or redesigned by architects for their personal residences. All of the homes on this year's tour have been remodeled to some extent, and the stories of their transformations will be an interesting part of the tour experience.

Planning and research are now in full swing. Co-chairpersons Ruthanne James (486-6456) and Patrick Mooney (279-6665) and house captains are working with homeowners to uncover new information about each location. In some cases, research is causing former property owners who have been known only as names on Abstracts of Title to take on fuller dimension. Examples are turn-of-the-20th Century Columbus socialite Cinderella Holman; cigar, whisky and billiards mogul "Billy" Bott; and Murray D. Lincoln, founder of Nationwide Insurance, all former owners of homes on this year's tour.

Because the five home sites range from Urlin Avenue on the west to Virginia Avenue on the east, and some locations are on hills, plans have been made to provide golf cart assistance and designated parking at certain locations.

Our research goal is to provide tour participants with as full a history of each site as can be had. If any reader happens to be a former resident of any of the tour sites, or knows anything of the history of the house, the chairpersons and house captains listed on the insert would be eager to hear from you. The insert includes locations, house captain contact information, and some early research data. Look for more complete information about Home Tour details and the stories of the homes themselves in *Grandview ThisWeek* as we move through March and April toward the Home Tour date: May 9



This issue sponsored by

GRANDVIEW HEIGHTS CITY COUNCIL



REPORT OF AN EYEWITNESS:

The Development of Grandview Heights East of Grandview Avenue (Part Four)

The 1916 purchase of the large James O. Thomas farm, along with other smaller properties, by Upper Arlington developers King and Ben Thompson began a rapid and aggressively promoted "mushroom" development of the eastern reaches of Grandview Heights. The Thompsons' Northwest Boulevard Company Plats 1 and 2, filed in 1916, laid out the area from First Avenue south to Mulford Road, from Grandview Avenue to Hope Avenue. First Avenue was cut through to Grandview Avenue the same year. Plat 3, in February 1917, extended north to Third Avenue, east to Oxley Road and south to Palmer and Mulford. Plats 4 and 5, filed in 1919 and 1921 respectively, extended the project east on Third Avenue to Edgehill, south to Goodale Boulevard, and west on Goodale to Palmer Road.

Franklin County records from 1916 to 1921 show more than 250 purchases of properties from the Northwest Boulevard Company. A significant proportion of these were for multiple lots. A publication of 1923 states that land values had risen from about \$600 per acre to more than \$1500. The text continues "...about six years ago there was so much building going on in this section that it was likened to a mushroom growth. Many individuals bought lots and put up their own homes, and some of the large realty owners erected whole rows of houses which were sold as fast as they could be built." In addition to selling lots, the Northwest Boulevard Company built homes for sale. For example, the large brick homes on the south side of First Avenue between Willard and Virginia were featured in a 1918 advertisement. A typical advertisement reads:

*Do You Want a Home? Ninety-nine families out of a hundred will answer "Yes." **Because it is the one thing in life worth while.** And when you buy that home you want it in a good Community among other good homes. The Northwest Boulevard is just such a community, all new homes and good neighbors. The prices range from \$7000 up, modern in every way. **Easy terms to any family with good intentions.** Call us for information.*
[Bold: Editor]

In 1921 the Third Avenue bridge was opened and Third Avenue improved from the Olentangy River west to Cambridge Boulevard. An 'ad' reads: "Drive over the new bridge—out Third Avenue and take a look at the high, rolling ground that is now being offered to the public for the first time. From an investment or home standpoint there is nothing in Columbus to equal it."

An eyewitness to the Northwest Boulevard development from a very special perspective was Caroline Thomas Harnsberger (1902-). In her unpublished memoir: "The Life and Times of James Oscar Thomas" she wrote:

In 1906 Pop made his decision to try his hand at farming. He and Mom made plans with an architect to build a two-story, four bedroom, cement block house. It became a showplace at a cost of \$10,000, and by October 1906 we were able to move into it. Grandpa Hiss sold his house on Second Avenue and moved in with us, and in 1911 after Grandma Thomas sold her house she also moved in with us. By that time the snores at night resounded through the entire house. At full capacity there were nine of us.

Situated high on a hill the house attracted much attention. [The site is now a condo complex just north of Goodale on the west side of Northwest Boulevard] It had many features not seen generally: bay windows in the living room and master bedroom; a sleeping porch; cedar closets, white woodwork everywhere which the cleaning woman had to sponge every week; a wide front stairway with white paneling along the wall on one side and a white balustrade on the other; waxed hardwood (oak) floors which shone and usually sent visitors scurrying across the room and sometimes down in a heap; oak beams in the ceiling of the dining room and a railing high around the wall on which to exhibit Mom's hand-painted plates.

Pop had hired the tall, black Abe Long, whose mother had been a slave, to help with the farm work, and he and his white wife (our first lesson in integration) lived with their three children in the old log cabin on the lower land of the farm.

The year of 1916 was eventful in that Pop sold the farm to the Upper Arlington Real Estate Company [sic: Northwest Boulevard Company] to expand the Grandview territory. We stayed on in our house until 1920, and watched Northwest Boulevard being run through our corn fields, the land subdivided into small lots and houses being built upon them. We did not rebel too much until they began to erect a factory to make the popular soap "Skiddoo" in our former front yard.

One day a steam shovel dug up a skeleton in this yard. It had a jawbone 5 1/2 inches wide, leading authorities to believe that it once belonged to an Indian. The skeleton of a child was found with it.

Now all our habits had to change. No more would we have to rush home from a visit to milk the cows. No more could we suspend a rope from the hay loft to a hay rack and slide down the rope on a pulley. No more could we climb up wooden steps we had nailed to the sumac tree to play on a platform we had built up there. No longer could we pick big violets along the creek. The entire farm was mutilated. Our endurance was somewhat like that of the horse which was fed sawdust. Just as he got used to it, he died. Just as we got used to the change we moved to Upper Arlington.

(For more of Caroline Thomas Harnsberger's memoir and more Northwest Boulevard Company advertisements, go to our website (www.ghmchs.org) and search for "Harnsberger" or "Northwest Boulevard")



Out in The Northwest Boulevard the activity is still going on

Homes are being built to meet the shortage

More and more people are beginning to realize the many advantages of this section from the home viewpoint. Close to every city convenience it is an ideal place to live. The prices range from \$2000 up. All new and modern homes that can be purchased on a reasonable down payment and easy monthly terms.



NEW DISCOVERIES FROM CYBER SPACE

by Tom DeMaria

One of the thrills of doing historical research is that you never know how and when you are going to find something. That lesson hit home last spring while I was doing research for the Decorator Showcase house. On a whim I typed "Lindenberg" into the eBay browser box and out popped a magazine ad for the Lindenberg Piano Company. We have other Lindenberg Piano advertisements in our collection, but this one had a tiny portrait (see right and below) of Paul Lindenberg, the company's manager at the time. I quickly purchased the vintage ad for \$8 plus postage. This is the



only picture we have of this member of the Lindenberg family, whose estates occupied a large portion of the southern border of Marble Cliff and Grandview Heights. Paul's brother Frank built the Tarp House. His brother Carl built the Slabaugh house on the corner of Cambridge and Village Court. Not to be outdone by his brothers, in 1905 Paul had a home designed by the noted Columbus architect Frank Packard and built at the southeast corner of Cambridge and West First Avenues (see below). Note from the picture that in comparison with his brothers' estates, Paul's home was modest. This residence has undergone substantial remodeling and recently sold for over \$600,000.

What is most striking is how young Paul Lindenberg was when his father, Charles Lindenberg, placed him at the helm of this particular family enterprise. Paul was Charles' fifth son, born in 1879, and probably 25 years old or younger when he became manager of the company. The Lindenberg Piano Company was originally named the Columbus Piano Company when it was organized by Paul's father. The company took advantage of post Civil War prosperity by direct marketing pianos via magazine and newspaper advertising. The company had several early locations in Columbus, but the most prominent occupied the block bounded by Buttles and Michigan Avenues. Note the salesmanship in the ad: under the guise of cutting out the middleman, the company would ship a piano to a prospective owner for \$250 (approximately \$4500 today). This was a significant purchase when weekly wages averaged around \$5. Paul assumed the presidency of the company after his father's death in 1921. The Lindenberg Piano Company does not appear in Columbus city directories after 1928, and presumably did not survive the Great Depression.

While overshadowed by his older brothers in most regards, Paul excelled at golf. Early newspaper articles indicate that he outplayed most local golfers, was course champion repeatedly at Arlington Country Club, and set a course record during the Ohio State Amateur Competition at Inverness Country Club in Toledo. Paul Lindenberg is listed as president of Lindenberg Piano Company until its disappearance from local directories in 1928. We have no record of him after that time and are uncertain of the date of his death.

The Internet has added a whole new dimension to our society's mission. Not only does it provide GH/MCHS with a venue for sharing information via our website, it offers online research in various databases and has also opened a new door for purchasing items for our collection.

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**Lindenberg
Piano**
AT THE FACTORY PRICE
"A Little Down and a Little Each Month"

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No Money In Advance

Let me show you at my store a piano low priced, low interest, well-built and attractive new Lindenberg Pianos.
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My Plan of Sale

offer you thirty days' free trial in your own home. I pay for the freight out of the Mississippi River and place the piano in your home without any expense to you. If you are satisfied after the trial, I will arrange terms of payment to suit your convenience. If not, nothing.

Special Introductory Offer

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This contains information important to every prospective purchaser of a piano. Write for it today—it is free. Address:

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The Columbus Piano Company
Managers of Pianos
481 North High St., Columbus, Ohio



Residence of Mr. Paul Lindenberg, Grandview Heights



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*of the Grandview Heights/Marble
Cliff Historical Society!*

Please complete the information below and send with your check made out to: **GH/MC Historical Society** Mail or drop off at the **Grandview Heights Library, 1685 West First Avenue, Columbus, OH 43212**

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BOARD MEMBER PROFILE

V

iewPoints editor Patrick Mooney has been a GH/MCHS Board member for ten years, and a local resident since 'marrying into' Grandview in 1964. He and his wife Margaret are retired elementary school educators, with a combined total of 68 years of service. Margaret's five children attended Our Lady of Victory School, and daughter Molly Eichner has been a faculty member of Edison Elementary School for more than 20 years. Mr. and Mrs. Mooney are active members of St. Christopher Church, where Mr. Mooney chairs the Adult Education Committee. Mr. and Mrs. Mooney are non-resident members of the board of the OWLS Program ("older, wiser lifelong scholars") at Westminster Thurber Community, which offers six college-level courses to the Central Ohio community each October. Mr. Mooney taught one of these courses in 2002 and another in 2003.

A longtime collector of historical and literary Ohioana, a history buff, book collector, genealogist and Catholic Church historian, Mr. Mooney is a past president of the Ohio Chapter of Palatines to America and since 1984 has been chair of the Catholic Record Society of the Diocese of Columbus. Since 2001 Mr. Mooney has served on the Ohio Bicentennial Commission's Advisory Council on Religion in Ohio. The council's major project is the book *Religion in Ohio: Profiles of Faith Communities*, to be published in Spring 2004 by Ohio University Press.

Since his retirement from teaching in 1993, Mr. Mooney has enjoyed using his accumulated background in Ohio and local history and his penchant for historical and genealogical research to continue his learning and to contribute to the work of the Grandview Heights/Marble Cliff Historical Society. He has edited *ViewPoints* since its inception in 1999 and is currently Research Chair for the Society's 2004 Tour of Homes.

ViewPoints is an occasional publication of the Grandview Heights/Marble Cliff Historical Society.



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Contact Editor Patrick Mooney
(279-6665) for any interesting article
ideas or to discuss photo contributions.

Reminder to Annual Members

Grandview Heights/Marble Cliff Historical Society membership year runs from October through the following September. The mailing label on this newsletter shows the expiration date of your membership. Your continued support is solicited and very much appreciated.

